



May 14th, 2019

CCI will establish a specialized in data utilization company called “DataCurrent”

JAPAN – May 14th, 2019 - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. will establish a specialized company, which promotes data utilization based on consumer driven, called DataCurrent Inc. on June 3rd, 2019.



DataCurrent

With the current massive amount of data in circulation and the increasing sophistication of digital policies, the use of data in marketing has become an important strategic theme for companies. On the other hand, there have been cases where the infrastructure, analysis, and measures necessary for data utilization have been limited to be accessed within a company, resulting in data fragmentation and failure to achieve the overall expected results.

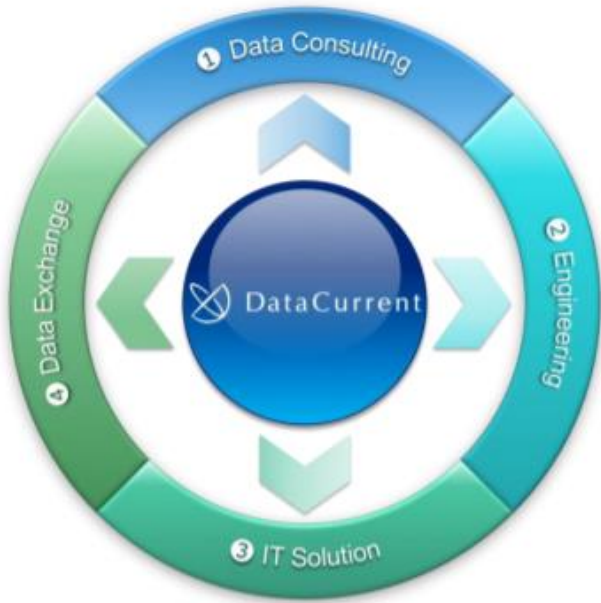
In addition, many companies are promoting digitalization of contact with consumers and using the data they collect to enhance their marketing efforts. However, they face a variety of issues in the process of collecting data, such as whether they are able to obtain permission to use the data in an appropriate way, classify and manage the data in an appropriate environment, and whether they can understand the scope of their data sharing and use it in an appropriate procedure

CCI has so far supported DataCurrent Business*¹ by providing problem-solving marketing solutions and technology to ensure transparency. In order to strengthen our ability to adapt to the changing environment that will be increasingly required in the future and to build a system that can consistently provide the functions (data protection, infrastructure construction, development design, analysis, visualization, operations, etc.) necessary to promote data utilization, we decided to carve out a portion of these functions and establish a new company.

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The mission of DataCurrent is to "contribute to a world where consumers and businesses can utilize data with peace of mind", which is a developed version of CCI's concept, "providing value to users along with the media", which we have always cherished as "The Media Growth Partner", and to create solutions that benefit consumers.

■ **The Value DataCurrent Inc. provides**



1. Data Consulting

We support marketing promotions by analyzing user data, and consulting how to utilize data clients' hold.

2. Engineering

We construct, develop and operate data platform customizing to the clients' purposes.

3. IT Solution

We offer supports to introduce technologies that promote data distribution between companies.

4. Data Exchange

We conduct data exchange market that drive person-based data exchange.

■ **Company Overview**

- Company : DataCurrent Inc.
- Head Office : Ginza-Shochiku Square, 1-13-1 Tsukiji, Chuo-ku, Tokyo 104-0045, JAPAN
- Established : June 3rd, 2019
- Capital : ¥18,000,000 (Including legal capital surplus)
- Shareholder : cyber communications inc.
- Business Are : 1. Data-Driven Marketing Consultation
2. Data Platform Development Service
3. Data Exchange Service
- Our Leaders : CEO / Tetsujo Nakaba, President-director / Tetsuro Tada, Director / Satoshi Takaji



(*1) DataCurrent Business

The name of CCI's data consulting services based on one of the country's largest data management platforms (DMP) with 400 million unique browsers (UB) and 100 million mobile ad IDs per month.

Utilizing the know-how we have gained through our experience in helping companies implement private DMPs and providing operational support after the implementation of DMPs, we independently analyze the vast amount of data provided by our data partners to generate and provide segments. Some of the services will be transferred to DataCurrent, but CCI's services will continue.

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/>)