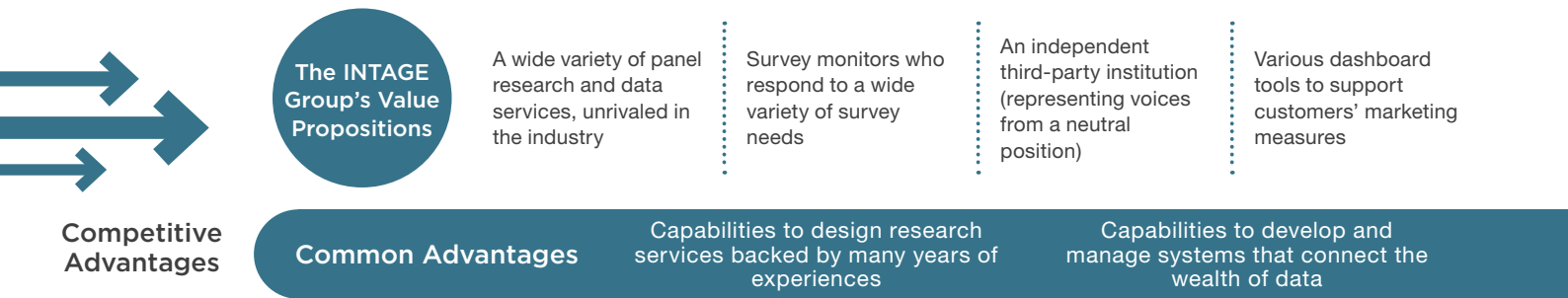
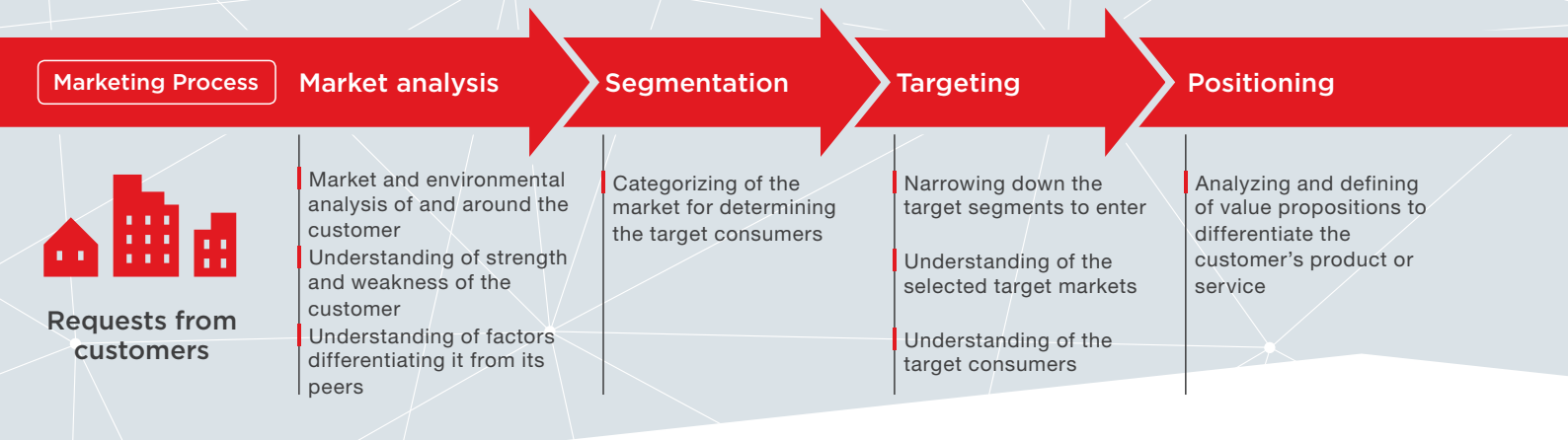


# The INTAGE Group's Value Creation in the Marketing Process



## Major Services

### Panel Research

SCI

#### Nationwide Individual Consumer Panel Research

What do different types of households and individuals purchase, where and at what prices?

Using specialized scanners, smartphones and apps, the SCI collects data on purchases of food products, beverages and miscellaneous daily items, consumed both inside and outside the home, from 52,500 male and female panelists aged 15 to 79 nationwide. It is Japan's largest consumer panel, and provides insight based on high-quality data that gives a detailed picture of consumer purchasing behavior.

SRI

#### Nationwide Retail Tracking Research

What kinds of products are selling when, where and at what prices?

The SRI collects POS data on a variety of product categories, such as food products, beverages and miscellaneous daily items, from approximately 4,000 supermarkets, convenience stores and drugstores and other major retailers nationwide. It has unrivaled strength in this field, and is used as the standard index in various industries.

SDI

#### Nationwide Drugstore Tracking Research

The SDI collects POS data focused on healthcare-related categories, centered on over-the-counter (OTC) drugs, from approximately 3,200 pharmacy, drugstore, supermarket and convenience store outlets nationwide. It has established a solid position as the sole source of data for learning about the OTC drug market.

Main Client Industries (manufacturers)



Food products



Beverages



Miscellaneous daily items



Cosmetics



Pharmaceuticals

## Social Value

In response to customers' diverse requests in various phases of marketing process, the INTAGE Group provides optimal solutions to customers and creates value, with its competence in services, technology, products, and understanding of industries, accumulated through long experience and based on extensive know-how.

### Marketing mix

Planning of the 4Ps strategy based on value propositions

**4Ps strategy** **Product**  
**Price**  
**Place**  
**Promotion**

### Execution

Executing of the marketing strategy

### Evaluation

Verifying and evaluating of executed measures

"Product Masters" (basic information) that are the basis of panel services, enabling INTAGE to make multiple analyses

Abundant, advanced data collection methods, enabling INTAGE to fulfill diverse needs

Data analysis methods, enabling INTAGE to fulfill diverse needs of customers

Capabilities to interpret a wide variety of data

Understanding of industries, needed for accurately capturing needs of customers

## THE INTAGE GROUP WAY

### Custom Research

INTAGE's research is customized to address issues of our clients in Japan and abroad. Using various research methods and unique analytical abilities, we provide valuable information that reflects the real market situation to our clients.

#### Major research methods

##### Online research

Internet research, location-based research (survey distribution service based on geospatial information)

##### Qualitative research

Group and one-on-one interviews, remote interviews

##### Non-verbal research

Eye tracking research, evaluation of ad creative content using expression analysis, neuro-research

##### Offline research

Postal survey, mystery shopping, in-store observational survey, central location tests (CLT), in-store interviews, door-to-door interviews

### The industry's largest Internet research monitor in Japan



**120.3**  
million individuals

As of July 2019



Multi-device monitor

#### Three Types of Monitor

- 1 INTAGE Cue Monitors
- 2 DOCOMO Insight Marketing d POINTCLUB Members\*1
- 3 MApps Panel\*2

\*1 Members of NTT DOCOMO's d POINT CLUB who have consented to participate in surveys conducted by DOCOMO Insight Marketing as part of d POINT CLUB Surveys tendered by NTT DOCOMO, INC.

\*2 MApps Panel is a service provided by Marketing Applications Inc.

Creating fair competition  
Contributing to new product development based on needs of consumers  
Industrial vitalization  
Society with no wasteful output  
Gauging what consumers need

## Outcome

### KPI

Consecutive terms of growth of sales  
Consecutive terms of increase in dividends  
Payout ratio of around 35% (fiscal 2020)\*  
Ratio of R&D expenses to net sales at 2%\* (previously the 1% level)

\* The 12th Medium-Term Management Plan (fiscal 2018-2020)

## Economic Value

# The INTAGE Group's Value Creation from the Viewpoint of its Social Value

