NOMURA

Nomura Individual Investor Survey

June 2020

18 June 2020

Global Research Division

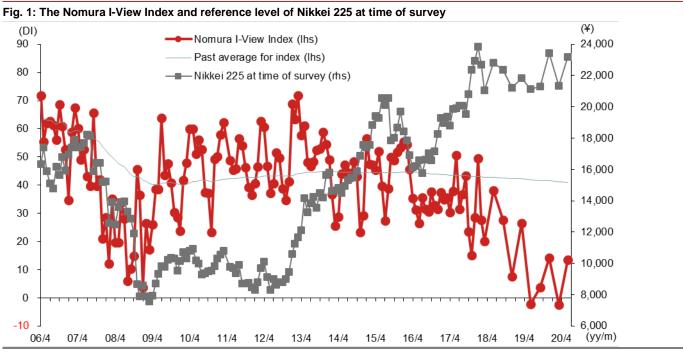
Nomura Securities Co., Ltd.

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

1. Survey results

(1) Nomura I-View Index up from previous survey, to 13.4

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 13.4 in June 2020, up 15.8pt versus the previous survey in March 2020. The Nikkei 225 reference level (8 June 2020 close) was 23,178.10, up 1,834.02 versus the previous survey (2 March 2020 close of 21,344.08).

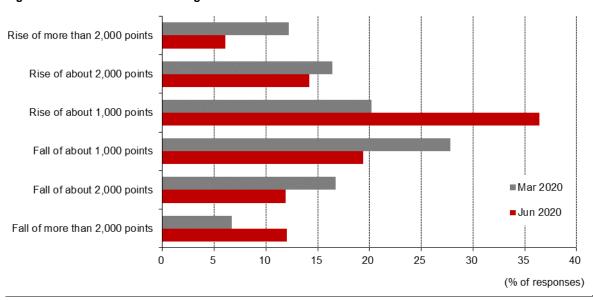


Note: (1) The Nomura I-View Index is based on data collected by this survey and expressed as a diffusion index (DI). The calculation method is as follows: ([(number of responses indicating expected rise in share prices in the next three months) minus (number of responses indicating expected fall in share 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 closer to -100, the more bearish the outlook held by individual investors.

The combined percentage of respondents expecting the Nikkei 225 to rise over the next three months was 56.7%, up 7.9ppt from 48.8% in the previous survey. The percentage of respondents expecting a "rise of about 1,000 points" was up 16.2ppt versus the previous survey at 36.4%. The percentage of respondents expecting a "rise of about 2,000 points" was down 2.2ppt at 14.2%, while the percentage expecting a "rise of more than 2,000 points" fell 6.1ppt to 6.1%.

The proportion expecting a "fall of about 1,000 points" declined 8.4ppt to 19.4%. The proportion expecting a "fall of about 2,000 points" was down 4.8ppt at 11.9%, while the proportion expecting a "fall of more than 2,000 points" was down 5.3ppt at 12.0% (Figure 2).

Fig. 2: Outlook for Nikkei 225 during the next three months

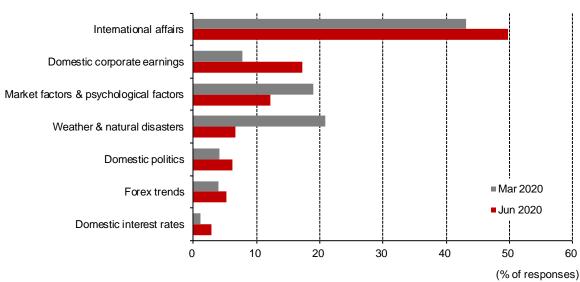


Note: Respondents were asked to share their outlook for the Nikkei 225 during the next three months based on the 8 June 2020 close of 23,178. Respondents could choose one answer from a possible six responses ranging from a rise of more than 2,000 points to a fall of more than 2,000 points, with 1,000-point increments in between.

(2) Stronger focus on domestic corporate earnings and international affairs

Respondents were asked to select the factor they thought most likely to affect the stock market over the next three months. The response rate for "domestic corporate earnings" rose 9.5ppt versus the previous survey to 17.2%, and the response rate for "international affairs" rose 6.6ppt to 49.8%. Meanwhile, the response rate for "weather & natural disasters" fell 14.3ppt to 6.6%.

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.

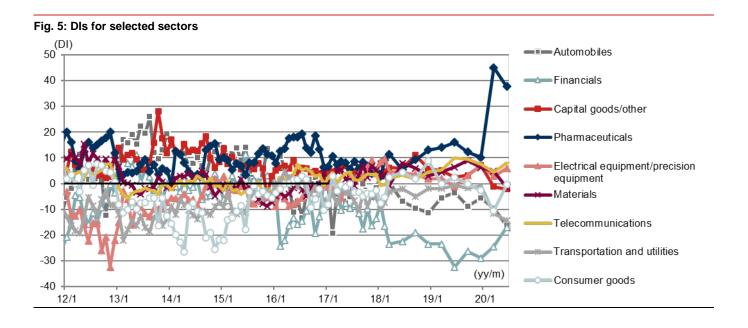
(3) Appeal of consumer goods sector increases, appeal of pharmaceuticals sector declines

On the outlook for sectors over the next three months or so, we calculate a diffusion index (DI) for each sector by subtracting the percentage of respondents viewing it as "unappealing" from the percentage of respondents viewing it as "appealing." The DI for the consumer goods sector increased 10.1pt versus the previous survey to -0.4. By contrast, the DI for the pharmaceuticals sector declined 7.4pt to 37.7 (Figures 4 and 5).

Fig. 4: Investment appeal by sector

Sector	DI	Breakdown of DI (%		(Ref)	
Sector	Di	Appealing	Unappealing	Previous DI	
Pharmaceuticals	37.7	40.0	2.3	45.1	
Telecommunications	8.1	10.8	2.7	4.4	
Electrical equipment/precision equipment	5.9	8.5	2.6	2.8	
Consumer goods	-0.4	12.0	12.4	-10.5	
Materials	-1.5	8.4	9.9	4.8	
Capital goods/other	-2.2	4.1	6.3	-1.2	
Transportation and utilities	-14.3	6.8	21.1	-11.5	
Automobiles	-16.3	5.1	21.4	-9.5	
Financials	-17.0	4.3	21.3	-24.4	

Note: Respondents were given nine sectors and asked to choose one they viewed as an appealing investment target and one they 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 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.



(4) Most-watched stocks

Respondents were asked to name one stock that they would like to have in their portfolio, or that they find appealing, regardless of whether their investment horizon is the short term or long term (including stocks actually held). 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	Code	Company	No. of respondents
7203	Toyota Motor	72	7751	Canon	8
4901	Fujifilm Holdings	45	8058	Mitsubishi Corp	8
4502	Takeda Pharmaceutical	43	8306	Mitsubishi UFJ Financial Group	8
8267	Aeon	28	2702	MCDONALD'S HOLDINGS COMPANY(JAPAN)	7
2897	Nissin Foods Holdings	25	2914	Japan Tobacco	7
6758	Sony	21	4563	AnGes	7
9202	ANA Holdings	17	4661	Oriental Land	7
4507	Shionogi	15	7267	Honda Motor	7
7974	Nintendo	13	8031	Mitsui & Co	7
9437	NTT Docomo	13	8316	Sumitomo Mitsui Financial Group	7
9984	SoftBank Group	12	8591	Orix	7
4503	Astellas Pharma	11	9433	KDDI	7
9432	Nippon Telegraph and Telephone	11	9434	SoftBank Corp	7
2811	Kagome	10	4528	Ono Pharmaceutical	6
4452	Kao	9	6594	Nidec	6
4568	Daiichi Sankyo	9	6861	Keyence	6
6752	Panasonic	9	8035	Tokyo Electron	6
6501	Hitachi	8	8113	Unicharm	6
6701	NEC	8	9201	Japan Airlines	6

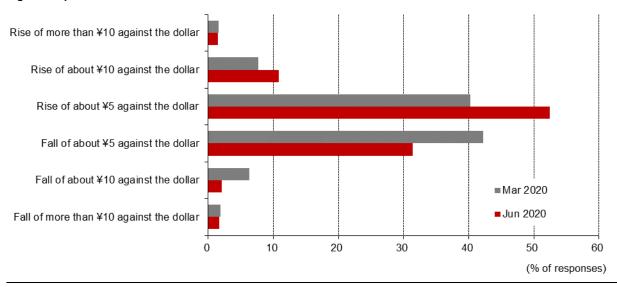
Note: Not included in valid responses were answers of "none" or clearly mistaken responses.

(5) Rise in proportion of investors expecting yen appreciation against US 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 64.8%, up 15.2ppt from the previous survey. The response rate for "rise of about ¥5 against the dollar" rose 12.2ppt to 52.5%. The response rate for "rise of about ¥10 against the dollar" rose 3.1ppt to 10.8% and the response rate for "rise of more than ¥10 against the dollar" fell 0.1ppt to 1.5%.

The response rate for "fall of about ¥5 against the dollar" declined 10.8ppt to 31.4%. The response rate for "fall of about ¥10 against the dollar" fell 4.2ppt to 2.1% and the response rate for "fall of more than ¥10 against the dollar" fell 0.2ppt to 1.7% (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 an 8 June 2020 indicative rate of ¥109.53. They could choose one answer from six possible 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 Brazilian real and US dollar falls

On the outlook for different currencies over the next three months, we calculate a DI for each currency by subtracting the percentage of respondents viewing the currency as "unappealing" from the percentage viewing it as "appealing." The DI for the Chinese yuan rose 26.7pt from the previous survey to -30.3, and the DI for the Japanese yen rose 15.2pt to 36.1. Meanwhile, the DI for the Brazilian real fell 29.3pt to -37.9, and that for the US dollar fell 14.8pt to 26.8 (Figures 8 and 9).

Fig. 8: Investment appeal by currency

Currency	DI	Breakdown of DI	Breakdown of DI (% of responses)	
Currency	ы	Appealing	Unappealing	Previous DI
Japanese yen	36.1	41.7	5.6	20.9
US dollar	26.8	35.9	9.1	41.6
Australian dollar	10.1	11.6	1.5	6.3
Canadian dollar	0.6	1.0	0.4	2.8
Euro	-2.0	3.7	5.7	0.5
Pound sterling	-4.0	1.4	5.4	-7.5
Chinese yuan	-30.3	2.6	32.9	-57.0
Brazilian real	-37.9	0.9	38.8	-8.6

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

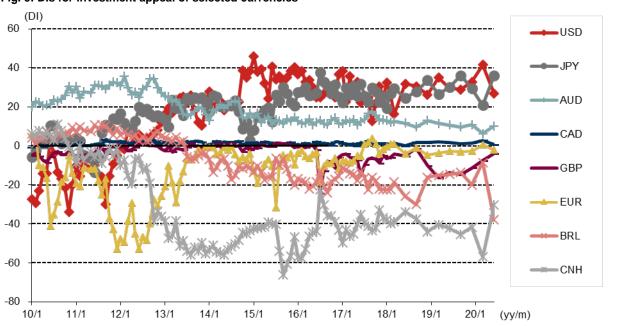


Fig. 9: DIs for investment appeal of selected currencies

(7) Among financial instruments Japanese bonds attract further interest

To give an indication of plans for holding financial instruments, we calculate DIs for each type of 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. The DI for "Japanese bonds" rose 1.6pt versus the previous survey to 7.1. Meanwhile, the DI for "Japanese investment trusts" fell 2.1pt to 12.2 and the DI for foreign investment trusts also fell 2.1pt to 5.4 (Figure 10).

Fig. 10: Financial instruments for which investors are	planning either to increase or to decrease their holdings
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Financial instrument	DI	Breakdown of DI	(% of responses)	(Ref)
rinanciai instrument	ы	Plan to increase	Plan to decrease	Previous DI
Japanese equities	41.0	51.4	10.4	42.4
Cash & deposits	31.3	35.0	3.7	30.2
Foreign equities	13.3	13.7	0.4	13.1
Japanese investment trusts	12.2	19.1	6.9	14.3
Gold	8.4	8.7	0.3	9.0
Japanese bonds	7.1	8.9	1.8	5.5
Foreign investment trusts	5.4	7.0	1.6	7.5
Foreign bonds	3.9	4.9	1.0	3.0
Hybrid securities	1.4	2.0	0.6	2.3
Other	0.1	0.3	0.2	0.8
None	-50.0	28.3	78.3	-51.0

Note: Respondents were given a list of 11 responses and asked to choose those financial instruments 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 February 2012 survey. Since the April 2013 survey, we have divided the former category of "Securities issued overseas" into foreign equities, foreign investment trusts, and foreign bonds.

(DI) 60 Japanese equities 50 Cash & deposits 40 Securities issued 30 overseas 20 Japanese investment trusts 10 Japanese bonds 0 10, (yy/m)

Fig. 11: 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) Higher percentage of respondents expect prices to be lower one year out

When asked for their outlook for prices of regularly purchased goods and services one year out, 36.5% of respondents selected a "rise" response, down 0.7ppt from last time. The percentage of respondents selecting a "no change" response was down 2.6ppt at 37.2%. The percentage of respondents selecting a "fall" response rose 3.3ppt to 26.3% (Figure 12).

Fig. 12: Outlook for prices one year out

	Choices	% of responses	(Ref) Previous % of responses
1	Fall of 5% or more	3.8	4.1
2	Fall of 2% up to 5%	9.0	6.5
3	Fall of less than 2%	13.5	12.4
4	No change (0%)	37.2	39.8
5	Rise of less than 2%	22.6	25.4
6	Rise of 2% up to 5%	11.2	9.1
7	Rise of 5% or more	2.7	2.7
	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) Exercising of voting rights, COVID-19, stakeholder capitalism

This survey included spot questions on the exercise of voting rights, COVID-19, and stakeholder capitalism.

A total of 57.6% said they planned to exercise their voting rights (sum of responses 1 and 2 in Figure 13), exceeding the 25.0% who said they planned not to. The percentage saying they planned to exercise their voting rights (57.6%) was higher than the response rate of 54.5% for the same question in our June 2019 survey. The percentage saying they planned not to exercise their voting rights was, at 25.0%, down slightly from 27.0% in the June 2019 survey. The percentage of "undecided" responses fell 1.1ppt (Figure 13).

Fig. 13: Intentions regarding the exercise of voting rights at general shareholders' meetings

Choices	No. of respondents	% of responses
1. I plan to exercise my voting rights for all the companies in which I hold shares	427	42.7
2. I plan to exercise my voting rights for only some of the companies in which I hold shares	149	14.9
3. I plan not to exercise my voting rights for any of the companies in which I hold shares	250	25.0
4. Undecided	174	17.4
Total	1,000	100.0

Note: Respondents were asked to select one of the four responses listed above to the question of whether they intended to exercise their voting rights at upcoming general shareholders' meetings.

Of the respondents saying they planned to exercise their voting rights (ie, those selecting response 1 or 2 in Figure 13; 576 this time, versus 545 in June 2019), 43.1% said they intended to vote in favor of all resolutions, up from last year's figure of 41.7%. Of the resolutions respondents said they might oppose (multiple responses allowed), response rates were highest for retirement bonuses for board members (26.2%), board member compensation (23.6%), and dividends (use of surplus funds) (19.4%) (Figure 14).

Fig. 14: Resolutions investors may vote against

Choices	No. of respondents	% of responses
1. I plan to vote in favor of all resolutions (and oppose none)	248	43.1
2. Dividends (use of surplus funds)	112	19.4
3. Director compensation	136	23.6
4. Retirement bonuses for directors	151	26.2
5. Stock options	60	10.4
Appointment of directors/auditors (including auditors at companies with supervisory committee)	76	13.2
7. Takeover defense measures	34	5.9
8. Change in the number of directors (increase, decrease, setting of upper limit, etc)	60	10.4
9. Change in the maximum number of issuable shares	39	6.8
10. Share buybacks	20	3.5
11. Other	5	0.9
No. of respondents	576	100.0

Note: Investors who chose response 1 or 2 to the question in Figure 13 ("I plan to exercise my voting rights for all the companies in which I hold shares" and "I plan to exercise my voting rights for only some of the companies in which I hold shares") were asked to select all of the resolutions from among those given that they might vote against (multiple responses allowed).

Of respondents who said they did not plan to exercise their voting rights (those selecting response 3 in Figure 13; 250 this time), the highest response rate for reasons why they did not plan to do so (multiple responses allowed) was for "Because my vote would have little impact, or would be meaningless" at 66.8%. There were also high response rates for "Because it is a hassle" (34.0%) and "Because I have no interest in exercising my voting rights" (14.4%) (Figure 15).

Fig. 15: Reasons for not planning to exercise voting rights

Choices	No. of respondents	% of responses
Because my vote would have little impact, or would be meaningless	167	66.8
2. Because it is a hassle	85	34.0
3. Because I have no interest in exercising my voting rights	36	14.4
4. Because none of the resolutions requires me to express an opinion	25	10.0
5. Because I cannot attend the general meeting or I have no time to complete the paperwork or internet forms	11	4.4
6. Because my investment style is mainly short term or aimed at capital gains, so I do not view exercising my voting rights as important	20	8.0
7. Because I do not have the time to study the resolutions	10	4.0
8. Because I do not understand the resolutions well	8	3.2
9. Other	0	0.0
No. of respondents	250	100.0

Note: Investors who chose response 3 to the question in Figure 13 ("I plan not to exercise my voting rights for any of the companies in which I hold shares") were asked to select all of the answers from among those given above that described their reasons for not planning to exercise their voting rights.

Next we asked investors about the impact of COVID-19 on the markets, as we did in the March 2020 survey. The most popular response, at 35.7%, was "I see investment opportunities in some sectors (selectively bullish)," followed by "I see substantial risk in some sectors (selectively bearish)" at 23.3%. The percentage of respondents selecting "I see investment opportunities in some sectors (selectively bullish)" rose from 30.8% in the March 2020 survey, to 35.7%. Meanwhile the percentage of respondents selecting the reply "the markets are generally over-pessimistic (overall bullish) was down from 20.3% to 8.0% (Figure 16).

Fig. 16: Respondents' views on impact of COVID-19 on markets

Choices	No. of respondents	% of responses
The markets are generally over-pessimistic (overall bullish)	80	8.0
2. I see investment opportunities in some sectors (selectively bullish)	357	35.7
3. The markets are generally over-optimistic (overall bearish)	213	21.3
4. I see substantial risk in some sectors (selectively bearish)	233	23.3
5. No particular view	117	11.7
Total	1,000	100.0

Note: Respondents were asked to select one response to the question: "How do you view the rising number of COVID-19 cases in China and elsewhere?"

Finally we asked investors their views on stakeholder capitalism. We asked them to say whether they were in favor of the recent focus on stakeholder capitalism, which attaches importance not only to shareholders but to various stakeholders, such as employees and local communities. Of total respondents 52.0% replied that they were neither for nor against, followed by 28.3% who said they were slightly in favor (Figure 17).

Fig. 17: Investors' views on stakeholder capitalism

Choices	No. of respondents	% of responses
1. I am in favor	116	11.6
2. I am slightly in favor	283	28.3
3. I am neither for nor against	520	52.0
4. I am slightly against	55	5.5
5. I am against	26	2.6
Total	1,000	100.0

Note: Investors were asked to select one response to the following question: "In August 2019 the Business Roundtable, an association of chief executive officers of major US companies, issued a statement that indicated a move away from shareholder primacy. The World Economic Forum in January 2020 similarly adopted as its theme Stakeholders for a Cohesive and Sustainable World. What is your view of this recent focus on "stakeholder capitalism," where companies attach importance not just to shareholders, but to all kinds of shareholders, including employees and local communities?"

We then asked investors what would be an acceptable outcome of this new focus on stakeholder capitalism. The most popular response, at 29.1%, was "smaller shareholder returns, particularly dividends," followed by "I think there will be no major changes as Japanese companies have adopted stakeholder capitalism already" (Figure 18).

Fig. 18: Investors' views on acceptable outcomes of the shift to stakeholder capitalism

Choices	No. of respondents	% of responses
It hink there will be no major changes as Japanese companies have adopted stakeholder capitalism already	212	21.2
2. Smaller shareholder returns, particularly dividends	291	29.1
3. Smaller shareholder returns, particularly share buybacks	164	16.4
4. Slower near-term profit growth as companies improve employee benefits	197	19.7
5. Slower near-term profit growth owing to sharp rise in spending on ESG and other measures	172	17.2
6. Other	11	1.1
7. No outcome is acceptable	183	18.3
Total	1,000	100.0

Note: Investors were asked to select one response to the following question: "The shift to stakeholder capitalism may result in management shifting its focus from shareholders to stakeholders. What would you find acceptable as an outcome of that process?"

2. Nomura Individual Investor Survey

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

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

Survey target: 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 8 June 2020, with deadline for responses on 9 June 2020

Survey content: Questions included each time 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 time and queried about their personal profiles.

3. Nomura Individual Investor Survey (June 2020) respondents

Gender: Male (85.6%), female (14.4%)

Age: Under 30 (0.2%), 30-39 (3.8%), 40-49 (15.5%), 50-59 (30.0%), 60 and above (50.5%)

Occupation: Self-employed/fisheries, agriculture, forestry (6.4%), professional (physician/medical professional, lawyer, etc) (1.7%), company management/board member (5.2%), company employee/public servant (45.4%), student (0.0%), full-time homemaker (5.8%), part-time worker/casual worker/job-hopper (5.2%), unemployed/pensioner (28.9%), other (1.4%)

Region: Kanto (48.6%), Kinki (20.2%), Tokai/Koshinetsu/Hokuriku (17.4%), Hokkaido/Tohoku (4.3%), Chugoku/Shikoku/Kyushu (9.5%)

Financial assets held: Less than ¥1,000,000 (4.3%), ¥1,000,000–¥2,999,999 (6.5%), ¥3,000,000–¥4,999,999 (9.5%), ¥5,000,000– ¥9,999,999 (15.0%), ¥10,000,000-¥29,999,999 (31.6%), ¥30,000,000-¥49,999,999 (15.9%), ¥50,000,000 or more (17.2%)

Value of Japanese stocks held: Less than ¥500,000 (7.5%), ¥500,000–¥999,999 (10.3%), ¥1,000,000–¥2,999,999 (20.7%). ¥3,000,000-¥4,999,999 (14.5%), ¥5,000,000-¥9,999,999 (19.3%), ¥10,000,000-¥29,999,999 (19.9%), ¥30,000,000 or more (7.8%)

Investment experience: Less than three years (1.0%), three years to less than five years (3.7%), five years to less than 10 years (14.2%), 10 years to less than 20 years (36.1%), 20 years or more (45.0%)

Investment plan for Japanese stocks: Mainly for long-term holding (48.8%), pursuit of gains from short-term appreciation (9.7%), pursuit of dividends and shareholder perks (31.5%), no particular plan (10.0%)

Notice

The next Nomura Individual Investor Survey (September 2020) is scheduled for release on Friday, 18 September 2020.

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

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As at 31 March 2020.

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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:

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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.

Target Price

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