

January 31, 2024

To whom it may concern

Sumitomo Mitsui Trust Holdings, Inc.

Establishment of the phrase, “Trust for a flourishing future”
as Our Purpose and Brand slogan

Sumitomo Mitsui Trust Holdings, Inc. (Director, President: Toru Takakura) hereby announces that it has established the phrase, “Trust for a flourishing future” as Purpose and Brand slogan of Sumitomo Mitsui Trust Group (hereinafter “SuMi TRUST Group”).

SuMi TRUST Group has solved a variety of social issues and contributed to the development of society with a completely client-oriented mindset. The fiduciary relationship which we have built by solving the issues of our clients and society since our founding is our most precious asset and the foundation on which we rely.

This year, SuMi TRUST Group celebrates its 100th anniversary. Accompanying this milestone, we have established this phrase as our Purpose and Brand slogan to represent the profoundness of “being entrusted” by clients and society and our strong will to continue responding to their “wishes for the future.” We, SuMi TRUST Group, will boldly tackle challenges to create new value and contribute to the development of society for the next 100 years to come.

Trust for a flourishing future

Entrusting your vision to someone
begins with belief in the world.

We work to ensure that your future flourishes,
by exploring your story, breaking fresh ground,
cultivating assets, and nourishing our society.

Always with honesty, adapting with agility.

Going beyond anticipation to conviction.

Fulfilling the duty we earn through trust,
for the next 100 years and more.

Because when you flourish, so too will the world.

End

For further information, please contact:

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