

2008

JAPAN POST GROUP Annual Report
Year ended March 31, 2008





あたらしい ふうをつくる。

“Atarashii-Futsu-wo-Tsukuru.” ^(Note)

We are dedicated to assisting people all over Japan lead more enjoyable lives.

We sincerely provide services that people can trust and rely on.

We will constantly redefine “Atarashii-Futsu” by evolving to meet the changing needs of our customers, serving people nationwide, one by one.

We will unite for the purpose of changing in order to deepen relationships with our customers.

We will be a corporate group that can grow together with our customers.

The Japan Post Group will retain a tight focus on targeting customers’ changing needs in step with social trends and other events. Through this process, we will use the group’s resources to create more “universal services” that meet specific needs.

We have three business domains: postal, banking, and insurance services. Customers can access all three of these services through our vast network of post offices. We are determined to draw on our strengths to become an even more convenient source of products and services that our customers can use with complete confidence.

Note: A Japanese expression by which we intend to show the creation of new value services.



日本郵政グループ

 JAPAN POST GROUP

(JAPAN POST HOLDINGS Co., Ltd.)

 **日本郵便**
 JAPAN POST SERVICE

 **ゆうちょ銀行**
 JAPAN POST BANK

 **かんぽ生命**
 JAPAN POST INSURANCE

 **郵便局**
 JAPAN POST NETWORK



October 1, 2007

政グループ 発足式



JP 日本郵政



Celebrating the start of the Japan Post Group

The beginning of our challenge to create “*Atarashii-Futsu*”

**We are changing ourselves.
We will supply new services that match today's market needs.**





We understand the importance of providing services that can protect the irreplaceable lives of our customers.



In December 2007, a giant post box was displayed in Tokyo's Roppongi district to publicize a campaign for New Year's postcards. The campaign featured many high-profile events.

New products. New services.

Our new spirit is already evident in many ways.



In February 2008, we started sending *Poskuru** postal vans to communities where contracted post offices were closed, ensuring that vital postal services remain readily accessible to local residents.

**Poskuru* is a combination of two words, "post" and "kuru," and the word "kuru" means "come" in Japanese.



In January 2008, post offices began selling frame stamps featuring Boston Red Sox pitcher Daisuke Matsuzaka. The stamps show scenes from his major league debut through his role in Boston's World Series victory.





In March 2008, post offices nationwide and regional offices of Japan Post Group companies launched a "Spring Customer Appreciation Fair" to express their thanks to customers.

In October 2007, Popock, the new mascot of the Japan Post Group, made its debut. As a messenger for the group, Popock will participate in many campaigns and special events.

Japan Post Group's
new mascot

ポポック
Popock
© JAPAN POST / ORE



We believe that we are the ones who need to change the most, even more than our products and other tangible elements of our operations. By holding seminars, meetings, and many other events, every employee of the Japan Post Group has determined to adopt a fresh approach to his or her job.





We will place value on continuing our relationships with each and every customer exactly as before.





ひとりを愛せる日本へ。

We aim to provide services that are a source of happiness in every part of Japan.