



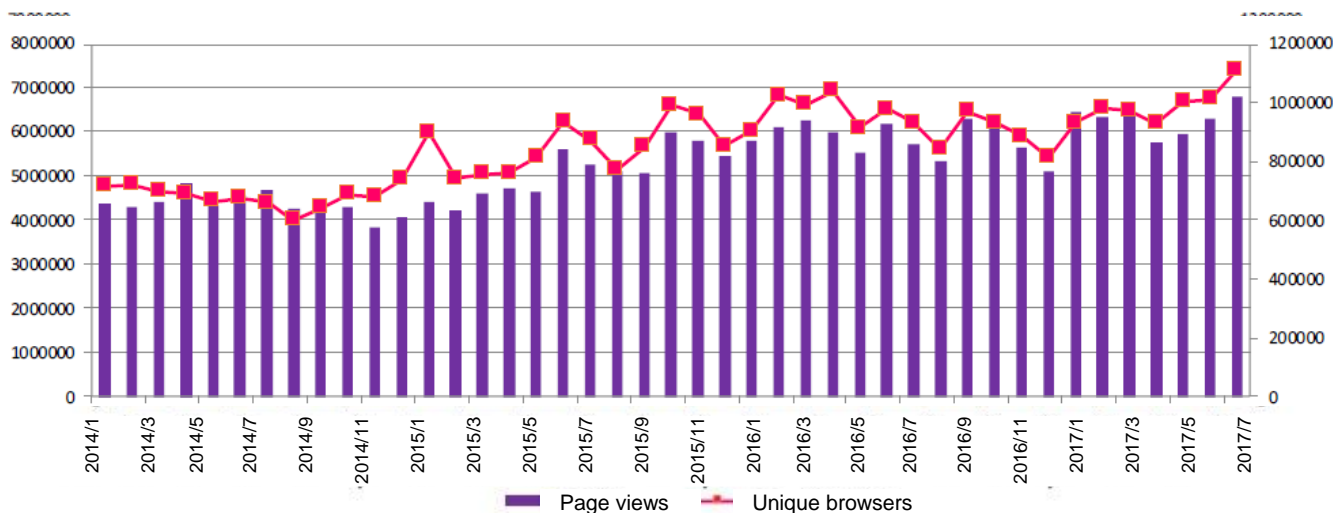
Page Views

As of August 1, 2017

(Source:Adobe Analytics)

July 2017 page views and unique browsers

- ◆ Monthly page views 6,819,298 ◆ Average page views per day 219,977.35
- ◆ Monthly unique browsers 1,113,058 ◆ Average unique browsers per day 35,905.09
- ◆ Number of email delivery as of July 27 452,115



2. Impressions and CTR for each Advertising Menu

	Jul. 1-31, 2017		Jun. 1-30, 2017		May 1-31, 2017	
	Number of Impression	CTR	Number of Impression	CTR	Number of Impression	CTR
Rotating Leaderboard	1,895,729	0.04%	1,837,948	0.04%	1,737,808	0.04%
Upper Side Rectangle	1,867,954	0.09%	1,805,075	0.07%	1,714,850	0.09%
Lower Side Rectangle	2,357,792	0.03%	2,316,491	0.03%	2,205,831	0.04%
Top Rectangle	568,134	0.10%	584,946	0.12%	539,190	0.12%
Text Ad (Information) *1	10,847,529	0.01%	10,837,519	0.01%	10,267,259	0.02%

*1 The text ad impression numbers are the total of all 4 text ads. The click rates are average values.

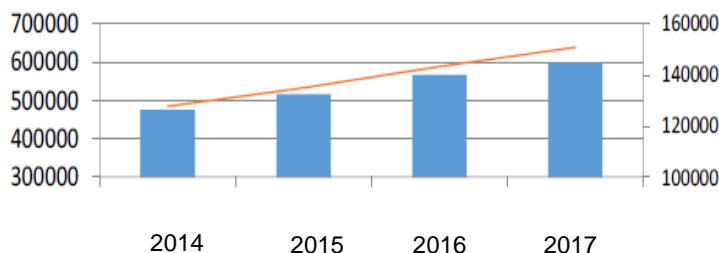


User Profile

As of August 1, 2017

3. Membership

Members	476,193	516,220	567,808	603,290
Doctors	127,669	134,929	143,323	151,507



4. Major User Attribute

	July 31, 2017	June 30, 2017
Doctor	151,507	150,812
Hospital Doctor	122,413	121,806
Hospital Administrator/Director	5,989	5,967
Clinical Administrator/Director	23,105	23,039
Dentist	6,738	6,708
Pharmacist	111,095	109,998
Nurse/Nursing Assistant	24,906	24,318
Health nurse	2,180	2,157
Maternity nurse	980	958

About Nikkei Medical Online Doctor Verification System

Nikkei Medical Online adopts a strict verification system for doctors identification. Because it is necessary.

- 1) to limit the audience of the articles containing case details to doctors only, and
- 2) for doctors to be able to discuss actual cases on the bulletin board

At the time of registration, doctors are required to fill in 'school name' and 'graduation year' in addition to usual information. Furthermore, in order to screen applications with a false ID, a password is sent to applicant's workplace. Although a little troublesome, our system assures safety and security for doctor users.

5. Department

(Multiple answer up to 3 choices)

	July 31, 2017	June 30, 2017	May 31, 2017
Internal Medicine	51,678	51,502	51,286
Cardiovascular Disease	11,954	11,915	11,864
Cardiovascular Surgery	2,050	2,041	2,034
Respiratory Tract Medicine	5,619	5,599	5,557
Respiratory Tract Surgery	1,496	1,495	1,486
Gastroenterology	11,201	11,172	11,117
Gastroenterological Surgery	6,340	6,316	6,296
Endocrine/Metabolic	4,026	4,001	3,969
Kidney	3,184	3,173	3,160
Haematology	1,891	1,884	1,865
Allergies	2,349	2,342	2,336
Rheumatism	2,601	2,596	2,590
Geriatrics	1,172	1,170	1,169
Neurology	3,539	3,527	3,510
Cranial Nerve Surgery	4,127	4,107	4,087
Psychiatry/ Neurology	6,158	6,127	6,095
Psychosomatic Medicine	1,646	1,640	1,634
Pediatrics	11,242	11,202	11,151
Pediatric Surgery	544	543	543
Surgery	11,066	11,032	10,994
Orthopedic Surgery	8,837	8,806	8,760
Rehabilitation	3,548	3,543	3,533
Plastic Surgery	1,401	1,395	1,390
Obstetrics/Gynecology	5,168	5,146	5,116
Ophthalmology	3,324	3,318	3,304
Ear, Nose & Throat	3,302	3,293	3,272
Dermatology	4,381	4,361	4,340
Urology	3,453	3,442	3,424
Radiology	3,283	3,275	3,264
Anaesthesia	4,786	4,757	4,738
Emergency/ICU	4,065	4,045	4,017
Oral Surgery	162	161	160
STDs	76	76	76
Proctology	669	668	670
Basic Medicine	1,514	1,514	1,510
Other Medicine	2,107	2,082	2,063
Other Surgery	984	981	978