

Company Name: INTAGE HOLDINGS Inc.
 Name of Representative: Yoshiya Nishi, President and Representative Director
 Securities Code: 4326 (Prime Market of Tokyo Stock Exchange)
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Notice Concerning Change in Reportable Segments

INTAGE HOLDINGS Inc. (the "Company") hereby announces that it has decided to change the reportable segments from the fiscal year ending June 31, 2027. Details are as follows.

1. Reason for the change

The Company and its group companies (the "INTAGE Group") have reported three segments based on industries and services provided: "Marketing Support (Consumer Goods & Services)," "Marketing Support (Healthcare)", and "Business Intelligence". However, with the aim of achieving our 2030 goals, and to realize the resolution of customer challenges through the creation of new business value and company-wide value generation, the INTAGE Group will change to two segments: the "Insight Segment" and the "Data Tech Segment".

The INTAGE Group aims to enhance its overall capabilities through the dual wings of 'Insight,' which seeks business growth through the 'deepening' and 'technologization' of research know-how, and 'Data Tech,' which seeks business growth through the 'systematization' and 'utilization support' of customer businesses.

With this change, the INTAGE Group promotes the optimal allocation of management resources, including human resources and funds, in each segment, aiming to maximize the group's profits.

2. Overview of the change

New segments

Reportable Segments	Overview	
Insight Segment	• Deepening of the know-how of understanding of customer accumulated over the long time • Evolution of the existing research business by utilizing AI and technology • Expansion through the acquisition of assets which drive business growth both domestically and internationally	
	Data Platform Business	Business related to databases of the panel data (consumers, retailers, pharmaceuticals) and the real-world data (such as medical receipt and prescription information)
	Research & Consulting Business	Business including custom-research, data analysis, CX consulting

	Global Insights Business	Research and analysis related to overseas activities (both inbound and outbound), and the development of global services and solutions
Data Tech Segment	• Support for building client's data infrastructure based on customer data • Provision of platform that can comprehensively handle data utilization • Support for data utilization that contributes to the business growth of clients	
	Marketing Transformation Business	The area of supporting decision-making and execution in marketing, including advertising, sales promotion, and promotion
	Business Process Solutions Business	Areas of data utilization such as system development, platform systems, and data integration and analytics services

Current segments

Reportable Segments	Overview
Marketing Support (Consumer Goods & Services)	Data services, custom research, analytical models, and communication services based on independently collected various data, research know-how, and data analysis capabilities
Marketing Support (Healthcare)	Panel surveys, custom research, communication services, and other services related to the healthcare field, including over-the-counter and prescription pharmaceuticals.
Business Intelligence	Software development and sales, system operation, maintenance and management, and data center operations

3. Timing of the change

The Company will disclose information based on the segments after the change starting from the financial results for the first quarter of the fiscal year ending June 31, 2027.