September 26, 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)

Notice Regarding Change in Representative Executive Officer

Global market research company Macromill, Inc. (Macromill) hereby announces that, at the meeting of the Board of Directors held today, it resolved change in Representative Executive Officer as shown below.

1. Reason for the change (Addition)

To enable faster decision making for our business in Japan.

2. Name of newly assigned Representative Executive Officer

Name	New (Updated part as blacklined)	Current
Toru Sasaki	Representative Executive Officer, Japan Operation	Executive Officer, Japan Operation

3. Career Summary of Newly Assigned Representative Executive Officer

Toru Sasaki graduated from Faculty of Economics, Chuo University. He joined Macromill in June 2003, holding positions in research direction, sales, and M&A PMI. He was appointed Executive Officer / General Manager of Online Research Division in 2010. Sasaki briefly left Macromill in 2014 to hold executive positions at Misecolle Inc. and Glider Associates Inc., returning to Macromill in June 2015. He was appointed Executive Officer in October 2015.

4. Effective Date of Assignment

September 26th, 2018

Ends

Contact:
Ryo Takahashi, IR & Stakeholders Communication – ir@macromill.com

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 40 offices across the Americas, EMEA and Asia. Macromill serves more than 4,000 brands and agencies in more than 90 countries with over 2,100 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, Centan Inc. and Tokyo Survey Research Inc. For more information, please visit our Macromill Group website https://group.macromill.com