

The 77 Bank Group aims to be a leading company that works to achieve prosperity in the local community, by continuing to offer the optimal solutions, which inspire and build trust, and at the same time working with our stakeholders to tap new areas of opportunity in Miyagi and Tohoku.



Our target form

A future based on the premise of maintaining the status quo will fall into a “contracting equilibrium.” The new management plan was guided by the question: What is our vision for the 77 Bank Group to continue to fulfill its mission?

New management plan



Leading company creating a path to the future

“Our target form”
to aim for
over the long term

The 77 Bank Group aims to be a leading company that works to achieve prosperity in the local community, by continuing to offer the optimal solutions, which inspire and build trust, and at the same time working with our stakeholders to tap new areas of opportunity in Miyagi and Tohoku.

- ◆ Create the highest level of financial functions and consulting, while also expanding the scope of our businesses in the non-financial sector



- ◆ Create networks that combine the potential of Miyagi and the Sendai area with influential customers in the Tohoku region as a whole and elsewhere



- ◆ Deepen capabilities as a leading company (a collection of people with the same aspiration, and a group of companies that act as leaders for local communities)



77 Bank Group direction

We will become the 77 Bank Group that is different from a mere extension of the status quo by focusing on “our target form,” enhancing our strengths, improving our weaknesses, and revitalizing our organization.



77 Bank Group strengths

- Customer base
- Consulting system
- Trust from customers and local community



77 Bank Group weaknesses

- Profitability (low-profitability structure)
- Cost consciousness (high-cost structure)
- Competitiveness with other companies



Revitalization points

- Appetite for new challenges
- Speed and flexibility
- Cross-organization (vertical, horizontal, diagonal)

Enhance!

Stimulate demand among customers and local communities
Expand the scope of operations

Improve!

Dramatic improvements in productivity

Establish!

Establish an ambitious corporate culture

Key factors in “Vision 2030”

Key factors

An engine (key factors) will be necessary to go beyond our existing trajectory, and unlock a new future.



Basic strategies to achieve “our target form”

“Vision 2030” shows the directions to pursue for the sustainable growth of local communities and the 77 Bank Group, based on the purposes of our SDG Declaration such as the revitalization of the regional economy and the promotion of active participation of all people.



Strengthen financial foundations (key factor)

	FY2022	Our target form for FY2031
Net income (consolidated)	JPY 22.2 bn	JPY 28.0 bn
Capital adequacy ratio (consolidated)	10.27%	Over 10%
Core OHR	58.22%	50-60%

01 Top customer satisfaction strategy *Inspire through consulting and digital technologies!*

■ KPI Let's Try!

- Increase the proportion of companies in Miyagi Prefecture for whom we are their main bank by 10%
- Increase the number of corporate lending clients outside Miyagi Prefecture by 1.5 times
- Raise proportion of households “holding assets” in Miyagi Prefecture above the national average
- Ensure that 20% of the population of Miyagi Prefecture (aged 20 to 74) use loans from the Bank
- Establish 10 projects in new businesses or sectors with promise for future commercialization (by FY2024)
- To double the net income of Group companies by entering new businesses and sectors and expanding existing businesses

02 Double productivity strategy *Reform channels and release from the burden of administrative work!*

■ KPI Let's Try!

- Double labor productivity in core operations
- Cut amount of administrative work at bank branches by 50%
- Triple rate to usage of non-face-to-face channels

03 Regional growth strategy *Achieve sustainable growth in the local community!*

■ KPI Let's Try!

- To support increased economic growth rate in Miyagi Prefecture
- To triple the number of growth support cases for business founders
- Aim for 100% participation in regional development projects in Miyagi Prefecture, such as “Sendai Urban Restructuring Project” and “Next-generation synchrotron radiation facility.”
- To cut 77 Bank Group CO2 emissions by 46% compared with FY2014 and support cuts to greenhouse gas emissions in Miyagi Prefecture

04 Corporate culture reform strategy *Virtuous circle of ambition, confidence, and cheerfulness!*

■ KPI Let's Try!

- To implement various initiatives to ‘foster an ambitious spirit’
- To increase the proportion of women in management positions to 30% or more
- Increase the number of ‘specialist personnel’ that serve a purpose for customers and local communities