October 15, 2019

To whom it may concern:

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

Macromill, Inc. acquires consumer panel from DI Asia Inc.

Macromill, Inc. (Headquarter Mitato-ku, Tokyo; President, Representative Executive Officer and Global CEO Scott Ernst; hereinafter 'Macromill') has resolved to acquire a consumer panel from DI Asia Inc. (Headquarter Chiyoda-ku, Tokyo; President & CEO Makoto Miyauchi; hereinafter 'DIA'), a subsidiary of Dream Incubator Inc. The panel covers three countries in Southeast Asia - Vietnam, Thailand, Indonesia. The purchase will enhance Macromill's business development activities in the region.

Macromill has expanded its marketing research and digital marketing services, in particular, focusing on its digital marketing business, to meet the increasingly diverse and complex needs of its clients. This latest acquisition will help Macromill meet the objective stated in its recently published Medium Term Business Plan of achieving both a global top 10 ranking, and a market-leading position in Japan and Asia by 2024. At the core of this initiative is the acceleration of business development activities in Southeast Asia with Macromill South East Asia, Inc. (renamed from W&S Holdings Co., Ltd. on July 1, 2019) at its center.

DIA offers strategic consulting and research, entry research for overseas markets, and a market research business mainly in Southeast Asia. Macromill owns and manages its panel which has approx. 900,000 members, mainly in Vietnam, Thailand, and Indonesia. This offers profound insight into consumer behavior in these markets.

The two companies have agreed that Macromill will acquire DIA's consumer panel in Southeast Asia. With this agreement, Macromill will enhance the consumer panel and use it as the basis for its marketing research business in this region, while DIA will focus on strategic consulting and other businesses. While considering collaboration between the two companies, each one aims to deepen its own business, to enhance its service further, and expand its businesses in the region.

The agreement on the succession and acquisition of the consumer panel was concluded on the today and the succession is scheduled to be completed (closing day) on January 31, 2020.

Although the impact of this succession/acquisition on Macromill's business performance is limited, its impact - including the future development - is difficult to estimate at present. Macromill will disclose any information that relates to the progress of the integration of the two companies' consumer panels in the future.

Ends

[Macromill, Inc. company profile]

Business name:	Macromill, Inc.
Representative:	Scott Ernst, President, Representative Executive Officer and Global CEO
Headquarter:	Minato-ku, Tokyo
Established:	January 31, 2000
Main business:	Marketing research and digital marketing solutions
URL:	https://www.macromill.com/

[DI Asia Inc. company profile]

Business name:	DI Asia Inc.
Representative:	Makoto Miyauchi, President & CEO
Headquarter:	Chiyoda-ku, Tokyo
Established:	July 3, 2014
Main business:	Strategy consulting, strategical research, entry research, and other market research mainly in Southeast Asia
URL:	https://dreamincubator.asia

Contact:

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