

February 12, 2019

To whom it may concern:

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

Announcement of Revision of the Consolidated Full-year Financial Forecasts

Global marketing research company Macromill, Inc. (Macromill) hereby announces the following revisions to its consolidated financial forecasts for the fiscal year ending June 30, 2019 ("FY6/2019") from the previous forecasts announced on August 7, 2018, reflecting the recent business performance.

1. Revised Consolidated Full-year Forecasts for FY6/2019

(Millions in Yen, unless otherwise stated)

	Revenue	EBITDA	Operating Profit	Profit attributable to owners of the parent	Earnings per Share (Yen)
Previous forecasts (a)	46,400	10,160	8,900	5,260	132.70
Revised forecasts (b)	44,400	9,150	7,650	4,500	112.67
Variance (b-a)	(2,000)	(1,010)	(1,250)	(760)	(20.03)
% change (b/a)	(4.3%)	(9.9%)	(14.0%)	(14.4%)	(15.1%)
(Ref.) FY6/2018 Results (c)	40,024	8,660	7,607	4,719	120.21
% change (b/c)	10.9%	5.7%	0.6%	(4.7%)	(6.3%)

2. Reason for the Revision

Although the revenue of the Macromill Group in the first half increased steadily, the environment surrounding digital marketing and foreign exchanges has differed from our expectations.

While we have invested in hiring and developing skilled employees to establish and maintain competitive advantages in our priority improvement areas, notably the digital marketing solutions segment as planned, the revenue for the current fiscal year is expected to be lower than the previous forecast. As a result, the consolidated earnings forecasts for the current fiscal year have been revised downwards.

We assume 1 EUR = 125.73 JPY and 1 KRW = 0.0987 JPY for the revised forecast.

Note: The Group prepared the forecast of consolidated financial results based on information accessible as of the date of its announcement. A variety of future factors may cause actual financial results to differ from its forecasts.

Ends

About Macromill

We are 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. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. We are headquartered in Tokyo with 45 offices across the Americas, EMEA and Asia. Macromill serves more than 4,000 brands and agencies in more than 90 countries with over 2,200 experts worldwide.

Macromill Group companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., H.M. Marketing Research, 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>