

June 14, 2024

To whom it may concern:

Company name: MACROMILL, INC.  
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(Ticker Code: 3978 TSE Prime)  
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## Notice Regarding Acquisition of External Evaluation on Issuance of Social Bonds

Macromill, Inc. (head office: Minato-ku, Tokyo; Toru Sasaki, Representative Executive Officer, CEO; hereinafter the "Company") hereby announces that it has acquired a second opinion from Rating and Investment Information, Inc. (R&I) regarding the issuance of social bonds (hereinafter the "Bonds") announced on June 3, 2024.

### 1. Purpose of Issuance

Through the issuance of social bonds, the Company aims to establish continuous relationships based on mutual prosperity with all of its stakeholders, including client companies, suppliers, consumer panels, employees and local communities, and to 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. For that purpose, the Company will issue social bonds for the first time in the marketing research industry of Japan.

### 2. Formulation of Social Bond Framework and the Acquisition of External Evaluation (Second Opinion)

In preparation for the issuance of the Bonds, the Company has formulated a social bond framework in accordance 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.

In addition, the Company has recently received a second opinion from Rating and Investment Information, Inc. (R&I), an independent external evaluation organization, regarding this framework's conformity with the above Principles and its potential contribution to the priority issues outlined in the SDGs and the government's SDGs Action Plan.

<Reference information>

For more information on the conformity evaluation of the social bond framework, please see Rating and Investment Information, Inc. (R&I)'s website.

[https://www.r-i.co.jp/news\\_release\\_sof/2024/06/news\\_release\\_sof\\_20240614\\_jpn.pdf](https://www.r-i.co.jp/news_release_sof/2024/06/news_release_sof_20240614_jpn.pdf) (Japanese Only)

<Related press release>

Notice Regarding Issuance of Social Bonds announced on June 3, 2024

<https://ssl4.eir-parts.net/doc/3978/tdnet/2454402/00.pdf> (Japanese Only)

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