

At Sumitomo Mitsui Financial Group, we position “Our Mission” as the universal philosophy underpinning the management of SMBC Group and as the foundation for all of our corporate activities.

Mission

We grow and prosper together with our customers, by providing services of greater value to them.

We aim to maximize our shareholders’ value through the continuous growth of our business.

We create a work environment that encourages and rewards diligent and highly-motivated employees.

Vision

To be a global financial group that leads growth in Japan and Asia by earning the highest trust of our customers

Values

**Customer First
Proactive and Innovative
Speed
Quality
Team SMFG**



Mission

Vision

Values

▶ See page 61 for information on our Code of Conduct.



“SMBC” has been designated as the corporate group’s master brand. All Group companies use the SMBC logo and promote the SMBC brand in order to enhance the brand power of the entire SMBC Group.

▶ **Rising Mark**

The Rising Mark is the upward curving strip seen beside the letters “SMBC.” This mark indicates our desire for the Group to grow together with our customers, shareholders, and society by providing high-value-added, cutting-edge, and revolutionary services.

▶ **Corporate Colors**

The fresh green color (color of young grass) of the Rising Mark symbolizes youthfulness, intellect, and gentleness while the trad green (deep, dark green) background presents tradition, reliability, and stability.