



GMO RESEARCH & AI

About Our Company

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01



About Our Business

Company Outline

Focusing on Japan and Asia, GMO Research & AI is a company that provides new value in global market research and marketing, against a backdrop of technological capability and one of the largest panel networks in the industry worldwide.

GMO RESEARCH & AI

Company name

GMO Research & AI, Inc.

Locations

[Headquarters] Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo 150-8512
[Shimonoseki Satellite Office] Sumitomo Seimei Shimonoseki Building, 2-7 Hosoe-cho 1-chome, Shimonoseki, Yamaguchi Prefecture 750-0016
[Taiwan Resident Employee Office] 5F, No. 86, Sec. 1, Nanjing East Rd., Taipei City

Established

April 1, 2002

Chief Executive Officer

Takehiro Ogita

Number of full-time employees

185 (consolidated, as of February 2025)

Business description

Internet research business

Consolidated subsidiaries

GMO-Z.com Research Pte. Ltd. (Singapore)
GMO Z com Research Sdn. Bhd. (Malaysia)
GMO E-Lab Marketing Research (Shanghai) Co., Ltd. (China)
GMO-Z.com Research Pvt. Ltd. (India)
GMO-Z.com Research USA, Inc. (USA)



Engaging People Around the World

想いを、世界に **GMO** RESEARCH & AI

As the revolution in digital information continues, the relationship between companies and consumers around the world is also in a process of change. As characterized by the expression “co-creating value,” there is an increasing need for new marketing solutions platforms that express the concept of rebuilding the relationship between companies and consumers.

With a view to that future, GMO Research & AI’s Asia Cloud Panel, which we are developing as the No.1 marketing solutions platform in 16 different countries and markets, is being utilized in all parts of Asia by a variety of consumers and companies, and our aim is to develop a succession of services that fulfill the needs of people around the world.



CEO Profile

GMO RESEARCH&AI



Takehiro Ogita

Chief Executive Officer (CEO)

- April 2006 Development Department, Rakuten Group, Inc. (formerly Rakuten, Inc.)
- April 2015 Founder and Representative Director, GMO TownWiFi, Inc. (formerly TownWiFi, Inc.)
- November 2019 Joined the GMO Internet Group
- March 2025 Representative Director and Executive Vice President, GMO Research&AI, Inc.
- April 2025 Representative Director and CEO, GMO Research&AI, Inc.



Leadership Team

GMO RESEARCH & AI



Tetsuya Hongo

Chief Operating Officer (COO)

Joined the NEC Corporation in 1995 and subsequently PricewaterhouseCoopers, before joining GMO Research, Inc. Gained experience as Head of the Research Business Division before becoming Chief Operating Officer in 2022.



Takenori Mori

Chief Financial Officer (CFO)

Joined the MISUZU Audit Corporation in 2001 and subsequently registered as a certified public accountant. Upon joining PricewaterhouseCoopers Aarata LLC in 2006, he gained valuable experience from being posted to their Sydney office. After working as CFO at JVCC, he joined GMO Research in 2019 and became Chief Financial Officer in 2020.



Yukiya Nagata

Chief Revenue Officer (CRO)

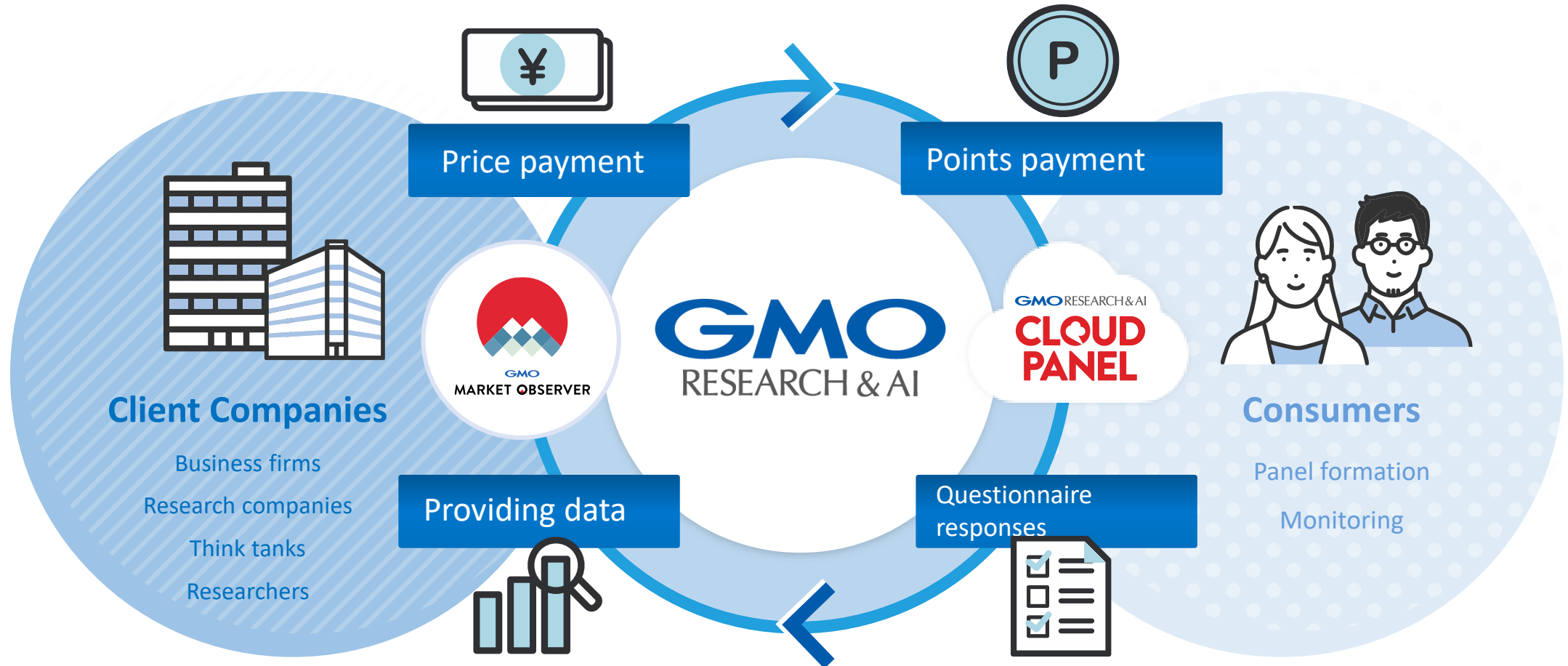
Having joined GMO Research in 2011, he gained experience in positions such as General Manager of the Overseas Business Division. From 2021 he was active as a representative of the Taiwan Resident Employee Office, before becoming Chief Revenue Officer in 2022.



A Platform Connecting Companies with Consumers

GMO RESEARCH & AI

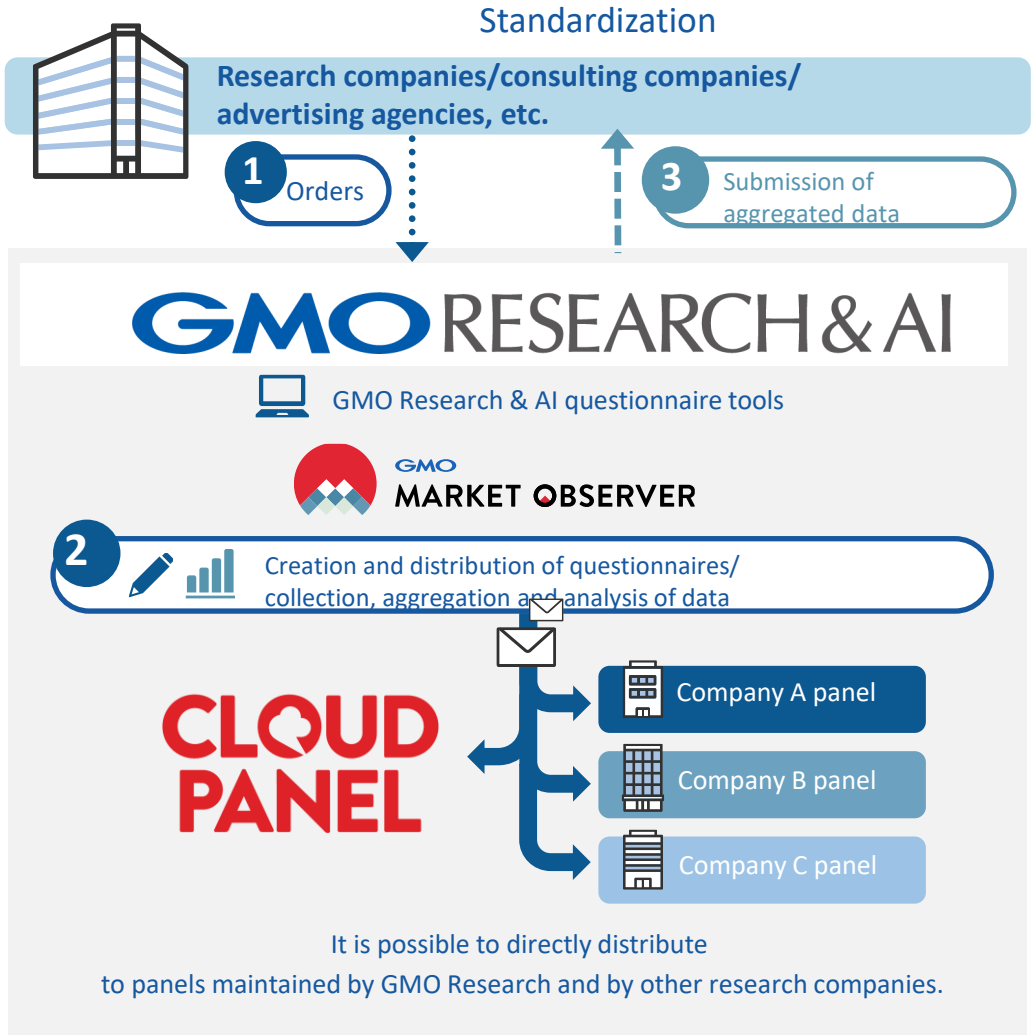
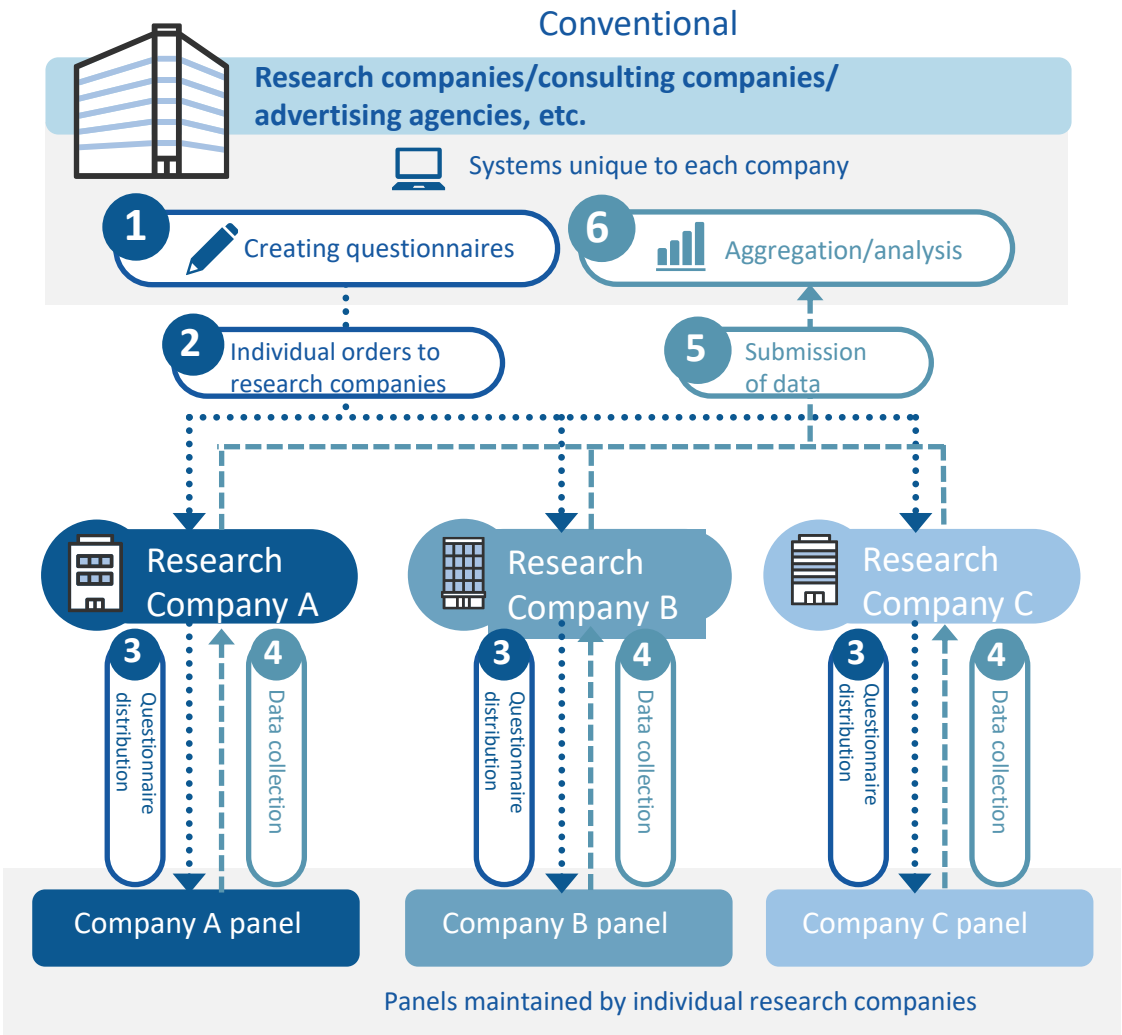
Audience Engagement Platform





Service Content

By standardizing conventional internet research tools, which until now have been developed by individual companies, GMO Research & AI provides a one-stop, low-cost research service.





GMO

MARKET OBSERVER

GMO MARKET OBSERVER

よくあるご質問(FAQ) | maiko.iwata@gmo-research.jp | 操作トレ

回収可否

地域

全選択解除

- ☒ 北海道
- ☒ 東北
- ☒ 関東
- ☒ 首都圏
- ☒ 信越
- ☒ 北陸
- ☒ 東海
- ☒ 中国
- ☒ 四国
- ☒ 九州
- ☒ 沖縄

分割

ID	性別	年齢	地域	回収可否	必要 サンプル数	回収 サンプル数	アクティブ数 (配信対象者)	回収見込み プル数
								最小
1	男女(両方)	15-19	北海道	<input type="radio"/>	0	0	13,619	490
2	男女(両方)	15-19	青森県	<input type="radio"/>	0	0	3,196	120
3	男女(両方)	15-19	岩手県	<input type="radio"/>	0	0	3,224	117
4	男女(両方)	15-19	宮城県	<input type="radio"/>	0	0	6,193	238
5	男女(両方)	15-19	秋田県	<input type="radio"/>	0	0	2,885	112
6	男女(両方)	15-19	山形県	<input type="radio"/>	0	0	3,696	140
7	男女(両方)	15-19	福島県	<input type="radio"/>	0	0	4,484	164
8	男女(両方)	15-19	茨城県	<input type="radio"/>	0	0	6,512	277
9	男女(両方)	15-19	栃木県	<input type="radio"/>	0	0	4,817	221
10	男女(両方)	15-19	群馬県	<input type="radio"/>	0	0	4,561	208
11	男女(両方)	15-19	山梨県	<input type="radio"/>	0	0	1,718	67
12	男女(両方)	15-19	東京都	<input type="radio"/>	0	0	26,054	1,206

検索

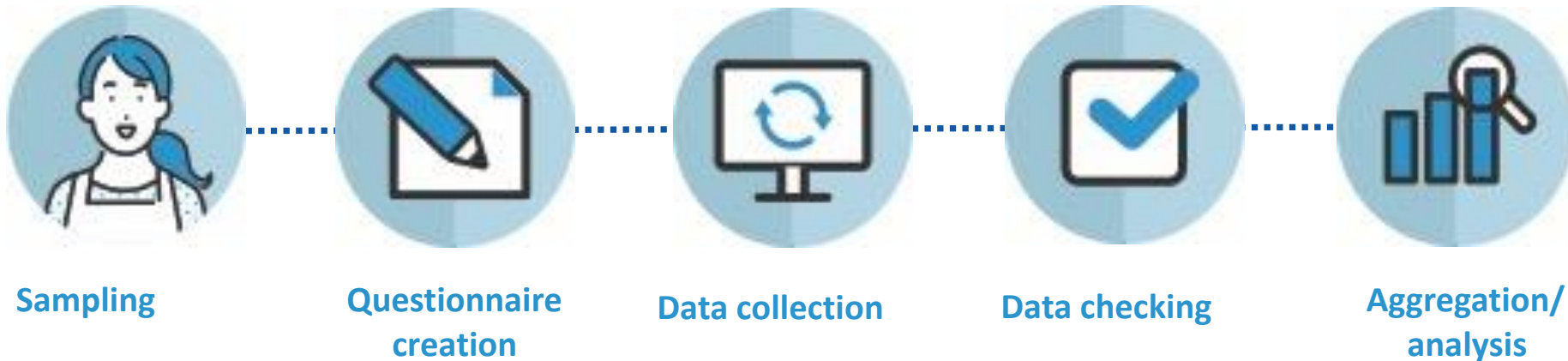


What is Market Observer?

GMO RESEARCH & AI

A DIY (self-style) questionnaire tool

that can handle everything from the creation and distribution of questionnaires to their aggregation and analysis, all on a single interface.



Being able to undertake a series of processes on the same interface makes it possible for surveys to be implemented efficiently. Also, data can be managed in batches in the cloud, which enables smoother sharing within an organization.



Features of Market Observer

GMO RESEARCH&AI



GMO
MARKET OBSERVER



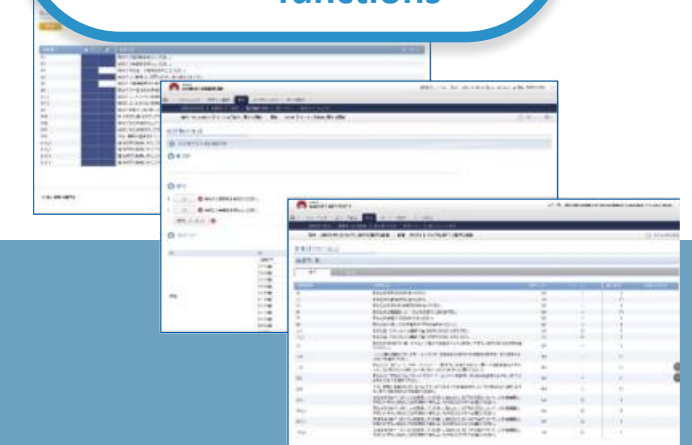
Intuitive
screen
creation



Sophisticated
retrieval
estimates



Diverse
aggregation
functions



Questionnaire
distribution

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CLOUD PANEL

*See p. 15

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CLOUD PANEL

**JAPAN
CLOUD
PANEL**

**ASIA
CLOUD
PANEL**



What is Cloud Panel?

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GMO RESEARCH

ASIA CLOUD PANEL

One of the largest panel networks in the industry,
encompassing **16** countries and markets across
the Asia-Pacific region and more than

64 million people

Cloud Panel is the collective name for **consumer panels maintained by GMO Research & AI**. We have a network that spans not just Japan but the whole world.

(Data as of Jan 2025)

GMO RESEARCH

JAPAN CLOUD PANEL

More than **34 million** within Japan
people

02

**About Our
Working Environment/
Employee Welfare**

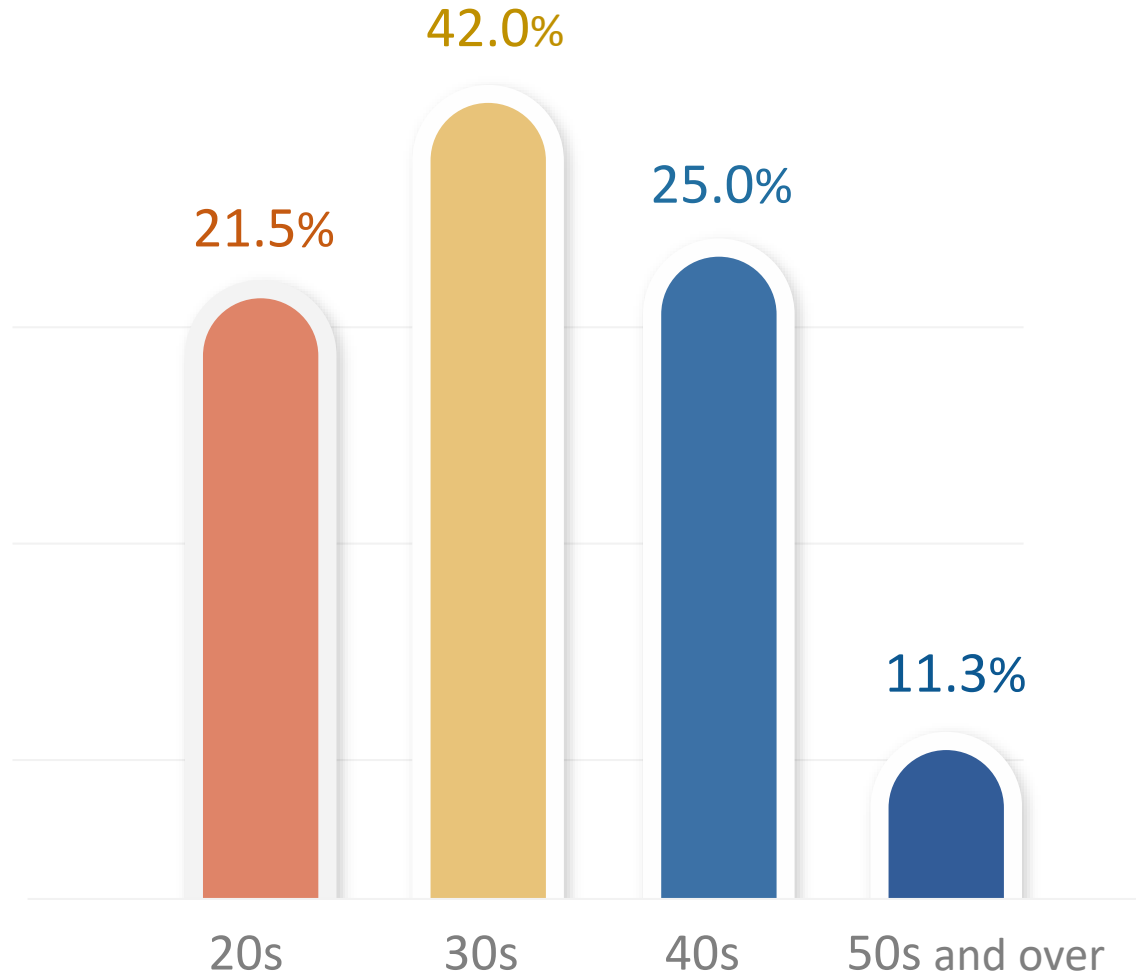


Employee Classification: Average Age

GMO RESEARCH & AI

Average age

37.3 years old

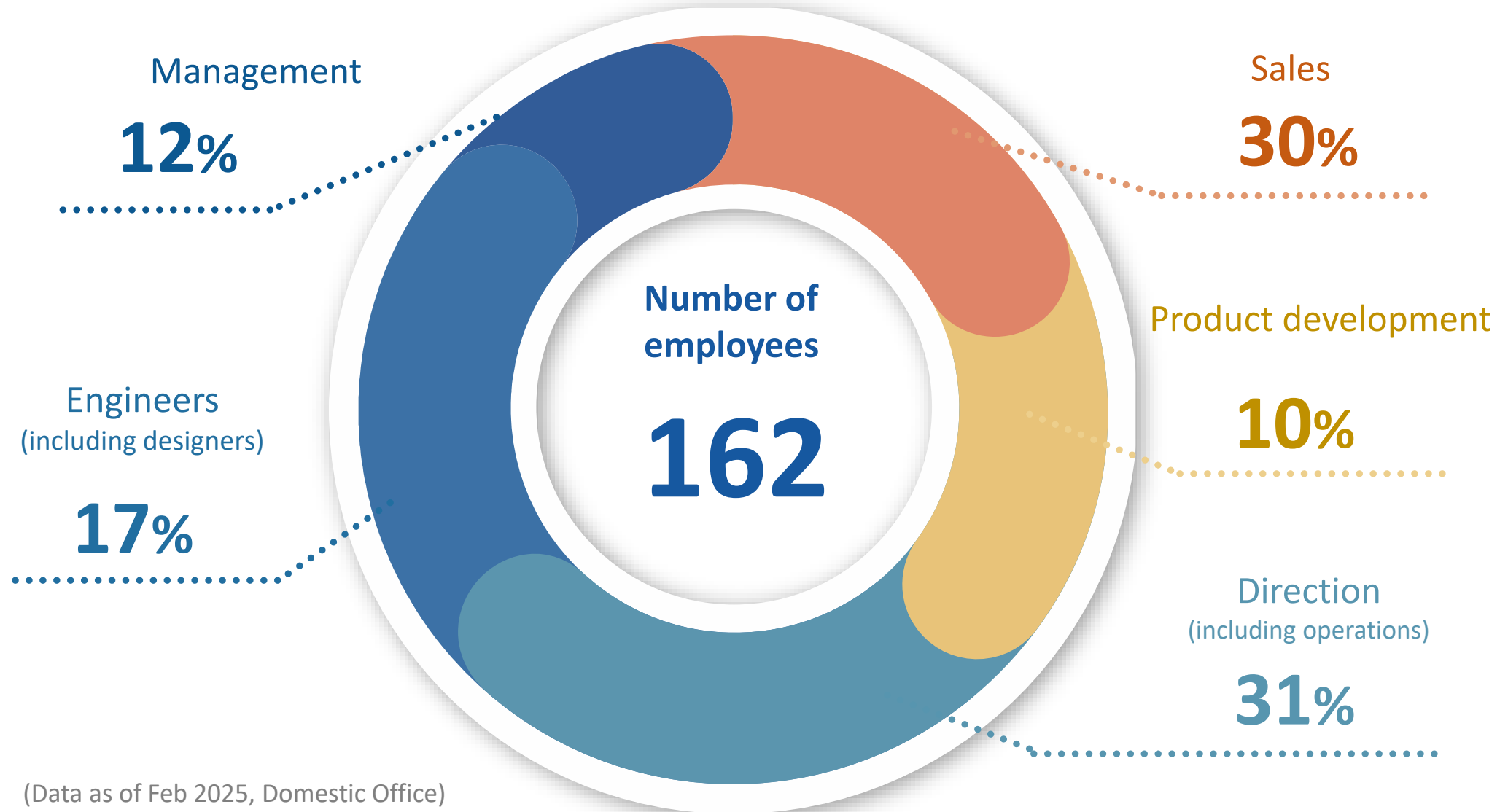


(Data as of Feb 2025)



Composition of Department

GMO RESEARCH & AI





Nationalities of Foreign Members of Staff at Japan Headquarters



Systems to Support Work- Life Balance

We are building a structure to enable flexible working in line with the situation of every individual, so that employees can realize a good work-life balance.



Remote work & flexitime*



In-house day nursery



Subsidies

**Remote work compensation:
10,000 yen per month**

**Babysitter subsidy:
up to 30,000 yen each time**

*Depending on the situation, remote work can be undertaken 2 days per week.

Core time is 12 noon-5 p.m.

Systems to Enable Employees to Concentrate on Their Duties

We have established services and facilities to refresh both the mind and body, so that employees can perform sufficiently well in their jobs.



Free lunch &
free drinks



Nap space &
massages



Systems to Support Careers and Personal Growth

- We provide a library to facilitate autonomous learning by employees, as well as a system which supports language study.
- A questionnaire about career aspirations is undertaken twice a year, and there are many opportunities for being posted to locations overseas.



In-house library



+ System for subsidizing book purchases



Career aspiration questionnaires



System to support language study

Japanese + English

Study apps & online lessons



List of Our Overseas Locations

- We are establishing overseas locations centering on Asia, with the aim of being the clear leader in that region.
- We are also set on expanding our business into the European and North American markets, and in 2022 we established ourselves as a corporate entity in the US. Going forward, we anticipate launching more overseas locations **and we are seeking people who would like to take on the challenge of working abroad.**





Other Employee Welfare Systems

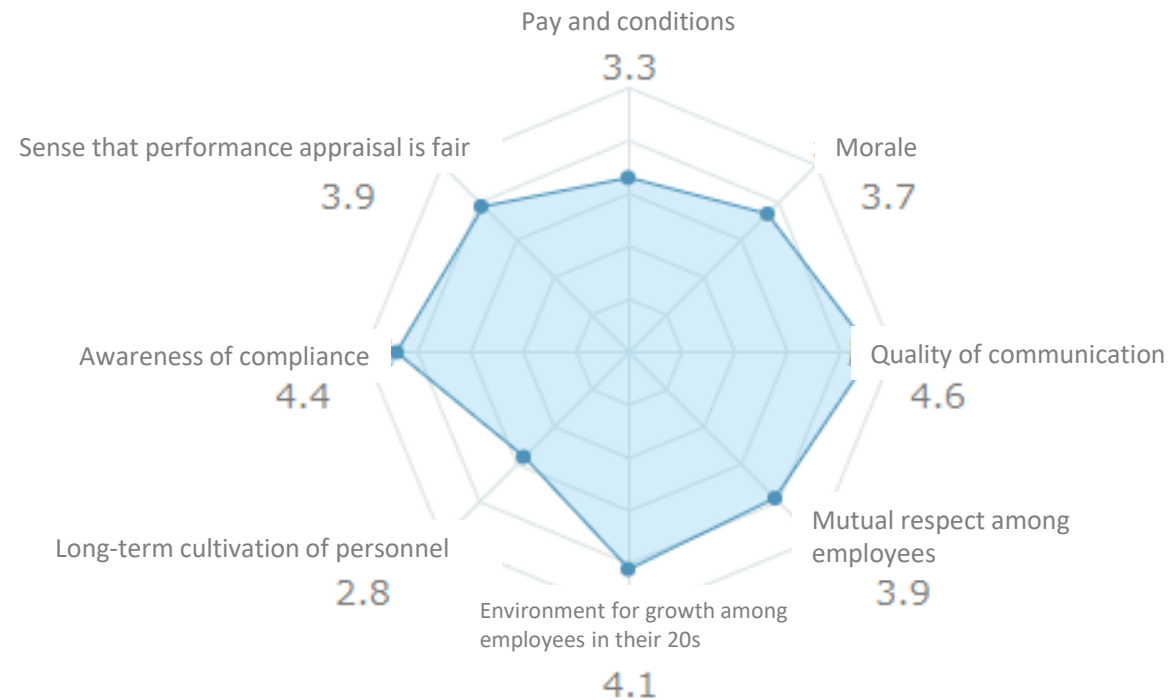
- Social insurance/labor insurance (with the Kanto IT Software Health Insurance Society)
- Provision of travel expenses
- Health check (yearly) and consultations with occupational health physician (available on request)
- Influenza vaccinations (yearly)
- System for parental/caregiving leave
- System for shorter/flexible work hours
- Special work leave (marriage/childbirth/bereavement/illness, etc.)
- Congratulatory/bereavement payments
- Employee shareholding association
- Defined contribution pension plan system
- Discounted use of various facilities (sports clubs, health clubs, etc.)



Interviews with Current Employees

GMO RESEARCH & AI

★★★★☆ **3.69** Top 2%



- On Open Work, a site featuring reviews by current and former employees, GMO Research & AI is rated in the top 2% among 68,526 companies.*

- We are highly rated as a fulfilling work environment by people with actual experience of working for us.

Quoted from:

https://www.vorkers.com/company.php?m_id=a0C1000000IN4k5

(as of March 4, 2024)



Interviews with Current Employees

GMO RESEARCH & AI

W 募集 ストーリー はたらくを面白くする、国内最大級のシゴトのSNS

採用担当者の方はこちら



ホーム 私たちについて メンバー ストーリー 募集

注目のストーリー



GMOリサーチインド拠点新卒エンジニアの懇親会を初開催してみた

メンバーと話せる



GMOリサーチで働くエンジニアってどんな人？ダイジェスト版で紹介

メンバーと話せる



言語と文化を同時に学べる！GMOリサーチの英会話ランチとは？

メンバーと話せる

すべてのストーリー



GMOリサーチインド拠点新卒エンジニアの懇親会を初開催

スペース



We are posting interviews with current employees on [Wantedly](#). The interviews describe our corporate culture, working environment, and more, so please check them out.



GMO RESEARCH & AI **HR policy**



Enjoy

Embrace change.

You will definitely change. Change comes from the inside.

Everyday is not the same! Be able to have excitement no matter what your mission is.



Conquer

There is no problem we cannot solve. Don't accept the status quo and express yourself freely. Never give up. Our goals can be accomplished with strong determination.



Respect

Is not based on race, nationality, gender, education, religion or language, but based on merit. Always trust each other, and show empathy.



WE ARE HIRING!

We are looking forward to receiving inquiries from people who feel an affinity with our HR policies.

If you know an agent or an employee of GMO Research & AI personally, please ask them about us.

Feel free to contact us to arrange an informal interview.