



May 13th, 2021

**CCI splits its management and business divisions**  
**and establishes CARTA COMMUNICATIONS**  
**as the successor company for the business divisions in July.**

**JAPAN – May 13th, 2021** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter “CCI”) will split off CCI's management and business divisions and establish a new company to take over the business divisions, with the aim of achieving the medium-term management plan "CARTA2022" formulated by CARTA HOLDINGS (Headquarter: Shibuya-ku, Tokyo; Shinsuke Usami, Chief Executive Officer; Akio Niizawa, President; hereinafter “CARTA HD”), the holding company of CCI on July 1st, 2021.

Notice

**1. Division of CCI's management and business divisions, and establishment of a new company to succeed the business divisions**

On July 1st, 2021, the management and business divisions of CCI will be split off, and CCI will become the intermediate holding company of the CARTA HD Group, responsible for the management and control of CCI group companies. At the same time, a new company, CARTA COMMUNICATIONS Inc. will be established as the successor to the business divisions of CCI, and Taku Meguro will assume the position of President and Representative Director of the new CCI.

**■ Overview of CARTA COMMUNICATIONS Inc.**

Company Name	CARTA COMMUNICATIONS Inc. *Abbreviated name: CCI	
Establishment	July 1st, 2021	
Board Member	President and Representative Director	Taku Meguro
	Executive Vice President	Masashi Nishizono
	Executive Vice President	Wataru Sato
	Director	Fumitaka Minato
	Director	Tatsuya Minamiyama
	Director	Katsumasa Kishioka
	Director (non-executive)	Akio Niizawa

	Executive Officer Executive Officer Executive Officer Executive Officer Corporate Auditor	Yuji Ogura Shinnosuke Adachi Ryo Kuramochi Yoshihiro Kozakura Yoshinari Noguchi
Head Quarter	Tsukiji Shochiku Building, 1-13-1 Tsukiji, Chuo-ku, Tokyo	
Capital	98 Million Yen	
Shareholder	Cyber Communications Inc. 100%	
Business	① Partner sales business (Media rep, advertising sales, provision of solutions, etc. ) ② Ad platform business (Development and provision of advertising platforms focusing on owned products )	

#### ■Profile of Taku Meguro, President and Representative Director



He joined Dentsu Inc. in 1993. After working in the Newspaper Division, he was appointed General Manager of On/Off Integration Planning, Media Content Planning Division in 2011. In 2015, he was appointed General Manager of Strategy Division, Media Content Planning Division. In April 2020, after the appointment as deputy director of Digital Platform Center, he transferred to Cyber Communications Inc. (CCI), where he was responsible for the launch and expansion of the data management domain as head of CCI's Data Solutions Division. In 2017, he was appointed Executive Vice President of CCI and Corporate Executive Officer. He also serves as Director of Video Research Interactive, Inc. and B.I. Garage, and Executive Officer of CARTA HOLDINGS Inc.

## 2. New CARTA HD Group to be formed by merger of CCI corporate administration and VOYAGE GROUP

As of January 1st, 2022, CARTA HD will be the surviving company of the merger of CCI management divisions and VOYAGE GROUP. The merger will unify the management functions of the group companies and create a new CARTA HD group.

\*Reference: CARTA HOLDINGS Inc. Medium-Term Management Plan "CARTA 2022"

<https://tdnet-search.appspot.com/140120190214477515.pdf>



## 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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