

November 7, 2023

Dentsu Group Invests in Japanese Startup MyDearest, Whose Strengths Include VR Games Development and Publishing Capabilities

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen; the Company and its Group companies are hereinafter collectively referred to as “dentsu”) announced today that it has made an investment in MyDearest Inc. (CEO: Kento Kishigami; Head Office: Tokyo; hereinafter “MyDearest”), a company involved in the development and publishing of VR games. The investment was made through the dentsu’s R&D organization Dentsu Innovation Initiative (hereinafter “DII”).

As people’s lifestyles and the way they interact with media continue to change, games are increasingly being recognized by many generations, especially young people, as a place to get together with friends, and their value as media is increasing. In particular, the market for VR games, which provide players with a highly immersive experience, is expected to expand further as gaming devices evolve. In line with this expansion, efforts are being made to balance the user experience value unique to games with the marketing effectiveness of the media.

MyDearest is a startup from Japan that developed the VR fighting/action game Brazen Blaze in addition to its own Tokyo Chronos VR game and other works in the Cronos Universe. Their in-house game development and publishing capabilities are highly rated within the game industry, and dentsu also has strengths in multi-platform development, not just for VR devices, and media mix development centered on community formation. This has created a multi-layered business that goes beyond VR games, and since there are many fans who are passionate about developing games and products together over the long term, their new hits are expected in the future.

Tokyo Chronos VR Adventure Game



Brazen Blaze VR Fighting/Action Game



Using this investment as an opportunity to combine MyDearest’s strengths, such as its strong relationships with platformers and developers, its game development and publishing capabilities, and its ability to develop games together with the community, with the dentsu’s business development capabilities and network along with the capabilities of XRX STUDIO*¹ and dentsu gaming*², dentsu will promote the joint development of games and the creation of marketing value in the new medium of games on a global scale. Through these initiatives, the Company will continue to deepen our collaboration with client and partner companies while enhancing the value it provides, thereby contributing to the further creation and expansion of the 3D media market, including the metaverse, which can be considered a new social media platform, and games.

Profile of MyDearest

Company Name	MyDearest Inc.
Location	5F, The Parkrex Nihombashi Bakurocho 2-7-15, Nihonbashi Bakurocho, Chuo-ku, Tokyo
Date of Establishment	April 2016
Representative	Kento Kishigami, Representative Director and CEO
Line of Business	VR game development and publishing Rights business Merchandising business
URL	https://mydearestvr.com/en/

MyDearest corporate logo



*1 XRX STUDIO comprises DII and five companies:

- Dentsu Innovation Initiative <https://en.innovation.dentsu.com/>
- Dentsu Inc. <https://www.dentsu.co.jp/en/>
- Dentsu Digital Inc. <https://www.dentsudigital.co.jp/en/en-1p>
- Dentsu Live Inc. <https://www.dentsulive.co.jp/en>
- Dentsu Promotion Plus Inc. <https://www.dentsu-pmp.co.jp/>
(Japanese language only)

Information Services International-Dentsu Ltd. <https://www.isid.co.jp/english/>

For more information on XRX STUDIO, please visit <https://www.xrx.jp/> (Japanese language only)

*2 dentsu gaming is a global solution which integrates the experience and expertise in the gaming sphere accumulated across the Dentsu Group. For more information, please see the following press release.

- September 30, 2021 press release
“The Dentsu Group launches dentsu gaming, a global solution for brands to better engage with 3 bn gamers worldwide”
<https://www.group.dentsu.com/en/news/release/000568.html>
- Dentsu gaming website (English only)
<https://www.dentsu.com/uk/en/dentsu-gaming>

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