Business Strategy

Sumitomo Mitsui Trust Bank, Limited
President

Masaru Hashimoto

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Continuing to Evolve as Our Clients' "Best Partner"

The term "fiduciary duties" is currently garnering attention in the financial industry. Interpreted as "client-oriented business operations," "fiduciary duties" is the fundamental concept at the root of trusts. Since the Group's foundation in 1924, we have conducted business operations with this concept guiding our management principles. In order to put fiduciary duties into practice – that is, to seek the true benefit of clients – the most important requirements are significant expertise that our clients can rely on, and consulting that offers clients optimal options according to their individual needs.

As the core company of a financial group specialized in trust banking, SuMi TRUST Bank leverages the significant expertise and comprehensive capabilities cultivated by the Group to provide optimal total solutions with the aim of enhancing the security and satisfaction of clients, expanding its client base and achieving sustainable growth.

A close focus on client needs is of primary importance in customer-oriented practices, and the solutions needed change with the times and with shifts in the economic environment.

For example, to address the growing needs of individual clients to conduct their own asset formation, we take advantage of the advanced asset management know-how cultivated in the pension business to propose optimal portfolios, including investment trusts, fund wraps, and insurance products. In addition, in response to the advanced aging of society, we provide products and services that support the transfer of assets between generations through use of our trust function, and offer tailor-made consulting according to diverse client circumstances with respect to inheritance.

As for corporate clients, while banking business transactions remain our base, we work together with clients to confront and offer solutions to the various issues they are facing. For example, we are expanding our services in non-financial areas, such as IR/SR consulting to enhance corporate governance, providing investment education for employees to enrich corporate welfare programs, and proposing real estate uses to increase asset efficiency.

Going forward, we will strive to lead the Group in practicing client-oriented business operations in order to establish our position as our clients' "Best Partner." We are also committed to making a significant contribution to society through the evolution of services in line with the times.

July 2018

Sumitomo Mitsui Trust Bank, Limited
President

Masaru Hashimoto