



August 16, 2013

FOR IMMEDIATE RELEASE

MACROMILL, INC.

Company Representative: Tetsuya Sugimoto, Chairman and President

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

Contact: Naoya Sugiyama, Director

TEL: +81-3-6716-0700

Notice of Change (Additional Appointment) of Representative Director and Executive Appointments

MACROMILL, INC. (the "Company") announces that at a meeting of the Board of Directors held on August 16, 2013, it unofficially decided to change the representative director (by additional appointment) and reassign the executives as follows. The appointment will be officially finalized at the 14th annual meeting of shareholders to be held on September 25, 2013 and the meeting of the Board of Directors to be held upon the conclusion of the shareholders meeting.

In addition, the Company announces that the executives of the affiliated companies have been officially determined and appointed at the annual meetings of shareholders of the affiliates and the meetings of the board of directors of the affiliates held upon the conclusion of the shareholders meetings.

1. Change (additional appointment) of representative director

(1) Reasons for the change

In light of the changes in the management environment, the Company intends to strengthen and improve the management structure by appointing an additional representative director to ensure that decisions are made in a swift and flexible manner. With respect to the company representative, Tetsuya Sugimoto, Chairman and President, will continue to hold the office and lead the management of the Company and its group.

(2) Name and title of proposed new representative director

Name	New title	Current title
Katsumi Konishi	Executive Vice President, CEO	Vice President, Director



(3) Brief career history of proposed new representative director

Name	Brief career history	Number of shares held	
Katsumi Konishi (Born on June 18, 1968)	March 1991	Graduated from the Faculty of Engineering, Kobe University	28,400 shares
	April 1991	Joined Recruit Co., Ltd.	
	April 2003	Took up position of Division Officer, FNX Division, Recruit Co., Ltd.	
	October 2004	Joined NEXWAY Co., Ltd. (reassigned from Recruit Co., Ltd.); Took up position of Executive Manager, Marketing Solution Promotion Division	
	October 2006	Joined MACROMILL, INC.; Took up position of Executive Officer, and General Manager, Net Research Division	
	September 2008	Took up position of Director, and General Manager, Net Research Division	
	September 2009	Took up position of Vice President, Director (current position)	
	January 2011	Established M-CUBE and Associates (now M-CUBE, INC.); Took up position of President and Representative Director (current position)	
September 2011	Took up position of Board Member, MACROMILL CHINA, INC.		
September 2012	Took up position of Chairman, MACROMILL CHINA, INC. (current position) Took up position of President and Representative Director, M-PROMO, INC. (current position)		

(4) Date of change (scheduled)

September 25, 2013

2. Changes of other executives

(1) Proposed new auditor

Name	New title	Current title
Makoto Arai	Statutory Auditor	Manager, Internal Audit Office

(2) Auditor to resign

Name	Current title	Reason for retirement
Yasuhiko Ichihara	Statutory Auditor	Expiration of term of office

(3) Date of changes (scheduled)

September 25, 2013



3. Changes of executives of affiliated companies

(1) Changes of Directors

Name	New title	Current title
Naoya Sugiyama	Director, MACROMILL EMBRAIN CO., LTD.	Director, MACROMILL EMBRAIN CO., LTD. Director, Dentsu Macromill, Inc.
Tetsuya Shinoda	Board Member, MACROMILL CHINA, INC. Director, Dentsu Macromill, Inc.	Board Member, MACROMILL CHINA, INC.
Hajime Takasaki	-	Director, MACROMILL EMBRAIN CO., LTD.

(2) Date of changes

August 8, 2013

End.