

November 29, 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. announces appointment of Masahiro Shimizu as Chief Financial Officer (CFO)

Global market research company Macromill, Inc. is pleased to announce the appointment of Masahiro Shimizu as Executive Officer and Global Chief Financial Officer (CFO). He joins the company on December 1, 2017.

Shimizu brings significant experience in finance to the role, gained in both Japan and internationally. He joins us from Domino's Pizza Japan Inc., where he worked for over seven years, most recently as Director, Executive Vice President and Chief Financial Officer. Prior to that, he held senior positions at Business Development at Fast Retailing Co., Ltd., and JP Morgan, where he was Managing Director at Investment Banking Division of the Tokyo Office.

Scott Ernst, Representative Executive Officer and Global CEO of Macromill Inc., said: "Mas is an exceptional leader with an impressive track record in a variety of key functions. These include the CFO of a global company, and senior finance and business development roles in large national and international corporations and global financial institutions. With his excellent experience and qualifications, he is the perfect fit for this important role at Macromill Group."

Shimizu takes over from Teruaki Kido, who resigned from his position as Executive Officer, effective December 31, 2017.

Ends

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., Precision Sample, LLC. and Acturus, Inc. For more information, please visit our Macromill Group website
<https://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: <https://www.macromill.com/global/>

Contact:

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