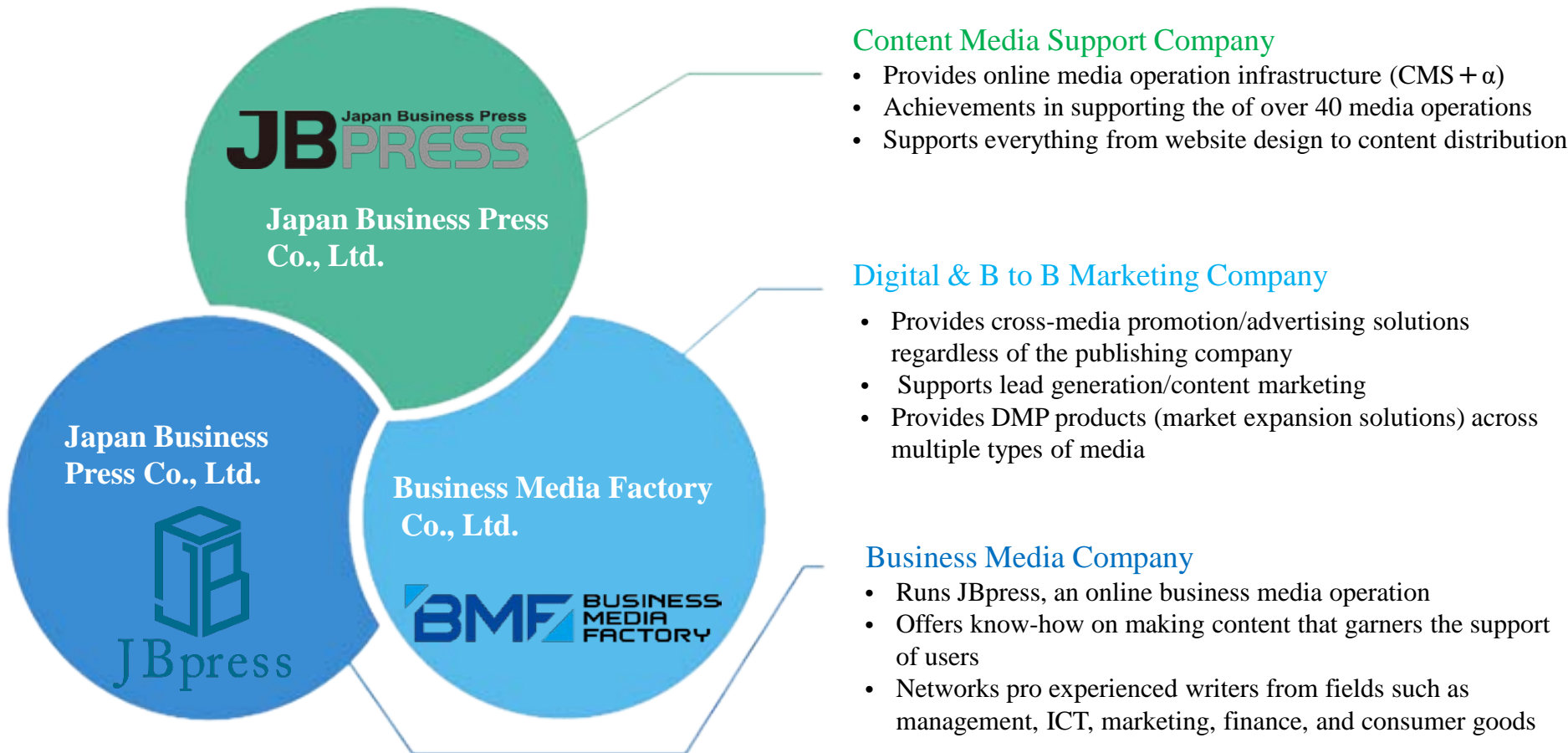


< Providing a variety of content media services >

The Japan Business Press Group operates BB, an online business media operation, and supports countless online media sites through rich media operations know-how and technological capacity. We also provide a broad array of services that offer new value to readers and clients, by collaborating between mediums, regardless of affiliation.

Our Group's mission is to increase high-quality content, and make people's lives richer.

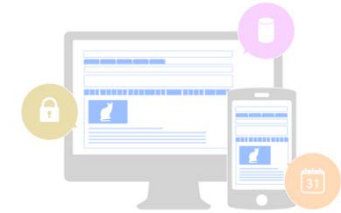


Japan Business Press Co., Ltd. (Operating Holding company)

Content Media Support Company

< Mission >

Aiding the operation of high-quality content media



< Service >

(1) Building Media Websites/Operation Support Services

Provides Media Weaver, a basic cloud system

Offers consulting for implementation and improvement (provides best practice and improvement proposals)

Site information layout, design, and custom (individual) program development

Media Weaver
for ismedia Network

(2) Services to Support the Monetization of Digital Media

Monetization consulting (advertisements, charging readers, selling content, etc.)

New service/product development support

Monetization services (conducting sales, managing readers, etc.)

isMedia
NETWORK

The Media using "Media Weaver" which is Media site construction and operation infrastructure



Monthly total PV : about **1.008 billion PV**

Total number of UB : **205.7 million UB**

※as of April 2019 (source from Google Analytics)

Business Media Factory Co., Ltd.

Digital & B2B Marketing Company

<Mission>

Connecting businesses and business persons to new marketing

<Service>

- Provides promotion/advertisement solutions across media types
- Supports lead generation/content marketing
- Provides DMP products (market expansion solutions) across media types
- Develops services for business persons



Japan Business Media Factory Co., Ltd. aims to create new types of marketing in the digital area, and conducted a capital increase through third-party allocation on October 31, 2016, with DIAMOND, Inc., TOYO KEIZAI INC., and PRESIDENT Inc. as the accepting parties.



Media syndication

We offer a promotion plan that combines JBpress, a web economy media operation run by our group together with our media partners, including business publishing.

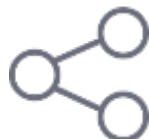
- Lead generation
- Cross media / media mix promotion
- Tie-up articles



Digital marketing support

We operate proprietary DMPs that centrally manage and analyze user data from across a number of types of media.

- We obtain and analyze the content media user data and activity logs of high level business persons who lead Japan
- We will identify useful insights about users through our collaboration with your company and your data



Owned media construction / Content marketing support

We support the construction, operation, and content marketing for owned media

(We conduct support through the use of know-how built up over long years of supporting the construction influential web media, infrastructure system design and content broadcasting logic, and content planning from a journalism perspective.)

- **We create themed portal sites through the use of the content held by the media operation**
- We guide users to the business media through the themed portal site
- **Content planning from a journalistic perspective**



Video marketing support for business people

We offer a video promotion plan for business persons.

※ Our group operates "kinora", a video portal site for business persons. At "kinora", we upload hand picked video content helpful to business persons, such as the world's latest news, business information, and more.

- We own a video advertisement platform (preroll advertisements/in-lead advertisements/in-banner advertisements)
- We create tie ups using video, and broadcast advertisements for business persons (media development/advertisement planning/event planning)

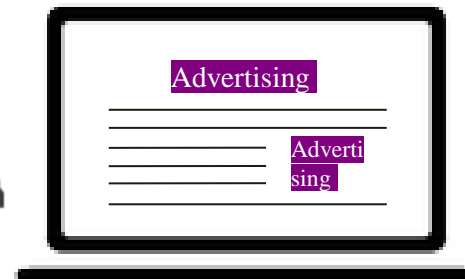


Media development / advertising planning / Event planning

We develop media, advertisement planning, and event planning to spread information for core users who share interests in business in collaboration with our media partners, which include business publishers.

- DIAMOND Quarterly DIAMOND, Inc. / Our company plan (Direct shipment to publicly listed C class businesses, and bundled delivery subscribers of Diamond Weekly and Harvard Business Review)

We develop communication support and tools for **Business person.**



Japan Business Press Co., Ltd.

Business Media Company



<Mission>

- To increase the competitive edge of business persons through information provided based on a distinct perspective
- To cause debates to reform Japan

<Service>

"Defeating the world with real knowledge"
Management of global business media "JBpress"



What is JBpress?

JBpress reports on world matters with a thoroughly realistic perspective based on facts. We are a catalyst of innovation through by sticking close with ambitious revolutionary thinkers, with a global, technological, and liberal arts perspective.

- Original columns from our special journalism team from around the world, including America, China, Korea, and Russia
- Translated articles from the world's quality media, such as the FINANCIAL TIMES and The Economist
- The invigoration of regional Japan is an absolute necessity in revitalizing the nation.
We report on unique small to mid-sized businesses and local revitalization efforts
- Global news from the BBC (with Japanese dubbing) and original video content broadcasts

Media Profile

As of July 2019 (source from Google Analytics)

Monthly PV	60,744,460PV
Monthly UB	7,621,948UB
membership	112,230人
Access ratio PC : Smart phone	28 : 72



The chief editor of JBpress Hiroyuki Tsuruoka

Graduated from the University of Tokyo, Department of Letters. Worked at a home appliance manufacturer and computer manufacturer before becoming a reporter for Nikkei Business Publications, Inc.. Edited, operated and assisted in the creation of computer magazines, arts and design magazines, business websites. Participated in the establishment of Japan Business Press Co., Ltd. in April 2008, and became vice head editor. Assumed current position in April 2015. Has written books such as "Tchiokuninn ni Tsutaetai Hatarakikata" (The work style I want to tell 100 million people) and "Chiisana kamisama wo tsukamaero!" (Catch a little god!).

Disseminating information beyond the boundaries of Web media

Video content



Content provision: BBC World Japan, GLOBIS, etc.

Publishing e-books and new books

