

[Translation]

February 1, 2014

FOR IMMEDIATE RELEASE

Company: Kabushiki Kaisha BCJ-12
Representative: Yuji Sugimoto,
Representative Director

Notice of Result of Tender Offer for Shares Etc. of MACROMILL, INC.

Kabushiki Kaisha BCJ-12 (“Offeror”) determined on December 11, 2013 to acquire the common stock, stock acquisition rights, and convertible bonds of MACROMILL, INC. (Code No: 3730, First Section of the Tokyo Stock Exchange; “Target Company”) through a tender offer (“Tender Offer”) under the Financial Instruments and Exchange Act (Act No. 25 of 1948, as amended; “Act”) and the Offeror conducted the Tender Offer starting on December 12, 2013. Now that the Tender Offer has been completed on January 31, 2014, the Offeror hereby announces the result of the Tender Offer as described below. The term “Share Certificates, Etc.” means a right or interest in a share, etc.

1. Outline of the Tender Offer

(1) Name and address of the Offeror

Kabushiki Kaisha BCJ-12
1-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo

(2) Name of the Target Company

Macromill, Inc.

(3) Class of Share Certificates, Etc. for tender offer

- (i) Common stock
- (ii) Stock acquisition rights
 - (a) Stock acquisition rights issued pursuant to the resolution at the board of directors meeting of the Target Company held on July 1, 2009 (with an exercise period of July 29, 2009 to July 15, 2016; the “Sixth Series Stock Acquisition Rights”)
 - (b) Stock acquisition rights issued pursuant to the resolution at the board of directors meeting of the Target Company held on July 1, 2009 (with an exercise period of July 16, 2011 to July 15, 2016; the “Seventh Series Stock Acquisition Rights”)
 - (c) Stock acquisition rights issued pursuant to the resolution at the board of directors meeting of the Target Company held on September 3, 2010 (the “Eighth Series Stock Acquisition Rights”)
 - (d) Stock acquisition rights issued pursuant to the resolution at the board of

directors meeting of the Target Company held on August 24, 2012 (the “Ninth Series Stock Acquisition Rights,” and collectively with the Sixth, Seventh and Eighth Series Stock Acquisition Rights, the “Stock Acquisition Rights”)

(iii) Convertible bonds

Euro-Yen convertible bonds due 2014 issued pursuant to the resolution at the board of directors meeting of the Target Company held on August 3, 2011 (the “Convertible Bonds”)

(4) Number of Share Certificates, Etc. to be purchased in tender offer

Number of Share Certificates, Etc. to be purchased	Minimum number of Share Certificates, Etc. to be purchased	Maximum number of Share Certificates, Etc. to be purchased
65,366,695 (shares)	43,577,797 (shares)	- (shares)

Note 1: If the total number of Share Certificates, Etc. tendered is less than the minimum number of Share Certificates, Etc. to be purchased (43,577,797 shares), the Offeror will not purchase any of the Share Certificates, Etc. so tendered. If the total number of Share Certificates, Etc. tendered is equal to or exceeds the minimum number of Share Certificates, Etc. to be purchased (43,577,797 shares), the Offeror will purchase all the Share Certificates, Etc. so tendered.

Note 2: The Offeror does not intend to acquire the treasury shares held by the Target Company through the Tender Offer.

Note 3: In the Tender Offer, the Offeror has not set a maximum number of Share Certificates, Etc. to be purchased, so the number of shares to be purchased is stated as the maximum number of Share Certificates, Etc. of the Target Company (65,366,695 shares) acquired by the Offeror through the Tender Offer. The maximum number is the number of shares (65,366,695 shares) resulting from (A) the total (68,865,436 shares) of (i) the total number of issued shares (63,274,150 shares) as of November 30, 2013 stated in the Share Buyback Report submitted by the Target Company on December 6, 2013 (“Share Buyback Report of the Target Company”) and (ii) (a) the number of shares of common stock of the Target Company (“Common Stock of the Target Company”) (2,476,600 shares) underlying the stock acquisition rights (400 Sixth Series Stock Acquisition Rights, 942 Seventh Series Stock Acquisition Rights, 145 Eighth Series Stock Acquisition Rights and 9,409 Ninth Series Stock Acquisition Rights), the number of which is obtained by deducting the number of the stock acquisition rights that have expired by November 30, 2013 (according to the Target Company, 200 Sixth Series Stock Acquisition Rights, 57 Seventh Series Stock Acquisition Rights and 370 Ninth Series Stock Acquisition Rights have expired respectively by November 30, 2013) from the number of the Sixth Series Stock Acquisition Rights (600 stock acquisition rights), the Seventh Series Stock Acquisition Rights (999 stock acquisition rights), the Eighth Series Stock Acquisition Rights (145 stock acquisition rights) and the Ninth Series Stock Acquisition Rights (9,779 stock acquisition rights) as of August 31, 2013 stated in the Securities Report for the 14th Term submitted by the Target Company on September 26, 2013 (“the Securities Report for the 14th Term of the Target Company”) and (b) the number of shares of Common Stock of the Target Company (3,114,687 shares) underlying the stock acquisition rights attached to the Convertible Bonds (151 stock acquisition rights), the number of which is obtained by deducting the number of the stock acquisition rights attached to the Convertible Bonds that have expired by November 30, 2013 (according to the Target Company, 14 stock acquisition rights have expired by November 30, 2013) from the number of the stock acquisition rights attached to the Convertible Bonds (165 stock acquisition rights) as of

August 31, 2013 stated in the Securities Report for the 14th Term of the Target Company less (B) the number of treasury shares held by the Target Company (3,498,741 shares) as of November 30, 2013 stated in the Share Buyback Report of the Target Company.

Note 4: The “Minimum number of Share Certificates, Etc. to be purchased” is the number of shares (rounded up to the nearest whole number) equivalent to two-thirds of the number of shares (65,366,695 shares) resulting from the following formula: the difference of (A) the sum total (68,865,436 shares) of (i) the total number of issued shares (63,274,150 shares) as of November 30, 2013 stated in the Share Buyback Report of the Target Company plus (ii) the sum of (a) the number of shares of Common Stock of the Target Company (2,476,600 shares) underlying the stock acquisition rights (400 Sixth Series Stock Acquisition Rights, 942 Seventh Series Stock Acquisition Rights, 145 Eighth Series Stock Acquisition Rights and 9,409 Ninth Series Stock Acquisition Rights), the number of which is obtained by deducting the stock acquisition rights that have expired by November 30, 2013 (according to the Target Company, 200 Sixth Series Stock Acquisition Rights, 57 Seventh Series Stock Acquisition Rights and 370 Ninth Series Stock Acquisition Rights have expired respectively by November 30, 2013) from the number of the Sixth Series Stock Acquisition Rights (600 stock acquisition rights), the Seventh Series Stock Acquisition Rights (999 stock acquisition rights), the Eighth Series Stock Acquisition Rights (145 stock acquisition rights) and the Ninth Series Stock Acquisition Rights (9,779 stock acquisition rights) as of August 31, 2013 stated in the securities report for the Securities Report for the 14th Term of the Target Company plus (b) the number of shares of Common Stock of the Target Company (3,114,687 shares) underlying the stock acquisition rights attached to the Convertible Bonds (151 stock acquisition rights), the number of which is obtained by deducting the number of the stock acquisition rights attached to the Convertible Bonds that have expired by November 30, 2013 (according to the Target Company, 14 stock acquisition rights have expired by November 30, 2013) from the number of the stock acquisition rights attached to the Convertible Bonds (165 stock acquisition rights) as of August 31, 2013 stated in the securities report for the Securities Report for the 14th Term of the Target Company minus (B) the number of treasury shares held by the Target Company (3,498,741 shares) as of November 30, 2013 stated in the Share Buyback Report of the Target Company.

Note 5: Shares less than one unit are also subject to the Tender Offer. If a right to claim for purchase of shares less than one unit is exercised by shareholders in accordance with the Companies Act, the Target Company may purchase its own shares less than one unit during the Tender Offer Period in accordance with procedures required by laws and regulations.

Note 6: Stock Acquisition Rights and stock acquisition rights attached to Convertible Bonds may be exercised by the last day of the Tender Offer Period, and in that case, the Common Stock of the Target Company issued or transferred through such exercise is also subject to the Tender Offer.

(5) Tender offer period

(i) Initial term as of registration

From Thursday, December 12, 2013 through Friday, January 31, 2014 (30 Business Days)

(ii) The possibility of extension of tender offer period upon request of the Target Company

N/A

(6) Price of tender offer

(i) 786 yen per share of Common Stock

(ii) Stock acquisition rights

- (a) 206,400 yen per Sixth Series Stock Acquisition Rights
- (b) 206,400 yen per Seventh Series Stock Acquisition Rights
- (c) 181,200 yen per Eighth Series Stock Acquisition Rights
- (d) 62,400 yen per Ninth Series Stock Acquisition Rights

(iii) Convertible bonds

16,212,822 yen per 10,000,000 yen in face value of Convertible Bonds

2. Result of tender offer

(1) Outcome of the Tender Offer

The Offeror has set a condition that if the total number of the Share Certificates, Etc. tendered in the Tender Offer is less than the minimum number of Share Certificates, Etc. to be purchased (43,577,797 shares), the Offeror will not purchase any of the Share Certificates, Etc. so tendered. However, the total number of the Share Certificates, Etc. tendered (61,097,380 shares) is equal to or exceeds the minimum number of Share Certificates, Etc. to be purchased (43,577,797 shares). The Offeror therefore intends to purchase all the Share Certificates, Etc. so tendered as described in the public notice of commencement of the Tender Offer and the Tender Offer Registration Statement (as amended by the Amendments to Tender Offer Registration Statement which were subsequently filed; hereinafter the same).

(2) Date of public notice of the result of tender offer and name of newspaper in which public notice is to appear

In accordance with Article 27-13, Paragraph 1 of the Act, the Offeror has publicly announced the result of the Tender Offer to the press on February 1, 2014 in the manner set out in Article 9-4 of the Financial Instruments and Exchange Act Enforcement Order (Cabinet Order No. 321 of 1965, as amended) and Article 30-2 of the Cabinet Ordinance with respect to Disclosure of a Tender Offer for Share Certificates, Etc. by an Offeror other than the Issuing Company (Ministry of Finance Ordinance No. 38 of 1990, as amended).

(3) Number of Share Certificates, etc. to be purchased

Class of Share Certificates, Etc.	(i) Number of tendered Share Certificates, Etc. on a number-of-shares basis	(ii) Number of tendered Share Certificates, Etc. to be purchased on a number-of-shares basis
Share certificates	59,490,310 (shares)	59,490,310 (shares)
Certificate of stock acquisition rights	1,400,800 (shares)	1,400,800 (shares)
Certificate of convertible bonds	206,270 (shares)	206,270 (shares)
Trust beneficiary certificate for Share Certificates, Etc. ()	-(shares)	-(shares)
Depository receipt for Share Certificates, Etc. ()	-(shares)	-(shares)
Total	61,097,380 (shares)	61,097,380 (shares)
(Total number of the latent Share Certificates, Etc.)	(1,607,070 (shares))	(1,607,070 (shares))

(4) Proportion of ownership of Share Certificates, Etc. after tender offer

Number of voting rights represented by the Share Certificates, Etc. held by the Offeror before tender offer	-voting rights	Proportion of ownership of Share Certificates, Etc. before tender offer -%
Number of voting rights represented by the Share Certificates, Etc. held by the special related persons before tender offer	- voting rights	Proportion of ownership of Share Certificates, Etc. before tender offer -%
Number of voting rights represented by the Share Certificates, Etc. held by the Offeror after tender offer	610,973 voting rights	Proportion of ownership of Share Certificates, Etc. after tender offer 93.47 %
Number of voting rights represented by the Share Certificates, Etc. held by special related persons after tender offer	- voting rights	Proportion of ownership of Share Certificates, Etc. after tender offer -%
Total number of voting rights of all shareholders of the Target Company	630,488 voting rights	

Note 1: The “Total number of voting rights of all shareholders of the Target Company” is the number of voting rights that reflects the effect of a stock split dividing one share of the Target Company into two shares, conducted by the Target Company with July 1, 2013 as the effective date in the number of voting rights of all shareholders as of June 30, 2013 (stated as the share unit number being 100 shares) as stated in the Securities Report for the 14th Term of the Target Company. However, since all of the Common Stock of the Target Company including shares less than one unit (excluding treasury shares), Stock Acquisition Rights and Convertible Bonds are subject to the Tender Offer, when calculating the “Proportion of ownership of Share Certificates, Etc. after tender offer,” 653,666 voting rights represented by 65,366,695 shares is used as the “Total number of voting rights of all shareholders of the Target Company”. This number of shares (65,366,695 shares) is resulting from (A) the total (68,865,436 shares) of (i) the total number of issued shares (63,274,150 shares) as of November 30, 2013 stated in the Share Buyback Report of the Target Company and (ii) (a) the number of shares of Common Stock of the Target Company (2,476,600 shares) underlying the stock acquisition rights (400 Sixth Series Stock Acquisition Rights, 942 Seventh Series Stock Acquisition Rights, 145 Eighth Series Stock Acquisition Rights and 9,409 Ninth Series Stock Acquisition Rights), the number of which is obtained by deducting the stock acquisition rights that have expired by November 30, 2013 (according to the Target Company, 200 Sixth Series Stock Acquisition Rights, 57 Seventh Series Stock Acquisition Rights and 370 Ninth Series Stock Acquisition Rights have expired respectively by November 30, 2013) from the number of the Sixth Series Stock Acquisition Rights (600 stock acquisition rights), the Seventh Series Stock Acquisition Rights (999 stock acquisition rights), the Eighth Series Stock Acquisition Rights (145 stock acquisition rights) and the Ninth Series Stock Acquisition Rights (9,779 stock acquisition rights) as of August 31, 2013 stated in the Securities Report for the 14th Term of the Target Company and (b) the number of shares of Common Stock of the Target Company (3,114,686 shares) underlying the stock acquisition rights attached to the Convertible Bonds (151 stock acquisition rights), the number of which is obtained by deducting the number of the stock acquisition rights attached to the Convertible Bonds that have expired by November 30, 2013 (according to the Target Company, 14 stock acquisition rights have expired by November 30, 2013) from the number of the stock acquisition rights attached to the Convertible Bonds (165 stock acquisition rights) as of August 31, 2013 stated in the Securities Report for the 14th Term of the Target Company less (B) the number of treasury shares held by the Target Company (3,498,741 shares) as of November 30, 2013 stated in the Share Buyback Report of the Target Company.

Note 2: The “Proportion of ownership of Share Certificates, Etc. after tender offer” has been rounded to two decimal places.

(5) Calculation in the case of tender offer on a pro rata basis

N/A

(6) Method of settlement

- (i) Name and address of head office of financial instruments dealers/bank etc. in charge of settlement of tender offer

Mizuho Securities Co., Ltd. 1-5-1 Otemachi, Chiyoda-ku, Tokyo

- (ii) Commencement date of settlement

February 10, 2014 (Monday)

- (iii) Method of settlement

A notice regarding the purchase under the Tender Offer will be mailed to the address of Tendering Shareholders (or the standing proxy in the case of Foreign Shareholders, Etc.) without delay after the expiration of the Tender Offer period. The purchase shall be settled in cash. The Tender Offer Agent will, in accordance with the instructions given by the Tendering Shareholders (or the standing proxy in the case of Foreign Shareholders, Etc.) and without delay on or after the commencement date of settlement, remit to the address designated by the Tendering Shareholders (or the standing proxy in the case of Foreign Shareholders, Etc.), or pay to the Tendering Shareholders' account where the Tender Offer Agent accepted the tender in the Tender Offer, the sales price with regard to the Share Certificates, Etc. purchased.

3. Policies after Tender Offer and Future Prospects

There has been no change in the policies for after the Tender Offer described in the public notice of commencement of the Tender Offer and the Tender Offer Registration Statement.

The shares of common stock of the Target Company are listed on the First Section of the Tokyo Stock Exchange as of the date hereof, however the Offeror plans to acquire all issued shares of the Target Company other than treasury shares held by the Target Company. In this case, the shares of Common Stock of the Target Company will be delisted through prescribed procedures in accordance with the rules of the Tokyo Stock Exchange. The Target Company will make a public announcement on the procedures to be taken in the future promptly after they are determined.

4. Place where a copy of this tender offer report is available for public inspection

Kabushiki Kaisha BCJ-12
1-1, Marunouchi 1-chome, Chiyoda-ku, Tokyo

Tokyo Stock Exchange, Inc.
2-1, Nihonbashi Kabuto-cho, Chuo-ku, Tokyo