May 13, 2021

To whom it may concern:

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Notice Regarding the launch of Data Utilization Support Business

- Entering Data Consulting Business Field to Support Our Clients' Digital Transformation (DX) -

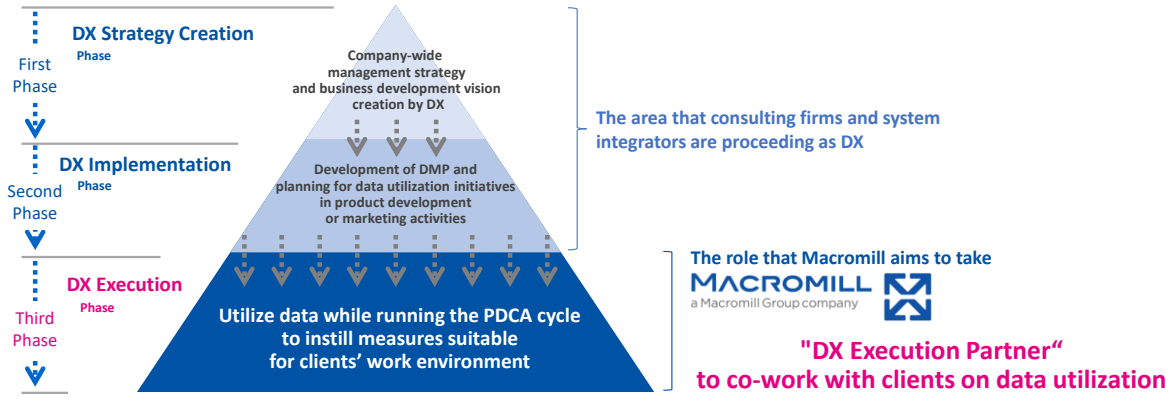
Macromill, Inc. (hereinafter, "Macromill") is pleased to announce the launch of its "Data Utilization Support Business". This initiative offers a complete package of solutions to support our clients' Digital Transformation (DX). To deliver the expanded suite of digital transformation tools, Macromill has reorganized its DMP business to provide a DMP development business, data utilization support, and data consulting business as clients' DX Execution Partner.

1. The aim of the business launch

Our clients are facing significant challenges caused by the diversification of consumer touchpoints and the increasing complexity of the customer journey due to the rapid spread of smartphones and tablets, the rise of various social media, and the increase in eCommerce purchasing. In these circumstances, the utilization of diverse types of big data, Artificial Intelligence (AI), and marketing automation tools are creating the need for digital transformation (DX) in our clients' marketing activities.

Macromill supports our client companies' marketing activity by comprehensively managing and providing various data connected with attribution data (gender, age, residential information, etc.). Empowered by the Company's over 1.3 million domestic proprietary consumer panels (hereinafter, "proprietary panels"), the Company has acquired a range of data types such as behavioral data (purchase, e-Commerce purchase, advertisement exposure, internet access log, geographic location data, etc.) and biological data (heart rate, brain waves, gaze, etc.), as well as awareness data.

Macromill launched a digital marketing business in 2014 and has supported the development of our clients' DMPs (Data Management Platforms) and provided a DMP solution to utilize data acquired from our proprietary panels in their DMPs. In February 2020, Macromill expanded the DMP business and launched a data utilization consulting service, called MAG (Market data Analytics Guide). Through MAG, Macromill has provided a one-stop solution which offers a range of support, from deciding the requirement definition for clients' DMPs, to data selection, to organizing the data acquisition environment through to data analysis. From this foundation of knowledge and a track record of projects, Macromill is now ready to accelerate the initiatives to start full-scale commercialization.



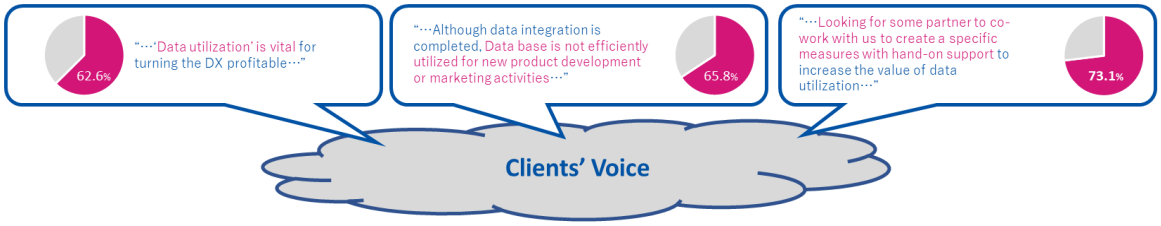
Today, Macromill launches a full-scale "Data Utilization Support Business" to support clients' further digital transformation (DX). By activating existing strong relationships with over 2,800 domestic clients in a wide range of

industries, Macromill will provide a DMP development service, data utilization support, and a data consulting business as a "DX Execution Partner" (see the figure above) to support our clients' digital transformation (DX) in their marketing activities.

2. The outline of the Data Utilization Support Business

Our "Data Utilization Support Business" aims to support our clients' digital transformation (DX) in their marketing activities. Macromill aims to demonstrate a comparative advantage and differentiate itself from the competitors in this business field by pursuing the position of the "DX Execution Partner".

To launch the full-scale business, Macromill surveyed a group of people who are "directly/indirectly being part of digital transformation (DX) implementation/promotion/execution (1,019 participants)" in companies that are proceeding with DX. Based on the result as highlighted in the client voices below, we have found reasons to pursue positioning ourselves as "DX Execution Partner".



Source: Macromill, Survey conducted to a group of people (n=1,019) who are "directly/indirectly being part of digital transformation (DX) implementation/promotion/execution" in companies that are proceeding with DX in March 2021.

Macromill defines "DX Execution Partner" as one who utilizes data while running the PDCA (Plan-Do-Check-Action) cycle to instill measures suitable for clients' given environment. The importance of DX strategy creation and/or DX implementation are repeated generally in the world, but Macromill believes introducing the measures in daily front-line marketing activities is more critical and vital to make a digital transformation profitable. To offer this service as an external supplier, one requires to have a relationship with clients' front-line as well as a deep understanding of their marketing activities.

Macromill benefits from having strong, existing relationships with clients in over 2,800 domestic companies. We have also experienced helping these clients solve their daily marketing issues through our marketing research business. These assets allow us to pursue the position of "DX Execution Partner". Macromill will be uniquely placed in the market and have a strong competitive advantage, since only limited competitors can pursue this position. Macromill aims for a rapid expansion of this business based on the relationships and experiences with our existing clients.

3. Future prospects

The expected impact of this new initiative on our Group's business results is immaterial. Macromill will promptly announce additional information on this initiative in the future, should they arise.

Ends,

■ About Macromill, Inc.

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 4,000 brands and agencies in more than 90 countries with over 2,400 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

[Company Overview of Macromill, Inc.]

Business Name:	Macromill, Inc.
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Established:	January 31, 2000
Main Business:	Marketing research and digital marketing solution
URL:	https://group.macromill.com/

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