



## COMPANY PROFILE

GMO Research, Inc.

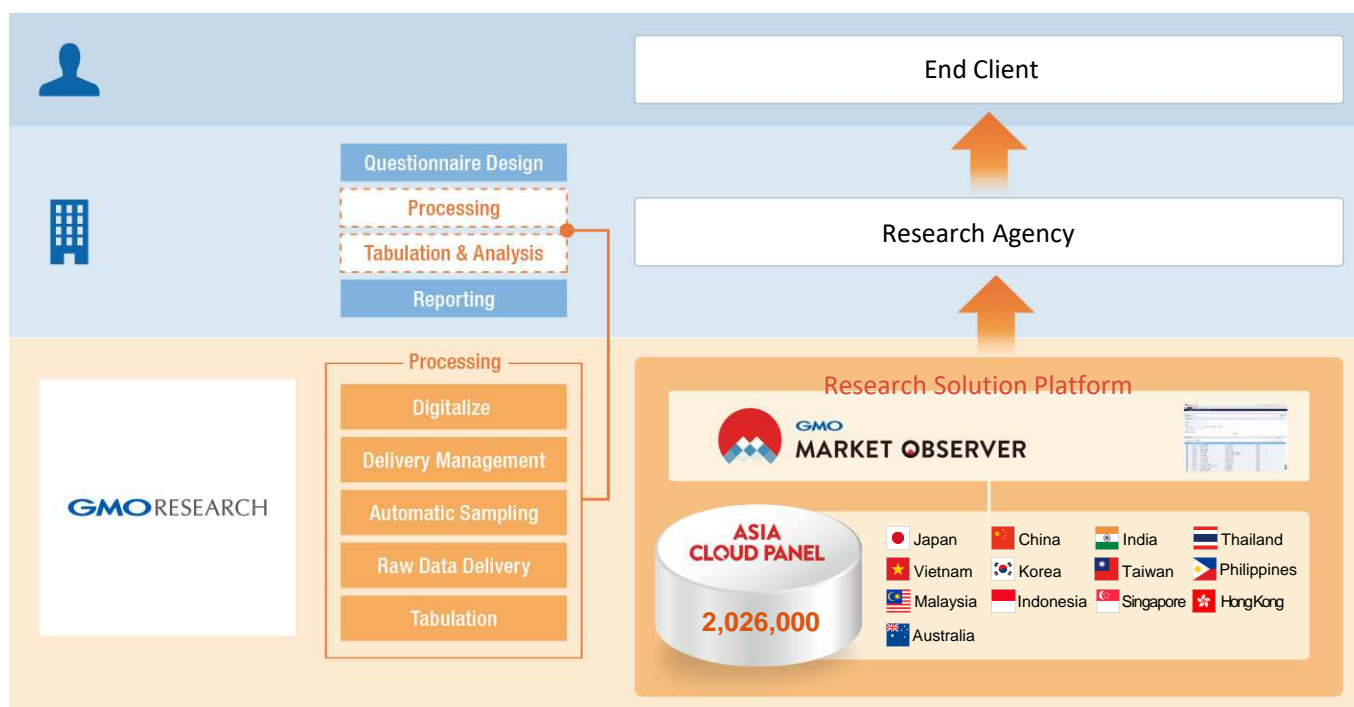
## Company Profile

Company Name	GMO Research (GMO Research, Inc.) Stock Code 3695
Chief Executive Officer	Shinichi Hosokawa
Address	<b>【Headquarters】</b> 26-1 Sakuragaoka-cho Cerulean Tower Shibuya-ku, Tokyo 150-8512 TEL: +81-3-5456-3244 (Main) FAX: +81-3-4586-9659 <b>【US】</b> TEL : +1-323- 533-2717 / +1-516-884-9600 <b>【EUROPE】</b> TEL : +44-1793-490931(UK) / +49-911-96041493 (DE) / +40-742-820391(RO) <b>【CHINA】</b> TEL : +86-21-33301227 <b>【SINGAPORE】</b> TEL: +65-8435-9426 <b>【INDIA】</b> TEL : +91-11-41060725 <b>【MALAYSIA】</b> TEL : +60-3-2725-8037
Establishment	April 1, 2002 ( accounts in Dec.)
Capital	299million yen (as of Dec 31, 2017)
URL	<a href="http://www.gmo-research.jp/">http://www.gmo-research.jp/</a>
Content of Business	Online Research Asia Internet Research
Employees	99 (As of Dec, 2017)
Organizations	ESOMAR Insights Association CMRA



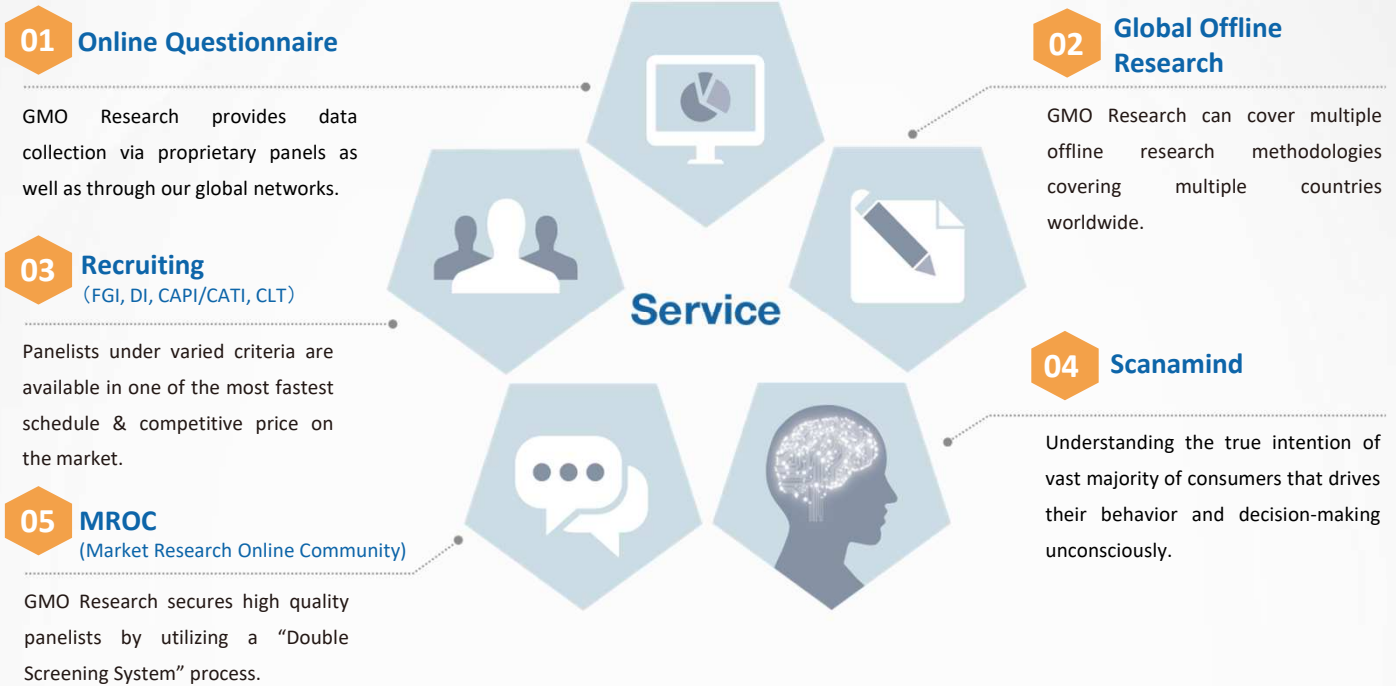
## Services

### Research Solution Platform

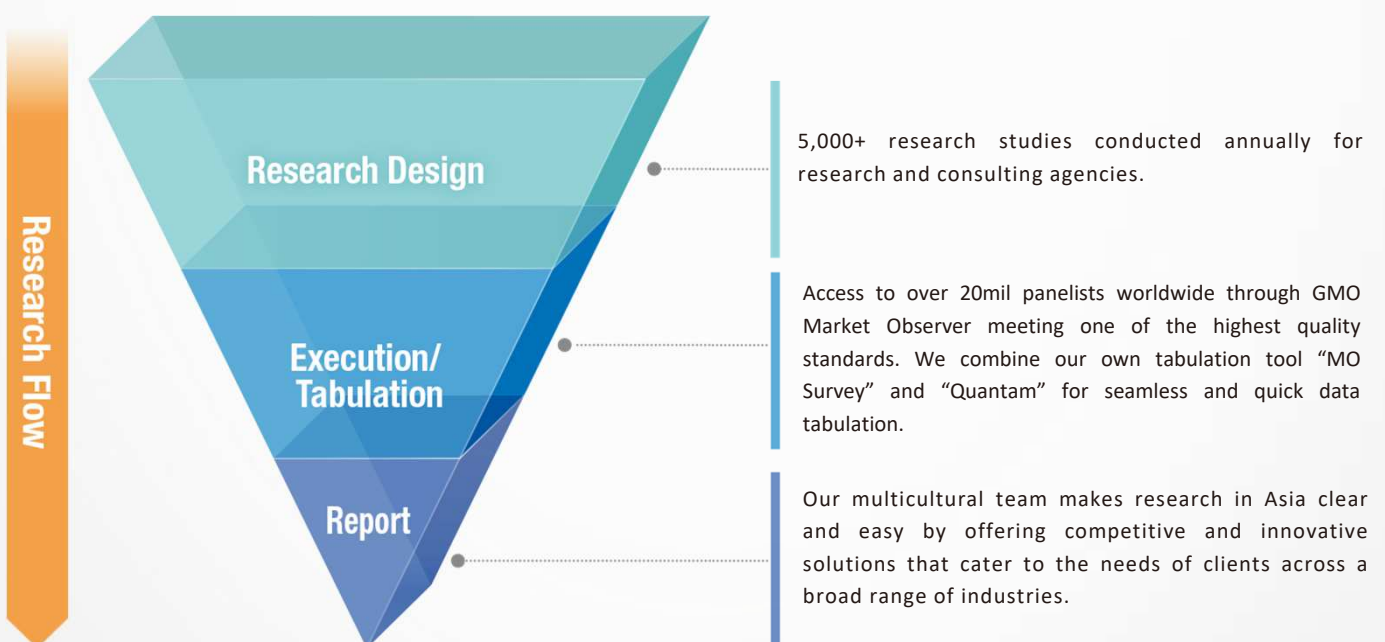


## Global Research

We are a one-stop solution for all of your market research needs. Our team of research experts can handle methodologies spanning from online to offline and quantitative to qualitative. We can help you design your studies, manage your fieldwork, analyze data, and write your reports.



## Our Strength



## The all-in-one marketing research solution platform



GMO

# MARKET OBSERVER

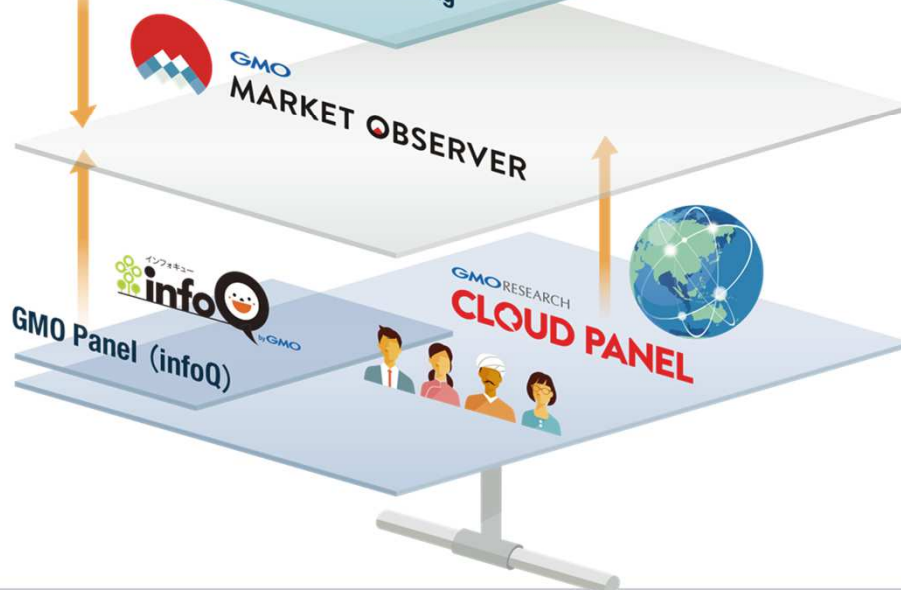
### Survey Tool

- Management of any panel source
- Questionnaire programming
- Tabulation/Sampling/Data Collection/Analysis/Reporting
- Online Community

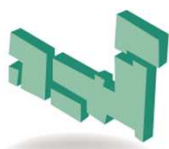


### Platform

“Market Observer” is what we call the virtual Research Solution Platform, where panelists from multiple panels and the various cutting edge solutions meet.



### Panel



#### [Japan]

- Access to over **11.4M** panelists in Japan.
- The largest panel source in Japan, free of duplicate panelists.

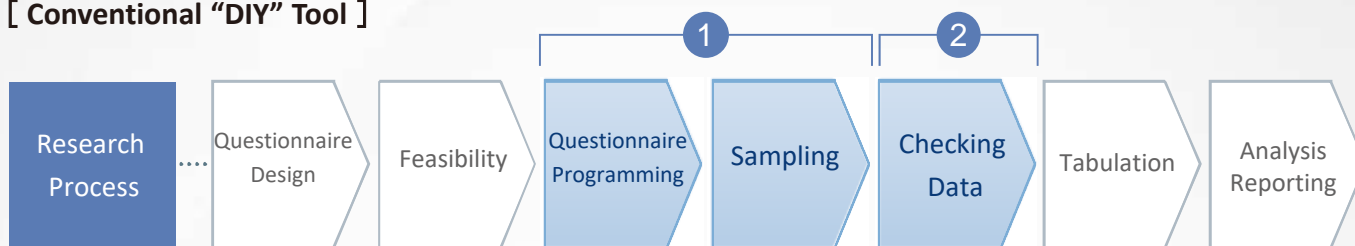


#### [ASIA Cloud Panel]

- Access to over **20M** panelists in **13** Asian countries.
- Has a response rate of **over 15%** which make gathering data quickly possible.

**“User-Friendly” and “Seamless” platform brings you the ultimate efficiency**

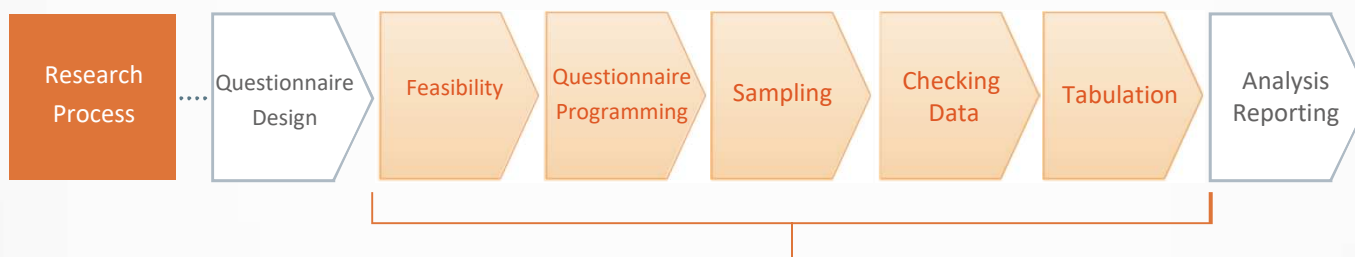
### [ Conventional “DIY” Tool ]



- 1 There are a number of stand-alone professional questionnaire programming tools out there
- 2 However, the outsourcing of parts of a project require numerous communication with vendors, leading to inefficiency.



**There are currently no integrated service platform that enables the management process of “Questionnaire design” to “Tabulation” in one stop.**



**GMO Market Observer is an innovative Research Solution Platform giving you the integrated operation system that will simplify your management of research projects.**

### 01 | Management System

- Search panel demographics (Registered/ Active panelists)
- Automatic calculation of the feasibility
- Automatic invitation email recommendation
- Management incentives (points) for panelists

### 02 | Survey Tool

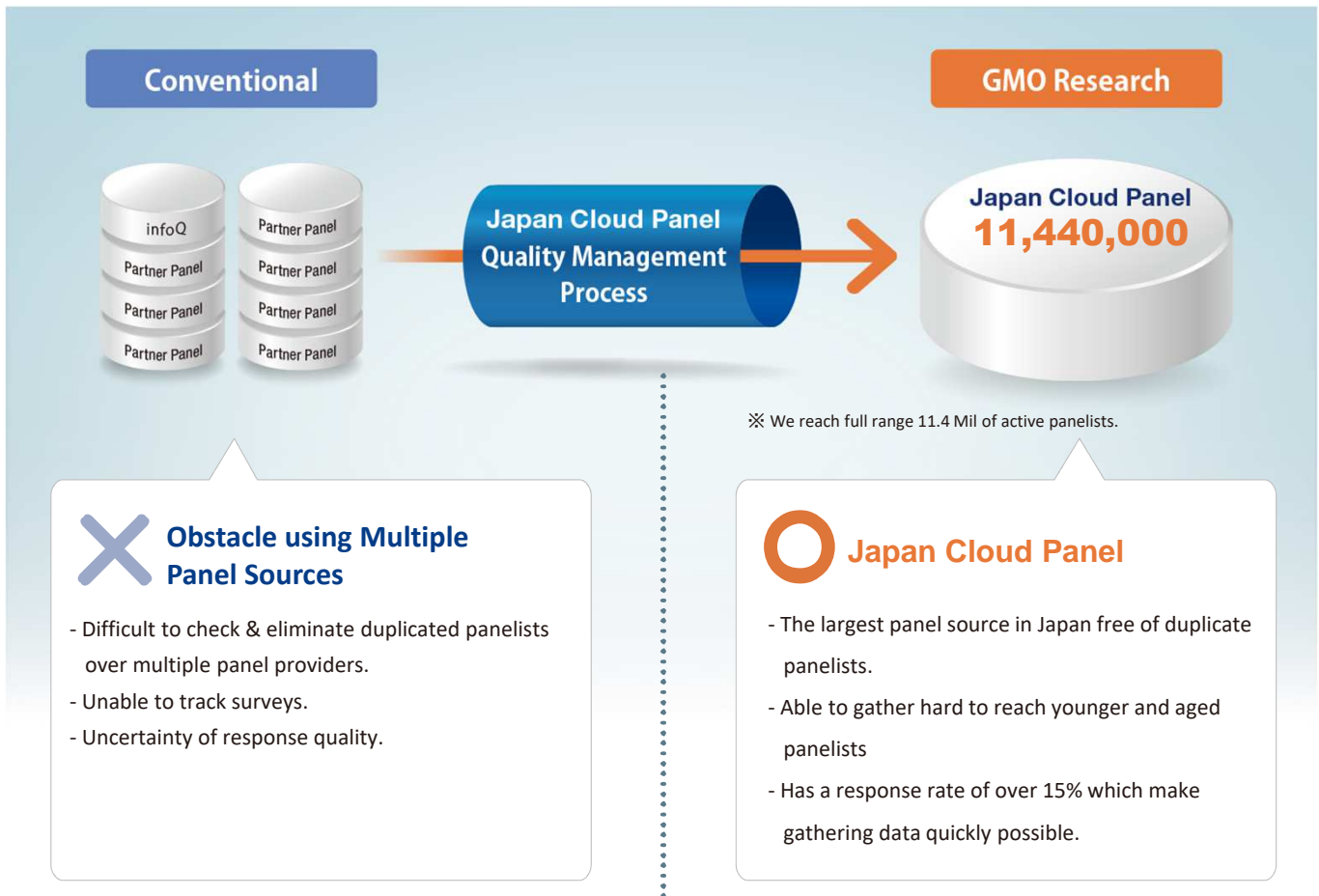
- Highly integrated logic of questionnaire developing system
- Seamless tabulation
- Insight discovery through interaction

### 03 | Panel Management

- Can use all GMO Research Panels
- Hosting your own panel
- Ability to manage inquiries from panelists

## The highest quality panel network with over 10.5M panelists in Japan

### Features of “Japan Cloud Panel”



### GMO Research is the solution for quality management

#### 01 | No duplicated panelists

We pre-investigate duplication of panelists before providing services to our clients.

<Pre-investigation Method>

- 1) Checking duplicated respondents under proprietary system.
- 2) Checking a set of (gender/ date of birth/ zip code) data through every survey respondent

#### 03 | Tracking management

We are able to manage each and every panelist and track survey participation at an individual level.

#### 02 | 100% survey permission from all of the panelists

Able to use all GMO Research Panels for your online research and collect data on our system.

#### 04 | Highest level of respondent quality

Quality measurement checks placing a flag to ban invalid/unauthorized respondents from the panel every month.

<Type of invalid/unauthorized respondents>


- 1) Inconsistency of registered demographic data & respondent demographic data.
- 2) Unreliable survey completion time (“speedsters”).





## Find your desired audience with precise targeting


### Advantages of utilizing our “Specialty Panel”

- 01** Conduct research with difficult targeting criteria for niche markets
- 02** Cut down cost by narrowing down targeting criteria beforehand
- 03** Pre- investigate feasibility & estimate response rate for insightful decision making.
- 04** Able to collect responses faster because of implementing one of the highest panelist response quality process in the industry.

 Automobile Owners	118,000
<ul style="list-style-type: none"> <li>Manufacturers</li> <li>Type of model (1,200 variety)</li> <li>Body type</li> </ul>	<ul style="list-style-type: none"> <li>Engine displacement</li> <li>Purchase Condition (new/used)</li> <li>Purchased date</li> </ul>
<ul style="list-style-type: none"> <li>Driving frequency</li> <li>Purchase intention/ timing</li> <li>Contracted automobile insurance</li> </ul>	


 Motorbike Owners	23,000
<ul style="list-style-type: none"> <li>Manufacturers</li> <li>Engine displacement</li> </ul>	<ul style="list-style-type: none"> <li>Purchased channel</li> <li>Purchased date</li> </ul>
<ul style="list-style-type: none"> <li>Purchase condition (new/used)</li> <li>Amount of motorbike ridden</li> </ul>	

 Consumer Electronics	180,000
<ul style="list-style-type: none"> <li>Electrical appliances purchased</li> <li>Type of home internet connection</li> <li>Web camera users</li> </ul>	<ul style="list-style-type: none"> <li>TV programs/channel viewed</li> <li>Online video service used</li> </ul>


 Mobile Phones	224,000
<ul style="list-style-type: none"> <li>Mobile phone carrier</li> <li>Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>Mobile phone models</li> <li>OS</li> </ul>


 Alcohol Drinks	163,000
<ul style="list-style-type: none"> <li>Drinking frequency</li> <li>Type of liquor (Beer, Champagne, Sake, Wine, Whiskey, etc)</li> </ul>	<ul style="list-style-type: none"> <li>Purchase channel</li> </ul>


 Cigarette	48,000
<ul style="list-style-type: none"> <li>Brands</li> </ul>	<ul style="list-style-type: none"> <li>Smoking frequencies</li> <li>Smoking volume (per day average)</li> </ul>


 Cosmetics	119,000
<ul style="list-style-type: none"> <li>Brands</li> <li>Purchasing price</li> <li>Products (make-up remover, face wash, lotion, milky lotion, sealum, make-up base, foundation)</li> </ul>	<ul style="list-style-type: none"> <li>Usage frequency</li> <li>Purchase channel</li> </ul>


 Traveling	189,000
<ul style="list-style-type: none"> <li>Travel destination (business/ leisure)</li> <li>Visited frequency (business/ leisure)</li> </ul>	<ul style="list-style-type: none"> <li>Hotel expense amount</li> <li>Domestic accommodation</li> </ul>


 Children (Parents with children)	97,000
<ul style="list-style-type: none"> <li>Number of children</li> <li>Date of birth</li> </ul>	<ul style="list-style-type: none"> <li>Gender</li> <li>School age</li> </ul>
	<ul style="list-style-type: none"> <li>Eldest/youngest child</li> <li>Extra curricular activities (cram school, ballet etc)</li> </ul>

 Students	6,000
<ul style="list-style-type: none"> <li>High school, technical college, technical school, junior college, university, graduate school</li> <li>Field (university, graduate student)</li> </ul>	


 Working Individuals	150,000
<ul style="list-style-type: none"> <li>Occupation (Industry/description)</li> <li>Number of employee/ annual revenue</li> <li>Decision makers (software/ printer/ PC/ human resource/ infrastructure)</li> </ul>	<ul style="list-style-type: none"> <li>Position/title</li> </ul>

 Residence	180,000
<ul style="list-style-type: none"> <li>Residence status/ years</li> <li>Purchase intention/ Housing improvement intention</li> </ul>	<ul style="list-style-type: none"> <li>Value of housing asset</li> </ul>

 Financial Asset	180,000
<ul style="list-style-type: none"> <li>Asset portfolio</li> <li>Assed holdings amount</li> <li>Real estate assets amount</li> </ul>	<ul style="list-style-type: none"> <li>Type of bank account</li> <li>Internet bank account</li> <li>Type of loan</li> </ul>
	<ul style="list-style-type: none"> <li>Type of money</li> <li>Credit card type</li> </ul>

 Medical	232,000
<ul style="list-style-type: none"> <li>Patient medical history ( High blood pressure, angina, heart attack, asthma, dry-eye, hay fever, allergic rhinitis, anemia, sensitivity to cold, stomach ulcer, fatty liver, cancer, alopecia, etc.)</li> </ul>	

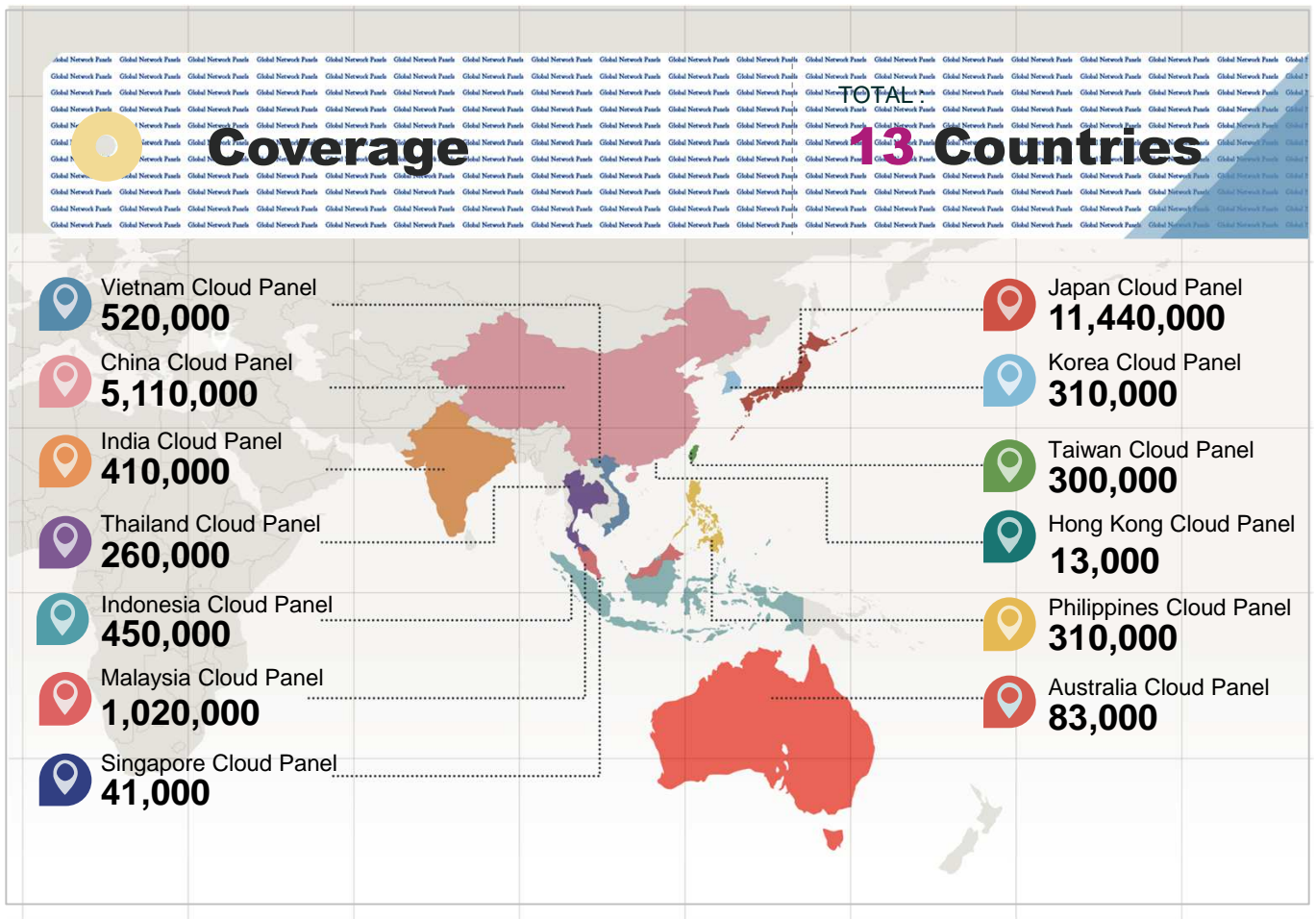
 Nursing/ Caring	210,000
<ul style="list-style-type: none"> <li>Patient</li> </ul>	<ul style="list-style-type: none"> <li>Care taker</li> <li>Medical devices used</li> </ul>

 Media	107,000
<ul style="list-style-type: none"> <li>Purchased newspapers (national/local paper, morning/evening paper)</li> </ul>	

 Pets	49,000
<ul style="list-style-type: none"> <li>Dog (age/ weight)</li> </ul>	<ul style="list-style-type: none"> <li>Cat (age/ weight)</li> </ul>

※ Above examples are from GMO-Research “Specialty Panel Attributes” list.

Instant access to over 19 Million unique panelists in 13 Asian Countries



### One-Stop, 24 hour operation

No need to contact multiple panel providers, we are your one-stop provider to conduct multiple research studies in different countries simultaneously. We operate 24hrs, 365 days a year.



### Online Capabilities

- 5,000+ online projects per year
- Panel coverage in 13 countries
- Dynamic specialty panels
- Full service programming



### Quality Assurance

- Double Opt-in Registration
- Daily data checks
- Daily de-duplication process across all panels
- Real time updates and feasibility
- In-depth profiling studies done 4 times a year
- Quality Assurance checks done twice a year
- All panels adhere to industry standards



### ASIA Cloud Panel

We have established a panel network allowing access to unique panelists across Japan, China, Hong Kong, Vietnam, Taiwan, Korea, India, Thailand, Philippines, Indonesia, Singapore, Malaysia, Australia.



### Native Staff

Our bilingual and multicultural team makes research in Japan and Asia clear and easy by offering local knowledge and innovative solutions.



### Global Office

HQ in Japan with branch offices in the US, UK, India, China, and Singapore.



## Global Network Panel list

※ Highlighted in red are the ASIA Cloud Panel area.

Area	Country	Online Survey		Offline Capabilities		
		Panelists	Internet Penetration rate	FGI	Home Visit	CLT
Asia Pacific	China	5,111,000	50%	○	○	○
	Hong Kong	13,000	81%	○	○	○
	Taiwan	300,000	84%	○	○	○
	Singapore	41,000	82%	○	○	○
	Malaysia	1,020,000	68%	○	○	○
	Thailand	260,000	56%	○	○	○
	Korea	310,000	92%	○	○	×
	India	410,000	30%	○	○	○
	Indonesia	450,000	31%	○	○	○
	Vietnam	520,000	50%	○	○	○
	Philippines	310,000	43%	○	○	○
	Australia	83,000	94%	×	×	×
	New Zealand	87,000	94%	×	×	×
North America	USA	5,506,000	87%	○	○	○
	Canada	378,000	92%	×	×	×
	Mexico	626,000	49%	○	○	○
Central/ South America	Brazil	921,000	57%	○	○	○
	Argentina	178,000	80%	○	○	○
	Chile	240,000	72%	○	○	○
	Colombia	239,000	59%	○	○	○
	Venezuela	55,000	62%	×	×	×
	Peru	99,000	52%	×	×	×
	Ecuador	10,000	84%	×	×	×
	Uruguay	5,200	65%	×	×	×
	Bolivia	5,100	31%	×	×	×
	Puerto Rico	9,910	74%	×	×	×

Area	Country	Online Survey		Offline Capabilities		
		Panelists	Internet Penetration Rate	FGI	Home Visit	CLT
Europe	England	1,383,000	91%	○	○	○
	France	750,000	83%	○	○	○
	Germany	633,000	89%	○	○	○
	Italy	335,000	62%	×	×	×
	Spain	526,000	80%	○	○	○
	Netherlands	237,000	96%	×	×	×
	Russia	2,320,000	71%	○	○	○
	Finland	195,000	94%	×	×	×
	Norway	78,000	96%	×	×	×
	Portugal	241,000	68%	×	×	×
	Ireland	71,000	82%	×	×	×
	Belgium	93,000	85%	×	×	×
	Denmark	173,000	96%	×	×	×
	Sweden	504,000	95%	×	×	×
	Poland	428,000	67%	×	×	×
	Switzerland	86,000	89%	×	×	×
	Czech Republic	180,000	78%	×	×	×
	Austria	135,000	83%	×	×	×
	Greece	56,000	63%	×	×	×
	Turkey	301,000	59%	×	×	×
Middle East	Saudi Arabia	71,000	66%	○	○	○
	UAE	27,900	93%	○	○	○
Africa	South Africa	75,000	49%	○	○	○
	Morocco	22,300	61%	○	○	○
	Egypt	34,000	55%	○	○	○

"Internet Penetration Rate" Resource : INTERNET WORLD STATS, Copyright © 2015, Miniwatts Marketing Group, <http://www.internetworldstats.com/>

## Eye Tracking

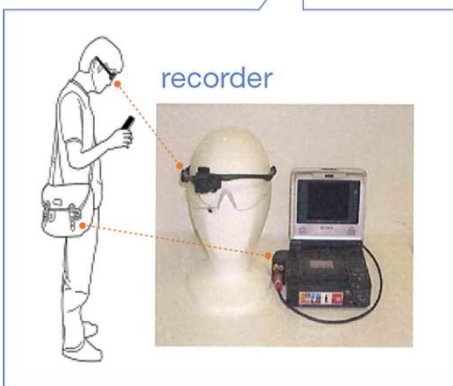
### Gauge visually consumers' decision process of buying!



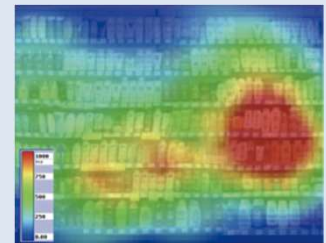
By wearing CVG2(Customer Vision Goggle), we can track consumers eye movements in real time and gauge visually how consumers ended up purchasing at stores.

### Understand customers' purchasing behavior at stores

- The number of consumers passed by in front of shelves at stores
- The type of products and brands consumers have an interest in
- The area and layout consumers have the longest residence time
- The category of product shelves consumers particularly come and go
- The area and layout make their engagement to consumer behavior change

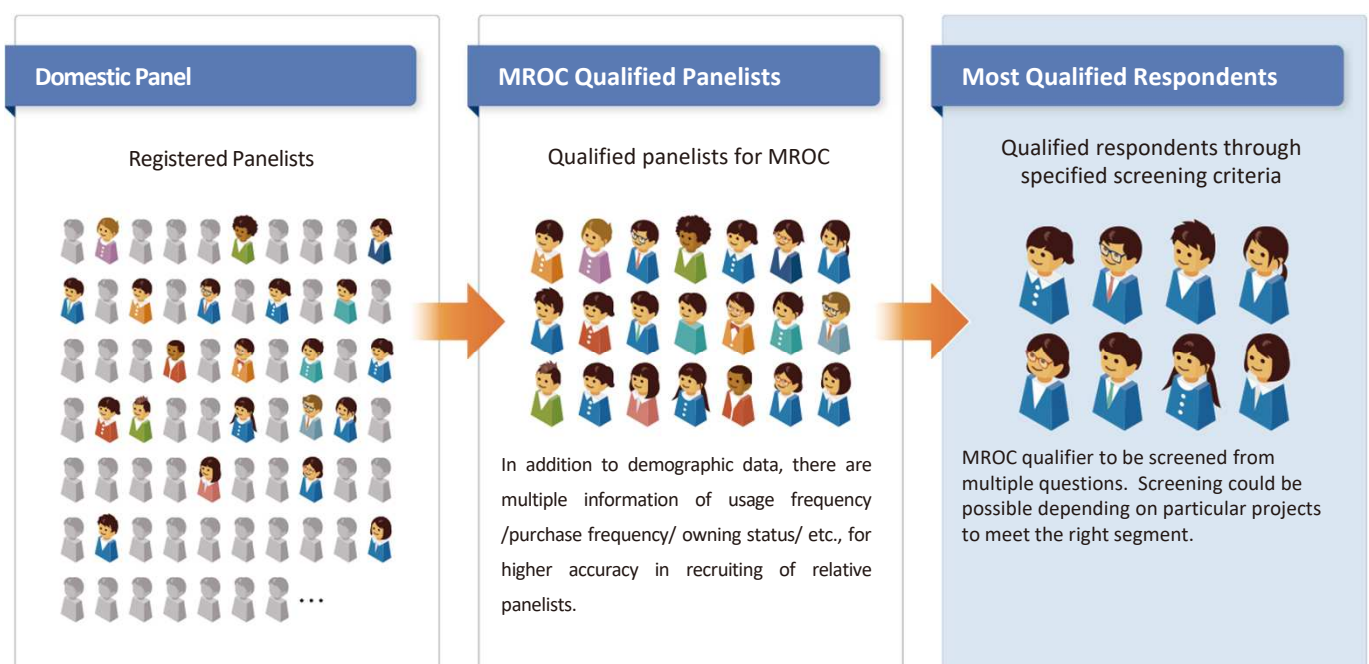


By sorting out in colors of thermograph, the longest residence area in "red" and the next longest residence area in "yellow," eye tracking generates a deeper understanding of what drives consumers' attitudes and behaviors!



## MROC (Marketing Research Online Community)

### Panelists quality assured by "Double Screening System"



Conscious

Existing survey methods

Unconscious

Scanamind®  
Visualizing unconscious mind

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