

**FOR IMMEDIATE RELEASE**

**Nomura Research Institute to complete transaction  
To acquire Brierley+Partners**

TOKYO – May 8, 2015 – Nomura Research Institute, Ltd., (NRI), a leading provider of consultation and system solutions announced today that Nomura Research Institute Holdings America, Inc. has successfully closed the transaction to acquire Brierley+Partners on April 30, 2015, which is a leader in Loyalty and CRM services headquartered in Plano, TX. This closed transaction was according to the definitive agreement placed on March 31, 2015 between NRI and Brierley+Partners.

“We very much appreciate Brierley+Partners to be one of NRI group companies.” Says Ayumu Ueno, Senior Managing Director, NRI. “We really look forward to working with them globally starting from the US with the two companies’ advantages.”

About the previous announcement, please refer to the following URL.

<http://www.nri.com/~media/PDF/global/news/2015/150331.pdf>

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**About NRI**

Nomura Research Institute, Ltd. (“NRI”, TYO: 4307) is an independent, global IT solutions and consulting services provider with annual sales of 405.9 billion yen as of FY ended March 2015. NRI's tradition of innovation has positioned them as a trusted international market leader. Leveraging NRI's global consulting business, NRI is able to provide innovative IT solutions for investment banks, asset managers, banks, insurance providers, retailers and distributors. For more information visit : [www.nri.com](http://www.nri.com).

**About Brierley+Partners**

Brierley+Partners is a pioneer in Relationship Management®. The company has designed and manages some of the world’s most successful loyalty and CRM programs for major clients: Hertz, Express, GameStop, Hard Rock and 7-Eleven to name a few. Brierley+Partners offers a complete suite of loyalty services: program design,



**Nomura Research Institute**

loyalty/CRM technology, marketing strategy, research, analytics, creative, account management, omni-channel communications, interactive/print production and fulfillment. All services focus on a single mission: Making clients' customer relationships dramatically more profitable. For more information visit: [www.brierley.com](http://www.brierley.com)

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