

HISTORY OF EVOLUTION

The INTAGE Group has evolved for sixty-five years, continually transforming the opinions of consumers into value in the form of data in line with the changes of the times and the environment

Past 10 years Medium-Term Management Plans



“Renovation & Innovation”
Toward accelerated growth utilizing our deep insights on people as our greatest asset

While increasing sales from the existing research business, we aimed to grow steadily in the new areas of mobile and single source, global research, and healthcare.

Topics

We introduced a new segment based on an examination using an industry axis and service axis and also changed the Group’s formation. Through corporate venture capital operations and single source panels, we achieved tangible results.

Fiscal year ended March 2017

Sales	Operating profit
¥47,987million	¥4,268million
Operating profit margin	Dividend payout ratio
8.9%	24.3%

Take the Initiative
— in the area of data activation

As digitalization accelerated, we redesigned panels and established the R&D Center with the goal of transforming into an information partner and a strategic partner to our customers while looking ahead to the future of research.

Topics

We redesigned SRI, transforming it into SRI+. The fiscal year ended June 2020 was an irregular 15-month period due to a change in the fiscal period. The COVID-19 pandemic began in this period, and it started to affect our businesses.

Fiscal year ended June 30, 2020

*15-month period due to a change in the fiscal period

Sales	Operating profit
¥66,880million	¥3,779million
Operating profit margin	Dividend payout ratio
5.7%	69.6%

Change the design of business!!
— Together with customers and consumers, who are “changing” — Reframe, Connect, Create

The COVID-19 pandemic dramatically changed society and the lifestyles of consumers. We used this as an opportunity to innovate, worked to promote DX, and clarify the online mergers with offline (OMO) operations of companies.

Topics

In the fiscal year ended June 2021, the shift to online operations was accelerated and there was a boom in web-based surveys due to the COVID-19 pandemic. In the fiscal year ended June 2023, when the COVID-19 pandemic was approaching its end, we began to be affected by the soaring raw material prices that customers were facing and the weak yen.

Fiscal year ended June 2023

Sales	Operating profit
¥61,387million	¥3,785million
Operating profit margin	Dividend payout ratio
6.2%	46.0%

Started panel survey

Amid a management crisis, we firmly maintained sales with our three businesses, research, system, and input. We proceeded with the reconstruction of our business with the system business and POS projects.

Net sales topped ¥10.0 billion.

In time with the arrival of the Internet, we established infrastructure for marketing research by transforming panel surveys and enhancing the construction of systems.

1960

1970

1980

1990

Our story

1960s

1970s - 1990s

Establishment of Marketing Intelligence Corporation (MIC) and use of computers to input data

The Great Depression in 1929 led private enterprises in the United States to introduce the idea of marketing and begin marketing research of consumers. In Japan, many marketing research companies were established from the late 1950s to the early 1960s, when we were established as Marketing Intelligence Corporation (MIC). One of our founders was Yuji Naito from Eisai Co., Ltd., and Daily Sales Survey by Season of Eisai Co., Ltd. was started as a measure accompanying the company’s operations to strengthen sales promotion of gastrointestinal drugs. We built infrastructures (devices) as resources for corporate management and launched the system business such as by introducing a large computer for aggregating survey results. In addition, the Nationwide Consumer Household Panel Survey (a household survey that was the predecessor to the current SCI), which we started in the 1960s, began to gain traction with a major manufacturer of everyday sundries becoming our customer.

With the popularization of the Internet, the use of systems became essential in marketing as well.

In the early 1970s, the research business and the computer business were strong. In 1973, we completed the headquarters building at Hibarigaoka, Nishitokyo, Tokyo. In 1980, we began to increase the number of samples for SCI. In the computer business department, software development was separated and developed into one of our mainstay businesses. In the 1990s, computer networks evolved at an accelerated pace, companies’ marketing information systems were integrated, and the daily accumulation of information began. Research firms saw an increase in the proportion of customers using syndicated services via devices and marketing research packaged to solve specific issues. There was steady progress in the transformation of the research business, changing its business category and making it a comprehensive marketing information service business. In 1997, we established the Internet Business Promotion Office, an organization dedicated to business development and environmental improvement with the Internet at its core.

14th
Medium-Term
Management Plan
FY2024/6–FY2026/6

Group Basic Policy

Towards New Portfolio as a Data + Technology Company
— Creation of new value

To achieve continued growth with a goal of Toward 2030, we proceeded with the expansion of data, the creation of value from data, and structuring of data utilization with the goal of establishing a new business portfolio.

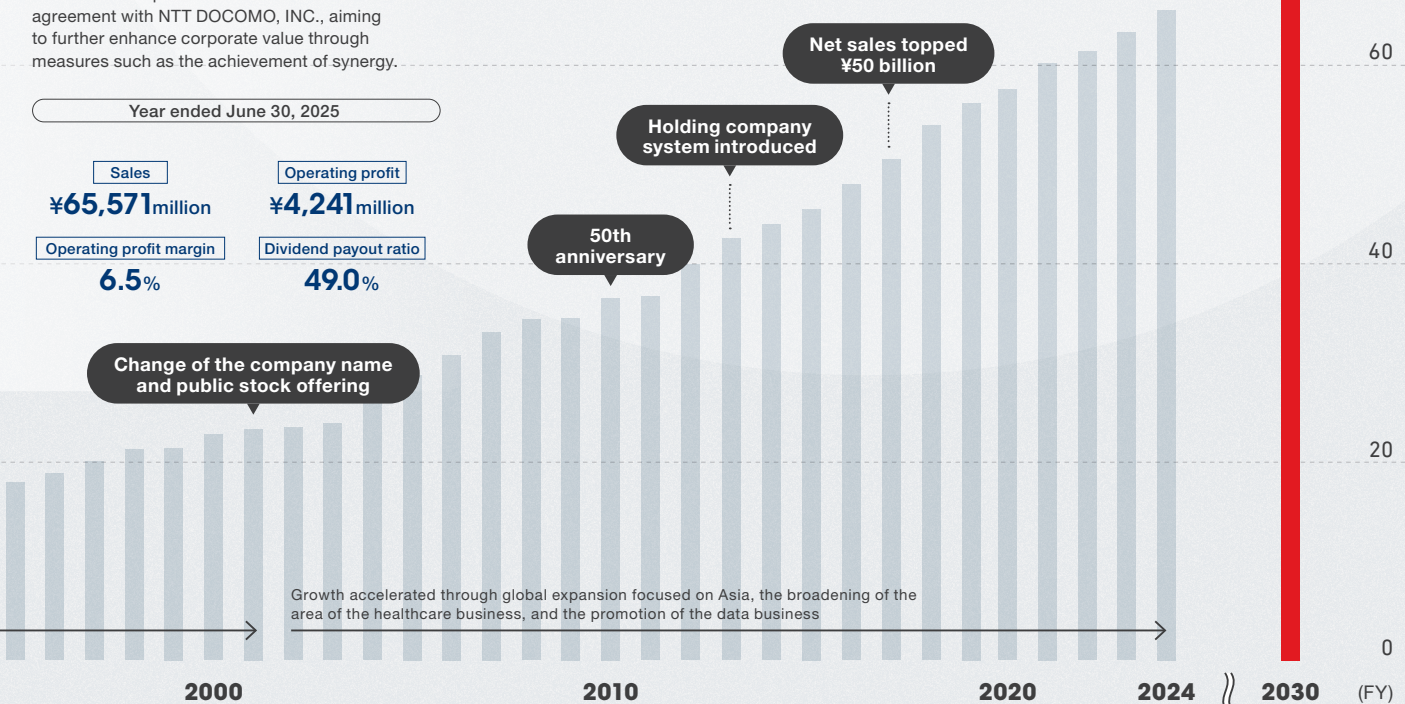
Topics

We redesigned SCI. In September 2023, we concluded a capital and business alliance agreement with NTT DOCOMO, INC., aiming to further enhance corporate value through measures such as the achievement of synergy.

Year ended June 30, 2025

Sales	Operating profit
¥65,571million	¥4,241million
Operating profit margin	Dividend payout ratio
6.5%	49.0%

Change of the company name and public stock offering



Our Vision for 2030

We will continue to be a company that contributes to the realization of a convenient and affluent society free from social loss, and aim for business growth in proportion to our contribution to solving business and social issues.

Net sales	Operating profit	ROE
¥130-150 billion CAGR 10-12%	¥15 billion Operating profit margin 10-12%	12% or more
R&D expenses		
Around 3% of net sales		

Started entry into Asia, advocated integration of research and systems

In 2000, we established a strategy of developing the new intelligence provider business model in the information service business, in an attempt to integrate research and systems. In 2001, we changed the company name to INTAGE and listed on JASDAQ. We began to expand globally by establishing an overseas subsidiary for the full-scale operation of our research business in China. In 2005, we moved the head office to Akihabara. In the same year, we began to provide personal eye, which tracks trends in purchases as a part of consumer spending. A mobile compact barcode scanner that we developed was used to collect data, making it possible to obtain data on various purchases made outside households including in offices and at outing destinations.

Moving forward toward continued growth and data utilization not limited to research

In 2010, SCI evolved from household panel surveys to personal purchase panel surveys, making it possible to learn about consumer behaviors on an individual basis. In 2013, we transitioned to a holding company system. We started i-SSP, which makes it possible to check data on purchases and media contacts from single sources (individuals). In 2020, we implemented a major design change of SRI (Nationwide Retail Store Panel Survey) in accordance with the changes of the times, including the diversification of the business categories of retailers. This was SRI's evolution into SRI+. Aiming to expand growth areas in sales promotion beyond our existing marketing research, we concluded a capital and business alliance agreement with NTT DOCOMO, INC. We continue to aim to expand our business centered on data in our efforts to achieve further growth.