

September 21, 2017

To whom it may concern:

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

**Macromill, Inc. acquires US-based research agency Acturus, Inc.
to expand its expertise, client base and influencer solutions in the US and UK**

Global market research company Macromill, Inc. is pleased to announce the acquisition of 100% stake in Acturus, Inc., a specialist research agency headquartered in Farmington, Connecticut in the US with additional offices in the US and UK. The transaction has been made through MetrixLab US, Inc., our consolidated subsidiary in the US, and Acturus will be fully integrated into MetrixLab.

Acturus's skill sets, industry and category knowledge and geographical reach complement Macromill and MetrixLab's existing business. Its impressive global and local client list spans the alcoholic beverages, cosmetics and lubricant sectors. It also enjoys a strong reputation for its influencer-focused research and historical datasets.

Scott Ernst, Representative Executive Officer and Global CEO of Macromill, says: "I am delighted to be bringing Acturus into the Macromill Group under the MetrixLab brand. Meeting with the Acturus team, it was obvious that our businesses are a perfect fit. Their expertise and values perfectly complement ours. Together, we'll be able to offer our expanded client roster, more sector experts, new research solutions, and wider industry and global coverage. It is a very exciting milestone for us."

Doug Guion, President of Acturus, comments: "Becoming part of MetrixLab and the Macromill Group is a great opportunity to combine our team's specialist skills and knowledge in influencer-focused research with those of a leading global digital research agency. It is a potent formula. Our teams and clients will gain an advantage from our extended expertise, more digital solutions and a global geographical footprint."

This acquisition will bolster Macromill and MetrixLab's offer in the US and UK by adding 80 research specialists to the company, including Acturus's three Principals – Dale Lersch, Gigi Ryan and Kevin Moran. In addition to possessing headquarters in Farmington, Connecticut in the US, Acturus has US offices in Scottsdale in Arizona and Wexford in Pennsylvania. It also has a London office in the UK.

Acturus's Consolidated Revenue in the most recent fiscal year (FY12/2016) was approximately 23 million USD, while its EBITDA was approximately 3 million USD¹. Acturus's financial results will be incorporated into MetrixLab Group Segment for accounting purposes, and will be managed under MetrixLab. On a Macromill consolidated basis, the potential impact on earnings results in this fiscal year (FY6/2018) from this transaction is not material, but difficult to estimate at this moment. We will therefore make a disclosure in a timely and appropriate manner.

The expected closing date of this transaction is October 2nd, 2017.

Ends

¹ Acturus is unlisted company and their financials are unaudited

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, Europe 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. and Precision Sample, LLC. For more information, please visit our Macromill Group website

<http://www.macromill.com/global>

[Company Overview of Macromill, Inc.]

Business Name: Macromill, Inc.
Representative: Scott Ernst, Representative Executive Officer, Global CEO
Headquarter: Minato-ku, Tokyo
Established: January 31, 2000
Main Business: Marketing research and digital marketing solution
URL: <http://www.macromill.com/global>

[Company Overview of MetrixLab B.V.]

Business Name: MetrixLab B.V..
Representative: Jan Willem Gerritsen, Executive Officer
Headquarter: Rotterdam, Netherland
Established: May 19, 2000
Main Business: Marketing research and digital marketing solution
URL: <https://www.metrixlab.com>

[Company Overview of Acturus, Inc.]

Business Name: Acturus, Inc.
Representative: Dale Lersch (CEO & Principal), Kevin Moran (CEO & Principal) and Gigi Ryan (Executive VP & Principal)
Headquarter: Farmington, CT, United States
Established: July 1, 2015 (Through merger of PERT Group and MSS)
Main Business: Marketing research
URL: <http://www.acturus.com>

Contact:

Lisette Tan- de Ronde, Global Marketing & PR, MetrixLab – l.tan.de.ronde@metrixlab.com
Masafumi Ohishi, Asia Marketing & PR – ohishi@macromill.com
Ryo Takahashi, IR & Stakeholders Communication – r_takahashi@macromill.com