

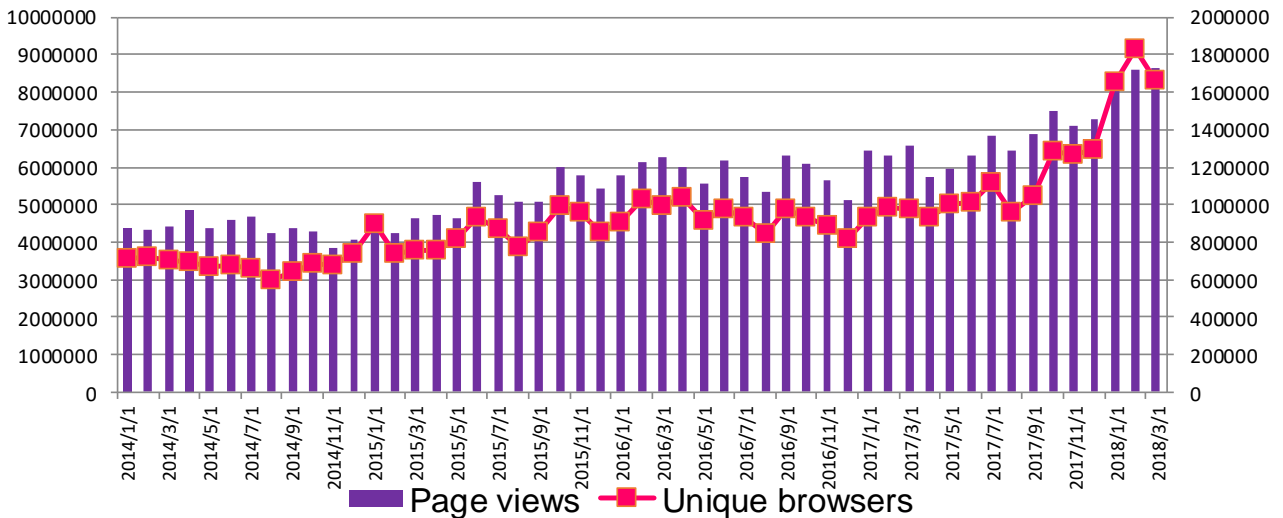


Page Views

As of April 2, 2018

March 2018 page views and unique browsers

- ◆ Monthly page views 8,641,798 ◆ Average page views per day 278,767.68
- ◆ Monthly unique browsers 1,658,817 ◆ Average unique browsers per day 53,510.23
- ◆ Number of email delivery as of Mar. 29 478,532 (Source: Adobe Analytics)



Impressions and CTR for each Advertising Menu

	Mar. 1-31, 2018		Feb. 1-28, 2018		Jan. 1-31, 2018	
	Number of Impression	CTR	Number of Impression	CTR	Number of Impression	CTR
Super Banner	1,724,191	0.05%	1,684,353	0.04%	1,646,794	0.04%
1st Rectangle	2,070,903	0.08%	1,980,444	0.08%	1,880,350	0.08%
2nd Rectangle	2,545,270	0.04%	2,467,247	0.04%	2,368,398	0.04%
Welcome banner	760,666	1.05%	527,049	1.69%	398,307	0.76%
Top Rectangle	579,488	0.14%	523,874	0.21%	551,252	0.15%
Text Ad (Information)*1	11,553,802	0.02%	11,730,157	0.02%	11,432,441	0.02%

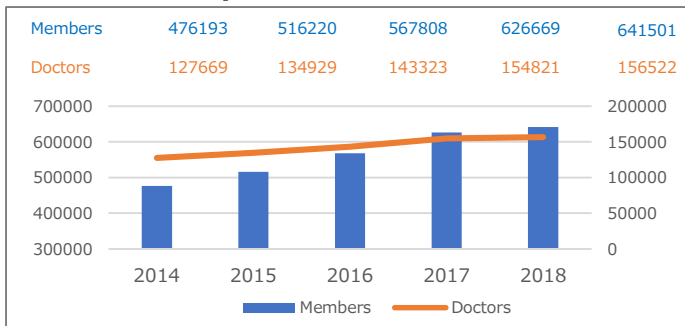
*1 The text ad impression numbers are the total of all 4 text ads. The click rates are average values.



User Profile

As of April 2, 2018

Membership



Major User Attribute

March 31, 2018

Doctor	156,522	Dentist	7,002
Hospital Doctor	126,640	Pharmacist	122,170
Hospital Administrator/ Director	6,164	Nurse/Nursing Assistant	29,093
Clinical Administrator/ Director	23,718	Health nurse	2,397
		Maternity nurse	1,127

No. of Beds in Hospitals Where Doctors Work

March 31, 2018

Clinic (none)	12,175	Hospital (200~299 beds)	11,779
Clinic (1~19 beds)	2,492	Hospital (300~499 beds)	24,302
Hospital (20~99 beds)	5,587	Hospital (500 beds or more)	49,504
Hospital (100~199 beds)	10,903	Other	8,151

Nikkei Medical Online Doctor Verification System

Nikkei Medical Online has adopted a rigorous verification system for doctors in order to limit the perusal of articles introducing actual case details, etc. to doctors.

In addition to usual registration items, this verification system, although perhaps a little irksome, requires doctors also to input such detailed information as name of graduated university and year of graduation, which enables us to confirm that the applicant is indeed a doctor.

Furthermore, to prevent impersonator registration by others, notification of completion of registration is sent to the registrant's workplace by post for confirmation.

By this double checking through detailed registration input by doctors themselves and confirmation of location, Nikkei Medical Online is able to bring together active member doctors with a strong awareness of information gathering.

Department

(Multiple answers allowed up to 3 choices)

	March 31, 2018	February 28, 2018
Internal Medicine	52,865	52,719
Cardiovascular Disease	12,159	12,133
Cardiovascular Surgery	2,096	2,094
Respiratory Tract Medicine	5,807	5,788
Respiratory Tract Surgery	1,529	1,526
Gastroenterology	11,499	11,465
Gastroenterological Surgery	6,525	6,505
Endocrine/Metabolic	4,170	4,149
Kidney	3,288	3,278
Haematology	1,937	1,931
Allergies	2,381	2,379
Rheumatism	2,641	2,638
Geriatrics	1,197	1,190
Neurology	3,651	3,642
Cranial Nerve Surgery	4,231	4,221
Psychiatry/ Neurology	6,372	6,342
Psychosomatic Medicine	1,688	1,686
Pediatrics	11,533	11,498
Pediatric Surgery	569	567
Surgery	11,217	11,196
Orthopedic Surgery	9,142	9,120
Rehabilitation	3,614	3,604
Plastic Surgery	1,451	1,444
Obstetrics/Gynecology	5,371	5,350
Ophthalmology	3,464	3,453
Ear, Nose & Throat	3,418	3,411
Dermatology	4,511	4,494
Urology	3,565	3,554
Radiology	3,380	3,368
Anaesthesia	4,920	4,907
Emergency/ICU	4,231	4,215
Oral Surgery	160	165
STDs	79	79
Proctology	667	667
Basic Medicine	1,532	1,528
Other Medicine	2,252	2,235
Other Surgery	1,025	1,022