

The background features several thick, blue, brushstroke-like shapes of varying lengths and orientations, scattered across a white background. These shapes are in different shades of blue, from a light sky blue to a darker, more saturated blue.

GMO RESEARCH & AI

About Our Company

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01 About Our Business

02 About Our Working
Environment/Employee
Welfare

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.

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	Shinichi Hosokawa
Number of full-time employees	187 (consolidated)
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



Shinichi Hosokawa

Chief Executive Officer (CEO)

- March 1996 Employed at the Embassy of Japan in Ethiopia
- June 1998 Project Planning Office, Component Business Division, Kenwood Corporation
- May 2000 MBA student, Thunderbird School of Global Management, Arizona University, USA
- October 2001 CIM/CRM Strategy Team, KPMG International Ltd.
- January 2005 Head of the Business Development Office, GMO Media and Solutions, Inc.
- April 2005 Chief Officer, GMO Media and Solutions
- March 2006 Representative Director, GMO Research, Inc. (formerly GMO Media and Solutions, Inc.)
- September 2006 Chief Executive Officer, GMO Research, Inc. (formerly GMO Research Institute)
- January 2008 Head of the Internal Audit Office, GMO Research, Inc.
- December 2012 Director, GMO Research Pte. Ltd.
- June 2013 Chairman, GMO E-Lab Marketing Research (Shanghai) Co., Ltd.
- November 2013 Managing Director, GMO Research Pvt. Ltd.
- May 2015 Director, Japan Marketing Research Association (JMRA)
- November 2015 Japanese Representative, European Society for Opinion and Marketing Research (ESOMAR)
- February 2017 Director, GMO E-Lab Marketing Research (Shanghai) Co., Ltd.
- July 2017 Managing Director, GMO Research Sdn. Bhd.



Leadership Team



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.



Kenichiro Ando

Chief Technology Officer (CTO)

Joined GMO Research in 2006. Became General Manager of Systems in 2011 and Chief Technology Officer in 2016.



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.



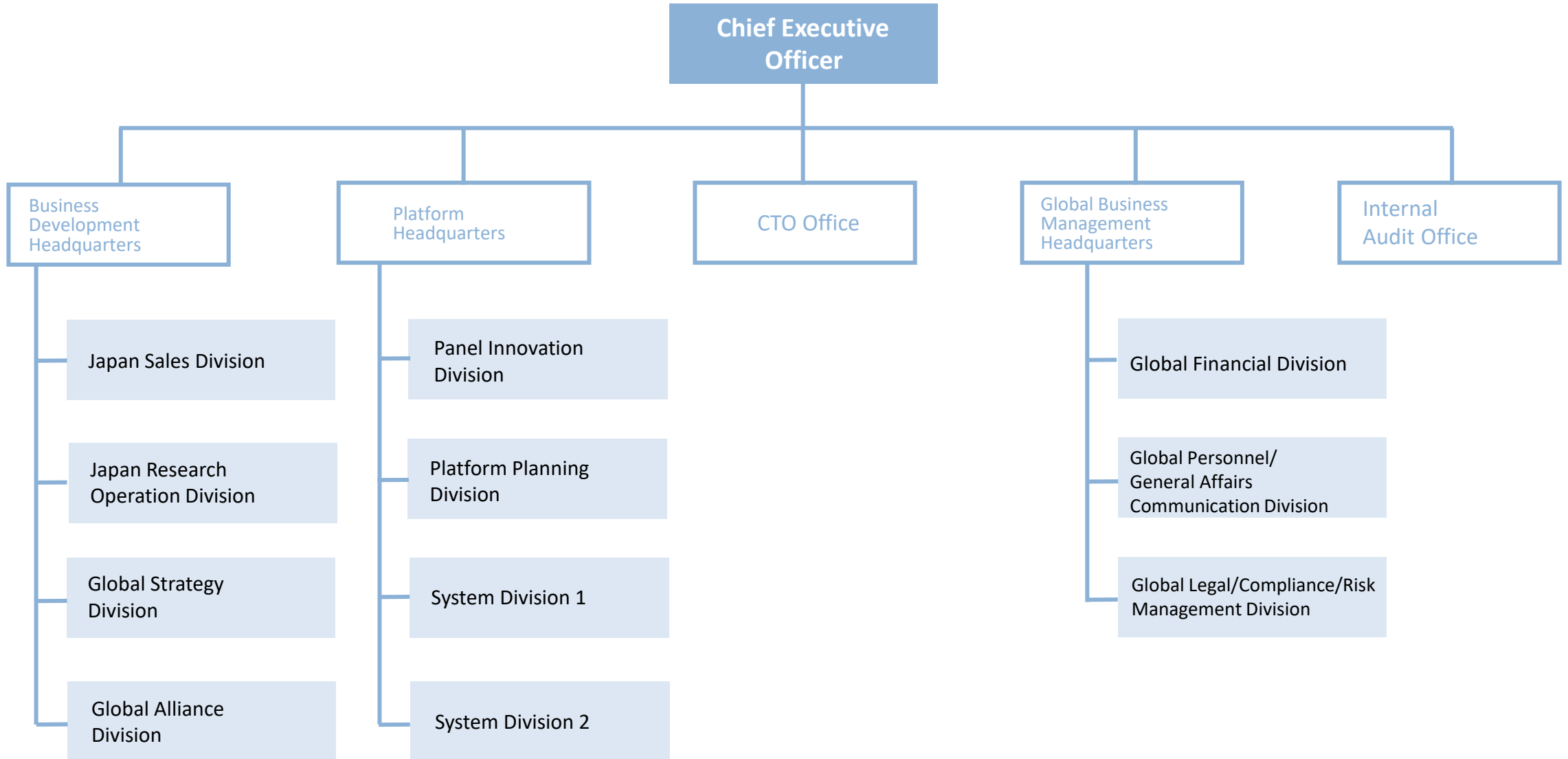
Yukiya Nagata

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.



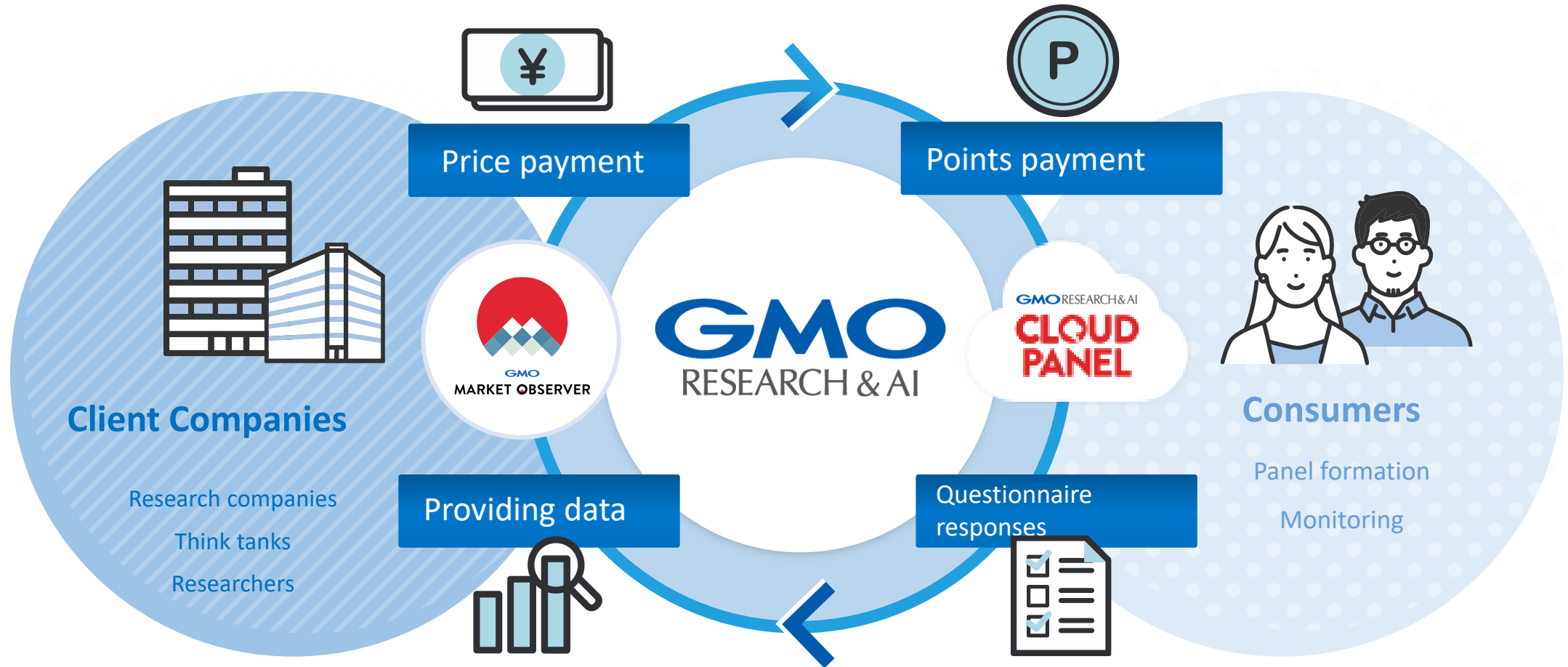
Organization





A Platform Connecting Companies with Consumers

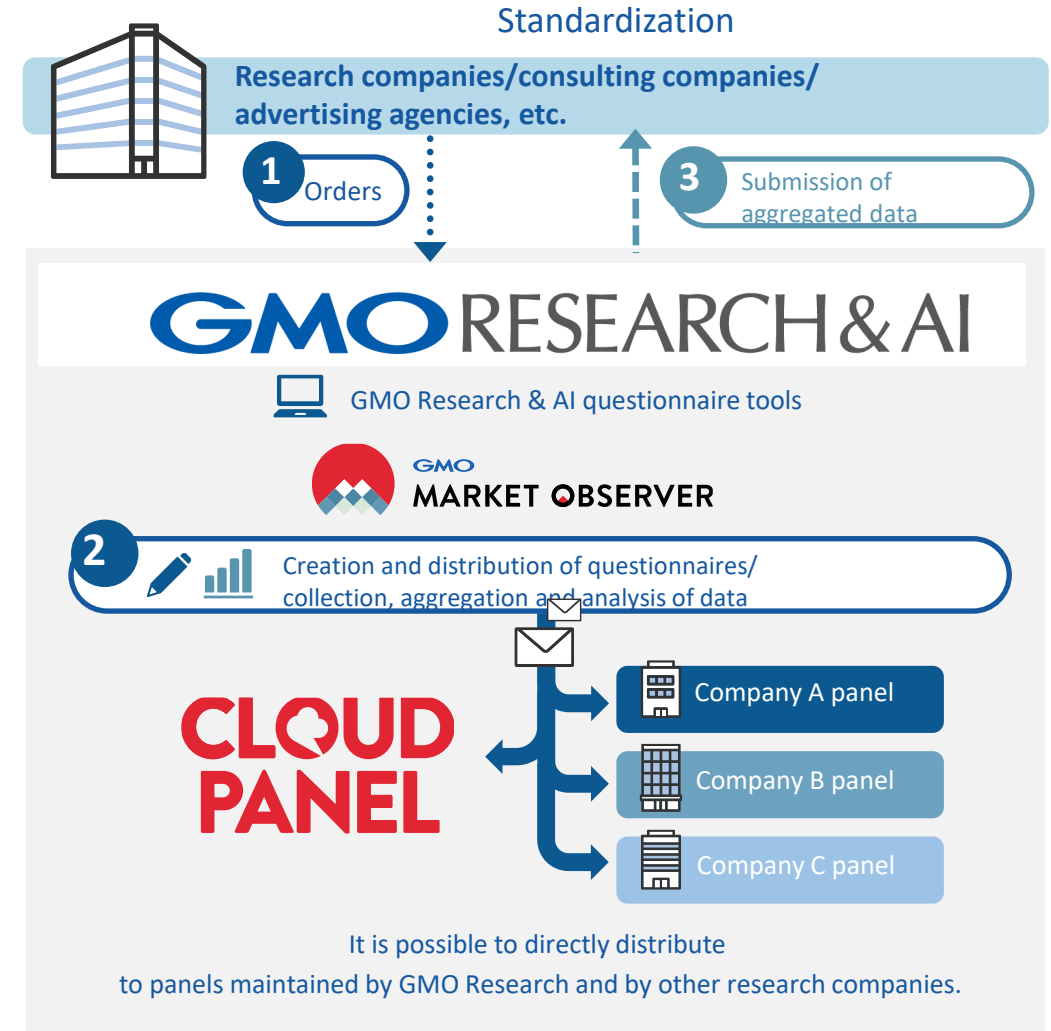
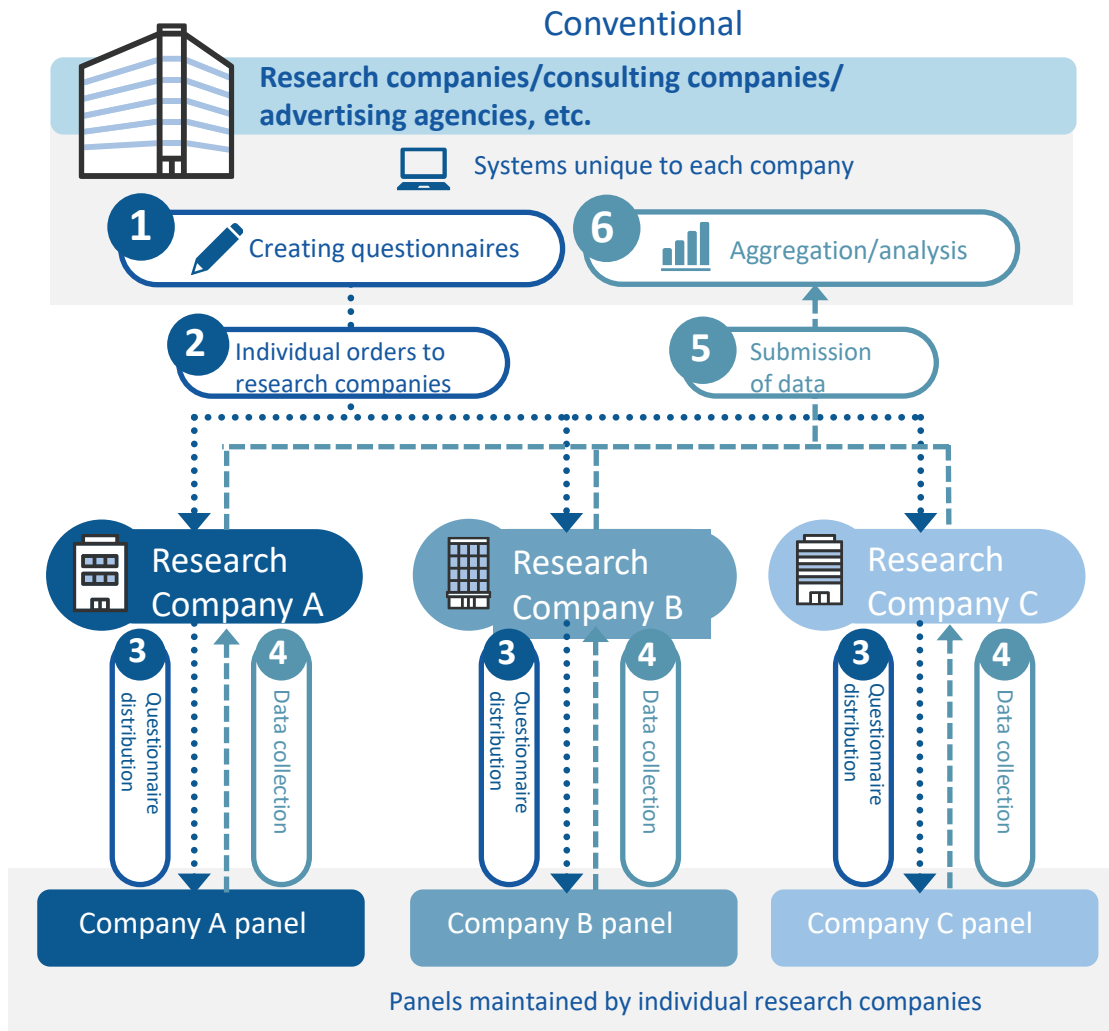
Audience Engagement Platform





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

The screenshot shows the '回収可否' (Recycling Eligibility) page in the GMO Market Observer application. The page includes a sidebar for region selection and a main data table. The table columns are: ID, 性別 (Gender), 年齢 (Age), 地域 (Region), 回収可否 (Recycling Eligibility), 必要サンプル数 (Required Sample Count), 回収サンプル数 (Collected Sample Count), アクティブ数 (アクティブ数 (配信対象者)) (Active Count (Distribution Targets)), and 回収見込みサンプル数 (回収見込みサンプル数 (最小) (Estimated Sample Count (Minimum))).

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 サンプル数 (最小)
1	男女(両方)	15-19	北海道	○	0	0	13,619	490
2	男女(両方)	15-19	青森県	○	0	0	3,196	120
3	男女(両方)	15-19	岩手県	○	0	0	3,224	117
4	男女(両方)	15-19	宮城県	○	0	0	6,193	238
5	男女(両方)	15-19	秋田県	○	0	0	2,885	112
6	男女(両方)	15-19	山形県	○	0	0	3,696	140
7	男女(両方)	15-19	福島県	○	0	0	4,484	164
8	男女(両方)	15-19	茨城県	○	0	0	6,512	277
9	男女(両方)	15-19	栃木県	○	0	0	4,817	221
10	男女(両方)	15-19	群馬県	○	0	0	4,561	208
11	男女(両方)	15-19	山梨県	○	0	0	1,718	67
12	男女(両方)	15-19	東京都	○	0	0	26,054	1,206



What is Market Observer?

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.



Sampling



Questionnaire
creation



Data collection



Data checking



Aggregation/
analysis

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 MARKET OBSERVER



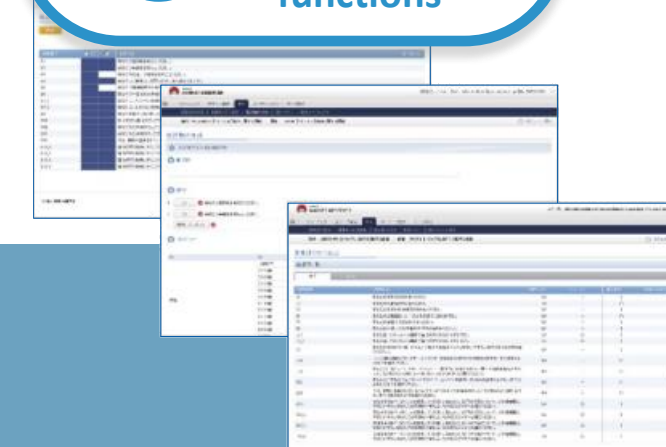
Intuitive screen creation



Sophisticated retrieval estimates



Diverse aggregation functions



Questionnaire distribution

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CLOUD PANEL

*See p. 15

GMO RESEARCH & AI

CLOUD PANEL

**JAPAN
CLOUD
PANEL**

**ASIA
CLOUD
PANEL**



What is Cloud Panel?



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

58 million people

GMO RESEARCH

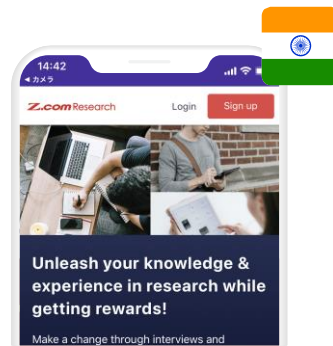
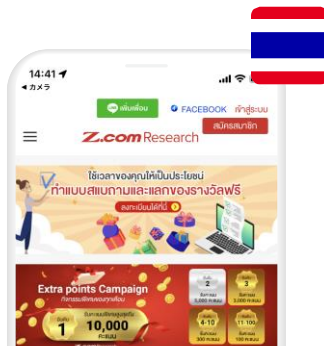
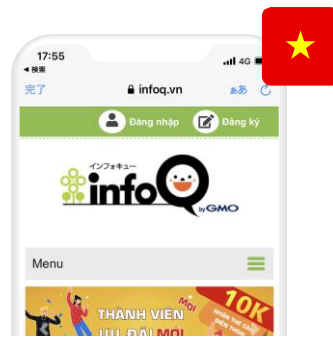
JAPAN CLOUD PANEL

More than **28 million** within Japan
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.



Operational Monitoring Sites





Our Clients

GMO RESEARCH & AI

With a focus on clients who specialize in surveys by major research companies, our services are also utilized to fulfill the research needs of ordinary businesses.



KANTAR



Cint

ByteDance



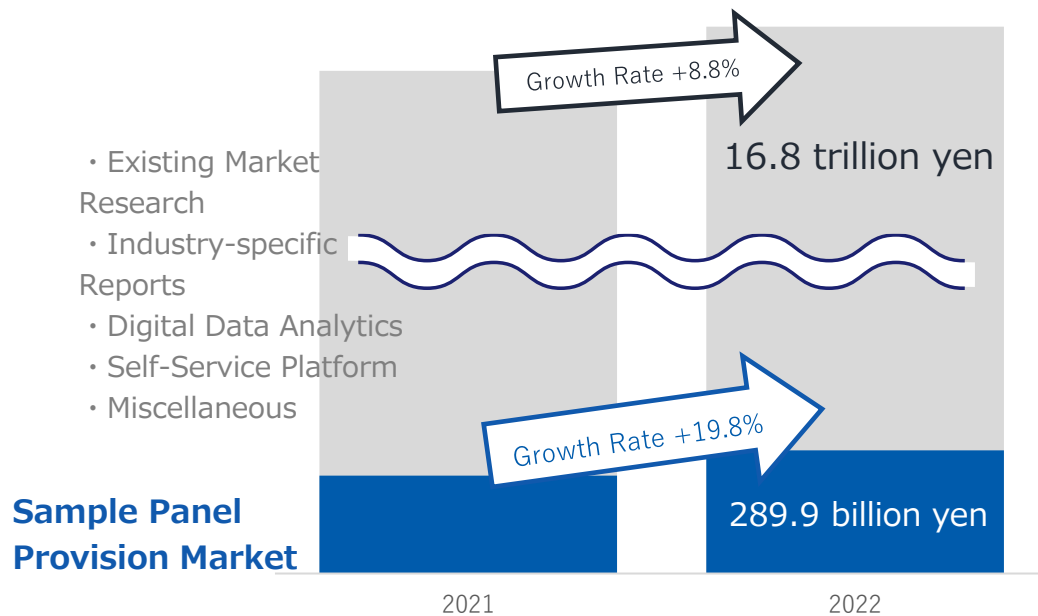


Market Landscape: Global Research Market Size and Our Position

- The global sample panel market shows a growth rate of 19.8%, surpassing the overall research market growth by 11 percentage points.
- Our market share in this sector is 67% in Japan (1st place) and 2% globally (9th place).

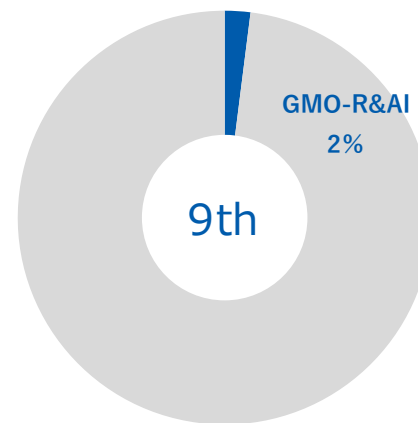
Global Data Analytics & Insights (Traditional Research) Market

Sample Panel Provision Market



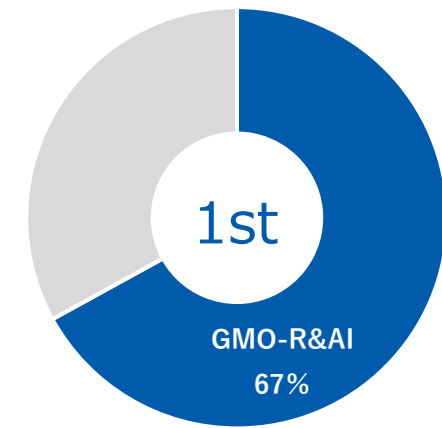
World Market

289.9 billion yen



Domestic Market

5.22 billion yen

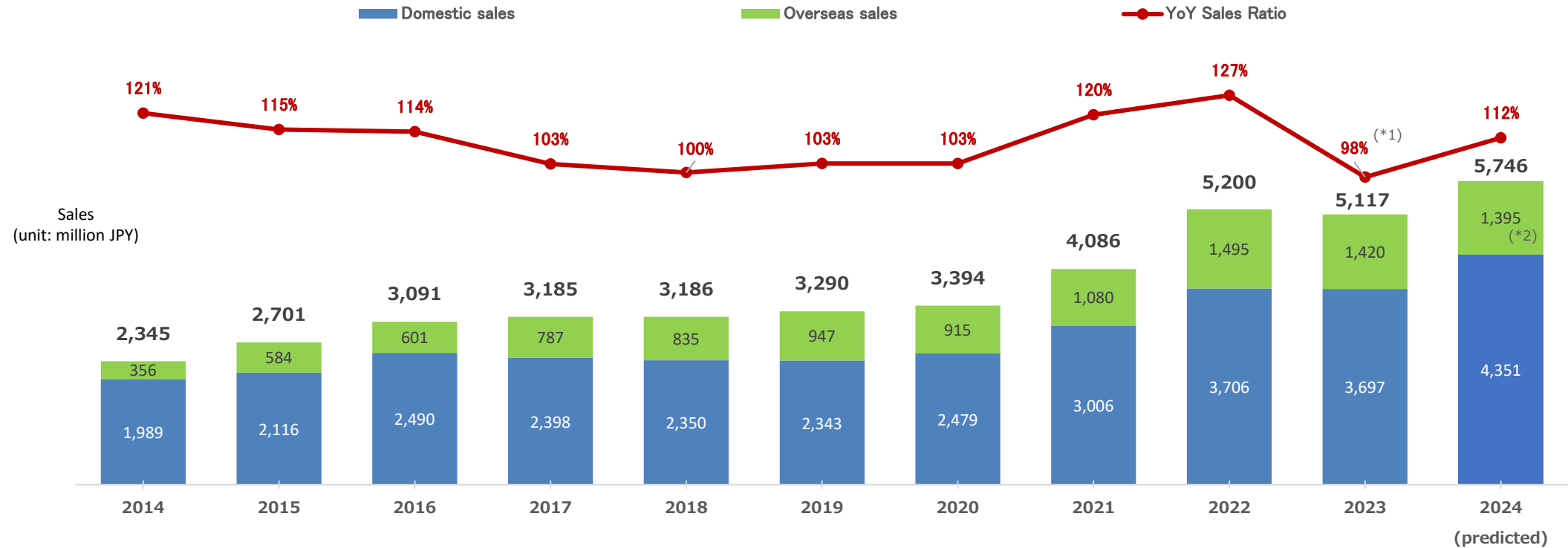


USD/JPY=¥130



Our Sales Trends

We are looking for people to work with to help further increase this growth.



(*1) Changes in trends of the whole industry and special factors are included about 530 million yen per year. Excluding these, +109%

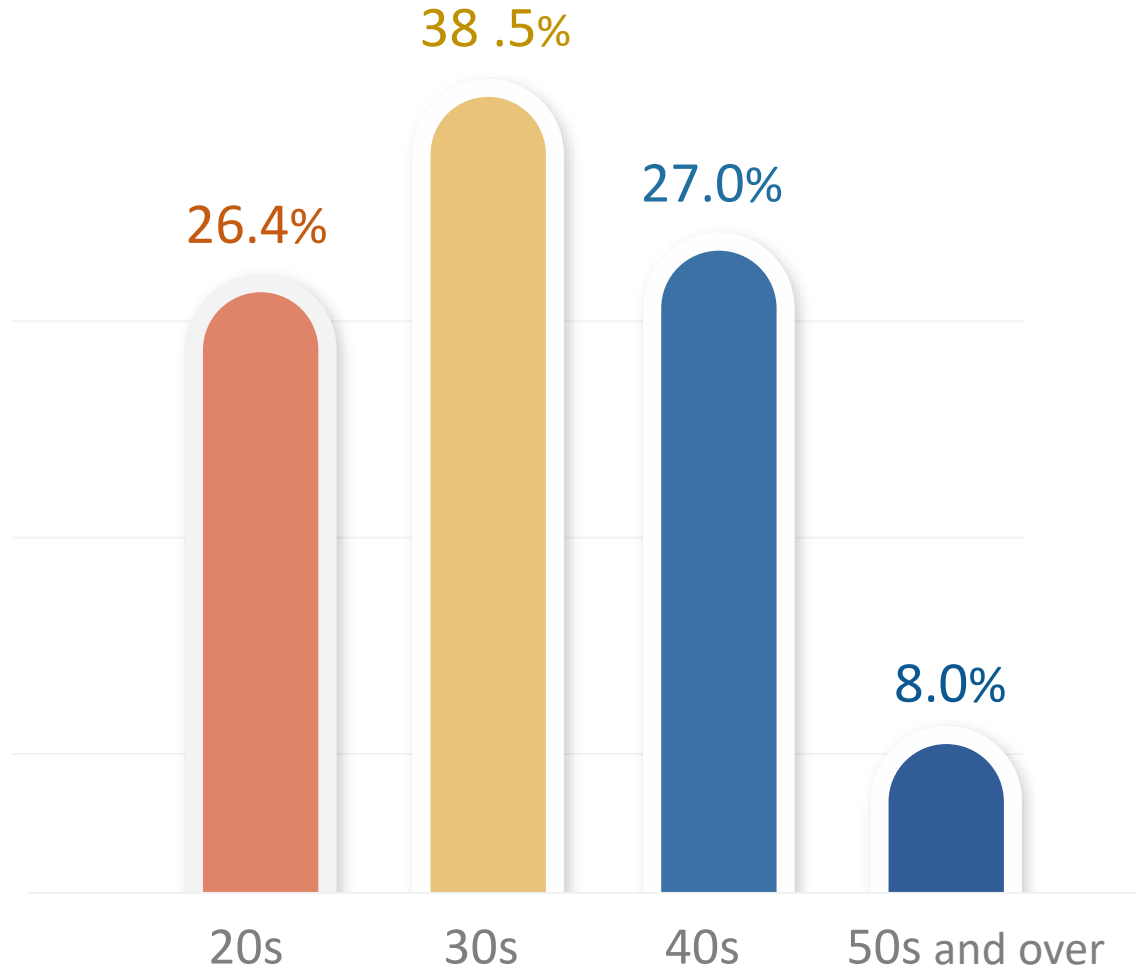
(*2) 2024 estimates based on \$1=¥130

02

**About Our
Working Environment/
Employee Welfare**

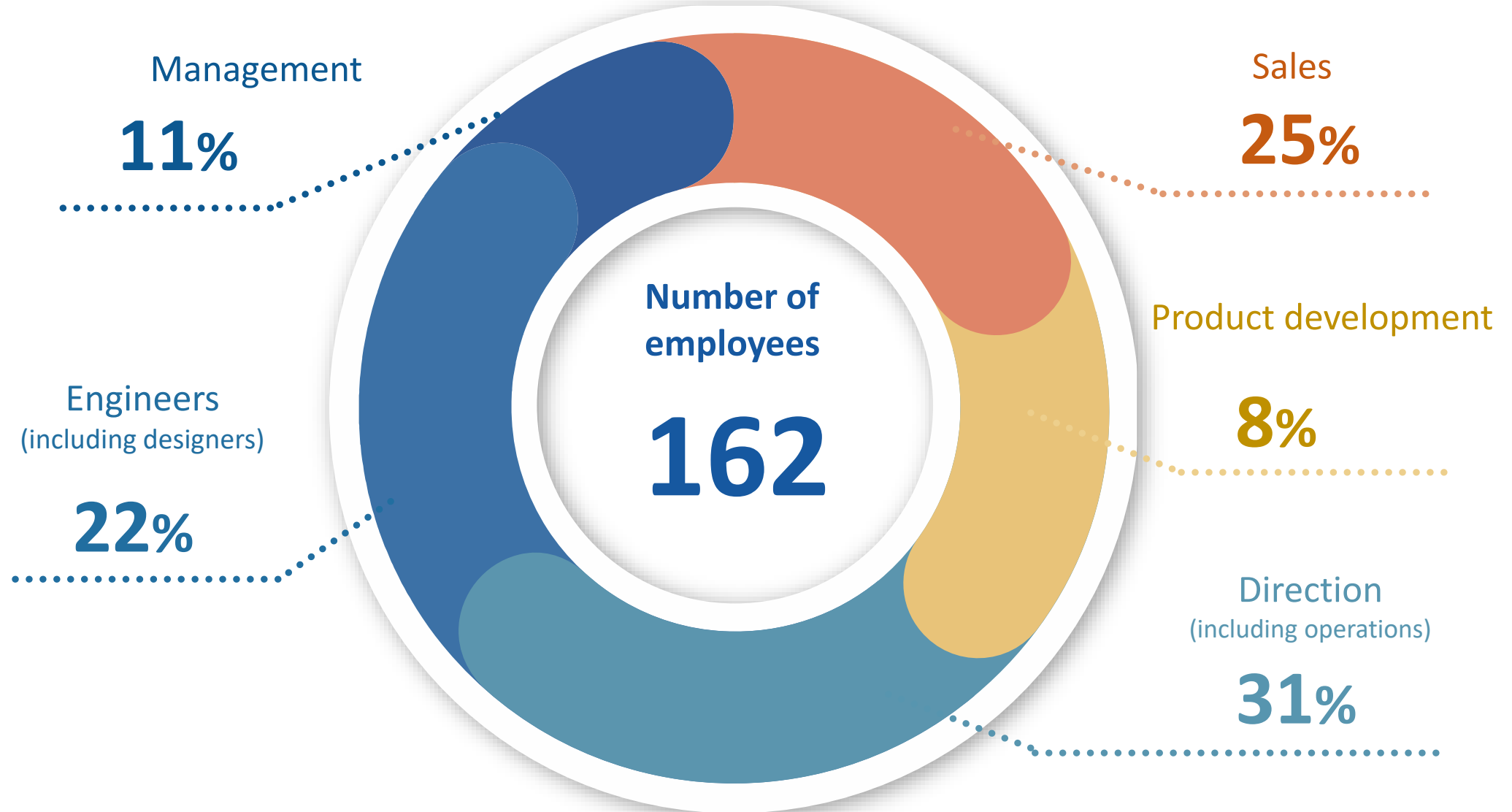
Average age

36.6 years old



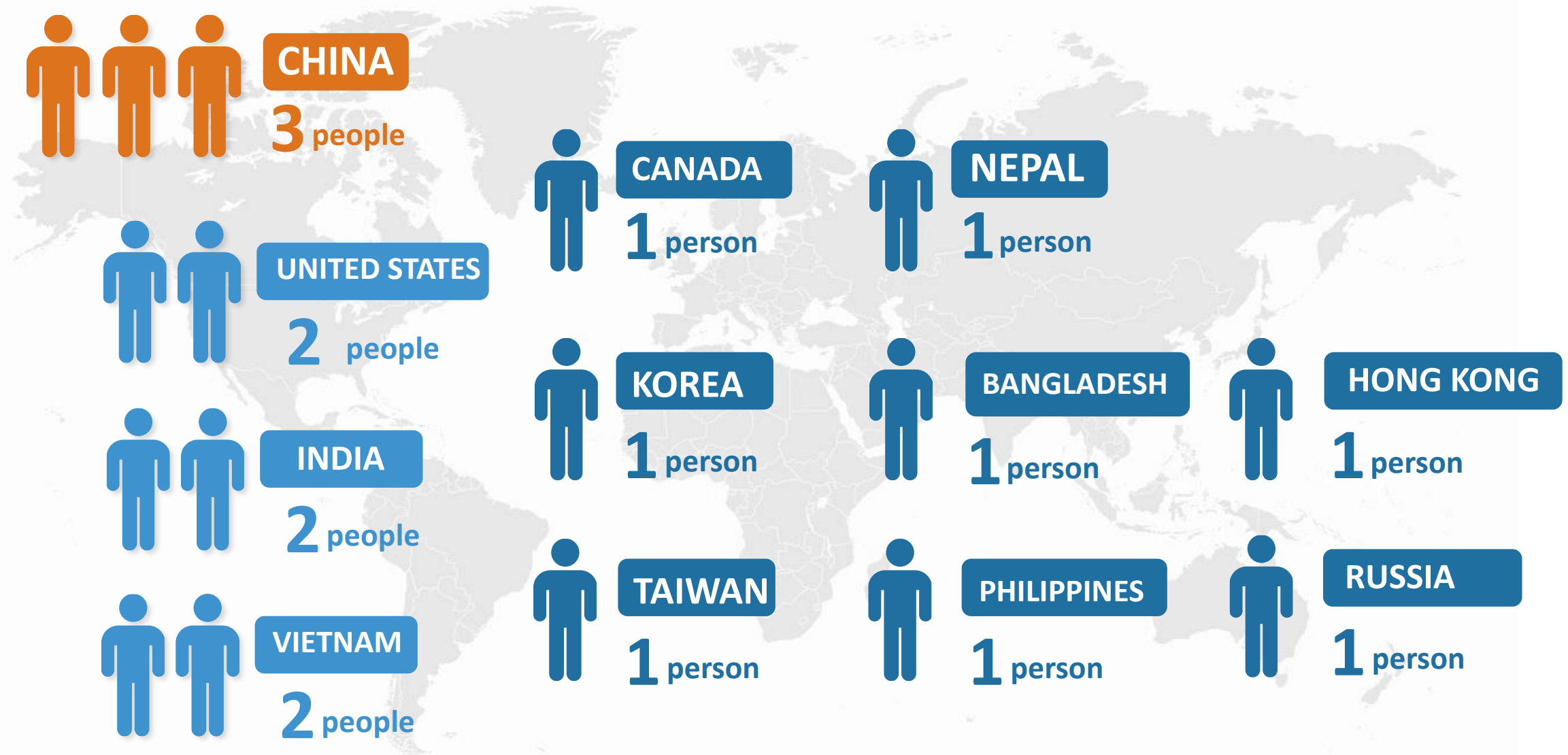


Composition of Department





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 1-3 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.**





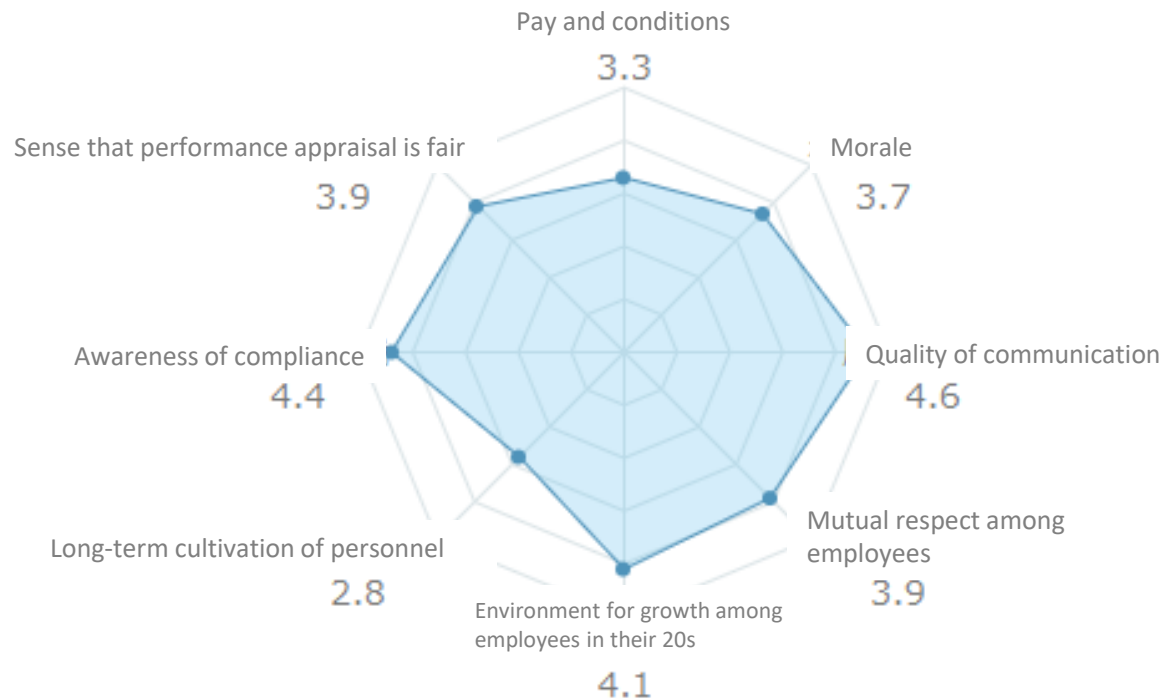
Other Employee Welfare Systems

- 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

★★★★☆ **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=a0C100000IN4k5

(as of March 4, 2024)



Interviews with Current Employees

GMOリサーチ&AI株式会社



フォロー <https://gmo-research.jp> 東京都

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

スペース



We are posting interviews with current employees on Wantedly (<https://www.wantedly.com/companies/gmo-research/stories>).

The interviews describe our corporate culture, working environment, and more, so please check them out.



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.