

The following information was originally prepared and published by DeNA Co., Ltd. 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.



December 5, 2016

Company name:	DeNA Co., Ltd. (TSE First Section Stock Code: 2432)
Name of representative:	Isao Moriyasu, President & CEO
Contact person:	Kenji Kobayashi, Executive Officer, Head of Corporate Planning
Tel.:	03-6758-7200

**Notice Regarding Curation Platform Service
Notice Regarding Establishment of Third-Party Investigative Committee and Withdrawal of All
Articles from Entire Curation Platform Services**

As announced in our press release dated December 1, 2016 (<http://dena.com/intl/press/2016/12/statement-regarding-denas-curation-platform-business-by-isao-moriyasu-president-and-ceo.html>), to address the issues in our curation platform service we have decided to establish a Third-Party Investigative Committee to conduct an official investigation into this matter, and to withdraw articles from our entire curation platform service, including MERY.

Further, Isao Moriyasu, the President and CEO, has stated that he feels strong responsibility for these events, so in order to make management responsibility clearer, he has decided to reduce his salary by 30% for 6 months.

1. Overview

On December 5, DeNA Co., Ltd. (Tokyo: 2432) had announced that, in its curation platform service, articles with medical information with insufficient medical backing and misleading information had been posted, and concerns arose about its handling of materials written by others. Questions have even arisen about whether this problem was systemic, and originated within DeNA's corporate culture.

We have very carefully examined the situation, and decided that the best way to rebuild trust in DeNA as a company would be to have an official investigation conducted into our curation platform service by an objective third party. Therefore, on December 4, we have decided to establish a third-party investigative committee to conduct an investigation into this situation. This committee will be formed by external experts, including external board members, appointed by DeNA's board.

The operating structure and policies of MERY differ from those of our other nine curation media (WELQ, iemo, Find Travel, cuta, UpIn, CAFY, JOOY, GOIN, and PUUL) that have already had their articles withdrawn; however, for the purposes of conducting a thorough official investigation, we determined that it would be better for all services to be suspended and to withdraw all articles from our entire curation platform services, including MERY. We plan to withdraw all articles from MERY on December 7.

We would like to sincerely apologize to all of our users of these services, all of our partners, internet users in general, as well as our shareholders and investors, for the damage that we have caused.

For more details about the Third-Party Investigative Committee, please see the press release attached below.

2. Future outlook

With regard to the consolidated financial results forecast, it is difficult to estimate the trend of the market in the Game Business, which is the Group's principal business, 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 timeframes. Our guidance for the nine months ending December 31, 2016 (disclosed November 4, 2016) is as follows.

	Revenue		Operating Profit		Profit for the period attributable to owners of the parent		Basic earnings per share
Nine months ending December 31, 2016	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
	108,900	0.2	22,300	51.8	15,400	84.2	106.16

The Curation Platform Service is a business in our New Businesses and Others segment, and we have provided the recent earnings and the details of our guidance for the nine month ending December 31, 2016 for this segment below.

(Millions of yen)

	Fiscal year ended March 2016			
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Revenue	220	325	494	669
Segment profit / loss	-278	-339	-620	-349

	Fiscal year ending March 2017		
	First Quarter	Second Quarter	Third Quarter (guidance)
Revenue	976	1,484	2,178
Segment profit / loss	-603	-236	8

(Note: The above figures are based on management accounting, following the allocation of shared costs for the relevant business; review procedures have not been undertaken in accordance with the Financial Instruments and Exchange Act.)

Based on the above statements, the impact of these announcements on guidance for the nine month ending December 31, 2016 is minimal at this point. If there are any changes to our future outlook based on results from further investigations or assessments related to goodwill impairment (approximate value of goodwill is 3.6 billion yen as of September 30, 2016) for our three subsidiary companies engaged in the curation business, we will disclose them as quickly as possible.

Up to this point, we had aimed to achieve growth in New Businesses and Others primarily from the Curation Platform Service; however, due to our recent decisions, we have judged that it is necessary to withdraw our goals for this business (achieving profitability in the third quarter of the fiscal year ending March 31, 2017, and achieving one billion yen in quarterly operating profit by the end of the fiscal year ending March 31, 2018).

For inquiries please contact:

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DeNA Co., Ltd. (<http://dena.com>)



FOR IMMEDIATE RELEASE

Notice Regarding Establishment of Third-Party Investigative Committee and Withdrawal of All Articles from Entire Curation Platform Services

TOKYO, JAPAN - December 5, 2016 - DeNA Co., Ltd. (Tokyo: 2432) had announced that, in its curation platform service, articles with medical information with insufficient medical backing and misleading information had been posted, and concerns arose about its handling of materials written by others. Questions have even arisen about whether this problem was systemic, and originated within DeNA's corporate culture.

We have very carefully examined the situation, and decided that the best way to rebuild trust in DeNA as a company would be to have an official investigation conducted into our curation platform service by an objective third party. Therefore, we have decided to establish a third-party investigative committee to conduct an investigation into this situation. This committee will be formed by external experts, including external board members, appointed by DeNA's board.

The operating structure and policies of MERY differ from those of our other nine curation media (WELQ, iemo, Find Travel, cuta, UpIn, CAFY, JOOY, GOIN, and PUUL) that have already had their articles withdrawn; however, for the purposes of conducting a thorough official investigation, we determined that it would be better for all services to be suspended and to withdraw all articles from our entire curation platform service, including MERY. We plan to withdraw all articles from MERY on December 7.

We would like to sincerely apologize to all of our users of this service, all of our partners, internet users in general, as well as our shareholders and investors, for the damage that we have caused.

1. Objective for the Third-Party Investigative Committee

Investigate the details of this issue and ascertain the cause (not only direct causes, but also general factors such as issues with corporate culture, compliance, and our organizational structure).

2. Formation of the Third-Party Investigative Committee

This committee will be formed by external experts, including external board members. The selection of committee members is currently in progress, and the final makeup of the committee will be announced as soon as possible.

3. Investigation Schedule

Once the structure of the Third-Party Investigative Committee is decided, this committee will set the scope of the investigation and the investigation period. The committee will conduct a fair and objective official investigation, and once the investigation is completed, a report will be issued for the DeNA board which will also be published externally.

4. Post Investigation Outlook

We will establish the Third-Party Investigative Committee as stated above, and will investigate the details of the current situation as well as determine the cause. We aim to be a company that is able to provide internet services that are trusted by society, and will implement radical reforms based on the committee report, including any necessary measures against executives and employees.

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 4, 2016. 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 4, 2016, 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.
