

September 29, 2022

Dentsu Ventures Invests in Solsten, a Germany-Based Company which is Developing and Providing a Platform for an Optimized Digital Experience via Psychology

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 Solsten, Inc. (Headquarters: Berlin, Germany; CEO: Joe Schaeppi; hereinafter "Solsten"), which helps companies design engaging digital experiences for audiences through the analysis of human psychology.

Solsten is a startup aiming to utilize technology rooted in depth psychology. It has developed a new approach to user surveys and analysis that combines psychology and AI. Solsten currently provides three core products called Traits, Navigator, and Frequency, mainly to gaming companies throughout the world. Traits employs AI-based analysis to identify key psychological characteristics in an audience while keeping individual users anonymous. Navigator uses these findings to provide insights that help in exploring potential target audiences and designing digital experiences tailored to the psychological traits of a target audience. Frequency is an intelligent advertisement manager that predicts and analyzes how new digital assets will perform with a target audience. After evolving these products further, Solsten will aim to construct a platform and contribute to the creation of next-generation digital experiences that will enable the use of analysis for designing game and advertisement distribution methods.

Dentsu Ventures will assist the expansion of Solsten's business by collaborating for Dentsu Group's clients in gaming and other industries architecting the next generation of digital experiences.

Profile of Solsten

Company Name:	Solsten, Inc.	<p>Corporate Logo</p> 
Location:	Schonhauser Allee 43a, Berlin, 10435 Germany	
Date of Establishment:	April 18, 2018	
Representative:	Joe Schaeppi, CEO	
Line of Business:	Psychology based, AI-driven platform that enables digital experience optimization	
URL:	https://solsten.io/	

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:	https://dentsu-v.com/en/

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