

June 16, 2021

To whom it may concern:

Company name: Macromill, Inc.
Representative: Toru Sasaki, 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 3rd Domestic Corporate Straight Bond (SB) to be matured in the year 2024, and 4th Series of Domestic Straight Corporate Bond to be matured in the year 2026. 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 5 billion yen to redeem the 1st Domestic Corporate SB (3Y bond, to be matured in this July) out of the total proceeds of 15 billion yen and remainder to repay the current borrowings respectively. An overview of the terms and conditions are as follows:

	3rd Domestic Corporate Straight Bonds (3 years SB) (with inter-bond pari passu clause)	4th Domestic Corporate Straight Bonds (5 years SB) (with inter-bond pari passu clause)
1. Total Issue Amount	5 billion yen	10 billion yen
2. Investment Unit	100 million yen	
3. Maturity	3 years	5 years
4. Coupon Rate	0.38% (per annum)	0.56% (per annum)
5. Interest Payment Date	June 23 and December 23 of each year (First interest payment date will be December 23, 2021)	
6. Maturity Date	June 21, 2024	June 23, 2026
7. Payment Date	June 23, 2021	
8. Use of Proceeds	Redemption of issued bond and repayment of current borrowings (Early redemption)	
9. Underwriters	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. (Joint lead manager) BofA Securities Japan Co, Ltd. (Joint lead manager) Daiwa Securities Co. Ltd. (Joint lead manager) Mizuho Securities Co., Ltd. Nomura Securities Co., Ltd.	

10. Fiscal Agent	MUFG 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.

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Contact:

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About Macromill

Macromill is a rapidly growing global marketing 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. Macromill's industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. Headquartered in Tokyo with 50 offices across the Americas, EMEA and Asia-Pacific, Macromill serves more than 4,000 brands and agencies in more than 90 countries with over 2,400 experts worldwide.

Macromill Group companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., H.M. Marketing Research, Inc., M-Cube, Inc., Macromill Carenet, Inc., Centan Inc., Macromill South East Asia, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V. and Precision Sample, LLC.

For more information, please visit our Macromill Group website <https://group.macromill.com>