

Message from Top Management



Representative, Chairman and CEO
Hiroshi Rinno

Group Synergies and a Blue Ocean Shift

2020 is likely set to become a landmark year in human history, similar to the Great Depression that took place in 1929. Beginning with an upsurge in dictatorships, I believe that we are confronting a variety of crises. This includes: simultaneous heavy falls in stocks, crude oil and precious metal prices; feelings of dread with regard to the new type of corona pneumonia; confusion caused by the U.S.-China battle for supremacy; a tightening of global regulations on human interactions and physical exchanges; and postponing of the Olympic Games.

The business environment will naturally be affected, and the upheaval that will likely occur in the 21st century hit companies directly.

Depending on the environment surrounding a business and the type of industry, the corporate response will appear the same but be beset with difficulties. The digital revolution and global management are dealing telling blows and the competition for survival will also be fierce in the extreme.

Our management reforms are as follows:

(1) Redefining what a company should be:

Brand establishment in Asia in the broader sense for the rebuilding and development of the SAISON BRAND

(2) Thorough corporate reforms:

Break with convention to become a global company with the utilization of DX and AI positioned at the core of our business strategy

(3) Clarification of competitive strategy:

Establishment of a unique non-bank model to provide various financial services centered on settlement

(4) Process to make management organization more flexible

Recruit and develop human resources that embody thoroughness for Group management and corporate marketing

We will pursue Group synergies by leveraging all innovative management methods to not only generate growth and results as an individual company from the 20th century, but also renovate businesses, products and services that become obsolete by means of innovation. We will also work to realize a Blue Ocean Shift and active roles for all employees as well as operate with the goal of remaining a company that is not only an enjoyable place for people to work, but also pays high wages.



Representative, Executive President and COO
Masahiro Yamashita

Challenging Ourselves to be a Finance Company Advancing with Customers for 50 Years

I have held the posts of President and COO since March 2019.

In addition to the Management Philosophy on which have placed value so far, that of remaining a "leading-edge service company," we last year adopted "becoming a finance company advancing with customers for 50 years" as our mission statement and formulated a new Medium-term Management Plan for the next three years. While aid to be in an "era when people often live to be 100," we are aiming to remain a true finance company that can continue to provide side-by-side proposals tailored to the life stage of each customer.

In 2019, Japan witnessed the change to the Reiwa era in accordance with the emperor's enthronement, reports of "20 million yen funds needed for retirement," an increase in the consumption tax, damage from typhoons and heavy rain as well as the global achievements of Japanese athletes. A pandemic was declared early in 2020 due to the worldwide spread of a new coronavirus. At the time of writing, there are concerns of a tremendous impact, matching or exceeding that of the Lehman Brothers crisis, on the world economy, with no return to normality in sight.

Meanwhile, Credit Saison has undertaken a raft of initiatives designed to help us achieve our Medium-term Management Plan. These initiatives have included: the introduction of an executive officer system with the aim of quickly recruiting talented individuals and fostering management candidates; the establishment of a Nomination and Remuneration Committee to ensure fairness and transparency in personnel affairs; the buying back of treasury stock; revisions to our IR methods and explanatory materials; the putting into practice of efficient organizational management by moving organizational and personnel changes from spring to autumn; the making of a capital and business alliance with a major securities company; and the execution of unprecedented sales promotions and promotional measures. In addition, on April 1, the Company was re-integrated with Qubitous for the first time in 13 years, enabling new contracted services and seamless processing by means of new systems.

This year (FY2020) being the second year of the Medium-term Management Plan, we would like to carry out new initiatives geared toward the achievements of our goals. We would also like to take this as an opportunity to publish this report and work to further deepen communications with all our stakeholders.

Based on important themes and trends compatible with the current fashion, we would like to add qualitative data to quantitative data and report on the progress of the Medium-term Management Plan while understanding our strengths and businesses.

By practicing ESG management, as we have been since the 1980s, we will contribute to the development of a more plentiful and convenient society, thereby achieving sustainable improvement in corporate value and making a contribution to society.