

July 20, 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 Issuance of Corporate Bonds**

Global market research company Macromill, Inc. (Macromill) hereby announces that today, it has determined to issue 1<sup>st</sup> Domestic Corporate Straight Bond (SB) to be matured in the year 2021, and 2<sup>nd</sup> Series of Domestic Straight Corporate Bond to be matured in the year 2023. Both bonds are targeted for sale to domestic institutional investors.

The purpose for issuing the bonds is 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. Macromill intends to use the total proceeds of 10 billion yen to fully repay the current borrowings. An overview of the terms and conditions are as follows;

	<b>1<sup>st</sup> Domestic Corporate Straight Bonds (3 years SB) (with inter-bond pari passu clause)</b>	<b>2<sup>nd</sup> Domestic Corporate Straight Bonds (5 years SB) (with inter-bond pari passu clause)</b>
1. Total Issue Amount	5 billion yen	5 billion yen
2. Investment Unit	100 million yen	
3. Maturity	3 years	5 years
4. Coupon Rate	0.27% (per annum)	0.45% (per annum)
5. Interest Payment Date	January 27 and July 27 of each year (First interest payment date will be January 27, 2019)	
6. Maturity Date	July 27, 2021	July 27, 2023
7. Payment Date	July 27, 2018	
8. Use of Proceeds	Repayment of current borrowings (Early redemption)	
9. Underwriters	Mizuho Securities Co. Ltd. (Joint lead manager) Merrill Lynch Japan Securities Co., Ltd. (Joint lead manager) Daiwa Securities Co. Ltd. Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.	
10. Fiscal Agent	Mizuho Bank, Ltd.	
11. Credit Rating	BBB+ (By Rating and Investment Information, Inc. (R&I))	

(Notes)

This press release does not constitute an offer of any securities for sale. This press release has been prepared for the purpose of publicly announcing the terms of Macromill's issuance of unsecured straight bonds in Japan and not for the purpose of soliciting investment or engaging in any other similar activities.

**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>