



FOR IMMEDIATE RELEASE

DeNA Reports Fourth Quarter and Fiscal Year 2015 Financial Results

TOKYO, JAPAN – May 11, 2016 – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter and fiscal year ended March 31, 2016. DeNA reported quarterly IFRS revenue of 35.0 billion yen, IFRS operating profit of 5.1 billion yen and non-GAAP operating profit excluding seasonal sports business of 4.9 billion yen.

DeNA also reported full-year IFRS revenue of 143.7 billion yen, IFRS operating profit of 19.8 billion yen, non-GAAP operating profit of 20.1 billion yen.

“Our full-year revenue returned to growth after two years of decline, and we are seeing encouraging signs coming from our native app game business,” said Isao Moriyasu, President and CEO of DeNA. “In the fiscal year 2016, DeNA is positioned well to achieve year-over-year profit growth, driven by many businesses including Japan and international games, curation platform and sports.”

Fourth Quarter FY2015 Highlights

- Coin consumption in Japan game business was 36.3 billion yen
- Total native app coin consumption in game business worldwide was 17.8 billion yen
- *Miitomo*, the first app jointly developed and operated with Nintendo, launched globally in March
- The curation platform business continued to grow and its advertisement business is off to a strong start

Financial Summary

(In billion yen)

	Three Months Ended					Full Year Ended		
	Mar. 31, 2016	Dec. 31, 2015	Mar. 31, 2015	QoQ	YoY	Mar. 31, 2016	Mar. 31, 2015	YoY
Revenue (IFRS)	35.0	33.8	36.1	3%	(3%)	143.7	142.4	1%
Operating profit								
IFRS	5.1	3.3	4.6	55%	11%	19.8	24.8	(20%)
Non-GAAP	3.9	3.4	4.8	(45%)	(20%)	20.1	25.0	(19%)
Non-GAAP excl. Sports	4.9	5.2	5.7	(5%)	(13%)	21.1	26.4	(20%)
Profit before tax (IFRS)	4.7	4.1	6.1	14%	(22%)	20.9	28.4	(27%)
Profit for the period attributable to owners of the parent (IFRS)	3.0	1.6	2.4	87%	22%	11.3	15.0	(24%)

Guidance for Quarter Ending June 30, 2016

Non-GAAP

- Operating profit excluding sports: 5.3 billion yen

IFRS

- Revenue: 38.2 billion yen
- Operating profit: 6.6 billion yen
- Profit for the period attributable to owners of the parent: 4.9 billion yen

IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended					Full Year Ended		
	Mar. 31, 2016	Dec. 31, 2015	Mar. 31, 2015	QoQ	YoY	Mar. 31, 2016	Mar. 31, 2015	YoY
IFRS								
Operating profit	5.1	3.3	4.6	55%	11%	19.8	24.8	(20%)
Reconciliation								
Exclusion of seasonality								
Profit/loss from seasonal sports business	(1.1)	(1.8)	(0.9)	-	-	(1.0)	(1.4)	-
Accounting adjustments (True-up of annual vacation accrual, tax and dues)	(0.1)	0.2	(0.1)	-	-	0.0	(0.0)	-
Exclusion of one-time factors								
Acquisition and restructuring related expenses	(0.6)	(0.2)	(0.1)	-	-	(3.6)	(0.2)	-
Sale and disposition related gains	2.0	-	-	-	-	3.2	-	-
Non-GAAP								
Operating profit	3.9	3.4	4.8	(45%)	(20%)	20.1	25.0	(19%)
Operating profit excl. Sports	4.9	5.2	5.7	(5%)	(13%)	21.1	26.4	(20%)

Related Materials

Earnings presentation slides and related materials 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 May 11, 2016. 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 May 11, 2016, 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.