May 8, 2020

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 (Resignation) of Executive Officer

Macromill, Inc. (Minato-ku, Tokyo, Scott Ernst, Representative Executive Officer and Global CEO) hereby announce that Shinichiro Oka, Executive Officer, Global CHRO of the Macromill Group is leaving the company on 31st May to pursue another opportunity. We will not appoint a successor to the Global CHRO position. Toru Sasaki, Representative Executive Officer and Head of Japan Operation, Masahiro Shimizu, Executive Officer and Global CFO, and Willem Matthijs Elias, Executive Officer Europe and America Operation and MetrixLab CEO, will share his roles and responsibilities.

Shinichiro Oka has held the position of Global CHRO since joining the Macromill Group in September 2015, leading the globalization of the personnel function and organization.

Shinichiro Oka said: "It has been a true privilege to serve the Macromill Group for five years and contribute to its growth to help make the global player it is today. I am very proud of the business, its talented employees, and corporate culture. I leave knowing that the Group has the strong foundation and leadership needed to continue to grow in the future."

Scott Ernst, Global CEO of Macromill comments: "Throughout his five years of service to Macromill, Shinichiro Oka has held a series of key leadership roles to help the Company realize a sustainable work environment and corporate culture right across the globe. He has supported us to create and implement our Mission, Vision and Values as part of our updated Group brand identity. He has always been an outspoken advocate for Macromill employees and implemented initiatives that successfully improved our employee satisfaction scores. We thank Shinichiro Oka for his extraordinary commitment and contribution, and wish him great success in his new career."

Ends

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About Macromill

Macromill is 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. Macromill's industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. Headquartered in Tokyo with over 50 offices across the Americas, EMEA and Asia, Macromill serves more than 4,000 brands and agencies in more than 90 countries with over 2,500 experts worldwide.

Macromill Group companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., M-Cube, Inc., Macromill Carenet, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V., Precision Sample, LLC, Centan Inc. and H.M. Marketing Research, Inc. For more information, please visit our Macromill Group website https://group.macromill.com

[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://group.macromill.com