



COMPANY PROFILE

GMO Research, Inc.

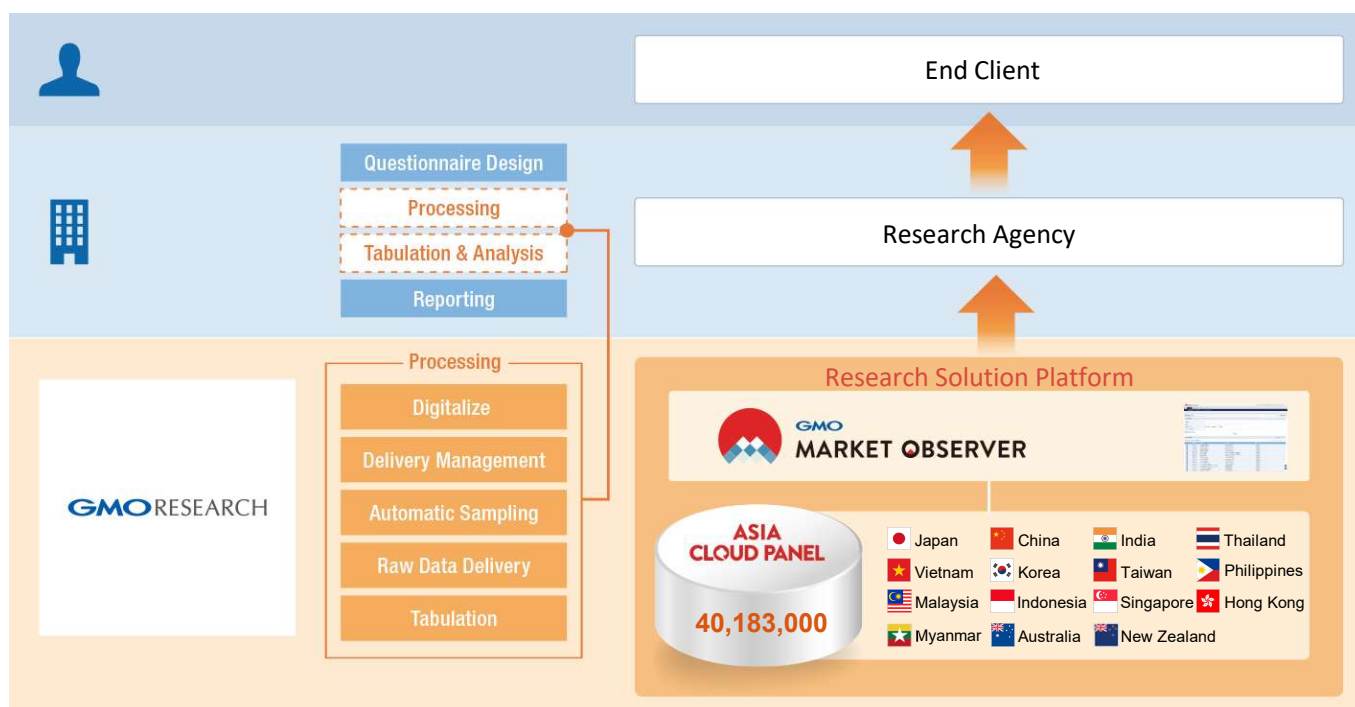
Company Profile

Company Name	GMO Research (GMO Research, Inc.) Stock Code 3695
Chief Executive Officer	Shinichi Hosokawa
Address	【Headquarters - JAPAN】 26-1 Sakuragaoka-cho Cerulean Tower Shibuya-ku, Tokyo 150-8512 TEL: +81-3-5456-3244 (Main) 【US】 TEL: +1-323- 533-2717 / +1-516-884-9600 【Europe】 TEL: +44-1793-490931 (UK) / +49-911-96041493 (DE) / +40-742-820391 (RO) 【China】 TEL: +86-21-33301227 【Singapore】 TEL: +65-8435-9426 【India】 TEL: +91-11-41060725 【Malaysia】 TEL: +60-3-2725-8037
Establishment	April 1, 2002 (accounts in Dec)
Capital	JPY 299 million 30 thousand
URL	http://gmo-research.com
Content of Business	Online Research Asia Internet Research
Employees	160 (as of Dec 31, 2020)
Organizations	ESOMAR Insights Association JMRA JMA CMRA MRSIM MRSI



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.

01 Online Questionnaire

GMO Research provides data collection via proprietary panels as well as through our global networks.

03 Recruiting (FGI, DI, CAPI/CATI, CLT)

Panelists under varied criteria are available in one of the fastest schedule & competitive price on the market.

05 MO Lite (DIY Survey Sampling)

A powerful survey sampling solution, for any marketers who are aiming to use their own DIY survey tool to conduct quick & simple surveys.

02 Global Offline Research

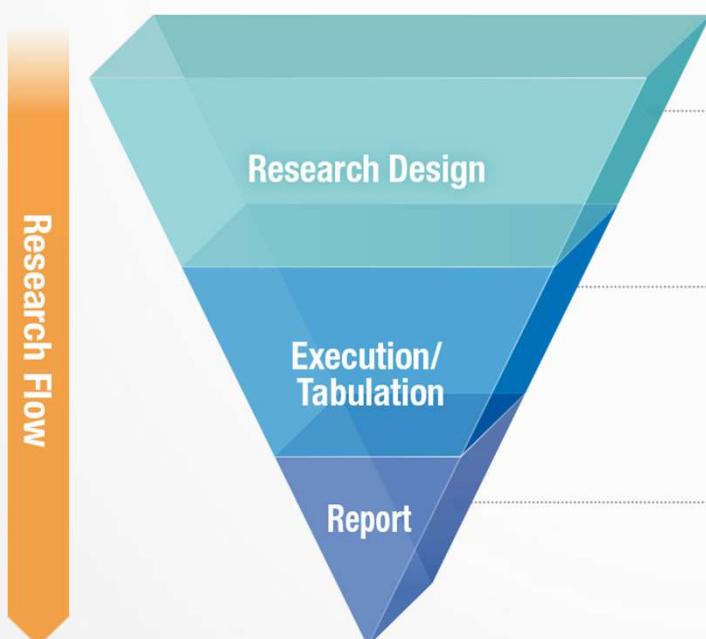
GMO Research can cover multiple offline research methodologies covering multiple countries worldwide.

04 MO Insights (An Online Qualitative Tool)

Conduct qualitative and quantitative research projects directly toward the most extensive reach of consumers in APAC.

Service

Our Strength



25,000+ projects conducted annually for research and consulting agencies.

Access to over 40 million panelists worldwide through GMO Market Observer meeting one of the highest quality standards. We combine our own tabulation tool "MO Survey" and "Quantam" for seamless and quick data tabulation.

Our multicultural team makes research in Asia clear and easy by offering competitive and innovative solutions that cater to the needs of clients across a broad range of industries.

The all-in-one Insights 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 Insights Solution Platform, where panelists from multiple panels and the various cutting-edge solutions meet.



Panel



[Japan]

- Access to over **22M** panelists in Japan.
- The largest panel source in Japan, free of duplicate panelists.

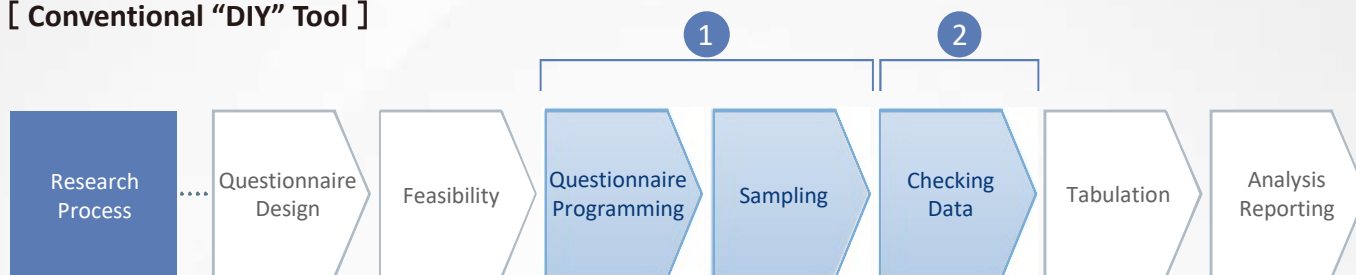


[ASIA Cloud Panel]

- Access to over **42M** panelists in **16** Asian countries / markets.
- Has a response rate of **over 15%** which makes gathering data quickly possible.

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

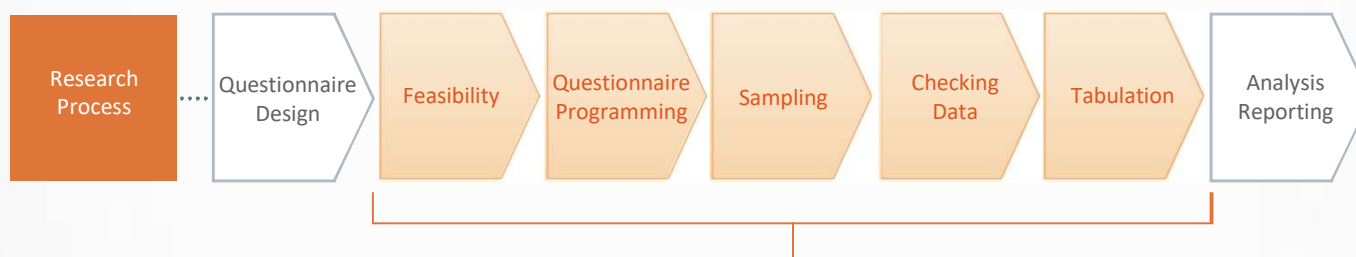
[Conventional “DIY” Tool]



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



There is 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

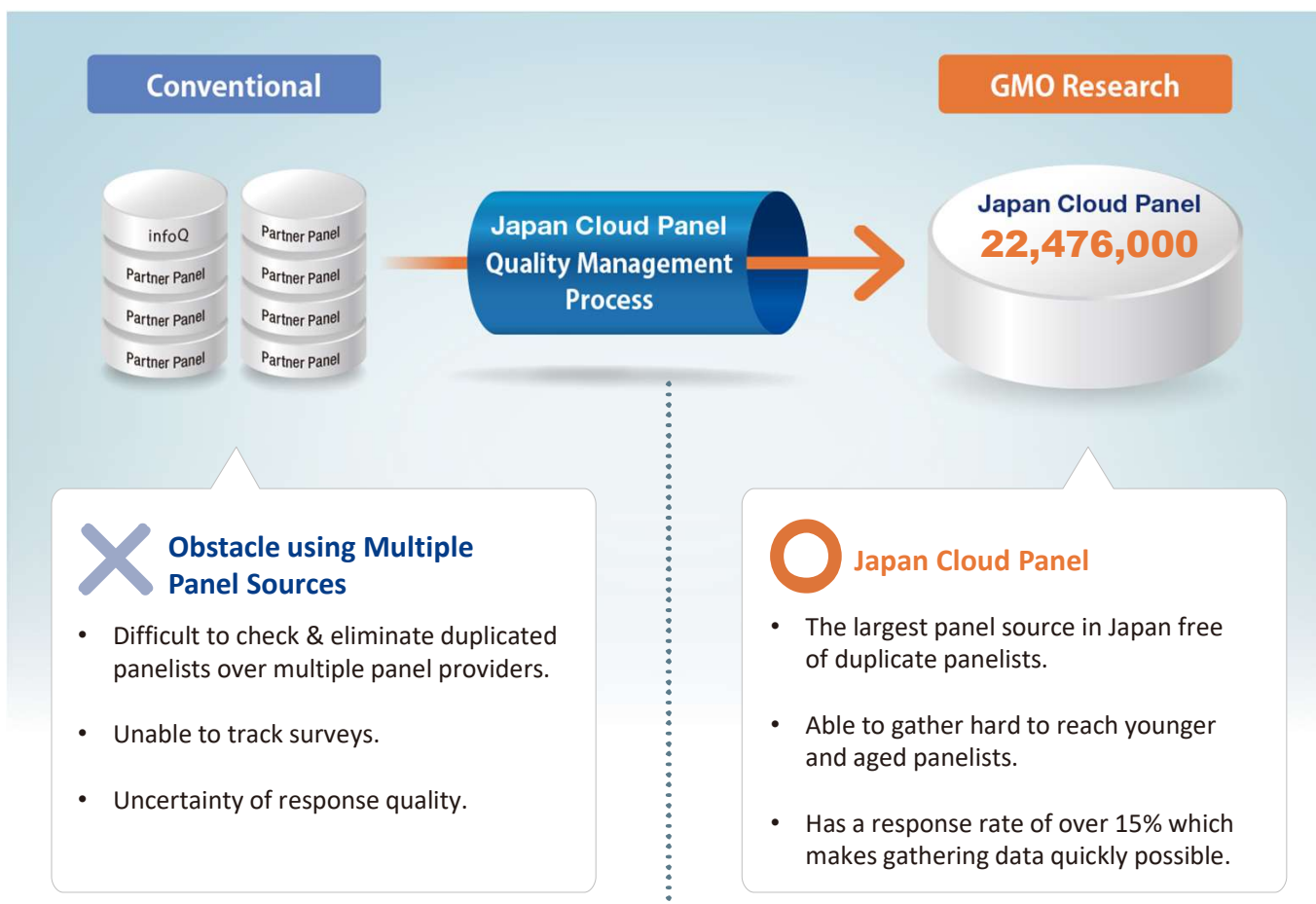
- Highly integrated logic of questionnaire developing system
- Seamless tabulation
- Insight discovery through interaction

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 20M 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 panelist and track survey participation at an individual level.

02 | 100% survey permission from all 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


- Manufacturers
- Engine displacement
- Driving frequency
- Type of model (1,200 variety)
- Purchase Condition (new/used)
- Purchase intention/ timing
- Body type
- Purchased date
- Contracted automobile insurance


Motorbike Owners
23,000

- Manufacturers
- Purchased channel
- Purchase condition (new/used)
- Engine displacement
- Purchased date
- Amount of motorbike ridden


Consumer Electronics
180,000


- Electrical appliances purchased
- TV programs/channel viewed
- Type of home internet connection
- Online video service used
- Web camera users


Mobile Phones
224,000

- Mobile phone carrier
- Mobile phone models
- Smartphone
- OS


Alcohol Drinks
163,000


- Drinking frequency
- Purchase channel
- Type of liquor (Beer, Champagne, Sake, Wine, Whiskey, etc)


Cigarette
48,000


- Brands
- Smoking frequencies
- Smoking volume (per day average)


Cosmetics
119,000


- Brands
- Usage frequency
- Purchasing price
- Purchase channel
- Products (make-up remover, face wash, lotion, milky lotion, sealum, make-up base, foundation)


Traveling
189,000


- Travel destination (business/ leisure)
- Hotel expense amount
- Visited frequency (business/ leisure)
- Domestic accommodation


Children (Parents with children)
97,000

- Number of children
- Gender
- Eldest/youngest child
- Date of birth
- School age
- Extra curricular activities (cram school, ballet etc)


Students
6,000


- High school, technical college, technical school, junior college, university, graduate school
- Field (university, graduate student)


Working Individuals
150,000


- Occupation (Industry/description)
- Position/title
- Number of employee/ annual revenue
- Decision makers (software/ printer/ PC/ human resource/ infrastructure)


Residence
180,000

- Residence status/ years
- Value of housing asset
- Purchase intention/ Housing improvement intention


Financial Asset
180,000


- Asset portfolio
- Type of bank account
- Type of money
- Assed holdings amount
- Internet bank account
- Credit card type
- Real estate assets amount
- Type of loan


Medical
232,000

- 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.)


Nursing/ Caring
210,000

- Patient
- Care taker
- Medical devices used


Media
107,000

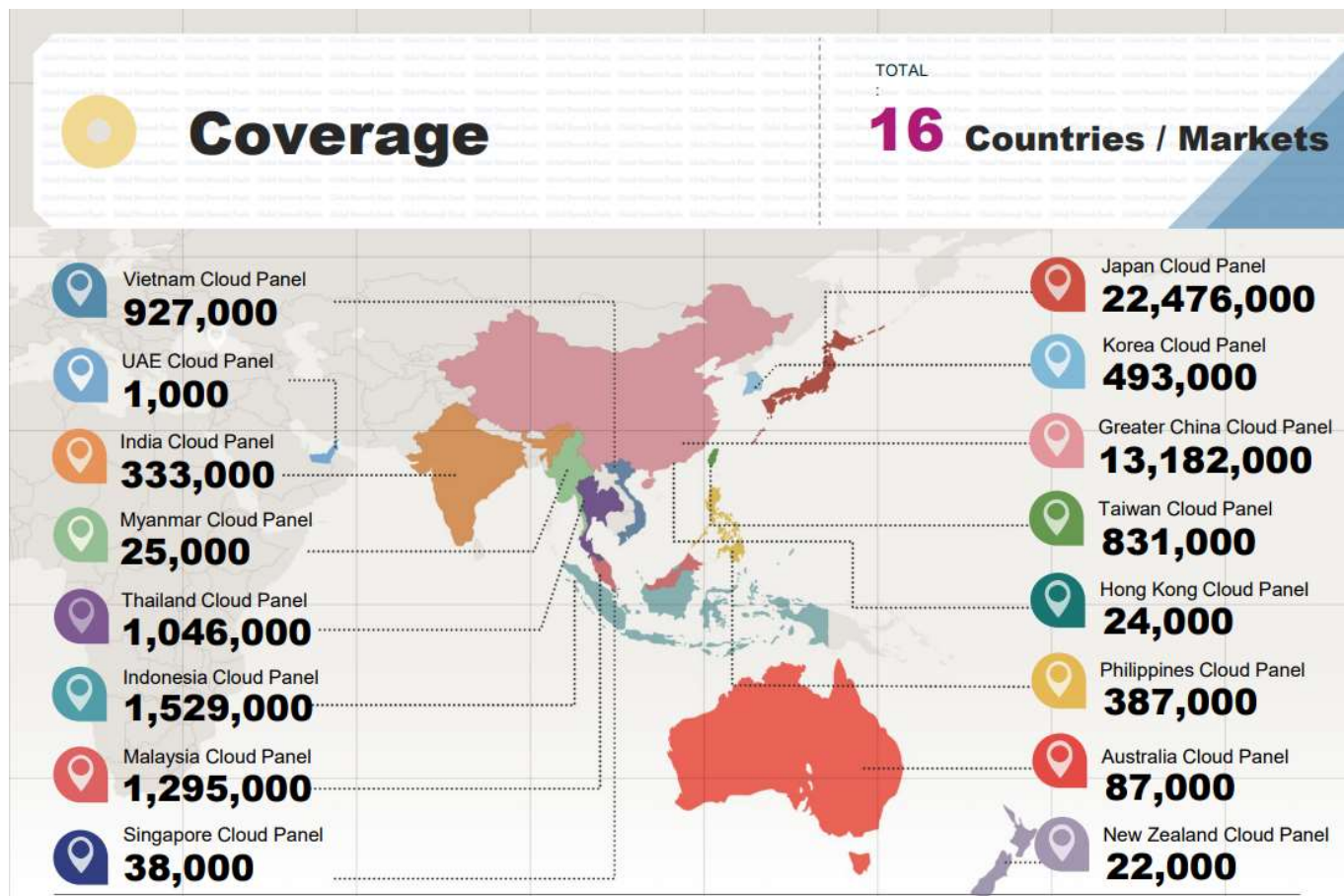
- Purchased newspapers (national/local paper, morning/evening paper)


Pets
49,000

- Dog (age/ weight)
- Cat (age/ weight)

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

Instant access to over 42 million unique panelists in 16 Asian countries / markets.



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 134 countries and areas
- 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, Myanmar, Indonesia, Singapore, Malaysia, Australia, New Zealand.

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, EU, India, China, Malaysia 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	12,131,000	70%	○	○	○
	Hong Kong	25,000	90%	○	○	○
	Taiwan	814,000	92%	○	○	○
	Singapore	42,000	88%	○	○	○
	Malaysia	1,278,000	87%	○	○	○
	Thailand	1,002,000	82%	○	○	○
	South Korea	466,000	96%	○	○	×
	India	307,000	55%	○	○	○
	Indonesia	1,627,000	71%	○	○	○
	Vietnam	905,000	70%	○	○	○
	Philippines	395,000	78%	○	○	○
	Myanmar	25,000	50%	×	×	×
	Australia	80,000	84%	×	×	×
	New Zealand	22,000	87%	×	×	×
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/>

Online Interview Tool

Online Qual tool + APAC's largest panel network!

MO Insights by GMO

"MO Insights" is an Online Qual Tool that is incorporated into GMO Research's insights platform – The Market Observer (MO). By adding MO Insights, you will have the access to conduct qualitative and quantitative research projects directly towards the most extensive reach of consumers in APAC through Asia Cloud Panel.



Chat

Online focus groups in real-time with polling and rich media capabilities.

- Real-time data collection (text based)
- Encourages client involvement in back-room
- Instant transcript available at end of session
- Materials like interview flow, pictures can be uploaded before field work
- Available in all markets
- Lower bandwidth requirements



Video Chat

Video focus groups and IDIs hosted with the integrated platform.

- Real-time data collection (video based using webcam)
- Full recording (audio/video) available at end of session
- Used in a group setting (6-8 participants) and for IDI
- Available in all markets except China



Board

Integrated online and mobile discussion groups with video capabilities. Respondents are able to log on at their leisure and provide feedback over a set period of days, weeks, or months.

- Asynchronous data collection, suitable for diary studies and community studies
- Suited for short-term (3 days) and/or longitudinal (3-6+ months) engagements
- Available for PC, smart phones and tablets – online or offline
- Available in all markets

DIY Survey Sampling

The fastest, most cost-effective solution in APAC

MO Lite is a powerful survey sampling solution, for any marketers who are aiming to use their own DIY survey tool to conduct quick & simple surveys.

MO Lite by GMO



Full support from
APAC local experts



Google Forms



SurveyMonkey

Works with
any free survey tools



40 million panelists
in 15 APAC markets



USD 10 cents
per question