

77 Bank Group SDG Declaration

~More than ever, and forever, with our region.~



The 77 Bank Group, in keeping with the philosophy of the Bank Creed passed down from our founders—“The Bank’s progress goes hand in hand with prosperity in the local community”—aims to contribute to the future of the region and the realization of a sustainable society by working toward the achievement of the Sustainable Development Goals (SDGs) on a Group-wide basis.

1. Revitalization of the regional economy

We aim to contribute to the realization of a sustainable society through consulting with, and building partnerships with, local public organizations and corporate and individual customers.



2. Responding to global warming and climate change

Through our responses to climate change, we will contribute to the protection of Earth from destruction and contribute to urban development that is more in harmony with nature.



3. Encouraging and supporting the activities of our employees

We are creating an organization where each and every employee and director can engage in a diverse range of activities.



4. Advancing corporate governance

We will collaborate appropriately with our stakeholders to strengthen and enhance corporate governance.



Explanation of Our Corporate Slogan and Logo

	Slogan	Logo
	<p>More than ever, and forever, with our region.</p>	
<p>Concept</p>	<p>Our slogan expresses our commitment to our customers. We are committed to moving forward with our region, growing with our region, and creating the future with our region. We will do this by providing highly specialized solutions that harness the collective strengths of the Group while valuing the traditions, trust, and regional foundations that we have established over the years.</p>	<p>A simple design that can be recognized at a glance as representing the 77 Bank Group, with a ring symbolizing our connections with our region and our strong group ties and sense of unity. The logo also promotes the Group’s proactive work on SDG-related initiatives.</p>
<p>Underlying meaning</p>	<p>“More than ever” expresses the mission and shared values of the 77 Bank Group to always seek to deliver better solutions for customers and make greater contributions to the prosperity of local communities than we have made before, by providing the highly specialized solutions that customers have come to expect from us.</p> <p>“And forever” includes the dual meaning of “from now on” and “up till now” and expresses the 77 Bank Group’s commitment to building everlasting relations with local communities and customers.</p> <p>“With our region” expresses the Group’s commitments to contribute to regional development and always put customers first incorporated in the principle “Elevation of the Spirit of Service” stated in our Bank Creed.</p>	<p>The colorful ring, which expands as it turns, is composed of the 17 colors used to represent the SDGs and symbolizes the comprehensive capabilities and solutions customers have come to expect from the 77 Bank Group as well as the Group’s constant tackling of new challenges to create a bright future for the region, in line with the principle in our Bank Creed of “Elevation of the Spirit of Service”.</p>