

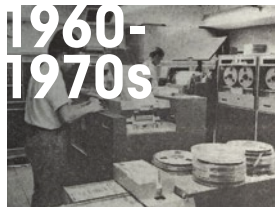
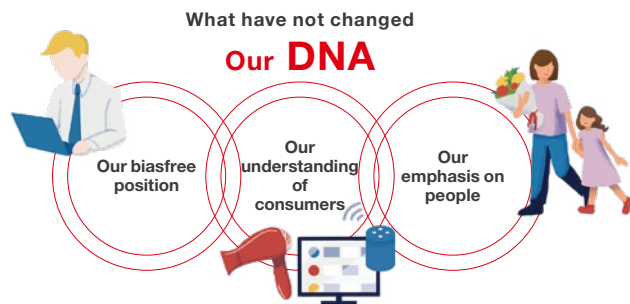
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Our Growth Path and Reasons for Growth

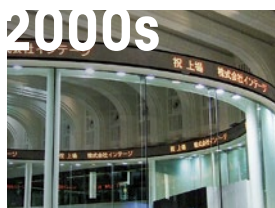
With panel research as its core business, the INTAGE Group has grown by expanding services, and industries and areas they serve



- 1960** Established Marketing Intelligence Corporation (MIC) Launched SDI (nationwide drugstore tracking research)
- 1963** Adopted the IBM 1401 and started building infrastructure as an integrated information company
- 1964** Launched SCI® (Nationwide Consumer Panel Survey)
- 1965** Launched the data entry business
- 1973** Completed construction of company headquarters in Hibarigaoka (Tokyo)
- 1977** Launched SLI (nationwide female consumer panel research)



- 1980** Launched the POS project
- 1992** Started implementation of the SCI Scanning System
- 1994** Launched the SRI® (Nationwide Retail Store Panel Survey)
- 1996** MRS Co., Ltd. (currently INTAGE RESEARCH Inc.) became a subsidiary through capital participation
- 1999** Opened a Shanghai office as a foothold for overseas bases



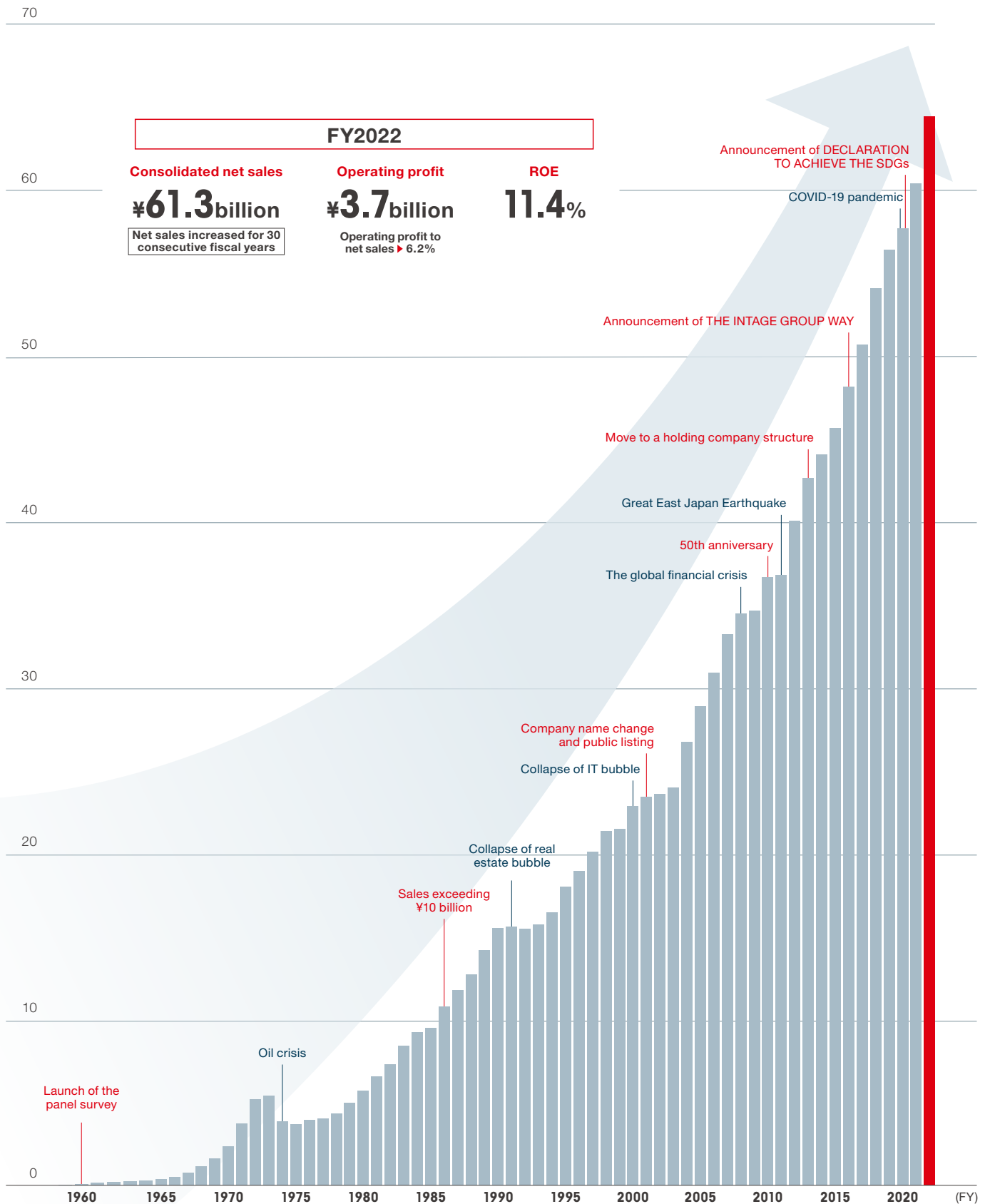
- 2000** Acquired IBRD Japan Corporation (now INTAGE Healthcare Inc.) and entered into the contract research organization (CRO) business
- 2002** Officially started Internet-based business
Established INTAGE CHINA Inc. Entered into the Asian market
- 2005** Relocated Head Office to Akihabara, Tokyo
- 2007** Acquired TM Marketing Inc. (now INTAGE Healthcare Inc.) and officially started ethical pharmaceutical research
- 2008** Established INTAGE (Thailand) Co., Ltd. as the second business base in Asia



- 2012** Established DOCOMO InsightMarketing, Inc. as a joint venture between NTT DOCOMO, INC. and the Company
Acquired The Medical Information Research Institute, Inc. (now INTAGE Real World Inc.)
- 2013** Transformed into a holding company.
Established INTAGE SINGAPORE Private Limited
Acquired CONSUMER SEARCH HONG KONG LIMITED (CSG)
- 2016** Established INTAGE Open Innovation Investment Limited Partnership
- 2017** Established INTAGE USA Inc.
- 2018** Acquired Buildsystem Co., Ltd., Acquired KYOWA KIKAKU LTD and NSK Co., Ltd.
- 2020** dataSpring Inc. became a subsidiary
- 2021** Acquired Research and Innovation Co., Ltd.
- 2023** Concluded capital and business alliance agreement with NTT DOCOMO, INC.

Trends in consolidated net sales

(¥billion)



Fiscal 2019 is an irregular 15-month term (from April 2019 to June 2020) due to a change in the fiscal year end. Used net sales of ¥56.2 billion for a 12-month period (from April 2019 to March 2020) in the graph, instead of net sales of ¥66.8 billion for the 15-month term.