

Bandai Namco Entertainment's Startup Investment Fund "Bandai Namco Entertainment 021 Fund" Invests in DeepMotion and SuperGaming

Bandai Namco Entertainment Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Yasuo Miyakawa) is announcing today that our "Bandai Namco Entertainment 021 Fund", a fund to invest in startups to create new entertainment and build its "IP (characters and other intellectual properties) Metaverse," has decided to invest in DeepMotion Inc. ("DeepMotion") based in the United States and SuperGaming based in India.

Under the Bandai Namco Group's Purpose "Fun for All into the Future" and our vision for the mid-term plan (April 2022 - March 2025) "Connect with Fans," we will create new ways to connect with our fans so that we can leverage our IPs and foster deep, broad, multifaceted relationships with our partners, Group employees, societies, and IP fans around the world.

DeepMotion is both a development company with a strong track record in the development of AI-based automatic motion recognition technology and a SaaS company that provides its own motion generation services. Through this investment, we aim to incorporate DeepMotion's technology and expertise on AI-based motion generation and create new entertainment experiences using motion intelligence (*)

Super Gaming develops and publishes game applications for smartphones mainly in the Indian market and develops and provides its own game development engine platform. Through this investment, we will seek to expand our business by combining our expertise in IPs with a deeper understanding of the Asian market, which is expected to grow further in the future.

We will continue to invest in outstanding companies around the world in order to support our gaming business and introduce new forms of entertainment.

■ Overview of DeepMotion

Main Business: Development of generative AI technologies for digital motion and AI-based animation tools.

Head Office: California, U.S.A.

Representative: Kevin He, Founder and CEO

Company URL: <https://www.deepmotion.com>



■ Overview of SuperGaming

Main Business: Building mobile games and a game development platform.

Head Office: Singapore (Studio : Pune, India)

Representative: Roby John, Co-Founder and CEO

Company URL: <https://www.supergaming.com/>



■ Overview of the Bandai Namco Entertainment 021 Fund

Main Investment Areas: Startups in Japan and overseas that provide entertainment-related products and services utilizing blockchain, VR/AR/xR, and AI as well as companies engaged in metaverse and Web 3.0-related businesses, etc.



Target Stages: Companies in a wide range of growth stages from pre-seed to later stages

Fund Size: Approximately 1 billion yen per year (3 billion yen over 3 years)

Ticket Size: Around 10 to 500 million yen

Official Website: <https://021fund.bn-ent.net/> (Japanese)

<https://021fund.bn-ent.net/en/> (English)

Under the Bandai Namco Group's Purpose "Fun for All into the Future," Bandai Namco Entertainment is working to create a brighter future for everyone around the world by connecting people and societies through the enjoyment of entertainment.

* : Technology that extracts, analyzes, and utilizes information from human body movements

*Please note that the information in this press release is as of the date of release and subject to change without notice.

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