

**Investors  
(Individuals)**
**Conduct PR activities for asset building through investment, and contribute to further developing tax systems, etc.**
**Promote asset building capable of supporting the 100-year life**

1. Promote medium- and long-term asset building
  - Endeavor to achieve wider use of the NISA schemes (such as "Tsumitate NISA") and to make these schemes permanent and more convenient
  - Undertake initiatives to further develop the defined contribution (DC) pension system
  - Promote asset building in the workplace
2. Promote the expansion of securities investment
  - Undertake initiatives toward the integration of financial income taxation (i.e. aggregation of profits and losses including derivatives)
  - Conduct training programs tailored to a diverse range of investors
  - Conduct PR activities to increase interest in securities investment
  - Conduct PR activities for asset building through stock investment
3. Create an environment that promotes the smooth inheritance of risk assets between generations

**Spread and deepen financial and securities knowledge**

1. Promote financial and securities education in schools
2. Promote financial and securities education for working adults

**Market  
(Infrastructure)**
**Strengthen financial and capital markets' functions and competitiveness including advancing financial innovation and Japan's status as global financial hub**

1. Respond to financial innovation
2. Enhance the private placement system for professional investors
3. Enhance and publicize the unlisted stock trading system
4. Undertake initiatives for expanding and diversifying the corporate bond market
5. Further enhance the global presence of Japan's financial and capital markets
6. Work toward the smooth introduction of the system for requesting a paper copy under the electronic provision of shareholders meeting materials
7. Undertake initiatives aimed at solidifying the acceptance and expanding the use of the Social Security and Tax Number System ("My Number" System)
8. Conduct the "National Survey on Securities Investment"
9. Review statistical reporting from the viewpoints of efficiency and effectiveness

**Market Intermediaries  
(Members)**
**Further materialize the efforts towards the achievement of SDGs**

1. Promote the proliferation of financial instruments contributing to the SDGs (SDG bonds)
2. Promote the creation of a fulfilling workplace environment and the empowerment of women
3. Support economically vulnerable children
4. Bolster partnerships with both Japanese and overseas parties towards the achievement of the SDGs

**Market Intermediaries  
(Members)**
**Promote customer-oriented business conduct and improve market intermediaries' functions and credibility**

1. Carry out measures to ensure customer-oriented business conduct
2. Respond to needs to provide financial services that are fit for an aging society
3. Undertake initiatives toward promoting sustainable finance
4. Facilitate the transition to paperless and digitalized processing of, and document handling related to, securities transactions
5. Support member firms' preventive efforts against fraudulent access in online trading
6. Exercise effective self-regulatory functions
  - Make appropriate alterations to self-regulatory rules based on changes to the financial services environment
  - Conduct agile and effective inspections of member firms
  - Continue efforts to prevent insider trading
7. Undertake initiatives for reviewing the firewall regulations, etc. from the viewpoint of the sound development of capital market
8. Undertake measures to ensure that financial products are appropriately provided through cross-sectional financial services intermediaries
9. Respond to the revisions to the Act on the Protection of Personal Information

**Overseas**
**Enhance global outreach and cooperation**

1. Conduct overseas PR activities on the attractiveness and potential of Japanese markets
2. Enhance international cooperation/collaboration, including support for emerging markets
3. Respond to the global regulatory agenda
4. Respond to enhanced demand for English based communication in JSDA's operations

**JSDA**
**Conduct measures and operations aimed at adapting to the DX**

1. Conduct operations that are adapted to the Digital Transformation (DX) era
2. Strengthen business continuity planning (BCP) and cybersecurity measures
3. Strategically develop qualified human resources and improve staff members' work life balance