



DeNA Reports Fourth Quarter and Fiscal Year 2017 Financial Results

TOKYO, JAPAN – May 10, 2018 – DeNA Co., Ltd. (Tokyo: 2432) today announced its IFRS and non-GAAP financial results for the quarter and fiscal year ended March 31, 2018. DeNA reported full year IFRS revenue of 139.4 billion yen, IFRS operating profit of 27.5 billion yen, and non-GAAP operating profit of 18.1 billion yen.

DeNA also reported quarterly IFRS revenue of 33.3 billion yen, IFRS operating profit of 1.3 billion yen and non-GAAP operating profit excluding the seasonal sports business of 2.7 billion yen.

“In FY2017 our Game Business virtual currency consumption grew and IFRS operating profit also increased year-on-year,” said Isao Moriyasu, President and CEO of DeNA. “We are making progress with our initial investments and evaluating opportunities in New Businesses. Going forward, we will be pursuing proactive investment in new businesses, such as TaxiBell, insurance integrated with wellness programs, and social live streaming services.”

FY2017 Highlights

- Virtual currency consumption for the Game Business grew year-on-year
- The Nintendo partnership title *Super Mario Run* hit the 200 million mark for downloads, and is maintaining a base of approx. 20 million monthly active users
- The Nintendo partnership title *Fire Emblem Heroes* celebrated its one year anniversary in February 2018, and is continuing to contribute steadily
- The Nintendo partnership title *Animal Crossing: Pocket Camp* was released globally in November 2017
- 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
- Held field test for the robo-vehicle mobility service Easy Ride in Yokohama in partnership with Nissan Motor Co., Ltd. in March 2018
- DeNA forecasts a year-end dividend payment of 32 yen per share, with an estimated dividend payout ratio of 20.2%

Recent Developments and Strategic Initiatives

- New Nintendo partnership title in the Mario Kart franchise, *Mario Kart Tour*, expected to be released during FY2018
- Launched new taxi dispatch app TaxiBell in April 2018, aiming for nationwide rollout starting in fall 2018 and to be the No. 1 app in Japan in 2020

Financial Summary

(In billion yen)

	Three Months Ended			QoQ	YoY	Full Year Ended		
	Mar. 31, 2018	Dec. 31, 2017	Mar. 31, 2017			Mar. 31, 2018	Mar. 31, 2017	YoY
Revenue (IFRS)	33.3	32.8	35.1	1%	(5%)	139.4	143.8	(3%)
Operating profit								
IFRS	1.3	12.6	4.5	(90%)	(72%)	27.5	23.2	19%
Non-GAAP	1.2	2.3	5.8	(48%)	(80%)	18.1	24.9	(27%)
Non-GAAP excl. Sports	2.7	3.3	7.2	(16%)	(62%)	16.3	23.8	(32%)
Profit before tax (IFRS)	1.2	13.1	4.6	(91%)	(74%)	30.4	25.6	19%
Profit for the period attributable to owners of the parent (IFRS)	0.2	12.4	2.0	(98%)	(90%)	23.0	30.8	(25%)

Guidance for the Fiscal Year Ending March 31, 2019

Non-GAAP

- Operating profit: 15.5 billion yen*

IFRS

- Revenue: 150.0 billion yen
- Operating profit: 15.5 billion yen*
- Profit for the period attributable to owners of the parent: 11.0 billion yen

*Assumptions for the FY2018 full year consolidated financial guidance for operating profit:

- The approx. 10.7 billion yen in profit recognized from the cumulative amount of the exchange differences related to the overseas subsidiaries in FY2017 is a non-recurring item (IFRS)
- Expect operating profit for the Game Business at least at the level of FY2017
- Pursue more proactive investment in focus areas in New Businesses and Others

IFRS to Non-GAAP Reconciliation

(In billion yen)

	Three Months Ended			QoQ	YoY	Full Year Ended		
	Mar. 31, 2018	Dec. 31, 2017	Mar. 31, 2017			Mar. 31, 2018	Mar. 31, 2017	YoY
IFRS								
Operating profit	1.3	12.6	4.5	(90%)	(72%)	27.5	23.2	19%
Reconciliation								
Account adjustments related to seasonality, net	0.5	(0.2)	0.5	-	-	0.3	0.0	-
Acquisition and restructuring related expenses	0.3	0.5	0.8	-	-	2.0	7.7	-
Sales and disposition related gains	(0.9)	(10.7)	-	-	-	(11.7)	(5.9)	-
Non-GAAP								
Operating profit	1.2	2.3	5.8	(48%)	(80%)	18.1	24.9	(27%)
Operating profit excl. Sports	2.7	3.3	7.2	(16%)	(62%)	16.3	23.8	(32%)

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’s aim is to delight and impact the world through the use of the internet and AI. DeNA Co., Ltd. is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.com/intl/.

The information and data contained within this press release have been determined based on information available as of May 10, 2018. 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 10, 2018, 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.
