

Nomura Launches Robo Advisor in Japan

Tokyo, November 14, 2016—Nomura, Asia’s global investment bank, today announced the launch of its first robo advisor, providing automated, goal-based asset management advisory services to retail investors in Japan. Developed jointly with Nomura Research Institute, the service is now available via the Nomura Securities Japanese homepage.

Named “Nomura Goal-Based”, the new robo advisor proposes model portfolios based on investors’ answers to a series of questions designed to understand their financial situation and goals. Investors have the option to immediately access Nomura’s fund offerings based on these model portfolios.

“Nomura Goal-Based” offers two functions that other robo advisors currently available in Japan do not. “Investor Style Diagnostics” provides personality assessments, while “Investment Goal Setting” allows investors to embed life events such as home mortgages and education fees into their goal setting process.

The use of digital technology for portfolio management services has expanded rapidly in recent years. The launch of “Nomura Goal-Based” will enable Nomura to provide clients with new and convenient services while contributing to Japan’s initiative to promote the shift from savings to asset accumulation.

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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 three business divisions: Retail, Asset Management, and Wholesale (Global Markets and Investment 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.