

July 20, 2023
Mizuho Financial Group, Inc.

Establishment of new corporate tagline:
“Innovating today. Transforming tomorrow.”

Mizuho Financial Group, Inc. (President & CEO: Masahiro Kihara) is pleased to announce the establishment of a new corporate tagline in English, effective today: “Innovating today. Transforming tomorrow.”



Innovating today. Transforming tomorrow.

Since 2013, Mizuho has used “One Mizuho: Building the future with you” as its group-wide corporate tagline.

Earlier this year we revised our Corporate Identity,* and established a corporate Purpose: Proactively innovate together with our clients for a prosperous and sustainable future. As outlined in the supplement below, the Purpose expresses our determination to operate with foresight, capture client and societal changes, and challenge ourselves while growing together with our clients and supporting their endeavors.

The new corporate tagline that we are adopting today captures the essence of our Purpose, and functions as a commitment by all our people to realize the vision contained therein.

* See May 15, 2023 press release: Revision of the Corporate Identity and launch of the new medium-term business plan

https://www.mizuhogroup.com/news_release/20230515_2release_eng.html

Supplement

Mizuho traces its roots back to three of Japan's oldest banks, one of which was First National Bank. The earliest of its kind in Japan, 150 years have passed since First National Bank was founded in 1873.

With the qualitative changes in globalism, a rapid increase in ESG awareness, the social change that accompanies technological advancements, and the acceleration of Japan's declining birthrate and aging society, we find ourselves in increasingly uncertain times. There is no solution to be found in carrying on as we have in the past. To pave the way to the future, Japan—together with the rest of the world—must rise to many challenges.

Going forward, we will need to consistently create innovative solutions at an unprecedented pace while working together with people from all kinds of professional backgrounds.

The foresight and integrity of many of Japan's early industrialists and entrepreneurs, such as Eiichi Shibusawa and Zenjiro Yasuda, have left their mark on Mizuho's DNA. We have a legacy of striving for socioeconomic development. Fast-forwarding to the present day, we have the drive to keep one step ahead of change and create new value.

It is in this context that we have defined Mizuho's corporate purpose: "Proactively innovate together with our clients for a prosperous and sustainable future."

This purpose means we align ourselves with each customer's efforts toward achieving their goals and aspirations, and when doing so we use our finance and consulting capabilities to contribute to making the world a better place. It means we work towards a sustainable future together with corporate clients that are pushing themselves to develop new technologies and businesses, through collaborations with other companies and through business and finance support. And it means that we connect all our people, and that each day we are innovating and improving through new perspectives and contributing to a brighter future.

We will challenge ourselves, while supporting the endeavors of our clients, to co-create a prosperous future. With renewed determination, we have put this purpose into words: Proactively innovate together with our clients for a prosperous and sustainable future.



Innovating today. Transforming tomorrow.