



April 20th, 2021

CCI expands the scale of common advertising distribution to digital signage for dispensing pharmacies

-The number of stores that can distribute is approximately 1,000 stores nationwide-

JAPAN – April 20th, 2021 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. has agreed to begin common distribution of advertising to in-store digital signage at 451 dispensing pharmacies managed and operated by SPLENDID Co., Ltd. (Headquarter: Chuo-ku, Tokyo; Kohei Shiotani President; hereinafter SPLENDID), a wholly owned subsidiary of Apo Plus Station Co., Ltd..

In addition to providing in-store digital signage systems, developing advertising products, and producing creative work that complies with the Pharmaceutical Affairs Law, CCI has been promoting the digital transformation (DX) of dispensing pharmacies by providing support for communication with patients inside and outside of pharmacies for approximately 200 dispensing pharmacies nationwide.

Furthermore, in October 2020, CCI started common distribution of advertisements with "Healthcare Vision" (345 stores nationwide) operated by Aisei Pharmacy Co. Ltd. (Headquarter: Chiyoda-ku, Tokyo; Emi Fujii, President; hereinafter Aisei Pharmacy) and has been selling advertising products to digital signage in dispensing pharmacies nationwide.

With the start of common distribution of advertisements to digital signage in 451 dispensing pharmacies managed and operated by SPLENDID, the maximum number of dispensing pharmacies nationwide that can distribute advertising videos to digital signage will be 996 (as of April 1, 2021).

In the future, CCI plans to collaborate with other companies to develop services and content that utilize the dispensing pharmacy network, as well as to plan and strengthen sales of advertising products focusing on digital signage. In addition, we will promote further expansion of common distribution outlets.

In recent years, not only the parties but also advertising companies and media can be held responsible for advertising that violates the Pharmaceutical Affairs Law. CCI will contribute to the improvement of patients' quality of life (QOL) by building a trustworthy, reliable, and dignified healthcare content distribution environment that does not undermine trust.



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".

[\(https://www.cci.co.jp/en/\)](https://www.cci.co.jp/en/)

Inquiry

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