

Roundtable: The Value of In-Person Sales

Listening to Customers and Expanding New Possibilities for Branches

— New Branch Openings that Realize the Value of In-Person Sales —

As we transition to a positive interest-rate environment, the Nanto Bank Group has opened a pair of weekend branches in AEONMALL, a popular shopping complex, to benefit from the “value of face-to-face interactions” and strengthen our deposit-based business foundation.

The value of face-to-face interactions was confirmed in a roundtable discussion between the new weekend branch staff and their department manager.



Jinguumae branch AEONMALL
Kashiwara Branch office
Yusuke Suzuki

Sales Support Department L
Plaza (Kashiwara)
Chisa Nishimoto

Koriyama Branch AEONMALL
Yamatokoriyama Branch Office
Nanae Wada

Executive Officer Sales Support
Department Manager
Yasuyuki Yamanaka

New branch development

Nanto Bank opened the new Jinguumae branch AEONMALL Kashiwara branch on December 19, 2024, and followed this by opening the Koriyama branch AEONMALL Yamatokoriyama branch on April 18, 2025.

Located in the convenient AEONMALL shopping complex, both branches are open on weekends and holidays in addition to weekdays. Our first cashless branches, they feature the L Plaza—Insurance Window @ Nanto Bank, where customers can receive advice on a wide range of asset building options, including insurance and investment advisory as well as various loan services, in response to a wide range of customer inquiries.

The Koriyama branch AEONMALL Yamatokoriyama branch has even installed a nursery room to make it easier for parents with young children to visit.

AEONMALL Yamatokoriyama Branch Office
Opened April 2025



AEONMALL Kashiwara Branch office
Opened December 2024



Integrated management

Services offered

Branch

Account opening

Notifications

Inquiries

L Plaza
Hoken No Madoguchi

Home loans

NISA/iDeCo

Insurance



Background to the branch openings and their customers

Yamanaka: As Japan returns to a positive interest-rate environment, where a strong deposit base is central to profitability and competitiveness, our Bank has steadily increased its deposit balance thanks



to its high market share in Nara prefecture. In light of the significant risk of further population declines, however, we need to build a deposit base that will carry over to the next generation. Nara residents' high rate of employment outside the prefecture means that the proportion of working-age customers who can visit our branches on weekdays is lower than usual, which makes strengthening our connection with them unusually challenging. We responded by opening two branches that are open on weekends in large, highly popular commercial facilities. It has now

been six months since the AEONMALL Kashihara branch opened and two months since the AEONMALL Yamatokoriyama branch opened. So what age demographic do these branches' customers represent?

Suzuki: The fact that it's easy for household members from grandparents to grandchildren to visit these branches sets them apart from our other branches. Another distinguishing feature is that they attract many customers from other regions and members of the younger generation.

Wada: We see relatively large numbers of customers who come in to open an account after a child is born, for instance, and of students who want to open an account to deposit their income from part-time jobs. This is quite different from what I saw at my previous branch.

Yamanaka: AEONMALL Kashihara and AEONMALL Yamatokoriyama are commercial facilities that welcome more than 10 million visitors annually, with approximately 40% of visitors in their 30s and 40s, especially on weekends. AEONMALL Kashihara also tends to attract customers from areas beyond Kashihara City, including southern Nara prefecture and other neighboring prefectures, while AEONMALL Yamatokoriyama attracts customers from a wide area that includes northern Nara prefecture. As a result, approximately 80% of new account openings are by people in their 30s or younger, making the new branches a starting point for transactions with the working-age customers, and we consider them as a base to meet the needs of customers from a wide area.

The potential of new store formats and actual customer concerns and needs

Yamanaka: In addition to strengthening our contacts with working-age customers, our branches combine "sales functions specializing in in-branch business" with "consulting functions accessed through Head Office' sales channels" with the aim of providing one-stop service to address customer needs and augment the value of face-to-face interactions. I wonder if there's anything in this connection that you try to keep in mind in your daily sales activities?

Nishimoto: I usually work at the insurance counter, but my job has undergone one big change. While we used to provide advisory only on insurance, we have recently expanded our scope to include advisory on various types of loans. This gives us the added advantage of being able to open accounts for insurance premium payments at the same time, and I feel that the benefits of



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combining the two functions are steadily being realized.

Suzuki: I see particular potential in the fact that we're open on weekends, which enables us to connect with customers who find it difficult to visit us on weekdays due to work or other reasons.

Yamanaka: The new branch also serves as a base for holiday operations, since it's open for business on weekends and holidays in addition to weekdays. To my mind, this has allowed us to connect with customers we could not have met during our previous business hours, which is another strength of our Bank. And what have you all learned about the actual concerns and needs of these customers you interact with every day?

Wada: People of every generations are concerned about rising prices. These can be particularly concerning for customers of customers raising children. They understand the importance of saving for the future, and they often come to us for advice on what to do, since they do not have the financial means to save due to their child-rearing expenses and school fees.

Nishimoto: In another example of new business, an elderly customer told us that the opening of our holiday office made it possible to come in for advisory on weekends with their children, who will inherit their assets.



The value and significance of face-to-face sales

Yamanaka: Although we're still only halfway there, I'm extremely pleased with our steady progress toward our original goals for opening our branches—to strengthen connections with working-generation customers and provide one-stop value by combining our Head Office' functions. What do you honestly think concerning the value of face-to-face interactions in the branches in an environment of rapid digitalization of customer operations?

Suzuki: I believe we obtain the greatest value from the ability to exchange various information with customers who previously couldn't come to our counters. Being able to respond to many of their needs at once in one place enables us to share a wide range of information.

Wada: We certainly recognize the convenience of the Nanto Bank App, but it is also true that a certain number of customers find it more reassuring and reliable to conduct their banking business



through face-to-face advisory. There is abundant information online about NISA on the Internet lately, but we increasingly hear from customers who are relieved to finally have time and a place to talk with us in person.

Nishimoto: A customer came to us for advice recently because they had become concerned about something while applying for a car loan through the app. It seems that even while embracing digitalization, many customers still place importance on the peace of mind that comes with face-to-face advisory.

Yamanaka: Ultimately, the value of face-to-face meetings lies in the sense of “security” and “trust” they provide. I believe that building on this sense of security and trust will construct a stable customer base, which in turn will lead to an expansion of our deposit base.

“Challenges I want to take up in the future”

Wada: Simply going to the bank is inevitably a high hurdle for young people like me, and I believe that establishing branches that make it easy to drop in and consult with experts is an issue for the future. I'd like to take on the challenge of creating a friendly branch environment through seminars and events.

Nishimoto: Because we are a one-stop shop, we can provide customers with total support. I want to become a banker who can increase the value of face-to-face interactions further by not just listening to customers' requests, but by drawing out their latent needs.

Suzuki: As Mr. Wada mentioned, we'd like to begin by creating opportunities for young people to visit. This will require us to be approachable. Since our base is located inside AEONMALL, we are considering collaborating with other tenants. This will not be easy because of the various rules governing banks, but we'd like to take up the challenge.

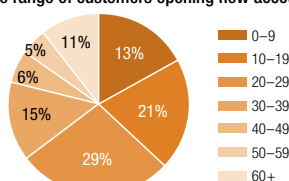
Yamanaka: Thank you for your wide-ranging input. I'd like to develop the new branches as places where people gather and gratitude abounds. To achieve this, it will be necessary to make sure every customer who visits the branch appreciates the value of face-to-face interactions and becomes a fan of Nanto Bank, so I hope you will continue to take up these challenges. Finally, the Medium-Term Management Plan we introduced this fiscal year has two pillars: “Creating human capital who think and act independently to solve local problems” and “Sound management that can continue to support the local community.” Listening to your opinions today has once again reminded me that branches that open on holidays are the ideal place to accomplish these two goals.

I look forward to continuing to work hard together.

Approximately 80% of our new accounts are opened by customers under the age of 30, and approximately 90% of these are completely new customers. This has led to an expansion of our base and a strengthening of our contacts with individual customers who find it difficult to visit our branches on weekdays.

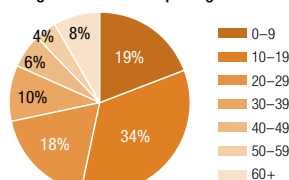
AEONMALL Kashiwara Branch office (holiday base in the Chunanwa area)

Age range of customers opening new accounts



AEONMALL Yamatokoriyama Branch Office (holiday base in the Hokuwa area)

Age range of customers opening new accounts



- Nagao Kaido... A route used for transporting goods between Sakai and Nara
- Takeuchi Kaido... A political, economic, and diplomatic route connecting Sakai, Nara, and Asuka
- Said to be Japan's oldest national highway (Asuka period)
- Nara and Sakai are connected by deep ties, as the area from Nara prefecture to Kawachi prefecture was part of Sakai prefecture until 1880 (Meiji 13).

