



October 21st, 2020

CCI begins selling advertising products on digital signage for dispensing pharmacies

-The number of stores that can distribute is approximately 900 stores-

JAPAN – October 21st, 2020 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. will begin selling advertising products that can be shared on digital signage in 896 dispensing pharmacies nationwide, together with Aisei Pharmacy Inc. (Headquarter: Chiyoda-ku, Tokyo; Emi Fujii, President; hereinafter Aisei Pharmacy) and Media Contents Factory Inc. (Headquarter: Fukuoka-shi, Fukuoka; Makito Kezuka, President; hereinafter MCF).

CCI has been promoting the digital transformation (“DX”) of dispensing pharmacies, including the provision of in-store digital signage systems, the development of advertising products, the production of creatives in compliance with the Pharmaceutical and Medical Device Act, and support for communication with patients both inside and outside the pharmacies.

In addition to the 200 stores that we have worked with so far, the start of joint distribution of “Healthcare Vision”, operated by Aisei Pharmacy, and “RX Channel”, a signage network for dispensing pharmacies operated by MCF, will bring the number of stores where advertising videos can be distributed to 896 stores nationwide (as of October 1, 2020), making it one of the largest in the industry*.

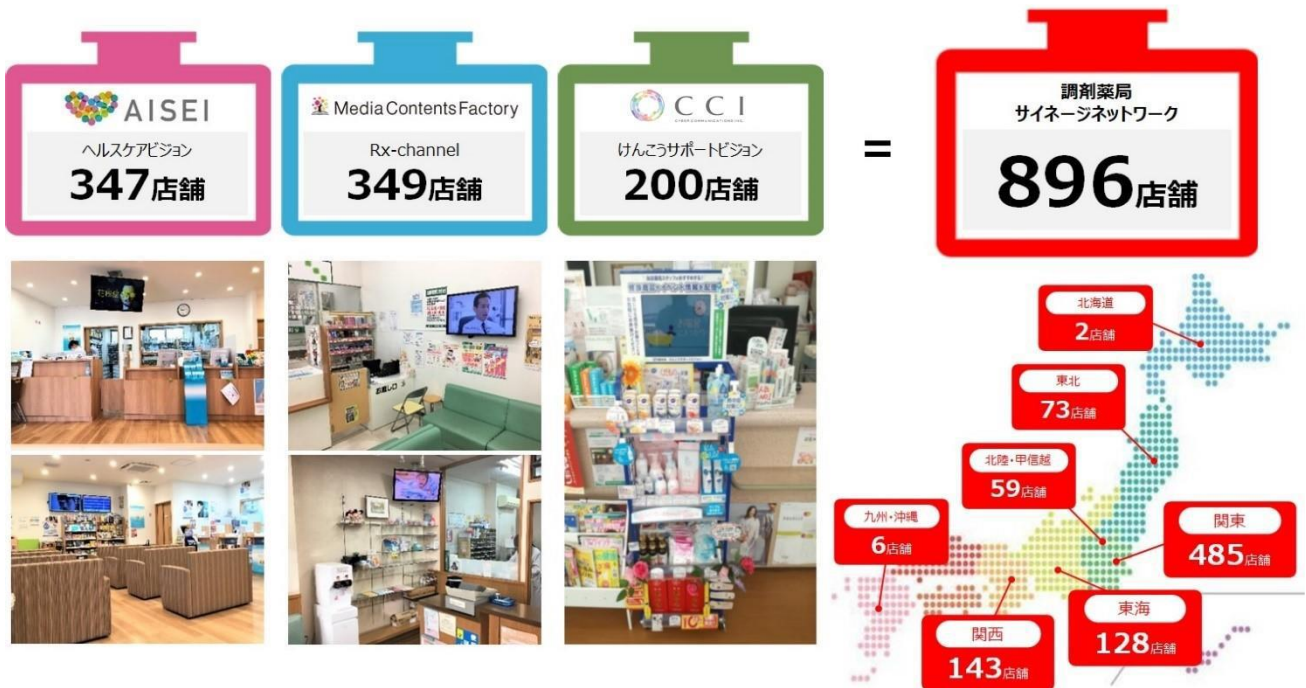
In the future, we plan to collaborate with other companies to develop services and contents that utilize our network of dispensing pharmacies, as well as to plan and strengthen sales of advertising products focusing on digital signage.

CCI is committed to building a trustworthy, reliable, and dignified environment for the delivery of healthcare content, and contributing to the improvement of patients' quality of life (QOL) by being close to patients in community healthcare, as well as those involved in hospitals, clinics, dispensing pharmacies, and other medical institutions, so as not to lose their trust.

*According to our own research

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■ Number of network stores, installation area and installation images of each company



About CCI

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

(<https://www.cci.co.jp/en/>)

Inquiry

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