August 14, 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)
Contact: Corporate Communication & IR Division
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Notice Regarding Change of Board of Directors and Executive Officers

Macromill, Inc. (Headquarters: Minato-ku, Tokyo; hereinafter, "Macromill") has decided on the change of the following Board of Directors and Executive Officers at its Board of Directors meeting on August 14, 2020.

Regarding the change in the Global CEO, please refer to *"Scott Ernst to Step Down as Macromill Global CEO During 2020"* disclosed on June 15, 2020 for more detail. The Board of Director nominees will be officially appointed after the 7th Annual General Meeting of Shareholders to be held on September 29, 2020, and new Executive Officers will be appointed through the approval at the new Board of Directors meeting after the Annual Meeting of Shareholders.

1. Change in Board Directors (effective on September 29, 2020)

(1) Reason for the change

To build a stronger new management structure due to termination of a term

(2) New Board of Director nominees

Name	New Title	Current Title
Toru Sasaki	Director, Representative Executive Officer, Global CEO	Representative Executive Officer, Head of Japan Operation
Makoto Naito	Outside Director	-

(3) Name of Resigning Board Directors

Name	Current Title
Scott Ernst	Director, Representative Executive Officer, Global CEO
Akie Iriyama	Outside Director
Lawrence Weber	Outside Director

[Reference] New Board of Directors after the Annual General Meeting of Shareholders (5 nominees)

Name		New Title
Toru Sasaki	[New]	Director, Representative Executive Officer, Global CEO
Naofumi Nishi	[Re-election]	Director
Atsushi Mizushima	[Re-election]	Outside Director
Shigeru Nishiyama	[Re-election]	Outside Director
Makoto Naito	[New]	Outside Director

[Reference] New Board Directors Career Summary

Name	Career Summary	
Toru Sasaki	April 1999	Joined Ikko, Inc.
	December 2002	Joined ABC-MART, Inc.
	June 2003	Joined Macromill, Inc.
	June 2010	Executive Officer, Corporate Strategy Division
	October 2014	Joined Glider Associates, Inc.
	June 2015	Re-joined Macromill, Inc.
	October 2015	Executive Officer, Head of Japan Operation
	September 2018	Representative Executive Officer, Head of Japan Operation (present)
Makoto Naito	April 1978	Joined Sony Corporation
	September 1999	Sony Computer Entertainment Inc., Vice President
	May 2001	Akamai Technologies Japan K.K. , Representative Director and President
	June 2003	NTT Communications Corporation, Vice President
	September 2003	Candle Japan Corporation., Representative Director and President
	August 2004	IBM Japan, Ltd., Executive
	September 2006	APC Japan, Inc., Representative Director and President
	August 2009	Schneider Electric Japan Holdings Ltd., Country President Japan/Representative Director and President Toshiba Schneider Inverter Corporation, Director
	January 2011	Dell Inc., Area Vice President Dell Japan Inc., General Manager of Enterprise Sales
	November 2012	CA Technologies, Inc., Area Vice President CA Technologies Japan, Inc., Representative Director and President
	September 2014	Eurotech S.p.A., Group Vice President Japan Advanet, Inc., Representative Director and President
	May 2015	NCR Japan, Ltd., Representative Director and President NCR Corporation, Vice President
	December 2018	DXC Technology Japan Ltd., Managing Director
	January 2020	Naito Holdings, Ltd., President & CEO (present)

2. Change in Executive Officers (effective on September 29, 2020)

(1) Reason for the change

Termination of a term

(2) Name of Resigning Executive Officer

Name	Current Title
Scott Ernst	Director, Representative Executive Officer, Global CEO

[Reference] New Executive Officers after the Annual General Meeting of Shareholders (3 nominees)

Name	New Title	Current Title
Toru Sasaki	Director, Representative Executive Officer, Global CEO	Representative Executive Officer, Head of Japan Operation
Masahiro Shimizu	Executive Officer, Global CFO	Executive Officer, Global CFO
Willem Matthijs Elias	Executive Officer, Europe and America Operation MetrixLab CEO	Executive Officer, Europe and America Operation MetrixLab CEO

Ends

Contact:
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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