

● **Reinforcement of CSR Activities**

CSR Activities of Mizuho

Mindful of our mission to contribute to the ongoing development of the economy through active social participation as a globally active financial group, we are reinforcing our commitment to CSR activities.

The following are the key points of our commitment:

● **Involvement in Environmental Awareness**

By recognizing the immediate importance of curbing and alleviating environmental impact as a globally shared challenge, we are seeking to provide financial services that are in line with environmental preservation policies, such as measures to prevent global warming, while at the same time reducing our own consumption of resources.

● **Supporting Financial Education**

We support financial education programs for the development of the next generation so they can acquire financial knowledge and the ability to resolve the issues they may face in their daily lives.

● **Enhancement of Corporate Governance**

We are further enhancing corporate governance in order to sustain maximum fairness and integrity in our corporate activities and thus win high levels of acceptance in the global financial and capital markets.

● **Highly Responsive Communications**

We are realizing responsive communications between stakeholders by ensuring transparency in corporate activities through further promoting information disclosure.

Working to bring greater specificity to CSR activities, we established a CSR Committee with responsibility for cross-organizational discussions and coordination in connection with basic approaches and measures related to CSR, and in September 2005, drew up a basic CSR policy. The CSR Promotion Office of MHFG's Corporate Communications Division strengthens coordinated group-wide efforts, while further advancing the efforts that individual group companies have made to date.

Preparations are in progress for the publication of a CSR Report during fiscal 2005.

● Reinforcement of CSR Activities

Environmental Activities

In compliance with laws and ordinances relating to the environment, we are working to contribute to the protection of the environment through energy and resource conservation efforts that include separating and collecting garbage by type and using recycled materials.

At the same time, we are tackling environmental issues as a financial institution by supporting customers' programs for dealing with the environment and offering financial products and service that contribute to environmental preservation.

● Developing Environment-Related Financial Products and Advisory Services

Services related to global warming	The latest information on greenhouse gas emissions, trading and advisory services concerning the creation of trading systems, creation of schemes concerning CDM/JI (clean development mechanisms and joint implementation*) investments, and the development of funding methods for validation and carbon funds.
Project finance	Advisory services for CDM/JI investments, arranging finance for wind power generation and garbage incineration facilities.
Natural energy-related products	Trading in wind speed (for wind power) and precipitation (for hydroelectric power) derivatives.
Environmental management consulting	Preparation of environmental IR strategies, introduction of environmental accounting and acquisition of ISO14001 certification.
LCA support services	Implementation of LCA (life cycle assessments) in connection with products and services.

▶ CDM/JI: The mechanisms adopted under the Kyoto Protocol for greenhouse gas emission reduction projects.

● Adoption of the "Equator Principles"

In October 2003, MHCBC became the first Japanese bank to adopt the Equator Principles which are a standardized framework employed by private banks to monitor whether projects financed through project finance schemes have taken into consideration the environmental and social impact that projects may have on the local community.

In June 2005, the environmental NGO BankTrack, which grades and publicizes the progress of implementation of the Equator Principles by banks, chose MHCBC as one of the top five banks for its efforts in the area of disclosure out of a total of 31 banks in Japan and overseas at the time of the evaluation. MHCBC also earned above-average marks in the overall evaluation.

Ten major banks such as Citigroup implemented the Equator Principles in June 2003, and as of October 2005, 35 major banks around the world have adopted the Principles.

● Reinforcement of CSR Activities

Contributions to Society

● Mizuho Charity Fund

In 2002, we launched the Mizuho Charity Fund which collects contributions in units of ¥100 directly from the monthly salaries of employees, to promote community activities by the group's senior executive officers and employees. Using this fund, we make donations via group philanthropic foundations to purchase welfare vehicles for the physically challenged and the elderly, provide relief aid for natural disasters, and contribute to volunteer organizations recommended by group employees.

The following donations have been made in connection with large-scale disasters so far in fiscal 2005. Contributions have also been made to NPOs and other volunteer activities in which group employees directly participate or otherwise support.

<Contributions to Large-scale Disasters>

- Disaster relief in connection with Hurricane Katrina in the U.S.
 - Disaster relief in connection with the Kashmir earthquake (also known as the Northern Pakistan earthquake or South Asia earthquake)
- ※ In addition to these contributions from the Mizuho Charity Fund, the group's senior executive officers and employees also carried out separate fund-raising activities and the monies raised were donated along with contributions from MHFG itself.

● Activities of Philanthropic Foundations in Japan

We support social welfare for senior citizens and the physically challenged, international exchange, educational support and scholarships, and academic research through the following foundations; Mizuho Education Welfare Foundation, Mizuho Welfare Foundation, Mizuho International Foundation, Mizuho Scholarship Foundation and Mizuho Foundation for the Promotion of Sciences.

● Overseas Activities

Our overseas offices are actively engaged in efforts to contribute to local communities.

<Mizuho Asian Fund>

The Mizuho Asian Fund was established in 1998 to facilitate the development of healthy youths, the eradication of drugs and promotion of sports in ASEAN countries.

Through the cooperation of Thailand's Ministry of Education, the fund sponsors soccer and volleyball tournaments (collectively called the MIZUHO GAMES) for elementary and junior high schools.

Also, the fund has awarded scholarships to university students as well as supported company visits for elementary and junior high school students in Thailand.

● Support for the "All-Japan Elementary and Junior High School Students' Environmental Art Contest"

Since 1997, we have supported the "All-Japan Elementary and Junior High School Students' Environmental Art Contest" through funding, participating to the screening process and renting a conference room for awarding ceremony. The contest promotes environmental education among elementary and junior high school students. Winners are presented with books containing the winning entries.



● Brand Strategy

We are pursuing a strategy to transform the Mizuho name into a brand that befits a leading global financial services group.

Under this branding strategy, we will make clear declarations of the kind of value we can provide to customers. This is our Brand Promise.

Our Promise, however, is mere words and is not enough on its own to win customer approval for our efforts to provide value. In order to fulfill Brand Promise, therefore, we will share and put into practice the strengths and challenges embodied in the expression “enterprising, open, and leading-edge” in our daily work activities.

We believe we will only achieve our aspiration to become “A financial partner that helps customers shape their future and achieve their dreams” when our customers truly feel we are “enterprising, open, and leading-edge” and have fulfilled our Promise.

Brand Promise

To customers ranging from domestic retail, corporate to international, Mizuho Financial Group is comprised of enterprising, spirited professionals who use creative and original methods to respond to customer needs today, while helping them achieve a bright future tomorrow.

Because we want to play a meaningful role in our customers' lives by always being available to them, we offer a full range of leading-edge products and services designed to help them achieve their goals and make their lives more enjoyable and gratifying.

Brand Strength

Enterprising

“Enterprising” means we have the passion and power to help customers find the right path.

We think creatively about our business and each of us is empowered to make a difference in our customers' lives. We keep focused on our customer needs and continuously strive to help them achieve their dreams.

We must be enterprising.

Open

“Open” means we are flexible and are open to new ideas and new ways to serve customers.

We listen sincerely to our customers and treat them with fairness and kindness any time we have the chance.

We must be open.

Leading-edge

“Leading-edge” means we have the foresight to “light the future.”

In other words, each of us should anticipate how society and customers change. As a result of this, we introduce the most advanced and unique products and services to better serve our customers. Because of our innovative mindset, we help our customers achieve a better and brighter future.

We must be at the leading-edge.

Brand Vision

“A financial partner that helps customers shape their future and achieve their dreams”

● **Brand Strategy**

We will continue to declare our Promise through various kinds of communications activities under the group's unified Brand Slogan, "Channel to Discovery."

Brand Slogan

Channel to Discovery

The slogan expresses the role Mizuho will play, not only to realize today's dreams, but also to discover new possibilities that lie ahead and to create a better future.

"Discovery" stands for Mizuho's customers discovering their dreams and new possibilities, and "Channel" stands for the role Mizuho will play in providing the ways and means to its customers so that they can realize their dreams and new possibilities.

<**Communications Activities**>

TV commercial aired in Japan

