

June 3, 2024

To whom it may concern:

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(Ticker Code: 3978 TSE Prime)
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Notice Regarding Issuance of Social Bonds

Macromill Inc. (head office: Minato-ku, Tokyo; Toru Sasaki, Representative Executive Officer, CEO; hereinafter the “Company”) hereby announces that it plans to issue social bonds¹ (hereinafter the “Bonds”), the first publicly offered bonds to be issued in the marketing research industry in Japan. The Company decided to submit a revised shelf registration document to prepare for the issuance of the Bonds and submitted it to the Director of the Kanto Finance Bureau on June 3, 2024. Details are as follows.

1. Purpose and Background of Issuance of the Bonds

Under the corporate vision, Build your Data Culture, the Macromill Group (hereinafter the “Group”) aims to be a driving force in helping clients build data cultures by utilizing a data-native approach to solve today’s marketing challenges and support business success. In specific terms, as a Professional Marketing Services Company that provides end-to-end support for solving the marketing issues that client companies face, we hope to help them provide better products and services to the world by working together with them in their marketing activities.

To promote these activities as initiatives that contribute to solving social issues, the Company formed a social bond framework based on digital transformation with a focus on Japan’s social issues including job creation, the realization of diverse workstyles and the achievement of wellness and longevity, in addition to visualization and identification of potentially problematic issues.

Through the issuance of social bonds in line with the above framework, the Company aims to establish continuous relationships based on mutual prosperity with all of the Company’s stakeholders, including client companies, suppliers, consumer panels, employees and local communities, and expand its relationships for maintaining success in the future by actively communicating information about the Group’s commitment to contributing to the realization of a sustainable society through the provision of accurate insight into consumers and by incorporating constructive dialogue into its business activities.

2. Overview of the Bonds

a. Issuing entity	Macromill, Inc.
b. Maturity	To be decided
c. Amount	To be decided
d. Period of issuance	July 2024 (plan)
e. Use of funds	The funds are planned to be used for new investments in and the refinancing of projects that satisfy the following eligibility criteria. <u>Eligibility criteria</u> (1) Expenditures for business operations and projects to be outsourced to small and medium-sized enterprises ² and sole proprietors. (2) Expenditures for the provision of marketing research services, etc. that contribute to the enhancement of consumers’ well-being (3) Expenditures for marketing support business relating to ethical drugs handled by Macromill Carenet, Inc.
f. Third-party rating agency	Rating and Investment Information, Inc. (R&I)

g. Lead managing underwriter	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. BofA Securities Japan Co., Ltd. Daiwa Securities Co. Ltd.
h. Structuring agent ³	Mitsubishi UFJ Morgan Stanley Securities Co, Ltd.

3. External Evaluations (Second opinion)

As described above, the Company formed a social bond framework for the issuance of the Bonds. The Company plans to obtain a second opinion from Rating & Investment Information, Inc. (R&I) to ensure that the framework complies with the 2023 Social Bond Principles published by the International Capital Market Association (ICMA) and the 2021 Social Bond Guidelines of the Financial Services Agency of Japan.

Notes:

1. Social bonds are bonds issued by an issuing entity to procure funds for social projects in and outside Japan.
2. Small and medium-sized enterprises are small and medium-sized enterprises in the service industry as defined by the Small and Medium Enterprise Agency, namely enterprises or sole proprietors with stated capital or total unitholders' equity of 50 million yen or less or with 100 or fewer full-time employees.
3. Structuring agents are people who provide support for sustainable financing through social bond product design, the provision of advice regarding the acquisition of second opinions or third-party evaluations, etc.

Ends,