



CCI Launches New YouTube Channel Sponsorship Product in Partnership with Influencer Production Company Grove to Help Brands Reach Young Audiences

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TOKYO, JAPAN, March 7, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce its new YouTube Channel Sponsorship product called CCI Young Audiences Package in partnership with an influencer production company Grove Inc. (Head office: Minato-ku, Tokyo; Junki Kitajima, President and Representative Director, "Grove").

**CCI Young Audiences Package
for YouTube Channel Sponsorship**

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→ TOKYO ←

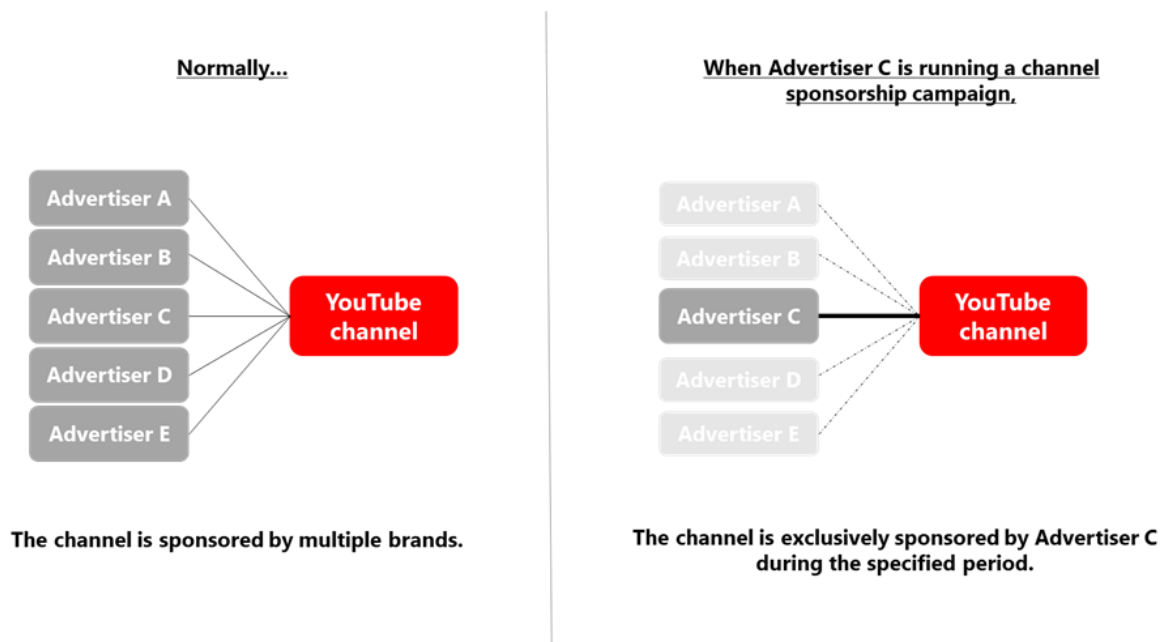
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CCI Young Audiences Package uses Grove creators particularly popular among young people including those named in the Teenage Girls' Most Favorite YouTubers as well as Trend Forecast for 2023 rankings. Brands can not only work with those top creators to produce advertising content for YouTube but also purchase ad inventory on their respective channels upfront for guaranteed impressions so as to maximize advertising effectiveness.

About YouTube Channel Sponsorship

YouTube Channel Sponsorship is an exclusive marketing deal in which a brand sponsors a YouTube channel and buys up all available advertising inventory on the channel. By exclusively partnering with the right influencers for the brand, and using the branded content they produce, the advertiser can reach its target audience most effectively.



The following services are available as part of or in addition to CCI Young Audiences Package for YouTube Channel Sponsorship:

- Brand-Creator collaboration
- Channel tie-in



- Sponsorship ads
- PR posts on social media / Masthead advertising (optional)



The following channels are available for CCI Young Audiences Package:

PAPARAPYS is a male-female duo of Jinjin and Tanakaga, having 1.85 million channel subscribers as of February 28, 2023. They are also active on traditional media including radio and television.

MUKUENA is a female duo and friends from childhood. The channel is subscribed by 1.05 million people as of February 28, 2023. Mukuena ranked first in the YouTuber/TikToker category of the 2022 Instagram Buzzwords Awards.

NATSUMESANCHI is a couple of illustrators performing an excellent double act. The highly skilled artists are particularly popular among students aspiring to become cartoonists or illustrators. The channel is subscribed by 1.07 million people as of February 28, 2023.



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CCI remains committed to providing high quality and value-added services to help its clients maximize their marketing ROI.

Contact: PR Office, CARTA HOLDINGS Inc.

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