

December 17th, 2013

Shinichi Ueno
ASATSU-DK INC.
President and Group CEO
(TSE 1st Code : 9747)

ASATSU-DK will commence consultations with INTAGE Inc. to develop new services in the marketing consulting domain in view with a business tie-up

ASATSU-DK Inc. (President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter “ADK”) will initiate consultations with INTAGE Inc. (President & Representative Director; Noriaki Ishizuka, Head Office; Chiyoda-ku, Tokyo, hereinafter “INTAGE”), aiming to develop new services in the marketing consulting domain with a view of a business tie-up.

Collaborated efforts aim to provide clients with new solutions, combining the ADK-owned enormous size of data of Consumer General Research* including consumers’ awareness, values and media interaction with INTAGE’s asset of i-SSP, INTAGE Single Source Panel, consisting of media contact and purchase panel data. Leveraging that database allows us to understand consumers in a multifaceted way from values in their living, to media interaction and purchase behavior. With that understanding, we will be able to provide value added services to help client corporations analyze and understand consumers, manage the brand, draw out more effective marketing communication planning.

***Consumer General Research**

This is a research focusing on consumers’ awareness, that ADK has conducted since 2000. In 2008, it researched more specific elements covering from their contact to the media, living hours by activity, spending, awareness and value they have attached to everyday life. Its samples included as many as 10,000 residents in Tokyo, Chiba, Saitama and Kanagawa prefectures with the age bracket from junior high school students to 69 years of old consumers.

About INTAGE Inc.

Company Name: INTAGE Inc. (<http://www.intage.co.jp/english/>)

Head Office: Chiyoda-ku, Tokyo

Representative: Noriaki Ishizuka, President and Representative Director

Employees: 1,096 (as of October 1st, 2013)

Services: INTAGE core competence is the ability to assess information based on expertise in marketing research, data collection & analysis, and system solution technologies. We are true business partners to our clients providing them with intelligence that is essential for their management and marketing decision-making processes in Japan, throughout Asia and around the world.

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