

For Immediate Release

Monex, Inc.
Oki Matsumoto, President & CEO
TradeStation Securities, Inc.
William Cahill, President and COO
Monex Boom Securities (H.K.) Limited
Nick Tang, COO

Sixteenth Monex Global Retail Investor Survey
Retail investors in Japan, the U.S. and China (H.K.) have high expectations for the U.S.

The Sixteenth Monex Global Retail Survey* was conducted from late February, 2015 to early March. Before the survey, the Nikkei Stock Average hit its highest level in fifteen years. In the United States, the Dow average and the S&P 500 hit a historic high. U.S. employment statistics exceeded analysts' expectations as in the previous month, and the timing of an interest rate hike by the Federal Reserve Board (FRB) to attract attention. Reflecting the effects of a number of factors on investor sentiment, the retail investors' forecast DI (diffusion index)** for world stock markets varied in Japan, the United States, and China (Hong Kong). We asked retail investors about the most promising region in terms of stock prices in the coming three months, and they had high expectations for the United States.

Summary Findings

1. Global Survey Results: Survey of Retail investors in Japan, the U.S. and China (H.K.)

(1-1) The forecast DI for world stock markets in each region varies.

[Figure 1 on Page3 (Exhibit)]

We asked retail investors in each region about their views on world stock markets for the coming three months. Japanese retail investors' forecast DI rose for the second consecutive quarter, to 39 points. The forecast DI of retail investors in the United States and China (Hong Kong) declined, but the percentage of respondents who answered that world stock market prices "will increase" remained higher than the percentage of respondents who answered that they "will decrease."

[Forecast DI: Japan] Dec 2014: 31→ Mar 2015: 39 (+8 points)

[Forecast DI: U.S.] Dec 2014: 33→ Mar 2015: 26 (-7points)

[Forecast DI: China (H.K.)] Dec 2014: 52→ Mar 2015: 39(-13points)

(1-2) Retail investors in Japan, the U.S. and China (H.K.) have high expectations for the United States.

[Figure 2-1 to 2-4 on Page4 (Exhibit)]

We asked retail investors in each region about the most promising region in the coming three months. Retail investors in Japan, the U.S. and China (H.K.) had high expectations for the United States. Japanese retail investors had higher expectations for the United States than for Japan for the third consecutive quarter. U.S. retail investors' expectations for the United States were lower point than the previous survey (December 2014) but have remained high since December 2012, suggesting their high expectations for stock prices in the United States. Chinese (Hong Kong) retail investors had higher expectations for the United States than for Asia (excluding Japan) for the first time in six quarters.

[Japan]	U.S.: 44.3%	Europe/U.K.: 6.2%	Asia excl. Japan: 9.4%	Japan: 40.1%
[U.S.]	U.S.: 60.0%	Europe/U.K.: 24.2%	Asia excl. Japan: 8.4%	Japan: 7.4%
[Hong Kong]	U.S.: 41.4%	Europe/U.K.: 14.4%	Asia excl. Japan: 35.4%	Japan: 8.8%

(1-3) The views of retail investors in each region on the timing of an FRB rate hike vary.

[Figure 6-1, 6-2 on Page 6 (Exhibit)]

In the United States, the largest percentage of retail investors expect that the FRB will raise interest rates in the October-December quarter of 2015. In Japan and China (Hong Kong), the largest percentage of retail investors expect that an FRB rate hike will be in the July-September quarter of 2015. Retail investors in the United States expect a later rate hike in their country than those in other regions. Compared with findings in the past, the percentage of respondents who answered that the FRB will raise interest rates in the second half of 2015 rose around 10% in each region.

2. Japan Survey Results: Survey of Retail investors in Japan

(2-1) The Stocks DI of Japanese retail investors rises.

[Figure 7-1, 7-2 on Page7 (Exhibit)]

We asked Japanese retail investors about their expectations for stock markets in Japan, the U.S. and China in the coming three months. The Stocks DI rose. This is probably attributable to stock price indices in Japan and the U.S. hitting a high and an additional rate cut by China's central bank during the survey period.

[Japanese Stocks DI]	Feb 2015: 40 → Mar 2015: 51 (+11 points)
[U.S. Stocks DI]	Feb 2015: 52 → Mar 2015: 58 (+6points)
[China (H.K.) DI]	Feb 2015: -44 → Mar 2015: -29 (+15points)

Please refer to the details of the results of the survey in the attached report.

* An outline of the surveys conducted in Japan, the U.S. and China (H.K.)

	Japan	U.S.	China (H.K.)
Survey period	24 Feb. 2015- 9 Mar. 2015	24 Feb. 2015- 10 Mar. 2015	24 Feb. 2015- 9 Mar. 2015
Number of responses	1,070	95	443

** DI (diffusion index): The percentage of respondents who answered “Stock market will become better” minus the percentage of respondents who answered “Stock market will become worse.”

Monex Global Retail Investor Survey

March2015

Executive Summary

Financial Intelligence Department, Monex Inc.

We are pleased to bring you the results of our sixteenth quarterly Monex Global Retail Survey.

In March, European and Japanese equities have enjoyed a remarkable rise. Germany's DAX Index achieved all-time highs almost every day. The Nikkei Stock Average climbed above the 19,000 level for the first time in nearly 15 years. In both regions, central banks have adopted a massive quantitative easing policy. Following the Bank of Japan's "different dimension" of monetary easing, the European Central Bank (ECB) commenced monthly 60-billion-euro bond purchases. In addition, there have been rate cuts in a number of countries worldwide. The accommodative monetary policies of central banks have boosted stock prices worldwide.

Against the backdrop, a rise in stock prices appears to be moderate in the United States. The Dow average and the S&P 500, which hit a historic high, give the impression that U.S. stock prices have risen significantly. However, compared with the DAX Index and the Nikkei Stock Average, which have climbed 20% and 9%, respectively, from the end of last year to the time of writing, the Dow average has been roughly flat.

One of the factors that are holding down stock prices in the United States is the policy of the FRB. The United States adopted a massive quantitative easing policy early on, and the economy has moved onto a recovery track. A rate hike, or a shift to a tighter monetary policy, is approaching. The employment statistics announced on March 6 far exceeded analysts' expectations, and the market views a rate hike in June as very likely. Given speculation that there will be an early rate hike, the dollar is rising against other currencies. Concern is thus emerging over the stronger dollar holding down earnings at U.S. multinationals, and that concern is considered to be one of the reasons for the sluggish stock market.

In this month's survey, we asked investors in each region about the timing of an FRB rate hike. The largest percentage of U.S. retail investors expect that a rate hike will be in the October-December

quarter. In Japan and Hong Kong, the largest percentage of retail investors expect that it will be in the July-September quarter. There will be a rate hike, and with speculation varying, volatility on the U.S. stock market may increase.

An increase in volatility means both risk and opportunity for investors. We hope that you will take advantage of a rate hike in the United States, an investment opportunity that come only once every several years.

With your help, we have been able to gather and analyze some very valuable data. We greatly appreciate your cooperation and hope that this survey will be of some aid in the investment decisions of retail investors.

(Written as of March 13, 2015)

Summary

1. Global Survey Results: Survey of Retail investors in Japan, the U.S. and China (H.K.)

(1-1) The forecast DI^(*) for world stock markets in each region varies.

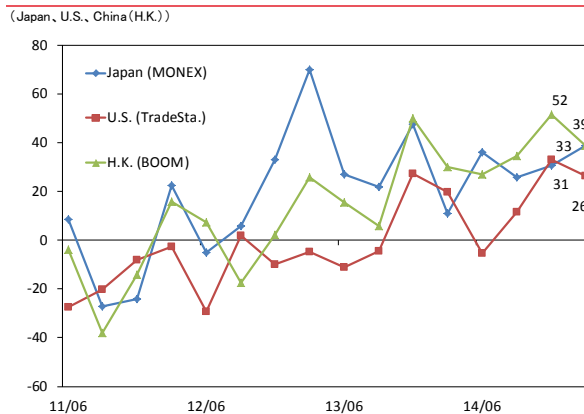
[Forecast DI: Japan] Dec 2014: 31 → Mar 2015: 39 (+8 points)

[Forecast DI: U.S.] Dec 2014: 33 → Mar 2015: 26 (-7 points)

[Forecast DI: China (H.K.)] Dec 2014: 52 → Mar 2015: 39 (-13 points)

We asked retail investors in each region about their views on world stock markets for the coming three months. Japanese retail investors' forecast DI rose for the second consecutive quarter, to 39 points. The forecast DI of retail investors in the United States and China (Hong Kong) declined, but the percentage of respondents who answered that world stock market prices "will increase" remained higher than the percentage of respondents who answered that they "will decrease." The difference in the forecast DI among regions is probably attributable to the Nikkei Stock Average hitting a fifteen-year high before the survey period and U.S. employment statistics exceeding analysts' expectations as in the previous month, which raised awareness about an FRB rate hike, during the survey period.

Figure1: Outlook on Stocks Globally for the Next 3 Months



Source: Monex, Inc.

(*) DI (diffusion index): The percentage of respondents who answered "World stock market prices will increase" minus the percentage of respondents who answered "World stock market prices will decrease."

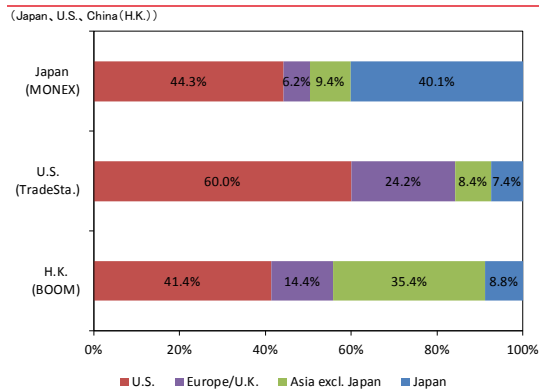
(1-2) Retail investors in Japan, the U.S. and China (H.K.) have high expectations for the United States.

We asked retail investors in each region about the most promising region in the coming three months. Retail investors in Japan, the U.S. and China (H.K.) had high expectations for the United States. Japanese retail investors had higher expectations for the United States than for Japan for the third consecutive quarter. U.S. retail investors' expectations for the United States were lower point than the previous survey (December 2014) but have remained high since December 2012, suggesting their high expectations for stock prices in the United States. Chinese (Hong Kong) retail

investors had higher expectations for the United States than for Asia (excluding Japan) for the first time in six quarters.

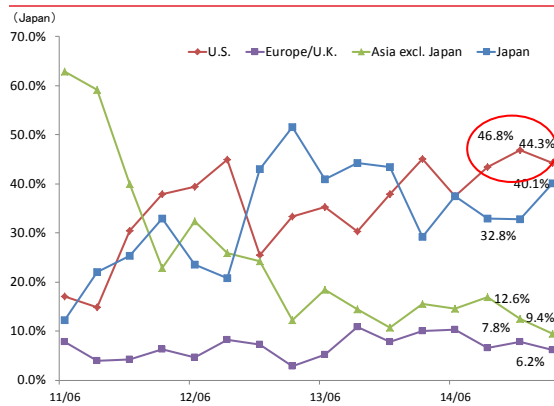
[Japan]	U.S.: 44.3%	Europe/U.K.: 6.2%	Asia excl. Japan: 9.4%	Japan: 40.1%
[U.S.]	U.S.: 60.0%	Europe/U.K.: 24.2%	Asia excl. Japan: 8.4%	Japan: 7.4%
[Hong Kong]	U.S.: 41.4%	Europe/U.K.: 14.4%	Asia excl. Japan: 35.4%	Japan: 8.8%

Figure2-1: Expectation for areas of Best Equity performance



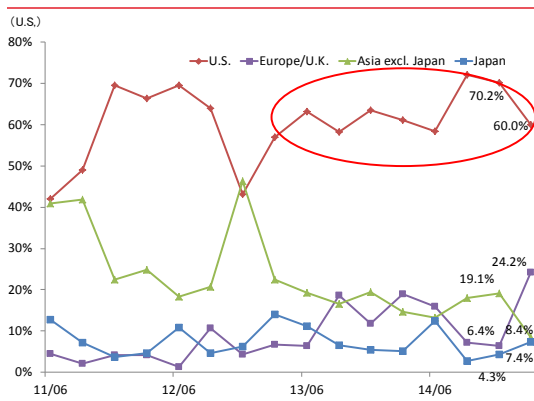
Source: Monex, Inc.

Figure2-2: Expectation for areas of Best Equity performance



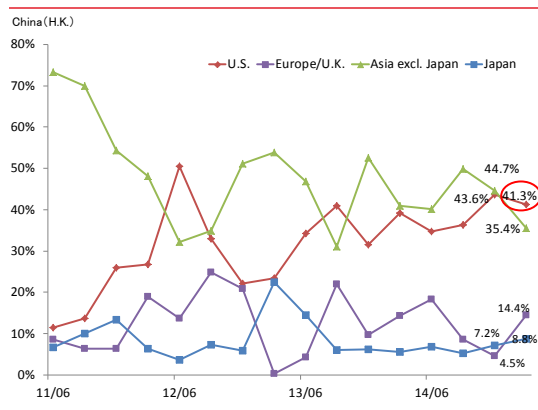
Source: Monex, Inc.

Figure2-3: Expectation for areas of Best Equity performance



Source: Monex, Inc.

Figure2-4: Expectation for areas of Best Equity performance



Source: Monex, Inc.

(1-3) Japanese retail investors continue to expect a stronger dollar.

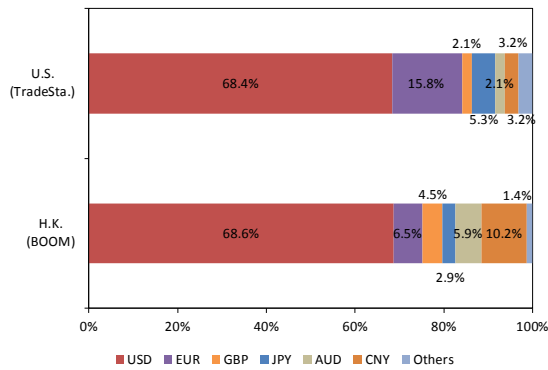
We asked U.S. and Chinese (Hong Kong) retail investors which currencies will rise most sharply for the coming three months. Around 70% of U.S. respondents (80% in the previous survey) and around 70% of Hong Kong respondents (60% in the previous survey) chose the U.S. dollar.

We asked Japanese investors about their forecast for the dollar-yen exchange rate for the coming three months. The percentage of retail investors forecasting a stronger dollar and a weaker yen rose

2 percentage points (from 52% to 54%) from the previous survey (February 2015). The percentage of retail investors forecasting a stronger yen declined 2 percentage points (from 15% to 13%).

Figure3-1: Strongest Currency Over the Next 3 Months

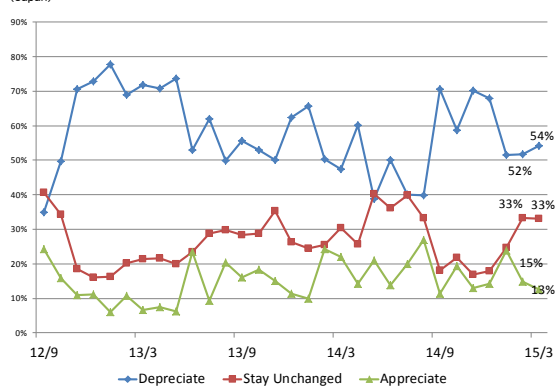
(U.S., China(H.K.))



Source: Monex,Inc.

Figure3-2: JPY Against the Dollar for the Next 3 Months

(Japan)



Source: Monex,Inc.

(1-4) In the U.S. and H.K. “Technology” and “Healthcare” are popular sectors.

The “ranking of Attractive Sectors” show that the sectors that are the most appealing to retail investors in the U.S. and China (H.K.) were “Technology” and “Healthcare.” “Transportation” and “Telecommunications” were ranked third in the U.S. and China (H.K.) respectively. For Japanese retail investors, “Automobiles,” “Medical,” and “Technology” were the top three sectors for the seventh consecutive month. In the “ranking of Attractive Sectors,” “Machinery,” “Banks,” “Retail,” and “Oil” rose, and “Real Estate,” “Marine,” and “Electric/Gas” fell.

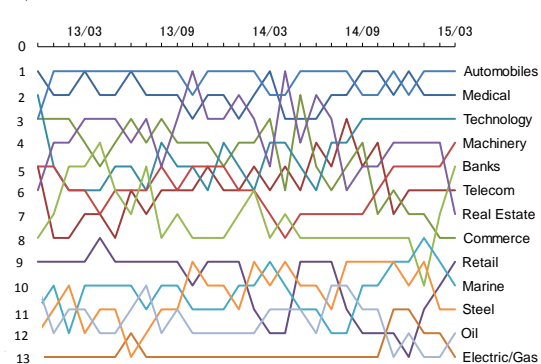
Figure4-1: Attractive Sectors in the U.S. and H.K.(Quarterly)

U.S.	China(H.K.)
1 (1) → Technology	1 (2) ↑ Healthcare
2 (2) → Healthcare	2 (1) ↓ Technology
3 (5) ↑ Transportation	3 (5) ↑ Telecommunications
4 (8) ↑ Services	4 (4) → Financial Services
5 (3) ↓ Consumer Goods	5 (5) → Consumer Goods
6 (4) ↓ Basic Materials	6 (6) → Energy
6 (6) → Financial Services	7 (7) → Services
8 (7) ↓ Energy	8 (9) ↑ Transportation
8 (9) ↑ Telecommunications	9 (11) ↑ Utilities
10 (10) → Autos	10 (12) ↑ Autos
10 (14) ↑ Conglomerates	10 (8) ↓ Basic Materials
12 (10) ↓ Industrial Goods	12 (12) → Real Estate
13 (10) ↓ Utilities	13 (13) → Conglomerates
14 (13) ↓ Real Estate	14 (14) → Industrial Goods

Source: Monex,Inc.

Figure4-2: Attractive Sectors in Japan (Monthly)

(Japan)



Source: Monex,Inc.

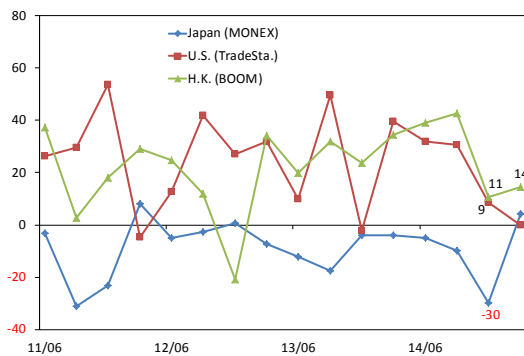
(The previous survey of U.S. and Chinese (H.K.) retail investors was conducted in December 2014, and the previous survey of Japanese retail investors was changed since December 2012.)

(1-5) Investors' expectations for commodity markets vary from region to region.

We asked retail investors about their views on commodity markets. Investors' expectations for energy rose sharply from the previous survey (December 2014) in Japan, rose slightly in China (Hong Kong), and declined in the U.S. Investors' expectations for metals were similar to those in energy.

Figure5-1: Energy

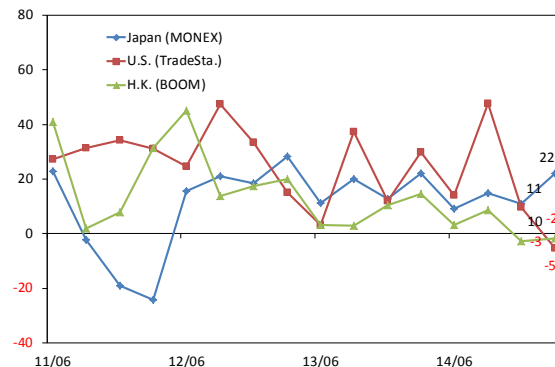
(Japan, U.S., China(H.K.))



Source: Monex,Inc.

Figure5-2: Metals

(Japan, U.S., China(H.K.))

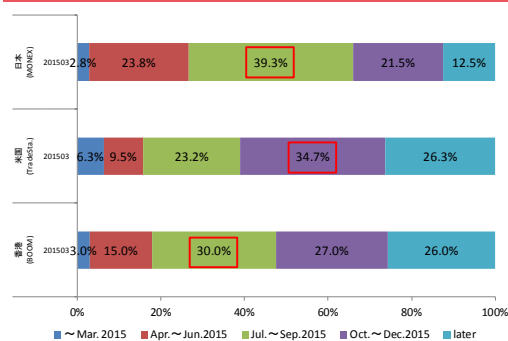


Source: Monex,Inc.

(1-6) The views of retail investors in each region on the timing of an FRB rate hike vary.

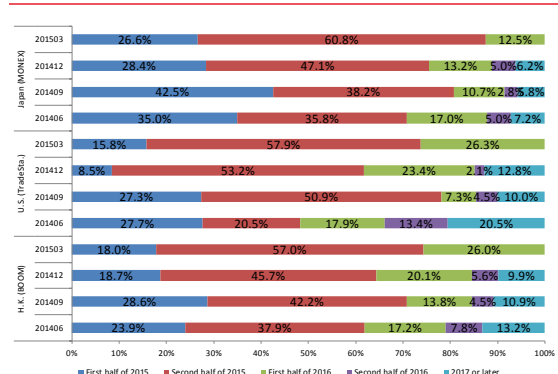
In the United States, the largest percentage of retail investors expect that the FRB will raise interest rates in the October-December quarter of 2015. In Japan and China (Hong Kong), the largest percentage of retail investors expect that an FRB rate hike will be in the July-September quarter of 2015. Retail investors in the U.S. expect a later rate hike in their country than those in other regions. Compared with findings in the past, the percentage of respondents who answered that the FRB will raise interest rates in the second half of 2015 rose around 10% in each region.

Figure6-1: When will the Fed start to raise interest rates again?



Source: Monex,Inc.

Figure6-2: When will the Fed start to raise interest rates again?(historical)



Source: Monex,Inc.

2. Japan Survey Results: Survey of Retail investors in Japan

(2-1) The Stocks DI of Japanese retail investors rises.

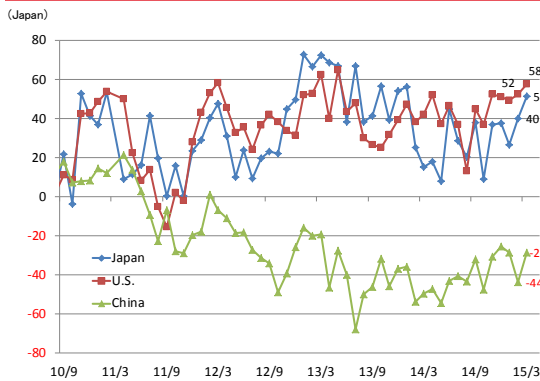
We asked Japanese retail investors about their expectations for stock markets in Japan, the U.S. and China in the coming three months. The Stocks DI rose. This is probably attributable to stock price indices in Japan and the U.S. hitting a high and an additional rate cut by China’s central bank during the survey period.

[Japanese Stocks DI] Feb 2015: 40 → Mar 2015: 51 (+11points)

[U.S. Stocks DI] Feb 2015: 52 → Mar 2015: 58 (+6 points)

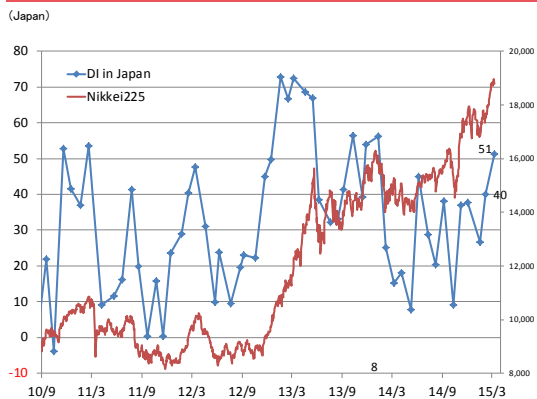
[China (H.K.) DI] Feb 2015: -44→ Mar 2015: -29 (+15 points)

Figure7-1: Outlook on Stocks in Japan, U.S. and China



Source: Monex,Inc.

Figure7-2: Japanese Investor’s Domestic DI and Nikkei 225



Source: Monex,Inc.

(2-2) The willingness to invest in Japanese stocks rose.

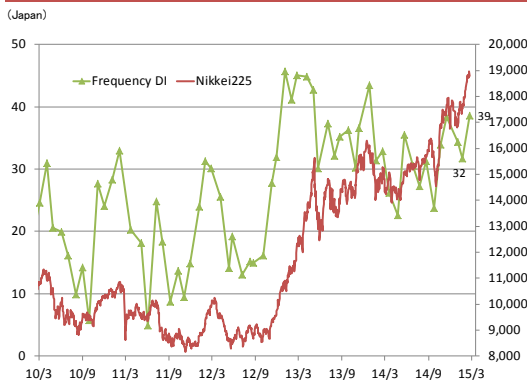
We asked Japanese retail investors about their willingness to invest in Japanese stocks within the coming three months. The DI of trading frequency, the DI of investment amount, and the DI of the number of stocks held all rose modestly.

[DI of trading frequency] Feb 2015: 32 → Mar 2015: 39 (+7 points)

[DI of investment amount] Feb 2015: 31 → Mar 2015: 34 (+3 points)

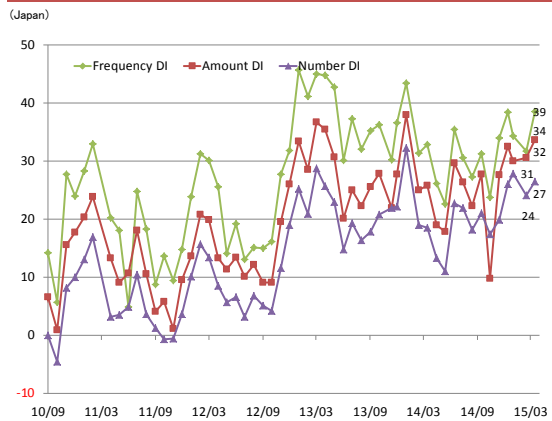
[DI of the number of stocks held] Feb 2015: 24 → Mar 2015: 27 (+3 points)

Figure8-1: Investment willingness for the Next 3 Months and Nikkei225



Source: Monex, Inc.

Figure8-2: Investment willingness for the Next 3 Months



Source: Monex, Inc.

(2-3) Politics and diplomacy in Europe, along with monetary policy and exchange rate movements in China, are attracting greater attention.

We asked Japanese retail investors which topics they are following. Many of them were interested in corporate performance in Japan. Among topics other than those about Japan, Japanese investors expressed more interest in politics and diplomacy in Europe (up 3.6 percentage points) and politics and diplomacy in China (including Hong Kong) (up 4.7 percentage points). We assume that these changes were attributable chiefly to the EU’s decision to extend its financial support to Greece, the additional rate cut by the central bank in China, and the opening of the session of the National People’s Congress during the survey period.

Figure9-1: Topic (Previous)

	Japan	U.S.	Europe	China (incl.H.K.)	emerging country (excl.China)
corporate performance	1.8	1.0	-1.0	-0.2	0.5
macroeconomics	-2.2	-0.4	0.0	0.5	-0.3
exchange markets trend	-2.4	-0.7	-2.3	1.5	2.3
rate movements	-2.4	-0.3	1.9	-1.3	-0.4
monetary policy	-1.2	1.4	-0.2	-0.7	0.9
politics, diplomacy	-2.0	-1.6	3.6	4.7	-0.1

Source: Monex, Inc.

(point)

Figure9-2: Topic

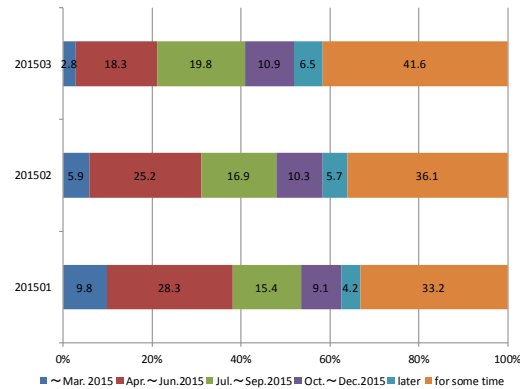
	Japan	U.S.	Europe	China (incl.H.K.)	emerging country (excl.China)
corporate performance	89.1%	49.7%	11.8%	9.6%	7.9%
macroeconomics	60.4%	63.8%	30.7%	23.6%	17.2%
exchange markets trend	66.2%	67.3%	30.3%	7.4%	11.8%
rate movements	56.9%	62.3%	27.2%	7.2%	8.5%
monetary policy	67.8%	63.2%	39.0%	15.4%	9.8%
politics, diplomacy	63.4%	56.4%	45.0%	39.3%	22.8%

Source: Monex, Inc.

(2-4) Around 40% of retail investors say that there will be no additional quantitative easing by the Bank of Japan for some time to come.

We asked Japanese retail investors about the timing of additional quantitative easing by the Bank of Japan. The largest percentage, 41.6%, of investors expected that there will no additional quantitative easing for some time to come. The next largest percentage, 19.8%, of investors expected additional monetary easing “from July to September, 2015,” and 18.3% expected monetary easing “from April to June, 2015.” The percentage of investors who expected no additional quantitative easing for some time to come rose from the previous survey (February 2015).

Figure 10: Additional monetary easing of Bank of Japan



Source: Monex, Inc.

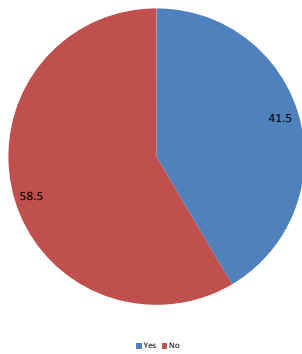
(2-5) Investors who do not feel an economic recovery by Abenomics account for 58.5%.

We asked Japanese retail investors about an economic recovery and found that 58.5% of them “do not feel” an economic recovery. Compared with the survey in November 2014, the percentage of investors that “do not feel” an economic recovery declined slightly (from 60.9% to 58.5%).

The reasons investors gave for not feeling an economic recovery include “Although stock prices have risen, incomes have not risen,” “Rising corporate performance due to weak yen and companies’ profits do not seem to be being distributed to society,” and “Only some large companies are benefiting from the economic recovery, and there are no signs of a recovery in regional areas.”

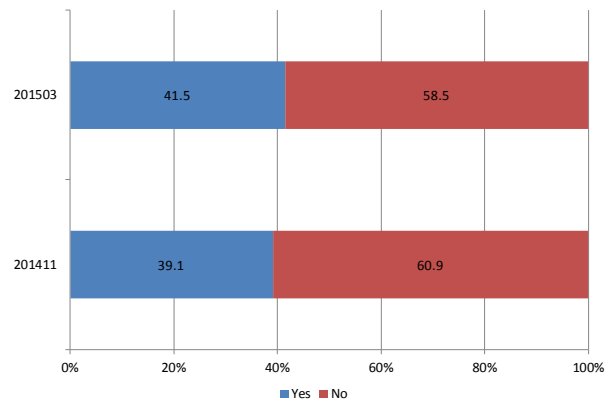
The percentage of investors who “feel” an economic recovery was 41.5%. The main reasons were “a rise in stock prices,” “an improvement in corporate performance,” “a recovery in consumer sentiment,” and “an increase in the number of job offers.”

Figure11-1:It's 58.5% of the whole that there is no actual feeling of economic recovery.



Source: Monex,Inc.

Figure11-2:About actual feeling of economic recovery



Source: Monex,Inc.

Outline of Survey & Characteristics of Respondents

(Japan)

Method: Internet research
 Respondents: Customers of Monex Inc. Customers of Monex, Inc.
 # of Responses: 1,070
 Period: 24 February– 9 March 2015

[Gender]

Male	Female
83.4%	16.6%

[Age]

Minor	20s	30s	40s	50s	60s	70s or over
0.2%	2.8%	17.2%	30.7%	23.4%	18.0%	7.7%

[Financial assets]

Under JPY 5 million	JPY 5 ~ 10 million	JPY 10 ~ 20 million	JPY 20 ~ 50 million	JPY 50 ~ 100 million	Over JPY 100 million
27.3%	19.6%	18.2%	23.9%	7.5%	3.5%

[Frequency of trading]

Day trading	Few times a week	Few times a month	Once every few months	Fewer than that
5.4%	17.9%	35.0%	26.4%	15.3%

[Experience with stock investing]

Less than a year	2 ~ 5 years	5 ~ 10 years	Over 10 years
9.0%	20.5%	25.7%	44.9%

(United States)

Method: Internet research
 Respondents: Customers of Trade Station Securities, Inc.
 # of Responses: 95
 Period: 24 February 2015 – 10 March 2015

(Hong Kong)

Method: Internet research
 Respondents: Customers of Monex BOOM Securities (H.K.) Limited
 # of Responses: 443
 Period: 24 February 2015 – 9 March 2015