

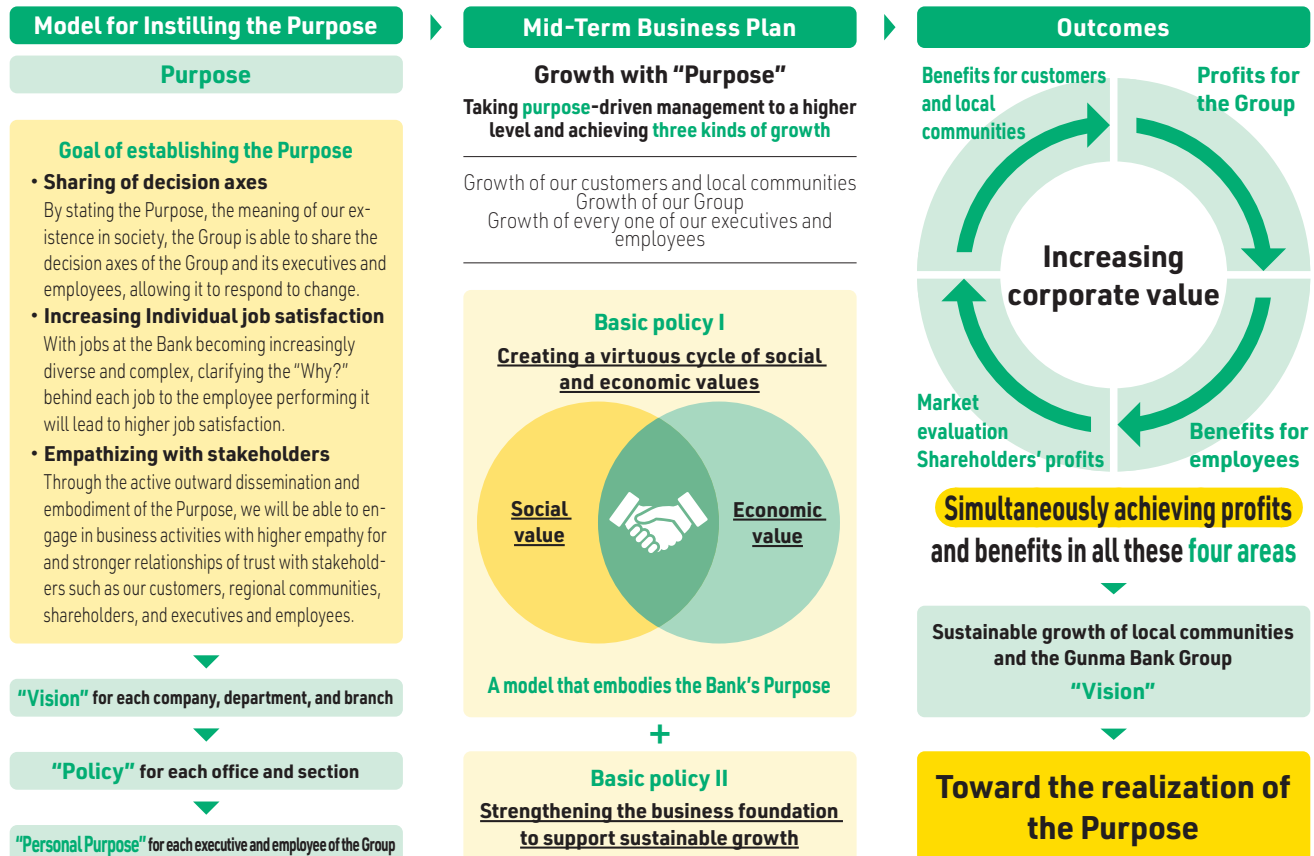
The Gunma Bank Group's Purpose-Driven Management

By connecting the strands of resources, people, and generations, we weave better futures for our communities

The Gunma Bank Group established its new Purpose on November 20, 2021. Faced with numerous social issues, we reexamined the meaning of our existence and established our Purpose based on the thought, "What is the purpose of our existence in society, and what impact can we have on the future of society?"

Under the new Mid-Term Business Plan "Growth with 'Purpose'" that we launched in April 2025, we will work to take our purpose-driven management implemented under the previous Mid-Term Business Plan to a higher level.

See P.34 New Mid-Term Business Plan



Steps to purpose-driven management

[Establishment] November 2021

- When considering the Purpose, we solicited and received 755 opinions from Group executives and employees regarding (1) through (3).
 - (1) Essential strengths of the Group
 - (2) Expectations from society
 - (3) The meaning of the Group's existence



Discussion between President Fukai and young employees on the formulation of the Purpose

[Instillation] November 2021 and beyond

- Individuals**
 - Each executive and employee established a "Personal Purpose" based on the Purpose.
 - Personal Purposes are shared within each department and branch to encourage mutual support of their realization.
 - Each executive and employee then sets goals based on their Personal Purpose.
- Districts, Branches**
 - Regional Strategies are established based on the Purpose.
 - Each branch then sets their mid-term branch management policy based on the Purpose and Regional Strategy.
- Tools for Instilling the Purpose**
 - Videos of the President explaining the Purpose to employees
 - Posters at branches and headquarters
 - Printing the Purpose on business cards, newspaper ads

[Implementation] April 2022 and beyond

- In April 2022, the previous Mid-Term Business Plan "Innovation for 'Purpose'" was established based on the Purpose.
- In July 2023, the Personal Purpose Award was held to recognize efforts toward one's own purpose.
- In April 2025, the new Mid-Term Business Plan "Growth with 'Purpose'" was established.

Activities (processes) aimed not only at hitting profit targets, but also at achieving the KPIs for Connections (quantitative targets aimed at the realization of the Purpose) and the Purpose itself are evaluated and commended.

Becoming a Group that achieves a balance between "social value" and "economic value"