Advancing Digital Transformation and Business Reform and Enhancing Data Utilization

◆ Concept of digital transformation and data utilization that support sustained growth

Under the new Mid-Term Business Plan, we will work to advance digital transformation and business reform and enhance data utilization, with "strengthening customer touch points and increasing the efficiency of internal bank operations" set as key concepts. The various policies that the Gunma Bank will pursue are closely connected to these concepts and they are essential to the realization of the Bank's management strategy. We will also strive to develop digital talent that support these efforts.

◆ Advancing digital transformation and business reform

Strengthening customer touch points and enhancing sales activities

We will work to strengthen customer touch points, with digital channels at the core, by utilizing AI and other digital technologies and to enhance and standardize sales activities by leveraging generative AI and other technologies.
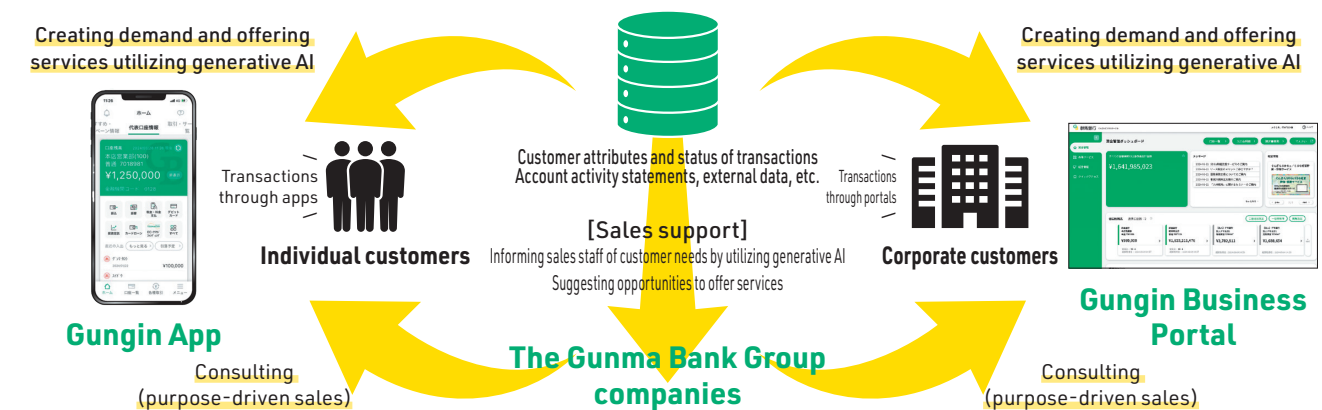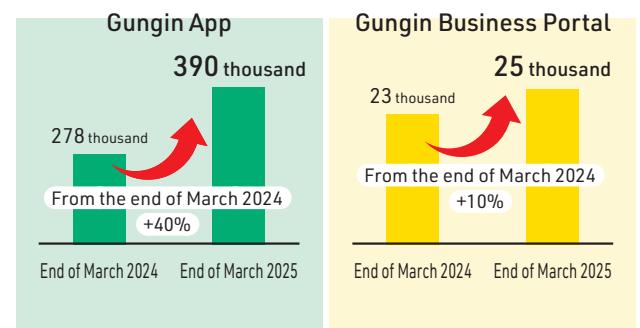

Increasing convenience for customers — Improving UI/UX of non-face-to-face channels

Since April 2022, the Gunma Bank has made Gungin App available for individual customers as the most easily accessible one of the Bank's non-face-to-face channels that connect the Bank and customers. Additionally, since July 2023, we have introduced the Gungin Business Portal, a portal site for corporations and sole proprietors. In both channels, the number of users has continued to increase year by year.

Going forward, we will work to add new functions and improve operability for each service to improve UI/UX for customers.

[Change in the number of users] (as of the end of March 2025)

Gungin App: 278 thousand (End of March 2024) → 390 thousand (End of March 2025) From the end of March 2024 +40%

Gungin Business Portal: 23 thousand (End of March 2024) → 25 thousand (End of March 2025) From the end of March 2024 +10%

	Functions added to date	Functions and services to be introduced
Gungin App	● Tax and fee payment function (added in March 2023) ● Investment trusts purchase function (added in September 2023) ● Homepage layout change function (added in February 2025)	● App loan (FY2025) ● Electronic document provision function (FY2025) ● Personal bookkeeping function (FY2026)
Gungin Business Portal	● Invoice system-compliant invoice preparation function (added in August 2023)	● Providing information about subsidy programs (FY2025) ● Procedure support function (FY2026)

Efforts to centralize internal bank operations and reduce administrative work

In March 2024, we introduced tablets to our branches to make various processes paperless and speed them up and increase the efficiency of over-the-counter services in our branches. Going forward, we will fundamentally centralize, streamline, and systematize administrative work in internal bank operations to establish a smarter branch sales system supported by an efficient administrative work processing system. As we work to streamline our operations, we will work to free up human resources and reallocate them to efforts to strengthen our consulting function and support the digitalization of local communities.

◆ Enhancing data utilization

In March 2023, we introduced a data analysis platform and a data storage platform to establish an environment that allows us to carry out advanced analyses in multiple departments in-house. In July 2023, we also introduced a digital marketing platform to strengthen our one-to-one marketing efforts. Going forward, we will utilize these platforms for repeating a cycle of data collection, analysis, and utilization from a goal-driven perspective and thereby strive to create a virtuous cycle of effective data collection, advanced analysis, and improved effectiveness of our measures and continue the cycle with greater speed. In addition, we introduced Gungin AI Chat, a system that enables secure in-house use of generative AI in May 2024. We are using it to support the development of plans and proposals and the drafting of documents.

In April 2025, we established the AI and Data Strategic Office within the Digital Innovation Department to further increase the effectiveness of our efforts to enhance data utilization.

Personalized information provision

To provide solutions that satisfy customers, we conduct analyses that combine financial data and non-financial data including personal interests and values and visualize customers' needs and issues. Based on the analyses, we provide information personalized to meet customers' needs through such channels as email and Gungin App's push notification at the right time in order to help customers solve their issues.

Creating an environment that allows us to focus on customer support

To focus more on customer support, our sales staff will work to increase their operational efficiency by utilizing generative AI for such tasks as preparing meeting reports and scheduling visits.

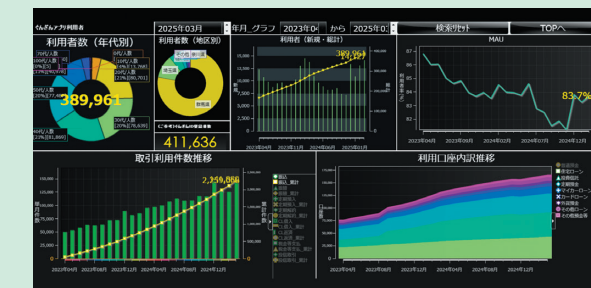### Establishing a generative AI-aided platform for inquiries about internal operations

We will introduce a platform that can respond to various inquiries about internal operations. On the platform, generative AI will answer inquiries by referring to internal rules and manuals on behalf of our expert staff who have addressed such inquiries. This will save time and also lead to greater uniformity in the accuracy of answers. With this new platform, we aim to achieve greater speed and higher quality of our customer support.

Promoting data-driven operations and sales activities by visualizing and sharing data

In July 2023, we introduced a dashboard, a system that helps sales staff save labor in reporting their sales results while also streamlining the processes of sales staff reporting to managers and managers reviewing sales reports. Going forward, we will use the dashboard in broader areas, applying it to other types of operations, and will also work to establish a platform that focuses on streamlining reporting lines in order to enhance data-driven management.

A screen display of generative AI-aided Gungin AI Chat

A screen display of the dashboard to be introduced

Functions and services to be introduced

● Establishing a generative AI-aided platform for inquiries about internal operations (FY2025)
● Establishing an in-house knowledge base for streamlining and enhancing financing project formation operations (FY2025)
● Establishing a platform to analyze customer needs utilizing non-financial data (FY2025)
● Function to support the preparation of meeting reports utilizing voice data, etc. (FY2025)
● Introducing AI dialogue chatbot for customers (FY2027)
● Generative AI-aided automatic preparation of materials for proposals to customers (FY2027)