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#### ■ Profile (as of March 31, 2016)

- · Predecessor Founded: April 1877
- · Established: December 1941
- · Head Office: 20-8, Marunouchi 1-Chome, Kofu, Yamanashi
- · Common Stock: ¥15,400 million
- Employees: 1,677
- Branches (including sub-branches):
  91 (74 in Yamanashi Pref., 16 in Tokyo, 1 in Kanagawa Pref.),
  Representative Office: 1 (Hong Kong)



**Head Office** 

#### **Our Mission**

#### **Region-Based Operations and Sound Management**

Maintaining a close relationship with the communities in the region where we operate, we will contribute to the prosperity of the region and the development of its economy, with a commitment to sound management that enjoys the trust of our customers, while bolstering our business operations.

# I Fiscal 2015 Business Results and Forecasts for the Current Term (FY2016)

### Fiscal 2015 Business Results (Summary)

#### **⑩山梨中央銀**汗

		(¥ billion, %)	FY14	FY15	YoY change [%]
O	oera	ting income	45.4	50.9	5.4 ( 11.9 )
Gr	oss	banking profit	38.0	38.6	0.6 ( 1.7 )
		Interest income	33.3	34.2	0.9 ( 2.7 )
		Fees and commissions	4.6	4.5	(0.0) ( (0.2) )
		Other operating income	0.1	(0.6)	(0.7) ( (731.4) )
	Gros	ss banking profit on core operations	38.0	38.1	0.1 ( 0.3 )
	JG	Bs and other bond transactions	0.0	0.5	0.5 ( 5330.0 )
E	per	nses	27.9	27.9	(0.0) ( (0.1) )
Ge	nera	Il provision to loan loss reserve	_	1.6	1.6 ( - )
Ne	et bu	siness profit	10.0	9.1	(0.9) ( (9.1) )
Ne	t bus	iness profit on core operations	10.0	10.2	0.1 ( 1.8 )
No		perating losses	2.4	3.7	1.2 ( 49.5 )
		ns on reversal of provision to loan reserve	1.5	_	(1.5) ( (100.0) )
	Re	eversal of loan loss reserve	0.0	0.0	0.0 ( 81.6 )
	Equ	uity share and similar transactions	1.0	5.2	4.1 ( 405.7 )
Or	dina	ary profits	12.5	12.8	0.3 ( 2.5 )
Extraordinary income (losses)		(0.4)	(0.1)	0.3 ( 72.1 )	
Income before income taxes		12.1	12.7	0.6 ( 5.1 )	
Ind	Income taxes - basic		2.8	3.9	1.0 ( 36.5 )
Ind	com	e taxes - deferred	1.0	0.0	(0.9) ( (95.2) )
Ne	et in	come	8.2	8.7	0.5 ( 6.5 )

<u> </u>		(¥ billion, %)	FY15	YoY ch	nar	nge [%]	Balance	Yield
In (analysis	Fu	nd operations	36.0	1.0	(	2.9 )	0.6	0.4
terest income of difference		Interest on loans	18.1	(1.1)	(	(6.1))	0.1	(1.3)
		Interest on securities	17.6	2.2	(	14.3 )	0.3	1.8
		Call loan, etc.	0.2	0.0	(	0.7 )	0.0	(0.0)
	Fu	nd procurement	1.8	0.1	(	6.8 )	0.0	0.0
		Interest on deposits	1.5	(0.0)	(	(3.9))	0.0	(0.0)
factors		Call money, etc	0.3	0.1	(	128.8 )	0.0	0.1
s)	Inte	erest income	34.2	0.9	(	2.7 )	_	_

Fees and commissions		(¥ billion)	FY15	YoY change
	Re	venues	7.0	0.1
		Investment trusts	0.9	0.0
		JGBs held by individuals	0.0	(0.0)
		Life insurance	0.7	0.1
		Others	5.3	0.0
	Cost		2.4	0.1
	Fees and commissions		4.5	(0.0)
				•

	(¥ billion)	FY15	YoY change
Expenses	Personnel	15.2	0.0
	Premises and equipment	11.2	(0.3)
	Taxes	1.4	0.1
	Expenses	27.9	(0.0)

#### **Earnings Forecasts for the Current Term (FY 2016)**

#### **⑩山梨中央銀**汗

	(¥ billion, %)	FY15	FY16 (forecast)	YoY change [%]
Ope	rating income	50.9	44.1	(6.8) ( (13.3))
Gro	ss banking profit	38.6	36.9	(1.7) ( (4.4))
	Interest income	34.2	33.0	(1.1) ( (3.3))
	Fees and commisions	4.5	4.9	0.4 ( 8.8 )
	Other operating income	(0.6)	(1.5)	(0.9) ( (137.8))
	Gross banking profit on core operations	38.1	36.4	(1.6) ( (4.3))
[·	JGBs and other bond ransactions	0.5	0.5	(0.0) ( (7.9))
	enses	27.9	27.1	(0.7) ( (2.8))
	eral provision to loan reserve	1.6	(0.1)	(1.7) ( (107.7))
	business profit	9.1	10.0	0.8 ( 9.5 )
	business profit on core ations	10.2	9.3	(0.9) ( (8.9))
Non	n-operating losses	3.7	(0.9)	(4.7) ( (126.0))
	NPL disposal amount	0.0	0.7	0.6 ( 783.1 )
	Equity share and similar transactions	5.2	0.7	(4.5) ( (86.5))
Ord	inary profits	12.8	9.0	(3.8) ( (30.0))
Net	income	8.7	6.3	(2.4) ( (27.8))

Dividends		FY15	FY16	FY17 (plan)
ends	Dividend per share (annual)	¥7.00	¥10.00	¥9.00

	End of FY3/16	End of FY3/17 (estimate)	
Nikkei Stock Average	¥16,758	¥16,758	

6		(¥ billion, %)	FY16 (forecast)	YoY chang	je [%]	Balance	Yeild
Interest income analysis of difference factors)	Fund	operations	35.0	(1.0) (	(2.9))	0.8	(1.9)
		Interest on loans	18.0	(0.0) (	(0.4))	0.4	(0.5)
		Interest on securities	16.6	(0.9) (	(5.6))	(1.6)	0.6
			Call loan, etc.	0.2	(0.0) (	(0.7))	0.3
	Fund procurement		1.9	0.0 (	4.4 )	0.0	0.0
		Interest on deposits	1.0	(0.4) (	(29.6))	0.0	(0.4)
		Call money, etc.	0.8	0.5 (	165.8 )	0.1	0.3
<u>"</u>	Interes	st income	33.0	(1.1) (	(3.3))	_	_

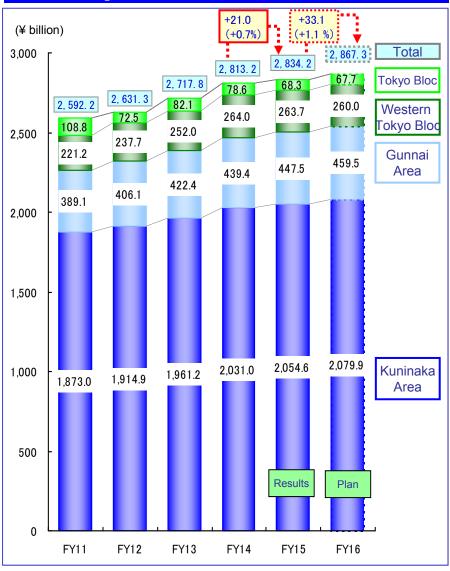
			E) (4.0	
Fees		(¥ billion)	FY16 (forecast)	YoY change
	Re	evenues	7.4	0.4
and		Investment trusts	1.1	0.2
Fees and commissions		JGBs for individual investors	0.0	0.0
		Life insurance	0.7	0.0
		Others	5.5	0.2
	Сс	ost	2.4	0.0
	Fe	es and commissions	4.9	0.4

		FY16	
Ø	(¥ billion)	(forecast)	YoY change
	Personnel	15.3	0.0
	Premises and equipment	10.3	(0.9)
	Taxes	1.4	0.0
	Exprenses	27.1	(0.7)

#### **Deposits**

#### ⑩ 山梨中央銀汗

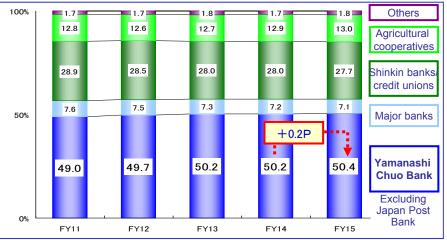
#### **Deposit** (average balance)



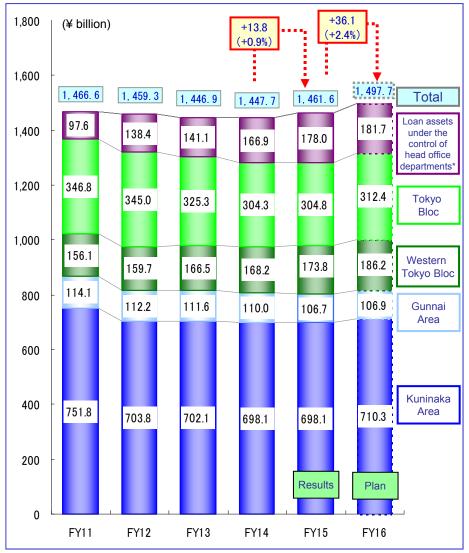
#### Balance by Customer Segment (average balance)



#### **Deposit Shares in Yamanashi Prefecture** (term-end)



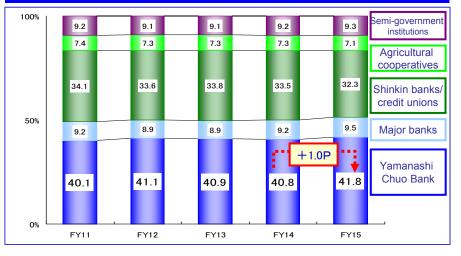
#### Loan (average balance)



#### Balance by Customer Segment (average balance)

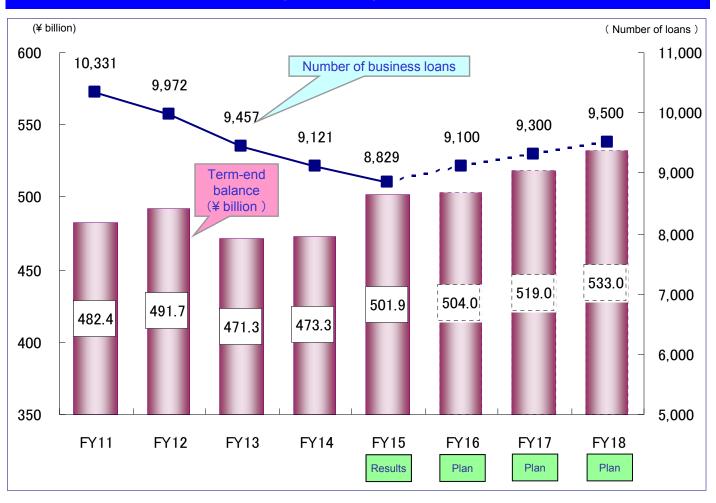


#### Loan Shares in Yamanashi Prefecture (term-end)

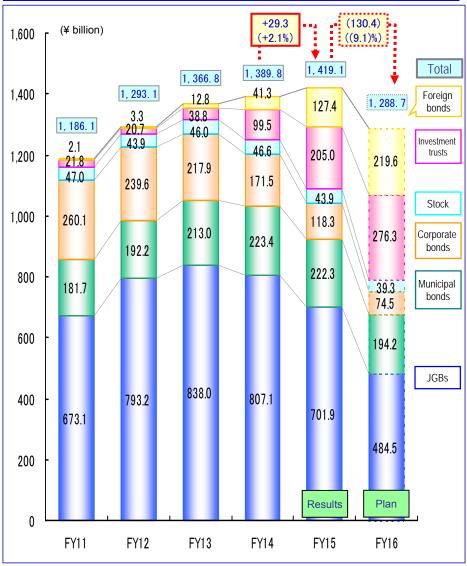


\*Note: Loan assets under the control of head office departments refers to loans to the Ministry of Finance, loans made under loan participation agreements and financial receivables transferred from other industries.

#### **Balance of Loans to SMEs (term-end) and Number of Business Loans**

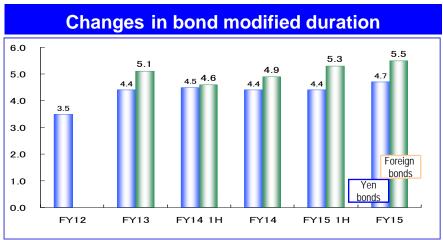


#### Securities (average balance)

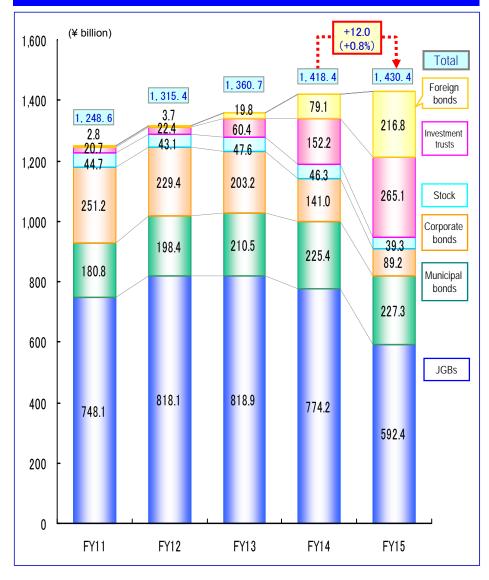


#### Changes in interest dividends or securities yield

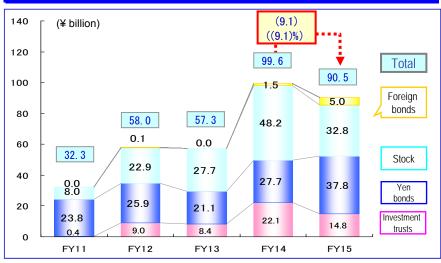




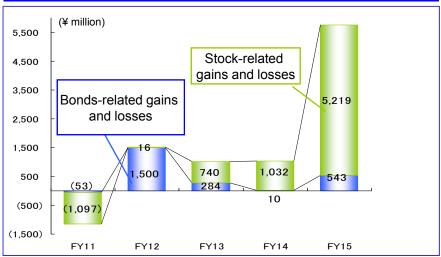
#### **Securities (subject to mark-to-market valuation)**



#### **Changes in interest dividend-yield securities**

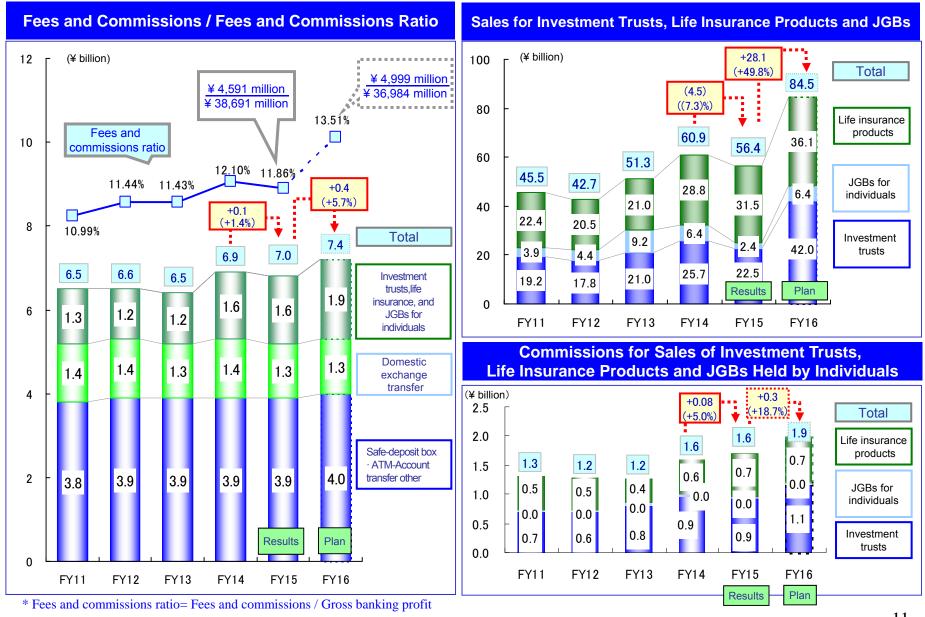


#### **Changes in Securities gains and losses**



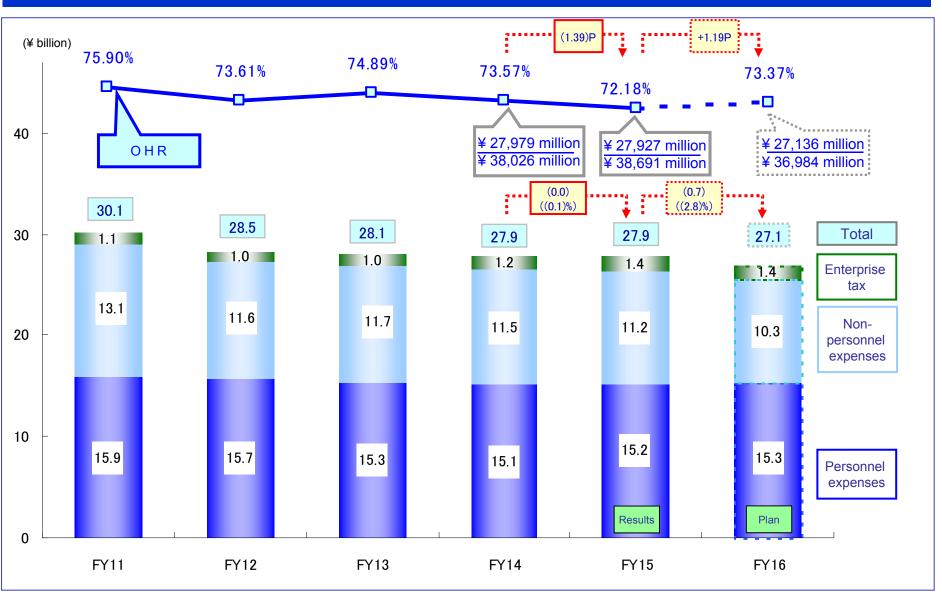
#### **Fees and Commissions**

#### ① 山梨中央銀汗



#### **Operating Expenses and OHR**

#### **⑪ 山梨中央銀**汗

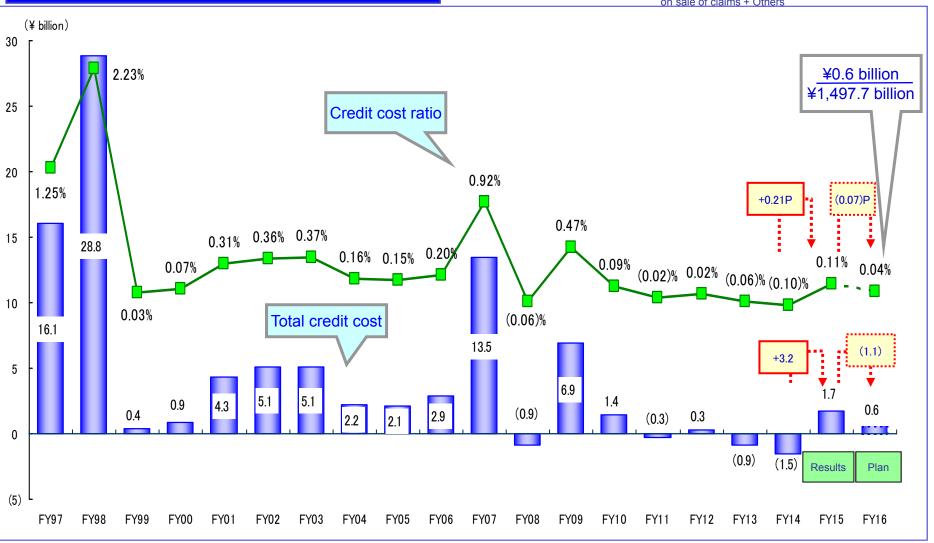


<sup>\*</sup>OHR=Operating expenses / Gross banking profit on core operations



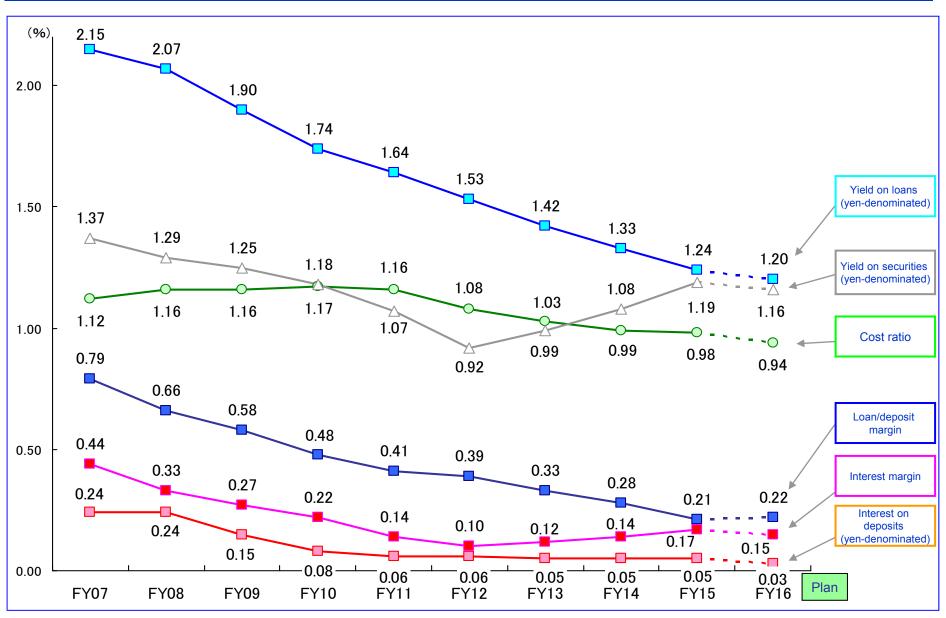
#### **Total Credit Cost / Credit Cost Ratio**

Credit cost ratio = Total credit cost / Average loan balance
Total credit cost = General provision to loan loss reserve + Provisions to
specific loan loss reserve + Loans written-off + Loss
on sale of claims + Others



#### **Yields & Interest Margins**

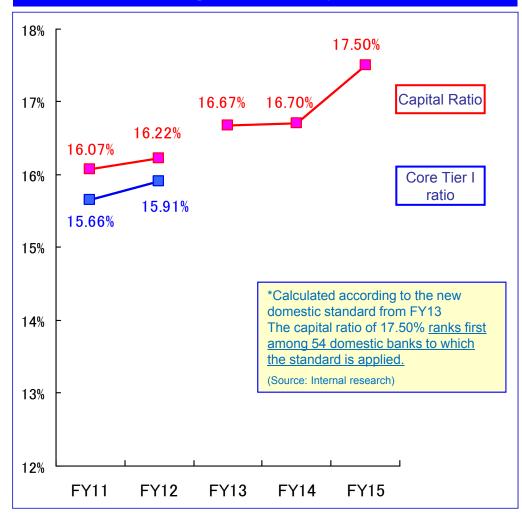
#### **⑩山梨中央銀**汗



#### Capital Ratio (Non-Consolidated Basis)

#### **⑪ 山梨中央銀**行

#### **Changes in equity ratio**



#### \*Core Tier I: A portion of the regulatory capital, mainly consisting of common stock, capital surplus and retained earnings

#### **Breakdown of Regulatory Capital**

			(¥ billion)
	FY13	FY14	FY15
Tier I	/	/	
Core Tier I capital	/		/
Net deferred tax assets	/		
Preferred stock / preferred investment certificates			
Tier II			
General provision to loan loss			
Deductions			
Regulatory capital	161.0	164.8	172.2
Risk-weighted assets	965.8	986.9	984.0

Risk-weighted Assets Methods Employed				
Credit risk	Standardized Approach (SA)			
Operational risk	Basel II Standardized Approach (TSA)			

#### **Return to Shareholders**

#### ⑪ 山梨中央銀汗

## Dividend Policy

Work toward increasing the level of internal reserves required to maintain sound management while at the same time providing for the stable payment of dividends.

<The introduction of performance-linked dividend>

To enhance the return of profits to shareholders, the following will be performed from the current year.

To pay a stable annual dividend of ¥7 per share and set the shareholder return rate through dividend and share buybacks at 20% - 30% per year.

**Trends in Dividend Payment** 

Paid 70th Anniversary Commemorative dividend of ¥1.00 (interim ¥3.5, year-end ¥3.5)

Dividend increase of ¥0.5 (interim ¥3.0, year-end ¥3.5)

Dividend increase of ¥0.5 (interim ¥3.25, year-end ¥3.75)

Dividend increase of ¥3.0 (interim ¥5.0, year-end ¥5.0)

	FY10	FY11	FY12	FY13	FY14	FY15	FY16 (forecast)
Dividend per share (annual)	¥6.00	¥7.00	¥6.00	¥6.50	¥7.00	¥10.00	¥9.00
Period-end share price	¥404	¥368	¥429	¥466	¥526	¥413	_
Dividend yield	1.48%	1.90%	1.39%	1.39%	1.33%	2.42%	_

Acquired 1,793 thousand shares on May 27, 2010

Acquired 2,079 thousand shares on Dec. 26, 2011

Acquired 550 thousand shares in Apr. 2013 and 1,378 thousand shares in Feb. 2014

**Return to Shareholders** 

Acquired 1,906 thousand shares between Dec. 2010 and Mar. 2011

Acquired 2,600 thousand shares between Feb 2013 and Mar. 2013

Acquired 1,577 thousand shares in Feb. 2015

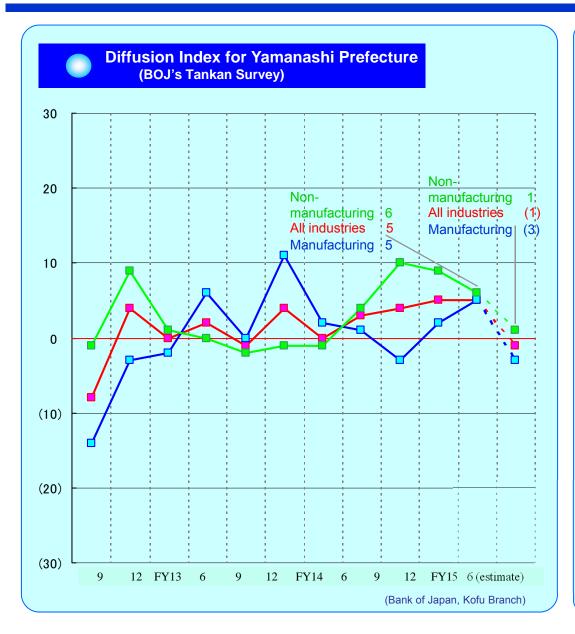
Acquired 2,209 thousand shares in Feb. 2016

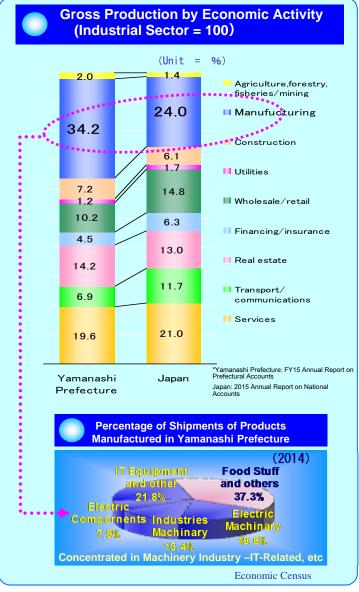
(¥ million)	FY10	FY11	FY12	FY13	FY14	FY15	FY16 (forecast)
Annual dividend (1)	1,089	1,256	1,062	1,134	1,211	1,712	1,531
Treasury stock acquired (2)	1,433	644	989	\ 835	834	899	_
Return to shareholders (3)=(1)+(2)	2,522	1,901	2,052	1,970	2,045	2,611	1,531
Net income (non-consolidated) (4)	3,861	6,965	5,870	7,898	8,200	8,737	6,300
Dividend payout ratio	28.34%	18.08%	18.22%	14.42%	14.83%	19.70%	24.30%
Shareholder return ratio (3)/(4)x100	65.32%	27.29%	34.95%	24.94%	24.94%	29.88%	24.30%

### **II Economic Trends in Yamanashi Prefecture**

#### **Business Trends**

#### 







#### **Topics**

June 2013

Mt. Fuji designated as a World

Heritage Site

June 2013
Prefectural Government opened
Yamanashi Living Assistance
Center in Yurakucho
March 2014
Began employment service at

FY2017
Chubu Odan Expressway
Opening from Futaba - to
Shinshimizu

this center

December 2015
Maglev Chuo Shinkansen
construction approval

July 2013
"Yamanashi" wine designated
by the National Tax Agency as
a geographical indication

#### Effects on Yamanashi Prefecture

#### Increase in tourists

- 2015, total guest number 854 thousand people (y-o-y+ 12.9%) and the most in the past
- Of which foreigners beyond the first 100 million people and 131 million people (y-o-y + 38.4%)
   Bustle has spread in addition to Fuji surrounding area

#### Increase in residents

- "Yamanashi living support center" (Yurakucho)
   FY2015 prefecture migrants 210 people via (previous year +11 people)
- Yamanashi Prefecture ranked No. 2 according to "Ranking of countryside regions desirable for living" (Return to Your Hometown Support Center survey)

Increase in tourists visiting Yamanashi
Prefecture
and orders opportunity
Expansion of distribution centers

Progress developing areas surrounding stations (such as new housing areas)

#### Increase in attention to wine using Koshu grapes In Europe and Southeast Asia

- FY2014, wine exported under the Koshu wine world export project was 31,200 bottles (y-o-y+25.3%)
- This represents an increase of about 16 times from FY2010 when exports started
- Exports to non-EU countries accounted for 71.4%

#### The Bank's Initiatives for Economic Revitalization for Yamanashi Prefecture

- Meeting demand for funds from tourist destinations and facilities
- Meeting demand for settlement/currency conversion from foreign tourists
- Providing credit card settlement terminals for restaurants in Hokuroku freeing of charge
- Relocating foreign currency exchange machines outside branches and expanded service hours
- -Cooperation with the Yamanashi Prefectural Government to increase the resident population
- -Began handling of the "alliance mortgage" in Hokuto City and Fujikawaguchiko-cho and ichikawamisato-cho
- -Strengthening cooperation with the government measures, prefectural-wayside cities and towns
- -Business matching strengthening of the prefecture companies -Funds corresponding on-logistics base installation, etc.
- Meeting demand for funds for the development of areas surrounding stations
- Provision of loans to those who intend to move to Yamanashi
   Prefecture
- Cooperation with the Yamanashi Prefectural Government to increase the resident population
- Strengthening of support for export (such as exhibitions at overseas business meetings and cooperation with foreign partner banks)
- Continual dispatch of Bank staff to wineries
  - => improving the capability of making good judgment and meeting demand for funds

#### **Local Industries in Yamanashi Prefecture**

#### **⑪ 山梨中央銀**行



















\*Source: 2014 Census of Manufacturer, 2015 Census of Crops

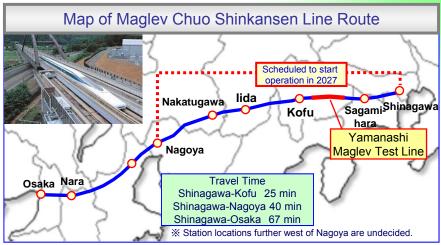
#### **Preparations for High-Speed Transportation Network**

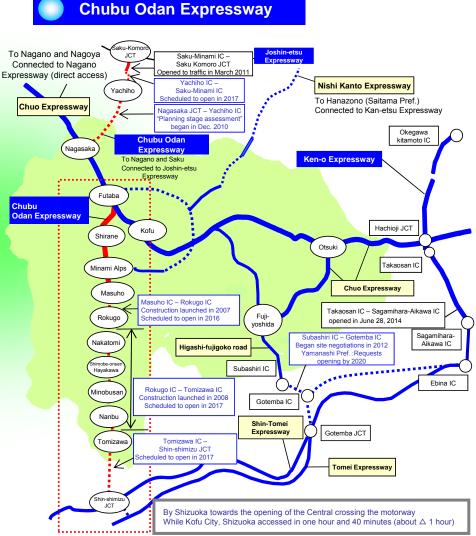


Expected Effects: Increase in tourists from Kansai and Tokai regions, increase in opportunities for receiving orders, expansion of logistic facilities, and increase in residents due to expanded commuting radius to Greater Tokyo

#### Maglev Chuo Shinkansen Line

- October 17, 2014: Minister of Land, Infrastructure, Transport and Tourism approved the start of construction, with opening planned for 2027
- ⇒ Request for certain segments to enter service by the start of the 2020 Tokyo Olympic Games
- December, 2015 :Yamanashi side section construction schedule of the Southern Alps tunnel (total length 25 km)
- January ,2016:Shinagawa Station construction
- March,2016:Yamanashi Prefecture was presented to the Exploratory Committee the policy on new station peripheral and suburban development
- (Construction of tourism exchange and industrial development facilities, direct connection of smart IC of Chuo Expressway, etc.)





## **Ⅲ Medium-Term Management Plan** S.T.E.P. up 2019

## **Formulation** 으 a new medium-term management plan

## Recap of the Previous Medium-Term Management Plan



#### Best Bank Plan 2016

[Management vision] A bank that satisfies customers and earns their unwavering trust [Basic policies] Increase operating income, Build strong management, Promote CSR

#### [Main results during the plan]

- Rebuilt banking support systems
- Shifted management resources to growth regions
- Rationalized and streamlined clerical work in branches
- Used business feasibility studies to strengthen solution banking capabilities
- Strengthened marketing approaches to housing loans
- Helped the prefecture and municipalities formulate their comprehensive strategies
- Strengthened earnings from managing the investment of marketable securities

#### Business Environment

An aging and declining Fewer business External establishments population Accelerated Advancements in IT alobalization conditions Transport infrastructure Competition with other banks upgrades Structural change of Negative interest rate local industry policy

- Earnings from existing markets remain low
- New business opportunities from structural changes in socio-economic conditions

Sluggish growth in loans to individuals and SMEs

Decline in gross banking profit

Sluggish growth in fees and commissions

Decline in net business profit
Declining top-line income

Persistently high expenses

ltem Financial Targets Previous Mid-Term Plan Target Gross banking profit ¥41.0 billion Net business profit ¥12.0 billion OHR (Operating expenses / 70% or under Gross banking profit) and Results Capital ratio 15% or above (domestic standard) ¥1,550.0 billion Average loan balance ¥2.800.0 billion Average deposit balance

FY2015
¥38.6 billion
¥9.1 billion
72.18%
17.50%
¥1,461.6 billion
¥2,834.2 billion

#### Main issues going forward

- Strengthen solution banking to differentiate the Bank from competitors
- Strengthen banking capabilities in regions with growth potential
- Strengthen and expand the approach for managing investments in marketable securities to secure steady income
- Generate more banking activity man-hours and personnel through operational process reforms
- Establish consistency between the over-the-counter (OTC) and non-OTC sales channels
- Develop human resources and strengthen organizational capabilities
- Contribute to the sustainable development of the region and its society

#### **≪Management vision (Ideal and prospective image)**≫

## A Bank that grows and develops together with Yamanashi and its surroundings as a driving force for regional economic revitalization

What customers expect and need from our Bank is growing more diverse and sophisticated, the faster industrial structures change in reaction to an aging and declining population and other catalysts including advances in IT. Meanwhile, the development of transportation infrastructure in Yamanashi Prefecture is expected to expand the sphere of economic activities of local businesses and the lifestyles of the people.

Under these circumstances, as an ideal and prospective image, Yamanashi Chuo Bank will strive to grow and develop together with Yamanashi and its surroundings as a driving force for regional economic revitalization.

To this end, the Bank will provide comprehensive financial services that are pertinent to changing customer needs and economic conditions in a timely manner. It will also win the resounding trust of the people of Yamanashi by contributing to the development of the regional economy, as well as local industries and businesses, with its financial intermediation capabilities.

#### **≪Theme during the medium-term management plan**≫

Live up to the trust accorded by customers and contribute to regional revitalization

**≪Slogan**≫

Concern, Change, Challenge

## Basic Strategies and Financial Targets of Medium-Term Management Plan S.T.E.P. up 2019



#### <Basic Strategies I > Realization of a business model adapted to changes in the environment Selection and concentration, differentiation from other financial institutions

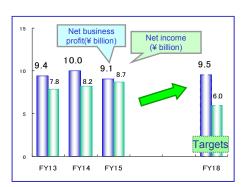
- •Increase and strengthen earnings with efficient and effective banking activities by selecting priority initiatives and channeling the redistribution of management resources.
- •Strengthen earnings capabilities by deepening the scope of banking transactions in existing markets while focusing on the creation of new earnings opportunities.
- Differentiate the Bank from other financial institutions with initiatives including the development of products and services and the improvement of marketing skills. This will be done to respond pertinently and promptly to the increasingly sophisticated and diverse needs of customers, as well as by banking with a greater number of customers.
- Endeavor to drive regional economic revitalization and create business opportunities for the Bank. This will be done by upgrading Yamanashi Chuo Bank's financial intermediary functions in collaboration with more specialized institutions, and by leveraging the Bank's own expertise and network.
- •Secure and expand steady income streams by strengthening and expanding the Bank's capital markets investment approach.

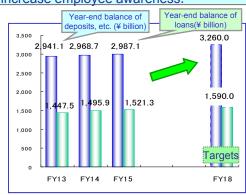
#### <Basic Strategies II > Building and strengthening a robust management structure

- •Develop an organization in which each employee can have a motivating and fulfilling career. This will be done by fostering confident and diligent human resources who are capable of taking self-motivated and independent action.
- •Build a highly profitable structure through the optimal distribution of management resources. This will be done primarily by optimizing the location of branches and assignment of personnel, strengthening the operational framework of IT systems, and optimizing costs.
- •Strengthen and expand the revenue base by realizing a consistent approach to sales in all channels. This will be done by making effective use of IT and upgrading non-OTC sales channels.
- Expand earnings opportunities by examining and developing new banking operations. This will be done by fundamentally reforming existing operations and generating more banking activity man-hours and personnel.
- •Further strengthen the Bank's risk management approach including for credit risk and asset-liability management (ALM).
- •Strengthen compliance and the protection of customers and their privacy as a management foundation and increase employee awareness.

	(¥ billion)
ltem	FY15 Results
Net business profit	9.1
Net income	8.7
Year-end balance of deposits, etc. (deposits + investment trusts + public bonds)	2,987.1
Year-end balance of loans	1,521.3

		(¥ billion)
	Plan targets (Year ending March 2019)	Change between FY2016 and FY2019
	9.5	+ 0.4
)	6.0	(2.7)
	3,260.0	+272.9
	1,590.0	+68.7





#### Diagram of S.T.E.P. up 2019



Management vision (Ideal A Bank that grows and develops together with Yamanashi and and prospective image) its surroundings as a driving force for regional economic revitalization

Theme during the plan

## Live up to the trust accorded by customers and contribute to regional revitalization

Enhance stakeholder satisfaction (society, customers, shareholders, and employees)

Establish a financial and revenue base supporting sustainable growth

Realization of a business model adapted to changes in the environment Selection and concentration, and differentiation from other financial institutions

Strengthen retail solution banking

Strengthen corporate solution banking

Strengthen coordination with industrial, government, and academic funds

Strengthen and expand the capital markets investment approach

#### Build and strengthen a robust management structure

Develop human resources and strengthen organizational capabilities

Optimally redistribute management resources such as branches, human resources and IT systems

Advance IT utilization

Fundamentally reform and reengineer operations based on sophisticated risk management approaches

Strengthen the approach and enhance the effectiveness of internal control

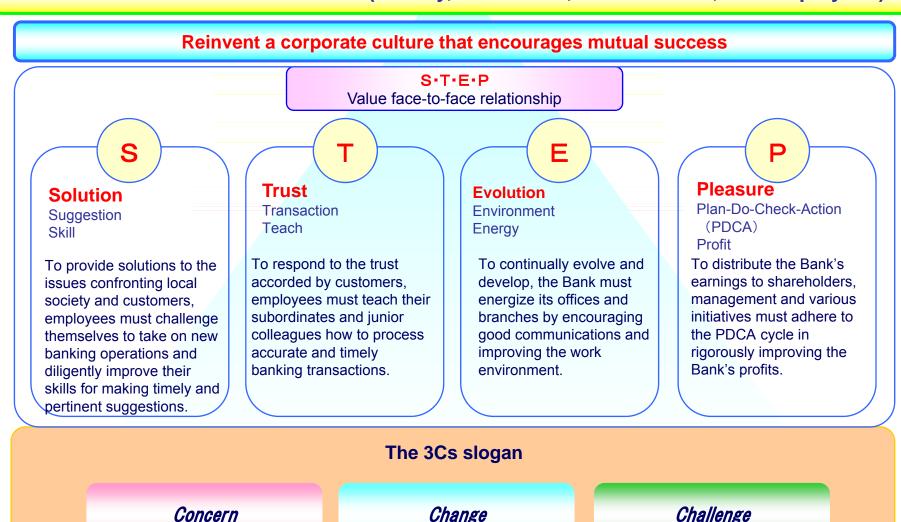
Strengthen the enhancement of customer and employee satisfaction

Strengthen CSR activities

Rigorously enforce compliance and the protection of customers and their privacy



Enhance stakeholder satisfaction (society, customers, shareholders, and employees)



#### (1) Strengthen retail solution banking (a)



■The Bank will strive to enhance customer satisfaction and expand its scope of lifelong business relationships. This will be done by responding to the increasingly diverse and sophisticated needs of customers with advanced comprehensive financial services that take into account the total assets and life events of customers to precisely identify their emerging needs.

#### Developing a consulting business centered on total asset banking

- OProvide consulting services focused on the total assets and life events of customers
- ODevelop channels and provide products and services aimed at increasing contact (transaction opportunities) with customers

#### Provide products and services prompting customers to embrace Yamanashi Chuo as their main bank

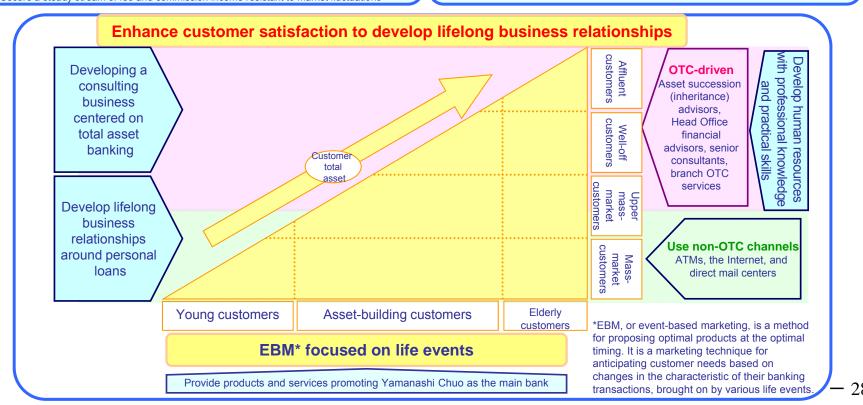
- ODevelop specific segment-by-segment strategies
- OStrengthen capabilities for providing solutions in line with the market environment, including foreign currency deposits
- OSecure a steady stream of fee and commission income resistant to market fluctuations

#### **Develop lifelong business relationships around personal loans**

OStrengthen efforts to increase the ratio of repeat customers by cross-selling other products and services to customers with outstanding personal loans

#### Develop human resources with professional knowledge and practical skills

OStrengthen the development of professional staff capable of responding to increasingly diverse and sophisticated need



## Individual Strategies Based on Basic Strategy I (1) Strengthen retail solution banking (b)



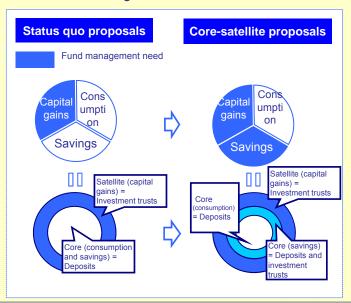
Investment trust sales based on hybrid core-satellite proposals

#### Definition of core-satellite proposals

A core-satellite proposal is a hybrid portfolio strategy for seeking returns while avoiding excessive risks. It achieves this by dividing an investment portfolio into two components; a core component for passively seeking stable, medium- to long-term returns, and a satellite component for actively leveraging market fluctuations for capital gains.

#### Effect of core-satellite proposals

- (1) Increase in investment trust holder
- (2) Increase in the per capita balance of investment trust holders
- (3) Increase in new capital inflows from proposals for total asset management



- Make more proposals for asset succession and inheritance to affluent customers
- Continue to hold individual consultation meetings
  - → Uncover needs for asset succession (inheritance)
- Build up a portfolio of testamentary trust and estate liquidation projects
  - → Strengthen collaboration with Asahi Chuo
- Propose solutions for business succession to company owners
  - → Market corporate insurance policies to corporate deposit holders and new corporate banking prospects

#### Establish an approach for marketing personal loans

- Increase both earnings and the balance of personal loans by breaking strategic bottlenecks
- (1) Increase and strengthen customer contact
- (2) Provide competitive products and services
- (3) Build an approach foreseeing changes in the environment

- Increase the balance by strategically re-examining personal loan products
- Strengthen the function of Non-OTC channels
- Strengthen collaboration between retail branches and Loan Squares

#### Launch the JiMOCA hybrid ATM card and credit card

- Offer double the premium points for using the card to shop with JiMOCA partners (member stores)—Contribute to customer footfall for member stores (the Bank's customers) and regional revitalization
- Offer DC Card happy presents in proportion with the amount of banking transactions by cardholders
  - → Issue premium points Expand banking transactions and strengthen cross-selling



From June 2016

## Individual Strategies Based on Basic Strategy I (2) Strengthen corporate solution banking (a)



■ Yamanashi Chuo Bank will expand corporate banking transactions and contribute to revitalization of the regional economy. This will be done by strengthening capabilities for conducting business feasibility studies and providing life-stage solutions to help corporate customers grow and upgrade their management.

#### **Expand corporate banking transactions**

Revitalize the regional economy

#### Help customers grow and upgrade their management

#### Strengthen business feasibility study capabilities

- O Enhance the depth of solution banking grounded in business feasibility studies
- O Introduce tools for supporting door-to-door marketing to enhance door-to-door corporate banking capabilities

#### Strengthen capabilities for providing life-stage solutions

- O Strengthen approaches for providing customers with support according to their growth stage or business attributes
- O Diversify the scope of corporate funding from mainly the Yamanashi Chugin Regional Revitalization Fund
- O Establish an approach, grounded in business feasibility studies, to help corporate customers upgrade their management
- O Provide services and solutions that prompt more corporate customers to adopt Yamanashi Chuo as their main bank
- O Respond to diversifying needs for asset management, including with foreign currency deposits

#### Support growth of industries underscoring the future of Yamanashi Prefecture

- O Support the expansion of local industries in growth fields (including healthcare, nursing care, environmental protection, manufacturing, agriculture, and tourism)
- O Enhance initiatives for supporting overseas business expansion of corporate customers

#### Develop human resources to enhance door-to-door corporate banking capabilities

- O Develop human resources capable of proposing solutions to the increasingly diverse and sophisticated needs of corporate customers
- O Properly evaluate initiatives for studying business feasibility (track record and personnel evaluation)

Strengthen solution capabilities

Make organized use of 50 employees seconded to companies in Yamanashi Prefecture

Diversify the scope of corporate funding

Improve employee skills Develop specialized human resources

## Individual Strategies Based on Basic Strategy I (2) Strengthen corporate solution banking (b)

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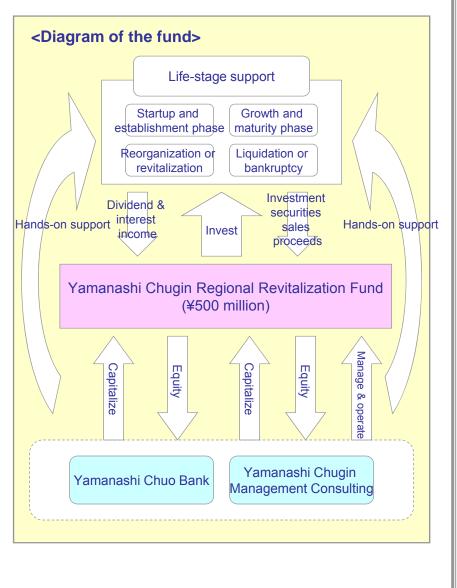
Yamanashi Chugin Regional Revitalization Investment Limited Business Partnership (So-called Yamanashi Chugin Regional Revitalization Fund)

#### **Goal behind establishment**

The fund was established to invest in companies at various life stages from the startup and establishment phase to the growth and maturity phase. Investments by the fund will also extend to salvageable companies in need of business reorganization or revitalization, as well as those already in liquidation or bankruptcy proceedings. The fund aims to enhance industrial capabilities and maintain or expand employment in Yamanashi Prefecture by nurturing companies underscoring the future of local communities.

**Fund overview** 

Establishment	March 29, 2016		
Fund total	¥500 million		
Investors	Yamanashi Chuo Bank ¥495 million Yamanashi Chugin Management Consulting Co., Ltd. ¥5 million		
Fund expiration	December 31, 2025 (Extendable by as much as 2 years)		
Fund management company	Yamanashi Chugin Management Consulting Co., Ltd.		
Investment target	The fund will invest primarily in companies with good growth prospects that are developing new businesses or utilizing local resources. It will also invest in companies whose prospects for business succession can be improved by business reorganization or revitalization. To qualify for investment, a company must either have a Head Office or a business operation in Yamanashi Chuo Bank's business territory, including Yamanashi Prefecture and the western bloc of Tokyo.		
Investment record	1 transaction: ¥30.55 million		



(3) Strengthen coordination with industrial, government, and academic funds (a)



- Yamanashi Chuo Bank will actively help the prefecture and municipalities implement key measures to the comprehensive strategies they formulate. In the process, the Bank will function as the key coordinator between the prefecture and municipalities and various industrial, government and academic funds. Combining this coordination with its financial services, the Bank will help revitalize the regional economy.
- ■Solution banking will be strengthened through the swift collection and diligent use of market intelligence.

#### Revitalize the regional economy

Help communities revitalize industries

Participate in local projects

**Coordinate with local authorities** 

Collect and use market intelligence

- OWork with key universities and other intellectual centers of the community (COC+) in regional revitalization projects
- O Strengthen activities as an associate social coordinator of the University of Yamanashi

#### **Universities**

#### The Bank

- Exercise capabilities as the key coordinator of regional collaboration Provide financial services
- OHelp revitalize agriculture and food industries
- OHelp revitalize the tourism industry
- OHelp revitalize the use of local resources
- OHelp promote exports in view of the Trans-Pacific Partnership (TPP) agreement
- OStrengthen business match-making capabilities
- **Businesses and economic groups**

- OHelp advance comprehensive regional strategies
- OStrengthen banking transactions with the prefecture and municipalities
- OParticipate in regional development in conjunction with the opening of the Chuo-Odan Expressway and Chuo Shinkansen maglev line
- OActively participate in the key measures of the prefecture and municipalities

#### **Local authorities**

(3) Strengthen coordination with industrial, government, and academic funds (b)



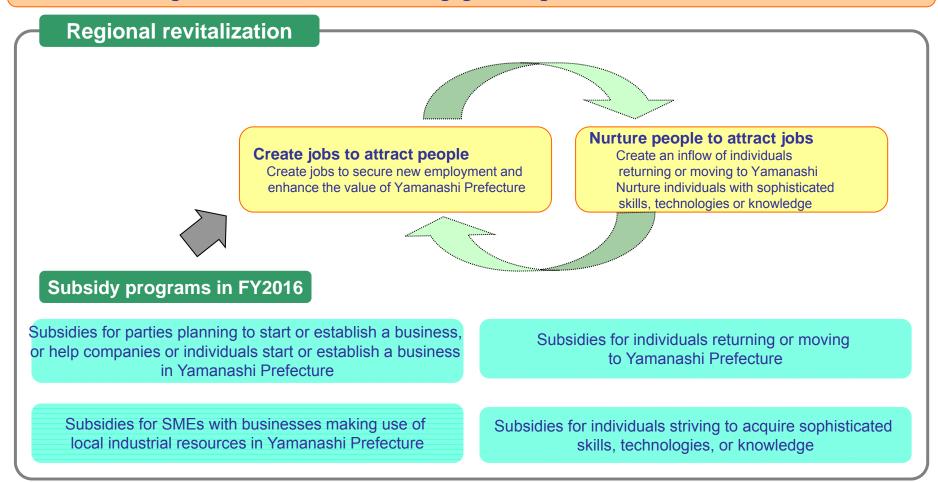
Public Interest Incorporated Foundation, Yamanashi Chugin Regional Revitalization Fund December 2015: Established as a general incorporated foundation

March 2016: Transitioned to a public interest incorporated foundation

(with the Bank providing ¥400 million in capital)

April 2016: Commenced operation as a public interest fund

Contributing to community prosperity and regional economic revitalization by providing subsidies for organizations and individuals engaged in regional revitalization initiatives



(3) Strengthen coordination with industrial, government, and academic funds (c)



■The tourism industry and the agriculture and food industry are sectors involving a broad range of business fields and establishments. Embedded in such local industries are issues and problems that an individual business would have too much difficulty resolving. The Bank aims to expand its banking transactions by solving the issues and problems (and thereby revitalizing the local industries) in coordination with various industry, government and academic funds.

#### **Revitalize local industries**

#### **Expand banking transactions**



## (4) Strengthen and expand the capital markets investment approach (a)

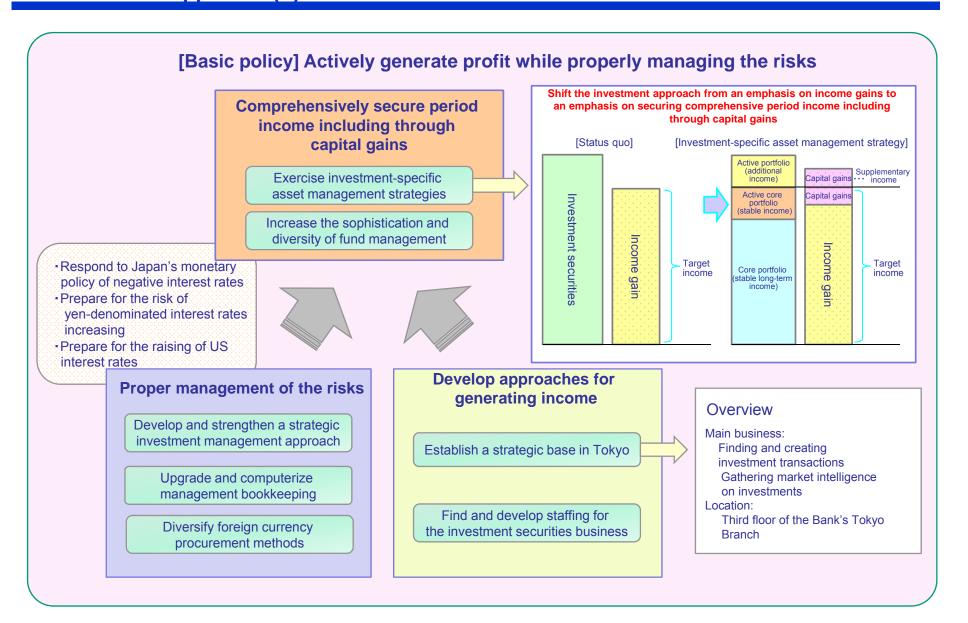


- Changes in the market environment have made the diversification and active management of investments indispensable for generating profit. To this end, Yamanashi Chuo Bank will reconfigure its portfolio to raise yields on investment securities, comprehensively secure period income including through capital gains, expand earnings through increasingly sophisticated and diverse fund management, exercise investment-specific asset management strategies, and respond to Japan's monetary policy of negative interest rates.
- The Bank will strengthen its investment management approach by exercising investment-specific asset management strategies, as well as develop an approach for adapting to globalization and the diversification of foreign currency procurement methods.
- The Bank will also step up the development of human resources and broaden the scope of staffing in the investment securities business. This will be done in response to gain on investment securities rising as a share of Yamanashi Chuo Bank's gross banking profit, and to cope with the growing sophistication of investment management.

#### [Vision] Develop a sophisticated capital markets investment approach for adapting to globalization [Basic policy] Actively generate profit while properly managing the risks Strategies **Priorities** Conditions Improve the yield on investment securities [Global economy and finance] Comprehensively secure period income including through capital gains Countries easing monetary <Plan 1> policy Expand earnings through increasingly sophisticated and diverse fund management Generate income Deceleration of the Chinese economy from increasingly Exercise investment-specific asset management strategies ·Falling oil and resource prices ·Conceivable increase in US diverse and active Respond to Japan's monetary policy of negative interest rates interest rates investments ·Globalization of the Prepare for the risk of yen-denominated interest rates rising economy and finance Prepare for the raising of US interest rates Persistent deflationary pressure Introduction of negative interest rates Exercise investment-specific asset management strategies to build and strengthen the <Plan 2> (Perceived limitations to investment management approach **Develop and** monetary easing) strengthen a Upgrade and computerize management bookkeeping to manage assets more strategically [Changes in the Bank's revenue structure] strategic investment Diversify foreign currency procurement methods Gain on investment securities management have risen as a share of gross Establish a strategic base in Tokyo banking profit due to interest approach income on loans declining Meanwhile, interest rate risks are <Plan 3> Publicize the investment securities business within the Bank to find and develop human increasing **Develop human** resources for the business ·There's also a lack of mobility and resources for the shortage of staffing in the Strengthen initiatives for developing human resources with an eye to enhancing capital investment securities investment securities business markets investment capabilities business

(4) Strengthen and expand the capital markets investment approach (b)



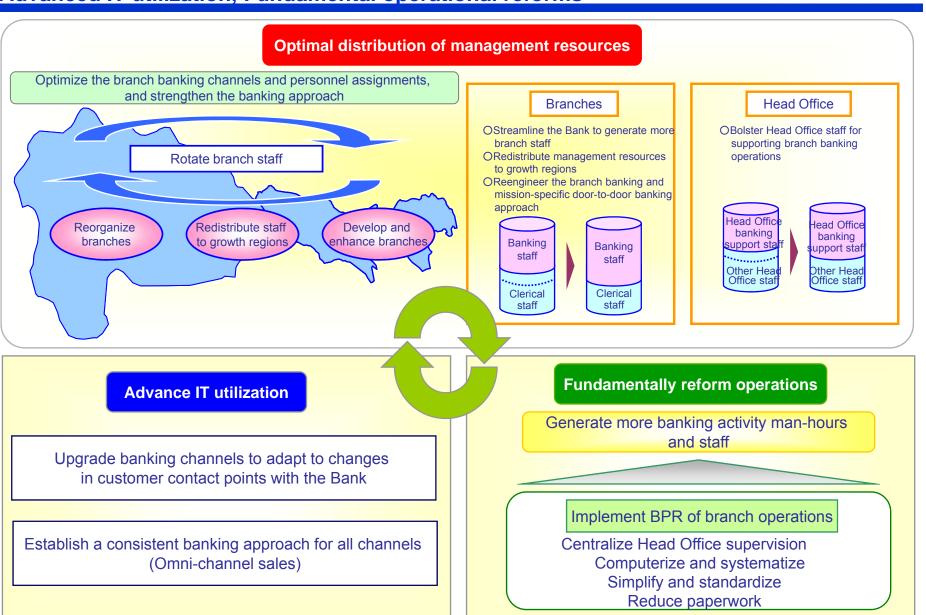




- (1) Develop human resources and strengthen organizational capabilities
  - Systematically develop human resources
  - Strengthen organizational capabilities
- (2) Optimally redistribute management resources in branches, personnel and IT systems
  - Optimize branch banking channels
  - Optimally assign personnel
  - Strengthen the banking approach
  - Upgrade to operate highly strategic IT systems
  - Optimize costs
- (3) Advanced utilization of IT
  - Upgrade banking channels to adapt to changes in customer contact points with the Bank
  - Establish a consistent banking approach for all channels (Omni-channel sales)

- (4) Fundamental reform and reengineering of operations based on sophisticated risk management approaches
  - Implement business process reengineering (BPR) of branch operations
  - Develop new services and operations
- (5) Strengthen the approach and enhance the effectiveness of internal controls
  - Raise the sophistication and effectiveness of risk management
  - Strengthen the responsiveness to operational risks
  - Enhance the effectiveness of business continuity plans (BCP)
  - Strengthen compliance
  - Strengthen internal control





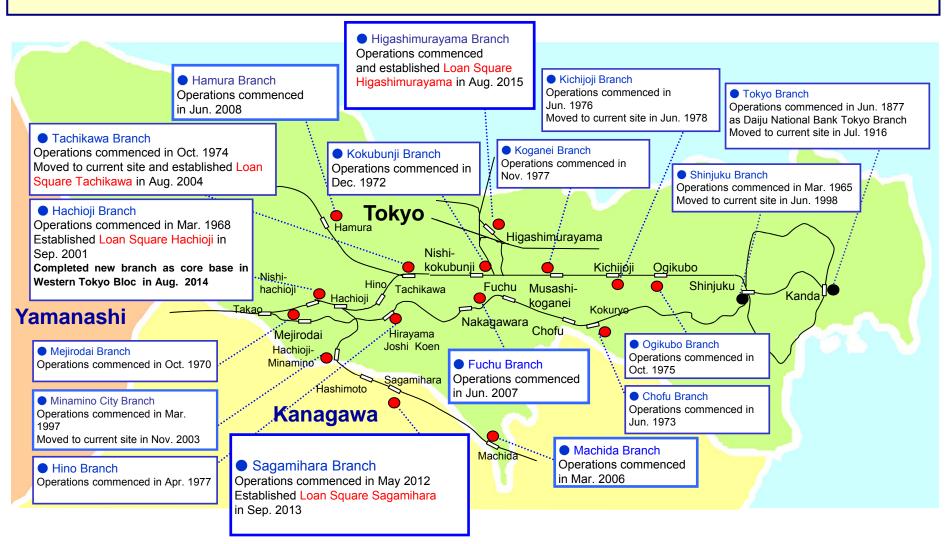
#### Western Tokyo Bloc Strategy

**1)Status of Expansion of Branches and Other Offices** in the Western Tokyo Bloc





- ·Since launch of Hachioji Branch in 1968, the Bank has launched 15 branches
- Loan Square mortgage professional offices expand the current 4 offices



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#### **■ Western Tokyo Area strategy**

## Expanded from "point" of the franchise to the "line and face."

#### **Western Tokyo Area Market Size**

- No. of private companies: 170,000 (about 4.0 times more than in Yamanashi Prefecture)
- Population: 5,510,000 (about 6.6 times more than in Yamanashi Prefecture)
- Households: 2,520,000 (about 7.6 times more than in Yamanashi Prefecture)
- Western Tokyo Area includes the subarban cities, Nishitama County, and Suginami Ward of Metropolitan Tokyo, and Sagamihara City in Kanagawa Prefecture
   Source: Number of private companies as of 2014 "Economic Census", population and households as of Apr. 2016 "Estimated Population"

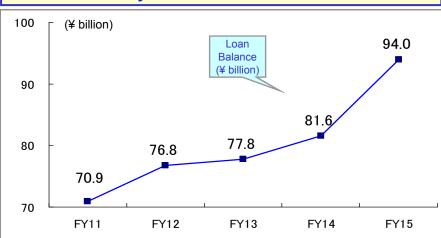
#### Western Tokyo Area promotion strengthening by headquarters reorganization

- Western Tokyo Area Promotion Office is to specialize in promoting corporate transactions
- Expansion of Loan Square is to strengthen transactions with individual customers

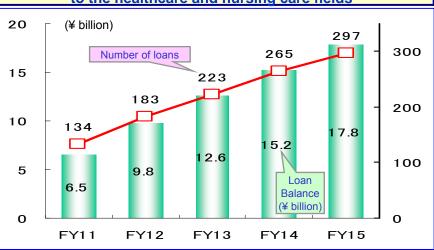
#### ■ Sales personnel shifting to the Western Tokyo Area

- During the previous medium-term management plan,
   33 sales personnel shifted
- In the medium-term management plan, towards the expansion of the business area, consider the arrangement of the "new business development team" to the existing store

#### **Western Tokyo Bloc Loan Balance to SMEs**



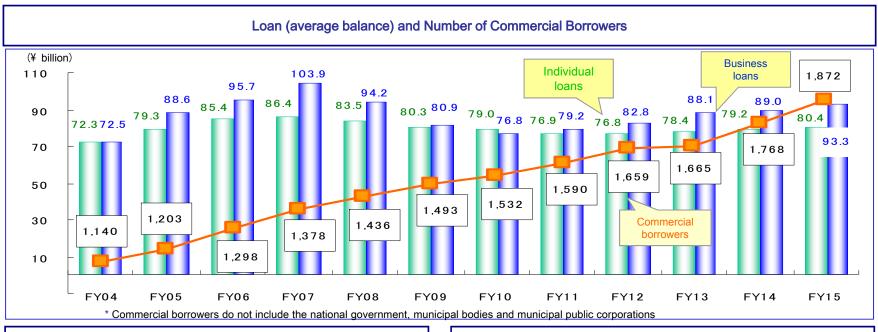
#### Western Tokyo Bloc balance of loans to the healthcare and nursing care fields

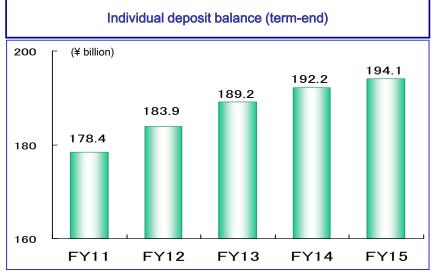


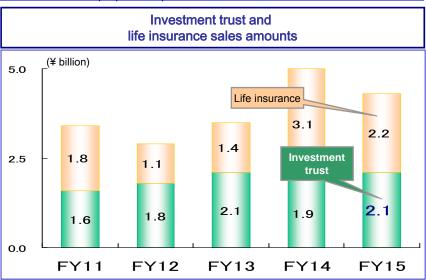
#### **Western Tokyo Bloc Strategy**

#### **3 Trend in Key Performance Indicators for the Western Tokyo Bloc**









Thank you for attending our analyst meeting. If you have any further questions, please do not hesitate to contact us at the following telephone number, email address or website.

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