



FOR IMMEDIATE RELEASE

DeNA Reports Third Quarter Fiscal Year 2014 Financial Results

TOKYO, JAPAN – February 5, 2015 – DeNA Co., Ltd. (Tokyo: 2432), a global leader in mobile Internet services, today announced its financial results for the quarter ended December 31, 2014. DeNA reported quarterly revenue of 34.4 billion yen and operating profit of 5.2 billion yen.

“In the third quarter, the revenue from our game business saw a quarter-on-quarter increase with significant contribution from our native apps,” said Isao Moriyasu, President and CEO of DeNA. “In Japan, we have an exciting lineup of new native app titles in the pipeline. Premium IP titles in China and other new titles overseas are off to a good start, and we will make investments to turn them into big hits.”

Third Quarter FY2014 Business Highlights

- Coin consumption grew quarter-on-quarter to 37.8 billion yen and operating profit was sequentially flat for three consecutive quarters for Japan game business
- International coin consumption was over 35 million USD
- *Final Fantasy Record Keeper* became a hit in Japan and reached top ten grossing charts on app stores
- Manga Box reached 7 million downloads in December, with approximately 1.5 million weekly users
- Iemo and Mery’s user bases grew significantly post-acquisition; launched food-focused curation platform Cafy in December

Recent Developments and Strategic Initiatives

- Maximize the potential of *Final Fantasy Record Keeper*, which surpassed 5 million downloads in Japan, through updates, events and acquisition of light users
- Launched a title based on popular Japanese anime *One Piece* in January in China, which ranked 11th on China’s iOS top grossing chart
- Launched *Blood Brothers 2* in January in the West, with *Transformers: Battle Tactics* and other titles in the pipeline
- Plan to launch KenCoM, a new service for personalized health recommendations targeted at members of corporate health insurance societies in Japan, in April

Financial Summary

Item	(Billion yen)				
	Q3 FY2014	Q3 FY2013	YoY Change	Q2 FY2014	QoQ Change
Revenue	34.4	41.7	-17%	36.0	-4%
Operating profit	5.2	11.4	-55%	8.0	-35%
Profit before tax	6.5	12.7	-48%	9.1	-28%
Profit for the period attributable to owners of the parent	3.3	7.7	-57%	5.5	-40%

Guidance for Fourth Quarter FY2014

- Revenue: 36.3 billion yen
- Operating profit: 4.7 billion yen
- Profit for the period attributable to owners of the parent: 1.9 billion yen

Guidance for Full Year Ending March 31, 2015

- Revenue: 142.6 billion yen
- Operating profit: 24.8 billion yen
- Profit for the year attributable to owners of the parent: 14.4 billion yen
- DeNA is projecting a year-end dividend payment of 17 yen per share, targeting a dividend payout ratio of 15 percent in line with last year's payout ratio

Related Materials

Earnings presentation slides and consolidated financial statements are available at: dena.com/intl/investors/ir-news

About DeNA

DeNA (pronounced "D-N-A") is a global Internet company that develops and operates a broad range of mobile and online services including games, e-commerce and other diversified offerings. Founded in 1999, DeNA is headquartered in Tokyo with offices and game development studios across the globe. DeNA Co., Ltd. is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.com

The information and data contained within this press release have been determined based on information available as of February 5, 2015. DeNA disclaims any obligation to update or revise such information and data, whether as a result of new information, future events or otherwise. In addition, any forward-looking statements contained in this press release are based on our opinions and information available as of February 5, 2015, and involve uncertainty. Please be aware that the actual performance data and similar information are subject to influence from diverse factors, and may differ from the forecasts presented herein.
