

DeNA, Its Evolutional History and Challenge to the Global Game Market

Dai Watanabe President, DeNA Global, Inc.

DeNA's Overview and Financial

DeNA's History of Evolution

Social Game Market: Japan & Global

DeNA's Strategy Going Forward

DeNA's Overview and Financial

DeNA's History of Evolution

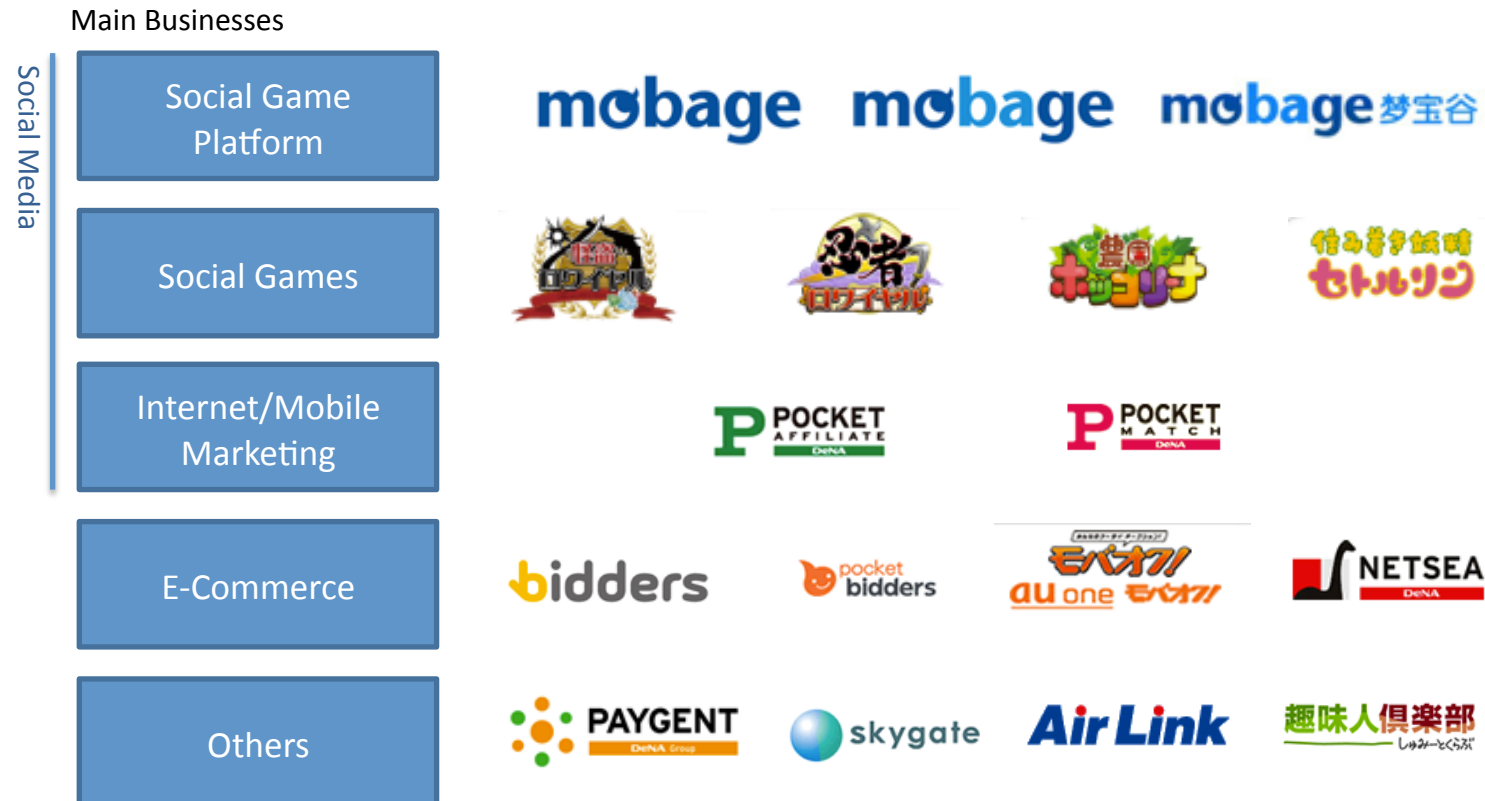
Social Game Market: Japan & Global

DeNA's Strategy Going Forward

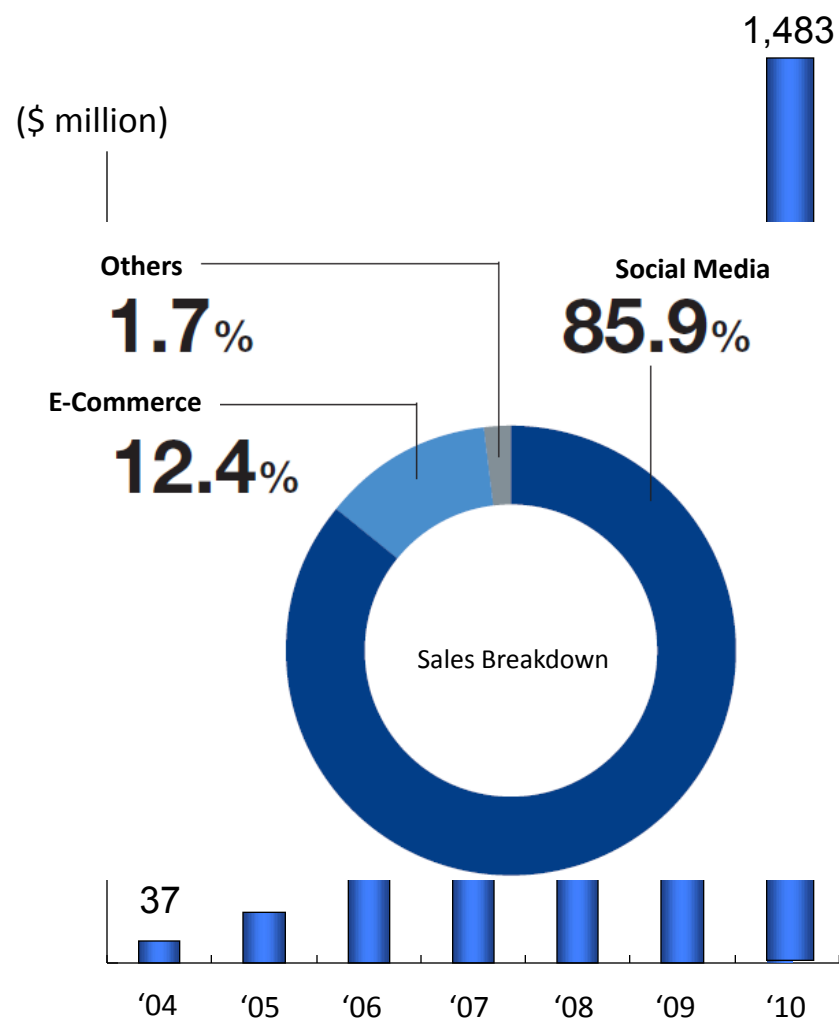
DeNA's Company Overview



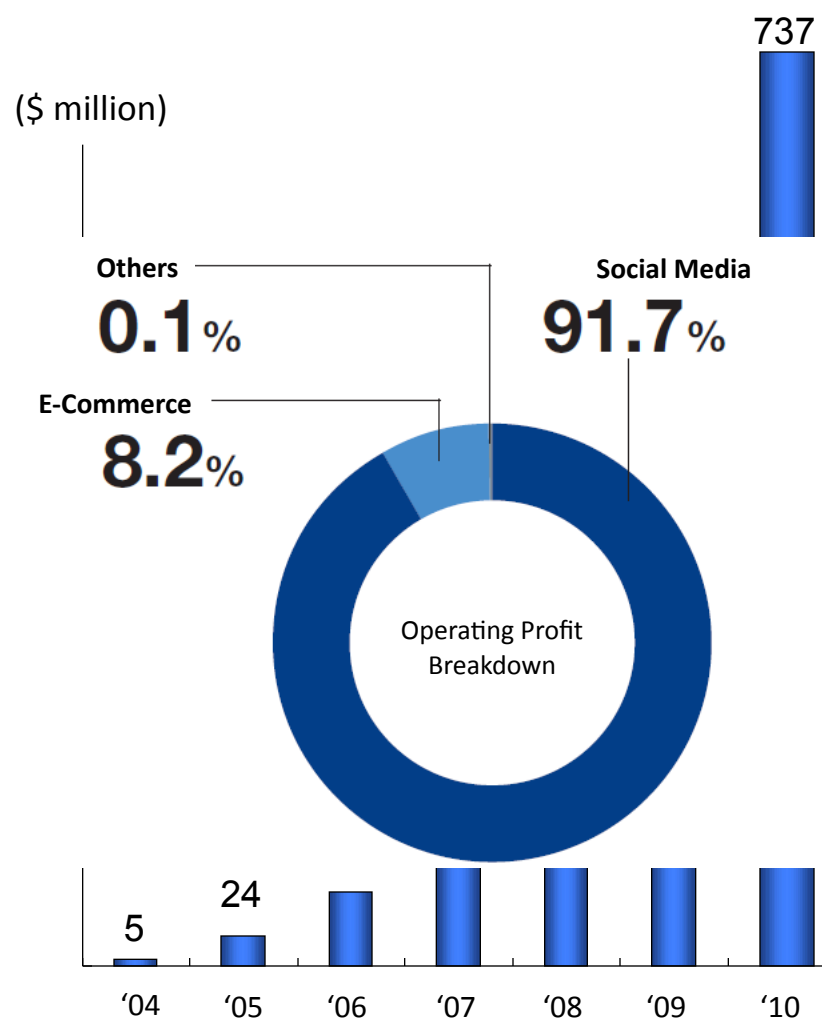
- 1,604 employees
- Founded 1999
- Headquartered in Tokyo



Sales



Operating Profit



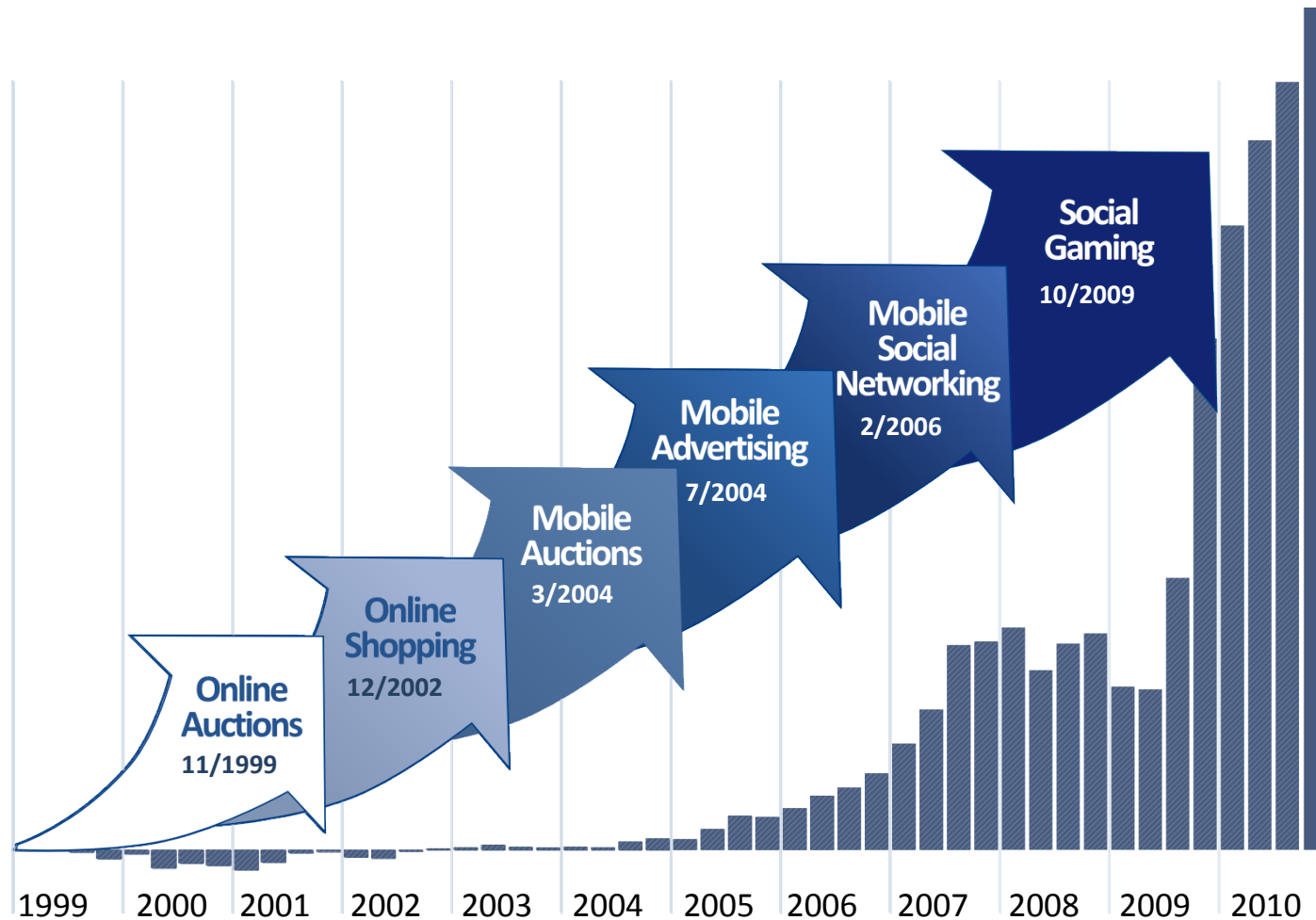
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DeNA's Growth Engines



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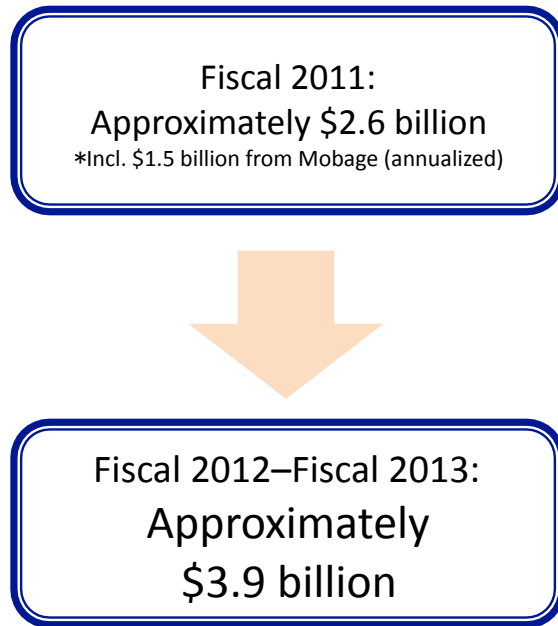
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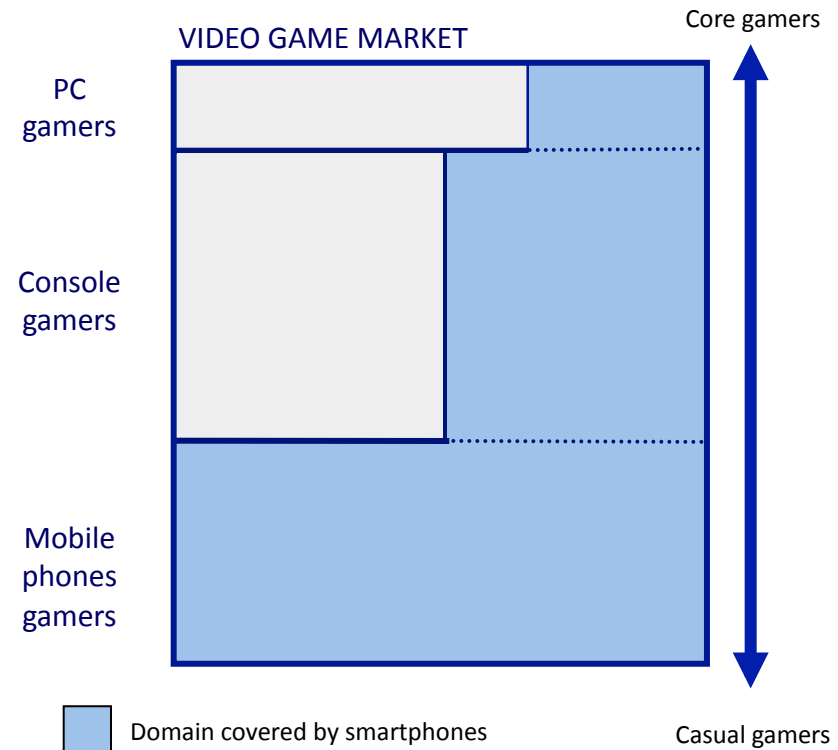
Expansion of the Social Game Market in Japan

Social games market growth



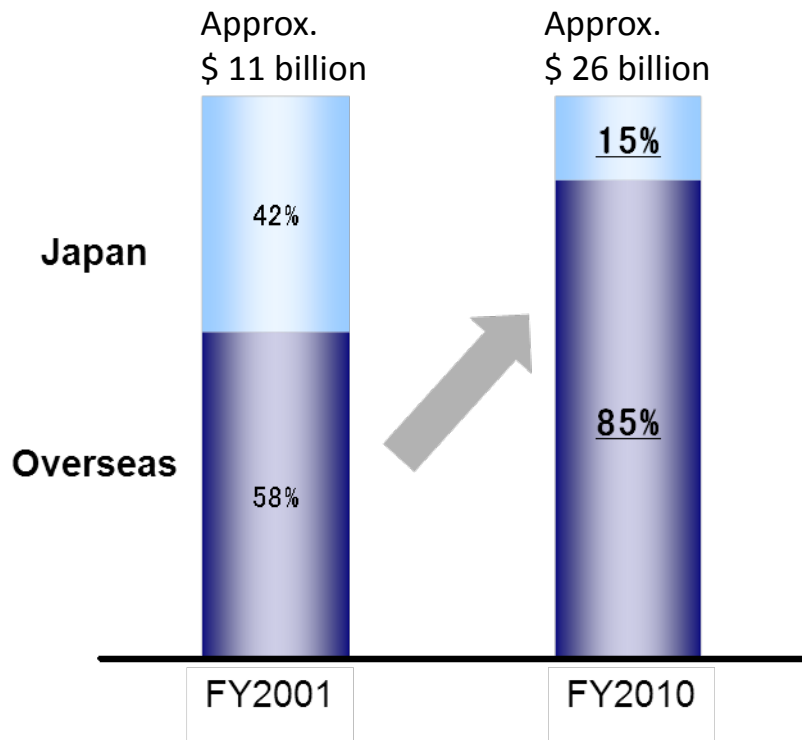
Source: DeNA estimates

Market coverage of 'Smartphone games'



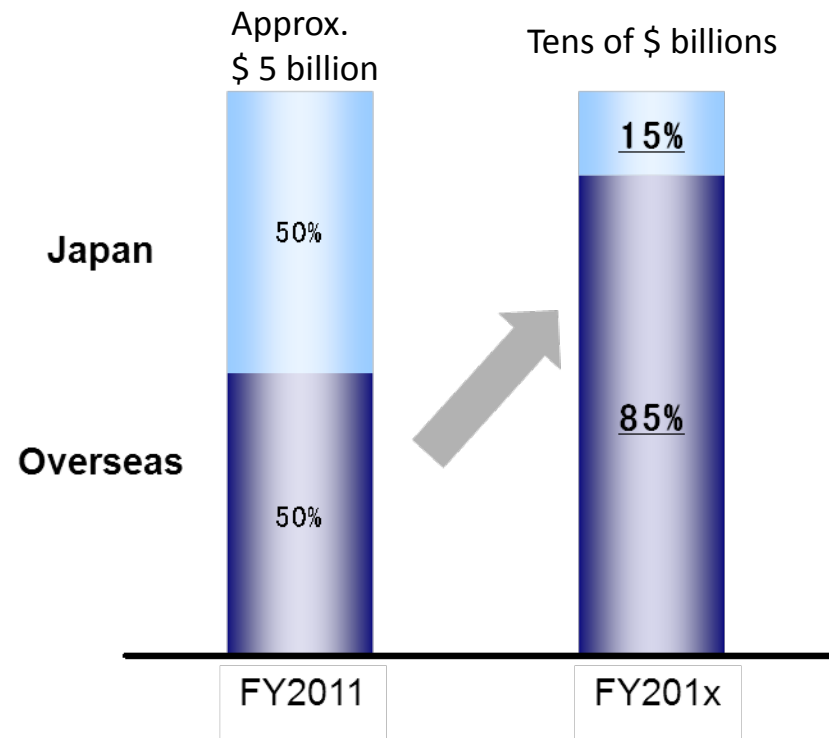
Growth Potential of the Overseas Social Game Market

Household Game Software Market



Source: Ministry of Economy, Trade and Industry,
FAMITSU GAME HAKUSHO 2011,
DeNA estimates

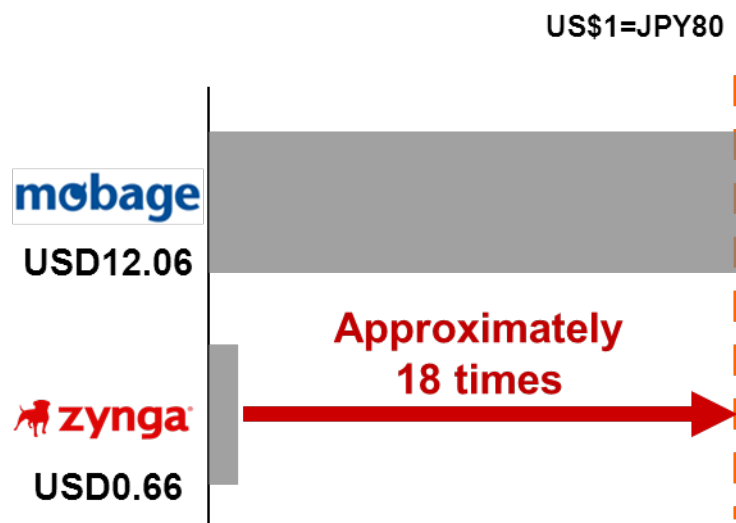
Social Game Market



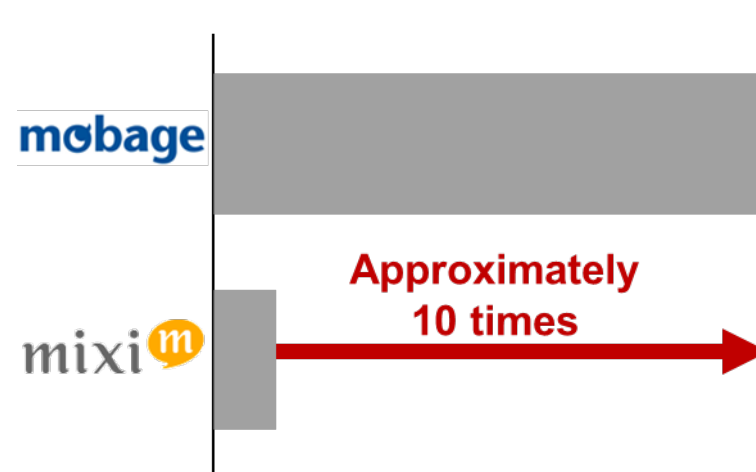
Sources: Think Equity and DeNA estimates

Opportunity of Social Games in Virtual Social Graph

■ Mobage and Zynga: ARPU Comparison



■ Kaito Royale in Mobage and mixi: ARPU Comparison



- Mobage: Actual results as of June 2011 (on all devices); Zynga: average for January to March 2011
- Mobage ARPU: Moba-coin consumption (Actual in June, including monthly membership service fees and tickets)/MAU (note 2 below)
- Zynga data source: SEC S-1 Filing (ARPU=Booking basis sales/MAU (Note 3 below))

Notes:

1. ARPU: Average revenue per user
2. MAU: Number of users who have used the site at least once a month
3. MUU: Equivalent of MAU

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Become “Global No.1 Social Game Platform”



Core Businesses



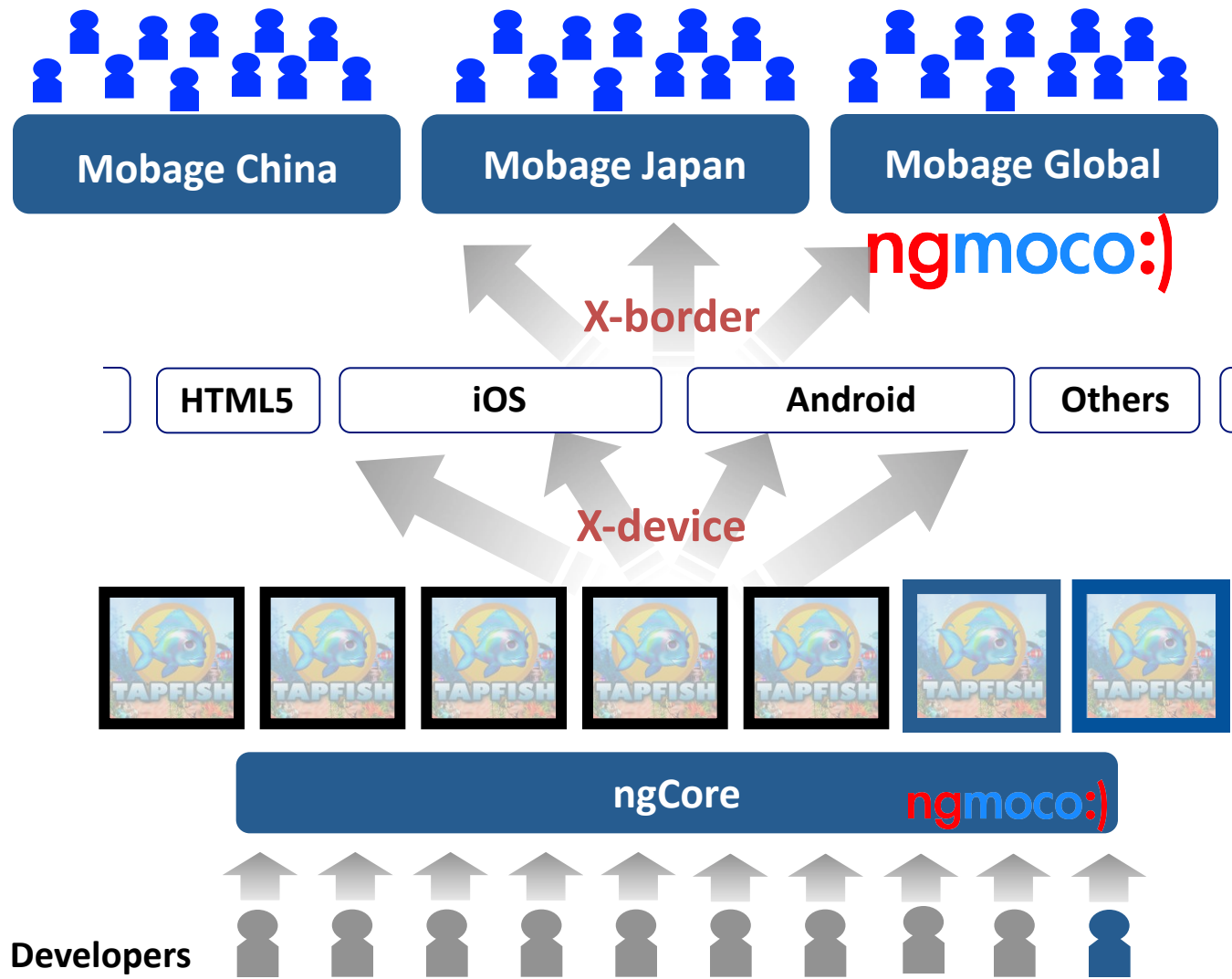
Global Expansion

	China	Japan	U.S. & Europe, etc.
PCs		Yahoo! Mobage	
Mobile WAP		Mobage	
Smartphones	Mobage China	Mobage Japan	Mobage Global

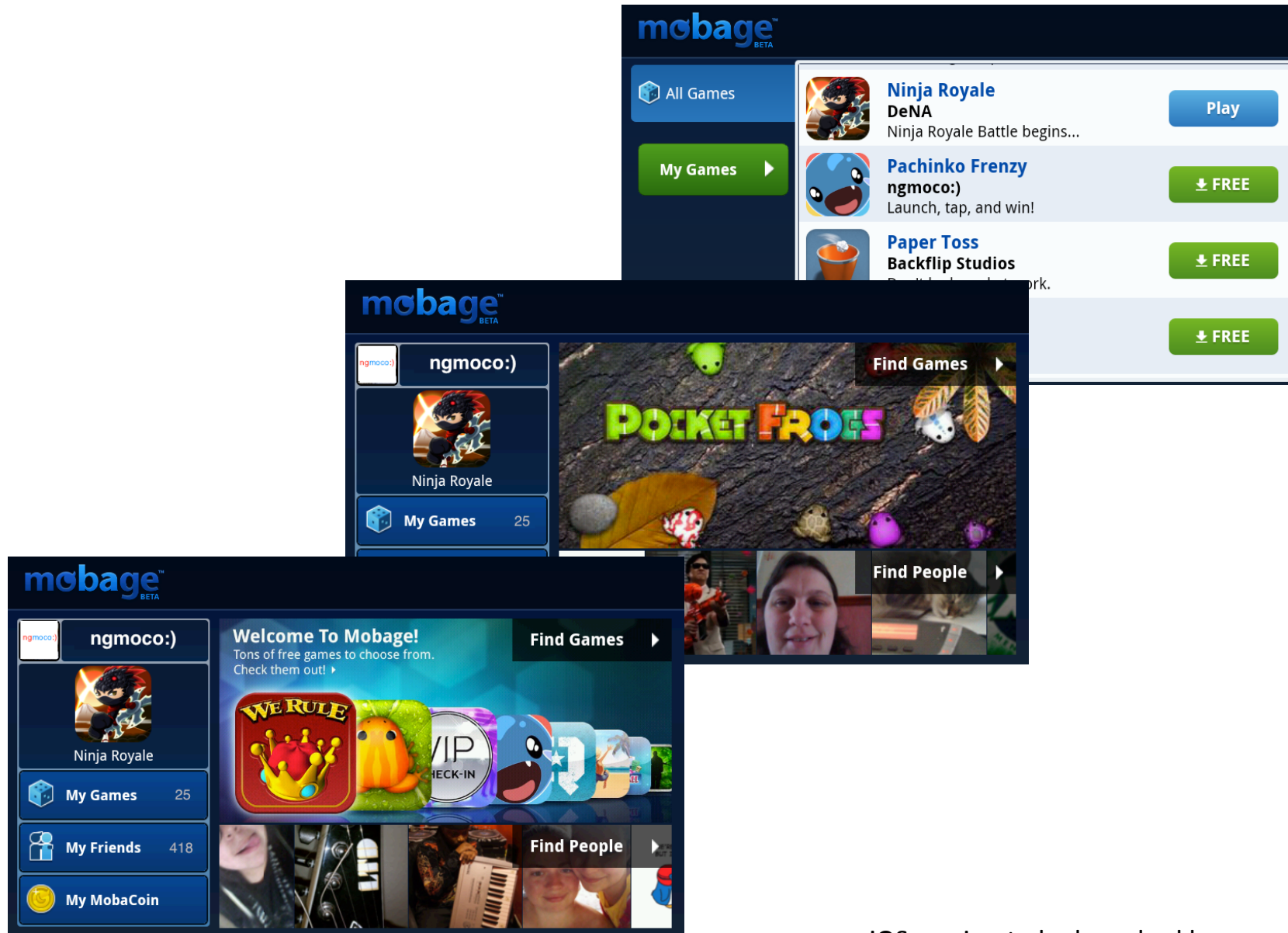
November, 2010 :DeNA acquired ngmoco, LLC



Mobage's Global Expansion



Mobage Android (Global version) launched in Oct 2011



iOS version to be launched by year-end

If this sounds exciting to you..

We are hiring!

Japan www.dena.jp/intl/careers

US [www.ngmoco.com /careers](http://www.ngmoco.com/careers)

Thank you!