

March 3, 2020  
Mizuho Financial Group, Inc.

## **Mizuho receives Nadeshiko Brand designation for FY2019**

On March 3, 2020, Mizuho Financial Group, Inc. (President & Group CEO: Tatsufumi Sakai) and four of its group companies<sup>1</sup> received the Nadeshiko Brand designation, a recognition jointly conferred by Japan's Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange (TSE). This is the third year in a row for Mizuho to receive the designation.

The Nadeshiko Brand designation recognizes TSE-listed enterprises that are outstanding in terms of encouraging the empowerment of women in the workplace. This designation has been implemented since FY2012 as a means of showcasing attractive stocks for investors with an emphasis on the steps that are being taken to improve corporate value over the medium to long term. This not only encourages investment in selected companies but also aims to accelerate TSE-listed companies' efforts to promote women's advancement.

At Mizuho, we are continually striving to promote women's greater participation across our group as one of our business strategies. Our top-down initiatives include programs for strategic development of female leadership candidates and for transformation of mindsets among management. In addition to the outcomes of these initiatives and our transparency about them, the Nadeshiko Brand designation this year also recognized the bottom-up initiatives within our group, such as the support the global employee resource group Mizuho Women's Initiatives Network (M-WIN)<sup>2</sup> has been providing to promote the greater participation and advancement of women working at Mizuho.

We are honored to have been selected for the Nadeshiko Brand designation and will continue our efforts to transform mindsets and create an inclusive work environment where every employee is empowered to reach their full potential.

1. Mizuho Bank, Ltd.; Mizuho Trust & Banking Co., Ltd.; Mizuho Securities Co., Ltd.; and Mizuho Information & Research Institute, Inc.
2. Mizuho's employee resource groups provide employees with opportunities to further their own and Mizuho's growth by independently pursuing their own initiatives. Mizuho Women's Initiatives Network is one of these groups. It currently has approximately 1,400 members around the world engaged in actively supporting and promoting greater participation in the workplace and society among women working at Mizuho.

