

|                           |                  |
|---------------------------|------------------|
| <b>Monthly Page Views</b> | <b>3,560,539</b> |
|---------------------------|------------------|

|                        |                  |
|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,707,049</b> |
|------------------------|------------------|

| Devise              | PC        | Smartphone |
|---------------------|-----------|------------|
| Page Views          | 1,741,175 | 1,814,320  |
| Unique Browsers     | 625,570   | 1,077,022  |
| Nikkei xTREND Email | 277,629   | —          |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>92,670,434</b> |
|---------------------------|-------------------|

|                        |                   |
|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>32,171,033</b> |
|------------------------|-------------------|