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FOR IMMEDIATE RELEASE

MACROMILL, INC.

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**Notice of Integration between MACROMILL Group Companies in South Korea,  
EMBRAIN CO., LTD. and MACROMILL Korea, INC.**

MACROMILL, INC. (the “Company”) announces its decision to integrate EMBRAIN CO., LTD. (“EMBRAIN”) and MACROMILL Korea, INC. (“MACROMILL Korea”), its Group companies in South Korea. Details are as follows.

1. Background and purpose

Based on the medium-term management plan it announced in August 2011, the Company has been making investments to ensure the future growth of both its overseas businesses and its new businesses, as well as its marketing research business in Japan, aiming to achieve the management plan and steadily expand its operations.

As a measure for expanding its overseas operations, the Company established MACROMILL Korea in 2008. Since then, the Company has been expanding its businesses in South Korea by utilizing its superior sales capability and a business model based on its Automatic Internet Research System (AIRS).

Meanwhile, EMBRAIN, which became a MACROMILL Group company when the acquisition of its shares by the Company was completed in February 2012, is a leader in the internet research market of South Korea with the largest share of the market. Its main strengths are its highly credible survey panel, unique solutions, and quality control expertise.

By integrating these two Group companies with the business of MACROMILL Korea assigned to EMBRAIN, the Company will aim to combine the strength of the two companies to consolidate and build its share of the marketing research market of South Korea through the organization and concentration of its management resources. As a result of the integration, EMBRAIN will change its trade name to MACROMILL EMBRAIN CO., LTD., while MACROMILL Korea will be dissolved immediately after the assignment of the business.



## 2. Assignment of business within the Group

	Assignee company	Assigning company
(1) Trade name	EMBRAIN CO., LTD.	MACROMILL Korea, INC.
(2) Date of incorporation	October 1998	July 2008
(3) Name of representative	Choi In Su	Joo, Yeong Wook
(4) Capital stock	One billion won	1.3 billion won
(5) The Company's shareholding ratio	51.0%	38.5%

## 3. Change in the trade name of a subsidiary

Trade name before the change	Trade name after the change
EMBRAIN CO., LTD.	MACROMILL EMBRAIN CO., LTD.