



Nomura Research Institute Group

## NEWS RELEASE

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Nomura Research Institute, Ltd.

# NRI Launches "NRI STREAM" Accelerating Digital Transformation in Asset Management

*The new solution will be adopted by SBI Securities,  
Nikko Asset Management and Resona Asset Management*

**Tokyo, December 9, 2024** – Nomura Research Institute, Ltd. (Headquarters: Tokyo, Japan; President & CEO Kaga Yanagisawa, “NRI”) today launched NRI STREAM (hereinafter “the solution”) with early adopters including [SBI Securities Co., Ltd.](#), [Nikko Asset Management Co., Ltd.](#), and [Resona Asset Management Co., Ltd.](#). The solution streamlines information sharing between asset management firms and investment trust sellers, while enhancing digital marketing efforts.

By digitizing investment trust reports and leveraging customer data, asset managers can deliver information to investors faster and more efficiently, driving digital transformation (DX) across the industry. NRI aims to further develop this platform, expanding its reach to a broader client base.

“We’re thrilled to introduce NRI STREAM after lots of great work by our teams to discover the pain points of asset managers and design a solution they can truly rely on,” said Kazuya Kobayashi, Senior Corporate Managing Director at NRI. “The solution’s critical functionality enables greater speed and efficiency highlighting yet another example of how NRI continues to enhance customer experience for investors through the digitalization of the asset management industry.”

Main features and benefits of the solution:

### 1. HTML Conversion of Investment Trust Reports

With the 2023 amendment to the Financial Instruments and Exchange Act, there's a growing shift from paper to electronic delivery of investment trust prospectuses. The solution enables full digitization by offering HTML-formatted documents, supporting automatic report generation, seamless report sharing

between asset managers and sales companies, and easy report posting on sales company websites. Graphical investment data and performance reports in HTML can be interactively accessed on any device.

## 2. Improved Digital Marketing

In recent years, the movement towards digitization of the entire process of selecting, comparing, and purchasing investment trusts has accelerated, making personalized marketing possible. This solution leverages investor browsing and search data to help asset managers develop new products and enhance digital marketing.

## 3. Fund Search Made Easier

The solution's fund search function lets investors easily search for investment trusts by keyword on the sales company's website, with relevant reports displayed alongside the results. This enhances the overall convenience for investors.

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