

# Stay up to date with changes in the Japan market.

ScoutAsia is your source for live, accurate and extensive news from the online edition of The Nikkei.

ScoutAsia is an Asia-focused news and corporate data platform jointly developed by Nikkei and the Financial Times, with the ultimate aim of making Asia more accessible to foreign businesses.

[www.scout.asia/thenikkei](http://www.scout.asia/thenikkei)

# Your Hub for Japanese News and Company Data

Keeping pace with market trends in a foreign language is never easy, but ScoutAsia solves this challenge by bringing AI technology for machine translation together with Nikkei's expertise in business and financial reporting.

Serving as a part of Nikkei Group, the most trusted media brand for global business communities, ScoutAsia makes daily business updates from Japan more accessible for overseas customers.

## Access to Extensive News Categories from The Nikkei

- ✓ Business
- ✓ International affairs
- ✓ Politics
- ✓ Markets
- ✓ Economy
- ✓ Financial statements
- ✓ Technology
- ✓ And more



## Why ScoutAsia?



### Fast

ScoutAsia provides up-to-the-minute, AI-powered translation from Japanese to English, pioneered by Nikkei.



### Accurate

Japanese is one of the world's most complex languages. For precise translation, our AI is trained using The Nikkei's original dictionary, which is specialised in business and financial contexts.



### Exclusive

Be the first to receive news from The Nikkei in English. ScoutAsia is the only interface available in English that offers such extensive content from the publication.

## Nikkei by the Numbers

145

years of quality journalism

87

news bureaus worldwide

1,500

journalists

Nikkei is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news media organisation in Japan in 1876, Nikkei has been providing unparal-

leled coverage of Japan's economy, industries and markets. The group's business portfolio includes publishing, broadcasting and the Nikkei 225 stock index. The Financial Times, the global business newspaper, joined the Nikkei Group in 2015.

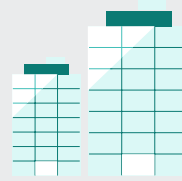
## Consolidated News Subscription

- ✓ Access to Nikkei Group's news sources on one platform
- ✓ Search by date, source, company, sector or AI-selected topics
- ✓ Customisable daily email alerts

## Comprehensive Data & Reports on Business in Japan

- ✓ Broad coverage of 500,000 private and public companies in Japan
- ✓ Detailed corporate profiles and key contact information
- ✓ The world's leading corporate databases, such as CreditSafe and FactSet

## Japanese News and Data from ScoutAsia



**500,000**  
public & private  
companies



**500+**  
articles/day

The screenshot displays the ScoutAsia website interface. At the top, there's a navigation bar with 'scoutAsia' logo, 'Countries & Regions', 'Sectors', and 'Scout AI'. Below the navigation, there's a search bar and a 'GO TO HOMEPAGE' button. The main content area features a news article titled 'The Bank of Japan will release its policy review on 19th' dated 'THE NIKKEI | 3 MAR 2020'. The article text discusses the Bank of Japan's monetary policy review and its stance on easing measures. On the right side, there are several filter panels: 'HIGHLIGHTS' with checkboxes for 'Companies & Organizations', 'Locations', and 'People'; 'SCOUT AI' with 'Standard Scout AI' and 'Monetary Policy'; 'MENTIONS' with 'Companies' and a list including 'BANK OF JAPAN', 'Japan', 'Haruhiko Kuroda', and 'Masayoshi Amamiya'; and 'SECTORS' with 'Financials > Financial Services'. At the bottom, there's a 'Recommended' section with a 'SCOUT AI TAG' for 'Monetary Policy' and 'COMPANIES MENTIONED'.

**1 Target Lists & Saved Searches**  
Customisable watchlists and saved searches allow you to view only the information you want in one display

**2 Language Switcher**  
Compare English and Japanese articles, side by side

**3 Scout AI**  
Our AI-driven news topics for search and monitoring, which include:

- ✓ Business expansion
- ✓ Digitalisation
- ✓ Mergers and acquisitions
- ✓ Monetary policy
- ✓ Political developments
- ✓ Upsizing and layoffs
- ✓ And more

**4 Mentions**  
Names mentioned within the article

**5 Recommended Content**  
Other content that relates most closely to the selected article

# How It Can Give Your Teams an Edge

These are just a few examples of how teams at your company can harness the power of ScoutAsia:



Search for content to use for business plans and reports



Monitor for risks or regulatory issues affecting your investments



Understand industry trends and competitors' moves



Check for news impacting the market



Find new business partners and clients

## Free Trial & Demos

- ✓ In-person demos available to showcase product features and case studies
- ✓ Two-week free trial available

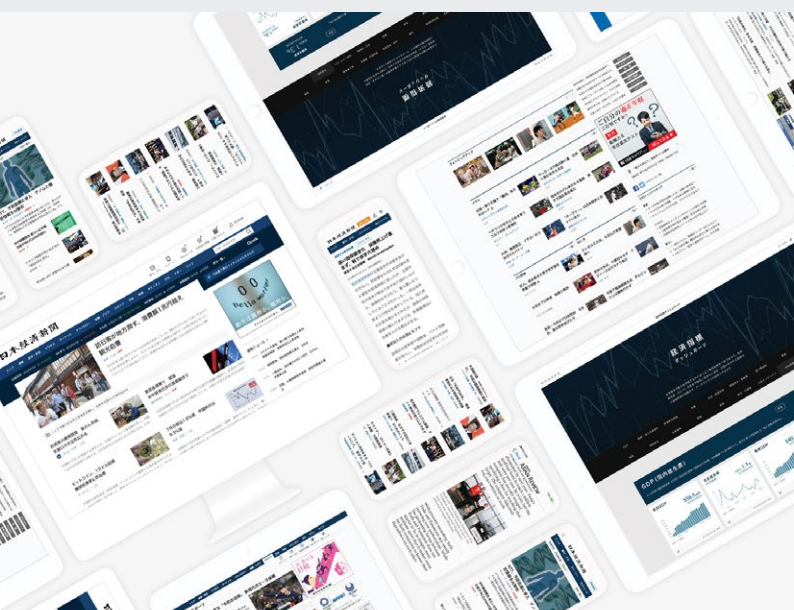
## What Our Users Say

“ScoutAsia enables us to monitor Asia’s market trends; it’s practical and useful as a support tool for our salespeople.”  
—Manufacturing company

“We use ScoutAsia to gather intelligence on new project areas where we are starting to focus. It is also helpful for making reports to use internally.”  
—Japanese trading house

“It is our go-to AI-driven resource for monitoring news around Asia with a single-pane view.”  
—Commercial bank

“The news alerts on specific topics have streamlined our research on companies we work with. It is a real-time and seamless monitoring tool.”  
—Equity fund



## Subscriptions



ScoutAsia is an annual subscription online service



Subscription fees are for the whole year and based on the number of users



No browsing limits during the term of your subscription



For inquiries, contact us at [info@scout.asia](mailto:info@scout.asia)

[www.scout.asia/thenikkei](http://www.scout.asia/thenikkei)