Mizuho Financial Group Receives Semi-Nadeshiko Brand Designation for FY2016

On March 23, 2017, Mizuho Financial Group, Inc. (President & Group CEO: Yasuhiro Sato) received Semi-Nadeshiko Brand designation, conferred jointly by Japan's Ministry of Economy, Trade and Industry, and the Tokyo Stock Exchange.

The Semi-Nadeshiko Brand category was established this financial year to recognize companies which are judged to have potential for future growth, and whose growth potential, based on their management skills in utilizing a diverse workforce, and their adaptability in response to environmental changes, brings them close to meeting the Nadeshiko Brand standard.

The Semi-Nadeshiko Brand designation spotlights these companies as attractive brands for investors who value medium- to long-term improvement of corporate value. Mizuho has also been recognized as being actively engaged in promoting the participation of our female employees, achieving positive evaluations for policies, goals, results, and information disclosure relating to the empowerment of women in the workplace, in terms of promoting women's career development and supporting female employees to maintain a good work-life balance.

At Mizuho, we are pursuing the growth and full participation of our diverse workforce through the promotion of diversity and inclusion. With specific regard to our female personnel, we provide career development support in the form of the Strategic Development Program for Female Staff, which is finely tailored to address the various challenges faced by women at different stages in their lives and careers. We are also working to proactively accelerate the pace at which female employees are appointed to management positions.

Having received this commendation, Mizuho will continue to pursue diversity and inclusion throughout the corporate group, working hard to make sure every employee feels welcomed and motivated, and to maintain an environment and mindsets that enable employees to be productive and fully utilize their skills.