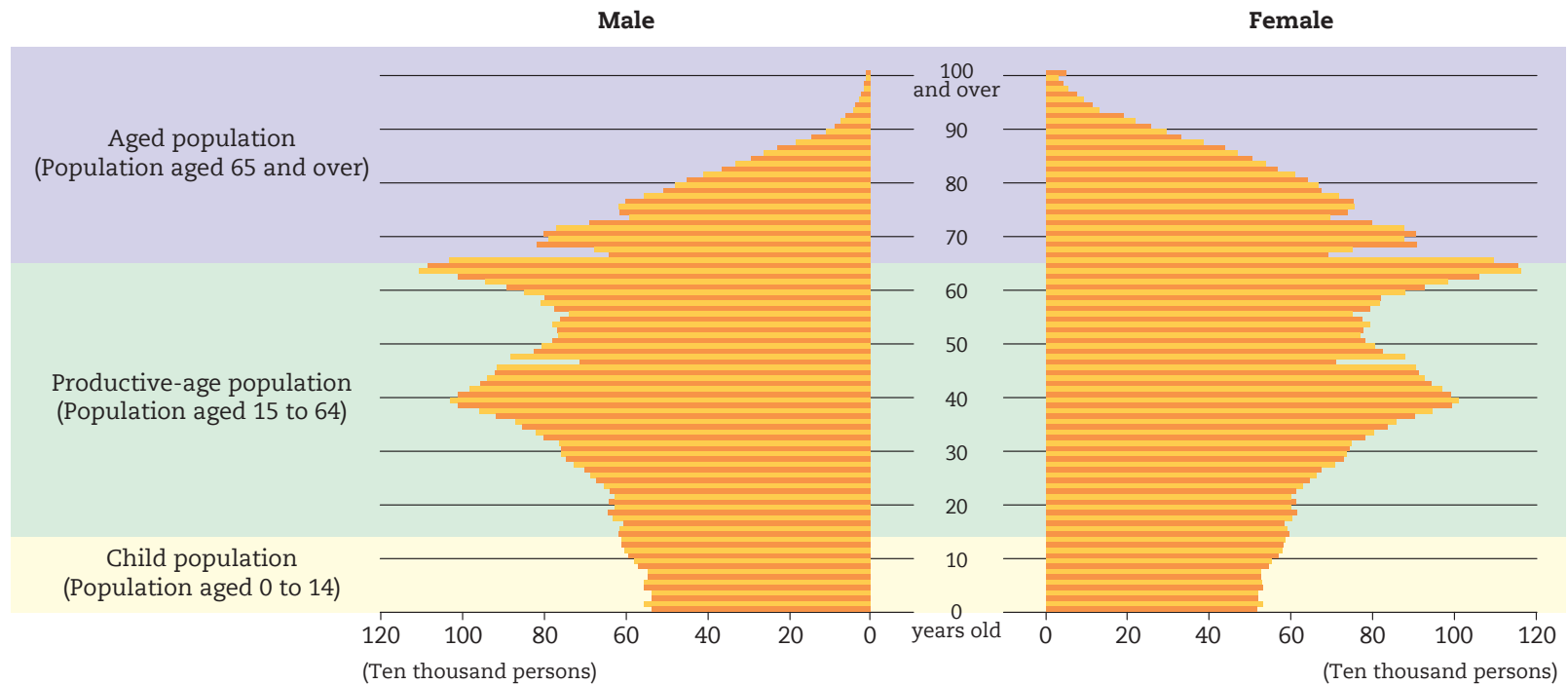


Japanese Consumer

Population by age (1)

Japanese Population Pyramid



Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Population estimates Oct . 1 2012"
<http://www.stat.go.jp/english/data/jinsui/2012np/index.htm>

Japanese Consumer

Population by age (2)

Reference Table
Percentage of Population by Age (3 Groups) for Prefectures

(%)

Child population (0 to 14 years old)				Productive-age population (15 to 64 years old)				Aged population (65 years old and over)			
	Prefecture	Percentage			Prefecture	Percentage			Prefecture	Percentage	
		2012	2011			2012	2011			2012	2011
	Japan	13.0	13.1		Japan	62.9	63.6		Japan	24.1	23.3
1	Okinawa	17.6	17.7	1	Tokyo	67.5	68.1	1	Akita	30.7	29.7
2	Shiga	14.8	14.9	2	Kanagawa	65.5	66.3	2	Kochi	30.1	29.0
3	Saga	14.4	14.5	3	Saitama	65.0	65.9	3	Shimane	30.0	29.1
4	Aichi	14.2	14.3	4	Okinawa	64.6	65.1	4	Yamaguchi	29.2	28.2
5	Miyazaki	13.8	13.9	5	Aichi	64.4	65.0	5	Wakayama	28.4	27.5
∴	∴	∴	∴	∴	∴	∴	∴	∴	∴	∴	∴
43	Aomori	12.1	12.3	43	Wakayama	59.0	59.8	43	Shiga	21.6	20.9
44	Kochi	11.9	12.0	44	Akita	58.2	59.0	44	Kanagawa	21.5	20.6
45	Hokkaido	11.7	11.8	45	Yamaguchi	58.2	59.1	45	Aichi	21.4	20.6
46	Tokyo	11.3	11.3	46	Kochi	58.0	58.9	46	Tokyo	21.3	20.6
47	Akita	11.1	11.3	47	Shimane	57.3	58.1	47	Okinawa	17.7	17.3

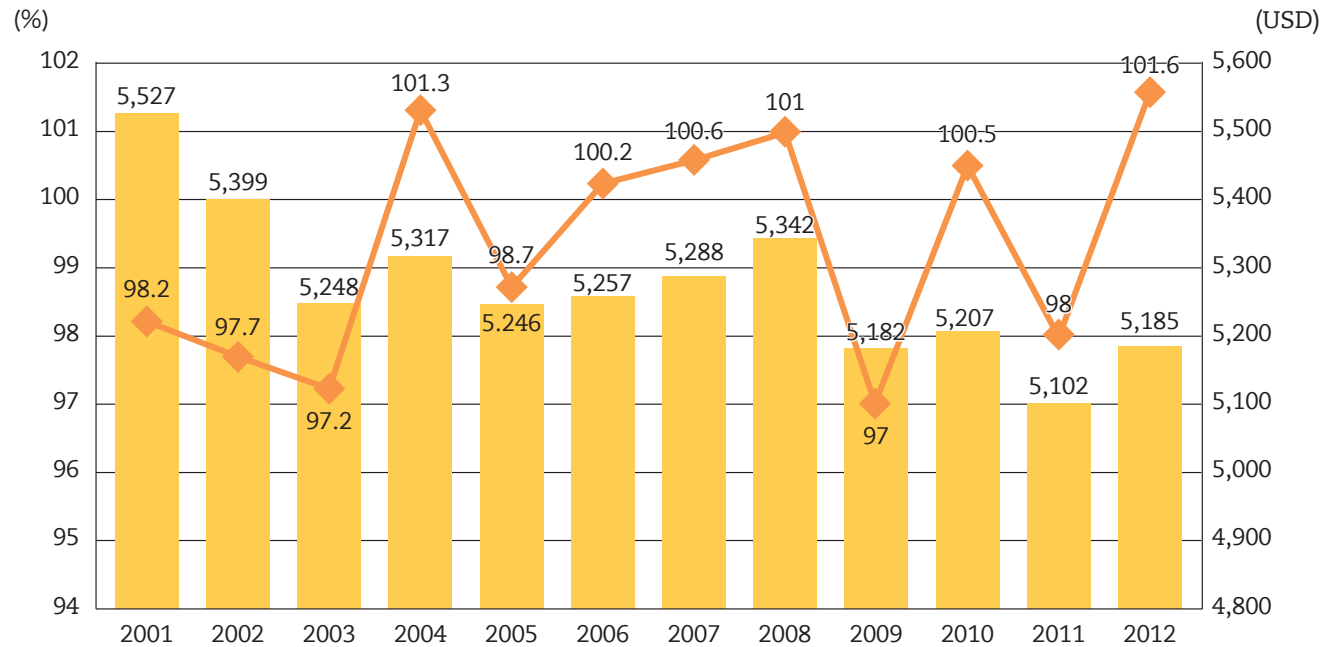
Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Population estimates Oct. 1 2012"

<http://www.stat.go.jp/english/data/jinsui/2012np/index.htm>

Japanese Consumer

Household Income (1)

Trends of Household Income



USD1=JPY100

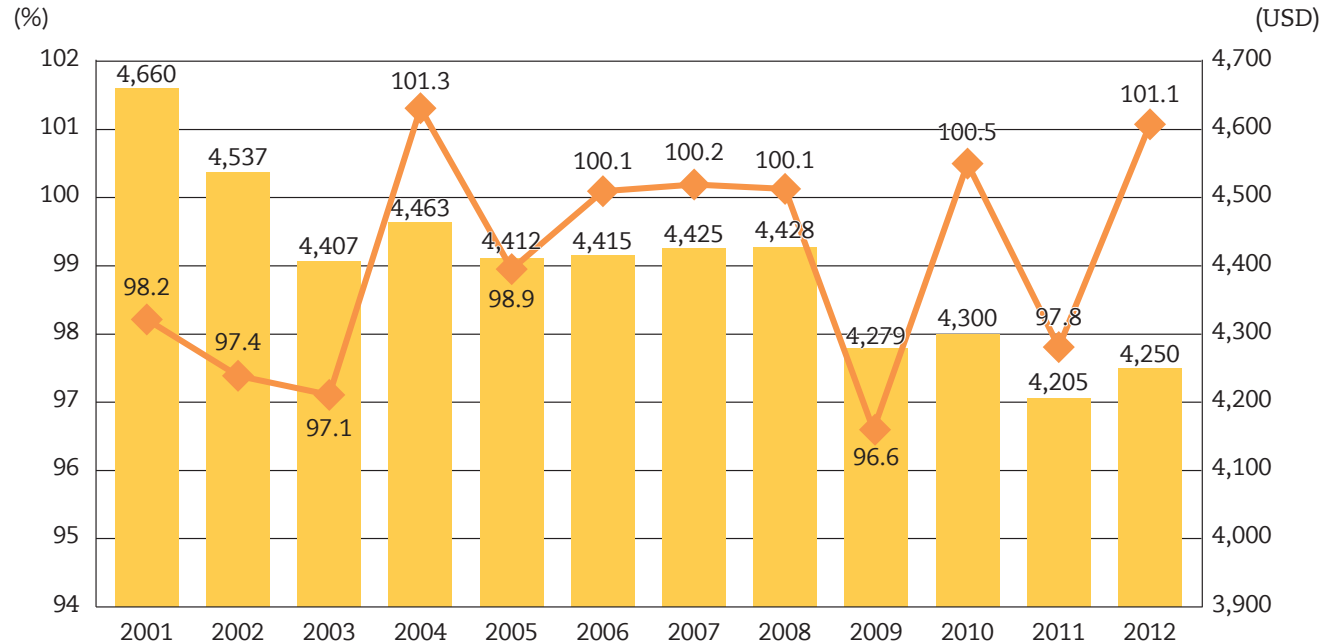
■ Average Monthly Income (USD) ◆ Changes from a year earlier

Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Yearly Average of Monthly and Disbursements per Household (Workers' household)"
<http://www.stat.go.jp/english/data/kakei/156time.htm>

Japanese Consumer

Household Income (2)

Disposable Income trends



USD1=JPY100

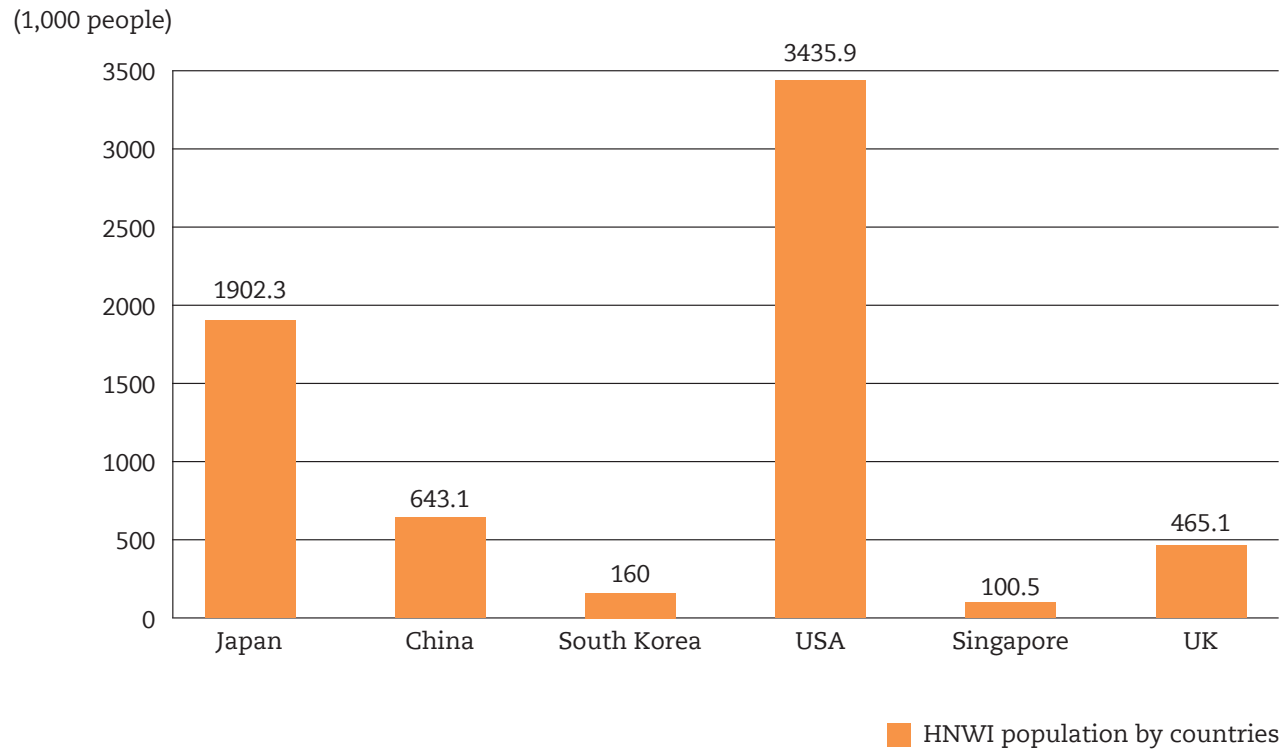
■ Average Monthly Income (USD) ◆ Changes from a year earlier

Source: Ministry of Internal Affairs and Communications Statistics Bureau, "Yearly Average of Monthly and Disbursements per Household (Workers' household)"
<http://www.stat.go.jp/english/data/kakei/156time.htm>

Japanese Consumer

Affluent Consumer: HNWI Population in Japan (1)

HNWI (High-net-worth individual):
who has more than USD1 million financial assets excluding residential real estate

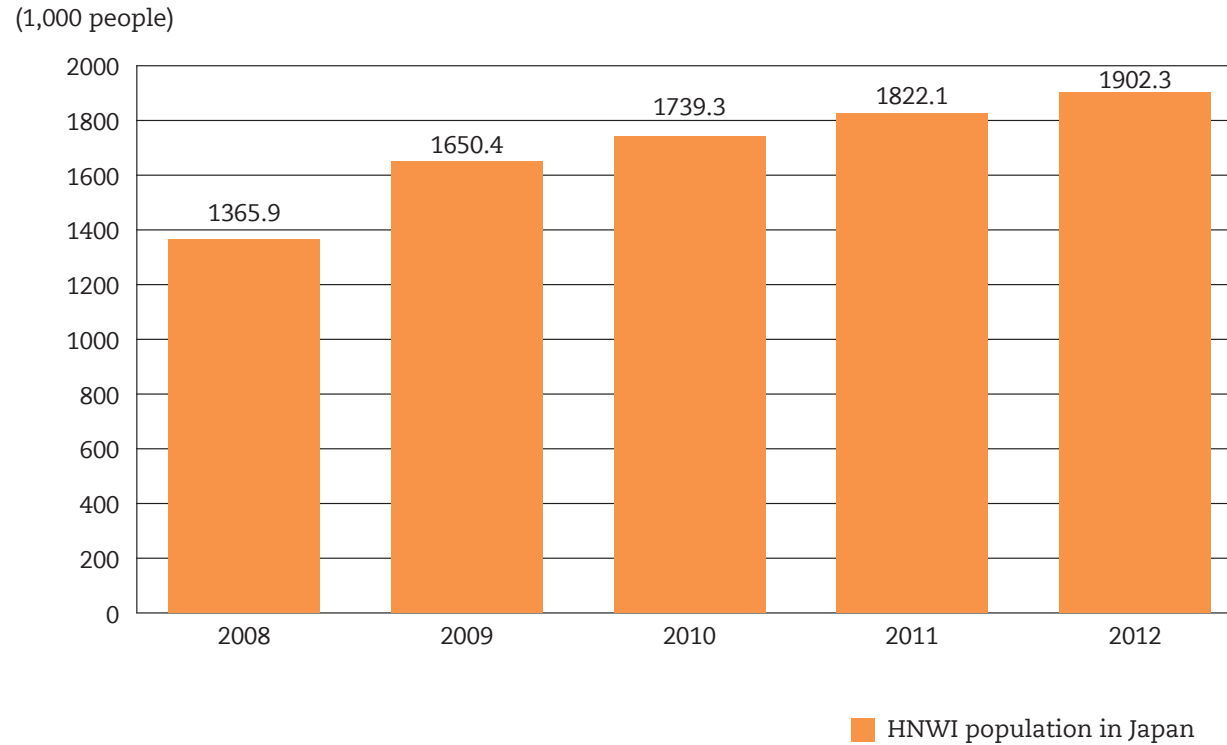


Source: Capgemini and RBC Wealth Management "World Wealth Report 2013"
<http://www.worldwealthreport.com/>

Japanese Consumer

Affluent Consumer: HNWI Population in Japan (2)

HNWI (High-net-worth individual):
who has more than USD1 million financial assets excluding residential real estate

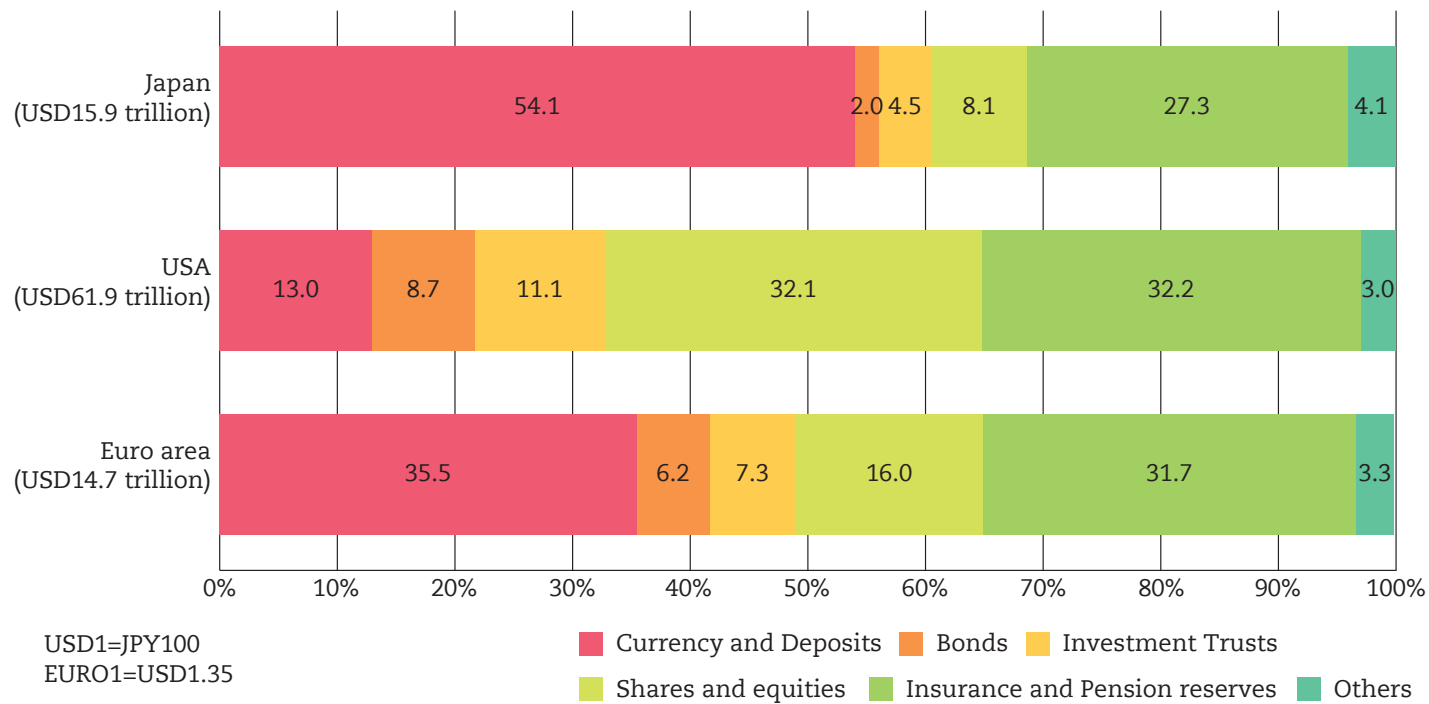


Source: Capgemini and RBC Wealth Management "World Wealth Report 2013"
<http://www.worldwealthreport.com/>

Japanese Consumer

Household Financial Assets

Comparison of Household Financial Assets by Region



Source: Bank of Japan, 2013, "Flow of Funds -Overview of Japan, US, and the Euro area-"
<http://www3.boj.or.jp/search/en/results.htm?q=household%20financial%20asset>