

November 9, 2016

Press release

CyberZ, Inc.

CyberZ Joins Yahoo Preferred Partner Program
Partnership Expands Yahoo Gemini Marketplace to CyberZ advertisers



CyberZ, Inc. (Head office: Shibuya-ku, Tokyo; President & CEO: Takahiro Yamauchi), a consolidated subsidiary of CyberAgent, Inc. (Head office: Shibuya-ku, Tokyo; President: Susumu Fujita; announces that it has joined the Yahoo Preferred Partner Program, a growing community of innovative advertising technology and service companies committed to delivering a higher standard of technology integration and client services to digital marketers.

As a new partner, CyberZ has been specifically selected and integrated into Yahoo Gemini, Yahoo's proprietary marketplace for native advertising across devices. CyberZ's Force Operation X (F.O.X) comprehensively measure smartphone advertising for app downloads and user actions, to better help marketers achieve improved results and maximize the cost-effectiveness through their Yahoo Gemini advertising campaigns through their Yahoo Gemini advertising campaigns.

"We're delighted to be recognized as a Yahoo Preferred Partner," said Takahiro Yamauchi, CEO of CyberZ. "This accomplishment is a testament to the impact of our solution, and supports our mission of providing marketers with industry leading tools that improve campaign effectiveness."

The Yahoo Preferred Partner Program offers a wide range of resources, training, and support to help partner members grow their businesses. Yahoo Preferred Partners have passed a rigorous selection process and represent industry innovators and services partners that help simplify the process of driving digital marketing results.

"Yahoo is excited to work with CyberZ, the latest industry-leading partner who has committed to a higher standard of Yahoo Gemini product integration and client services to drive advertiser performance, scale, and ROI," said Alex Mrazek, Senior Director, Yahoo Partner Development.

About Yahoo

Yahoo is a guide to digital information discovery, focused on informing, connecting, and entertaining users through its search, communications, and digital content products. By creating highly personalized experiences, Yahoo helps users discover the information that matters most to them around the world -- on mobile or desktop. Yahoo creates value for advertisers with a streamlined, simple advertising technology stack that leverages Yahoo's data, content, and technology to connect advertisers with their target audiences. Yahoo is headquartered in Sunnyvale, California, and has offices located throughout the Americas, Asia Pacific (APAC), and the Europe, Middle East



and Africa (EMEA) regions. For more information, visit the pressroom (pressroom.yahoo.net) or the Company's blog (yahoo.tumblr.com).

About CyberZ Inc.

CyberZ was founded in 2009 as an advertising agency that specializes in smartphone marketing. Since then, we have been providing advertising and marketing services throughout the worldwide areas, including San Francisco, Korea and Taiwan. In February 2011, a smartphone advertising analysis tool [Force Operation X], CyberZ provides, enables to measure the smartphone advertising effectiveness for the first time in Japan. It has been qualified by「Facebook Marketing Partners」; Facebook Inc. and 「Twitter Official Partners」; Twitter Official Program. Also, in media business, we have been managing 「OPENREC.tv」; Game video distribution platform, and 「RAGE」; e-Sports competition since 2015 in Japan.

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Established: April 1, 2009

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Business content: smartphone-based advertising business/ smartphone-based media business

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