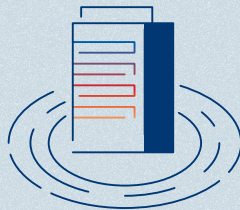


# Who we are

Since its founding, the INTAGE Group has been a leader in the construction of data infrastructure in Japan, including consumer panels and retail store panels. We do more than just run surveys and provide information; we address the questions that companies and society are asking, and we help them take their next step as a partner, using a combination of our understanding of consumers and technologies to assist in decision making.

Founded

# 1960

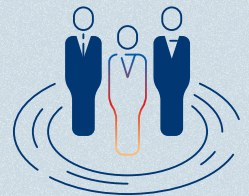


The company was named Marketing Intelligence Corporation (MIC) at that time. We valued neutrality, sociality, and publicness in our objective understanding of market conditions as a market research firm. This approach has been preserved to the present day.

Number of employees

# 3,309

As of June 30, 2025



Percentage of female employees<sup>\*2</sup>

# 51.3%

As of June 30, 2025



Rate of female managers<sup>\*2</sup>

# 28.2%

As of June 30, 2025



Overseas expansion<sup>\*1</sup>



# 9 countries

As of June 30, 2025

We began our overseas expansion with the opening of the Shanghai Office in 1999. In line with the expansion of Japanese companies overseas, the INTAGE Group has also been building bases to facilitate our understanding of overseas consumers.

<sup>\*1</sup> Sites operated in China, South Korea, Thailand, Vietnam, India, Singapore, Indonesia, the Philippines and the United States.

We respect diverse values, driving the development of a 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.

<sup>\*2</sup> Data for consolidated companies in Japan

Foundation supporting our understanding of consumers

The source of our competitiveness is the insights gained from our wide-ranging survey infrastructure that enables us to understand market conditions.

Data is current as of November 2025 unless stated otherwise.

Questionnaire survey monitor

Japan  
**3.05**  
million people<sup>\*7</sup>

As of July 2025

The largest Internet-based survey monitor panel in the industry, and the only monitor panel of its kind in Japan to obtain panel quality management certification under international standards

<sup>\*7</sup> Number of monitors that participated in research or updated their profile data within the last year

Overseas  
**15**  
million people

As of January 2025

The largest questionnaire survey monitor panel in Asia, extending into over 12 major Asian countries

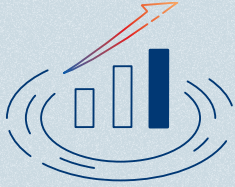
Net sales

Net sales

¥65.5 billion

Net sales increased for 32 consecutive fiscal years\*<sup>3</sup>

Year ended June 30, 2025



No. 1 in Asia\*<sup>4</sup>

(among marketing research companies)



\*<sup>4</sup> Based on ESOMAR Global Top Insights Companies 2025 (in terms of the Group's consolidated net sales)

Marketing Support (Consumer Goods & Services)

¥45.3 billion

Marketing Support (Healthcare)

¥12.4 billion

Business Intelligence

¥7.7 billion

\*<sup>3</sup> In the fiscal year ended June 2020, given the irregular 15-month accounting period due to a change to the fiscal year, net sales for the period from April 2019 to March 2020 are used.

Number of customers of panel surveys\*<sup>6</sup>



Approx.

400 companies

Year ended June 30, 2025

Number of client companies\*<sup>5</sup>

Approx. 2,300

Year ended June 30, 2025



The INTAGE Group provides services to companies in various industries through three business segments, Marketing Support (Consumer Goods & Services), Marketing Support (Healthcare), and Business Intelligence.

\*<sup>5</sup> Number of corporate customers sales from which were posted in the fiscal year ended June 2025 (excluding KYOWA KIKAKU LTD., Buildsystem Co., Ltd., NSK Co., Ltd., Research and Innovation Co., Ltd., DOCOMO InsightMarketing, INC., and overseas Group companies)

Our panel surveys, which have been revealing the realities of consumption and purchases in Japan since our foundation, are used by many companies as the de facto standard in the consumer goods industry.

\*<sup>6</sup> Number of customers with annual (routine) contracts for panel surveys (SRI+<sup>®</sup> / SCI<sup>®</sup>) provided by INTAGE Inc. and INTAGE Healthcare Inc.

Smart TV viewing log data

5.26 million television sets

Viewing log data collected from Internet-connected televisions

SRI+<sup>®</sup> Nationwide Retail Store Panel Survey

6,000 stores

Retail store sales data collected from supermarkets and other retail stores across Japan

SCI<sup>®</sup> Nationwide Consumer Panel Survey

70,000 people

Daily shopping data continually collected from nationwide male and female consumers between the ages of 15 and 79

Cross Fact (dispensing pharmacy)

4,200 stores As of October 2025

Database for analyses integrating social insurance, dispensing, and DPC<sup>®8</sup> data

\*<sup>8</sup> DPC stands for Diagnosis Procedure Combination. It is a system for calculating hospitalization expenses per day using fixed rates. The DPC data mentioned herein refers to data on drugs used under DPC.

Location information log data

87 million people

Estimated population data created based on data from NTT DOCOMO, INC. base stations

Physicians as monitors

62,000 people

Membership base exclusively for physicians for the main purpose of market research