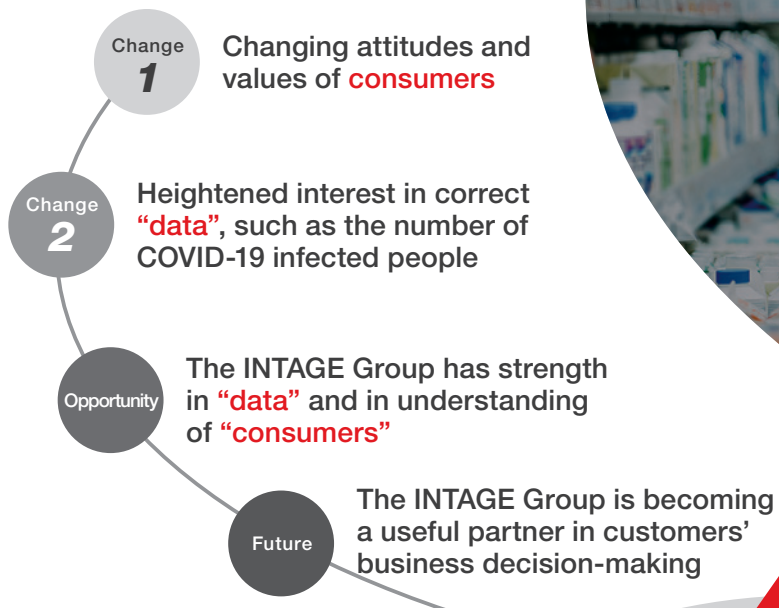




Achieving both business continuity and sustainability



The INTAGE Group's business



Major customers



The INTAGE Group's strength **Past to Present**

Absolute No. 1 position in analyzing and processing technology in order to obtain correct data extracted from information about past and present consumers

INTAGE GROUP

Becoming a company that continually increases sustainable corporate value

Beside the drastic changes in industrial structure, driven by technology innovation, such as big data and AI, we are confronting challenges related to climate change, severe and repeated natural disasters, the COVID-19 pandemic, and numerous other sources of risk. Companies, with the aim of increasing sustainable corporate value, nowadays have to be engaged in their business with due consideration to these heightened uncertainties.

Companies have to clarify their sustainability and role in social consideration, and communicate and have a dialogue with stakeholders. This is indispensable for their sustainable business continuity in society. In August 2020 the INTAGE Group announced its Declaration to Achieve the SDGs, showing commitment to social contribution via contribution to customers. As a member of society, we sincerely make best efforts for sustainability and social contribution.

Declaration to Achieve the SDGs

The INTAGE Group will contribute to the realization of a healthy, sustainable society through our efforts to maintain the data utilization environment, and to ceaselessly improve data utilization values that connect the viewpoints of our customers with those of consumers.



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The INTAGE Group's Future Direction

The 13th Medium-Term Management Plan toward the Future

With primary concern given to the data business and by collaborating with companies or municipalities which have technology or assets that the INTAGE Group does not own, we aim at becoming a customer business strategy development partner, by providing forecasts, among other activities and in addition to continuing to be a data provider to our customers, using our data assets and technology to do so.

Our Positioning

The INTAGE Group handles data as its business.

GAFA – the most dominant companies in the information technology industry, namely Amazon, Apple, Google and Facebook – are competitors as well as collaborators of the INTAGE Group. These companies own data of consumers who use their services but need other data for new business development, and therefore find INTAGE's wide-ranging, accurate data of consumers, stores, and media valuable.

In addition to these major platforms, there are numerous diverse companies which engage in data-centered business, including processing of data, and development or strategies of data-based services, needed to work with and use all kinds of big data. In this environment, the INTAGE Group is dedicated to raise the value of highly accurate sampling data obtained from panel research or customer research, bring together new research methods and IT business know-how through our data analytic capacity and R&D, and solve customers' business challenges.

BUSINESS MODEL