

|                      | PV                | UB               |
|----------------------|-------------------|------------------|
| <b>Monthly total</b> | <b>16,256,398</b> | <b>5,566,434</b> |

|                |            |                  |                  |
|----------------|------------|------------------|------------------|
| <b>Devises</b> | PC         | <b>7,800,832</b> | <b>1,893,132</b> |
|                | Smartphone | <b>7,544,889</b> | <b>3,669,545</b> |

|           |                       |                  |                  |
|-----------|-----------------------|------------------|------------------|
|           |                       | PV               | UB               |
| <b>IT</b> |                       | <b>5,560,319</b> | <b>2,328,264</b> |
|           | IT Management         | 1,873,029        | 805,317          |
|           | IT Systems            | 716,090          | 403,083          |
|           | IT Security           | 194,195          | 102,436          |
|           | Network               | 412,569          | 213,458          |
|           | PC                    | 1,209,590        | 627,274          |
|           | Mobile                | 440,850          | 237,526          |
|           | Software Development  | 267,145          | 120,198          |
|           | IT Career Development | 276,420          | 159,708          |
|           | Digital Health        | 23,865           | 13,023           |

|                      |                                     |                  |                  |
|----------------------|-------------------------------------|------------------|------------------|
| <b>Manufacturing</b> |                                     | PV               | UB               |
| <b>Electronics</b>   |                                     | <b>1,776,150</b> | <b>708,324</b>   |
|                      | Electronics Equipment/Technology    | 1,465,922        | 620,450          |
|                      | Electronic Device/Electronic Design | 107,889          | 56,738           |
|                      | 5G/Communication                    | 8,692            | 4,110            |
|                      | Analog                              | 4,869            | 2,483            |
|                      | IoT Technology                      | 4,459            | 2,140            |
|                      | Power Electronics                   | 12,933           | 7,748            |
|                      | Energy                              | 68,004           | 29,714           |
|                      | Mega Solar Power                    | 59,979           | 25,399           |
| <b>Cars</b>          |                                     | <b>2,447,326</b> | <b>1,230,365</b> |
|                      | Automobile Technology/Trend         | 1,473,479        | 873,372          |
|                      | In-Vehicle Parts                    | 129,822          | 70,427           |
|                      | Design/Production Innovation        | 468,388          | 246,278          |
|                      | New Car Report                      | 110,220          | 66,647           |
|                      | Robot                               | 39,654           | 22,048           |
|                      | Manufacturing Skill Development/Ma  | 157,269          | 73,134           |

|                             |              |                  |                  |
|-----------------------------|--------------|------------------|------------------|
| <b>Construction/Housing</b> |              | PV               | UB               |
| <b>Construction</b>         |              | <b>2,553,882</b> | <b>1,267,705</b> |
|                             | Construction | 2,433,795        | 1,242,182        |
|                             | Housing      | 43,647           | 29,467           |

|                          |  |                  |                  |
|--------------------------|--|------------------|------------------|
|                          |  | PV               | UB               |
| <b>Civil Engineering</b> |  | <b>2,265,503</b> | <b>1,035,579</b> |

|                    |  |                  |                |
|--------------------|--|------------------|----------------|
|                    |  | PV               | UB             |
| <b>Real estate</b> |  | <b>1,311,146</b> | <b>333,636</b> |

|                            |  |                |                |
|----------------------------|--|----------------|----------------|
| <b>Lead Generation</b>     |  | PV             | UB             |
| <b>Nikkei xTECH Active</b> |  | <b>422,385</b> | <b>172,910</b> |

|                               |  |                   |                   |
|-------------------------------|--|-------------------|-------------------|
|                               |  | PV                | UB                |
| <b>All Nikkei BP Websites</b> |  | <b>66,103,586</b> | <b>21,572,649</b> |