

nikkei TRENDYnet Monthly Page Views **24,251,184**

Unique Browsers **3,390,473**

nikkei TRENDYnet Top Page **1,446,227**

| Category      | Page Views        |
|---------------|-------------------|
| Life          | 5,042,284         |
| Digital       | 13,853,702        |
| Entertainment | 1,599,292         |
| L-Cruise      | 2,271,629         |
| Total         | <b>22,766,907</b> |

(Data from SiteCensus (Nielsen/NetRatings))

| Menu                        | Period           | PV        | Click  | CTR    | Note  | Average |       |
|-----------------------------|------------------|-----------|--------|--------|---|---------|-------|
| Welcome banner              | Jan. 29 - Feb. 4 | 94,420    | 3,373  | 3.57%  | 2 advertisers in rotation<br>Estimated PV/week: 60,000    | Average | 6.21% |
|                             | Feb. 5 - 11      | 77,932    | 7,854  | 10.08% |   |         |       |
|                             | Feb. 12 - 18     | 87,514    | 9,985  | 11.41% |   |         |       |
|                             | Feb. 19 - 25     | 179,667   | 6,072  | 3.38%  |   |         |       |
| Top large rectangle (top)   | Feb. 5 - 11      | 281,570   | 721    | 0.26%  | Estimated PV/week: 250,000                                | Average | 0.23% |
|                             | Feb. 19 - 25     | 320,512   | 640    | 0.20%  |   |         |       |
| Top large rectangle (below) | Jan. 29 - Feb. 4 | 297,251   | 129    | 0.04%  | Estimated PV/week: 250,000                                | Average | 0.19% |
|                             | Feb. 12 - 18     | 306,990   | 147    | 0.05%  |   |         |       |
|                             | Feb. 19 - 25     | 319,037   | 1,459  | 0.46%  |   |         |       |
| Large rectangle (top)       | Feb. 5 - 11      | 1,189,649 | 1,633  | 0.14%  | 3 advertisers in rotation<br>Estimated PV/week: 1,200,000 | Average | 0.17% |
|                             | Feb. 5 - 11      | 1,188,060 | 1,644  | 0.14%  |   |         |       |
|                             | Feb. 12 - 18     | 2,275,040 | 4,741  | 0.21%  |   |         |       |
| Large rectangle (below)     | Feb. 5 - 11      | 1,779,053 | 1,497  | 0.08%  | 3 advertisers in rotation<br>Estimated PV/week: 1,200,000 | Average | 0.23% |
|                             | Feb. 5 - 18      | 6,232,025 | 16,813 | 0.27%  |   |         |       |

| Menu       | Period      | PV         | Click | CTR   | Note                          | Average |       |
|------------|-------------|------------|-------|-------|-------------------------------|---------|-------|
| Text ad    | Feb. 5 - 11 | 3,611,993  | 1,171 | 0.03% | Estimated PV/week: 3,600,000  | Average | 0.03% |
| SHOP GUIDE | Feb. 1 - 29 | 11,054,817 | 2,416 | 0.02% | Estimated PV/month: 9,000,000 | Average | 0.01% |
|            | Feb. 1 - 29 | 11,054,817 | 1,197 | 0.01% |                               |         |       |
|            | Feb. 1 - 29 | 11,054,817 | 1,165 | 0.01% |                               |         |       |