



FOR IMMEDIATE RELEASE

DeNA Reports Fourth Quarter and Fiscal Year 2016 Financial Results

TOKYO, JAPAN – May 11, 2017 – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter and fiscal year ended March 31, 2017. DeNA reported quarterly IFRS revenue of 35.1 billion yen, IFRS operating profit of 4.5 billion yen and non-GAAP operating profit excluding the seasonal sports business of 7.2 billion yen.

DeNA also reported full year IFRS revenue of 143.8 billion yen, IFRS operating profit of 23.2 billion yen, and non-GAAP operating profit of 24.9 billion yen.

"We achieved the goal we set earlier this year to achieve year-on-year profit growth for the fiscal year ended March 31, 2017, and also achieved year-on-year revenue growth," said Isao Moriyasu, President and CEO of DeNA. "We are satisfied with the performance of *Fire Emblem Heroes*, a title from the Nintendo Alliance, and we plan to continue our initiatives to grow existing titles as well as release new ones."

Fourth Quarter FY2016 Highlights

- Satisfied with the performance of *Fire Emblem Heroes*
- *Super Mario Run* was released on Google Play in March 2017, and we anticipate that it will soon reach 150 million downloads (between both iOS and Android)
- Good performance from key existing non-Nintendo Alliance titles in the Japan Game Business
- Announced partnership with Nissan Motor Co., Ltd. to develop a new transportation service platform that uses autonomous vehicles manufactured by Nissan

Recent Developments and Strategic Initiatives

- Determining ideal structure, including governance, compliance, and other management structures, with aim to share more specific details by the end of May 2017
- Announced agreement with Shogakukan to explore opportunities in digital media

Financial Summary

(In billion yen)

	Three Months Ended					Full Year Ended		
	Mar. 31, 2017	Dec. 31, 2016	Mar. 31, 2016	QoQ	YoY	Mar. 31, 2017	Mar. 31, 2016	YoY
Revenue (IFRS)	35.1	32.2	35.0	8.9%	0.2%	143.8	143.7	0.1%
Operating profit								
IFRS	4.5	3.4	5.1	31.1%	(11.9%)	23.2	19.8	17.0%
Non-GAAP	5.8	3.4	3.9	70.0%	51.9%	24.9	20.1	23.7%
Non-GAAP excl. Sports	7.2	5.0	4.9	42.5%	45.3%	23.8	21.1	12.7%
Profit before tax (IFRS)	4.6	5.8	4.7	(20.3%)	(1.3%)	25.6	20.9	22.9%
Profit for the period attributable to owners of the parent (IFRS)	2.0	17.6	3.0	(88.5%)	(31.8%)	30.8	11.3	172.2%

Guidance for Quarter Ending June 30, 2017

Non-GAAP

- Operating profit excluding Sports: 5.0 billion yen

IFRS

- Revenue: 36.4 billion yen
- Operating profit: 7.5 billion yen
- Profit for the period attributable to owners of the parent: 7.4 billion yen

IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended			QoQ	YoY	Full Year Ended		
	Mar. 31, 2017	Dec. 31, 2016	Mar. 31, 2016			Mar. 31, 2017	Mar. 31, 2016	YoY
IFRS								
Operating profit	4.5	3.4	5.1	31.1%	(11.9%)	23.2	19.8	17.0%
Reconciliation								
Account adjustments related to seasonality, net	0.5	(0.4)	0.1	-	-	0.0	(0.0)	-
Acquisition and restructuring related expenses	0.8	6.4	0.6	-	-	7.7	3.6	-
Sales and disposition related gains	-	(5.9)	(2.0)	-	-	(5.9)	(3.2)	-
Non-GAAP								
Operating profit	5.8	3.4	3.9	70.0%	51.9%	24.9	20.1	23.7%
Operating profit excl. Sports	7.2	5.0	4.9	42.5%	45.3%	23.8	21.1	12.7%

Related Materials

Earnings presentation slides and related materials are available at:
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

The information and data contained within this press release have been determined based on information available as of May 11, 2017. 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, 2017, 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.