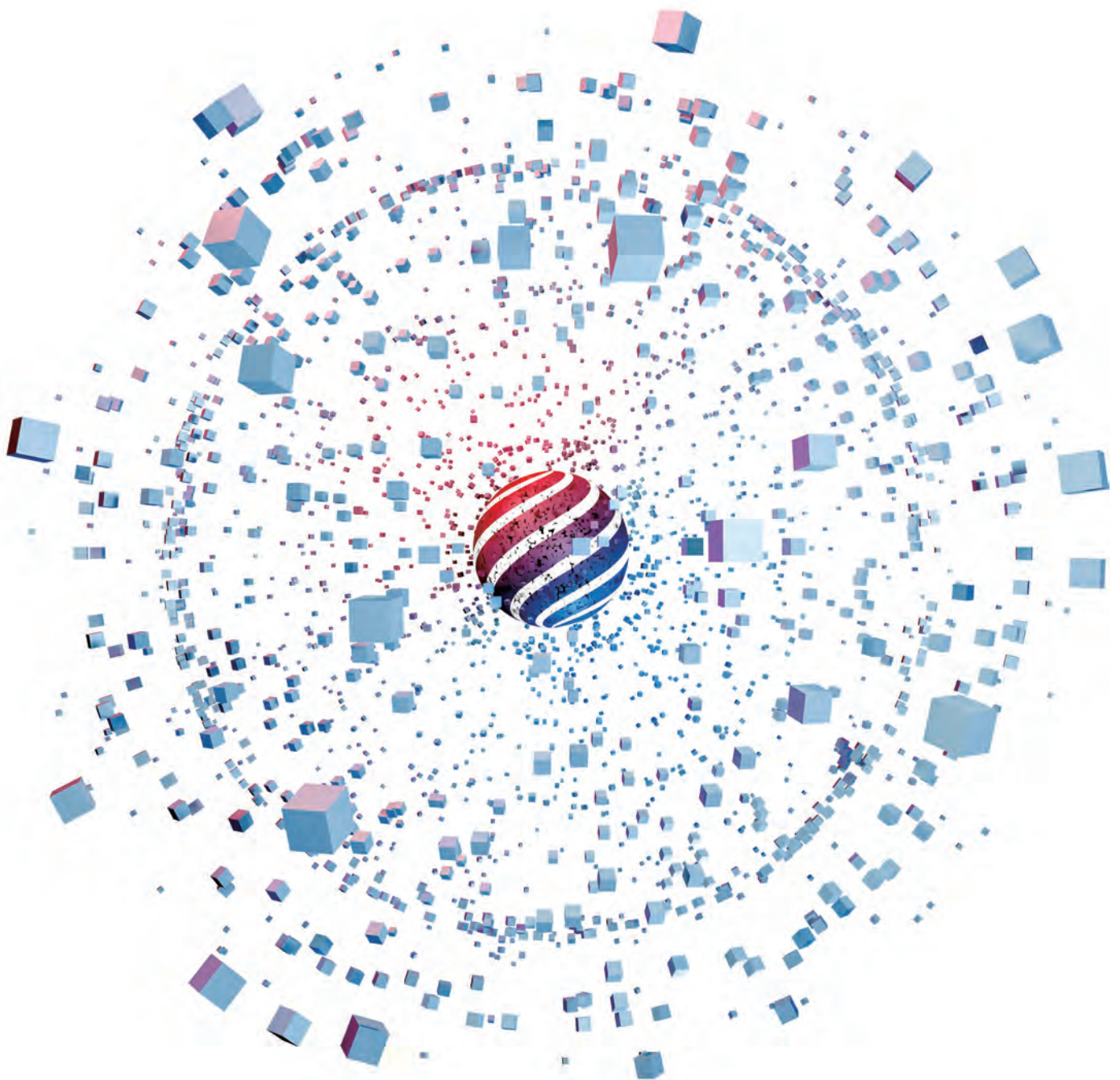


Know today, Power tomorrow

Integrated Report

INTAGE GROUP REPORT 2024



Entering the **N**ext stage of marketing research

The INTAGE Group was founded in 1960 as Marketing Intelligence Corporation (MIC). Panel surveys, which we launched in the early days after our founding, continue to grow at present as our core products while expanding target industries, services, and the areas they serve. We have thus established a solid position as a marketing research company in Japan.

Developments such as the remarkable progress of information technologies and the utilization of big data and AI have also brought about remarkable changes to consumers. Amid these major shifts in the operating environment, the INTAGE Group's businesses have continued to involve ceaseless renewals of products and services and challenges taken continuously in new business areas, so as to respond to customers' changes.

In October 2023, we formed a capital and business alliance with NTT DOCOMO, INC. With the continued extension of data, generation of value from data, and data structuring, we will accelerate initiatives to help customers solve their issues and make full-scale entries into the areas of our marketing activities, which are not limited to research.

With these efforts, we will continue growing in the area of data utilization, aiming to evolve from our customers' research/insight partner into their marketing partner.



PART 1 INTRODUCTION

- P01 CONTENTS
- P03 THE PATH WE HAVE FOLLOWED / THE STRENGTHS WE HAVE DEVELOPED
- P05 OUR CURRENT STATUS

PART 2 FUTURE OF THE INTAGE GROUP

- P07 **MANAGEMENT MESSAGE**
Yoshiya Nishi, President and Representative Director
- P11 OUR BUSINESS MODEL

PART 3 THE FUTURE WE ENVISAGE

- P13 TOWARD 2030 /
14TH MEDIUM-TERM
MANAGEMENT PLAN /
FY2024 BUSINESS PLAN
- P15 **CFO MESSAGE**
Toru Takeuchi, Director, CFO in charge
of Corporate Management
- P17 SYNERGIES WITH DOCOMO
- P19 **FEATURE**
**INFORMATION STRATEGY
CIO MESSAGE**
Kazuko Sakai Executive Officer and CIO
in charge of Business Intelligence and
President and Representative Director of
INTAGE TECHNOSPHERE Inc.
- P21 INTAGE GROUP BUSINESS
AREAS

PART 4 SUSTAINABILITY

- P23 **SUSTAINABILITY**
RESOLVING SOCIAL ISSUES
THROUGH OUR BUSINESS
ACTIVITIES
- P25 THROUGH OUR BUSINESS
ACTIVITIES
- P27 ENVIRONMENT
- P29 HUMAN RESOURCES
STRATEGY
- P31 BOARD OF DIRECTORS
- P33 CORPORATE GOVERNANCE

PART 5 DATA SECTION

- P39 FINANCIAL AND NON-FINANCIAL HIGHLIGHTS FOR THE PAST 10 YEARS
- P41 FINANCIAL STATEMENTS
- P44 CORPORATE PROFILE

INTAGE HOLDINGS Inc.'s website
www.intageholdings.co.jp/english/

Editorial Policy

We publish this report for the purpose of comprehensively communicating to our stakeholders the approach and initiatives we take for the medium- to long-term enhancement of the INTAGE Group's corporate value and for deepening mutual understanding through dialogue. In this INTAGE GROUP REPORT 2024, we introduce the Group's framework and milestones. At the same time, we place emphasis on gaining our stakeholders' understanding and support for the future we aspire to create, including the new president and the synergy with DOCOMO, which became our parent company.

Forward-looking Statements

This report contains forward-looking statements concerning the business and future prospects of the INTAGE Group. These statements reflect the information currently available and the Group's current analysis of various trends. Moreover, forward-looking statements are based on the INTAGE Group's assumptions and judgments made in light of currently available information; they contain known and unknown risks, uncertainties and other factors, and may be influenced by these factors. Accordingly, actual performance may differ from the current outlook.