

December 9, 2009

## Press Release

Nikko Asset Management Co., Ltd.



### Online game “Country Pick” lets users try their hand at managing a globally diversified investment portfolio

#### **U.S. release follows launch in Japan – Which country’s participants will win this international competition?**

Nikko Asset Management Co., Ltd. (Nikko AM) (Timothy McCarthy, Chairman and CEO) announced today the release of “Country Pick”, **an online money management game**, with competition to start from January 2010. In addition to the U.S., the game will be played concurrently in Japan and China. Nikko AM will accept U.S. entries from December 9, 2009 at the competition’s exclusive English-language website.\*

Website: “Country Pick”, U.S. version (Competition entries accepted from December 9, 2009)  
<http://sekaino.toshinou.jp/>

“Country Pick” was developed by Nikko AM to allow participants the **experience of managing money**, at no charge. In “Country Pick”, participants virtually invest in global equities by picking countries, that they think the markets will increase the most. The first step is to access the “Country Pick” website and begin constructing a portfolio.

Participants are allotted a virtual amount of \$10 million (in the U.S. version), and build a portfolio by selecting from an investment universe of 31 countries and regions\*\*. (“Countries and regions”, in fact, represent virtual index funds linked to the stock markets of those countries and regions.) Participants then set the investment weighting for each selected country or region, and compete based on their portfolios’ investment performance. The game is designed so that even those with little stock market experience can easily participate. There has so far been a high level of interest in Japan, where “Country Pick” has already received over 3,000 entries since October 20.

The top three U.S. performers for the year will be recognized as the Country Pick Yearly Champions, while the top three performers for each quarter will be recognized as Country Pick Quarterly Champions. Champions will receive a certificate to commemorate their accomplishment. Global champions will also be determined among participants from the U.S., Japan, and China. Top overall performers may be offered an interview by Nikko AM for the position of Product Development Advisor. The competition will last from January 4 to December 30, 2010.

As the need to manage money knows no borders, there will be many enthusiastic competitors in “Country Pick” from the U.S., Japan and China. Nikko AM is eager to see which country’s participants will best be able to read the markets from a global perspective and become the Global champions, who will be recognized at an award ceremony at the end of the competition. Nikko AM encourages U.S. residents to participate in “Country Pick” and test their money management skills against competitors from China and Japan.

\*Participation in the U.S. version limited to residents of the United States. Void where prohibited.

\*\*Strictly speaking, the investment universe includes 29 countries, plus Hong Kong and Taiwan.

## Overview of “Country Pick”

Name:	“Country Pick”
Competition period:	January 4, 2010 – December 30, 2010
Concept:	Participants manage a virtual investment and compete in terms of investment performance. (Amount of virtual investment in U.S. version: \$10 million)
Investment universe:	Fictional index funds linked to equity markets of 31 countries and regions
Restrictions:	Participation limited to the residents of the United States in the U.S. version. Void where prohibited.
Website:	Competition entries from the U.S. will be accepted from December 9, 2009 <a href="http://sekaino.toshinou.jp/">http://sekaino.toshinou.jp/</a>
Registration:	Access the competition website and enter your information into the required fields. * There is no cost to participate in this contest. But the fee to connect to the online site (or packet communication fees for access to the website or receiving e-mails via a cell phone) will be borne by the participants. To participate in the competition starting in January 2010, please complete a portfolio by 1:00 a.m. (Eastern Standard Time), December 29, 2009.

## “Country Pick” Awards

### [Global Version (participants from the U.S., Japan, China)]

Country Pick Yearly Champions	• Top 5 competitors in the global version at competition-end
Country Pick Quarterly Champions	• Top 5 competitors in the global version at each quarter’s-end

### [U.S. Version]

Country Pick Yearly Champions	• Top 3 competitors in the U.S. version at competition-end
Country Pick Quarterly Champions	• Top 3 competitors in the U.S. version at each quarter’s-end

## About Nikko Asset Management

Nikko Asset Management (Nikko AM) is a leading Japan-based asset management group. Since its establishment 50 years ago, Nikko AM has been offering a full lineup of investment trusts to retail investors and high value-added advisory services to institutional investors.

Its investment trusts are distributed through a network of around 200 distributor institutions including banks, securities companies, and Japan Post Bank. The firm offers investors access to both Nikko AM funds that invest mainly in Japanese equities, fixed income, and REITs and, through its independently developed third-party sub-advisory platform, opportunities to strategically utilize a global range of top-performing, independent asset managers over a diverse range of asset classes. The Nikko AM Group<sup>1</sup> has approximately 9.9 trillion yen under management as of September 30, 2009<sup>2</sup>, and has overseas offices in London, New York, and Singapore.

“Country Pick” was developed by Nikko AM to provide individual investors with the experience of global diversified investment. While understanding the concept of global diversified investment, it can be difficult to do this in practice. In providing the experience of global diversified investment in a simple game, Nikko AM felt that this would allow investors to become familiar with the practice of it. The current game will be set on the world stage. It is also hoped that participants will focus on global economic trends, various countries’ stock markets, and the movements in foreign exchange. Above all, Nikko AM would like many people to become familiar with investment trusts so that they can master investment trusts to serve their own asset-management purposes.

Note 1: “Nikko AM Group” stands for Nikko Asset Management Co., Ltd. and its group companies.

Note 2: Consolidated assets (including advised assets) of Nikko Asset Management Co., Ltd. and its overseas subsidiaries.