

CONSOLIDATED FINANCIAL HIGHLIGHTS



October 31, 2007

Company code number: 3730
 (URL : <http://www.macromill.com>)
 Shares traded: Tokyo Stock Exchange , 1st section
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1. Consolidated operating results (July 1, 2007 to September 30, 2007)

(1) Consolidated financial results (In millions of yen, with fractional amounts discarded)
 (Percent figures show projected quarter-on-quarter change for previous year)

| | Net sales | | Operating income | | Ordinary income | |
|--------------------|-------------------|------|-------------------|------|-------------------|------|
| | (Millions of yen) | % | (Millions of yen) | % | (Millions of yen) | % |
| September 30, 2007 | 1,656 | 7.8 | 464 | 1.8 | 460 | 0.0 |
| September 30, 2006 | 1,536 | 32.2 | 456 | 22.9 | 460 | 23.2 |
| June 30, 2006 | 6,392 | | 1,969 | | 1,984 | |

| | Net income | | Net income per share | Net income per share |
|--------------------|-------------------|-------|----------------------|----------------------|
| | (Millions of yen) | % | (yen) | (yen) |
| September 30, 2007 | 239 | (2.4) | 1,863.89 | 1,862.54 |
| September 30, 2006 | 245 | 17.5 | 1,947.32 | 1,911.31 |
| June 30, 2006 | 1,056 | | 8,293.19 | 8,220.60 |

(2) Consolidated financial position

| | Total assets | Net assets | Equity ratio | Net assets per share |
|--------------------|-------------------|-------------------|--------------|----------------------|
| | (Millions of yen) | (Millions of yen) | % | (yen) |
| September 30, 2007 | 6,494 | 5,078 | 72.0 | 36,388.05 |
| September 30, 2006 | 5,253 | 4,246 | 74.9 | 31,011.04 |
| June 30, 2006 | 6,330 | 4,992 | 73.0 | 35,953.11 |

(3) Consolidated cash flow position

| | Cash flows from operating activities | Cash flows from investing activities | Cash flows from financing activities | Cash and cash equivalents, End of year |
|--------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|
| | (Millions of yen) | (Millions of yen) | (Millions of yen) | (Millions of yen) |
| September 30, 2007 | (9) | (70) | 153 | 3,685 |
| September 30, 2006 | 324 | (75) | (135) | 2,599 |
| June 30, 2006 | 1,695 | (269) | (312) | 3,613 |

2. Dividends

| (Record date) | dividend per share | |
|--------------------|-------------------------------|--|
| | 1 st quarter ended | |
| | (Yen) | |
| September 30, 2007 | - | |
| September 30, 2006 | - | |

3. Forecasts for June 2008 term (From July 1, 2007 to June 30, 2008)

(Percent figures show projected year-on-year change for relevant period)

| | Net sales | | Operating income | | Ordinary income | | Net income | | Net income per share |
|--------------|-------------------|------|-------------------|------|-------------------|------|-------------------|------|----------------------|
| | (Millions of yen) | % | (Millions of yen) | % | (Millions of yen) | % | (Millions of yen) | % | (Yen) |
| Interim term | 3,760 | 20.1 | 980 | 4.7 | 980 | 3.9 | 520 | 2.9 | 4,080.87 |
| Annual | 8,000 | 25.1 | 2,200 | 11.7 | 2,200 | 10.9 | 1,200 | 13.6 | 9,417.39 |

The consolidated earnings forecast, the fiscal year ending June 2008, remains unchanged from the forecast announced on August 10, 2007.

4. Others

(1) Changes in major subsidiaries during the three months period ended September 30, 2007.: None

(2) Application of simplified methods for accounting procedures: None

(3) Changes in accounting procedures since the previous consolidated fiscal year: None

※ Note with respect to financial forecast

The above forecasts were based on information that was available as of the day of this announcement and on assumptions made as of the same day regarding a number of uncertainties that could affect future financial performance. Actual results could differ considerably depending on a variety of factors hereafter.

Consolidated Balance Sheets

(Thousands of yen)

| Description | As of September 30, 2006 | | As of September 30, 2007 | | As of June 30, 2007 | |
|---|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| (Assets) | | % | | % | | % |
| I Current assets | | | | | | |
| 1. Cash and deposits | 2,599,669 | | 2,686,029 | | 2,613,347 | |
| 2. Notes and accounts receivable | 1,192,700 | | 1,281,572 | | 1,204,635 | |
| 3. Securities | - | | 999,878 | | 999,825 | |
| 4. Deferred tax assets | 152,300 | | 172,129 | | 177,591 | |
| 5. Others | 47,139 | | 107,851 | | 80,712 | |
| Allowance for doubtful accounts | (2,548) | | (1,972) | | (2,938) | |
| Total current assets | 3,989,261 | 75.9 | 5,245,488 | 80.8 | 5,073,173 | 80.1 |
| II Fixed assets | | | | | | |
| 1. Tangible fixed assets | 202,239 | 3.9 | 207,154 | 3.2 | 202,144 | 3.2 |
| 2. Intangible fixed assets | | | | | | |
| (1) Software | 399,804 | | 440,954 | | 442,113 | |
| (2) Goodwill | 408,590 | | 302,106 | | 329,483 | |
| (3) Others | 23,284 | | 34,970 | | 18,849 | |
| Total Intangible assets | 831,679 | 15.8 | 778,031 | 12.0 | 790,446 | 12.5 |
| 3. Investments and other assets | 229,910 | 4.4 | 264,299 | 4.0 | 264,406 | 4.2 |
| Total fixed assets | 1,263,829 | 24.1 | 1,249,484 | 19.2 | 1,256,998 | 19.9 |
| Total assets | 5,253,091 | 100.0 | 6,494,973 | 100.0 | 6,330,172 | 100.0 |
| (Liabilities) | | | | | | |
| I Current Liabilities | | | | | | |
| 1. Short-term loans payable | - | | 300,000 | | - | |
| 2. Accounts payable | 400,271 | | 373,444 | | 290,540 | |
| 3. Income taxes payable | 178,416 | | 218,553 | | 536,591 | |
| 4. Allowance for panelists-points | 297,589 | | 370,603 | | 329,491 | |
| 5. Others | 129,832 | | 153,934 | | 180,892 | |
| Total current liabilities | 1,006,109 | 19.2 | 1,416,536 | 21.8 | 1,337,517 | 21.1 |
| Total liabilities | 1,006,109 | 19.2 | 1,416,536 | 21.8 | 1,337,517 | 21.1 |
| (Net assets) | | | | | | |
| I Shareholders' equity | | | | | | |
| 1. Common stock | 910,239 | 17.3 | 930,358 | 14.3 | 928,616 | 14.7 |
| 2. Capital surplus | 957,161 | 18.2 | 963,899 | 14.8 | 963,539 | 15.2 |
| 3. Retained earnings | 2,066,845 | 39.4 | 2,785,200 | 42.9 | 2,725,538 | 43.1 |
| Total shareholders' equity | 3,934,246 | 74.9 | 4,679,458 | 72.0 | 4,617,695 | 73.0 |
| II Valuation and translation adjustments | | | | | | |
| 1. Translation adjustments | - | - | (463) | (0.0) | 409 | 0.0 |
| III Stock acquisition rights | - | - | 16,673 | 0.3 | 12,125 | 0.2 |
| IV Minority interests | 312,734 | 5.9 | 382,769 | 5.9 | 362,423 | 5.7 |
| Total net assets | 4,246,981 | 80.8 | 5,078,437 | 78.2 | 4,992,654 | 78.9 |
| Total liabilities and net assets | 5,253,091 | 100.0 | 6,494,973 | 100.0 | 6,330,172 | 100.0 |

Consolidated Statements of Income

(Thousands of yen)

| Description | As of September 30, 2006 | | As of September 30, 2007 | | As of June 30, 2007 | |
|---|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| | | % | | % | | % |
| I Net Sales | 1,536,149 | 100.0 | 1,656,581 | 100.0 | 6,392,988 | 100.0 |
| II Cost of sales | 659,527 | 43.0 | 730,978 | 44.1 | 2,765,656 | 43.3 |
| Gross profit | 876,621 | 57.0 | 925,603 | 55.9 | 3,627,331 | 56.7 |
| III Selling, general and administrative expenses | 419,912 | 27.3 | 460,809 | 27.8 | 1,657,831 | 25.9 |
| Operating income | 456,709 | 29.7 | 464,794 | 28.1 | 1,969,500 | 30.8 |
| IV Non-operating income | 5,481 | 0.4 | 4,944 | 0.2 | 21,424 | 0.3 |
| V Non-operating expenses | 1,411 | 0.1 | 8,750 | 0.5 | 6,307 | 0.1 |
| Ordinary income | 460,778 | 30.0 | 460,987 | 27.8 | 1,984,616 | 31.0 |
| VI Extraordinary losses | 2,412 | 0.2 | - | - | 7,186 | 0.1 |
| Income before income taxes and minority interests | 458,366 | 29.8 | 460,987 | 27.8 | 1,977,430 | 30.9 |
| Income taxes – current | 173,479 | 11.3 | 194,611 | 11.7 | 855,281 | 13.3 |
| Income taxes – deferred | 25,615 | 1.7 | 5,865 | 0.3 | 4,988 | 0.1 |
| Minority interests in net income | 13,787 | 0.9 | 21,021 | 1.3 | 60,410 | 1.0 |
| Net income | 245,483 | 15.9 | 239,488 | 14.5 | 1,056,749 | 16.5 |

Consolidated Statements of Changes in Shareholders' Equity (July 1, 2006 to September 30, 2006)

(Thousands of yen)

| September 30, 2006 | Shareholders' equity | | | | Minority interests | Total net assets |
|---|----------------------|-----------------|-------------------|----------------------------|--------------------|------------------|
| | Common stock | Capital surplus | Retained earnings | Total shareholders' equity | | |
| Balance as of June 30, 2006 | 897,381 | 956,301 | 2,022,792 | 3,876,475 | 298,947 | 4,175,422 |
| Changes during the term | | | | | | |
| Issuance of new share | 12,858 | 860 | | 13,718 | | 13,718 |
| Dividends | | | (201,430) | (201,430) | | (201,430) |
| Net income | | | 245,483 | 245,483 | | 245,483 |
| Change in items other than shareholders' equity | | | | | 13,787 | 13,787 |
| Total changes during the term | 12,858 | 860 | 44,053 | 57,771 | 13,787 | 71,559 |
| Balance as of September 30, 2006 | 910,239 | 957,161 | 2,066,845 | 3,934,246 | 312,734 | 4,246,981 |

Consolidated Statements of Changes in Shareholders' Equity (July 1, 2007 to September 30, 2007)

(Thousands of yen)

| September 30, 2007 | Shareholders' equity | | | | Valuation and translation adjustments | Stock acquisition rights | Minority interests | Total net assets |
|---|----------------------|-----------------|-------------------|----------------------------|---------------------------------------|--------------------------|--------------------|------------------|
| | Common stock | Capital surplus | Retained earnings | Total shareholders' equity | translation adjustments | | | |
| Balance as of June 30, 2007 | 928,616 | 963,539 | 2,725,538 | 4,617,695 | 409 | 12,125 | 362,423 | 4,992,654 |
| Changes during the term | | | | | | | | |
| Issuance of new share | 1,741 | 360 | | 2,101 | | | | 2,101 |
| Dividends | | | (179,827) | (179,827) | | | | (179,827) |
| Net income | | | 239,488 | 239,488 | | | | 239,488 |
| Change in items other than shareholders' equity | | | | | (873) | 4,547 | 20,346 | 24,019 |
| Total changes during the term | 1,741 | 360 | 59,661 | 61,762 | (873) | 4,547 | 20,346 | 85,782 |
| Balance as of September 30, 2007 | 930,358 | 963,899 | 2,785,200 | 4,679,458 | (463) | 16,673 | 382,769 | 5,078,437 |

Consolidated Statements of Change in Shareholders' Equity (July 1, 2006 to June 30, 2007)

(Thousands of yen)

| June, 30 2007 | Shareholders' equity | | | | Valuation and translation adjustments | Stock acquisition rights | Minority interests | Total net assets |
|---|----------------------|-----------------|-------------------|----------------------------|---------------------------------------|--------------------------|--------------------|------------------|
| | Common stock | Capital surplus | Retained earnings | Total shareholders' equity | translation adjustments | | | |
| Balance as of June 30, 2006 | 897,381 | 956,301 | 2,022,792 | 3,876,475 | - | - | 298,947 | 4,175,422 |
| Changes during the term | | | | | | | | |
| Issuance of new share | 31,235 | 7,238 | | 38,473 | | | | 38,473 |
| Dividends | | | (354,003) | (354,003) | | | | (354,003) |
| Net income | | | 1,056,749 | 1,056,749 | | | | 1,056,749 |
| Change in items other than shareholders' equity | | | | | 409 | 12,125 | 63,475 | 76,011 |
| Total changes during the term | 31,235 | 7,238 | 702,746 | 741,220 | 409 | 12,125 | 63,475 | 817,232 |
| Balance as of June 30, 2007 | 928,616 | 963,539 | 2,725,538 | 4,617,695 | 409 | 12,125 | 362,423 | 4,992,654 |

Consolidated statements of cash flow

(Thousands of yen)

| Description | As of September | As of September | As of June 30, |
|--|-----------------|-----------------|----------------|
| | 30, 2006 | 30, 2007 | 2006 |
| | Amount | Amount | Amount |
| I Operating activities | | | |
| Income before income taxes and minority interests | 458,366 | 460,987 | 1,977,430 |
| Depreciation | 38,026 | 45,281 | 170,986 |
| Amortization of goodwill | 27,239 | 27,376 | 109,094 |
| Increase in allowance for panelists' points | 29,436 | 41,111 | 61,338 |
| Increase in accounts receivable | (86,570) | (64,294) | (98,119) |
| Increase in accounts payable | 86,071 | 43,494 | 19,081 |
| Increase (decrease) in consumption tax payable | 14,503 | (25,758) | 44,882 |
| Others | 49,814 | (35,931) | 27,059 |
| Subtotal | 616,888 | 492,267 | 2,311,754 |
| Interest income | 194 | 3,559 | 6,149 |
| Taxes paid | (292,256) | (505,530) | (622,561) |
| Net cash provided by (used in) operating activities | 324,826 | (9,703) | 1,695,342 |
| II Investing activities | | | |
| Payments for purchases of tangible fixed assets | (19,339) | (30,037) | (57,852) |
| Payments for purchases of software | (37,024) | (39,817) | (153,989) |
| Others | (19,252) | (161) | (57,649) |
| Net cash used in investing activities | (75,616) | (70,016) | (269,490) |
| III Financing activities | | | |
| Increase in short-term loans payable | - | 300,000 | - |
| Cash dividends paid | (148,820) | (148,122) | (350,381) |
| Proceeds from issuance of new share | 13,718 | 2,044 | 38,214 |
| Net cash (used in) provided by financing activities | (135,102) | 153,922 | (312,167) |
| IV Effect of exchange rate changes on cash and cash equivalents | 170 | (1,467) | 14,096 |
| V Net increase in cash and cash equivalents | 114,277 | 72,734 | 1,127,781 |
| VI Cash and cash equivalents, Beginning | 2,485,391 | 3,613,173 | 2,485,391 |
| VII Cash and cash equivalents, Ending | 2,599,669 | 3,685,907 | 3,613,173 |

Supplementary Information

(Thousands of yen)

| Description | September 30, 2006 | | September 30, 2007 | | June 30, 2007 | |
|---------------------|--------------------|-------|--------------------|-------|---------------|-------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| | | % | | % | | % |
| Automatic research | 912,768 | 59.4 | 1,011,749 | 61.1 | 3,783,060 | 59.2 |
| Tabulation | 58,475 | 3.8 | 76,404 | 4.6 | 285,579 | 4.5 |
| Analysis | 109,773 | 7.2 | 107,295 | 6.5 | 475,312 | 7.4 |
| Customized research | 159,668 | 10.4 | 130,685 | 7.9 | 659,051 | 10.3 |
| Global research | 192,960 | 12.6 | 203,082 | 12.3 | 799,432 | 12.5 |
| Mobile research | 14,342 | 0.9 | 20,783 | 1.2 | 61,601 | 1.0 |
| Other | 88,159 | 5.7 | 106,581 | 6.4 | 328,950 | 5.1 |
| Total | 1,536,149 | 100.0 | 1,656,581 | 100.0 | 6,392,988 | 100.0 |

Non-Consolidated Balance sheets

(Thousands of yen)

| Description | As of September 30, 2006 | | As of September 30, 2007 | | As of June 30, 2007 | |
|------------------------------------|--------------------------|--------------|--------------------------|--------------|---------------------|--------------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| (Assets) | | % | | % | | % |
| I Current assets | | | | | | |
| 1. Cash and deposits | 2,144,550 | | 2,109,575 | | 2,049,789 | |
| 2. Notes | 32,226 | | 32,933 | | 44,117 | |
| 3. Accounts receivable | 937,909 | | 1,007,857 | | 980,544 | |
| 4. Securities | - | | 999,878 | | 999,825 | |
| 5. Prepaid Expenses | 29,645 | | 69,183 | | 55,213 | |
| 6. Deferred tax assets | 138,330 | | 167,199 | | 175,682 | |
| 7. Others | 2,589 | | 2,023 | | 3,109 | |
| Allowance for doubtful accounts | (2,548) | | (1,258) | | (1,601) | |
| Total current assets | 3,282,703 | 67.8 | 4,387,393 | 73.3 | 4,306,679 | 73.1 |
| II Fixed assets | | | | | | |
| 1. Tangible fixed assets | | | | | | |
| (1) Buildings | 36,607 | | 45,359 | | 47,124 | |
| (2) Furniture and fixtures | 140,170 | | 118,843 | | 125,930 | |
| (3) Construction in progress | - | | 13,095 | | 2,962 | |
| Total tangible assets | 176,778 | 3.7 | 177,299 | 3.0 | 176,017 | 3.0 |
| 2. Intangible fixed assets | | | | | | |
| (1) Software | 393,004 | | 362,679 | | 366,620 | |
| (2) Software in progress | 2,437 | | 28,935 | | 10,833 | |
| (3) Others | 258 | | 208 | | 220 | |
| Total intangible assets | 395,699 | 8.2 | 391,823 | 6.5 | 377,674 | 6.4 |
| 3. Investments and other assets | | | | | | |
| (1) Investment securities | 77,678 | | 78,515 | | 78,306 | |
| (2) Stock of affiliated company | 811,250 | | 811,250 | | 811,250 | |
| (3) Deposit and guarantee | 91,822 | | 136,877 | | 136,877 | |
| (4) Deferred tax assets | 3,119 | | 2,434 | | 2,320 | |
| Total investments and other assets | 983,870 | 20.3 | 1,029,077 | 17.2 | 1,028,753 | 17.5 |
| Total fixed assets | 1,556,348 | 32.2 | 1,598,199 | 26.7 | 1,582,445 | 26.9 |
| Total assets | 4,839,052 | 100.0 | 5,985,593 | 100.0 | 5,889,125 | 100.0 |

| Description | As of September 30, 2006 | | As of September 30, 2007 | | As of June 30, 2007 | |
|---|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| (Liabilities) | | | | | | |
| I Current Liabilities | | | | | | |
| 1. Short-term loans payable | - | | 300,000 | | - | |
| 2. Accounts payable | 311,560 | | 312,534 | | 245,852 | |
| 3. Accrued expenses | 11,606 | | 20,144 | | 19,288 | |
| 4. Income taxes payable | 178,385 | | 170,747 | | 522,255 | |
| 5. Consumption tax payable | 47,425 | | 48,865 | | 78,469 | |
| 6. Allowance for panelists-points | 297,589 | | 370,603 | | 329,491 | |
| 9. Others | 60,289 | | 46,924 | | 44,477 | |
| Total current liabilities | <u>906,856</u> | 18.7 | <u>1,269,820</u> | 21.2 | <u>1,239,835</u> | 21.1 |
| Total liabilities | <u>906,856</u> | 18.7 | <u>1,269,820</u> | 21.2 | <u>1,239,835</u> | 21.1 |
| (Net assets) | | | | | | |
| I Shareholders' equity | | | | | | |
| 1. Common stock | 910,239 | 18.8 | 930,358 | 15.5 | 928,616 | 15.8 |
| 2. Capital surplus | | | | | | |
| (1) Legal capital surplus | <u>957,161</u> | | <u>963,899</u> | | <u>963,539</u> | |
| Total capital surplus | <u>957,161</u> | 19.8 | <u>963,899</u> | 16.1 | <u>963,539</u> | 16.3 |
| 3. Retained earnings | | | | | | |
| (1) Other retained earnings | | | | | | |
| Retained earnings brought forward | <u>2,064,794</u> | | <u>2,804,841</u> | | <u>2,745,007</u> | |
| Total retained earnings | <u>2,064,794</u> | 42.7 | <u>2,804,841</u> | 46.9 | <u>2,745,007</u> | 46.6 |
| Total shareholders' equity | <u>3,932,195</u> | 81.3 | <u>4,699,099</u> | 78.5 | <u>4,637,164</u> | 78.7 |
| II Stock acquisition rights | <u>-</u> | - | <u>16,673</u> | 0.3 | <u>12,125</u> | 0.2 |
| Total net assets | <u>3,932,195</u> | 81.3 | <u>4,715,772</u> | 78.8 | <u>4,649,290</u> | 78.9 |
| Total liabilities and net assets | <u>4,839,052</u> | 100.0 | <u>5,985,593</u> | 100.0 | <u>5,889,125</u> | 100.0 |

Non-Consolidated Statements of income

(Thousands of yen)

| Description | As of September 30, 2006 | | As of September 30, 2007 | | As of June 30, 2007 | |
|---|--------------------------|-------|--------------------------|-------|---------------------|-------|
| | Amount | Ratio | Amount | Ratio | Amount | Ratio |
| | | % | | % | | % |
| I Net Sales | 1,298,754 | 100.0 | 1,382,788 | 100.0 | 5,434,767 | 100.0 |
| II Cost of sales | 556,967 | 42.9 | 606,015 | 43.8 | 2,263,121 | 41.6 |
| Gross profit | 741,787 | 57.1 | 776,773 | 56.2 | 3,171,646 | 58.4 |
| III Selling, general and administrative expenses | 312,344 | 24.0 | 367,959 | 26.6 | 1,318,313 | 24.3 |
| Operating Income | 429,442 | 33.1 | 408,813 | 29.6 | 1,853,333 | 34.1 |
| IV Non-operating income | 2,699 | 0.2 | 3,598 | 0.2 | 9,423 | 0.2 |
| V Non-operating expenses | 1,140 | 0.1 | 1,632 | 0.1 | 5,520 | 0.1 |
| Ordinary income | 431,001 | 33.2 | 410,779 | 29.7 | 1,857,236 | 34.2 |
| VI Extraordinary losses | - | - | - | - | 4,459 | 0.1 |
| Income before income taxes and minority interests | 431,001 | 33.2 | 410,779 | 29.7 | 1,852,776 | 34.1 |
| Income taxes – current | 173,407 | 13.4 | 162,749 | 11.8 | 798,949 | 14.7 |
| Income taxes – deferred | 2,713 | 0.2 | 8,369 | 0.6 | (33,839) | (0.6) |
| Net income | 254,880 | 19.6 | 239,660 | 17.3 | 1,087,666 | 20.0 |