

Materiality 3

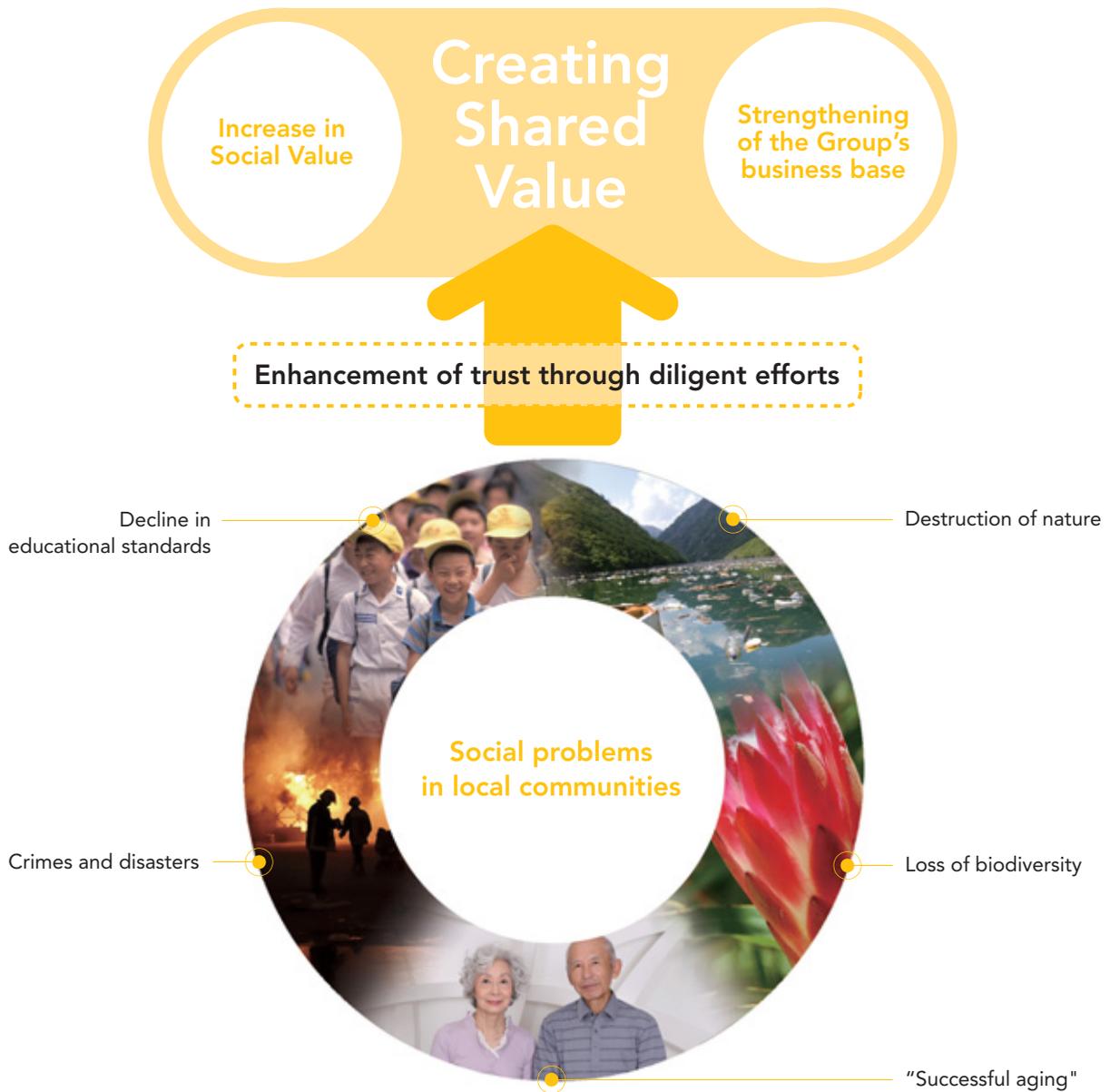
CSR Activities to Enhance Trust and Strengthen the Business Base

The Group makes various social contributions, primarily through local business offices. These activities play a crucial role in earning the trust of clients and local communities, promoting familiarity, and strengthening our business base.

We have made donations to the victims of the Great East Japan Earthquake and to help rebuild the disaster-stricken areas. In addition, branches and group companies have carried out independent activities to support reconstruction.

Creating Shared Value

Although corporations contribute to society along various themes, the Group is stepping up its activities in three areas, namely, (1) support for the environment and living beings, (2) support for “successful aging,” and (3) contributions to local communities and society. Even though the social values involved in these fields include activities not directly connected to the Group’s business, we believe that continuing consistent activities will enhance the trust our clients and local communities place in us and consequently strengthen the Group’s business base.



“With You”—Social Contribution Activities—

The Group engages in a wide range of social contribution activities in order to enhance stakeholders’ trust, primarily through each local business office, and to strengthen its business base. With the catchphrase “With You,” the Group has been engaging in such activities. In this section, we explain the most prominent activities being undertaken at the business offices of Chuo Mitsui Trust and Banking, Limited and The Sumitomo Trust and Banking Co., Ltd.



The Group seeks to put particular focus on the three “With You” activities of (1) support for the environment and living beings, (2) support for “successful aging,” and (3) contributions to local communities and society. Each business office intends to contribute to local communities and build a strong relationship of trust with community members primarily by conducting these activities, which are rooted in such communities. The Group’s business base consists of business offices located in various regions, including those in foreign countries. Such social contribution activities play the role of enhancing trust in the Group and further strengthening its business base.



Support for the environment and living beings



Support for the National Trust Movement



The National Trust is a global movement aiming to preserve places of natural beauty and historic buildings by purchasing or receiving them as donations or bequests, thus ensuring they can be passed on to future generations. The Association of National Trusts in Japan raises awareness about this movement and coordinates the activities of many groups working in Japan for this cause.

We support the National Trust in various forms, such as through campaigns by social contribution donation trusts, testamentary trusts, and investment trusts, while receiving expert advice from the Association of National Trusts in Japan and the Ecosystem Conservation Society-Japan.

As part of this initiative, we implemented the "National Trust Support Campaign" to protect three types of precious living beings when we began selling the "Green Balanced Fund" investment trust in 2010. This campaign supports a program that buys land in three locations, namely Amami Oshima in Kagoshima Prefecture (for the Amami rabbit), Tsushima in Nagasaki Prefecture (for the Tsushima leopard cat), and Kuromatsunai-cho in Hokkaido (site of Japan's northernmost beech forest), and protects rare species in danger of extinction that inhabit these places. After this campaign ended, we donated to the Ecosystem Conservation Society-Japan.

We carry out activities in collaboration with the World Wide Fund for Nature Japan (WWF Japan) and implemented a special interest rate campaign for donations to WWF Japan. During the campaign period, we displayed panels in the lobbies of our branches on nature conservation with the theme of preserving biodiversity.

Participation in COP10-related Events



In connection with the Tenth Conference of the Parties to the Convention on Biological Diversity (COP10) held in Nagoya in October 2010, we held lectures, exhibited photo panels, offered branch-sponsored seminars, and arranged exhibitions in branch lobbies for corporations and citizens in Nagoya ahead of the convention. To support COP10's preparatory activities, we also provided seminar halls and lobby areas at our branches to the Japan Civil Network for the Convention on Biological Diversity, in which local NPOs took part as the core members.

In addition, in connection with COP10, many events concerning biodiversity were held continuously throughout the year ahead of the main event. These included the "One Year Countdown Event to COP10" in October 2009, the "Half Year Countdown Event to COP10" in May 2010, and the "100-Day Countdown Event to COP10" in July 2010. We actively offered support by providing assistance in such events. In particular, we proactively provided information concerning biodiversity through booth exhibitions and the on-stage introduction of activities in the "Half Year Countdown Event to COP10" and lectures on "SRI activities by corporations" in the "100-Day Countdown Event to COP10."

Even after COP10, we participated in the closing event for the International Year of Biodiversity held in Ishikawa Ongakudo music hall in Kanazawa in December 2010. Our branch displayed panels there to describe our stance and activities toward biodiversity problems.

A Lobby Exhibit on Biodiversity



As part of our activities to support living beings, which are aimed at arousing interest in nature close to our clients, the Ibaraki branch in Osaka Prefecture held "Shinta-kun's IKI-MONO-MIKKE (I found it!)

Biodiversity Report," an exhibit on biodiversity, in its lobby. In July 2010, employees themselves went around the local area to take photos of the fauna, focusing on Lake Biwa, which provides drinking water to Ibaraki citizens. Many photos and pictures were displayed in the lobby. Furthermore, in the "Insect Edition" of August 2010, we used origami to explain the secrets of the area's insects. In the "Ibaraki Satoyama Edition" of September 2010, we introduced the nearby satoyama, the rural landscape of Japan that consists of secondary forest, farmland, grasslands, etc. Exhibits featuring a map of the satoyama and a fauna motif, made of origami, were displayed.

Maintaining Satoyama and Bamboo Groves in Verdant Yamaguchi



Yamaguchi Prefecture is a largely verdant area, yet it also has forests that are not adequately cared for due to a shortage of maintenance staff, stemming partly from depopulation.

The Hofu branch participates in efforts to thin the forests and bamboo grooves and prune tree branches. The project is carried out together with members of Chikurin Volunteer Hofu and Hofu Rotary Club in an effort to periodically maintain the satoyama and bamboo grooves. Through these activities, we not only contribute to the regeneration of forests and satoyama but also enhance relationships with local citizens and children. These activities have entered their seventh year since their commencement in 2005 and have established themselves as an annual event for the branch.

"Deer of Nara" Habitat Eco Tour



The Nara branch has been taking initiatives to stress the importance of biodiversity by explaining the impact humans have on animals and the pros and cons of that impact, using the theme of "the

Deer of Nara," a local symbol. In September 2010, the branch participated in habitat fieldwork (observing the habitat of deer and making a tour of the facilities for deer) organized by the "Foundation for the Protection of Deer in Nara Park" together with 25 clients. The group learned about the deer's coexistence with nature and the ecological cycle theory.

Also, in the branch lobby we displayed panels borrowed from the Foundation for the Protection of Deer in Nara Park. Through this and other events, clients who visited the branch were able to gain a broad understanding of biodiversity.

Preserving Native Plants in Natural Parks



The Kitamoto Nature Observation Park in Saitama Prefecture is designed to preserve the natural environment of this "countryside satoyama," and is well maintained as a wildlife habitat. Since 2006, the Omiya

branch has participated in volunteer activities to cull non-native plants and make other efforts to preserve the park's indigenous plants. In 2010, the fifth year of the project, we listened to explanations from the park staff about its flora and fauna, and we helped protect the local ecosystem by culling non-native trees that impact Japan's unique ecosystem.

As a result, we made space for the planting of native trees, like Konara oak and Shirakashi (Japanese white oak).

Creating Awareness Regarding the Protection of Endangered Fish Species



The Yao branch in Osaka Prefecture is breeding a local endangered fish, the Nippon Baratanago (rosy bitterling), in a fish tank in the branch's storefront window, in a bid to raise public awareness of the need for its protection. Inspired by this activity, branches in Kobe, Hyogo Prefecture, Sendai, Miyagi Prefecture, and Aobadai, Kanagawa Prefecture, as well as consulting offices are now working with local conservation groups to breed and display fish (golden venus chub, zenitanago, and Yokohama killifish) in their lobbies. Panels are also displayed in the lobbies, explaining the ecologies of these fish.

Energy Conservation and Global Warming Countermeasures in Everyday Activities



There is heightened movement toward making energy conservation and global warming countermeasures part of our everyday activities. The Sapporo branch is calling on its employees to set their thermostats at 20°C during winter, not only in the workplace but also at home. Through this measure, named "Let's Set the Temperature at 20°C," the branch is raising awareness of CO₂ reduction among not only employees but also their families. Thanks to the campaign, the employees have made it a habit to turn off unnecessary lighting and are actively taking various initiatives for energy conservation and the prevention of global warming. The Sagami-hara branch in Kanagawa Prefecture and other branches are also adjusting their thermostats. In addition, branches in Fukui, Shinjuku, Tokyo, and other locations cooperated with the local governments and the local shopping districts in sprinkling water in the area around the branches, in connection with energy conservation and global warming countermeasures for summer.

Promoting Local Production for Local Consumption in the "Home Gardening Seminar"



The Aobadai consulting office in Kanagawa Prefecture enlisted the help of SAKATA SEED CORPORATION to hold a seminar on home gardening, which is the most familiar form of local production for local consumption, mainly among our clients. In the first part of the seminar, the consulting office introduced home gardening from spring, and in the second part it introduced funds relating to CSR and the environment. The number of participants in the seminar exceeded capacity and the participants actively asked questions, extending the seminar by 30 minutes beyond the scheduled time. The seminar was very interesting for participants, who passionately engage in home gardening and gardening in their post-retirement years, because experts skilled in raising seedlings conveyed some of their secrets.

Ecocap Movement and Other Recycling Activities



The Group promotes the recycling of various items, including aluminum can tabs, postcards with miswritten messages, and postage stamps, at branches across Japan. In particular, the Group and clients worked as a single unit in moving forward with the "Ecocap Movement." Used plastic bottle caps are collected and proceeds from their sales are used to pay for vaccinations for children in developing countries. Caps are collected from executives and employees at the headquarters building and business offices, and bottle-cap collection boxes are available at branches.

Also, the Group is promoting similar activities with "Recycle Book Aid," which converts used books and CDs into cash and uses the money to provide educational and cultural support to children in Asia.

Support for "successful aging"

❖ Seminar on Medical Treatment and Health



Amid a growing interest in medical treatment and health in aging societies, the Group, together with local specialist institutions and NPOs, holds various seminars for a wide range of clients. At the Shinjuku-

Nishiguchi branch in Tokyo and the Umeda branch in Osaka Prefecture, healthcare professionals gave lectures on cancer, which were received favorably by participants. Also, many branches held seminars on health practices and anti-aging. For example, the Hankyu-Umeda branch in Osaka Prefecture held a "Seminar on Exercise for Improving Health" and the Shinjuku branch in Tokyo held a "Hands-on Happy Aging Seminar." Participants gave a lot of positive responses like, "I learned what to watch out for."

❖ Installation of AEDs and Training



The public is increasingly being required to learn how to use automated external defibrillators (AEDs), which resuscitate people whose hearts have stopped, as the devices become commonplace. The Nagoya branch

in Aichi Prefecture invited a speaker from Nakamura Fire Station in Nagoya to conduct a lifesaving training program. Participants received practical training mainly in emergency resuscitation, such as cardiac massage, and the use of AEDs by using a doll, covering all practices from identifying sufferers to the arrival of an ambulance. At the end of the program, all the participants received a Lifesaving Training Program (General Course) Certificate. In Hiroshima as well, the branch invited an outside speaker to conduct an AED training program following the installation of an AED at its 1st floor entrance.

❖ The Pink Ribbon Campaign



The Group participates in the "Pink Ribbon Campaign," which seeks to raise public awareness of the importance of the early detection, diagnosis, and treatment of breast cancer.

The Wakayama branch held exhibits in its lobby, distributed pamphlets, and cooperated in the "Pink Ribbon Campaign in Wakayama," and made pink ribbons for the runners participating in the "Wakaura Bay Marathon with Jazz," to be held in Wakayama City. Also, the Fukuoka branch, in partnership with Kurume University Hospital, announced a service in which a PET scan course for cancer screening is offered at a partnership rate. In addition, branches in different locations are engaged in various activities. For example, the Chiba branch and Sendai branch in Miyagi Prefecture participated in the Smile Walk event, while the Umeda branch in Osaka held a seminar on breast cancer.

❖ Seminar on Nursing Care and Adult Guardianship System



The Group holds seminars on nursing care and retirement homes and displays panels so that elderly clients can spend their post-retirement years with peace of mind. The Ashiya consulting office in Hyogo Prefecture held a seminar explaining the differences among facilities, costs, and services,

which the participants appreciated. Also, branches across Japan displayed panels on the nursing-care insurance system. With respect to the adult guardianship system, which is attracting interest among middle-aged and elderly people, the Yokohama branch in Kanagawa Prefecture invited an administrative scrivener to hold a seminar. The seminar was well received, with many participants requesting individual consultations. In addition, the Ibaraki branch in Osaka Prefecture and the Aobadai consulting office in Kanagawa Prefecture held seminars on the theme of funerals. Participants made comments such as, "It was good because I was able to hear about a topic that is rarely discussed."

❖ Workshop on Becoming a Supporter for People with Dementia



The Group receives many enquiries regarding procedures involving elderly people, as well as inquiries from the families of elderly people. It thus held the "Workshop on Becoming a Supporter of People with Dementia." We also encourage our employees to attend outside seminars. The Chiba branch invited a speaker from an association officially recognized by Chiba City Hall to hold a "Workshop on Becoming a Supporter of People with Dementia." Also, at the Kichijoji branch in Tokyo and the Saga branch, our employees participated in a workshop for becoming a supporter of people with dementia, and made efforts to properly understand dementia. Through these activities, our employees are learning how to support clients with dementia and their families, and understand more about what they can do in everyday life.

❖ Exhibits about Pensions Held at Branch Lobbies



Clients will have greater awareness of post-retirement life if they deepen their understanding of the pension system. To help clients achieve wellness ("successful aging"), each branch displays exhibits in their lobbies relating to basic information on the pension system. The Osaka head sales office displayed panels, which included an explanation of how to read the annual pension notice, and it also placed booklets and leaflets in the lobby and the storefront. Similar exhibitions were held in such locations as Tachikawa, Tokyo, and Okayama. Clients responded favorably to our active support for their post-retirement lives.

❖ "Love Letters at Sixty"



"Love Letters at Sixty" is a project we launched on November 22, 2000 (11/22 sounds like "good husband & wife" in Japanese). This project invites couples to compose love letters, or messages on postcards, addressed to their spouses and to send them to us. Of the letters submitted, about 160 are selected each year for publication by Japan Broadcast Publishing Co., Ltd., with all the royalties from sales donated to the NHK Year-End Charity Drive and NHK Overseas Charity Drive, and to the Japan Guide Dog Association. Along with this project, the Akashi branch in Hyogo Prefecture held book readings together with a performance by the Akashi Philharmonic Orchestra. In addition, the Kashiwa consulting office in Chiba Prefecture invited Hiroshi Masuoka, a famous voice actor for Masuo-san, a character in the animated TV series "Sazae-san," and held book readings and a group play reading.

❖ Introduction of Activities to Support Orphans in India



The Niigata branch, in collaboration with Niigata Prefecture, has been using its lobby to introduce the activities of "Sawayaka Kikakushitsu for Education and Environment," a volunteer group established through funds provided out of the retirement allowance of Niigata residents Mr. and Mrs. Katagiri. This group seeks to protect street children in India, whose lives are filled with danger. To this end, this group builds facilities, such as accommodations, cooking facilities, farms, vocational training centers, meditation rooms, clinics, and libraries. It is also proceeding with the construction of a school with the permission of the state government. In the branch lobby, drawings and writings by Indian children were displayed, in addition to exhibits featuring the group's activities. This project has been favorably received by branch clients.



Contributions to local communities and society



Mt. Fuji Clean-Up Program



The Shizuoka and Kofu branches in Yamanashi Prefecture held a "Mount Fuji Clean-up" in the Aokigahara Jukai area, which has become an annual activity since 2005, in cooperation with the Fujisan Club, an

NPO. A total of 120 people, consisting of the Group's employees and their families, participated, spending two hours collecting such debris as cans, plastic bottles, and plastic bags. The total weight of the trash came to about 280 kg and filled one light pickup truck. In the branch lobbies, beautiful photos of Mount Fuji were displayed, contrasting with photos of the clean-up efforts and the piles of trash taken at the time of the clean-up. In the future as well, we will tackle local environmental issues through the cleaning up of Mount Fuji, Japan's symbol, and efforts to raise awareness among our clients regarding the problems posed by the trash on Mount Fuji.

Contributing to the Local Community by Cleaning up Nihonbashi Bridge



The Nihonbashi Bridge, a culturally important property of Japan, marked its 100th anniversary in April 2011. As part of its contribution to the local community, the Nihonbashi sales department in Tokyo joined the Preservation

Society for the Famed Nihonbashi Bridge, and 28 people, including employees and their family members, participated in the annual Nihonbashi Bridge clean-up. This event started in 1971 with a view to passing on Nihonbashi Bridge, a symbol of prosperity in the Edo Era, to future generations and the hope that the nearby areas would achieve development. After the Nihonbashi Fire Station and fire brigade sprinkled water on the ground, about 1,500 participants, comprised mainly of people from neighborhood associations and employees of local companies, used deck brushes to scrub off dirt that had accumulated on the bridge over the past year and threw water-purification balls into the Nihonbashi River.

Active Participation in Clean-Up Activities of Local Communities



The Group actively participates in clean-up campaigns to contribute to local communities, and it is working to clean the shopping districts and sidewalks near branches and also to tidy up tourist attractions. Specifically, the

Group has participated in the clean-up of the Kamo River, a symbol of Kyoto, and the spectacular Tottori Sand Dunes. In addition, the Fujisawa branch in Kanagawa Prefecture became the main sponsor of the Fujisawa Beach Cleaning Project organized by the local French school Soleil Provence, thus continuing to participate in clean-up efforts for Kugenuma Kaigan. Meanwhile, the employees of the Ueno branch in Tokyo served as members of the Oedo Clean-up Team. They wore happi coats, truly feeling like part of the local community. The Yamaguchi branch engaged in a clean-up campaign while climbing a mountain with local residents.

Participation in Local Events



The Group cooperates with the local residents in holding various events. The Tokorozawa branch in Saitama Prefecture cooperated in a children's art exhibition held by the MOA Museum of Art and awarded the Sumitomo Mitsui Trust Group Prize. Meanwhile, the Kanazawa branch in Ishikawa Prefecture exhibited in its storefront window original works from the Kanazawa Institute of Technology, which use the stone walls of Kanazawa Castle as a motif. In addition, the Takatsuki branch in Osaka Prefecture participated in "Waku-Waku Street," in which various art events are held throughout the city. The branch displayed pictures drawn by local residents and awarded prizes.

Support for Next-Generation Educational, Financial, and Economic Research

In light of the fact that certain social contributions can only be delivered by a financial institution, the Group supports research in the fields of finance and economics. The assistance is aimed at the next generation, who will be tomorrow's leaders. Activities include setting up lecture courses in universities through donations in Japan and overseas. The Group also supports educational institutions in China, having invited eight outstanding students and professors from Renmin University of China to Japan in November 2011. In addition, the Group held the Japan-China Research Exchange Forum at Fudan University in Shanghai in December of the same year to consider the future of finance and trust schemes in advanced fields such as environmental conservation.

• Courses Funded through Donations and Research Projects Sponsored by the Group

Aoyama Gakuin University	Sumitomo Mitsui Trust Course on Advanced Finance and Trusts —Fudan University, China Joint Research Project—
Fudan University, China	Japan-China Research Exchange Forum
Osaka Electro-Communication University	Introduction to Asset Succession Theory, Advanced Theory of Real Estate Investment
Renmin University of China, China	Chuo Mitsui Trust and Banking Course on Economics
Tsinghua University, China	Chuo Mitsui Trust and Banking—Tsinghua University China Center for Economic Research, Research Project

Support for Training to Foster Japan's Next Generation of Leaders



The J-Leader Program (headed by Nippon Keidanren Chairman Hiromasa Yonekura) seeks to foster the next generation of leaders who will play important roles in Japan's future and make a difference in the world. The

Group backs this objective and has been co-sponsoring the training since its first year, and has also dispatched employees to serve as "class teachers" every year. In 2011, the eighth year of the program, about 160 senior high-school students selected from across Japan participated in a two-week training camp in Munakata City, Fukuoka Prefecture. Prominent lecturers in various fields taught them about philosophy, critical thinking, liberal arts and other subjects that the next-generation of leaders need to know. Some of the Group's employees, who were dispatched as "class teachers," also served as good advisers to the students.

Invitation to Students of Nongmingong (Peasant Worker) School to the Shanghai Expo



The Shanghai branch held an event that brought together 30 students and five teachers from the Nongmingong (peasant worker) school in a suburb of Shanghai, where many children of migrant workers

from all over China live, and 44 branch employees. The group did a tour of the environment-related pavilions at the Shanghai Expo. Afterward, the students were asked to submit written descriptions of their impressions. The branch presented a stationary set to the student with the best description. The branch concluded that this event raised the students' awareness of environmental issues. The branch will continue proactively providing educational support to the Nongmingong school, as well as undertaking activities to raise their environmental awareness, while heightening employees' awareness.

Providing Work Experience Opportunities and Support for Career Design



The Group is using donations it made to Eton College, a prestigious British private school, through the London branch to launch a Japanese language course. In the course, the Group's employees provide the students with opportunities for valuable work experience, teaching them the basics of the banking business. The New York branch has also provided support for 20 years to Bank Street College, which is internationally acclaimed for its activities aimed at improving teacher education and public education.

In 2011, the branch supported the career design of local high school students through the special extracurricular activity "Liberty Program."

The Group's Initiatives for the Great East Japan Earthquake

Donations and Setting up Bank Accounts

As a way to support relief for victims of the Great East Japan Earthquake and to help rebuild disaster areas, the Group donated 100 million yen to the Japanese Red Cross Society and the Central Community Chest of Japan.

The Group also opened bank accounts to receive donations for its directors and employees, as well as for the public, including individual clients, and solicited donations from the public. In addition, the Group handles such loans as the "Special Interest Rate Housing Loan" and "Loans to Support Disaster Recovery," which make available loans at preferential interest rates to individuals and corporate clients affected by the earthquake. The purpose of the financing is to help them recover from the damage caused by the earthquake and tsunami.

Donations through the "Bridge to Tomorrow," a Social Contribution Donation Trust

The Group started handling a new product, a social contribution donation trust (also referred to as "Bridge to Tomorrow") in April 2011 (see page 28). This product is a money trust product for individuals and is aimed at making donations to organizations that engage in activities that contribute to society. This product donates one-fifth of the initial amount of trust principal by designating one or more organizations from among nine organizations. The Central Community Chest of Japan may be chosen for the purpose of supporting reconstruction following the Great East Japan Earthquake.

Providing Management Fees from "Home Land Journey 2020" as Financial Support for Recovery

Nikko Asset Management Co., Ltd. (hereinafter "Nikko AM") made donations of about 25 million yen through programs such as the "Nikko AM Employee Charity Program" to support reconstruction following the Great East Japan Earthquake. In addition, with donations consisting of all management fees Nikko AM received on its investment trust, "Japan Public Bond Fund 2020" (also referred to as Home Land Journey 2020), plus 50% of management fees from some of its other Japanese equity

investment trusts, Nikko AM launched the project "Walk Together with the Children of East Japan." With the advice of specialists in such fields as education, medicine and health, and cooperation from NPOs and NGOs with proven track records in assisting children, the project is carrying out activities that encourage and support those who have suffered from the disaster.

Volunteer Activities in Disaster Areas



In the project "Walk Together with the Children of East Japan," employees have visited Minamisanriku-cho, Motoyoshi-gun, Miyagi Prefecture, three times and conducted volun-

teer activities that are driven by employee participation. On each visit, 15-20 employees participated in the volunteer activities. They held town-planning events at elementary schools, in which the children used building blocks. The events were aimed at children whose lives were disrupted by the earthquake. In addition, participants removed debris and made sandbags. To enable its employees to actively conduct volunteer activities, Nikko AM has continually employed a system that offers employees two additional special volunteer holidays every year, in addition to their standard paid holidays.

Support for Supplies to Earthquake Victims

Employees of the Group's Tachikawa branch in Tokyo were told by a client from Miyagi Prefecture that earthquake victims were suffering from a shortage of clothes. The employees responded by gathering six cardboard boxes of clothes, which they gave to the victims. This client took the clothes to an inn where people evacuated from Minamisanriku-cho were being accommodated. When providing supplies a second time, the branch received the cooperation of stores in the vicinity of the Tachikawa branch, and was able to gather a greater amount of clothes, as well as bowls, pans and other goods.