

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 22, 2018

Company name: DeNA Co., Ltd.
(TSE First Section Stock Code: 2432)
Name of representative: Isao Moriyasu, President & CEO
Contact person: Shintaro Asako, Executive Officer, CFO
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Notice Regarding Company Split (Simple Absorption-Type Company Split)

DeNA Co., Ltd. would like to announce that during a board of directors meeting held today, it decided to undertake a simple absorption-type company split of a part of its business (hereinafter referred to as “company split”), and has concluded an absorption-type company split agreement with Emomo Inc., which will succeed DeNA to this business.

Please note that because this company split is expected to result in a change in DeNA’s total assets that is less than 10% of DeNA’s net assets as of the last day of the most recent fiscal year, and a less than 3% change in DeNA’s revenue from the most recent fiscal year, DeNA has omitted some items in this disclosure.

1. Purpose of the company split

Mirrativ is a live streaming platform for sharing content on a smartphone screen, and it has grown steadily since it was started in August 2015 as a new business for DeNA. DeNA decided to undertake this company split and have Emomo succeed to this business in order to achieve further growth going forward.

2. Summary of the company split

(1) Schedule

Date of board of directors resolution	February 22, 2018
Date of conclusion of the company split agreement	February 22, 2018
Implementation date (effective date)	March 30, 2018 (Scheduled)

*As the company split to be conducted by DeNA corresponds to a simple absorption-type split as defined in Article 784, Paragraph 2 of the Companies Act, it will be implemented without the approval and resolution of the General Meeting of Shareholders.

(2) Company split method

Absorption-type company split, where DeNA is the splitting company, and Emomo is the succeeding company.

(3) Allotment in this company split

As compensation for this company split, DeNA expects to receive 860 million yen in monies from Emomo.

- (4) Treatment of stock acquisition rights and bonds with stock acquisition rights accompanying the company split

There are no applicable items.

- (5) Changes to capital due to the company split

There are no changes in capital.

- (6) Rights and obligations to be succeeded by the succeeding company

Emomo will succeed to assets, liabilities and the accompanying rights and obligations held by DeNA relating to the business subject to the company split as of the effective date of the split, excluding those which are otherwise noted in the company split agreement.

The assumption of liabilities by Emomo will be undertaken without recourse to DeNA.

- (7) Prospect of fulfillment of obligations

DeNA as well as Emomo are judged to be capable of fulfilling the obligations to be borne after the effective date of the company split.

3. Allotment in this company split and calculation approach

In calculating the amount of monies to be delivered to DeNA for this company split, DeNA and Emomo have reached a decision based on discussion and negotiation, with consideration for a third-party assessment organization's assessment of the value of the business, using methods ensuring fairness and independence.

4. Overview of the parties of the company split

Splitting company (DeNA)

(1)	Company name	DeNA Co., Ltd.
(2)	Address	2-21-1 Shibuya, Shibuya-ku, Tokyo, Japan
(3)	Name and title of representative	Isao Moriyasu, President & CEO
(4)	Description of business	Game business, e-commerce business, sports business, new businesses & others
(5)	Stated capital	10,397 million yen
(6)	Established	March 4, 1999
(7)	Number of shares issued	150,810,033 shares
(8)	Fiscal year-end	March 31
(9)	Shareholding percentage of major shareholders (as of the end of September 2017)	Tomoko Namba 13.11% Japan Trustee Services Bank, Ltd. 11.65% Nintendo Co., Ltd. 10.00%
(10)	Financial position and operating results as of the previous fiscal year*	
	Fiscal year-end	Fiscal year ended March 31, 2017 (consolidated)
	Total equity	236,696 million yen
	Total assets	298,260 million yen
	Equity per share attributable to owners of the parent	1,580.34 yen
	Revenue	143,806 million yen
	Operating profit	23,178 million yen
	Profit before tax	25,628 million yen
	Profit attributable to owners of the parent	30,826 million yen
	Basic earnings per share attributable to owners of the parent	212.49 yen

*The DeNA Group's consolidated financial statements are prepared in accordance with IFRS.

Succeeding company (Emomo)

As of February 9, 2018

(1)	Company name	Emomo Inc.
(2)	Address	6-23-3 Okusawa, Setagaya-ku, Tokyo, Japan
(3)	Name and title of representative	Junichi Akagawa, Founder, CEO
(4)	Description of business	Live streaming platform business planning and operations
(5)	Stated capital	1 million yen
(6)	Established	February 9, 2018
(7)	Number of shares issued	1,000 shares
(8)	Fiscal year-end	December 31
(9)	Shareholding percentage of major shareholders	Junichi Akagawa 100.0%
(10)	Financial position and operating results as of the previous fiscal year*	
	Fiscal year-end	-
	Net assets	-
	Total assets	-
	Net assets per share	-
	Revenue	-
	Operating profit	-
	Ordinary income	-
	Net income	-
	Net income per share	-

5. Overview of the business department to be split

(1) Business description of the department to be split

Planning and operations for Mirrativ, a live streaming platform for sharing content on a smartphone screen.

(2) Operating results for the department to be split (Fiscal year ended March 31, 2017)

	Operating results of the business (a)	Operating results of DeNA (consolidated) (b)	Ratio (a/b)
Revenue	-	143,806 million yen	-

(3) Assets and liability items and monetary amount to be split

Assets		Liabilities	
Item	Book value	Item	Book value
Current assets	-	Current liabilities	4 million yen
Non-current assets	45 million yen	Non-current liabilities	-
Total	45 million yen	Total	4 million yen

* The amounts of assets and liabilities to be split are based on the balance sheets as of March 31, 2017. The actual amounts of assets and liabilities to be split will be determined by adjusting the above amounts to reflect changes to the assets and liabilities up to the effective date of the company split.

6. Status of the listed company and the succeeding company in the absorption-type company split after the company split

No changes are expected in the company names, addresses, names and titles of representatives, description of businesses, stated capital, or fiscal year-end for either DeNA or Emomo as a result of this company split. Going forward, Emomo has stated that it plans to implement a capital increase by allotment of new shares to third parties by the effective date of this company split.

7. Future outlook

This company split is scheduled to take place on March 30, 2018. As a result of this company split, DeNA expects to have an approximately 800 million yen gain on the transfer of this business during the fourth quarter of the fiscal year ending March 31, 2018. The impact of this company split on operating results for the fiscal year ending March 31, 2019 onward is expected to be minimal.

<u>For inquiries please contact:</u> IR Department (ir@dena.com) DeNA Co., Ltd. (http://dena.com)
