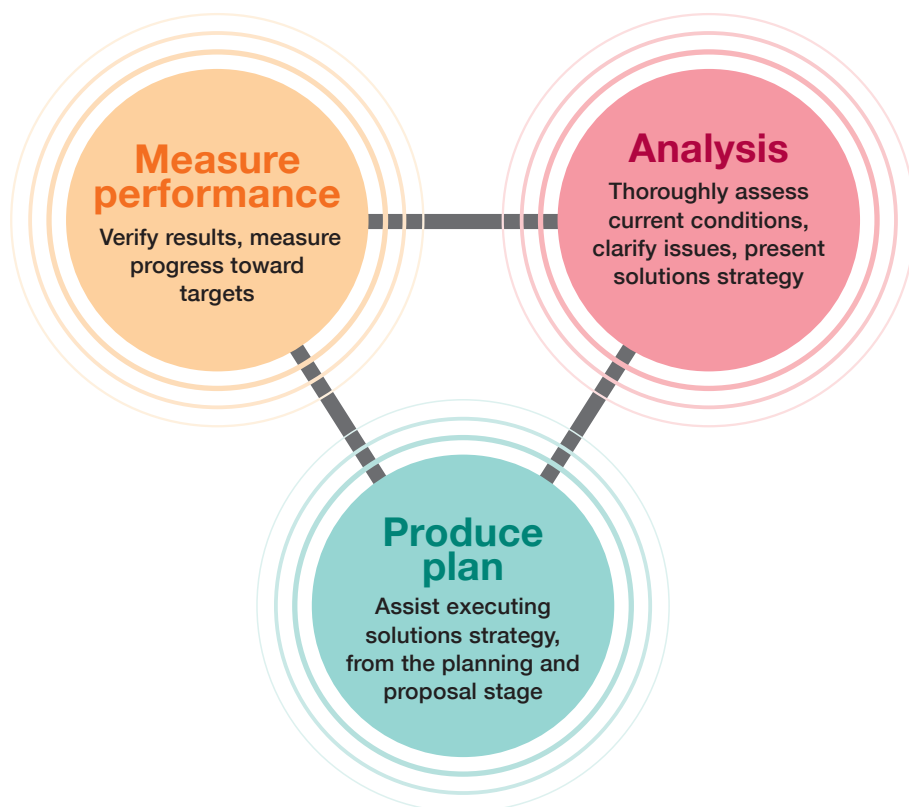


Corporate Brochure 2013

Nikkei BP Consulting is a solution provider which supports clients' marketing and public relations activities. It is fully owned by Nikkei BP, the magazine publisher of Nikkei Group.



Consulting × Contents Providing New Value

Enhancing corporate and product brand value and fostering even more finely-tuned customer communication need a marketing strategy in tune with the times.

From identifying and prioritizing your marketing issues to planning and production, assessing the results, and making recommendations for the next step forward, only the Nikkei BP Group has the specialized survey and consulting expertise and skill with all types of content needed to effectively execute your business strategy.

Consulting know-how

Measure
performance

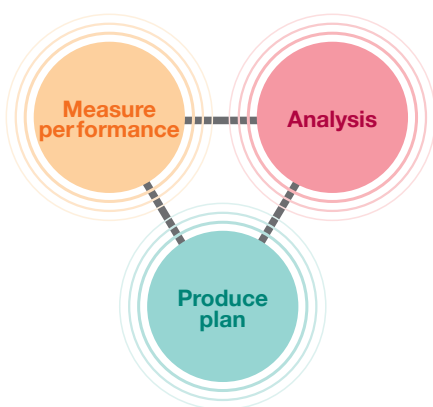
Analysis

Specialized know-how backed by a solid record of B-to-B success

We have an extraordinary record of survey accomplishment, especially in B-to-B, covering IT, management, environment, construction, medical, electronics, and much else besides. We provide specialized advice and business and communication strategies geared toward these areas.

Top-notch survey monitors are mainly Nikkei BP readers, ensuring excellent precision

Our survey panel of more than 3 million readers is drawn mainly from the readership of our influential media, including **Nikkei Business**, **Nikkei Electronics**, and **Nikkei Computer**. Our finely-tuned surveys focus on highly-informed business people and consumers.



Brand Japan Project: Japan's largest brand survey project

We help private and public corporations evaluate their brand strength from every angle with a wide array of survey techniques, including the Brand Japan Project, web brand surveys, environmental brand surveys, food safety and security brand surveys, and university brand and image surveys.

Content know-how

Produce plan

We deliver thoroughly edited, high-quality specialized content

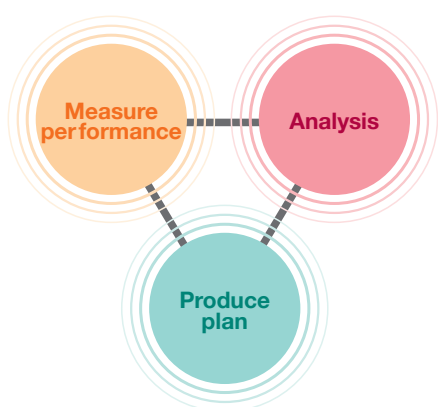
Well-prepared content is vital when transmitting information. You need to clearly communicate what you want to say with well-edited content that makes a lasting impression on your audience. For highly specialized publications, Nikkei BP media is the number one and the only one for discriminating readers. Our editing expertise ensures that we deliver content of the highest quality.

From business and IT to living, we cover all genres

Nikkei BP's forty magazines cover all genres, from business and IT to lifestyle and women's interests. We make full use of our content assets and network to create custom media. We cover a wide range of important fields, including the increasingly high-profile environmental field, medicine and health, and the universities that are the driver of our international competitiveness.

We keep up on cross-media trends and the best ways to transmit media

Transmitting information today depends on deploying media that skillfully coordinates paper and Internet media. Besides creating and operating company websites and email newsletters using our highly-regarded Nikkei BPnet, ITpro, and other website creation tools, we coordinate content with company magazines, advertorials, seminars, and much else besides.



Research & Consulting

Specialized know-how backed by a solid record of B-to-B success

Research Service

Nikkei BP Consulting offers search services that take advantage of the unique B-to-B strengths of Nikkei Business Publications, Inc., one of Japan's leading publishers.

The media readership of the Nikkei Business Publications, Inc. Group is composed of experts such as the following. Surveys directed at these experts can be performed through a variety of methods and approaches.

Main survey themes

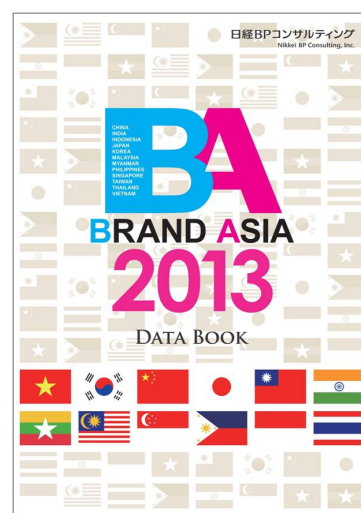
- 1) Feasibility surveys
- 2) Surveys of product and service users
- 3) Surveys of PR and marketing support

Brand Consulting

Drawing on the theory and expertise of Brand Japan, the largest brand assessment project in Japan, Nikkei BP Consulting supports the drafting and creation of branding mechanisms for the brand strategies of products, services, and organizations such as companies and universities. Nikkei BP Consulting is launching brand assessment projects in Asian regions to support organizations' business development globally. In addition, Nikkei BP Consulting is also engaged in projects to support the strategies of food safety and security brands, companies' environmental brands, web site brands, etc., through a variety of approaches.

Survey projects for brand strategy services

Brand Japan Project
Brand Asia Project
Corporate Message Survey
University Brand Image Survey
Food Safety and Security Brand Survey
Environmental Brand Survey
Web Brand Survey



Brand Japan is Japan's largest-scale brand assessment survey where 50,000 people throughout the country evaluate a total of 1500 brands.

Research & Consulting

Business Consulting

Nikkei BP Consulting reveals issues associated with the productization and commercialization of new technologies, products, and services; provides directions for solutions; and assists with the drafting of business plans.

Nikkei BP Consulting also uncovers the business environment and other issues surrounding existing products and services, to support competitively advantaged products and services.

- 1) Industry Report
- 2) Market Forecasts / Technological Forecasts
- 3) Business Model Building
- 4) Business Matching
- 5) Work Improvement / Organizational Reform

Web Marketing Consulting

Beginning with an understanding of a corporation's web site status and identification of relevant issues, this service comprehensively supports marketing strategy creation and site operation.

Example of solution services to resolve issues

- 1) Web Site Diagnostics
- 2) Web Analytics Solutions
- 3) SEO Solutions, LPO Solutions

Marketing Application Support Service for Web Sites

- This service captures the behavior of potential customers and provides consulting on means of communication to develop potential customers into emerging customers and finally prospective customers.
- The service provides consulting on strategies for lead nurturing to heighten the sales contribution rate of web sites.
- The service provides consulting on marketing measures specific to stages of consideration (i.e., potential customers' stages along the purchasing consideration process) and methods of constructing lead generation sites (i.e., web sites to collect prospects).

Global Sites and Chinese Market Sites

These services provide support for global marketing activities from a web marketing perspective.

Content

We deliver thoroughly edited, high-quality specialized content

Membership magazines and newsletters

Membership magazines strengthen the bond with your customers. Public relation magazines facilitate communication. We use our editing expertise to distill the company message in content that effectively speaks to your customers. From specialized content covering specific fields to lifestyle information aimed at a wide audience, our editing team organizes your priorities and creates the strategy and concept that best executes your plan.

Publications

Books encapsulating the vision of management and the corporate message are a valuable sales tool, and books like these published under the Nikkei BP imprint are many times more effective. Our richly experienced editors assist you in planning and layout, writing content, including proofreading, and even book design and how to promote your title at bookstores.

Internet content production

Corporate use of the Internet as a tool for accurately delivering information and communicating to customers continues to evolve everyday. Nikkei BP Consulting applies Nikkei BP Internet media production and operation expertise to providing complete support—from building a site to its operation—to all kinds of websites, including corporate websites, owned media, and theme sites. For content as well, we provide support from initial planning and proposals to reporting, writing content, and producing HTML from the perspective of which content to use and how to most effectively present it. What's more, after a site is launched, we lighten the load of editing and updating information and provide complete support, from formulating a cost-efficient operation plan to introducing CMS functionalities.

Content

Advertorials

Magazine advertorials

Advertorials presenting a unique message in an article format are an effective communication tool. From planning to reporting, writing content, and production, we apply our content and production expertise enriched by our experience editing specialized magazines to creating truly effective ads.

Tie-up sites

From planning to reporting, writing content, and production, we provide everything needed to create tie-up sites coordinating content from a variety of websites.

University publications

Universities and graduate schools are becoming increasingly individualized, differentiated, and global. Universities need to effectively explain their changing social role and the nature of their reforms to a wide-range of stakeholders. We edit and publish publications about universities and corporate-university partnerships from a university social responsibility (USR) perspective.

Cross-media projects

Cross-media that effectively communicates what you want when you want is essential in today's increasingly diversified media environment. We skillfully combine the unique features of a variety of media—websites, email newsletters, corporate information magazines, and much more besides—to create effective cross-media solutions.

About NikkeiBP

At the Forefront of Cross Media

Delivering Cutting-Edge Information on Management, Technology, and Life

Nikkei Business Publications is a cross-media company that provides businesspeople with high value-added information on management, technology, and life.

We deliver the latest information to businesspeople useful both for their business and private lives through our various media platforms, such as magazines, books, PCs, cell phones, seminars, and exhibitions. We are always with our readers and markets. That is why we can reach and make an impact on the audience, and that is the source of our strength.

Team of Specialists in Editing, Advertising, and Sales / Marketing

Our utmost editorial advantage lies in having staff writers, or specialized in-house writers, some of whom having qualifications such as Information Processing Engineers or first-class architects. These specialist journalists gather information first-hand from their own sources and swiftly write quality articles in an easy-to-understand manner.

We conduct various surveys of interest to our advertisers, including advertisement recognition surveys and corporate image surveys, to back up their marketing efforts. To ensure fairness and accuracy, our circulation figures are audited by Japan Audit Bureau of Circulation.

We offer custom publishing service for our corporate customers as well. Whether for promotion, in-house training, or PR, our rich editorial resources can meet the specific need of every one of our clients.

Nikkei BP Consulting, Company Profile

Corporate name	Nikkei BP Consulting, Inc.
Established	March 1, 2002
Headquarter	1-17-3 Shirokane, Minato-ku, Tokyo 108-8646 Japan
President	Masahiro Toda
Capital	90 million JPN
Number of Employees	235 as of April, 2012
E-mail	consult@nikkeibp.co.jp
URL	http://consult.nikkeibp.co.jp/consult/english/