



# Ichiyoshi Securities

TAILOR-MADE STRATEGIES IN JAPAN'S DYNAMIC FINANCIAL LANDSCAPE

**J**apan stands as the second-largest economy in Asia and ranks third globally, cementing its role as a major force in the financial world. The Tokyo Stock Exchange further underscores this dominance as the fourth-largest in the world by market capitalization, as noted by the financial services firm, Refinitiv.

Under the leadership of Japanese Prime Minister Fumio Kishida, there's a heightened commitment to advancing the country's capital markets. This commitment was evident in September 2023 when he actively participated in "Japan Weeks." This series of events, orchestrated by the Financial Services Agency, was a clarion call to promote capital markets. The gatherings served as a platform for domestic and foreign investors, emphasizing the importance of proactive asset-building.

Ichiyoshi Securities stands prominently in this rapidly evolving sector, distinguishing itself with an innovative investment strategy and philosophy. Hirofumi Tamada, Ichiyoshi's president, proudly shares, "We pioneered the shift from a fee-based corporate income approach to one that emphasizes asset management advice. Our goal? To ensure our customers' assets grow safely and consistently."

Tamada continues, "We refrain from short-term deals, even if there's an immediate profit. Why? Because our customers' long-term benefit is our priority. We're not here to deplete our customers' assets. We don't push trendy products that don't align with our clients' best interests. Instead, we offer insightful advice, instilling confidence in their financial decisions. Our approach to service is built on a foundation of trust and expertise. We mirror Edward Jones, a U.S. financial services firm, in our client relationships, ensuring transparency and consistency. This unwavering approach fosters mutual trust, leading to satisfied customers who continue to invest with us. It's more than just a method—it's our philosophy."



**Hirofumi Tamada**  
President

Ichiyoshi emphasizes not just offering these solutions but also maintaining regular engagement with customers, ensuring that their investment needs are continually followed up.

A defining feature of Ichiyoshi is its esteemed research division, the Ichiyoshi Research Institute (IRI). This division shines for its expertise in small- and medium-cap growth companies. In 2022, the IRI achieved an impressive feat by topping the Best Research House Rankings in the small- and medium-cap stock category for the 19th year in a row. Demonstrating its unparalleled reach, the institute boasts an access ratio of nearly 17%, eclipsing its closest competitors by a significant stretch. IRI delves into various burgeoning sectors, notably IT and high-tech industries. Each year, they produce comprehensive analyses on approximately 500 companies and publish over 3000 additional reports for investors, encompassing in-depth industry insights.

"Japan's domestic market holds immense promise," remarks Tamada. "At times, the barrier for investors is simply the absence of accurate information. Our strength lies in bridging that gap; providing insightful data becomes our edge."

Ichiyoshi's core values emphasize societal contribution, which naturally aligns with its focus on sustainability. The company's endeavours stretch across various facets of sustainability: from the environment and the larger community to individual stakeholders like employees, shareholders, and customers. Its commitment resonates with the United Nations' Sustainable Development Goals. This is evident in its multifaceted initiatives, from fostering a vibrant and inclusive work environment and reimagining asset management for an aging global population to championing child health and well-being projects.

Ichiyoshi is ready for the future, embracing both its challenges and opportunities. In this sense, it embraces the Japanese vision – taking a long-term view and putting trust and value creation first.

"Japan is engineering-driven by nature," says Tamada. "We have a lot of good corporations, and we have a system and culture of protecting and growing our assets. In this respect, Japan is number one in Asia. Our Prime Minister champions this strength of our nation, and the momentum feels perfect. All signs point to growth – making Japan a compelling investment choice, so why not invest in Japan?"

**We refrain from selling products that are not in the long-term interests of our customers, even if they are popular.**

Seven "Ichiyoshi Standards" for products for our customers.

1. We do not deal in publicly-offered structured bonds.
2. We do not deal in non-rated bonds.
3. We do not deal in privately-placed funds.
4. We do not solicit individual foreign stocks.
5. We select investment trust managers based on their reliability and continuity.
6. We do not solicit investors to invest in futures and options.
7. We do not deal in FX (Foreign Exchange Margin Contracts).

We have been adhering to the Ichiyoshi Standards for 20 years.

It is the desire of our executives and employees to be of assistance to our customers in their efforts to increase their assets safely, steadily, and slowly. We do not merely offer an assortment of products, but also dare to decline them so that the products and services we introduce can always help our clients to hold their valuable assets safely and securely in the medium to long term. Our goal is to gain the trust of our customers and to have them stay with us for a longer period of time.

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At the heart of Ichiyoshi's ethos lies a steadfast commitment to being a trusted and preferred boutique brand in the financial services domain. This commitment extends to every stakeholder. We value the uniqueness of our employees, nurturing talent and fostering growth; we aim to be the top pick for every client; we continuously strive to enhance performance and boost shareholder value; and, importantly, we take an active role

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