

Know today, Power tomorrow

Integrated Report

**INTAGE GROUP
REPORT
2025**



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

THE INTAGE GROUP WAY — Vision video and song now available

The INTAGE Group revised its vision, transitioning from THE INTAGE WAY to THE INTAGE GROUP WAY in 2015. Ten years have passed since then, and we now have many more colleagues within the Group. Our business environment has changed greatly. As we aim to continue to leap forward and increase our corporate value as we move toward 2030, we have produced a vision video and a vision song to succeed the concept video we have been using.

Vision video

We produced this vision video to be guidelines so that all of us working for the INTAGE Group can be highly motivated and reconfirm the significance and value of the work we do every day. Based on the unwavering desire conveyed by our Group



Please click the link below to view the video.
<https://www.youtube.com/watch?v=wUMsg23stoA>

vision, THE INTAGE GROUP WAY, we have visually expressed our hopes regarding the significance of the INTAGE Group and the ways it will contribute to society in the future through its businesses. The video and Compass, the vision song that was produced at the same time, depict the world that we envision.



Compass, the vision song Lyrics, composition and vocals by Akiha Uryu

This song was created as a fight song for the people working for the INTAGE Group and for consumers. The title of the song, Compass, carries a double meaning. Two different tools called compasses are magnetic compasses used to identify magnetic north and the technical drawing tool used to draw circles and arcs. Everyone working at the INTAGE Group uses a metaphorical compass to identify the direction they will take, and they move forward in that direction independently, energizing the company



Please click the link below to view the video.
(Japanese only)
https://www.youtube.com/watch?v=c34_WasOYrA

and broader society by involving the people around them in their activities with the magnetic strength of their smiles and hope. We also link employees, society and the desires of our customers and consumers with bridges (arcs). Our Group vision is at the center of this circle. We encompass consumers' everyday lives in a rich and bright circle or network. The network continues to expand forever. Starting and ending at the same point, a circle is a depiction of how the smiles and the kindness you show to others come back to you. Ms. Uryu wrote the song based on these ideas.

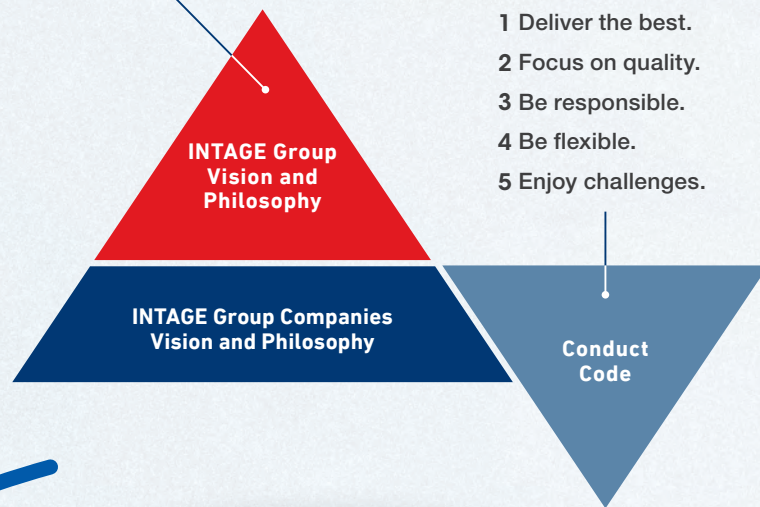


Artist
Akiha Uryu

Born on December 2, 1983. She was born in Tokyo and raised in Fukuoka. She began to write original songs when she was a junior high school student. When she was a high school student, her song was used in Ningen Fusha, a stage play produced by PARCO-RICOMOTION. She also wrote songs for Keio Group and Menard Cosmetic TV commercials. Her tasteful compositions and crystal-clear voice attract widespread attention.

Cited from the official website of CUBE Inc., her talent agency.

row



Concept



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 in 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. We connect consumers, companies, and society using the power of data, with the goal of establishing a society where people's diverse choices are respected and a sustainable future is developed. Based on the opinions of consumers and various data, we present questions, reveal issues, and draw insights. Through these processes, we will remain an entity that supports companies and society in making better decisions and that contributes to a prosperous society of expanding possibilities.

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