

AIZAWA SECURITIES GROUP CO., LTD.

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Notice Regarding Formulation of “Purpose, Vision, Values” and “AIZAWA Declarations”

AIZAWA SECURITIES GROUP CO., LTD. hereby announces that it has formulated the “Purpose, Vision, Values (hereinafter referred to as the “PVV”),” which clearly states the meaning of our existence, our ideal state, and our key values respectively. To achieve the “PVV,” we have also formulated the “AIZAWA Declarations”, which are our commitments to stakeholders. The “PVV” and the “AIZAWA Declarations” were approved at the Board of Directors meeting conducted earlier today.

The new “PVV” and “AIZAWA Declarations” show a new step toward the future while maintaining the spirit that has been passed down since our foundation.

1. Purpose of Formulating the “PVV” and the “AIZAWA Declarations”

We have been undergoing a major transformation of our business structure to adapt changes in the times. In this process, we re-examined our management philosophy and other core principles across the company to strengthen the basis for all employees to move forward by working together as one team.

The formulation of the “PVV” and the “AIZAWA Declarations” was realized through repeated discussions as a project that involved all employees of AIZAWA SECURITIES GROUP CO., LTD., not just its management.

We consider sharing a common purpose and values is essential to deepen trusted relationships with our clients and to enable each employee to work with confidence and pride in an age of rapid changes and uncertainty about the future.

2. About the “PVV (Purpose, Vision, Values)”

Meaning of our existence
Purpose

Our ideal state
Vision

Our key values
Values

**More Prosperity
to More People**

**Your Long-Term Partner
in Building Generational Wealth**

Challenge	Taking action	Growth	Transformation
Relationship	Trust	Sympathy	Peace of mind
Professionalism ...	Integrity	Responsibility	Sense of mission
Teamwork	Harmony	Respect	Joining forces

- i. From a management philosophy to Purpose (Meaning of our existence)

Based on our long-held management philosophy of “providing more people with a richer life through securities investment,” we have redefined the philosophy in line with changes in the times and raised it to a new level of “Purpose.”

By refining it into simple and clear language, we expressed our desire to stay by each client’s life and deliver prosperity to our clients from a broader perspective that is not limited to securities investment.
- ii. Vision (Our ideal state)

In our previous Vision, we had defined our role as a “Hope Courier,” which delivers hope to our clients, based on a belief that “a richer life means a hope for the future.”

In our previous Mission, we had set up and fulfilled the Mission of supporting middle class clients, through asset building, to free them from the pressure of daily life so they could build a future full of hope by themselves.

We have now integrated these views and redefined them as a new Vision that “we make every effort to be your long-term partners in building generational wealth.” To support our clients in achieving various goals such as “a dream for the future,” “a life with family,” and “peace of mind in their old age,” we propose the best plan to our clients as a financial professional and stay by them over a long period of time.
- iii. Values (Our key values)

“Values,” which we have formulated for the first time, consist of the following four pillars as values that each employee uses as a basis for action and determination.

【Challenge】 Taking action, Growth, Transformation
To the future where new values are created through each employee’s challenges without being satisfied with the status quo.

【Relationship】 Trust, Sympathy, Peace of mind
To be “long-term partner” of our clients and their families by expanding the circle of trust.

【Professionalism】 Integrity, Responsibility, Sense of mission
To be a company chosen by its employees by always acting in the best interests of our clients.

【Teamwork】 Harmony, Respect, Joining forces
To a new stage that cannot be reached alone by encouraging and helping each other.

These Values are the first to be clearly stated for us and we will share and implement them both internally and externally as a basis of the corporate culture in the future.

3. About the “AIZAWA Declarations”



The “AIZAWA Declarations” represents our commitment to individual stakeholders. By fulfilling the commitment, each employee will carry out our new “PVV.”

We will embody the newly formulated “PVV” throughout the organization by incorporating it into daily business without limiting it to just an idea—this is our determination that we clearly expressed as the “AIZAWA Declarations.”

【To clients】 We provide financial services with a focus on our clients’ futures.

- We stay by our clients and their families until they achieve their financial goals.
- We make every effort to be long-term partners of our clients and their families through ongoing dialogue.
- We prioritize our clients’ trust, along with avoiding transactions and proposals in pursuit of short-term profits.

【To shareholders】 We strive to enhance our corporate value through achieving sustainable growth.

- We endeavor to build long-term trusted relationships with our shareholders by strengthening dialogue with them.
- We ensure Management that is Conscious of Cost of Capital and Stock Price.
- We make every effort to increase our corporate value by maintaining business growth over the medium to long term.

【To society】 We value connections with local communities and contribute to the development of society.

- We contribute to the development of local communities through financial literacy education.
- We contribute to the local economies by working together with regional financial institutions and deepening cooperation with them.
- We behave with fairness and integrity while not taking actions that damage our social trust.

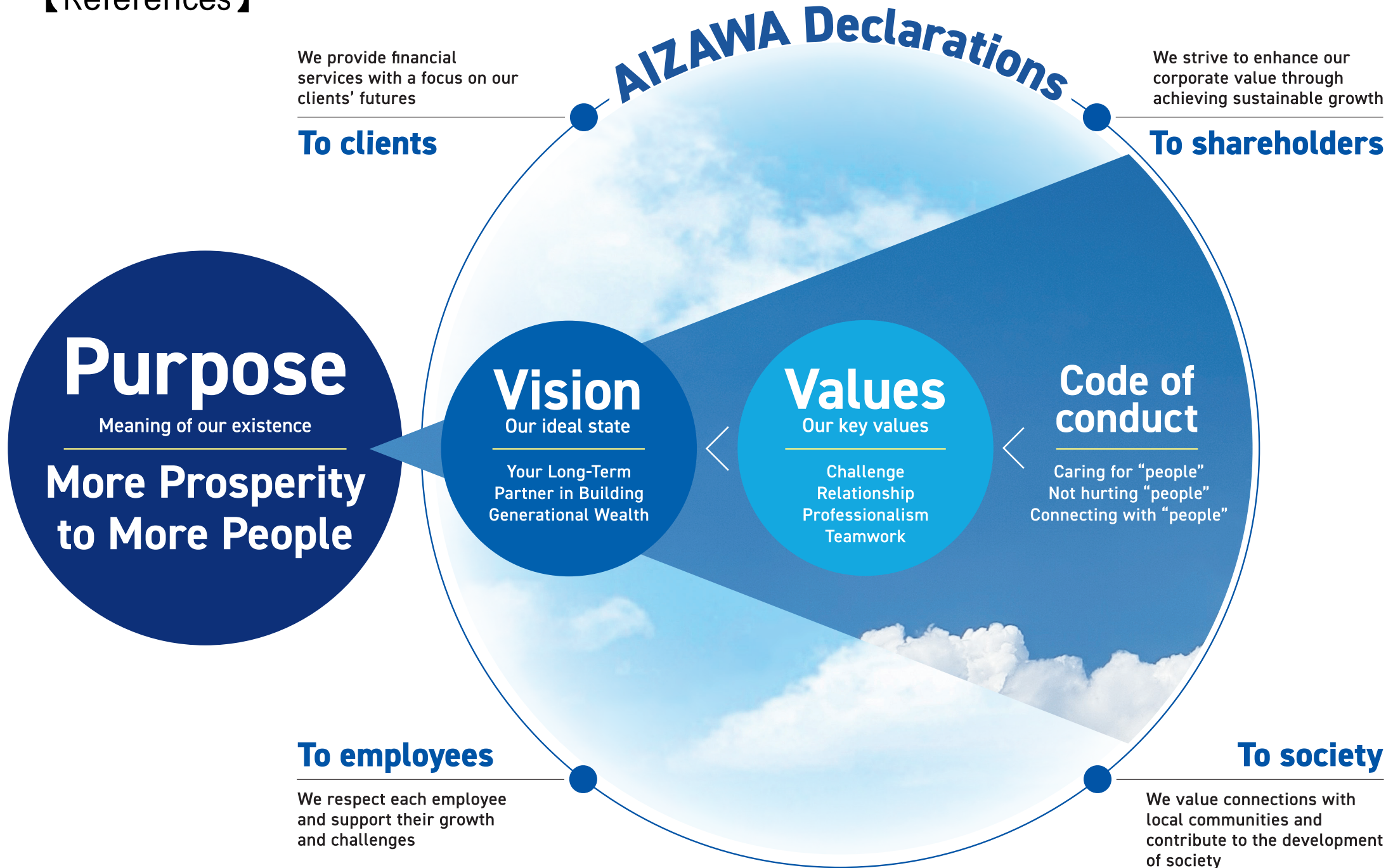
【To employees】 We respect each employee and support their growth and challenges.

- We recognize people’s diversity and develop a workplace environment to facilitate internal communications.
- We aim to be a company where each employee works vigorously while feeling fulfilled.
- We do not tolerate any kind of discrimination or harassment.

The “PVV” and the “AIZAWA Declarations” are our starting point for everything.

By having all executives and employees always act with the “PVV” and the “AIZAWA Declarations” in mind, we make every effort to be your long-term partners in building generational wealth.

【References】



Meaning of our existence

Purpose

Our ideal state

Vision

Our key values

Values

**More Prosperity
to More People**

**Your Long-Term Partner
in Building Generational Wealth**

Challenge Taking action
Relationship Trust
Professionalism ... Integrity
Teamwork Harmony

Growth
Sympathy
Responsibility
Respect

Transformation
Peace of mind
Sense of mission
Joining forces



AIZAWA Declarations

AIZAWA SECURITIES GROUP issues
AIZAWA Declarations to stakeholders
to work on achieving Purpose, Vision and Values
as one team

To clients

We provide
financial services
with a focus on
our clients' futures

To shareholders

We strive
to enhance our corporate value
through achieving
sustainable growth

To society

We value connections
with local communities
and contribute to
the development of society

To employees

We respect each employee
and support
their growth
and challenges