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## **Dentsu Announces Its Corporate Venture Capital Fund Dentsu Ventures Investment in Superfan Platform Victorious**

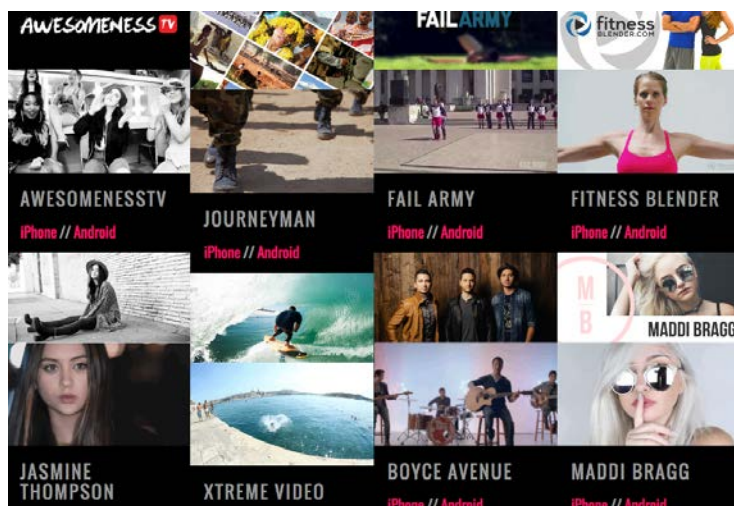
Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Ventures Global Fund I (hereinafter “Dentsu Ventures”), the Company’s corporate venture capital fund, has made an investment in Victorious Inc. (Head Office: Santa Monica; CEO: Sam Rogoway; hereinafter “Victorious”), a superfan platform that powers interactive apps for creators and their communities.

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. Victorious is the seventh company in which Dentsu Ventures has invested. The Dentsu Group will support the expansion and development of the Victorious platform worldwide and any other new businesses that the company will develop in the future.

Victorious gives all creators—from brands to digital stars—the ability to interact more deeply and directly with their superfan communities. Within Victorious apps, superfans create content alongside their favorite creators and connect with like-minded fans. As a result, Victorious significantly extends engagement for creators, even during times when they aren’t posting new content. Since launching in 2015, the company has powered more than 100 apps, bringing together fan communities for some of the world’s most beloved creators and franchises. Victorious will continue to expand globally and give superfans worldwide a place to call their own.

Profiles of Victorious and Dentsu Ventures and photographs of Victorious’ applications are provided below.

## Victorious Applications



### Profile of Victorious

Company Name:	Victorious Inc.
Location:	Santa Monica, California, U.S.A.
Representative:	Sam Rogoway (CEO)
Line of Business:	A platform that powers superfan apps for creators and their communities
URL:	<a href="http://victorious.com/">http://victorious.com/</a>

**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:	<a href="http://dentsu-v.com/">http://dentsu-v.com/</a>

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