

|                    |           |
|--------------------|-----------|
| Monthly Page Views | 4,381,029 |
|--------------------|-----------|

|                 |           |
|-----------------|-----------|
| Unique Browsers | 2,207,761 |
|-----------------|-----------|

| Devise              | PC        | Smartphone |
|---------------------|-----------|------------|
| Page Views          | 1,843,388 | 2,518,953  |
| Unique Browsers     | 687,003   | 1,502,730  |
| Nikkei xTREND Email | 283,281   | —          |

Aggregated Total of All Nikkei BP Websites

|                    |            |
|--------------------|------------|
| Monthly Page Views | 82,286,860 |
|--------------------|------------|

|                 |            |
|-----------------|------------|
| Unique Browsers | 30,680,062 |
|-----------------|------------|