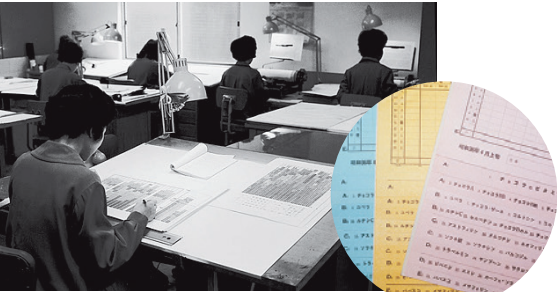


Sustainability The INTAGE Group promotes active engagement of its employees

# From the time it was founded the INTAGE Group has had many women actively been engaged in work. Challenges in workstyle diversity continue.

The INTAGE Group makes no difference based on gender in employment and working conditions. Our men and women work in equal positions, and active engagement of our female employees has been second nature to the Company since its early days. We also respect diverse values and promote a working environment where everyone can continue working in a lively manner. The INTAGE Group’s employment and workstyle, including its emphasis on people and its background in active engagement by women, are presented below with a historical background.



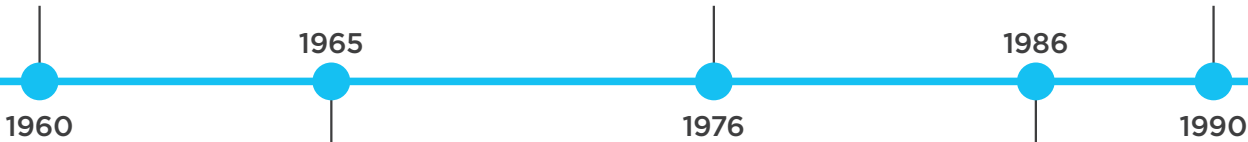
**Established Marketing Intelligence Corporation (MIC)**  
Launched the SDI (nationwide drugstore tracking research) and began hiring female researchers. Some were motivated by “social participation through survey work.”

SDI survey sheet (back then)



**Improvement in salary level and correction in gender gap became priority issues in the labor-management negotiations during the time of corporate restructuring**

**Try-out phase of the flexible worktime system**  
The flexible worktime system was adopted to create employee-friendly convenience, react to demand for more diversity in work and to promote efficiency.



**Mass hiring of female key punchers in the Input business**  
Opened the Honjo Center (Saitama Prefecture) and began the data input services for a major non-life insurance company as a customer. Improved the working environment and welfare facilities to improve employees’ health management and raise their operating rates.



The Equal Employment Opportunity Law was enforced

Created from an employee’s suggestion

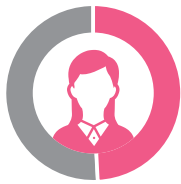
**Card game-type workshop “Wakusuta!” to share your workstyle ideals and troubles**

The workstyle workshop held as a part of in-house training in INTAGE Holdings



## Look at numbers showing the active engagement of female workers in the INTAGE Group

There are many fields in which women can be actively engaged in the marketing research sector for better finding out and understanding consumers' consumption pattern, media contact, values, etc.



**49.4%**

**Ratio of women in all employees**

March 2014: 47.8%

(Average of all industries: 26.6%, Information and telecommunication: 21.0%)



**53.3%**

**Ratio of women in new hires of fiscal 2020**

April 2014: 47.4%

(Average of all industries: 31.6%; Information and telecommunication: 33.0%)



**22.7%**

**Ratio of women among managers**

2014: 17.9%

(Average of all industries: 6.9%; Information and telecommunication: 8.1%)



**14.0%**

**Ratio of women among executives**

2014: 13.3%

(Average of all industries: 3.3%; Information and telecommunication: 3.5%)

As of March 31, 2019 of the major seven companies

(INTAGE Holdings, INTAGE, ASKLEP, INTAGE TECHNOSPHERE, ANTERIO, INTAGE RESEARCH, and INTAGE ASSOCIATES)

\*The average data from CSO Corporate White Paper 2018, published by Toyo Keizai

### Moved the headquarters to Akihabara



Introduced the "I-Style," a new workstyle with emphasis on freedom and autonomy. Free address, less paper, and a clear desk were implemented. Spearheaded by the top management, improvement in the work-life balance was executed.



### Started the Group workstyle reform

Adopted the Telework System and the Flexible Workstyle System, which enable employees to choose time and place to work.

1999

### Trial of stay-home work

Adoption of stay-home work was postponed as the network environment and other resources needed were not well prepared

2005

### INTAGE obtained certification from the Ministry of Health, Labour and Welfare (MHLW) as a company supporting childrearing

Undertook initiatives to proactively support employees who strive to work and raise children

2007

2017

### INTAGE RESEARCH, Inc. obtained "Eruboshi" certification based on the "Act on Promotion of Women's Participation and Advancement in the Workplace," from the MHLW



From the initial stage of promoting workstyle reform, the INTAGE Group regularly sends questionnaires to employees and anonymously shares all opinions gathered. In addition, a group workstyle project team, with voluntary participation by group employees, holds discussions on promotion of initiatives and results of the questionnaires. All these opinions have been categorized and developed into a card game-type workshop "Wakusuta!" where workstyle ideals and troubles are shared by all.

In the "Wakusuta!" workshop, participants are separated into small groups, select theme cards, such as on "ideal workstyle" and "workstyle eager to try" (i.e., no commuting time; facilitating childrearing), and share their thoughts. The



participants learn of other people's living environment and status of work, become aware of different thoughts than their own, and can express their worries and other points of concern. Going forward, this workshop will be more widely adopted within the group, promoting not only the workstyle reform but also the exchange among employees.