

## Outline of Initial Listing Issue

Company Name	MACROMILL,INC.
Scheduled Listing Date	Mar. 22, 2017
Market Section	1st Section
Current Listed Market	N/A
Name and Title of Representative	Scott Ernst, Representative Executive Officer, Global CEO
Address of Main Office	2-16-1 Konan, Minato-ku Tokyo, 108-0075 Tel. +81-3-6716-0700
(Closest Point of Contact)	(Same as above)
Home Page	<a href="https://www.macromill.com/global/">https://www.macromill.com/global/</a>
Date of Incorporation	Nov. 25, 2013
Description of Business	Provision of online marketing research and digital marketing solutions
Category of Industry / Code	Information & Communication • 3978 (ISIN JP3863030007)
Authorized Total No. of Shares to be Issued	151,435,200 shares
Outstanding Shares	38,134,300 shares (As at Feb. 08, 2017)
No. of Outstanding Shares (incl. treasury shares) at the time of Listing	38,622,100 shares
Capital at the time of Listing	JPY 168,875 thousand (As at Feb. 08, 2017) JPY 624,426 thousand Note: The outstanding shares and the capital at the time of listing count in newly issued shares issued through the public offering. Also, the both numbers could increase as a result of the exercise of the share options.
No. of Shares per Share Unit	100 shares
Business Year	Every year from Jul. 01 to Jun. 30 of the following year
General Shareholders Meeting	In September
Record Date	Every year on Jun. 30
Record Date of Surplus Dividend	Every year on Dec. 31 and Jun. 30
Transfer Agent	Mizuho Trust & Banking Co., Ltd.
Auditor	Deloitte Touche Tohmatsu LLC
Managing Trading Participant	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. Daiwa Securities Co. Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering / Secondary Offering	Public Offering (Newly Issued Shares) Secondary Offering	487,800 shares
	(Placement Underwritten and Purchased by Principal Underwriting Participants)	25,017,200 shares
	Secondary Offering (Placement by over-allotment scheme)	1,818,500 shares
Original Share Offerers	Bain Capital Sting Hong Kong Limited	22,392,600 shares
	VOC Investment B.V.	2,153,300 shares
	Poldie Venture B.V.B.A.	250,000 shares
	Maikel Willems	221,300 shares
Offering Price	JPY 1,950	
Principal Underwriting Participants	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. Daiwa Securities Co. Ltd. Merrill Lynch Japan Securities Co.,Ltd. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. SBI SECURITIES Co.,Ltd.	

(Note) The “Initial Listing Application Securities Report (Part I)” of the company is available on our homepage. Please refer to such release for details.