

A cityscape at dusk with a tall tower and a modern building reflected in water.

# Know today, Power tomorrow



INTAGE GROUP  
REPORT ▶

2018

# Know today, Power tomorrow

**We connect our customers to their customers,  
to create a prosperous society of limitless possibilities.**

## **Collecting, processing and analyzing data, and giving information value**

That is the greatest strength of the INTAGE Group.

We apply this strength to support the marketing activities and business strategies of customers working in various industries and business categories, including manufacturers, service providers and government agencies. Through these activities, the INTAGE Group also contributes to consumers, who are the ultimate end-users.

In a society inundated with complex information, we can pioneer the future by ascertaining current trends and using that knowledge to connect people, products and services. We will continue to evolve in our quest for a society in which products, healthcare and services that match people's needs are plentiful, and consumers have a greater range of options.

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### **Forward-Looking Statements**

This INTAGE Group Report contains forward-looking statements concerning future strategies of INTAGE HOLDINGS Inc. These forward-looking statements are not historical facts. They are expectations and projections based on information currently available to the Company and are subject to a number of risks, uncertainties and assumptions. As such, actual results may differ materially from those projected.

► Our Present



# 25 Years of Sales Increases

## Sales Growth

Consolidated net sales for the fiscal year ended March 31, 2018 were ¥50.4 billion, up 5.2% from the previous fiscal year. This marks the INTAGE Group's 25th consecutive year of sales growth.



# No. 1

## Market Leader in Japan

The INTAGE Group began conducting panel research in 1960, and since then has consistently delivered high-level service in terms of data quality and quantity, analytical know-how, price and speed. Today, our panel research has become the de facto standard across many industries.

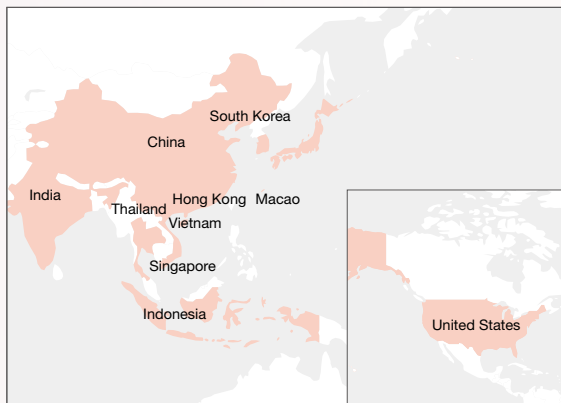


# 10 Countries and Regions

## Expansion of Overseas Operations

The INTAGE Group is expanding its business presence in Asia, and has established operating bases in China, South Korea, Hong Kong, Macao, Thailand, Vietnam, India, Singapore and Indonesia, as well as in the United States.

### Overseas Operations (As of July 1, 2018)



# No. 9

## Global Position

Since its founding, the INTAGE Group has won the support of a long list of clients as Japan's leading marketing research provider. We rank first in Japan and ninth worldwide in the latest rankings.

### 2017 Global Top 10 Marketing Research Companies

Rank	Company Name and Location of Headquarters	2016 Global Revenue (Millions of U.S. dollars)
1	Nielsen Holdings N.V. (U.K.)	6,309.0
2	Kantar (U.K.)	3,847.0
3	QuintilesIMS (U.S.)	3,301.0
4	Ipsos SA (France)	1,962.0
5	GfK SE (Germany)	1,677.2
6	Information Resources, Inc. (U.S.)	1,026.7
7	Westat Inc. (U.S.)	511.5
8	Wood MacKenzie (U.K.)	442.8
9	INTAGE HOLDINGS Inc. (Japan)	441.6*
10	dunnhumby (U.K.)	429.0

Source: *Marketing News*, October 2017 edition (American Marketing Association)  
\* Revenue for the fiscal year ended March 31, 2017