



Nomura Research Institute

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Nomura Research Institute, Ltd.

NRI and Eisai Form Business Alliance to Enhance Brain Health Initiatives

Tokyo, May 28, 2024 – Nomura Research Institute, Ltd. has entered a business alliance with Eisai Co., Ltd. to support the introduction of Eisai's brain health check tool for corporate use. The business alliance agreement was signed on March 27, 2024.

Considering the Dementia Basic Law¹ enacted in June 2023, there has been a growing societal interest in Japan in maintaining and enhancing cognitive function and brain health. This trend is mirrored in corporate environments, where understanding the brain health status of individuals is becoming crucial in various contexts, such as service provision to customers and employee performance.

Particularly, when elderly customers engage in purchasing financial products like investment trusts or insurance, financial institutions must ensure these customers fully comprehend the products. Consequently, the need to assess and consider customers' cognitive functions to accurately understand their grasp of product explanations is expected to rise.

To address this need, NRI is partnering with Eisai to integrate and promote the use of Eisai's digital brain health check tool, "NouKNOW@²," launched in 2020. This collaboration aims to elevate interest in brain health and support the resolution of various corporate-related challenges for both customers and employees.

¹ The Dementia Basic Law, enacted in June 2023, is Japanese legislation aimed at promoting comprehensive measures for the prevention, early detection, and management of dementia, ensuring support and improved quality of life for affected individuals and their families.

² NouKNOW (non-medical device) is a tool that uses a simple card test using a PC, tablet, or smartphone device to perform tests evaluating psychomotor function, attention, learning and memory, and working memory. For more information about NouKNOW, please visit <https://nouknow.jp/> (Japanese)

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