

The INTAGE Group's History and Operating Environment

▶ Our History

Since its founding in 1960, the INTAGE Group has continued to provide a variety of services tailored to the needs of its customers in addressing changes in consumers and the consumer environment, and has shown steady growth without being significantly affected by general economic conditions.

Timeline

1960s

- ▶ **From the Company's founding in 1960, conducted and gradually systematized panel research and data collection and analysis.**

- 1960** Established Marketing Intelligence Corporation (MIC) (now INTAGE HOLDINGS Inc.)
Launched SDI (nationwide drugstore tracking research)
Began custom research
- 1964** Launched SCI (nationwide individual consumer panel research)

1970s–1980s

- ▶ **Strengthened and expanded systems in step with changing times.**

- 1973** Completed Head Office in Hibarigaoka, Tokyo
- 1987** Net sales surpassed ¥10 billion
- 1988** Began switch to SCI "home scan" data gathering system

1990s

- ▶ **Built a variety of panels and began development of retail POS tracking. Made bold moves into big data utilization with the arrival of the Internet.**

- 1994** Launched SRI (FMCG* retail tracking research)
* Fast-moving consumer goods

2000s

- ▶ **Expanded business operations in Asia and focused on development of new services in the communications area.**

- 2000** Adopted "Intelligence Provider" as business vision
IBRD Japan Co., Ltd. (now ASKLEP Inc.) became a subsidiary
- 2001** Changed company name to INTAGE Inc.
Shares listed on JASDAQ
- 2002** Established INTAGE Marketing Consulting (Shanghai) Co., Ltd. (now INTAGE CHINA Inc.)
- 2005** Relocated Head Office to Akihabara, Tokyo
- 2007** TM Marketing Inc. (now ANTERIO Inc.) became a subsidiary

- 2008** INTAGE listed on the Second Section of the Tokyo Stock Exchange
Established INTAGE (Thailand) Co., Ltd.
- 2009** INTAGE listed on the First Section of the Tokyo Stock Exchange

2010s

- 2010** Launched SCI-personal (nationwide individual consumer panel research)
- 2011** FTA Research and Consultant, LLC (now INTAGE VIETNAM LIMITED LIABILITY COMPANY) became a subsidiary
- 2012** Established DOCOMO InsightMarketing, INC. as a joint venture with NTT DOCOMO INC.
Established INTAGE INDIA Private Limited
Japan Medical Information Research Institute Inc. became a subsidiary
- 2013** Launched i-SSP
Established INTAGE SINGAPORE PTE. LTD.
CONSUMER SEARCH HONG KONG LIMITED became a subsidiary
Transitioned to holding company structure and changed company name to INTAGE HOLDINGS Inc.
Established PT. INTAGE INDONESIA
- 2014** Name of SCI-personal changed to SCI
Transferred clinical research support operations and related businesses of ASKLEP Inc. to A2 Healthcare Corporation and sold all issued and outstanding shares of A2 Healthcare Corporation to Itochu Corporation
Sales surpassed ¥40 billion
- 2015** Established INTAGE CONSULTING Inc.
- 2016** Established DataAge Inc.
Jointly established INTAGE Open Innovation Investment Limited Partnership with SBI Investment Co., Ltd.
Kyoto Constella Technologies Co., Ltd. became a subsidiary of ASKLEP Inc.
- 2017** Established INTAGE USA Inc.
- 2018** Buildsystem Co., Ltd. became a subsidiary
Sales surpassed ¥50 billion

Consolidated
Net Sales

1960

1970

1980

► Our Changing Operating Environment

In recent years, drastic changes have occurred not only in the business environment, but in consumers' circumstances as well. In addition to the diversification and segmentation of consumer values, rapid advances in digitalization due to the spread of a variety of devices and media have given rise to big data, the use of which is continuing to spread. The ability to gather a wide variety of information and process it in real time has become expected in marketing.



Diversification and Segmentation of Values

Due to factors including a shift away from television, magazines and radio in tandem with the popularization of the Internet, and changes in family composition and economic conditions, the values of consumers in Japan have become more diversified and segmented than ever.



Diversification of Media

Media have diversified, with mass media, such as television, newspapers, magazines and radio, now joined by e-mail and the Internet, as well as social media associated with the spread of smartphones.



Digitalization

The spread of the Internet has enabled, for example, books to be read on electronic devices rather than in printed form. In the same way, the marketing research industry has been shifting away from traditional methods of conducting surveys, such as by mail, through door-to-door interviews and on paper, and there has been a substantial increase in Internet-based questionnaires administered via smartphone and personal computer.

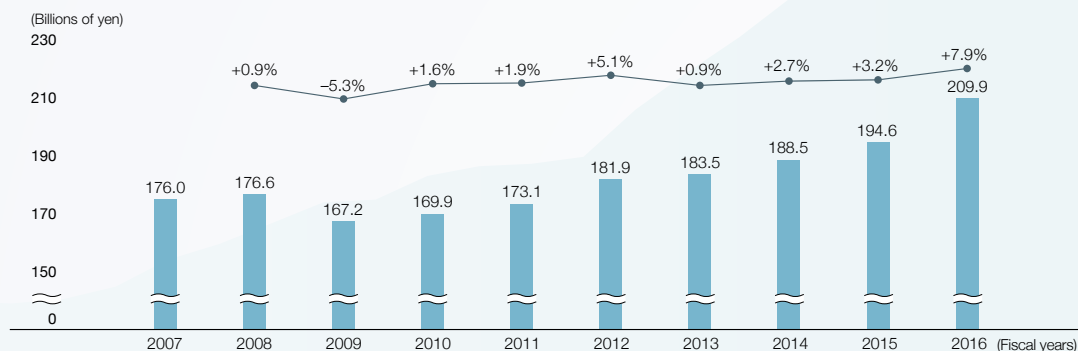


Spread of Social Media

Spearheaded by social media sites such as Facebook and Twitter, methods and opportunities for communication are expanding with the increase in person-to-person interaction via websites and smartphone apps.

Consolidated net sales
¥50.4 billion
Fiscal year ended March 31, 2018

Growth of the Market Research Industry in Japan*



Source: *Marketing Research Business Status Survey*, Japan Marketing Research Association
* Percentage figures indicate growth versus previous year.