

# Contributing to corporate growth and the lives of consumers by utilizing data from consumer perspectives

We collect, analyze and process a wide array of data, impart it with insight based on the INTAGE Group's unique understanding of consumers, and deliver it to our customers. Then, better goods and services are returned to society through our customers, contributing to a positive cycle.

Better products and services **Customer experience Expectations** 

#### Our purpose

#### Create a prosperous society of limitless possibilities

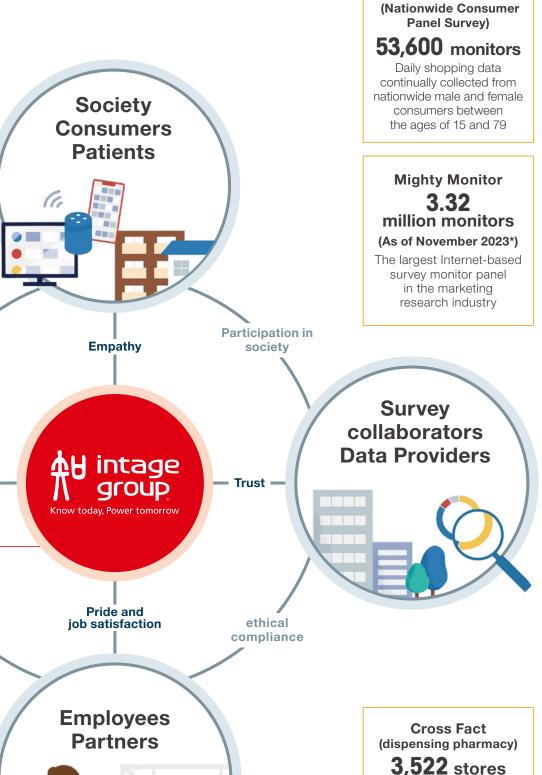
Since our founding, we have remained cognizant of our role as a public institution of society, continuing our business with an adherence to objectivity, neutrality and social responsibility. As a company handling a wide array of data, we emphasize the need to earn the trust of all stakeholders while balancing business implementation with improvements to the foundations that support it. We also take pride in our role as a public institution of society, and strive to further enhance our corporate value through an interplay of mutual identification, trust, job fulfillment, pride and expectation.



Representation of markets insight intelligence

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.



SRI+® (Nationwide Retail Store

Panel Survey) **6,000** stores

Retail store sales data collected from supermarkets and other retail stores across Japan

**CODE** members 3.08 million (As of June 2023)

App to collect consumer data through receipts

i-SSP® (INTAGE Single Source Panel)

**30,000** monitors

Data collected on media contact and purchasing behavior under a cross-media environment

### Smart TV viewing data 4.49 million television sets

Smart TV viewing log data collected from Internetconnected televisions

(As of November 2023)

**SCI®** 

Research database of social insurance and out-of-hospital dispensing pharmacy health insurance claims

## Dr. Panel **60,000** doctors

Membership base made up exclusively of physicians whose main purpose is to cooperate with market research

<sup>\*</sup> Number of monitors that participated in research or updated their profile data within the last year