



DeNA Reports Second Quarter, Fiscal Year 2017 Financial Results

TOKYO, JAPAN – November 9, 2017 – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter ended September 30, 2017. DeNA reported quarterly IFRS revenue of 36.9 billion yen, IFRS operating profit of 7.3 billion yen and non-GAAP operating profit excluding the seasonal sports business of 5.1 billion yen.

“Our revenue for the second quarter was above our guidance,” said Isao Moriyasu, President and CEO of DeNA. “*Gyakuten Othellonia*, one of our original titles, has reached the one billion yen per month virtual currency consumption level. Our Nintendo partnership title *Animal Crossing: Pocket Camp* was launched in Australia on October 25, and we are excited about the expected global launch in late November.”

Second Quarter FY2017 Highlights

- Good performance from key existing titles and new titles in Japan outside the Nintendo Alliance
- Nintendo partnership title *Super Mario Run* hit the 200 million mark for downloads, with overseas downloads comprising more than 90% of the total
- Business performance from Nintendo partnership title *Fire Emblem Heroes* is good
- In the Sports Business, average stadium attendance per home game for the Yokohama DeNA Baystars 2017 season reached a team record high of 27,880, and reached the Japan Series for the first time in 19 years

Recent Developments and Strategic Initiatives

- Distribution for the Nintendo partnership title *Animal Crossing: Pocket Camp* began on October 25 in Australia, and preparing to expand the release to a total of 41 countries worldwide in late November

Financial Summary

(In billion yen)

| | Three Months Ended | | | QoQ | YoY |
|--|--------------------|------------------|------------------|------|-------|
| | Sep. 30, 2017 | Jun. 30, 2017 | Sep. 30, 2016 | | |
| Revenue (IFRS) | 36.9 | 36.5 | 38.2 | 1% | (4%) |
| Operating profit | | | | | |
| IFRS | 7.3 | 6.4 | 7.9 | 14% | (8%) |
| Non-GAAP | 7.2 | 7.4 | 7.9 | (3%) | (8%) |
| Non-GAAP excl. Sports | 5.1 | 5.2 | 5.7 | (2%) | (10%) |
| Profit before tax (IFRS) | 8.0 | 8.1 | 8.1 | (1%) | (1%) |
| Profit for the period attributable to owners of the parent (IFRS) | 5.0 | 5.3 | 6.1 | (6%) | (17%) |

Guidance for the Quarter Ending December 31, 2017

Non-GAAP

- Operating profit excluding Sports: 5.0 billion yen

IFRS

- Revenue: 33.3 billion yen
- Operating profit: 3.1 billion yen
- Profit for the period attributable to owners of the parent: 2.6 billion yen

IFRS to Non-GAAP Reconciliation

(In billion yen)

| | Three Months Ended | | | QoQ | YoY |
|---|--------------------|------------------|------------------|------|-------|
| | Sep. 30, 2017 | Jun. 30, 2017 | Sep. 30, 2016 | | |
| IFRS | | | | | |
| Operating profit | 7.3 | 6.4 | 7.9 | 14% | (8%) |
| Reconciliation | | | | | |
| Account adjustments related to seasonality, net | (0.1) | 0.1 | (0.2) | - | - |
| Acquisition and restructuring related, net | 0.3 | 0.9 | 0.2 | - | - |
| Sales and disposition related gain (loss) | (0.1) | - | - | - | - |
| Non-GAAP | | | | | |
| Operating profit | 7.2 | 7.4 | 7.9 | (3%) | (8%) |
| Operating profit excl. Sports | 5.1 | 5.2 | 5.7 | (2%) | (10%) |

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 November 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 November 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.