

June 25, 2018

To whom it may concern:

Company name: Macromill, Inc.
Representative: Scott Ernst, Representative
Executive Officer and Global CEO
(Ticker Code: 3978 TSE Section 1)

Notification of Shelf Registration and Assignment of Credit Rating **Relating to Issuance of Corporate Bonds**

Global market research company Macromill, Inc. (Macromill) hereby announces that today, it has submitted a shelf registration statement for its corporate bonds to the Director-General of the Kanto Local Finance Bureau.

This shelf registration is intended to enhance Macromill's financial stability by securing diverse means of funding. Its purpose is to establish the capacity for the flexible procurement of funds necessary for the future growth of the Macromill Group in conjunction with funding through indirect financing by financial institutions. An overview of the shelf registration is as follows:

1. Offering security type Corporate bonds
2. Planned issue term Two years from the planned effective date of the shelf registration
(July 3rd, 2018 to July 2nd, 2020)
3. Planned issue amount 15 billion yen
4. Use of proceeds Macromill plans to use the proceeds for repayment of borrowings,
capital expenditure and investments

As of today, Macromill has been assigned an Issuer Rating of "BBB+ (rating outlook: stable)" by Rating and Investment Information, Inc. (R&I), but no preliminary bond rating has been assigned for the shelf registration detailed above. For details of its rating definition and rationale, please refer to the press release issued by R&I.

Macromill will take a flexible approach to determining the timing, amount, terms, and other matters relating to the actual issuance of the bonds, in light of the market environment.

Ends

Contact:

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About Macromill

We are a rapidly growing global market research and digital marketing solutions provider. We bring together the collective power of our specialist companies to provide innovative data and insights that drive clients' smarter decisions. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. We are headquartered in Tokyo and Rotterdam with over 30 offices across the Americas, EMEA and Asia. Macromill serves more than 3,800 brands and agencies in more than 90 countries with over 1,800 experts worldwide.

Macromill Group companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., M-Cube, Inc., M-Promo, Inc., Macromill Carenet, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V., Precision Sample, LLC. and Centan, Inc. For more information, please visit our Macromill Group website <https://group.macromill.com>