



February 16th, 2021

CCI to support virtual event Spikes Asia X Campaign as media partner

JAPAN – February 16th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter "CCI"), a group company of CARTA HOLDINGS Inc., will be playing a part in Spikes Asia X Campaign as a media partner, after entering into a content partnership with Haymarket Media Asia (Headquarter: Hong Kong; Atifa Silk, Haymarket Asia Managing Director; hereinafter "Haymarket") in October 2020 (<https://www.cci.co.jp/en/news/cci-haymarket-media-group/>).



Spikes Asia X Campaign is a virtual event and content platform brought by Spikes Asia, APAC's #1 Festival of Creativity, which will be running from February 22nd to 25th 2021.

With its 2021 theme – CREATIVITY IS THE GROWTH ENGINE, Spikes Asia X Campaign will be powered by a list of experienced speakers including APAC top marketers to discuss on marketing, advertising and media communities.

To register for Spikes Asia X Campaign:

<https://www.spikesxcampaign.asia/home>

CCI aims to give a helping hand to our stakeholders' marketing efforts and contribute to the development of a richer information society by offering high value information and events.

About Haymarket Media Group

Haymarket Media Group creates award-winning, professional content and services for international audiences. The company has more than 70 market-leading brands created by world-class experts, with



offices in the UK, US, Hong Kong, Singapore, India and Germany. Our consumer and specialty brands connect people and communities across digital, mobile, print and live media platforms, and while Haymarket's portfolio is diverse, its mission is the same across borders and markets. That is, to deliver brand experiences that truly meet the needs of audiences and clients. Haymarket's media brands include What Car ? , Campaign, PRWeek, MyCME and Finance Asia and others

URL: <https://www.haymarket.com/about-us/>

About Spikes Asia

Spikes Asia Festival of Creativity honors and celebrates creativity of advertising in the APAC regions. The Spikes Asia Festival of Creativity established based on Spikes Asia Award for more than 30 years is a result of joint venture with organizers of Cannes Lions and Haymarket, organizer of Campaign APAC.

This festival serves as a platform for the growing creative and advertising industries to extend networks and exchange ideas, and gathers world-class creators from all over the world. Spikes Asia provides exciting programs including seminars, technological talks and forums.

The Spikes Asia Award is the benchmark by which the region's creativity is measured. For the past 35 years, since its inception as the Asian Advertising Awards in 1986, it has set the standard for creativity and effectiveness for Asia Pacific's creative communications industry.

URL: <https://www.spikes.asia/>

About Campaign

Campaign is one of the world's largest business media brands focused on marketing, advertising and media. In addition to Japan, Campaign also offer services in the United States, United Kingdom, Southeast Asia, India, China, Turkey and the Middle East. Campaign offer a wide range of services. In the world's fast-growing and exciting communication market, Campaign delve deeply into important topics and provide companies with information that is important to them.

URL : <https://www.campaignjapan.com/>

Spikes Asia X Campaign is a virtual event and content platform brought by Spikes Asia, APAC's #1 Festival of Creativity. It is a world-leading business media brand that provides services to the marketing, advertising and media communities.

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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