

Outline of Initial Listing Issue

Company Name	MicroAd, Inc.
Scheduled Listing Date	Jun. 29, 2022
Market Section	Growth Market
Current Listed Market	N/A
Name and Title of Representative	WATANABE Kentaro, President
Address of Main Office	20-1 Sakuragaoka-cho, Shibuya-ku Tokyo, 150-0031 Tel. +81-50-1753-0440
(Closest Point of Contact)	(Same as above)
Home Page	https://www.microad.co.jp/
Date of Incorporation	Jul. 2, 2007
Description of Business	Data Platform
Category of Industry / Code	Services / 9553 (ISIN JP3860350002)
Authorized Total No. of Shares to be Issued	32,000,000 shares
No. of Issued Shares	8,252,000 shares (As of May 26, 2022)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	8,921,000 shares (Note 1) The number includes newly issued shares issued through the public offering. (Note 2) The number could increase as a result of the exercise of share options, etc.
Capital	JPY 482,545 thousand (As of May 26, 2022)
No. of Shares per Share Unit	100 shares
Business Year	From Oct. 1 to Sep. 30 of the following year
General Shareholders Meeting	Within 3 months after the end of the business year
Record Date	Sep. 30
Record Date of Surplus Dividend	Mar. 31 and Sep. 30
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Auditor	Deloitte Touche Tohmatsu LLC
Managing Trading Participant	SBI SECURITIES Co., Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering / Secondary Offering	Public Offering (Newly Issued Shares) Secondary Offering (Placement Underwritten and Purchased by Principal Underwriting Participants)	669,000 shares 1,645,000 shares
	Secondary Offering (Placement by over-allotment scheme)	347,100 shares
Original Share Offerers	SoftBank Corp. CyberAgent, Inc. SWAY, Inc.	815,000 shares 750,000 shares 80,000 shares
Offering Price Determination Method	Book-building method	
Provisional Conditions Determination Date	Jun. 9, 2022	
Book-building Period Offering Price Determination Date	Jun. 13, 2022 to Jun. 17, 2022 Jun. 20, 2022	
Subscription Period Payment Date Settlement Date	Jun. 21, 2022 to Jun. 24, 2022 Jun. 28, 2022 Jun. 29, 2022	
Principal Underwriting Participants	SBI SECURITIES Co.,Ltd. Daiwa Securities Co. Ltd. Rakuten Securities, Inc. Monex, Inc. MATSUI SECURITIES CO.,LTD. IwaiCosmo Securities Co.,Ltd. Tokai Tokyo Securities Co., Ltd. AIZAWA SECURITIES CO., LTD. Kyokuto Securities Co., Ltd. Marusan Securities Co.,Ltd. Mito Securities Co.,Ltd. Musashi Securities Co.,Ltd.	

(Note 1) Tokyo Stock Exchange, Inc. approves new listings based on the results of the examination by Japan Exchange Regulation.

(Note 2) The “Initial Listing Application Securities Report (Part I)” (only in Japanese) of the company is available on the JPX official website. Please refer to such release for details.