



ASHIKAGA HOLDINGS CO., LTD



THE ASHIKAGA BANK, LTD

2 0 1 2

ASHIKAGA HOLDINGS
ASHIKAGA BANK

CORPORATE PROFILE

President's Message

I would like to express my greatest appreciation to our stakeholders for their continuing support and patronage of Ashikaga Holdings and Ashikaga Bank.

Looking at the economic environment surrounding the Ashikaga Holdings Group during the fiscal year under review, the Japanese economy rebounded from the sharp decline in the aftermath of the Great East Japan Earthquake. However, the pace of recovery was slow due to sluggish exports and production caused by the prolonged appreciation of the yen and deceleration of overseas economies.

Under such circumstances, the Ashikaga Holdings Group aimed to establish a stable operating system as the top regional bank, contribute to the development of the local economy and increase corporate value. To this end, we made efforts to demonstrate a smooth financial intermediary function in the local community and providing financial services that meet the needs of our customers.

During fiscal 2011, we proactively provided loans through the disaster-related credit guarantee system and financing in the growth fields through the Ashigin growth platform support fund. As for lending to individuals, we expanded preferential interest rates on housing loans in addition to rolling out a broad range of promotional campaigns. As a result of such efforts, housing loans and corporate loans increased and loans for the public sector increased significantly, and the balance of loans (on a non-consolidated basis) of the Bank increased ¥167.7 billion from the previous term end to ¥3,641 billion. Meanwhile, the number of corporate loan customers profiled as "borrower requiring supervision" or with higher credit rankings increased to 21,000.

Deposits (on a non-consolidated basis) rose ¥209.5 billion year-on-year to ¥4,856.1 billion on the strengths of increases in individual deposits, corporate deposits and certificates of deposit.

In branch network measures, we converted three sub-branch-level offices in Utsunomiya City which were unstaffed offices only offering ATM service into staffed branch offices (Retail Centers) which provide a wide range of services for individual customers with asset management needs. In addition, we proceeded with the installation of ATM inside local supermarkets.

As part of our regional contribution activities, we held the *Monozukuri Kigyo Tenji/Shodankai* (Manufacturers' Exhibition and Business) and the *Tochigi Shokuno Tenji/Shodankai 2012* (Tochigi Prefecture Food Exhibition and Business Confab 2012), etc. to support business matching. In addition, we assisted with the promotion of tourism in Tochigi Prefecture and donated radiation meters to the prefectural government.

In addition to such efforts, there were positive factors including decrease in credit related costs. Consequently, consolidated operating profit for fiscal 2011 rose ¥1.4 billion year-on-year to ¥17.2 billion and net profit climbed ¥1.1 billion year-on-year to ¥17.1 billion.

Looking at the outlook of fiscal 2012, there are prospects for recovery of the domestic economy on the strength of full-scale increase in reconstruction demand despite uncertainties over the future due to negative factors such as concerns about slowdown in overseas economies and the yen's appreciation. We will strive to step up our efforts to develop the regional economy and corporate customers by facilitating regional finance and demonstrating a consulting function. I would like to thank our stakeholders for their continued support and encouragement for Ashikaga Bank.

June 2012

Satoshi Fujisawa, President and Chief Executive Officer

SATOSHI FUJISAWA

Ashikaga Holdings Co., Ltd.
The Ashikaga Bank, Ltd.



Profile

Ashikaga Holdings Co., Ltd.

- Trade name: Ashikaga Holdings Co., Ltd.
- Representative: Satoshi Fujisawa, President and Chief Executive Officer
- Established: April 1, 2008
- Capital: ¥105.01 billion
- Address of head office: 1-25, Sakura 4-chome, Utsunomiya, Tochigi Prefecture

The Ashikaga Bank, Ltd.

- Trade name: The Ashikaga Bank, Ltd.
- Representative: Satoshi Fujisawa, President and Chief Executive Officer
- Founded: October 1, 1895
- Capital: ¥135 billion (The Ashikaga Bank, Ltd. is a wholly owned subsidiary of Ashikaga Holdings Co., Ltd.)
- Address of head office: 1-25, Sakura 4-chome, Utsunomiya, Tochigi Prefecture
- Number of employees: 2,788

Founded in Ashikaga City, Tochigi Prefecture, in October 1895, Ashikaga Bank relocated its head office to Utsunomiya City, one of the major cities in northern Kanto, in February 1967 with expansion of operations.

(March 31, 2012)

Management Policy

Corporate philosophy

All of Ashikaga Holdings and Ashikaga Bank's actions are rooted in the Group corporate philosophy, comprising the three concepts of our mission, our business approach, and our code of conduct.

Based on our corporate philosophy, we are determined as a bank to justify the trust and meet the expectations of our customers in the community, in our role as a comprehensive financial institution for Tochigi Prefecture.

- **Our mission**

To contribute to the creation of affluence

As a comprehensive financial institution for Tochigi Prefecture, the Ashikaga Bank continues to contribute to the generation of affluence for all in the regional community.

- **Business approach**

In harmony with the region

With a customer-oriented focus, the Ashikaga Bank is committed to operational soundness in harmony with the region.

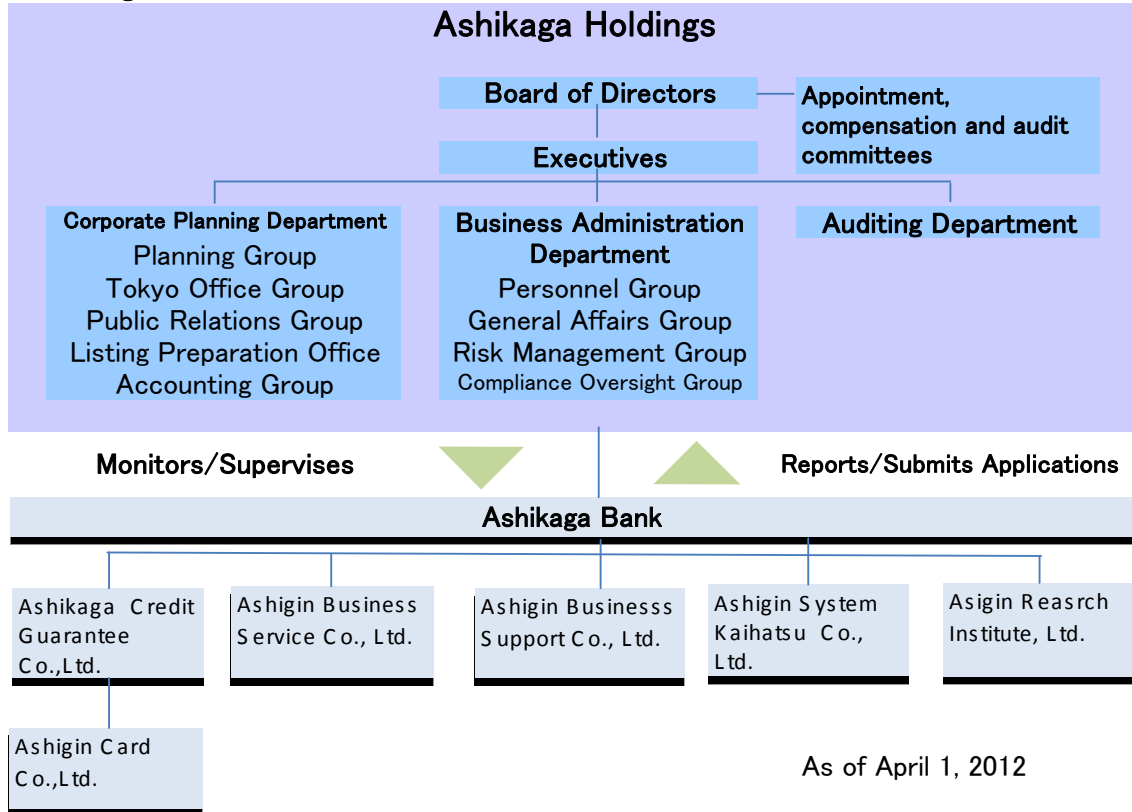
- **Code of conduct**

With pride in our hearts and a smile on our faces

In full awareness of our mission and role, we will tirelessly meet our customers' expectations and justify their trust, with self-improvement as our watchword, with pride in our hearts and a smile on our faces.

Organization

The Bank comprises a Corporate Planning Department which coordinates overall planning, a Business Administration Department which oversees management roles, and an Auditing Department for internal auditing. These departments work closely with other Bank affiliated units to ensure appropriate business management and monitoring.



Medium-term Management Plan

Creating A New Ashikaga Bank Moving to a New Stage of Growth with Regional Communities

Period of plan: April 2009-March 2013

The Ashikaga Holdings Group and The Ashikaga Bank, Ltd. will fulfill the goals of the plan, earning the unshakeable trust of the customer, local society, employees and all other stakeholders and creating sustainable enterprise value.

Vision for the Bank

- ◆A reliable, trusted partner for our customers
- ◆Contributor to sustainable regional economic growth
- ◆Robust business foundations

Become a comprehensive financial services provider for the local community

Create a business base in our home market, Tochigi Prefecture

- ◆Establish a firm footing in all regional-banking related sectors
- ◆Raise our share of deposits and loans and boost earnings

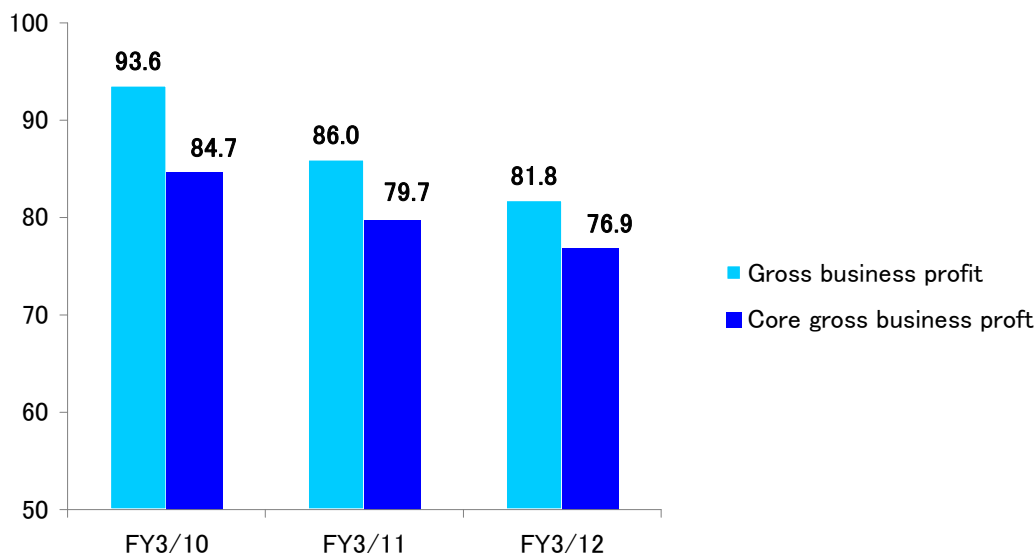
Rebuild our business base through the core role of supply financing to Tochigi and neighboring prefectures

- ◆Leverage strength of customer recognition (market share, network history, etc), and increase staff and branch network

Major business indicators (Ashikaga Bank, non-consolidated basis)

Gross business profit

(¥ billion)

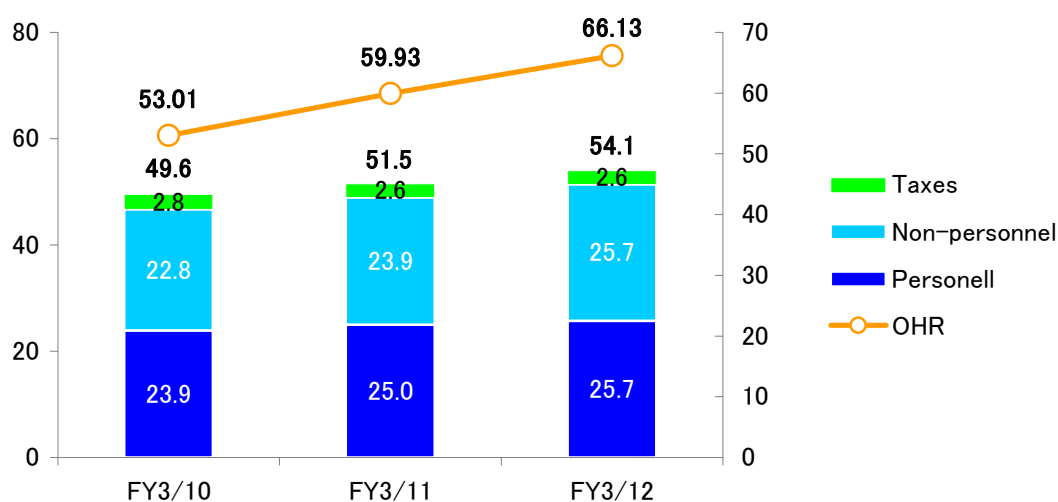


Gross business profit declined ¥4.2 billion year-on-year to ¥81.8 billion yen, and core gross business profit fell ¥2.9 billion year-on-year to ¥76.9 billion, mainly because of decreases in net interest income due to declines in the yield of loans, etc. and in profits on bonds such as government bonds.

Overhead costs

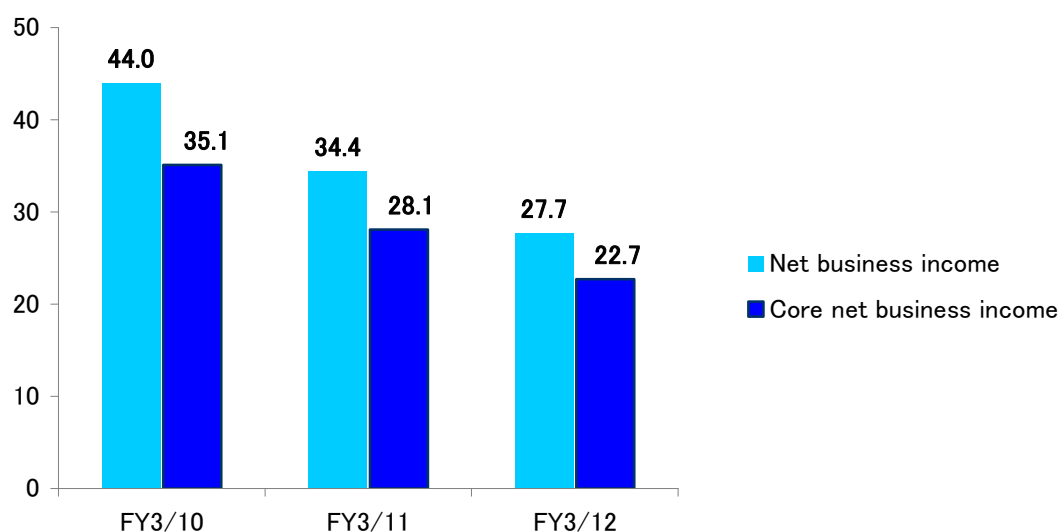
(¥ billion)

(%)



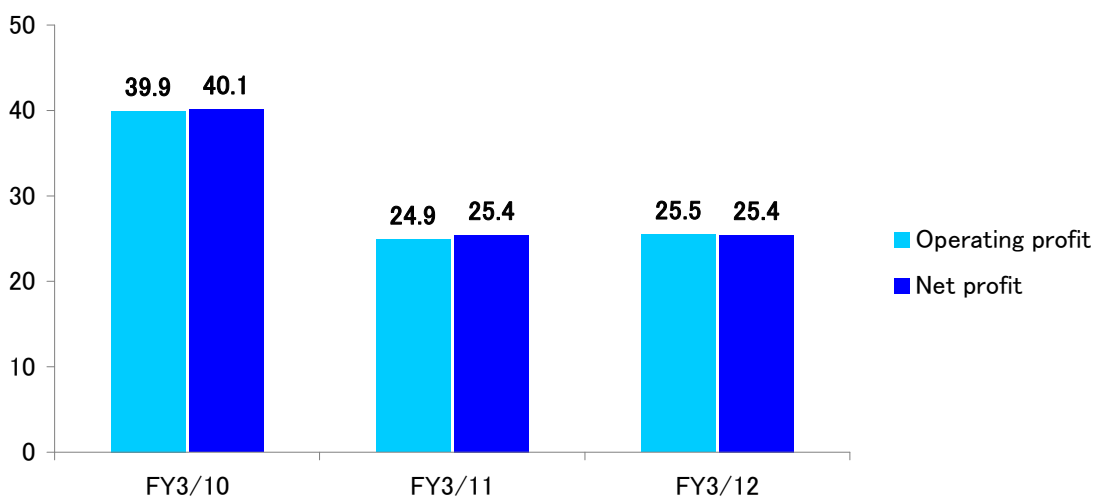
Overhead costs increased ¥2.5 billion year-on-year to ¥54.1 billion, mainly due to an increase in system migration related costs. Accordingly, the overhead ratio (OHR) rose 6.20 percentage points to 66.13%.

Net business income and Core net business income
(¥ billion)



Net business income declined ¥6.7 billion year-on-year to ¥27.7 billion due to the decrease in gross business profit and increase in costs. Core net business income after deducting profits on bonds such as government bonds dropped ¥5.4 billion year-on-year to ¥22.7 billion.

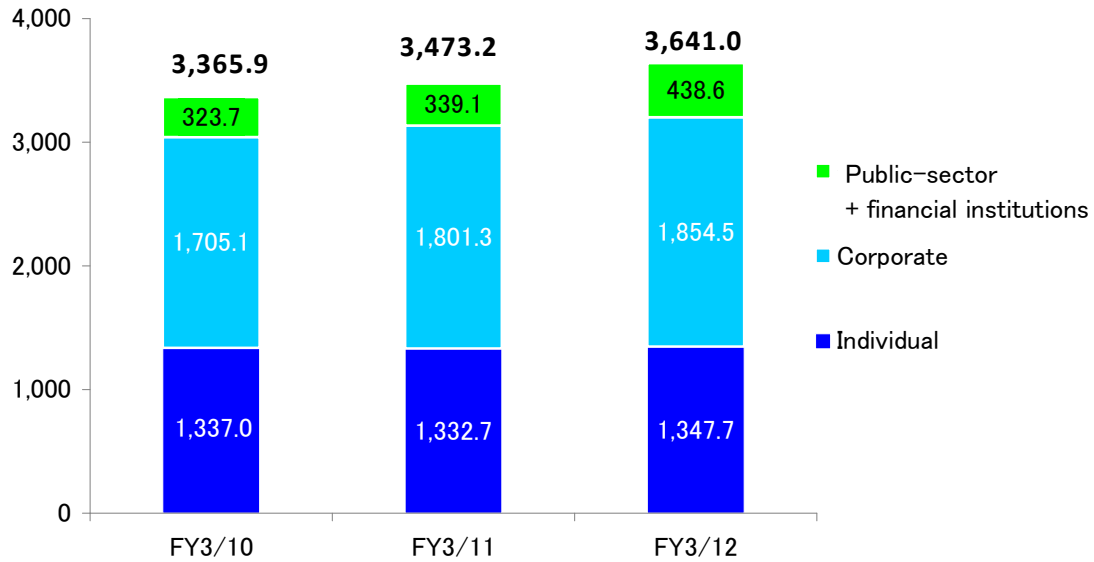
Operating profit and Net profit
(¥ billion)



Operating profit increased ¥0.6 billion yen year-on-year to ¥25.5 billion yen due to the decrease in credit related costs and an increase in profits on stocks. Meanwhile, net profit was on par with the previous year's level of ¥25.4 billion.

Balance of loans

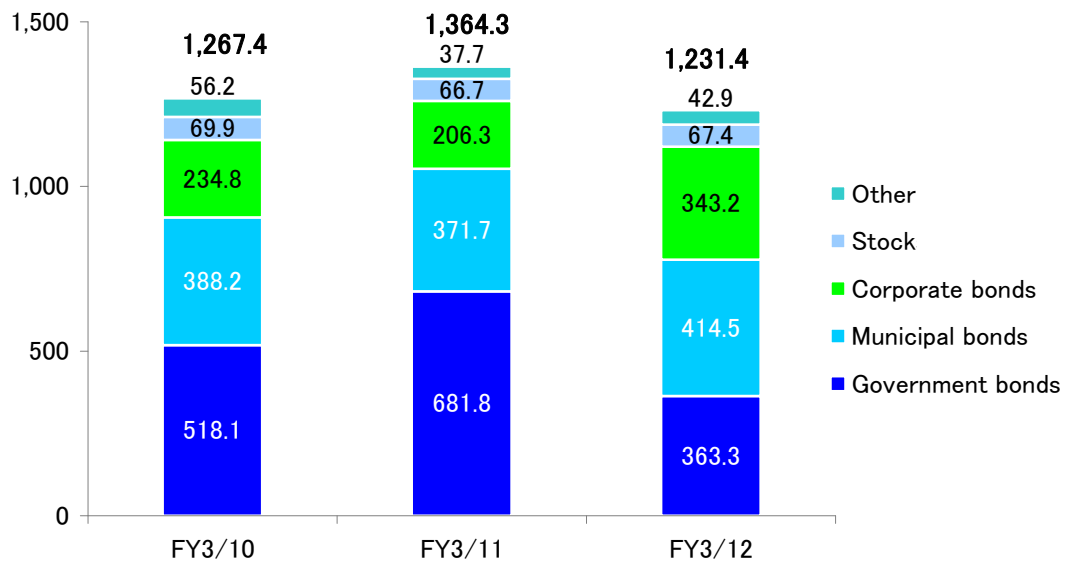
(¥ billion)



The balance of loans increased ¥167.7 billion from the end of the previous term to ¥3,641 billion against the backdrop of steady increases in individual loans and corporate loans, as well as a surge in loans for the public sector.

Securities

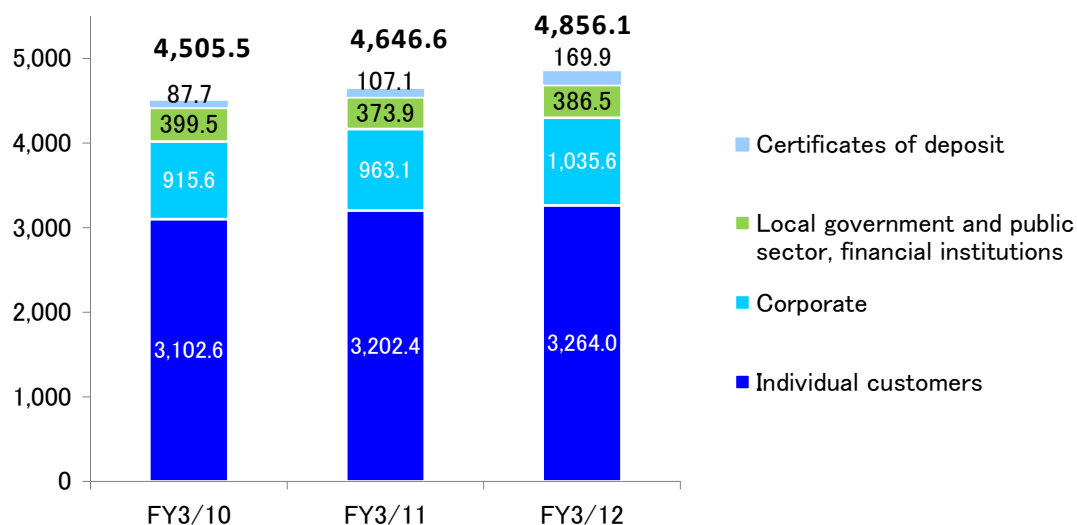
(¥ billion)



The balance of securities declined ¥132.8 billion from the end of the previous term to ¥1,231.4 billion yen as a result chiefly of maturity redemption mainly of government bonds and sale of bonds in the light of interest rate trends.

Balance of deposits

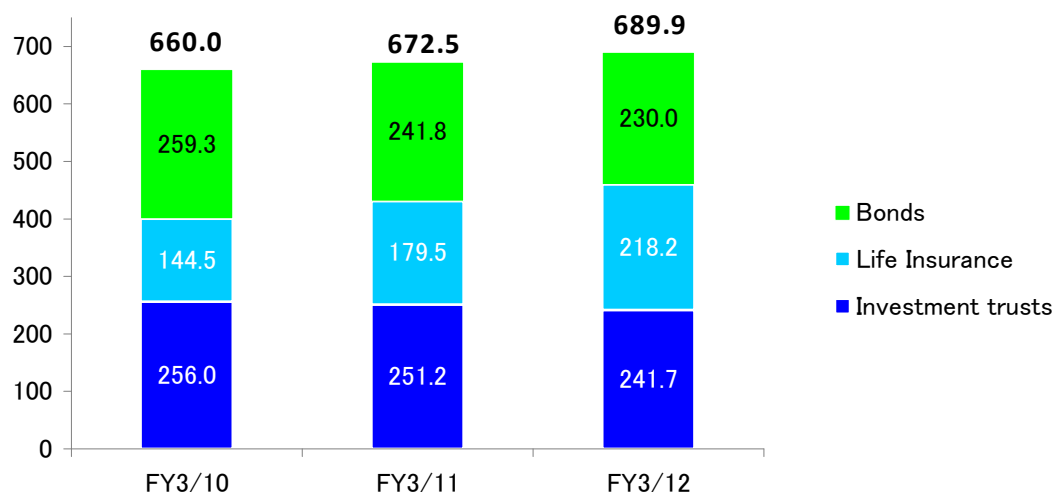
(¥ billion)



The balance of deposits grew ¥209.5 billion yen from the end of the previous term to ¥4,856.1 billion against the backdrop of steady increases mainly of individual deposits and corporate deposits, as well as a significant increase in certificates of deposit.

Assets under custody

(¥ billion)

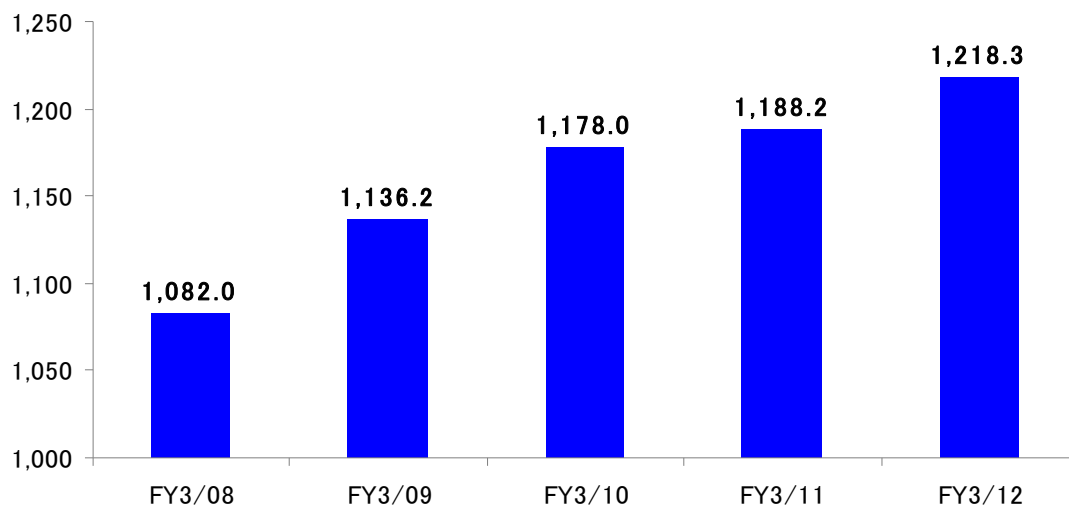


The balance of investment trusts remained on par with the previous year's level due to decreases in net asset value following the yen's appreciation and declines in stock prices. Meanwhile, sales of insurance policies increased. As a result, the balance of assets under custody increased ¥17.3 billion yen from the end of the previous term to ¥689.9 billion yen.

Major business indicators / Capital ratio

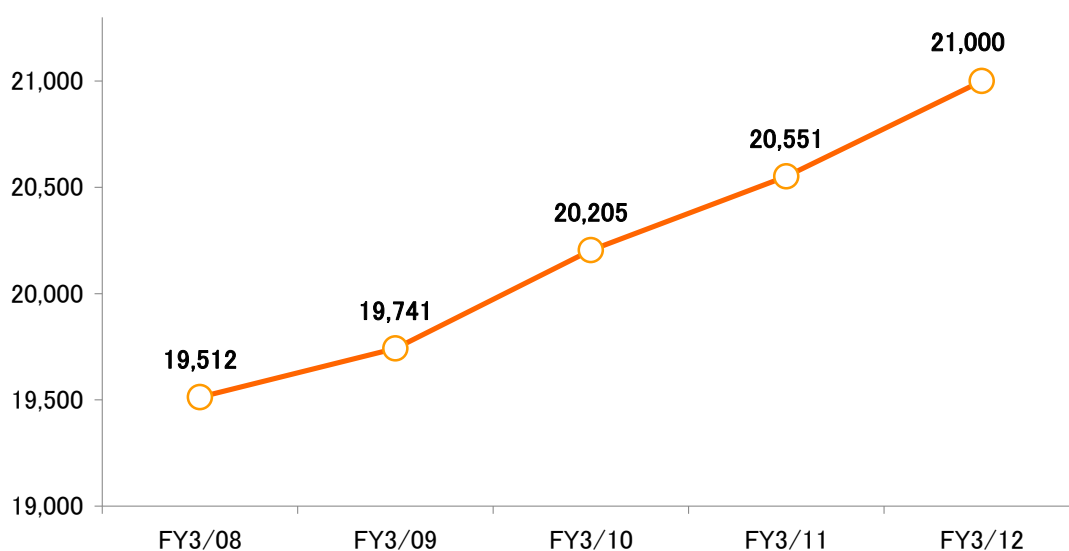
Balance of housing loans

(¥ billion)



The balance of housing loans increased ¥30.1 billion yen from the end of the previous term to ¥1,218.3 billion yen. We continued to offer our Ashigin recovery housing loan to promote home-building and home-repair for customers who suffered housing damage in the aftermath of the Great East Japan Earthquake, and proactively offered refinancing loans as well.

Corporate borrowers (from normal borrowers to borrowers requiring supervision)



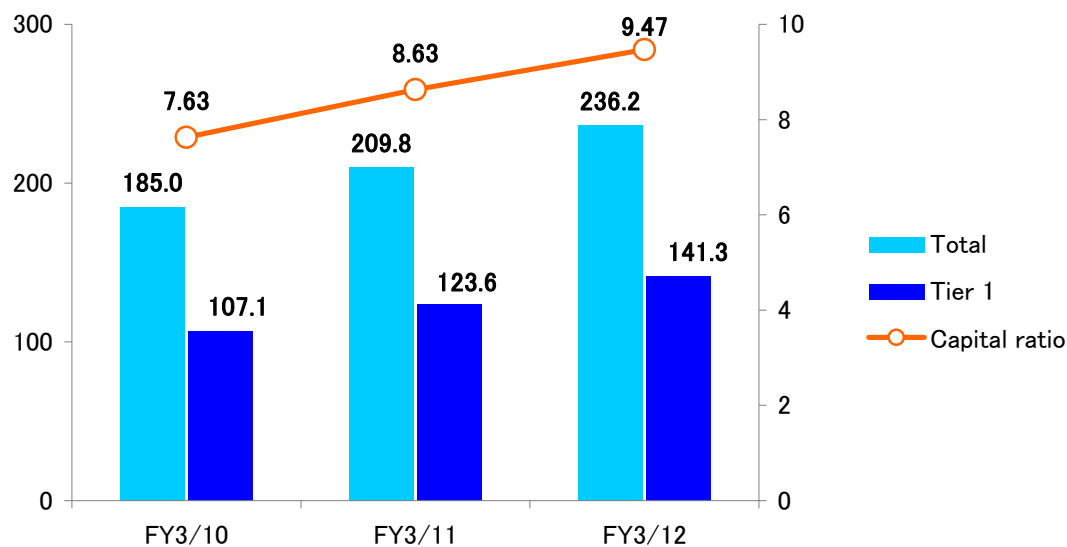
The number of corporate borrowers (normal borrowers, borrowers requiring caution and borrowers requiring supervision) increased by 449 from the end of the previous term to 21,000, reflecting measures to better service funding needs.

Capital ratio

Ashikaga Holdings (consolidated)

(¥ billion)

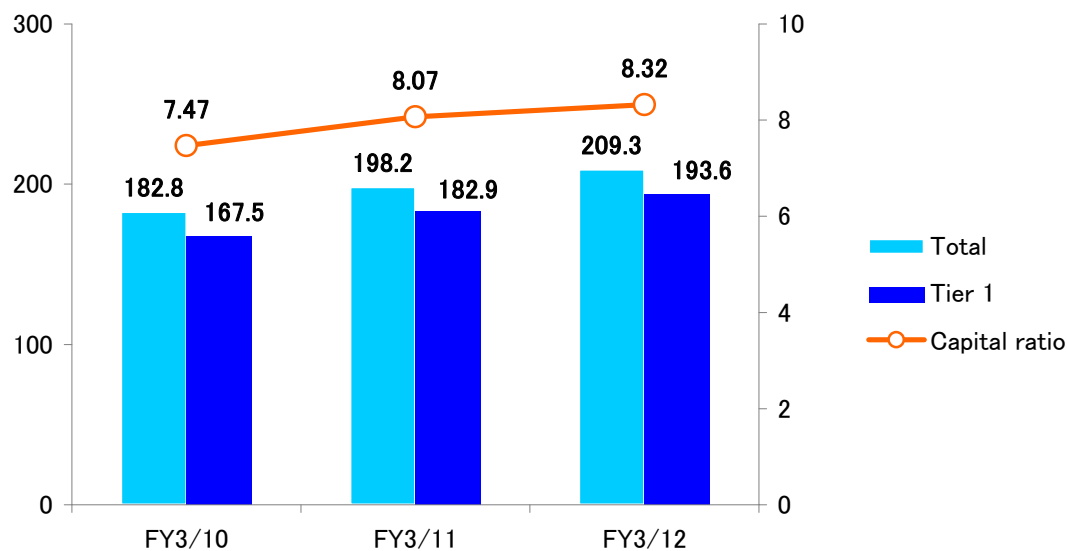
(%)



Ashikaga Bank (non-consolidated)

(¥ billion)

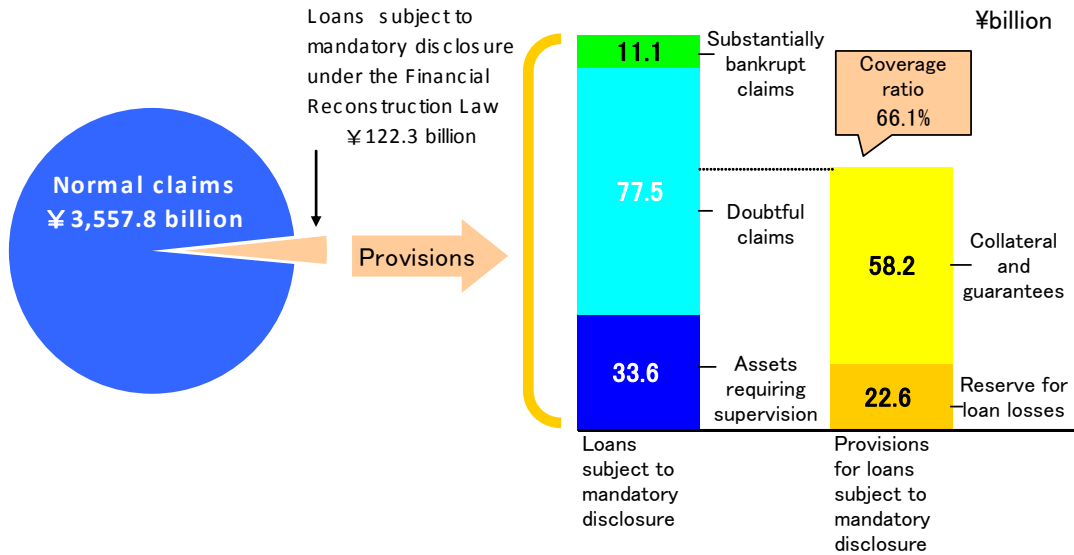
(%)



The capital ratio at Ashikaga Holdings (consolidated basis) increased 0.84 percentage points from the end of the previous term to 9.47%, and 0.25 percentage points to 8.32% at Ashikaga Bank (non-consolidated basis), due to steady growth in net profit, etc.

Loans subject to mandatory disclosure under the Financial Reconstruction Law

Loans subject to mandatory disclosure under the Banking Law as of March 31, 2012

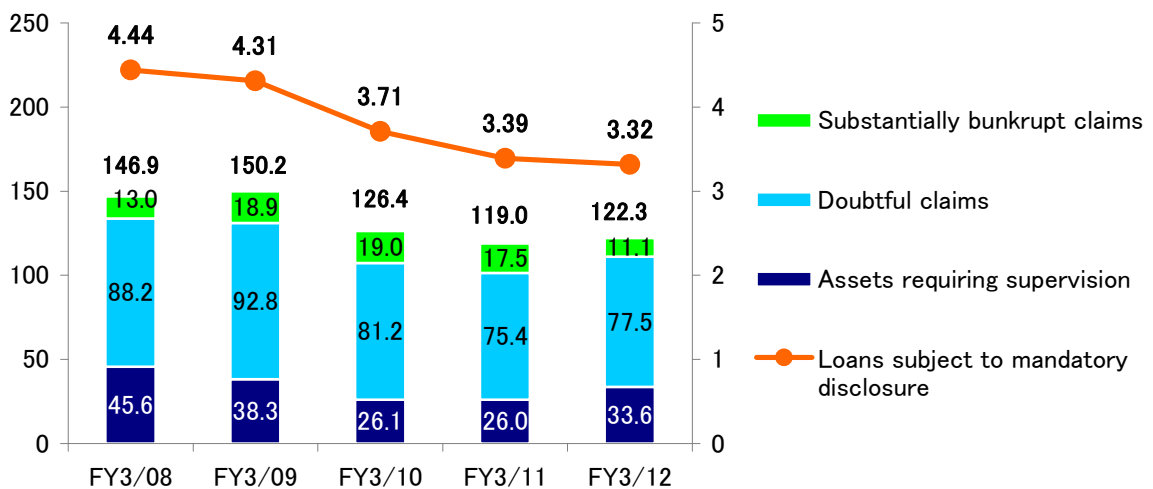


Changes in loans subject to mandatory disclosure under the Financial Reconstruction Law

Law

(¥ billion)

(%)

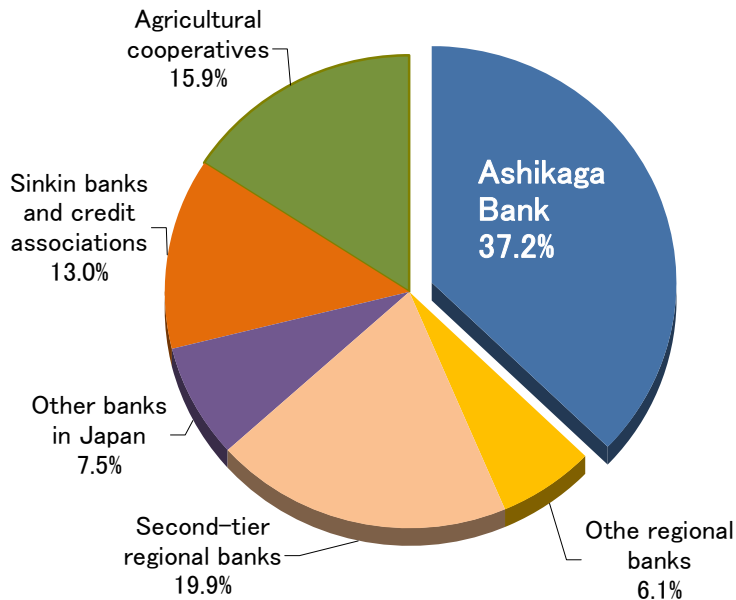


The total of loans subject to mandatory disclosure under the Financial Reconstruction Law increased ¥3.2 billion from the end of the previous term to ¥122.3 billion. Meanwhile, normal loans increased significantly, and the ratio of non-performing loans declined 0.07 percentage points from the end of the previous term to 3.32%. We will continue to work on improving the quality of loan assets by implementing measures such as extending support to customers trying to improve their management.

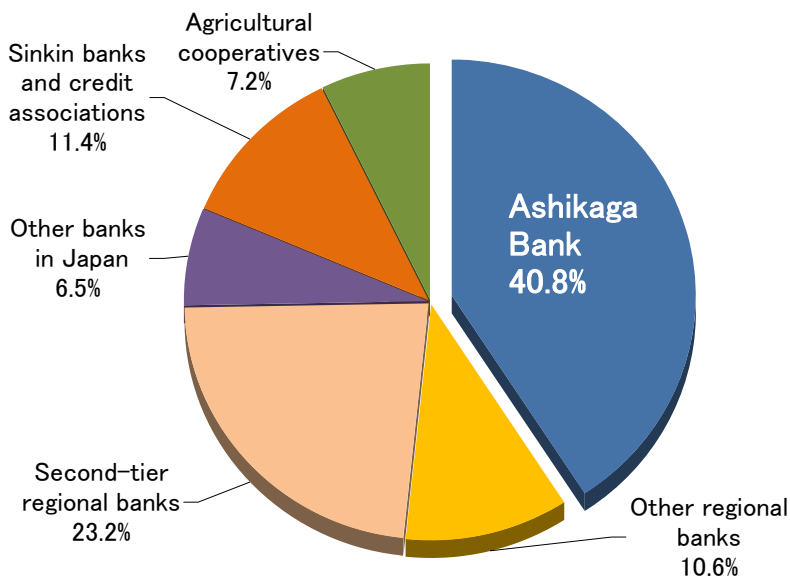
Efforts for region-based relationship banking

The Bank's positioning in Tochigi Prefecture

Deposits (March 2011)



Loans (March 2011)



The financial institutions covered by these statistics are banks in Japan, *Shinkin* banks and credit associations, and agricultural cooperatives (in-house research).

Balance of loans, and loans made to regional borrowers		(¥ billion, %)		
	Year ended March 2010	Year ended March 2011	Year ended March 2012	
Balance of loans	3,365.9	3,473.2	3,641.0	
Balance of loans to regional borrowers	2,967.3	3,019.7	3,032.3	
Proportion of all regional loans	88.1	86.9	83.2	

Balance of loans made to SMEs, Balance of loans made to regional SMEs		(¥ billion, %)		
SME= small-and-medium-sized enterprise	Year ended March 2010	Year ended March 2011	Year ended March 2012	
Balance of loans made to SMEs	2,531.4	2,571.8	2,575.9	
Proportion of all loans to SMEs	75.2	74.0	70.7	
Balance of loans made to regional SMEs	2,442.7	2,465.2	2,459.0	
Proportion of loans made to regional SMEs vs all loans made to regional borrowers	82.3	81.6	81.0	

Balance of deposits, and deposits held locally		(¥ billion, %)		
	Year ended March 2010	Year ended March 2011	Year ended March 2012	
Deposits	4,417.7	4,539.5	4,686.2	
Deposits held locally	4,365.9	4,490.7	4,632.6	
Proportion of all deposits	98.8	98.9	98.8	

Balance of assets under custody, and assets under custody held locally		(¥ billion, %)		
	Year ended March 2010	Year ended March 2011	Year ended March 2012	
Assets under custody	660.0	672.5	689.9	
Assets under custody held locally	659.0	671.6	689.1	
Proportion of all assets under custody	99.8	99.8	99.8	

The region covered by the Bank refers to its business base in North Kanto (Tochigi, Gunma, Ibaraki and Saitama prefectures).

Actual achievement in region-based relationship banking in fiscal 2011

Demonstrating a consulting function to corporate customers

Providing support for business life-cycle management of corporate customers

Support for establishment of new companies and businesses

Financing extended under new company and business startup program	103 startups	¥560 million
---	--------------	--------------

Support for management improvement and business rehabilitation

Number of customers for which management improvement programs were devised	232
Number of customers assisted through the Small and Medium-size Enterprise Revitalization Support Councils	26
Debt-Debt-Swap	3

Business succession

Number of cases in which the Bank offered consultancy services on business succession matters such as transfer of own stock to a successor	154
Number of cases in which M&A consultation services were offered	97

- Organized 13th New Leader Training Dojo (Ashigin Research Institute, Ltd.) in July, a seminar to support nurturing of business successors

Business matching

Providing business support information

Disaster recovery support project team

- In April, the Bank launched the disaster recovery support project team in the Corporate Banking Division (presently, the Business Solution Sales Office). The project team visited 92 companies centering around companies in the Industrial Complex in eastern Tochigi Prefecture and leading local companies, and arranged 44 cases of business-matching.

Providing opportunities for business matching

- In collaboration with Nex-area Co., Ltd., a company managing expressway service areas (SAs) and parking areas (PAs), we held three small-scale business confabs targeting restaurant operating companies and retail shops in service areas and parking areas, as well as food related companies in Tochigi Prefecture, with a total of 20 companies participating in the exhibitions.
- In October, we held the *Monozukuri Kigyo Tenji/Shodankai* (Manufacturers' exhibition/business confab) jointly with shinkin banks and credit associations in Tochigi Prefecture (with 131 companies participating in the exhibitions) with the aim of supporting expansion of sales channels of local manufacturers.
- In November, 37 local banks including Ashikaga Bank jointly held the Food Selection 2011 business confab, which is a food exhibition and business confab, with 27 of our corporate customers participating in the exhibition.
- In January 2012, we held the *Tochigi Shokuno Tenji/Shodankai 2012* (Tochigi Prefecture food exhibition and business confab 2012) jointly with Tochigi Prefecture, to support business-matching related to food and agriculture (with 164 companies participating in the exhibition.)

Using loan techniques that assess business value

Total of cases of syndicated loan arrangement in which the Bank acted as both arranger and agent	10	total value: ¥73.5 billion
Number of private placements underwritten	118	¥12.2 billion

Strengthening the overseas business support system

- In September, 34 groups, including regional banks such as Ashikaga Bank and local governments, co-hosted *Nicchu Monozukuri Shodankai@Shanghai 2011* (Japan-China Manufacturers' business confab@Shanghai 2011), hosted by NC Network China (with seven of our corporate customers participating.)
- In December, we held an overseas business seminar focused on Thailand and Vietnam (with 54 companies participating.)



New Leader Training Dojo, a seminar to support nurturing of business successors



Manufacturing companies' exhibition/ business confab



Food Selection
2011 business confab



Japan-China manufacturers' business confab@Shanghai 2011

Proactive participation in integrated local revitalization

Regional Economic Revitalization Study Group

Tochigi Prefecture, the Nomura Group and the Ashikaga Bank jointly established the Regional Economic Revitalization Study Group to discuss measures to revitalize food and agriculture and tourism.

- In July, we held a plant factory seminar targeting business operators who are considering of working on plant factories (with 33 companies participating.)
- In August, Tochigi Prefecture, the Ashikaga Bank and financial institutions in Tochigi Prefecture jointly established the Tochigi Tourism Promotion Leader Training Seminar Management Council.
- In October, the Tochigi Tourism Promotion Leader Training Seminar Management Council started the Tochigi Tourism Promotion Leader Training Seminar, which includes a total of 10 lessons, and 47 persons attended the seminar.

Disaster recovery support

Donating radiation meters

In August, we donated one set of germanium semiconductor detectors and seven survey meters, totaling about ¥20 million, to Tochigi Prefecture.

Tourism support

- In May, we offered support worth ¥20 million to eliminate fees for toll roads in Tochigi Prefecture during Golden Week (the early May holiday season).
- In June, we made a monetary contribution of ¥1 million for an inspection tour to the Nikko / Kinugawa area by foreign embassy staff, held by Kinugawa-Kawaji Onsen Tourism Association.
- In July, we made a monetary contribution of ¥9 million for *Genki Tochigi! Natsuno Kanko* Campaign (Tochigi summer tourism campaign), which was rolled out to publicize recovery of tourism.
- In December, we assisted in the notification and publicizing of *Yasuragi no Tochigiji* (comforting lanes in Tochigi), which is the winter tourism campaign of Tochigi Prefecture, on ATM screen and by putting up posters, etc. in all our branch offices.

Industry-academia collaboration activities

- Our employees (seven employees, presently) were appointed coordinator of Collaboration Center for Research and Development of Utsunomiya University, and they exchanged information and introduced projects that link the technology development needs of customer companies and research efforts (seeds) of the university.
- In September 2011, we participated in the Utsunomiya University enterprise exchange forum and offered consulting services for business matching and other such services.
- In February 2012, we held the Ashigin PFI (Private Finance Initiative) Seminar targeting local public agencies.

Proactive information transmission to local communities and users

Information function through think tank Ashigin Research Institute, Ltd.

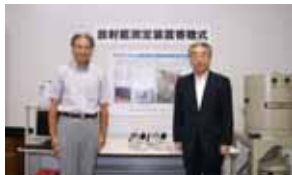
Releasing survey results	28 times
--------------------------	----------

Ashigin Research Institute conducted timely surveys such as surveys on impact of the Great East Japan Earthquake, power savings and the yen's appreciation, in addition to monthly and quarterly business outlook surveys.

- Providing consulting services to solve challenges of small and medium-sized companies.
- Holding human resource development training courses and seminars, as well as practical seminars delivered by visiting lecturers.

Providing content for data broadcasting by a local TV station

Since April, we have been providing original content for *Anata no machi no data* broadcasting (Data broadcasting for your town), a data broadcasting show by the local TV station Tochigi Television.



Donating radiation meters



Inspection tour



Ashigin PFI Seminar



Human resource
Development seminar

Our response to enactment for the Act on Temporary Measures to Facilitate Financing for Small and Medium-Sized Enterprises

In line with the enactment of the Act on Temporary Measures to Facilitate Financing for Small and Medium-Sized Enterprises on December 4, 2009, the Bank offers all kinds of detailed, timely and customized financing consultation services to customers, in the belief that funding facilitation is an important management priority.

Basic Policy (excerpted)

When requests are made for a change of repayment terms, we pay careful attention to the customer in question, and take whatever steps we can to alleviate the payment burden.

Change of repayment terms and other matters

Complaints: Toll-free number: 0120-550-760
Open: Weekdays 9:00-17:00 (except Bank holidays)

Requests for change of repayment terms and other matters: Please contact the branch in question

ADR system for financial institutions

The Alternative Dispute Resolution (ADR) system for financial institutions is a prompt, convenient and flexible approach to dispute resolution tailored to the nature of the dispute and situation of the parties involved, based on agreement by all sides to avoid litigation and instead work through mediation.

The Bank has adopted this approach and signed a basic procedural agreement with Japanese Bankers Association (JBA), a designated dispute resolution body. It has kept customers informed of the establishment and the role of JBA Customer Relations Center. The Bank deals appropriately with customer issues through a customer consultation office, with the mediation of the JBA Customer Relations Center and other external offices.

Services for individual customers

Efforts for consulting services

Smile Desks

In order to meet our customers' diversifying asset management needs according to their lifestyle, we have established consultation booths, called Smile Desks, in our branches selling financial products. At Smile Desks, specialist staff give advice to customers on asset formation.

Loan Centers

At our Loan Centers, we offer a variety of loan products designed to facilitate the daily lives of our customers through activities such as housing loans, automobile loans and education loans. Loan specialist staff explain loan products in detail and provide consulting services on financing and repayment plans.

Efforts for products

Commenced to offer the GOODY Card JCB, a regional card with special benefit for use at local member stores

In April 2012, we commenced to offer the GOODY Card JCB, in addition to the existing GOODY Card DC VISA and DC MasterCard. GOODY Card JCB is a special regional card which allows holders to receive various privileges at local member stores.

Started to offer free loan products Liberte Plus and Maison Plus

In February 2012, we started to offer two free loan products that can be used by individual customers for any purpose. Liberte Plus has a credit limit of five million yen and is available for individual customers for any use while Maison Plus is a loan product exclusively for housing loan customers.

Started to handle reconstruction bond plans for individual customers

In December 2011, we started to offer reconstruction bond plans for individual customers, which are packages of Reconstruction Bonds for Retail Investors, Reconstruction Supporters' Bonds for Retail Investors and JPY fixed-term deposit with a special interest rate. We have been donating the equivalent to 0.01% of the amount of Reconstruction Bonds for Retail Investors and Reconstruction Supporters' Bonds for Retail Investors purchased by our customers through the plan to the Japanese Red Cross Society.



GOODY Card JCB

Customers who receive pension payments

Rolling out a campaign to promote designation of customers' Ashikaga Bank account as accounts for receiving pension payments

In February 2012, we started to run a campaign jointly with Seven Eleven Japan, Co., Ltd. targeting customers who started to receive pension payments in their Ashikaga Bank account.

Services for corporate customers

Efforts for strengthening support for overseas business

Business tie-up with KASIKORNBANK

In September 2011, we signed a memorandum of understanding about business cooperation with KASIKORNBANK in Thailand. Through this tie-up, we strengthened our support system for customers who are considering expanding their business into Thailand by providing financial services and a variety of information, as well as responding to their financing needs in Thailand.

Establishing Asia-China Business Support Desk

We have been receiving many inquiries from customers on Asia-related business. In response to this, in October 2011 we set up the Asia-China Business Support Desk, a consultation desk for Asia-related business, within the International and Treasury Administration Division.

Efforts for using loan techniques

Started to offer the Ashigin growth platform support private placement bonds and the Ashigin environmentally responsible private placement bonds

In August 2011, we started to offer the Ashigin growth platform support private placement bonds and the Ashigin environmentally responsible private placement bonds. Through these two private placement bonds, we will give financial support to companies which make efforts in fields with growth potential in the regional economy and companies which work on reducing environmental burdens, in order to contribute to the sustainable growth of the regional economy and environmental protection in the region.

Efforts for increasing the convenience of customers

Efforts for expanding our branch network

Converting unstaffed sub-branch-level offices into staffed offices

Of the unstaffed sub-branch-level offices which only offer ATM service, we converted the Izumigaoka sub-branch-level office (popularly known as Ashigin Retail Center Izumigaoka) in February 2012 and the Satsuki Danchi sub-branch-level office (popularly known as Ashigin Retail Center Satsuki Danchi) and Minamiutsunomiya sub-branch-level office (popularly known as Ashigin Retail Center Minamiutsunomiya) in March 2012 into staffed offices.

Installing new-type ATMs in local supermarkets

In March 2012, we started to install new in-store ATMs in local supermarkets. This newly-developed ATM is designed as in-store ATM for commercial facilities such as supermarkets. We plan to expand the ATM network by installing more of this type of ATM.

Seven Bank and E-net ATMs

Through an alliance with ATM operators Seven Bank and E-net we have made available to our customers, as of the end of March 2012, Seven Bank ATMs in 15,161 locations (of which 392 are in Tochigi Prefecture) and 11,534 E-net ATMs (of which 185 are located in Tochigi Prefecture).

Efforts for functional improvement of Internet banking services

- In December 2011, we introduced “nProtect Netizen,” security software which is available free of charge for customers when they access our website, in order to step up Internet security.
- In February 2012, we started to offer foreign currency deposits for individual customers through our Internet banking services.
- In April 2012, we started to offer Internet banking services via smartphone.



Asia/China Business Support Desk



New-type ATM

Corporate Social Responsibility Activities

Efforts for solving environmental issues

Developing Ashigin's Forest

In December 2011, we signed an agreement concerning forest development by corporations with Tochigi Prefecture and Yaita City and developed Ashigin's Forest (0.49ha in area) in Tochigi Prefecture Prefectural Citizens' Forest in Yaita City. In April 2012, about 250 people, comprising of executives and regular employees of the Bank and their family members, planted trees in the forest.

Participating in the Challenge 25 Campaign

As efforts for preventing global warming, we participate in the Challenge 25 Campaign, a government-promoted nationwide campaign for curbing greenhouse gas emissions by 25% compared to the 1990 level.

Participating in the Eco-friendly Commuting Week

The Ashikaga Bank Group participated in the Eco-friendly Commuting Week, a concerted action taken by Tochigi Prefecture and cities and towns in the prefecture from December 12 to December 18, 2011. About 1,900 executives and regular employees of the Bank per day commuted by eco-friendly means during the period.

Protection of Nikko Cedar Avenues

The Bank supports the Nikko Cedar Avenue Ownership System operated by Tochigi Prefecture to protect this world-famous arboreal asset at the Nikko cluster of temples and halls.

The Bank became a tree-owner in 1996. Since then we have continuously stepped up purchases, and as a group now own the maximum of 68 cedar trees. Each tree costs ¥10 million.

In November 2011, we bought another five trees and President Fujisawa received ownership credentials from the Governor of the prefecture.

Tree-planting activity for the Ashio Mountains

In May 2012, 134 new employees of the Ashikaga Bank and 29 new employees of member companies of the Tochigi Prefecture Industrial Cooperation Council planted about 330 young trees in the rain in the Ashio Mountains with the cooperation of non-profit organization committee Nurture Greenery.



Ashigin's Forest



Certificate presentation ceremony



Tree-planting in Ashio

Culture and sports promotion

Started Tochigi Sports Club Support Fund service

In October 2011, we established Tochigi Sports Club Support Funding Service, an internet portal site, and launched operation thereof jointly with shinkin banks and credit associations in Tochigi Prefecture. The aim of this portal site is to support professional sports clubs in Tochigi Prefecture with local people.

Ashigin Marronnier concert at the prefectural government office

Since April 2011, we have been a naming-rights partner of music concerts hosted by Tochigi Prefecture. Through these Ashigin Marronnier concerts at the prefectural government office, we continue in fiscal 2012 to cooperate in providing opportunities for prefectural citizens to demonstrate their cultural activities or enjoy cultural events.



Support Fund Service portal site



Ashigin Marronnier concert at prefectural government office

Promoting financial education

Kids' school

In August 2011, we held the Ashigin Kids' School "money workshop" targeting local elementary school students at the Head Office, and 25 family groups (totaling 58 people) participated in the program.

Providing a course at university

Since October 2011, we have been providing a two-credit course at Utsunomiya University, titled Learning Financial and Economic Structure and Roles of Regional Financial Institutions from the History of a Local Bank.



Kids' School



Lecture scene

Making contributions to health and welfare

Installing additional ATMs with audio assist handsets (receivers)

We are installing additional ATMs with audio assist handsets (receivers), and the number of this type of ATMs increased to 307 units in 196 locations by the end of March 2012

Setting compassionate parking space

We endorse the project of doubling compassionate parking space, launched by Tochigi Prefecture, and have established compassionate parking space in 20 branch offices in the prefecture.



Compassionate parking space

Public Interest Corporation The Ashigin International Exchange Foundation

The Ashigin International Exchange Foundation, which the Bank established in 1985, supports privately financed international students who study in the region, notably in Tochigi Prefecture and local international exchange organizations. The track record of grant support up until fiscal 2011 was ¥109.63 million to 299 persons or organizations. The foundation was authorized as a public interest corporation by Tochigi Prefecture under the new Public Interest Corporation Law in March 2012, and has become the Public Interest Corporation Ashigin International Exchange Foundation as of April 1, 2012.



Persons/groups receiving grant support and board members of the foundation

Tochigi Prefecture Industrial Cooperation Council

The Tochigi Prefecture Industrial Cooperation Council was established in 1981 as a business organization of managers of leading companies in Tochigi Prefecture. We have been supporting the organization proactively and serve as the secretariat. In July 20 and 21, 2011, the council hosted the Great East Japan Earthquake Reconstruction Aid Charity Concert commemorating 30th anniversary of the council; this concert was sponsored by Tochigi Prefecture, Utsunomiya City, Ashikaga Bank and Shimotsuke Shimbun, and received many visitors.



Charity concert

Great East Japan Earthquake Reconstruction Support

We have donated the equivalent of 0.01% of the amount of JPY fixed-term deposits and government bonds customers purchased in the Ashigin Summer Campaign (from June 1 to August 19) and Reconstruction Bonds Plan for Retail Investors (for purchases made from December 5 to March 30, 2012) to Japanese Red Cross Society Tochigi Prefectural Chapter as relief money for support for reconstruction efforts in the wake of The Great East Japan Earthquake.



Donation of relief money

Network as of March 31, 2012			
	Branches	Outside ATMs	Loan Centers
Tochigi Prefecture	110 (of which 44 are sub-branch-level offices)	157	15
Gunma Prefecture	14 (4)	9	5
Ibaraki Prefecture	8 (2)	2	1
Saitama Prefecture	16 (1)	1	1
Tokyo	1 (-)	-	-
Fukushima Prefecture	1 (-)	1	-
Total	150 (51)	170	22

Corporate Planning Department, Ashikaga Holdings

1-25 Sakura 4-chome, Utsunomiya, Tochigi Prefecture 320-8610

TEL 028-622-8411

<http://www.ashikaga-hd.co.jp>

Ashikaga Bank Public Relations Office

1-25 Sakura 4-chome, Utsunomiya, Tochigi Prefecture 320-8610

TEL 028-622-0111

<http://www.ashikagabank.co.jp>