

# Initiatives for Relationship Banking

## State of progress (April 2011 to March 2012)

The Bank is committed to enhancement and application of the marketing strategies in the 4th Medium-Term Business Plan we started in April 2010, namely “providing expertise and care under three brand-building strategies” (“being strong in Networks,” “being strong in Asia,” and “being highly CSR-conscious”). We have set various specific numerical targets aimed at promoting relationship banking, and we are working hard to achieve them.

### 1. Initiatives for “being strong in Networks”

The Bank is utilizing its networks to create new “business currents” and help the development of new businesses going forward by connecting our customers to each other.

### 2. Initiatives for “being strong in Asia”

As the only regional bank in the Kinki region having a branch overseas, we supported the overseas transactions of our customers,

holding business talks in Shanghai and the Asia Seminars which had the theme of the latest business information about Thailand.

### 3. Initiatives for “being highly CSR-conscious”

We have positioned the pursuit of CSR (corporate social responsibility) with an environmental focus as the “essence of bank management.” Under our motto “Clean Bank Shigagin,” we have implemented and enhanced “environmental management,” which incorporates the environment in management, and “environmental finance,” which embeds the environment in finance with such tools as the “Eco-Plus Time Deposit” and the “biodiversity rating (PLB rating BD).”



## Numerical Targets in Our Commitment to Relationship Banking

Specific initiatives	Targets for the year ending March 31, 2013	Results as of March 31, 2012	
<b>● Numerical targets in the 4th Medium-Term Business Plan</b>			Progress toward goal as of March 31, 2012 (%)
Tier 1 ratio (consolidated)	9.0% or higher	9.42%	
ROE (consolidated)	3.5% or higher	3.43%	
OHR (non-consolidated)	65% or lower	67.72%	
Emissions of CO <sub>2</sub> [*1]	25% cut (from FY06)	58.29% cut	
<b>● Initiatives for “providing expertise and care under three brand-building strategies”</b>			
<b>● Initiatives for “being strong in Networks”</b>			
Number of times we provided new business support: acting as coordinator	100	51	51.0%
Number of times we set up business matching meetings	2,400	2,877	119.8%
Number of proposals submitted for business succession	360	323	89.7%
Number of instances of support through our “Communication Service”	3,400	3,091	90.9%
Number of borrowers whose borrower categories have been upgraded [*2]	60	15	25.0%
Number of instances of use of the Small and Medium Enterprise Revitalization Support Association	24	17	70.8%
<b>● Initiatives for “being strong in Asia”</b>			
Number of instances of support being provided by our Asia Desk and overseas offices	3,600	2,714	75.3%
Number of advisory contracts with companies entering China	10	2	20.0%
Number of instances of overseas study tours, overseas business talks	3 each	3 each	100.0%
Number of times we arranged business matching meetings with Japanese and overseas companies	100	68	68.0%
<b>● Initiatives for “being highly CSR-conscious”</b>			
Eco-Plus Time Deposit	650,000	354,835	54.5%
Total number of loans under the PLB Fund/Eco-Clean Loan Program [*3]	1,400	378	27.0%
Total amount made under the PLB Fund/Eco-Clean Loan Program	18 billion yen	9.89 billion yen	54.9%
Number of instances of assessment for PLB rating BD purposes [*4]	3,800	2,329	61.2%
Number of risk consulting cases relating to disasters	100	491	491.0%

\* 1 The results for emissions of CO<sub>2</sub> include a cut of 30.63% from the carbon offset effect due to our purchase of emissions credits.

\* 2 Number of borrowers whose borrower categories have been upgraded: Only customers handled by the Company Management Support Office under the Credit Supervision Department are counted (199 customers).

\* 3 PLB Fund: Principles for Lake Biwa Support Fund

\* 4 PLB rating BD: Interest-rate incentive based on rating customers’ measures to protect biodiversity. The aim is to support biodiversity through financial services.