Member of the Financial Accounting Standards Foundation

Summary of Financial Statements for the First Half of the Year Ending June 30, 2011

February 14, 2011

Listed Company:	MACROMILL, INC.
Stock Exchange:	Tokyo Stock Exchange
Code Number:	3730
URL:	http://www.macromill.com/
Representative:	Tetsuya Sugimoto, Chairman and President
Contact:	Yasuhiro Kihara, Senior Executive Officer and Chief Financial Officer
Tel.	+81-3-6716-0700
Filing of Quarterly Report:	February 14, 2011
Planned date of interim dividend payments:	March 22, 2011
Supplemental materials for quarterly financial results:	yes
Earnings announcement for quarterly financial results:	yes

(Figures are rounded down to the nearest million yen.)

1. Consolidated Financial Results for the First Half of the Year Ending June 30, 2011 (July 1, 2010 to December 31, 2010)

(1) Consolidated Results of Operations for the First Half

(The percentages are year-on-year changes.)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
First half of year ending June 2011	6,283	77.4	1,425	62.4	1,455	67.9	690	17.4
First half of year ended June 2010	3,540	(13.2)	877	(11.1)	866	(9.8)	588	18.9

	Net income per share	Diluted net income per share
	Yen	Yen
First half of year ending June 2011	4,557.22	4,529.93
First half of year ended June 2010	4,759.36	4,736.37

(2) Consolidated Financial Position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
First half of year ending June 2011	13,899	10,914	78.3	70,965.55
year ended June 2010	9,313	7,734	82.8	57,740.64

(Reference) Shareholders' equity First half of year ending June 2011 10,882 million yen
year ended June 2011 7,711 million yen

2. Dividends

Record date	Dividend per share				
	End of 1st quarter	End of 2nd quarter	End of 3rd quarter	Year end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended June 30, 2010	–	1,500.00	–	1,800.00	3,300.00
Year ending June 30, 2011	–	2,000.00			
Year ending June 30, 2011 (forecast)			–	9.00	2,009.00

(Note) Revision to the forecast of dividends during this quarter: No

1. Dividends for the first half will be paid for shares before the stock split. The dividend per share will include a commemorative dividend of 500 yen.
2. The Company carried out a 200-for-1 stock split for its common shares, effective on January 1, 2011, and the year-end dividend is calculated based on the number of shares after the stock split.

3. Forecast of Consolidated Financial Results for the Year Ending June 2011 (July 1, 2010 to June 30, 2011)

(The percentages are year-on-year changes.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Full year	12,992	76.7	2,995	40.7	3,039	42.3	1,594	25.9	52.28 (Note)

(Note) Revisions to the forecast of consolidated results during this quarter: No

(Note) The Company carried out a 200-for-1 stock split for its common shares, effective on January 1, 2011, and the net income per share is calculated based on the number of shares after the stock split. The net income per share, if calculated on pre-stock-split basis, would be 10,456.61 yen per share.

4. Other (For details, please refer to “Other Information” on page 4 of the accompanying materials.)

(1) Important changes in subsidiaries during this quarter (changes in specific subsidiaries accompanied by a change in the scope of consolidation): No

New: –

Exception: –

(Note) Any changes in specific subsidiaries accompanied by a change in the scope of consolidation during the quarter under review

(2) Application of simplified accounting method and accounting methods unique to the preparation of quarterly consolidated financial statements No

(Note) Adoption of simplified accounting methods or accounting methods unique to the preparation of quarterly consolidated financial statements

(3) Changes in accounting principles and procedures and the representation method relating to the preparation of quarterly consolidated financial statements (included in Changes in Important Items, Etc. That Are Used as Basic Materials for Preparation of Quarterly Consolidated Financial Statements)

(i) Changes due to amendment of accounting standards, etc.: Yes

(ii) Changes other than (i): Yes

(Note) Any changes in accounting principles, procedures, or representation method of the accounting methods for the preparation of quarterly consolidated financial statements included in “Changes in Important Items, Etc. That Are Used as Basic Materials for Preparation of Quarterly Consolidated Financial Statements”

(4) Number of shares outstanding (common stock)

(i) Number of shares outstanding (including treasury stock) at the end of the term:	First half ended December 2010	161,578 shares	Year ended June 2010	138,586 shares
(ii) Number of shares of treasury stock at the end of the term:	First half ended December 2010	8,223 shares	Year ended June 2010	5,026 shares
(iii) Average number of shares outstanding in the term (first half)	First half ended December 2010	151,527 shares	First half ended December 2009	123,560 shares

Status of a quarterly review

This summary of financial statements for the first half is beyond the scope of the quarterly review procedure under the Financial Instruments and Exchange Act. The quarterly review procedure for the quarterly financial statements is underway when the summary is announced.

Note regarding proper use of results forecasts and other special comments

(Note regarding forward-looking statements)

The forward-looking statements, such as results forecasts, included in this document are based on information available to the Company as of the date of the document and certain assumptions that the Company considers reasonable. Actual results may differ significantly due to a range of factors.

The Company carried out a 200-for-1 stock split for its common shares, effective on January 1, 2011.

Accompanying Materials — Contents

1. Qualitative Information on Consolidated Operating Results, etc. for the First Half

(1) Qualitative information on consolidated financial results

In the first half of the consolidated fiscal year ending June 30, 2011 (from July 1, 2010 to December 31, 2010; hereinafter "the first half under review"), there were signs of a recovery in certain industries in Japan, although economic uncertainty remained, given a strong yen, sluggish employment conditions, and the end of fiscal stimulus measures.

In this environment, the Company expanded sales to general companies and advertising agencies, and its online research business performed well. The merger with Yahoo! Value Insight Corporation (hereinafter "YVI") carried out in August 2010 progressed steadily, and the integration of all services, systems, and personnel systems has been completed by the end of December. With the management integration, the Company sought to expand earnings and hold down expenses.

As a result, Macromill recorded net sales of 6,283 million yen (an increase of 77.4% year on year), operating income of 1,425 million yen (a rise of 62.4%), ordinary income of 1,455 million yen (up 67.9%), and net income of 690 million yen (up 17.4% yen).

With regard to capital policies, the Company has announced stock repurchase, a stock split, and the adoption of a share unit system to return earnings to shareholders, increase the number of individual shareholders, and enhance liquidity.

In January the Company established M-Cube and Associates, Inc. to gather and sell consumer purchasing data, and resolved to establish a consolidated subsidiary in China, where the overseas online research market is expected to grow.

Net sales by service segment are as follows:

(i) Automatic Research Service

The automatic research service is the market research service using the Automatic Internet Research system (hereinafter "AIRs") uniquely developed by the Company. This is the core service of the Macromill Group. In the first half under review, demand from general companies was solid, while demand from advertising agencies recovered strongly. As a consequence, net sales increased 34.4% year on year, to 2,825 million yen. Adding net sales of 779 million yen for YVI (Note), total net sales in this service segment came to 3,604 million yen (up 71.4% year on year).

(Note) Macromill provided the services of the former YVI and the pre-existing services of Macromill separately until the first half of this fiscal year under review, and sales of both categories are stated separately. Services that will be launched from the third quarter will be integrated into the pre-existing services of Macromill.

(ii) Tallying Service

In the tallying service, specialist staff tally data after collecting research data and prepare them as spreadsheets and graphs tailored to research objectives. As transactions with general companies increase, needs for an integrated service covering physical inspection, tallying, and analysis are increasing. The operation structure has been enhanced in association with the management integration. As a result, net sales rose 49.8% from the first half of the previous fiscal year, to 335 million yen. Including net sales of 42 million yen for YVI, total net sales in this service segment rose to 378 million yen (up 68.9% year on year).

(iii) Analysis Service

The analysis service prepares reports after designing survey sheets and collecting research data. To provide analytical reports in accordance with the marketing issues and research objectives of customers, Macromill has been working to improve our capabilities to propose projects and analyze data. With an increase in transactions with general companies that have strong needs for analytical services, orders were favorable. Meanwhile, demand from advertising agencies, whose needs for analytical services had been weak, rose. In addition, the workforce was significantly strengthened as a result of the management integration. Net sales increased 77.3% from the first half of the previous fiscal year, to 491 million yen. Together with net sales of 81 million yen for YVI, total net sales in this service segment rose to 572 million yen (up 106.7% year on year).

(iv) Qualitative Research Service (Group Interview, etc.)

The qualitative research service emphasizes quality, to probe deeply into the psychology of subjects by interviewing them at a roundtable talk or face-to-face. Demand for qualitative research is increasing as general companies in particular wish to identify the more diversified interests and preferences of individuals. With Macromill taking steps to strengthen its operational system and internal facilities to meet customer needs, net sales rose 101.6% year on year, to 384 million yen. Adding net sales of 76 million yen for YVI, total net sales in this service came to 461 million yen (up 141.5% year on year).

(v) Customized Research Service

The customized research service prepares and conducts tailor-made survey sheets and research data collection for more individualized research projects beyond the scope manageable by the AIRs. Although the expansion of the scope manageable by the automatic research service with the enhanced function of the AIRs reduced sales in the customized research service, requests for large surveys, which had stalled in the previous fiscal year, recovered. As a result, net sales increased 36.8% from the first half of the previous fiscal year, to 391 million yen. Including net sales of 249 million yen for YVI, this service segment recorded total net sales of 640 million yen (up 123.9% year on year).

(vi) Global Research Service

The global research service provides an overseas research service to domestic companies and a market research service to overseas companies. In the first half under review, demand for overseas research from global companies continued to recover. Meanwhile, the Company has bolstered its system for receiving orders for global research. Consequently, net sales on a consolidated basis rose 14.8% year on year, to 209 million yen. Adding net sales of 14 million yen from YVI, total net sales in this service segment came to 224 million yen (an increase of 22.8% year on year).

(vii) Mobile Research Service

The mobile research provides a service to collect data using mobile phones. This service is used in research specific to mobile phones, such as understanding purchasing psychology immediately after the purchase of goods. Sales were solid in certain industries. Sales resources were focused on sales of automatic research service, among other services. As a result, net sales fell 1.6% year on year in the first half under review, to 43 million yen. Combined with net sales of 0.6 million yen for YVI, this service segment posted total net sales of 43 million yen (down 0.1% year on year).

(viii) Other Services

Other services consist of the QPR (Quick Purchase Report)™, a product purchase research service, the AIRsMEMBERS (SaaS-type customer member management business), a new service that provides the hybrid functions of AIRs and the customer member management system, and the Brand Data Bank (bdb), a service provided by Brand Data Bank, Inc., which has been consolidated since the second quarter of the previous fiscal year, among other services. With respect to QPR™, net sales rose, thanks to an increase in the number of monitors to 10,000 in July 2010 as well as the enhancement of the operation system and proactive sales activities. Demand for the AIRsMEMBERS and Brand Data Bank was solid, especially among general operating companies. Despite the effect of lost sales for the marketing system business of AIP, Inc., which was excluded from the scope of consolidation in the second quarter of the previous fiscal year, net sales in the first half under review rose 39.0% year on year, to 323 million yen. Including net sales of 34 million yen for YVI, total net sales in this service segment reached 358 million yen (up 53.8% year on year).

(2) Qualitative information on consolidated financial position

Assets, liabilities and net assets at the end of the first half under review rose significantly from the end of the previous fiscal year, attributable to the succession of the marketing research business of YVI through an absorption-type demerger.

Assets totaled 13,899 million yen, an increase of 4,586 million yen from the end of the previous fiscal year. Major factors include an increase in notes and accounts receivable-trade of 1,352 million yen.

Liabilities amounted to 2,985 million yen, increasing 1,406 million yen from the end of the previous fiscal year, primarily attributable to an increase in accounts payable-other of 423 million yen and a rise in allowance for panelists-points of 405 million yen.
Net assets were 10,914 million yen, a rise of 3,179 million yen, primarily because of an increase in capital surplus by 3,232 million yen.

Cash flows
Cash and cash equivalents (hereinafter "cash") at the end of the first half under review increased 251 million yen from the end of the previous fiscal year, to 5,160 million yen. Cash flows for the first half under review and primary factors behind the reported results are as follows:

(Cash flows from operating activities)
Net cash provided by operating activities stood at 1,022 million yen (up 55.8 % year on year). The major factors for the increase were an increase in income before taxes and minority interests totaling to 1,200 million yen, an increase of depreciation and amortization of 194 million yen, and an increase in loss on retirement of noncurrent assets of 146 million yen, more than offset by factors such as a decrease in notes and accounts receivable-trade of 525 million yen.
(Cash flows from investing activities)
Net cash used in investing activities was 1,655 million yen (up 937.2% year on year). This result is mainly attributable to payments into time deposits of 500 million yen, purchase of short-term investment securities of 393 million yen, purchase of property, plant and equipment of 250 million yen, and purchase of other investments of 500 million yen.
(Cash flows from financing activities)
Net cash used in financing activities was 738 million yen (up 234.5% year on year). The major factor was purchase of treasury stock of 593 million yen.

(3) Qualitative information on consolidated earnings forecast
The consolidated earnings forecast announced on January 28, 2011 has not been changed.

2. Other Information

(1) Important changes in subsidiaries
Not applicable.

(2) Application of simplified accounting method and specific accounting treatment
Not applicable.

(3) Changes in accounting principles and procedures and the representation method
1) Application of the "Accounting Standard for Equity Method Accounting for Investments" and the "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method."
From the first quarter of the accounting term under review, the "Accounting Standard for Equity Method Accounting for Investments" (ASBJ Statement No. 16, March 10, 2008) and the "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method" (ASBJ PITF No. 24, March 10, 2008) have been applied. This had no effect on ordinary income or quarterly income before income taxes.
2) Application of the accounting standard for asset retirement obligations
From the first quarter of the accounting term under review, the "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No. 18, March 31, 2008) and the "Implementation Guidance on Accounting Standard For Asset Retirement Obligations" (ASBJ Guidance No. 21, March 31, 2008) have been applied. With this application, operating income and ordinary income each rose 3,376 thousand yen in the first half under review, while income before income taxes and minority interests declined 20,947 thousand yen. Asset retirement obligations changed 44,162 thousand yen

with the application of the accounting standard.

3) Application of “Accounting Standard for Business Combinations,” etc.

From the first quarter of the accounting term under review, the “Accounting Standard for Business Combinations” (ASBJ Statement No. 21, December 26 2008), the “Accounting Standard for Consolidated Financial Statements” (ASBJ Statement No. 22, December 26 2008), “Partial Amendments to Accounting Standard for Research and Development Costs” (ASBJ Statement No. 23, December 26, 2008), the “Accounting Standard for Business Divestitures” (ASBJ Statement No. 7, December 26, 2008), the “Accounting Standard for Equity Method Accounting for Investments” (ASBJ Statement No. 16, December 26, 2008) and the “Revised Guidance on Accounting Standard for Business Combinations and Accounting Standard for Business Divestitures” (ASBJ Guidance No. 10, December 26, 2008) have been applied.

4) Accounting standard for key reserves

Bonus reserve:

The bonus reserve is recorded based on the estimated amount of bonus payments to prepare for the payment of bonuses to employees.

(Additional information)

The above accounting standard has been adopted due to the introduction of a bonus system from the first quarter of the accounting term under review.

(4) Significant events regarding the premise of a going concern

Not applicable

3. Quarterly Consolidated Financial Statements

(1) Quarterly consolidated balance sheet

(Unit: thousand yen)

	As of December 31, 2010 Amount	As of June 30, 2010 Amount
Assets		
Current assets		
Cash and deposits	5,417,789	5,209,063
Notes and accounts receivable - trade	2,804,110	1,451,541
Short-term investment securities	357,000	220,000
Work in process	6,229	3,270
Preproduction	4,831	6,264
Supplies	4,042	1,490
Deferred tax assets	589,756	287,873
Other	390,089	116,716
Allowance for doubtful accounts	(565)	(1,028)
Total current assets	9,573,283	7,295,192
Noncurrent assets		
Property, plant and equipment	452,829	175,744
Intangible assets		
Software	306,297	314,809
Goodwill	505,055	98,721
Other	376,017	8,565
Total intangible assets	1,187,370	422,096
Investments and other assets		
Investment securities	1,381,706	960,217
Other	1,305,994	461,003
Allowance for doubtful accounts	(1,438)	(871)
Total investments and other assets	2,686,263	1,420,349
Total noncurrent assets	4,326,463	2,018,190
Total assets	13,899,746	9,313,382
Liabilities		
Current liabilities		
Accounts payable - other	726,661	303,232
Income taxes payable	573,491	515,105
Allowance for panelists - points	991,734	586,220
Reserve for bonuses	109,684	–
Asset retirement obligations	2,949	–
Other	489,739	174,505
Total current liabilities	2,894,261	1,579,063
Long-term liabilities		
Asset retirement obligations	91,196	–
Total long-term liabilities	91,196	–
Total liabilities	2,985,458	1,579,063

(Unit: thousand yen)

	As of December 31, 2010 Amount	As of June 30, 2010 Amount
Net assets		
Shareholders' equity		
Capital stock	1,597,858	1,597,858
Capital surplus	4,863,632	1,631,399
Retained earnings	5,409,515	4,959,382
Treasury stock	(965,926)	(447,796)
Total shareholders' equity	10,905,079	7,740,843
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	(22,157)	(29,004)
Total valuation and translation adjustments	(22,157)	(29,004)
Subscription rights to shares	31,367	22,479
Total net assets	10,914,288	7,734,319
Total liabilities and net assets	13,899,746	9,313,382

(2) Quarterly consolidated income statement

[First half of consolidated fiscal year]

(Unit: thousand yen)

	FY2010 first half (Six months ended December 31, 2009) Amount	FY2011 first half (Six months ended December 31, 2010) Amount
Net sales	3,540,193	6,283,956
Cost of sales	1,652,010	3,143,393
Gross profit	1,888,183	3,140,563
Selling, general and administrative expenses	1,010,230	1,715,251
Operating income	877,952	1,425,311
Non-operating income		
Interest income	26,052	26,879
Dividends income	1,185	1,185
Foreign exchange gains	–	345
Other	2,988	9,091
Total non-operating income	30,225	37,501
Non-operating expenses		
Loss on transfer of accounts receivable	1,335	1,886
Equity in losses of affiliates	17,547	–
Stock issuance expenses	–	640
Commission for purchase of treasury stock	–	3,988
Foreign exchange losses	20,374	–
Other	1,964	720
Total non-operating expenses	41,221	7,236
Ordinary income	866,956	1,455,576
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	5,719	146,368
Loss on adjustment for changes of accounting standard for asset retirement obligations	–	24,323
Integration-related expenses	–	84,487
Total extraordinary losses	5,719	255,179
Income before income taxes and minority interests	899,699	1,200,397
Income taxes - current	344,596	558,456
Income taxes - deferred	(20,812)	(48,600)
Total income taxes	323,784	509,856
Income before minority interests	–	690,541
Minority interests in loss	(12,151)	–
Net income	588,066	690,541

[Consolidated second quarter]

(Unit: thousand yen)

	FY2010 second quarter (Three months ended December 31, 2009) Amount	FY2011 second quarter (Three months ended December 31, 2010) Amount
Net sales	1,777,374	3,435,340
Cost of sales	820,891	1,668,503
Gross profit	956,483	1,766,836
Selling, general and administrative expenses	463,522	909,980
Operating income	492,960	856,856
Non-operating income		
Interest income	12,075	13,682
Dividends income	1,185	1,185
Foreign exchange gains	–	162
Other	1,014	7,420
Total non-operating income	14,275	22,450
Non-operating expenses		
Loss on transfer of accounts receivable	651	1,224
Equity in losses of affiliates	7,428	–
Commission for purchase of treasury stock	–	3,988
Other	32	700
Total non-operating expenses	8,112	5,914
Ordinary income	499,123	873,392
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	479	132,175
Integration-related expenses	–	30,404
Total extraordinary losses	479	162,579
Income before income taxes and minority interests	537,105	710,813
Income taxes - current	172,950	354,745
Income taxes - deferred	47,869	(51,051)
Total income taxes	220,820	303,694
Income before minority interests	–	407,118
Net income	316,284	407,118

(3) Quarterly consolidated statement of cash flow

(Unit: thousand yen)

	FY2010 first half (Six months ended December 31, 2009) Amount	FY2011 first half (Six months ended December 31, 2010) Amount
Net cash provided by (used in) operating activities		
Income before income taxes and minority interests	899,699	1,200,397
Depreciation and amortization	116,188	194,295
Amortization of goodwill	33,046	20,506
Increase (decrease) in allowance for doubtful accounts	(552)	104
Increase (decrease) in allowance for panelists - points	58,553	123,955
Increase (decrease) in reserve for bonuses	–	85,720
Interest and dividend income	(27,237)	(28,064)
Foreign exchange losses (gains)	10,449	–
Equity in (earnings) losses of affiliates	17,547	–
Loss on retirement of noncurrent assets	5,719	146,368
Loss on adjustment for changes of accounting standard for asset retirement obligations	–	24,323
Integration-related expenses	–	84,487
Loss (gain) on sales of stocks of subsidiaries and affiliates	(2,083)	–
Gain on reversal of subscription rights to shares	(36,377)	–
Decrease (increase) in notes and accounts receivable - trade	(135,465)	(525,627)
Decrease (increase) in inventories	(8,549)	44,067
Increase (decrease) in accounts payable - other	(13,622)	15,487
Increase (decrease) in consumption taxes payable	(8,087)	51,995
Other, net	42,663	69,419
Subtotal	951,890	1,507,438
Interest and dividend income received	25,646	31,856
Interest expenses paid	–	(21,400)
Income taxes paid	(321,056)	(494,987)
Net cash provided by (used in) operating activities	656,480	1,022,907
Net cash provided by (used in) investing activities		
Payments into time deposits	–	(500,000)
Proceeds from withdrawal of time deposits	–	300,000
Purchase of short-term investment securities	–	(150,000)
Purchase of property, plant and equipment	(28,689)	(263,290)
Purchase of software	(44,513)	(45,856)
Purchase of investment securities	(89,000)	(393,715)
Proceeds from sales and redemption of investment securities	300,000	–
Purchase of investments in subsidiaries resulting in change in scope of consolidation	(117,026)	–
Payments for sales of investments in subsidiaries resulting in change in scope of consolidation	(100,271)	–
Payments for lease and guarantee deposits	–	(117,200)
Proceeds from collection of lease and guarantee deposits	340	38,561
Payments of loans receivable	(80,421)	–
Purchase of other investments	–	(500,000)
Other, net	–	(23,767)
Net cash provided by (used in) investing activities	(159,583)	(1,655,268)

(Unit: thousand yen)

	FY2010 first half (Six months ended December 31, 2009) Amount	FY2011 first half (Six months ended December 31, 2010) Amount
Net cash provided by (used in) financing activities		
Payments for stock issue cost	–	(1,841)
Purchase of treasury stock	–	(593,033)
Proceeds from sale of treasury stock		95,763
Cash dividends paid	(220,645)	(239,013)
Net cash provided by (used in) financing activities	(220,645)	(738,125)
Effect of exchange rate change on cash and cash equivalents	(10,482)	–
Net increase (decrease) in cash and cash equivalents	265,769	(1,370,486)
Cash and cash equivalents at beginning of period	2,842,041	4,909,063
Increase (decrease) in cash and cash equivalents resulting from integration of absorption-type split	–	1,622,131
Cash and cash equivalents at end of period	3,107,810	5,160,707

(4) Notes regarding the premise of a going concern

Not applicable

(5) Segment information

Overview of reported segments

The major business of the Company and its consolidated subsidiaries is online research using AIRs. Its economic characteristics and markets where the services are sold are almost similar. Consequently, the segments reported by the Company are limited solely to the online research business segment. As a result, its statement is omitted.

(Additional information)

From the first quarter of the accounting term under review, the “Accounting Standard for Disclosures about Segments of an Enterprise and Related Information” (ASBJ Statement No. 17, on March 27, 2009) and “Guidance on Accounting Standard for Disclosures about Segments of an Enterprise and Related Information” (ASBJ Guidance No. 20, March 21, 2008) have been applied.

(6) Note if there is a considerable change to shareholders’ equity

The Company acquired the marketing research business of Yahoo! Value Insight Corporation on August 1, 2010. With the acquisition, legal capital surplus increased 3,207,384 thousand yen, to 4,838,783 thousand yen at the end of the first half under review.

In relation to the acquisition, the Company purchased treasury stock for 234,462 thousand yen on August 20, 2010 in response to share purchase claim, and subsequently sold a part of the treasury stock for 70,914 thousand yen on September 2, 2010.

Additionally, based on the resolution of the board meeting held on November 12, 2010, the Company acquired its own stock for 345,582 thousand yen.

As a result, legal capital surplus amounted to 4,838,783 thousand yen and treasury stock to 965,926 thousand yen at the end of the first half under review.