

## 【NEWS RELEASE】

January 29, 2026

Sumitomo Mitsui Financial Group, Inc.

The Ambassador Agreement with Track and Field Athlete Asuka Terada

Sumitomo Mitsui Financial Group, Inc. (the “Company,” President and Group Chief Executive Officer: Toru Nakashima) has signed an ambassador agreement with track-and-field athlete Asuka Terada.

The SMBC Group envisions itself as a "trusted global solution provider committed to the growth of our customers and advancement of society." To achieve this vision, each employee is dedicated to honing their skills, working as one team, and continuously striving to contribute to societal progress and customer service.

Ms. Terada achieved three consecutive Inter-High School Championships titles in the women’s 100m hurdles during her high school years. In 2008, she became the youngest champion in the event’s history at the Japan Championships and went on to win the title three consecutive times. She competed at the 2009 World Athletics Championships. After retiring once in 2013, she returned to elite sport following marriage and childbirth, switching to women’s rugby sevens in 2016. She later returned to track and field in 2019 and set a new Japanese record for the first time in 19 years. She has since continued to compete at the highest level, including advancing to the semifinals at the Tokyo 2020 Olympic Games and competing at the World Athletics Championships in 2023. Alongside her career as a top athlete, she is also engaged in developing the next generation and supporting the careers of female athletes.

The SMBC Group resonates strongly with Ms. Terada’s outstanding dedication and her commitment to continually taking on challenges. In addition, Ms. Terada supports the activities of SMBC TOKYO SOLUA (“SOLUA”), a team that aims to balance work and sports (\*1). Accordingly, we have decided to enter into this ambassador agreement. Going forward, together with Ms. Terada, we plan to implement initiatives centered on: children’s events held in conjunction with SOLUA games; support for students through the SMBC Group’s university sports support program (\*2); activities aimed at addressing social issues; and initiatives to enhance employee engagement across the SMBC Group.

Prior to this ambassador agreement, together with Ms. Terada, we have already carried out initiatives that contribute to solving social issues, including a talk session themed on “The Future of Female Athletes in Japan” and sports experience events in conjunction with SOLUA’s new team launch event. In addition, we plan to hold an event inviting Ms. Terada as a special coach at SOLUA’s final game of the 2025–26 season.

[Profile of Asuka Terada]

Date of birth: January 14, 1990

Place of birth: Sapporo, Hokkaido

Major achievements: Competed at the World Championships in 2009, 2019, and 2023; advanced to the semifinal at the Tokyo 2020 Olympic Games

[Comment from Ms. Asuka Terada]

I am truly honored to serve as an ambassador for the SMBC Group. The SMBC Group's vision—"to grow with our customers and society through the highest level of trust"—strongly resonates with the values I have held dear throughout my athletic career. Throughout my competitive journey, I have been able to continue taking on challenges thanks to the support of many people. I believe that trusting in one's potential and moving forward while overcoming failures and difficulties extends beyond sport and applies to society. As a member of the SMBC Group, I will share the value of challenge through sport and the importance of continued effort, and I will devote myself fully to delivering a positive message to children who will shape the next generation, as well as to society at large.



\*1 SMBC TOKYO SOLUA

Please kindly refer to the news release:

([https://www.smbc.co.jp/news\\_e/pdf/e20240423\\_01.pdf](https://www.smbc.co.jp/news_e/pdf/e20240423_01.pdf))

\*2 University Sports Support Program

Please kindly refer to the news release:

([https://www.smfg.co.jp/news\\_e/pdf/e20240508\\_01.pdf](https://www.smfg.co.jp/news_e/pdf/e20240508_01.pdf))

END