

Message from the President

The 77 Bank aims to be the “Best creative bank” that creates a new era together with the region.

In the fiscal year ended March 31, 2009, the Japanese economy deteriorated substantially as reflected in large-scale production and employment adjustments that became inevitable following the rapid decrease in domestic and overseas demand since September 2008, due to such factors as the impact of the global economic and financial crisis triggered by the U.S. subprime mortgage problem.

In Miyagi Prefecture, the primary base of operations for The 77 Bank, the economy experienced a further downturn overall due to sluggish public and residential investments throughout the year, combined with weakening personal consumption stemming from the dramatic reduction in production, the deterioration of the job market and other such factors in the latter half of the year. The current economic situation is generally harsh both at the national and prefectural level, even though there are signs of bottoming out in some sectors, reflecting moves to slow down the pace of cutting back production in association with the progress in companies' inventory adjustments, etc.

As for the future outlook, financial institutions are embroiled in arguably the worst economic crisis in the post-war era, and are urged to adapt to the extremely tough earnings environment, as exemplified by the decline in earnings of core businesses such as income from deposit-loan margins, in addition to the write-off of investment securities and the increase in credit-related expenses. Financial institutions are also required to further improve their internal management systems, including making efforts to develop compliance systems and customer protection management systems, as well as managing various risks such as credit risks in a more sophisticated manner. Furthermore, regional financial institutions need to facilitate region-based financial functions more than ever before and contribute to the growth of the regional economy, given that regional business confidence is down and uncertainty over the future is growing.

In order to proactively tackle these issues, the Bank has launched a medium-term management plan for the three-year period commencing April 2009 dubbed the “SSS Improvement Plan: For the Creation of a New Era.” Based on this Plan, we will not only work to reform our business model and seek to enhance our operating capabilities and boost productivity, but also endeavor to execute management in a highly transparent manner with the aim of becoming the “Best creative bank” that creates a new era together with the region.”

The 77 Bank is vigorously addressing these issues.



Hiroshi Kamata, President

Medium-term Management Plan: “SSS Improvement Plan: For the Creation of a New Era”

We have launched the “SSS Improvement Plan: For the Creation of a New Era,” a medium-term management plan for the three-year period commencing FY2010, in order to aggressively forge ahead into the new era and proactively fulfill our role as a regional financial institution by foreseeing reforms in the regional industrial structure and other new trends.

The challenge for the management set forth in the “SSS Improvement Plan: For the Creation of a New Era” is to “buckle down and work on reforming the business model,” focusing on “business model clarification,” “differentiation to the extreme” and “productivity improvement.” Our aim is to switch to a “business model that creates profit-making opportunities,” improve productivity by effectively utilizing limited business resources, increase enterprise value by building a win-win relationship with stakeholders, and fulfill a more proactive role as a regional financial institution.

Outline of Medium-term Management Plan

1. Bank Image Sought by The 77 Bank

“Best creative bank” that creates a new era together with the region

While continuing to seek our ideal as a bank to “grow with the region” as envisioned under the previous medium-term management plan, we will aggressively forge ahead into the new era and proactively fulfill our role as a regional financial institution by foreseeing reforms in the regional industrial structure driven by the influx of major corporations into the Tohoku region centering on Miyagi Prefecture and other new trends.

2. Name

Medium-term Management Plan: “SSS Improvement Plan: For the Creation of a New Era”

“SSS” is the acronym of “Sales,” “Speed-up” and “Service” referred to in the basic policies. It is also the Bank’s action guideline: “77 (Seventy-seven) Bank” “Sincerely” “Supports” customers.

3. Basic Policies

1. “Sales”: Enhance operating capabilities — Reform the business model into one that adapts to changes in customers’ needs and business environment.
2. “Speed-up”: Improve productivity — Boost results and effects generated by each unit of business resource (human resources, goods, time and money).
3. “Service”: Contribute to stakeholders — Increase enterprise value by building a win-win relationship.

4. Period

Three years from April 1, 2009 to March 31, 2012

5. Basic Objectives

- Total deposits, loans and assets in custody (as of the end of FY2012): More than ¥10 trillion
- Balance of loans to small-and-medium-sized enterprises (as of the end of FY2012): More than ¥1.2 trillion
- Amount of sales of investment trusts and individual annuity insurance during the period: More than ¥200 billion
- Core Overhead Ratio (Core OHR = Ratio of expenses to core gross operating profit in FY2012): 65% or less

Promotion of Relationship Banking

Basic Policy on Promotion of Relationship Banking

“Relationship banking” means banking based on information accumulated from close long-term relationships with customers. The 77 Bank’s basic ideas concerning the promotion of relationship banking are the very principles expressed in the Bank Creed and are deeply rooted among the Bank’s executives and employees as a code of conduct.

In accordance with these basic principles, The 77 Bank will contribute even more than before to the development of the region for the realization of the following objectives set forth in the medium-term management plan.

- 1. Bank image sought (“Bank Image Sought” of the Medium-term Management Plan)**
“Best creative bank” that creates a new era together with the region
- 2. Contribute to Stakeholders (“Priority Measures” of the Medium-term Management Plan)**
 - (1) Contribute to regional economic growth**
Adapt to the restructuring of industries in the region and work on fostering and assisting in the revitalization of local companies.
 - (2) Improve customer satisfaction**
Improve consulting capabilities and pursue hospitality in an effort to boost customer satisfaction.

Relationship Banking Promotion Plan in Fiscal 2010

- 1. Strengthen support for client companies in accordance with their stage of corporate life cycle**
 - We will strengthen support for the start up of new companies, the development of new businesses by existing companies, and other similar efforts.

Target	Support the start up of and/or the development of new businesses by 50 companies
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 - We will strengthen business support functions, management improvement support functions, etc.
 - We will proactively meet the demand for business succession and inheritance solutions.

Target	Propose business succession and inheritance solutions in 100 cases.
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- 2. Ensure a financing method suitable for small and medium-sized businesses, including a loan procedure for determining business value**
 - We will make efforts to diversify the means of procuring funding.

Target	Achieve a balance of 10,000 million yen on loan products that utilize a restrictive financial covenant
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Target	Achieve handling of 10 cases of asset based lending (ABL)
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 - We will improve bank staff’s ability to make discerning judgments.
- 3. Contribute to sustainable local economy by utilizing information accumulated on the community**
 - We will organize business fairs for food and industrial products.

Target	Provide leads on 1,500 business-matching opportunities
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 - We will assist in the growth of local industries such as the automotive industry and agribusinesses.

Bank Creed as a Code of Conduct

The Bank Creed has been deeply engrained as a code of conduct among the Bank's executives and employees to this day, since its establishment as the basic principle of management in 1961. The Bank Creed declares our commitment to "contribute to the local community while achieving a harmonious balance between self-interest and public interest." In this context, it gives top priority to "elevating the spirit of voluntary service" and advocates a service-minded approach to bring about prosperity in the local community.

Bank Creed

The Bank's mission is to absorb funds and create credit by exercising its own creativity based on the principle of self-responsibility, in a spirit of maintaining orderly credit conditions and protecting depositors, and thereby contribute to the growth of the national economy. In light of such public mission, the Bank shall contribute to the local community while seeking a harmonious balance between self-interest and public interest as a regional bank.

Based on the aforementioned principles, the code of conduct to be observed by any and all persons employed by the Bank is set forth as follows.

1. Elevate the Spirit of Voluntary Service

Acknowledge that the Bank's progress goes hand in hand with prosperity in the local community, and seek to elevate the spirit of voluntary service at all times.

2. Improve Creditworthiness

Bear in mind that credit is the Bank's lifeblood, and endeavor to improve credit at all times.

3. Nurture the Spirit of Harmony

Recognize that the spirit of harmony is fundamental to the execution of duties, and strive to nurture such spirit at all times.

Based on such basic principles, the Bank aspires to become an enterprise in harmony with the local community by demonstrating its leadership and fulfilling its social responsibility for the sustained growth of the local community.

Specifically, our activities include supplying the region with funds smoothly, offering products and services tailored to customers' needs and providing support to corporate activities as well as various information. We also continually engage in activities that contribute to society, from the standpoint of a good corporate citizen.

In order to fulfill the principles set forth in our Bank Creed, we will continue to proactively contribute to the local community and make efforts so that they are fully understood by local residents.

(Note) For the Bank, "region" first and foremost means "Miyagi Prefecture," the Bank's primary base of operations.

Corporate Governance Status

The 77 Bank has always emphasized management priorities that serve to build a better business administration structure. In particular, we have devoted considerable efforts toward strengthening the capabilities of the Board of Directors, reinforcing auditing activities by inviting outside auditors to sit on the Board of Auditors, and enriching our compliance and risk management systems.

The Board of Directors is responsible for decisions on key issues related to operations. The Executive Committee, a separate authority, discusses important business matters and determines courses of action within the power granted to it by the Board of Directors. The Bank maintains a corporate auditor system under which three of the five auditors on the Board of Auditors are outside auditors, a structure that raises the level of impartiality of internal audits. Auditors check that the actions of directors are constructive and appropriate by attending Board of Directors' meetings and issuing opinion statements on discussions and decisions made at those meetings.

In regard to compliance, The 77 Bank emphasizes clarity and integrity, a position underpinned by Compliance Policies, drafted by the Board of Directors. With regard to risk management, the Bank applies its Basic Policy for Risk Management, also drafted by the Board of Directors, to maintain a sound structure that promotes stable, long-lasting growth as a regional bank.

Hiroshi Kamata
President

