

The following information was originally prepared and published by the Company in Japanese as it contains timely disclosure materials to be submitted to the Tokyo Stock Exchange. This English translation is for your convenience only. To the extent there is any discrepancy between this English translation and the original Japanese version, please refer to the Japanese version.

Consolidated Financial Results for the Nine Months Ended December 31, 2014 [IFRS]

February 5, 2015

Company name: DeNA Co., Ltd.

Stock exchange listing: Tokyo Stock Exchange

Code number: 2432

URL: <http://dena.com/intl/>

Representative: Isao Moriyasu, President & CEO

Contact: Daisuke Shibata, Executive Officer, SVP, Unit Head, Corporate Planning Unit

Phone: +81-3-6758-7200

Scheduled date of filing quarterly securities report: February 6, 2015

Scheduled date of commencing dividend payments: —

Availability of supplementary briefing material on quarterly financial results: Yes

Schedule of quarterly financial results briefing session: Yes (for institutional investors, analysts and the press)

(Amounts of less than one million yen are rounded.)

1. Consolidated Financial Results for the Nine Months Ended December 31, 2014 (from April 1, 2014 to December 31, 2014)

(1) Consolidated Operating Results

(% changes from the previous corresponding period)

	Revenue		Operating profit		Profit before tax		Profit for the period	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Nine months ended December 31, 2014	106,275	(24.9)	20,147	(53.7)	22,389	(50.7)	13,314	(50.8)
Nine months ended December 31, 2013	141,543	(5.8)	43,505	(25.8)	45,418	(22.5)	27,050	(21.2)

	Profit for the period attributable to owners of the parent		Total comprehensive income for the period		Basic earnings per share	Diluted earnings per share
	Millions of yen	%	Millions of yen	%	Yen	Yen
Nine months ended December 31, 2014	12,520	(52.1)	17,372	(44.5)	96.62	96.32
Nine months ended December 31, 2013	26,164	(21.8)	31,307	(13.1)	199.99	199.50

(2) Consolidated Financial Position

	Total assets	Total equity	Total equity attributable to owners of the parent	Ratio of equity attributable to owners of the parent
	Millions of yen	Millions of yen	Millions of yen	%
As of December 31, 2014	217,616	156,981	151,382	69.6
As of March 31, 2014	197,325	145,555	140,600	71.3

2. Dividends

	Dividends per share				
	End of 1st quarter	End of 2nd quarter	End of 3rd quarter	End of year	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal year ended March 31, 2014	—	0.00	—	37.00	37.00
Fiscal year ending March 31, 2015	—	0.00	—		
Fiscal year ending March 31, 2015 (Forecast)				17.00	17.00

(Note) The dividend forecast for the fiscal year ending March 31, 2015 has been determined at this time.

3. Consolidated Financial Results Forecast for the Fiscal Year Ending March 31, 2015 (from April 1, 2014 to March 31, 2015)

(% changes from the previous corresponding period)

	Revenue		Operating profit		Profit for the period attributable to owners of the parent	Basic earnings per share
	Millions of yen	%	Millions of yen	%	Millions of yen	Yen
Full year	142,600	(21.4)	24,800	(53.4)	14,400 (54.5)	111.11

(Note) The full-year financial result forecast has been determined at this time.

* Notes

(1) Changes in Significant Subsidiaries during the Period under Review (changes in specified subsidiaries accompanying changes in scope of consolidation): No

(2) Changes in Accounting Policies and Changes in Accounting Estimates

1) Changes in accounting policies required by IFRS: Yes

2) Changes in accounting policies other than 1) above: No

3) Changes in accounting estimates: No

(3) Number of Shares Issued (common stock)

1) Total number of shares issued at the end of the period (including treasury stock):

As of December 31, 2014	150,810,033 shares
As of March 31, 2014	150,810,033 shares

2) Total number of shares of treasury stock at the end of the period:

As of December 31, 2014	21,181,351 shares
As of March 31, 2014	21,283,601 shares

3) Average number of shares during the period:

Nine months ended December 31, 2014	129,589,055 shares
Nine months ended December 31, 2013	130,828,462 shares

(Note) The 585,050 shares of the Company's stock owned by the Stock Grant ESOP Trust account are included in the "Total number of shares of treasury stock at the end of the period" as of December 31, 2014, and the 648,844 shares of the Company's stock owned by the same trust account are included in the "Total number of shares of treasury stock at the end of the period" as of March 31, 2014.

* Presentation regarding the Implementation Status of the Quarterly Review Process

This quarterly financial report is outside the scope of quarterly review procedures under the Financial Instruments and Exchange Act. At the time of disclosure of this quarterly financial report, review procedures for the Condensed Consolidated Financial Statements are in progress.

* Explanation of the Proper Use of Financial Results Forecast and Other Notes

(1) Consolidated Financial Results Forecast

The forward-looking statements herein are based on information available to the Company and certain assumptions deemed reasonable as of the date of publication of this document. They are not intended as the Company's commitment to achieve such forecasts, and actual results may differ significantly from these forecasts due to a wide range of factors. For conditions prerequisite to the financial results forecast, etc., please refer to "1. Qualitative Information on Consolidated Financial Results for the Period under Review (3) Explanation of Consolidated Financial Results Forecast and Other Forward-looking Information" on page 4 of the Appendix.

(2) Method of Obtaining Supplementary Briefing Material on Financial Results

The Company is planning to hold a briefing session for institutional investors, analysts and the press on February 5, 2015. The briefing materials to be distributed at the session are scheduled to be posted on the Company's website at the appropriate time for disclosure. In addition, videos and primary Q&A of the briefing session are scheduled to be posted on the Company's website at a later date shortly thereafter.

* Definition of Terms

As used in this consolidated financial results, references to "DeNA" and the "DeNA Group" are to DeNA Co., Ltd. (the "Company") and its subsidiaries (collectively, the "Group") except as the context otherwise requires or indicates.

Appendix

1. Qualitative Information on Consolidated Financial Results for the Period under Review	2
(1) Explanation of Operating Results	2
(2) Explanation of Financial Position	3
(3) Explanation of Consolidated Financial Results Forecast and Other Forward-looking Information	4
2. Matters Related to Summary Information (Notes)	5
(1) Changes in Significant Subsidiaries during the Period under Review	5
(2) Changes in Accounting Policies and Changes in Accounting Estimates	5
3. Condensed Consolidated Financial Statements	6
(1) Condensed Consolidated Statement of Financial Position	6
(2) Condensed Consolidated Income Statement	8
(3) Condensed Consolidated Statement of Comprehensive Income	9
(4) Condensed Consolidated Statement of Changes in Equity	10
(5) Condensed Consolidated Statement of Cash Flows	11
(6) Notes on Going Concern Assumption	12
(7) Notes to Condensed Consolidated Financial Statements	12
(8) Notes on Significant Subsequent Events	15

* Note

The condensed consolidated financial statements are presented in Japanese yen and rounded off to the nearest million yen. As a result, the totals in yen do not necessarily agree with the sum of the individual amounts.

1. Qualitative Information on Consolidated Financial Results for the Period under Review

(1) Explanation of Operating Results

During the nine months ended December 31, 2014 (from April 1, 2014 to December 31, 2014, hereinafter “the period under review”), although there was a sign of weakness, a moderate recovery trend continued in the Japanese economy. However, weakness in consumer sentiment and a downswing in overseas economies pose a risk of downward pressure on the domestic economy.

Under these conditions, the DeNA Group has positioned the fiscal year ending March 31, 2015 as the fiscal year for building its business base to continuously improve corporate value as a global Internet player. The Group’s efforts will be guided by the policy of proactively making the necessary investments with a view to strengthening existing businesses and creating growing businesses, while conducting thorough cost management.

During the period under review, revenue of the Japan game business, which is the Group’s principal business, decreased year-on-year. On the cost front, owing to a decrease in variable costs such as costs related to settlement of in-game fees and control over sales promotion and advertising expenses, both cost of sales and selling, general and administrative expenses decreased year-on-year.

As a result, revenue of the DeNA Group for the period under review was ¥106,275 million, down 24.9% year-on-year, operating profit was ¥20,147 million, down 53.7% year-on-year, profit before tax was ¥22,389 million, down 50.7% year-on-year, and profit for the period attributable to owners of the parent was ¥12,520 million, down 52.1% year-on-year.

Business performance by segment is as follows.

1) Social Media Business

During the period under review, in the Japan game business, although new titles did not offset the decline in usage of existing titles, a title for the application market released in late September that utilizes leading IP (intellectual property) grew steadily. Consumption of the in-game virtual currency coins decreased 26% year-on-year to ¥112.0 billion.

In the international game business, the Group made progress with providing titles in a broader range of genres for Europe and the U.S. With respect to China, usage expanded for titles that utilize leading IP.

Meanwhile, the Group also took steps to broaden the user base of its entertainment services. Manga Box, a digital manga magazine service, reached 7.0 million downloads in December. The Group made efforts to broaden the contents and expand the range of users for Showroom, a virtual live performance.

As a result, revenue of the Social Media Business was ¥85,106 million, down 30.0% year-on-year, and segment profit was ¥23,553 million, down 48.6% year-on-year due to factors including a decline in revenue in the Japan game business, which have high profitability.

2) E-commerce Business

In shopping services, the Group focused on groceries and daily consumables, centered on the online shopping site DeNA Shopping (including au Shopping Mall). Gross merchandise volume of shopping was ¥47.7 billion for the period under review, a year-on-year increase of 15%. Transactions increased at Paygent Co., Ltd., a processing settlement company, and at the travel agency business including DeNA Travel. As for auction services, the mobile auction site Mobaoku (including au Mobaoku) saw a decrease in the number of paid members.

As a result, revenue of the E-commerce Business was ¥13,863 million, up 0.8% year-on-year, and segment profit was ¥2,242 million, down 25.9% year-on-year.

3) Others

Yokohama DeNA Baystars Baseball Club, Inc. improved its revenue and operating profit year-on-year mainly due to an increase in attendance at home games. In order to create businesses with structural strengths that will grow in the mid- to long-term, the Group pressed ahead with new efforts in the fields of healthcare and curation platform (see note below).

As a result, revenue of the other businesses was ¥7,306 million, up 17.9% year-on-year, and segment loss was ¥1,277 million, compared with segment loss of ¥843 million for the same period of the previous fiscal year.

(Note) A service in which people called curators organize information scattered on the Internet from a specific perspective into one group according to a specific subject of their own interest to publicize

(2) Explanation of Financial Position

1) Financial Position

Total assets at the end of the nine months ended December 31, 2014 were ¥217,616 million, an increase of ¥20,291 million compared to the end of the previous fiscal year.

Current assets were ¥120,155 million, an increase of ¥8,846 million, compared to the end of the previous fiscal year. This was due primarily to an increase in cash and cash equivalents by ¥9,691 million, which offset a decrease in trade and other current receivables by ¥1,668 million.

Non-current assets were ¥97,461 million, representing an increase of ¥11,445 million, compared to the end of the previous fiscal year. This was due mainly to an increase in goodwill by ¥10,016 million.

Current liabilities were ¥59,432 million, an increase of ¥8,700 million, compared to the end of the previous fiscal year. This was due primarily to an increase in other current financial liabilities by ¥14,476 million, which offset decreases of ¥3,374 million in trade and other current payables and ¥2,207 million in income tax payables.

Non-current liabilities stood at ¥1,203 million, representing an increase of ¥165 million, compared to the end of the previous fiscal year.

As a result, total liabilities amounted to ¥60,635 million, an increase of ¥8,865 million compared to the end of the previous fiscal year.

Total equity was ¥156,981 million, representing an increase of ¥11,426 million compared to the end of the previous fiscal year. This was primarily attributable to an increase of ¥7,728 million in retained earnings.

In terms of liquidity, the liquidity ratio and ratio of equity attributable to owners of the parent were 202.2% and 69.6%, respectively, as of the end of the nine months ended December 31, 2014.

2) Cash Flows

Cash and cash equivalents (collectively, “cash”) at the end of the nine months ended December 31, 2014 increased by ¥9,691 million to ¥75,085 million, compared to the end of the previous fiscal year. Cash flows in each area of activity and their respective contributing factors are as follows.

(Operating activities)

Net cash provided by operating activities for the nine months ended December 31, 2014 was ¥30,629 million, compared to a cash inflow of ¥16,513 million in the same period of the previous fiscal year. The principal cash inflow factors were ¥22,389 million in profit before tax, ¥14,010 million in increase in deposits received and ¥7,928 million in depreciation and amortization, which offset the effects of ¥11,251 million in income tax paid and ¥4,924 million in decrease in trade and other current payables.

(Investing activities)

Net cash used in investing activities for the nine months ended December 31, 2014 was ¥17,249 million, compared to a cash outflow of ¥11,138 million in the same period of the previous fiscal year. The principal cash outflow factor was ¥11,155 million in acquisition of intangible assets.

(Financing activities)

Net cash used in financing activities for the nine months ended December 31, 2014 was ¥4,364 million, compared to a cash outflow of ¥16,124 million in the same period of the previous fiscal year. The principal cash outflow factor was ¥4,787 million in cash dividends paid.

(3) Explanation of Consolidated Financial Results Forecast and Other Forward-looking Information

1) Social Media Business

For the game business, the Group will aim at expanding usage of its titles to bolster up business performance.

For the Japan game business, the Group will facilitate the development of new titles for the application market, while striving to expand usage of titles already released. In the international game business, the Group will promote to provide titles in multiple genres, including titles that utilize leading IP, aimed at Europe and the U.S. As for China, where future market expansion is expected, the Group will work on expanding usage mainly for titles that utilize leading IP.

The Group will also focus efforts on expanding usage of IP-generating platforms (Manga Box, Showroom, etc.) where synergy effects with the game business are expected.

2) E-commerce Business

In shopping services, the Group will continue its efforts to strengthen the areas of groceries and daily consumables, centered on DeNA Shopping, while making maximum use of collaboration with partner companies. The Group will also strive to expand transactions in payment services and the travel agency business.

3) Others

In the healthcare business, the Group will focus on marketing Mycode, a direct-to-consumer genetic testing service. The Group will also move ahead with preparations to launch a new service aimed at health insurance societies scheduled to commence in April 2015.

In the curation platform business, the Group will work to expand its user base mainly in the areas of food, clothing, and shelter. In the mid- to long-term, the Group will bring about changes in consumption style with a view to industrial structural changes in the lifestyle field.

With regard to the consolidated financial results forecast, it is difficult to project the speed of market growth in the game-related market, which is the Group's principal business, for both in Japan and internationally. In addition, revenue is substantially affected by various uncertainties, such as user preferences and the existence of popular titles. Owing to these and other factors, the Group announces the financial results forecast for the following quarter at the time of each quarterly results announcement since it is not feasible to prepare highly reliable financial forecasts for the full year and half year.

The Group expects a decrease in both revenue and profit for the fiscal year ending March 31, 2015, mainly due to a decrease in revenue in the Japan game business, which is the Group's principal business.

The Company's basic policy is to pay its shareholders performance-linked cash dividends, and dividends per share are forecasted at 17 yen (consolidated dividends payout ratio of 15%) as compared to 37 yen (actual) for the previous fiscal year (consolidated dividends payout ratio of 15%).

The forward-looking statements above are based on information available and certain assumptions deemed reasonable as of the date of publication of this document, and contain many uncertain factors. Actual results may differ from the forecasts above due to a wide range of uncertain factors.

2. Matters Related to Summary Information (Notes)

(1) Changes in Significant Subsidiaries during the Period under Review

Not applicable.

(2) Changes in Accounting Policies and Changes in Accounting Estimates

Significant Accounting Policies

Except as described below, significant accounting policies adopted by the Group in the condensed consolidated financial statements for the nine months ended December 31, 2014 remain the same as those adopted in the consolidated financial statements for the fiscal year ended March 31, 2014. Income tax expense for the nine months ended December 31, 2014 was calculated using the estimated average annual effective tax rate.

Major accounting standards adopted by the Group from the three months ended June 30, 2014 are as follows:

IFRS		Description of new standards/amendments
IAS 32	Financial Instruments: Presentation	Clarification of requirements for offsetting disclosures and additions to guidelines
IFRIC 21	Levies	Clarification of the recognition of liabilities for levies

The standards are adopted in accordance with their respective transitional provisions, and the application of the aforementioned standards has no significant effect on the condensed consolidated financial statements for the nine months ended December 31, 2014.

3. Condensed Consolidated Financial Statements

(1) Condensed Consolidated Statement of Financial Position

	(Millions of yen)	
	As of March 31, 2014	As of December 31, 2014
Assets		
Current assets		
Cash and cash equivalents	65,394	75,085
Trade and other current receivables	37,803	36,136
Other current financial assets	1,025	1,110
Other current assets	7,086	7,824
Total current assets	111,309	120,155
Non-current assets		
Property and equipment	3,311	3,028
Goodwill	42,730	52,745
Intangible assets	15,089	18,339
Investments accounted for using the equity method	9,197	8,551
Other non-current financial assets	12,627	11,287
Deferred tax assets	2,996	3,386
Other non-current assets	67	125
Total non-current assets	86,016	97,461
Total assets	197,325	217,616

	(Millions of yen)	
	As of March 31, 2014	As of December 31, 2014
Liabilities and equity		
Liabilities		
Current liabilities		
Trade and other current payables	26,206	22,831
Income tax payables	2,525	318
Other current financial liabilities	11,981	26,457
Other current liabilities	10,021	9,826
Total current liabilities	50,732	59,432
Non-current liabilities		
Non-current provisions	951	834
Other non-current financial liabilities	9	10
Other non-current liabilities	78	359
Total non-current liabilities	1,038	1,203
Total liabilities	51,770	60,635
Equity		
Common stock	10,397	10,397
Capital surplus	10,965	9,605
Retained earnings	153,072	160,800
Treasury stock	(44,290)	(43,999)
Other components of equity	10,456	14,580
Total equity attributable to owners of the parent	140,600	151,382
Non-controlling interests	4,955	5,598
Total equity	145,555	156,981
Total liabilities and equity	197,325	217,616

(2) Condensed Consolidated Income Statement

	(Millions of yen)	
	Nine months ended December 31, 2013	Nine months ended December 31, 2014
Revenue	141,543	106,275
Cost of sales	(45,588)	(41,898)
Gross profit	95,955	64,377
Selling, general and administrative expenses	(52,005)	(42,990)
Other income	356	552
Other expenses	(800)	(1,792)
Operating profit	43,505	20,147
Finance income	1,288	2,069
Finance costs	(179)	(200)
Share of profit (loss) of associates accounted for using the equity method	804	373
Profit before tax	45,418	22,389
Income tax expense	(18,369)	(9,076)
Profit for the period	27,050	13,314
Attributable to:		
Owners of the parent	26,164	12,520
Non-controlling interests	885	793
Profit for the period	27,050	13,314
		(Yen)
Earnings per share attributable to owners of the parent:		
Basic earnings per share	199.99	96.62
Diluted earnings per share	199.50	96.32

(3) Condensed Consolidated Statement of Comprehensive Income

	(Millions of yen)	
	Nine months ended December 31, 2013	Nine months ended December 31, 2014
Profit for the period	27,050	13,314
Other comprehensive income		
Components of other comprehensive income that will not be reclassified to profit or loss, net of tax		
Gains (losses) from investments in equity instruments, net of tax	67	(1,174)
Other	(1)	(1)
Total other comprehensive income that will not be reclassified to profit or loss, net of tax	66	(1,175)
Components of other comprehensive income that may be reclassified to profit or loss, net of tax		
Foreign currency translation adjustments, net of tax	4,152	5,196
Other	40	38
Total other comprehensive income that may be reclassified to profit or loss, net of tax	4,192	5,234
Other comprehensive income, net of tax	4,258	4,058
Total comprehensive income for the period	31,307	17,372
Attributable to:		
Owners of the parent	30,421	16,579
Non-controlling interests	886	793
Total comprehensive income for the period	31,307	17,372

(4) Condensed Consolidated Statement of Changes in Equity

(Millions of yen)

	Equity attributable to owners of the parent						Non-controlling interests	Total equity
	Common stock	Capital surplus	Retained earnings	Treasury stock	Other components of equity	Total		
As of April 1, 2013	10,397	10,361	127,927	(34,724)	5,298	119,259	4,416	123,676
Profit for the period	-	-	26,164	-	-	26,164	885	27,050
Other comprehensive income	-	-	-	-	4,257	4,257	1	4,258
Total comprehensive income for the period	-	-	26,164	-	4,257	30,421	886	31,307
Dividends recognized as distributions to owners	-	-	(6,698)	-	-	(6,698)	(150)	(6,848)
Increase (decrease) through treasury stock transactions	-	(220)	-	(9,668)	(93)	(9,981)	-	(9,981)
Increase (decrease) through share-based payment transactions	-	316	-	-	17	333	-	333
Acquisition, disposal and other changes of non-controlling interests	-	458	-	-	-	458	(458)	-
As of December 31, 2013	10,397	10,916	147,394	(44,392)	9,479	133,793	4,694	138,487

(Millions of yen)

	Equity attributable to owners of the parent						Non-controlling interests	Total equity
	Common stock	Capital surplus	Retained earnings	Treasury stock	Other components of equity	Total		
As of April 1, 2014	10,397	10,965	153,072	(44,290)	10,456	140,600	4,955	145,555
Profit for the period	-	-	12,520	-	-	12,520	793	13,314
Other comprehensive income	-	-	-	-	4,058	4,058	0	4,058
Total comprehensive income for the period	-	-	12,520	-	4,058	16,579	793	17,372
Dividends recognized as distributions to owners	-	-	(4,792)	-	-	(4,792)	(150)	(4,942)
Increase (decrease) through treasury stock transactions	-	(204)	-	291	(73)	14	-	14
Increase (decrease) through share-based payment transactions	-	320	-	-	138	458	-	458
Changes in ownership interests in associates	-	(1,476)	-	-	-	(1,476)	-	(1,476)
As of December 31, 2014	10,397	9,605	160,800	(43,999)	14,580	151,382	5,598	156,981

(5) Condensed Consolidated Statement of Cash Flows

	(Millions of yen)	
	Nine months ended December 31, 2013	Nine months ended December 31, 2014
Operating activities		
Profit before tax	45,418	22,389
Depreciation and amortization	5,862	7,928
Interest and dividend income	(22)	(40)
Interest expenses	9	9
Decrease (increase) in trade and other current receivables	7,698	2,427
Increase (decrease) in trade and other current payables	(2,932)	(4,924)
Increase (decrease) in deposits received	1,713	14,010
Other, net	(3,511)	50
Subtotal	54,237	41,850
Dividends received	11	11
Interest paid	(9)	(9)
Interest received	11	29
Income tax paid	(37,736)	(11,251)
Net cash flows from (used in) operating activities	16,513	30,629
Investing activities		
Acquisition of subsidiaries or other businesses, net of cash acquired	—	(4,388)
Proceeds from sales and redemption of investment securities	79	570
Purchases of investment securities	(696)	(1,614)
Acquisition of property and equipment	(480)	(688)
Acquisition of intangible assets	(9,723)	(11,155)
Other, net	(319)	26
Net cash flows from (used in) investing activities	(11,138)	(17,249)
Financing activities		
Proceeds from borrowings	1,300	1,050
Repayments of borrowings	(600)	(600)
Cash dividends paid	(6,685)	(4,787)
Cash dividends paid to non-controlling interests	(150)	(150)
Acquisition of treasury stock	(10,000)	—
Other, net	11	123
Net cash flows from (used in) financing activities	(16,124)	(4,364)
Net increase (decrease) in cash and cash equivalents	(10,749)	9,016
Cash and cash equivalents at beginning of period	67,337	65,394
Effect of exchange rate changes on cash and cash equivalents	1,184	675
Cash and cash equivalents at end of period	57,772	75,085

(6) Notes on Going Concern Assumption

Not applicable.

(7) Notes to Condensed Consolidated Financial Statements

1. Segment information

1) Outline of reportable segments

The Group provides principally Internet services for mobile and PC users. The Group organizes business units by service at its headquarters, and each of these units formulates comprehensive business strategies for the services it provides, and undertakes related business activities.

Therefore, the Group is composed of operating segments classified by the types of services provided, based on the business units. The reportable segments of the Group are classified as the “Social Media Business” and the “E-commerce Business.”

The types of services provided by each segment are shown in the table below:

Reportable segment	Type of service
Social Media Business	Social media-related services (provided in Japan and internationally) Principal services: Mobage, etc.
E-commerce Business	E-commerce-related services (provided in Japan) Principal services: DeNA Shopping, Mobaoku, and processing settlement services, etc.

2) Revenue, profit or loss, and other items by reportable segment

The accounting policies of the reportable segments are the same as the accounting policies applied by the Group to the consolidated financial statements for the fiscal year ended March 31, 2014.

Intersegment revenue is calculated based on external market prices.

Revenue, profit or loss, and other items of the Group's reportable segments are as follows:

For the nine months ended December 31, 2013

(From April 1, 2013 to December 31, 2013)

	(Millions of yen)				
	Social Media Business	E-commerce Business	Others*2	Adjustments*3	Total
Revenue					
Revenue from external customers	121,587	13,757	6,199	—	141,543
Intersegment revenue	41	1,596	157	(1,794)	—
Total	121,629	15,353	6,355	(1,794)	141,543
Segment profit (loss)*1	45,821	3,024	(843)	(4,053)	43,950
Other income (expenses), net					(445)
Operating profit					43,505
Finance income (costs), net					1,109
Share of profit (loss) of associates accounted for using the equity method					804
Profit before tax					45,418

(Notes) 1. Segment profit (loss) is calculated by deducting cost of sales and selling, general and administrative expenses from revenue.

2. "Others" refer to operating segments that do not fall into any of the reportable segments, including operations of a professional baseball team.

3. Adjustments in segment profit (loss) represent corporate expenses, which primarily include general and administrative expenses not attributable to any of the reportable segments.

For the nine months ended December 31, 2014
(From April 1, 2014 to December 31, 2014)

	(Millions of yen)				
	Social Media Business	E-commerce Business	Others*2	Adjustments*3	Total
Revenue					
Revenue from external customers	85,106	13,863	7,306	—	106,275
Intersegment revenue	45	1,134	160	(1,338)	—
Total	85,151	14,997	7,466	(1,338)	106,275
Segment profit (loss)*1	23,553	2,242	(1,277)	(3,131)	21,387
Other income (expenses), net					(1,240)
Operating profit					20,147
Finance income (costs), net					1,869
Share of profit (loss) of associates accounted for using the equity method					373
Profit before tax					22,389

- (Notes) 1. Segment profit (loss) is calculated by deducting cost of sales and selling, general and administrative expenses from revenue.
2. “Others” refer to operating segments that do not fall into any of the reportable segments, including operations of a professional baseball team, healthcare business and curation platform business.
3. Adjustments in segment profit (loss) represent corporate expenses, which primarily include general and administrative expenses not attributable to any of the reportable segments.

2. Earnings per share

The basis for calculating earnings per share attributable to owners of the parent for the nine months ended December 31, 2013 and 2014 are as follows:

	Nine months ended December 31, 2013 (From April 1, 2013 to December 31, 2013)	Nine months ended December 31, 2014 (From April 1, 2014 to December 31, 2014)
Profit for the period attributable to owners of the parent (Millions of yen)	26,164	12,520
Weighted average number of common shares outstanding during the period—basic (Shares)	130,828,462	129,589,055
Effect of dilutive potential common shares: Stock options, etc. (Shares)	320,233	392,773
Weighted average number of common shares outstanding during the period—diluted (Shares)	131,148,695	129,981,828
Earnings per share attributable to owners of the parent (Yen)		
Basic earnings per share	199.99	96.62
Diluted earnings per share	199.50	96.32

(8) Notes on Significant Subsequent Events

Not applicable.