



2022.06.30

CCI to Start Acting as a Sales Partner for CDM's AI-Powered Uniikeyz That Helps Publishers Drive Their Fan-Based Content Business

JAPAN – June 30, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. is pleased to announce that CCI will start acting as a sales partner for Uniikeyz, an AI-powered SaaS suite which is specifically designed for driving fan-based content business and provided by Content Data Marketing Inc. (Head office: Bunkyo-ku, Tokyo; Osamu Yoshiba, President and Representative Director; hereinafter CDM).

CDM was founded on September 30, 2020 as a joint venture between CCI, Kodansha Ltd. (Headquarters: Bunkyo-ku, Tokyo; Yoshinobu Noma, Representative Director and President; hereinafter Kodansha), and Toppan Inc. (Head office: Bunkyo-ku, Tokyo; Hideharu Maro, President and Representative Director; hereinafter Toppan). CCI worked closely with CDM to build a content data platform that uses CDM's shared identity solution, aiming to help publishers with their monetization and other business development efforts.

On June 30, 2022, CCI, Kodansha, and Toppan decided to increase capital to CDM in order to further expand the Uniikeyz service suite offered by CDM.

With this capital increase, CCI will start offering and helping with the introduction of Uniikeyz to publishers as a sales partner for the product. This effort will be conducted as part of CCI's [TORAMe](#) digital transformation consulting services for media owners, as Uniikeyz is a SaaS product that specializes in facilitating DX adoption among content publishers. Our goal is to help publishers maximize the value of their content and expand their overall media business by leveraging a suite of Uniikeyz services.

Uniikeyz enables smart fan-based content business

In the content business, there is a growing need for fan-based business model that can strengthen the connection with users by offering merchandising, exclusive events, all-you-can-read access to paid content and other benefits directly to fans. On the other hand, the use of multiple vendors or disparate technology stacks for sales solutions, billing management services, and customer management systems



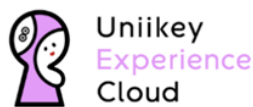
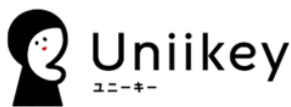
has posed challenges to companies, such as the inability to keep track of which services users are subscribing to, concerns about managing personal information, and high operating costs.

Uniikeyz helps all companies offering fan-based services operate their business more smartly. The suite consists of the following three products:

- **Uniikey** is a unique and universal key that remembers your fans for user authentication and management.
- **Uniikey Experience Cloud** provides a data marketing platform that enables smarter communication with fans.
- **Uniikey D2C Cloud** enables fan-based content business on a single website.

Furthermore, Uniikeyz is equipped with its own artificial intelligence that has been trained by using many years of content publishing experience, the publisher's know-how of handling Japanese language, as well as information collected from websites and e-books delivered or updated daily. The Uniikeyz AI continues to learn and become ever smarter, helping publishers and media companies to deliver the right content to the right fan.

Uniikeyz



About Uniikeyz

Uniikey provides identity services exclusively for content business. It serves as a digital ledger for remembering fans, which is the foundation of successful fan-based content business. Uniikey is a unique and universal key which can be used across multiple websites and media properties. Additionally, it enables secure management of personal information and helps with compliance operations by updating privacy laws and regulations from time to time for consent management, making life easier for content marketers.

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Uniikey Experience Could is a marketing platform dedicated to content business, allowing content marketers to communicate with fans and use data more smartly through an intuitive dashboard. An API for engineers is also available for companies wishing to use more advanced technology and provide more advanced services.

Uniikey D2C Could is an ecommerce platform dedicated to content business. It not only provides ecommerce capabilities but also helps with virtual event organization, ticketing, merchandising and goods production. By using Uniikey D2C Could, content owners can launch fan-based content business instantly.

For more information, please visit: <https://www.torame.cci.co.jp/>

CCI will continue to work in partnership with CDM on developing and improving content business solutions, aiming to help media owners continue to thrive and grow in the new digital environment.

About Content Data Marketing Inc.

Content Data Marketing Inc. was founded on February 27, 2020. The company is headed by Osamu Yoshiba and headquartered in Tokyo (2-12-21 Otowa, Bunkyo-ku, Tokyo). CDM's key business activities include planning, development and operation of content business platforms, and marketing. For more information, please visit: <https://www.contentdata.co.jp/>

About CCI

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments.

Click [here](#) for more information.



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