

## Establishment of Quantitative Indicators (KPI) and the Disclosure of the Status of Action Plans

### 1. Establishment of KPI

Mizuho Financial Group has established our ambition to continue being our customers' most trusted long-term financial partner as the vision of *Mizuho's Corporate Identity*. In working to achieve this vision, Mizuho employees share a common set of five central values—called the Mizuho Values—starting with putting our customers first.

In the “Medium-Term Business Plan: Progressive Development of “One MIZUHO” —The Path to a Financial Services Consulting Group—,” which started in FY2016, we have further promoted the idea of “customer-first (client-oriented)” to be the only partner that contributes to the creation of a financially stable future for our customers by providing the optimum solution to each customer through our group-wide consulting functions of the highest quality.

Based on the above, we will work on the fulfilling of fiduciary duty (“FD”) by bringing together the expertise of our group companies in a sincere manner, and we have established quantitative indicators (KPI) to confirm how our customer-oriented business operation is practiced in day-to-day operation.

Policies		(1) FD fulfillment	(2) Trust and appreciation by customers	(3) Result
Policies per function	Group management policies			<ul style="list-style-type: none"> <li>■ Number of participants in financial education</li> </ul>
	Sales	<ul style="list-style-type: none"> <li>■ Number of qualified employees</li> </ul>	<ul style="list-style-type: none"> <li>■ Customer satisfaction survey The result of the new survey will be disclosed from FY2018.</li> </ul>	<ul style="list-style-type: none"> <li>■ Balance of assets of investment products under management               <ul style="list-style-type: none"> <li>– Increase in the assets of new customers under management</li> </ul> </li> <li>■ Number of holders of investment products               <ul style="list-style-type: none"> <li>– Number of holders of products for the asset development segment</li> </ul> </li> </ul>
	Asset management/product development	<ul style="list-style-type: none"> <li>■ Number of investment products developed/improved</li> <li>■ Number of engaged customers (companies)</li> <li>■ Number of seminar participants</li> </ul>	<ul style="list-style-type: none"> <li>■ Number of fund awards received</li> <li>■ Investment trust fund company satisfaction survey  (Survey conducted with institutional investors face-to-face)</li> </ul>	<ul style="list-style-type: none"> <li>■ Balance of annuity trust</li> <li>■ Balance of public and private placement investment trust funds</li> <li>■ Balance of DC exclusive and asset development-type funds</li> </ul>
	Asset administration	<ul style="list-style-type: none"> <li>■ Number of improvements in quality of operation services</li> <li>■ Number of training</li> </ul>		<ul style="list-style-type: none"> <li>■ Balance of new public placement investment trust funds managed</li> <li>■ Balance of assets under management</li> </ul>

#### (1) FD fulfillment

We are taking initiatives to fulfill FD through each group companies' practice of their own action plans as established respectively according to the group-wide policies.

#### (2) Trust and appreciation by customers

We believe that we will be able to gain trust and appreciation from customers and external ratings agencies by providing products and services that meet our customers' needs and that are in their best interests, all by fulfilling FD.

#### (3) Result (manifestation of trust by customers)

We believe that we can enhance transactions with customers and start transactions with new customers by achieving trust and appreciation via a broad range of customers.

## 2. Disclosure of the progress of the action plan initiatives

We have determined to disclose the progress of the action plan initiatives on the websites of each group company every fiscal year. This time, we are making the following announcements about the interim status of the FY2017 action plan initiatives, as we newly established the quantitative indicators (KPI) for our activities.

- A. Progress of the action plan initiatives with regard to group management policies  
Disclosed by Mizuho Financial Group, a holdings company, as group-wide initiatives are core part of the action plans
- B. Progress of the action plan initiatives with regard to sales functions  
Our group companies working on sales functions (MHBK, MHTB, and MHSC) are providing financial consulting services by bringing together our group-wide expertise to meet the diverse needs of customers. The progress of the action plan initiatives is therefore disclosed by Mizuho Financial Group, a holdings company, in order to explain the situation of group-wide initiatives in an easy-to-understand manner.
- C. Progress of the action plan initiatives with regard to asset management/product development functions  
Disclosed by each group company that is working on asset management/product development functions (MHTB, MHSC, and Asset Management One)
- D. Progress of the action plan initiatives with regard to asset administration functions  
Disclosed by each group company that is working on asset administration functions (MHTB and TCSB)

Previous disclosure		New disclosure				
Policies	Action plan	Interim report on the progress of the FY2017 action plan				
Group management policies	Disclosed by each group company every fiscal year	A Disclosed by MHFG				
<table border="1"> <tr> <td rowspan="3">Policies per function</td> <td>Sales</td> </tr> <tr> <td>Asset management/product development</td> </tr> <tr> <td>Asset administration</td> </tr> </table>		Policies per function	Sales	Asset management/product development	Asset administration	B Disclosed by MHFG
Policies per function			Sales			
			Asset management/product development			
	Asset administration					
	C Disclosed by each group company					
		D Disclosed by each group company				

Please see the website of the relevant group company for details. (Japanese version only)

- [Mizuho Bank \(“MHBK”\)](#) (Functions: Sales)
- [Mizuho Trust & Banking \(“MHTB”\)](#) (Functions: Sales, asset management/product development and asset administration)
- [Mizuho Securities \(“MHSC”\)](#) (Functions: Sales and asset management/product development)
- [Asset Management One](#) (Functions: Asset management/product development)
- [Trust & Custody Services Bank \(“TCSB”\)](#) (Functions: Asset administration)