

2013 Mid-Term Business Plan

2013 Mid-Term Business Plan: “V-Plan – Evolution to the Bank for Proposals with Value”

The Gunma Bank has launched its 2013 mid-term business plan: “V-Plan – Evolution to the bank for proposals with value” for the three-year period from April 2013 to March 2016.

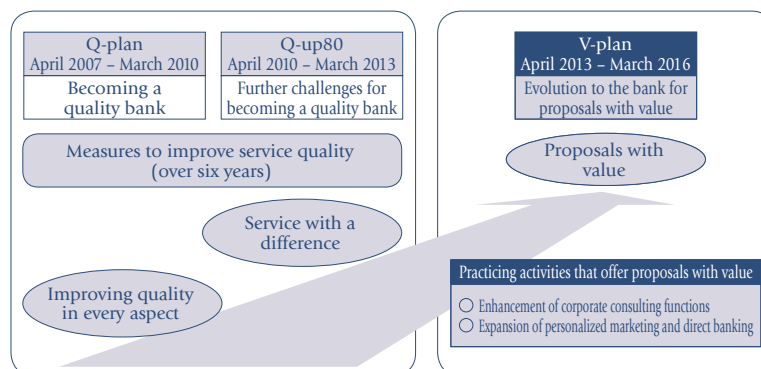
Concept / Name

Under the plan, we will continue the “Improvement of quality of service” that we have been working on to date, while evolving our basic concept to “Proposals with value” in our endeavor to achieve even greater competitiveness.

Desired Corporate Image

“The leading regional bank offering customers proposals with value”

Basic Concept



“Proposals with value” means making proposals with value unique to the Bank, based on the understanding of customer needs. As a regional financial institution, we recognize the importance of always sharing our customers’ point of view when assessing issues and determining solutions, and will proactively make attractive proposals for our customers.

● Basic Policies and Strategic Direction

Four Basic Policies

Increasing capacity to offer proposals with value

- Enhancement of corporate consulting functions
 - Strengthening of support for growth
 - Response to overseas expansion needs
 - Full corporate rehabilitation support
- Expansion of personalized marketing and direct banking
 - Reinforcement of marketing and enhancement of consulting
 - Expansion of direct banking
- Clarification of regional strategy and reinforcement of capacities at sales locations
- Reinforcement of loan management and buildup of fee business

Strengthening the operational base and pursuing increased operational efficiency

- Reinforcement of IT strategy and enhancement of system infrastructure
- Establishment of low cost operations
- Upgrade of risk management
- Strengthening of market management capacity
- Efforts to enhance capital adequacy and increase shareholders’ value

Bolstering human resources development and improving organizational vigor

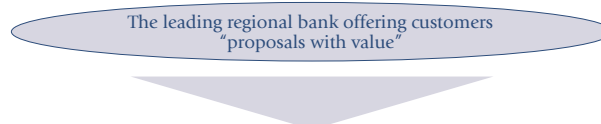
- Human resources development for stronger proposal capacity
- Effective use of diverse human resources for a more vigorous organization

Contributing to regional society

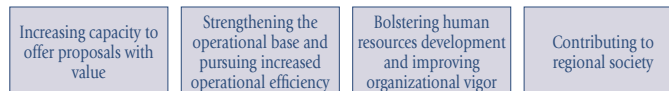
- Initiatives to revitalize the regional economy
- Environmental conservation and social contribution activities

Strategic Direction

Desired corporate image



Four basic policies



Nine basic strategies

Sales strategy		Operational base strategy	
Strategy for corporate clients		IT and administration strategy	
Strategy for individual clients		Operational management and capital strategy	
Regional and channel strategy		Risk management strategy	
Market management strategy		Organization and human resources strategy	
		Contribution to regional society	

● Numerical targets for the fiscal year ending March 2016

Growth potential	Retail loans outstanding at year-end	3,520.0 billion yen
Profitability	Core business gross profit	96.0 billion yen
	Core business net profit	36.0 billion yen
	Net profit	19.0 billion yen

Efficiency	Core business net profit ROA	Approx. 0.5%
	OHR	Approx. 62%
Soundness	Consolidated Common Equity Tier 1 ratio	Approx. 13.5%