

Financial results presentation for institutional investors and analysts

Explanation Materials for Consolidated Financial Results for the Six Months Ended December 31, 2024

INTAGE HOLDINGS Inc.

Securities code: 4326

February 12, 2025

Summary of Consolidated Statements of Income

2

In the first six months, sales increased year on year, in part as a result of DOCOMO InsightMarketing, INC. (hereinafter, DIM) joining the Intage Group. Operating profit also improved, benefitting from business streamlining and measures to optimize costs including fixed cost reductions, in addition to the effects from the increase in sales. Profit attributable to owners of parent saw a significant jump due to a gain from the transfer of the CRO business.

Consolidated Statement of Income

(Millions of yen)

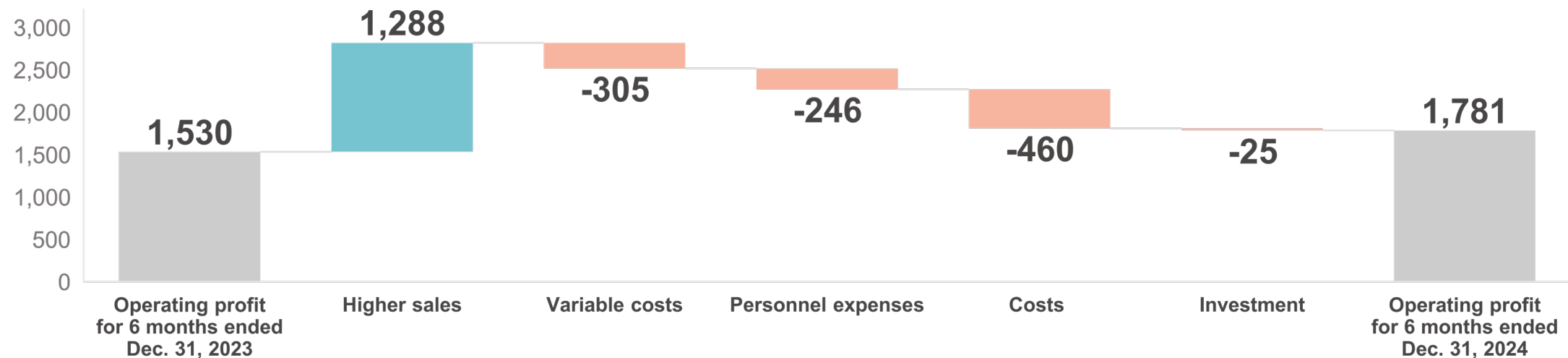
	6 months ended Dec. 31, 2022	6 months ended Dec. 31, 2023	6 months ended Dec. 31, 2024	Change from previous year	YoY
Net sales	29,960	30,739	32,027	+1,288	+4.2%
Operating expenses	27,983	29,209	30,245	+1,036	+3.5%
Operating profit	1,976	1,530	1,781	+251	+16.4%
Ordinary profit	2,213	1,640	1,744	+103	+6.3%
Profit attributable to owners of parent	1,651	1,015	2,017	+1,002	+98.8%
EPS (yen)	42.56	26.65	52.88	+26.23	—

Factors Contributing to Changes in Operating Profit (First Six Months)

3

In addition to effects from the increase in sales, growth of costs was suppressed, reflecting a focus on profits. Investments were implemented as planned.

(Millions of yen)



Net sales

✓ The recent consolidation of DIM, coupled with growth in existing businesses, contributed to the increase in profit.

Costs and personnel expenses

✓ The rate of increase was held to a level below the growth rate of net sales.

Investment

✓ Investments in the revamped SCI and other areas proceeded according to plan, around the same level as the previous year.

Summary of Consolidated Balance Sheets and Consolidated Statements of Cash Flows

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(Millions of yen)

Summary of Consolidated Balance Sheets	24/6	24/12	Increase/ Decrease	Remarks
Current assets	28,005	29,087	+1,082	Increased, reflecting increases in accounts receivable - trade and work in progress, offsetting the decrease in cash and deposits
Non-current assets	17,313	16,636	-676	Declined following a decrease in investment securities
Total assets	45,318	45,724	+405	
Current liabilities	11,890	12,355	+464	Increased, in part due to higher income taxes payable, and the switching of long-term borrowings to short-term
Non-current liabilities	988	846	-141	Decreased, chiefly due to switching of long-term borrowings to short-term, and the repayment of lease liabilities
Total liabilities	12,878	13,201	+323	
Total net assets	32,439	32,522	+82	Increased due to an increase in retained earnings, despite a decline in accumulated other comprehensive income
Total assets	45,318	45,724	+405	

Summary of Consolidated Statements of Cash Flows	23/12	24/12
Cash flows from operating activities	-1,626	482
Cash flows from investing activities	-300	1,400
Cash flows from financing activities	139	-1,776
Effect of exchange rate change on cash and cash equivalents	253	-20
Net increase (decrease) in cash and cash equivalents	-1,534	86
Cash and cash equivalents at beginning of period	12,536	11,940
Cash and cash equivalents at end of period	11,002	12,026



Cash flows from operating activities

Cash provided by operating activities increased, mainly reflecting a year-on-year increase in profit levels, in addition to increased collections from accounts receivable from the previous fourth quarter, and tax refunds for tax payments made in the previous fiscal year.



Cash flows from investing activities

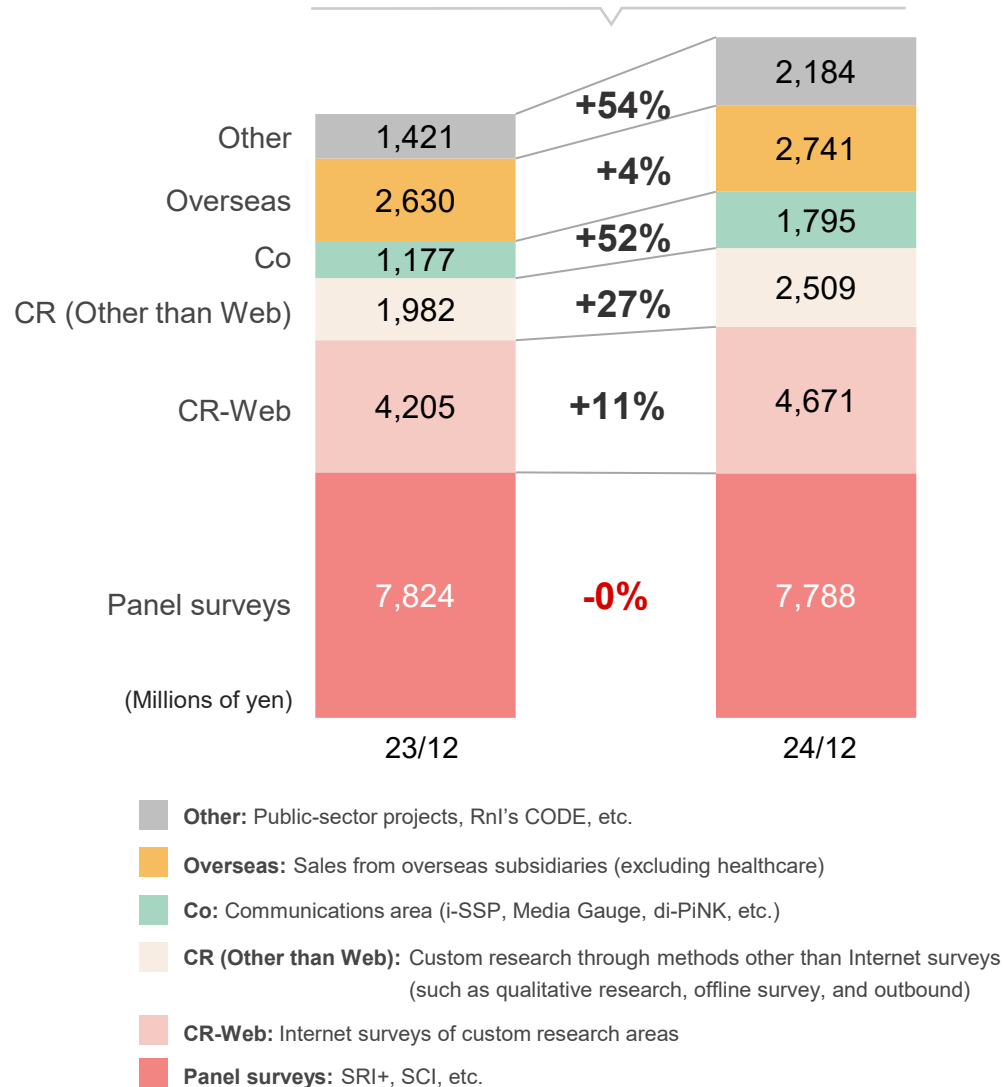
Cash provided by investing activities increased reflecting proceeds from the sale of CRO businesses, despite cash used in consolidating of DIM.



Cash flows from financing activities

Cash used in financing activities increased, mainly due to dividend payments.

Net sales breakdown by product



(Millions of yen)

	23/12	24/12	Y/Y	Operating profit margin
Net sales	19,242	21,691	+12.7%	
Operating profit	75	227	+199.6%	1.0%

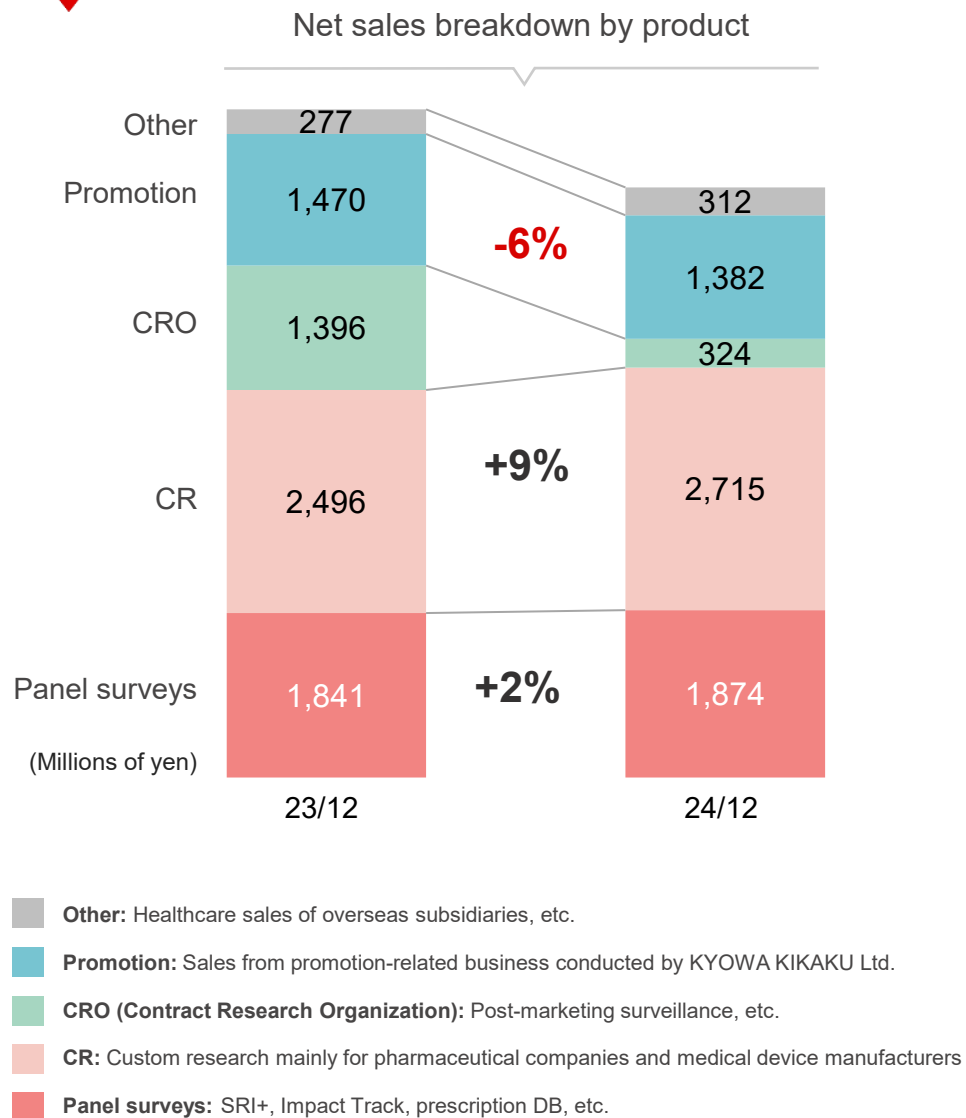
Financial Results Highlights

- ✓ Mainly due to DIM newly joining the Group, sales in the CR-Web, Co and Other segments increased significantly.
- ✓ CR (Other than Web) also performed strongly. Panel surveys remained around the same level as the previous year.
- ✓ Overseas, Singapore and the United States posted results exceeding the previous year.
- ✓ Operating profit surpassed the previous year, absorbing investment costs, increased personnel expenses and upfront expenses from the launch of a synergy product with DOCOMO.

* Sales from DIM, which was newly consolidated from this fiscal year, have been recorded across multiple products (CR-Web, Co, Other) shown under "Sales by Product" on in the figure on the left.

Performance by Segment: Marketing Support (Healthcare)

6



(Millions of yen)

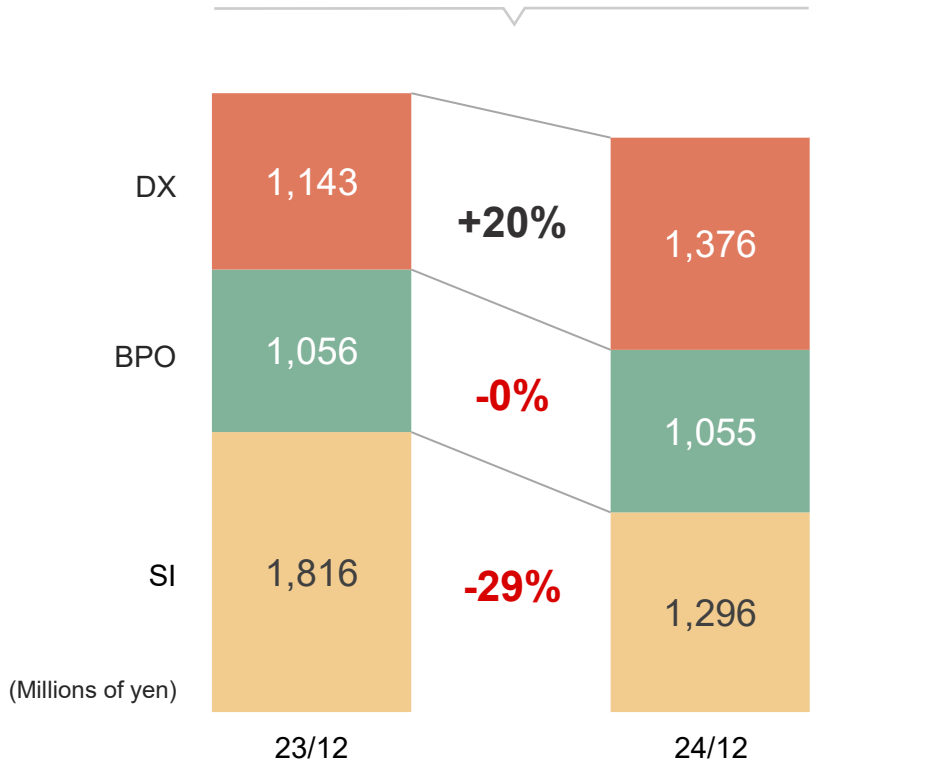
	23/12	24/12	Y/Y	Operating profit margin
Net sales	7,482	6,609	-11.7%	
Operating profit	1,098	1,186	+8.0%	18.0%

Financial Results Highlights

- ✓ CR successfully stepped up sales activities and drove overall results in the segment. Panel surveys also achieved steady results.
- ✓ Promotion underperformed compared with the previous year due to delays in project creation for the education business at KYOWA KIKAKU, Ltd.
- ✓ The strong performance of CR propelled operating profit beyond the previous year.

* As noted in the disclosure dated June 17, 2024 ("[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](#)"), effective September 2, 2024 the CRO Business was transferred to Alfresa Holdings Corporation.

Net sales breakdown by area



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

(Millions of yen)

	23/12	24/12	Y/Y	Operating profit margin
Net sales	4,014	3,726	-7.2%	
Operating profit	355	367	+3.3%	9.9%

Financial Results Highlights

- ✓ DX achieve a significant improvement over the previous year, driven by strong performance in the data integration and utilization business, which is positioned as key investment area, in addition to solid results with low-code development projects.
- ✓ SI fell short of the previous year's results due to the absence of major projects that were underway during the same period of the previous year.
- ✓ Operating profit exceeded the level of the previous year, benefitting from revised pricing and business streamlining to overcome the impact from declining sales.

INTAGE TECHNOSPHERE Inc. business lineup

INTAGE TECHNOSPHERE provides IT solutions. 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.



14th Medium-Term Management Plan Progress in Synergies with DOCOMO



Basic Policy

Towards New Portfolio as a Data + Technology Company

- Creation of new value -

Priority Issues

Group Strategy	Expanding business value with a goal of 2030 vision	Data Strategy	Promote a data strategy that increases the value of the company's data even as the market changes
Technology Strategy	Continue to take on the challenge of data utilization and DX support and cross industry boundaries	Co-creation strategy	Promote group co-creation to support the creation of new value

Key message

We will take the declining and aging population and the development of the digital society as opportunities to eliminate social losses and realize a convenient and affluent society.



We will create new value as a Data+Technology company that provides services that integrate MI and BI, rather than providing stand-alone MI and BI functions.



Existing Businesses

Traditional marketing research such as panel surveys and custom research

Future possibilities ▲

Sales continue to increase slightly, but it is difficult to expect large growth.

Key points

Emphasis on profit

Practice management focused on profit over sales

Offered value

Improved value to clients, price increases, etc.



Leading the way to growth while maintaining balance



Growth Businesses

Develop new services and solutions and create synergies with DOCOMO

Future possibilities ◎

Large investments will allow for growth in new areas.

Key points

Sales expansion

Generate projects in areas with growth potential

Emphasis on results

Quick launch of new services.

Organizational Management Policy

Eliminating individual optimization

- Aggressive elimination and consolidation of duplicated functions within the Group

Promotion of Overall Optimization

- Consolidation of common group themes such as DX promotion

Business Management Policy

Adoption of **Base Profit***

- Adopted as an internal management indicator
- Managing investments separately and visualizing them as figures

Financial Policy

Strengthening of capital strategy

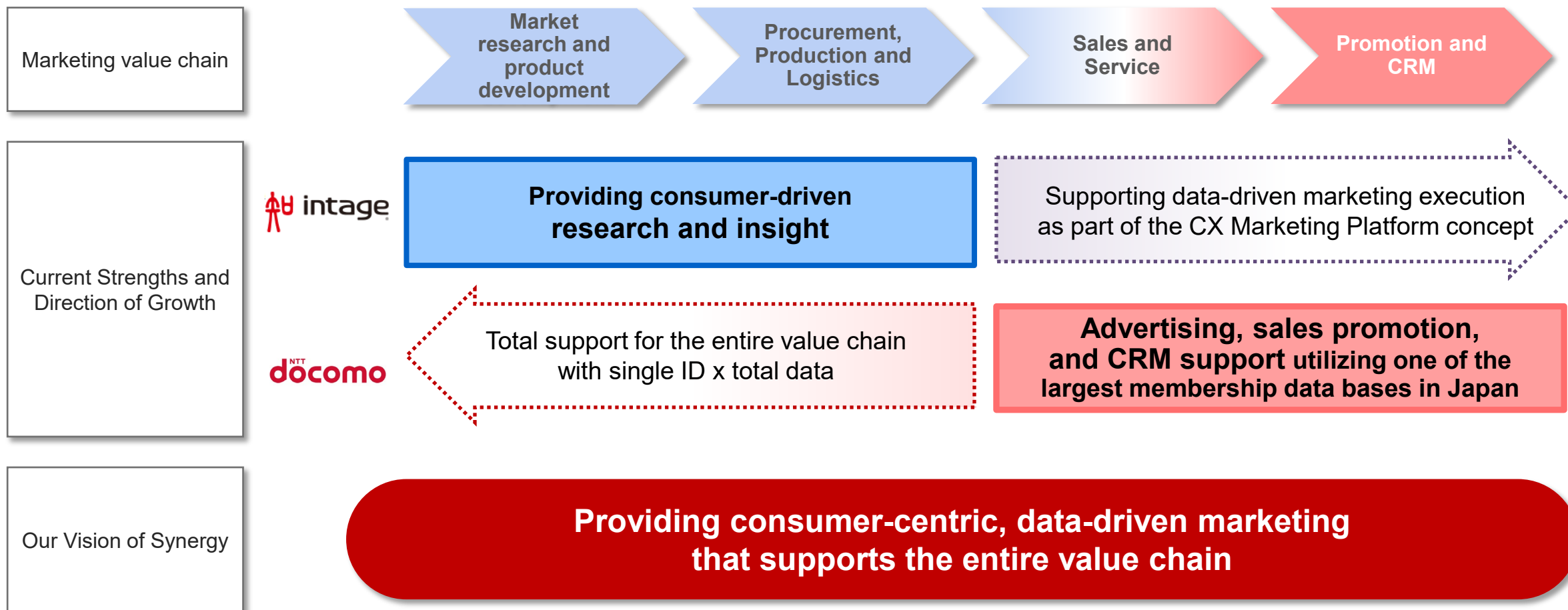
- Promotion of strategic investments
- Financial management based on an awareness of the cost of capital

* Base profit: Profit excluding one-time operating profit impact like investments, TOB costs, M&A costs, etc., and synergy business profit impact.

Direction of Business Growth through Synergies with DOCOMO

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Full-scale entry into the marketing implementation domain, including advertising, sales promotion, and CRM, through a capital and business alliance with DOCOMO. We aim to evolve from a research/insight partner into a marketing partner by developing data-driven marketing across the entire marketing value chain





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Maximize the value of DOCOMO's customer base of over 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 September 30, 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

Summary of Progress

In each of the initiatives aimed at Synergies (1) and (2), we are receiving orders after providing suggestions to each target customer, and pursuing PoCs aimed at end-to-end marketing, leveraging our mutual understanding of INTAGE and DOCOMO's assets and services. It is through our diverse range of actions that we have been able to clearly identify the challenges in each synergy area. We are striving to support marketing that helps enhance the LTV that customers desire, and will continue activities aimed at development sales-related systems and mechanisms to maximize synergy

Synergy (1)

In the medium term, we aim to provide an ID-based solution with purchase history, while in the short term, we offer an integrated solution that covers the entire marketing process from upstream to downstream as a one-stop service.

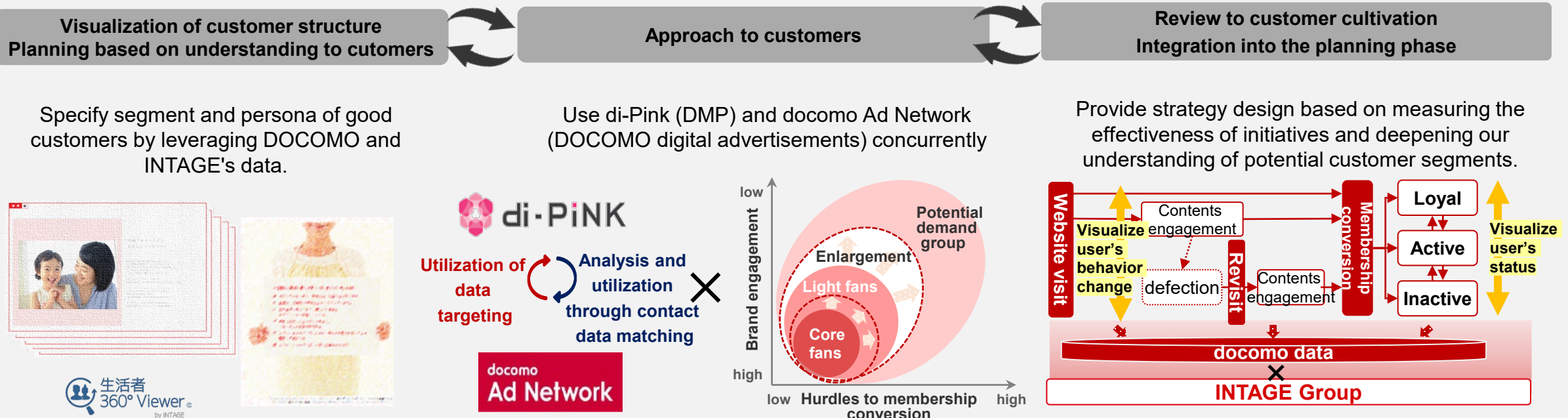
Progress

Rollout of Integrated Solutions:

We have started proposing solutions that integrate research, advertising and sales promotion to INTAGE's consumer goods manufacturer clients.

Specific examples

We respond to the need to understand, acquire and retain good customers, and by leveraging DOCOMO and INTAGE's data analysis, we visualize the customer structure and specify the persona of a good customer, which is an initiative to enhance loyalty based on deep understanding to customers.



Synergy (1) In the medium term, we aim to provide an ID-based solution with purchase history, while in the short term, we offer an integrated solution that covers the entire marketing process from upstream to downstream as a one-stop service.

Progress

Launch of the d Mileage Service:

The service was jointly released by INTAGE, Research and Innovation, and DOCOMO in September 2024. It is a sales promotion solution for manufacturers that provides end-to-end support from attaining new customers to fostering repeat purchases, building brand loyalty, and evaluating effectiveness using accumulated purchase data. The concept has resonated with manufacturers and orders have been secured from multiple companies and brands.

Outline of d Mileage

A new receipt-linked service where users can register a receipt showing the purchase of an eligible product and the product barcode to earn d POINTS. 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.



Role of each company

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

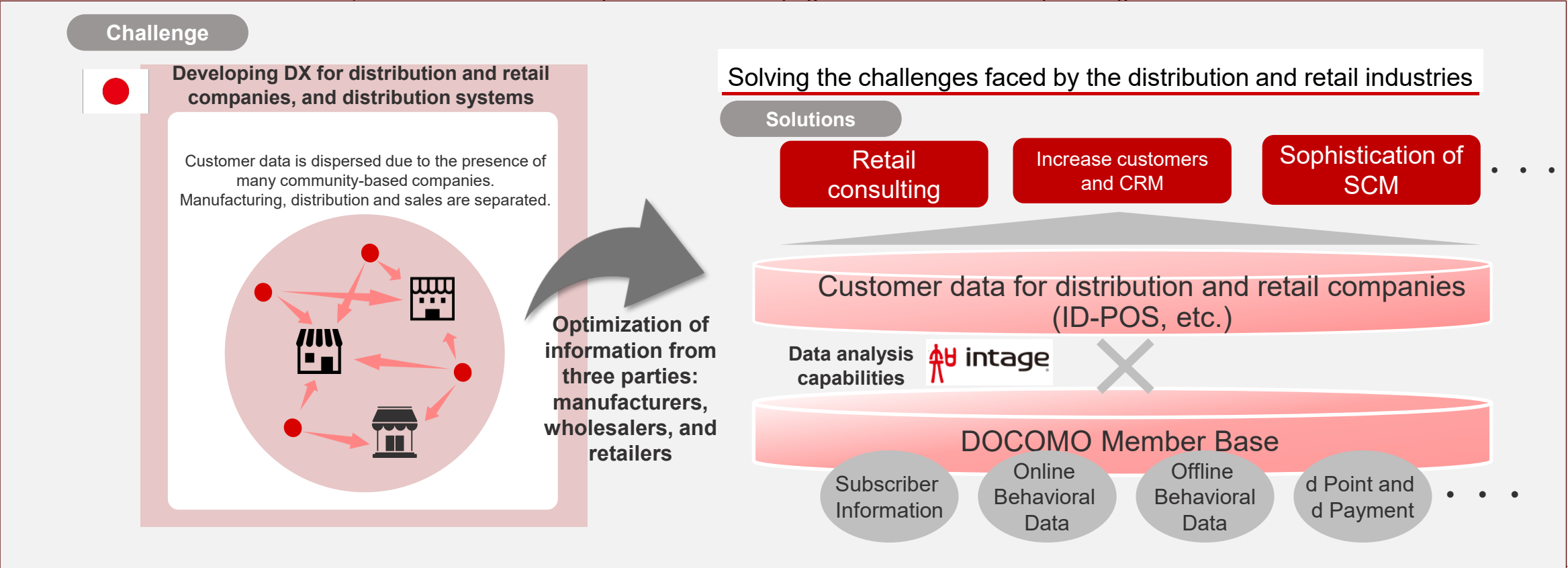
NTT DOCOMO, Inc.

Making the program available to d POINT CLUB members and manufacturers

Synergy (2) Integrated support from upstream of store opening and merchandise planning to downstream of operations, advertising, sales promotion, and CRM.

Progress ID-POS Acquisition and Usage Development:

Development at chain stores has proceeded as planned and activities are ongoing. In the future we will create cases demonstrating the contribution to business, such as the implementation of the Retail DX Program at a chain that is continuously connected. By leveraging SCI-CODE and INTAGE's asset, We have started on multiple cases of identifying distribution issues and providing data-driven solutions.

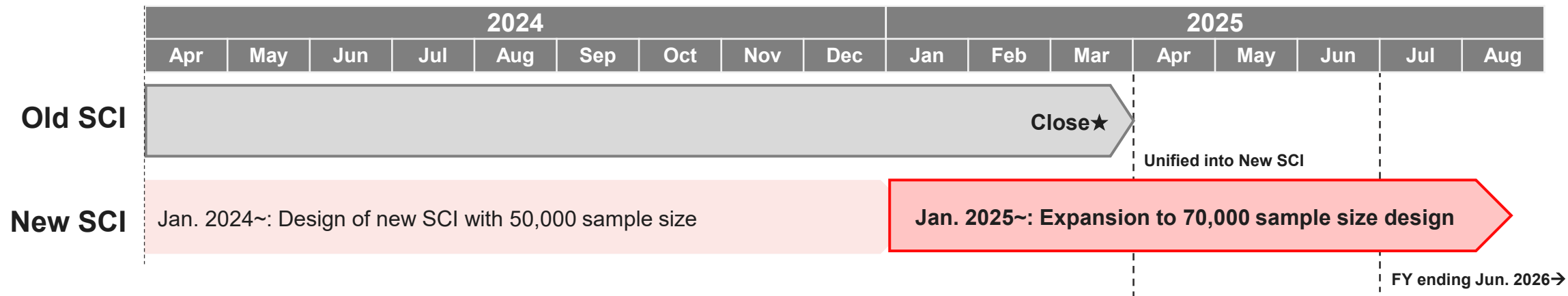




Topics

Overall Schedule for the New SCI

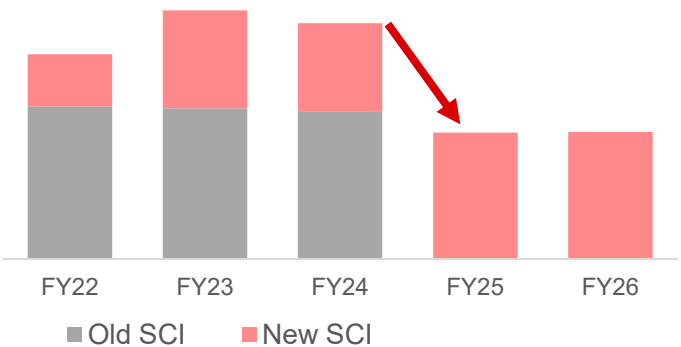
On schedule, the new SCI with a designed sample size of 70,000 was released in January 2025.

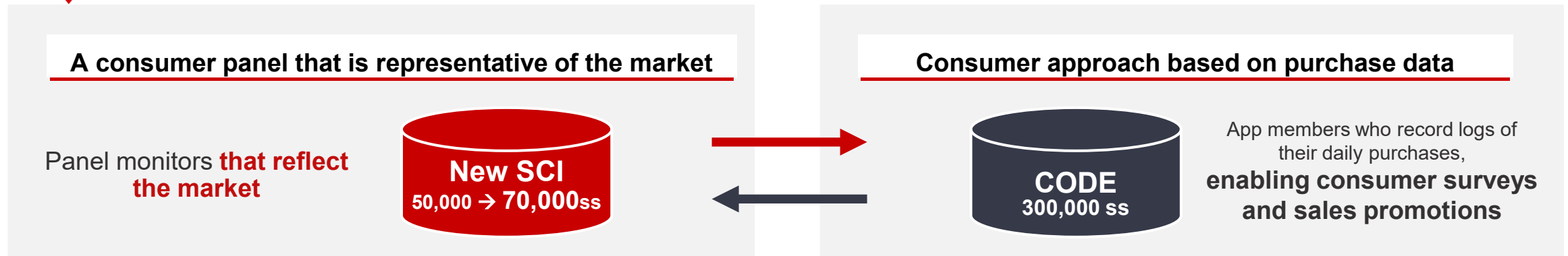


Information About Operating Costs

- In March 2025, new SCI development and old SCI concurrent running costs will end, and from April 2025, only new SCI operating costs will be incurred. This will be a positive factor on consolidated operating profit.
- These operating costs mainly comprise compensation for the participating monitors, outsourcing costs (apps and other technical matters) and infrastructure expenses.

Change in operating costs associated with the SCI revamp





Details of investment

(1) New SCI-CODE integrated database

- ✓ Big data on 400,000 consumers converted into a shared formed that enables the New SCI and CODE ("Kailog") to be provided from a fresh perspective
- ✓ In January 2025, coverage was expanded as optional data to include fresh foods and prepared meals which are in-store code items.
- ✓ With this development, the platform will evolve into an integrated database that can provide insight on all items including fresh foods and prepared meals.

Policies

The large sample size that can be compared with competing retailers by area, along with the coverage of high sales ratio fresh foods and prepared dishes, has resulted in a strong intention to utilize it among major retailers, with several companies already having started to use it. We aim to establish this as the de facto standard in the distribution retail industry and, in the future, to develop a marketing support database that will serve as a common language between manufacturers and retailers.

* "CODE" is a shopping app where consumers scan receipts and barcodes with their smartphone in order to register and store purchase and product evaluation data. As of April 2024, the app had 300,000 monthly active users (MAU) registering purchases. Each month 41 million purchase records are collected, and the system holds a cumulative 110 million product reviews and 71 million pieces of word-of-mouth information.

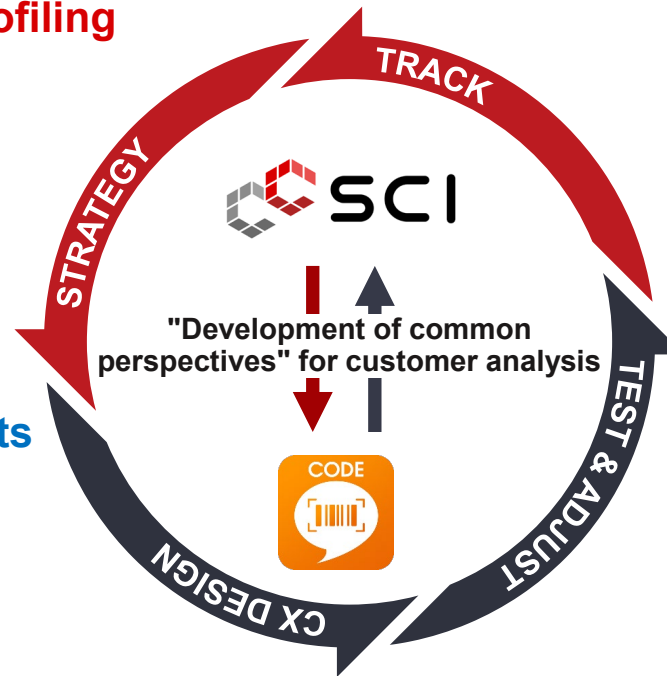
Provision of service that promotes integrated utilization of SCI and CODE and provides end-to-end support for enhancement of CX from research through to sales promotion and advertising testing

[1] Understanding of the market and target profiling

- ✓ Leverages customer structure according to SCI to gain understanding of the market and support planning
- ✓ Draws on diverse data on values accumulated through research to provide target profiling for an in-depth understanding of consumers

[2] Flexible communication with consumers Acquisition of customer experience insights

- ✓ Provides self search service that gives companies the opportunity to engage in direct dialogue with consumers
- ✓ Analyzes customer experience value based on word-of-mouth data collected every day through CODE app



[4] High precision monitoring of volume and trends

- ✓ Maintains SCI data quality (data that accurately reflects market) and supports KPI audits

[3] Adjustment of measures in view of the reaction of consumers

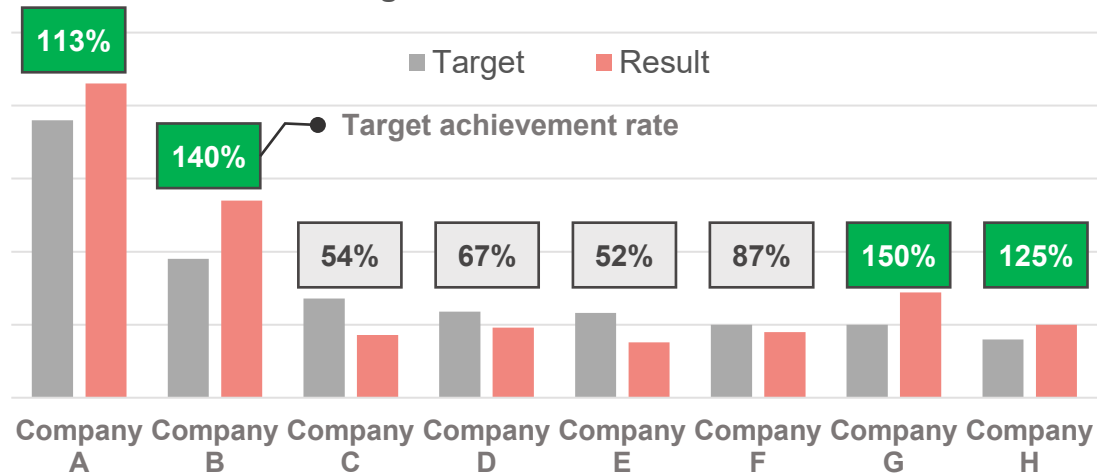
- ✓ CODE enables implementation of digital advertising and sales promotions targeted at a specific group
- ✓ Marketing measures can be implemented and improved whilst the reaction of the target group is assessed based on their purchase history, etc.



Recovery of custom research thanks to strengthened sales capabilities

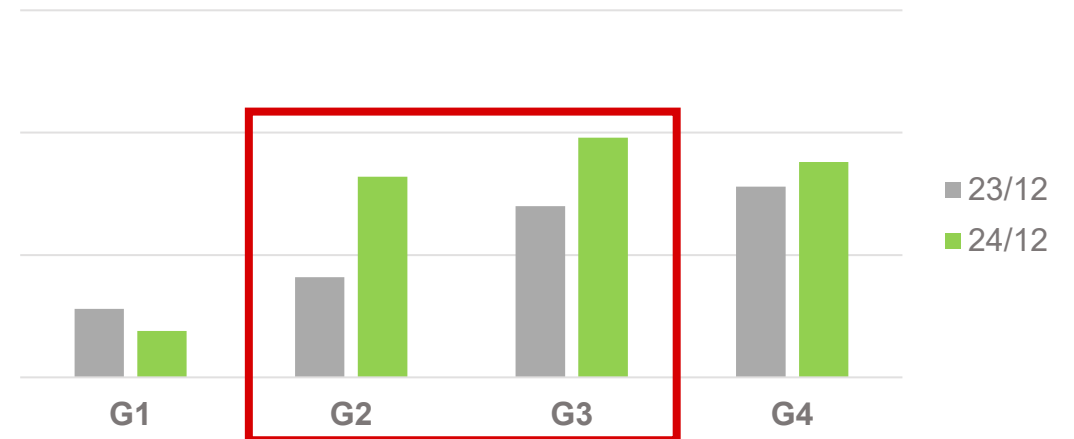
- Amid poor performance securing projects in the previous two fiscal years, we focused on improving our sales capabilities.
- By identifying strategic clients and engaging in thorough goal management, we succeeded in securing custom research projects.
- We also improved capacity through the growth of junior and mid-level researchers.

Rx* ad-hoc surveys by strategic clients:
Annual order target and actual orders as of the first half



Succeeded in accumulating orders from strategic clients
Exceeded annual plans with some clients

Number of main assignments for tiered Rx ad-hoc surveys
(Surveys)



Significant increase in number of surveys assigned to junior and mid-level researchers



Expanded adoption of the Impact Track marketing support tool for pharmaceutical companies

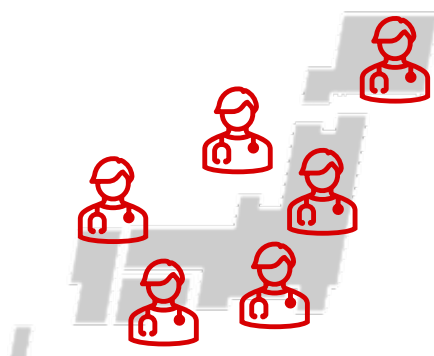
- INTAGE Healthcare Inc. operates Impact Track, which helps pharmaceutical companies measure the effects of their promotions.
- It is used by many pharmaceutical companies as a tool to guide their omni-channel-promotion strategies.
- In first half of the fiscal year ending June 30, 2025, the client base has expanded, leading to a strong performance. In addition, the number of companies using Impact Track across their entire disease portfolios*¹ increased.

Overview of Impact Track

Measures the impact of omni-channel-promotions based on large samples

The largest panel of doctors in the industry

4,000 doctors



Do doctors recognize the brand image of our products?

Is our messaging leading to increased prescriptions?

Have marketing plans been verified?

Adoption Status

- ✓ Number of companies using Impact Track:
Increase of **2 companies***²
- ✓ The number of companies using Impact Track across their entire disease portfolios:
Increase of **4 companies**
- ✓ Large number of contract renewals in expanded disease areas
⇒ a factor in sales growth from the second half and beyond

*¹ Including expansion from contracts in some areas to coverage of all areas

*² Including contracts in partial coverage

Promoting clients' data utilization through collaboration with Snowflake

INTAGE TECHNOSPHERE, Inc. provides Snowflake®, a multi-cloud data warehousing service that covers everything from installation planning to maintenance and operation. By gaining a data utilization solution through the collaboration with Snowflake, progress towards realizing the Group's aims of creating value from data and creating systems for the utilization of data are accelerating.

Providing one-stop support for clients' data utilization



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Build an environment to consolidated and efficiently handle the data that clients own



**Creation of value
from client data**

leveraging vast knowledge in data utilization

December
2024

Certified as a PREMIER
Snowflake AI Data Cloud and
Service Partner

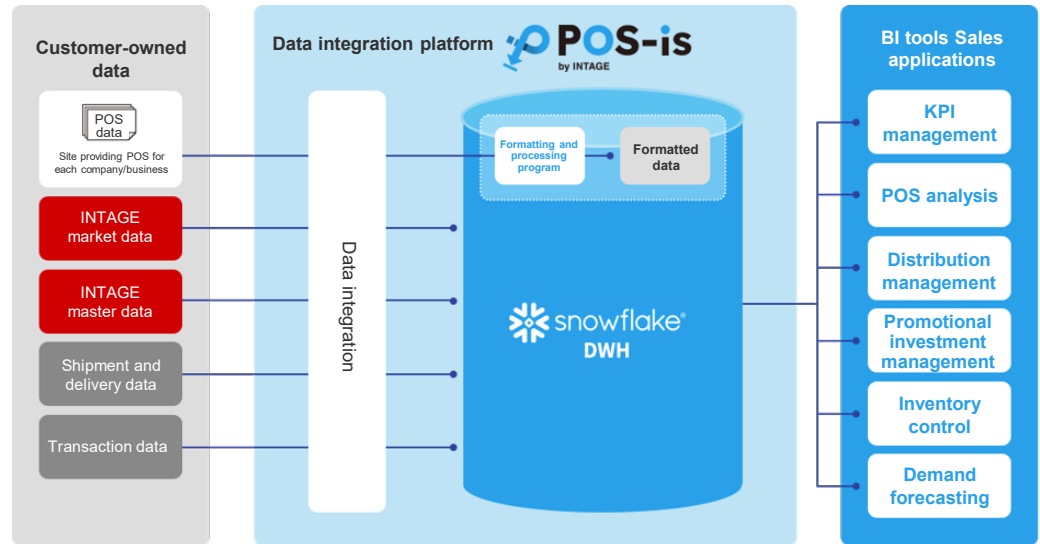
<https://www.intage-technosphere.co.jp/company/news/2025/20250130-001/>

In recognition of its extensive track record of introduction, Intage was the **6th** Japanese company to be certified.

Going forward, we aim to continue to grow together with clients by helping users utilize their data more effectively.



POS-is™, a distribution data integration and analysis service, has now been available for a year. By automatically integrating POS data that differs by retailer and combining it with Intage's panel data and shipping data, POS-is is being increasingly adopted by consumer goods manufacturers as a tool to optimize their sales and manufacturing activities.

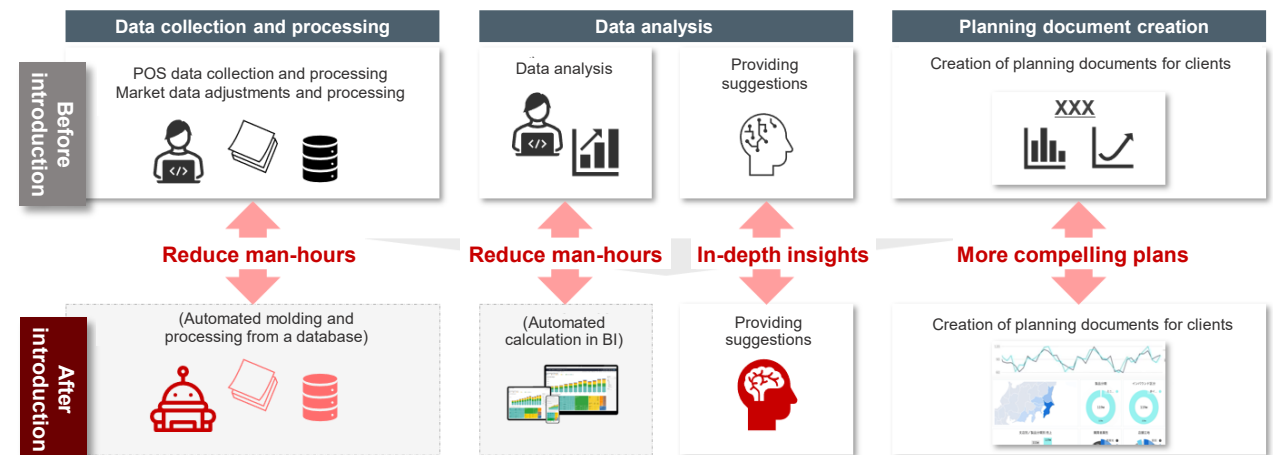


* No external provision of data is required as entire solution from integrated platform to dashboard is built within customer environment.

Examples of Introduction

Food Manufacturer A

- Used as a data utilization platform for sales reforms
- Recognized for automating the tasks that were cumbersome with previous POS integration tools and providing support that even covers analysis



Number of service adopters (as of January 2025)

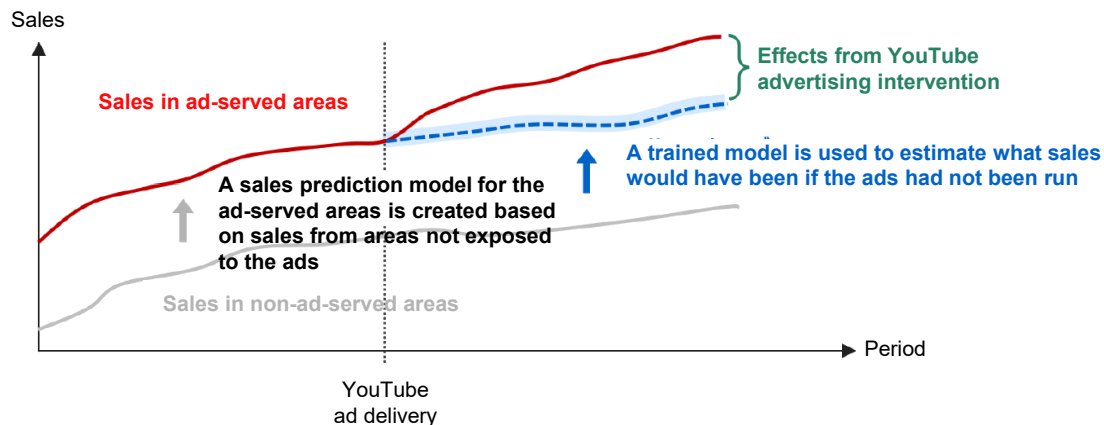
8 companies (including tentative introduction)

Launch of Sales Impact Scope

service to measure the effectiveness of YouTube advertisements using SRI+ on in-store sales

- One of the **solutions addressing the need to visualize the effects that retailers' online advertising has on offline sales**
- Combining Intage's SRI+ with the Causal Impact statistical methods that Google has released as open source, it is possible to estimate the incremental lift in offline sales attributable to online advertising, enabling highly granulate hypothesis effect verification.

Conceptual Image of Store Purchase Effect Measurement

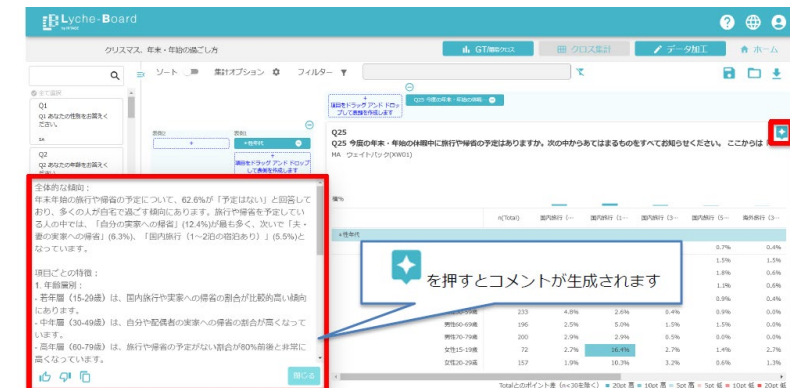


Launch of a beta version of the Lyche-Board equipped with an AI comment generation feature

an online aggregation tool

- In Intage's tool for easily aggregating and processing questionnaire survey data, a large language model (LLM) summarizes the features of aggregated tables and displays them as comments.
- For AI utilization, **an AI implementation in Intage's dedicated environment is used, enabling users to quickly and easily interpret the features of cross-tabs** at the press of a button

Screenshot of AI comments displayed in Lyche-Board



Accelerating Alliances to Become a Data + Technology Company

List of Investments

* As of February 2025,
2.85 billion yen has been
invested in 28 companies.

Marketing

Research and
Innovation Co., Ltd.
Payke, Inc.
XICA CO.,LTD.
BitStar Inc.

Platform

EverySense,Inc.
DataSign Inc.
Tamer Inc.
ambr, Inc.

Healthcare

Dr. JOY Co., Ltd.
QD Laser, Inc.
Ubie Inc.
Mental Health
Technologies Co., Ltd.
FiNC Technologies Inc.
CureApp, Inc.

AI

Cross Compass Ltd.
connectome.design Co., Ltd.
alt Inc.
AI CROSS Inc.
Godot Inc.

Image and video technologies

MasterVisions Inc.
Deloitte Tohmatsu Webrage
Co., Ltd.
EmbodyMe, Inc.

Life

every, Inc.
neuron Inc.
Alice. style, Inc.

* Three other undisclosed companies

Aim: Create touchpoints that link advanced technologies and services with the Group

Overview: Established with SBI Investment Co., Ltd. 5 billion yen fund. Operating period up to March 2027.

Features of investment

The fund is operated based on the fund features (sourcing, business evaluation, monitoring, etc.) provided by SBI Investment Co., Ltd. By having INTAGE Group employees actively participate throughout the sourcing phase, they gain expertise in business evaluation, network with venture companies and serve as a channel for collecting information. This helps improve the effectiveness of alliance activities.

IPO Track Record:



AI CROSS Inc.
(October 2019 Listed on TSE Mothers Market)



QD Laser, Inc.
(February 2021 Listed on TSE Mothers Market)



Mental Health Technologies Co., Ltd.
(March 2022 Listed on TSE Mothers market)




alt Inc.(October 2024 Listed on TSE Growth Market)
Business Activities: Research and development of component technologies with the ultimate goal of developing digital clones and P.A.I., the release of product lines applying those technologies, and the provision of AI solutions

New investment:



Alice. style, Inc.
Business Activities: Development and operation of the Alice.style item rental app



Full-year plan
Capital policy
Dividend policy

Forecasts for the Fiscal Year Ending June 30, 2025

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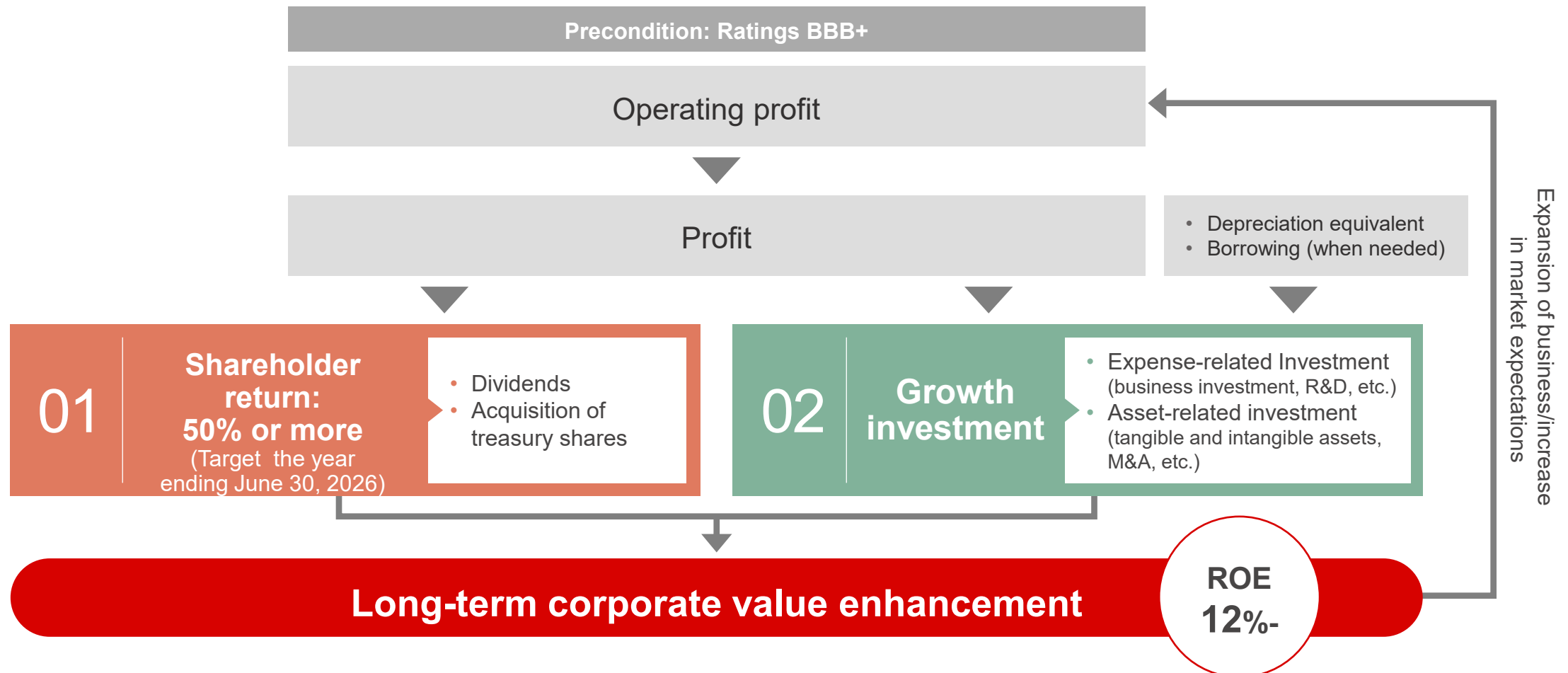
In our consolidated forecast for the full year, we have revised our projections upward for operating profit, ordinary profit and profit attributable to owners of parent, having taken into account our financial results up to the second quarter (interim period) and the business environment.

(Millions of yen)

		Fiscal year ending June 30, 2025 (before revision)	Fiscal year ending June 30, 2025 (after revision)	Change	Payments for the previous fiscal year
Full year	Net sales	68,000	68,000	—	63,279
	Operating profit	3,800	4,500	+700	3,289
	Ordinary profit	3,800	4,500	+700	3,543
	Profit attributable to owners of parent	3,700	3,750	+50	2,456
Marketing Support (Consumer Goods & Services)	Net sales	47,800	47,400	-400	41,176
	Operating profit	1,600	1,600	—	1,160
Marketing Support (Healthcare)	Net sales	12,800	12,800	—	14,336
	Operating profit	1,800	2,300	+500	1,698
Business Intelligence	Net sales	7,400	7,800	+400	7,766
	Operating profit	400	600	+200	431

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.

Attaching importance to capital efficiency, allocate total final profit to
“shareholder return” and “growth investment”



A dividend of 45 yen per share is planned for the fiscal year ending June 30, 2025, based on our basic policy on profit allocation.

	EPS (Profit per share) (yen)	Dividend per share (yen)			Payout ratio (Consolidated) (%)	ROE (Return on equity ratio) (%)
		2Q	Year-end	Total		
Year ended June 30, 2022	86.31	—	38.00	38.00	44.0	11.3
Year ended June 30, 2023	91.21	—	42.00	42.00	46.0	11.4
As of June 30, 2024	64.47	—	43.00	43.00	66.7	7.8
Year ending June 30, 2025 (Planned)	98.21	22.50	22.50	45.00	46.4	11.3

Basic policy on profit allocation

The Company's basic policy is to distribute profits based on consolidated business performance, which is the result of group management, and taking into consideration the balance between dividends and growth investment. Dividends for the 14th Mid-Term Plan period will be progressive, and for the final fiscal year ending June 30, 2026, we are targeting 50% for consolidated dividend payout ratio and 12% for ROE (return on equity). In addition, we will purchase treasury shares in a timely manner to improve capital efficiency.

In terms of dividends, the Company's basic policy is to pay them twice a year, an interim dividend, and a year-end dividend.

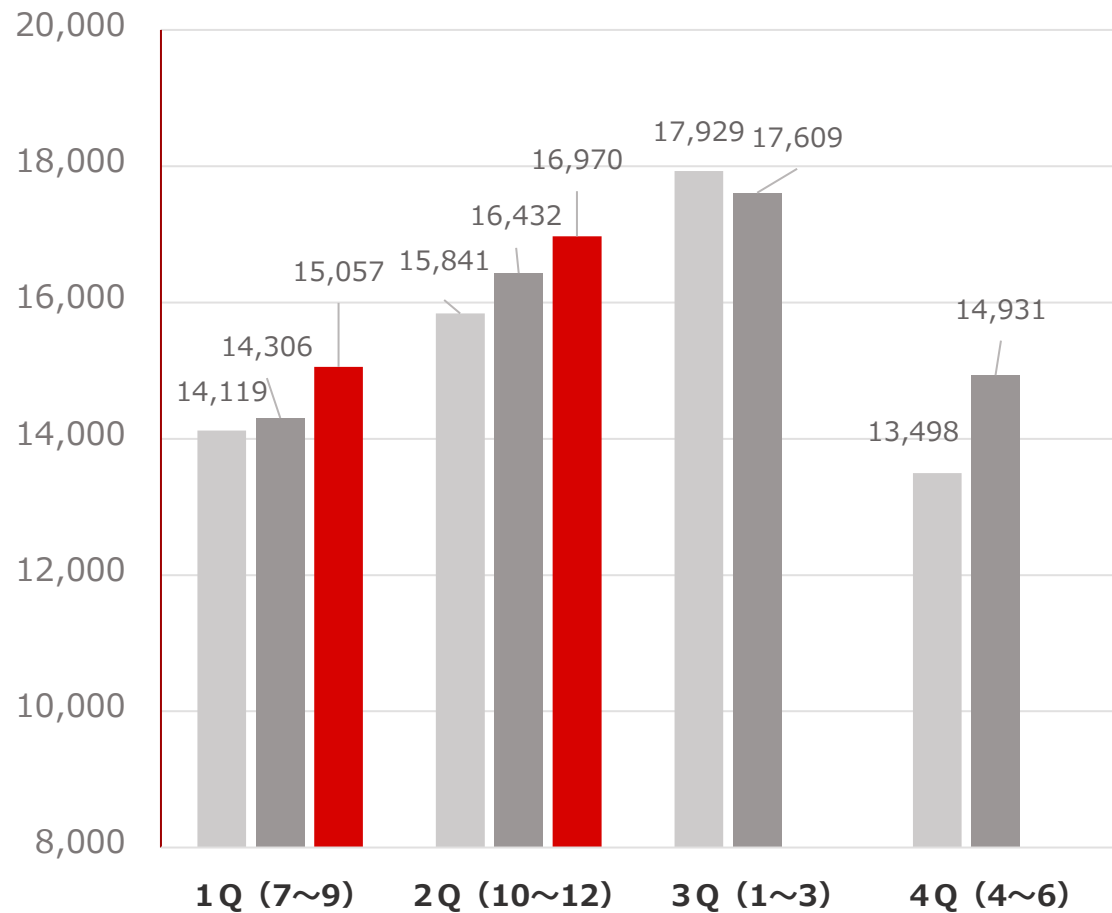


appendix

Trend in quarterly results

(Millions of yen)

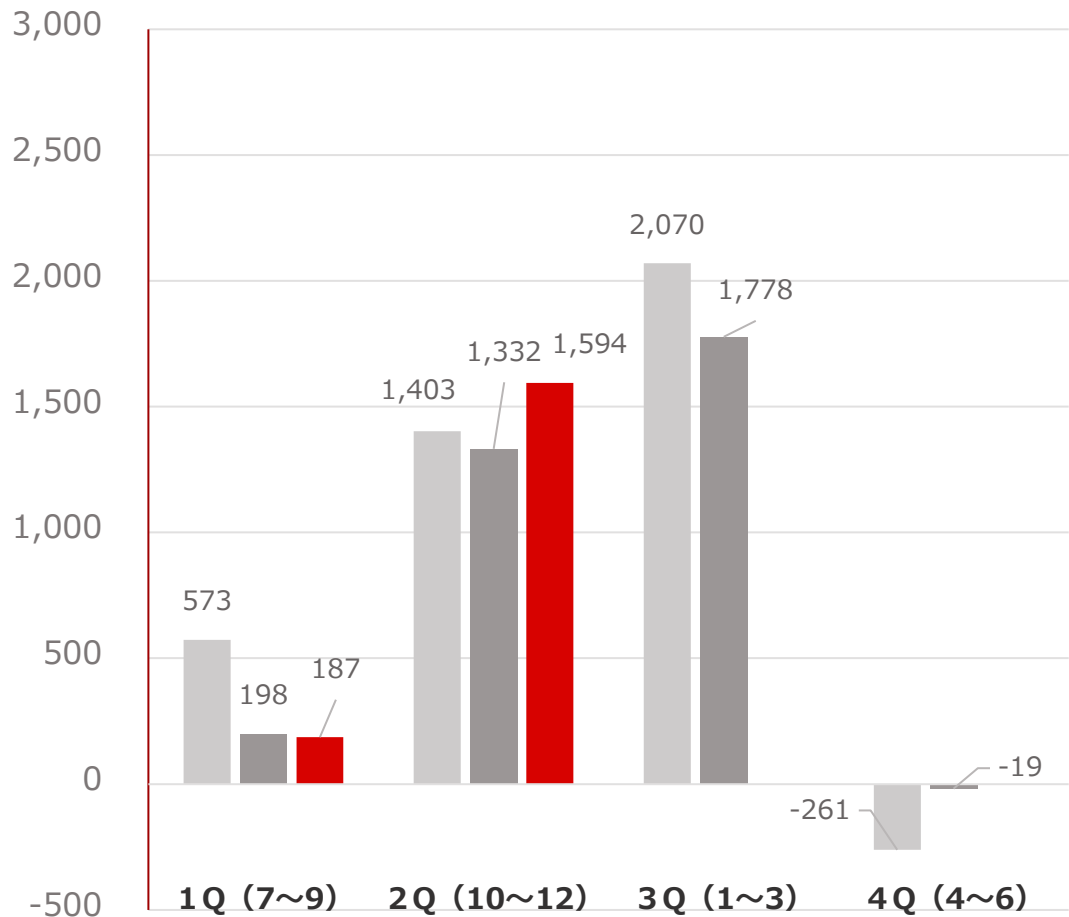
Trend in net sales



■ Year ended June 30, 2023 ■ Year ended June 30, 2024 ■ Year ending June 30, 2025

(Millions of yen)

Trend in operating profit



Quarterly net sales breakdown by product

(Millions of yen)		1 Q			2 Q (Cumulative)			2 Q (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
C G & S	Panel Surveys	3,576	3,728	3,752	7,454	7,824	7,788	3,878	4,096	4,036
	CR-WEB	1,860	1,821	1,954	4,266	4,205	4,671	2,406	2,384	2,717
	CR (Other than WEB)	977	767	905	2,072	1,982	2,509	1,095	1,215	1,604
	Co	713	578	803	1,367	1,177	1,795	654	599	992
	Overseas	1,359	1,293	1,470	2,796	2,630	2,741	1,437	1,337	1,271
	Other	695	825	1,179	1,283	1,421	2,184	588	596	1,005
H C	Panel Surveys	848	856	887	1,824	1,841	1,874	976	985	987
	CR	914	967	1,167	2,247	2,496	2,715	1,333	1,529	1,548
	CRO	855	664	324	1,749	1,396	324	894	732	0
	Promotion	491	743	683	1,125	1,470	1,382	634	727	699
	Other	177	121	121	352	277	312	175	156	191
B I	SI	709	895	642	1,467	1,816	1,296	758	921	654
	BPO and maintenance	498	512	488	1,021	1,056	1,055	523	544	567
	DX	444	531	678	932	1,143	1,376	488	612	698

※ 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.

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, 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
C G & S	Panel Surveys	11,498	11,895		4,044	4,071		15,473	16,019		3,975	4,124	
	CR-WEB	6,639	6,675		2,373	2,470		8,274	8,356		1,635	1,681	
	CR (Other than WEB)	3,516	3,414		1,444	1,432		4,406	4,197		890	783	
	Co	2,026	1,886		659	709		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	2,033		3,956	4,792		609	1,338	
H C	Panel Surveys	2,732	2,756		908	915		3,620	3,712		888	956	
	CR	3,422	3,332		1,175	836		4,422	4,540		1,000	1,208	
	CRO	2,572	2,037		823	641		3,180	2,628		608	591	
	Promotion	1,721	2,110		596	640		2,276	2,780		555	670	
	Other	506	520		154	243		654	674		148	154	
B I	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.