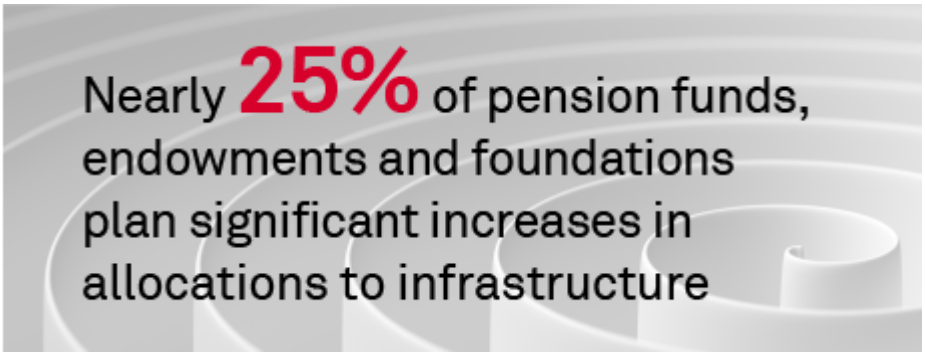
Japanese Investment Management: An Emphasis on Deeper Client Relationships

March 19, 2024

Executive Summary:



Traditional asset managers could face an increasingly challenging marketplace in Japan as asset owners slow expectations for manager hiring and shift allocations in the direction of alternative and private assets. As competition for mandates intensifies, both asset managers and asset owners can benefit from broader and deeper relationships.

Methodology:

From June through November 2023, Coalition Greenwich conducted interviews with 244 of the largest corporate pension funds, public pension funds, financial institutions, and endowments and foundations in Japan. Total fund assets were ¥699 trillion. Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers, qualitative assessments of those managers soliciting their business, and detailed information on important market trends.

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