

THE PATH WE HAVE FOLLOWED / THE STRENGTHS WE HAVE DEVELOPED

1960

▶ The Founding Marketing Intelligence Corporation (MIC)

In those days, the universal health insurance system had yet to be introduced. Illnesses and injuries were often treated with over-the-counter (OTC) drugs, so OTC drugs purchased by consumers at pharmacies and drug shops occupied a central position among pharmaceuticals. Distribution in Japan involves the wholesaling function, which creates a large gap between shipments from manufacturers and actual demand from final consumers. Consequently, pharmaceutical manufacturers needed to know sales (actual demand) at retail stores. Under these circumstances, the establishment of an institution specializing in regular fact-finding surveys of the OTC drug market was planned, and this resulted in the establishment of Marketing Intelligence Corporation (MIC) in March 1960. Panel surveys, which are the INTAGE Group's main service and which continue to support the marketing activities of many manufacturers at present, were launched at that time. While the majority of research firms at that time mostly conducted one-shot market surveys or opinion surveys, MIC had sought since its founding to change the social system through information services. As a marketing research firm, it attached importance to impartiality, public and social interest to uncover facts about markets objectively and gain broad trust from society. This approach of giving top priority to a neutral stance still forms the foundation of our business today.



Denzuin Building, which was used as the head office at the time of our founding

1960

2001

▶ From Marketing Intelligence Corporation to INTAGE

In April 2001, we renamed the company INTAGE, saying goodbye to the name, Marketing Intelligence Corporation, which had been familiar to us for many years. As a species, humans have experienced remarkable evolution since the Stone Age. Now, our future depends on how we leverage the wisdom of humanity. The coming 21st century was expected to be the Intelligence Age, so we adopted the name, INTAGE, with our great ambition to initiate and lead the new age.

Thereafter, INTAGE continued to grow based on its understanding of consumers. In 2008, INTAGE was ranked among the top ten* marketing research firms in the world in the Top 25 Global Research Companies 2008, which was announced in a journal of the American Marketing Association (AMA). We have moved to a holding company structure, and we are now called the INTAGE Group, having many affiliated companies as a result of the aggressive expansion of business areas and overseas expansion. However, we maintain our intention to continue supporting our customers' marketing activities with our solutions, including panel surveys that we have been running since our foundation, and to change the social system through information services.



*Source: AMA, Marketing News, August 30, 2009

A sign showing the new company name that was put up at Hibirigaoka Headquarters (now known as Hibirigaoka Office)

1970

1980

2000

▶ History of attempts and failures

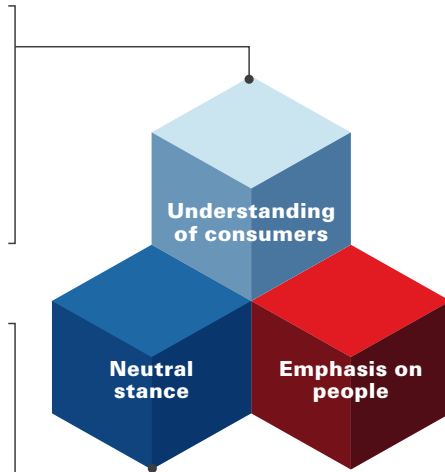
Since our founding, we have attempted a number of businesses other than our core marketing research business. They included businesses planned with the intention to expand existing operations, as well as businesses we worked on to open up completely new areas. Some businesses have continued to the present day in different names or forms while others just taught us lessons and disappeared. Among our new business initiatives, those that were unsuccessful far outnumbered those that were successful. It is not wrong to say that the history of the INTAGE Group is a history of attempts and failures. Many of our initiatives stemmed from our passion to understand consumers, and we can say it was this passion that led to the development of our corporate culture of reading trends of the times and continuing to take on new challenges to change society.



We launched the distribution business in 1971 to modernize the pharmaceutical distribution process, which involved many issues in those days. However, we were forced to withdraw from this business after four years.

Since the founding of Marketing Intelligence Corporation in 1960, we have been supporting customers' marketing activities by reading changes in the times and expanding and evolving various businesses that enable us to learn more about consumers. We can say that the reason why many customers rely on us is that we constantly check market movements and have continued to provide valuable information that helps companies understand consumers' perspectives.

Since our founding, we have continued our efforts to understand the market with a neutral stance, without being biased toward specific industries or companies. This has enabled us to build relationships, under which consumers and our partner companies provide us with various data, the source of the INTAGE Group's corporate value. A neutral stance is essential for defining what the INTAGE Group is.



In our environment, there are no gender differences in employment and treatment, and men and women work on an equal footing as a matter of course. The active participation of women naturally became a reality at an early stage. We also respect diverse values under our diversity policy, driving the development of workplace environment where anyone can continue to enjoy working energetically. The INTAGE Group is supported by our policy of emphasizing people, something that has remained unchanged since our foundation.

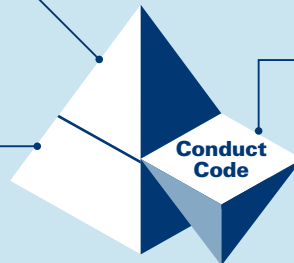
What we have kept unchanged
Our DNA

GROUP VISION
THE INTAGE GROUP WAY

Know today, Power tomorrow

We connect our customers to their customers, to create a prosperous society of limitless possibilities.

Group Companies
Vision and Philosophy



- 1 Deliver the best.
- 2 Focus on quality.
- 3 Be responsible.
- 4 Be flexible.
- 5 Enjoy challenges.

2010

2020

