

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.



November 21, 2019

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

Notice Regarding Fundraising, Etc. in DeNA Subsidiary (SHOWROOM Inc.)

DeNA Co., Ltd. would like to announce that its subsidiary SHOWROOM Inc. has decided to accept investment from multiple companies, as described in the below document. DeNA has also decided to transfer a portion of its shares in SHOWROOM.

The live video streaming platform SHOWROOM launched in November 2013, and since that time it has grown steadily; however, DeNA intends to allow for further management flexibility and to achieve further business expansion through these initiatives.

SHOWROOM continues to be a consolidated subsidiary of the DeNA Group. The impact on the DeNA Group consolidated financial performance is expected to be minimal, and going forward if there are any matters to be disclosed then DeNA will disclose them in a timely manner.

(Reference) Subsidiary overview

Company name	SHOWROOM Inc.
Address	19-1 Maruyamacho, Shibuya-ku, Tokyo, Japan
Name and title of representative	Yuji Maeda, Representative Director & President
Description of business	Operation of the live video streaming platform SHOWROOM, program production, etc.
Stated capital	116 million yen (as of March 31, 2019)

For inquiries please contact:
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DeNA Co., Ltd. (<https://dena.com>)

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News Release

November 21, 2019

SHOWROOM

すべての人生に、夢中を

SHOWROOM Inc.

SHOWROOM Announces Fundraising & Transfer of Portion of Shares Held by DeNA (3.1 billion yen total from fundraising & transfer)

In this renewal, will enhance the existing business and develop new businesses
(new video media business, AR/VR business) with focus on strengthening team

SHOWROOM Inc. (hereinafter referred to as “SHOWROOM”) has raised funds from seven companies, including Dentsu Inc., Nippon Broadcasting System, Inc., Dream Incubator Inc., GMO Internet, Inc., and Akatsuki Inc., with the objective to pursue further business expansion. DeNA Co., Ltd. (hereinafter referred to as “DeNA”) has also transferred a portion of its shares in SHOWROOM. The amount of funds raised and the share transfer compensation in total equal 3.1 billion yen.

Through this fundraising, SHOWROOM aims to further increase its speed and deliver an immersive entertainment & technology experience to the world by focusing on the following three areas:

1. Strengthening human resources
2. Investing in marketing to accelerate the business
3. Developing new businesses (Including developing new video media, exploring options for international expansion, and developing new businesses including in AR/VR)

Partner Company Comments

Toshihiro Yamamoto, President & CEO, Dentsu Inc.

We are excited to be forming a new team centered on SHOWROOM, which is in the process of ushering in a new era. I am confident that this unified team of diverse & different people who share the same vision of creating deep connections and engagement will be able to reach never before seen heights.

Maki Hiwara, Representative Director & President, Nippon Broadcasting System, Inc.

I first met Yuji Maeda five years ago when the SHOWROOM business was just starting, and we have worked together in a variety of ways since then. I have always been inspired by the ideas and speed with which Maeda works to make his dream a reality.

We decided to invest in SHOWROOM now to evolve our commitment. The media operated by SHOWROOM is similar to radio, with a deep reach and a community that supports it. We believe that we can create a new audio media together by combining our content and media characteristics.

Takamitsu Miyaso, Executive Officer, Dream Incubator Inc. / Representative Director, DIMENSION

It has been three and a half years since I met Yuji Maeda and the team at SHOWROOM, and throughout that time they have consistently worked toward the realization of their vision. I believe that if there were more people who engaged sincerely in management, just like Maeda, then the Japanese economy would be much

stronger.

We will provide our experience in new business creation accumulated from experience with startups, large companies, central and local government as well as provide our network, and we look forward to creating a new future for entrepreneurs together.

**Masatoshi Kumagai, CEO, Chairman of the Board and President, Founder and Group CEO,
GMO Internet, Inc.**

Yuji Maeda is warm and compassionate to others, and has excellent insight. He is thorough and works hard, and I have high expectations for him as a young entrepreneur and executive. I want to support Maeda and the team at SHOWROOM to achieve even further growth and bring smiles to many people, and thus decided to invest.

Genki Shiota, Chief Executive Officer, Akatsuki Inc.

I decided to invest because I was drawn to the vision of SHOWROOM. I am a similar age to Yuji Maeda, and I want to have him as an example for me to strive for, and vice versa. I am sure there will be many challenges we face going forward, but I am confident that Maeda and the team at SHOWROOM will be able to face them.

SHOWROOM has received funding primarily from companies who can realize significant business synergies, and SHOWROOM intends to further strengthen these partnerships. More collaborations with each company are expected to be announced in the future.

■About SHOWROOM

SHOWROOM's mission is to create a world where effort is rewarded fairly, and it operates the live video streaming platform also called SHOWROOM. Through live streaming by performers in a variety of genres, SHOWROOM creates a new viewing experience where viewers can immerse themselves in the experience of cheering for another. SHOWROOM reached 3 million registered members in 2019. SHOWROOM is also working on developing various products and services that make use of the latest technology, including VR and AR.

<https://showroom.co.jp/>