June 15, 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) in Representative Executive Officer

Macromill, Inc. (Headquarters: Minato-ku, Tokyo; hereinafter, "Macromill") hereby announces that, at the meeting of the Board of Directors held today (June 15, 2020), it resolved change in Representative Executive Officer as shown below.

1. Reason for the change (Resignation)

Termination of a term

2. Name of Resigned Representative Executive Officer

Name	Current Title
Scott Ernst	Representative Executive Officer, Global CEO

* Scott Ernst will remain with Macromill as an advisor to ensure a smooth transition

3. Effective Date of Resignation

September 29th, 2020 (Expected Date of the Annual Shareholders Meeting)

4. Change in Global CEO

Toru Sasaki, currently serving Representative Executive Officer for Macromill's Japan Operation, will become the company's new Global CEO following the Annual Shareholders Meeting in September, 2020. Sasaki is also expected to be appointed to the Board of director at the shareholders meeting. Regarding the background of this management change and our new management structure, please refer to our attached announcement - *"Scott Ernst to Step Down as Macromill Global CEO During 2020"* released today.

Ends

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

(Attachment)

June 15, 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)

Scott Ernst to Step Down as Macromill Global CEO During 2020

- Macromill will name Toru Sasaki as successor; Ernst will remain with Macromill as an advisor to ensure a smooth transition -

Macromill, Inc. (Headquarters: Minato-ku, Tokyo; hereinafter, "Macromill") today announced that Scott Ernst, Representative Executive Officer, Global CEO, will step down following the Annual Shareholders Meeting in September, 2020. Toru Sasaki, currently serving Representative Executive Officer for Macromill's Japan Operation, will become the company's new Global CEO following Ernst's departure.

Ernst recommended to the Macromill Board of Directors that Sasaki be his successor. Ernst will continue as Representative Executive Officer, Global CEO of Macromill Group until the annual meeting of shareholders in September. After that, Ernst will remain with Macromill as an advisor to ensure a smooth transition. Sasaki is also expected to be appointed to the Board of Director at the September shareholders meeting.

Ernst was named Global CEO in October 2015 to lead the vision and strategy to create the first truly global digital research company. Under his leadership, Macromill achieved industry leading business growth and profitability, increased brand awareness and market position, and successfully addressed new challenges facing the industry. Ernst also led Macromill to a successful IPO in March 2017.

"The past five years have been tremendously rewarding, both personally and professionally. I am proud of what we have accomplished including growing our Japanese business, accelerating our global strategies, and strengthening our next-generation digital services", said Ernst. "We have started our ambitious plans to transform Macromill into the essential insights and data partner for our clients. I believe we have the right team and strategy to deliver on this vision and that now is the right time for me to entrust a new leader to guide the company. Between now and the end of September at the timing of our annual shareholders meeting, I will be fully engaged as CEO and am committed to ensure we will have a smooth transition to the new leadership team."

"Scott has done a tremendous job as Global CEO over the past five years and I'm very thankful for his leadership and dedication," said Larry Weber, Board Member, and Chairman and CEO of Racepoint Global. "The Board of Directors will work closely with Scott and Sasaki-san to develop a strong and smooth transition plan for the company's next phase of growth."

Sasaki joined Macromill in 2003 and was appointed as Executive Officer of Corporate Strategy Division in 2010. Sasaki named Executive Officer, Head of Japan Operation in October 2015, and was anointed Representative Executive Officer in September 2018.

"The dramatic increase in consumer touchpoints and the emergence of Big Data and AI are significantly changing our clients' marketing activities. In response, the principles of Marketing Research and how we provide value needs to also evolve with these changing clients' demands", said Sasaki. "In this time of the great change, Scott has continuously provided the clear vision and direction for Macromill. We will continue to be agile and innovative while the digital transformation accelerates. Our new management team will unite and vigorously work to become a true marketing partner for our clients".

Ends

About Macromill

Macromill is 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. Macromill's industry-leading digital research solutions deliver rapid and cost-effective solutions to the challenges businesses face today. Headquartered in Tokyo with 50 offices across the Americas, EMEA and Asia-Pacific, Macromill serves more than 4,200 brands and agencies in more than 90 countries with over 2,500 experts worldwide.

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

-- Contact for inquiries about this press release --

<Inquiries related to IR>

Ryo Takahashi, *IR & Stakeholders Communication, Macromill, Inc.*
Phone：+81-3-6716-0706 E-mail: ir@macromill.com

<Inquiries from the press>
Megumi Aoki, *PR, Macromill, Inc.*

Phone：+81-3-6716-0707 E-mail: press@macromill.com