

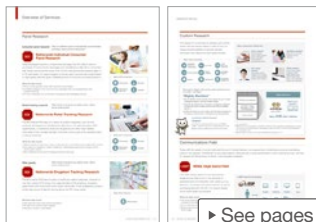
▶ Our Profit Generation Model

Human resources that are a driving force in the creation of new value and services that build on our core competency in panel research are among the resources called upon by the INTAGE Group to accelerate business development and technological research initiatives. In doing so, we are contributing to the creation of a prosperous society with a wider range of choices for consumers.

Evolution of Services

Building on and providing a wide range of services in response to a changing environment

Commentary in this report



▶ See pages 17–18.

Groundwork for the Future

R&D initiatives
Enhancing and raising the efficiency of existing businesses
Businesses that add further value to data

Commentary in this report



▶ See pages 10–16.

Stable Base for Profit Generation

Businesses mainly focused on consumer data from panel research including SCI (nationwide individual consumer panel research), SRI (nationwide retail tracking research) and SDI (nationwide drugstore tracking research)

▶ See page 17.

Expert Human Resources and an Environment That Supports Them

The INTAGE Group is supported by highly specialized human resources with expertise in data analysis and other research, and strong proficiency in marketing. We are also ambitious in conducting workstyle reforms as we strive to provide a comfortable working environment for each employee.

▶ See page 23.



► Our Solutions

The INTAGE Group's businesses consist of Marketing Support (Consumer Goods & Services), Marketing Support (Healthcare) and Business Intelligence segments.

