

# Our Purpose, Important Issues, Vision and Shared Value



**Purpose**  
**Dedicated to sustaining all life.**  
 – Work together with our stakeholders to foster the AFF industries and to create a prosperous future for food and lifestyles, and thereby contribute to a sustainable global environment –

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**Materiality**  
 Important Issues to Achieve Our Purpose

Realizing a carbon-neutral society

Realizing a society living in harmony with nature

Strengthening the “earning power” of the AFF industries

Realizing a resilient food system

Achieving well-being at both local and international level

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**Vision / Strategy**  
 Medium-Term Vision

**Nochu Vision 2030**  
 – Taking on challenges of a changing world as we look to the future –

Create impact for the global environment, society, and economy

Support sustainable development of AFF industries and local communities

Create value for cooperative members and users through optimal integration of digital and real

Ensure stable returns and play a role as the national level banking institution for the AFF cooperatives

Realize a flexible and resilient organization that continues to take on challenge of changes

The Bank’s major stakeholders: Members (JA, JF, JForest, etc.) / Individual cooperative members (i.e., people working in the AFF industries) / Local communities / Our clients (deposits and savings, loans) including AFF-related companies / Investors / Business partners / Governments and municipalities / Norinchukin Group employees