



DeNA Reports First Quarter, Fiscal Year 2017 Financial Results

TOKYO, JAPAN – August 9, 2017 – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter ended June 30, 2017. DeNA reported quarterly IFRS revenue of 36.5 billion yen, IFRS operating profit of 6.4 billion yen and non-GAAP operating profit excluding the seasonal sports business of 5.2 billion yen.

“Non-GAAP operating profit for the first quarter was in line with our guidance,” said Isao Moriyasu, President and CEO of DeNA. “We will continue to place priority on initiatives in our core game business to grow existing titles as well as release new ones, while also pursuing mid to long term growth opportunities in other areas to grow the company overall.”

First Quarter FY2017 Highlights

- Good performance from key existing non-Nintendo Alliance titles in Japan
- Steady continuous contribution from *Fire Emblem Heroes*
- In the Sports Business, for the first half of the 2017 season (38 games), average stadium attendance per home game for the Yokohama DeNA Baystars reached a team record high of 27,586

Recent Developments and Strategic Initiatives

- Held Business Strategy Briefing on July 19 to share more information about the mid to long term direction and strategy for the company overall and for each of our business segments
- Established a joint venture called MERY Co., Ltd. with SHOGAKUKAN Inc. to jointly operate a digital media business mainly focused on women’s fashion, aiming to create an entirely new type of media

Financial Summary

(In billion yen)

	Three Months Ended			QoQ	YoY
	Jun. 30, 2017	Mar. 31, 2017	Jun. 30, 2016		
Revenue (IFRS)	36.5	35.1	38.3	4%	(5%)
Operating profit					
IFRS	6.4	4.5	7.4	42%	(13%)
Non-GAAP	7.4	5.8	7.8	27%	(4%)
Non-GAAP excl. Sports	5.2	7.2	6.0	(28%)	(13%)
Profit before tax (IFRS)	8.1	4.6	7.0	74%	15%
Profit for the period attributable to owners of the parent (IFRS)	5.3	2.0	5.2	163%	3%

Guidance for Quarter Ending September 30, 2017

Non-GAAP

- Operating profit excluding Sports: 5.5 billion yen

IFRS

- Revenue: 36.3 billion yen
- Operating profit: 7.8 billion yen
- Profit for the period attributable to owners of the parent: 5.3 billion yen

IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended			QoQ	YoY
	Jun. 30, 2017	Mar. 31, 2017	Jun. 30, 2016		
IFRS					
Operating profit	6.4	4.5	7.4	42%	(13%)
Reconciliation					
Account adjustments related to seasonality, net	0.1	0.5	0.1	-	-
Acquisition and restructuring related, net	0.9	0.8	0.3	-	-
Sales and disposition related gain (loss)	-	-	(0.0)	-	-
Non-GAAP					
Operating profit	7.4	5.8	7.8	27%	(4%)
Operating profit excl. Sports	5.2	7.2	6.0	(28%)	(13%)

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 August 9, 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 August 9, 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.