Supplementary Materials for Consolidated Financial Results for the Three Months Ended September 30, 2026

November 4, 2026

INTAGE HOLDINGS Inc.

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Summary of Consolidated Statements of Income

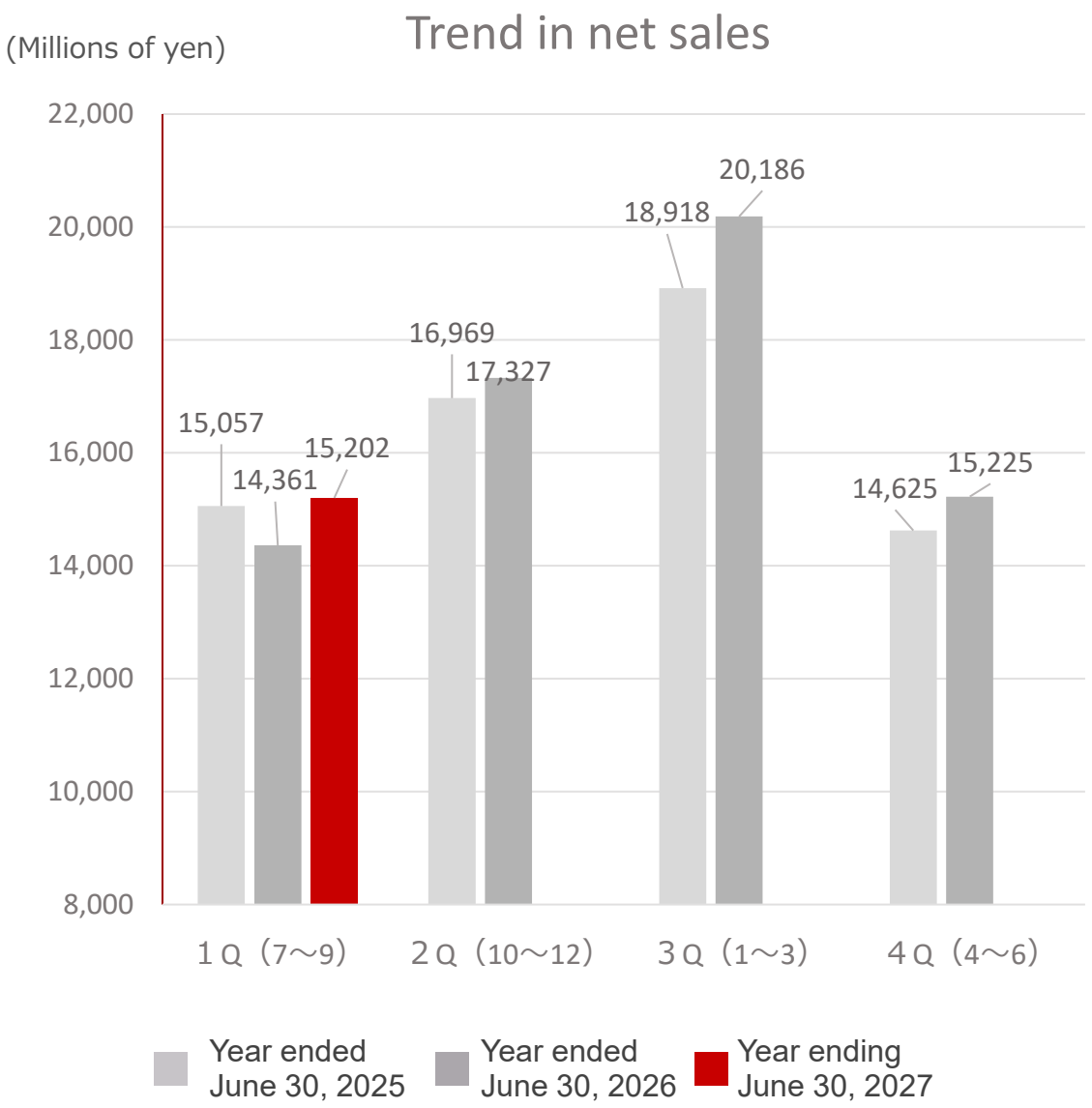
Panel surveys, custom research, and other services within the Insight segment performed steadily, resulting in consolidated net sales exceeding the previous year's level. Operating profit increased year on year, driven by revenue growth, despite higher personnel expenses for newly established organizations in preparation for the group reorganization scheduled for July 2027 and increased company-wide IT costs. Profit attributable to owners of the parent also surpassed the previous year's level.

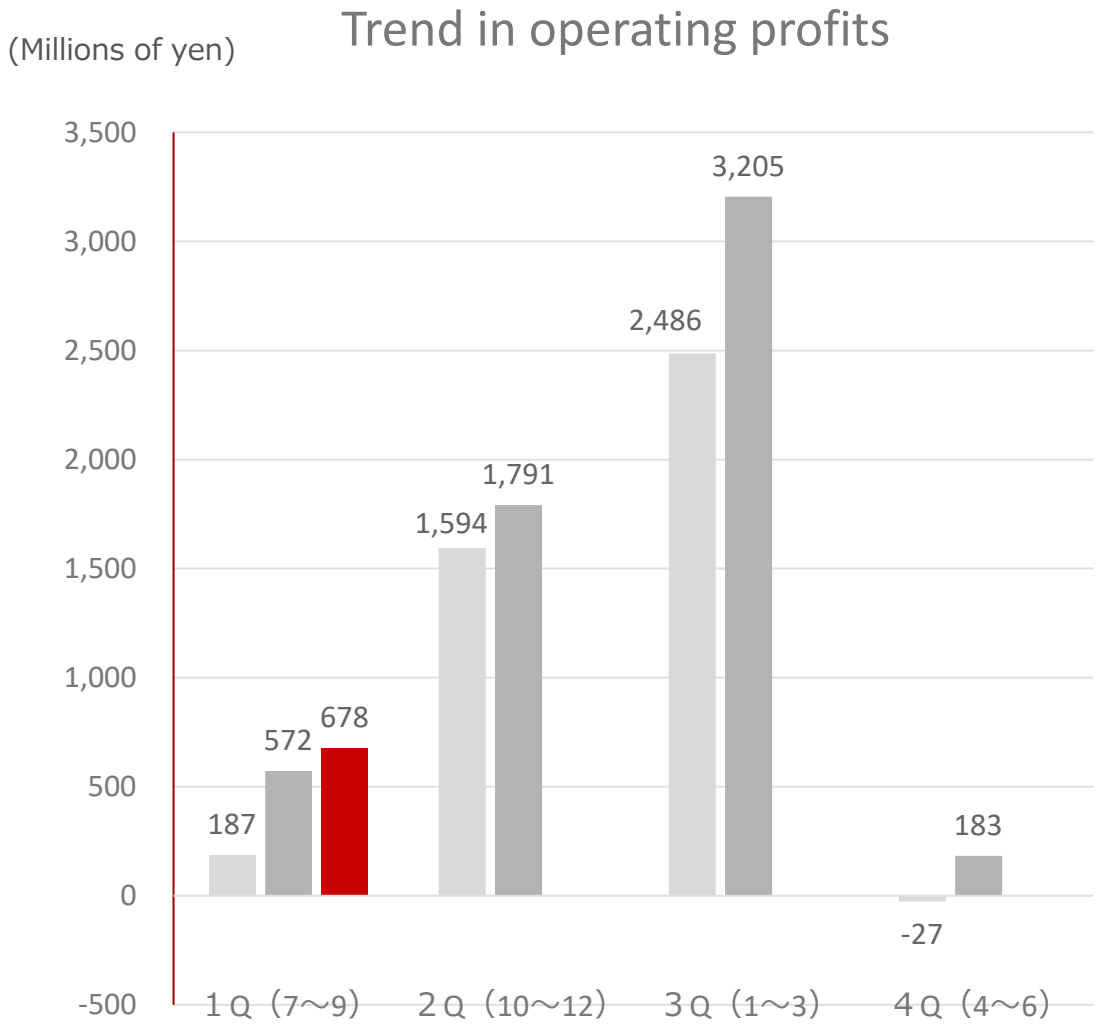
Consolidated Statement of Income

Millions of yen

	3 months ended Sep. 30, 2025	3 months ended Sep. 30, 2026	YoY	Progress vs full year forecast	Full-year forecast	2Q forecast
Net sales	14,361	**15,202**	+5.9%	46.1%	71,000	33,000
Operating expenses	13,789	**14,523**	+5.3%	–	–	–
Operating profit	572	**678**	+18.5%	27.1%	6,200	2,500
Ordinary profit	565	**690**	+22.1%	27.1%	6,250	2,550
Profit attributable to owners of parent	292	**384**	+31.4%	25.6%	4,000	1,500
EPS (yen)	7.65	**10.06**	–	–	104.68	39.26

Trend in quarterly results

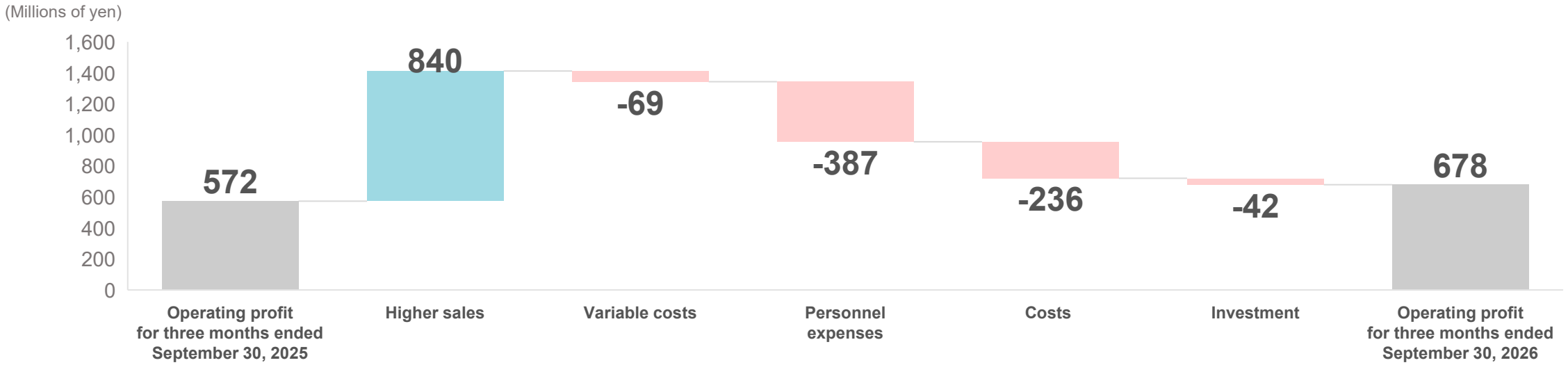




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Factors Contributing to Changes in Operating Profit

Driven by revenue growth in its core businesses, which performed solidly, the Group absorbed the increase in company-wide expenses, primarily attributable to higher personnel costs for newly established organizations in preparation for the group reorganization and increased IT infrastructure expenses, and achieved growth in operating profit.



Personnel expenses

The increase was mainly driven by higher company-wide expenses, including increased headcount and compensation associated with growing business demand, as well as personnel costs for newly established organizations established in preparation for the post-reorganization business model.

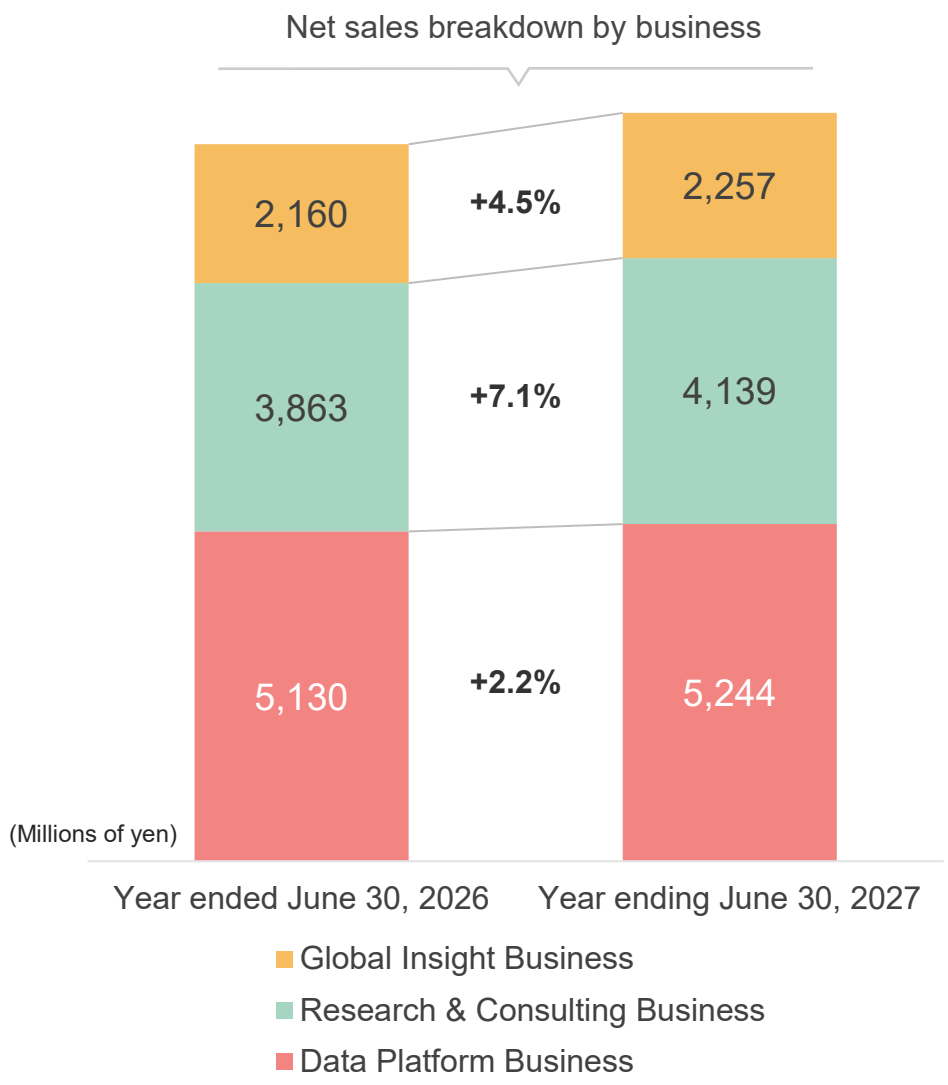
Costs

Company-wide expenses increased due to higher IT infrastructure costs, including investments in strengthened cybersecurity measures and support for business operations.

Investment

Despite the absence of expenses related to the relocation of the Nagano office that had been incurred in the previous year, costs remained broadly in line with the prior-year level, primarily due to increased investment in panel-related activities.

Performance by Segment: Insight



Note: Effective from the current fiscal year, reportable segments have been revised. Figures for FY2026 are presented based on the revised segment classification.

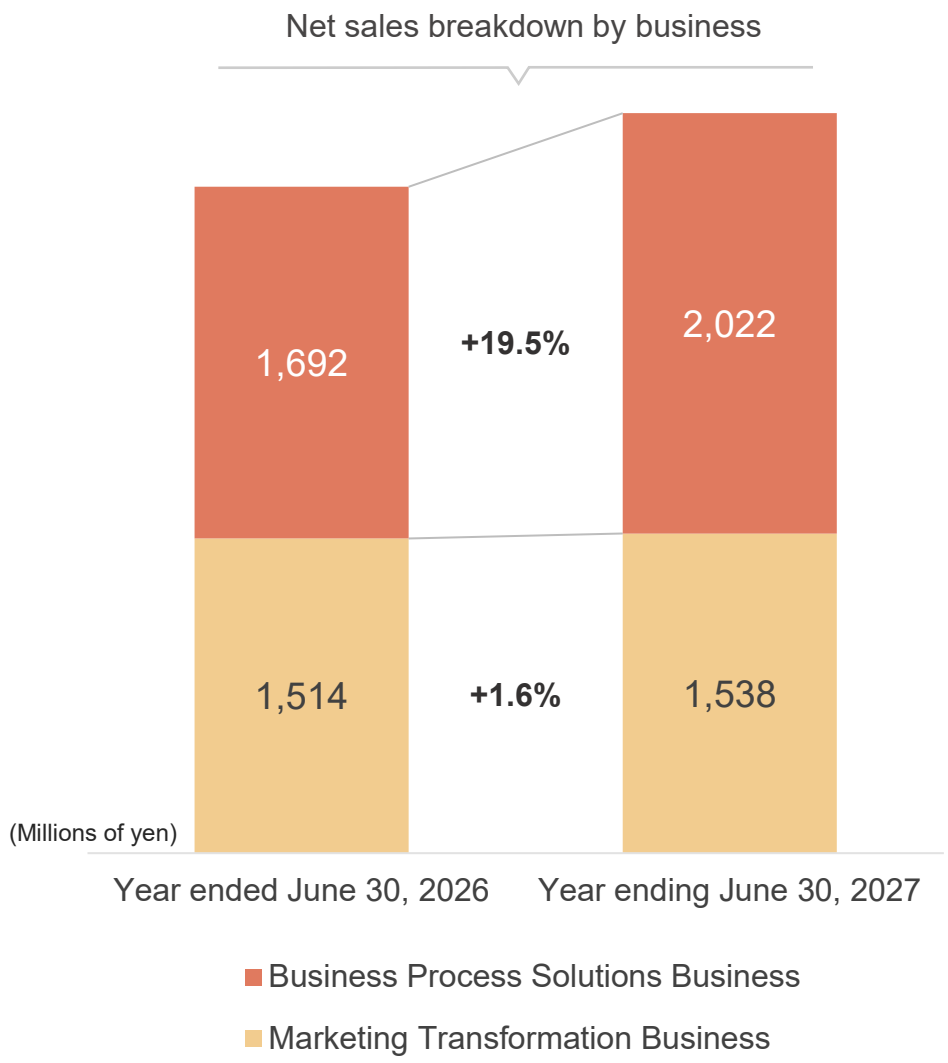
(Millions of yen)

	25/9	26/9	Y/Y	Operating profit margin
Net sales	11,154	**11,640**	+4.4%	
Operating profit	664	**536**	△19.4%	4.6%

Highlights

- The Data Platform Business achieved steady growth, supported by solid demand for core panel survey services, including SRI+, in the consumer goods sector.
- The Research & Consulting Business remained generally solid despite weakness among certain clients, with custom research in the healthcare sector showing particularly strong growth.
- The Global Insight Business saw growth in outbound healthcare research; however, global consumer goods research remained sluggish. Among overseas markets, India and Indonesia faced challenging business conditions.
- Operating profit decreased year on year, primarily due to the weak performance of global consumer goods research and the impact of higher company-wide expenses.

Performance by Segment: Data Tech



(Millions of yen)

	25/9	26/9	Y/Y	Operating profit margin
Net sales	3,207	**3,561**	+11.0%	
Operating profit	△92	**142**	-	4.0%

Highlights

- The Marketing Transformation Business expanded its communications-related services undertaken in collaboration with NTT DOCOMO, Inc. and others, while its other services also continued to perform steadily.
- The Business Process Solutions Business delivered solid results, driven by strong performance in industry-specific solutions as well as data integration platform and data utilization businesses.
- Operating profit increased year on year, supported by improved profitability resulting from the establishment of a solid business foundation for the Marketing Trasformation Business, together with the positive impact of revenue growth in the Business Process Solutions Business.

Note: Effective from the current fiscal year, reportable segments have been revised. Figures for FY2026 are presented based on the revised segment classification.

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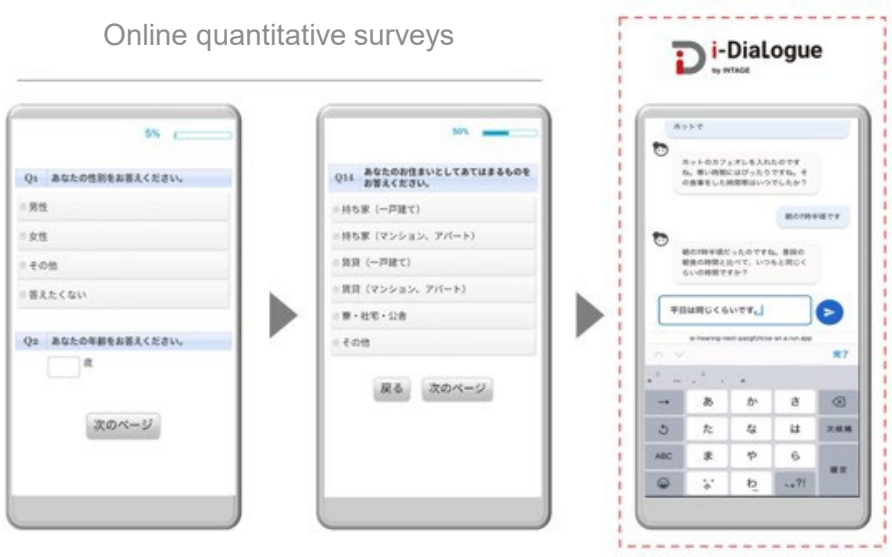
appendix

Custom Research × AI
Launched “AI Chat Interview,” a new solution leveraging the interactive AI platform *i-Dialogue*

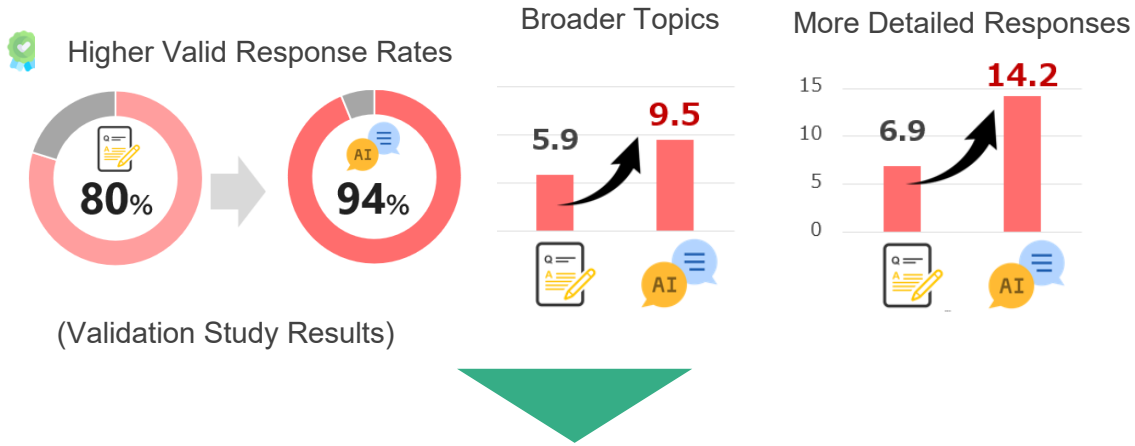
Developed *i-Dialogue*, a proprietary interactive AI platform that uncovers the context and rationale behind consumer responses through conversation, and launched a service incorporating AI Chat Interview into online surveys.

Integrated AI-powered chat interviews into the workflow of online quantitative surveys.

AI Chat Interview Interface (Example of the respondent journey from an online survey to an AI chat interview)



Solves a longstanding challenge of conventional online surveys: capturing the context and reasoning behind brief open-ended responses.



(Validation Study Results)

Leveraging the strengths of quantitative research, supported by one of the industry's largest consumer panel networks, to efficiently collect feedback from a broad range of consumers, this solution also enables the capture of specific experiences and diverse contextual insights.

Details (Japanese only) インテージ、独自の対話型AI基盤「i-Dialogue」を開発 - 市場調査・マーケティングリサーチなら株式会社インテージ

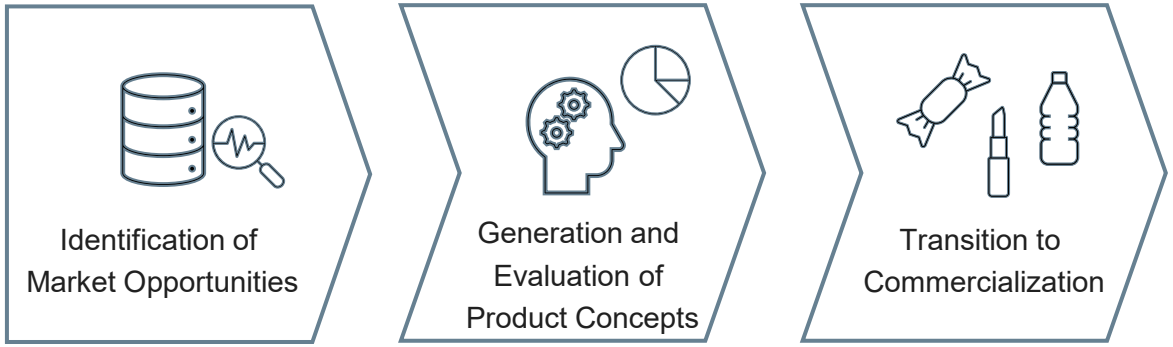
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Panel Data × AI
Reinventing Product Development for Consumer Goods Manufacturers and Retailers with Proprietary Consumer and Market Data

October 5 Announcement

Initiated a Collaboration to Co-Develop an AI-Powered Product Development Platform

INTAGE × NTT DATA × NTT DATA Business Systems



Analyze target markets and consumer segments using AI agents powered by SRI+® and SCI®

AI Integrates and Generates Winning Product Hypotheses, Including Target Consumers, Value Propositions, and Product Concepts.

Integrated with FooDesigner®, NTT DATA Business Systems' product development platform, to support the evaluation of raw materials, regulations, and Manufacturing requirements.

Integrates Consumer and Market Understanding, Product Planning, and Commercialization into a unified workflow, accelerating decision-making and significantly reducing development rework.

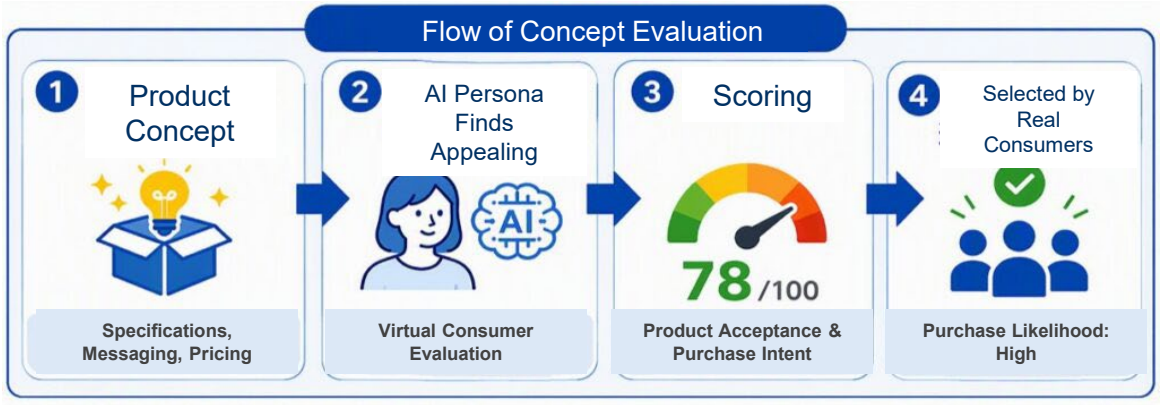
Details (Japanese only) インテージ、NTTデータグループ、AIで商品企画から処方設計までをつなぐ商品開発基盤の共同構築に向け戦略的連携を開始 - 市場調査・マーケティングリサーチなら株式会社インテージ

Announced on the same day as part of the collaboration

Launched a Joint Pilot Study on Product Concept Evaluation Using AI Personas

INTAGE × NTT DATA Business Systems

AI personas built from SCI® demographic and purchase data evaluate multiple product concepts to identify promising opportunities and target consumers early in the product development process.



Facilitates high-speed screening based on SCI® data prior to large-scale consumer research, greatly streamlining early product planning and decision-making.

Details (Japanese only) インテージとNTTデータビジネスシステムズ、「SCI®（全国消費者パネル調査）」を活用したAIペルソナによる商品コンセプト評価手法の共同検証を開始 - 市場調査・マーケティングリサーチなら株式会社インテージ

Change in Segments (Excerpt from the August 10, 2026 Earnings Presentation Materials)

Enhancing our comprehensive capabilities through the two pillars of 'Insight' —Aiming for business growth through the "deepening" and "technological advancement" of research expertise —and 'Data Tech'—which aims for business growth by "systematizing" and "supporting the utilization" of our clients' businesses

Insight Segment

- "Deepening" our expertise in understanding customers, cultivated over many years
- "Evolving" our existing research business by incorporating AI and technology
- "Expansion" through the acquisition of assets that will drive business growth both domestically and internationally

Data Tech Segment

- Support for building clients' "data infrastructure" centered on customer data
- Providing a "platform" that enables end-to-end data utilization
- Supporting "data utilization" that drives business results for our clients

Data Platform Business

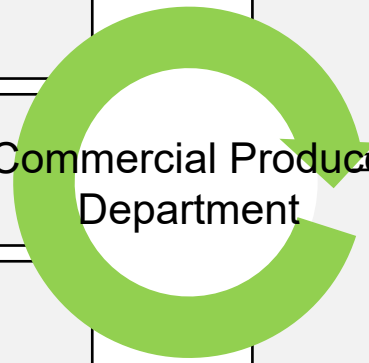
Panel data (consumers, retailers, pharmaceuticals, etc.),
and real-world data (such as medical claims and prescription information)

Research & Consulting Business

Businesses involving custom research, data analysis and interpretation,
CX consulting, and other related services

Global Insights Business

Overseas research and analysis (inbound and outbound),
Global service and solution deployment



Marketing Transformation Business

Including advertising, sales promotion, and marketing campaigns
Support for marketing decision-making and execution

Business Process Solutions Business

Data utilization areas such as system development, platform systems,
data integration and analysis services, and other data utilization areas

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