Nomura Individual Investor Survey

March 2025

13 March 2025

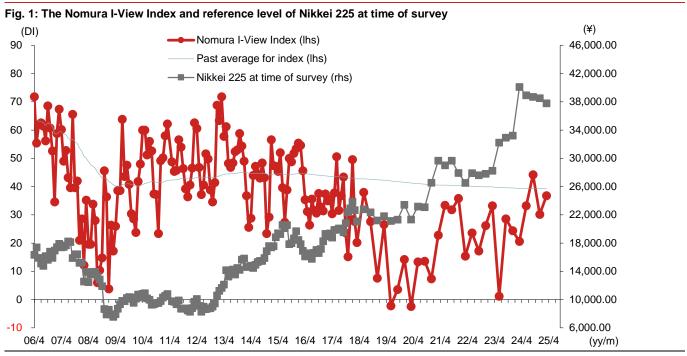
Global Research Division

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) Nomura I-View Index up from the previous survey at 36.8

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," came in at 36.8 in March 2025, up 6.6pt versus the previous survey. The Nikkei 225 reference level (3 March 2025 close) was 37,785.47, down 725.55 from the previous survey (2 December 2024 close of 38,513.02).

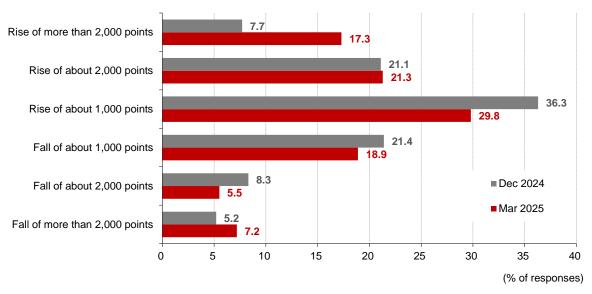


Note: (1) The Nomura I-View Index is based on data collected by this survey and expressed as a diffusion index (DI). The calculation method is as follows: ([(number of responses indicating expected rise in share prices in the next three months) minus (number of responses indicating expected fall in share prices in the next three months)] divided by number of respondents) x 100. The figure for January 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 68.4%, up 3.3ppt from 65.1% in the previous survey. The percentage of respondents expecting a "rise of about 1,000 points" was down 6.5ppt versus the previous survey at 29.8%. The percentage expecting a "rise of about 2,000 points" was up 0.2ppt at 21.3%, while the percentage expecting a "rise of more than 2,000 points" was up 9.6ppt at 17.3%.

The percentage expecting a "fall of about 1,000 points" was down 2.5ppt at 18.9%. The percentage expecting a "fall of about 2,000 points" was down 2.8ppt at 5.5%, while the percentage expecting a "fall of more than 2,000 points" was up 2.0ppt at 7.2% (Figure 2).

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

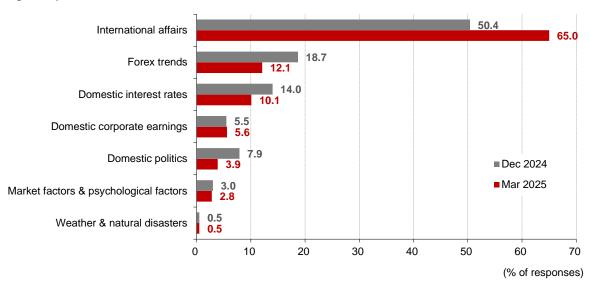


Note: Respondents were asked to share their outlook for the Nikkei 225 during the next three months based on the 3 March 2025 close of 37,785. Respondents could choose one answer from a possible six responses ranging from a rise of more than 2,000 points to a fall of more than 2,000 points, with 1,000-point increments in between.

(2) Stronger focus on international affairs

Respondents were asked to select the factor most likely to affect the stock market over the next three months. The percentage selecting "international affairs" rose 14.6ppt versus the previous survey to 65.0%. In contrast, the percentage selecting "forex trends" fell 6.6ppt to 12.1%.

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.

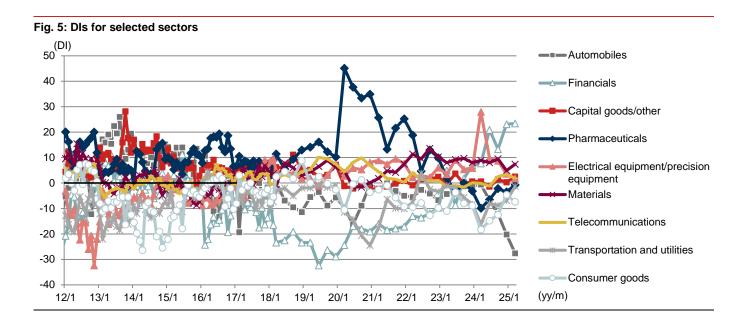
(3) Appeal of transportation and utilities, pharmaceuticals, and materials sectors up, appeal of automobiles down

On the outlook for sectors over the next three months or so, we calculate a diffusion index (DI) by subtracting the percentage of responses for "unappealing" from the percentage of respondents viewing it as "appealing." The DI for the transportation and utilities sector rose 5.6pt from the previous survey to -1.3. The DI for the pharmaceuticals sector rose 2.8pt to -0.7, and the DI for the materials sector rose 2.5pt to 7.4. The DI for the automobiles sector meanwhile fell 7.4pt to -27.6 (Figures 4 and 5).

Fig. 4: Investment appeal by sector

Sector	DI	Breakdown of DI	(% of responses)	(Ref)	
Sector	ы	Appealing	Unappealing	Previous DI	
Financials	23.4	30.0	6.6	23.1	
Materials	7.4	14.5	7.1	4.9	
Capital goods/other	2.5	9.2	6.7	0.3	
Telecommunications	1.9	4.9	3.0	3.3	
Electrical equipment/precision equipment	1.8	9.1	7.3	3.6	
Pharmaceuticals	-0.7	7.4	8.1	-3.5	
Transportation and utilities	-1.3	7.8	9.1	-6.9	
Consumer goods sector	-7.4	11.7	19.1	-4.6	
Automobiles	-27.6	5.4	33.0	-20.2	

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 financials 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, irrespective of short- or long-term investment horizon (including stocks actually held) or that they find appealing. 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
7203	Toyota Motor	82
8306	Mitsubishi UFJ Financial Group	66
9432	Nippon Telegraph and Telephone	33
8058	Mitsubishi Corp	32
2914	Japan Tobacco	22
8267	Aeon	22
6758	Sony Group	20
8316	Sumitomo Mitsui Financial Group	18
7011	Mitsubishi Heavy Industries	17
9434	SoftBank Corp	14
2897	Nissin Foods Holdings	13
5401	Nippon Steel	13
7974	Nintendo	13
9984	SoftBank Group	13
8411	Mizuho Financial Group	12
4755	Rakuten Group	11
9433	KDDI	11
6501	Hitachi	10

Code	Company	No. of respondents
8001	Itochu	10
4502	Takeda Pharmaceutical	9
8031	Mitsui & Co	9
9101	Nippon Yusen	9
9104	Mitsui OSK Lines	9
2702	McDonald's Holdings (Japan)	7
6752	Panasonic Holdings	7
7201	Nissan Motor	7
8002	Marubeni	7
8750	Dai-ichi Life Holdings	7
2802	Ajinomoto	6
3003	Hulic	6
3197	Skylark Holdings	6
4503	Astellas Pharma	6
6301	Komatsu	6
6594	Nidec	6
9023	Tokyo Metro	6
9202	ANA Holdings	6

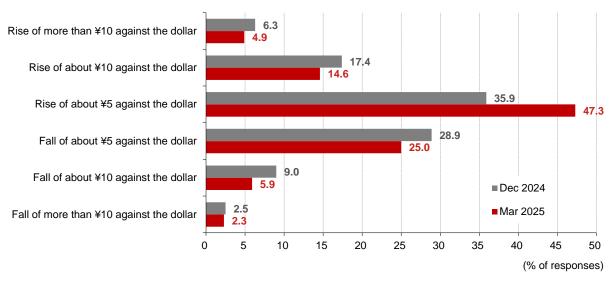
Note: Not included in valid responses were answers of "none" or clearly mistaken responses.

(5) Rise in percentage 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 strengthen against the US dollar was 66.8%, up 7.2ppt from the previous survey. The percentage of responses for "rise of about ¥5 against the dollar" rose 11.4ppt to 47.3%. The percentage of responses for "rise of about ¥10 against the dollar" fell 2.8ppt to 14.6% while the percentage for "rise of more than ¥10 against the dollar" fell 1.4ppt to 4.9%.

The percentage of responses for "fall of about ¥5 against the dollar", meanwhile, fell 3.9ppt to 25.0%. The percentage for "fall of about ¥10 against the dollar" fell 3.1ppt to 5.9%, while the percentage for "fall of more than ¥10 against the dollar" fell 0.2ppt to 2.3% (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 the noon 3 March 2025 indicative rate of 150.42. 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.

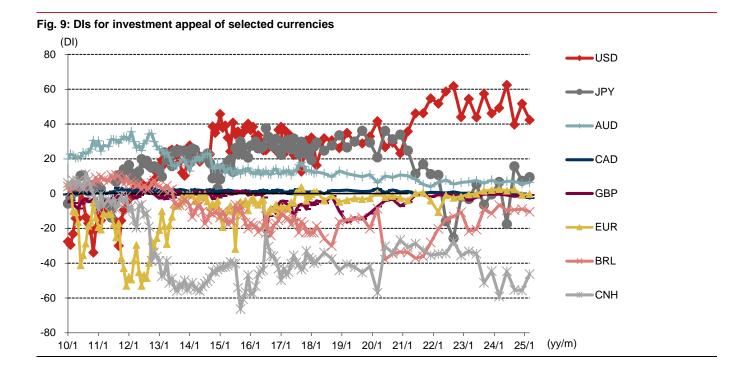
(6) Investment appeal increases for Chinese yuan

On the outlook for different currencies over the next three months, we calculate a DI for each currency by subtracting the percentage of responses for "unappealing" from that for "appealing." The DI for the Chinese yuan rose 9.5pt from the previous survey to -46.2. Meanwhile, the DI for the US dollar fell 9.3pt to 42.4 (Figures 8 and 9).

Fig. 8: Investment appeal by currency

Currency	DI	Breakdown of DI	(% of responses)	(Ref)
Currency	DI DI	Appealing	Unappealing	Previous DI
US dollar	42.4	52.9	10.5	51.7
Japanese yen	9.5	29.9	20.4	7.4
Australian dollar	6.4	7.6	1.2	5.7
Euro	-0.2	5.0	5.2	-0.8
Pound sterling	-0.7	0.8	1.5	-1.1
Canadian dollar	-2.6	0.6	3.2	0.2
Brazilian real	-10.4	0.8	11.2	-8.9
Chinese yuan	-46.2	0.5	46.7	-55.7

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.



(7) Increased focus on Japanese equities

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 equities rose 3.6pt versus the previous survey to 46.9. The DI for hybrid securities fell 1.4pt to 1.0 (Figure 10).

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

Financial instrument	DI	Breakdown of DI (% of responses)		(Ref)	
rinanciai instrument	ы	Plan to increase	Plan to decrease	Previous DI	
Japanese equities	46.9	54.9	8.0	43.3	
Cash & deposits	26.2	31.9	5.7	23.9	
Japanese investment trusts	25.9	29.1	3.2	23.8	
Foreign equities	17.2	18.3	1.1	17.7	
Foreign investment trusts	12.8	14.4	1.6	12.1	
Gold	9.5	10.1	0.6	9.8	
Japanese bonds	7.8	9.4	1.6	6.8	
Foreign bonds	4.6	5.4	0.8	4.8	
Hybrid securities	1.1	1.2	0.1	0.4	
Other	1.0	1.4	0.4	2.4	
None	-58.9	24.4	83.3	-58.0	

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".

(yy/m)

(DI)

50

40

Cash & deposits

Securities issued overseas

10

Japanese investment trusts

Japanese bonds

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."

16/1

15/1

(8) Increase in percentage of respondents expecting prices to rise "5% or more" one year out

17/1

18/1

When asked for their outlook for prices of regularly purchased goods and services one year out, 17.4% of respondents selected a "fall" response, up 1.4ppt from the previous survey. The percentage of respondents selecting the "no change" response fell 2.6ppt to 8.5%. The percentage of respondents selecting a "rise" response rose 1.2ppt to 74.1%. The percentage of respondents selecting the response "rise of 5% or more" rose 4.7ppt to 17.4% (Figure 12).

19/1

20/1

21/1

23/1

24/1

25/1

Fig. 12: Outlook for prices one year out

11/1

12/1

13/1

14/1

10/1

	Choices	% of responses	(Ref) Previous % of responses
1.	Fall of 5% or more	6.8	5.7
2.	Fall of 2% up to 5%	8.3	7.4
3.	Fall of less than 2%	2.3	2.9
4.	No change (0%)	8.5	11.1
5.	Rise of less than 2%	20.4	25.7
6.	Rise of 2% up to 5%	36.3	34.5
7.	Rise of 5% or more	17.4	12.7
	Total	100.0	100.0

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) ESG investment and shareholder perks

This survey included spot questions on ESG investment and shareholder perks.

Investors were asked about their interest in companies' ESG (environmental, social, governance) initiatives. When asked whether they were interested in such initiatives, respondents chose "If anything, I'm interested" more than any other response, with 39.4% of respondents choosing it, down 3.2ppt versus the figure for the same question in our June 2024 survey. "If anything, I'm not interested" was the second most popular response, with 32.8% of respondents choosing it, up 0.8ppt (Figure 13).

Fig. 13: Interest in companies' ESG initiatives

	Choices	No. of respondents	% of responses	Previous survey June 2024 (%)
1.	I'm very interested	80	8.0	7.1
2.	If anything, I'm interested	394	39.4	42.6
3.	If anything, I'm not interested	328	32.8	32.0
4.	I'm not interested at all	136	13.6	9.9
5.	I can't say, I don't know	62	6.2	8.4
	Total	1,000	100.0	100.0

Note: Respondents were asked: "Are you interested in companies' ESG (environmental, social, governance) initiatives (choose one)?"

Next, investors were asked about the change in their interest in ESG (investment), given the increasing criticisms of ESG and diversity, equity and inclusion (DEI) initiatives in the US. Respondents chose "My interest is around the same as before" more than any other response, with 59.3% of respondents choosing it (Figure 14).

Fig. 14: Change in interest in ESG (investment)

	Choices	No. of respondents	% of responses
1.	I continue to be completely (mostly) uninterested	168	16.8
2.	My interest has declined	126	12.6
3.	My interest is around the same as before	593	59.3
4.	My interest has increased	90	9.0
5.	I continue to be very interested	23	2.3
	Total	1,000	100.0

Note: Respondents were asked: "In the US, criticisms of ESG and diversity, equity and inclusion (DEI) initiatives are on the rise. Has your interest in ESG (investment) changed (choose one)?"

When asked whether or not ESG factors should be taken into consideration in equity markets, respondents chose "return on investment is important for stock market investment, but it is also important to consider ESG factors to some extent" more than any other response, with 47.3% of respondents choosing it, down 0.1ppt from the June 2024 survey (Figure 15).

Fig. 15: Need to take ESG into consideration

	Choices	No. of respondents	% of responses	Previous survey Jun 2024 (%)
1.	Return on investment is what is important for stock market investment, so it is not necessary to consider ESG factors	189	18.9	15.7
2.	Return on investment is important for stock market investment, but it is also important to consider ESG factors to some extent	473	47.3	47.4
3.	Given the importance of sustainable growth, ESG factors are at least as important to consider as return on investment when investing in the stock market	151	15.1	17.2
4.	Don't know	187	18.7	19.7
	Total	1,000	100.0	100.0

Note: Respondents were asked to select a single response to the question: "Do you think it is necessary to consider ESG (environmental, social, governance) factors when investing in the stock market (choose one)?"

We also asked about respondents' interest in financial products related to ESG. "No" (I have no interest in ESG-related financial products) was the most common response, selected by 64.3% of respondents, up 2.9ppt from the June 2024 survey (Figure 16).

Fig. 16: Interest in ESG-related financial products

	Choices	No. of respondents	% of responses	Previous survey Jun 2024 (%)
1.	Yes	357	35.7	38.6
2.	No	643	64.3	61.4
	Total	1,000	100.0	100.0

Note: Respondents were asked: "Are you interested in environmental, social, and governance (ESG)-related financial products (choose one response)?"

To those that answered in the affirmative (the first response in Figure 16; 357 respondents) we asked what kind of financial products they are interested in. The most popular response was "Investment trusts that actively invest in environmentally friendly companies" at 59.4% (Figure 17).

Fig. 17: ESG-related financial products respondents find the most interesting

	Choices	No. of respondents	% of responses	Previous survey Jun 2024 (%)
1.	Investment trusts that actively invest in environmentally friendly companies	212	59.4	54.1
2.	Investment trusts that actively invest in companies promoting women's participation in the workforce	63	17.6	18.7
3.	Investment trusts that actively invest in companies excelling in corporate governance	147	41.2	33.4
4.	Green bonds (bonds issued to fund environmentally friendly businesses)	80	22.4	19.9
5.	ETFs that track ESG indices (indices made up of companies with high scores based on a comprehensive assessment of ESG factors)	109	30.5	24.1
6.	Financial products that contribute to specific or all SDGs	118	33.1	29.5
7.	Social impact investment (financial products that aim to deliver both an economic return (investment income) and provide funding to resolve social problems)	99	27.7	21.8
8.	Other	0	0.0	0.5
	Total	357		

Note: Respondents were asked, "Which of these environmental, social, and governance (ESG)-related products are you interested in (choose all that apply)?"

Next, investors were asked how much importance they place on the existence of shareholder perks and the type of perk offered when choosing which companies to invest in. The most popular response was "Along with factors such as a company's growth potential and how undervalued its share price is, I also place importance on its shareholder perks" at 49.8% (Figure 18).

Fig. 18: Importance of shareholder perks

	Choices	No. of respondents	% of responses
1.	I consider shareholder perks to be the most important factor	127	12.7
2.	Along with factors such as a company's growth potential and how undervalued its share price is, I also place importance on its shareholder perks	498	49.8
3.	I place importance on other factors such as a company's growth potential. I don't really consider shareholder perks	270	27.0
4.	I don't consider shareholder perks at all	105	10.5
	Total	1,000	100.0

Note: Respondents were asked, when choosing which companies to invest in, how much importance do you place on the existence of shareholder perks, and if applicable, what kind of perks are offered (choose one)?"

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.

<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 3 March 2025, with deadline for responses on 4 March 2025

<u>Survey content:</u> 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 (March 2025) respondents

Gender: Male (87.3%), female (12.7%)

Age: Under 30 (0.3%), 30-39 (3.8%), 40-49 (15.0%), 50-59 (23.4%), 60 and above (57.5%)

Occupation: Self-employed/fisheries, agriculture, forestry (7.9%), professional (physician/medical professional, lawyer, etc) (1.5%), company management/board member (5.3%), company employee/public servant (39.2%), student (0.0%), full-time homemaker (5.9%), part-time worker/casual worker/job-hopper (6.6%), unemployed/pensioner (31.1%), other (2.5%)

Region: Kanto (49.2%), Kinki (18.1%), Tokai/Koshinetsu/Hokuriku (15.8%), Hokkaido/Tohoku (5.3%), Chugoku/Shikoku/Kyushu (11.6%)

<u>Value of Japanese stocks held</u>: Less than ¥500,000 (11.1%), ¥500,000–¥999,999 (9.9%), ¥1,000,000–¥2,999,999 (20.1%), ¥3,000,000–¥4,999,999 (13.6%), ¥5,000,000–¥9,999,999 (15.0%), ¥10,000,000–¥29,999,999 (18.6%), ¥30,000,000 or more (11.7%)

<u>Investment experience</u>: Less than three years (4.0%), at least three years but less than five years (8.7%), at least five years but less than 10 years (13.8%), at least 10 years but less than 20 years (26.4%), 20 years or more (47.1%)

<u>Investment plan for Japanese stocks</u>: Mainly for long-term holding (55.7%), pursuit of gains from short-term appreciation (11.3%), high dividend yields (22.6%), shareholder perks (9.0%), recent investment themes (1.1%), other (0.3%)

Notice

The next Nomura Individual Investor Survey (June 2025) is scheduled for release on Thursday, 12 June 2025.

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Transactions involving convertible bonds are subject to a sales commission of up to 1.10% (tax included) of the transaction amount (or a commission of ¥4,400 (tax included) if this would be less than ¥4,400). When convertible bonds are purchased via OTC transactions (including offerings), only the purchase price shall be paid, with no sales commission charged. However, Nomura Securities may charge a separate fee for OTC transactions, as agreed with the customer. Convertible bonds carry the risk of losses owing to factors such as interest rate fluctuations and price fluctuations in the underlying stock. In addition, convertible bonds denominated in foreign currencies also carry the risk of losses owing to factors such as foreign exchange rate fluctuations.

When bonds are purchased via public offerings, secondary distributions, or other OTC transactions with Nomura Securities, only the purchase price shall be paid, with no sales commission charged. Bonds carry the risk of losses, as prices fluctuate in line with changes in market interest rates. Bond prices may also fall below the invested principal as a result of such factors as changes in the management and financial circumstances of the issuer, or changes in third-party valuations of the bond in question. In addition, foreign currency-denominated bonds also carry the risk of losses owing to factors such as foreign exchange rate fluctuations.

When Japanese government bonds (JGBs) for individual investors are purchased via public offerings, only the purchase price shall be paid, with no sales commission charged. As a rule, JGBs for individual investors may not be sold in the first 12 months after issuance. When JGBs for individual investors are sold before maturity, an amount calculated via the following formula will be subtracted from the par value of the bond plus accrued interest: (1) for 10-year variable rate bonds, an amount equal to the two preceding coupon payments (before tax) x 0.79685 will be used. (2) for 5-year and 3-year fixed rate bonds, an amount equal to the two preceding coupon payments (before tax) x 0.79685 will be used. When inflation-indexed JGBs are purchased via public offerings, secondary distributions (uridashi deals), or other OTC transactions with Nomura Securities, only the purchase price shall be paid, with no sales commission charged. Inflation-indexed JGBs carry the risk of losses, as prices fluctuate in line with changes in market interest rates and fluctuations in the nationwide consumer price index. The notional principal of inflation-indexed JGBs changes in line with the rate of change in nationwide CPI inflation from the time of its issuance. The amount of the coupon payment is calculated by multiplying the coupon rate by the notional principal at the time of payment. The maturity value is the amount of the notional principal when the issue becomes due. For JI17 and subsequent issues, the maturity value shall not undercut the face amount. Purchases of investment trusts (and sales of some investment trusts) are subject to a purchase or sales fee of up to 5.5% (tax included) of the transaction amount. Also, a direct cost that may be incurred when selling investment trusts is a fee of up to 2.0% of the unit price at the time of redemption. Indirect costs that may be incurred during the course of holding investment trusts include, for domestic investment trusts, an asset

management fee (trust fee) of up to 5.5% (tax included/annualized basis) of the net assets in trust, as well as fees based on investment performance. Other indirect costs may also be incurred. For foreign investment trusts, indirect fees may be incurred during the course of holding such as investment company compensation.

Investment trusts invest mainly in securities such as Japanese and foreign equities and bonds, whose prices fluctuate. Investment trust unit prices fluctuate owing to price fluctuations in the underlying assets and to foreign exchange rate fluctuations. As such, investment trusts carry the risk of losses. Fees and risks vary by investment trust. Maximum applicable fees are subject to change; please thoroughly read the written materials provided, such as prospectuses or documents delivered before making a contract.

In interest rate swap transactions and USD/JPY basis swap transactions ("interest rate swap transactions, etc."), only the agreed transaction payments shall be made on the settlement dates. Some interest rate swap transactions, etc. may require pledging of margin collateral. In some of these cases, transaction payments may exceed the amount of collateral. There shall be no advance notification of required collateral value or collateral ratios as they vary depending on the transaction. Interest rate swap transactions, etc. carry the risk of losses owing to fluctuations in market prices in the interest rate, currency and other markets, as well as reference indices. Losses incurred as such may exceed the value of margin collateral, in which case margin calls may be triggered. In the event that both parties agree to enter a replacement (or termination) transaction, the interest rates received (paid) under the new arrangement may differ from those in the original arrangement, even if terms other than the interest rates are identical to those in the original transaction. Risks vary by transaction. Please thoroughly read the written materials provided, such as documents delivered before making a contract and disclosure statements.

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