

Sustainability

The INTAGE Group's Sustainability

From the time of its creation, the INTAGE Group has been capturing information of consumers and markets from a neutral, objective position, and using it to contribute to the firm establishment of a rich society through its business operations.

In August 2020, we announced the Declaration to Achieve the SDGs for the realization of a sustainable society and the growth of our Group, and identified materiality. In our ceaselessly changing society, we remain steady in being committed to supporting our customers' business via use of data, solving social issues, and contributing to the healthy, rich life of consumers.

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.



The spread of the novel coronavirus disease (COVID-19) has made us step into a “new normal.” We strive for a healthy, sustainable society where safety and security are coordinated with economic growth. Two major changes lie ahead in our path.

One of them is the change of the buying behaviors, values, and consciousness of consumers. As a result of non-face-to-face and non-contact actions becoming common, consumers will change at first passively, later actively, and evolve further actions.

There, “compassion for people and the global community” will lie deeply underneath, which is based on the experiences of “sorrow” and “an affectionate bond” that COVID-19 has brought us. Businesses must also change not only to capture such changes in consumers and meet their needs, but also to go one step further to create demand and realize a healthy, sustainable society in accordance with their feelings. The other change is the progress of digital utilization. Diverse areas such as purchasing, education, healthcare, and workplaces require services that integrate online and offline. Regardless of business category or sector, it is essential to utilize digital with a sense of speed and to innovate services that integrate online and offline with the perspectives of consumers (recipients of services) above all.

The most important points to respond to these two changes are, we believe, to maintain the “perspectives of consumers” and to “handle data with a sense of ethics” on the basis of a consumer-centric attitude. In the 60 years since our inauguration, we have had a vision to “Know today, Power tomorrow: We connect our customers to their customers, to create a prosperous society of limitless possibilities,” and have continuously enhanced the values of data utilization that connect the viewpoints of our customers and those of consumers.

Furthermore, in such a process, we ensure that data is handled fairly and ethically, managing personal information and the information of our customers (companies) properly, thereby enhancing the skills of data collection and processing, and fostering human resources that handle data (including IT), which is “to maintain the data utilization environment.” We consider that we should never forget these four matters, especially in these times called the era of data.

A bridge between our customers and consumers means nothing less than power that sustains these matters. We see the changes triggered by the spread of COVID-19 as an opportunity to contribute to the realization of a healthy, sustainable society where safety and security are coordinated with economic growth by this power. We also regard this as the social mission of the INTAGE Group.

We will understand changing consumers with consideration and curiosity while watching ourselves change as consumers, and we will continuously enhance the values of data utilization that “connect the viewpoints of our customers and those of consumers” while making efforts to maintain the data utilization environment constantly. With these, we will contribute to the realization of a healthy, sustainable society.

President and Representative Director
Noriaki Ishizuka

Materiality (Sustainable Priority) to the SDGs

Contribution to solution of social issues with operations

Bases that support sustainable contribution

Materiality	Major initiatives	Relevant SDG targets
<p>We contribute to the enhancement of the business value of our customers by utilizing data from the perspective of consumers</p> <p>We handle data fairly with a sense of ethics. We contribute to our customers' business through data usage by illuminating the diversity in consumers' lifestyles.</p>	<ul style="list-style-type: none"> ▶ Enhancing our customers' business value through the system of data collection, process and utilization, and contributing back to society and consumers ▶ Supporting marketing that leads to sustainable lifestyles and consumption by making use of consumers' diversity ▶ Providing accurate and appropriate information and services that lead to the solution of social issues 	
<p>We ensure proper handling of personal information and information security</p> <p>We ensure a high degree of safety of personal information to develop a trusting relationship with data donors. We carry out thorough information control to strengthen the security system.</p>	<ul style="list-style-type: none"> ▶ Thorough personal information protection and information control ▶ Appropriate explanation to data donors, and acquisition of approval on data usage ▶ Publicity and advocacy of social significance of research 	
<p>We encourage cooperation with industry, government, and academia, promote inter-industry collaboration and create innovation</p> <p>We cooperate with the national and local governments, educational institutions and various categories of corporations and create innovation in order to contribute to the realization of a prosperous society of limitless possibilities.</p>	<ul style="list-style-type: none"> ▶ Providing information for industry, government, and academia, and creating new business through cooperation ▶ Encouraging innovation by cooperation across industries including utilization of corporate venture capital 	
<p>We foster and produce human resources that will lead the future</p> <p>We reinforce data science capacity and data engineering capacity as well as business capacity in order to foster human resources that have a role in enhancing data value. Moreover, we support wide-range of activities in society.</p>	<ul style="list-style-type: none"> ▶ Securing and fostering data scientists and data engineers ▶ Supporting the activities of human resources that are versed in marketing and IT, and also have business capacity ▶ Creating and supporting opportunities to foster data science human resources through cooperation with industry and academia and other approaches. ▶ Developing a system that enables flexible working styles 	
<p>We nurture an open corporate climate and culture where diversity is respected</p> <p>We aim to become a company that is rich in diversity, where the personality of each individual is respected and everyone takes an active part. We will also create more opportunities for women to demonstrate leadership.</p>	<ul style="list-style-type: none"> ▶ Promoting mutual understanding for diverse ethnic and cultural backgrounds, at a analysis gender identities, and disabilities ▶ Carrying out appropriate research and realizing more multifaceted data analysis through respecting diversity ▶ Encouraging women's active participation, and creating opportunities for them to provide leadership 	
<p>We realize workstyles where employees can work vigorously</p> <p>We focus on the quality of life of employees to establish workstyles which they can keep working without worry. We also pursue flexible ways of working that respond to ever-changing society.</p>	<ul style="list-style-type: none"> ▶ Improving the quality of life of employees ▶ Developing work environments where employees can be at ease and keep working vigorously amidst ever changing social conditions. ▶ Improving the transparency of information to build a strong trusting relationship with employees ▶ Reducing environmental impact 	
<p>We maintain sound and transparent management, and strengthen the governance system</p> <p>We strive for sound management and sustainable growth by establishing a good relationship with every stakeholder</p>	<ul style="list-style-type: none"> ▶ Assurance of compliance ▶ Promotion of risk management ▶ Enhancement of corporate governance ▶ Emphasis on the relationship with every stakeholder ▶ Disclosure of appropriate and transparent management information 	

Process to Identify Materiality



Future Initiatives

We will organize the identified materiality by associating it with a relevant business or activity of the INTAGE Group and make it broadly known within the Group. We will disseminate the information in and out of the Group, ask for understanding of stakeholders, and promote initiatives aimed at achieving its goals.

The INTAGE Group's Solution to Social Issues

Contributing to the creation of a better society

Act up to “bring happiness to all people through the power of information”

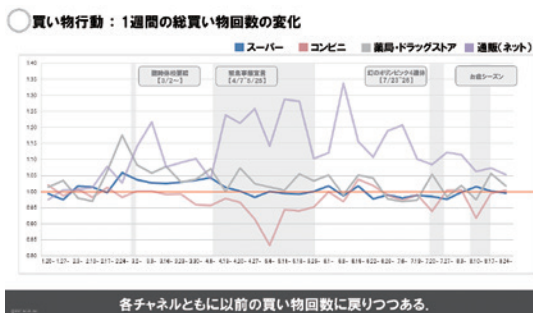
Every day INTAGE Inc. collects retailers' sales data and data of consumers in terms of purchase of products, exposure to media, behavior, and life consciousness. We interpret and add value to the data, and support our customers' management planning and decision making through the power of information.

INTAGE has one of the largest capacities for panel study in the industry in Japan. Through numerous types of research and surveys, we capture the movement of things and the swings of consumers' feelings, deliver these data to companies and institutions, and help users of what we provide enrich consumers' life. As a company which well understands consumers, we are committed to contributing to the creation of a better society.

Deliver the consumers' voice to our customers

Information collected by INTAGE is the consumers' voice. We are engaged in various initiatives under the mission of clarifying and returning the consumers' voice to society for the creation of better lives.

The COVID-19 pandemic has brought more uncertainties into society. Since March 2020, we have voluntarily been conducting surveys concerning topics of interest – anxiety about the COVID-19 infection, economic concerns, and stay-at-home lifestyles, and proactively providing the knowledge and information obtained on our website or via SNS or Webinars. We have begun to generate some new business through this collection and delivery of timely, valuable information to those who need it.



“Changing shopping behavior in the COVID-19 environment: increase in online shopping” from the “With Corona Report”

“Shiru gallery” — an example of information distribution from the consumers' perspectives in the COVID-19 pandemic

“Shiru (= learning) gallery” is INTAGE's new information website, opened in 2017. We are posting reports on various changes in the New Normal “With Corona”, such as the “Daily life ‘With Corona’: What are the attitudes of today's consumers?” (weekly updated) and the report “Review consumers' different actions in the summer of 2020”. This website has become an important point of contact with our customers.



“Shiru gallery” website



Establishment of the Consumer Research Center

On August 1, 2020, the INTAGE Group established the Consumer Research Center with the objective of furthering our understanding of society and consumers.

Our research on society and people's life focuses on various themes, such as the SDGs, the COVID-19 pandemic, and other social issues as well as Millennials and Generation Z. Our desire is to capture the present, look toward the future, and more deeply understand consumers.



Hiromasa Tanaka
Director of the Consumer Research Center

Social co-evolution via co-creation and collaboration

Public-private-people partnership for realizing a sustainable, healthy, happy society

The INTAGE Group's R&D Center is taking up a challenge to create a new value under the mission of engagement in R&D and business support, aimed at the creation of growth drivers. We strive to maximally use resources of our Group and to realize a richer society with broader possibilities. We are promoting various kinds of collaboration with the government, municipalities, educational institutions, and others.

As a part of initiatives taken by the R&D Center, the INTAGE Group is participating in the Higashi-Yamato Life Style Lab's intestinal environment wellness project, jointly with the Institute for Future Initiatives of the University of Tokyo and Higashi-Yamato City.

The Higashi-Yamato Life Style Lab is an initiative to seek sustainable life style changes by using a "living lab" – an open-innovation research method under a public-private-people partnership. The intestinal environment wellness project is in alliance with Metabologenomics, Inc., which aims at realizing zero-disease by appropriately planning the ideal design of the intestinal environment, and its main theme is to change behavior by recording of activities of daily life and measuring and visualizing the intestinal environment by use of new technologies.

A specific theme at this time is improvement of intestinal bacterial flora of babies and infants by changes in their daily schedule and eating behavior. Through dialogues with citizens, recording of the wellness of babies, and examinations of their intestinal environment, we seek to find effective approaches which facilitate change in their life style. The INTAGE Group aims at development of business that contributes to a healthier society by extracting consumers' insights. At the same

time, we anticipate that the experience of a project realized by a public-private-people partnership will lead us to a new business. We intend to continue promoting trans-industry collaboration, aimed at the ultimate objective of improving consumers' health literacy.



A workshop program that uses unique cards and tools in the living lab
Exchange of realistic comments concerning health worries and how to deal with them

Voice of a project partner

Change of behavior in everyday life is not an easy theme but an important one that may involve great change of both individuals and their community or society. I believe that in this project, it is important to attentively take up the daily life of individuals and to deeply understand industries that impinge on people's daily life. The INTAGE Group has the perspective of understanding consumers and the insights to support corporate marketing, and I am extremely reassured to have INTAGE as a project partner.



Natsuko Tabata

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