



RESOLVING SOCIAL ISSUES THROUGH OUR BUSINESS ACTIVITIES

Through the utilization of data, the INTAGE Group solves the issues faced by customers, and by extension contributes to the formation of a better society and to the healthy lives of consumers. Tackling materialities (key sustainability issues) strengthens the relationship of trust with stakeholders and helps the Group live up to the demands and expectations of society. By enhancing both corporate and social value, we will contribute to sustainable corporate growth and the development of society.

Industry-Academia Collaboration Initiatives

Materiality 3 Materiality 4

The cultivation of data science talent who will support an advanced information society and the promotion of innovation through collaboration with educational institutions not only affect the Company but are challenges for all industries. We promote collaboration between industry and

academia in various ways utilizing our strength in handling data, including through the initiatives described below. In addition to contributing to solving the issues described earlier, these activities help raise the profile of the INTAGE Group and expand hiring opportunities for future talent.

Provision of Company Data

We supply various research data to universities and research laboratories as learning and research materials. By using “live” data that is actually used in business, we provide students with opportunities to experience the process of trial and error in real analysis.

In addition, to make data widely available to individual researchers, students and others, we also provide data to the Informatics Research Data Repository (IDR) operated by the National Institute of Informatics.

Universities provided data (in Japanese alphabetical order, as of June 30, 2024) Aoyama Gakuin University, Kyoto Women's University, Jissen Women's University, Chiba University, Chuo University, Tokyo Metropolitan University, Meiji University, Meiji Gakuin University, Yokohama National University, Waseda University, etc.

Off-site Classes Given by Employees

As a part of collaboration with educational institutions, Company employees work as instructors for classes on marketing research, data analysis and statistics at universities across Japan.



A class being taught by an employee (Introduction to Marketing being taught at Chukyo University's Faculty of Commerce)

Marketing Research Card Game

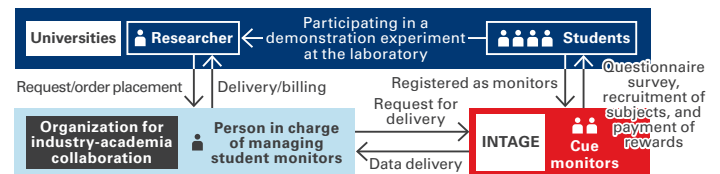
The INTAGE Group R&D Center developed a card game to enable people to virtually experience marketing research, aiming to increase interest in marketing research. This game enables players to enjoy learning how to make a hypothesis, collect necessary information, and test their hypothesis. It is used in classes taught at elementary, junior high and high schools and seminars at universities.



Information about the Marketing Research Card Game
https://www.intageholdings.co.jp/rd/blog/pressrelease_events/contents202403190001.html

Intra-University Research Collaborator System

The Intra-University Research Collaborator System supports university researchers in the acceleration of surveys and demonstration experiments targeting their students and simplifies procedures for them. It was developed by INTAGE Inc. through an industry-academia collaboration with active university researchers. To date, it has been provided to some universities on a trial basis. In the future, we aim to popularize it widely at universities and other educational institutions across Japan as a DX research tool.



Details of the Intra-University Research Collaborator System
<https://www.intage.co.jp/news/1676/>

Musashino University R&D Challenge

In 2019, the INTAGE Group signed a basic agreement on industry-academia collaborations with Musashino University's Faculty of Data Science. At present, we provide data that we possess and our knowledge about data utilization to the university for the development of data scientists. In addition, as part of our research support efforts, we have held the Research & Development Challenge every year since 2020. In this event, students of the university present their research findings and employees of the INTAGE Group support the social implementation of their projects by providing feedback from a practical perspective.

Support for Clinical and Drug Discovery Research

INTAGE Healthcare Inc. supports the research activities of universities in various ways, such as by assisting university research to create new compounds as candidate drugs using its Deep Quartet AI-based drug discovery platform, developing an infrastructure to facilitate the collection of biological samples from university hospitals in order to conduct clinical trials, and providing a system to collect information about adverse effects.

Universities conducted joint research through AI drug discovery (in Japanese alphabetical order, as of June 30, 2024) Okayama University, University of Shizuoka, Tokyo University of Science, Nagoya University, Niigata University, Hiroshima University

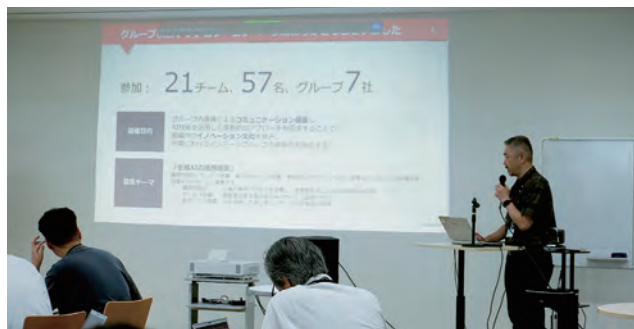
A Cross-Group Technology Competition Expanding the Circle of Technology

Materiality / 4

The companies of the INTAGE Group operate businesses with research and data at their core, and we believe that continuously improving data handling skills is an important challenge. We began to hold the cross-Group technology competition in 2022 with the goals of establishing a culture of in-depth technological inquiry and human resource development, increasing the Group's competitiveness through innovation, and improving and exchanging technology across organizational boundaries. Employees of the Group companies compete using their data analysis and programming skills and aiming to achieve Group-wide growth.

The theme of the third competition held in August and September 2024 was the "utilization of generative AI." A total of 57 contestants from 21 teams and seven Group companies, including an overseas subsidiary, competed on the theme of using AI technologies to improve the efficiency of business, services and other matters.

We will continue to expand this event as a human resource development and technological exchange opportunity, as we believe it will spread our culture of in-depth technological inquiry throughout the Group and lead to innovations which will help the Group improve its competitiveness.

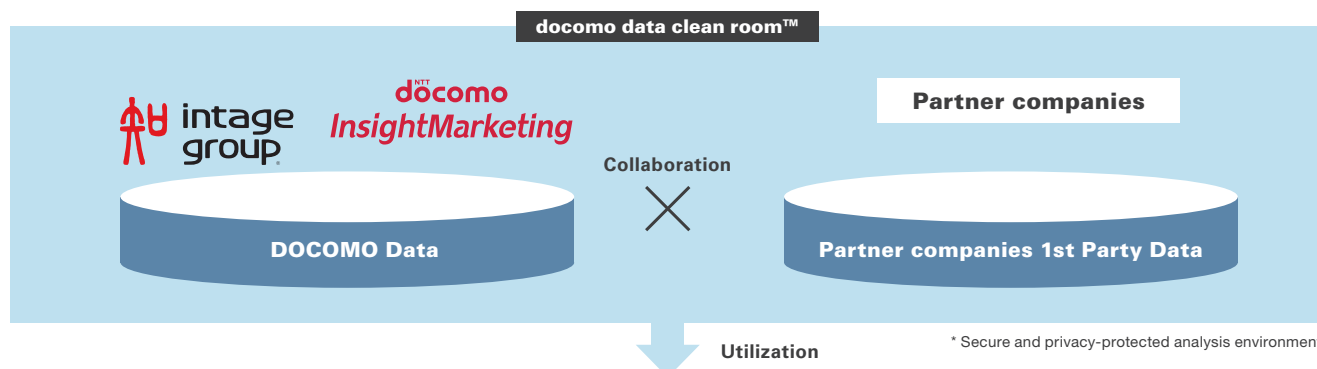


A Data Clean Room That Enables Customer Analysis with Considerations for Privacy

Materiality / 2

Due to the recent tightening of 3rd party cookie regulations,^{*1} it has become difficult to use 3rd party cookies to deliver online ads and measure their effects. However, it is becoming increasingly necessary for companies to use data from other companies in addition to their own data to enhance customer contact and help improve lifetime value (LTV). However, the use of data from other companies is restricted by the need to protect personal information. As a result, data clean rooms^{*2} are attracting attention as a method of analyzing a company's data with considerations for privacy. NTT DOCOMO, INC.

(hereafter, "DOCOMO"), INTAGE Inc. (hereafter, "INTAGE"), and DOCOMO InsightMarketing, INC. launched the docomo data clean room™ in August 2024. This data clean room enables partner companies to analyze customer data on their own using the various data possessed by DOCOMO and INTAGE. All of the data is used in a manner that does not permit personal identification. In addition, this data clean room permits analyses in a secure environment with considerations for privacy.



Providing advanced marketing solutions by combining INTAGE's data analysis capabilities with advertising and sales promotion utilizing DOCOMO's customer base.

1

Data analysis support

- What kind of people are our users?

2

Promotion support

- What kind of people are good customers?
- What approach is effective?

3

Product planning support

- How many people have these needs?

^{*1} 3rd party cookies are cookies transmitted by a domain that different that the website the user visits. In Japan, moves to regulate use of 3rd party cookies have been accelerating to protect people's privacy since the enforcement of the amended Act on the Protection of Personal Information in April 2022 and the amended Telecommunications Business Act in June 2023.

^{*2} A data clean room is a cloud computing environment which enables partner companies to analyze customer data they possess in a secure environment with considerations for privacy.