



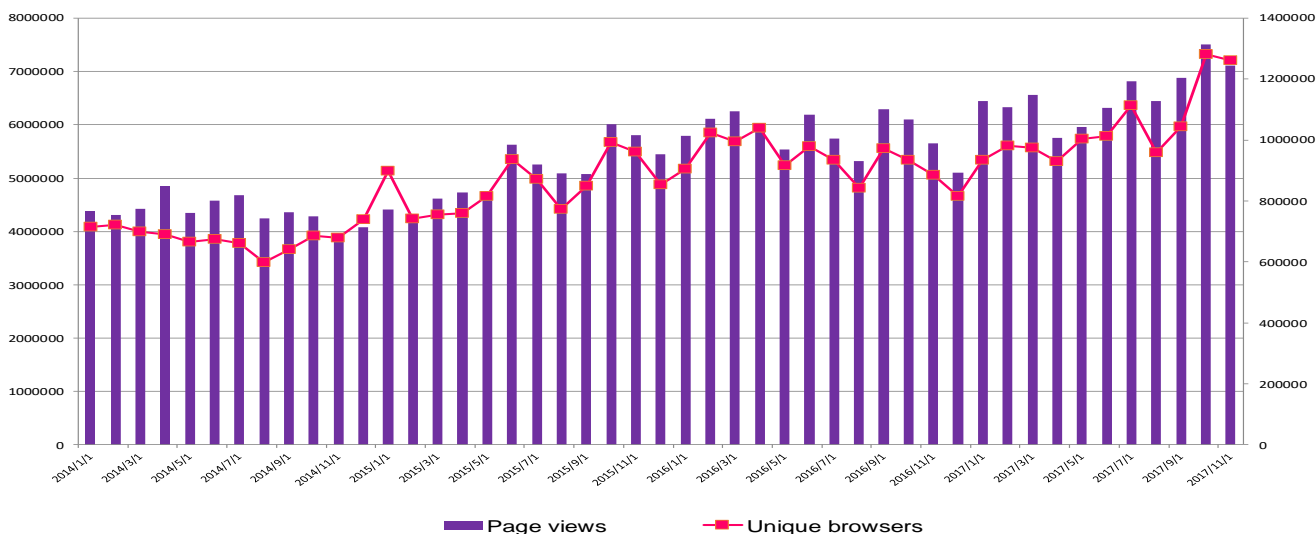
Page Views

As of December 1, 2017

(Source:Adobe Analytics)

November 2017 page views and unique browsers

- ◆ Monthly page views 7,110,588
- ◆ Monthly unique browsers 1,262,244
- ◆ Number of email delivery as of Oct. 31 465,842
- ◆ Average page views per day 237,019.60
- ◆ Average unique browsers per day 42,074.80



2. Impressions and CTR for each Advertising Menu

	Nov. 1-30, 2017		Oct. 1-31, 2017		Sept. 1-30, 2017	
	Number of Impression	CTR	Number of Impression	CTR	Number of Impression	CTR
Super Banner	1,697,280	0.04%	1,802,464	0.04%	1,776,520	0.04%
1st Rectangle	1,904,438	0.07%	1,972,440	0.08%	1,753,404	0.07%
2nd Rectangle	2,369,519	0.04%	2,459,585	0.04%	2,211,025	0.03%
Top Rectangle	574,066	0.08%	580,460	0.09%	538,723	0.15%
Text Ad(Information) *1	11,393,667	0.01%	11,387,677	0.01%	10,611,700	0.01%

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

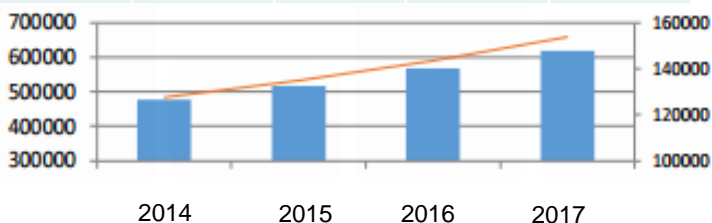


User Profile

As of December 1, 2017

3. Membership

Members	476,193	516,220	567,808	622,892
Doctors	127,669	134,929	143,323	154,297



4. Major User Attribute

	November 30, 2017	October 31, 2017
Doctor	154,297	153,666
Hospital Doctor	124,818	124,280
Hospital Administrator/Director	6,076	6,045
Clinical Administrator/Director	23,403	23,341
Dentist	6,884	6,854
Pharmacist	116,520	114,985
Nurse/Nursing Assistant	27,040	26,584
Health nurse	2,292	2,270
Maternity nurse	1,065	1,040

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)

	November 30, 2017	October 31, 2017	September 30, 2017
Internal Medicine	52,298	52,145	51,984
Cardiovascular Disease	12,073	12,053	12,016
Cardiovascular Surgery	2,077	2,068	2,062
Respiratory Tract Medicine	5,730	5,694	5,665
Respiratory Tract Surgery	1,514	1,510	1,506
Gastroenterology	11,338	11,306	11,270
Gastroenterological Surgery	6,436	6,411	6,384
Endocrine/Metabolic	4,090	4,074	4,056
Kidney	3,238	3,224	3,210
Haematology	1,915	1,904	1,898
Allergies	2,366	2,358	2,353
Rheumatism	2,625	2,616	2,613
Geriatrics	1,181	1,177	1,176
Neurology	3,605	3,597	3,579
Cranial Nerve Surgery	4,184	4,169	4,150
Psychiatry/ Neurology	6,268	6,242	6,206
Psychosomatic Medicine	1,668	1,663	1,656
Pediatrics	11,405	11,355	11,317
Pediatric Surgery	559	554	550
Surgery	11,139	11,123	11,105
Orthopedic Surgery	8,995	8,969	8,920
Rehabilitation	3,576	3,569	3,560
Plastic Surgery	1,420	1,418	1,411
Obstetrics/Gynecology	5,286	5,258	5,229
Ophthalmology	3,420	3,402	3,376
Ear, Nose & Throat	3,370	3,359	3,335
Dermatology	4,460	4,448	4,426
Urology	3,507	3,497	3,483
Radiology	3,338	3,327	3,303
Anaesthesia	4,864	4,853	4,826
Emergency/ICU	4,163	4,144	4,116
Oral Surgery	162	162	164
STDs	77	77	76
Proctology	668	667	669
Basic Medicine	1,524	1,519	1,516
Other Medicine	2,191	2,170	2,141
Other Surgery	1,012	1,007	1,000