

|                    |           |
|--------------------|-----------|
| Monthly Page Views | 4,229,520 |
|--------------------|-----------|

|                 |           |
|-----------------|-----------|
| Unique Browsers | 2,218,109 |
|-----------------|-----------|

| Devise              | PC        | Smartphone |
|---------------------|-----------|------------|
| Page Views          | 1,533,657 | 2,684,387  |
| Unique Browsers     | 578,062   | 1,629,103  |
| Nikkei xTREND Email | 302,162   | —          |

Aggregated Total of All Nikkei BP Websites

|                    |            |
|--------------------|------------|
| Monthly Page Views | 83,094,325 |
|--------------------|------------|

|                 |            |
|-----------------|------------|
| Unique Browsers | 29,031,920 |
|-----------------|------------|