

# **Supplementary Materials for Consolidated Financial Results for the Nine Months Ended March 31, 2025**

**INTAGE HOLDINGS Inc.**

Security code: 4326

May 8, 2025

# Summary of Consolidated Statements of Income

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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)

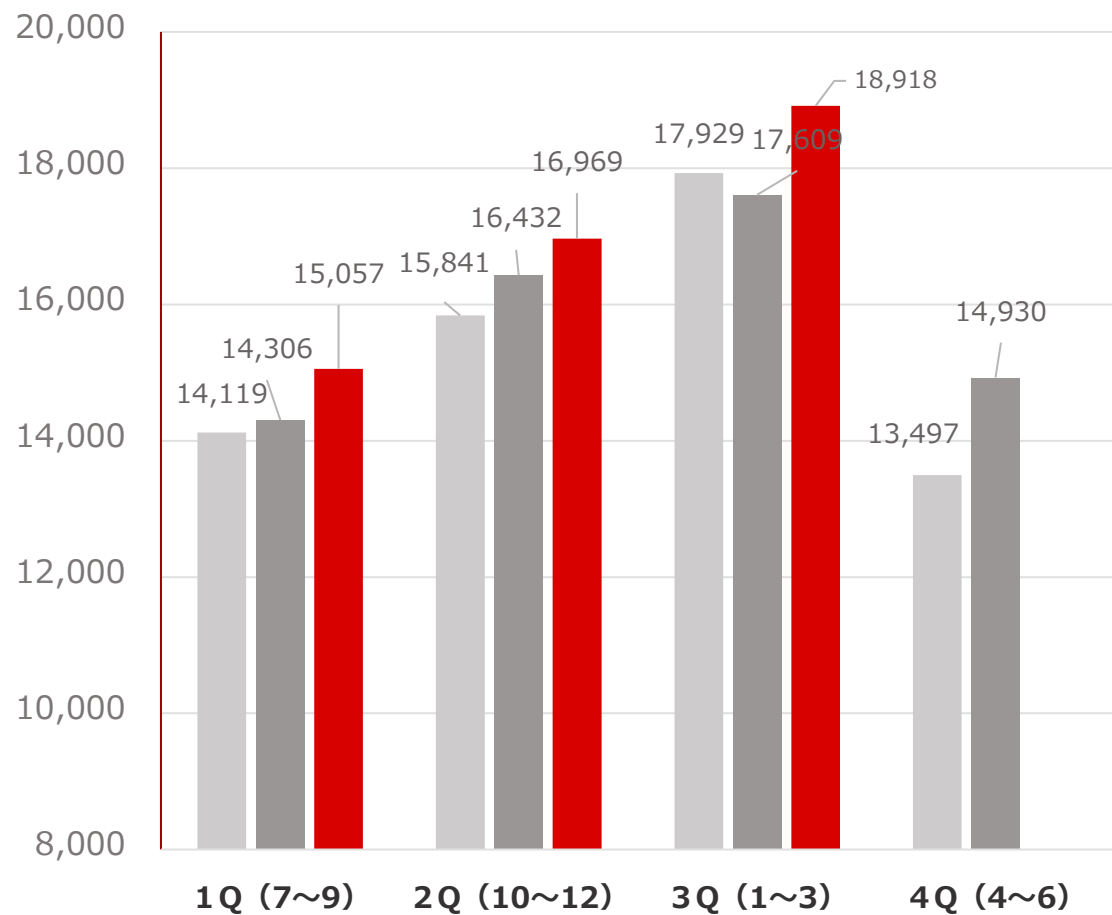
|  | 9 months ended<br>Mar. 31, 2023 | 9 months ended<br>Mar. 31, 2024 | 9 months ended<br>Mar. 31, 2025 | YoY    | Full-year forecast |
|--|---------------------------------|---------------------------------|---------------------------------|--------|--------------------|
| Net sales                                  | 47,889                          | 48,348                          | 50,945                          | +5.4%  | 68,000             |
| Operating expenses                         | 43,842                          | 45,040                          | 46,678                          | + 3.6% | -                  |
| Operating profit                           | 4,046                           | 3,308                           | 4,267                           | +29.0% | 4,500              |
| Ordinary profit                            | 4,225                           | 3,554                           | 4,201                           | +18.2% | 4,500              |
| Profit attributable to<br>owners of parent | 3,767                           | 2,394                           | 3,784                           | +58.1% | 3,750              |
| EPS (yen)                                  | 97.71                           | 62.84                           | 99.16                           | —      | 98.21              |

# Trend in quarterly results

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(Millions of yen)

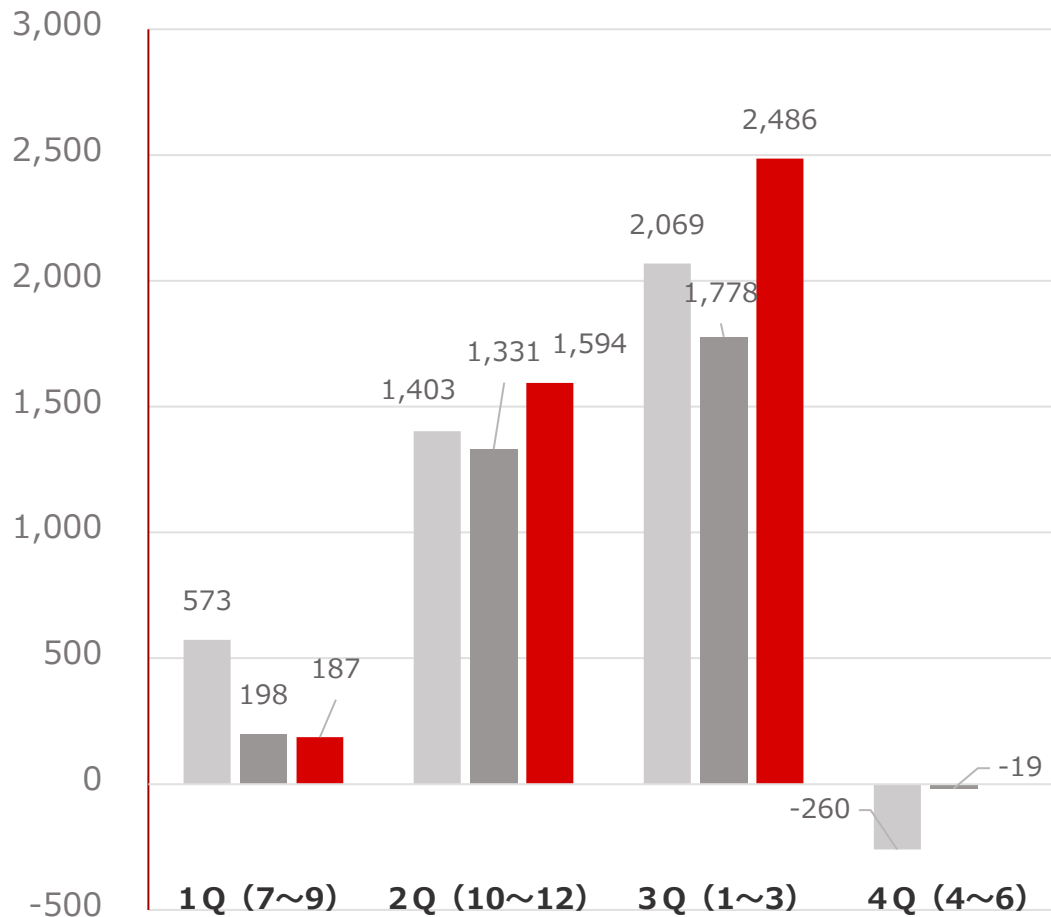
## Trend in net sales



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

(Millions of yen)

## Trend in operating profit

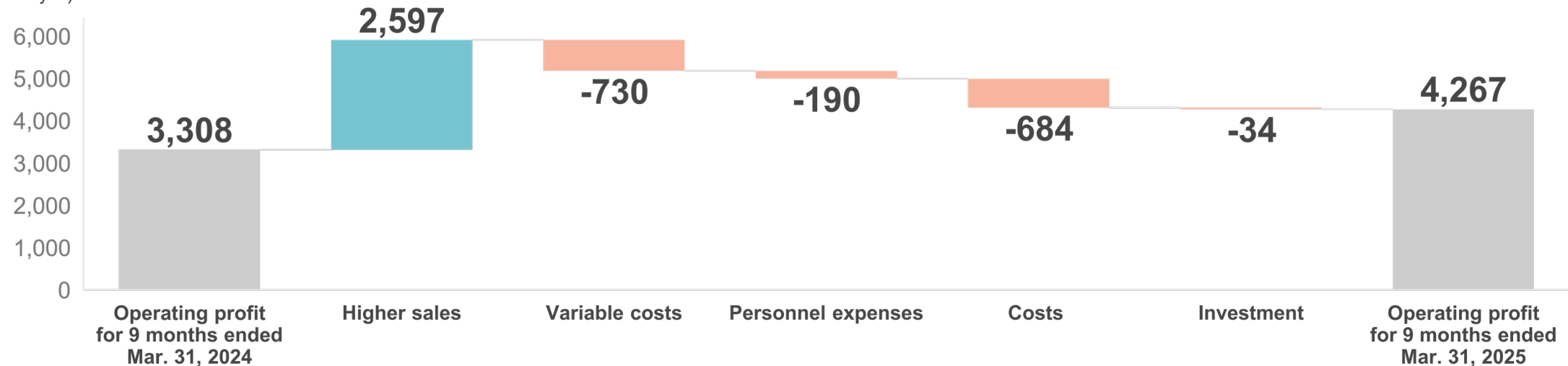


# Factors Contributing to Changes in Operating Profit

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Growth of costs was suppressed, reflecting a focus on profits, consistent with our approach in the second quarter. Investments were implemented as planned.

(Millions of yen)



## Net sales



Contributing to the profit increase were the new consolidation of DIM, the growth of existing businesses, and the price adjustments made in response to rising costs.

## Costs and personnel expenses



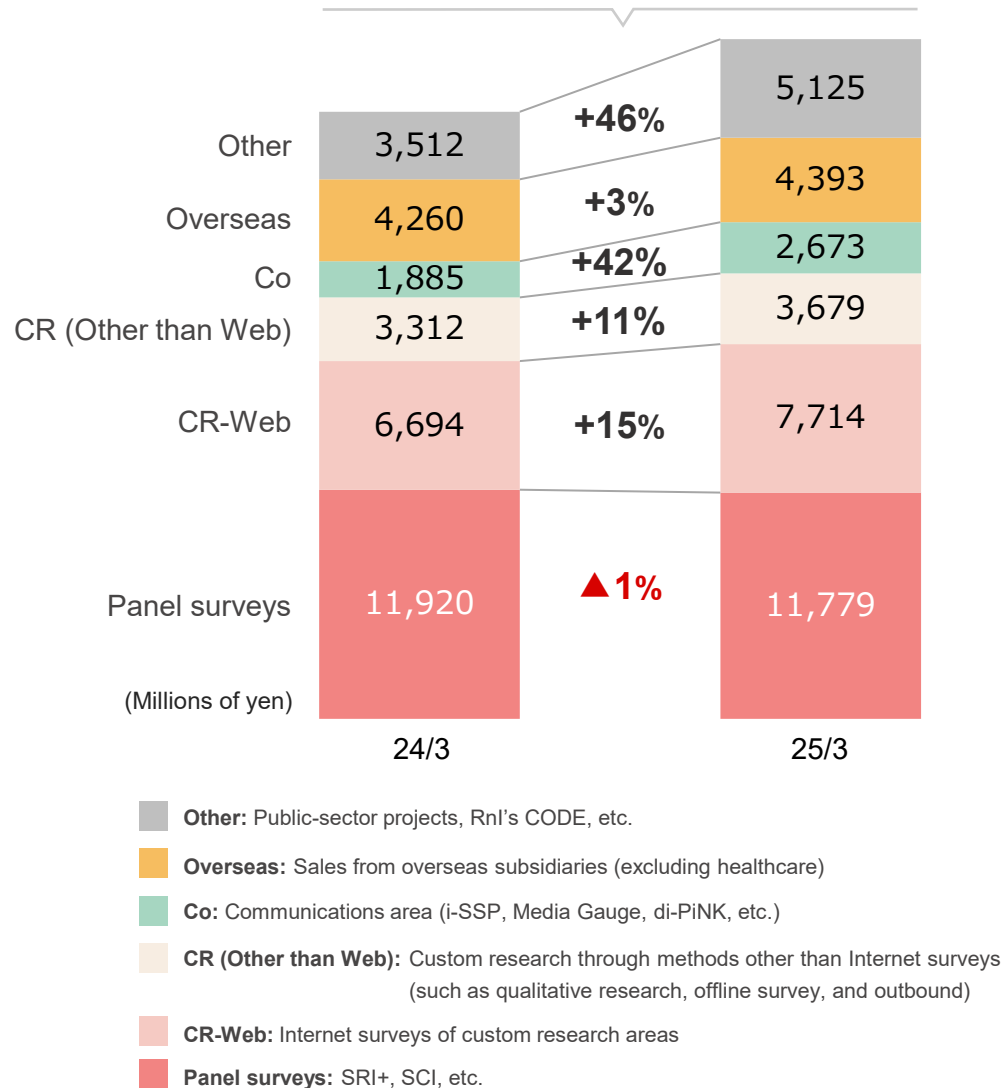
The rate of increase was held to a level below the growth rate of net sales.

## Investment



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

Net sales breakdown by product



(Millions of yen)

|                  | 24/3   | 25/3   | Y/Y     | Operating profit margin |
|------------------|--------|--------|---------|-------------------------|
| Net sales        | 31,586 | 35,365 | + 12.0% |                         |
| Operating profit | 1,352  | 1,800  | +33.1%  | 5.1%                    |

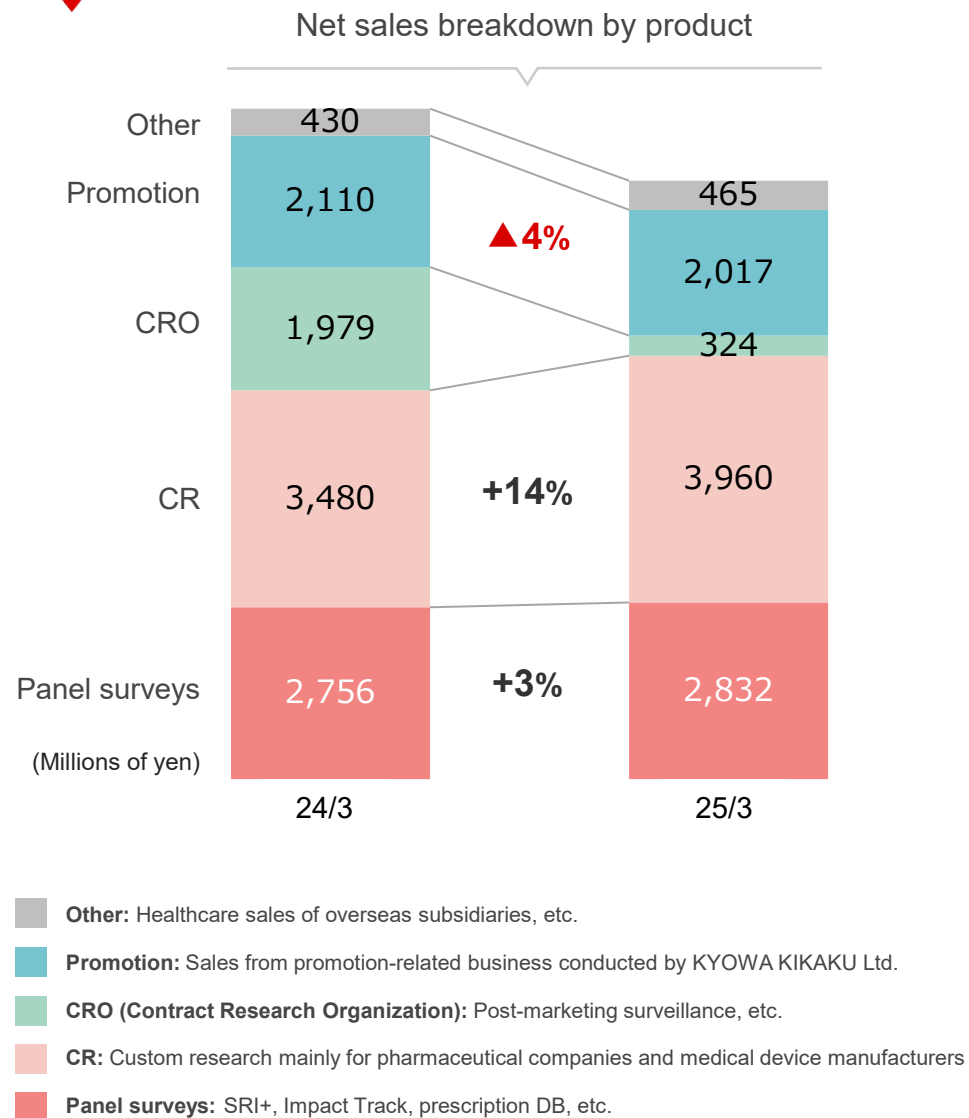
## Financial Results Highlights

- ✓ 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, dataSpring Inc. 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)

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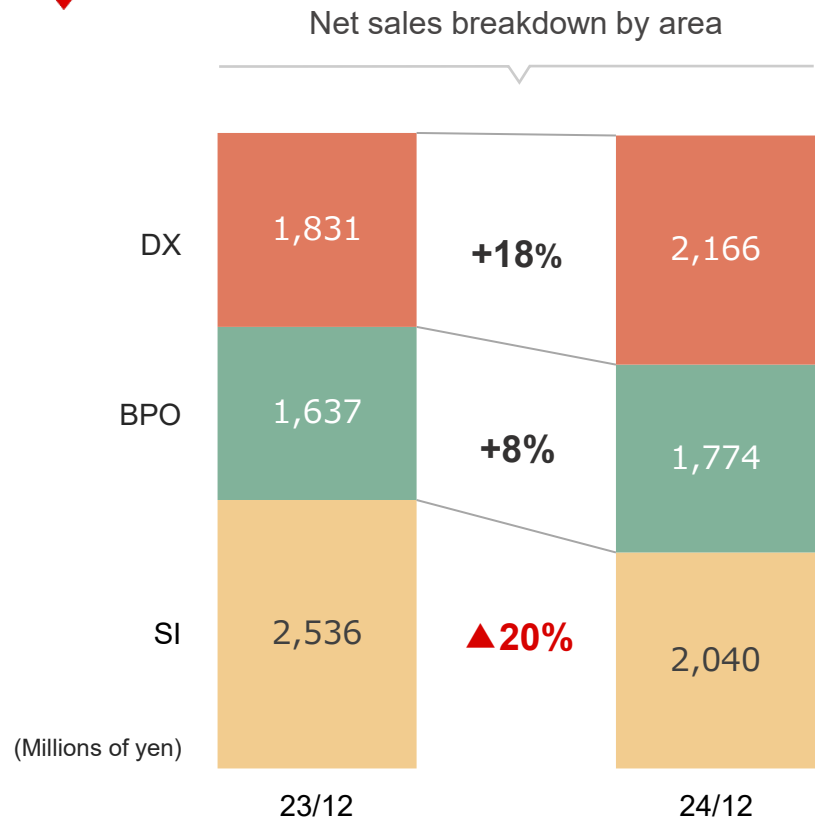
(Millions of yen)

|                  | 24/3   | 25/3  | Y/Y    | Operating profit margin |
|------------------|--------|-------|--------|-------------------------|
| Net sales        | 10,757 | 9,599 | -10.8% |                         |
| Operating profit | 1,407  | 1,805 | +28.3% | 18.8%                   |

## Financial Results Highlights

- ✓ The overall segment experienced a revenue decline due to the impact of the CRO business divestiture.
- ✓ 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.



- **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)

|                  | 24/3  | 25/3  | Y/Y    | Operating profit margin |
|------------------|-------|-------|--------|-------------------------|
| Net sales        | 6,003 | 5,980 | -0.4%  |                         |
| Operating profit | 548   | 661   | +20.7% | 11.1%                   |

## 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.

# DOCOMO Data Clean Room Utilization Example

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On the TimeTree Ads advertising delivery platform provided by TimeTree, Inc., developer and operator of the TimeTree calendar sharing app, integration utilizing the DOCOMO Data Clean Room (dDCR) provided by DOCOMO InsightMarketing, INC. has launched.

By combining 1st-party data with various data from DOCOMO and Intage in dDCR, analysis based on in-depth user insight can be performed in a secure environment.

## DOCOMO Data Clean Room

### DOCOMO/Intage Data

**docomo**  
InsightMarketing

**intage**

Respondents  
di-PiNK Data  
Geo-segmentation and  
Purchasing Information



### TimeTree 1st Party Data

**TimeTree**

Member Data  
Schedule Data  
Ad Data

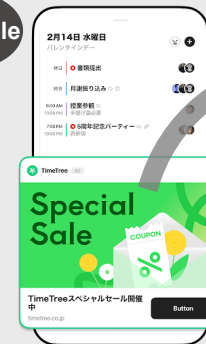
\* Communication optimization \* User insight visualization  
Research → Analysis and Visualization → Optimization of Marketing Activities  
Full-funnel Brand CX

\* Secure environment in which privacy is protected \* Anonymized items (matching keys) through which individuals cannot be identified are used to link data

\* For more information, please refer to the [press release dated March 11, 2025](#).

## Analysis and Demonstration

Example



User group exposed to ads  
in TimeTree

Analyze data indicating  
whether a customer visited  
a specific location such as  
an event venue or  
commercial facility

Perform in-depth  
research and  
analysis to facilitate  
the advertiser's  
understanding of  
customers

- In the initial analysis\* utilizing dDCR, it was demonstrated that schedule data is an important indicator linked to the actual activities of the consumer.
- Different analyses utilizing dDCR in the future will help companies understand their customers, contribute to marketing strategies, and support further improvements to the value provided with TimeTree advertising solutions





appendix

# Quarterly net sales breakdown by product

| (Millions of yen) |                     | 1 Q                         |                             |                              | 2 Q (Cumulative)            |                             |                              | 2 Q (Noncumulative)         |                             |                              |
|-------------------|---------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|
|                   |                     | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 |
| C<br>G<br>&<br>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<br>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<br>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<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 | Year ended June<br>30, 2023 | Year ended June<br>30, 2024 | Year ending June<br>30, 2025 |
| C<br>G<br>&<br>S  | Panel Surveys       | 11,498                      | 11,920                      | 11,779                       | 4,044                       | 4,096                       | 3,991                        | 15,473                      | 16,019                      |                              | 3,975                       | 4,099                       |                              |
|                   | CR-WEB              | 6,639                       | 6,694                       | 7,714                        | 2,373                       | 2,489                       | 3,043                        | 8,274                       | 8,356                       |                              | 1,635                       | 1,662                       |                              |
|                   | CR (Other than WEB) | 3,516                       | 3,312                       | 3,679                        | 1,444                       | 1,330                       | 1,170                        | 4,406                       | 4,197                       |                              | 890                         | 885                         |                              |
|                   | Co                  | 2,026                       | 1,885                       | 2,673                        | 659                         | 708                         | 878                          | 2,685                       | 2,435                       |                              | 659                         | 550                         |                              |
|                   | Overseas            | 4,385                       | 4,260                       | 4,393                        | 1,589                       | 1,630                       | 1,652                        | 5,355                       | 5,374                       |                              | 970                         | 1,114                       |                              |
|                   | Other               | 3,347                       | 3,512                       | 5,125                        | 2,064                       | 2,091                       | 2,941                        | 3,956                       | 4,792                       |                              | 609                         | 1,280                       |                              |
|                   |                     |                             |                             |                              |                             |                             |                              |                             |                             |                              |                             |                             |                              |
| H<br>C            | Panel Surveys       | 2,732                       | 2,756                       | 2,832                        | 908                         | 915                         | 958                          | 3,620                       | 3,712                       |                              | 888                         | 956                         |                              |
|                   | CR                  | 3,422                       | 3,480                       | 3,960                        | 1,175                       | 984                         | 1,245                        | 4,422                       | 4,540                       |                              | 1,000                       | 1,060                       |                              |
|                   | CRO                 | 2,572                       | 1,979                       | 324                          | 823                         | 583                         | 0                            | 3,180                       | 2,628                       |                              | 608                         | 649                         |                              |
|                   | Promotion           | 1,721                       | 2,110                       | 2,017                        | 596                         | 640                         | 635                          | 2,276                       | 2,780                       |                              | 555                         | 670                         |                              |
|                   | Other               | 506                         | 430                         | 465                          | 154                         | 153                         | 153                          | 654                         | 674                         |                              | 148                         | 244                         |                              |
|                   |                     |                             |                             |                              |                             |                             |                              |                             |                             |                              |                             |                             |                              |
| B<br>I            | SI                  | 2,415                       | 2,536                       | 2,040                        | 947                         | 720                         | 744                          | 3,040                       | 3,187                       |                              | 626                         | 651                         |                              |
|                   | BPO and maintenance | 1,668                       | 1,637                       | 1,774                        | 647                         | 581                         | 719                          | 2,125                       | 2,087                       |                              | 458                         | 451                         |                              |
|                   | DX                  | 1,438                       | 1,831                       | 2,166                        | 505                         | 688                         | 790                          | 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.