

【NEWS RELEASE】

September 17, 2025

Sumitomo Mitsui Financial Group
Sumitomo Mitsui Banking CorporationChildren's space "Atelier Banrai -ITABASHI-" received the “Minister of State for
Consumer Affairs and Food Safety Award” at the 19th Kids Design Award

Atelier Banrai -ITABASHI- (hereinafter "the Facility"), a children's space opened in April 2025 by Sumitomo Mitsui Financial Group, Inc. (President & Group CEO: Toru Nakashima; hereinafter "SMBC Group" collectively refers to our group companies) and Sumitomo Mitsui Banking Corporation (President & CEO: Akihiro Fukutome; hereinafter "SMBC"), has been awarded the “Minister of State for Consumer Affairs and Food Safety Award”, the highest award in the consumer development category, at the 19th Kids Design Award (*).

SMBC Group has positioned "creating social value" as one of its new management pillars in its current medium-term management plan, "Plan for Fulfilled Growth," which began in FY2023, and has been focusing on providing educational and experiential opportunities for children.

As part of this effort, SMBC Group opened this facility utilizing a former SMBC Itabashi Nakadai Branch Office in Itabashi-ward, Tokyo, as an after-school space where children can have various experiences.

Not only the facility's regular experiential programs hosted by companies and organizations, but also the SMBC Group's financial literacy programs, and its contributions to the local community were highly recognized.

SMBC Group will continue to support children who will carry the future, by providing educational and experimental opportunities.

(* Kids Design Award

This awards program aims to create a society in which it is affordable to have and raise children by recognizing and promoting outstanding products, services, spaces, and research activities that contribute to the safety, security, and healthy growth and development of children.

Host: Kids Design Association

Supporter: Ministry of Economy, Trade and Industry, Cabinet Office, Consumer Affairs Agency, and Children and Families Agency

For the 19th Kids Design Award, 36 works were nominated out of 411 entries. From these, the Grand Prize, Excellence Prize (the Minister of State for Consumer Affairs and Food Safety Award is one of the Excellence Prizes), Encouragement Prize, and Special Prize were selected. Only SMBC Group was nominated for Excellence Prizes among financial group.



Atelier Banrai -ITABASHI-



Kids Design Mark

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