

1-6 2030 Impact KPIs and Financial KPIs

Themes / Priority Measures		2030 Impact KPIs		Financial Value
Creating a future for future generations together	Help realize a carbon-neutral society	Reduction of CO ₂	1 million+ tons	680 billion+ transactions LTV 90 billion+
	Innovate for sustainable consumption and living	Users participating in “innovation in sustainable consumption and living”	1 million+ people	
		Companies offering options for “innovation in sustainable consumption and living”	1,000+ companies	
	Support future generations to “create businesses”	Investment in future generation entrepreneurs	100+ cases	
Creating happiness for individuals together	Support individuals in pursuing their interests Support the personalities of individuals Support the health of individuals	Users of cards that support interests, personalities, and health	3 million+ people	1.3 trillion+ transactions LTV 200 billion+
		Companies supporting interests, personalities, and health	200+ companies	
	Support individuals in utilizing their money	Domestic and overseas young people and other users of financial services	10 million+ people	3.5 trillion+ transactions LTV 250 billion+
		Supportive investment through co-creative partners	20+ countries worldwide	
Creating an ecosystem for co-creation	Provide venues for co-creation	Companies that create opportunities for co-creation	350+ companies	IRR 10%+
		Participants in the ecosystem for co-creation	10,000+ people	
	Innovate workstyles and organizations	Innovation creation personnel	5,000+ people	