

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.



February 8, 2018

Company name: DeNA Co., Ltd.  
(TSE First Section Stock Code: 2432)  
Name of representative: Isao Moriyasu, President & CEO  
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### Notice Regarding the Financial Forecast and Dividend Forecast for the Full Fiscal Year Ending March 31, 2018

DeNA Co., Ltd. hereby announces its financial forecast and dividend forecast for the full fiscal year ending March 31, 2018 (April 1, 2017 – March 31, 2018).

#### 1. Financial forecast

##### 1) Consolidated financial forecast for the full fiscal year ending March 31, 2018 (April 1, 2017 – March 31, 2018) (IFRS)

|                                       | Revenue                    | Operating Profit          | Profit for the period attributable to owners of the parent | Basic earnings per share |
|---------------------------------------|----------------------------|---------------------------|------------------------------------------------------------|--------------------------|
| Actual financial results (FY2016) (A) | Millions of yen<br>143,806 | Millions of yen<br>23,178 | Millions of yen<br>30,826                                  | Yen<br>212.49            |
| Current forecast (B)                  | 138,600                    | 26,900                    | 23,600                                                     | 162.60                   |
| Difference (B-A)                      | (5,206)                    | 3,722                     | (7,226)                                                    | (49.9)                   |
| Difference (%)                        | (3.6%)                     | 16.1%                     | (23.4%)                                                    | (23.5%)                  |

##### 2) Reason for financial forecast announcement

With regard to the consolidated financial results forecast, it is difficult to estimate the trend of the market in the Game Business, which is DeNA'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, DeNA 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. The full year guidance announced today is based on the actual results of the nine months ended December 31, 2017 and recent financial results trends.

In the Game Business, DeNA will work to strengthen existing key titles and continue with efforts to launch new titles in Japan. For the global market, DeNA will continue to develop titles through its business and capital alliance with Nintendo Co., Ltd., and DeNA will also advance initiatives focused on titles in collaboration with external partners, including the development and operation of applications that utilize leading IP in China.

Further, in each business, DeNA will ensure thorough cost management and assess investments appropriately, and endeavor to reduce expenses, etc.

## 2. Dividend Forecast

### 1) Dividend Forecast Breakdown

|                                     | Dividends per share (yen) |                    |              |
|-------------------------------------|---------------------------|--------------------|--------------|
|                                     | End of 2nd quarter        | End of 4th quarter | Total        |
| Previous forecast                   |                           | Undetermined       | Undetermined |
| Current forecast                    |                           | 32.00              | 32.00        |
| Actual financial results            | 0.00                      |                    |              |
| Previous financial results (FY2016) | 0.00                      | 32.00              | 32.00        |

### 2) Reason for dividend forecast announcement

DeNA hereby announces its dividend forecast, based on the financial forecast for the full fiscal year ending March 31, 2018 provided above.

With respect to allocating profit to shareholders through dividends, while considering the performance of each fiscal year, DeNA, as a basic principle, sets as a minimum whichever is higher, a consolidated payout ratio of 15% or an annual dividend of ¥20 per share of DeNA's common stock, and plans to continue paying a dividend while aiming for a consolidated payout ratio of 30% in the future.

Based on our dividend policy, for the fiscal year ending March 31, 2018, DeNA forecasts a year-end dividend per share of 32 yen (consolidated payout ratio of 19.7%) (previous year dividend: 32 yen (consolidated payout ratio of 15.1%)).

Notice regarding financial forecasts, etc.:

The forward-looking statements herein are based on current information and certain assumptions deemed reasonable, but involve many uncertain factors. Actual results may differ significantly from these forecasts due to a wide range of factors.

For inquiries please contact:  
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 DeNA Co., Ltd. (http://dena.com)