

SuMi TRUST Group's Reason for Existence ("Purpose")



SuMi TRUST Group's reason for existence, or "Purpose," is to create new value with the power of trusts and let prosperous future for our clients and society bloom. We have also placed at the core of management the notion of balancing the creation of both social value and economic value. This is based on our client-oriented philosophy that has remained unchanged since our founding. It reflects our expectations of achieving sustained growth ourselves by actively helping to solve issues in society as the "Best Partner" most trusted by our clients.

Our ideal vision

The SuMi TRUST Group's reason for existence, or "Purpose"
Creating new value with the power of trusts and let prosperous future for our clients and society bloom

Roles expected by society

Achieving our "Purpose" with the power of trusts

Ability conversion function

Leveraging our high level of expertise to manage and administer assets

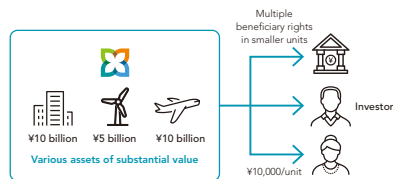
By taking advantage of our extensive expertise in managing and administering the valuable assets entrusted to us, our trusts deliver high added value to our clients.



Asset conversion function

Flexible alteration of asset composition and quantity

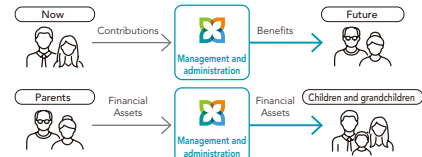
By converting assets held in trust to trust beneficiary rights, even assets that essentially are indivisible, or property of substantial value, can be divided into smaller units for circulation, thus facilitating the smooth circulations of funds, assets, and capital.



Time conversion function

Transcending time to ensure client wishes are fulfilled in the future

In order to assist our clients to realize and enjoy a prosperous future, our trusts have a function to manage and safeguard assets for extended period of time. Under certain scenarios, trust assets and the accompanying wishes of clients can be passed on to the next generation.



The "power of trusts" mentioned in our "Purpose" is a wide-ranging concept—it refers to the numerous functions of our trust schemes, our significant expertise and comprehensive capabilities, and even the basic principle of fiduciary duty. The SuMi TRUST Group has long addressed the issues of clients and society by flexibly exercising these trust functions. Climate change and the transformation of social structures, such as Japan's declining birthrate and ageing population, are growing increasingly sophisticated and complex. We think these times represent a business opportunity, which is why we intend to leverage the power of trusts to create new value (opportunities and markets) and contribute to a more prosperous and happy future for everyone. In other words, the development of a sustainable society and improvements in well-being for all people.



Symbol Mark

The Group's logo, known as the "Future Bloom," symbolizes our "Purpose" to create new value with the power of trusts and let prosperous future for our clients and society bloom.

The four translucent petals show our "Mission" to each stakeholder of clients, society, shareholders and employees. The four colors of petals represent our Codes of Conduct ("Value"): "Truthfulness and Loyalty" (natural green), "Dedication and Development" (golden orange), "Trust and Creativity" (blue green), and "Self-help and Self-discipline" (sky blue).

Corporate Color

The corporate color is "Future Blue", which represents the integration of the sense of value that the symbol mark implies, and evokes the closeness and the future.

New value created through business

Businesses that harness the power of trusts to solve social issues

Value provided to stakeholders (three economic entities)

SuMi TRUST Group draws on its wide array of trust functions to deliver high value-added products and services to clients based on the keyword of “circulation” to address the social issues that confront individuals, corporations, and investors.

—Social issues to actively address—



Individuals
Asset administration and asset formation in Japan's aging society



Corporations
Sustained growth of the Japanese economy and corporations (addressing both financial and non-financial issues)



Investors
Diverse range of investment opportunities and development of the investment chain

Three key strategic areas for creating new value

With a vision of the society and the Group we hope to achieve by 2030, we identified the following three key strategic areas for value creation to encourage a virtuous circulation:(1) the age of 100-year life; (2) ESG/Sustainable Management; and (3) Regional ecosystems and global investment chains (networking).

Social issues are growing increasingly challenging and complex, it will be much harder to solve longstanding social issues solely with our inherent managerial resources and client base. We will therefore look to team up with various stakeholders, build platforms, and generate new markets and opportunities. And to achieve these goals, we will need to strengthen investment in human capital and manufactured capital.



Age of 100-year life



ESG/Sustainable management



Regional ecosystems and global investment chains (networking)

Blooming of a bright future



Prosperity and happiness for all = Improvements in well-being