



November 29, 2022

## **Dentsu Ventures Invests in Roforco, a U.S.-Based Company Developing and Publishing Games on Gaming Platform Roblox**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen; hereinafter referred to as “the Company”) announced that Dentsu Ventures Fund II (hereinafter “Dentsu Ventures”), the Company's corporate venture capital fund, has made an investment in Roforco Inc. (Headquarters: San Francisco, California; CEO: Tom Middleton, Brain Xiang; hereinafter “Roforco”), which develops and publishes games on Roblox, one of the world’s foremost online gaming platforms.

Roforco is a game studio that aims to create consistent hits by mass-producing games on Roblox, etc. It has received an investment from Y Combinator\*, a Silicon Valley-based accelerator. Roforco acquires and completes released game titles that have the potential to become hits through additional development utilizing data-backed statistics, professional development tools, and the network of Roblox game developers. One of the company’s strengths is its partnership with global brands, which has helped Sunilk City, one of the three titles it released this year, enter the Roblox Top 50 ranking in July and reach 6.5M Monthly Active Users, in addition to other achievements.

Through this investment, the Company aims to support the expansion of Roforco’s business and strengthen its own capabilities in gaming while contributing to the growth of the game industry as a whole with expertise in this domain within the Company.

### **Profile of Roforco**

Company Name:	Roforco Inc.	Corporate Logo 
Location:	2261 Market Street #4824 San Francisco, CA 94114	
Date of Establishment:	July 3, 2022	
Representative:	Tom Middleton, Brain Xiang (CEO)	
Line of Business:	Developing and publishing games on Roblox	
URL:	<a href="https://www.roforco.com/">https://www.roforco.com/</a>	

## Profile of Dentsu Ventures Fund II

Name:	Dentsu Ventures Fund II
Total fund capital:	10 billion yen
Date of Establishment:	April 2021
Period of operation:	10-year period from April 2021 until March 2031
Investment regions:	Global investments both within and outside Japan
Investment stages:	Wide range of stages from seed-stage investments through to later-stage investments
URL:	<a href="https://dentsu-v.com/en/">https://dentsu-v.com/en/</a>

※ : Details of the accelerator

Y Combinator URL : <https://www.ycombinator.com/>

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