

Financial Well-being

By helping people learn about finance, we aim to create a world where everyone has the freedom to choose how they live

The need for financial education is growing against the backdrop of the lowering of the official age of adulthood in Japan as well as the arrival of the era in which more people live to the age of 100. We believe that more widespread financial education will lead not only to enhanced asset formation and improved living standards, but will also contribute to the healthy development of capital markets and the proper circulation of capital.

Nomura has been providing financial education programs for people of all ages, ranging from

children to adults for more than 20 years, dating back to the 1990s.

In April 2022, Nomura Securities established the Financial Well-being Dept. in order to strengthen our financial education capabilities. All Nomura Securities branches have established a Financial Well-being Promotion Team, headed by the head of each branch, to provide financial education to a diverse range of students in accordance with the distinct profiles of each community and region.

The Nikkei Stock League

Develop ability to judge

A financial and economic contest for students from junior high schools, high schools and universities. Students form teams of 3-5 people and establish a theme based on what they are interested in and what they view as issues. They select stocks according to their theme and compete with other teams for content by preparing and submitting a report on their process. This year marks the 23rd time the contest has been held, and we have been a special sponsor since the first contest. A total of 138,000 students have participated in the contest thus far.



Examples of awards

Our financial education learning materials received awards from a number of organizations.

The Town T-shirt Shop and Financial Literacy to Brighten Your Life received the Excellence Award at the Consumer Education Materials Awards 2022 sponsored by the Consumer Education Support Center.



Nomura's "Man@bow (Let's Learn) Class" provided at off-site won the 3rd Japan Childcare Support Grand Prize. (Sponsored by the Japan Child Care Support Association)



Financial education initiatives offered since the 1990s

Introduction of initiatives thus far

- 90's -
- 2000: 日経STOCKリーグ (Nikkei Stock League)
- 2001: Sponsored lectures for university students
- 2004: Securities classes for adults
- 2006: Began providing educational materials for junior high schools
- 2008: Began providing educational materials and off-site classes for elementary schools
- 2011: Began providing workplace experience programs and off-site classes for junior and senior high school students
- 2014: Development of new educational materials and participation in Saturday classes by the Ministry of Education, Culture, Sports, Science and Technology
- 2016: Began providing parent-child seminar program
- 2017: Certification for Tokyo 2020 official program
- 2018: Began offering Nomura Financial Academy classes
- 2020: Began providing online courses and started Nomura Financial Academy on-demand
- 2021: Launched new educational materials in line with new high school curriculum



Nikkei Stock League participants

138,000

Total number of participants from 22 times through FY2021/22



Sponsored classes and off-site classes

5,000 schools in total



Number of participants having received financial education

948,000

FY2021/22



Original teaching materials

1,075,000 books in total

FY2021/22