



FOR IMMEDIATE RELEASE

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

**TOKYO, JAPAN – November 4, 2016** – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter ended September 30, 2016. DeNA reported quarterly IFRS revenue of 38.2 billion yen, IFRS operating profit of 7.9 billion yen and non-GAAP operating profit excluding the seasonal sports business of 5.7 billion yen.

“We saw quarter-on-quarter growth in our IFRS operating profit for the second quarter,” said Isao Moriyasu, President and CEO of DeNA. “As we announced in the previous quarter, we expect to achieve a year-on-year profit increase for fiscal year 2016 through growth in the curation platform business and increased contribution from many of our other businesses. Factoring in the upcoming titles from our alliance with Nintendo, we expect an even larger increase in profit growth.”

### Second Quarter FY2016 Highlights

- Revenue from the curation platform business approached 1.5 billion yen
- Sports business saw a 57% year-on-year increase in revenue at 6.3 billion yen

### Recent Developments and Strategic Initiatives

- DeNA Shopping and au Shopping Mall to be sold to KDDI in December 2016
- Announced decision to dissolve West subsidiaries to change strategy towards collaborations with external partners
- Three Nintendo alliance titles are scheduled to be launched during the remainder of fiscal year 2016

### Financial Summary

(In billion yen)

	Three Months Ended			QoQ	YoY
	Sep. 30, 2016	Jun. 30, 2016	Sep. 30, 2015		
<b>Revenue (IFRS)</b>	38.2	38.3	37.1	(0%)	3%
<b>Operating profit</b>					
IFRS	7.9	7.4	7.4	7%	7%
Non-GAAP	7.9	7.8	6.1	1%	28%
Non-GAAP excl. Sports	5.7	6.0	5.1	(5%)	11%
<b>Profit before tax (IFRS)</b>	8.1	7.0	7.5	15%	8%
<b>Profit for the period attributable to owners of the parent (IFRS)</b>	6.1	5.2	4.7	17%	28%

### Guidance for Quarter Ending December 31, 2016

#### Non-GAAP

- Operating profit excluding sports: 6.0 billion yen

#### IFRS

- Revenue: 32.4 billion yen
- Operating profit: 7.1 billion yen
- Profit for the period attributable to owners of the parent: 4.2 billion yen

## IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended			QoQ	YoY
	Sep. 30, 2016	Jun. 30, 2016	Sep. 30, 2015		
<b>IFRS</b>					
Operating profit	7.9	7.4	7.4	7%	7%
<b>Reconciliation</b>					
Account adjustments related to seasonality, net	(0.2)	0.1	(0.2)	-	-
Acquisition and restructuring related, net	0.2	0.3	0.2	-	-
Sales and disposition related gain (loss)	-	(0.0)	(1.2)	-	-
<b>Non-GAAP</b>					
Operating profit	7.9	7.8	6.1	1%	28%
Operating profit excl. Sports	5.7	6.0	5.1	(5%)	11%

### 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") develops and operates a broad range of mobile and online services including games, e-commerce, entertainment, healthcare, automotive and other diversified offerings. Founded in 1999, DeNA is headquartered in Tokyo with over 2,000 employees. 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 November 4, 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 November 4, 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.*