



August 8, 2013

FOR IMMEDIATE RELEASE

MACROMILL, INC.

Company Representative: Tetsuya Sugimoto, Chairman and President

(Code no.: 3730, First Section of Tokyo Stock Exchange)

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Notice of Change of Specified Subsidiary

MACROMILL, INC. (the “Company”) announces that a meeting of the Board of Directors held on August 8, 2013 resolved that it would make additional investments in its subsidiary, miscolle, INC. As a result of this initiative, miscolle, INC. will come under the Company’s specified subsidiaries category because its capital will be 10% or more of the Company’s capital. Details are as follows.

1. Purpose

Following its establishment as the Company’s wholly owned subsidiary on April 1, 2013, miscolle, INC. has been engaged in the development and management of miscolle, a smartphone application whose services commenced in April 2013. Miscolle is an application through which users register stores that they often visit or are interested in, and can then receive useful information only from these stores.

The MACROMILL Group regards the recent rapid increase in the use of smart devices as a business opportunity. Accordingly, to create the next innovation since its establishment, the Group has been looking at the promotion sector with a view to creating marketing services that are available to everybody at a low cost. The Company has determined that, as the key initiative for the new business, it is necessary to increase investment funds to be able to make the contents of the services better than they are at present and obtain stores, companies and users for the services as quickly as possible. By establishing a structure in which the know-how and human resources it has acquired through its operations are able to be used to the maximum extent, the Company will seek to develop services in a timely manner to create more attractive services.

2. Overview of subsidiary (miscolle, INC.) to be changed

(1)	Company name	miscolle, INC.	
(2)	Head office location	2-16-1 Konan, Minato-ku, Tokyo, Japan	
(3)	Title/Name of representative	President and Representative Director Tetsuya Sugimoto	
(4)	Business	Development and management of miscolle, an application for the promotion of stores for smartphones	
(5)	Capitalization	165 million yen (300 million yen after capital increase)	
(6)	Date of incorporation	April 1, 2013	
(7)	Major shareholders and shareholdings	MACROMILL, INC. 100%	
(8)	Relationships between the listed company and the company in question	Capital relationship	The Company owns whole shares in the company in question.
		Personnel relationship	The Company's Chairman and President Tetsuya Sugimoto acts concurrently as the representative of the company in question.
		Business relationship	There is no notable business relationship between the Company and the company in question. There is no notable business relationship between the related parties and affiliated companies of the Company and the related parties and affiliated companies of the company in question.

* Because the company in question was established in April 2013, there are no financial data that can be disclosed as its business results.

3. Number of shares to be acquired, acquisition amount and situation of shares before and after the acquisition

(1)	Number of shares held before the acquisition	6,600 shares (Number of voting rights: 6,600 units) (Ratio of voting rights: 100%)
(2)	Number of shares to be acquired	5,400 shares (Number of voting rights: 5,400 units)
(3)	Acquisition amount	270 million yen
(4)	Number of shares held after the acquisition	12,000 shares (Number of voting rights: 12,000 units) (Ratio of voting rights: 100%)

4. Schedule

(1)	Resolution date of the Board of Directors	August 8, 2013
(2)	Capital increase date	August 30, 2013 (planned)

5. Future outlook

The impact of these additional investments on the Company's consolidated operating results for the fiscal year ending June 2014 is negligible.

(Reference)

Consolidated business forecast for the current fiscal year (announced on August 8, 2013) and consolidated results for the previous fiscal year

(Million yen)

	Consolidated net sales	Consolidated operating income	Consolidated ordinary income	Consolidated net income
Consolidated business forecast for the current fiscal year (Fiscal year ending June 2014)	19,100	3,400	3,000	1,700
Consolidated results for the previous fiscal year (Fiscal year ended June 2013)	17,120	3,838	3,951	2,508