Marketing Report

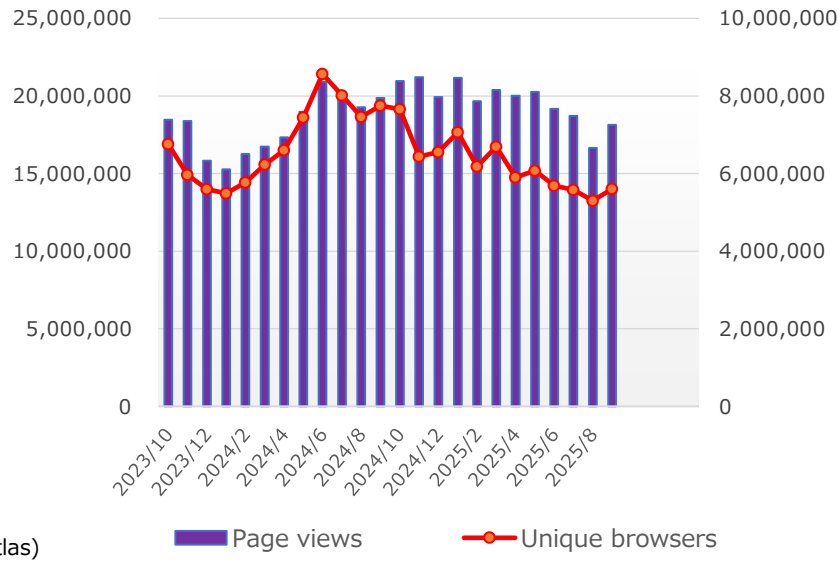
Nikkei Medical ONLINE

■ September 2025 page views and unique browsers

◆Monthly page views
18,138,326
Average page views per day
604,610

◆Monthly unique browsers
5,605,330
Average unique browsers per day
186,844

◆ Number of email delivery
589,484 (as of September 30)



(Source: Atlas)

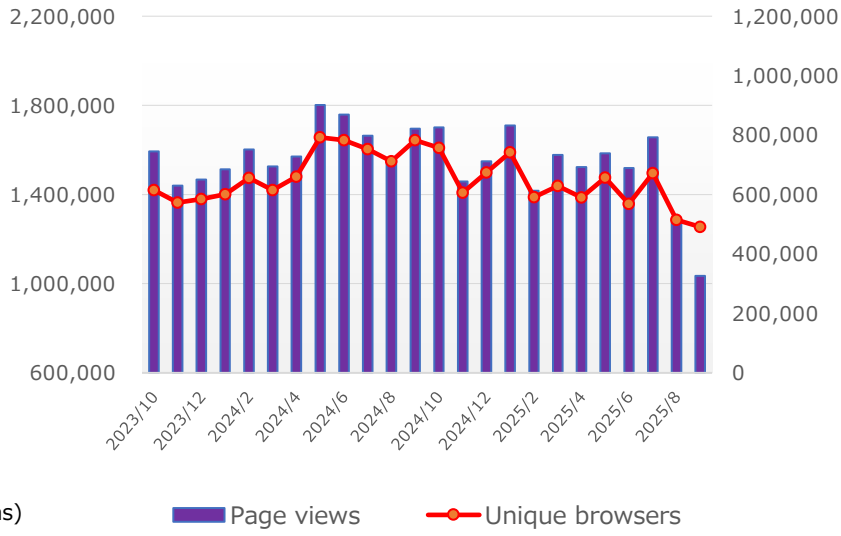
Nikkei Drug Information

■ September 2025 page views and unique browsers

◆Monthly page views
1,035,199
Average page views per day
34,506

◆Monthly unique browsers
491,048
Average unique browsers per day
16,368

◆Number of email delivery
133,174 (as of September 24)



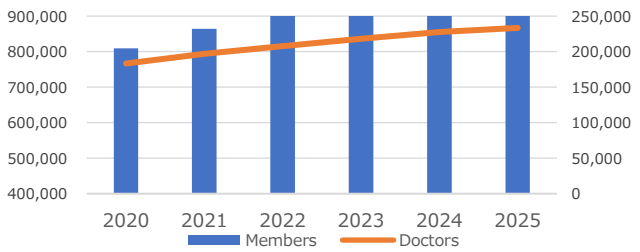
(Source: Atlas)

【Contact】
Medical Ad Department Tel: 03-6811-8036 Fax: 050-3153-7277

User Profile

Membership

Members	809,144	864,490	920,498	965,018	1,010,649	1,039,323
Doctors	183,234	196,847	207,945	218,240	227,727	233,382



Major User Attribute

September 30, 2025

Doctor	233,382	Dentist	10,804
Hospital Doctor	190,875	Pharmacist	208,512
Hospital Administrator/Director	8,848	Nurse/Nursing Assistant	77,351
Clinical Administrator/Director	33,659	Health nurse	4,292
		Maternity nurse	2,407

User Attribute (Pharmacist)	September 2025	August 2025
Pharmacist (owns a drugstore)	8,016	8,028
Pharmacist at a drugstore	10,980	10,958
Hospital pharmacist	111,736	111,441
Pharmacist (pharmaceutical company employee)	37,052	36,932
Pharmacist (drug wholesaling employee)	10,107	10,085
Pharmacist (other)	2,434	2,426
Pharmacist (owns a drugstore)	28,187	28,084

No. of Beds in Hospitals Where Doctors Work

Clinic (none)	22,815	Hospital (200-299 beds)	16,504
Clinic (1-19 beds)	3,364	Hospital (300-499 beds)	39,197
Hospital (20-99 beds)	8,012	Hospital (500 beds or more)	75,604
Hospital (100-199 beds)	16,604	Other	7,158

Nikkei Medical Online Doctor Verification System

Nikkei Medical Online has adopted a rigorous verification system for doctors in order to limit the perusal of articles introducing actual case details, etc. to doctors.

In addition to usual registration items, this verification system, although perhaps a little irksome, requires doctors also to input such detailed information as name of graduated university and year of graduation, which enables us to confirm that the applicant is indeed a doctor.

Furthermore, to prevent impersonator registration by others, notification of completion of registration is sent to the registrant's workplace by post for confirmation.

By this double checking through detailed registration input by doctors themselves and confirmation of location, Nikkei Medical Online is able to bring together active member doctors with a strong awareness of information gathering.

Department

	September 2025	August 2025
Internal Medicine	70,607	70,482
Respiratory Tract Medicine	8,980	8,964
Gastroenterology	16,757	16,718
Endocrine/Metabolic	6,835	6,826
Kidney	5,300	5,291
Haematology	2,893	2,893
Neurology	5,569	5,567
Medical oncology	1,025	1,023
Psychosomatic Medicine	2,349	2,348
Other Medicine	4,602	4,594
Cardiovascular Surgery	2,767	2,768
Respiratory Tract Surgery	2,055	2,051
Gastroenterological Surgery	8,944	8,930
Cranial Nerve Surgery	5,984	5,968
Pediatric Surgery	767	765
Surgery	12,671	12,649
Orthopedic Surgery	13,116	13,088
Plastic Surgery	2,244	2,239
Oral Surgery	166	168
Other Surgery	1,713	1,705
Cardiovascular Disease	15,211	15,190
Allergies	2,976	2,972
Rheumatism	3,385	3,383
Geriatrics	1,455	1,452
General practice	2,451	2,444
Psychiatry	9,952	9,940
Pediatrics	15,825	15,802
Rehabilitation	4,704	4,698
Obstetrics/Gynecology	7,897	7,885
Breast surgery	704	705
Ophthalmology	5,184	5,176
Ear, Nose & Throat	5,148	5,135
Dermatology	6,936	6,919
Urology	5,233	5,221
Radiology	4,881	4,879
Anaesthesia	7,246	7,234
Palliative care	947	944
Emergency/ICU	6,153	6,146
STDs	119	119
Proctology	784	785
Preclinical Medicine	1,792	1,791
Pathology	849	847
Other	19,241	19,194

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【Contact】
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