

CONSOLIDATED FINANCIAL HIGHLIGHTS



Nov 5th, 2008

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, 2008 to September 30, 2008)

(1) Consolidated financial results

(In millions of yen, with fractional amounts discarded)

(Percent figures show projected year-on-year change for previous year)

	Net sales		Operating income		Ordinary income	
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%
September 30, 2008	2,005	-	464	-	469	-
September 30, 2007	1,656	7.8	464	1.8	460	0.0

	Net income		Net income per share	Net income per share (Diluted)
	(Millions of yen)	%	(yen)	(yen)
September 30, 2008	227	-	1,766.25	-
September 30, 2007	239	(2.4)	1,863.89	1,862.54

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	%	(yen)
September 30, 2008	7,034	5,820	76.2	41,667.80
September 30, 2007	7,350	5,841	73.4	41,952.87

2. Dividends

(Record date)	Annual dividend per share		
	Interim	End of term	Annual
June 30, 2008	(Yen) 1,200.00	(Yen) 1,600.00	(Yen) 2,800.00
June 30, 2009	-	-	-
June 30, 2009 (Forecast)	1,500.00	1,800.00	3,300.00

3. Consolidated forecasts for June 2009 term (From July 1, 2008 to June 30, 2009)

(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	4,210	-	1,090	-	1,100	-	600	-	4,666.14
Annual	8,710	17.5	2,380	10.5	2,410	11.7	1,300	11.3	10,109.97

4. Others

(1) Changes in major subsidiary status during period under review (affecting specific subsidiaries due to changes in scope of consolidation): None

(2) Application of simplified accounting procedures, or application of special accounting procedures in creating consolidated financial statements for the quarter under review: None

(3) Changes in principles/methods of accounting treatment, presentation method or other items related to preparation of consolidated financial statements (basis of presentation and significant accounting policies)

1) Changes related to revision of accounting standards: Yes

2) Changes other than those included in 1) above: Yes

(4) Number of outstanding shares (Common share)

1) Number of outstanding shares at end of term (including treasury stock):

September 30, 2008: 128,586 shares

June 30, 2008: 128,586 shares

2) Number of treasury stock at end of term:

September 30, 2008 - shares

June 30, 2008: - shares

3) Average number of outstanding common shares during the period:

September 30, 2008: 128,586 shares

September 30, 2007: 128,489 shares

* Disclaimer regarding appropriate use of forecasts and related points of note

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, 2008	As of June 30, 2008
	Amount	Amount
(Assets)		
Current assets		
1. Cash and deposits	3,043,026	3,497,051
2. Notes and accounts receivable	1,518,560	1,377,248
3. Work in process	13,026	8,148
4. Supplies	923	2,583
5. Deferred tax assets	206,854	229,079
6. Others	140,859	130,297
Allowance for doubtful accounts	(3,142)	(1,800)
Total current assets	4,920,110	5,242,608
Fixed assets		
1. Tangible fixed assets	295,754	210,653
2. Intangible fixed assets		
(1) Software	495,214	479,398
(2) Goodwill	190,675	217,914
(3) Others	17,042	22,336
Total intangible fixed assets	702,933	719,649
3. Investments and other assets		
(1) Investment securities	766,808	824,497
(2) Others	349,065	352,821
Total investments and other assets	1,115,873	1,117,319
Total fixed assets	2,114,561	2,107,622
Total assets	7,034,672	7,350,231

Description	As of September 30, 2008	As of June 30, 2008
	Amount	Amount
(Liabilities)		
Current Liabilities		
1. Accounts payable	376,062	369,663
2. Income taxes payable	184,282	521,450
3. Allowance for panelists-points	481,523	451,480
4. Others	171,962	166,039
Total current liabilities	1,213,830	1,508,633
Total liabilities	1,213,830	1,508,633
(Net assets)		
Shareholders' equity		
1. Common stock	930,358	930,358
2. Capital surplus	963,899	963,899
3. Retained earnings	3,574,423	3,559,376
Total shareholders' equity	5,468,681	5,453,634
Valuation and translation adjustments		
1. Valuation difference on available-for-sale securities	(95,272)	(51,613)
2. Translation adjustments	(15,513)	(7,468)
Total Valuation and translation adjustments	(110,785)	(59,082)
Stock acquisition rights	34,862	30,314
Minority interests	428,084	416,731
Total net assets	5,820,841	5,841,598
Total liabilities and net assets	7,034,672	7,350,231

Consolidated Statements of Income

(Thousands of yen)

Description	As of September 30, 2008	As of June 30, 2008
	Amount	Amount
Net Sales	2,005,411	7,413,222
Cost of sales	932,486	3,291,149
Gross profit	1,072,925	4,122,073
Selling, general and administrative expenses	608,257	1,967,792
Operating income	464,667	2,154,280
Non-operating income		
1. Interest income	10,710	35,234
2. Dividends income	1,046	-
3. Foreign exchange gains	1,392	-
4. Others	2,531	3,258
Total Non-operating income	15,681	38,492
Non-operating expenses		
1. Interest expenses	209	683
2. Loss on transfer of accounts receivable	1,431	6,320
3. Loss on cancellation of leasehold contracts	-	3,532
4. Loss on application of equity method	8,761	-
5. Foreign exchange losses	-	23,839
6. Others	10	533
Total non-operating expenses	10,412	34,910
Ordinary income	469,936	460,987
Extraordinary losses		
1. Losses on disposal of fixed assets	24,651	364
2. Provision of allowance for panelists-points for prior periods	-	8,636
Total Extraordinary losses	24,651	9,001
Income before income taxes and minority interests	445,285	2,148,861
Income taxes - current	183,338	961,858
Income taxes - deferred	12,941	(44,108)
Total income taxes	196,280	917,749
Minority interests in net income	21,889	63,144
Net income	227,114	1,167,967

Consolidated statements of cash flow

(Thousands of yen)

Description	As of September 30, 2008 Amount	As of June 30, 2008 Amount
Operating activities		
Income before income taxes and minority interests	445,285	2,148,861
Depreciation	65,012	214,293
Amortization of goodwill	27,239	108,957
Decrease in allowance for doubtful accounts	1,341	(1,137)
Increase in allowance for panelists-points	30,043	121,988
Interest income	(11,757)	(35,234)
Interest expenses	209	683
Foreign exchange loss	6,282	4,224
Equity in losses of affiliates	8,761	
Loss on disposal of fixed assets	24,651	364
Increase in accounts receivable	(132,642)	(161,763)
Increase in inventories	(2,960)	(5,002)
Increase (decrease) accounts payable	(62,116)	84,235
Decrease in consumption tax payable	(6,169)	(21,911)
Others	49,451	(18,372)
Subtotal	442,630	2,440,188
Interest income	3,458	29,458
Interest expenses	(209)	(683)
Taxes paid	(525,927)	(985,174)
Net cash provided by operating activities	(80,047)	1,483,788
Investing activities		
Payments for purchases of tangible fixed assets	(104,383)	(107,414)
Payments for purchases of software	(42,038)	(179,877)
Payments for purchases of investment securities	(54,769)	(818,179)
Proceeds from collection of lease and guarantee deposits	5,672	(149,264)
Others	(12,918)	881
Net cash used in investing activities	(208,427)	(1,253,854)
Financing activities		
Increase in short-term loans payable	300,000	800,000
Repayment of short-term loans payable	(300,000)	(800,000)
Cash dividends paid	(167,303)	(331,656)
Proceeds from issuance of new share	-	1,934
Net cash used in financing activities	(167,303)	(329,722)
Effect of exchange rate changes on cash and cash equivalents	(19,652)	(16,334)
Net increase (decrease) in cash and cash equivalents	(475,431)	(116,121)
Cash and cash equivalents , Beginning of year	3,497,051	3,613,173
Increase in cash and cash equivalents resulting from change of scope of consolidation	21,406	-
Cash and cash equivalents , As of September 30, 2008	3,043,026	3,497,051

Supplementary Information

(Thousands of yen)

Description	September 30, 2008 Amount
Automatic research	1,117,920
Tabulation	94,714
Analysis	126,169
Group interview	80,497
Customized research	184,866
Global research	254,625
Mobile research	21,142
Other	125,474
Total	2,005,411

Note: Consumption tax is excluded from the amounts.