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**CCI Announces Deployment of Socialdatabase's SuperAudiences Platform,
Aiming to Help Twitter Advertisers Better Target Their Audiences**

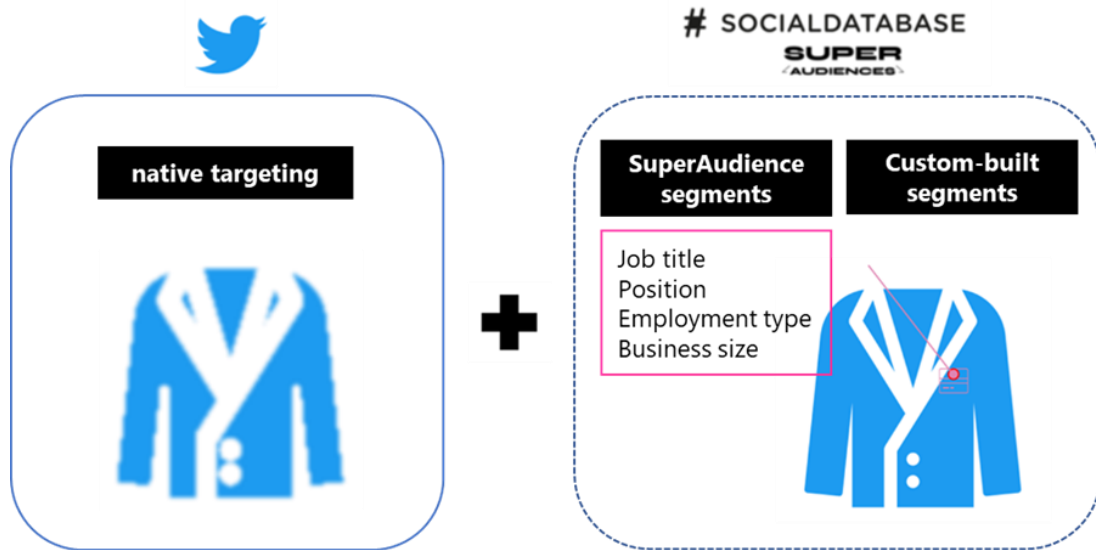
JAPAN – July 1, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. today announced the deployment of SuperAudiences, an enhanced targeting platform for Twitter advertisers, developed by Socialdatabase and provided in Japan by Legoliss Inc. (Headquarters: Shibuya-ku, Tokyo; Masaki Sawasaki, President and Representative Director). SuperAudiences enables custom-tuned targeting as well as ad delivery more in line with client needs. SuperAudiences becomes available starting today.



As a Twitter Marketing Partner, Socialdatabase has developed a software platform that provides enhanced targeting capabilities, helping brands maximize their marketing ROI on Twitter.

With 23 trillion data points officially collected and processed by Socialdatabase, and based on engagements (posts, likes, retweets, etc.) and status (two-way followings and follower connections) on Twitter, SuperAudiences builds target audiences.

In addition to SuperAudiences segments that categorize users by job title, position and employment type, custom segments can also be defined by advertisers, enabling ad delivery fine-tuned to their business needs.



CCI remains committed to helping brands plan and execute truly effective marketing activities by providing high value-added services.

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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