

THE SBI GROUP'S CSR ACTIVITIES

The SBI Group is an organization that develops successful businesses, with the conviction of proactively promoting a just society. Our businesses are not rooted in the sole purpose of making a profit, but also by our belief in “making our society a safe, fair and comfortable place, that is considerate of the environment.”

Basic Approach to CSR

Adopting the approach that “a business will only flourish symbiotically with society,” the SBI Group recognizes its social nature as a structural element of the community. While responding to the needs of its broad range of stakeholders, and making its contribution to the growth and preservation of the community, the Group is expanding its businesses in pursuit of earning society’s trust from the fundamental perspective of the “Customer-centric Principle.”

To transition from a “strong company” to a “strongly revered company,” while at the same time giving back to society through its core businesses, the SBI Group contributes directly to society in the form of improving childhood well-being, through the “SBI Children’s Hope Foundation,” a public interest incorporated foundation.

Building Our Relationship with Stakeholders

The SBI Group appreciates the importance of gaining society’s trust from a wide range of perspectives, as it advances its business and tackles the challenge of increasing corporate value for all of its stakeholders.

Social Contribution by Core Businesses

As a corporate group that endeavors to contribute to a just society, the core businesses themselves are intimately involved in the reinforcement of business activities that promote CSR.

Improving Child Welfare as a Direct Social Contribution

The Group not only contributes to society through its core businesses, but is also directly involved in social contribution initiatives directly through its activities to improve child welfare. The increase every year in the number of entrants to children’s institutions, due to neglect and abuse, and the greater number of children abused by those who should be their most beloved guardians, is becoming a matter of extreme concern. Since Japan is lacking in natural resources, human talent has become its greatest resource, and if a child whose boundless potential is not raised with affection and in good health, this may become an immense liability against Japan’s future. The SBI Group, through its belief in the utter importance of inspiring action on behalf of the children, who will shoulder Japan’s future, has founded the SBI Children’s Hope Foundation, and through the Foundation’s activities pursues solutions for child welfare issues.

The SBI Children’s Hope Foundation

The SBI Children’s Hope Foundation is actively involved in leveraging the networks and knowledge cultivated by the SBI Group as a private corporation, to assist in the development of self-reliance of abused children, and to foster improvements in child welfare. The Foundation, which has administered these activities since 2005, was accredited in 2010 by the Office of the Prime Minister of Japan as a public interest incorporated foundation, and certified in 2011 as a tax-exempt corporation. This has not only allowed the Foundation to maintain society’s trust, but has also given it preferential treatment under the tax code as a “designated public interest promotion corporation.” Our diverse set of activities includes donations to improve conditions at facilities that care for abused children, provision of on-the-job training programs for care workers at childcare facilities, and public awareness activities that promote society-wide efforts against child abuse.

Between FY2005 and FY2012, the Foundation donated a total of ¥780 million towards these efforts. The SBI Children’s Hope Foundation has supported the Orange Ribbon Campaign, which raises public awareness of child abuse prevention. Every November, which is Child Abuse Prevention Month, SBI Group executives and employees wear orange ribbons to raise awareness of this issue within and outside the SBI Group.



Forum for the Prevention of Child Abuse

The Four Pillars of the SBI Children’s Hope Foundation

