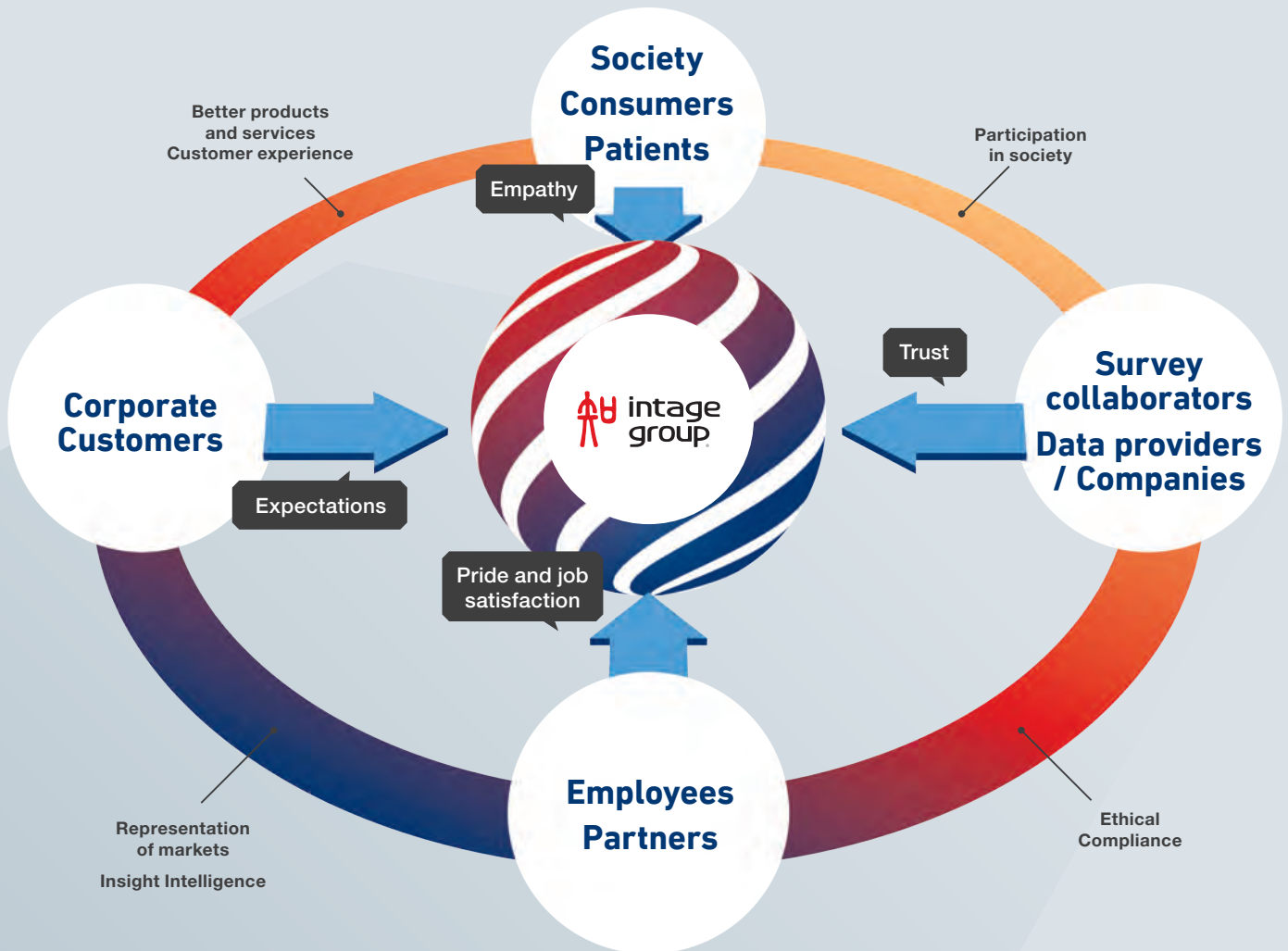


Contributing to corporate growth and the lives of consumers by utilizing data from consumer perspective

We collect, analyze and process a wide array of data, impart it with insight based on the INTAGE Group's unique understanding of consumers, and deliver it to our customers. Then, better goods and services are returned to society through our customers, contributing to a positive cycle.



Our purpose

Create a prosperous society of limitless possibilities

Since our founding, we have remained cognizant of our role as a public institution of society, continuing our business with an adherence to objectivity, neutrality and social responsibility. As a company handling a wide array of data, we emphasize the need to earn the trust of all stakeholders while balancing business implementation with improvements to the foundations that support it. We also take pride in our role as a public institution of society, and strive to further enhance our corporate value through an interplay of mutual identification, trust, job fulfillment, pride and expectation.

Strengths and advantages

01 Unrivaled data infrastructure

We collect an industry-leading variety and amount of data and understand consumers from diverse angles.

360° understanding of consumers



Data activation



02 An organized group that gives value to data

We give value to data leveraging our ability to process and analyze collected information and our professional human resources who have a deep understanding of consumers and industries.

03 A leader in the research industry

We have built relationships of trust with a large number of customers by supporting them in addressing issues they face. These relationships support the INTAGE Group's customer base.

Net sales:

No. 1 in Asia

Based on ESOMAR Global Top Insights Companies 2025 (in terms of the Group's consolidated net sales)

04 Evolution through an alliance with DOCOMO

Our alliance with NTT DOCOMO, INC., which has a membership base of more than 100 million members, contributes to the creation of new value.

Number of d POINT CLUB members more than

100 million

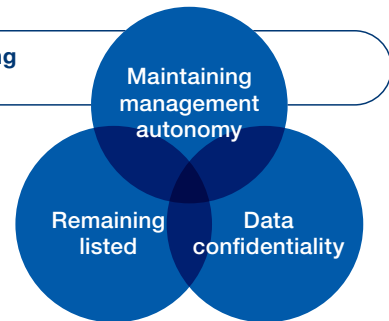
As of September 30, 2024

Partnership with DOCOMO

In September 2023, the INTAGE Group formed a capital and business alliance with NTT DOCOMO, INC. and became a member of the DOCOMO Group.

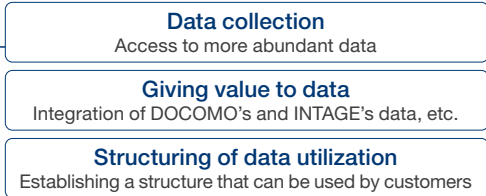
Maintaining independence as a listed company and guaranteeing neutrality as a company handling data

Due to the characteristics of the Group's businesses, we must be strictly neutral in our collection of data from retail stores and consumers, and our relationships with data providers are important. Reflecting this, DOCOMO agreed to respect our autonomy in the management of our company and helped us remain listed on the Prime Market of the Tokyo Stock Exchange.



Creating new value by accessing DOCOMO's data

We are now able to access the huge membership base of DOCOMO's d POINT CLUB and various data that can be obtained from it to facilitate the continued evolution of our data collection, generation of value from data, and structuring of data utilization, which are goals of the INTAGE Group.



Achieving sustainable growth through the shared goal of contributing to the development of society through businesses

We aim to solve social issues by combining the data possessed by the two companies and the INTAGE Group's expertise in data handling and the generation of value from data. The INTAGE Group aims to contribute to the realization of a convenient and affluent society free from social loss. DOCOMO aims to make major changes in society by innovating together with its partner companies. The common goal of the two companies is to contribute to the development of society through businesses. We believe that this alliance will enable sustainable growth.

