



Know today, Power tomorrow

INTAGE GROUP
REPORT 2020

Change the business design!!

Basic Policy of the
13th Medium-Term
Management Plan

**Together with customers and consumers,
who are “changing”**

Reframe, Connect, Create

THE INTAGE GROUP WAY

Know today, Power tomorrow

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

Changes by consumers, changes by customers, and sustainability

Since 1960, when INTAGE was established, the Company and its group companies have developed by emphasizing strength in collecting, processing and analyzing data, and giving information value for customers. Through activities in support of marketing and the business strategies of customers engaged in manufacturing and other customers, we also contribute to benefits for consumers and other ultimate end-users. This is our mission.

The novel coronavirus (COVID-19) outbreak in 2020 is affecting the entire world and industries, and is changing consumers' lifestyles, attitudes, values, and purchasing behavior.

This is an important part of the environment as perceived for the INTAGE Group's 13th Medium-Term Management Plan, launched in July 2020. Through our core business activity, the use of data, we are dedicated to solving customers' challenges, and in particular promoting digital transformation (DX) and while doing so we are also intent on evolving so as to better contribute to consumers and society as they change.

At a Glance

Sales Growth

27

Years of Sales
Increases

Consolidated net sales for the fiscal year ended June 30, 2020 – an irregular 15-month term due to a change in the fiscal year end – were ¥66.8 billion. During the 12 months from April 2019 to March 2020, net sales increased by 4.1% from the previous fiscal year to ¥56.2 billion.

Market Leader in
Japan

No.1

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.

Expansion of
Overseas Operations

11

Countries
and Regions

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, Indonesia and the Philippines, as well as in the United States.

Overseas Operations
(As of October 1, 2020)

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.

Contents

01 At a Glance	19 Review of Operations
03 Toward Sustainable Value Creation	19 Marketing Support (Consumer Goods & Services)
05 Our Growth	20 A new TV audience measurement service
07 CEO MESSAGE	21 Marketing Support (Healthcare)
11 CFO MESSAGE	22 Business Intelligence
13 The 13th Medium-Term Management Plan	23 Management Team
15 Sustainability	25 Corporate Governance
	29 Financial/Non-Financial Data
	34 Corporate Data