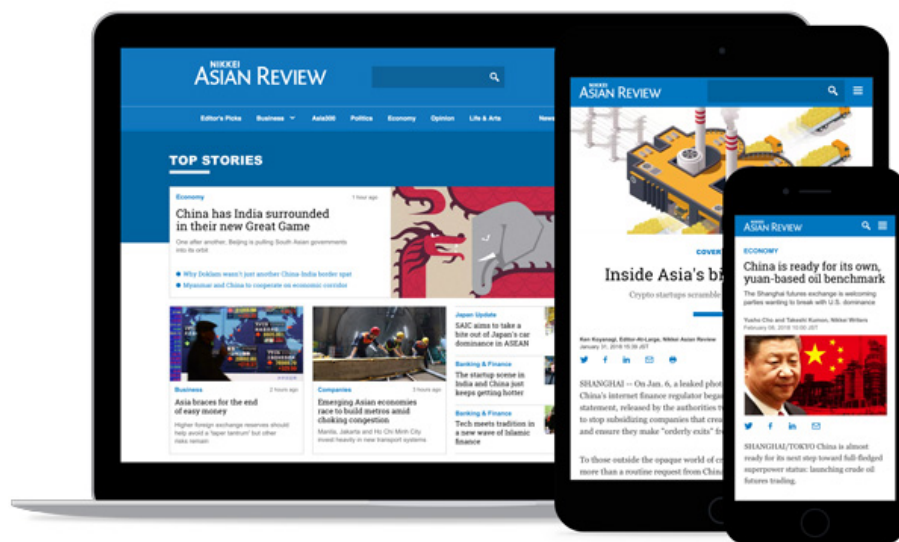


# Nikkei Asian Review launches new website



**4 April 2018** -- Nikkei Inc. today announces the launch of the Nikkei Asian Review's new website. With a contemporary look and intuitive user interface, the website improves the entire reader experience.

Our new website ([asia.nikkei.com](http://asia.nikkei.com)) is:

## Faster

- Reduced loading times for a smoother user experience

## Clearer

- Grid layout for easier identification of stories that interest you
- Blue and white color scheme that reflects the vitality and dynamism of Asia
- Clean, content-focused design
- Responsive design for consistency across all devices

## Easier

- Front page that shows top stories, analysis, comment and special features at a glance
- Keyword tags in articles that connect you to related stories with a single click
- Improved company pages with easy-to-read data and associated content

"We are pleased to introduce the new Nikkei Asian Review website," said Hirotomo Nomura, Senior Managing Director at Nikkei. "The revamped site is aimed at better serving our global readers, offering value-added information that they need for success. The site plays a crucial

role in Nikkei's initiative aimed at enhancing our ability to deliver relevant news and information about business in Asia."

"As part of our initiative, we also introduced the Nikkei Asia300 Investable Index in December 2017, an Asia-focused index for investors. This was followed in March by scoutAsia, a corporate data and news service developed jointly by Nikkei and the Financial Times."

The new website has been developed in collaboration with the Financial Times, which successfully redesigned their FT.com website entirely in-house. The FT is a digital-first pioneer, publishing articles online without waiting for them to go print. The Nikkei Asian Review has adopted this approach and is working to publish quality, highly relevant news in a timely manner.

For advertisers, a new pay per viewable impression option is available. With companies increasingly cautious about fraud, lack of viewability and brand safety, the Nikkei Asian Review works hard to maintain fairness and transparency as a trusted media partner for global advertisers eager to reach readers in Asia.

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#### **About Nikkei Asian Review**

Nikkei Asian Review offers comprehensive reporting from across this dynamic region. With a global network of contributors, including academics, government officials and business leaders, we give you the complete picture of Asian business, while our Asia300 content offers in-depth coverage of the most influential and fastest-growing listed companies from 11 economies outside Japan. For the past three years, the Nikkei Asian Review has won prizes for Editorial Excellence at the Society of Publishers in Asia's Awards.

<https://asia.nikkei.com/>

#### **About Nikkei**

Nikkei Inc. is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,300 journalists worldwide. Nikkei acquired the U.K.-based Financial Times in 2015. Our combined digital and print circulation totals over 3 million, and we are continually deploying new technologies to increase our readership.

#### **Inquiries**

Public Relations Office, Nikkei Inc.

[pr@nex.nikkei.co.jp](mailto:pr@nex.nikkei.co.jp)