



NIKKEI DIGITAL MEDIA INC.

**Only truly valuable information can generate  
future valuable information  
That is the role of Nikkei Digital Media, Inc.**

**NIKKEI DIGITAL MEDIA INC.**



## Corporate Statement

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Nikkei Digital Media Inc. (NDM) is a company consigned with the responsibilities of operating the digital business of the Nikkei Group – a corporate alliance centered around the publication of *The Nikkei* (Nihon Keizai Shimbun), Japan's primary business newspaper. NDM was launched in January 2007 as a spin-off of the Electronic Media Bureau of Nikkei Inc. Rooted in the founding mission of "Raising the Intellectual Productivity of the Internet Society as the No. 1 Media for Businesspersons," the company is active in the development and supply of information services that are indispensable for business activities, market research and analysis.

At present, the core commercial endeavors at NDM consist of two database operations. The first is Nikkei Telecom, which ranks as Japan's largest membership-based information search service. Since its launch in 1984, this service has functioned to gather articles and corporate information, along with a wide range of specialized intelligence spanning human resources, technology, legal affairs and other key sectors. These efforts are accompanied with the timely introduction of state-of-the-art search engines, working to realize and maintain a system facilitating accurate searches for much needed information.

The second NDM database is known as "Nikkei NEEDS" – a digital service engineered to provide macroeconomic information, along with microeconomic data resources targeting industry, securities, corporate and other sector-specific data needs. Originally launched in 1970, this service is widely utilized by financial institutions, research bodies and many other customers in Japan and overseas. It has been highly regarded as a service founded in stellar precision and unparalleled dependability.

The evolution of the Internet society continues to unfold at a truly astonishing pace. As epitomized in the recent buzzword "big data," it is growing increasingly vital for businesspersons to cultivate the ability to search through the overflowing volumes of available information and data to find truly trustworthy facts and intelligence. The history of the Nikkei Inc. data service business can be traced back to 1969. Based on massive volumes of articles and economic data collected and accumulated through the newspaper business, initiatives were mobilized to establish and further enhance one of Japan's largest commercial databases. Supporting this steady progress, at all stages along the way, has been an unwavering devotion to building strong "trust" and uncompromising "credibility."

As information professionals, NDM is committed to continue providing information services characterized by superb reliability and value, keenly customized to the needs of the Internet era, with even greater speed and precision. In this perennial quest, we look forward to living up to your every expectation as a cutting-edge media positioned to energetically evolve in response to the constantly diversifying needs of today's business community.

Noboru Yoshioka  
President



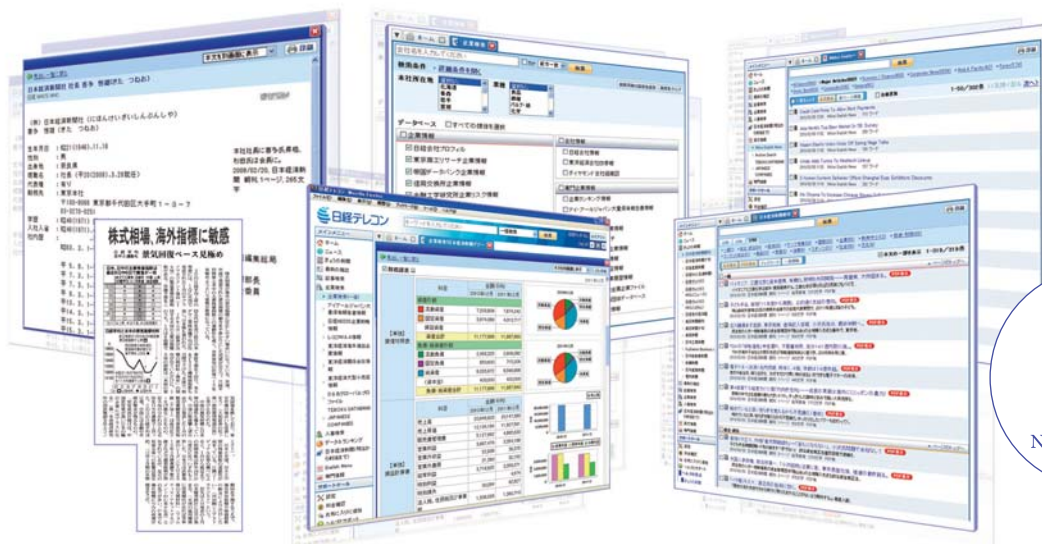
## Nikkei Telecom speedily supplies a wide range of accurate information directly related to your business

### Business Information Database Search Service



Nikkei Telecom is one of Japan's largest members-only business information database search tools, enabling you to instantly obtain the information you require in all sorts of business scenarios. You can search newspaper and magazine articles for business information, view risk scores on a particular corporation and financial information on corporation located in Japan or overseas. You can also study the profile of business partners by searching the Who's Who database.

The service has become extremely popular since its launch in 1984 and is currently used by a wide range of customers including over 70% of companies listed on the 1st section of the Tokyo Stock Exchange, government departments, libraries and universities. Nikkei Telecom is constantly evolving to find faster, more convenient ways of providing business people with the information they require.



Now available on  
smartphones

#### Simultaneous search of articles in a wide array of publications

The article search database includes content from over 400 newspapers, magazines, journals and news sites. In addition to The Nikkei, The Nikkei Business Daily, The Nikkei MJ (Marketing Journal), THE NIKKEI VERITAS and The Nikkei Online Edition, users can also search the archives of national and local newspapers, wire services, overseas publications, trade journals and magazines. Nikkei Telecom is one of Japan's largest, most comprehensive article databases.

#### Useful information in all business' fields

In addition to media and corporate information searches, Nikkei Telecom also allows users to access, through a single portal, a wide range of other information including round-the-clock news releases from major newspapers, personnel information including the profiles of key people, highly specialized information such as scientific and technical literature as well as legal and patent information, and English news. Nikkei Telecom provides information useful to business people at any level of any industry.

#### Corporate information from various perspectives

Nikkei Telecom provides highly reliable corporate information researched by a variety of parties including corporate databases from major credit research agencies such as Tokyo Shoko Research Ltd. and TEIKOKU DATABANK as well as other credit risk assessment information and Nikkei financial information. Users can also view risk information and other data on overseas companies such as the Dun Report from major US credit research agency Dun and Bradstreet.

#### Addressing diverse information needs

Nikkei Telecom provides smartphone applications and mobile phone websites, allowing you to make the most effective use of your time during your commute, while visiting customers or whenever you are away from the office. The service meets a diverse range of needs through features such as timely delivery of new articles by e-mail and the capacity to share articles on your company's in-house portal site.

### Nikkei Telecom Series

#### ■ Nikkei Telecom Knowledge Passport

Information tool for sharing newspaper articles within your company

#### ■ Nikkei Telecom Smart Clip

Information service for mobile devices

#### ■ Nikkei Telecom Chinese Business Edition

Business information service focused on the Chinese market

#### ■ Nikkei Telecom Medical Edition

Medical information service for MRs

#### ■ Nikkei Personnel Watch

Automatic personnel transfer monitoring service

#### ■ Nikkei Telecom POS Vision

■ Nikkei Telecom POSEYES  
POS data for sales personnel

Inquiries

website

<http://t21.nikkei.co.jp/>

Telephone

0120-216-216 (toll-free)

Nikkei NEEDS is a reliable, high-quality database service, to read deeply in market and economic trends from a variety of macroeconomic and microeconomic data

Comprehensive economic database service



NEEDS (Nikkei Economic Electronic Databank System) is one of Japan's largest comprehensive economic databases, providing access to a wealth of economic data in a diverse range of fields including corporate finance, securities markets, macroeconomics and marketing. The service is available through a range of channels including the Internet, CD-ROM, DVD and other data transfer systems. The reliability of the information is underpinned by the regular use of data from Nikkei publications. The system contents meet the needs of financial and non-financial institutions and corporations, universities, and research institutes in Japan and overseas. Nikkei NEEDS continues evolving to meet the rapidly changing business environment, always maintaining the high standards in place since the service was founded in 1970.



Nikkei NEEDS uses optimum methods to deliver the data that users require from a wide range of fields including corporate finance, securities markets, macroeconomics and marketing. In addition, customers may choose the service that best suits their business operations and work environment

#### NEEDS for Professionals (Financial Institutions)

A unique, high-quality service which only Nikkei can provide; it supplies data required by administrative and accounting professionals at financial institutions in a way that matches their system requirements.

#### NEEDS for Academics (Universities and Research Institutes)

This service is your ideal partner in a variety of different settings, from analysis research in individual laboratories to university-wide information systems processing large volumes of data and LAN environments designed for educational purposes.

#### NEEDS for Corporations (Non-Financial Corporations)

This service is tailored to meet the information needs of non-financial companies in various business scenarios including product planning, marketing, corporate planning, analysis of corporate performance and IR.

### Major Nikkei NEEDS Services

#### ■ Nikkei ValueSearch

The information platform for the purpose of company and industry analysis

#### ■ NEEDS-Financial QUEST

Web-search based economic data service

#### ■ NEEDS-BULK

Bulk data transfer service

#### ■ NEEDS-CD-ROM/DVD

Offline provision of data

#### ■ NEEDS-Cges

Corporate governance analysis

#### ■ NEEDS R-Square

Visual presentation of J-REIT related information

#### ■ NEEDS-HC

Financial data hardcopy service

#### ■ NEEDS-SCAN / TREND

POS information from supermarkets and convenience stores nationwide

#### ■ NEEDS-FAME

In-house database

Inquiries

website

<http://www.nikkei.co.jp/needs/>

Telephone

03-6256-2581 (direct line)

## Company Profile

### Company Name

Nikkei Digital Media, Inc.

### Major Business Operations

Internet-based information services  
Economic information databases  
Information services enabled for mobile devices  
Equity indices and other economic indices

### Location

#### Head Office

1-3-7, Otemachi Chiyoda-ku, Tokyo 100-8066

#### West Japan Office

1-1-1, Otemae Chuo-ku, Osaka 540-8588 (Up to April 26, 2015)  
1-4-2, Koraibashi Chuo-ku, Osaka 541-8515 (On and after April 27, 2015)

#### Nagoya Office

4-16-33, Sakae Naka-ku, Nagoya 460-8366

### Corporate Officers

Noboru Yoshioka, President  
Kiyoshi Tokuda, Senior Managing Director  
Shinzo Takami, Senior Managing Director  
Takashi Habara, Managing Director  
Kazuya Ohno, Director  
Hirotomo Nomura, Director  
Nobuhiko Kanekuni, Director  
Toshio Omura, Director

### Capital

400 million yen

### Number of Employees

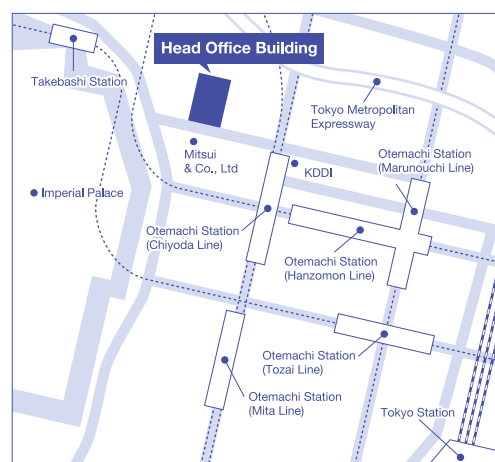
Approximately 110

### Major Shareholders

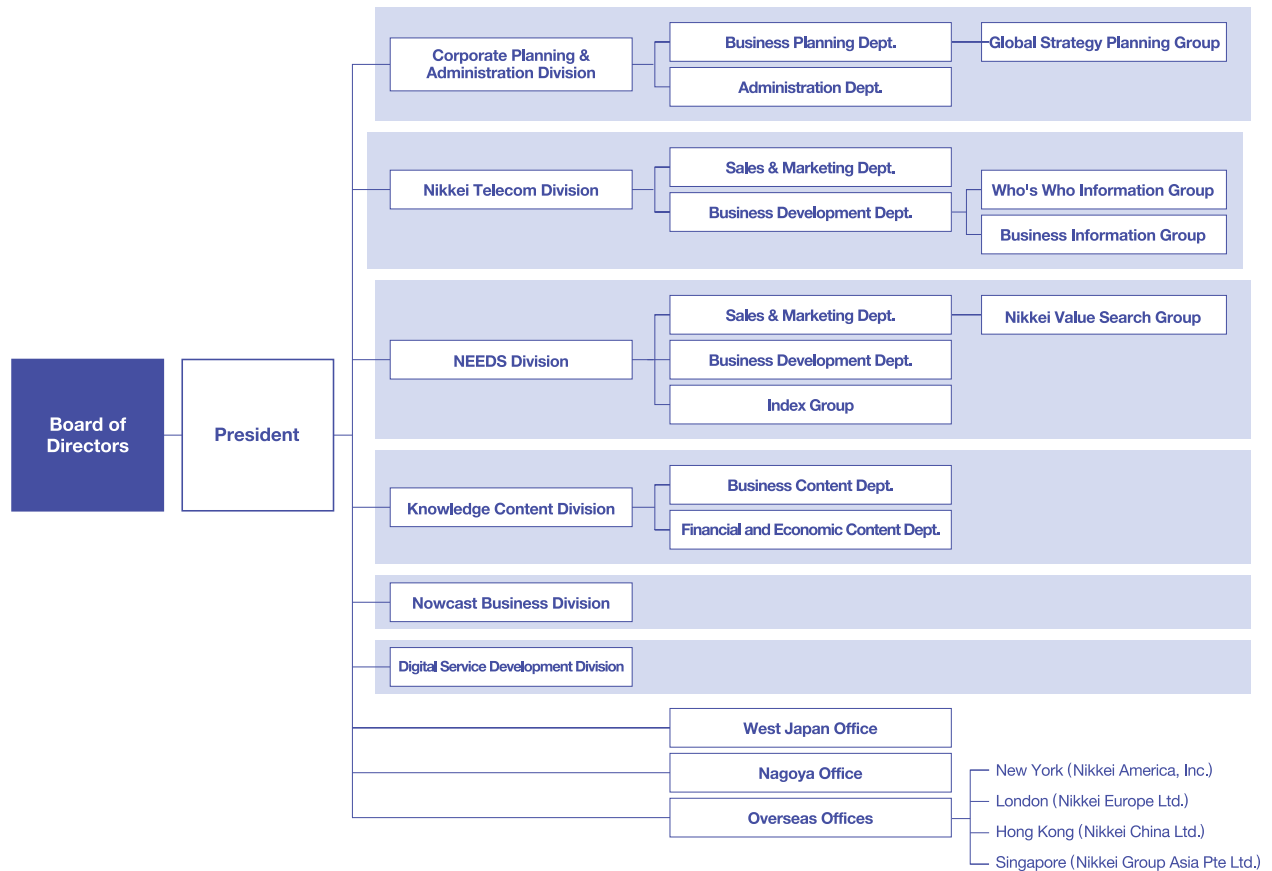
Nikkei Inc.(100%)

### Sales Revenue (for the year ended December 2014)

17.9 billion yen



## Organizational Chart



## Company History

### March 1969

Nikkei launches its computing division; the information management department starts building the databank

### July 1970

Nikkei begins calculating and publishing the Nikkei Stock Average (replacing the Tokyo Stock Exchange Adjusted Average Stock Price)

### September 1970

Nikkei launches NEEDS (Nikkei Economic Electronic Databank System)

### March 1975

Nikkei launches its Databank Bureau to ramp up its database business

### April 1984

Nikkei starts providing its NIKKEI TELECOM service

### January 1997

Nikkei launches the Nikkei Telecom21 service in response to the arrival of the Internet

### March 1998

The Databank Bureau merges with the Multimedia Bureau, to form the Electronic Media Bureau

### September 2000

Nikkei launches NEEDS-Financial QUEST, a web-search based economic and financial data service

### January 2007

Nikkei spins off the Electronic Media Bureau to establish Nikkei Digital Media, Inc.

### April 2009

Nikkei Digital Media, Inc., moves to its new headquarters in conjunction with the transfer of Nikkei to the new Nikkei Building.

### July 2012

Nikkei Digital Media, Inc., launches NIKKEI ValueSearch service

### March 2013

Nikkei Digital Media, Inc. launches Nikkei Telecom Smart Clip service.

### November 2014

Nikkei Digital Media, Inc. launches Nikkei Telecom POSEYES service.



