



# RESOLVING SOCIAL ISSUES

Through the utilization of data, the INTAGE Group solves the issues faced by customers, and by extension contributes to the formation of a better society and to the healthy lives of consumers. Tackling materialities (key sustainability issues) strengthens the relationship of trust with stakeholders and helps the Group live up to the demands and expectations of society. By enhancing both corporate and social values, we will contribute to sustainable corporate growth and the development of society.

## Materialities of the INTAGE Group

Contribution to resolution of social issues through the Group's operations

### MATERIALITY 01

We contribute to the enhancement of the business value of our customers by utilizing data from the perspective of consumers

### MATERIALITY 02

We ensure proper handling of personal information and information security

### MATERIALITY 03

We encourage cooperation with industry, government, and academia, promote inter-industry collaboration and create innovation.

### MATERIALITY 04

We foster and produce human resources that will lead the future

## Use of disease data to support pre-symptomatic disease control measures

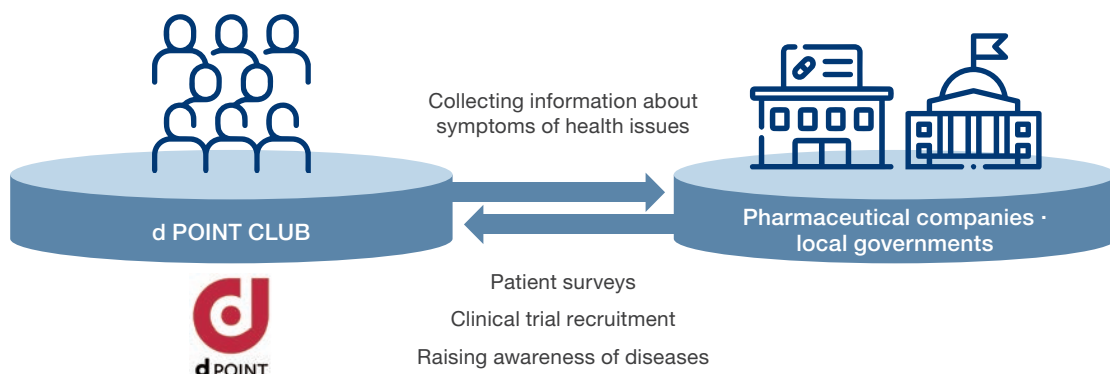
MATERIALITY 01

As challenges emerge, such as the need to establish a sustainable social security system and extend the healthy lifespan of people, measures to control pre-symptomatic diseases to prevent illness or halt the progression of disease are growing increasingly important. However, there are people who do not seek medical attention or self-medication even though they have noticed symptoms.

In cooperation with NTT DOCOMO, INC. (hereafter, "DOCOMO"), INTAGE Healthcare Inc. (hereafter, "INTAGE Healthcare") began a survey of members of d POINT CLUB, the membership base of DOCOMO. This survey is dedicated to collecting data about symptoms of health

issues. As of November 2025, INTAGE Healthcare has collected data about the symptoms of health issues experienced by approx. 900,000 d POINT CLUB members. The data will be used mainly for patient surveys and clinical trial recruitment by pharmaceutical companies and local governments as well as to increase d POINT CLUB members' awareness of disease, encouraging them to seek medical attention or self-medication to promote the control measures of pre-symptomatic diseases.

It is hoped that the combination of INTAGE Healthcare's research capabilities and DOCOMO's membership base will help solve negative issues in medical care.



# THROUGH OUR BUSINESS ACTIVITIES

## Industry-Academia Collaboration Initiatives

MATERIALITY 03

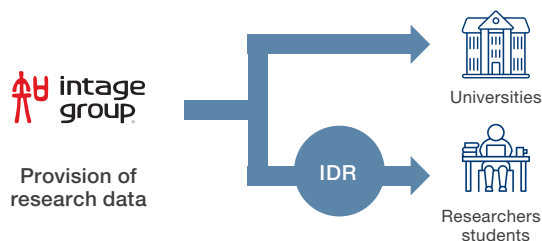
MATERIALITY 04

The cultivation of data science talent who will support an advanced information society and the promotion of innovation through collaboration with educational institutions are challenges for all industries. INTAGE Group promotes collaboration between industry and academia

### Provision of Company Data

We supply various research data to universities and research laboratories as learning and research materials. By using “live” data that is actually used in business, we provide students with opportunities to experience the process of trial and error in real analysis.

In addition, to make data widely available to individual researchers, students and others, we also provide data to the Informatics Research Data Repository (IDR) operated by the National Institute of Informatics.



 **Informatics Research Data Repository,**  
National Institute of Informatics  
<https://www.nii.ac.jp/dsc/idr/en/>

in various ways utilizing our strength in handling data, including through the initiatives described below. In addition to contributing to solving the issues described earlier, these activities help raise the profile of the Group and expand hiring opportunities for future talent.

### Off-site Classes Given by Employees

As a part of collaboration with educational institutions, the Group employees work as instructors for classes on marketing research, data analysis and statistics at universities across Japan.




A class being taught by an employee (Marketing research being taught at Chukyo University's Faculty of Commerce)

### Marketing Research Card Game

We developed a card game to enable people to virtually experience marketing research, aiming to increase interest in marketing research. This game enables players to enjoy learning how to make a hypothesis, collect necessary information, and test their hypothesis. It is used in classes taught at elementary, junior high and high schools and seminars at universities.

 **Information about the Marketing Research Card Game** (Japanese only)  
<https://www.intageholdings.co.jp/rd/lp/researchcard-game>

 **The card game was played in a class at Aoyama Gakuin Senior High School.** Details of this activity were reported by Aoyama Gakuin Plus+, the official owned media of Aoyama Gakuin. (Japanese only)  
[https://aogakuplus.jp/now/20241212\\_01/](https://aogakuplus.jp/now/20241212_01/)



### Support for marketing data science education at high schools, mainly including commercial high schools

As an initiative to support marketing and data science classes, we visit schools and teach classes in cooperation with the National Supermarket Association of Japan, the Zenkoku Shogyo Koto Gakko Kyokai (national commercial high school association), and the Zenkoku Shogyo Koto Gakko Kocho Kyokai (national association of principals of commercial high schools).

As a practical assignment in marketing classes taught at commercial high schools, students use our data to conduct data analysis tasks to learn about examples of marketing research in society and the methods for conducting it. This increases their understanding of marketing research and data science. It is also expected to foster future researchers and encourage them to participate in surveys as panelists.

To expand this initiative further in the future, we are also considering providing free teaching aids about marketing and data science.



A class taught at Utsunomiya Commercial High School