



GMO RESEARCH & AI

About Our Company

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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.

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

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

GMO RESEARCH & AI



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

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.



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

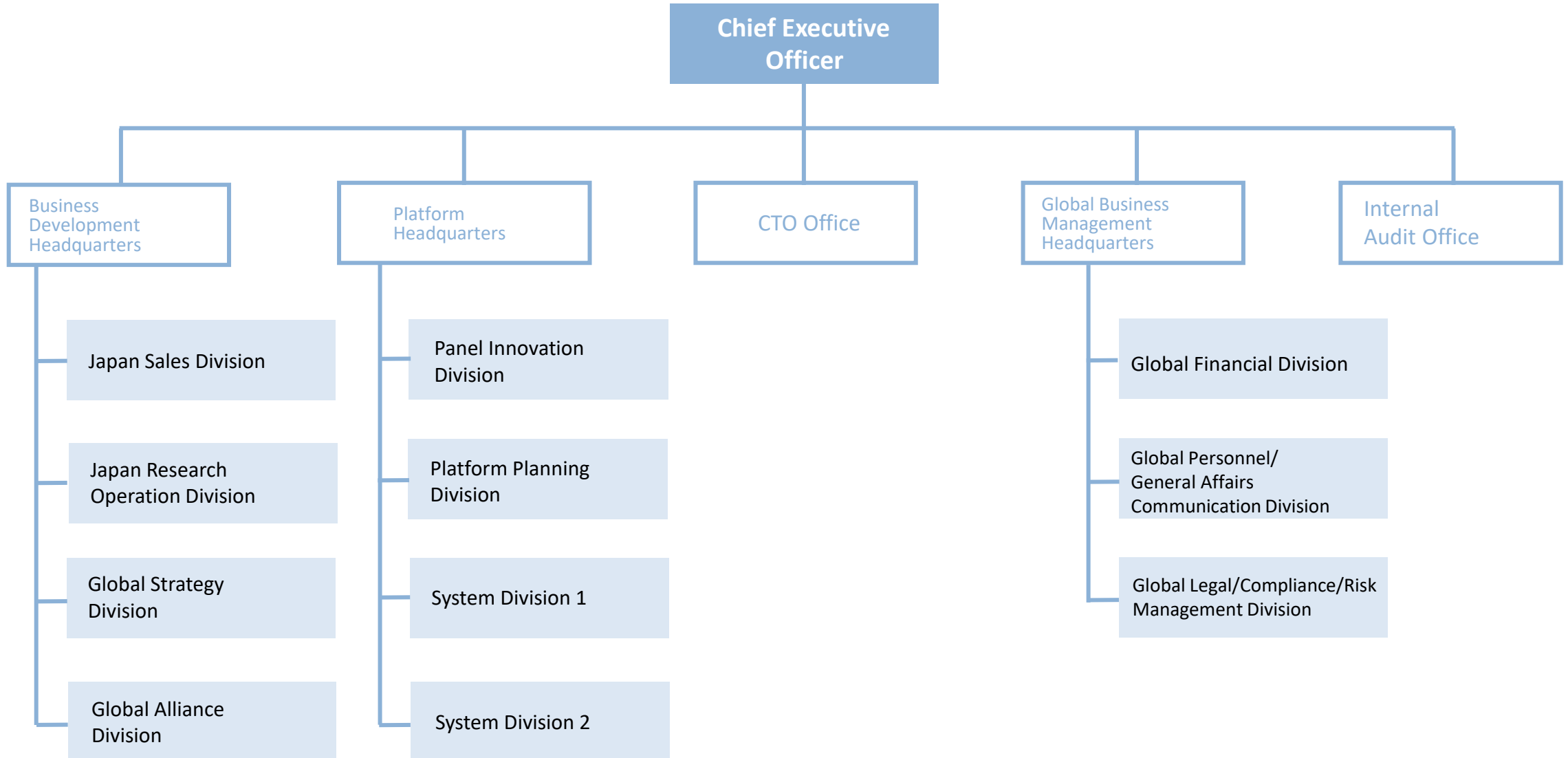
Chief Revenue Officer (CRO)

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

GMO RESEARCH & AI

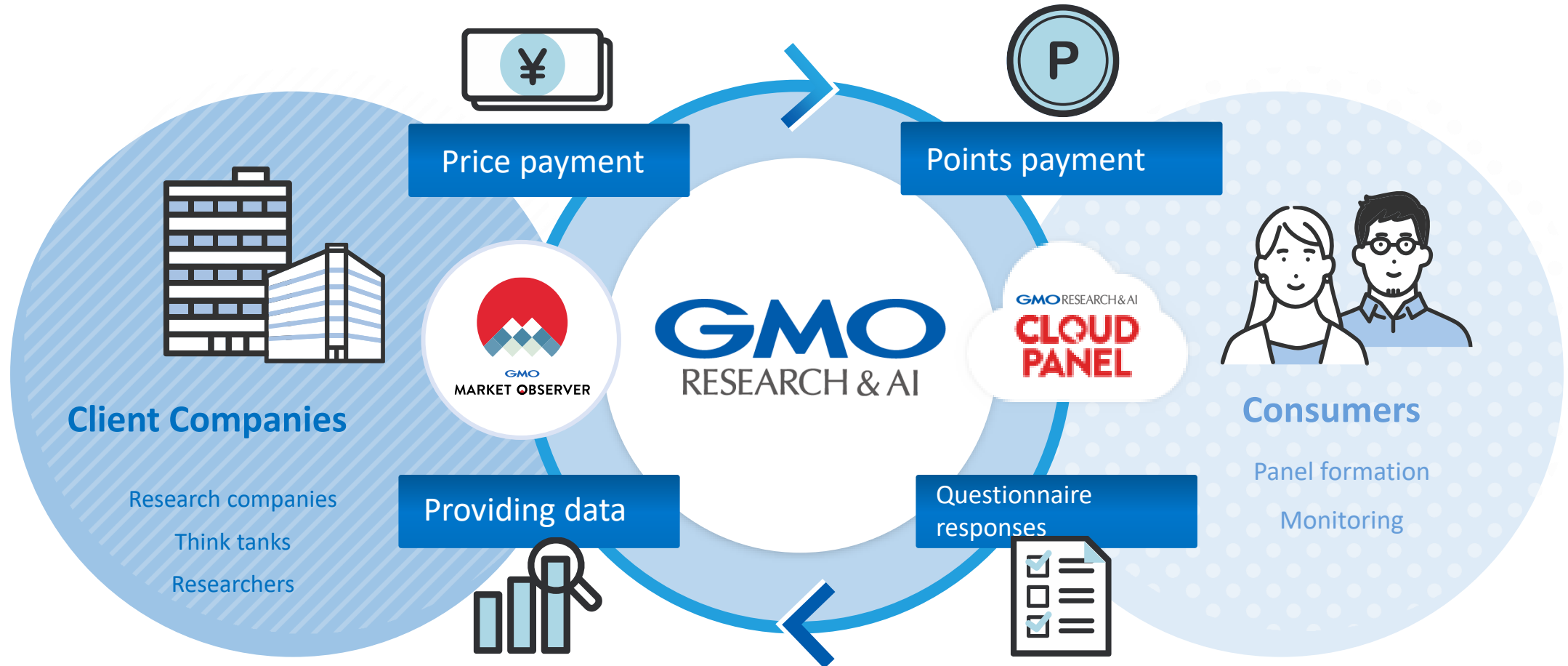




A Platform Connecting Companies with Consumers

GMO RESEARCH & AI

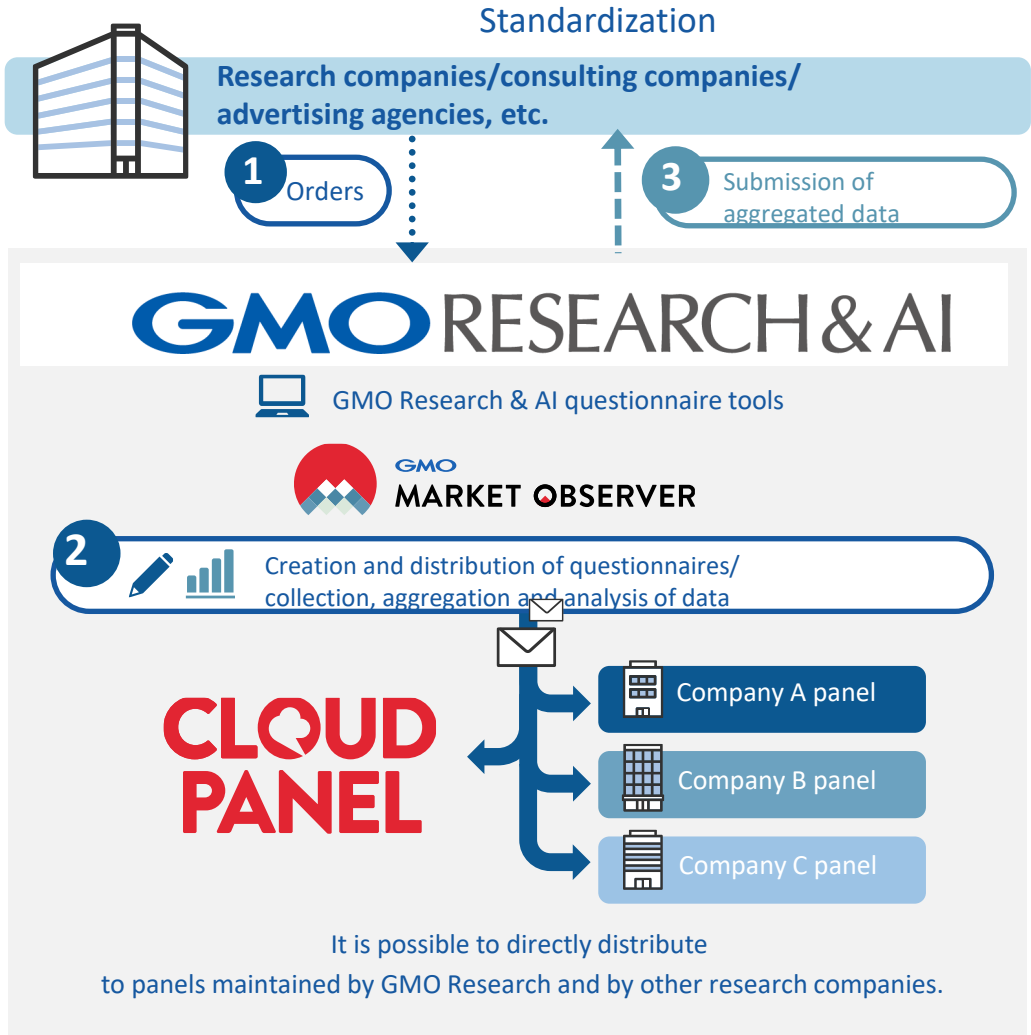
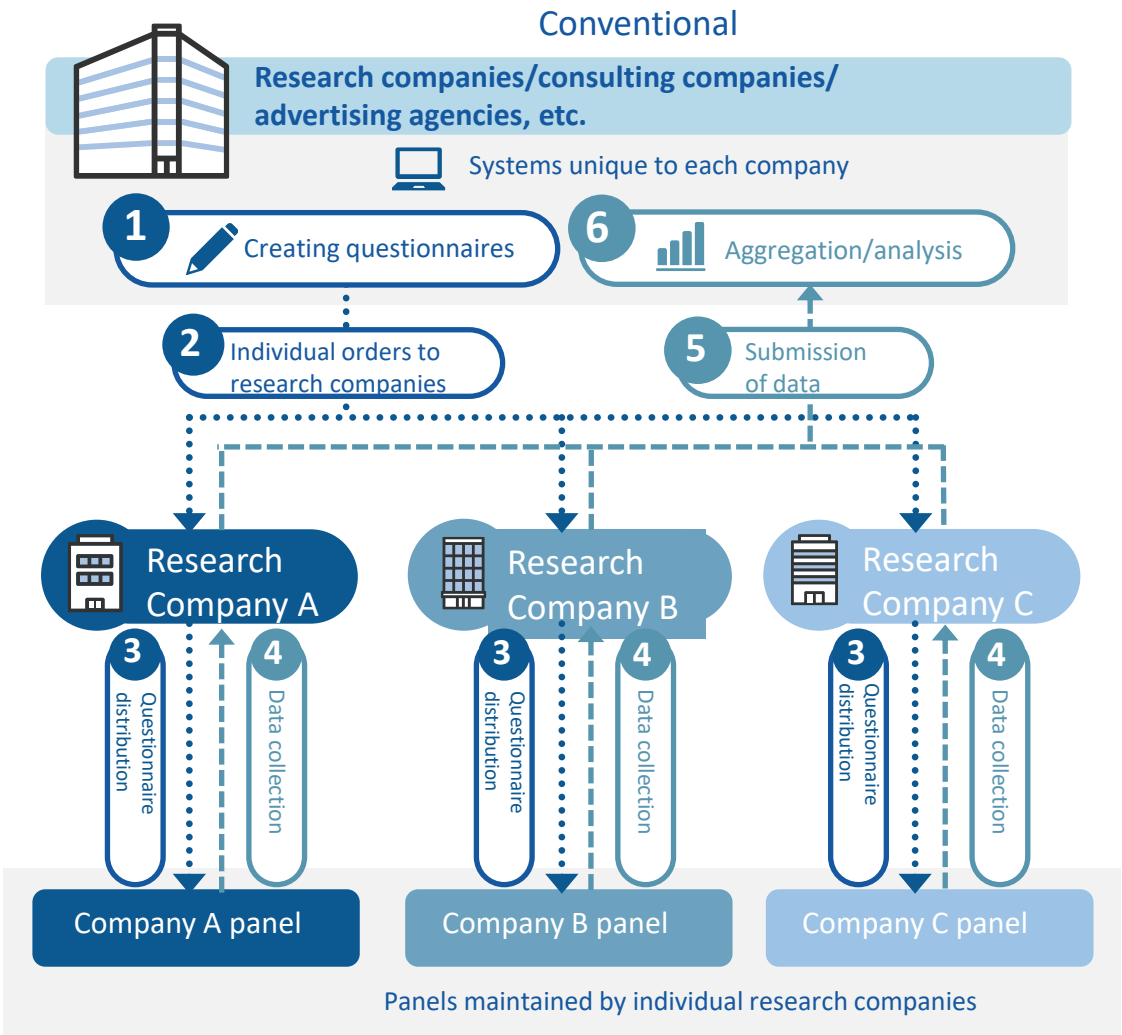
Audience Engagement Platform





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

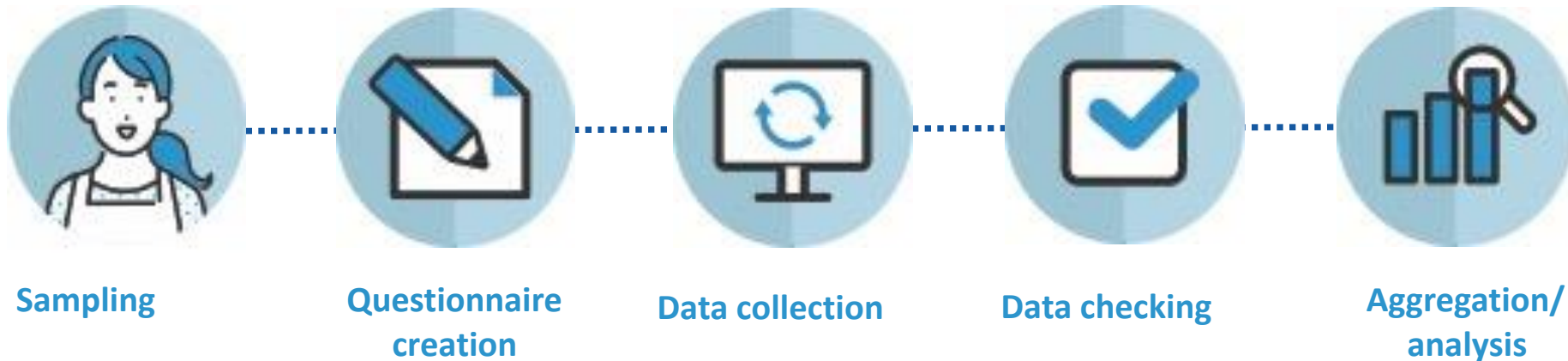


What is Market Observer?

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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

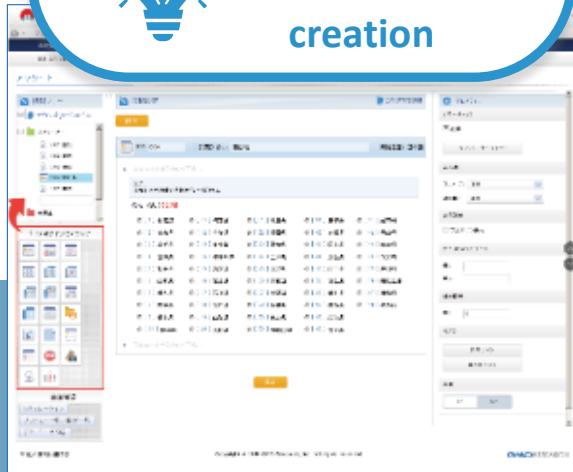
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GMO
MARKET OBSERVER



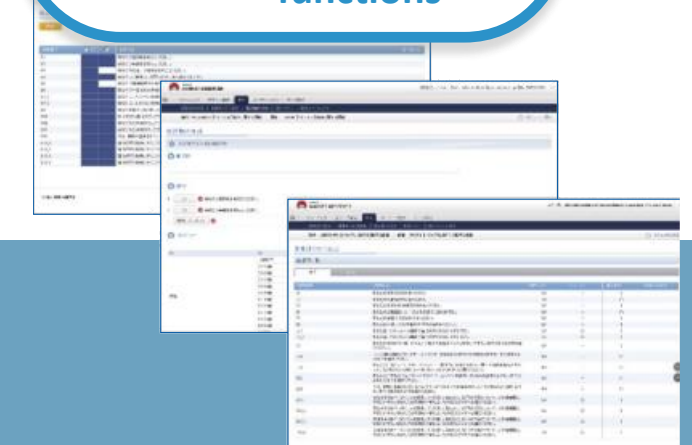
Intuitive
screen
creation



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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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

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.

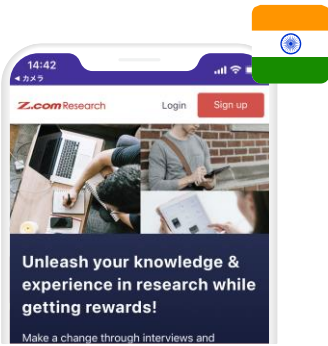
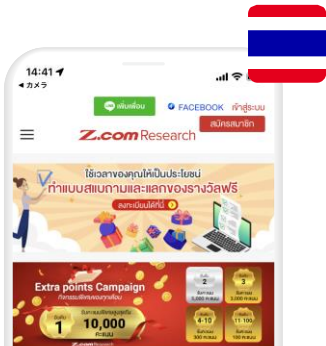
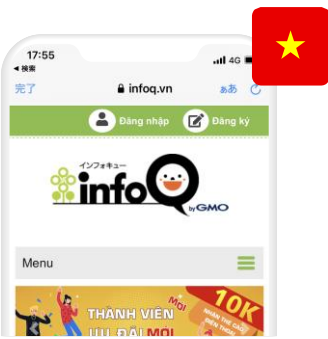
GMO RESEARCH

JAPAN CLOUD PANEL

More than **28 million** within Japan
people



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



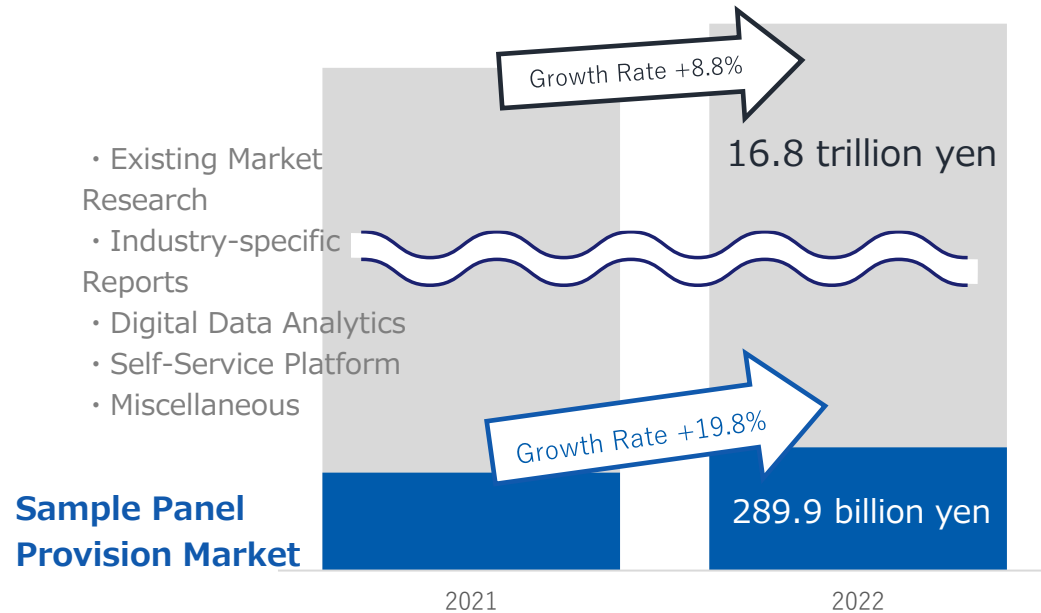


Market Landscape: Global Research Market Size and Our Position

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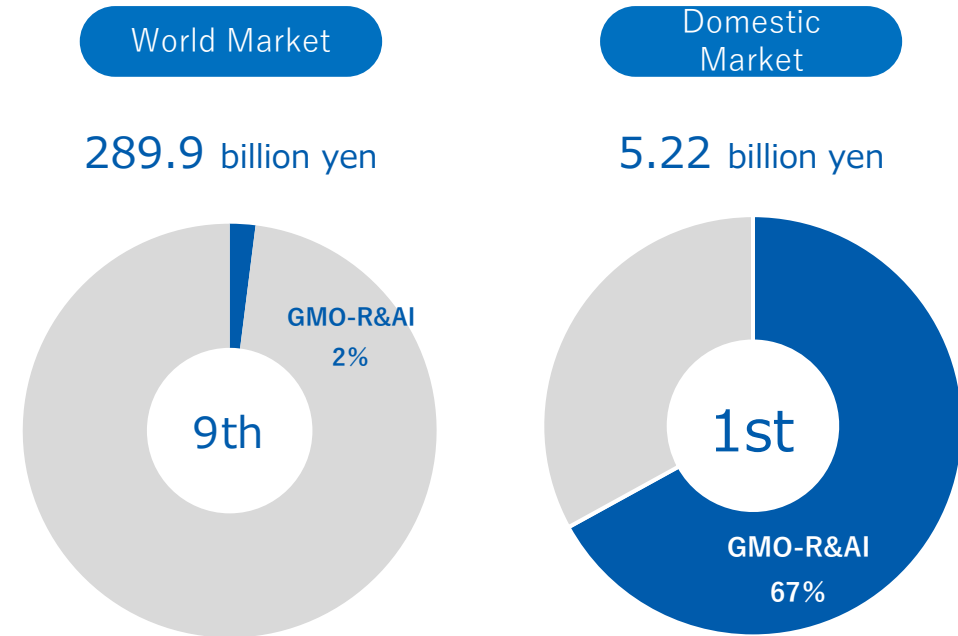
- The global sample panel market shows a **growth rate of 19.8%**, surpassing the overall research market growth by 11 percentage points.
- Our market share in this sector is **67% in Japan (1st place)** and **2% globally (9th place)**.

Global Data Analytics & Insights (Traditional Research) Market



USD/JPY=¥130

Sample Panel Provision Market

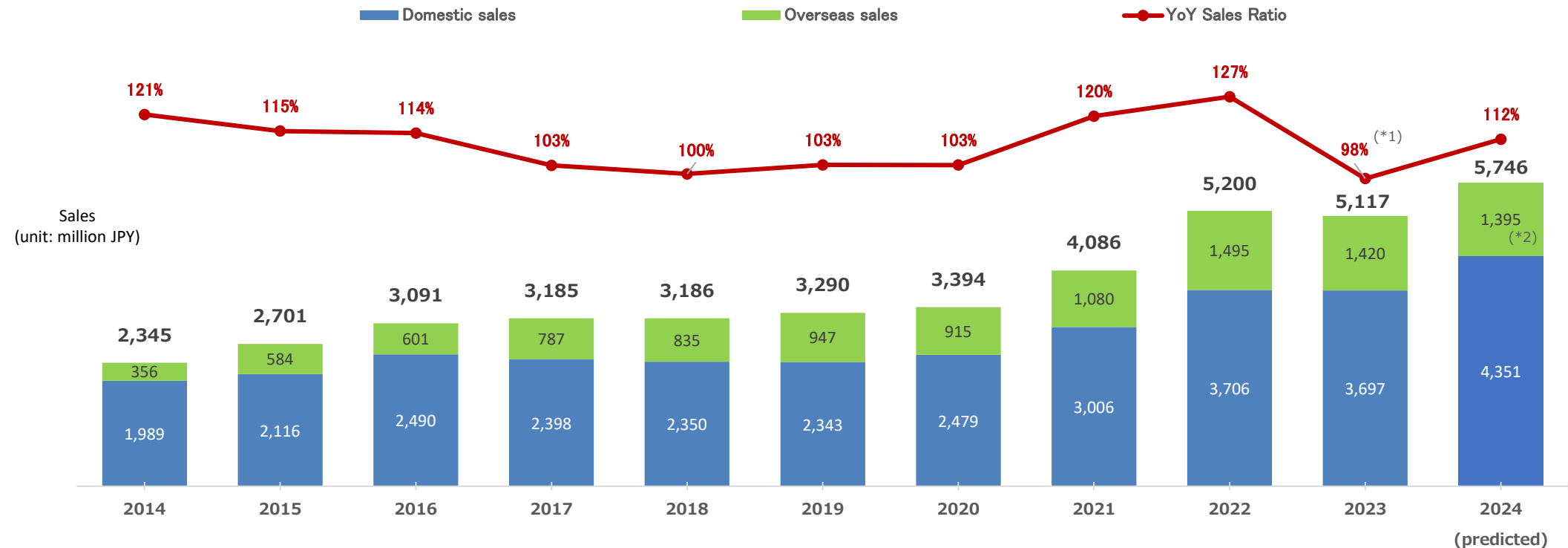


出所) ESOMAR, Global Market Research 2023, Evolution of the Data, Analytics and Insights Industry, A forecast into 2024, JMRA第48回経営業務実態調査, 当社有価証券報告書



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**

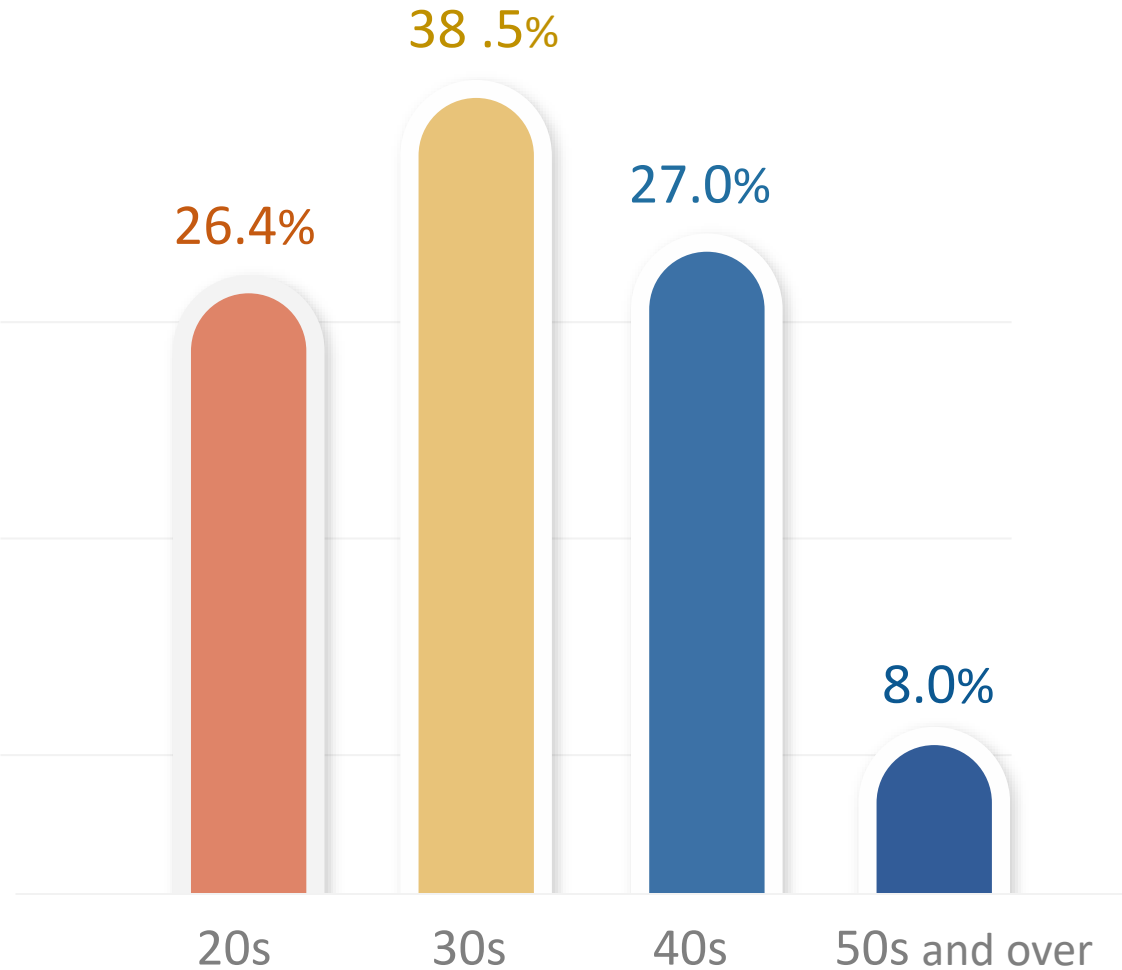


Employee Classification: Average Age

GMO RESEARCH & AI

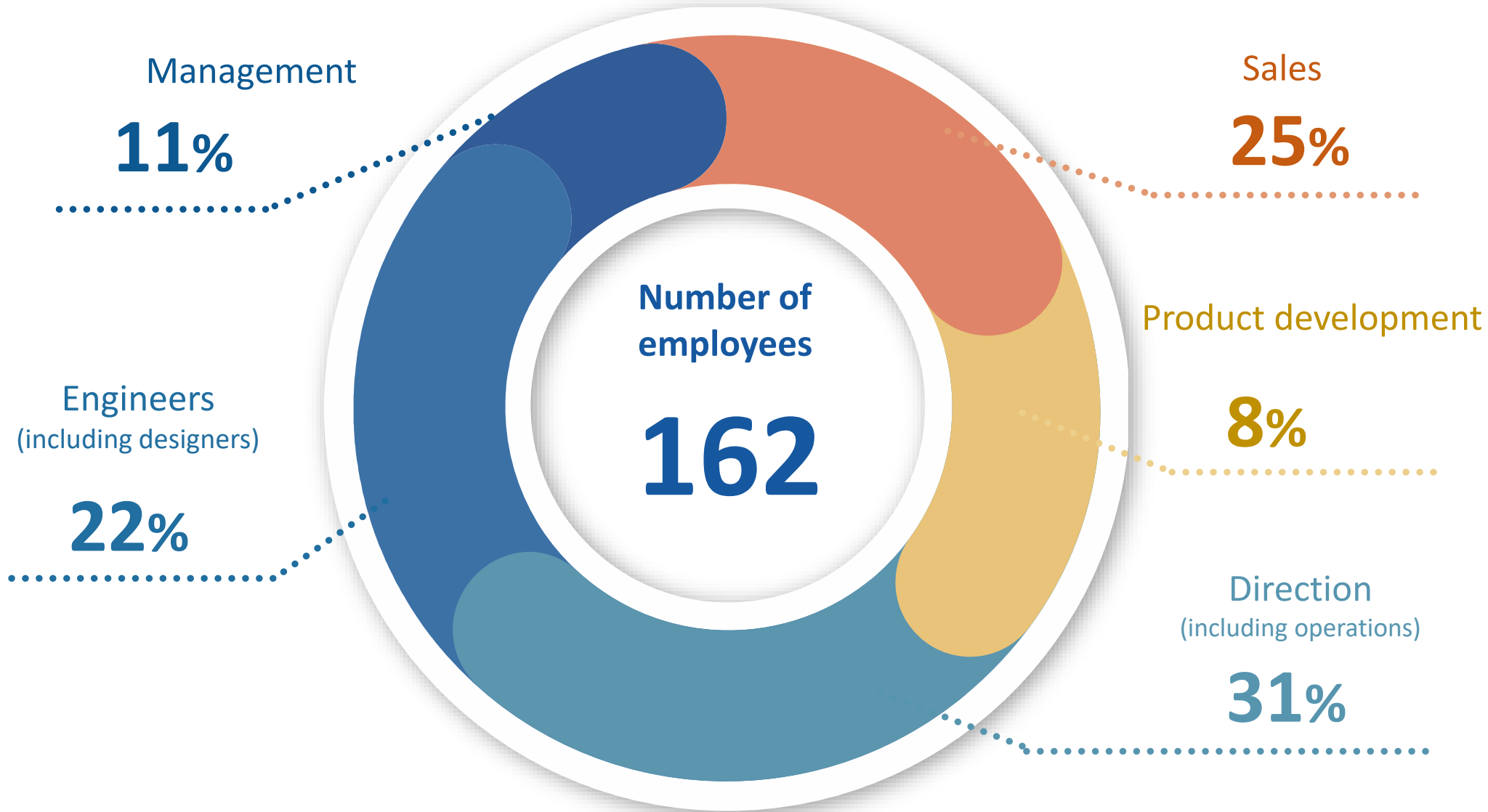
Average age

36.6 years old



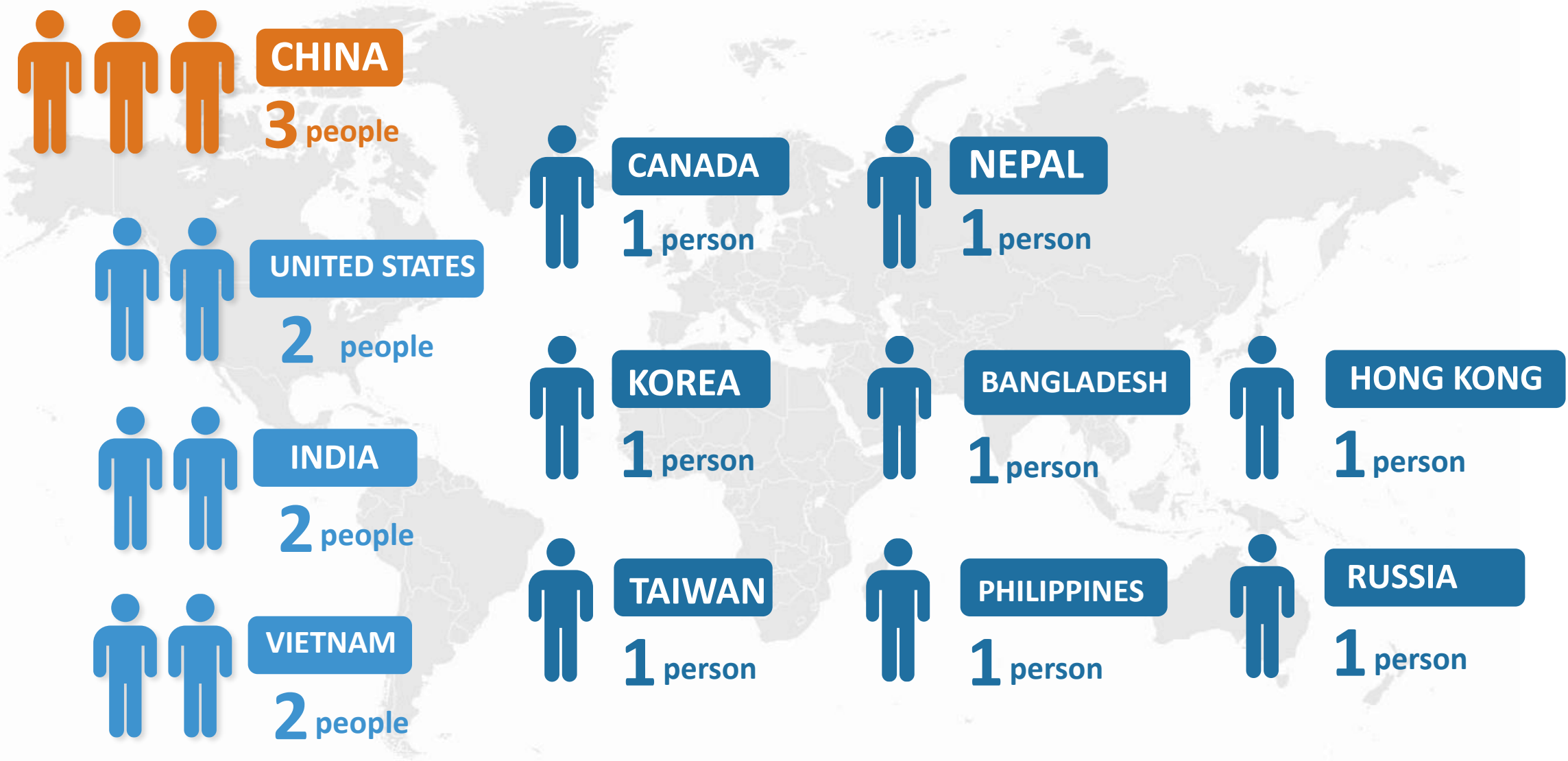


Composition of Department





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

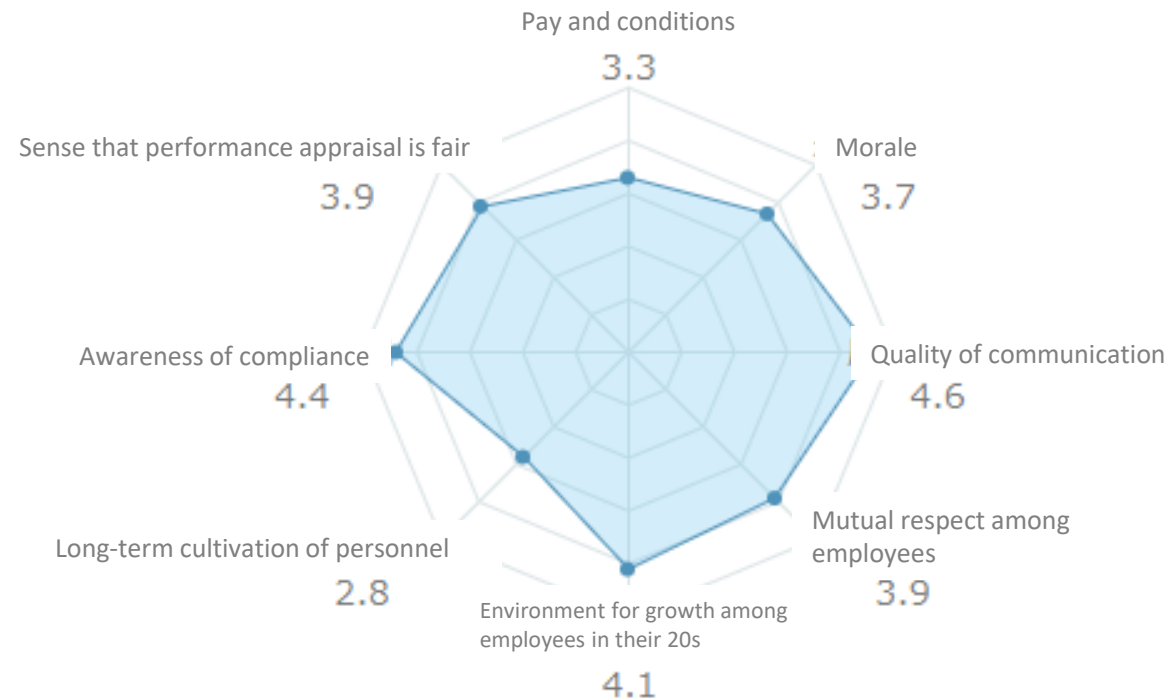
- Social insurance/labor insurance (with the Kanto IT Software Health Insurance Society)
- Provision of travel expenses
- Health check (yearly) and consultations with occupational health physician (available on request)
- Influenza vaccinations (yearly)
- System for parental/caregiving leave
- System 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

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

**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



英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



New Graduate



Interview



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.



***Let's enjoy
ourselves***

Let's enjoy change. All of us will surely change, and people change through their feelings and emotions. No two days are the same, and whatever the task, let's work on it with optimism and excitement.



***Let's see things
through***

Until now, we have never faced a problem that cost 100 trillion yen to fix. Do not be distracted by preconceived ideas. Feel free to be creative and never give up on your ambitions. Let's see things through to the end and accomplish our goals.



***Let's respect
each other***

We must do away with all forms of discrimination, whether it is based on race, nationality, gender, academic achievement, language, or religion. We must always focus on merit. Let's trust one another, and let's think, act, and speak while seeing things from the other person's point of view.



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.