### 広島銀行

## Financial results for FY2013

### - IR presentation -



President Koji Ikeda



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### 3. Earnings estimate for FY2014

# 1 . Summary of financial results

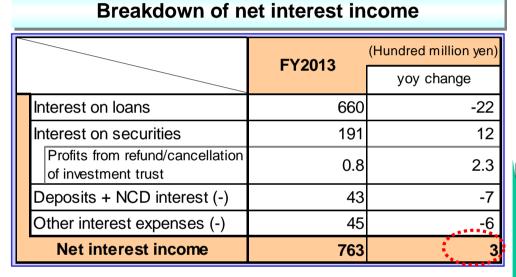
## (1) Financial highlights of FY2013

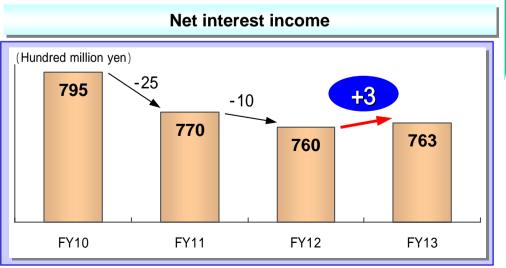
Core gross banking profit increased by 3.2%(annualized) or JPY 1.2bn over the previous year to JPY 40.1bn due mainly to increase in interest on securities and sales commission on investment trust and insurance.
 Net income grew for five successive years by 34.1% (annualized) or JPY 5.8 bn year on year to JPY 22.5 bn and the best profit was achieved due to the considerable reduction of credit expenses through active efforts of business revitalization and management improvement support.

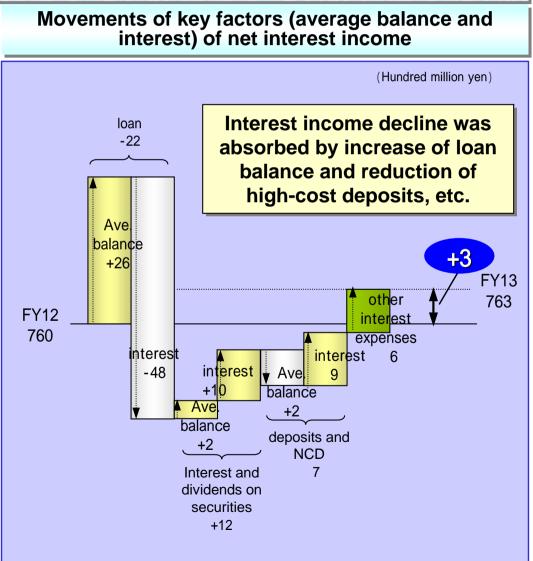
(Hundred million yen)					
	FY2013	Change from FY2012		Difference from plan	
Net interest income	763	3		17	
Net fees and commissions income	186	7		-3	
Core gross operating profit	949	10 (	1.0%)	14	
(-) Expenses	548	-2		-6	
Core banking profit	401	12 (	3.2%)	20	
Gains/Losses on securities	-7	-52		7	
(-) Credit costs	20	-63		-29	
Ordinary Profit	381	84 (	28.6%)	61	
Net income	225	58 (	34.1%)	24	
( consolidated )					
Ordinary Profit	394	72 (	22.3%)	62	
Net income	229	55 (	31.5%)	25	

## (2) Net interest income

Although interest on loans declined by JPY2.2bn due to stable and low market interest rates, other favorable movements including increase in interest on securities by JPY1.2bn and fall of deposits + NCD interest by JPY0.7bn partly offset the net interest income contraction to JPY0.3bn yoy.







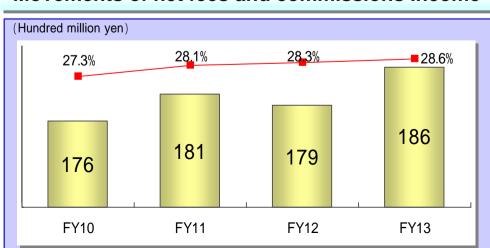
## (3) Net fees and commissions income



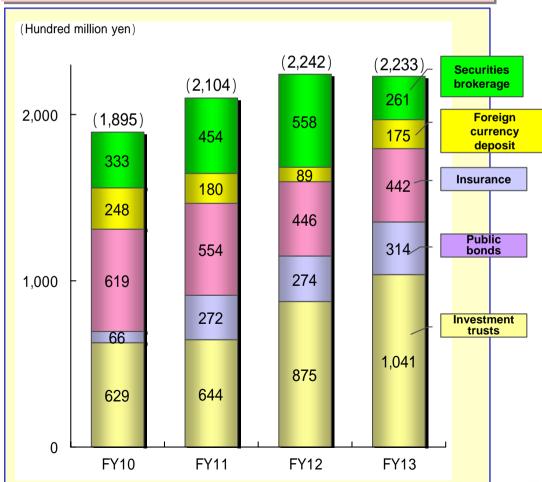
- Net fees and commissions income increased by JPY 0.7bn over the previous year due mainly to increase in sales commission on investment trust.
- The proportion of income from net fees and commissions was 28.6%; one of the highest levels among top regional banks was maintained.

#### Breakdown of net fees and commissions income

		FY2013	(Hundred million yen)
		F12013	yoy change
	Investment banking	34	- 1
	Retail asset management	67	6
	Other	85	2
1	Net fees and commisions	186	7



### Movements of net fees and commissions income

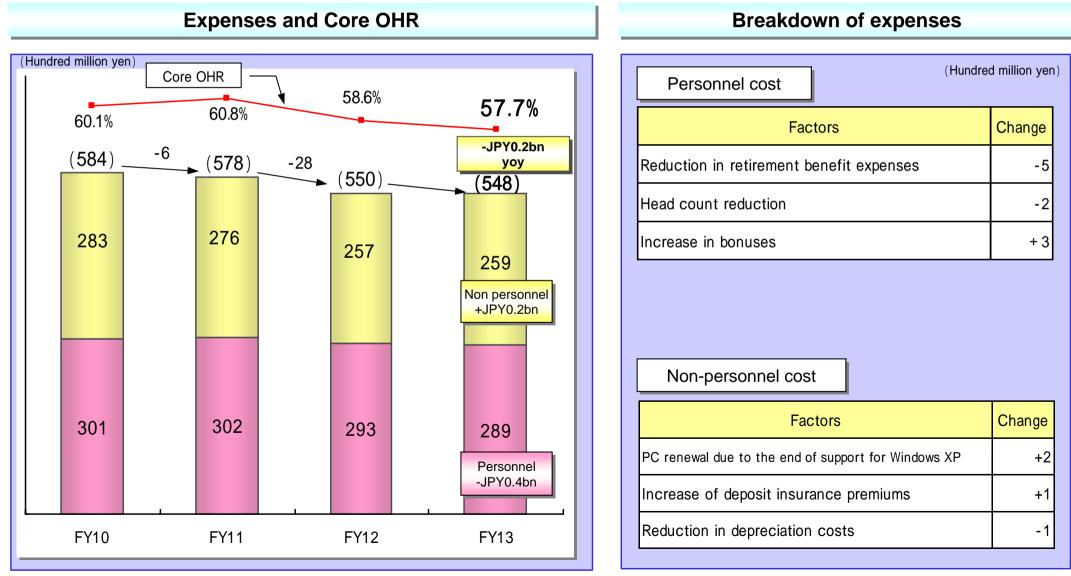


#### Movements of financial instruments sold

(4) Expenses



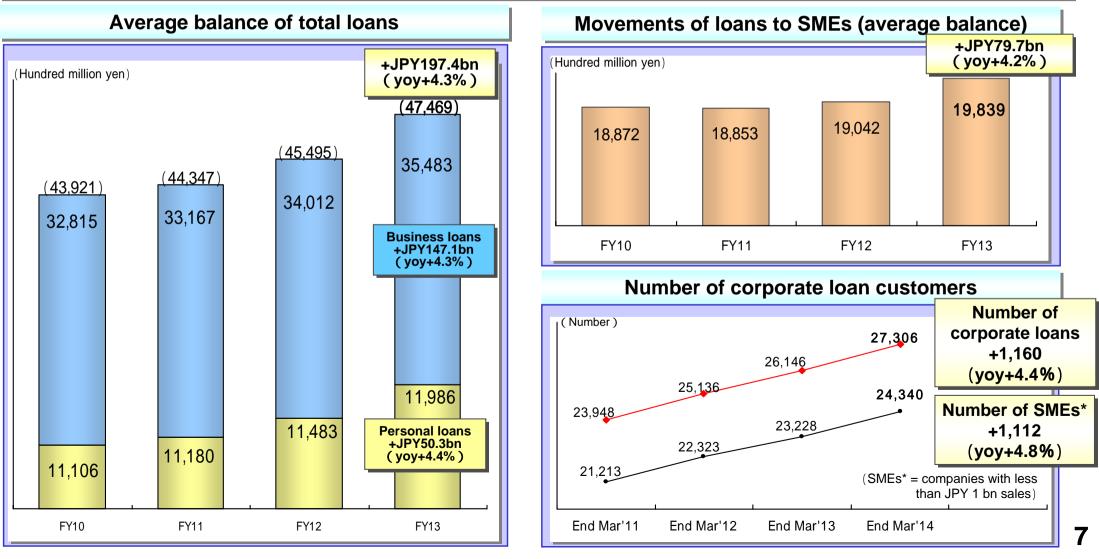
## The expenses declined by JPY0.2bn year on year and the core OHR dropped to the 57% level due to labor cost reduction.



## (5) Loans (Corporate loans)



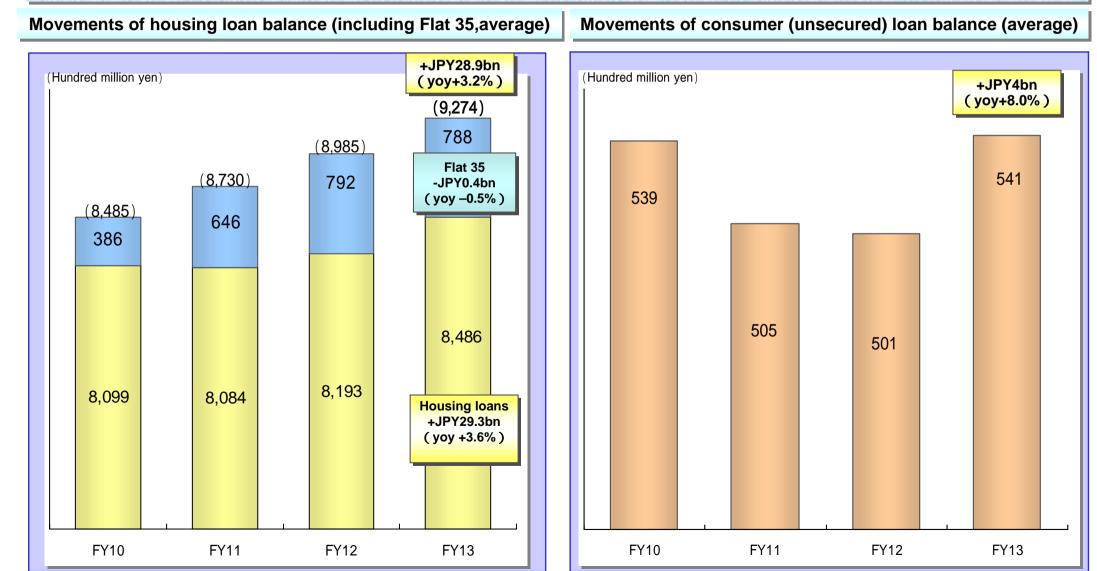
- Loan balance (average balance) grew significantly for both Personal and Corporate customers with an increase of JPY 197.4 bn (+4.3%) from the previous year.
- Loans to SMEs (average balance) increased by JPY 79.7 bn (+4.2%) year-on-year due to active efforts by the area promotion system.
- The number of business loan borrowers steadily increased, mainly among retailers, due to intensive sales.







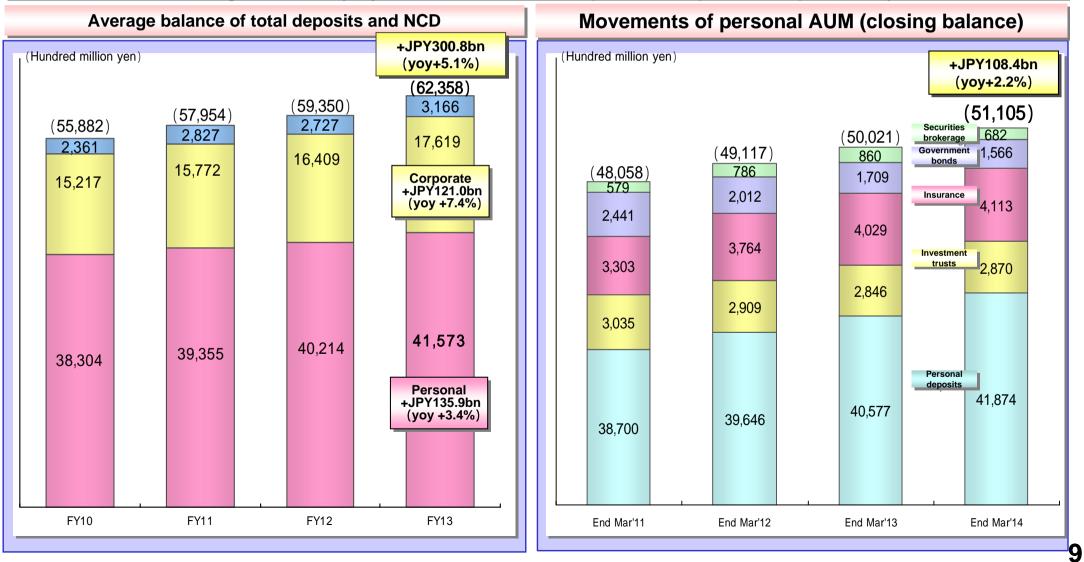
- Housing loan balance (average balance) increased smoothly due to sales system enhancement of the Housing Loan Center.
- Consumer loan balance (average balance) increased drastically as a result of strengthening cross-selling.



## (7) Deposits (Deposits + NCD)



Enhancement of the sales strength over the counter through the area promotion system and introduction of new office terminals contributed to a significant increase in both personal and corporate deposits, and the total deposit balance for the reporting period increased by JPY 300.8 bn yoy of 5.1% (annualized).
 Personal AUM also grew steadily by JPY108.4 bn or 2.2% (annualized) from the previous year.



### **Securities** (8)



-46

-5

-40

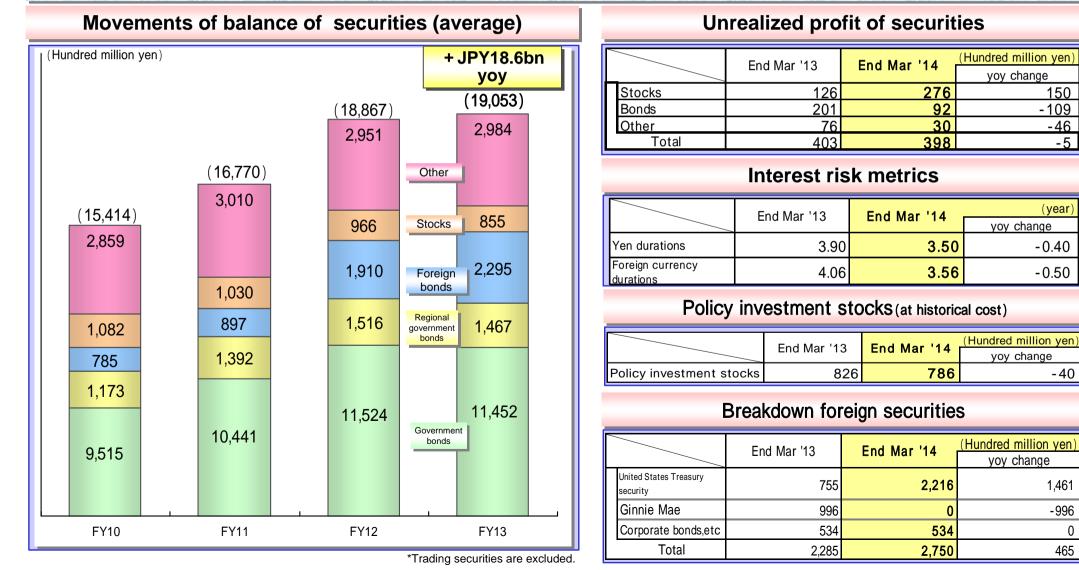
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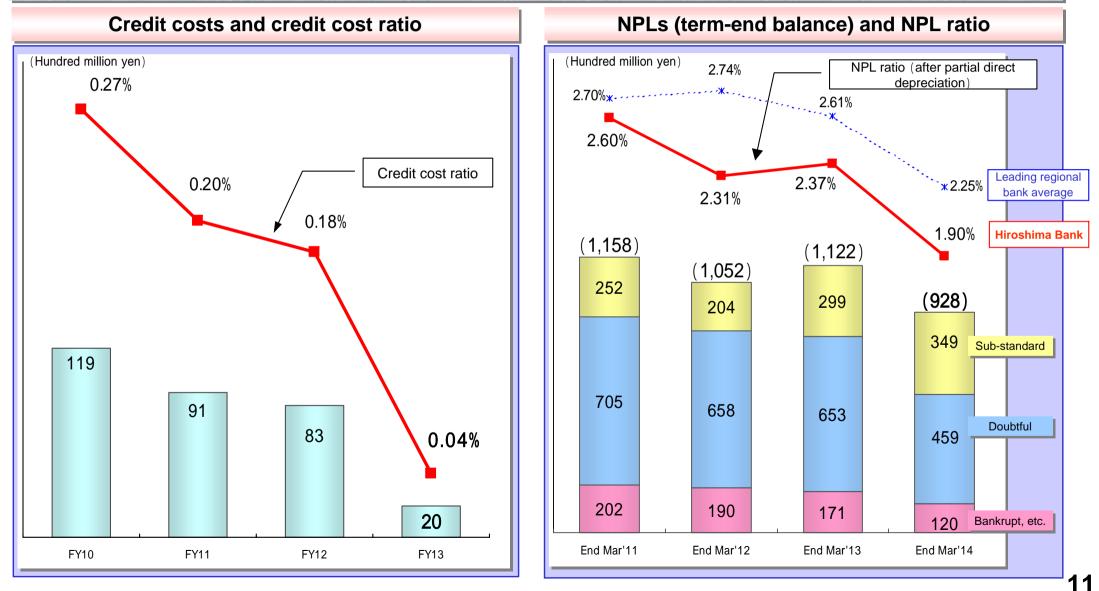
- Unrealized profit of securities secured the level nearly unchanged from the previous year.
- Duration of claims in yen shortened by 0.40 year and that of claims in foreign currencies shortened by 0.50 year yoy with consideration for interest rate risk.
- As for foreign bonds, mid-term U.S. Treasury securities were mainly increased, and Ginnie Mae, whose price fluctuations are big, was sold.



### (9) Credit costs and nonperforming loans



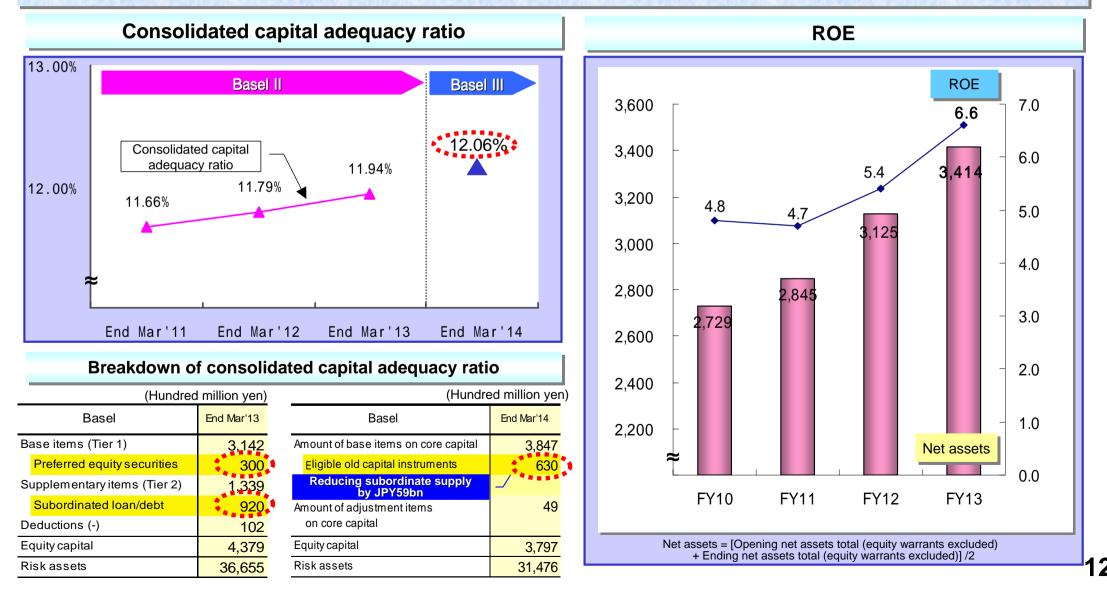
- Credit costs have steadily declined due to bank's support actively extended to customers for their business turnaround efforts.
- NPL ratio was maintained at a healthy level lower than the average NPL ratio of leading regional banks.





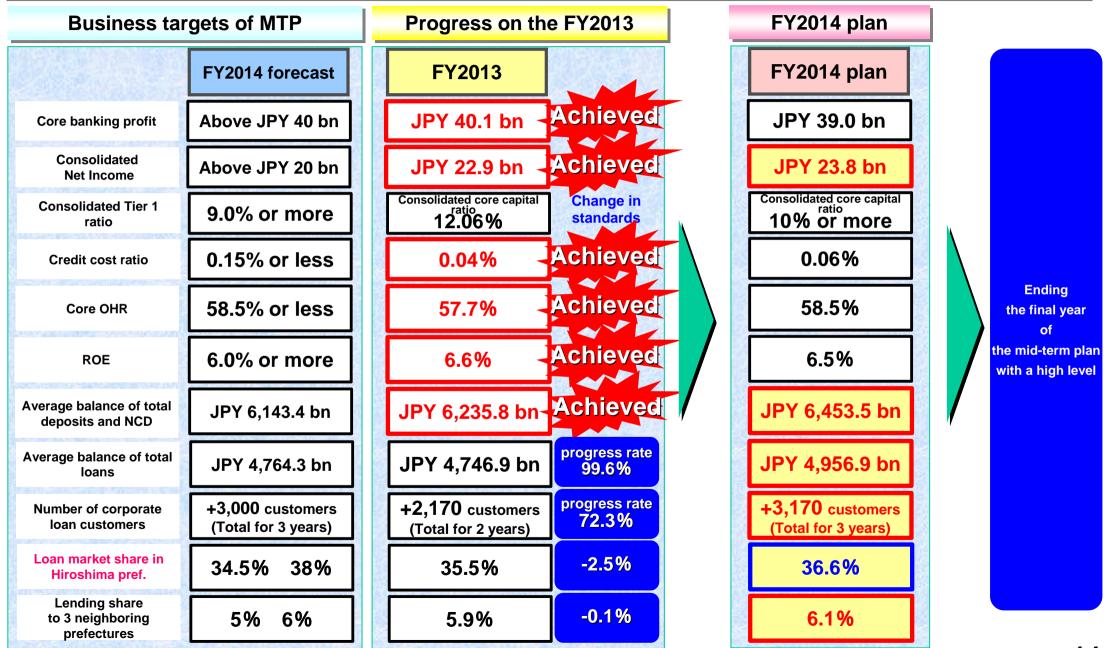


Consolidated capital adequacy ratio (based on Basel ) was 12.06%, securing an adequate level as a result of ensuring both buildup of internal reserves and improvement of capital quality.
 ROE became 6.6%, increasing 1.2 points year on year while net assets increased.



### 2. Overview of the mid-term plan 2012 'Challenge for Innovation' and the sales strategy of FY2014

# (1) Overview of the mid-term plan 2012 'Challenge for Innovation' and FY2014 plan



\* Consolidated core capital ratio refers to the consolidated capital adequacy ratio based on Basel III.

## (2) Key sales strategic pillars of FY2013 plan



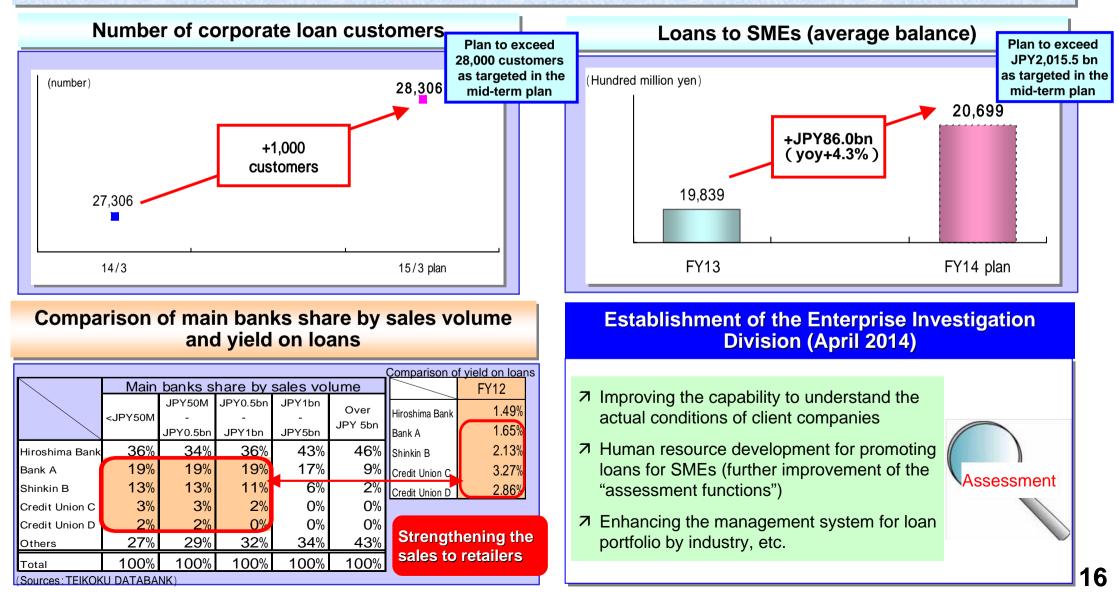
Strategy pillars	Priority measures	Major approaches
Grow the steady	Promoting corporate loans	<ul> <li>Actively incorporating new loan needs</li> <li>Reinforcing loans for SMEs, mainly among retailers</li> <li>Aggressively promoting loans through improving assessment of the actual conditions of enterprises</li> </ul>
stream of earnings (stock business)	Promoting personal loans	<ul> <li>Building up consumer loans as a pillar of the revenue base for the future</li> <li>Incorporating loan needs related to housing, without fail</li> </ul>
	Promoting AUM	<ul> <li>Reinforcing individual deposits</li> <li>Promoting investment trust by utilizing NISA accounts</li> </ul>
Enhance the consultation-based sales	Approach to growth areas	Active efforts on medical/nursing care and environment/energy fields, etc. leading way for other banks
	Promotion of the business targeting the wealthy and senior citizens	Active approach to the needs for inheritance-related business, etc.
	support for clients' overseas expansion	<ul> <li>Enhancing the efforts on support for clients' overseas expansion and foreign exchange-related business</li> </ul>
Contribution to local economy through better alliance with government sector	Approach to large-scale development projects and local revitalization support in Hiroshima	<ul> <li>Approach to large-scale development projects in Hiroshima, including the Hiroshima Station vicinities improvement project and extensive sites utilization project</li> <li>Approach to local revitalization support measures by strengthening collaboration with the government</li> </ul>
	Promotion of Internet channels	Increasing the members of and promoting the use of individual/corporate Internet banking
Channel restructuring	Aggressive branch strategies	<ul> <li>Opening new branches in growing markets</li> <li>Actively rebuilding or relocating offices</li> </ul>

### (3) Growing the steady stream of earnings (stock business) – (Promoting corporate loans)



Actively working on new loans as well as reinforcing loans to retailers having relatively high yield.
 Aggressively promoting loans through assessment of the actual conditions of enterprises by utilizing the Enterprise

Investigation Division established in the headquarters in April 2014.

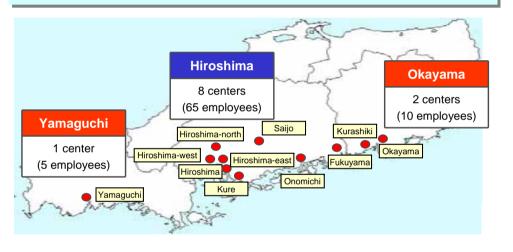


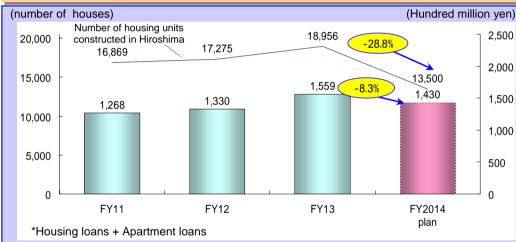
# (4) Growing the steady stream of earnings (stock business) – (Promoting personal loans)



- The "One-stop center for personal loans" was established in all the bank offices and Housing Loan Centers in April 2014, and the name of the "Housing Loan Center" was changed to the "Personal Loan Center," to enhance the sales system of consumer loans as well as housing loans.
- Minimizing the decrease of the housing loan amount due to the backlash of consumer tax increase by introducing products differentiating from other banks and enhancing the approaches to secondhand housing loans, etc.

#### Personal Loan Center network (11centers)





#### > Hiroshima personal loan center

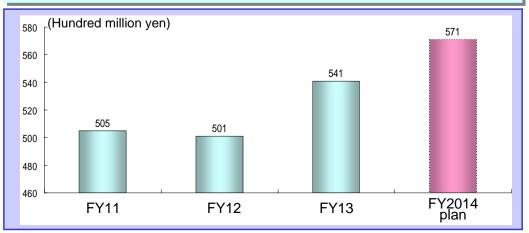




Actively advertising on TV and installing banners to spread the image, "Onestop center for personal loans"="Hiroshima Bank"

Open on Sundays in all Personal Loan Centers

### Consumer (unsecured) loan (average)



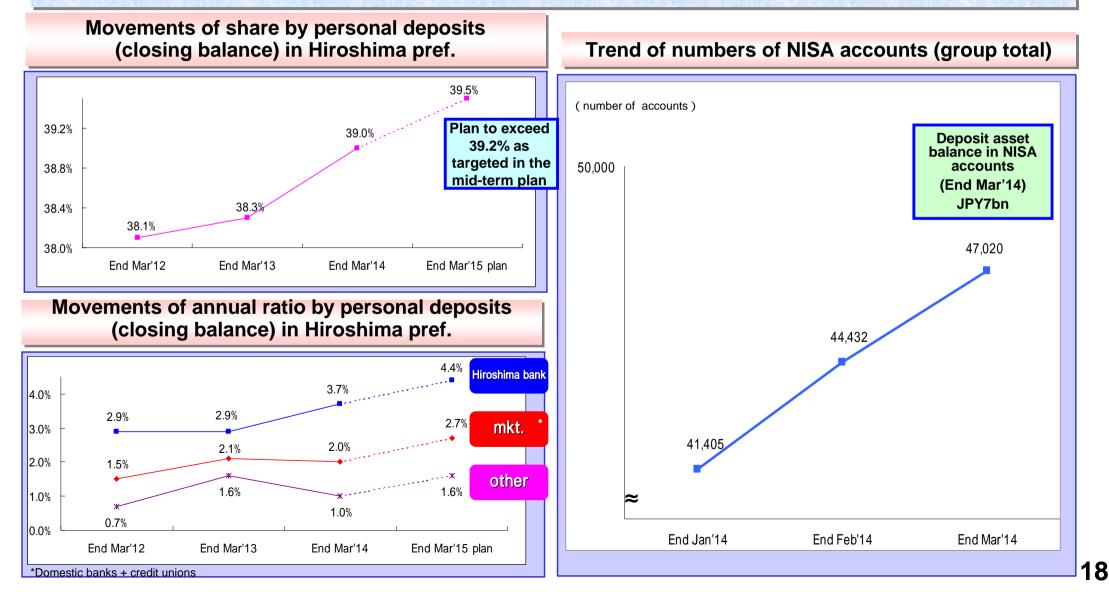
### Trend of amount of Housing-related loans\*

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# (5) Growing the steady stream of earnings (stock business) – (Promoting AUM)



Promoting personal deposits based on fixed deposits to expand the share in Hiroshima by various channels such as bank branches, Internet banking, and area public relations.
 Expanding the customer base by utilizing NISA accounts.



### (6) Enhancement of consulting sales (Approach to growth areas and business targeting the elderly segment)

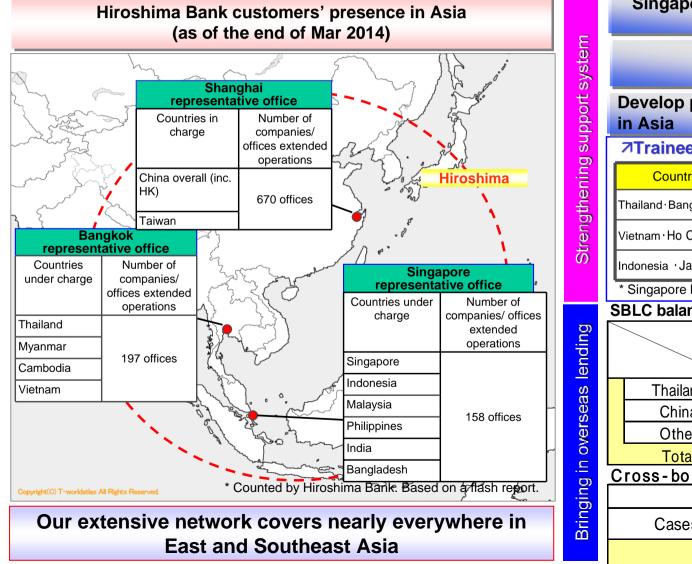
Consulting sales	Major approaches					
<ul> <li>Actively approaching solar power business including mega solar</li> <li>Medical and nursing business</li> </ul>				es 152	ness firms: (billion yen) Amount 13.9 n at end Mar. 20	14
areas	Involvement in Hiroshima medical industry cluster formation     (Collaboration between medical institutions and manufacturing businesses)     Participating as the only member from financial institutions for the     "Hiroshima Medical Industry Cluster Promotion Conference" and     currently supporting commercialization of 11 companies (12 businesses)     Total     *Except for				1H of FY13 59.2 23.2 52.9	llion yen 2H of FY1 59. 23. 56. 138.
Promotion of the business targeting he wealthy and senior citizens	(numbers) Trend of numbers of application for testamentary 200 Deposit for 674 cases / Living donated	collaboration esults of produc educational fur 5 billion yen a tion plan (insur 103 million ye	n with ex ets for livinding (fro equired rance) (fro n income	ing dona om June 2 om Augu	tion needs 2013)	]

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### (7) Enhancement of consulting sales (support for clients' overseas expansion)



- customers have expanded their business to Asia (1,025 locations) where stable growth is expected -> expanded business opportunities.
- Enhance support to these internationally expanding companies to help grow bank's business globally -> grasp a share of their growth as part of our profit.



Singapore representative office newly opened (July,2013) International Business Division newly

organized (October,2013)

Develop personnel with deep knowledge in business in Asia

**7**Trainee dispatch: Dispatch of clerks in FY2014

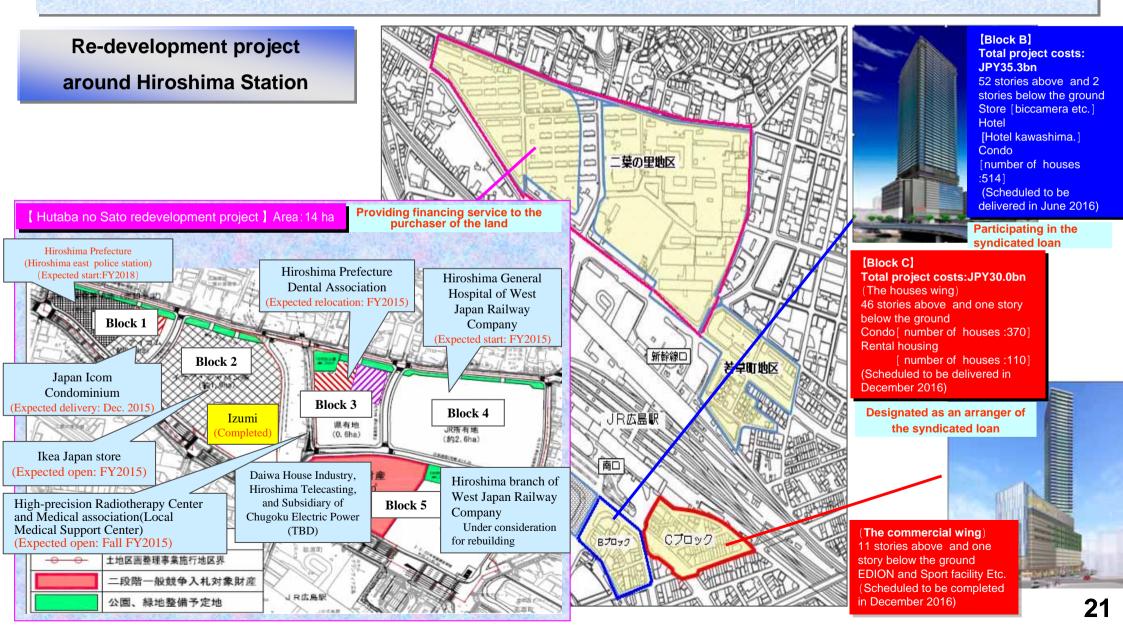
Country · City	Bank/Number of clerks	Period		
Thailand · Bangkok	Bangkok Bank 1	January,2014		
Vietnam <sup> ,</sup> Ho Chi Minh city	Mizuho Bank 1	January,2014		
Indonesia ·Jakarta	Bank Negara Indonesia 1	May,2014		
* Singapore MBA dispatch (September 2013)				

	S	BLC balance				(billior	i yen)
ກ				End	Mar'14		
			Cases	A	mount	yoy char	nge
		Thailand	23		5.0		1.0
D D D		China	4		1.6		0
ğ		Other	6		1.6		-0.1
2		Total	35		8.4		1.0
= ת	<u>C</u>	ross-border	loan balance (billion yen)				
2	End Mar'14						
		Cases	Amount		уоу с	hange	
		18	3	11.6		9.6	

# (8) Contribution to the local economy through enhanced collaborations with the local government



### Proactively provided our network and solutions at the very beginning of re-development projects.







Review branch strategy/ facilities and further strengthen the internet channel to enhance convenience for customers differentiate from other banks.

Okayama Nishi Branch; 26, May 2014 to be newly opened

■ Open in Okayama where the expected population decrease in the mid and long term is slow—a promising future market. ⇒ 10 branches to be established in Okayama

Total deposits JPY2.6 bn Loan balance Start from JPY10.6 bn



Land area 358.76 tsubo\*
Floor area 150.08 tsubo\*
No. of floors Two stories above ground
ATM 2 units
Safe-deposit box (fully-automatic) 158 boxes

\*One tsubo is about 3.3 square meters

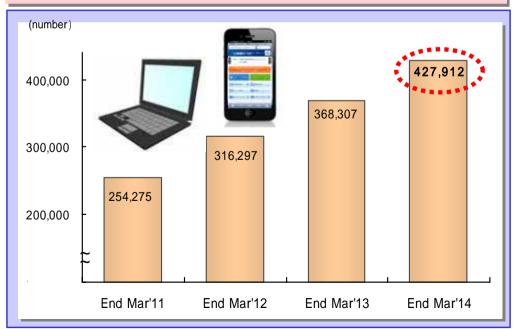
Parking lot capacity (for customers) 17 cars

Review of the branch strategy/ facilities

Lower teller counters at branches ( 31 Branches : as of the end of Mar 2014)

- Identify and provide financial services most relevant to customers' needs by using new branch terminals
- Relocation and new construction of the Itsukaichi Chuo Branch for improving customer convenience and enhancing sales strength (scheduled in October 2014)

#### Trend of the number of individual Internet banking members



# 3. Earnings estimate for FY2014

### (1) Performance outlook and dividends for FY2014

## Six successive years of consolidated net income growth is expected for FY2014 Annual dividends for FY2014 will be 8 yen per share to be paid according to the Payout Table.

Earning Estimate for FY14						
	FY13	FY14	(Hundred million yen)			
	(Actual)	(Plan)	Cł	nange		
Net interest income	763	744	-19	-		
Net fees and commissions income	186	196	10	-		
Core gross operating profit	949	940	-9	- 0.9%		
(-) Expenses	548	550	2	-		
Core banking profit	401	390	-11	- 2.7%		
Gains/Losses on securities	-7	0	7	-		
(-) Credit costs	20	30	10	-		
Ordinary Profit	381	363	-18	- 4.7%		
Net income	225	235	10	4.4%		
Consolidated net income	229	238	9	3.9%		

#### **Dividend Policy and Payout Table**

Stable dividend	Annual dividend of 6 yen per share
Performance- based dividend	Dividend will be paid according to the consolidated net income as shown in the table below

Consolidated net	Di (A) Stable	vidend per sha	Consolidated payout ratio	
income	(A) Stable	(b) Follomaroo baboa	(A) + (B)	
under 18 billion	n 6 yen	0 yen	6 yen	20.8% and over
18 - 21 billior	n 6 yen	1 yen	7 yen	20.8% and over and less than 24.3%
21 - 24 billior	n 6 yen	2 yen	8 yen	20.8% and over and less than 23.8%
24 - 27 billior	n 6 yen	3 yen	9 yen	20.8% and over and less than 23.4%



#### **Dividend forecast for FY14**

	Dividend per share (annual) FY14					
Interim(plan) Year end(plan)						
Dividend	4.0 Yen	4.0 Yen	8.0 Yen			







This material contains statements about future business performance.

These statements do not guarantee future business performance and are subject to uncertainties.

Please note that actual future business performance may differ from our goals depending on changes in the business environment and other factors.

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