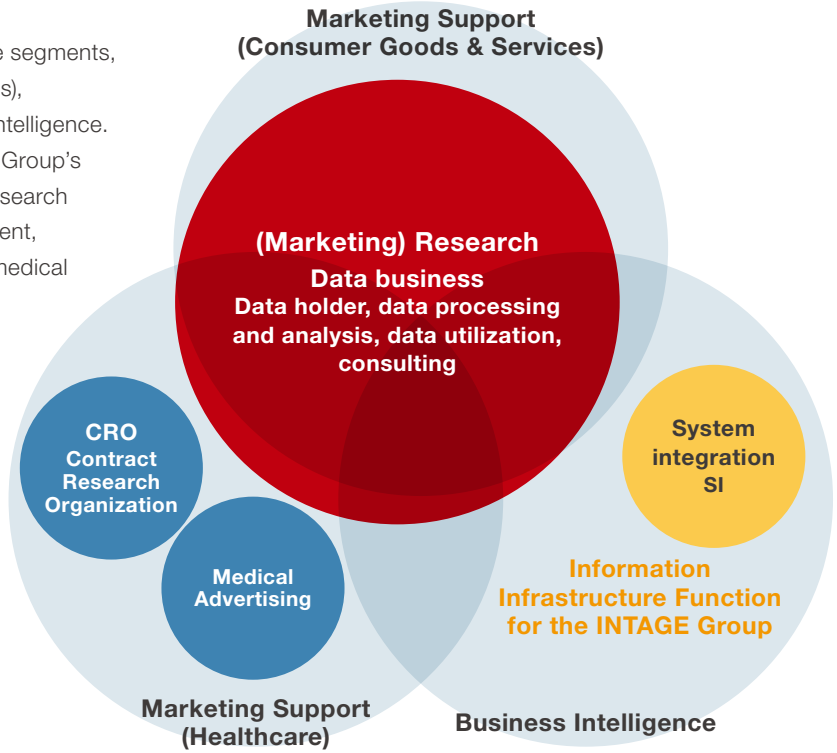




# INTAGE Group Businesses

## INTAGE Group Business Areas

The INTAGE Group's businesses comprise three segments, Marketing Support (Consumer Goods & Services), Marketing Support (Healthcare), and Business Intelligence. As the diagram on the right shows, some of the Group's business areas span multiple segments. With research and the data business at the core of each segment, the Healthcare segment implements CRO and medical advertising functions, while the Business Intelligence segment functions as a system integrator and also handles overall information infrastructure for the Group.



## The Unique Strength of the INTAGE Group

A panel survey is a kind of research that involves securing a certain number of monitors (consumers, stores, etc.), developing mechanisms to periodically collect information from those monitors, and providing research data to customers on a regular basis. The INTAGE Group began panel surveys back when it was first founded in 1960. The panels have undergone repeated redesigns including the

expansion of their type, size and the range of items covered, as well as improvements to reporting lead time, and today they continue to represent a key pillar of the INTAGE Group. Our data is highly trusted by customers (in the Group's case mainly consumer goods manufacturers) as information that accurately captures actual market conditions, and is used for marketing purposes as the de facto standard.



### Nationwide Consumer Panel Survey

**Which households and individuals are buying what, where, and for how much?**

Dedicated scanners and smartphone apps are used by a nationwide collection of 53,600 male and female panelists between the ages of 15 and 79 to collect purchasing data on foods, beverages, household goods and other products consumed both inside and outside the home. This is Japan's largest consumer panel providing insight based on high-quality data that gives a detailed picture of consumer purchasing behavior.



### Nationwide Retail Store Panel Survey

**What items are being sold, when, where and for how much?**

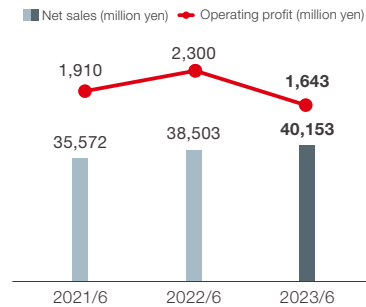
A wide range of POS data covering foods, beverages, household goods, over-the-counter drugs and other products is collected from approximately 6,000 major retailers nationwide, including supermarkets, convenience stores, drug stores and specialty stores. The data boasts unrivaled strength in this field, and is used as the standard index in various industries.

## Marketing Support (Consumer Goods & Services)

### Business Outline

The business supports corporate market research activities primarily through INTAGE Inc. Marketing research refers to scientific research and analysis that supports effective decision making for all manner of marketing issues that companies face. Panel research, the core product of the business based on INTAGE's proprietary collection of consumer purchase and retail store sales data, has been adopted by roughly 400 consumer goods manufacturers. We also perform analysis and processing that leverages panel data, various research methods and our unique analysis capabilities to provide proprietary insight in the form of custom research that is used by a wide range of manufacturers, not only in the consumer goods sector.

### Net Sales and Operating Profit



**Ayumi Higaki**  
Director in charge of Marketing Support (Consumer Goods and Services) Domestic Business

### Major Customers

Manufacturers of consumer goods (food, beverages, household goods) / durable consumer goods (automobiles, home appliances, apparel, etc.) / finance / communications / advertising / IT / government offices, etc.

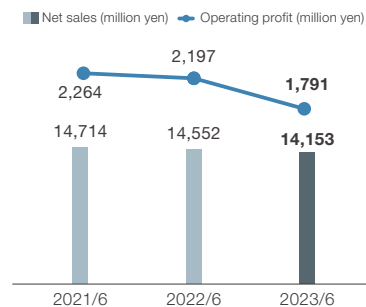
## Marketing Support (Healthcare)

### Business Outline

This business, working primarily through INTAGE Healthcare Inc., provides pharmaceutical companies with support for marketing research activities, CRO (Contract Research Organization) services, promotion, analysis of prescription information, and other services.

For over-the-counter (OTC) drugs, we provide custom research in addition to data from retail stores such as pharmacies and drug stores, and consumer data obtained from purchase histories. For prescription drugs, we also support pharmaceutical companies with a wealth of solutions and tools. These include surveys of physicians' actual drug treatment and prescribing practices, surveys of medical consumers and patients, and the evaluation of promotional activities surrounding pharmaceuticals.

### Net Sales and Operating Profit



**Keita Murai**  
Senior Executive Officer in charge of Marketing Support (Healthcare)

### Major Customers

Pharmaceutical (OTC and prescription drugs) companies / medical device manufacturers, etc.

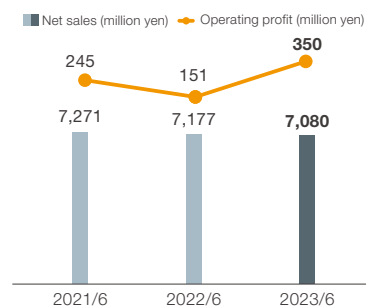
## Business Intelligence

### Business Outline

This business is operated primarily through INTAGE TECHNOSPHERE Inc., and involves the provision of system development and operation, BPO, data center operation, and industry-specific solutions.

In recent years, we have leveraged the strengths we have honed engaging in data-related businesses over the years to support corporate DX efforts through AI and data handling. This business also supports the IT needs of the entire INTAGE Group, including the building, operation and maintenance of infrastructure, and assistance in the area of software supporting business implementation.

### Net Sales and Operating Profit



**Kazuko Sakai**  
Executive Officer and CIO in charge of Business Intelligence

### Major Customers

Pharmaceutical companies / transportation / travel and tourism / publishing / others (provision of healthcare management services regardless of industry)