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|---------------------------|------------------|
| <b>Monthly Page Views</b> | <b>3,381,676</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,690,398</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,617,046 | 1,761,809         |
| Unique Browsers     | 622,871   | 1,065,139         |
| Nikkei xTREND Email | 268,985   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>80,834,395</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>26,431,551</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>2,850,683</b> |
|---------------------------|------------------|

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| <b>Unique Browsers</b> | <b>1,416,468</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,439,963 | 1,407,484         |
| Unique Browsers     | 554,946   | 858,758           |
| Nikkei xTREND Email | 271,294   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>75,809,908</b> |
|---------------------------|-------------------|

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| <b>Unique Browsers</b> | <b>24,819,710</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>3,030,626</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,522,332</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,574,978 | 1,451,713         |
| Unique Browsers     | 968,201   | 550,682           |
| Nikkei xTREND Email | 273,521   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>86,058,134</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>27,251,043</b> |
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| <b>Monthly Page Views</b> | <b>3,911,727</b> |
|---------------------------|------------------|

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| <b>Unique Browsers</b> | <b>2,187,502</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,652,871 | 2,253,859         |
| Unique Browsers     | 693,351   | 1,489,639         |
| Nikkei xTREND Email | 275,267   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>77,596,858</b> |
|---------------------------|-------------------|

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| <b>Unique Browsers</b> | <b>25,948,887</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>3,623,746</b> |
|---------------------------|------------------|

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| <b>Unique Browsers</b> | <b>1,827,671</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,594,991 | 2,024,214         |
| Unique Browsers     | 610,513   | 1,213,161         |
| Nikkei xTREND Email | 277,084   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>78,974,782</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>26,800,981</b> |
|------------------------|-------------------|

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

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

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| 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> |
|---------------------------|-------------------|

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

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|---------------------------|------------------|
| <b>Monthly Page Views</b> | <b>3,871,969</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,948,379</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,706,232 | 2,163,227         |
| Unique Browsers     | 620,983   | 1,325,473         |
| Nikkei xTREND Email | 278,100   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>88,513,448</b> |
|---------------------------|-------------------|

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| <b>Unique Browsers</b> | <b>31,573,654</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>4,862,848</b> |
|---------------------------|------------------|

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| <b>Unique Browsers</b> | <b>2,532,971</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,847,052 | 3,012,183         |
| Unique Browsers     | 711,092   | 1,818,963         |
| Nikkei xTREND Email | 279,374   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>91,082,288</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>33,037,829</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>3,823,308</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,899,372</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,637,853 | 2,183,174         |
| Unique Browsers     | 633,540   | 1,264,203         |
| Nikkei xTREND Email | 280,199   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>85,838,195</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>30,050,140</b> |
|------------------------|-------------------|

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| <b>Monthly Page Views</b> | <b>3,908,473</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,841,637</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,495,141 | 2,409,800         |
| Unique Browsers     | 565,823   | 1,272,920         |
| Nikkei xTREND Email | 279,359   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>84,539,251</b> |
|---------------------------|-------------------|

|                        |                   |
|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>31,337,181</b> |
|------------------------|-------------------|

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|---------------------------|------------------|
| <b>Monthly Page Views</b> | <b>4,058,008</b> |
|---------------------------|------------------|

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|------------------------|------------------|
| <b>Unique Browsers</b> | <b>2,061,743</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,634,351 | 2,421,215         |
| Unique Browsers     | 612,080   | 1,447,849         |
| Nikkei xTREND Email | 279,491   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>82,696,751</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>28,918,793</b> |
|------------------------|-------------------|

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|---------------------------|------------------|
| <b>Monthly Page Views</b> | <b>3,105,346</b> |
|---------------------------|------------------|

|                        |                  |
|------------------------|------------------|
| <b>Unique Browsers</b> | <b>1,543,327</b> |
|------------------------|------------------|

| <b>Devisе</b>       | <b>PC</b> | <b>Smartphone</b> |
|---------------------|-----------|-------------------|
| Page Views          | 1,426,666 | 1,675,914         |
| Unique Browsers     | 518,905   | 1,022,194         |
| Nikkei xTREND Email | 280,082   | —                 |

**Aggregated Total of All Nikkei BP Websites**

|                           |                   |
|---------------------------|-------------------|
| <b>Monthly Page Views</b> | <b>75,911,601</b> |
|---------------------------|-------------------|

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|------------------------|-------------------|
| <b>Unique Browsers</b> | <b>27,002,715</b> |
|------------------------|-------------------|