

|                      | PV                | UB               |
|----------------------|-------------------|------------------|
| <b>Monthly total</b> | <b>21,134,224</b> | <b>7,557,110</b> |

|                |                   |                   |                  |
|----------------|-------------------|-------------------|------------------|
| <b>Devises</b> | <b>PC</b>         | <b>12,005,740</b> | <b>211,508</b>   |
|                | <b>Smartphone</b> | <b>9,450,212</b>  | <b>4,331,636</b> |

|    |                       | PV        | UB        |
|----|-----------------------|-----------|-----------|
| IT |                       | 9,790,301 | 4,348,349 |
|    | IT Management         | 2,139,244 | 971,165   |
|    | IT Systems            | 1,270,200 | 751,264   |
|    | IT Security           | 566,322   | 301,776   |
|    | Network               | 720,434   | 408,374   |
|    | PC                    | 2,144,609 | 1,152,939 |
|    | Mobile                | 462,761   | 231,175   |
|    | Software Development  | 884,882   | 396,506   |
|    | IT Career Development | 1,243,878 | 745,276   |
|    | Digital Health        | 129,775   | 70,598    |

| Manufacturing |                                     | PV        | UB        |
|---------------|-------------------------------------|-----------|-----------|
| Electronics   |                                     | 3,049,372 | 1,181,723 |
|               | Electronics Equipment/Technology    | 2,298,611 | 965,003   |
|               | Electronic Device/Electronic Design | 352,223   | 168,852   |
|               | 5G/Communication                    | 26,320    | 15,598    |
|               | Analog                              | 17,204    | 8,647     |
|               | IoT Technology                      | 22,798    | 12,810    |
|               | Power Electronics                   | 83,427    | 41,621    |
|               | Energy                              | 87,251    | 43,053    |
|               | Mega Solar Power                    | 97,500    | 39,219    |
| Cars          |                                     | 2,725,233 | 1,169,769 |
|               | Automobile Technology/Trend         | 1,213,887 | 607,298   |
|               | In-Vehicle Parts                    | 88,914    | 52,876    |
|               | Design/Production Innovation        | 888,472   | 403,758   |
|               | New Car Report                      | 92,615    | 50,279    |
|               | Robot                               | 66,505    | 37,451    |
|               | Manufacturing Skill Development/Ma  | 285,051   | 137,428   |

| Construction/Housing |              | PV        | UB      |
|----------------------|--------------|-----------|---------|
| Construction         |              | 2,007,978 | 905,792 |
|                      | Construction | 1,876,725 | 872,739 |
|                      | Housing      | 42,682    | 24,882  |

|                          | PV               | UB             |
|--------------------------|------------------|----------------|
| <b>Civil Engineering</b> | <b>1,400,586</b> | <b>692,673</b> |

|                    | PV             | UB             |
|--------------------|----------------|----------------|
| <b>Real estate</b> | <b>969,165</b> | <b>202,294</b> |

|                            | PV             | UB             |
|----------------------------|----------------|----------------|
| <b>Lead Generation</b>     |                |                |
| <b>Nikkei xTECH Active</b> | <b>670,545</b> | <b>295,711</b> |

|                               | PV                | UB                |
|-------------------------------|-------------------|-------------------|
| <b>All Nikkei BP Websites</b> | <b>82,696,751</b> | <b>28,918,793</b> |