

## Nomura Receives Branded Content Award for Promotional Video

**Tokyo, April 4, 2018**— Nomura Holdings, Inc. today announced that it received a branded content award at ADFEST 2018 for the firm's promotional video *My Personal Best*.

Held in Thailand each year, ADFEST is one of the top creative advertising festivals in the world and targets content created in the Asia-Pacific region. This year marked the twenty-first staging of the awards. In total, there were 2,823 entries across 18 categories.

Nomura's video won for Best Use of Non-fiction Film in the Branded Content Lotus category and was shortlisted for Directing in the Film Craft Locus category.

Nomura released *My Personal Best* in January this year. The video documents the one month journey of seven people of different ages, gender, and varying abilities who challenge themselves to beat their own personal swim records. It is a story of drive and determination and working together to achieve a common goal.

The video aims to encourage all people engaged in sports to persevere to realize their dreams.

To watch *My Personal Best*, please visit the Nomura website:

<http://www.nomuraholdings.com/tokyo2020/>

Nomura is committed to support athletes working towards their personal best, and help companies and Japanese society thrive further.

---

ends

---

### Nomura

Nomura is an Asia-headquartered financial services group with an integrated global network spanning over 30 countries. By connecting markets East & West, Nomura services the needs of individuals, institutions, corporates and governments through its four business divisions: Retail, Asset Management, Wholesale (Global Markets and Investment Banking), and Merchant Banking. Founded in 1925, the firm is built on a tradition of disciplined entrepreneurship, serving clients with creative solutions and considered thought leadership. For further information about Nomura, visit [www.nomura.com/](http://www.nomura.com/).