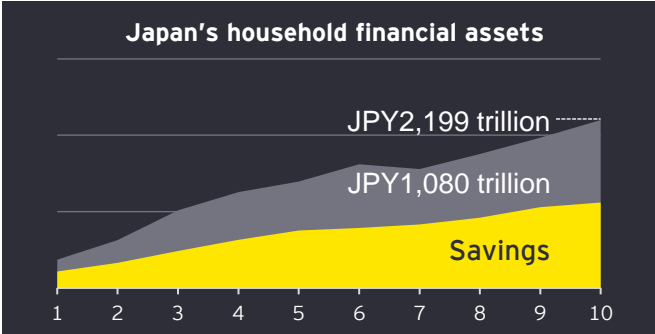


# Why Japan?

## Business features:

### Revenue generation

- ▶ Investor acquisition
  - ▶ Presence of the world's leading institutional investors
  - ▶ Households with the world's leading level of financial assets (approx. JPY2,000 trillion)
  - ▶ More than half of household financial assets are in savings, inclusive of pension funds and insurance, and current trends show a shift from savings to investment, increasing the demand for asset management services
  - ▶ Increase in institutional and other investors' engagement in foreign investment, alternative investment and ESG investment
  - ▶ Increased necessity for financial institutions to perform sales activities in the market
    - ▶ Banks: decline in deposit-loan ratios
    - ▶ Insurance companies: decline in profitability of core business)
- ▶ Investee acquisition
  - ▶ Presence of the world's leading companies, supported by the economic scale of the fourth largest GDP globally
  - ▶ Government startup support programs (e.g., for 10 x multiplier for startup investment)
  - ▶ Funding demands due to the promotion of GX/DX and transition finance



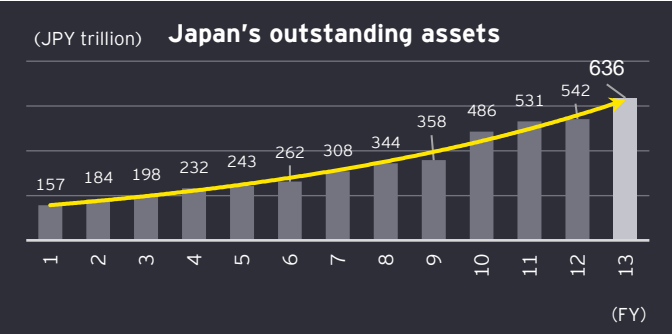
Source: Created by EY based on the FSA's "Business Opportunities in Japan", [www.fsa.go.jp/internationalfinancialcenter/why-japan/business-opportunities/](http://www.fsa.go.jp/internationalfinancialcenter/why-japan/business-opportunities/), and the Bank of Japan's "Funds Circulation", [www.boj.or.jp/statistics/sj/index.htm](http://www.boj.or.jp/statistics/sj/index.htm) (accessed on August 13, 2024)

### Low costs

- ▶ Affordable office rent and lower business expenses compared to other locations
- ▶ Government support, including subsidies and tax incentives

### Business environment

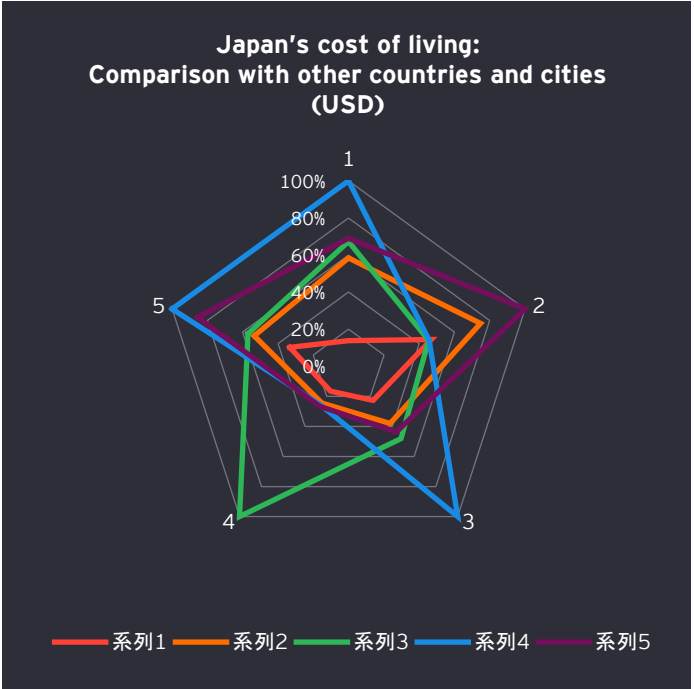
- ▶ Government support provided through the establishment of the "doubling asset-based income plan" and the "special zones for financial and asset management businesses"
  - ▶ Including: English support, administrative tasks such as opening bank accounts
- ▶ Government and private sector companies committed to carbon neutrality and other initiatives
- ▶ Fewer restrictions on outsourcing through revisions to the Financial Instruments and Exchange Act
- ▶ Rule of law, transparency in actions of regulatory authorities
- ▶ Market that boasts a world-leading volume of transactions



Note: Figures represent assets under management at the Japan Investment Advisers Association  
Source: Created by EY based on the "Statistical Data" from the Japan Investment Advisers Association, [jiaa.or.jp/toukei/](http://jiaa.or.jp/toukei/) (accessed on August 13, 2024)

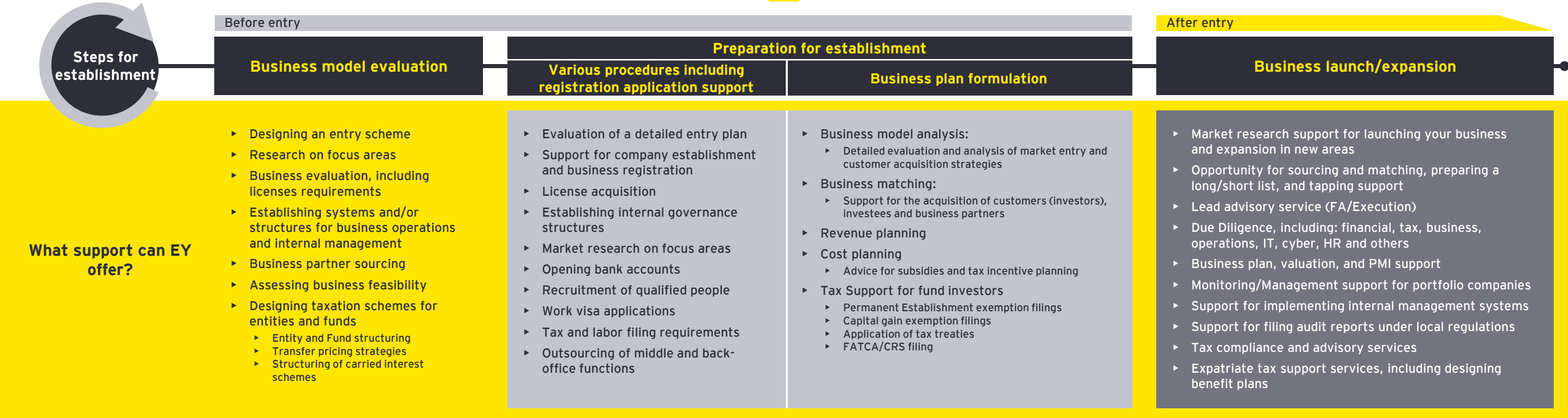
## Aspects of daily life:

- ▶ Strong public safety
- ▶ Accessible and high-quality food, clothing and housing



Source: FSA "Favorable Living Environment", [www.fsa.go.jp/internationalfinancialcenter/why-japan/living-environment/](http://www.fsa.go.jp/internationalfinancialcenter/why-japan/living-environment/) (accessed on August 13, 2024)

# Why EY?



**EY supports businesses seeking entry into the Japanese market, with specialist teams offering a series of one-stop-shop services. We are also ready to assist with various procedures after entering the market.**



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## Japan market entry: A guide to EY services and support



## Wealth and Asset Management (WAM) at EY Japan

### Sector focus

EY Japan houses teams specializing in each sector and collaborates closely with other EY network firms around the world to acquire and share knowledge. EY Japan WAM comprise professionals with extensive experience in the asset management industry, who leverage expert insight and latest knowledge to contribute to the creation of long-term value for our clients.

### Global

EY's strength is our ability to harness our global wealth and asset management network of over 40,000 asset management professionals, enable ongoing collaboration of experts across various countries, and provide our clients with the latest and best solution to resolve issues. EY gathers and shares the latest information on new regulations and practices around the world, and provides optimal solutions tailored to each client.

### Global Wealth & Asset Management network Number of professionals

Asia-Pacific

5,275

EMEIA  
(Europe/Middle  
East/India/Africa)

22,209

Americas  
(North, Central and  
South America)

10,810

### Achievements

EY utilizes cutting-edge technology and insight refined over many years to provide one-stop-shop services for audit, tax, consulting, and strategy and transaction around the world. These include various offerings relating to SOC, GIPS and other wealth and asset management services. EY serves global asset management companies and provides major companies around the world with high value-added and high-quality services.