

## CSR Activities

### Strengthening CSR Activities

Mizuho places CSR initiatives at the core of corporate activities for creating new corporate value and achieving sustainable growth. In particular, we are advancing efforts in our medium to long-term CSR key areas—Environmental Initiatives, Support for Financial Education, and Enhance Corporate Governance.

#### Environmental Initiatives through Financial Services

In addition to promoting greenhouse gas reductions, Mizuho is working to strengthen its environmental initiatives through its financial services.

As a loan product for SMEs and middle-market customers that practice or aspire to environmentally conscious management, MHBK offers Mizuho Eco-assist plus, which is a level above existing loan products. Utilizing its high level of financial expertise, MHCBC is also engaged in various environmental initiatives, such as participating in environmental city projects and supporting infrastructure improvements overseas.

#### Support for Financial Education

##### Lectures and Courses for Universities

We dispatch officers with ample hands-on expertise to give lectures on cutting-edge financial practices and other topics. Lectures are held at Kyoto University, Keio University, the University of Tokyo, Hitotsubashi University, and Waseda University.

##### Practical Financial Education at Elementary, Junior High and High Schools

We newly developed a textbook and a DVD to be used practically in lessons through joint research with Tokyo Gakugei University, and Mizuho employees also participate in lessons making use of our textbooks, glossaries and guidelines.

#### Multifaceted Barrier-free Initiatives

MHBK promotes multifaceted barrier-free initiatives through the Heartful Project to enable anyone to use its facilities and services easily. In March 2012, Hyogo Prefecture certified Kawanishi Branch as the first Hyogo Residents' Universal Facility. To move these initiatives forward still further, MHBK has launched the Mizuho Heartful Business initiative to support corporate and individual customers who are making proactive efforts to respond to the problems of falling birthrates and an aging society. It also provides Mizuho Heartful Loans to corporate customers who are actively engaged in offering products and services or employment opportunities for the elderly or disabled people.

#### Social Contribution Activities

With the intent of ensuring daily safe commutes for schoolchildren, we present Yellow Badges linked to traffic accident insurance to the first graders nationwide\*. By the 48th campaign in fiscal 2011, accumulative total of 58.86 million badges had been delivered.

\*In cooperation with Sompo Japan Insurance, Meiji Yasuda Life Insurance and The Dai-ichi Life Insurance.

### Brand Promise

In order to establish a brand that befits a global comprehensive financial services group, Mizuho is committed to earnestly acting upon the following pledge that it makes to its customers.

To customers ranging from domestic retail, corporate to international, Mizuho Financial Group is comprised of enterprising, spirited professionals who use creative and original methods to respond to customer needs today, while helping them achieve a bright future tomorrow.

Because we want to play a meaningful role in our customers' lives by always being available to them, we offer a full range of leading-edge products and services designed to help them achieve their goals and make their lives more enjoyable and gratifying.

### Brand Strength

In order to meet our customers' needs and expectations, and to maintain competitiveness in the future, Mizuho aims to become a financial group that customers recognize as being "enterprising, open, and leading-edge." These three terms describe Mizuho's brand strength and underpin all Mizuho employees' actions in our efforts to help our customers realize their dreams and create a better future for us all.

### Brand Slogan

## Channel to Discovery

Mizuho's brand slogan captures the commitment we have to being "A financial partner that helps customers shape their future and achieve their dreams." The slogan expresses the role Mizuho will play, not only to realize today's dreams, but also to discover new possibilities that lie ahead and to create a better future.

### Sub Slogan

## One MIZUHO: Building the future with you Mizuho Financial Group

We aim to become "the most trusted financial institution." The sub slogan established in September 2011 conveys Mizuho's unified commitment to implementing the reforms necessary for us to achieve this goal.

Everything we do, we do for our customers. We remain committed to the ideals represented by our sub slogan as we work together as a group to implement the reforms necessary for us to achieve our goal of becoming "the most trusted financial institution."