

FOR IMMEDIATE RELEASE

Nomura Research Institute to Acquire Brierley+Partners, a leader in Loyalty and CRM Services

Brierley+Partners innovative technology and services will accelerate NRI's global strength

TOKYO, JAPAN / DALLAS, TEXAS– March 31, 2015 – Nomura Research Institute, Ltd., (NRI), a leading provider of consulting services and system solutions announced today that Nomura Research Institute Holdings America, Inc. has entered into a definitive agreement to acquire Brierley+Partners, a leader in Loyalty and CRM services headquartered in Plano, TX.

Brierley+Partners, founded in 1985 by Hal Brierley, has an unparalleled history of creating many of the world's most popular and measurably profitable loyalty programs. A true leader in the industry, Brierley+Partners has been applying their unique *Relationship Management®* principles for decades. Brierley+Partners offers a complete suite of CRM and loyalty services from their award-winning strategic design to their Brierley LoyaltyWare® technology platform that is uniquely robust, flexible and quick-to-market.

“In the age of the customer, the relationships you have with your customers and the loyalty they demonstrate to your company trump traditional competitive advantages.” stated Forrester Research^{*1}. This acquisition strengthens NRI's ability to support current and potential clients who are eager to enhance customer relationships and drive lifetime loyalty.

“Acquiring Brierley+Partners will allow NRI to expand even more aggressively in the US while enabling Brierley+Partners to grow by leveraging NRI's extensive global presence and marketing channels.” says Ayumu Ueno, Senior Managing Director, NRI. “Working together will optimize both companies' potentials by utilizing our mutual strengths to deliver the best result.”

“We are delighted to announce this transaction,” stated Jim Sturm, President and CEO at Brierley+Partners. “NRI's passion for customer engagement is a perfect strategic fit for Brierley+Partners' leadership in the Loyalty and CRM industry. NRI's global presence and financial strength will advance our offerings to our clients around the world and aggressively expand our innovative technologies. We are very excited about the great opportunities this will create for our customers and employees across the globe.”

The transaction is expected to close the end of April.

^{*1} "Be a Loyalty Company, Not a Company With a Loyalty Program", Forrester Research, Inc., February 18, 2015

ABOUT NRI

Nomura Research Institute, Ltd. ("NRI", TYO: 4307) is an independent, global IT solutions and consulting services provider with annual sales of 385.9 billion yen as of FY ended March 2014. 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.



Nomura Research Institute



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, 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

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