

Macromill completes listing on the First Section of the Tokyo Stock Exchange

Tokyo, Japan, March 22nd, 2017: MACROMILL, INC. (“Macromill”) today announced it has successfully completed its listing on the First Section of the Tokyo Stock Exchange (TSE:3978). Macromill extends its sincere gratitude to all clients, employees, and stakeholders for their support in reaching this significant milestone.

Over the past four years, Macromill has achieved a 23% revenue CAGR, making it the fastest growing research company globally¹. During this time, it has hired top talent, expanded internationally, made operational improvements and launched the “One Macromill” brand. Every day, Macromill’s expert team creates the innovative data and insights that empower and inspire clients.

Scott Ernst, Macromill’s Global CEO and Representative Executive Officer, said: “Building on our impressive performance to date, we are committed to maintaining Macromill’s strong top-line growth. Key to achieving this objective are our plans to accelerate global expansion, further expand our dominant market share in Japan, and drive client demand by developing additional innovative digital marketing solutions. These strategies will help us achieve our vision to be the first truly global digital research company.”

¹ Based on ESOMAR global market research 2013/2015/2016; Macromill’s revenue CAGR (compound annual growth rate) growth between 2012 and 2014 & 2015 (2yr & 3yr CAGR) was the highest among the largest 25 global marketing research companies (excluding IMS Health, a health care IT service provider).

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About Macromill

We are a rapidly growing global market 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. Our industry-leading digital research solutions deliver rapid and cost-effective solutions to

the challenges businesses face today. We are headquartered in Tokyo and Rotterdam with over 30 offices across the Americas, Europe and Asia. Macromill serves more than 3,800 brands and agencies in more than 90 countries with over 1,700 experts worldwide.

Macromill companies include: Macromill, Inc., Dentsu Macromill Insight, Inc., M-Cube, Inc., M-Promo, Inc., Macromill Carenet, Inc., Macromill Embrain Co., Ltd., MetrixLab B.V., Oxyme B.V. and Precision Sample, LLC.

For more information, please visit our global website

<https://www.macromill.com/global/>

Forward-looking statements

This press release may contain forward-looking statements. Forward-looking statements include all statements that are not historical facts that are related to the future, not past, events. In some cases, you can identify these forward-looking statements by the use of words such as “outlook,” “believes,” “expects,” “potential,” “continues,” “may,” “will,” “should,” “could,” “seeks,” “approximately,” “projects,” “predicts,” “intends,” “plans,” “estimates,” “anticipates” or the negative version of these words or other comparable words. Forward-looking statements often address our expected future business and financial performance and financial condition. Such forward-looking statements are subject to various risks and uncertainties. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. We undertake no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as required by law.

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