

February 6, 2012

## Press Release

Nikko Asset Management Co., Ltd.

### **Nikko AM Launches Social Media Initiative**

Now Posting on Facebook, Twitter and YouTube

Nikko Asset Management Co., Ltd. (Nikko AM) (Timothy F. McCarthy, Chairman and CEO) announced today the simultaneous launch of its Japanese-language Facebook page, official Twitter account, and official YouTube channel.

By leveraging the power of social media, which allows individuals with similar interests to connect and share information, Nikko AM will be able to reach an even greater number of people who are interested in markets and investment trusts.

Nikko AM aims to have its newly-launched Facebook page serve as a gateway to various reports and content available on the firm's official Japanese-language website ([www.nikkoam.com](http://www.nikkoam.com)). At the same time, the Nikko AM YouTube channel will offer Japanese video content created by the firm, including reports on the market situation. The firm's Twitter account is to be linked with its Facebook page and will provide updates on new content.

As part of its efforts to promote understanding of asset management and increase the use of investment trusts, Nikko AM offers a wide variety of information on its website, ranging from the basics on asset management and investment trusts, to information on markets and financial products. Rather than just relying on people finding its content through traditional search engines, Nikko AM's social media initiative will provide various opportunities for a great number of individuals to learn about the firm and its activities.

In addition to up-to-date information such as daily reports, Nikko AM's Facebook page will offer readers fun and interesting content that will allow them to become more familiar with investment trusts and with Nikko AM itself. Examples include a "facts about numbers" series, English and Chinese fund vocabulary, and Nikko AM company information.

Nikko AM will continue to utilize social media in order to provide more people with the information they require and help promote a better understanding of asset management and investment trusts.



Nikko AM Official Social Media Outlets

- Facebook: <http://www.facebook.com/nikkoam>
- Twitter: <https://twitter.com/NikkoAMofficial>
- YouTube: <http://www.youtube.com/nikkoamChannel>