News Release

NOMURA

Nomura Individual Investor Survey

May 2014

May 15, 2014

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 rose 15.2 points m-m to 44.0

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 44.0 for May, an increase of 15.2pt from 28.8 in April. The proportion of respondents expecting a rise increased for all three options ("about 1,000 points", "about 2,000 points" and "more than 2,000 points"). The option for a rise of "about 1,000 points" accounted for the majority of respondents at 51.5% and was up 5.2ppt m-m, the largest increase of any option.

(2) Investor interest in international affairs up again

Respondents were asked to select the factor most likely to impact the stock market in the next three months. International affairs was again the most-watched factor, and its response rate showed the largest m-m increase of all the factors at 9.8ppt. We attribute this to heightened concerns once again over the situation in Ukraine at end-April. Investor interest in forex trends, meanwhile, showed the largest m-m decline of any factor, falling 4.9ppt.

(3) Investor interest in consumer goods turns upward

Respondents were asked to choose one sector as an "appealing" investment target and one as "unappealing" over a timeframe of about three months, and we calculated a diffusion index for each sector by subtracting the percentage of responses for "unappealing" from that for "appealing." Capital goods/other once again occupied the top slot for investor appeal. While consumer goods remained in negative territory, having hit a record low in the April survey after four straight months as the most "unappealing" sector, its DI recorded the largest m-m increase among all sectors at 17.4pt. Meanwhile, the DI for the automobiles sector recorded the largest fall of any sector at 5.2pt.

(4) Slightly more investors see yen weakening versus the dollar

On the outlook for USD/JPY over the next three months, the percentage of respondents expecting the yen to weaken against the dollar was 58.7%, a slight gain of 3.0ppt from 55.7% during the previous survey. The response rate for "decline of about ¥5 against the dollar" increased 4.5ppt m-m, the largest rise of all the responses. The largest decline in the response rate was for "rise of about ¥5 against the dollar", which dropped 3.4ppt m-m.

(5) Japanese yen the most appealing currency

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 diffusion index for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing". While the Japanese yen was still the most appealing currency, its DI remained largely flat m-m at -0.1pt. The US dollar was the most appealing currency last month, but its DI fell the sharpest among currencies surveyed at 4.4pt m-m, and we assume this pushed the Japanese yen into top spot. The euro's DI rose 2.9pt m-m, the largest increase of all the currencies.

(6) Japanese equities attract further interest

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 holding from the percentage planning to hold the instrument for the first time or increase their holding. Japanese equities remained the most appealing financial instrument this month, and its DI rose 2.9pt m-m, the largest increase of any financial instrument. Japanese bonds decreased 1.3pt m-m, the only financial instrument to decline in DI this month.

(7) Further increase in investors expecting "no change" in prices

Asked for their outlook for prices of regularly purchased goods and services one year out, 55.4% of respondents said they expected prices to rise, a decline of 5.4ppt from 60.8% in April. "Rise of less than 2%" remained the most popular response at 37.9%, but declined 0.6ppt m-m. The percentage of respondents expecting "no change" was the second highest at 26.5%, and also recorded the largest m-m increase, of 4.9ppt.

(8) Impact of consumption tax hike on economy and stock market

For this month's first spot question, we asked investors their views on the impact of the consumption tax hike, implemented on 1 April, on the economy and the stock market. The most popular response, at 39.4%, was, "Some more time is needed to discern the impact of the consumption tax hike. For now I plan to refrain from purchasing or selling stock." The next most popular response, at 32.7%, was, "The impact of the consumption tax hike on the economy now looks to be smaller than I had expected. I would like to purchase stock." Conversely, only some 11.5% of respondents said, "The impact of the consumption tax hike on the economy now looks to be larger than I had expected. The impact on the stock market also looks negative, and I would like to sell some (or all) of my stockholdings."

(9) Intentions regarding exercising voting rights at general shareholders' meetings

For this month's second spot question, we asked individual investors about their views on exercising their voting rights at upcoming general shareholders' meetings. While 43.2% said they planned to exercise their voting rights, 30.9% said they

planned not to. Of the respondents saying they planned to exercise their voting rights, 29.4% said they intended to vote in favor of all resolutions, almost the same as the figure of 29.2% in the May 2013 survey. Of resolutions respondents said they might oppose (multiple responses allowed), the highest response rates were for retirement bonuses for directors (29.9%), director compensation (28.5%), and dividends (use of surplus funds) (25.9%).

2. Survey results

(1) Nomura I-View Index rises 15.2 points m-m to 44.0

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 44.0 for May, an increase of 15.2pt from 28.8 in April (Figure 1).

The Nikkei Average reference level at the time of the survey (1 May 2014 close) was 14,485.13, down 323.72pt from the previous survey (7 April close of 14,808.85).

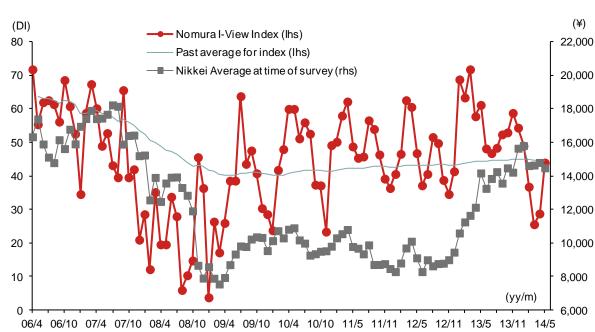
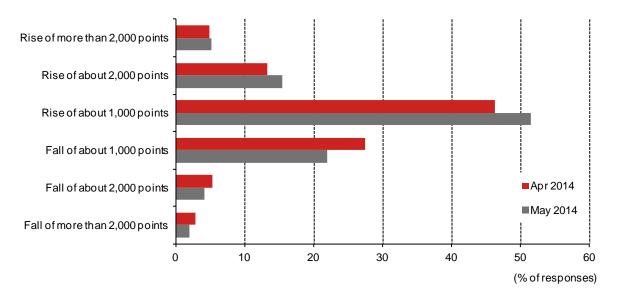


Fig. 1: The Nomura I-View Index and reference level of Nikkei Average at time of survey

Note: (1) The Nomura I-View Index is based on data collected by this survey and expressed as a diffusion index. 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 January 2010 used here excludes those respondents who projected the Nikkei Average would be flat. (2) The Nomura I-View Index ranges from -100 to +100. The closer to +100 the figure is, the more bullish the outlook held by individual investors. The closer to -100 the figure is, the more bearish the outlook held by individual investors.

The combined proportion of respondents expecting the Nikkei Average to rise over the next three months was 72.0%, up 7.6ppt from 64.4% in the last survey. The proportion of respondents expecting a rise increased for all three options ("about 1,000 points", "about 2,000 points" and "more than 2,000 points"). The option for a "rise of about 1,000 points" accounted for the majority of respondents at 51.5%, and was up 5.2ppt m-m, the largest increase of any option. In contrast, the proportion of respondents expecting a decline fell for all three options ("about 1,000 points", "about 2,000 points" or "more than 2,000 points", with the option for a fall of "about 1,000 points" dipping 5.5ppt m-m, the largest decline of any option.

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

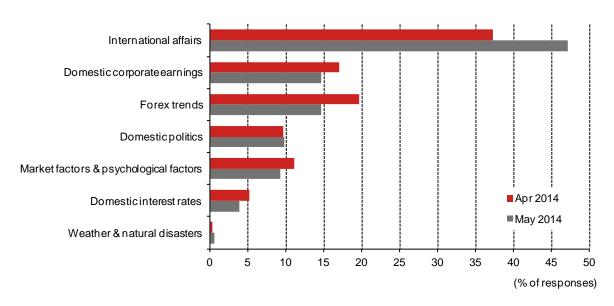


Note: Respondents were asked to share their outlook for the Nikkei Average during the next three months based on a 1 May closing figure of 14,485. Respondents could choose one answer from a possible six responses ranging from a rise of more than 2,000 points to a fall of more than 2,000 points with 1,000-point increments in between.

(2) Investor interest in international affairs rising again

Respondents were asked to select the factor most likely to impact the stock market in the next three months. International affairs was again the most-watched factor this month, and its response rate showed the largest m-m increase of all the factors at 9.8ppt. We attribute this to heightened concerns once again over the situation in Ukraine at end-April. Investor interest in forex trends, meanwhile, showed the largest m-m decline of any factor, falling 4.9ppt (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) Investor interest in consumer goods turns upward

Respondents were asked to choose one sector as an "appealing" investment target and one as "unappealing" over a timeframe of about three months, and we calculated a diffusion index for each sector by subtracting the percentage of responses for

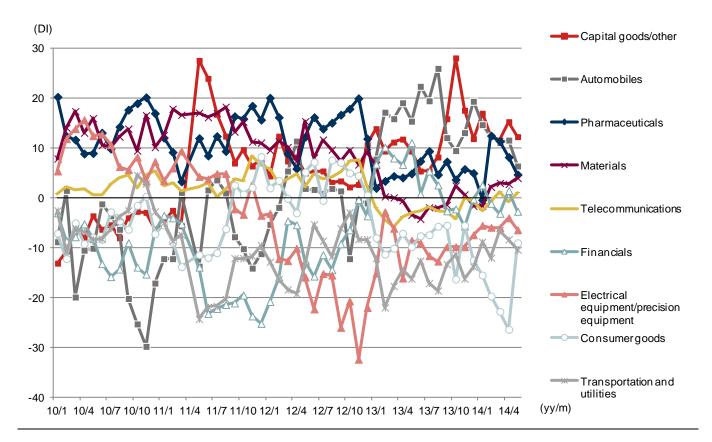
"unappealing" from that for "appealing." Capital goods/other once again occupied the top slot for investor appeal this month, but its DI recorded a m-m decline of 3.0pt. While the consumer goods sector remained in negative territory, having hit a record low in the April survey after four straight months as the most "unappealing" sector, its DI recorded the largest m-m increase among all sectors at 17.4pt. Meanwhile, although the automobiles sector remained in second place, its DI recorded the largest fall of any sector at 5.2pt (Figures 4 & 5).

Fig. 4: Investment appeal by sector

Sector	DI	Breakdown of DI	(Ref)	
Sector	Di Di	Appealing	Unappealing	Previous DI
Capital goods/other	12.3	17.8	5.5	15.3
Automobiles	6.4	14.6	8.2	11.6
Pharmaceuticals	4.7	11.4	6.7	8.2
Materials	4.0	13.3	9.3	2.8
Telecommunications	1.1	6.7	5.6	-0.7
Financials	-2.7	10.3	13.0	1.5
Electrical equipment/precision equipment	-6.4	7.1	13.5	-4.0
Consumer goods	-9.0	12.7	21.7	-26.4
Transportation and utilities	-10.4	6.1	16.5	-8.3

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 diffusion index 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 financial 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 portfolio, irrespective of short- or long-term investment horizon (including stocks actually held) or that they find appealing. We show the most popular responses below (Figure 6).

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

Code	Company	No. of respondents
7203	Toyota Motor	99
9984	Softbank	40
8411	Mizuho Financial Group	25
8267	Aeon	23
4661	Oriental Land	20
4502	Takeda Pharmaceutical	19
6752	Panasonic	17
8058	Mitsubishi Corp	16
9202	ANA Holdings	14
6501	Hitachi	13
9437	NTT Docomo	13
8604	Nomura Holdings	12
8306	Mitsubishi UFJ Financial Group	10

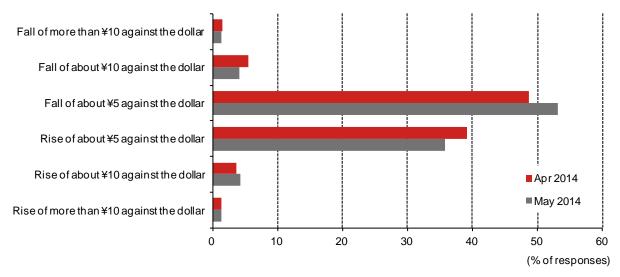
Code	Company	No. of respondents
2702	McDonald's Holdings (Japan)	9
6758	Sony	9
7751	Canon	9
8316	Sumitomo Mitsui Financial Group	9
9022	Central Japan Railway	9
6594	Nidec	8
7011	Mitsubishi Heavy Industries	8
7267	Honda Motor	8
8031	Mitsui & Co	8
9201	Japan Airlines	8
1801	Taisei	7
3402	Toray Industries	7
5401	Nippon Steel & Sumitomo Metal	7

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

(5) Slightly more investors see yen weakening versus the dollar

On the outlook for USD/JPY over the next three months, the percentage of respondents expecting the yen to weaken against the dollar was 58.7%, a slight gain of 3.0ppt from 55.7% during the previous survey. The response rate for "decline of about ¥5 against the dollar" increased 4.5ppt m-m, the largest rise of all the responses. The largest decline in the response rate was for "rise of about ¥5 against the dollar", which dropped 3.4ppt m-m (Figure 7).

Fig. 7: Respondents' three-month outlook for the US\$1/¥ rate



Note: Respondents were asked to share their outlook for the USD/JPY rate over the next three months, referencing a 1 May 2014 indicative rate of 102.24. 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.

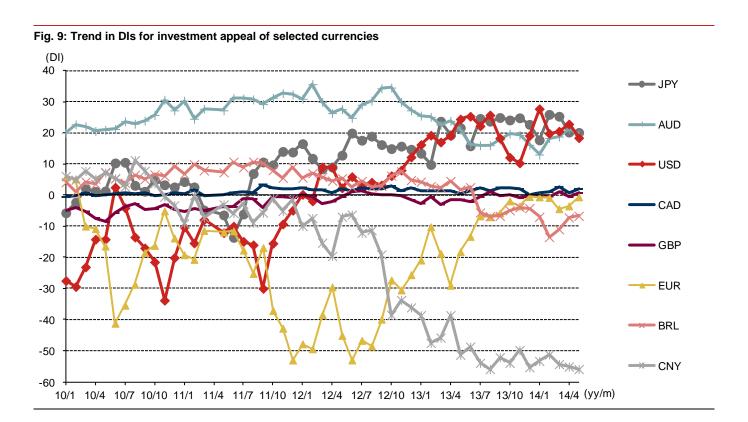
(6) Japanese yen the most appealing currency

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 diffusion index for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing". While the Japanese yen was still the most appealing currency, its DI remained largely flat m-m at -0.1pt. The US dollar was the most appealing currency last month, but its DI fell the sharpest among currencies surveyed at 4.4pt m-m, and we assume this pushed the Japanese yen into top spot. The euro's DI rose 2.9pt m-m, the largest increase of all the currencies, while the yuan's DI fell 55.9pt m-m, in line with the previous low recorded in August 2013 (Figures 8 & 9).

Fig. 8: Investment appeal by currency

Currency	DI	Breakdown of DI	(Ref)	
Currency	DI	Appealing	Unappealing	Previous DI
Japanese yen	20.1	29.1	9.0	20.2
Australian dollar	19.4	22.1	2.7	21.2
US dollar	18.4	24.7	6.3	22.8
Canadian dollar	1.9	2.6	0.7	0.8
Pound sterling	0.6	2.3	1.7	-0.6
Euro	-0.6	7.6	8.2	-3.5
Brazilian real	-6.7	6.8	13.5	-7.2
Chinese yuan	-55.9	1.5	57.4	-55.1

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.



(7) Japanese equities attract further interest

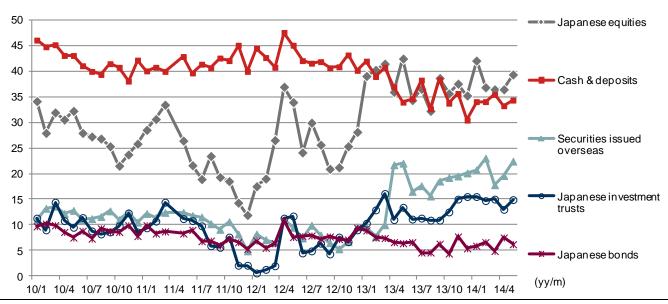
To give an indication of plans for holding financial instruments, we calculate DIs for each financial instrument by subtracting the percentage of respondents planning to cease holding the instrument or decrease their holding from the percentage planning to hold the instrument for the first time or increase their holding. Japanese equities remained the most appealing financial instrument this month, and its DI rose 2.9pt m-m, the largest increase of any financial instrument. The next largest m-m increase, of 2.0pt, was marked by foreign equities. Japanese bonds decreased 1.3pt m-m, the only category to decline in DI this month (Figures 10 & 11).

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

Financial instrument	DI	Breakdown of DI	(Ref)	
rmanciai instrument	וט	Plan to increase	Plan to decrease	Previous DI
Japanese equities	39.3	51.6	12.3	36.4
Cash & deposits	34.3	39.1	4.8	33.2
Japanese investment trusts	14.9	20.2	5.3	13.0
Gold	11.7	12.0	0.3	10.5
Foreign equities	10.9	11.7	0.8	8.9
Foreign investment trusts	7.1	8.7	1.6	6.3
Japanese bonds	6.2	8.4	2.2	7.5
Foreign bonds	4.4	5.4	1.0	4.4
Hybrid securities	2.6	2.7	0.1	1.5
Other	0.4	0.6	0.2	0.3
None	-50.3	26.8	77.1	-48.9

Note: Respondents were given a selection of seven financial instruments and asked to choose those for which they planned to increase their holdings (multiple responses were allowed). In the exhibit, "plan to increase" refers to financial instruments that investors plan to hold for the first time or for which they plan to increase their holding, while "plan to decrease" refers to instruments that investors plan to cease holding or for which they plan to decrease their holding. Hybrid securities and gold were added to the list of choices from the February 2012 survey. From the April 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 either seeking to increase or decrease their holdings (DI)



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

(8) Further increase in investors expecting "no change" in prices

Asked for their outlook for prices of regularly purchased goods and services one year out, 55.4% of respondents said they expected prices to rise (responses 5-7 in Figure 12), a decline of 5.4ppt from 60.8% in April. "Rise of less than 2%" remained the most popular response at 37.9%, but declined 0.6ppt m-m. The percentage of respondents expecting "no change" was the second highest at 26.5%, and also recorded the largest m-m increase, of 4.9ppt. The largest decline was for "rise of 5% or more," which fell 2.5ppt m-m (Figure 12).

Fig. 12: Outlook for prices one year out

	Choices	% of responses	(Ref) Previous % of responses
1	Fall of 5% or more	4.0	4.1
2	Fall of 2% up to 5%	6.9	7.6
3	Fall of less than 2%	7.2	5.9
4	No change (0%)	26.5	21.6
5	Rise of less than 2%	37.9	38.5
6	Rise of 2% up to 5%	15.9	18.2
7	Rise of 5% or more	1.6	4.1
	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) Impact of consumption tax hike on economy and stock market

For this month's first spot question, we asked investors their views on the impact of the consumption tax hike, implemented on 1 April, on the economy and the stock market. The most popular response, at 39.4%, was, "Some more time is needed to discern the impact of the consumption tax hike. For now I plan to refrain from purchasing or selling stock." The next most popular response, at 32.7%, was, "The impact of the consumption tax hike on the economy now looks to be smaller than I had expected. I would like to purchase stock." Conversely, only some 11.5% of respondents said, "The impact of the consumption tax hike on the economy now looks to be larger than I had expected. The impact on the stock market also looks negative, and I would like to sell some (or all) of my stockholdings." (Figure 13)

Fig. 13: Impact of consumption tax hike on economy and stock market

	Choices	% of responses
1	The impact of the consumption tax hike on the economy now looks to be larger than I had expected, and I would like to sell some (or all) of my stockholdings.	11.5
2	The impact of the consumption tax hike on the economy now looks to be smaller than I had expected. I would like to purchase stock.	32.7
3	Some more time is needed to discern the impact of the consumption tax hike. For now I plan to refrain from purchasing or selling stock.	39.4
4	Don't know	16.4
	Total	100

Note: We asked investors to choose one answer from the four above in response to the question, "The consumption tax was raised on 1 April. What do you think the impact on the economy and stock market will be? Please choose the answer that best matches your gut feeling at this point in time."

(10) Intentions regarding exercising voting rights at general shareholders' meetings

For this month's second spot question, we asked individual investors about their views on exercising their voting rights at upcoming general shareholders' meetings.

While 43.2% said they planned to exercise their voting rights (sum of responses 1 and 2 in Figure 14), 30.9% said they planned not to. The proportion saying they planned to exercise their voting rights was slightly lower than the response rate of 43.8% for the same question in our May 2013 survey. The proportion saying they planned not to exercise their voting rights was up 5.1ppt from 25.8% in the May 2013 survey. The proportion of "undecided" responses fell 4.5ppt from the previous survey (Figure 14).

Fig. 14: Intentions regarding exercising voting rights at general shareholders' meetings

	Choices	% of responses	(Ref): % of responses in previous survey (May 2013)
1	I plan to exercise my voting rights for all the companies in which I hold shares	26.4	28.0
2	I plan to exercise my voting rights for only some of the companies in which I hold shares	16.8	15.8
3	I plan not to exercise my voting rights for any of the companies in which I hold shares	30.9	25.8
4	Undecided	25.9	30.4
	Total	100	100

Note: Respondents were asked to select one of the four listed responses to the question of whether they intend to exercise their voting rights at upcoming general shareholders' meetings (irrespective of whether they intended to exercise voting rights through attendance at general shareholders' meetings, in writing, over the internet and mobile phones).

Of the respondents saying they planned to exercise their voting rights (those selecting response 1 or 2 in Figure 14; 432 this time, versus 438 in May 2013), 29.4% said they intended to vote in favor of all resolutions, almost the same as last year's figure of 29.2%. Of resolutions respondents said they might oppose (multiple responses allowed), the highest response rates were for retirement bonuses for directors (29.9%), director compensation (28.5%), and dividends (use of surplus funds) (25.9%). Compared with the May 2013 survey, however, the response rates for retirement bonuses for directors saw the largest decline, of 7.1ppt, followed by that for director compensation (-6.0ppt), with both falling sharply. The response rate for dividends (use of surplus funds) rose 5.1ppt compared with the previous survey, while the response rate for change in the maximum number of issuable shares saw the largest rise, of 7.1ppt (Figure 15).

Fig. 15: Resolutions investors may vote against

	Choices	No. of responses	% of responses	(Ref): % of responses in previous survey (May 2013)
1	Plan to vote in favor of all resolutions	127	29.4	29.2
2	Dividends (use of surplus funds)	112	25.9	20.8
3	Director compensation	123	28.5	34.5
4	Retirement bonuses for directors	129	29.9	37.0
5	Stock options	63	14.6	18.0
6	Selection of directors/auditors	48	11.1	10.3
7	Granting board of directors authority to decide distribution of retained earnings (allowing decisions on dividends etc. at board meetings)	-	-	9.4
8	Takeover defense measures	33	7.6	6.6
9	Change in the number of directors (increase, reduction, establishment of upper limit, etc)	44	10.2	10.3
10	Change in the maximum number of issuable shares	56	13.0	5.9
11	Share buybacks	29	6.7	2.7
12	Change in conditions for removing directors	-	-	5.0
	No. of responses	432		438

Note: Investors who selected responses 1 or 2 in Figure 14 were asked to select all of the resolutions from among those given (excluding responses 7 and 12) they may vote against.

Of respondents who said they did not plan to exercise their voting rights (those selecting response 3 in Figure 14; 309 this time, versus 258 in May 2013), the highest response rate for reasons they did not plan to do so (multiple responses allowed) was for "because the impact of my vote is small," at 51.5%. There were also high response rates for "because it is a hassle" (38.2%) and "I have no interest in exercising voting rights" (21.0%). Compared with the May 2013 survey, the percentage selecting "because the impact of my vote is small" saw the largest decline, of 7.8ppt (from 59.3%), while the proportion selecting "because I have no interest in exercising voting rights" marked the largest rise, of 8.2ppt, from 12.8% last year (Figure 16).

Fig. 16: Reasons for not planning to exercise voting rights

	Choices	No. of responses	% of responses	(Ref): % of responses in previous survey (May 2013)
1	Because the impact of my vote is small	159	51.5	59.3
2	Because it is a hassle	118	38.2	40.3
3	I have no interest in exercising voting rights	65	21.0	12.8
4	None of the resolutions requires me to express an opinion	46	14.9	11.6
5	I cannot attend the general meeting or I have no time to complete the paperwork or internet forms	34	11.0	11.6
6	My investment style is mainly short term or seeking capital gains, so I do not view exercising my voting rights as important	22	7.1	6.6
7	I have not have the time to study the resolutions	16	5.2	4.7
8	I do not understand the resolutions well	16	5.2	5.8
	No. of responses	309		258

Note: Investors who selected response 3 in Figure 14 were asked to select all of the answers from among those given that describe their reasons for not planning to exercise 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 1 May with deadline for responses on 2 May.

<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 rate 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 (May 2014) respondents

Gender: Male (82.2%), Female (17.8%)

Age: Under 30 (0.9%), 30-39 (8.3%), 40-49 (25.9%), 50-59 (33.7%), 60 and above (31.2%)

Occupation: Self-employed/fisheries, agriculture, forestry (8.3%), Professional (physician/medical professional, lawyer, etc) (2.6%), Company management/corporate officer (4.8%), Company employee/public servant (50.7%), Student (0.1%), Full-time homemaker (8.8%), Part-time worker/casual worker/job-hopper (4.6%), Unemployed/pensioner (18.5%), Other (1.6%)

Region: Kanto (48.6%), Kinki (21.7%), Tokai/Koshinetsu/Hokuriku (16.1%), Hokkaido/Tohoku (5.5%), Chugoku/Shikoku/Kyushu (8.1%)

<u>Financial assets held:</u> Less than ¥1,000,000 (7.4%), ¥1,000,000–¥2,999,999 (10.2%), ¥3,000,000–¥4,999,999 (11.8%), ¥5,000,000–¥9,999,999 (19.5%), ¥10,000,000–¥29,999,999 (27.0%), ¥30,000,000–¥49,999,999 (12.0%), ¥50,000,000 or more (12.1%)

<u>Investment experience</u>: Less than three years (3.5%), three years to less than five years (9.1%), five years to less than 10 years (26.1%), 10 years to less than 20 years (31.4%), 20 years or more (29.9%)

<u>Investment plan for domestic stocks:</u> Mainly for long-term holding (45.4%), Pursuit of gains from short-term appreciation (12.7%), Pursuit of dividends and shareholder perks (26.5%), No particular plan (15.4%)

Notice

The next Nomura Individual Investor Survey (June 2014) is scheduled for release on Thursday, 12 June 2014.

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

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STOCKS

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SECTORS

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