## **News Release**

## **NOMURA**

# Nomura Individual Investor Survey

July 2015

July 16, 2015

Global Research Division

Nomura Securities Co., Ltd.

The Nomura Individual Investor Survey is a monthly survey conducted with the aim of better understanding investing activity by individuals and providing information on related trends.

#### 1. Survey overview

#### (1) Nomura I-View Index declines 12.2pt m-m to 27.4

The Nomura Individual Investor Market View Index (Nomura I-View Index), based on respondents' three-month outlook for share prices and calculated by subtracting the percentage of responses for "fall" from that for "rise," was 27.4 in July, a decline of 12.2pt from June and the lowest level since our November 2014 survey. The Nikkei Average reference level (6 July 2015 close) was 20,112.12, down 457.75 from the previous survey (1 June close of 20,569.87). However, a large number of survey respondents still appear to view the stock market as overheated.

#### (2) Increased investor interest in international affairs

Respondents were asked to select the factor most likely to impact the stock market in the next three months. The most-watched factor was again international affairs, at 74.8%, up 25.8ppt m-m. We attribute the heightened interest in international affairs to recent events such as the Greek referendum on fiscal austerity measures demanded by the European Union (EU) on 5 July and the sharp decline in the Chinese stock market. Forex saw the largest fall in response rate among all the factors, of 12.5ppt m-m.

#### (3) Pharmaceuticals the most appealing sector, decline in appeal of financials

Respondents were asked to choose one sector as an "appealing" investment target and one as "unappealing" over a timeframe of about three months. We calculated a diffusion index (DI) for each sector by subtracting the percentage of responses for "unappealing" from that for "appealing." The pharmaceutical sector was the most appealing sector this month. Consumer goods saw the largest m-m rise in its DI, of 14.7pt, while the financials DI saw the largest decline, of 10.9pt m-m.

#### (4) Higher proportion of investors expect yen to appreciate against dollar

On the outlook for USD/JPY over the next three months, the combined percentage of respondents expecting the yen to appreciate against the US dollar was 55.4%, up 1.2ppt from the previous month. The response rate for "rise of more than ¥10 against the dollar" was up 3.5ppt m-m, the largest increase for all the options, and that for "rise of about ¥5 against the dollar" was up 2.2ppt m-m. Meanwhile, the response rate for "rise of about ¥10 against the dollar" was down 4.5ppt m-m.

#### (5) Investment appeal of yen rises, of euro falls sharply

Respondents were asked to choose one currency as an "appealing" investment target and one as "unappealing" over an approximately three-month timeframe. We calculated a DI for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing." The US dollar remained the most appealing, with a DI of 34.1, although its DI fell 6.7pt m-m. The DI for the euro dropped a sharp 21.5pt m-m, the largest decline for any currency. Conversely, the DI for the yen rose 13.6pt m-m, the most of any currency.

#### (6) Japanese equities remain the most appealing financial instrument

In order to give an indication of plans for holding financial instruments, we calculate DIs for each financial instrument by subtracting the percentage of respondents planning to cease holding the instrument or decrease their holdings from the percentage planning to hold the instrument for the first time or increase their holdings. Japanese equities remained the most appealing financial instrument this month, with its DI rising 0.2pt m-m, for the first increase in four months.

#### (7) Decline in proportion of respondents expecting prices one year out to be higher

Asked for their outlook for prices of regularly purchased goods and services one year out, 60.6% of respondents said they expected prices to rise, a decline of 3.1ppt from 63.7% in the previous month. The response rate for no change rose 1.4ppt m-m. Meanwhile, the response rate for "fall of 5% or more" was 4.3%, up 1.6ppt m-m, for the largest increase for all the options.

#### (8) Exercise of voting rights at general shareholders' meetings

For this month's spot question, we asked investors about the exercise of voting rights at general shareholders' meetings in June 2015. Some 51.8% of respondents said that they had exercised voting rights at general shareholders' meetings in June 2015, up 0.6ppt on the figure of 51.2% in the survey a year ago. The proportion of respondents who exercised voting rights with regard to all companies in which they owned shares was 39.5%, up 3.9ppt from 35.6% in last year's survey. The proportion that said they had exercised voting rights in some stocks they owned was 12.3%, down 3.3ppt on the survey a year earlier. We also asked investors who said they had exercised voting rights whether they had voted in favor or against the resolutions (multiple responses allowed). The proportion voting in favor of all resolutions at general shareholders' meetings in June 2015 was 55.6%, down 0.3ppt on the survey a year earlier. Meanwhile, among those resolutions they had voted against, there was a high response rate of 9.4% for "dividends (use of surplus funds)." The next-highest response rate was for "director compensation/bonuses" at 8.5%, although this was down 0.8ppt on the survey a year earlier. We also asked respondents who had not exercised their voting rights to indicate why (multiple responses allowed). The most common reason given was "because it is a hassle" at 34.0%, up 2.4ppt on the survey a year earlier and the largest increase among all the options. The next most common response was "because the impact of my vote is small" at 29.2%, although this was 4.4ppt lower than in last year's survey.

#### 2. Survey results

#### (1) Nomura I-View Index declines 12.2pt m-m to 27.4

The Nomura Individual Investor Market View Index (Nomura I-View Index), based on respondents' three-month outlook for share prices and calculated by subtracting the percentage of responses for "fall" from that for "rise," was 27.4 in July, a decline of 12.2pt from June and the lowest level since our November 2014 survey (Figure 1).

The Nikkei Average reference level (6 July 2015 close) was 20,112.12, down 457.75 from the previous survey (1 June close of 20,569.87). However, a large number of survey respondents still appear to view the stock market as overheated.

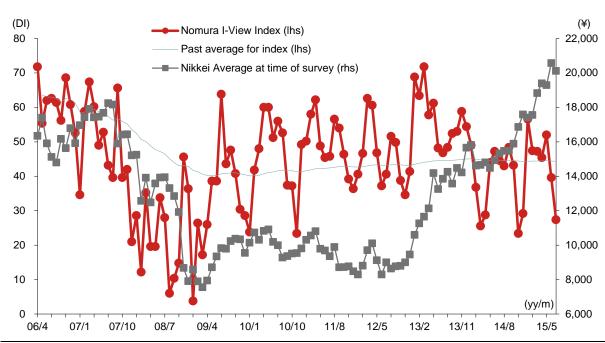
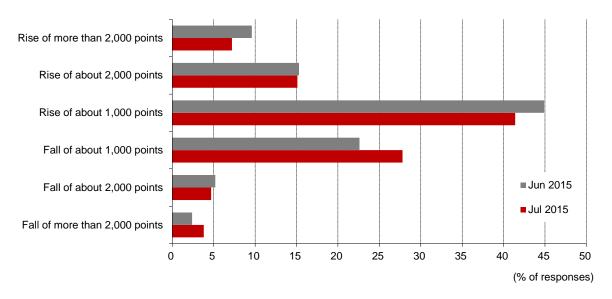


Fig. 1: The Nomura I-View Index and reference level of Nikkei Average at time of survey

Note: (1) The Nomura I-View Index is based on data collected by this survey and expressed as a DI. The calculation method is as follows: ([(number of responses indicating expected rise in share prices in the next three months) minus (number of responses indicating expected fall in share prices in the next three months)] divided by number of respondents) x 100. The figure for Jan 2010 used here excludes those respondents who projected that the Nikkei Average would be flat. (2) The Nomura I-View Index ranges from -100 to +100. The closer to +100, the more bullish the outlook held by individual investors.

The combined proportion of respondents expecting the Nikkei Average to rise over the next three months was 63.7%, down 6.1ppt from 69.8% in the last survey. The proportion of respondents saying they expected a rise of "about 1,000 points" was 41.4%, down 3.5ppt m-m. Meanwhile, the response rate for a fall of "about 1,000 points" was 27.8%, up 5.2ppt m-m, for the largest increase for all the options (Figure 2).

Fig. 2: Outlook for Nikkei Average during the next three months

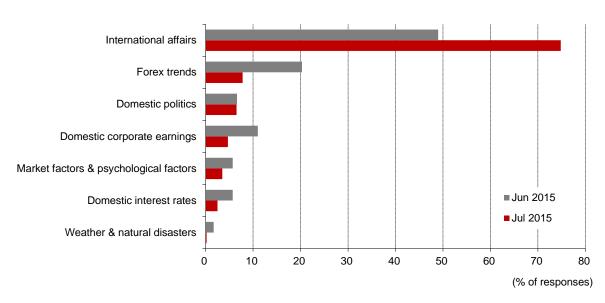


Note: Respondents were asked to share their outlook for the Nikkei Average during the next three months based on the 6 July close of 20,112. Respondents could choose one answer from a possible six responses ranging from a rise of more than 2,000 points to a fall of more than 2,000 points, with 1,000-point increments in between.

#### (2) Increased investor interest in international affairs

Respondents were asked to select the factor most likely to impact the stock market in the next three months. The most-watched factor was again international affairs and its response rate rose 25.8ppt m-m to 74.8%. We attribute the heightened interest in international affairs to recent events such as the Greek referendum on fiscal austerity measures demanded by the EU on 5 July and the sharp decline in the Chinese stock market. Forex saw the largest fall in response rate among all the factors, of 12.5ppt m-m (Figure 3).

Fig. 3: Impact of factors on the stock market



Note: Respondents were asked to choose one answer from a possible seven responses concerning factors likely to impact the stock market over the next three months or so.

#### (3) Pharmaceuticals the most appealing sector, decline in appeal of financials

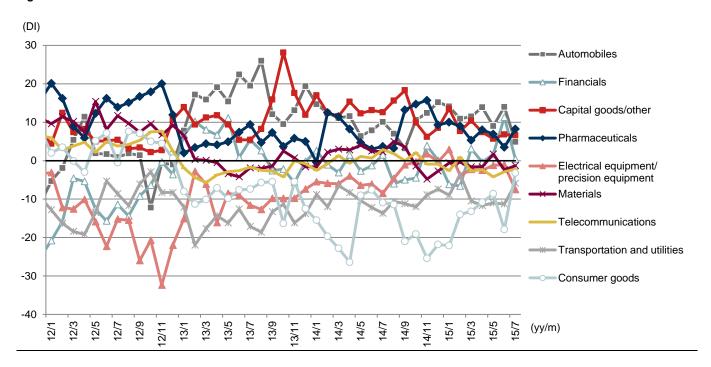
Respondents were asked to choose one sector as an "appealing" investment target and one as "unappealing" over a timeframe of about three months. We calculated a DI for each sector by subtracting the percentage of responses for "unappealing" from that for "appealing." The pharmaceutical sector was the most appealing sector this month. Consumer goods saw the largest mm rise in its DI, of 14.7pt m-m, while the electrical equipment/precision equipment DI was the lowest at -7.5 and the financials DI saw the largest decline, of 10.9pt m-m (Figures 4 and 5).

Fig. 4: Investment appeal by sector

Sector	DI	Breakdown of DI	(Ref) Previous DI	
Sector	ы	Appealing		
Pharmaceuticals	8.2	13.5	5.3	3.5
Capital goods/other	6.6	12.9	6.3	6.8
Automobiles	4.9	12.2	7.3	14.0
Financials	0.4	15.9	15.5	11.3
Materials	-1.3	12.5	13.8	-2.4
Telecommunications	-2.2	4.7	6.9	-2.9
Consumer goods	-3.2	15.5	18.7	-17.9
Transportation and utilities	-5.9	6.5	12.4	-11.3
Electrical equipment/precision equipment	-7.5	6.3	13.8	-1.1

Note: Respondents were given nine sectors and asked to choose one viewed as an appealing investment target and one viewed as unappealing. For each sector, we calculated a DI by subtracting the percentage of responses for unappealing from that for appealing. The materials sector comprises mining, textiles, paper & pulp, chemicals, oil, ceramics, steel, nonferrous metals, and trading houses. The financials sector comprises banks, miscellaneous finance, securities, and insurance. The capital goods/other sector comprises construction, machinery, shipbuilding, transportation equipment, miscellaneous manufacturing, and real estate. The transportation and utilities sector comprises railroads & buses, trucking, shipping, airlines, warehousing, electric power, and gas. The consumer goods sector comprises marine products, food, retail, and services.

Fig. 5: Trend in DIs for selected sectors



#### (4) Most-watched stocks

Respondents were asked to name one stock that they would like to have in their portfolios, irrespective of short- or long-term investment horizon (including stocks actually held) or that they found appealing. We show the most popular responses in Figure 6.

Fig. 6: Name a stock with appeal (1,000 valid responses)

Code	Company	No. of respondents
7203	Toyota Motor	124
8306	Mitsubishi UFJ Financial Group	25
9984	Softbank Group	25
4661	Oriental Land	23
8267	Aeon	20
9202	ANA Holdings	20
8411	Mizuho Financial Group	18
4502	Takeda Pharmaceutical	17
6758	Sony	13
4503	Astellas Pharma	12
4901	Fujifilm Holdings	10
6501	Hitachi	10
8031	Mitsui & Co	10
9432	Nippon Telegraph and Telephone	10
2327	NS Solutions	9

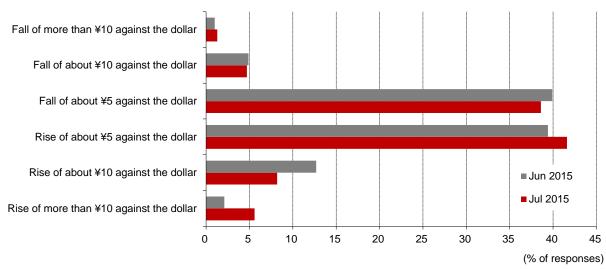
Code	Company	No. of respondents
6752	Panasonic	9
7751	Canon	9
8604	Nomura Holdings	9
3402	Toray Industries	8
6502	Toshiba	8
7011	Mitsubishi Heavy Industries	8
8001	Itochu	8
8316	Sumitomo Mitsui Financial Group	8
9020	East Japan Railway	8
6981	Murata Mfg	7
9501	Tokyo Electric Power	7
4523	Eisai	6
5401	Nippon Steel & Sumitomo Metal	6
7261	Mazda Motor	6
7270	Fuji Heavy Industries	6

Note: Not included in valid responses were answers of "none" or clearly mistaken responses.

#### (5) Higher proportion of investors expect yen to appreciate against dollar

On the outlook for USD/JPY over the next three months, the combined percentage of respondents expecting the yen to appreciate against the US dollar was 55.4%, up 1.2ppt from the previous month. The response rate for "rise of more than ¥10 against the dollar" was up 3.5ppt m-m, the largest increase for all the options, and that for "rise of about ¥5 against the dollar" was up 2.2ppt m-m. Meanwhile, the response rate for "rise of about ¥10 against the dollar" was down 4.5ppt m-m (Figure 7).

Fig. 7: Respondents' three-month outlook for USD/JPY



Note: Respondents were asked to share their outlook for USD/JPY over the next three months, referencing a 6 July 2015 indicative rate of 122.55. They could choose one answer from a possible six responses ranging from a rise of more than ¥10 against the dollar to a fall of more than ¥10 against the dollar, with ¥5 increments in between.

#### (6) Investment appeal of yen rises, of euro falls sharply

Respondents were asked to choose one currency as an "appealing" investment target and one as "unappealing" over an approximately three-month timeframe. We calculated a DI for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing." The US dollar remained the most appealing, with a DI of 34.1, although its DI fell 6.7pt m-m. The DI for the euro dropped a sharp 21.5pt m-m, the largest decline for any currency. Conversely, the DI for the yen rose 13.6pt m-m, the most of any currency (Figures 8 and 9).

Fig. 8: Investment appeal by currency

Currency	DI	Breakdown of DI	(Ref)		
Currency	Di	Appealing	Unappealing	Previous DI	
US dollar	34.1	37.3	3.2	40.8	
Japanese yen	26.1	31.3	5.2	12.5	
Australian dollar	13.3	15.1	1.8	10.9	
Pound sterling	1.4	2.7	1.3	-0.3	
Canadian dollar	1.4	2.1	0.7	1.0	
Brazilian real	-6.3	3.1	9.4	-16.0	
Euro	-31.8	5.7	37.5	-10.3	
Chinese yuan	-40.2	0.5	40.7	-40.3	

Note: Respondents were given nine possible responses, consisting of the above eight currencies and "other," and asked to choose one viewed as an appealing investment target and one viewed as unappealing. Those selecting "other" were asked to specify a currency.

Fig. 9: Trend in DIs for investment appeal of selected currencies (DI) 60 40 USD 20 - AUD -CAD 0 GBP -EUR -20 -BRL -CNY -40 -60 10/4 13/1 5 (yy/m)

#### (7) Japanese equities remain the most appealing financial instrument

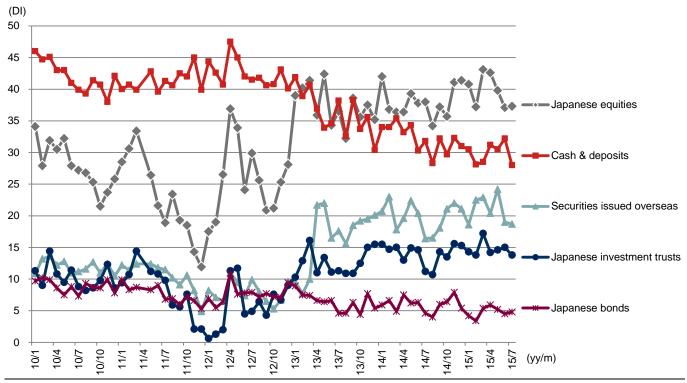
To give an indication of plans for holding financial instruments, we calculate DIs for each financial instrument by subtracting the percentage of respondents planning to cease holding the instrument or decrease their holdings from the percentage planning to hold the instrument for the first time or increase their holdings. Japanese equities remained the most appealing financial instrument this month, with their DI up 0.2pt m-m, for the first increase in four months (Figures 10 and 11).

Fig. 10: Financial instruments for which investors are planning either to increase or to decrease their holdings

Financial instrument	DI	Breakdown of DI	(Ref)		
rmanciai mstrument	וט	Plan to increase	Plan to decrease	Previous DI	
Japanese equities	37.3	49.5	12.2	37.1	
Cash & deposits	28.0	32.8	4.8	32.2	
Japanese investment trusts	13.8	19.6	5.8	15.0	
Foreign equities	8.4	9.4	1.0	8.0	
Gold	8.1	8.2	0.1	6.6	
Foreign investment trusts	6.8	7.9	1.1	6.6	
Japanese bonds	4.8	6.8	2.0	4.5	
Foreign bonds	3.5	4.8	1.3	4.4	
Hybrid securities	2.5	2.7	0.2	1.4	
Other	0.6	0.6	0.0	0.4	
None	-46.4	30.9	77.3	-47.8	

Note: Respondents were given a selection of nine financial instruments and asked to choose those for which they planned to increase their holdings (multiple responses were allowed). "Plan to increase" refers to financial instruments that investors plan to hold for the first time or for which they plan to increase their holdings, while "plan to decrease" refers to instruments that investors plan to cease holding or for which they plan to decrease their holdings. Hybrid securities and gold were added to the list of choices from the Feb 2012 survey. From the Apr 2013 survey, we have divided the former category of "Securities issued overseas" into foreign equities, foreign investment trusts, and foreign bonds.

Fig. 11: Trend in DIs for financial instruments in which investors are planning either to increase or to decrease their holdings



Note: "Securities issued overseas" is the total for foreign equities, foreign investment trusts, and foreign bonds.

#### (8) Decline in proportion of respondents expecting prices one year out to be higher

Asked for their outlook for prices of regularly purchased goods and services one year out, 60.6% of respondents said they expected prices to rise, a decline of 3.1ppt from 63.7% in the previous month. The response rate for no change rose 1.4ppt m-m. Meanwhile, the response rate for "fall of 5% or more" was 4.3%, up 1.6ppt m-m, for the largest increase for all the options (Figure 12).

Fig. 12: Outlook for prices one year out

	Choices	% of responses	(Ref) Previous % of responses
1	Fall of 5% or more	4.3	2.7
2	Fall of 2% up to 5%	6.1	6.2
3	Fall of less than 2%	4.8	4.6
4	No change (0%)	24.2	22.8
5	Rise of less than 2%	38.0	39.2
6	Rise of 2% up to 5%	19.3	20.1
7	Rise of 5% or more	3.3	4.4
	Total	100	100

Note: Respondents were asked to select one response to the question: "How do you expect prices of regularly purchased goods and services to differ from current levels one year out?"

#### (9) Exercise of voting rights at general shareholders' meetings

For this month's spot question, we asked investors about the exercise of voting rights at general shareholders' meetings in June 2015. We publish the results of our voting rights survey question each year in the month after general shareholders' meetings for companies with March year-ends are held. Some 51.8% of respondents said that they had exercised voting rights at general shareholders' meetings in June 2015 (total of responses 1–8 in Figure 13), up 0.6ppt on the figure of 51.2% in the survey a year ago. The proportion of respondents who exercised voting rights with regard to all companies in which they owned shares was 39.5% (total of responses 1–4 in Figure 13), up 3.9ppt from 35.6% in last year's survey. The proportion that said they had exercised voting rights in some stocks they owned (total of responses 5–8 in Figure 13) was 12.3%, down 3.3ppt on the survey a year earlier (Figure 13).

Fig. 13: Exercise of voting rights at general shareholders' meetings

	Choices	2015 survey	2014 survey
	Ciloices	%	%
1	Attended general meeting and exercised rights for all stocks owned	2.6	3.4
2	Exercised rights for all stocks owned in writing (by post)	23.2	22.6
3	Exercised rights for all stocks owned electronically (by internet, mobile phone)	9.4	7.4
4	Exercised rights for all stocks owned via a combination of methods listed in choices 1–3 above	4.3	2.2
5	Attended general meeting and exercised rights for some stocks owned	2.8	4.0
6	Exercised rights for some stocks owned in writing (by post)	6.6	7.3
7	Exercised rights for some stocks owned electronically (by internet, mobile phone)	2.0	2.5
8	Exercised rights for some stocks owned via a combination of methods listed in choices 5–7 above	0.9	1.8
9	Did not exercise rights for any stocks owned	39.4	41.2
10	Held no stocks in subject companies	8.8	7.6
	Total	100.0	100.0

Note: We asked investors to select one of the above 10 options with regard to the exercising of voting rights at general shareholders' meetings for March year-end companies held in June 2015.

We asked respondents who exercised voting rights (those choosing responses 1–8 in Figure 13) to indicate whether they had voted for or against proposals by selecting from the multiple response choices in Figure 14. The proportion voting in favor of all resolutions at general shareholders' meetings in June 2015 was 55.6%, down 0.3ppt on the survey a year earlier. Meanwhile, among those resolutions they had voted against, there was a high response rate of 9.4% for "dividends (use of surplus funds)," although down 0.1ppt on last year's survey. The next-highest response rate was for "director compensation/bonuses" at 8.5%, although this was down 0.8ppt on the survey a year earlier (Figure 14).

Fig. 14: Voting in favor of/against company proposals

		2015 s	survey	2014 survey	
	Choices		%	No. of responses	%
1	Voted in favor of all resolutions	361	55.6	361	56.0
2	Dividends (use of surplus funds)	61	9.4	61	9.5
3	Director compensation/bonuses	55	8.5	60	9.3
4	Retirement bonuses for directors	48	7.4	50	7.8
5	Grant of stock options	33	5.1	26	4.0
6	Selection of directors/auditors (including auditors at companies with an audit board)	48	7.4	42	6.5
7	Introduction of takeover defense measures	10	1.5	13	2.0
8	Change in the number of directors (reduction, establishment of upper limit)	15	2.3	14	2.2
9	Change in the maximum number of issuable shares	10	1.5	4	0.6
10	Share buybacks	8	1.2	14	2.2
	No. of responses	649	100.0	645	100.0

Note: We asked investors who selected responses 1–8 in Figure 13 which company resolutions they had voted against from the list of 10 (option 11 excluded) shown in Figure 14 (multiple responses allowed). Those who had voted in favor of all resolutions were asked to select option 1.

We also asked respondents who had not exercised their voting rights (those choosing response 9 in Figure 13) to indicate why from the response choices in Figure 15 (multiple responses allowed). The most common reason given was "because it is a hassle" at 34.0%, up 2.4ppt on the survey a year earlier and the largest increase among all the options. The next most common response was "because the impact of my vote is small" at 29.2%, although this was 4.4ppt lower than in last year's survey (Figure 15).

Fig. 15: Reasons for not exercising voting rights

	Choices	2015 s	urvey	2014 survey	
		No. of responses	%	No. of responses	%
1	Because it is a hassle	196	34.0	182	31.7
2	Because the impact of my vote is small	168	29.2	193	33.6
3	None of the resolutions required me to express an opinion	53	9.2	49	8.5
4	I did not have the time to study the resolutions	19	3.3	24	4.2
5	I could not attend the general meeting or I forgot to mail the voting card	28	4.9	23	4.0
6	My investment style is mainly short term or seeking capital gains, so I do not view exercising my voting rights as important	20	3.5	17	3.0
7	I have no interest in exercising voting rights	55	9.5	61	10.6
8	I did not understand the resolutions well	22	3.8	18	3.1
9	Other	15	2.6	8	1.4
	No. of responses	576	100.0	575	100.0

Note. We asked investors who selected option 9 in Figure 13 to select one or more responses in Figure 15 indicating why they had not exercised their voting rights.

#### 3. Nomura Individual Investor Survey

With the aim of better understanding investing activity by individuals and providing information on those trends, Nomura Securities conducts a monthly survey—the Nomura Individual Investor Survey. The results of the survey have been published monthly since April 2006.

<u>Survey method:</u> Questionnaire conducted electronically using the internet monitor questionnaire service administered by Nomura Investor Relations Co., Ltd.

<u>Survey target:</u> Survey sent to 3,000 individual investors randomly selected from the approximately 24,000 with equity investment experience participating in Nomura Investor Relations' internet monitor questionnaire service.

Number of responses: 1,000 (survey closed when 1,000 responses received).

Survey period: Survey distributed on 6 July, with deadline for responses on 7 July.

<u>Survey content:</u> Questions included each month are (1) share price outlook, (2) factors expected to impact the stock market, (3) attractive sectors and stocks, (4) USD/JPY outlook and attractive currencies, (5) financial instruments for which investors plan to change their holdings, and (6) inflation outlook (since July 2013). Respondents are also asked spot questions each month and queries about their personal profiles.

#### 4. Nomura Individual Investor Survey (July 2015) respondents

Gender: Male (82.8%), female (17.2%)

Age: Under 30 (1.0%), 30-39 (8.8%), 40-49 (22.3%), 50-59 (31.4%), 60 and above (36.5%)

Occupation: Self-employed/fisheries, agriculture, forestry (7.1%), professional (physician/medical professional, lawyer, etc) (3.2%), company management/corporate officer (4.5%), company employee/public servant (47.3%), student (0.2%), full-time homemaker (7.5%), part-time worker/casual worker/job-hopper (4.6%), unemployed/pensioner (23.5%), other (2.1%)

Region: Kanto (49.6%), Kinki (18.8%), Tokai/Koshinetsu/Hokuriku (16.7%), Hokkaido/Tohoku (4.7%), Chugoku/Shikoku/Kyushu (10.2%)

<u>Financial assets held:</u> Less than ¥1,000,000 (6.5%), ¥1,000,000–¥2,999,999 (8.7%), ¥3,000,000–¥4,999,999 (11.0%), ¥5,000,000–¥9,999,999 (14.9%), ¥10,000,000–¥29,999,999 (32.0%), ¥30,000,000–¥49,999,999 (13.6%), ¥50,000,000 or more (13.3%)

<u>Value of domestic stocks held:</u> Less than ¥500,000 (9.9%), ¥500,000–¥999,999 (11.3%), ¥1,000,000–¥2,999,999 (21.4%), ¥3,000,000–¥4,999,999 (16.5%), ¥5,000,000–¥9,999,999 (16.9%), ¥10,000,000–¥29,999,999 (17.2%), ¥30,000,000 or more (6.8%)

<u>Investment experience</u>: Less than three years (1.6%), three years to less than five years (7.7%), five years to less than 10 years (24.2%), 10 years to less than 20 years (34.3%), 20 years or more (32.2%)

<u>Investment plan for domestic stocks:</u> Mainly for long-term holding (46.4%), pursuit of gains from short-term appreciation (12.9%), pursuit of dividends and shareholder perks (24.9%), no particular plan (15.8%)

#### Notice

The next Nomura Individual Investor Survey (August 2015) is scheduled for release on Thursday, 13 August 2015.

# Any Authors named on this report are Research Analysts unless otherwise indicated Important Disclosures

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The rating system is a relative system, indicating expected performance against a specific benchmark identified for each individual stock, subject to limited management discretion. An analyst's target price is an assessment of the current intrinsic fair value of the stock based on an appropriate valuation methodology determined by the analyst. Valuation methodologies include, but are not limited to, discounted cash flow analysis, expected return on equity and multiple analysis. Analysts may also indicate expected absolute upside/downside relative to the stated target price, defined as (target price - current price)/current price.

#### **STOCKS**

A rating of 'Buy', indicates that the analyst expects the stock to outperform the Benchmark over the next 12 months. A rating of 'Neutral', indicates that the analyst expects the stock to perform in line with the Benchmark over the next 12 months. A rating of 'Reduce', indicates that the analyst expects the stock to underperform the Benchmark over the next 12 months. A rating of 'Suspended', indicates that the rating, target price and estimates have been suspended temporarily to comply with applicable regulations and/or firm policies. Securities and/or companies that are labelled as 'Not rated' or shown as 'No rating' are not in regular research coverage. Investors should not expect continuing or additional information from Nomura relating to such securities and/or companies. Benchmarks are as follows: United States/Europe/Asia ex-Japan: please see valuation methodologies for explanations of relevant benchmarks for stocks, which can be accessed at: <a href="http://go.nomuranow.com/research/globalresearchportal/pages/disclosures/disclosures.aspx">http://go.nomuranow.com/research/globalresearchportal/pages/disclosures/disclosures.aspx</a>; Global Emerging Markets (ex-Asia): MSCI Emerging Markets ex-Asia, unless otherwise stated in the valuation methodology; Japan: Russell/Nomura Large Cap.

#### **SECTORS**

A 'Bullish' stance, indicates that the analyst expects the sector to outperform the Benchmark during the next 12 months. A 'Neutral' stance, indicates that the analyst expects the sector to perform in line with the Benchmark during the next 12 months. A 'Bearish' stance, indicates that the analyst expects the sector to underperform the Benchmark during the next 12 months. Sectors that are labelled as 'Not rated' or shown as 'N/A' are not assigned ratings. Benchmarks are as follows: United States: S&P 500; Europe: Dow Jones STOXX 600; Global Emerging Markets (ex-Asia): MSCI Emerging Markets ex-Asia. Japan/Asia ex-Japan: Sector ratings are not assigned.

### Explanation of Nomura's equity research rating system in Japan and Asia ex-Japan prior to 21 October 2013 STOCKS

Stock recommendations are based on absolute valuation upside (downside), which is defined as (Target Price - Current Price) / Current Price, subject to limited management discretion. In most cases, the Target Price will equal the analyst's 12-month intrinsic valuation of the stock, based on an appropriate valuation methodology such as discounted cash flow, multiple analysis, etc. A 'Buy' recommendation indicates that potential upside is 15% or more. A 'Neutral' recommendation indicates that potential upside is less than 15% or downside is less than 5%. A 'Reduce' recommendation indicates that potential downside is 5% or more. A rating of 'Suspended' indicates that the rating and target price have been suspended temporarily to comply with applicable regulations and/or firm policies in certain circumstances including when Nomura is acting in an advisory capacity in a merger or strategic transaction involving the subject company. Securities and/or companies that are labelled as 'Not rated' or shown as 'No rating' are not in regular research coverage of the Nomura entity identified in the top banner. Investors should not expect continuing or additional information from Nomura relating to such securities and/or companies.

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#### **Target Price**

A Target Price, if discussed, reflect in part the analyst's estimates for the company's earnings. The achievement of any target price may be impeded by general market and macroeconomic trends, and by other risks related to the company or the market, and may not occur if the company's earnings differ from estimates.

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