Supplementary Materials for Consolidated Financial Results for the Three Months Ended September 30, 2024

INTAGE HOLDINGS Inc.

Security code: 4326

November 6, 2024

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Summary of Consolidated Statements of Income

Net sales increased primarily due to sales growth at INTAGE Research, Inc., Buildsystem Co., Ltd., and Research and Innovation Co., Ltd., as well as the consolidation of DOCOMO InsightMarketing, INC. However, profit decreased chiefly due to higher personnel and other expenses associated with the inclusion of the new consolidated subsidiary and an increase in projects. Additionally, there were greater investments aimed at expanding the business domains. Profit attributable to owners of parent rose compared to the year-ago period due to a gain on sale of businesses related to the transfer of the CRO (contract research organization) business, which was recorded as extraordinary income.

Consolidated Statements of Income

(Millions of yen)

	3 months ended Sep. 30, 2023	3 months ended Sep. 30, 2024	3 months ending Sep. 30, 2025	Y/Y (%)	Progress vs full-year plan (%)	Full-year plan	2Q Plan
Net sales	**14,119**	**14,306**	**15,057**	**+5.2%**	**22.1%**	**68,000**	**32,500**
Operating expenses	**13,545**	**14,108**	**14,870**	**+5.4%**	**—**	**—**	**—**
Operating profit	**573**	**198**	**187**	**△5.7%**	**4.9%**	**3,800**	**1,100**
Ordinary profit	**907**	**314**	**106**	**△66.1%**	**2.8%**	**3,800**	**1,100**
Profit attributable to owners of parent	**691**	**150**	**1,132**	**+653.8%**	**30.6%**	**3,700**	**2,000**
EPS (yen)	**17.66**	**3.95**	**29.70**	**—**	**—**	**97.04**	**52.48**

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Executing Actions in Accordance with the Basic Policies of the Medium-Term Management Plan and Business Plan

Basic policy of the 14th Medium-Term Management Plan

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

Basic policy of the FY2024 business plan

—Synergy & Optimization— **Promoting Group synergies and optimizing core businesses**

Expanding business domains

Optimizing Group management resources

DOCOMO InsightMarketing, INC. has become a wholly owned subsidiary.

When the Company became a subsidiary of NTT DOCOMO, INC. in October 2023, it began considering making DOCOMO InsightMarketing, INC. (DIM) , which was a joint venture with NTT DOCOMO, a wholly owned subsidiary. On July 1, 2024, DIM became a wholly owned subsidiary. The Company believes that as a wholly owned subsidiary, DIM can make agile management decisions and integrate service production and sales, which will enhance business efficiency. This allows DIM to respond more quickly to customer needs and deliver services that meet customer expectations. Consequently, DIM is expected to contribute more significantly to the Company’s business results.

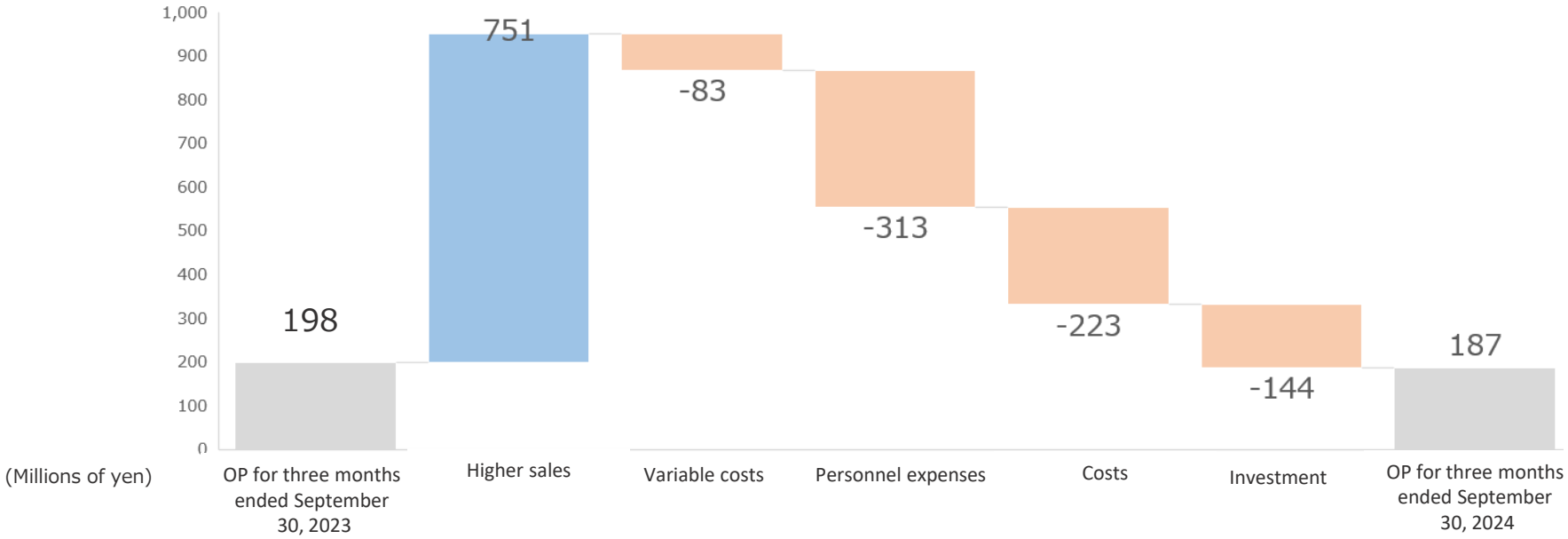
The CRO business of INTAGE Healthcare Inc. has been transferred to Alfresa Holdings Corporation.

The Company transferred the CRO business to Alfresa Holdings Corporation on September 2, 2024. The Company faces diverse challenges in the healthcare field. In this environment, the Company decided to focus on enhancing the value of data, where it excels, and to concentrate its management resources on the marketing research business and data science businesses. Alfresa Holdings is developing a comprehensive supply chain that encompasses drug development, manufacturing, sales, distribution, and PMS*. Alfresa decided that acquiring the CRO business would provide the resources, expertise, and trusting relationships with customers that would contribute to enhancing the functions of the supply chain that it is developing.

※ PMS：Post Marketing Surveillance

Factors Contributing to Changes in Operating Profit

Sales increased by 751 million yen but fell short of the forecast. The increase in sales was more than offset by an increase in expenses, including 313 million yen in personnel expenses, 223 million yen in costs, and 144 million yen in investments, leading to a decrease in operating profit.



Net sales	**- Higher sales at INTAGE Research, Inc. and Research and Innovation Co., Ltd.** **- Sales at DOCOMO InsightMarketing, INC., which has become a consolidated subsidiary in the current fiscal year, were recorded.**
Costs and personnel expenses	**- Personnel expenses increased, reflecting an increase in personnel at INTAGE, Inc. and the consolidation of DOCOMO InsightMarketing, INC. Outsourcing costs and expenses related to product procurement and data purchase rose due to increased projects and the consolidation of DOCOMO InsightMarketing.**
Investment	**- Investments in the revamp of SCI and the CX Marketing Platform increased.**

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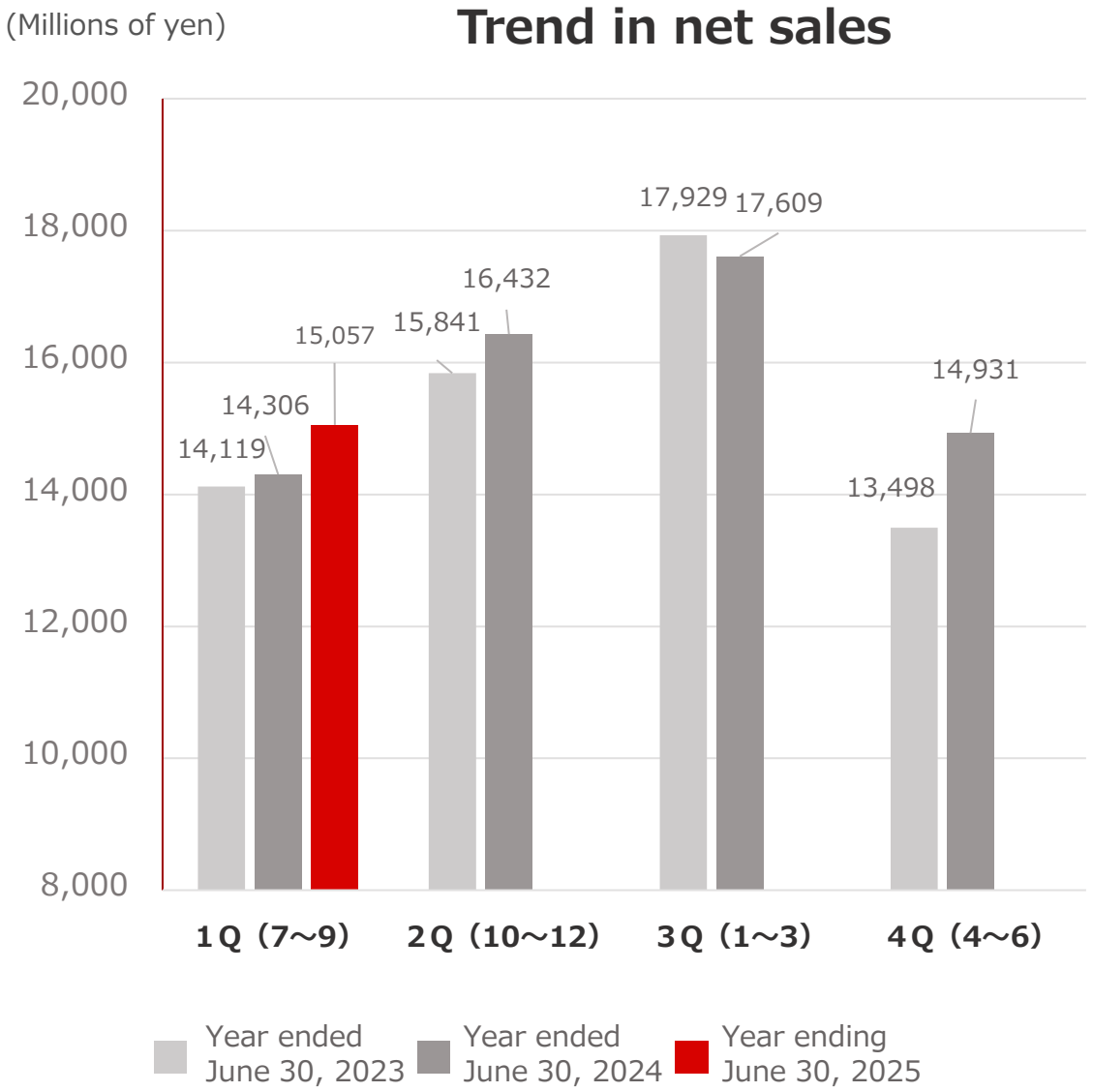
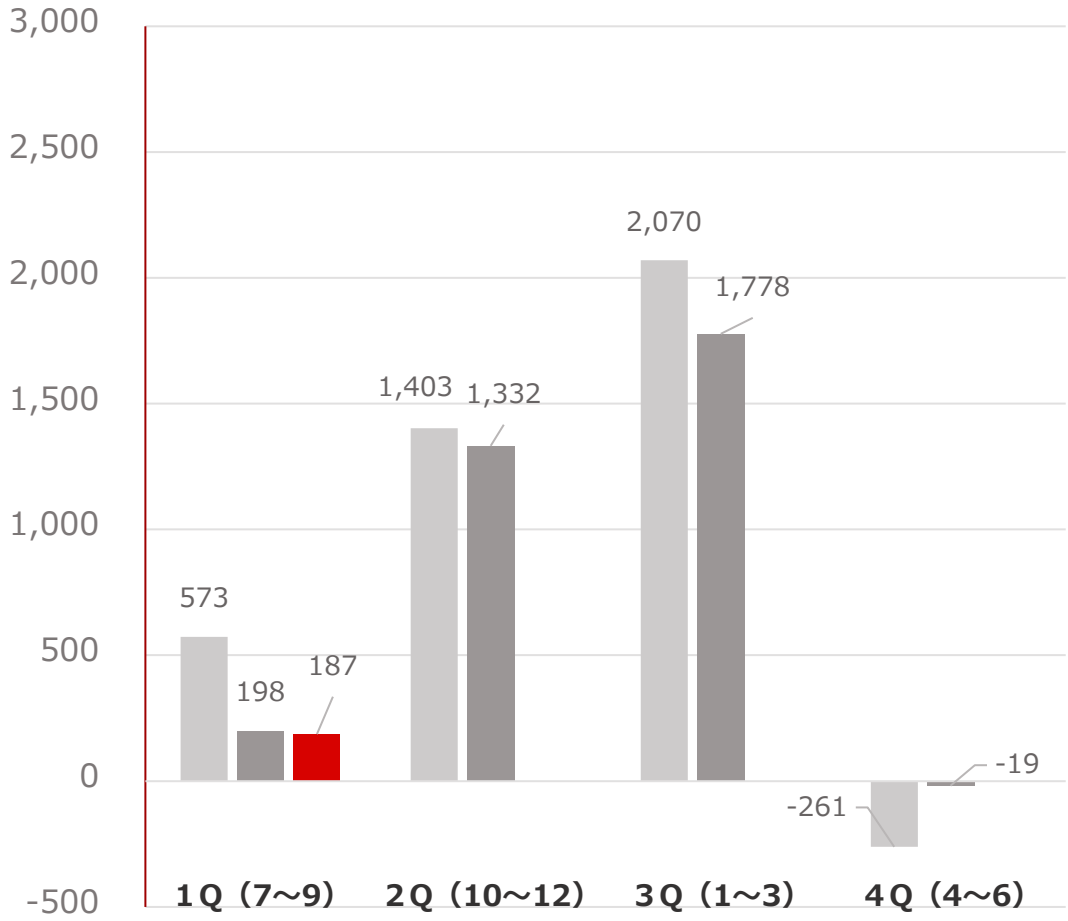
Trend in quarterly results

Trend in net sales



Trend in operating profit



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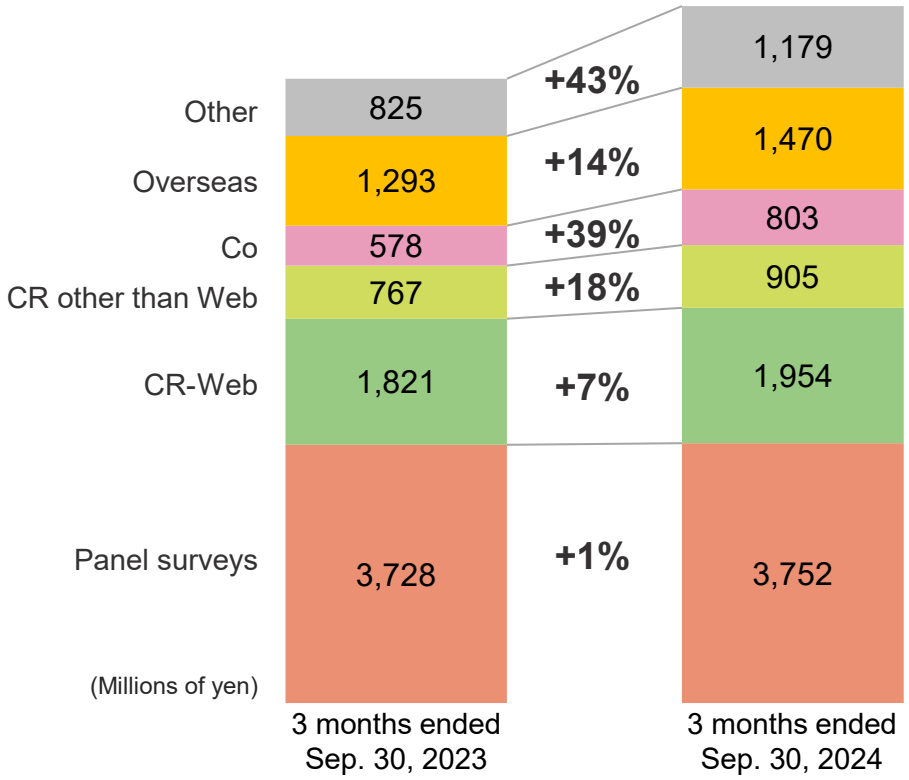
Performance by Segment: Marketing Support (Consumer Goods & Services)

Net sales breakdown by product



- **Other:** Public-sector projects, RnI'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.

(Millions of yen)

	23/9	24/9	Y/Y	Operating profit margin
Net sales	9.015	10,066	+11.7%	
Operating profit	-295	-290	-	-

<Financial Results Highlights>

- The results of the mainstay panel surveys and customer research were mostly unchanged year on year.
- INTAGE Research, Inc. and Research and Innovation Co., Ltd. posted healthy sales.
- DOCOMO InsightMarketing, INC., which was consolidated in the current fiscal year, made a significant contribution to the increase in net sales.
- In overseas business, sales increased year on year.
- Despite the increase in sales, the Company recorded an operating loss that was roughly equal to the year-ago level. This loss was primarily due to investment expenses, personnel expenses, and upfront expenses related to launching a new business anticipated to create synergies with NTT DOCOMO, INC.

***Sales of DOCOMO InsightMarketing, INC are recorded in CR, Co and Other in the left graph.**

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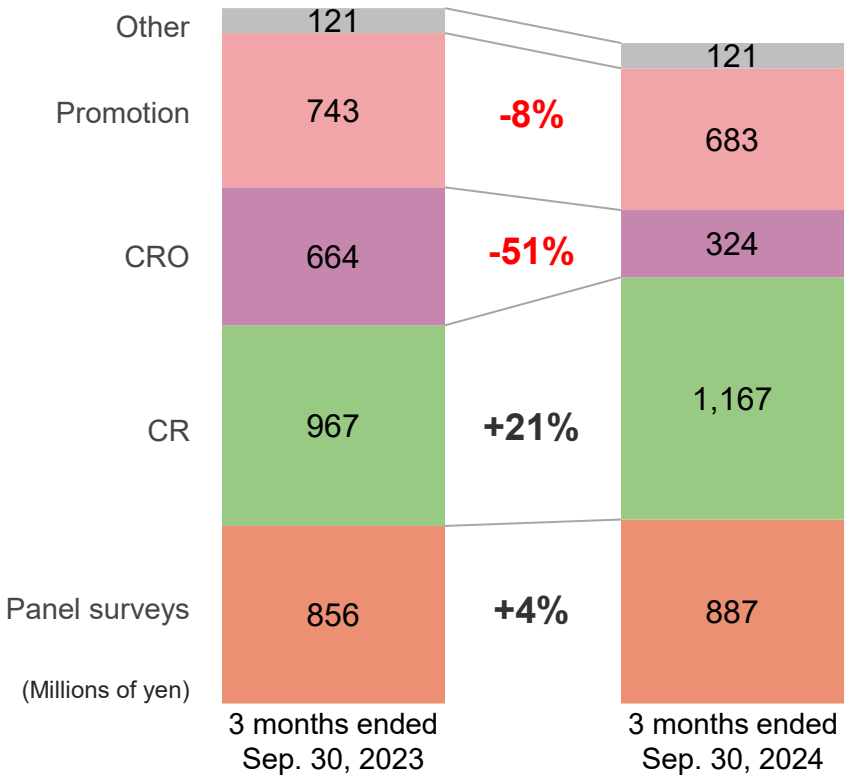
Performance by Segment: Marketing Support (Healthcare)

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.

(Millions of yen)

	23/9	24/9	Y/Y	Operating profit margin
Net sales	3,353	3,184	-5.0%	
Operating profit	255	279	+9.8%	8.8%

<Financial Results Highlights>

- Despite a decline in sales from selling the CRO business, segment profitability improved significantly.
- Both net sales and operating profit from custom research in the medical field of the mainstay research business of INTAGE Healthcare Inc. exceeded the levels of the year-ago period.
- Custom research contributed to increase of the Segment's operating profit.

As described in the Notice of Company Split (Incorporation-Type Company Split) and Transferring Shares of a Newly-Incorporated Company by a Consolidated Subsidiary Company, and Recording of Extraordinary Profit dated June 17, 2024, our consolidated subsidiary, INTAGE Healthcare Inc. transferred its CRO business to Alfresa Holdings Corporation on September 2, 2024.

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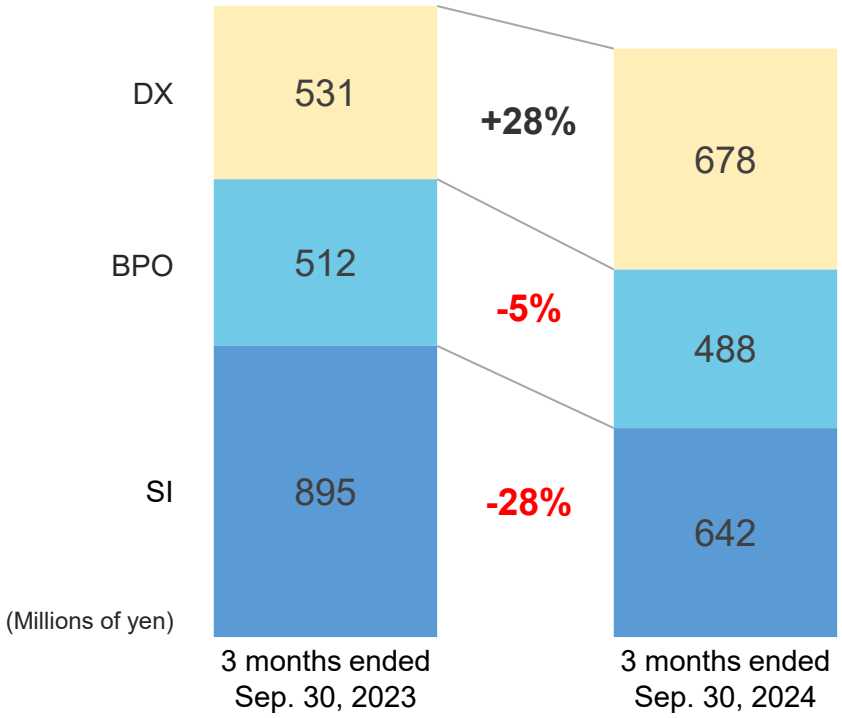
Performance by Segment: Business Intelligence

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.

(Millions of yen)

	23/9	24/9	Y/Y	Operating profit margin
Net sales	1,938	1,807	-6.8%	
Operating profit	239	197	-17.6%	10.9%

<Financial Results Highlights>

- Both sales and profit were in line with the plan.
- The data integration platform business, a new priority investment field, performed well. However, net sales were below the year-ago level due to the lack of large-scale projects in the travel area in the previous fiscal year.
- The results of Buildsystem Co., Ltd. surpassed the year-ago level due to the strong performance of low-code development projects.
- Profit also declined due to the lack of large-scale projects in the year-ago

INTAGE TECHNOSPHERE Inc. business lineup

INTAGE TECHNOSPHERE aims to provide IT solutions to INTAGE Group clients. The company's business includes building and operating systems, and managing data centers.
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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d Mileage Launched (jointly by three companies on September 17, 2024)

On Tuesday, September 17, 2024, d Mileage point rewards were launched. The new program allows customers to earn d POINTs by purchasing eligible products and registering the receipts and product barcodes. The program offers comprehensive support to manufacturers and other businesses that do not have a customer database. It helps them attain new customers, foster repeat purchases, build brand loyalty, and evaluate effectiveness using accumulated purchase data.

Overview of the program

Customers can earn stamps by purchasing eligible products and registering the receipts and product barcodes on the d POINT CLUB app, d Payment® app, or d POINT CLUB website. No specific stores or payment methods are designated, and customers can earn valuable d POINTs simply by purchasing eligible products at their usual stores with their preferred payment methods.

* d Payment is a registered trademark of NTT DOCOMO, INC.





Role of each company

NTT DOCOMO, INC.

Making the program available to d POINT CLUB members and manufacturers

INTAGE, Inc.

Providing manufacturers with integrated, data-driven marketing planning, from action plans based on consumer understanding to proposals for subsequent actions following initial implementation and effectiveness verification

Research and Innovation Co., Ltd.

Providing patents and expertise in product identification using receipts and barcodes

＊＊ For more information, please refer to the press release dated September 17, 2024 (Japanese only).
https://www.intage.co.jp/news/2736/

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appendix

Quarterly net sales breakdown by product

(Millions of yen)		1Q			2Q (Cumulative)			2Q (Noncumulative)		
		Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025	Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025	Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025
CG&S	Panel Surveys	3,576	3,728	3,752	7,454	7,801	0	3,878	4,073	
	CR-WEB	1,860	1,821	1,954	4,266	4,189	0	2,406	2,368	
	CR (Other than WEB)	977	767	905	2,072	2,064	0	1,095	1,297	
	Co	713	578	803	1,367	1,178	0	654	600	
	Overseas	1,359	1,293	1,470	2,796	2,630	0	1,437	1,337	
	Other	695	825	1,179	1,283	1,378	0	588	553	
HC	Panel Surveys	848	856	887	1,824	1,841	0	976	985	
	CR	914	967	1,167	2,247	2,365	0	1,333	1,398	
	CRO	855	664	324	1,749	1,460	0	894	796	
	Promotion	491	743	683	1,125	1,470	0	634	727	
	Other	177	121	121	352	344	0	175	223	
BI	SI	709	895	642	1,467	1,816	0	758	921	
	BPO and maintenance	498	512	488	1,021	1,056	0	523	544	
	DX	444	531	678	932	1,143	0	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.

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Quarterly net sales breakdown by product

(Millions of yen)		3Q (Cumulative)			3Q (Noncumulative)			4Q (Cumulative)			4Q (Noncumulative)		
		Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025	Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025	Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025	Year ended June 30, 2023	Year ended June 30, 2024	Year ending June 30, 2025
CG&S	Panel Surveys	11,498	11,895		4,044	4,094		15,473	16,019		3,975	4,124	
	CR-WEB	6,639	6,675		2,373	2,486		8,274	8,356		1,635	1,681	
	CR (Other than WEB)	3,516	3,414		1,444	1,350		4,406	4,197		890	783	
	Co	2,026	1,886		659	708		2,685	2,435		659	549	
	Overseas	4,385	4,260		1,589	1,630		5,355	5,374		970	1,114	
	Other	3,347	3,454		2,064	2,076		3,956	4,792		609	1,338	
HC	Panel Surveys	2,732	2,756		908	915		3,620	3,712		888	956	
	CR	3,422	3,332		1,175	967		4,422	4,540		1,000	1,208	
	CRO	2,572	2,037		823	577		3,180	2,628		608	591	
	Promotion	1,721	2,110		596	640		2,276	2,780		555	670	
	Other	506	520		154	176		654	674		148	154	
BI	SI	2,415	2,536		947	720		3,040	3,187		626	651	
	BPO and maintenance	1,668	1,637		647	581		2,125	2,087		458	451	
	DX	1,438	1,831		505	688		1,915	2,492		477	661	

※ 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.

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