



FOR IMMEDIATE RELEASE

## DeNA Reports First Quarter, Fiscal Year 2016 Financial Results

**TOKYO, JAPAN – August 10, 2016** – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter ended June 30, 2016. DeNA reported quarterly IFRS revenue of 38.3 billion yen, IFRS operating profit of 7.4 billion yen and non-GAAP operating profit excluding the seasonal sports business of 6.0 billion yen.

“Our revenue and operating profit for the first quarter exceeded our guidance,” said Isao Moriyasu, President and CEO of DeNA. “We are making solid progress towards achieving profit growth in the fiscal year 2016.”

### First Quarter FY2016 Highlights

- Coin consumption in the Japan game business was 37.0 billion yen
- Total native app coin consumption in the game business worldwide was 20.8 billion yen
- Steady growth of revenue from advertising in the curation platform business

### Financial Summary

(In billion yen)

	Three Months Ended			QoQ	YoY
	Jun. 30, 2016	Mar. 31, 2016	Jun. 30, 2015		
<b>Revenue (IFRS)</b>	38.3	35.0	37.7	9%	1%
<b>Operating profit</b>					
IFRS	7.4	5.1	4.0	43%	83%
Non-GAAP	7.8	3.9	6.8	101%	14%
Non-GAAP excl. Sports	6.0	4.9	5.9	21%	0%
<b>Profit before tax (IFRS)</b>	7.0	4.7	4.5	50%	56%
<b>Profit for the period attributable to owners of the parent (IFRS)</b>	5.2	3.0	2.0	74%	152%

### Guidance for Quarter Ending September 30, 2016

#### Non-GAAP

- Operating profit excluding sports: 6.0 billion yen

#### IFRS

- Revenue: 38.5 billion yen
- Operating profit: 7.6 billion yen
- Profit for the period attributable to owners of the parent: 6.0 billion yen

## IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended			QoQ	YoY
	Jun. 30, 2016	Mar. 31, 2016	Jun. 30, 2015		
<b>IFRS</b>					
Operating profit	7.4	5.1	4.0	43%	83%
<b>Reconciliation</b>					
Account adjustments related to seasonality, net	0.1	0.1	0.3	-	-
Acquisition and restructuring related, net	0.3	0.6	2.5	-	-
Sales and disposition related gain (loss)	(0.0)	(2.0)	-	-	-
<b>Non-GAAP</b>					
Operating profit	7.8	3.9	6.8	101%	14%
Operating profit excl. Sports	6.0	4.9	5.9	21%	0%

### Related Materials

Earnings presentation slides and related materials are available at:  
[dena.com/intl/investors/ir-news/](http://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](http://dena.com)

*The information and data contained within this press release have been determined based on information available as of August 10, 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 August 10, 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.*