Nomura Launches Strategic Collaboration with OpenAI to Advance Asset Management

Tokyo, November 28, 2025—Nomura Holdings, Inc. today announced that it has entered into a strategic collaboration with OpenAI Group PBC (“OpenAI”).

As part of the collaboration, Nomura will adopt OpenAI Deep Research[1] and use OpenAI’s strategic and technical support to develop and deploy new services, continuously improve these technologies, and explore new use cases. By combining Nomura’s proprietary in-house data with the latest external datasets and information, Nomura will deliver differentiated, high value-added investment advice, market analysis, and data solutions to clients.

Recent advances in generative AI have accelerated the extraction and practical application of insights from vast datasets. Nomura has accumulated high-value data and deep expertise across a broad range of businesses, including asset management. While maintaining the robust security and governance required of a financial institution, Nomura will combine these strengths with cutting-edge generative AI to boost productivity and design and implement solutions for the diverse challenges facing global capital markets and society.

Kentaro Okuda, President and Group CEO of Nomura Holdings, said: “Generative AI has the power to do more than boost efficiency. It can fundamentally transform financial services. Through our strategic collaboration with OpenAI, we will combine Nomura’s extensive data assets and deep expertise with state-of-the-art AI to deliver more advanced investment advice and market analysis. By doing so, we will provide clients with more accessible and secure services, while also creating new revenue opportunities beyond traditional business models.”

Tadao Nagasaki, President and CEO, OpenAI Japan GK
“Generative AI is rapidly becoming a critical foundation for transforming industries and society. At OpenAI, our mission is to deliver safe, advanced AI technologies and help organizations unlock their value across a wide range of fields. This collaboration offers a significant opportunity to introduce cutting-edge AI and open up new possibilities from developing innovative services to strengthening operational capabilities. We look forward to working together to shape the future of financial services, powered by safe and beneficial AI.”

Guided by its Purpose—We aspire to create a better world by harnessing the power of financial markets—Nomura will continue to create new value through the fusion of people and technology.

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[1] *OpenAI Deep Research is a research agent that uses a reasoning-optimized model to automate the end-to-end research process from planning to information synthesis.*