

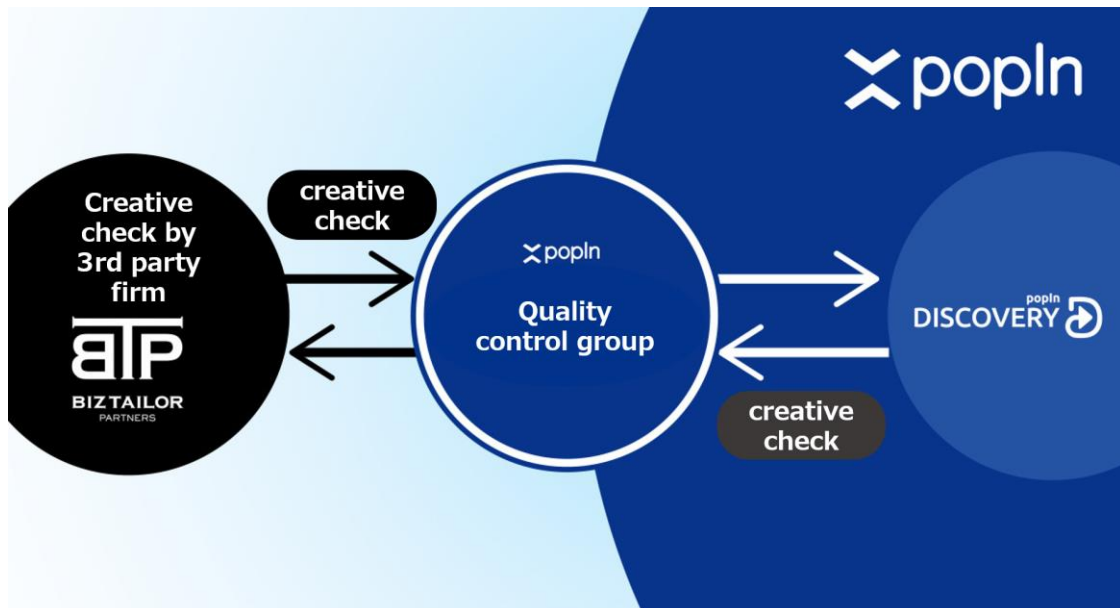


June 10th, 2021

Biztailor Partners entrusted with creative check of Japan’s largest native ad network
“popIn Discovery”

~Contributing to healthy ad-ops while supporting the responsibility of “delivering highly valuable contents”~

JAPAN – June 10th, 2021 - Biztailor Partners Inc. (Headquarter: Chuo-ku, Tokyo; Ryo Kuramochi, President and CEO; hereinafter Biztailor Partners), a joint venture between Cyber Communications Inc., a group company of CARTA HOLDINGS Inc., and E-Guardian Inc., has been entrusted with creative check of “popIn Discovery”, the nationally largest native ad network provided by popIn Inc. (Headquarter: Minato-ku, Tokyo; Cheng Tao, CEO; hereinafter popIn). Through this creative check, popIn Discovery will be able to deliver highly trustworthy ads through the advanced check functions owned by Biztailor Partners.



popIn Discovery is a Japan’s largest ad platform that works with content-type native ads which contain a monthly 7 billion viewable impressions (as of May 2021, researched by popIn) due to its partnership with over 950 publishers locally.

Aiming to review the excessive ad expressions nowadays, popIn has increased its ad delivery standards from May 25th, 2021 and stopped the delivery of inappropriate ads on the same day.

Besides, a “Report form” that lets users send a comment whenever they discover inappropriate ads delivered through popIn’s recommendation widgets is also implemented on the popIn corporate website



and popIn Discovery credit.

In order to continuously realizing highly reliable and trustworthy ad delivery within popIn Discovery, popIn and Biztailor Partners has established a new independent quality control group in popIn, and Biztailor Partners was entrusted the creative check task as a 3rd party firm with experience and knowhow in creative check. The two companies will check banner ads, landing pages and article contents to see if they are abiding to various laws such as Pharmaceutical and Medical Device Act and Act against Unjustifiable Premiums and Misleading Representations, if they cause discomfort to users, and if they violate public order and morals. Besides, the companies are also planning out collaborated projects aiming to contribute to the industry and society, such as holding seminars for partnering companies of popIn Discovery.

Biztailor Partners aims to continue contributing to the development of the industry by increasing efficiency and assisting businesses in the advertising and marketing industry in the New Normal era.

■About popIn Discovery

popIn Discovery is a platform that works with content-type native ads. Due to its characteristics as content ad that blends in with the article context, it can be utilized from promoting awareness and branding to increasing understanding of a company or product. Besides, popIn Discovery Global is a global version of popIn Discovery that covers native ads delivery in Japan and Asian countries such as South Korea, Taiwan, Malaysia, Hong Kong, Thailand, Singapore, Greater China and Indonesia. The platform offers multilingual ad management services and settlement in Japanese Yen. By partnering with local media sources in each area, the popIn Discovery networks enable advertisers to secure high-quality placements and localized ad creatives that match the cultural tastes of different audiences.

About popIn

Founder and CEO: Cheng Tao

Headquarter: Roppongi Hills Mori Tower 39F, 6-10-1, Roppongi, Minato-ku, Tokyo

Established: July 2008

URL : <https://discovery.popin.cc/en/>

With its mission to make information more intelligent, popIn works on developing and selling contents discovery platform “popIn Discovery” that works with native ads, world-first ceiling light equipped with a projector “popIn Aladdin” from 2017 as part of IoT business, and launching image recognition AI service “popIn Action” for e-commerce merchants.



About Biztailor Partners Inc.

President and CEO: Ryo Kuramochi

Headquarter: Tsukiji Shochiku Building, 1-13-1 Tsukiji, Chuo-ku, Tokyo

Established: April 1st, 2020

URL: <https://www.biztailor.co.jp/>

Biztailor Partners has been providing business process outsourcing (BPO) services specified in advertising and marketing industry. Through BPO services, Biztailor Partners aims to develop business foundation which resolve the industry's problem of shortage of human resources, and assist clients by building an environment that enables clients to focus on achieving their business strategies, in order to contribute to the further development of the industry.

About Cyber Communications Inc.

President and CEO: Akio Niizawa

Headquarter: Tsukiji Shochiku Building, 1-13-1 Tsukiji, Chuo-ku, Tokyo

Established: June 5th, 1996

URL: <https://www.cci.co.jp/en/>

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".

About E-Guardian

Chairman/President/CEO: Yasuhisa Takatani

Headquarter: Toranomom Kotohira Tower 8F, 1-2-8 Toranomom, Minato-ku, Tokyo

Established: May 1998

URL: <https://www.e-guardian.co.jp/eng/>

E-Guardian was established in 1998 and was listed on the First Section of the Tokyo Stock Exchange (TSE) in 2016. E-Guardian is a "Comprehensive Internet Security Company" that provide a one-stop solution to all clients' internet security needs through: Post Monitoring, Customer Support, Debugging, and Cyber Security. The E-Guardian group has the industry largest scale of centers in 8 local cities, 3 global cities and 19 other locations. E-Guardian has been involving in service development for the new era, such as Fintech and IoT industries, work-style reforms via RPA development and others, in order to



protect the safety and security of the internet environment.

Inquiry

PR Office, CARTA HOLDINGS Inc.

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