

# 80 years thanks to our customers

## Digest of 80th Anniversary Celebration Projects

On October 1, 2013, the Bank celebrated the 80th anniversary of its founding. We held various celebration projects as a token of our gratitude and with the aim of achieving harmonious coexistence and mutual prosperity with the regional community.

これまででも  
これからも。



Slogan  
**In the past  
and for the future**

This expresses our gratitude to our customers in the past and our determination for the future.

## With gratitude to our customers

### Promotional campaigns

The Bank ran three promotional campaigns in which we offered 80th anniversary celebration gifts according to contract details. To increase the appeal of the regional brand, we also offered gifts made up of local Kyoto and Shiga delicacies such as Omi beef which gained favorable recognition.



Added to the product lineup  
by popular demand

### Shigagin Twin Plan Dedicated for Retirement Benefits

The Shigagin Twin Plan Dedicated for Retirement Benefits which gave a special time deposit interest rate to customers who applied for a time deposit at the same time as an investment trust for their retirement benefit received favorable recognition.

We added it to our product lineup as an exclusive product that can meet important retirement benefit management needs.



September 23, 2013

### Shiga Bank 80th Anniversary Concert

We held the 80th Anniversary Concert at the Biwako Hall Center for the Performing Arts, Shiga. Conducted by (Mr.) Yutaka Sado, a leading international conductor, the wonderful concert by internationally renowned accordionist Mie Miki and the Hyogo Performing Arts Center Orchestra was met with great applause, and the hall was filled with a sensational impression.





### Yoshimoto Shinkigeki Comedy Performance

We selected 12,000 people by lottery to be invited to the Yoshimoto Shinkigeki Variety Performance for our customers receiving their pensions via our bank. In addition to *manzai* (Japanese stand-up comedy), skits and *rakugo* comic monologues, there was also the Yoshimoto Shinkigeki and a prize raffle, and the venues were filled with laughter.

September 7, 2013: Biwako Hall  
 September 14, 2013: Youkaichi Cultural and Performing Arts Center  
 September 21, 2013: Shiga Theatre for Cultural and Industrial Development  
 September 28, 2013: Koga Aikoka City (citizen) Hall  
 October 5, 2013: Moriyama Citizen Hall

May 25, 2013

### Shigagin Business Forum 2013: Saturday School for Entrepreneurship Shiga Bank 80th Anniversary Celebration Lecture

Speakers: (Mr.) Yoshio Ichiryu, President&CEO, Ichiryu Associates, inc.  
 (Mr.) Akio Yamada, Director and Senior Advisor, Mirai Industry Co., Ltd.

November 5, 2013

### Shiga Bank 80th Anniversary Celebration Business Club Seminar

Speaker: Isao Harimoto  
 (former pro-baseball  
 player) at Otsu Prince Hotel



The Bank also held commemorative lectures in Kyoto, Osaka, Tokyo and Nagoya. Entire venues were captivated by the enthusiastic presentations of the speakers, and attendees commented that they learned a lot from the presentations and that the speeches changed their mindsets.

## Gratitude for support from our shareholders

### 80th Anniversary Commemorative Dividend

Out of gratitude for the support we have received from our shareholders, we paid a year-end dividend of four yen per share in the fiscal year ended March 31, 2014, which included a commemorative dividend of one yen per share.

## For mutual prosperity with the regional community and harmonious coexistence with the environment

We integrated the *Ikimonogatari* CSR activities that we were previously implementing individually into the *Ikimonogatari* Project, which we developed as a Shiga Bank 80th Anniversary Celebration Project. Please see page 16 for details.

## Shiga Bank 80th Anniversary Celebration Publicity

### Main Poster

Tepei Hayakawa, the paper-cutting artist who lives in Maibara City, created the Bank's original design based on the theme of harmonious coexistence and mutual prosperity.



### Television commercial and song for commercial

Our commercial which tells the story of the release of Nigrobuna and Wataka fingerlings, endangered indigenous fish species, into Lake Biwa won a Prize for Excellence at the 17th Environmental Communication Awards. The song for the commercial was composed by Ayano Tsuji, the songwriter and ukulele player, in celebration of our 80th anniversary.

