

OUR BUSINESS MODEL

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

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.

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.

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.

CORPORATE CUSTOMERS

Expectations

BETTER PRODUCTS AND SERVICES CUSTOMER EXPERIENCE

REPRESENTATION OF MARKETS
INSIGHT INTELLIGENCE

The strength of the INTAGE Group

- > Industry-leading data collection and handling capabilities
- > Behavioral data supporting our understanding of consumers



**SOCIETY/
CONSUMERS/
PATIENTS**

**SURVEY
COLLABORATORS
DATA PROVIDERS/
COMPANIES**

**EMPLOYEES
PARTNERS**

**DOCOMO's
strengths**

- > One of the largest membership and customer bases in Japan

Number of d POINT CLUB members
More than **100 million**
As of September 30, 2024

Number of subscriptions to mobile phone services
Over **90 million**
As of September 30, 2024

> Diverse data linked to each individual member and AI technology

Subscriber information	Online behavior data	Offline behavior data	Profiling AI
Age and gender Place of residence Birthday month Hobbies and taste (questionnaire) Family structure (questionnaire) Household income (questionnaire)	Search queries News browsing history (dmenu, etc.) App usage log Information about payments to the carrier Usage log of d market services dmenu usage log	Location information (Wi-Fi) Location information (base station) Location information (GPS) Information about the use of d POINT member stores Information about the use of d Payment member stores Purchase information (member stores with ID-POS linkage)	