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December 14, 2016

Dentsu Announces Its Corporate Venture Capital Fund Dentsu Ventures Investment in U.S. VR Entertainment Content Developer Survios

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Ventures Global Fund I (hereinafter "Dentsu Ventures"), the Company's corporate venture capital fund, has made an investment in VR entertainment content developer Survios, Inc. (Head Office: Culver City, California; Founder & CEO: Nathan Burba; hereinafter "Survios").

Dentsu Ventures was established in April 2015 with the objectives of investing in ambitious start-up companies that will create an as yet unseen future and furthering open innovation across the Dentsu Group through collaboration with investees. In addition to funding, Dentsu Ventures will support businesses and entrepreneurs by providing problem-solving solutions and resources that are unique to the Group.

Survios released its VR action game "Raw Data" in July 2016, which became the first VR game in the world to achieve sales of one million dollars in a single month. Currently, Survios is employing its VR content development know-how to develop several new titles. Survios plans on using the funds procured from Dentsu Ventures to produce content, build distribution platforms and collaborate with other companies to produce content and strengthen its global distribution network.

Dentsu Ventures expects further expansion in the VR entertainment market, and through cooperation with Survios, will explore new business that expands the potential of the VR market.

The Dentsu Group will use this investment as an opportunity to deploy interactive content developed by Survios in Asia and support Survios' new business developments.

Image of the service provided by Survios



Profile of Survios

Company Name:	Survios, Inc.
Location:	Culver City, California, U.S.A.
Representative:	Nathan Burba (CEO)
Number of Employees:	47
Line of Business:	Planning and development of VR-related business
URL:	https://survios.com/

Profile of Dentsu Ventures

Name:	Dentsu Ventures Global Fund I
Total Fund Capital:	Five billion yen
Date of Establishment:	April 2015
Period of Operation:	Seven-year period from April 2015 until March 2022
Investment Regions:	Global investments with a focus on the U.S., Europe and Asia
Investment Stages:	Balanced, wide-ranging investments with the focus on seed and early stage investments, but also including mid-stage and later-stage investments
Investment Areas:	(1) Areas that can change the marketing and communication business in a broad sense (2) New areas other than the above that have a high potential for innovation
URL:	http://dentsu-v.com/

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