



FOR IMMEDIATE RELEASE

## DeNA Reports Fourth Quarter and Fiscal Year 2014 Financial Results

**TOKYO, JAPAN – May 12, 2015** – DeNA Co., Ltd. (Tokyo: 2432), a global leader in mobile Internet services, today announced its financial results for the quarter and fiscal year ended March 31, 2015. DeNA reported quarterly revenue of 36.1 billion yen and operating profit of 4.6 billion yen. DeNA also reported full-year revenue of 142.4 billion yen and full-year operating profit of 24.8 billion yen.

“Our strategic shift to native app games came to fruition in the fiscal year 2014 and we have strengthened our competitive position globally,” said Isao Moriyasu, President and CEO of DeNA. “By leveraging our core competence in large-scale mobile services, we will strive to co-create new business opportunities with key players in gaming as well as established industries in the years to come.”

### Fourth Quarter FY2014 Highlights

- Coin consumption in Japan game business was 37.0 billion yen
- International coin consumption was 6.8 billion yen, or approximately 57 million USD
- Coin consumption from native apps grew in Japan, representing 24% of total coin consumption
- In China, native app title based on popular Japanese anime *One Piece*, jointly developed with BANDAI NAMCO Entertainment Inc., was launched in January and became a hit in addition to other IP-based titles
- Announced business and capital alliance with Nintendo Co., Ltd. in March
- Revised forecast for the year-end dividend payment from 17 yen per share to 20 yen per share at the consolidated dividend payout ratio of 17.3%

### Strategic Initiatives

- Establish strong competitive position in each of the key regions – Japan, China and the West – by creating hit titles including those based on popular global IP
- Strengthen focus on co-creation of business opportunities with major players in established industries such as games, commerce and entertainment
- Continue to create and grow new businesses by pursuing various alternatives including in-house development, alliances and M&A

### Financial Summary

(Billion yen)

	Q4 FY2014	Q4 FY2013	YoY Change	Q3 FY2014	QoQ Change	FY2014	FY2013	YoY Change
Revenue	36.1	39.8	-9%	34.4	5%	142.4	181.3	-21%
Operating profit	4.6	9.7	-52%	5.2	-11%	24.8	53.2	-53%
Profit before tax	6.1	9.5	-36%	6.5	-7%	28.4	54.9	-48%
Profit for the period attributable to owners of the parent	2.4	5.5	-56%	3.3	-26%	14.9	31.7	-53%

## Guidance for Quarter Ending June 30, 2015

- Revenue: 37.7 billion yen
- Operating profit: 3.4 billion yen
- Profit for the period attributable to owners of the parent: 1.1 billion yen

## Related Materials

Earnings presentation slides and related materials are available at:  
[dena.com/intl/investors/ir-news/](http://dena.com/intl/investors/ir-news/)

## About DeNA

DeNA (pronounced “D-N-A”) is a global Internet company that develops and operates a broad range of mobile and online services including games, e-commerce and other diversified offerings. Founded in 1999, DeNA is headquartered in Tokyo with offices and game development studios across the globe. DeNA Co., Ltd. is listed on the Tokyo Stock Exchange (2432). For more information, visit: [dena.com](http://dena.com)

*The information and data contained within this press release have been determined based on information available as of May 12, 2015. 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 12, 2015, 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.*

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