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Press Release

November 1, 2021

MINKABU x Nikkei Collaboration Started to Enhance Recognition of Kabutan Premium

Promotional Cooperation and Content Collaboration for Kabutan Premium

Tokyo, Japan- MINKABU THE INFONOID, Inc., (Ken Uryu, Founder & CEO; hereinafter “Minkabu”) and Nikkei Inc., (Tsuyoshi Hasebe, President; hereinafter “Nikkei”) are pleased to announce today that Minkabu and Nikkei have started collaboration to enhance recognition of “Kabutan Premium,” a charged service of stock information media of “Kabutan.”



“Kabutan” was launched in November 2010, and has grown to a stock information media with over 4 million users per month. “Kabutan Premium” was launched in May 2017, and has increased its users to more than 10,000. “Kabutan Premium,” as a paid version of “Kabutan,” offers a superior user experience by providing more convenience and more extensive information which is not obtained in free version of the service. Furthermore, the service continues to expand and evolve under a fixed monthly fee structure.

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Starting with this collaboration with Nikkei, Minkabu will move to full-swing activities to enhance the recognition of “Kabutan Premium,” and to strive to have more investors, including potential investors, experience of “Kabutan Premium” and expand information provided to contribute to their investment activities.

<Details of Collaboration>

1. Contents collaboration

Poste Kabutan contents on Nikkei DIGITAL, to direct users to “Kabutan”, and to increase “Kabutan Premium” users.

2. Promotional cooperation

Nikkei to conduct promotion of “Kabutan Premium.” Create a tie-up site on the nikkei.com domain, place advertisements in Nikkei DIGITAL and targeting e-mails with Nikkei IDs to direct users to “Kabutan” and to increase “Kabutan Premium” users. In addition, “Kabutan” will be exposed in various Nikkei Group media.

*Contents collaboration will be launched in sequence.



■MINKABU THE INFONOID, Inc. (<https://minkabu.co.jp/>)

The Company operates large scaled media in Japan namely “MINKABU”, an asset building information media, and “Kabutan”, a stock information dedicated media. Through these media, the Company provides various financial informations including crypt currency, forex, commodity futures, mutual funds, insurance and realstate, as well as stocks. In addition, the Company provides various solution products to financial institutions, utilizing crowd inputs of users’ posting and browsing, and AI which analyzes big data and instantly generate content.

Company Name: MINKABU THE INFONOID, Inc.
Head Office: 1-8-10 KudanKita, Chiyoda-ku, Tokyo
Founded: July 7th, 2006
Representative: Ken Uryu (Founder and CEO)
Business: Media business, Solution business
Group companies: Prop Tech plus Inc., Robot Fund Co., Ltd.,
MINKABU ASSET PARTNERS, Inc.

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■ Information media operated by MINKABU Group

MINKABU: <https://minkabu.jp/>

Kabutan: <https://kabutan.jp/>

Kabutan US Equities: <https://us.kabutan.jp/>

MINKABU Choice: <https://minkabu.co.jp/choice/>

Japan REIT.COM*: <http://www.japan-reit.com/>

JAPAN PRIVATE REIT.COM*: <https://www.japan-private-reit.com/>

*operated by Prop Tech plus Inc.

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