

# MISSION & VISION

SMBC Group has devoted its best efforts  
to contribute to the sound development of society,  
mainly via its financial services.

To clearly reflect this stance,  
in April 2020 Our Mission was revised to include the statement  
“We contribute to a sustainable society by addressing environmental and social issues.”



**MISSION**

**VISION**

**FIVE VALUES**

# VISION & FIVE VALUES

At this time, we also put forth the new Vision of being  
“a trusted global solution provider committed to the growth of  
our customers and advancement of society”  
while revising the “Five Values” that represent the values  
we aim to share with all SMBC Group members.

In accordance with the revisions to Our Group Mission, Vision, and Values,  
we will continue to fulfill our social mission by further building upon a variety of  
initiatives that are not limited to financial services.

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.

We contribute to a sustainable society by addressing environmental and social issues.

**A trusted global solution provider committed to the growth of  
our customers and advancement of society**

## **INTEGRITY**

As a professional, always act with sincerity and a high ethical standard.

## **CUSTOMER FIRST**

Always look at it from the customer's point of view, and provide value based on their individual needs.

## **PROACTIVE & INNOVATIVE**

Embrace new ideas and perspectives, don't be deterred by failure.

## **SPEED & QUALITY**

Differentiate ourselves through the speed and quality of our decision-making and service delivery.

## **TEAM “SMBC GROUP”**

Respect and leverage the knowledge and diverse talent of our global organization, as a team.