

Initiatives for Individual Clients



Sincerely addressing the life of clients, we will provide security and peace of mind through proper and sophisticated solutions catering to their life plans that exceeds client expectations. Moreover, we aim to become the “Best Partner” in an age of 100-year life by contributing to solving clients’ issues such as asset management and formation, asset administration, and asset succession in line with an increase in longevity.

Social issues to actively address

Asset administration suited for Japan’s super-aging society and asset formation of individuals

Supporting the asset formation generation for the working generation, particularly people still in the wealth accumulation stage of life

There is a growing need of managing and building assets through self-help efforts towards a peaceful old age. To provide consulting services and propositions catering to the needs of each and every client in consideration of their diversified work styles and lifestyles, we will spearhead the industry to establish and provide online consultation and paperwork that are easy to use for the working generation. Furthermore, by fostering long-term relationship with more clients, we aim to grow in tandem with clients through expanding assets under management.

Providing asset administration and succession support that help find solutions to issues like dementia

As we approach an era in which more people will live to be 100 years old, there is growing interest among our clients about leading long and fulfilling lives. At the same time, worries and concerns about the administration and succession of assets during old age are emerging as social issues. Our Group makes efforts to solve each client’s issues, making the most of the significant expertise and various products and services of a trust bank group. We strive to understand clients’ intentions and support their secure and peaceful lives through asset administration for future concerns about dementia and health conditions and smooth asset succession to the next generation.

Business environment awareness

Environment awareness and issues

- The spread of COVID-19 pandemic, prolonged negative interest rates, lower fees on financial instruments
- Reform of operational processes and branches to address medium- to long-term population decline and digitalization

Opportunities and strengths

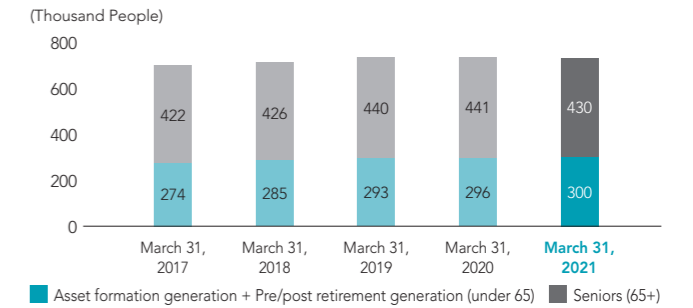
- Strategic deployment centering on client-oriented total consulting
- Broad client base, from people in the asset formation generation to seniors
- Heightened need for asset formation and property management in Japan’s super-aging society and the Group’s diverse lineup of products and services

Key measures 1

Initiatives in consulting services by generation

While enriching fine-tuned products and services to the asset formation generation, pre/post retirement generation, and seniors, we will strive to enhance our consulting skills and accumulate our know-how, thereby honing our life-plan and financial-planning consultation services considering life events by each generation. In addition, while extending the scope holidays and after-hours openings and also online consultation services to enhance the convenience for clients, we aim to expand consulting opportunities through a touchpoint with wide variety of clients.

Clients that hold a managed financial product



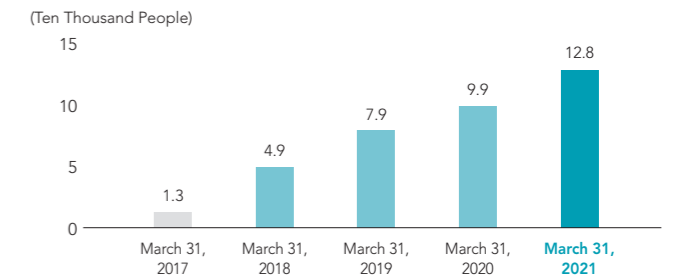
* Clients of SuMi TRUST Bank that hold a managed financial product
* Managed financial products: investment trust, discretionary investment management product, life insurance, foreign currency deposits

Key measures 2

Initiatives related to asset formation of the working generation

As we approach an era in which more people will live to be 100 years old, there is a growing concern about the funds necessary after retirement and also a growing interest in financial planning. What is more, we see increasing needs for asset management and formation through self-help efforts. We will help clients design life plans through appropriate consulting while making efforts to enrich product lineups of installment investment and level premium insurance, which allow for small initial capital outlay as an installment-type product. We also strive to establish a user-friendly environment for clients of the working generation, such as holding online seminars and providing consultation opportunities.

Clients that hold an installment investment product



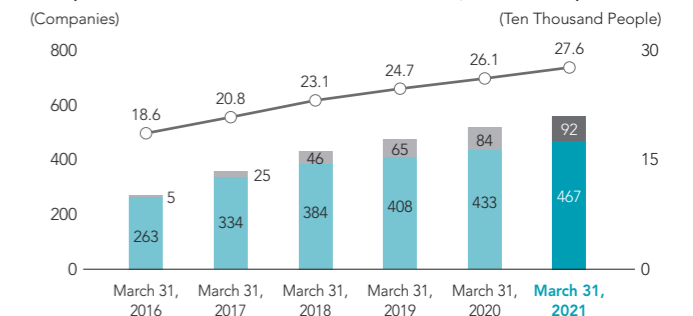
* Clients of SuMi TRUST Bank that have an installment investment contract (automatic purchase plan of an investment trust)

Key measures 3

Life plan support program for work place

We have made efforts to provide asset formation products tailored for HR system of each individual company to our business partners and their employees for many years. While interest in prolonged second life and asset formation is growing in this age of 100-year life, we not only deliver useful information through fruitful online seminars, but also provide life plan consulting services, which take advantage of our strength as a trust bank group, to the employees of our business partners considering the retirement benefits and corporate pension plans of each company.

Companies and subscribers to installment savings and other products

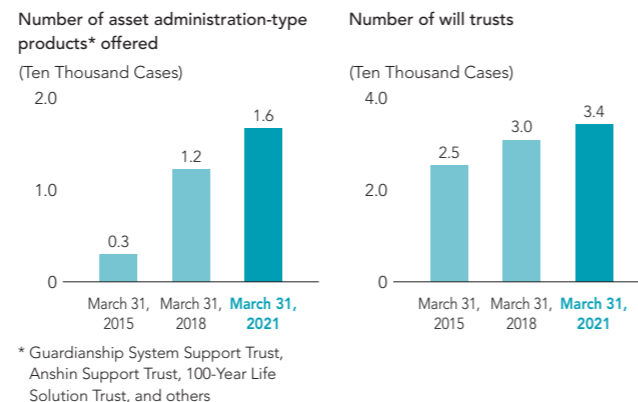


■ Companies that adopt workplace installment-type NISA schemes (left axis)
■ Companies that adopt installment savings schemes (left axis)
↔ Subscribers to installment savings and asset formation business advantage (right axis)

Key measures
4

Initiatives in seniors' needs for asset administration and succession

As an aging society is advancing, we provide consulting services catering to every client to address future concerns about dementia and their health as well as various issues arising in inheritance and succession to the next generation. In an age of 100-year life, we will bolster and enrich our products and services, including "100-Year Life Solution Trust (100-Year Passport)" that unites the functions of "saving," "spending," "handing over" funds, so that the clients in their senior years can utilize our financial and property administration services securely and peacefully.



Key measures
5

Initiatives to promote high-net-worth client businesses

UBS Group—which offers the world's leading asset management and securities services—and SuMi TRUST Bank—which offers a wide variety of products and services such as inheritance, asset succession, and real estate services—provide one-stop total wealth management services by our dedicated staff with significant expertise through combination of strength and brand value of both groups. Especially in our asset management solution, we will fulfill clients' expectations by offering unique propositions taking advantage of UBS Group's global strength.*

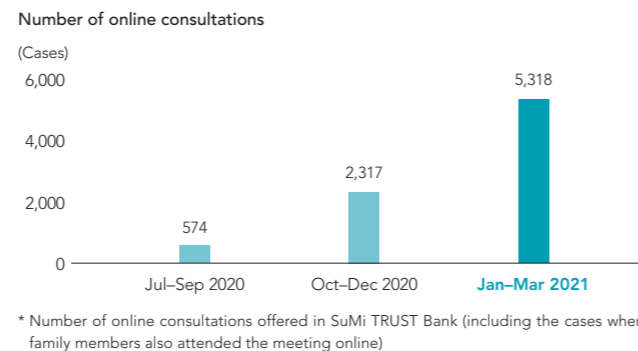
* After the summer of 2021, the Wealth Management Business of UBS Securities Japan Co., Ltd. is planned to be split to establish a new securities company, in which SuMi TRUST Holdings will acquire a 49% stake.



Key measures
6

Channel reform

There is a growing consultation need using web conference tools following the penetration of digitalization and also changing behavior patterns due to the spread of COVID-19. Accordingly, in the first half of FY2021, we established an online consulting plaza aiming to provide high-quality consulting services equivalent to the ones at branches, in the online environment, removing time, location, and personnel constraints. As for branches, by introduction of online consultation services infrastructure, we will bolster them as the place for face-to-face consultation through introduction of next generation branches and function-oriented consultation branches.



Initiatives in social issue-solving businesses

With the arrival of an age of 100-year life, Japan has seen the most significant increase in longevity in the world. Therefore, Japan is not only forced to review its social systems supporting the lives of its people, such as pensions and social security, but also needs to address and prepare in advance, to tackle various issues so that individuals can spend a secure and fruitful life after their retirement. Our Group utilizes the functions of trust services to provide high added-value solutions to issues surrounding individuals in Japan's super-aging society, thereby contributing to safeguarding personal assets, securing sound living arrangements, and offering a peace of mind to the persons concerned and their family members in preparation for a deterioration in discretion caused by dementia and other mental disorders.

In 2019, SuMi TRUST Bank established the 100-Year Life Solution Department to provide proper solutions for various issues that could arise to individual clients in an age of 100-year life. To offer peace of mind, security, and joy, the 100-Year Life Solution Department bolsters and accelerates its initiatives to develop products and provide solutions utilizing its many years of accumulated know-how.

Impacts on SDGs



Development of products and services

While new behavior patterns are required due to the spread of COVID-19, people are showing mounting interest in corporate initiatives to consider the environment and society. Accordingly, SuMi TRUST Bank supports the initiatives in environmental and social issues from the aspect of finance.

Initiative example: Green Deposit

Green Deposit is a foreign currency time deposit which proceeds are used solely to fund projects that will contribute to improvement of environmental issues, such as renewable energy, including solar power and wind power generation, as well as environmentally friendly property. We consider it part of our social responsibilities as a financial institution to connect individual clients—who are highly interested in environmentally- and socially-friendly corporate initiatives—and domestic/overseas companies and investors engaged in environmental, social, and governance (ESG) investing, and will contribute to achieving a sustainable society through these initiatives.



In an age of 100-year life, we create social value through providing peace of mind and joy to clients. At the same time, we will proactively engage in developing financial products and services based on the Creating Shared Value (CSV) concept that creates its economic value.

Initiative example: Housing Will

We have launched a "housing will" service to safekeep clients' will regarding their residential property as a contingency for the worst case during the repayment period of mortgage loans. Thus, we provide peace of mind to clients with this first service in Japan, which allows for easy preparation of a will to prevent their precious family members from taking pains in the procedures of dividing the estate. (We safekeep a will free of charge.)



Promoting financial inclusion

To broaden access to finance for everyone, the Group has engaged in various initiatives leveraging its diverse functions and network as a trust bank. The initiatives include products and services related to inheritance and gift, asset administration, and housing, and also joint research and dissemination of information towards the achievement of “productive aging,” where elderly people continue to participate in society proactively.

In particular, while a community-based comprehensive care system has become more important, financial institutions that engage in asset administration of elderly clients are also expected to play a significant role. Accordingly, our nationwide branches are proactively involved in building regional comprehensive care systems through collaboration with community-based comprehensive support centers and participation in case study groups hosted by health professionals. (For details, see page 89.)

Research and delivery of life plans

We are committed to develop and update related knowledge to create a new social model for an age of 100-year life.

Initiative example:

Trust Future Assets Institute

In a society where living for 100 years is taken for granted, life options and possibilities are boundless. Sumitomo Mitsui Trust Future Assets Institute surveys, researches and publishes on ways to accumulate and utilize assets for everyone to live peacefully and cheerfully in the future.

Initiative example:

Housing options—Towards “Aging in Place”—

With a focus on housing, which plays a key role for elderly people to maintain quality of life and peaceful lives, we have utilized various Group functions to greatly enrich the content of the digest report for seniors “Consideration of Senior-Generation Housing.” (For details, see page 91.)



Sharing and empathy with clients

We are expanding the ways to share information with clients and obtain their empathy effectively. More specifically, we hold online seminars on end-of-life procedures and inheritance measures, or deliver video contents that help clients understand the agenda of an age of 100-year life regardless of time or place.

Initiative example: Reality of an age of 100-year life

Influencers with different lifestyles and ages talk about their issues in honesty.

