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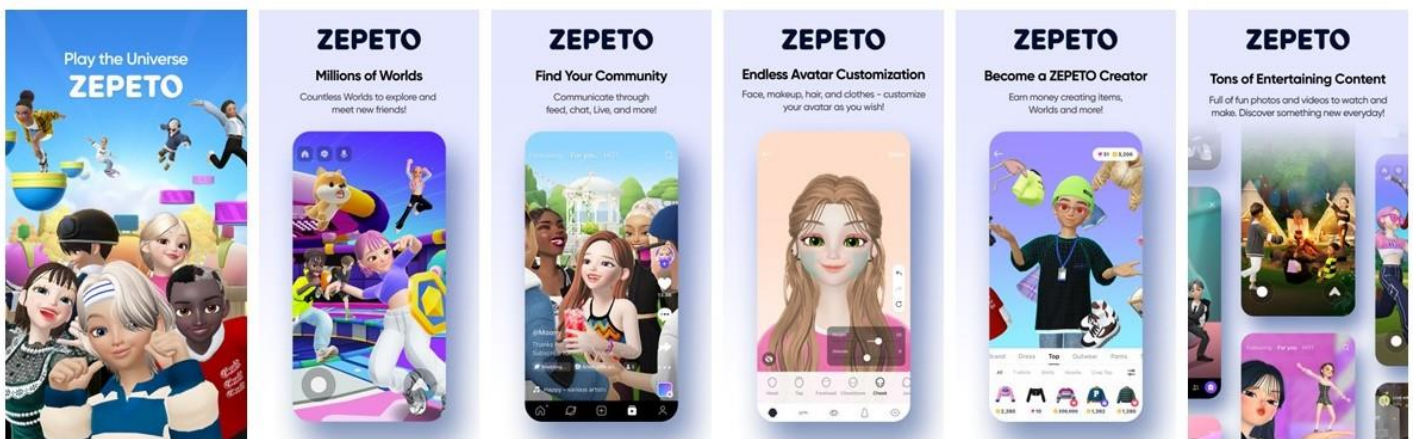
February 26, 2024

Dentsu Inc. Concludes Agency Agreement for ZEPETO, Asia's Top Metaverse App

— *Contributing to Further Creation and Expansion in the Metaverse Media Market* —

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Tokyo) announced today the conclusion of an agency agreement with NAVER Z Corporation (South Korea; co-CEOs: Kim Dae-wook, Kim Chang-wook) for use of its metaverse app ZEPETO. Dentsu Inc. will use ZEPETO to help client companies communicate with ZEPETO users.

ZEPETO, one of the most widely used metaverse apps in Asia, has over 400 million¹ users globally, mainly comprising members of Gen Z and Gen Alpha. The 3D avatar-based social media platform enables anyone to easily express themselves and connect with users around the world by employing a variety of makeup and dress-up features.



A survey² conducted by XRX STUDIO, which promotes projects related to XR³ technologies across dentsu Japan, has found that 39.9% of Gen Z respondents have used a metaverse platform. This indicates that the metaverse is an important marketing channel for younger generations.

Dentsu Inc. will use ZEPETO to support client marketing and promotional activities, including collaboration between influencers and client companies, as well as holding events. In addition to deepening collaboration with client and partner companies, Dentsu Inc. will contribute to the creation and expansion of the metaverse media market, which is positioned as a new form of social media.



ZEPETO

Notes:

1. As of November 2023, according to ZEPETO.
2. “Awareness of the Metaverse Survey 2023,” conducted by Dentsu Inc.
3. General term for technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR) used to create new experiences through the fusion of the real and virtual worlds.

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