

CONSOLIDATED FINANCIAL HIGHLIGHTS



Aug 13th, 2010

Company code number: 3730
 (URL : <http://www.macromill.com/>)
 Shares traded: Tokyo Stock Exchange , 1st section
 Company Representative: Tetsuya Sugimoto, Chairman and President
 Contact for further Information: Yasuhiro Kihara, Chief Financial Officer
 Telephone: +81-3-6716-0700
 Date of annual general meeting of shareholders: September 29th, 2010
 Planned date of dividend payments: September 30th, 2010
 Planned FSA filing submission date: September 30th, 2010
 Adoption of U.S. accounting standards: None

1. Consolidated operating results (July 1, 2009 to June 30, 2010)

(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		Net income	
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%
June 30, 2010	7,353	(5.2)	2,129	22.0	2,135	21.8	1,266	34.5
June 30, 2009	7,755	4.6	1,745	(19.0)	1,753	(18.7)	941	(19.4)

	Net income per share	Net income per share (diluted)	Return on equity ratio	Ratio of ordinary income to total assets	Ratio of operating income to net sales
	(Yen)	(Yen)	%	%	%
June 30, 2010	10,182.23	10,126.47	19.2	25.8	29.0
June 30, 2009	7,431.26	-	17.4	24.0	22.5

(Note) Gains or losses on investments through equity method accounting:

June 2010 term: (21)million yen June 2009 term: (33) million yen

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	%	(yen)
June 30, 2010	9,313	7,734	82.8	57,740.64
June 30, 2009	7,249	5,909	75.1	44,088.29

(Note) Total equity June 2010 term: 7,711million yen June 2009 term: 5,447million yen

(3) Consolidated cash flow statements

	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)
June 30, 2010	1,774	(621)	924	4,909
June 30, 2009	1,133	(922)	(843)	2,842

2. Dividends

(Record date)	Annual dividend per share			Total dividend paid (annual) (Millions of yen)	Dividend payout ratio (Consolidated) %	Dividend/net assets (Consolidated) %
	Interim (Yen)	End of term (Yen)	Annual (Yen)			
June 30, 2009	1,500.00	1,800.00	3,300.00	413	44.4	7.7
June 30, 2010	1,500.00	1,800.00	3,300.00	425	32.4	6.5
June 30, 2011 (Forecast)	2,000.00	1,800.00	3,800.00	-	44.6	-

3. Consolidated forecasts for June 2011 term (From July 1, 2010 to June 30, 2011)

(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	5,821	64.4	900	2.5	920	6.1	398	(32.3)	2,629.72
Annual	12,530	70.4	2,467	15.9	2,506	17.3	1,304	3.0	8,516.51

4. Others

(1) Changes in major subsidiary status during period under review (affecting specific subsidiaries due to changes in scope of consolidation): Yes

New: None

Excluded: 1 (Company name: AIP Corporation)

(2) 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: None

2) Changes other than those included in 1) above: None

(3) Number of outstanding shares (Common share)

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

June 30, 2010: 138,586 shares

June 30, 2009: 128,586 shares

2) Number of treasury stock at end of term:

June 30, 2010: 5,026 shares

June 30, 2009: 5,026 shares

(Note) Please refer to p.10 ("Per share information") regarding the number of shares used as the basis for the calculation of net income per share (consolidated).

(Reference) Non-consolidated operating results

1. Non-consolidated operating results (July 1, 2009 to June 30, 2010)

(1) Non-consolidated financial results

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

	Net sales		Operating income		Ordinary income		Net income	
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%
June 30, 2010	7,171	4.4	2,155	22.6	2,205	21.8	1,167	10.8
June 30, 2009	6,866	7.8	1,758	(12.3)	1,811	(10.8)	1,054	(11.8)

	Net income per share	Net income per share (diluted)
	(Yen)	(Yen)
June 30, 2010	9,390.00	9,338.58
June 30, 2009	8,319.03	-

(2) Non-consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	%	(Yen)
June 30, 2010	9,382	7,798	82.9	58,219.09
June 30, 2009	6,915	5,675	81.6	45,640.86

(Note) Total equity June 2010 term: 7,775million yen June 2009 term: 5,639 million yen

* 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 June 30, 2009 Amount	As of June 30, 2010 Amount
Assets		
Current assets		
Cash and deposits	2,842,041	5,209,063
Notes and accounts receivable-trade	1,460,717	1,451,541
Short-term investment securities	—	220,000
Work in process	7,112	3,270
Preproduction	—	6,264
Supplies	2,887	1,490
Deferred tax assets	256,582	287,873
Other	136,023	116,716
Allowance for doubtful accounts	(1,205)	(1,028)
Total current assets	4,704,160	7,295,192
Noncurrent assets		
Property, plant and equipment		
Buildings and structures, net	73,324	59,287
Tools, furniture and fixtures, net	136,455	110,683
Land	—	445
Construction in progress	16,340	5,328
Total property, plant and equipment	226,121	175,744
Intangible assets		
Software	455,088	314,809
Goodwill	108,957	98,721
Other	17,023	8,565
Total intangible assets	581,069	422,096
Investments and other assets		
Investment securities	1,416,413	960,217
Long-term loans receivable	—	164,155
Other	323,243	296,848
Allowance for doubtful accounts	(1,317)	(871)
Total investments and other assets	1,738,339	1,420,349
Total noncurrent assets	2,545,530	2,018,190
Total assets	7,249,691	9,313,382

(Thousands of yen)

Description	As of June 30, 2009	As of June 30, 2010
	Amount	Amount
Liabilities		
Current liabilities		
Accounts payable-other	314,505	303,232
Income taxes payable	326,518	515,105
Allowance for panelists-points	543,232	586,220
Other	155,667	174,505
Total current liabilities	1,339,923	1,579,063
Total liabilities	1,339,923	1,579,063
Net assets		
Shareholders' equity		
Capital stock	930,358	1,597,858
Capital surplus	963,899	1,631,399
Retained earnings	4,097,676	4,959,382
Treasury stock	(447,796)	(447,796)
Total shareholders' equity	5,544,138	7,740,843
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	(70,163)	(29,004)
Foreign currency translation adjustment	(26,426)	—
Total valuation and translation adjustments	(96,589)	(29,004)
Subscription rights to shares	36,377	22,479
Minority interests	425,840	—
Total net assets	5,909,767	7,734,319
Total liabilities and net assets	7,249,691	9,313,382

Consolidated Statements of Income

(Thousands of yen)

Description	As of June 30, 2009	As of June 30, 2010
	Amount	Amount
Net sales	7,755,714	7,353,423
Cost of sales	3,730,149	3,285,862
Gross profit	4,025,564	4,067,561
Selling, general and administrative expenses	2,280,361	1,938,165
Operating income	1,745,203	2,129,395
Non-operating income		
Interest income	54,523	50,993
Dividends income	4,285	3,160
Other	7,231	4,311
Total non-operating income	66,039	58,464
Non-operating expenses		
Interest expenses	267	—
Loss on transfer of accounts receivable	3,626	2,387
Foreign exchange losses	19,630	20,374
Equity in losses of affiliates	33,294	21,475
Stock issuance cost	—	5,874
Other	978	1,971
Total non-operating expenses	57,799	52,082
Ordinary income	1,753,444	2,135,778
Extraordinary income		
Gain on sales of subsidiaries and affiliates' stocks	—	2,083
Gain on reversal of subscription rights to shares	—	36,377
Total extraordinary income	—	38,461
Extraordinary loss		
Loss on retirement of noncurrent assets	25,096	7,003
Loss on valuation of investment securities	—	97,533
Total extraordinary losses	25,096	104,537
Income before income taxes and minority interests	1,728,347	2,069,702
Income taxes-current	789,969	895,205
Income taxes-deferred	(26,613)	(79,836)
Total income taxes	763,356	815,368
Minority interests in income	23,234	(12,151)
Net income	941,756	1,266,484

Consolidated Statements of Changes in Shareholders' equity

(Thousands of yen)

Description	As of June 30, 2009 Amount	As of June 30, 2010 Amount
Shareholders' equity		
Capital stock		
Balance at the end of previous period	930,358	930,358
Changes of items during the period		
Issuance of new shares	—	667,500
Total changes of items during the period	—	667,500
Balance at the end of current period	930,358	1,597,858
Capital surplus		
Balance at the end of previous period	963,899	963,899
Changes of items during the period		
Issuance of new shares	—	667,500
Total changes of items during the period	—	667,500
Balance at the end of current period	963,899	1,631,399
Retained earnings		
Balance at the end of previous period	3,559,376	4,097,676
Changes of items during the period		
Dividends from surplus	(397,125)	(407,748)
Net income	941,756	1,266,484
Change of scope of consolidation	(6,330)	2,968
Total changes of items during the period	538,300	861,705
Balance at the end of current period	4,097,676	4,959,382
Treasury stock		
Balance at the end of previous period	—	(447,796)
Changes of items during the period		
Purchase of treasury stock	(447,796)	—
Total changes of items during the period	(447,796)	—
Balance at the end of current period	(447,796)	(447,796)
Total shareholders' equity		
Balance at the end of previous period	5,453,634	5,544,138
Changes of items during the period		
Issuance of new shares	—	1,335,000
Dividends from surplus	(397,125)	(407,748)
Net income	941,756	1,266,484
Purchase of treasury stock	(447,796)	—
Change of scope of consolidation	(6,330)	2,968
Total changes of items during the period	90,504	2,196,705
Balance at the end of current period	5,544,138	7,740,843
Valuation and translation adjustments		
Valuation difference on available-for-sale securities		
Balance at the end of previous period	(51,613)	(70,163)

Description	As of June 30, 2009 Amount	As of June 30, 2010 Amount
Changes of items during the period		
Net changes of items other than shareholders' equity	(18,549)	41,158
Total changes of items during the period	(18,549)	41,158
Balance at the end of current period	(70,163)	(29,004)
Foreign currency translation adjustment		
Balance at the end of previous period	(7,468)	(26,426)
Changes of items during the period		
Net changes of items other than shareholders' equity	(18,958)	26,426
Total changes of items during the period	(18,958)	26,426
Balance at the end of current period	(26,426)	—
Total valuation and translation adjustments		
Balance at the end of previous period	(59,082)	(96,589)
Changes of items during the period		
Net changes of items other than shareholders' equity	(37,507)	67,585
Total changes of items during the period	(37,507)	67,585
Balance at the end of current period	(96,589)	(29,004)
Subscription rights to shares		
Balance at the end of previous period	30,314	36,377
Changes of items during the period		
Net changes of items other than shareholders' equity	6,062	(13,898)
Total changes of items during the period	6,062	(13,898)
Balance at the end of current period	36,377	22,479
Minority interests		
Balance at the end of previous period	416,731	425,840
Changes of items during the period		
Net changes of items other than shareholders' equity	9,109	(425,840)
Total changes of items during the period	9,109	(425,840)
Balance at the end of current period	425,840	—
Total net assets		
Balance at the end of previous period	5,841,598	5,909,767
Changes of items during the period		
Issuance of new shares	—	1,335,000
Dividends from surplus	(397,125)	(407,748)
Net income	941,756	1,266,484
Purchase of treasury stock	(447,796)	—
Change of scope of consolidation	(6,330)	2,968
Net changes of items other than shareholders' equity	(22,334)	(372,154)
Total changes of items during the period	68,169	1,824,551
Balance at the end of current period	5,909,767	7,734,319

Consolidated statements of cash flow

(Thousands of yen)

Description	As of June 30, 2009	As of June 30, 2010
	Amount	Amount
Net cash provided by (used in) operating activities		
Income before income taxes and minority interests	1,728,347	2,069,702
Depreciation and amortization	276,057	239,932
Amortization of goodwill	108,957	44,660
Increase (decrease) in allowance for doubtful accounts	722	(623)
Increase/decrease in allowance for panelists-points	91,752	67,038
Interest and dividends income	(58,808)	(54,153)
Interest expenses	267	—
Foreign exchange losses (gains)	16,191	10,449
Equity in (earnings) losses of affiliates	33,294	21,475
Loss on retirement of noncurrent assets	25,096	7,003
Loss (gain) on sales of stocks of subsidiaries and affiliates	—	(2,083)
Gain on reversal of subscription rights to shares	—	(36,377)
Loss (gain) on valuation of investment securities	—	97,533
Decrease (increase) in notes and accounts receivable-trade	(90,203)	(94,940)
Decrease (increase) in inventories	872	(6,507)
Increase (decrease) in accounts payable-other	(63,378)	(10,634)
Increase (decrease) in accrued consumption taxes	(6,408)	15,652
Other, net	14,407	75,292
Subtotal	2,077,170	2,443,421
Interest and dividends income received	42,085	48,077
Interest expenses paid	(267)	—
Income taxes paid	(985,478)	(716,754)
Net cash provided by (used in) operating activities	1,133,509	1,774,743
Net cash provided by (used in) investing activities		
Payments into time deposits	—	(300,000)
Purchase of short-term investment securities	(186,000)	—
Proceeds from sales and redemption of securities	200,000	—
Purchase of property, plant and equipment	(119,461)	(44,837)
Purchase of software	(139,949)	(105,857)
Purchase of investment securities	(692,273)	(89,000)
Proceeds from sales and redemption of investment securities	—	300,000
Proceeds from collection of lease and guarantee deposits	32,955	6,838
Payments for lease and guarantee deposits	(3,279)	—
Purchase of investments in subsidiaries resulting in change in scope of consolidation	—	(117,026)
Proceeds from sales of investments in subsidiaries resulting in change in scope of consolidation	—	(100,271)
Payments of loans receivable	—	(164,155)
Other, net	(14,508)	(7,050)
Net cash provided by (used in) investing activities	(922,516)	(621,360)
Net cash provided by (used in) financing activities		
Increase in short-term loans payable	300,000	—
Decrease in short-term loans payable	(300,000)	—
Cash dividends paid	(395,231)	(406,206)
Proceeds from issuance of common stock	—	1,330,327

Purchase of treasury stock	(448,759)	—
Net cash provided by (used in) financing activities	(843,990)	924,121
Effect of exchange rate change on cash and cash equivalents	(43,418)	(10,482)
Net increase (decrease) in cash and cash equivalents	(676,416)	2,067,021
Cash and cash equivalents at beginning of period	3,497,051	2,842,041
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	21,406	—
Cash and cash equivalents at end of period	2,842,041	4,909,063

(Per share information)

	(Yen)	June 30, 2009	June 30, 2010
Net assets per share		44,088.29	57,740.64
Net income per share		7,431.26	10,182.23
Fully diluted net income per share		—	10,126.47

(Note) The basic facts underlying calculations of net income per share are as follows.

	(Thousands of yen)	June 30, 2009	June 30, 2010
Net income		941,756	1,266,484
Amount not attributable to common shareholders		—	—
Net income per common share		941,756	1,266,484
Average number of shares outstanding during term (number of shares)		126,729	124,382

Supplementary Information

(Thousands of yen)

Description	June 30, 2010 Amount	Increase (Decrease) %
Automatic research	4,405,017	(1.0)
Tabulation	484,352	19.9
Analysis	567,920	14.7
Group interview	405,891	23.0
Customized research	594,724	(13.8)
Global research	289,770	(63.0)
Mobile research	87,683	15.6
Other	518,063	(2.4)
Total	7,353,423	(5.2)

Note: Consumption tax is excluded from the amounts.

Non-Consolidated Balance sheets

(Thousands of yen)

Description	As of June 30, 2009	As of June 30, 2010
	Amount	Amount
Assets		
Current assets		
Cash and deposits	2,079,580	5,161,499
Notes receivable-trade	51,294	55,512
Accounts receivable-trade	1,289,104	1,397,161
Short-term investment securities	—	220,000
Work in process	5,964	3,270
Supplies	2,887	1,490
Prepaid expenses	85,823	73,714
Deferred tax assets	246,496	287,873
Other	28,160	51,360
Allowance for doubtful accounts	(1,205)	(1,028)
Total current assets	3,788,106	7,250,855
Noncurrent assets		
Property, plant and equipment		
Buildings	112,046	120,257
Accumulated depreciation	(47,654)	(60,969)
Buildings, net	64,391	59,287
Tools, furniture and fixtures	363,754	410,351
Accumulated depreciation	(242,080)	(299,667)
Tools, furniture and fixtures, net	121,674	110,683
Land	—	445
Construction in progress	16,340	5,328
Total property, plant and equipment	202,406	175,744
Intangible assets		
Design right	120	70
Software	375,590	314,576
Software in progress	2,340	8,494
Total intangible assets	378,051	323,141
Investments and other assets		
Investment securities	1,270,071	829,013
Stocks of subsidiaries and affiliates	866,019	212,507
Bonds of subsidiaries and affiliates	131,203	131,203
Lease and guarantee deposits	228,009	227,469
Long-term loans receivable from subsidiaries and affiliates	—	164,155
Long-term prepaid expenses	—	800
Claims provable in bankruptcy, claims provable in rehabilitation and other	1,317	871
Deferred tax assets	51,166	61,707
Other	—	6,000
Allowance for doubtful accounts	(1,317)	(871)
Total investments and other assets	2,546,470	1,632,857
Total noncurrent assets	3,126,928	2,131,743
Total assets	6,915,034	9,382,599

(Thousands of yen)

Description	As of June 30, 2009 Amount	As of June 30, 2010 Amount
Liabilities		
Current liabilities		
Accounts payable-other	291,975	317,835
Accrued expenses	16,865	19,724
Income taxes payable	318,470	512,647
Accrued consumption taxes	45,684	66,028
Advances received	32,668	67,053
Allowance for panelists-points	519,825	586,220
Other	13,783	14,868
Total current liabilities	<u>1,239,272</u>	<u>1,584,377</u>
Total liabilities	<u>1,239,272</u>	<u>1,584,377</u>
Net assets		
Shareholders' equity		
Capital stock	930,358	1,597,858
Capital surplus		
Legal capital surplus	963,899	1,631,399
Total capital surpluses	<u>963,899</u>	<u>1,631,399</u>
Retained earnings		
Other retained earnings		
Retained earnings brought forward	4,263,086	5,023,284
Total earned surpluses	<u>4,263,086</u>	<u>5,023,284</u>
Treasury stock	<u>(447,796)</u>	<u>(447,796)</u>
Total shareholders' equity	<u>5,709,548</u>	<u>7,804,746</u>
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	(70,163)	(29,004)
Total valuation and translation adjustments	<u>(70,163)</u>	<u>(29,004)</u>
Subscription rights to shares	36,377	22,479
Total net assets	<u>5,675,762</u>	<u>7,798,221</u>
Total liabilities and net assets	<u>6,915,034</u>	<u>9,382,599</u>

Non-Consolidated Statements of income

(Thousands of yen)

Description	As of June 30, 2009	As of June 30, 2010
	Amount	Amount
Net sales	6,866,050	7,171,507
Cost of sales	3,316,349	3,234,803
Gross profit	3,549,700	3,936,704
Selling, general and administrative expenses	1,791,143	1,781,038
Operating income	1,758,557	2,155,665
Non-operating income		
Interest income	3,833	2,474
Interest on securities	49,173	48,410
Dividends income	4,285	3,160
Other	281	4,773
Total non-operating income	57,573	58,818
Non-operating expenses		
Interest expenses	267	—
Loss on transfer of accounts receivable	3,626	2,387
Commission for purchase of treasury stock	962	—
Stock issuance cost	—	5,874
Foreign exchange losses	—	770
Other	33	50
Total non-operating expenses	4,891	9,082
Ordinary income	1,811,239	2,205,401
Extraordinary income		
Gain on reversal of subscription rights to shares	—	36,377
Total extraordinary income	—	36,377
Extraordinary loss		
Loss on retirement of noncurrent assets	24,346	2,075
Loss on sales of stocks of subsidiaries and affiliates	—	170,091
Loss on valuation of investment securities	—	97,533
Total extraordinary losses	24,346	269,700
Income before income taxes	1,786,892	1,972,078
Income taxes-current	757,589	884,299
Income taxes-deferred	(24,959)	(80,167)
Total income taxes	732,630	804,132
Net income	1,054,262	1,167,946