

mixi-DeNA  
Joint Press Conference



We will provide venues, forums and platforms that facilitate pleasant communications between good friends

mixi

● Monthly Active Users

More than **14 million users**

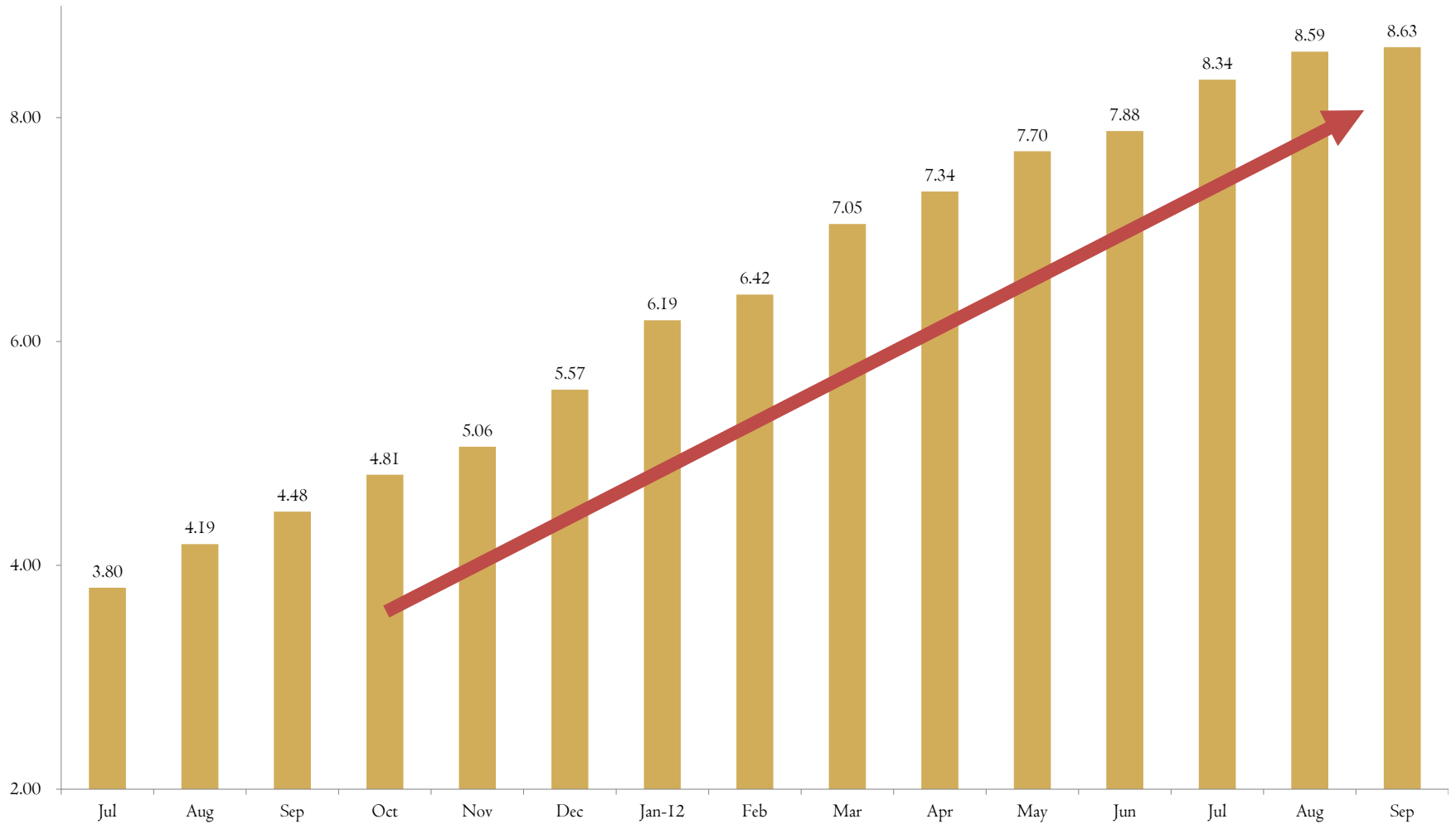
● Smartphone Monthly Active Users

More than **8 million users**

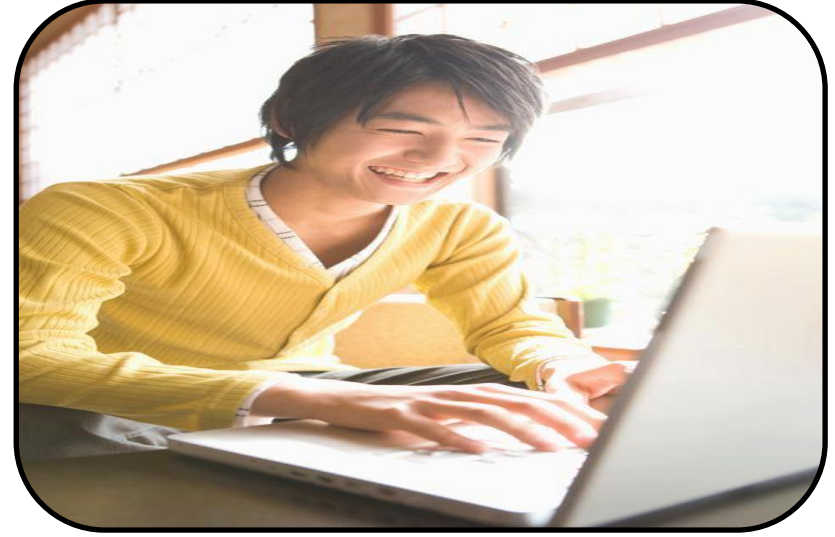


## The number of smartphone users is increasing rapidly

[Unit: million users]



## “Users First” (Product development based on user’s perspective)



Going forward, from a “Users First” perspective, in order to make itself into something even better



Focusing resources on developing and providing communications services

Forming alliances with top players in various industries provides greater opportunities for improvement and strengthening of our services than going it on our own

mixi

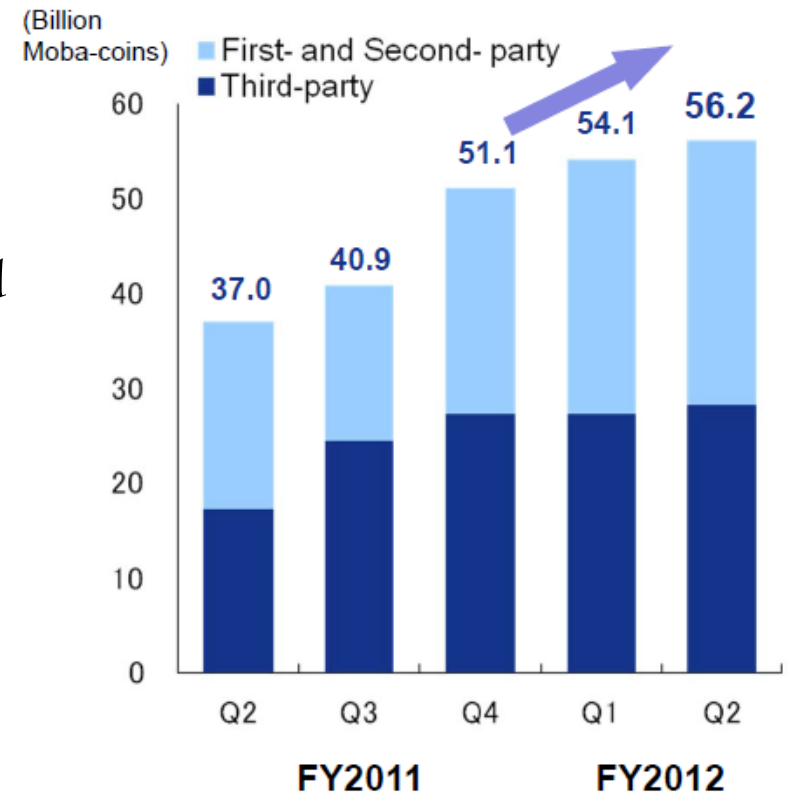
DeNA

## Recent Trends in “Mobage” (Japan)



- Steady increase in coin consumption
- Expanding smartphone customer base; coin consumption on smartphones exceeded that on feature phones for the first time in September
- Browser-based games are driving coin consumption

### Moba-coin Consumption (Japan)



## Summary of Alliance

The logo for mixi, featuring the word "mixi" in a lowercase, sans-serif font. The "i" has a grey dot and a yellow dot above it.

■ Over 8 million Smartphone MAU

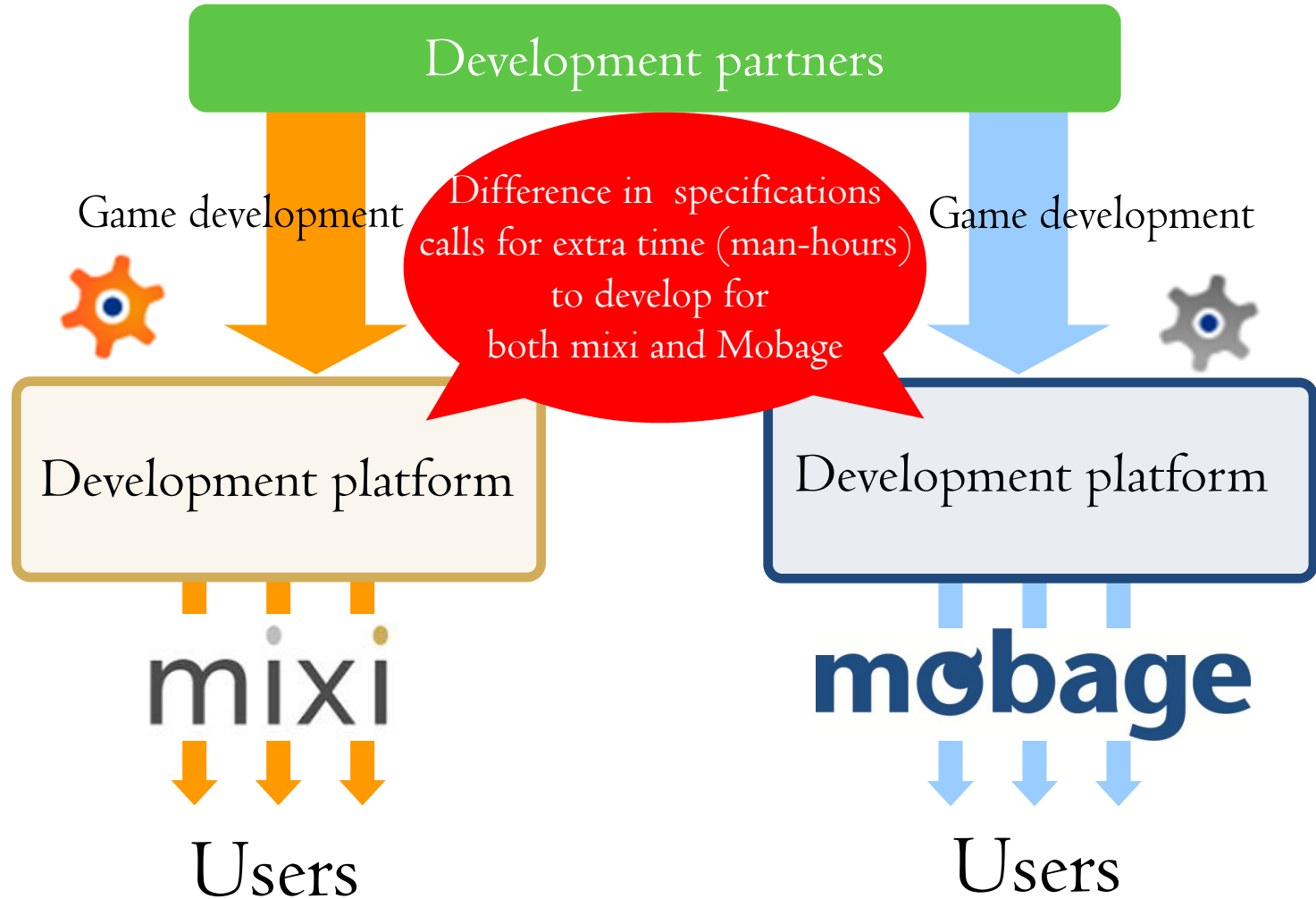
The logo for DeNA, featuring the word "DeNA" in a bold, sans-serif font. The "De" is blue and the "NA" is orange.

- One of the largest platforms in Japan
- A rich set of over 400 social games on smartphones

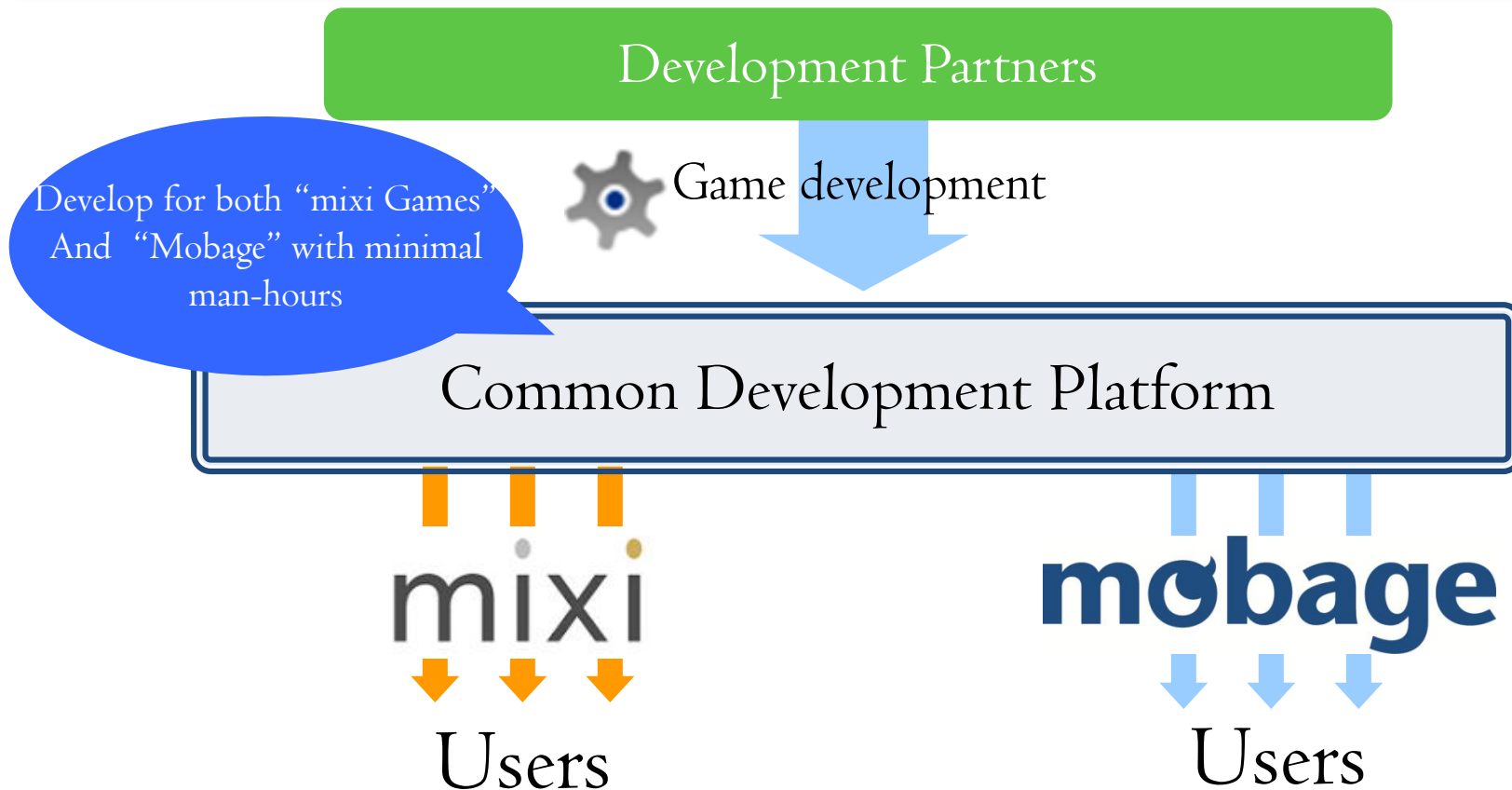
The smartphone version of “mixi Games”, a game distribution service on mixi social network, and DeNA’s “Mobage” social game network are scheduled to share the same game development platform.



## Development Process (Current)



## Development Process (Under Alliance)



Establishment of common development platform lessens man-hours investment for partners, enabling them to provide games for both services, "mixi Games" and "Mobage"

## Advantages for Development Partners

### Developer site collaboration

- Game management, sandbox, KPI authentication

### Architecture collaboration

- Development partners already supplied to “Mobage” will be able to provided to “mixi Games”
- Halving the development man-hours needed for smartphone browser games to be launched simultaneously on “mixi Games” and “Mobage”

## Advantages for mixi users

mixi users will be able to play an increased number of captivating social games

Summary of Smartphone Version of “mixi Games”  
with Common Game Development Platform Shared with Mobage

Users will be able to continue to use their  
mixi user ID, as-is

Use of mixi social graphs

mixi points used as virtual currency

## Advantages for Both Companies



Can offer an increased number of captivating social games to mixi users



Can enhance developer advantages for bringing more high-quality games to users

Can improve profitability by offering first-party game titles to mixi

## Schedules

Expected Specification Disclosure Date

January 2013

Expected Renewal Date

Spring 2013

mixi

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