

Stakeholder communication

Basic approach

In addition to disclosing information to our stakeholders proactively, effectively, and fairly, we strive to ensure that our corporate activities are aligned with social expectations as well as being fair and transparent.

Through constructive dialogue, we seek to garner stakeholders' understanding and trust, as well as to increase our corporate value, ensure overall corporate soundness, and enhance service quality.



Stakeholders	Policy
Customers P.101	Collect customer feedback and discuss and implement proposed improvements so as to enhance service quality.
Shareholders P.28	Engage in timely and appropriate disclosure and constructive dialogue to realize highly transparent management and sustained growth.
Employees P.49	Provide numerous opportunities for dialogue and other forms of two-way communication between management and employees so as to realize highly transparent management and workplaces where each employee can thrive in their work.
Regional/local communities	As a good corporate citizen that aligns the organization's interests with those of society, supports society, and advances in step with society, we are actively engaged in social contribution initiatives addressing local community issues and needs.
Suppliers/competitors	Put policies in place and engage in fair and impartial business practices.
Government authorities	Engage in dialogue and activities promoting the sustained development of the finance industry.



Mizuho's Stakeholders

<https://www.mizuhogroup.com/sustainability/communication/mizuho>

A closer look at our communication with local communities

Social contribution activities

Since 1965, Mizuho has been delivering yellow safety badges to first graders across Japan to help them stay safe in traffic on their way to school. Around 70.82 million badges have been given out to date. In 2023, the 59th year of the campaign, Mizuho received a letter of appreciation from the Japan Traffic Safety Association at the 63rd Central Meeting of the National Traffic Safety Campaign as a company cooperating in traffic safety.



Traffic safety class at Otemachi Tower, Tokyo

Financial and economic education initiatives

In fiscal 2022, in addition to the online lessons and use of remote teaching materials that we bolstered during the COVID-19 outbreak, we resumed our usual face-to-face lessons, further enhancing the responsiveness of our financial and economic education. Over 1,000 children took part in our Children's Summer School, including both face-to-face lessons at Group sales offices and online lessons.



Class at a branch

TOPIC

Brand communication through sports sponsorship

Mizuho uses sports sponsorship as one means of brand communication targeting a broad range of stakeholders.

We support the Japan National Football Team, as well as national representatives of judo, breakdancing, and para sports. In fiscal 2022, we released a TV commercial cheering on the Japan National Football Team and held public viewings and football lessons for employees.



Football lesson for employees and their families