



CCI Pleased to Announce Certification as Yahoo! Japan's Video Advertising Sales Partner

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TOKYO, JAPAN, June 5, 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 that it has achieved a Certified Video Advertising Partner status of the Yahoo! Marketing Solutions Partner Program established by Yahoo Japan Corporation (Headquarters in Chiyoda-ku, Tokyo; Takao Ozawa, President and Representative Director; "Yahoo! Japan").



As part of Yahoo! Marketing Solutions Partner Program, advertising companies are certified as Yahoo! Japan's sales partners by going through a rigorous screening process and by executing a contract. Certified partners can provide consulting and other types of support services based on their extensive sales experience.

When sales partners are qualified as meeting the standards set by Yahoo! Japan in terms of operational knowledge and performance in video advertising, they are officially certified as Certified Video Advertising Partners.



CCI has long been helping advertisers run successful marketing campaigns and performance analytics for improved brand awareness and sales. We are greatly proud to be granted the video partner certification as our service excellence, in-depth knowledge and experience in digital marketing are highly recognized by Yahoo! Japan.

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

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