Corporate Vision

The corporate vision will serve as the basic policy in conducting its business activities, and will provide guidelines for all group activities. The corporate vision will also be the foundation for management decisions, including the formulation of management strategies and management plans, and will serve as the core value for all employees.

OUR MISSION

To be a foundation of strength, committed to meeting the needs of our customers, serving society, and fostering shared and sustainable growth for a better world.

OUR VISION

— Be the world’s most trusted financial group —

1. Work together to exceed the expectations of our customers

Strive to understand and respond to the diversified needs of our customers. Maintain and expect the highest levels of professionalism and expertise, supported by our consolidated strength.

2. Provide reliable and constant support to our customers

Give the highest priority to protecting the interests of our customers. Promote healthy, sustainable economic growth. Maintain a robust organization that is effective, professional, and responsive.

3. Expand and strengthen our global presence

Leverage our strengths and capabilities to attract a loyal global customer base.

Adapt rapidly to changes in the global economy and their impact on the needs of our customers.

OUR VALUES

1. Integrity and Responsibility

Strive to be fair, transparent, and honest. Always act responsibly in the best interest of customers and society as a whole, building long-term stakeholder relationships and giving back to our communities.

2. Professionalism and Teamwork

Respect the diversity of our fellow workers and foster a strong spirit of teamwork. Expect the highest levels of professionalism.

3. Challenge Ourselves to Grow

Adopt a global perspective to anticipate trends and opportunities for growth. Create and sustain a responsive and dynamic workplace where everyone can focus on providing outstanding customer service and embrace new challenges.