

The following information was originally prepared and published by DeNA Co., Ltd. in Japanese as it contains timely disclosure materials to be submitted to the Tokyo Stock Exchange. This English translation is for your convenience only. To the extent there is any discrepancy between this English translation and the original Japanese version, please refer to the Japanese version.



March 13, 2017

Company name: DeNA Co., Ltd.
(TSE First Section Stock Code: 2432)
Name of representative: Isao Moriyasu, President & CEO
Contact person: Kenji Kobayashi, Executive Officer, Head
of Corporate Planning
Tel.: 03-6758-7200

Notice Regarding Appointment of Additional Representative Director

DeNA Co., Ltd. would like to announce that the Board of Directors appointed a new Representative Director at the Board of Directors meeting held on March 13, 2017.

1. Reason for appointment

In addition to the existing representative director, Isao Moriyasu (President & CEO), the Board of Directors appointed an additional representative director.

By strengthening top management through the change from one representative director to two, we aim to achieve a radical change, including the strengthening of our corporate governance, compliance system, and management structure.

Please refer to today's disclosure titled "Notice Regarding Receipt of Investigation Report from the Third-Party Committee and Planned Initiatives" for more information.

2. Name and title of the new Representative Director

(Newly appointed)

Name: Tomoko Namba

New title: Representative Director and Chairman of the Board

3. Background of newly appointed Representative Director

Date of Birth	Background	Number of Company Shares Held (Thousands)
April 21, 1962	<p>April 1986 Entered McKinsey & Co., Inc. (Japan)</p> <p>June 1990 Graduated from Harvard Business School (MBA)</p> <p>December 1996 Partner of McKinsey & Co., Inc. (Japan)</p> <p>March 1999 Established DeNA and became Director</p> <p>August 1999 Reorganized DeNA and became Representative Director</p> <p>September 2004 Representative Director and President of DeNA</p> <p>June 2005 Representative Director and President of Mobaoku Co., Ltd.</p> <p>January 2008 Director and Chairperson of DeNA Global, Inc.</p> <p>April 2009 Representative Director, President, and Chief Executive Officer (CEO)</p>	19,764

	June 2011	Director	
	June 2013	Director and Executive Officer	
	June 2015	Chairman of the Board and Executive Officer	

4. Date of appointment
March 13, 2017

For inquiries please contact:
IR Department (ir@dena.com)
DeNA Co., Ltd. (<http://dena.com>)