

NIKKEI *Asia*

The voice of the Asian century

MEDIA KIT

2023

About Nikkei

Nikkei Inc. is a business and media organisation with a history spanning over 147 years. Our flagship media, The Nikkei, is Japan's largest business newspaper and has long been a favourite among business people. The Nikkei is also recognised in the global financial industry as the publisher of the Nikkei Stock Average, known as Nikkei 225.

Nikkei is actively seeking further growth, not only in Japan, but also in overseas markets, starting with the in-house publication of the English-language Nikkei Asian Review in 2013 (renamed Nikkei Asia in 2020), followed in 2015 by the addition of the FT Group, publisher of the leading UK economic newspaper, the Financial Times (FT), to our group.

Furthermore, in 2019, the Nikkei Group welcomed Deal Street Asia (based in Singapore), which operates as an English-language news website specialising in information on investment funds and start-ups in South East Asia, to the group, further accelerating our evolution into a global media company.

over **200**

Overseas journalists
and editorial staff

37

International bureaus

147

Years of quality journalism

About Nikkei Asia

In Japan, Nikkei is known as a general information newspaper with a focus on the economy, and in overseas markets too Nikkei has a policy of 'aiming to be a truly global media platform'. In autumn 2013, we launched the Nikkei Asian Review (renamed Nikkei Asia in autumn 2020), an English-language publication that forms the core of our global strategy.

With Nikkei Asia at its core, Nikkei has strengthened its coverage network in Asia. As a result, Nikkei Asia's coverage has been highly acclaimed, winning The Society of Publishers in Asia's awards for outstanding reporting in Asia for seven consecutive years.

Nikkei Asia's coverage has been highly acclaimed. In fact, several Nikkei Asia articles were cited in a report on supply chains released by the US White House in June 2021, which is proof of the high level of trust and appreciation Nikkei Asia has earned for its coverage internationally.



We bring you the Asian business, politics and economy stories others miss.

Cover Story

A weekly big read on the top stories of the moment, packed with deep analysis and forward-looking insights.

Company in Focus

A close-up look at the companies, people and technologies behind Asia's economic development.

Asia Insight

An in-depth look at the most important political and economic news and trends in Asia today.

Asia300

Asia300 is a group of major Asian companies independently selected by the Nikkei. Knowing the strategies and performance trends of these companies will give you an insight into the shape of the Asian economy.

Opinion

World-renowned economists and journalists discuss business, political and security issues in Asia.

Latest news

With access to the latest corporate news and announcements, breaking stories, political developments, and market updates, you won't miss a thing.

About Nikkei Asia

Nikkei Asia is widely read overseas as a medium providing important business information.



Yoriyuki Sugiyama

Former General Manager & Chief Representative
Tokyo Stock Exchange, Inc.
Singapore Branch



Nozomi Oda

Partner
Morrison & Foerster
Tokyo Office



Sergiy Korsunsky

Ambassador Extraordinary
and Plenipotentiary
Ukraine to Japan



Dr. Pietro Borsano

Deputy Executive Director, Industrial and Global Alliances
Senior lecturer in Entrepreneurship and Core Business
School of Integrated Innovation, Chulalongkorn University

“ *I think one of the advantages of Nikkei Asia is that the local reporters bring you the real voices of the people on the ground* ”

Ministop pulls out of South Korea and Philippines

Korean deal will bolster third-ranked Lotte in tough market

“ *Using Nikkei Asia to share information with team members and clients has become part of my regular routine* ”

Kishida announces full reopening as weak yen gives visitors extra incentive

Most Read Articles in 2022

Convenience store chain

Japan to allow visa-free individual tourists from Oct. 11

“
*Nikkei Asia is the
number one source of
information when it comes to
gaining deep insights on the
economy and politics*
”

**Analysis: Xi no longer
described as 'people's
leader' in China**

Leader tries smile diplomacy, but public scolding of
Canada PM ruins image

“
*I
instruct
students to
use
Nikkei
Asia as
a
primary
source
of
information.*
”

Most Read in 2022

For more information, please visit below

<https://asia.nikkei.com/Spotlight/Most-read-in-2022>



Awards & Recognition

Fact-based, reliable reporting.

Award winning journalism supports our continuous efforts in providing credibility and trust for our readers.

Some of our highlights includes:

- Winning the Society of Publishers in Asia Award for the 7th time. Awarded a prize for excellence regarding an article analyzing the impact of the Regional Comprehensive Economic Partnership (RCEP) in East Asia.
- Winning the Asian Digital Media Awards by WAN-IFRA for the 5th time. Awarded gold and silver for 'Best in Covid-19 Reporting', gold and silver in the 'Best in News Photography' and silver in the 'Best in Feature Article (Non Covid-19 related)'.
- Having our articles cited in the White House Report on building resilient supply chains.

ANNOUNCEMENTS

Nikkei Asian Review wins 4 top prizes at SOPA awards

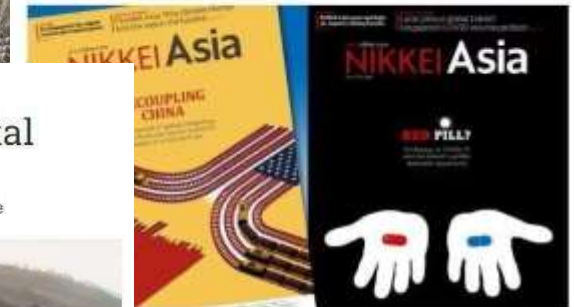
Publication recognized for tech scoops, decoupling feature and design



ANNOUNCEMENTS

Nikkei Asia wins gold for US-China decoupling and vaccine features

Two top prizes and two honorable mentions mark Nikkei's best result at Asian Media Awards



ANNOUNCEMENTS

Nikkei Asia wins two at Asia Digital Media Awards

Piece on Russia's use of Telegram to spread fake Ukraine war news gets top prize



Nikkei Asia analyzed posts on Telegram, a social media site widely used during the invasion of Ukraine.

November 4, 2022 05:01 JST

Nikkei Asia has won the top two awards in data media awards on Thursday. The World Association of News Publishers recognizes outstanding digital media content and

Nikkei Asia's wins are its firsts in international digital media awards. The top prize went to "Tracking how Russia fabricated and analyzed posts on Telegram, a social media site for fake news Russia was spreading about its invasion of Ukraine."

After identifying accounts linked to the Russian government, the piece visualized the flow of the spread of fake news. The analysis also analyzed Russia's widespread use of artificial intelligence to generate fake news.

ANNOUNCEMENTS

Nikkei Asia wins five prizes at WAN-IFRA Asia awards

Judges recognize coronavirus pandemic coverage, photography and U.S.-China feature



Nikkei Asia won prizes for its coverage of Asia's "tech underclass" and for its cover image on the humanitarian crisis in Afghanistan.

MICHAEL PEEL, Nikkei Asia executive editor
May 23, 2022 19:46 JST

TOKYO -- Nikkei Asia has picked up five prizes at the WAN-IFRA Asian Media Awards, earning recognition for its coronavirus pandemic coverage, photography and features.

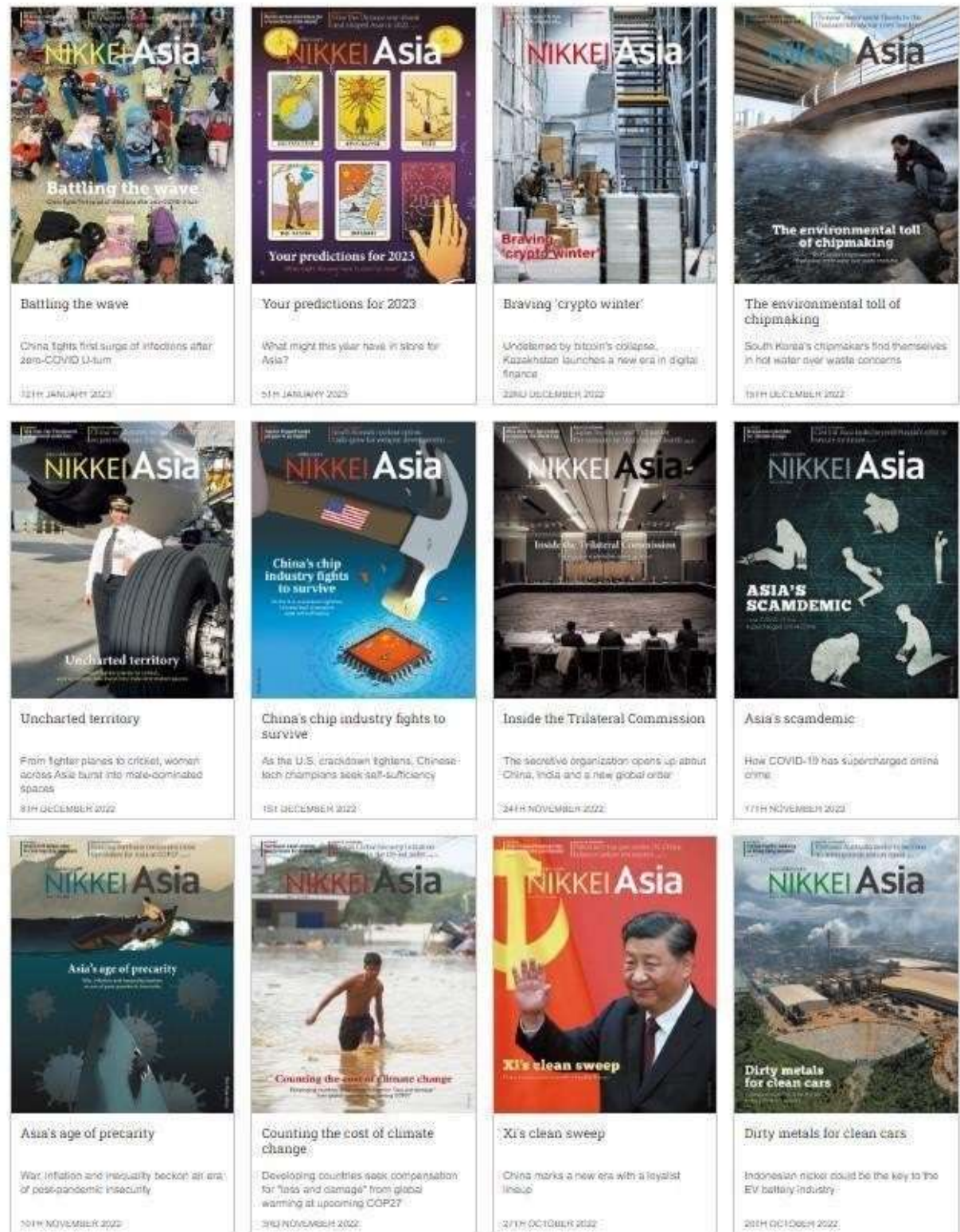
The Tokyo-based outlet's two gold and three silver medals made it the joint biggest winner in the annual honors run by the World Association of News Publishers.

Nikkei Asia notched the top two awards in two separate categories.

Features

***Strong regular features for the latest happenings everyday.**

- Market Spotlight (Monday)
- Asia Insight (Tuesday)
- The Big Story (Wednesday)
- China Up Close (Thursday)
- Business Spotlight (Friday)
- Data Watch (Saturday)



*() represents the day of which features are published.

Features

POLITICS

Delhi's poor brace for impact of G-20 makeover

Indian capital's 'beautification' expected to squeeze out slum and street dwellers



INTERNATIONAL RELATIONS

India-China border dispute must be resolved through pacts: New Delhi

Defense ministers meet as Himalayan tensions simmer



Li Shengfu and his Indian counterpart Rajnath Singh meet in New Delhi. (Indian Ministry of Defense via Reuters)

AEROSPACE & DEFENSE INDUSTRIES

Embraer sets sights on China and India with latest jets

Brazilian aircraft maker focuses on Asia-Pacific, seeking 100 deliveries in 2025



Embraer's E175-E2 aircraft is undergoing the certification process.

HIDEYAKI MIYAMOTO, ARATA SHIGEMOTO and YUSUKE HIRAI
April 9, 2023 11:38 JST

DEFENSE

India resumes joint air exercise with U.S., eyeing China

F-15s and homegrown Tejas jets feature in first Cope India since 2019



India's homegrown Tejas fighter jets will participate in the bilateral Cope India exercise with the U.S. © Reuters

SATOSHI IWAKI, Nikkei staff writer
April 11, 2023 13:54 JST

Detailed coverage, uniquely from an Asian perspective.

Bringing you the latest coverage on various topics of events ranging from business to politics, international relations and many more - specifically curated based on an Asian perspective.

Content from Partners

Selected shared articles from reputable partners.

- Deal Street Asia (Singapore) - Strong coverage on ASEAN startups, PEs & VCs
- 36KR/KRASIA (China) - China's leading Tech Media
- Caixin (China) - China's Business Newspaper



Events & Partnerships

More than just a news platform, we bring people together.

We host live events featuring talks by the brightest minds from all around the world.



Our Readers



Global Reach — Digital

Global media used by Asia watchers worldwide, especially in Asia and the US.
Source: Google Analytics Report Jan 1st - Dec 31st, 2022 Monthly Avg.

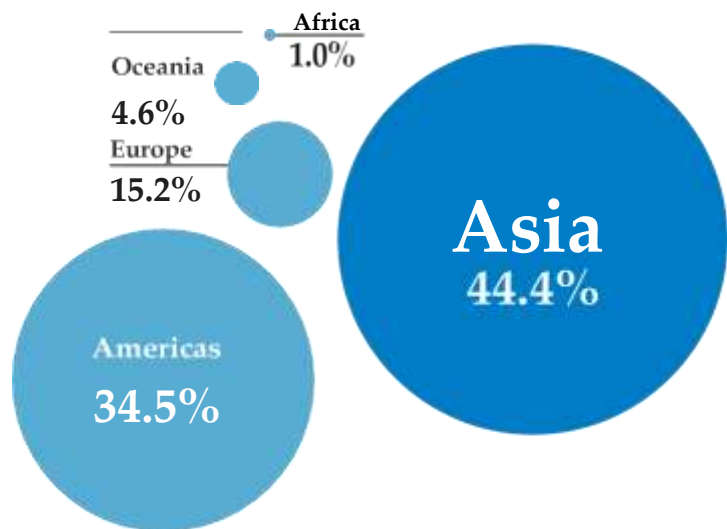
Unique visitors (Monthly)

3,118,908

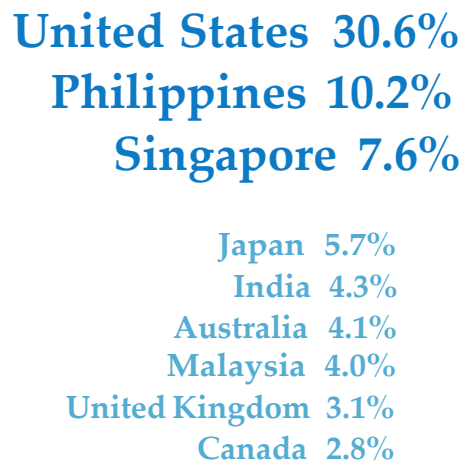
Page views (Monthly)

6,204,288

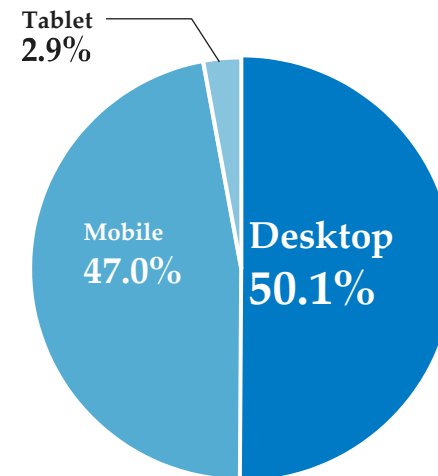
Readership by Region



Readership by Country



Device

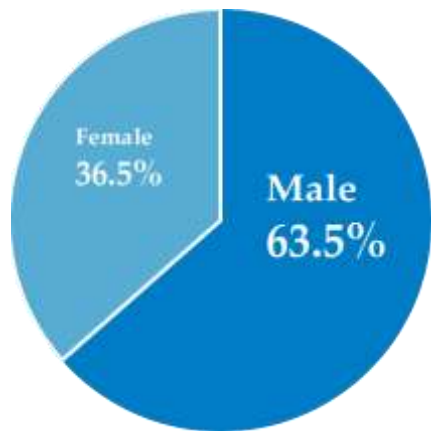


Our Readers

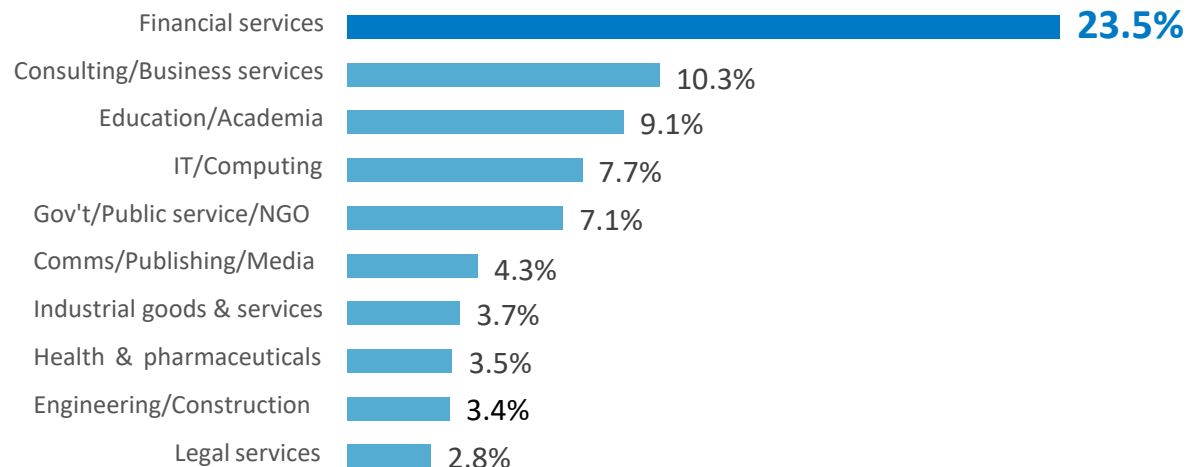
Nikkei Asia is read by businesspeople from a wide range of industries, with finance at the forefront. Despite having a relatively young readership in their late 20s and 30s, Nikkei Asia is also characterised by a high proportion of management and C-suite readers.

Source : :Google Analytics Report Jan 1st - Dec 31st, 2022, Monthly Avg. / Nikkei Asia CRM Data as of Jan 2023

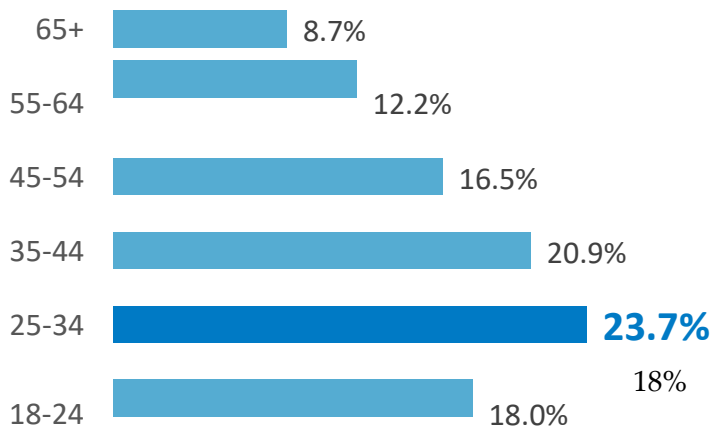
Gender



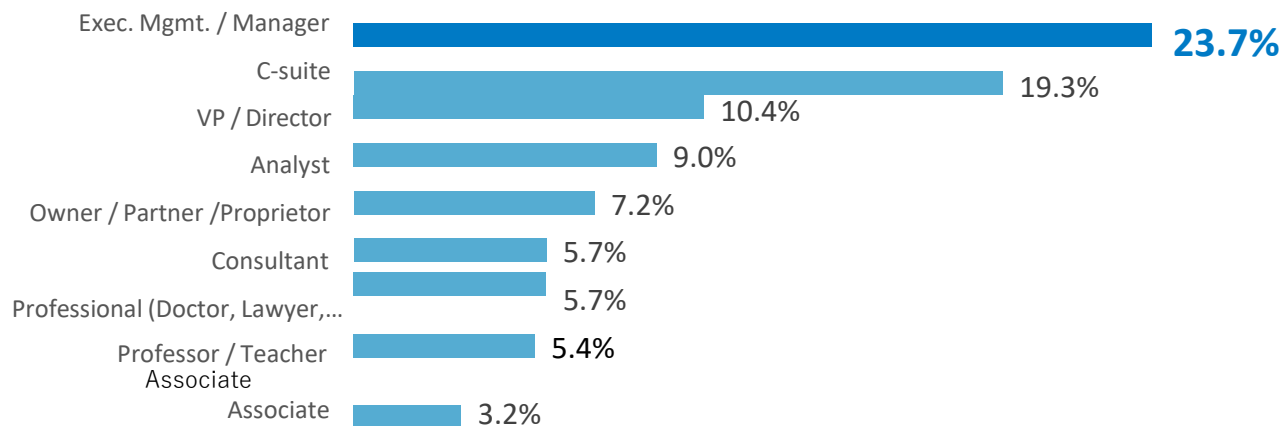
Industry



Age



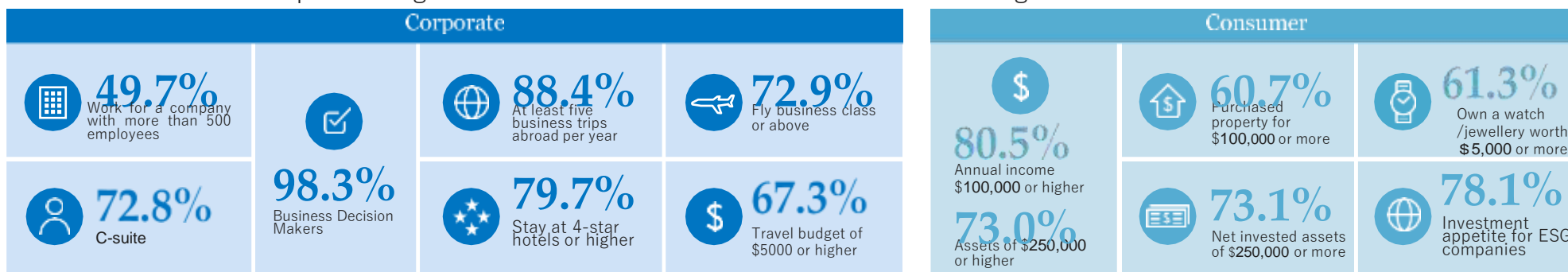
Job Title



Our Readers

Nikkei Asia's readership profile in Ipsos GBI APAC 2022

A considerable number of readers consist of business decision-makers and senior executives, who also happen to be affluent individuals possessing substantial assets and a keen interest in investing.



Source: The Ipsos Global Business Influencers APAC (GBI APAC) survey 2022

*What is the Ipsos Global Business Influencers APAC (GBI APAC) ?

The Ipsos Media Brand Survey for Business Professionals is aimed at senior business professionals in Asia who are employed by companies with a workforce of 50 or more individuals. Along with in-depth inquiries concerning media usage, such as contact frequency and devices employed, the survey also delves into topics such as business and personal travel, personal finance, and luxury expenditure. The survey is conducted annually online using a consistent questionnaire containing identical content across all countries and regions surveyed.

Countries/regions surveyed				Universe	
Hong Kong	Indonesia	Malaysia		Philippines	A total of 1 mil business working for companies i empl
Singapore	South Korea	Taiwan	Thailand		
China	Japan	India	Australia		

Partner Content



Partner Content

Quality

Article-style advertising 'advertorials' are used by many advertisers. Planning is based on in-depth discussions and thorough reporting. We deliver a deep understanding of the product or brand to the reader by incorporating it into a high-quality story that is worth reading.

Consistency

Campaigns are optimised for desktop, mobile and print, ensuring consistency across media. The style and design of the text is consistent across multiple editions of the series. The story is told in an effective way while maintaining the brand's worldview.

Case study 01 HSBC

International businesses eye GBA's golden opportunity

As foreign direct investment in China continues to grow and accelerated around the world, regional First-tier cities including Guangzhou, have increasingly become an focus for the Greater Bay Area (GBA).

According to the latest HSBC Research survey, more than 100 international companies are planning to make or expand in the GBA in the next three years. The total is nearly going to double in the H2 of 2019. In fact, 74% of international companies and 87% of Singapore firms expect the region to see higher growth than the rest of China - an area neighbour, they can see the tremendous growth potential.

The positive business sentiment, particularly among businesses in Asia Pacific, shows that the Greater Bay Area is set to become an area with significant potential of more border trade and capital flows, improving the economic, investment and innovation between three major cities regions - East Coast China, West of Coast Bay Area, and Hong Kong.

Driving China's economic growth

World confidence in the GBA has always been increasing and the confidence has not diminished the outside. China has always regarded its own economic growth as priority, among encouraging growth momentum while leading Asia's recovery. There is also greater hope of the GBA's economic recovery model which will provide opportunities for foreign companies in China to expand their business operations. As these trends continue, the GBA is a hot area seeing an influx in business markets, driving great

The GBA's advantages

HSBC's Research survey also revealed what international businesses identify as the core advantages of the GBA, being technological advancement and access to capital in burgeoning middle class and a highly skilled workforce. These opportunities are conducive for being business the logic, particularly in such as technology, manufacturing and trade.

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HSBC GBA+ Healthcare Fund
Supporting fast-growing healthcare companies in the GBA

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HSBC GBA Business Credit Connect
Flexible allocation of credit limit within Guangdong-Hong Kong-Macao Greater Bay Area

As the GBA enters a new phase, it has been paying interest. Foreign growth in China grew at the fastest pace in more than a decade during the first quarter of 2019, according to data released by the Ministry of Commerce in April.

The data also revealed that more than 100 new foreign-invested companies were established in China during the first three months of the year, an increase of almost 10% from the same period a year before.

The land of opportunity

It is estimated that by 2030 the region's GDP will grow to top US\$1.1 trillion, providing growth potential that international companies simply cannot afford to miss out on.

Being open always benefited the region for many years. Its openness is reflected in HSBC. The bank opens its East Coast Office and branches, but also has its headquarters in Hong Kong, which is a testament to its long history and the emergence of an advanced digital economy that will accelerate manufacturing, new tech

Partner Content

Case study 02 Asteria

Asteria Takes on the World in the TSE Prime Segment

Pina Hirano (President and CEO of Asteria Corporation) and **Shoichi Tsumuraya** (Professor of Hitotsubashi University Graduate School) discussed the company's management approach to pursuing growth together with investors, among other topics.

Dialogue: Pina Hirano and Shoichi Tsumuraya.

Equity markets are paying keen attention to software developer Asteria. As digital transformation (DX) efforts keep up among companies of all sizes, demand and expectations are rising for the core technologies and products that will facilitate data integration across different software packages and dramatically reduce workloads.

Tsumuraya: In addition to being proactive in IR activities, your company's business performance is also trending toward improvement, which is attracting attention from investors.

Hirano: Thanks to the support of our stakeholders, our flagship data integration middleware ASTERIA...

Print version of the advertorial

Asteria Takes on the World in the TSE Prime Segment

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UNL & CK THE REAL JAPAN

A power of good

How a real estate company is pioneering its history of expansion by developing the green fields needed to fuel Japan's future.

Partner content by TOKYU LAND CORPORATION

UNL & CK THE REAL JAPAN

A power of good

How a real estate company is pioneering its history of expansion by developing the green energy needed to fuel Japan's future.

Partner content by TOKYU LAND CORPORATION

Further viewing

To discover more about Tokyu Land's vision of renewable energy with the award-winning language videos below.

TOKYU LAND CORPORATION

Case study 03 TOKYU LAND CORPORATION

TOKYU LAND CORPORATION

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TOKYU LAND CORPORATION

anticipating future needs integrates these risks and ensures the business's scalability, which offers growth potential.

Besides our software business, we are also involved in investment and design businesses. Each of these businesses could not only generate revenues or profits, but also contribute to expanding our software business globally. As an example in the case of software, some designs may be accepted in Japan but less so overseas. If we want to grow our overseas sales further, it will become important to be able to build designs that will gain acceptance worldwide.

We believe that growth investment would be a business advantage for our software development, to our investment business, we harness the knowledge that we have acquired through software development to invest in companies and businesses related to our business domains via an investment company we established in the U.S.

Here, our strategy is to move profits from the investment business into software development and marketing, while still seeking synergies between businesses.

[About Asteria Group]

Asteria

Stock listing: Tokyo Stock Exchange (in Yen: 1580)
Prime Market under TSE First Section Segment
(From April 16, 2024)

Founding date: September, 1999

Office locations: 5 countries (Japan, U.S., UK, China, Singapore)

Businesses: - Development of internet-related services in "Service/IT"
- Design/strategy consulting (New Front)
- Investment (Asset Management Fund)

Capital: 2,171,541,500 JPY (as of December 31, 2023)

Contact: Asteria IR, ir.info@asteria.com

Twitter account for Investor Relations: @asteria_ir

Our English IR website is currently updated with press releases and IR news in
greater extensive disclosure of information in English.
<https://www.asteria.com/press/>

Pina Hirano

Executive Director
Global Investment/Asset Management Department

Pina Hirano was born in Matsuyama Prefecture, Ehime Prefecture, Japan. She joined a software development startup as a founding member in 1997, the Japan Venture Development Corporation, the former venture corporation (now Astoria Corporation) in 1999, and then was listed on the Tokyo Stock Exchange's First Section in 2017, and in 2019, she listed on the exchange's Prime Market. In 2021, she joined Asteria where she served as the Japan Investor Relations Association (IRA) as the CEO of the Association's Executive Committee.

Shoichi Tsumuraya

Executive Director/IR
Investment/Asset Management Department

Shoichi Tsumuraya was born in Tokyo, Japan. He completed his graduate program at the University of California, Berkeley and earned a Master's Degree of Commerce in 2004. He has been a research officer at the Japan Institute of Real Estate Association. His areas of research include international trade and corporate governance. He has been a member of the Financial Services Agency's Division of Market Operations and the Financial Services Agency's Division of Market Operations. He is a member of Japan's International Code and Japan's Corporate Governance Code. 2024

Asteria Takes on the World in the TSE Prime Segment



[DIALOGUE]

Pina Hirano

Partner Content

Case study 03
UBE

Widespread dissemination of the growth strategy, with a compelling top message

In May 2022, UBE revealed a fresh medium-term management plan, and President Masato Izumihara shared his views on the company's growth strategy in an interview. In April 2022, UBE Industries, which had been in operation for almost 80 years, changed its name to UBE, and as a chemical firm, it is implementing courageous structural reforms such as converting its cement business into a company accounted for by the equity method. The company hopes that its strategy will be better understood by stakeholders at home and abroad, as well as by its Group employees. Moreover, the statement highlights UBE's aggressive investment in its Specialty Business, which manages high-value-added product categories, and its expansion of facilities in Thailand, its primary base in Asia.

UBE Transform Tomorrow Today

Centering on specialty chemicals and achieving sustainable growth globally

Contributing to the global environment, human health, and an enriched future society --Masato Izumihara

President & CEO Masato Izumihara

After completing his postgraduate studies at the University of Tokyo Faculty of Law and joining Ube Industries (now UBE) after serving as a director and vice president, he was named president in October 2016. Under the new name, "UBE Corporation," he leads the transformation of its business structure by growing specialty chemicals.

--- In April 2022, you changed your company name from "Ube Industries" to "UBE". Would you tell me the reasons you did it and thoughts behind the new name?

Our company started 125 years ago, way back in 1897 as a coal mining company. Using that as our foundation, we eventually expanded our business into the fields of machinery, cement, and chemical fields. During World War II, all four of our businesses merged under the name "Ube Industries, Ltd." The name stems from Ube City, a city in Yamaguchi prefecture, the location of our head office.

However, as times changed, we also had to make some changes as well. Each branch had to operate almost independently from each other in order to survive. Thus, in 1999, we split off our machinery business from the main company. And now, we have established a joint venture together with Mitsubishi Materials in our new company, Mitsubishi UBE Cement Corporation. Since we have become a company

UBE

Centering on specialty chemicals and achieving sustainable growth globally

Masato Izumihara

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UBE

Partner Content

Case study 04
Federal Land



Attracting the wealthy in Asia with the allure of luxury real estate.

Federal Land is the Philippines' leading real estate developer, with over 50 years of experience in the development of a wide range of high-quality, innovative residential, commercial and retail space, modern office buildings, world-class hotels and integrated communities. The Grand Hyatt Manila Residences South Tower, developed in partnership with Japan's ORIX, is the first luxury property in South-East Asia to bear the Grand Hyatt name. To showcase its appeal to the Asian market, partner content was developed for Nikkei Asia, a major source of business news and information with a vast readership in the region. The project leader praised the strategy, stating, "By selecting a medium that resonated with our target audience, we successfully reached affluent individuals across Asia."



Digital Advertising

Banner Advertising Case Study

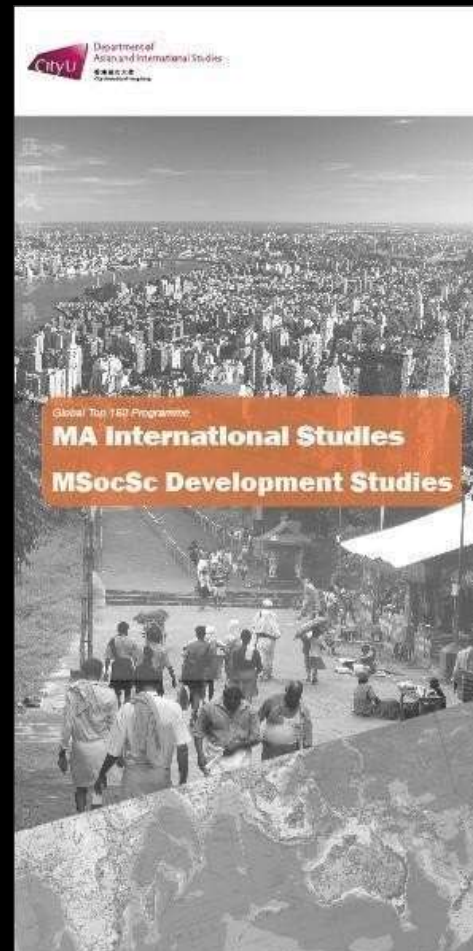
The Japan Foundation



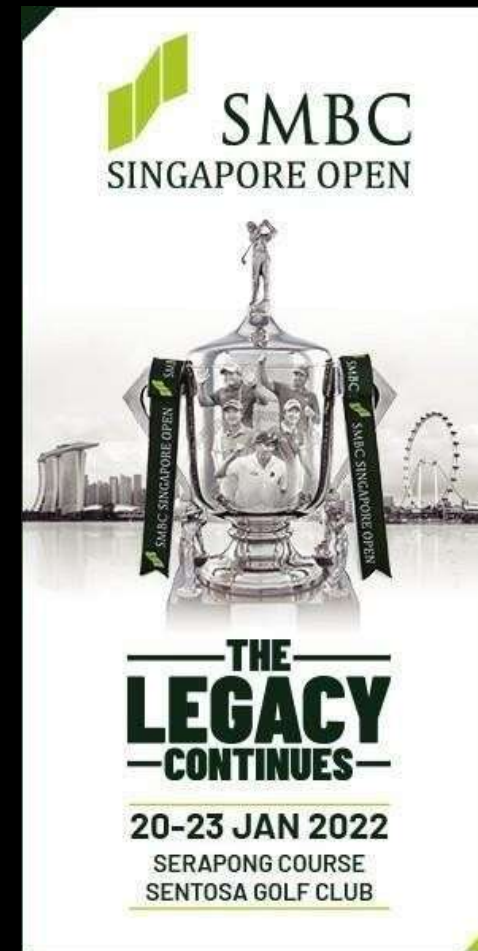
IE University



City University of Hong Kong



SMBC シンガポールオープン



Waseda Business school



HSBC



Subscriber List



*Current Subscribers



LOCKHEED MARTIN



HYATT



BOSCH



SHEIN

SAMSUNG

*List is not exhaustive.

Corporate Plans

Get the most out of it at Nikkei Asia.

Specifically tailored plans for corporations:

- 3 users, 10 users, 30 users, 50 users and more
- Price gets more cost effective with the larger number of users
- Priority access to sales support as compared to individual subscriptions
- Special access to invitations regarding Nikkei events (subject to availability)

NIKKEI Asia

Corporate Self-Signup Plan:
(using company email domain)

Why Subscribe?

Exclusive business reporting and original views from Asia

We cover Asian companies and entrepreneurs like no one else with our unrivaled network of correspondents across the region. Leading names in Asian business, politics and academia share their views on the most pressing issues of our time.

Balanced, informative and comprehensive coverage

We have earned awards from the Society of Publishers in Asia and the World Association of Newspapers and New Publishers for six consecutive years, underscoring its reputation for quality journalism among international readers.

Nikkei's vast editorial resources and expertise



Our vast network includes The Nikkei, Japan's leading business publication, and the Financial Times, one of the world's most trusted business news sources. Nikkei has also announced additional partnership with Chinese tech news portal 36Kr and Singapore-based website DealStreetAsia, extending its reach across Asia.

For any queries, Contact:



Bharat Book Bureau

Real Tech Park, Sector - 30A, Vashi, Navi Mumbai, India - 400703.

Website: www.bharatbook.com

Email: raju@bharatbook.com

Mobile: +91 92237 67111