

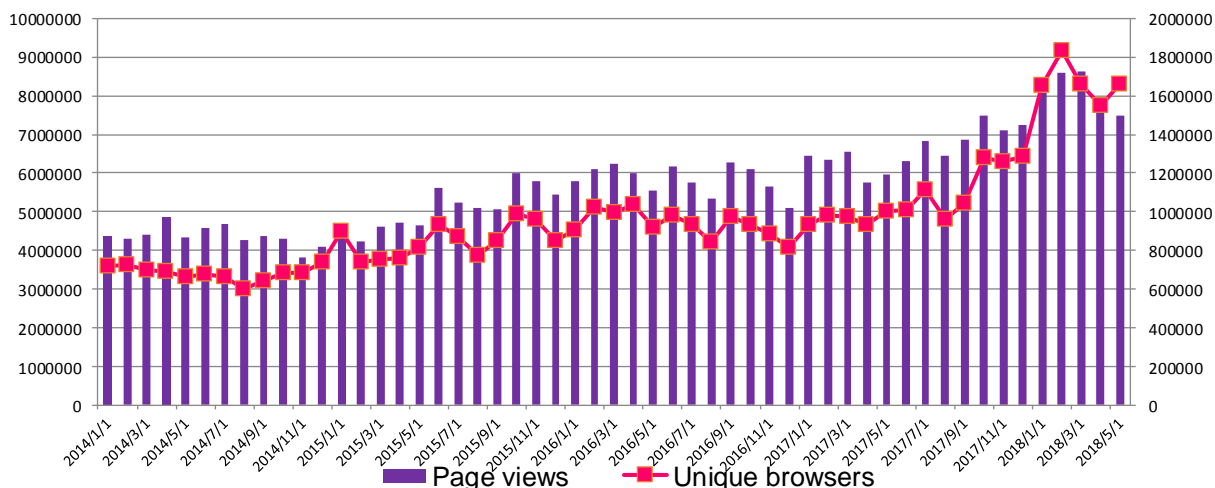


Page Views

As of June 1, 2018

■ May 2018 page views and unique browsers

- ◆ Monthly page views 7,492,399 ◆ Average page views per day 241,690.29
- ◆ Monthly unique browsers 1,661,403 ◆ Average unique browsers per day 53,593.65
- ◆ Number of email delivery as of May 31 483,267 (Source: Adobe Analytics)



■ Impressions and CTR for each Advertising Menu

	May 1-31, 2018		Apr. 1-30, 2018		Mar. 1-31, 2018	
	Number of Impression	CTR	Number of Impression	CTR	Number of Impression	CTR
Super Banner	1,635,126	0.08%	1,564,747	0.05%	1,724,191	0.05%
1st Rectangle	1,873,647	0.07%	1,873,647	0.08%	2,070,903	0.08%
2nd Rectangle	2,391,386	0.04%	2,391,386	0.03%	2,545,270	0.04%
Welcome banner	-	-	529,985	1.08%	760,666	1.05%
Top Rectangle	573,163	0.07%	550,563	0.15%	579,488	0.14%
Text Ad (Information)*1	11,712,603	0.02%	10,907,507	0.01%	11,553,802	0.02%

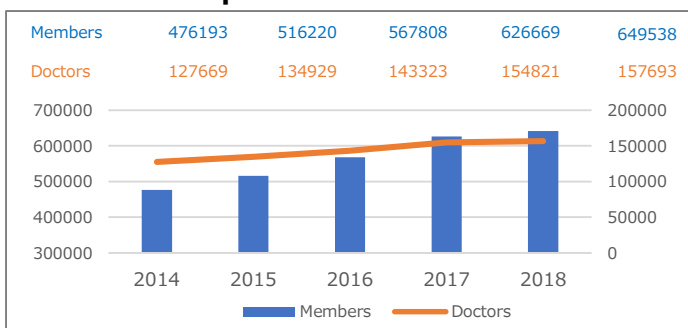
*1 The text ad impression numbers are the total of all 4 text ads. The click rates are average values.



User Profile

As of June 1, 2018

Membership



Major User Attribute

April 30, 2018

Doctor	157,693	Dentist	7,075
Hospital Doctor	127,702	Pharmacist	124,620
Hospital Administrator/ Director	6,185	Nurse/Nursing Assistant	30,103
Clinical Administrator/ Director	23,806	Health nurse	2,441
		Maternity nurse	1,153

No. of Beds in Hospitals Where Doctors Work

April 30, 2018

Clinic (none)	12,338	Hospital (200~299 beds)	11,838
Clinic (1~19 beds)	2,507	Hospital (300~499 beds)	24,570
Hospital (20~99 beds)	5,616	Hospital (500 beds or more)	49,950
Hospital (100~199 beds)	10,975	Other	8,164

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)

	May 31, 2018	April 30, 2018
Internal Medicine	53,198	53,050
Cardiovascular Disease	12,200	12,180
Cardiovascular Surgery	2,110	2,105
Respiratory Tract Medicine	5,865	5,843
Respiratory Tract Surgery	1,535	1,534
Gastroenterology	11,572	11,550
Gastroenterological Surgery	6,571	6,548
Endocrine/Metabolic	4,208	4,191
Kidney	3,314	3,302
Haematology	1,949	1,946
Allergies	2,390	2,386
Rheumatism	2,654	2,650
Geriatrics	1,201	1,198
Neurology	3,681	3,666
Cranial Nerve Surgery	4,242	4,240
Psychiatry/ Neurology	6,422	6,408
Psychosomatic Medicine	1,700	1,695
Pediatrics	11,603	11,578
Pediatric Surgery	573	570
Surgery	11,256	11,235
Orthopedic Surgery	9,196	9,170
Rehabilitation	3,630	3,623
Plastic Surgery	1,458	1,454
Obstetrics/Gynecology	5,392	5,382
Ophthalmology	3,472	3,470
Ear, Nose & Throat	3,427	3,426
Dermatology	4,541	4,523
Urology	3,585	3,575
Radiology	3,399	3,390
Anaesthesia	4,962	4,939
Emergency/ICU	4,279	4,255
Oral Surgery	163	167
STDs	79	79
Proctology	666	667
Basic Medicine	1,535	1,534
Other Medicine	2,301	2,271
Other Surgery	1,039	1,027