



COMPANY PROFILE

Nikkei Media Marketing
formulated its Mission in March 2023.

M I S S I O N

**Respond to diverse needs and open the way to
the future together.**

**We support “people, organizations and society”
utilizing the power of information.**

**Respond to diverse needs
and open the way to
the future together.**

Our Mission expresses the “determination” of Nikkei Media Marketing employees. We will support customers in solving their problems and create a better future together by accurately identifying the needs of customers in a diverse range of industries and occupations and providing them with information in a format demanded by each customer.

**We support “people,
organizations and society”
utilizing the power of
information.**

This statement expresses our specific “actions” for realizing “determination.” We promise to provide information tailored to the purposes and uses of a broad strata of customers. This ranges from information for immediate business improvements to information for realizing organizational and social changes.

S E R V I C E S

Offers a variety of information services including articles and news, company and financial data, research and analysis, education and training

Nikkei Media Marketing offers a wide range of information services, from “business standards” that are useful in daily business to highly specialized “professional services.”

Our customers range from corporations and financial institutions to government agencies and educational institutions, and include a wide variety of departments such as management, corporate planning, public relations, finance, sales, marketing, general affairs and technology.

We listen to each customer's needs, customize and support different devices and deliver them in an easy-to-use form.

Main Information Services

Articles/News

- Nikkei Telecom
- Nikkei SmartClip
- Nikkei Risk & Compliance
- NIKKEI The KNOWLEDGE
- The Nikkei Online Edition Pro
- Nikkei Personnel Watch Pro
- Nikkei BP Insight
- Nikkei BP BizBoard

Nikkei POS Information

- POSEYES
- POS VISION
- SCAN
- SCAN TREND
- SCAN CVS Receipt Data

Overseas Business Information

- Nikkei Asia
- scoutAsia
- D&B Hoovers
- LexisNexis
- KYC6 Search
- FINANCIAL TIMES

Corporate, Financial and Statistical Data

- Nikkei ValueSearch
- NEEDS-FinancialQUEST
- NEEDS-BULK
- NEEDS-Cges: Corporate governance evaluation system
- NEEDS-CD ROM/DVD
- Tokyo Shoko Research (TSR) Database Service
- QUICK ESG Service for Corporation

Surveys and Analysis Reports

- Brand Japan Project
- Web Brand Survey
- MIRAI YOSOKU
- Website Consulting
- University Brand Image Survey
- University Mobile Websites Usability Study

Education and Training

- Nikkei Test of Economic Sense and Thinking
- Nikkei Business School
- Kacho-Juku (Manager Seminar)
- Waseda University Institute for Business and Finance
- VERSANT

* For details on our services, please access our website.

<https://www.nikkeimm.co.jp/>

Proposal Capabilities

Deliver valuable information to customers in the best manner

We not only offer the information services that our customers need, but also the various “values” that are created by using the information services. We carefully analyze our customers' needs, business operations and usage environments, and propose the most appropriate information services and usage methods for them.

The standard for business issue solutions ▶ Nikkei Telecom

As one of the largest-class business database services in Japan, Nikkei Telecom gathers highly reliable information that includes newspaper and magazine articles, information on domestic and overseas companies and personnel information. This service has been a long-time best-seller since its launch in 1984. Nikkei Telecom has a wide range of business applications that include catching up with the latest business information, strategic planning, company and industry analysis, M&A (corporate mergers & acquisitions), and customer compliance checks and risk management. Leveraging achievements compiled over many years, we provide support in gathering and utilizing information tailored to customer needs.



Nikkei Inc.

Realizing “improved information capabilities” for organizations ▶ Nikkei SmartClip

Nikkei SmartClip is an information service that responds to needs such as a desire to “share information essential in our work with all employees first thing in the morning.” Nikkei SmartClip is a valuable tool for solving article copyright issues and sharing business information. Nikkei SmartClip also makes major contributions in other areas such as enhancing the efficiency of internal corporate communications and the internal circulation of articles, providing sales managers with more information and eliminating information gaps. Nikkei SmartClip enables information in Japanese or translated into English to be shared with employees not only in Japan but also overseas. Besides articles from over 100 newspapers and specialized journals, Nikkei SmartClip also allows the collection of information from magazines and web-based news. To collect detailed information tailored to departments, occupational positions and job duties, a sales manager exhaustively analyzes customers’ requests and business operations and helps create themes and keywords that enable the collection of the most-suitable articles.

Nikkei Inc.

日経スマートクリップ



A powerful information tool for company and industry analysis ▶ Nikkei ValueSearch

Nikkei ValueSearch is a service that provides an abundance of quantitative and qualitative information needed for company and industry analysis and that also incorporates analysis functions, reporting functions and data download functions. The use of this service helps enhance business efficiency such as in formulating business strategies, creating target lists and gathering and analyzing information in sales activities as well as preparing materials.

Nikkei Inc.



Expertise

Widely used by highly specialised organisations from business to government and education

We offer a wide range of content, from general business information that anyone can easily access to specialized information on business and finance, sales, marketing, brand research and more. It is widely used by financial institutions, educational and research institutions, corporate finance and marketing departments and other organizations and departments that require a high level of expertise.

Japan’s largest-class comprehensive economic databank

▶ NEEDS (Nikkei Economic Electronic Databank System)

NEEDS is Japan’s largest-class comprehensive economic database service. Making full use of the Nikkei Group’s domestic and overseas information collection network and data gathering networks, NEEDS incorporates various genres of economic data in a long-term time series spanning such areas as stocks, bonds, corporate finance, macroeconomics and industry statistics. Besides financial institutions, which require data on an everyday basis, government agencies, universities and other educational and research institutions can use this system for a wide range of applications that include the analysis of the impact of changes in the economic environment and quantitative assessment and comparison of corporate governance.

Nikkei Inc.



POS EYES

POS VISION

SCAN TREND

Providing POS data collected from supermarkets, convenience stores and drugstores across Japan in as early as two days

▶ Nikkei POS Information

This data service reports on the sales results of 2.65 million products, including processed foods, alcoholic beverages and household items, collected from supermarkets, convenience stores and drugstores throughout the country. This service records sales data from leading chains across Japan on a daily, weekly and monthly basis, which enables users to quickly and accurately ascertain market needs and sales trends for new products. This provides information that is useful for formulating marketing and sales strategies tailored to the purpose of use and circumstances of each customer.

Nikkei Inc.

Research, forecasts and consulting ▶ Various research and reports for a variety of applications

Nikkei BP Consulting, Inc. offers a diversity of content ranging from business plan formulation to website consulting that is useful in such areas as business and R&D. These services include the MIRAI YOSOKU (Future Prospect) series (introduced by over 2,500 companies) that presents future global outlooks and change scenarios essential for preparing medium- and long-term business plans. We also implement the Brand Japan Project, the largest-scale survey project of its kind in Japan that evaluates 1,500 brands. This survey tabulates and analyzes the recognition levels, image and evaluation of these brands by over 50,000 consumers and business persons.

Nikkei Business Publications, Inc., Nikkei BP Intelligence Group, Mirai Institute, Nikkei BP Consulting, Inc.

NIKKEI BP 総研



Nikkei BP Consulting, Inc.

Innovation

Respond to changing and diversifying needs with the latest solutions

Nikkei Media Marketing has a history of pioneering information services. This includes Japan's first online database service and one of the largest comprehensive business database systems in Japan. We are committed to responding to the ever-changing and diversifying needs of our customers with the latest solutions for rapid business innovation.

Raising sales efficiency in collaboration with sales support systems

► Nikkei ValueSearch for SFA

This latest information service enables the use of Nikkei ValueSearch on Salesforce, a cloud-based platform for sales support and customer relationship management. Besides customer information on Salesforce, this service enables users to easily browse business information provided by the Nikkei Group, including newspaper articles, company information, personnel rotation information and industry trend reports. Moreover, this service also includes a variety of analysis, alert and Chatter sharing functions and strongly supports efficient information gathering and advanced proposal-based sales.

Nikkei Inc.



Professional due diligence solutions for business partners that comply with laws and regulations in Japan and overseas

► Nikkei Risk & Compliance

Nikkei Risk & Compliance is an information service that enables one-stop access to risk information essential for complying with global laws and regulations, including ordinances for eliminating organized crime groups, money laundering regulations and overseas bribery regulations. This service comprehensively covers risk information in countries worldwide and enables efficient and effective due diligence utilizing advanced AI technologies. This service can be used in a variety of situations such as due diligence work for customers, agencies and suppliers as well as compliance checks for IPOs. Nikkei Risk & Compliance realizes effective screening of domestic negative news by combining the abundant contents of Nikkei-Telecom with advanced natural language processing technologies, intention analysis technologies and article classification technologies. This service also enables real-time screening of Dow Jones' information on persons subject to sanctions, companies subject to the OFAC 50% Rule, politically exposed persons (PEPs), persons requiring attention and the Dow Jones Watchlist.

Nikkei Inc.



Global

Coverage of global business information that is essential for managing a business in the age of globalization

We manage not only Japanese information sources but also a variety of the world's leading sources, including news media that cover news from Asia, one of the world's largest business and company databases, company data services in Asia and global risk and compliance information services. Our coverage includes essential business information from around the world, crucial for managing businesses in the global era.

Providing English-language information on growing Asia ► Nikkei Asia

Launched in 2013, Nikkei Asia utilizes its news coverage bases in 37 locations and regions worldwide to provide the latest news and analysis articles and commentary articles on Asia from the unique perspective of Asia. Nikkei Asia also posts translated articles from the Nihon Keizai Shimbun.

*Received The Society of Publishers in Asia (SOPA) Award for six consecutive years

Nikkei Inc.



English-language data service specializing in Asia ► scoutAsia



scoutAsia provides up-to-date news from over 100 media sources in 26 countries and regions in Asia and Oceania in addition to corporate data and industry reports from over 5 million companies. scoutAsia provides the latest information on each Asian country in a timely and comprehensive manner using advanced filtering functions that utilize AI.

Nikkei Inc.

World's largest-class company database ► D&B Hoovers

D&B Hoovers is a cloud-based business database that has been introduced by the world's largest class companies. This service enables access to up-to-date information that includes coverage of over 200 countries, company information (over 260 million companies), personal information (over 360 million people), market research reports (over 8,500 reports) and related news within the past year (over 13 million news articles). This information can be processed, thereby enabling a significant reduction in the time needed for the analysis and creation of information materials.

Dun & Bradstreet International



Browsing world business information and extracting needed information ► LexisNexis



LexisNexis is the world's largest-class comprehensive database that gathers information from more than 23,000 types of information sources. Information provided by LexisNexis includes news from media around the world, company and industry expert reports and information concerning laws and regulations.

LexisNexis Japan

Global risk & compliance information service ► KYC6 Search

Acuris Risk Intelligence (ARI) provides a one-stop screening of domestic and international risk and compliance information. ARI collects information globally on PEPs, sanctions in each country and negative news about people and organizations. Data is updated daily to help strengthen business check systems.

Acuris Risk Intelligence

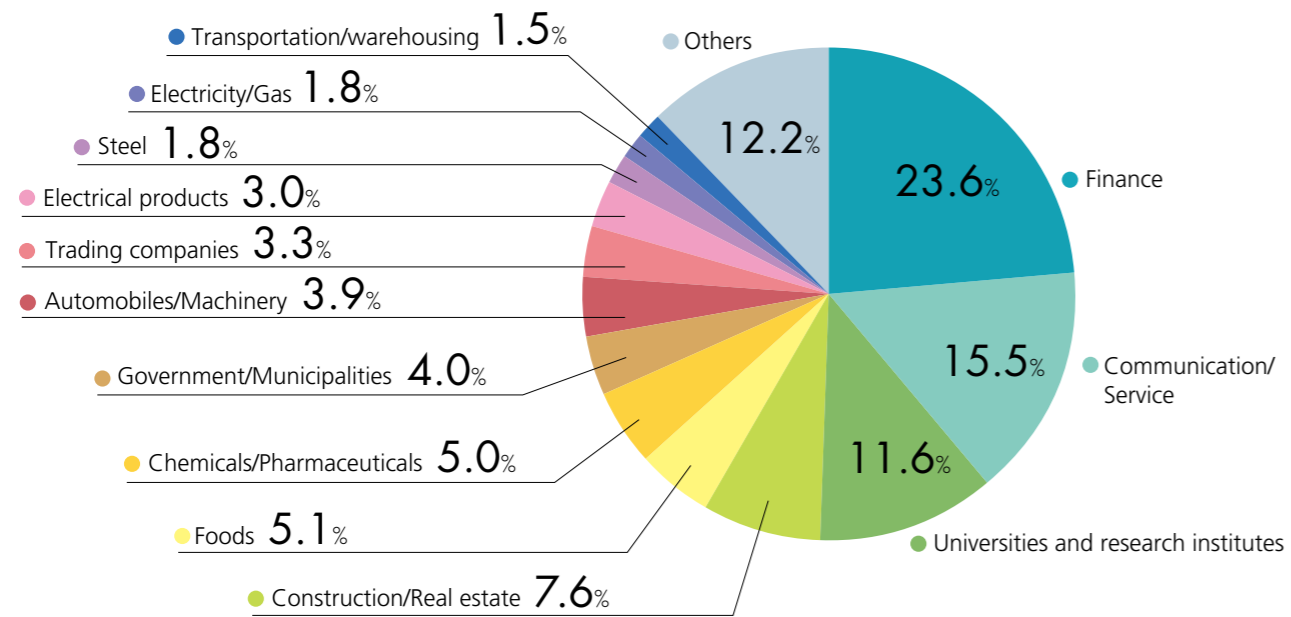


A Wealth of Experience

Serving the needs of more than 10,000 corporate customers

Nikkei Media Marketing has been operating since 1983 with the motto of responding sincerely and accurately to the diverse needs of each individual customer. We currently do business with over 11,000 companies, and this number is steadily increasing. We will continue to improve our services to remain irreplaceable to our customers.

Sales share by industry type (2023 results)



For case studies of the application of our services, please access our website.
<https://www.nikkeimm.co.jp/casestudy/>
 (Japanese version only)

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Nikkei Media Marketing's mail magazine provides our customers with information that is useful for business, such as how to use information, case studies and seminar information, on a monthly basis.

**For application,
please access our website.**



(Japanese version only)

