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CCI Unveils New Corporate Identity Reflecting Company's Slogan of "Big Digital Picture" and Endeavor to Unlock Infinite Digital Possibilities by Leveraging Strengths of Diverse Workforce

JAPAN – December 26 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc. today announced a corporate rebrand. The new identity will be rolled out in a gradual manner, starting January 2023.



Since its foundation in 1996 with the advent of Internet advertising in Japan, CCI has been taking the lead in creating and growing the digital marketing market in collaboration with various players of the ecosystem including brands, advertising companies, media owners and platforms.

To better align with the company's slogan of "The Big Digital Picture", we decided to update ourselves with a new look and feel.

Concepts behind the new design

To be able to realize our "Big Digital Picture" vision, we reflected on what corporate image we would like to develop through rebranding, and the following three ideas have been incorporated into our new logo:

- A company with a diverse group of talented employees doing business with a diverse group of partners
- A company that endeavors to pursue unlimited digital possibilities by joining forces with a diverse set of partners



- A company that pioneers the digital marketing market "more energetically" and "more passionately" in collaboration with diverse partners

The new design will be rolled out over time on all contact points, including web properties, facility signage, business cards, promotional materials and other corporate documentation to collectively express our views, visions and what we value.



business cards



branded paper bags and envelopes



By consistently living up to the concepts we choose to embody with our new identity, we are resolved to continue to grow strongly with various partners of the ecosystem, including advertisers, advertising companies, media owners and platforms, so as to bring ever richer experiences to the consumers.

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.

Contact:

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Inquiry form: <https://cartaholdings.co.jp/en/contact-ir/>