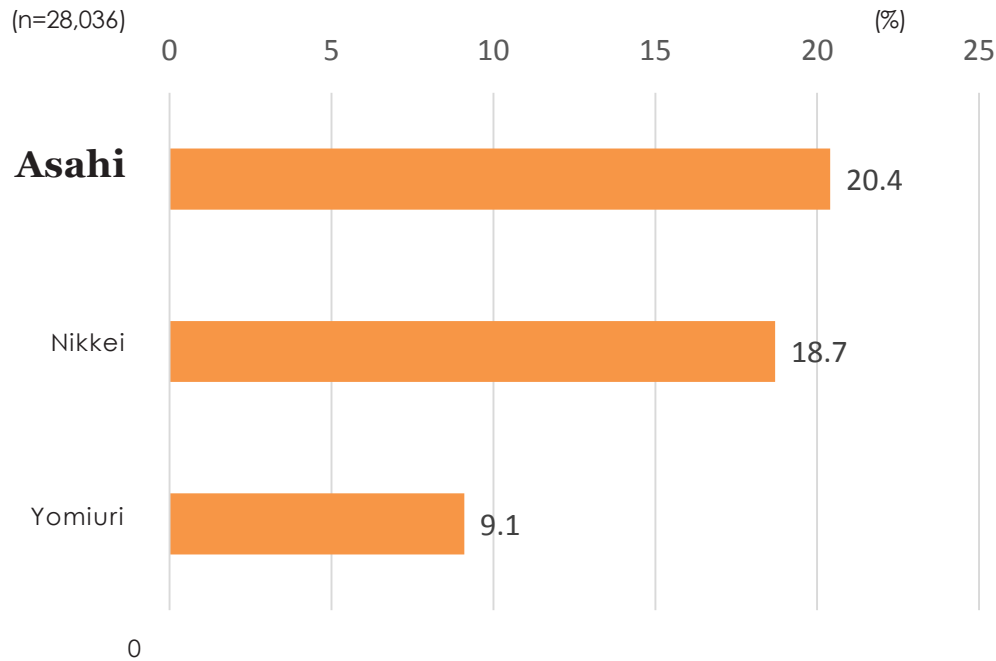


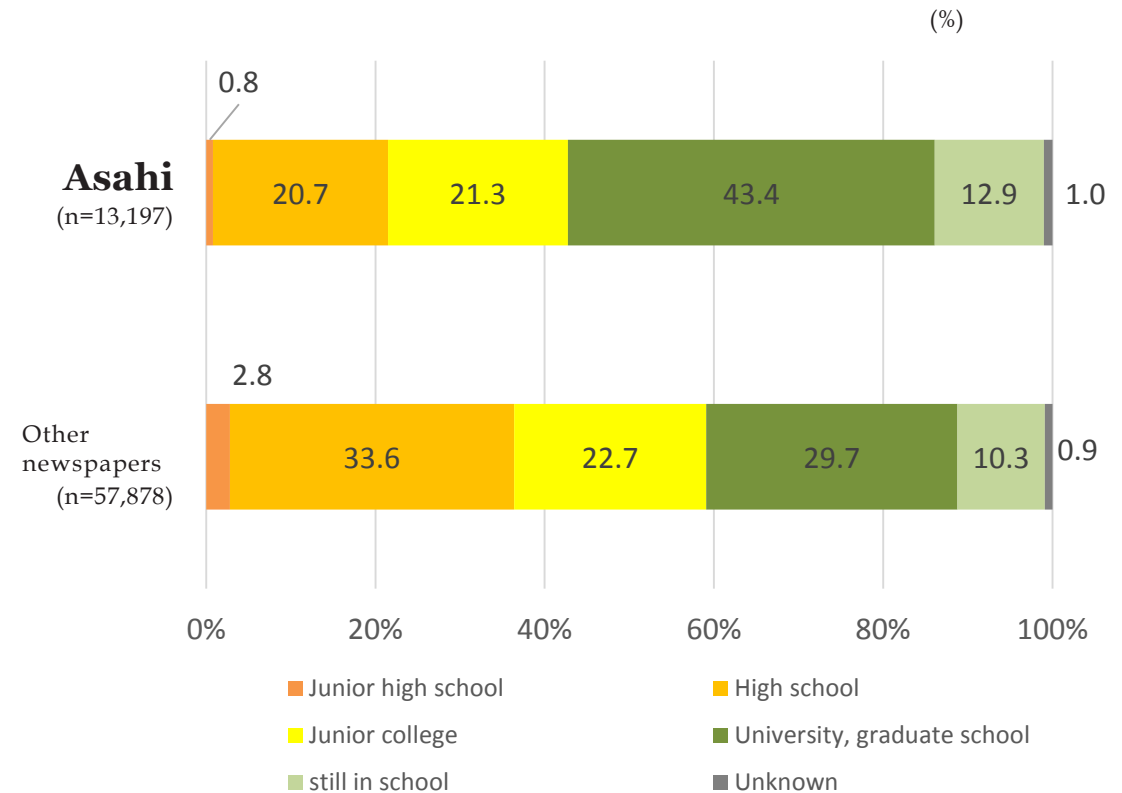
Highly Educated Readers

The Asahi Shimbun's quality news reporting attracts readers with a high education level. This is both to obtain insight into international and domestic news, and no doubt, allows these readers to seek opportunities to improve their earnings.

Subscription rate among college and university graduates



Subscriber's educational background of subscribers



Source: "Comprehensive National Newspaper Survey(J-READ)", October 2017, Video Research Ltd.