

December 14, 2023

To whom it may concern

Sumitomo Mitsui Trust Holdings, Inc.

Sumitomo Mitsui Trust Bank, Limited

**Commencement of “FR (Future Generations Relations)” Activities:**  
**Providing Financial Education on “The Secret to Money” and Engaging in Dialogue**  
**with Future Generations**

Sumitomo Mitsui Trust Holdings, Inc. (Director, President: Toru Takakura; hereinafter “SuMi TRUST Holdings”) and Sumitomo Mitsui Trust Bank, Limited (President: Kazuya Oyama; hereinafter “SuMi TRUST Bank”) is pleased to announce our plans to implement “FR (Future Generations Relations)” (\*1) (hereinafter “FR Activities”) initiatives, in which we engage in dialogues with future generations with the intent of promoting the well-being of society.

SuMi TRUST Holdings has joined the “Well-being Initiative” (\*2) which was launched by Nikkei, Inc. in March 2021. This initiative aims to develop new metrics for measuring well-being (a true feeling of abundance), promote well-being management, offer suggestions to governments and international organizations, and make well-being a global policy target on par with the SDGs.

Currently, active engagement in dialogues between companies and future generations is important to increase client, employee, and overall societal well-being through business, while realizing a balance between sustainable corporate growth and the development of society. Considering this, the Well-being Initiative views future generations, those who will take lead in the future, as important stakeholders and will expand FR Activities which create opportunities for continual engagement in dialogues.

SuMi TRUST Holdings and SuMi TRUST Bank will engage in FR Activities based on the topic of “The Secret to Money.” We will engage in dialogues with future generations revolving around learning more about money, enriching lives by learning about money, and handling money smartly. SuMi TRUST Bank has provided in-person financial education lessons to senior high school students since 2022 and to junior high school students since 2023 (total of 46 schools and 7,500 students so far). As part of our FR Activities, we plan to implement similar lessons for elementary school students.

(Examples of financial education we have already implemented for elementary school students)

Nihonbashi Business Department & Tokyo  
Chuo Branch (Koiwa Club\* Tour Event)



Abenobashi Branch (HIGASUMI EXPO)



\*Japan Elementary School Children's Volleyball Tournament National Champion Team

Sumitomo Mitsui Trust Group is working to enhance the well-being of clients and society under its Purpose, "Trust for a flourishing future." Through these FR Activities, we will work to enhance the overall well-being of society by contributing to improving financial literacy of future generations who will take charge of the future.

(\*1) FR (Future Generations Relations)

"FR" is a term created with reference to the word IR (Investor Relations) and denotes engaging in dialogues and building relationships with future generations.

(\*2) Well-being Initiative

A corporate consortium launched by Nikkei, Inc. in March 2021 under cooperation with Well-being for Planet Earth Foundation and other voluntary corporations, experts, organizations, and others. (Official Website: <https://well-being.nikkei.com/> (Japanese text only))

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For further information, please contact:

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