



ORIX Bank Receives the UCDA Award 2021, the Award for Excellence in Non-Face-To-Face Communication

~The understandability of the internet savings user guide and online transaction page was evaluated as the best~

TOKYO, Japan - November 10, 2021 - ORIX Bank Corporation ("ORIX Bank") announced today that it received the UCDA Award 2021, the equivalent of the Award for Excellence in the Non-face-to-face Communication Category, and the Executive Committee Bronze Award at the UDCA Awards 2021^{*1} held by the Universal Communication Design Association^{*2}.

ORIX Bank received the UCDA Award 2021 in relation to Printing and Web Communication Design for its e-Direct Savings, a savings account exclusively for online transactions. The committee evaluated the ease of understanding for the customers, such as including the precautions the customers needed to check before proceeding on the front cover, and displaying the registration steps according to the actual flow of the online transaction page.

ORIX Bank received the Executive Committee Bronze Award for its stance in making efforts to provide easy-to-understand information to all its customers, including its elderly customers. Since November 2018, ORIX Bank has been conducting activities to promote UCD such as the responsible person obtaining UCDA certification and holding internal seminars in order to improve the quality of its information and help customers in correctly understanding the important things.

ORIX Bank will continue to strive to provide information from the perspective of its customers and aim to become the bank that customers choose.

*1 Recognizes superior examples of communication and design issued by corporations, organizations, and government through objective evaluation.

*2 The only third-party organization in Japan that has established a standard of 'ease of understanding' based on multilayered discussions with industry, academia and consumers, and evaluates and certifies whether the communication of information design is 'easy to look at, easy to understand and easy to convey' for consumers.

Overview of Awards

■ **Award: UCDA Award 2021 (Equivalent to the Award for Excellence)**

Category: Non-face-to-face Communication
Target: Printing and Web Communication Design
Target Resources: e-Direct Savings User Guide (printing)
Customer page (online transaction page)

Reasons for Award:

- Printing – The e-Direct Savings registration steps and precautions were concise and clear, and customers can proceed with a solid understanding.
- Printing – By distinguishing pamphlets by using multiple QR codes, it was easy for customers to access detailed information and convenient to use on their smart devices.
- Web – The navigation makes it easy to see and understand the contents of the entire website.

■ **Award: Executive Committee Bronze Award**

The following 5 items are examined over 1 year of a company's UCD activities and comprehensively evaluated.

- 1) Activities by the department responsibility for UCD promotion
- 2) UCDA award entry
- 3) Performance in obtaining UCDA qualifications
- 4) Performance in obtaining UCDA certifications
- 5) UCD promotion activities (UCD seminars and other activities to promote internally)

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About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 28 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of September 30, 2021)

Caution Concerning Forward Looking Statements:

These documents May contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "(4) Risk Factors" of the "1. Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2020 – March 31, 2021."