Educational Programs by Tokyo Stock Exchange

September, 2011

Tomoyoshi Uranishi
Senior Executive Officer
Tokyo Stock Exchange Group Inc.
Activities by Visitor Section

- Tour of TSE facilities
- Maintaining facilities
- Updating printing materials (three languages)
- Organizing and facilitating virtual stock trading game (Market Experience Corner)
- Accepting FSA, JICA program participants

The number of visitors in 2010: 60,105 visitors
Who visits the TSE?

Notes:
Inner circle shows the portion of group visitors.
Outer circle shows the portion of individual visitors.
Establishment of TSE Academy

Background
◆ TSE Academy was established in April 2004 to take a more organized approach to improving financial literacy of the public as well as school teachers and students.

Concepts and Characteristics of TSE Academy

Improving basic financial knowledge of the general public and students

◆ For public
  ◆ Curriculum that places an emphasis on neutrality and on fundamental knowledge for sound personal asset management
  ◆ Support for participants who endeavor to learn on their own
  ◆ An opportunity to choose suitable classes for each participant

◆ For school teachers & students
  ◆ For understanding the basic function of companies and the capital market in Japanese economy in student classes
TSE Academy Programs for the Public

- Assisting members of the general public who want to learn basic financial knowledge for investing

- Providing three levels of courses based on their experience and knowledge
  - Introductory course
    For those without experience in investing
  - Basic course
    For those with short experience in investing
  - Optional courses
    For those who completed the Basic course or wish to enhance their knowledge on certain areas

- Held at TSE and local cities (in Sapporo, Nagoya and Fukuoka, co-sponsored with local stock exchanges)
How to apply to TSE Academy Programs

- Announcements: By TSE Web site
- Method of Application: By internet
- Tuition fee: 2000yen (Basic course)  
  (at cost)  1000yen (Introductory course)  
  Free       (Special classes)
- * not-for-profit, for support of participants who endeavor to learn on their own
TSE Academy Programs for School Education

- Programs by target group

- From elementary school students to high school students:
  - programs at TSE, programs in class-room and seasonal programs

- University students: Lectures on various issues of capital markets

- School teachers: Hosting seminars and dispatching TSE staff to teacher study group meetings
For Elementary / Middle / High School Students

Teaching basic financial knowledge, such as the functions of a market economy system, a joint stock company and capital markets in the Japanese economy, together with a guided tour of TSE

* Held 455 times with the participation of 13,816 children in fiscal year (FY) 2010
Educational Materials for school students

- Educational kit “Let’s study corporations and capital markets”
  - Consists of following themes
    - Class1 “structure of joint stock company”
    - Class2 “social and economical events and stock price”
  - Consists of following materials
    - Teacher’s guide
    - Glossary and Data
    - Video (DVD)
    - Flashcards
    - and Classroom support by TSE staff

- Web Site for school children
  - Since 2007
  - “TSE Teens School”  http://www.tse.or.jp/kids/
Educational Materials

- Illustrated textbook on Joint stock companies and capital markets entitled “Stock ABC” for elementary & junior high school students, since 1997

- Booklet on the securities market entitled “Do you know TSE? ” for university students, since 2000

- Distributed to participants of seminars and also visitors, etc.

http://www.tse.or.jp/learning/education/book1.html
Lectures for university students

Lectures on various themes requested by students majoring in finance, securities and commercial law etc. since 1995

Hold lectures at TSE and universities

164 times, 4,347 university students participated in FY 2010
For School Teachers

~Seminars for school teachers~

► Joint Seminars by TSE and Bank of Japan
  Functions of capital and financial markets, held 7 times for 335 teachers in FY 2010

► Internship programs with Tokyo Municipal Educator Center
  Function of capital and financial markets, since 2000
  3 times a year for 91 teachers in FY2010

► Workshop for school teachers
  Lectures on basics of economics and example of teaching
  In holiday seasons since 2008
  held 10 times for 652 teachers in FY2010
Dispatching TSE Staff as Lecturers to School Teacher Meetings

Dispatching TSE staff to study meetings of social studies teachers to lecture on financial education and financial topics since 2002.

7 meetings attended by 77 teachers in FY2010.
E-mail magazine for teachers

Contents:
- Comments on news related to stock markets
- Theses on financial education
- Information on seminars and educational materials etc.

Distribution: About 20 times a year
Number of recipients; more than 1000 teachers
Since April 2003
## The results: Number of Participants and classes (summary)

<table>
<thead>
<tr>
<th></th>
<th>FY2010</th>
<th></th>
<th>FY2009</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Participants</td>
<td>Classes</td>
<td>Participants</td>
<td>Classes</td>
</tr>
<tr>
<td>General</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public</td>
<td>7,270</td>
<td>165</td>
<td>10,124</td>
<td>174</td>
</tr>
<tr>
<td>School</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>20,461</td>
<td>710</td>
<td>20,913</td>
<td>694</td>
</tr>
<tr>
<td>Total</td>
<td>27,731</td>
<td>875</td>
<td>31,037</td>
<td>868</td>
</tr>
</tbody>
</table>

Note: The above numbers are totals
Collaboration with other organizations

In February 2001, TSE, the Japan Securities Dealers Association (JSDA) and the Investment Trust Association established a joint council named the “Securities Understanding Promotion Project” for financial education.

http://www.tse.or.jp/learning/education/project.html
Stock Trading Game

- Started in 1995
- Hypothetical stock trading game using real stock market prices
- Competition between participating teams based on results of investments
Educational Materials

- “Let’s Experience! Stock Corporations and Investment” (educational kit)
  - Started in April 2005
  - For use in junior high and high school classrooms
  - Experience the virtual running of a company and investing in stocks
  - Consists of a teaching guide for teachers and a workbook for students

- DVDs,
- Newsletter for teachers
- Economic and Financial forum for teachers
Web based material

Top page

Three minute Movies

http://www.kinyu-navi.jp/