

# INTAGE GROUP BUSINESS AREAS

## Overview

The INTAGE Group's businesses comprise three segments: Marketing Support (Consumer Goods & Services), Marketing Support (Healthcare), and Business Intelligence. With research and the data business at the core of each segment, the Healthcare segment implements medical advertising functions, while the Business Intelligence segment functions as a system integrator and also handles overall information infrastructure for the Group. The segments work together while leveraging each other's strengths, helping customers solve the issues they face in a Group-wide manner.



## Core products

A panel survey is a service that involves securing a certain number of panelists (consumers, stores, etc.), collecting data from them on an ongoing basis, and providing customers with this information in the form of databases that can be used in marketing.

Since our founding in 1960, our surveys have evolved many times in line with the changing times. This has included increasing the number of survey subjects and their diversity, the number of items in surveys and the speed of reporting. Our surveys are currently used by many customers. They are the Group's core services.

Our highly reliable data provides an accurate picture of market conditions. It is widely used on the front lines of marketing activities as a de facto standard. Our surveys are an important source of information that supports companies in making decisions.

### Nationwide Retail Store Panel Survey

What items are being sold, when, where and for how much?

A wide range of POS data covering foods, beverages, household goods, over-the-counter drugs and other products is collected from approximately 6,000 major retailers nationwide, including supermarkets, convenience stores, drug stores and specialty stores. The data boasts unrivaled strength and is used as the standard index in various industries.



### Nationwide Consumer Panel Survey

Which households and individuals are buying what, where, and for how much?

Smartphone apps are used by a nationwide collection of approx. 70,000 male and female panelists between the ages of 15 and 79 to collect purchasing data on foods, beverages, household goods and other products consumed both inside and outside the home. This is Japan's largest consumer panel survey, providing insight based on high-quality data that gives a detailed picture of consumer purchasing behavior.



**Marketing Support  
(Consumer Goods & Services)**

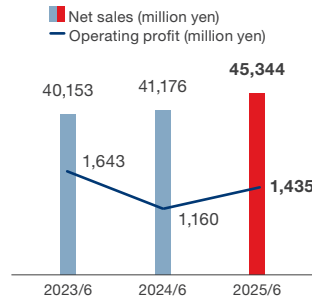


**Ayumi Higaki**

Director

In charge of Marketing Support (Consumer Goods and Services) Domestic and Overseas Business, MIRAI Innovation

**Net Sales and Operating Profit**



**Major Customers**

Manufacturers of consumer goods (food, beverages, household goods) / durable consumer goods (automobiles, home appliances, apparel, etc.) / finance / communications / advertising / IT / government offices, etc.

The business supports marketing activities primarily through INTAGE Inc., with scientific research and analysis that supports effective decision-making for all manner of marketing issues that companies face. Using panel surveys, the core product of the business, INTAGE identifies the details of sales and trends in purchases based on its proprietary collection of consumer purchase and retail store sales data. They have been used by consumer goods manufacturers and many other customers as the standard indicator in the industry. In our custom research, we select the optimal research methods in accordance with issues faced by the individual company and draw deep insights using our unique analytical capabilities. By doing this, we provide appropriate marketing support to customers in a wide range of industries.

**Marketing Support  
(Healthcare)**

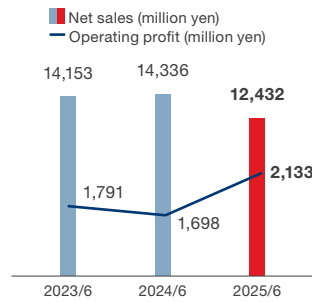


**Keita Murai**

Senior Executive Officer

In charge of Marketing Support (Healthcare)

**Net Sales and Operating Profit**



**Major Customers**

Pharmaceutical (OTC and prescription drugs) companies / medical device manufacturers, etc.

This business, working primarily through INTAGE Healthcare Inc., provides pharmaceutical companies with support for marketing activities, promotion support, analysis of prescription information, and other services.

For prescription drugs, we conduct surveys of medical professionals, patients, their families, and other subjects regarding actual medical practices and promotional activities. For over-the-counter (OTC) drugs, we provide panel surveys and custom research, etc., using data from retail stores and consumers' purchase histories. This enables us to provide a wide array of research and analysis services related to healthcare.

Note: The contract research organization (CRO) business was transferred to Alfresa Holdings Corporation on September 2, 2024.

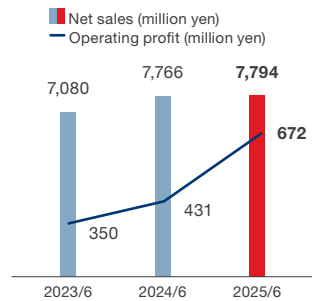
**Business Intelligence**



**Kazuko Sakai**

Senior Executive Officer and CIO in charge of Business Intelligence

**Net Sales and Operating Profit**



**Major Customers**

Pharmaceutical companies / transportation / travel and tourism / publishing / others (provision of healthcare management services regardless of industry)

This business is operated primarily through INTAGE TECHNOSPHERE Inc., and it serves core functions including the provision of IT infrastructure and the promotion of the DX of customers and the entire INTAGE Group.

We help drive DX using AI, advanced data handling, and data utilization technologies, leveraging the knowledge that we have honed through many years of working in the data businesses and our extensive track record in system development and operation, BPO, and data center operations. We help companies enhance their competitiveness through data infrastructure and utilization solutions. We support DX initiatives in each industry, in addition to other services we provide. We also work to build, operate and maintain information infrastructure and security measures for the INTAGE Group as a whole. Through these efforts we support the Group's creation of value and sustainable growth through offensive DX and defensive IT, which together form an integral pair.