



March 23, 2018  
Mizuho Financial Group, Inc.

### **Mizuho Financial Group Receives Nadeshiko Brand designation for FY2017**

On March 22, 2018, Mizuho Financial Group, Inc. (President & Group CEO: Yasuhiro Sato) and four of its group companies<sup>1</sup> received Nadeshiko Brand designation, a recognition jointly conferred by Japan's Ministry of Economy, Trade and Industry, and the Tokyo Stock Exchange (TSE).

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.

Mizuho was selected based on our progress in this area as proven by the results which we publically disclose regarding our initiatives to promote women's advancement throughout the group and the positioning of these diversity and inclusion efforts as a central part of our business strategy. We were recognized in particular for our strategic talent development programs aimed specifically at assisting women to advance their careers throughout different life stages and in line with their specific career goals. We were also commended for the ways in which we are changing our performance evaluation and talent management practices, and our efforts to transform managers' mindsets through unconscious bias training.

Mizuho is honored to have been selected as a Nadeshiko Brand and we will continue our efforts to transform mindsets and to create an inclusive work environment where every employee is empowered to reach their full potential.

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<sup>1</sup> Mizuho Bank, Ltd.; Mizuho Trust & Banking Co., Ltd.; Mizuho Securities Co., Ltd; and Mizuho Information & Research Institute, Inc.