

We are pleased to announce that Kishi & Associates K.K. has signed an agreement with The New York Times (NYT) to become their Japan Media Representative (Media Rep), effective January 2023. Through this agreement, we will support the effective and seamless communication and messaging of Japanese companies and the Japanese government in the U.S., Europe, and Asia, contributing to the improvement of branding and presence, and consequently to the further development of their overseas expansion.



Left: Mr. Nobu Kishi, Representative Director and CEO, Kishi & Associates K.K.

Right: Mr. Jorge Noguchi, Executive Director - Head of Business, Asia Pacific, The New York Times Company

The NYT is the top media outlet with the greatest influence on the senior management and opinion leaders of global companies. The NYT's editorial columns and contributions are balanced from conservative to liberal, and these opinions are said to have a significant impact not only in American society, but also in European and Asian societies.

As of February 2022, the combined number of paid subscribers to the NYT digital and print editions exceeded 10 million. This is also the result of the company's digital reforms, organizational restructuring, and magazine reforms in response to the decline in circulation and advertising revenues caused by the impact of the Internet during the Lehman Brothers collapse, which has now made it the most digital-first media outlet in the world.

The NYT focuses not only on business and politics, but also on the health and wellness sector, which is now an even greater need in the global marketplace. For example, readers interested in the company's Health &

Wellness section read more than four articles a day.

Today, when social problems caused by such factors as fake news are not uncommon, the quality and trust of the media are becoming more and more important both in Japan and internationally. Kishi & Associates, as the NYT's media rep in Japan, will effectively promote the messages of Japanese companies and the Japanese government through online, print and real conferences through the NYT's strong network in the US, Europe and Asia, which is known for its "quality" as a disciplined media that values journalism and ethics.

Our goal is to help Japanese companies (and the Japanese government) lessen the losses caused by not actively communicating messages from Japan, and to lead to new business opportunities through a media trusted by the U.S., European, and Asian communities. Utilizing the NYT network, we will support Japanese companies and the Japanese government in communicating their messages effectively in all regions of the world. In collaboration with the NYT, we will also create opportunities for informal and smooth communication between Japanese companies and the Japanese government and top global leaders through international conferences in cooperation with the UN General Assembly, COP, and the World Economic Forum, thereby helping to build trust with stakeholders. As a result, we believe that this will lead to the benefit of Japanese companies and the national interest of the Japanese government.

As NYT's media representative in Japan, we will work closely with Mr. Jorge Noguchi, Head of Business, Asia Pacific (including NYT Japan), NYT, to provide support to Japanese companies and the Japanese government to ensure smooth and sustained communication and effective messaging in the U.S., Europe and Asia. As a result, we will contribute to their improved branding, high presence, and further development in overseas expansion.