

October 6, 2016

Mizuho Financial Group, Inc.

Mizuho Bank, Ltd.



**Mizuho Receives the Award for Channel Innovation
from the Bank Administration Institute, a US-Based Organization
Dedicated to Promoting Innovation in the Financial Services Industry**

*Recognition of the new service provision capabilities offered by the humanoid robot,
"Pepper"*

Mizuho Financial Group, Inc. (President & Group CEO: Yasuhiro Sato), and Mizuho Bank, Ltd. (President & CEO: Nobuhide Hayashi) received the award in the category of channel innovation in the 2016 BAI Global Banking Innovation Awards. Mizuho was selected from among hundreds of nominations submitted by banks from around the world.

The Bank Administration Institute (BAI) is a leading industry group joined by banks across the US which is devoted to improving the performance of financial services companies through strategic research and information, and the education and training of industry leaders. BAI launched the BAI Global Banking Innovation Awards program in 2011. Over the past few years it has received thousands of nominations from financial services organizations all over the world, becoming one of the most prestigious awards in the financial industry.

Mizuho is honored to have been selected for the award in the channel innovation category for our innovative use of a humanoid robot, Pepper¹, which has served as a concierge in Mizuho Bank branches from July 2015. This initiative made a strong impression for the way in which it introduces a channel for providing new, innovative services and creates a new customer interaction experience. In particular, Pepper's abilities to introduce appropriate products for each customer's needs and to hold interactive conversations in order to guide customers were highly evaluated.

The financial services business environment is rapidly changing due to technological innovation. Mizuho is committed to staying ahead of these changes by proactively incorporating internal and external ideas and knowledge as well as the latest technologies into our business in order to create new value for customers.

As a group, we will continue to be actively involved in financial services innovation. This is one way in which we are aiming to achieve our ultimate goal of being our customers' most trusted financial services consulting group.

(1) Pepper greeting customers
at a Mizuho Bank retail branch



(2)Receiving the award



1: Pepper is a trademark of SoftBank Group Corp.