



CCI Recognized as Premier Sales Partner for H1 2024 for LINE Yahoo Partner Program

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CARTA COMMUNICATIONS Inc. (Head office: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is excited to announce that the company has achieved Premier Sales Partner status for the first half of 2024 in the LINE Yahoo Partner Program. The program recognizes partners best helping their customers with taking advantage of marketing solutions provided by LY Corporation (Head office: Chiyoda-ku; Takeshi Idezawa, President and Representative Director, CEO) in different areas including service deployment, ad operations and technology implementation.



About LINE Yahoo Partner Program

LINE Yahoo Partner Program is intended to promote the use of LINE and Yahoo! Japan in addressing various marketing and customer experience (CX) issues by recognizing agencies and service developers as partners in different categories including sales, technology, network and CX.

About Sales Partner

Sales Partners are expected to help their customers with LINE Yahoo service deployment and/or ad operations. Partners are awarded either Premier, Select or Certified status based on ad



spend for the first half of the fiscal year. In addition, partners who have achieved excellent results in specific focus areas designated by LINE Yahoo will be awarded appropriate badges. CCI has been recognized as Premier Sales Partner, the highest tier of the program, for the first half of 2024.

Moving forward, CCI will continue to contribute to the growth of both LINE Yahoo Marketing solutions and the market as a whole, while remaining committed to providing high quality and value added services to help our clients maximize their marketing ROI.

Contact: PR Office, CARTA COMMUNICATIONS Inc.

Inquiry form is available at <https://www.cci.co.jp/en/contact/>