Approaches to Financial and Economic Education

The Institute for Creating Sustainable Future aims to enhance individual financial well-being by promoting financial and economic education across a wide range of age groups—including parents and children, corporate employees, and students—leveraging the unique expertise of an asset management company.

Website
https://www.am-one.co.jp/hagukumu/

Masako Ito
Executive Officer,
Deputy-Head of Planning Division,
Head of Institute for Creating Sustainable Future

Key Initiatives

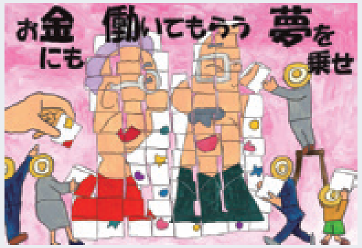
Children and Parents

Since March 2024, we have been supporting children's learning about investment through the "Fund Manager" course offered in the KidZania Online College program. This year, we launched several new related initiatives:

March 2025	Hosted a poster contest for elementary and junior high school students to help them understand the importance of investing.
August 2025	Conducted a limited-time workshop, "Challenge Yourself with Investment Trust Management with an Active Fund Manager!", at KidZania Tokyo, a facility where children can experience various occupations and social roles.

* Asset Management One is the sponsor for KidZania online college.

Award-Winning Works of the Asset Management One Grand Prize



University students

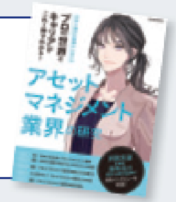
Beginning in September 2025, we launched a new endowed course titled "Financial Literacy for Financial Well-Being" at the Faculty of Economics of Hitotsubashi University. The course is designed to help students—primarily second-year undergraduates—acquire high-quality financial literacy at an early stage of adulthood. A total of 200 students from all faculties are enrolled, and all 14 sessions are taught by practitioners working at the forefront of our firm.

Students learn practical concepts essential for achieving personal financial well-being, including the role of finance in society, the significance of investment, the mechanics of the market, and the operational practices of investment trusts. We have already observed positive changes in their actual financial behavior.

In addition, we are actively expanding our initiatives in higher education through guest lectures at universities such as Tokyo Woman's Christian University, Kyoto University, and Tokyo University of Science.

Industry Awareness and Publication Initiatives

To enhance public awareness of the asset management industry, we published A Study of the Asset Management Industry (Toyo Keizai Inc.), a collaborative effort by four asset management firms. The publication aims to introduce the industry to a wide range of generations and to deepen understanding of the role of asset management companies and the structure of investment trusts as part of financial and economic education.



Workplace

The "Long-Term Research Team for Implementing Asset Building in Society," jointly established with the Pension Senior Plan Comprehensive Research Organization and T. Rowe Price Japan, has entered its second phase.

Building upon the findings from the first phase last year, we continue to conduct research with external experts to propose concrete solutions that workplaces can implement to help individuals achieve long-term asset formation. In addition, we are promoting workplace financial and economic education through outreach lectures, including those at the Metropolitan Police Academy, as well as through online seminars. We also remain committed to improving our employees' own financial well-being. As part of our internal program "Future Career and Life 2025," we offered seminars covering essential topics such as social insurance, pensions, caregiving, and inheritance.

Teachers

Since December 2024, we have been working with the certified NPO Teach For Japan to develop a financial and economic education program for teachers. This year, we created lesson plans and instructional materials aligned with national curriculum guidelines for "Integrated Studies" for upper elementary school students. We will continue to explore mechanisms for implementing this program in real classroom settings.

Furthermore, following last year's efforts, we participated again in the "2025 Private-Sector Training Program for Teachers" hosted by the Japan Institute for Social and Economic Affairs, welcoming 29 teachers from elementary and junior high schools in Nakano and Shinagawa wards in Tokyo for corporate training. Participants shared feedback such as, "My image of finance and investment has changed," and "I want to share what I learned about money with my students."