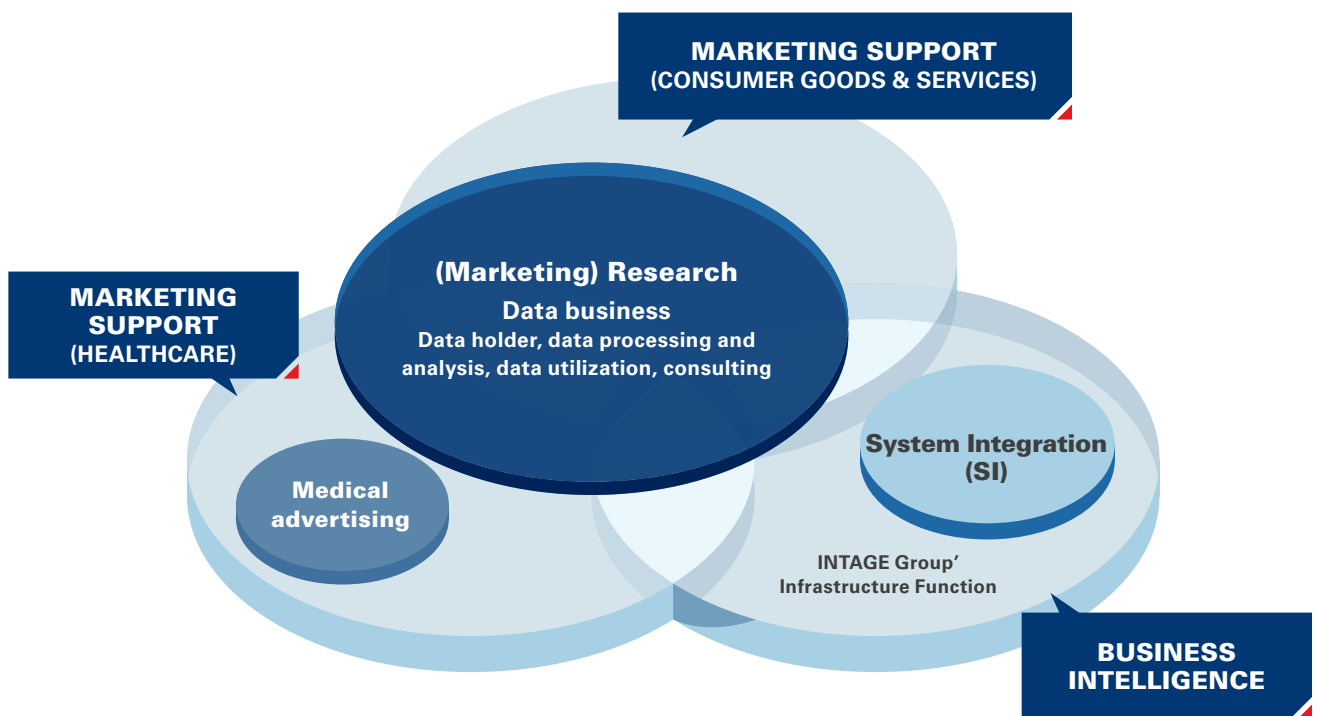


INTAGE GROUP BUSINESS AREAS

Overview

The INTAGE Group's businesses comprise three segments, Marketing Support (Consumer Goods & Services), Marketing Support (Healthcare), and Business Intelligence. With research and the data business at the core of each segment, the Healthcare segment implements medical advertising

functions, while the Business Intelligence segment functions as a system integrator and also handles overall information infrastructure for the Group. The segments work together while leveraging each other's strengths, helping customers solve the issues they face in a Group-wide manner.



Core products PANEL SURVEYS

A panel survey is a service that involves securing a certain number of monitors (consumers, stores, etc.), developing mechanisms to periodically collect information from those monitors, and providing customers with the information as databases. The panel surveys, which the INTAGE Group began back when it was first founded in 1960, 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?

Smartphone apps are used by a nationwide collection of approx. 50,000 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, and is used as the standard index in various industries.

* Expansion to 70,000 data collection is planned from January 2025



MARKETING SUPPORT (CONSUMER GOODS & SERVICES)

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.

The business supports corporate market activities primarily through INTAGE Inc., with scientific research and analysis that supports effective decision making for all manner of marketing issues that companies face.

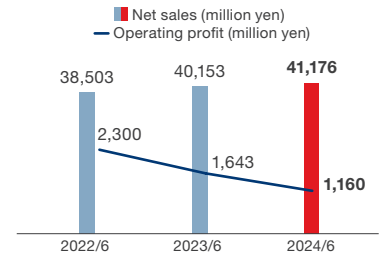
Using panel surveys, the core product of the business, INTAGE identifies the details of sales and purchases based on its proprietary collection of consumer purchase and retail store sales data. They have been used by many consumer goods manufacturers as standard indexes in each industry.

With custom research, we provide customers engaged in diverse businesses with insights based on panel data, various research methods, and our unique analysis capabilities by tailoring the insights to the specific issues the companies face.



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

Net Sales and Operating Profit




MARKETING SUPPORT (HEALTHCARE)

Major Customers

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

This business, working primarily through INTAGE Healthcare Inc., provides pharmaceutical companies with support for marketing activities, promotion, analysis of prescription information, and other services.

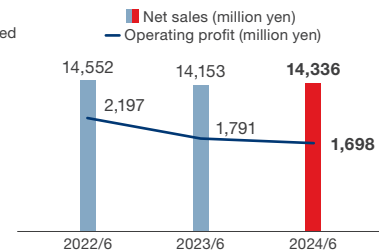
For over-the-counter (OTC) drugs, we provide panel surveys and custom research by obtaining data from retail stores, such as pharmacies and drug stores, and purchase histories. For prescription drugs, we also support pharmaceutical companies with a wealth of solutions and tools. These include surveys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

Note: The contract research organization (CRO) business was transferred to Alfresa Holdings Corporation on September 2, 2024.

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



Net Sales and Operating Profit




BUSINESS INTELLIGENCE

Major Customers

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

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.



Kazuko Sakai
Executive Officer and CIO
in charge of Business
Intelligence

Net Sales and Operating Profit

