

FOR IMMEDIATE RELEASE

A database capturing the lifestyles of 10,000 people in three major Chinese cities  
**Announcing the launch of Chinese Brand Data Bank (bdb CHINA)**

August 3, 2010  
 MACROMILL, INC.

(Code No.: 3730, First Section of Tokyo Stock Exchange)

Brand Data Bank, Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Masanobu Takeda; “BDB”), a subsidiary of Macromill, Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Tetsuya Sugimoto; “Macromill”) has, together with Strategic Decision Initiative, Inc. (Head Office: Minato-ku, Tokyo; Chairman and President: Kazuki Moribe; “SDI”) have jointly conducted a lifestyle survey of 10,000 residents of three major Chinese cities to create a new service known as bdb CHINA (Chinese Brand Data Bank) (\*1). This new service will complement the Brand Data Bank database covering the possessions and preferences of 30,000 Japanese consumers that BDB has provided for some time.

As well as the Chinese Brand Data Bank (bdb CHINA) database service that will make it possible to decipher the various product brands and preferences of Chinese residents, BDB has also announced that it will start providing the “bdb CHINA Mill” follow-up survey service from August 3.

**■ What is bdb CHINA (Chinese Brand Data Bank)?**

The Chinese Brand Data Bank (bdb CHINA) service that BDB is launching is an ASP database service that makes it easy to perform analyses relating to the possessions and preferences of Chinese consumers via the Internet. This service provides Japanese companies with a database relating to the possessions, preferences and values of Chinese consumers covering about 100 items, based on biannual large-scale surveys of 10,000 residents of three major Chinese cities (Beijing, Shanghai and Guangzhou).

Not only does the bdb CHINA service make it possible to gain a comprehensive understanding of the brands that Chinese consumers often purchase (such as food products, cosmetics, and daily necessities), the brands that they own (such as home electrical appliances and automobiles), and the media, banking and insurance services that they often use, it can also be used for data comparisons with the Japanese Brand Data Bank. For example, by comparing the possessions and values of women in their twenties in both Shanghai and Tokyo, the preferences and characteristics of Chinese consumers can be clarified in greater detail, which can be useful for formulating better marketing strategies for local markets.

The survey of 10,000 Chinese consumers for bdb CHINA was conducted via the Internet between March 2010 and May 2010 in conjunction with SDI, which has expertise and achievements in market research and marketing in China. The Profile service, which creates reports using bdb CHINA data will also be provided in cooperation with SDI.

**Service lineup for the “bdb CHINA” Chinese Brand Data Bank**

Service	Summary	Fees
bdb CHINA database service	An ASP service that makes it possible to view and analyze a database relating to the possessions and preferences of 10,000 Chinese consumers via the web	Initial fee of ¥200,000 and a monthly fee of ¥300,000 * Contracts in six-month units
bdb CHINA Mill follow-up survey service	A follow-up survey service that extracts a certain target from the 10,000 bdb CHINA panelists and uses questionnaires to question them regarding more detailed items	Starting from a minimum fee of ¥360,000 (for 10 questions and 200 samples)
User profiles	A reporting service that uses the bdb CHINA database to perform profile analysis for Chinese consumers targeted by marketing activities, such as the users of particular brands	Starting from ¥500,000 per profile
Raw data provision	Raw data from the bdb CHINA regular surveys, provided in different genres	10 genres, starting from ¥450,000

Following the supercharged consumption taking place in China of late, Japanese companies have an increased need to strengthen their marketing strategies in China, by gaining a more detailed understanding of the needs of Chinese consumers, and of current living conditions. By selling the data from the bdb CHINA database (Chinese Brand Data Bank) and strengthening the provision of analytical services using this database, Macromill and BDB will continue to support the marketing activities of Japanese companies, both those that have already entered the Chinese market and those that are planning to do so in the future.

\*1: bdb CHINA (Chinese Brand Data Bank) is a service that has been jointly developed by BDB and SDI.

Service details

■ Main functions and utilization scenarios for the bdb CHINA database of the brand ownership of 10,000 Chinese consumers

bdb CHINA is an ASP database service that makes it possible to analyze the living conditions of Chinese consumers from a variety of angles via the Internet. The information in the database covers a wide range of goods and services owned and used by Chinese consumers, so that it can be used to analyze and understand the consumption and preferences of people living in the three major Chinese cities (Beijing, Shanghai, and Guangzhou) from a variety of angles, by asking questions such as “What kind of clothes do Chinese people who own a certain kind of car wear? And what kind of media do they come into contact with?”

Basic service functions



Main genres

- **Products:** cosmetics, clothing, food products, beverages, computers, home electrical appliances, automobiles, etc.
- **Media:** TV stations, magazines, websites, blogs, artists, celebrities, etc.
- **Services:** banking, various types of insurance, etc.
- **Other:** Company images, public transport patronage, family structure, interests, hobbies, etc.

More than 100 items in total

Market ranking



The brand ownership status and preferences of Chinese consumers can be checked in a ranking format for each genre. It is also possible to precisely specify the target sample, such as “people living alone in Beijing,” as well as filtering by age, sex, occupation, etc.

Demographic views



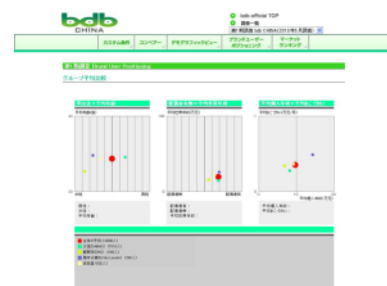
This function visually displays the demographic data (attributes) for the group that owns or habitually uses a particular brand. As well as basic attributes such as age, sex, occupation and income, this function also enables users to gain an understanding of details such as family structure, residential area, and hobbies and interests.

Comparison



This function is for performing comparison analyses of the features of a particular group in a ranking format. For example, this function makes it possible to analyze features such as which fashion magazines Uniqlo owners read regularly as compared to the full sample of 10,000 Chinese consumers.

Brand user positioning



This function makes it possible to make visual comparisons between groups, in terms of properties such as “average age,” “male/female ratio,” “household income.” For example, the difference between household income for males working in Guangzhou and Beijing can be understood at a glance.

Other functions available include a “Media gauge” (which indicates differences between groups in terms of the level of trust that they have towards different types of media, such as television commercials, newspaper advertisements, and so on) and a “Value gauge” (which indicates values regarding consumption, such as “When a new product is released I have to check the latest information about it”). These functions can be used to derive features such as “what kind of values do people living in China have?” and “what kind of media are they compatible with?”

Fees for using the bdb CHINA database

Initial fee: ¥200,000 (only for the initial contract); Monthly usage fee: ¥300,000 (excluding tax)

\* A six-month contract (extendable for periods of six months at a time) is required to use the bdb CHINA database.

■ Summary of the “bdb CHINA Mill” follow-up survey service



The “bdb CHINA Mill” service makes it possible to conduct follow-up surveys targeting the 10,000 bdb CHINA panelists. Having use the bdb CHINA database to gain an understanding of the specific possessions, media preferences and so on for users of a particular brand, additional data can be acquired by conducting a follow up study to ask about each brand user’s purchasing reasons, purchasing frequency, product satisfaction, and so on.

**Fees for using bdb CHINA Mill**

**Follow-up survey fees start from ¥360,000 (excluding tax) for 10 questions and a sample of 200 panelists**

\* Fees for follow-up surveys vary depending on the sample size and the number of questions. Please contact Brand Data Bank for more information.

■ Summary of the user profile service

User profiles are produced in conjunction with SDI, which has expertise and achievements in marketing and market research in China, and are delivered as reports. Various target settings can be made depending on the issue that the company requesting the profile is trying to address, such as profiles of users that use the company’s products, users of competitors’ products, potential customer segments, and so on.

Reports bring together materials that make it possible to get a picture of the target consumers and their lifestyles, including basic data such as “demographic values” and “possession and preference data” and also more sophisticated information such as “response rate” (which indicates consumption intentions for each genre of products), “EP analysis\*” (which analyzes consumption inclinations based a customized program), and “character sketches” (which draw a sketch of users based on actual brands).



\* “EP” is an abbreviation for “Emotional Program.”  
 Refer to the following website for more information.  
 URL : [www.emotional-program.com/about/](http://www.emotional-program.com/about/)

\* The profile above is a sample from the Japanese bdb database.

**Fees for using user profiles**

**Fees start from ¥500,000 per profile**

- \* Separate quotes will be given for profile comparisons involving multiple brands, or user profiles that require follow-up surveys.
- \* Profiles are delivered between two weeks and month after the order is received. Contact BDB for details.

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**Profile of Brand Data Base, Inc.**

Brand Data Base, Inc. is a wholly owned subsidiary of Macromill, Inc. Brand Data Base provides consulting services that make full use of marketing methodologies such as profile creation, time-series analysis, value clusters and text mining. These services are centered on the provision of the Brand Data Bank marketing tool that enables data about more than 10,000 brands in about 130 genres based on surveys of 30,000 Japanese consumers to be analyzed from a variety of angles, and the bdb CHINA Chinese Brand Data Bank database that has been created based on surveys of 10,000 Chinese consumers.

- Company name: ■ Brand Data Base, Inc.  
Head office: ■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo, 〒108-0075  
Website: ■ www.branddatabank.com  
Established: ■ September, 2001  
Capital: ■ ¥27 million  
Representative: ■ Masanobu Takeda, Chairman and President  
Employees: ■ 9 \*As of the end of June 2010  
Business operations: ■ 1) Providing ASP-type marketing services that enable a database of the possessions and preferences of 30,000 Japanese consumers to be viewed on the web  
2) Providing ASP-type marketing services that enable a database of the possessions and preferences of 10,000 Chinese consumers to be viewed on the web  
3) Providing consulting services centered on data analysis, such as profile creation and time-series analysis

**Profile of Strategic Decision Initiative, Inc.**

Strategic Decision Initiative, Inc. is a research company that provides various services that have been specialized for emerging markets, particularly China. SDI provides consulting services relating to mergers and acquisitions and assisting Japanese companies to establish local subsidiaries overseas, including research projects to clarify the state of markets, marketing projects to support subsequent local sales, and government relations.

- Company name: ■ Strategic Decision Initiative, Inc.  
Head office: ■ 6F NB Mita Building, 3-14-4 Shiba, Minato-ku, Tokyo 〒105-0014  
Website: ■ www.sdigrp.com  
Established: ■ March 2007 \*The predecessor organization, SDI Hong Kong, was established on July 12, 2002  
Capital: ■ ¥163.75 million  
Representative: ■ Kuzuki Moribe, Representative Director  
Employees: ■ 17 \*As of the end of June 2010  
Business operations: ■ 1) Research projects  
2) Consulting projects  
3) Marketing projects  
specialized for emerging economies

**Profile of Macromill, Inc.**

Macromill, Inc. is a leading company in the field of net research, market research services that utilize the Internet. Macromill provides a variety of marketing research services targeting consumers in Japan and overseas, to assist companies with their marketing activities, such as developing products and improving services.

- Company name: ■ Macromill, Inc.  
Head office: ■ 11F Shinagawa East One Tower, 2-16-1 Konan, Minato-ku, Tokyo 〒108-0075  
Website: ■ www.macromill.com  
Established: ■ January 31, 2000  
Capital: ■ ¥1,597.85 million \*As of June 1, 2010  
Listed exchange ■ First Section of the Tokyo Stock Exchange (code no.: 3730)  
Representative: ■ Tetsuya Sugimoto, Representative Director and Chairman  
Employees: ■ 298 \*As of the end of June 2010  
Group companies ■ Brand Data Bank, Inc.  
Macromill Warp, Inc.  
Macromill Korea, Inc. (Korea)  
Business operations: ■ 1) Market research utilizing the Internet (net research)  
2) Market research utilizing mobile telephones (mobile research)  
3) Market research targeting consumers in countries around the world (global research)  
4) Consumer purchasing pattern surveys and provision of purchasing pattern data (QPR™)  
5) Provision of the AIRs ASP system specialized for net research  
6) Research planning, design, tallying and analysis services  
7) Other research services (such as qualitative surveys) and marketing-related consulting work

— Contact information for inquiries about this release —

**Inquiries relating to the content of this release**

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**Applications and inquiries regarding the use of the dbd CHINA service**

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