

December 7, 2017

FOR IMMEDIATE RELEASE

Macromill, Inc. acquires neuromarketing pioneer Centan Inc.

Global market research company Macromill, Inc. has agreed to acquire an additional 41% of Centan Inc., a pioneer in neuromarketing in Japan. As a result, Centan will become a subsidiary company of Macromill Inc. This strategic acquisition will accelerate our use of biological information including the monitoring method electroencephalography (EEG) in marketing research.

Macromill has built its business on its core strength in online marketing research, and has expanded its portfolio to incorporate additional digital marketing services to meet a wide range of client needs. Centan has earned a reputation as a pioneer in neuromarketing in Japan for its expertise in product development and ad effectiveness research. By collecting and analyzing consumers' subconscious biological reactions including EEG, Centan provides deep consumer insights.

Macromill announced a strategic partnership with Centan on January 30, 2017 when it acquired 10% of the company's shares. Since then the two businesses have collaborated closely to create an innovative marketing research solution that measures the subconscious reactions of consumers. This partnership has resulted in numerous new client wins, one of which is Perfetti Van Melle's confectionery brand 'Frisk'. For this project, we used neuro indicators to measure empathy levels, allowing us to optimize a new brand release campaign video.

Scott Ernst, Representative Executive Officer and Global CEO of Macromill Inc., says: "The ability to understand the subconscious reactions that consumers have to communications and new product concepts, along with other brand activities, gives our clients a powerful competitive advantage. Through this acquisition we will maximize Macromill's key strengths of our extensive skill set, proven track record and global client base and Centan's unrivalled expertise in the collection and analysis of biological information including subconscious reactions. We can now provide extremely sophisticated marketing research and digital marketing services to help our clients get even closer to today's complex consumers."

We do not anticipate a major impact to the business performance of Macromill Inc. for the fiscal year ending June 30, 2018 as a result of this acquisition. We will however make an announcement should that change during the post-merger integration process.

The stock purchase agreement will be concluded on December 7, 2017, and the closing date is planned on January 5, 2018.

Ends

【Company Overview of Macromill Inc.】

Business Name: Macromill Inc.
Representative: Scott Ernst, Representative Executive Officer and Global CEO
Place of Business: Minato-ku, Tokyo
Established: January 31, 2000
Main Business: Marketing Research
URL: <http://www.macromill.com>

【Company Overview of Centan Inc.】

Business Name: Centan Inc.
Representative: Takanobu Tanaka, CEO
Place of Business: Chiyoda-ku, Tokyo
Established: November 16, 2000
Main Business: Marketing consulting based on neuro science expertise
URL: <http://www.centan.jp/>

—Inquiries—

Ryo Takahashi, Head of IR/Stakeholders Communication
TEL : +81-3-6716-0706
MAIL: ir@macromill.com
URL: <https://www.macromill.com/>