

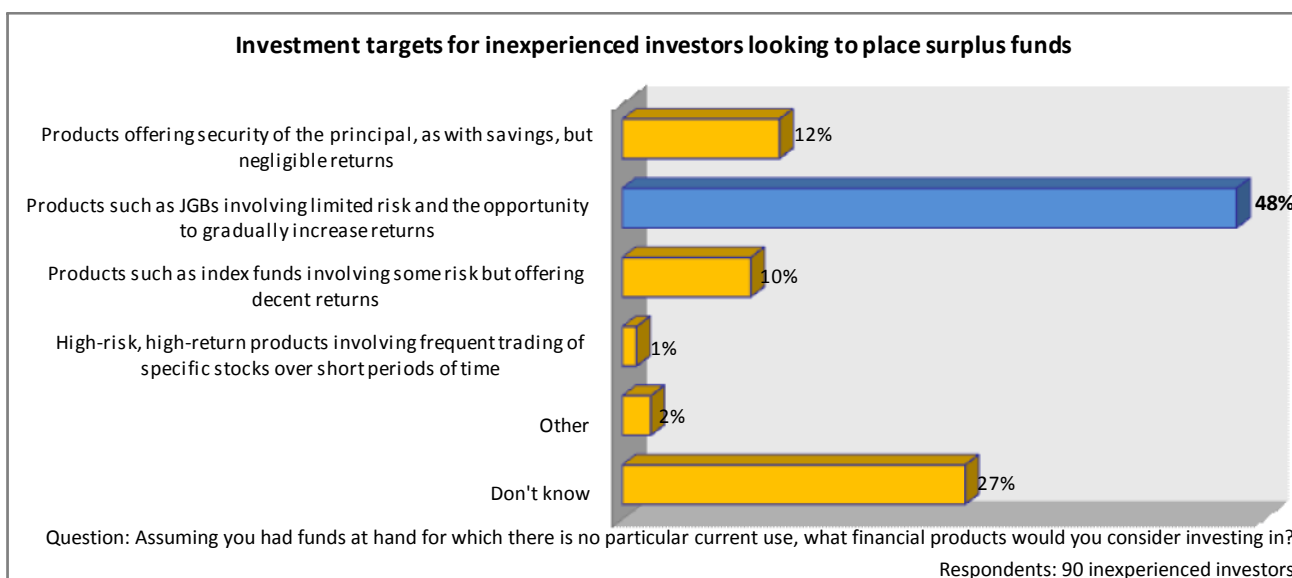
**Press Release**

Nikko Asset Management Co., Ltd.

**Results of Nikko AM’s “Survey on Investor Awareness Regarding Investment Trusts”**  
**“Inexperienced investors open to reasonable amount of risk-taking.”**

- ◆ **Approximately half of the inexperienced investors surveyed expressed a preference for products involving some risk but the opportunity to gradually increase returns**
  - **Rather than savings accounts, where the principal is guaranteed, these investors favor products that offer the opportunity to earn consistent returns with limited risk.**
  
- ◆ **Lack of funds cited as the main reason for not investing**
  - **The lack of funds outweighs risk as a barrier to investment. Some respondents have never invested, but neither are they entirely content with just a savings account.**

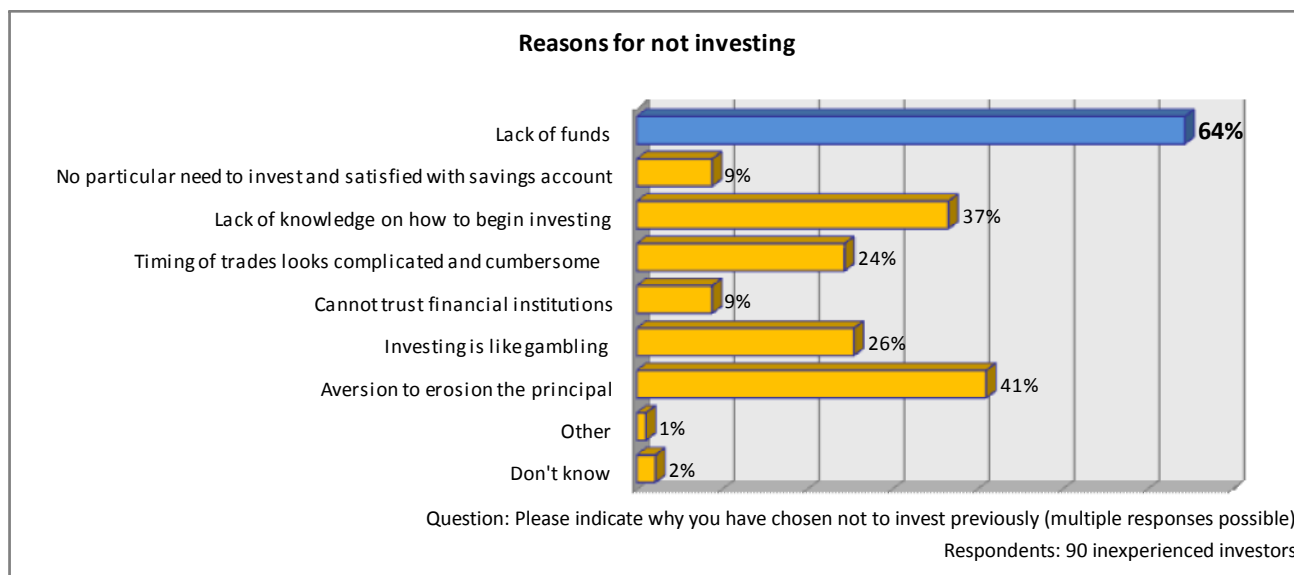
Nikko Asset Management Co., Ltd. (Nikko AM) (Timothy F. McCarthy, Chairman and CEO) announced today the results of its “Survey on Investor Awareness Regarding Investment Trusts,” conducted in December 2011. The 570 respondents (both male and female, aged in their 20s to 60s), were divided into four groups<sup>1</sup> based on past or present involvement with investment trust products specifically, or with investment in general. They were then surveyed on their investment and investment trust-related awareness.



<sup>1</sup> G1: Investors currently holding investment trust products (325), G2: Investors who previously held investment trust products (57), G3: Investors experienced in products other than investment trusts (98), G4: Inexperienced investors (90)

Survey results of the group made up of inexperienced investors reveal that only around a tenth of the respondents (12%) would invest their surplus funds<sup>2</sup> in products such as savings accounts that offer the security of the principal but negligible returns. In contrast, close to half of the respondents (48%) indicated a preference for products such as JGBs, which offer the opportunity to gradually increase returns while keeping risk to a minimum. The results reveal that even inexperienced investors are open to a certain amount of risk in investment.

From among several options, a majority (64%) of inexperienced investors chose “lack of funds” as the reason for not investing, followed by 41% of respondents who chose “aversion to risking loss to principal.” This shows that among inexperienced investors, lack of funds is a more significant impediment to investing than the risk of loss to the principal. The results also reveal a low awareness among inexperienced investors that investment in investment trusts can be started with only a small amount of capital. Another oft-cited reason (37%) for not investing was lack of knowledge on how to begin investing. While only a few respondents (9%) said they saw no particular need to invest and were satisfied with a savings account. Clearly there are inexperienced investors who are not content with just a savings account in this low interest rate environment, and are open to investing.



Head of Nikko AM's Market Communication Department, Takuya Shiomi, sums up the findings of the survey as follows, “We conclude that inexperienced investors are not solely concerned about the security of their principal (something that savings accounts offer), but are amenable to investments involving a reasonable amount of risk. The results of the survey also reflect inexperienced investors’ disinclination to turn into serious investors, even though they may not be fully satisfied with savings accounts. Nikko AM will strive to offer products catering to such individuals—namely those who currently have funds in saving accounts for lack of alternatives, but who would like to begin investing, providing they can do so with little anxiety.”

Conducted via Nikko AM’s survey organization, Toshin Goikenban, the online questionnaire targeted 570 individuals in their 20s to 60s, both male and female. The survey was conducted over December 22 to 27, 2011. The results of the survey can be viewed at the official website:

<http://www.nikkoam.com/goikenban/questionnaire>

<sup>2</sup> Funds that respondents consider available for investment.

**Survey overview :**

Overview: Survey on investor awareness regarding investment trusts

Methodology: Online survey via Toshin Goikenban platform

Period: December 22 to 27, 2011

Sample size: 570 respondents aged in their 20s to 60s, including 313 males and 257 females

**About Toshin Goikenban:**

Toshin Goikenban is an online survey organization sponsored by Nikko AM. Registered members include roughly 1,650 individuals from Japan (aged 18 years and older, both male and female) who participate in random surveys, the results of which are used in product development and presentation materials. The results of previous surveys via Toshin Goikenban can be viewed at:

<http://www.nikkoam.com/goikenban/questionnaire>

**About Nikko Asset Management:**

Established in 1959, the Nikko Asset Management Group(Nikko AM) has grown to be the largest regional asset management company headquartered in Asia, with total AUM over US\$157 billion\* and one of the largest distributor networks across the Asia-Pacific region comprising over 300 banks, brokers and life insurance companies.

Nikko AM manages a wide range of Asian equity and Asian fixed income strategies for retail and institutional investors around the world. The company has been recognised by industry peers for its innovative investment products, winning a number of prestigious awards including the Lipper Best Fund Award 2010 in the Equity Asia Pacific Ex-Japan Category over 3 years, and the Global Investor Award 2010 for Investment Excellence in Japanese Equities.

Nikko AM also offers specialist third-party expertise – currently over 40 fund managers – through the World Series Fund Platform, operating a “best-in-class” approach across a broad range of asset classes.

Nikko AM’s senior management team has significant experience across Asian as well as global markets. The team combines local knowledge with internationally recognised standards of investment practice, transparency and corporate governance to achieve growth across the business. The company adopts a “multi local” approach – giving local management teams a high degree of autonomy to address local market conditions and client servicing needs.

Nikko AM has a head office in Tokyo and an extensive footprint across the Asia-Pacific region with local offices in Singapore, Hong Kong, Sydney, Melbourne, Brisbane and Auckland. Global offices in New York and London with full service teams provide support to investors in the US, Europe and the Middle East. Nikko AM holds a 40% stake in Rongtong Fund Management, the 7th largest Sino-foreign joint venture fund management group in China. In Malaysia, a 51% stake in Asian Islamic Investment Management Sdn. Bhd. and a 30% stake in Hwang Investment Management Berhad – both leading investment management firms – add to Nikko AM’s regional presence\*\*. Additionally, the firm’s recent partnership with Ambit Holdings will add a 50.1% stake in Ambit Mauritius Investment Managers Private Limited (Mauritius) and 49.0% in Ambit Investment Advisors Private Limited (Mumbai) to this list\*\*.

Nikko AM is majority owned by The Sumitomo Trust and Banking Co., Ltd., while DBS Bank is the second largest shareholder.

Nikko AM continues to operate independently.

For more information, please visit [www.nikkoam.com/english](http://www.nikkoam.com/english)

\*Assets under management and advice including pro rata interest in joint ventures as at 30 September 2011

\*\*As of December 2011