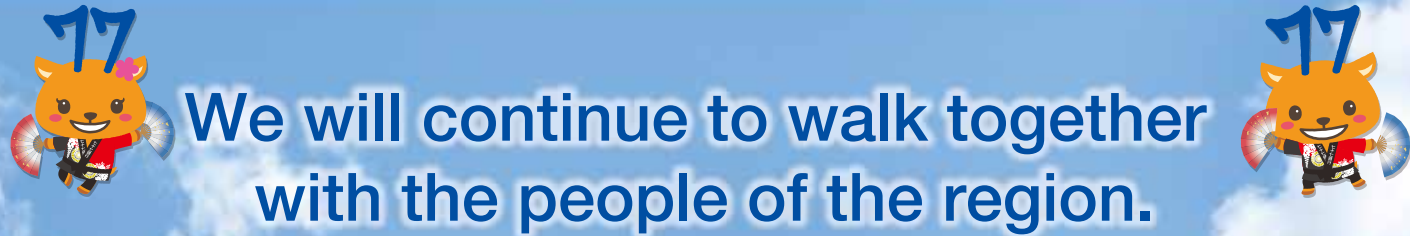


# Social Contribution Activities



## Basic Policy on Social Contribution Activities

We will achieve co-prosperity with the region and dedicate ourselves to serving the region by deepening interaction with regional society as a member of the local community and through our ongoing social contribution activities, including support for cultural and educational promotion as well as social welfare activities.

### Interaction with the Region

As a member of the local community, we actively participate in community events to deepen our interaction with regional society.



#### Participation in regional events

During the Sendai Aoba Festival held every May, we participate in the Yamaboko Parade, which is the highlight of the festival. At the traditional Dontosai Festival that marks koshogatsu every January, we make the traditional hadakamairi (naked shrine visit) to Osaki Hachimangu Shrine wearing only light clothing.



#### One Branch, One Social Contribution Campaign

The One Branch, One Social Contribution Campaign is an effort to deepen interactions with the region as a member of the local community and raise the awareness of the Bank employees regarding social contribution. These activities were conducted at all of the Bank's 142 branches (excluding branches that only offer transfers) after selecting social contribution activities in accordance with the Bank's six themes.

### Supporting Cultural Activities

To contribute to the promotion of region culture, we sponsor many cultural activities, festivals, and events.



#### 77 Starlight Symphony

The Bank has held a charity concert named the 77 Starlight Symphony since 1991 in order to enhance the experience of the Sendai Pageant of Starlight, which is becoming established as a winter tradition, as a member of the city.

In December 2019, Kohmi Hirose was invited as a guest, and performed various hit songs with the backing of the Sendai Philharmonic Orchestra. In addition, fundraising activities were conducted to support earthquake reconstruction and operation of the Sendai Pageant of Starlight.



#### 77 Fureai Concert

The 77 Fureai Concert has been held continuously since FY1993 in cooperation with the Sendai Philharmonic Orchestra, in order to give students from regional elementary schools and junior high schools the opportunity to experience a live orchestra.

Concerts were held at Wakuya Junior High School (Wakuya Town) and Kakuda Citizen's Center (Kakuda City) in FY2020, where approximately 970 people including children, students, and family members viewed a powerful musical performance and enjoyed introductions of the orchestral instruments and conductor experiences.

### Supporting Financial Education

We support financial education by utilizing the The 77 Bank Currency and Banking Museum in the head office and experiential programs.



#### The 77 Bank Currency and Banking Museum

The 77 Bank Currency and Banking Museum was opened in celebration of the 120th anniversary of our founding and in gratitude for the many years of support we have received from people in the region. The museum introduces topics, including the history and roles of money, the birth and development of banks, and the industry and economy in Miyagi Prefecture and Japan in a manner that is fun and easy to understand.

The museum was partly renewed in March 2019 as part of the 140th Anniversary Project, and new features, including a projection mapping and a children's area, have been added to introduce the relationship between The 77 Bank and the community, the relationship between money and daily life, and The three major business operations of banks. In FY2020, approximately 2,960 people, including students from a total of 72 elementary and junior high schools, visited the museum.



#### Course provided at Tohoku Gakuin University

A course provided by The 77 Bank has been held at the Faculty of Business Administration at Tohoku Gakuin University since FY2012 for the purpose of promoting social contributions to the region through education and research contributing to the development of the regional economy and human resources.

This course is taught by an employee of the Bank, and covers topics such as specific details of bank operations, recent financial trends, and the role of regional financial institutions. The course was held for the 9th time in FY2020, and the course in September 2019 was participated by approximately 290 students.



#### National High School Student Finance and Economics Quiz Championship "Economics Koshien" Miyagi Tournament

The Miyagi Tournament of the National High School Student Finance and Economics Quiz Championship "Economics Koshien" has been held since FY2010 through joint sponsorship with the Association for the Promotion of Financial Literacy, in an effort to make social contributions to the region through an educational project for acquiring the financial and economics knowledge that is essential for life planning and safeguarding one's lifestyle. In December 2019, the 11th Miyagi Tournament was held at the Head Office of the Bank.



## Promoting Sports

We promote sports in this region through sport club activities.



Close-up

### Para-badminton player on the World Stage

The baseball team, track and field team, and badminton team participate in national-level competitions, such as the Intercity Baseball Tournament, JAAF Athletics Championships, and THE BADMINTON S/J LEAGUE, while also holding training workshops as part of their everyday activities to contribute to the promotion of sports in the community. We interviewed Ayako Suzuki of the Badminton team.

Badminton team  
Ayako Suzuki

“The best part of playing badminton is that you don't have to use all your strength, but use your brain to play. I enjoy working on tactics observing the opponent's moves,” says Ayako Suzuki, who is a member of our badminton club. She won the 2017 Para-Badminton World Championships’ upper limb impairment SU5 class, in addition to winning many other international competitions, and she has been ranked high in the world for several years. She is expected to be one of the leading para-sport athletes in Japan.

Although she once retired, she returned after a five-year absence when para-badminton was adopted as an official sporting event in the global para-sport competition. After winning her first domestic tournament following her return, she became a member of the Bank’s badminton club, as her high school coach was coaching at

the Bank at the time.

She usually works at the head office in the morning and practices at our Nakayama Gymnasium in the afternoon. “This is the first time for me to belong to a company's sports club, but I am grateful for the environment that allows me to concentrate on competition. I hope to live up to the expectations of those around me,” says Suzuki. On the team, she sometimes plays together with local junior high school students and ladies' teams. Turning such experience she had never had in her career as an athlete into energy, she strives everyday.

Suzuki’s goal is to be selected for Japan’s national team and to win the gold medal by defeating the Chinese rival. “I'm confident that I can win the gold medal,” Suzuki expresses her confidence.

#### 77 Kids Challenge—Run! Hit! Throw!—joint sports workshops held by three sports clubs



We are actively offering technical trainings, etc., with the hope of helping with the recovery from the Great East Japan Earthquake through the promotion of sports.

In September 2019, the Bank’s three sport clubs held joint workshops for first- and second-grade elementary school children and their parents. Approximately 300 participants enjoyed trying baseball, track and field, and badminton.

## Responding to Environmental Issues

The 77 Bank is actively participating in activities to tackle environmental issues, such as forest conservation and installation of energy-efficient facilities.

Environmental Policy	【Basic Principle】	【Action Guidelines】
	<p>The 77 Bank believes that it has a social responsibility to protect the beautiful and abundant natural environment and to pass it down to the next generation in an improved state as a good corporate citizen.</p> <p>Based on the mindset to “Elevate the Spirit of Voluntary Service,” which is the first item in the Bank Creed, our basic principle of management, the Bank aims to be a company that coexists with regional society, and for this reason the Bank is actively and continuously engaged in environmental conservation activities aimed at creation of a sustainable society.</p>	<ol style="list-style-type: none"> <li>1. We will comply with laws and regulations, agreements, and other matters related to the environment to which the Bank has agreed.</li> <li>2. We will promote energy conservation, resource conservation and recycling activities, and work to reduce our environmental burden.</li> <li>3. We will support customers involved in environmental conservation through the provision of environmentally-friendly financial products and services.</li> <li>4. We will conduct awareness raising activities to deepen the awareness of each and every executive and employee regarding the environment and promote environmental conservation activities in regional society.</li> </ol>



#### Forest conservation activities

The Bank’s executives and new employees from FY2019 planted 1,000 black pine seedlings in the Arahama District of Sendai City, based on the “Citizens’ Reforestation Activities to Restore the Miyagi Coastal Forests” agreement that was entered into with Miyagi Prefecture, etc. in September 2018 as part of the 140th Anniversary Project. The tree planting area has been named the “77 Forest for the Future,” and will be managed as a coastal disaster prevention forest to protect the region from disaster.



#### Environmental conservation activities through financial products and services

The Bank supports companies and individual customers actively involved in social contribution activities, such as those for environmental conservation through the provision of environmentally friendly financial products and services.

• Products for Businesses

We offer the 77 Social Contribution Activities Support Loan and the77 ESG Privately Placed Corporate Bond for companies engaged in efforts such as the prevention of global warming and the introduction of recycling-related equipment.

• Products for Individual Customers

We started offering the 77 ESG Japanese Equities Open (Alias:Miyagi no Kizuna) to commemorate the 140th Anniversary of our foundation. The fund donates a portion of the trust fees that the Bank has received to restore the coastal disaster prevention forest, which suffered catastrophic damage from the Great East Japan Earthquake.



#### Conducting Material Recycling

We participated in the BRING project that the JEPLAN, INC. organized to recycle the used office uniforms of female employees, which were disposed of as industrial waste, into materials that can be reused as new resources.

Material recycling is a system of collecting used clothing and reusing them as materials or raw materials for new products. It is considered to be effective in combating global warming because it can reduce CO2 emissions by about 55% when one uses recycled materials to manufacture clothing.

## Contribution to Social Welfare

We contribute to social welfare by cooperating with fundraising activities and blood donation projects.



#### 77 Caring Fund Raising Committee

The 77 Caring Fund Raising Committee was established in 1994 by the executives and employees of the Bank for the purpose of donating to social welfare projects and facilities in appreciation of the support received from the local community to that time.

During FY2020, a total of ¥3.33 million was donated to 10 social welfare facilities recommended by the Miyagi Prefecture Social Welfare Council and 14 volunteer groups. The donated funds are used to cover facility repair costs, running costs for volunteer activities, and other expenses. In addition, a total of ¥1.71 million was donated to the Japanese Red Cross Society in response to Typhoon No. 19 in 2019.



#### Small Kindness Movement

Since the establishment of the Miyagi Prefecture Headquarters of the Small Kindness Movement, the Bank has been involved in the planning and operation of these activities, while serving as the secretariat for 44 years.

The Summer Sendai Cleaning Campaign is conducted each year prior to opening of the Sendai Tanabata Festival. Each year, we donate wheelchairs to social welfare facilities in the prefecture, and make visits to welfare facilities for the elderly and hold entertainment performances. In addition, we donate flower seeds to elementary schools in the prefecture, and gather used stamps and donate them to stamp collection organizations.