

September 20, 2023

Dentsu Group Launches “xambr,” a Virtual Experience Platform — The platform will first be used at “TOKYO GAME SHOW VR 2023” —

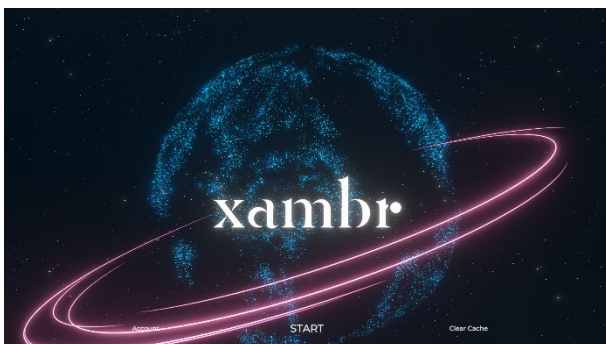
Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen; hereinafter referred to as “the Company”) announced today that it has updated its metaverse infrastructure system “xambr” and will provide it as a platform for promoting the metaverse at large-scale events, beginning with its use in the virtual venue “TOKYO GAME SHOW VR 2023” (hereinafter referred to as “TGSVR2023”), one of the world's largest game shows.

In cooperation with ambr, Inc. (hereinafter referred to as “ambr”)*1, the Company has been involved in the provision of metaverse infrastructure for the TOKYO GAME SHOW since its virtualization in 2021. The total number of visitors to the virtual venue of “TOKYO GAME SHOW VR 2022”**2 reached approximately 400,000, with 98.5% of participant survey respondents expressing their intention to revisit. This led to the decision to hold TGSVR2023 for a total of 11 days, one week longer than the in-person venue at the Makuhari Messe convention center. The new xambr system will be used to further enhance entertainment and interactivity at the metaverse space. The main features of the event are as follows.

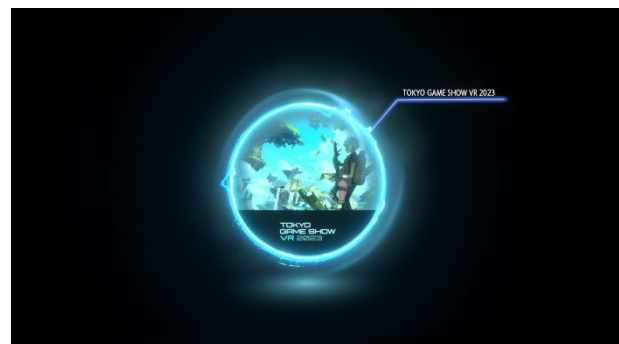
1. Providing an accessible and enjoyable Metaverse experience for all devices

By installing the xambr application, users will be able to entertain themselves with a variety of virtual experiences, starting with TGSVR. xambr is compatible with conventional PC, PCVR, and other VR devices, as well as iOS/Android smartphones. This enables a wider audience to easily access the Metaverse and enjoy virtual experiences.

<The xambr app’s home screen>



<TGSVR2023 on the xambr app>



2. Provide the optimal metaverse experience for both personal and business use

In addition to high-end graphics, xambr has the capability to acquire detailed statistical data and perform user analysis. Combining the Group’s wealth of creative capabilities and data

analysis know-how with xambr will provide the optimal virtual experience for both personal and commercial users. This will result in a metaverse experience that maximizes the value of brands and services and conveys their appeal to users.

3. TGSVR will offer the metaverse experience to a wide variety of businesses, including international companies

A total of 34 companies*³ will participate in TGSVR2023, a gathering of game fans from around the world, the largest number to date. In addition to gaming companies, there will also be 11 promotional sponsors including beverage, housing, and insurance companies, as well as 12 companies from outside Japan. Continuing from last year's event, TGSVR will provide a place for high value-added corporate brand experiences by taking advantage of virtual reality that can be created only in the metaverse space.

<HEBEL HAUS>



<KEIRIN (Entrance)>



<KEIRIN (Race space)>



<Meiji Yasuda Life Insurance Company>



<Shangri-La Frontier>



<ZONE ENERGY>



(Images are in alphabetical order)

The core of this project is Dentsu Innovation Initiative (hereinafter "DII")'s XR team, an internal organization that promotes R&D for the entire Group. The team provides integrated metaverse solutions*4 that support companies' integrated utilization of the metaverse through collaboration with XRX STUDIO, a co-creative organization formed in collaboration with five dentsu Japan*5 companies. The Company will continue to contribute to the further creation and expansion of the 3D media market, including the metaverse and gaming, while deepening its collaboration with clients and partners, such as the partnership with Roblox.

<Overview of TOKYO GAME SHOW VR 2023>

- Name: TOKYO GAME SHOW VR 2023
- TGSVR2023 Official Website: <https://tgsvr.com/en/>
- Organizer: Computer Entertainment Supplier's Association (CESA)
- Cosponsors: Nikkei Business Publications, Inc., DENTSU INC.
- Dates: 10:00 on September 21 (Thursday) to 24:00 on October 1 (Sunday), 2023 (JST)
- Number of participating companies: 34 (Technology partners: 1, Exhibiting companies: 17, Promotion supporting companies: 11, Media partners: 5) ※3
- Participation fee: Free of charge
- Compatible devices: Windows, Meta Quest 2 (App Lab/Link function), Oculus Rift/Rift S, HTC Vive/Vive Pro series, Valve Index, iPhone/Android smartphones
 - *Windows PC are also available as stand-alone
 - *Might not be available on some iPhone/Android smartphone models
 - *Requires installation of the dedicated app
 - *Participation instructions were announced at 10:00 on September 21 on the official website
- Available languages: Japanese, English

<DII: R&D policy in the XR domain>

- What the XR team believes



We believe that XR technology will expand dimensions, senses and spaces, making people's lives around the world richer and more convenient. We will continue to work globally with outside partners to create valuable business foundations and solutions for the future.

*1: ambr, Inc. Head Office: Bunkyo-ku, CEO: Takuya Nishimura <https://ambr.co.jp/en/>

*2: Recording of "TOKYO GAMESHOW VR 2022" PLAY MOVIE <https://youtu.be/t00-rqxc5s0?si=2yo3wRRvR66rsrRU>

*3: As of September 20, 2023

*4: Solutions that comprehensively support marketing and business development utilizing the metaverse. Specializing in the areas of business development, owned media development, store development, and integrated promotion, four expert teams provide integrated support such as business plan formulation (monetization design), partner development, UI/UX planning, implementation, data acquisition and analysis, PDCA cycle, and investment.

<https://www.group.dentsu.com/en/news/release/000726.html>

*5: Out of dentsu's four global business regions, dentsu Japan oversees and supports the Japan business, which includes the world's largest single brand agency, Dentsu Inc., in addition to representing the Japanese business brand. The approximately 22,000 professionals supporting the brand integrate AX (Sophisticated advertising communications), BX (Overall business transformation), CX (Customer experience transformation), and DX (Marketing infrastructure transformation) solutions to maximize provided value. As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

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Contact:

Investment inquiries:

Dentsu Innovation Initiative (within Dentsu Group Inc.)

E-mail: innovation-initiative@dentsu.co.jp

Media inquiries:

Group Corporate Communications Office

Dentsu Group Inc.

Email : group-cc@dentsu-group.com