

Nomura to Launch Global Marketing Tour

Tokyo, March 25, 2025—Nomura Securities Co., Ltd. (Nomura) will launch a global marketing tour titled "Japan's Transformation" aimed at developing Japan's capital markets. Nomura will meet with investors globally to promote Japan's economic and corporate transformation, and entice investment into Japanese markets from around the world.

The tour will take place over four weeks from March 31 through April 25. This will be Nomura's largest tour to date and will see 20 members from the firm's research team traveling to around 25 cities¹ in Japan, EMEA, North America and Asia. The team will meet with Japanese domestic institutional investors, large private wealth investors, overseas sovereign funds, pension funds and global funds, as well as holding seminars with outside experts.

Nomura had its first international marketing tour in the early 1980s when it met with institutional investors in the Middle East under its "Buy Japan" campaign. Since then, Nomura has proactively provided information on Japan to overseas investors.

In March 2022, as the world began to emerge from the pandemic, Nomura was one of the first Japanese financial firms to undertake a face-to-face global marketing tour. As part of this "Revisit Japan" tour, Nomura has held research meetings globally since 2022 to help investors rediscover the appeal of visiting Japan and investing in its capital markets.

The Japanese economy and companies have evolved rapidly amid an end to deflation, corporate governance reforms, and technological improvements to counter the workforce shortage. In 2024, the Nikkei Index reached an all-time high for the first time in 34 years.

This backdrop provides the perfect opportunity for a new, more extensive tour under the theme of "Japan's Transformation."

Nomura will focus on five main themes on the tour to tackle misconceptions about Japan's economy and corporations, and share Japan's current reality.

- Price and Wages: Transition from Deflation to Inflation
- Labor Market: Transition from Illiquid to Liquid
- Voting by Domestic Shareholders: Transition from Passive to Active
- Corporate Balance Sheets: Transition from Inefficient Operations to Efficient Management
- Household Asset Preferences: Transition from Safety First to Prioritizing Returns

Nomura looks forward to organizing similar initiatives in the future to assist in the growth of Japan's capital markets.

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¹ Caravan cities include: London, Paris, Milan, Zurich, Madrid, Helsinki, New York, Boston, San Francisco, Los Angeles, Sacramento, Dallas, Austin, Toronto, Montreal, Hong Kong, Singapore, Kuala Lumpur, Doha, Riyadh, Abu Dhabi, Dubai, Tokyo, Osaka, Nagoya, etc.

Nomura

Nomura is a global financial services group with an integrated network spanning approximately 30 countries and regions. By connecting markets East & West, Nomura services the needs of individuals, institutions, corporates and governments through its three business divisions: Wealth Management, Investment 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.