

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 9, 2021

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

Notice Regarding Representative Director Change

DeNA Co., Ltd. would like to announce that in a Board of Directors meeting held today, it passed a resolution regarding personnel, including a representative director change. The Nomination Committee, a voluntary committee established by DeNA and made up of a majority of independent directors, deliberated and provided recommendations on the matter.

1. Details of the change

Name	New Title (as of April 1, 2021)	Current Title
Tomoko Namba	Representative Director & Executive Chairman	Representative Director & Executive Chairman, Executive Officer
Isao Moriyasu	Director*	Representative Director, President & Chief Executive Officer (CEO), Head of the Business Strategy Division
Shingo Okamura	Representative Director, President & Chief Executive Officer (CEO)	Director & Chief Operating Officer (COO)

*Plan to retire as of the 23rd Ordinary General Meeting of Shareholders scheduled to be held in June 2021.

2. Reason for the change

DeNA set FY2020 as a checkpoint to confirm progress towards long term goals. Since last year, DeNA established the following as major initiatives: 1. Strengthen game business earnings base, 2. Optimize growth investment approach in new business areas, and 3. Reduce fixed costs by reviewing all businesses & functions. DeNA has also implemented an organizational structure with the objective of further promoting strategy by strengthening and enhancing the business execution structure in each business unit, and encouraging more independent operations in each business unit. Each of these initiatives has started to produce substantial results, so now DeNA has decided to pursue further business and company value growth under new leadership.

The present Representative Director & CEO Isao Moriyasu has been a part of DeNA from the early days of its founding. He was appointed the Representative Director & President in June 2011 and has worked in that position for approximately 10 years. During that time, DeNA has undergone major changes, including

the expansion of the Game Business, growth of the Sports Business, and the launch and growth of various new businesses such as Live Streaming and Healthcare. DeNA endeavors to entertain & serve through its business, and recently has also worked to proactively make use of AI.

The planned new Representative Director & CEO Shingo Okamura has held important roles at DeNA. He drove the integration of management of the baseball club and stadium as the Sports Business Unit Head, and was also the Deputy Head of the Game & Entertainment Business Unit. From April 2019 he has been involved in a variety of businesses as the COO. He has contributed to the management of DeNA using his talent in creating organizations to bring out as much as possible the capability of personnel and the organization itself, and his ability to negotiate with various stakeholders and promote business.

DeNA believes that going forward, it will have even greater need for its strengths in personnel, organization, and technology in order to grow its unique businesses and achieve further growth as a company. Under a new management style, DeNA will encourage independent organization management, bring out the maximum potential of its organization, challenge itself to continually provide new value, and deliver even more Delight to all its stakeholders.

DeNA greatly appreciates your continued support.

3. Summary background of the new Representative Director

Name (Date of birth) (Number of DeNA shares held)	Summary background, position and areas of responsibility	
Shingo Okamura (January 4, 1970) (450)**	April 1995	Entered Ministry of Posts and Telecommunications (currently Ministry of Internal Affairs and Communications)
	August 2015	Senior Planning Officer, Planning Division, Postal Services Policy Department, Information and Communication Bureau of Ministry of Internal Affairs and Communications
	April 2016	Entered DeNA, Head of Sports Promotion Office Representative Director & President of Yokohama Stadium Co., Ltd.
	October 2016	Head of Sports Business Unit of DeNA Representative Director & President of YOKOHAMA DeNA BAYSTARS BASEBALL CLUB, INC. (present)
	July 2017	Executive Officer, Head of Sports Business Unit of DeNA
	April 2019	Managing Executive Officer, Chief Operating Officer (COO) and Head of Sports Business Unit of DeNA Chairman of Yokohama Stadium Co., Ltd. (present)
	June 2019	Director and Chief Operating Officer (COO) and Head of Sports Business Unit of DeNA
	April 2020	Director and Chief Operating Officer (COO), Head of Sports Business Unit, and Deputy Head of Game & Entertainment Business Unit of DeNA (present)
	October 2020	Director & Chief Operating Officer (COO) (present)

**The number of DeNA shares held is as of September 30, 2020, and includes shareholdings in the DeNA share ownership plan for directors and officers.

4. Scheduled appointment
April 1, 2021

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