

Supplementary Materials for Consolidated Financial Results for the Nine Months Ended March 31, 2024

INTAGE HOLDINGS Inc.

Security code: 4326

May 9, 2024

Summary of Consolidated Statements of Income

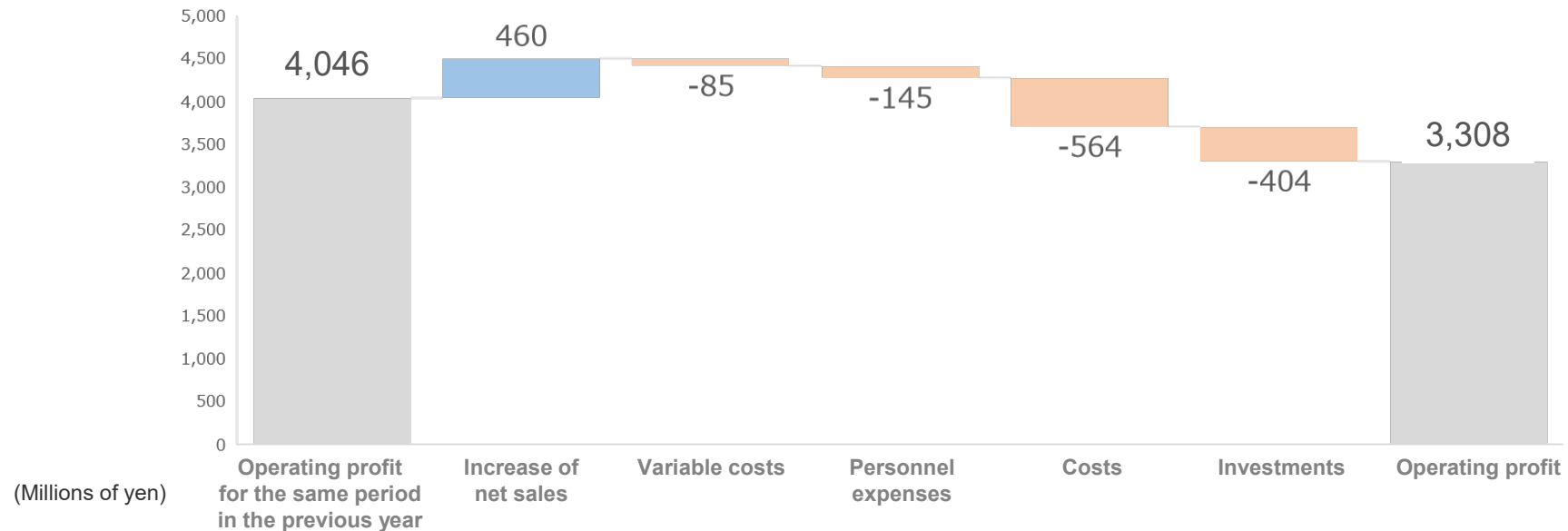
During the nine months under review, profits declined from the previous year. Net sales rose due to increased sales at INTAGE Inc., INTAGE TECHNOSPHERE Inc., and KYOWA KIKAKU LTD. However, the effect of the increase in sales was more than offset, mainly by an increase in personnel expenses and costs associated with strengthening the organization in anticipation of the growth of sales, a rise in investment in the expansion of business areas and expenses related to the capital and business alliance with NTT DOCOMO, INC.

Consolidated Statement of Income

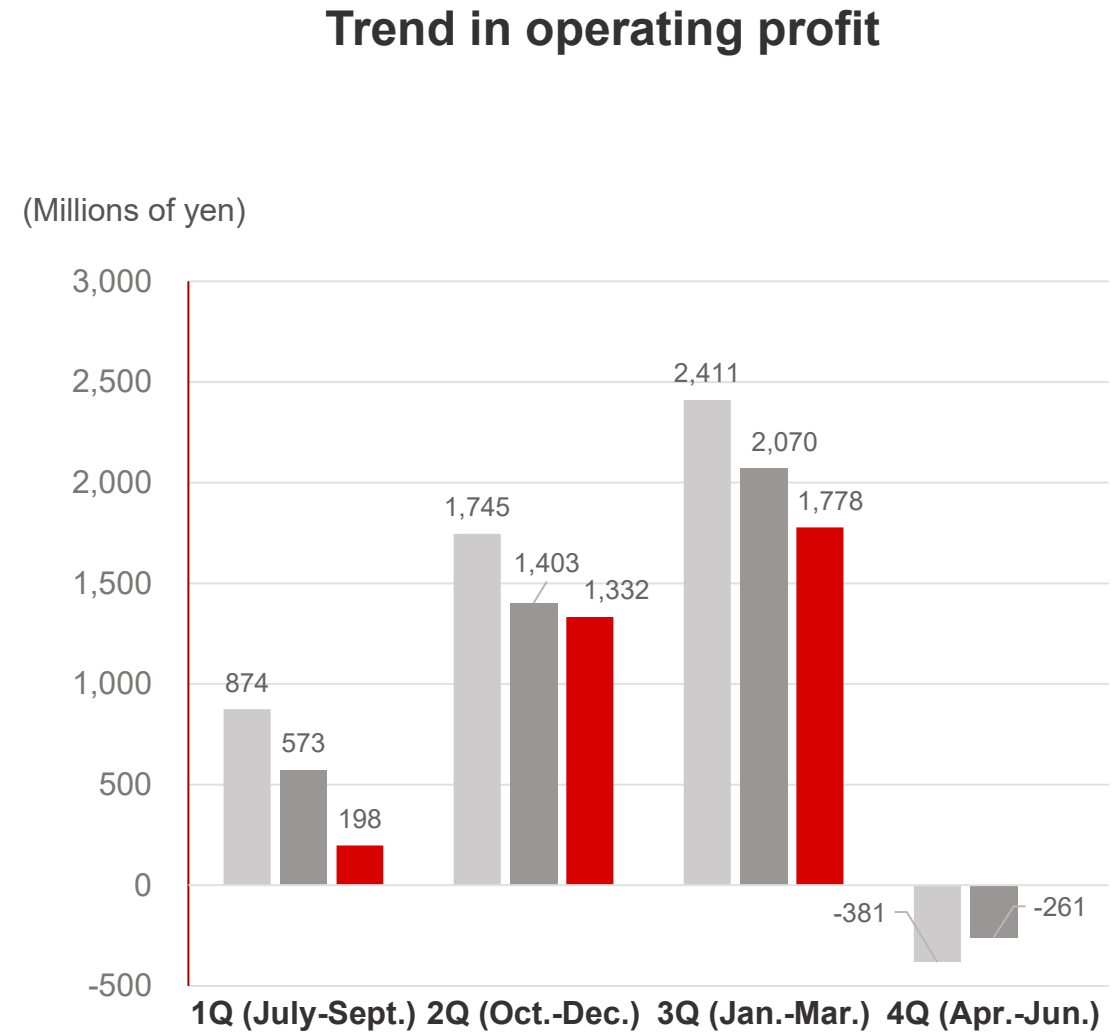
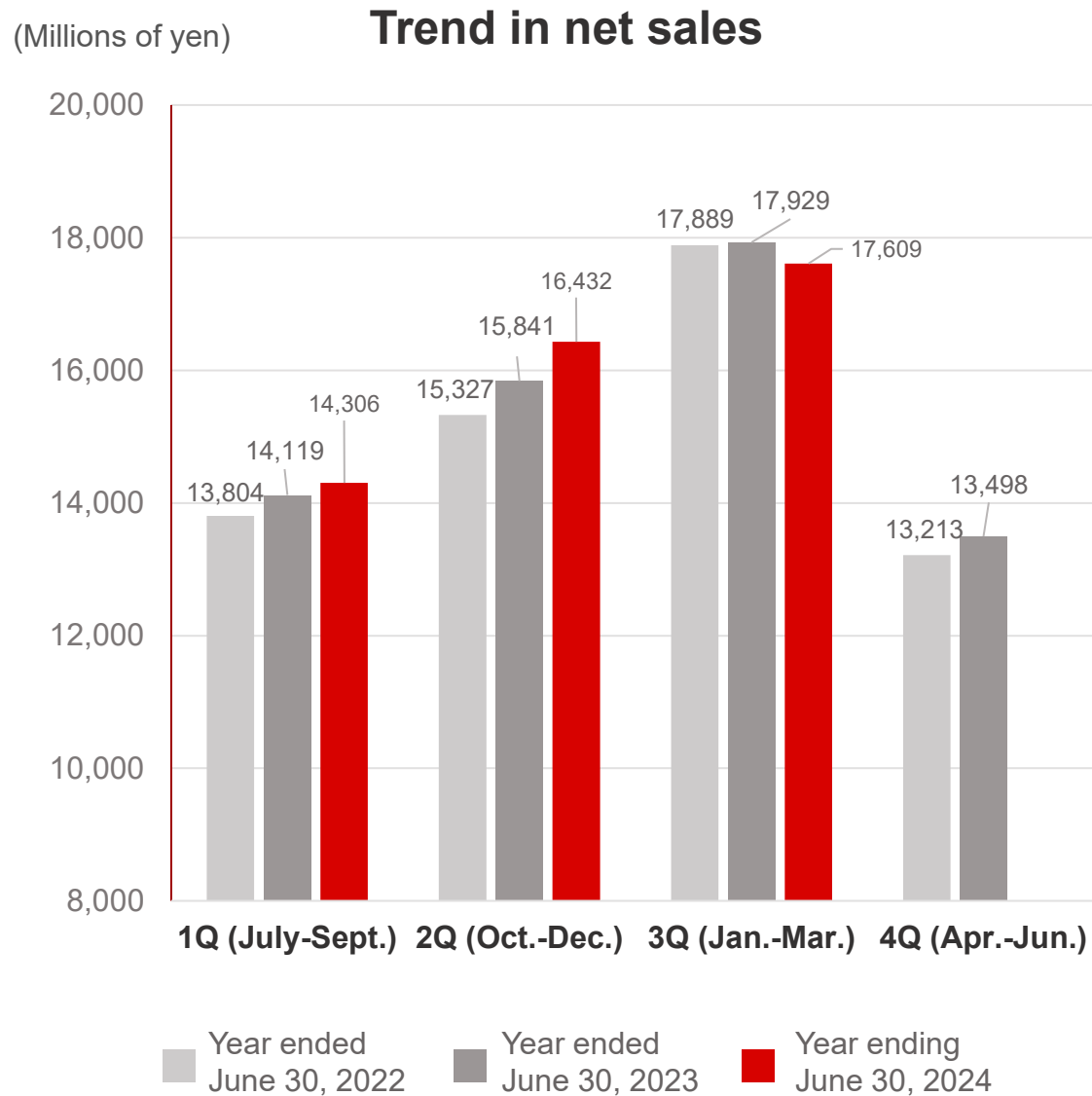
(Millions of yen)

	9 months ended Mar. 31, 2022	9 months ended Mar. 31, 2023	9 months ended Mar. 31, 2024	Y/Y (%)	Full-year plan
Net sales	47,020	47,889	48,348	+ 1.0	64,500
Operating expenses	41,989	43,842	45,040	+2.7	—
Operating profit	5,030	4,046	3,308	-18.2	4,000
Ordinary profit	5,250	4,225	3,554	-15.9	4,300
Profit attributable to owners of parent	3,842	3,767	2,394	-36.5	3,000
EPS (yen)	96.75	97.71	62.84	—	78.80

Sales increased, but fell short of the plan. The effect of the increased sales (¥460 million) was more than offset by increases in personnel expenses (¥145 million), costs (¥564 million), and investments (¥404 million). Operating profit declined.



Net sales	- Net sales increased chiefly due to an increase in sales at INTAGE Inc. and INTAGE TECHNOSPHERE Inc. and large projects at KYOWA KIKAKU Ltd. in healthcare. However, net sales fell short of the plan.
Costs and personnel expenses	- Personnel expenses increased due to an ahead-of-schedule increase in the size of the workforce in anticipation of higher sales. Outsourcing costs, including system usage fees, also increased. - Expenses related to capital and business alliance with NTT DOCOMO, INC. rose.
Investments	- Investments in the revamp of SCI and the CX Marketing Platform increased



Forecasts for the Fiscal Year Ending June 30, 2024 Remain Unchanged

(Millions of yen)		Results for 9 months of year ending June 30, 2024 (A)	Full-year plan for year ending June 30, 2024 (B)	Progress vs full-year plan (%)	4Q ((B)-(A)) of year ending June 30, 2024	(Reference) Full-year results for year ended June 30, 2023
Consolidated	Net sales	48,348	64,500	75.0	16,152	61,387
	Operating profit	3,308	4,000	82.7	692	3,785
	Ordinary profit	3,554	4,300	82.7	746	4,073
	Profit attributable to owners of parent	2,394	3,000	79.8	606	3,505

Business environment and full-year plan

Business environment (1): Net sales at INTAGE Inc. in 3Q, the busy season, rose from the previous year, but fell short of the plan, reflecting the tighter budgets of certain customers. Meanwhile, mainstay panel surveys attained brisk results. INTAGE Research Inc. has won a large government project and is expected to recognize revenue from this from 4Q.

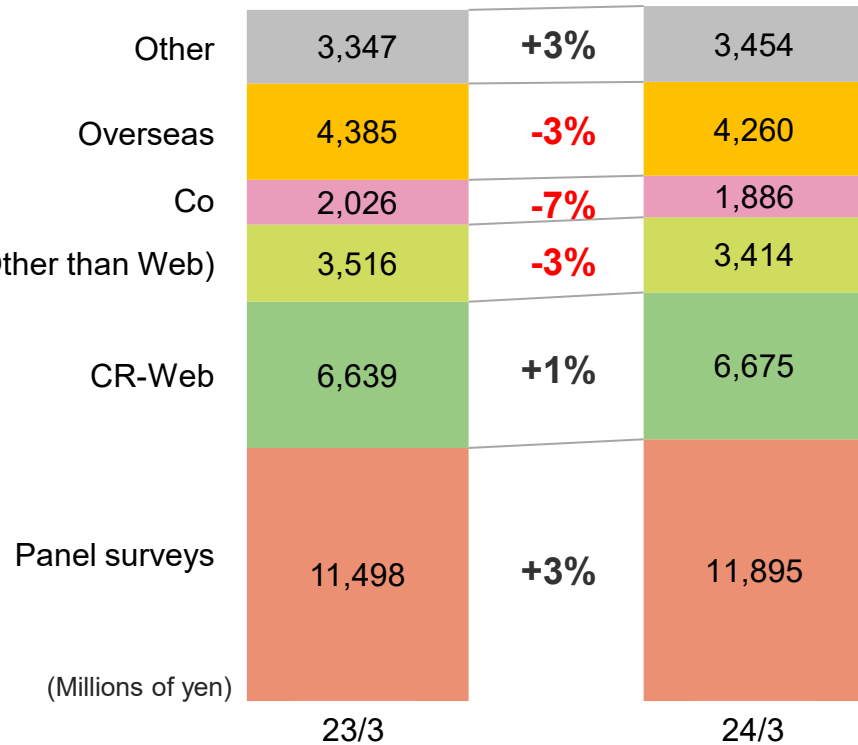
Business environment (2): Demand for healthcare research continued to improve. KYOWA KIKAKU Ltd.'s results got a boost from new drug promotions and seminars for certain large projects. Meanwhile, results in the CRO business fell short of the plan and the previous year. This was not offset by the positive results in the other business areas. We expect that these trends will continue this fiscal year.

Business environment (3): In the Business Intelligence segment, SI projects in the travel industry and support for digital transformation, including the construction of data integration infrastructure in collaboration with partners, performed well and contributed to net sales and profits.

Full-year plan: Despite the slow progress as of the end of 3Q, we have left our full-year forecast unchanged, taking the above business environment into consideration.

The above forecast has been prepared based on information that is currently available to the Company and is subject to high levels of uncertainty. Actual results may differ from the forecast.

Net sales breakdown by product



(Millions of yen)

- Other:** Public-sector projects, Rnl's CODE, etc.
- Overseas:** Sales from overseas subsidiaries (excluding healthcare)
- Co:** Communications area (i-SSP, Media Gauge, di-PiNK, etc.)
- CR (Other than Web):** Custom research through methods other than Internet surveys (such as qualitative research, offline survey, and outbound)
- CR-Web:** Internet surveys of custom research areas
- Panel surveys:** SRI+, SCI, etc.

Sales increased, but profit decreased

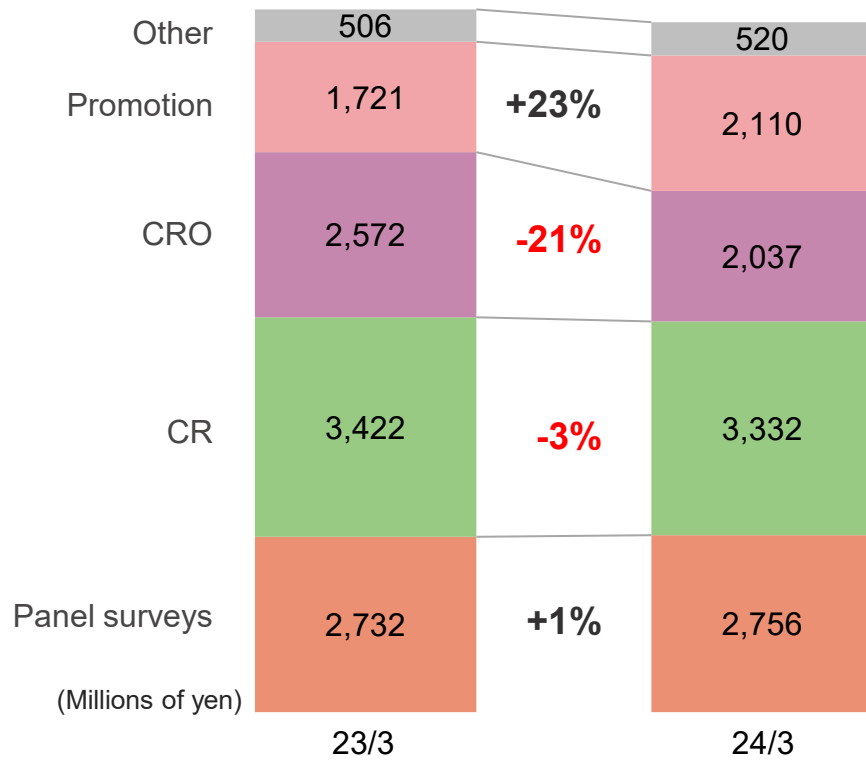
(Millions of yen)

	23/3	24/3	Y/Y	Operating profit margin
Net sales	31,413	31,586	+0.6%	
Operating profit	1,886	1,352	-28.3%	4.3%

<Financial Results Highlights>

- Panel surveys attained brisk results.
- Custom research results were mostly unchanged year on year; however, progress is less than planned, reflecting the fact that specific customers have tightened their marketing budgets.
- The field of communication was at a level lower than the previous year.
- In overseas business, sales were strong in Thailand and Singapore.
- Investment activities were carried out as planned towards establishing CX Marketing Platform and revamping SCI.
- Profit decreased, chiefly due to increased expenses reflecting an increase in investment expenses and in the size of the workforce in anticipation of higher sales. The cost increase was not offset by the increase in net sales, which was lower than forecast.

Net sales breakdown by product



- Other:** Healthcare sales of overseas subsidiaries, etc.
- Promotion:** Sales from promotion-related business conducted by KYOWA KIKAKU Ltd.
- CRO (Contract Research Organization):** Post-marketing surveillance, etc.
- CR:** Custom research mainly for pharmaceutical companies and medical device manufacturers
- Panel surveys:** SRI+, Impact Track, prescription DB, etc.

Decrease in sales and profits

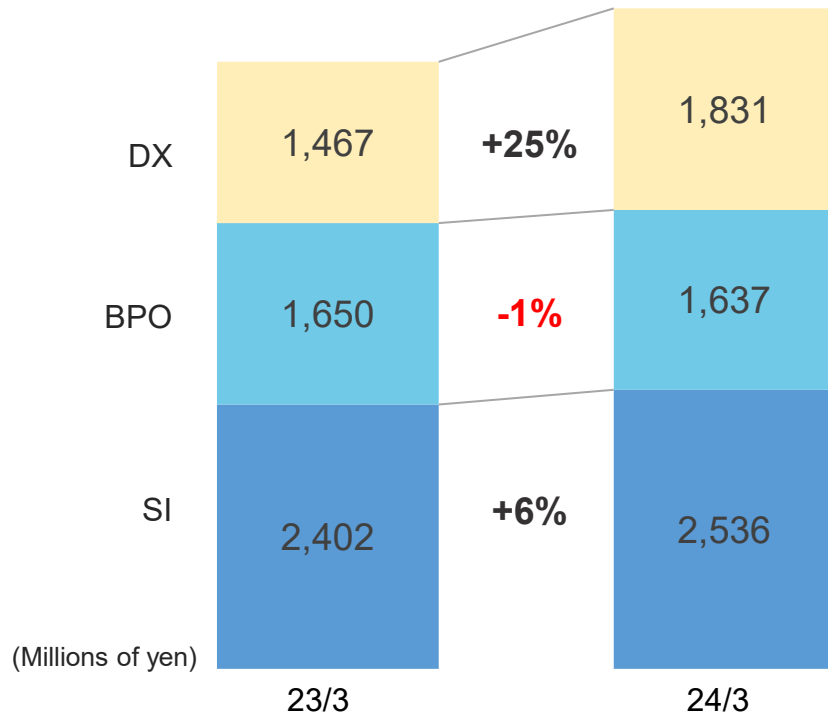
	23/3	24/3	Y/Y	Operating profit margin
Net sales	10,955	10,757	-1.8%	
Operating profit	1,639	1,407	-14.2%	13.1%

(Millions of yen)

<Financial Results Highlights>

- Research sales reflected the lack of significant projects in the same period of the previous year, but custom research in the medical field has been trending toward a recovery. Overall sales remained about the same as the previous year.
- The results of the CRO (contract research organization) business are below the level a year earlier.
We aim to create new projects by participating in conferences and promoting activities using the website.
- KYOWA KIKAKU Ltd. saw net sales rise after gaining a new drug launch project and a large project and continued working to improve the gross profit margin.
- Profit decreased owing to the impact of smaller sales of CRO.

Net sales breakdown by area



- **DX:** Support for promotion of DX-related areas in companies
- **BPO and maintenance operations:** BPO services such as business process efficiency improvement, system maintenance and management, etc.
- **SI:** System development, etc.

Increase in sales and profit

	23/3	24/3	Y/Y	Operating profit margin
Net sales	5,519	6,003	+8.8%	
Operating profit	519	548	+5.4%	9.1%

(Millions of yen)

<Financial Results Highlights>

- At INTAGE TECHNOSPHERE Inc., the order backlogs for SI projects steadily accumulated, particularly for the travel industry, exceeding the level of a year earlier.
- Sales were bullish in the DX support area and in the health information area.
- Buildsystem Co., Ltd. also achieved higher sales than in the same period of the previous fiscal year.
- Profit rose due to sales growth.

INTAGE TECHNOSPHERE Inc.'s business lineup

INTAGE TECHNOSPHERE provides IT solutions to INTAGE Group clients. It is engaged in the establishment and operation of systems, the operation of data centers, etc.
 Examples of solutions: Payment systems for travel agencies, health management support services, pharmaceutical companies' sales information systems, publishing POS systems, trade area analyses, AI solutions.



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Maximize the value of DOCOMO's customer base of approximately 100 million* and the abundance of behavioral data with the Intage Group's data handling capabilities, including data collection, aggregation, analysis and visualization

* The number of d Point Club members as of March 31, 2024

Seek to produce five synergy effects

(1) ID-based and one-stop marketing support centering on consumers for daily consumer goods manufacturers

(2) Comprehensive support for distribution and retailing value chains

(3) Entry into new business domains in the areas of customer satisfaction (CS) and employee satisfaction (ES)

(4) Full-funnel marketing support with a focus on consumers for durable consumer goods manufacturers and service operators

(5) Strengthening of capacity of healthcare-related industries to solve social issues

Progress	
Overall progress	<p>We established working group for each synergy and are promoting launch of synergy</p> <p>Synergy (1): We started co-promotions to multiple FMCG manufacturers utilizing the products and services of the Group and DOCOMO.</p> <p>Synergy (2): In the DOCOMO Retail DX Program, which DOCOMO is executing, we are preparing for a retail media PoC where the Group and DOCOMO will utilize their data.</p> <p>Overall: At company-wide meetings of INTAGE Inc., we are increasing our understanding of the significance of promoting synergy with DOCOMO.</p>
DIM becoming a subsidiary	<p>We have published a news release on our making DOCOMO Insight Marketing, INC., a joint venture of DOCOMO and the Company, a wholly owned subsidiary on July 1, 2024.</p> <p>We expect that the acquisition will enable us to achieve greater business efficiency through flexible management decision-making and the integration of manufacturing and sales, as well as a swifter customer responses and the provision of services that meet expectations.</p>
Impact on results	<p>When we announce the results for the fiscal year under review and our forecast for the next fiscal year in August 2024, we will announce the financial impact of the synergies on our results.</p>



appendix

Quarterly net sales breakdown by product

(Millions of yen)		1 Q			2 Q (Cumulative)			2 Q (Noncumulative)		
		Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024	Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024	Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024
C G & S	Panel Surveys	3,499	3,576	3,728	7,301	7,454	7,801	3,802	3,878	4,073
	CR-WEB	1,788	1,860	1,814	4,091	4,266	4,189	2,303	2,406	2,375
	CR (Other than WEB)	951	977	803	2,050	2,072	2,064	1,099	1,095	1,261
	Co	631	713	579	1,330	1,367	1,178	699	654	599
	Overseas	1,043	1,359	1,293	2,128	2,796	2,630	1,085	1,437	1,337
	Other	702	695	796	1,263	1,283	1,378	561	588	582
H C	Panel Surveys	859	848	856	1,821	1,824	1,841	962	976	985
	CR	1,030	914	872	2,435	2,247	2,365	1,405	1,333	1,493
	CRO	794	855	730	1,662	1,749	1,460	868	894	730
	Promotion	608	491	743	1,251	1,125	1,470	643	634	727
	Other	171	177	150	336	352	344	165	175	194
B I	SI	814	709	895	1,606	1,467	1,816	792	758	921
	BPO and maintenance	549	498	512	1,054	1,021	1,056	505	523	544
	DX	361	444	531	798	932	1,143	437	488	612

※ Because of changes in product categories within segment, some of the sales may differ from the sales by product disclosed until the previous fiscal year.

※ The division of the BI segment has been changed from the 4Q of the fiscal year ended June 30 of 2023, and the figures for the previous fiscal years are retrospectively revised.

Quarterly net sales breakdown by product

(Millions of yen)		3 Q (Cumulative)			3 Q (Noncumulative)			4 Q (Cumulative)			4 Q (Noncumulative)		
		Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024	Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024	Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024	Year ended June 30, 2022	Year ended June 30, 2023	Year ended June 30, 2024
C G & S	Panel Surveys	11,191	11,498	11,895	3,890	4,044	4,094	15,014	15,466	0	3,823	3,968	0
	CR-WEB	6,600	6,639	6,675	2,509	2,373	2,486	8,148	8,321	0	1,548	1,682	0
	CR (Other than WEB)	3,402	3,516	3,414	1,352	1,444	1,350	4,103	4,358	0	701	842	0
	Co	2,104	2,026	1,886	774	659	708	2,794	2,713	0	690	687	0
	Overseas	3,566	4,385	4,260	1,438	1,589	1,630	4,574	5,355	0	1,008	970	0
	Other	3,396	3,347	3,454	2,133	2,064	2,076	3,866	3,937	0	470	590	0
H C	Panel Surveys	2,712	2,732	2,756	891	908	915	3,578	3,620	0	866	888	0
	CR	3,663	3,422	3,332	1,228	1,175	967	4,507	4,422	0	844	1,000	0
	CRO	2,603	2,572	2,037	941	823	577	3,438	3,180	0	835	608	0
	Promotion	1,924	1,721	2,110	673	596	640	2,438	2,276	0	514	555	0
	Other	470	506	520	134	154	176	589	654	0	119	148	0
B I	SI	2,486	2,415	2,536	880	947	720	3,235	3,054	0	749	639	0
	BPO and maintenance	1,627	1,668	1,637	573	647	581	2,221	2,148	0	594	480	0
	DX	1,271	1,438	1,831	473	505	688	1,721	1,879	0	451	441	0

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