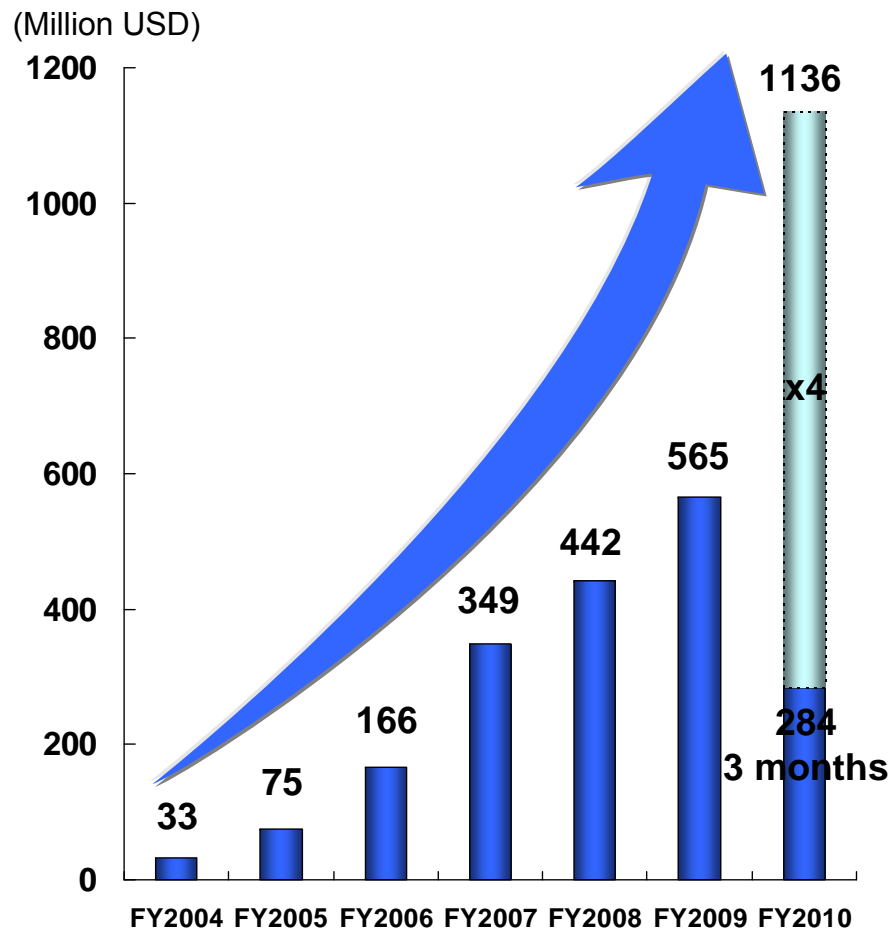


Land of the Rising Revenue

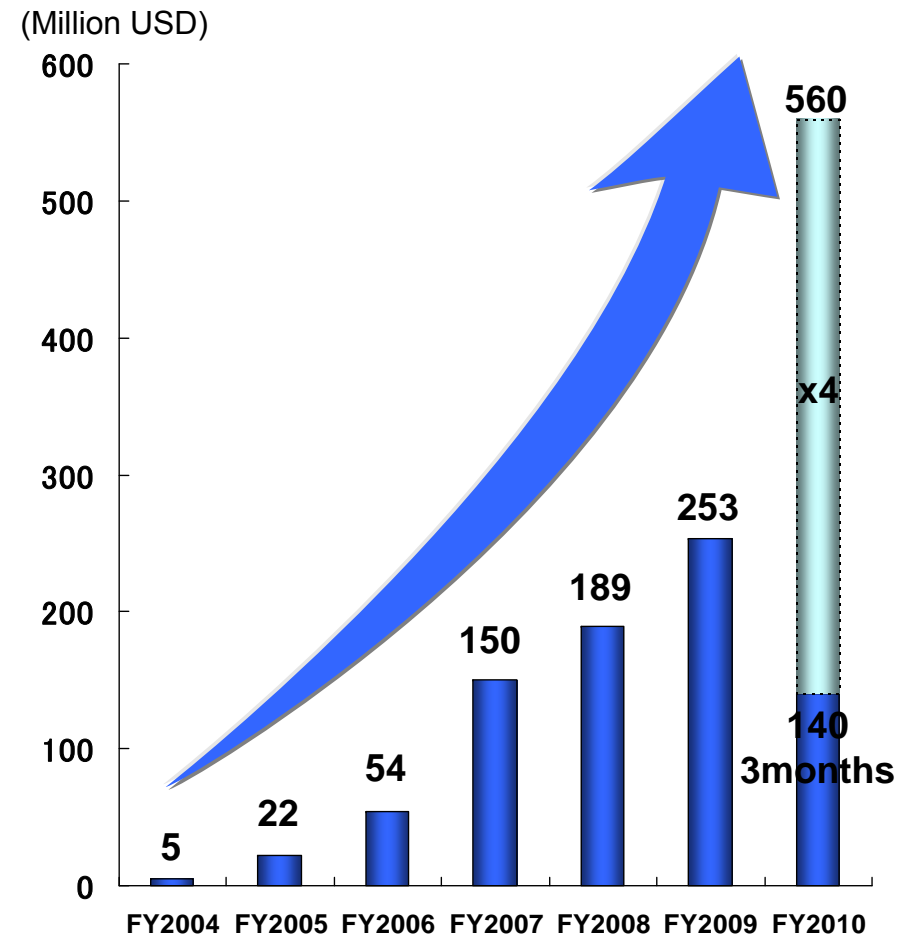
-How Mobage-town Became a \$1B Business in Japan and
Lessons Learned for US Developers-

DeNA Co., Ltd.
Tomoko Namba

Net Revenues



Ordinary Income(Profit before tax)



*Revenue and ordinary income for FY2004 are on a non-consolidated basis. Currency converted with the exchange rate 1USD = 85JPY. Figures in FY2010 is run rate basis.



21M registered users

Community & SNS



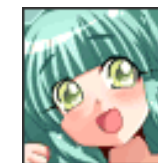
- Avatars
- Group Activities
- Mini Mail
- Celebrity blogs
- Diaries
- Greeting
- Friends request
- Footprints, etc.

Games

In-house



Third Party



The value of Mobage-town Open Platform

GDC Online October 5, 2010

- Launched the Mobage Open Platform on January 27, 2010
- Partner companies: 222 Game titles : 527 (as of Sep 29)

Key tools for developers

Community/User Base

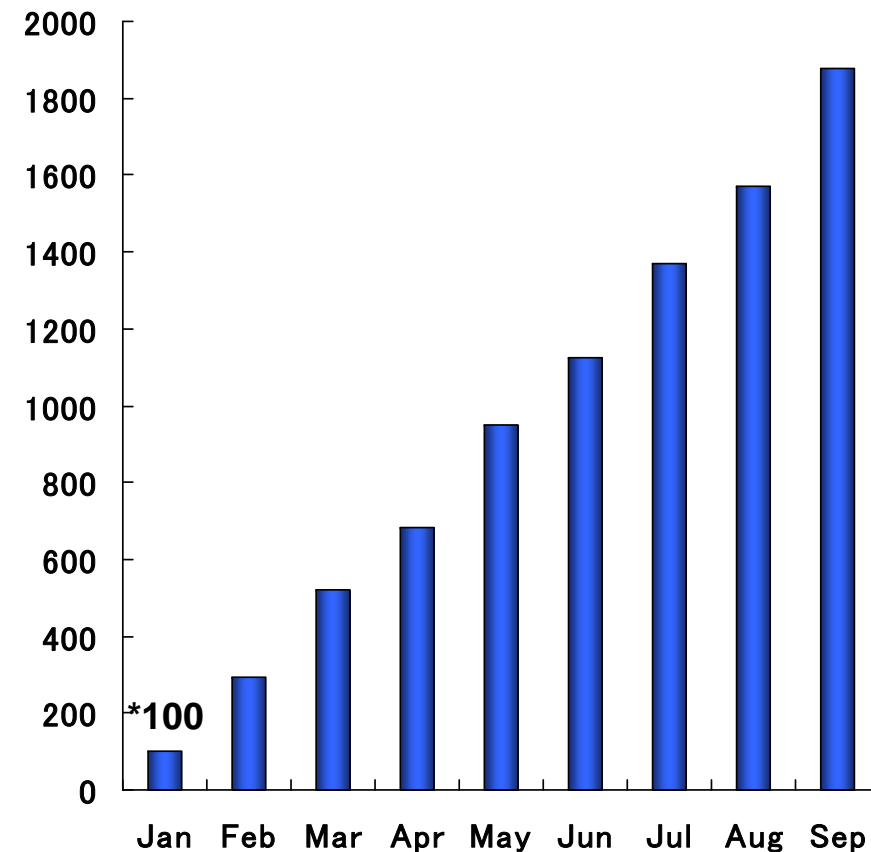
Function API
(invites/avatars/ranking etc)

Billing system/
Common Virtual Currency

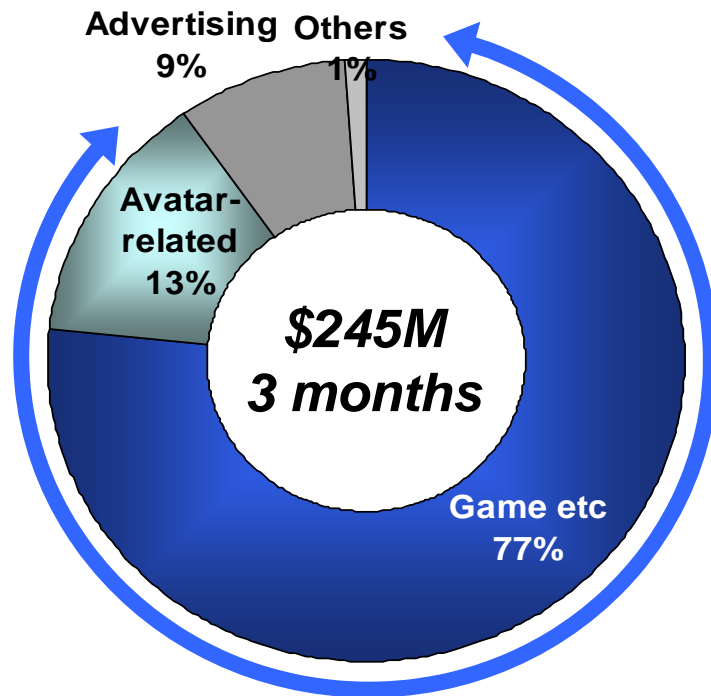
Ads/Promotion

Stats/Consultation
for Monetization

Daily Use of Moba-Coins (Index; Jan 2010=100)



Mobage-town Revenue Breakdown (Apr-Jun, 2010)



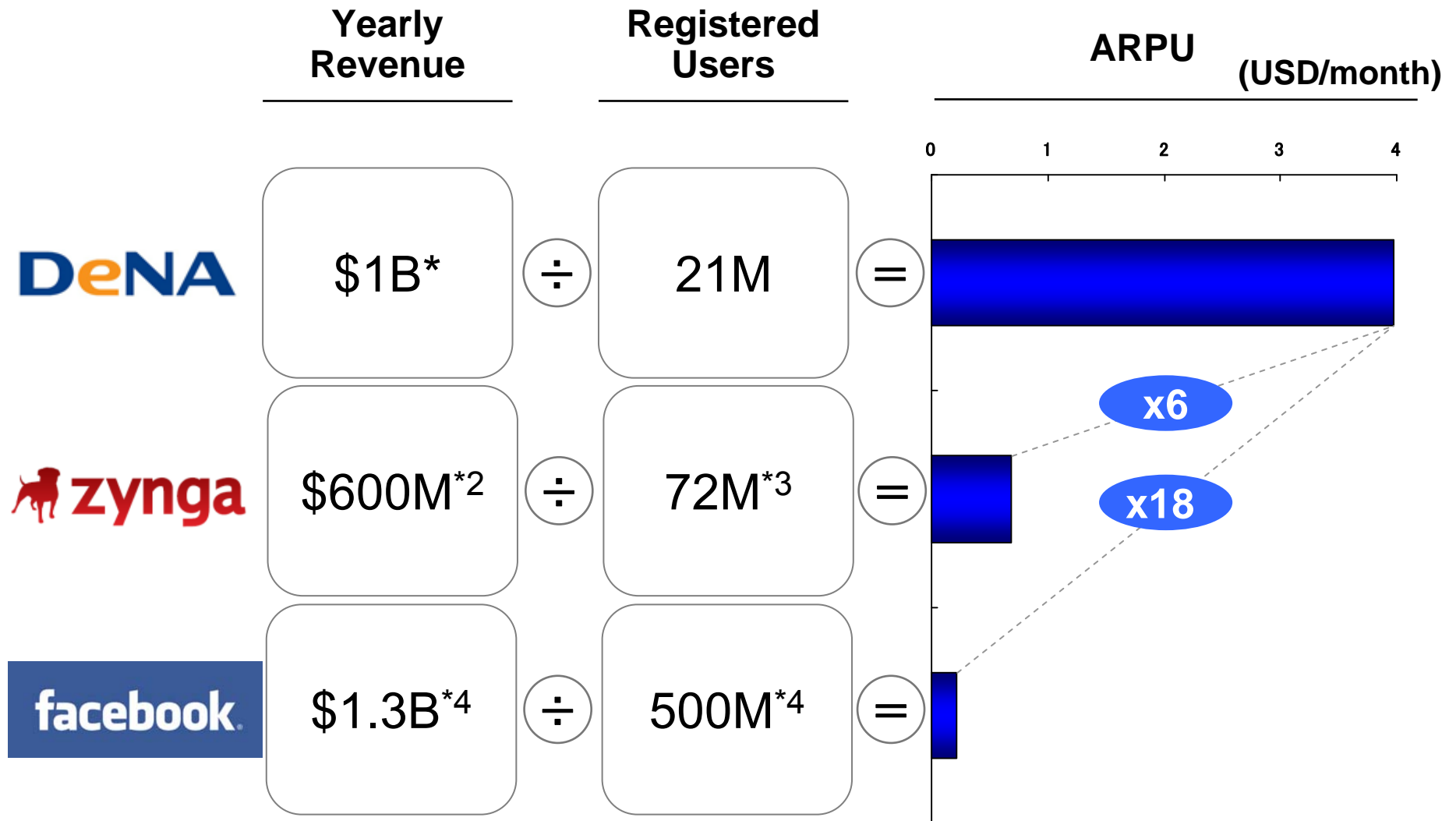
- In-house Games
- Third party games
(30% DeNA, 70% Third Party)

\$1B*
Virtual Goods
Net Revenues

from just
21M users!

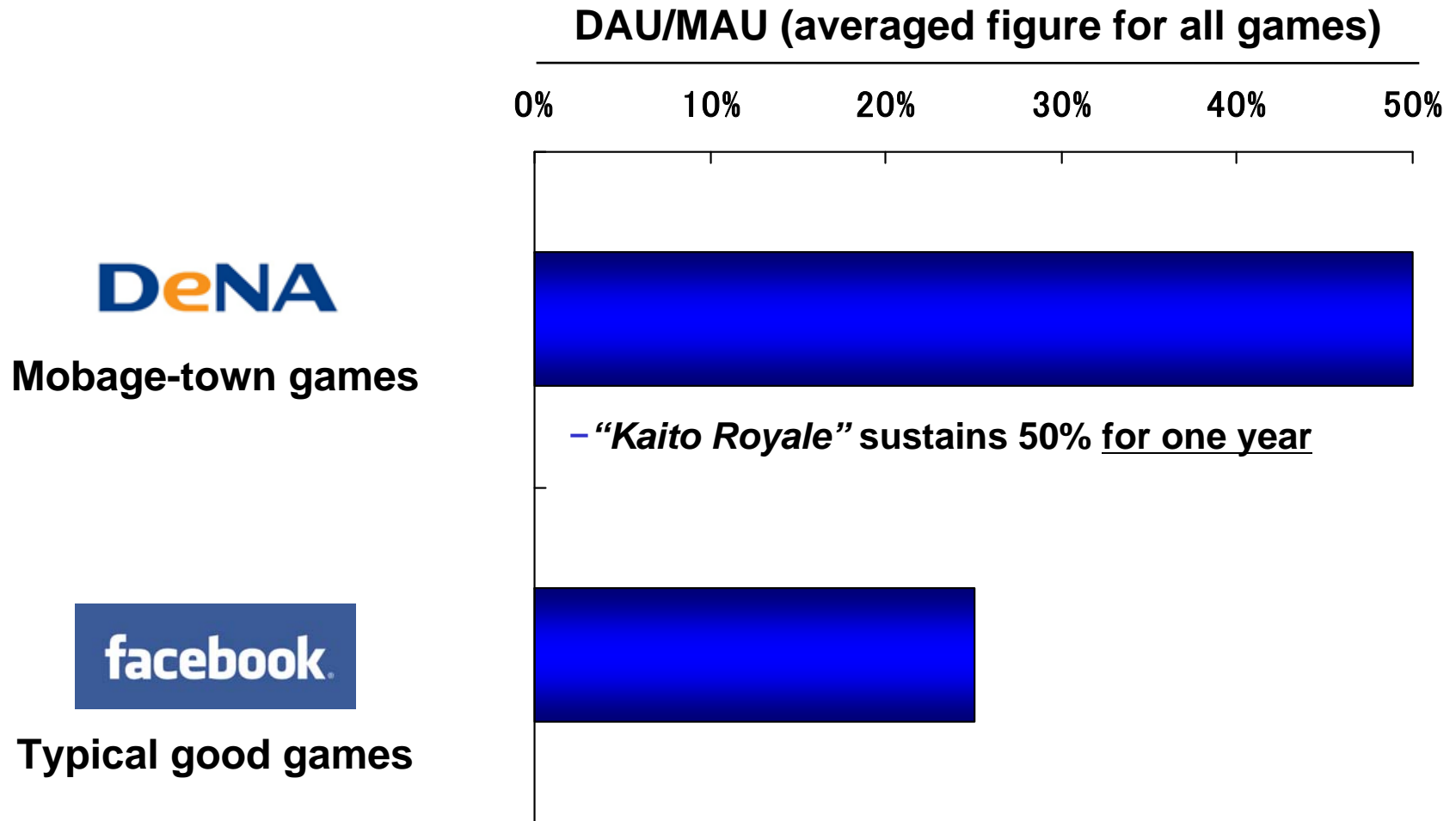
* Run rate, 2010

ARPU Comparison



Even higher ARPU recorded by Active User basis

* Run rate, 2010 *2. Run rate, 2010, Business Insider *3. only for Farmville *4. eMarketer, July 2010



Low dependency on Ads/Promotion due to “stickiness”

The launch of Yahoo! Mobage

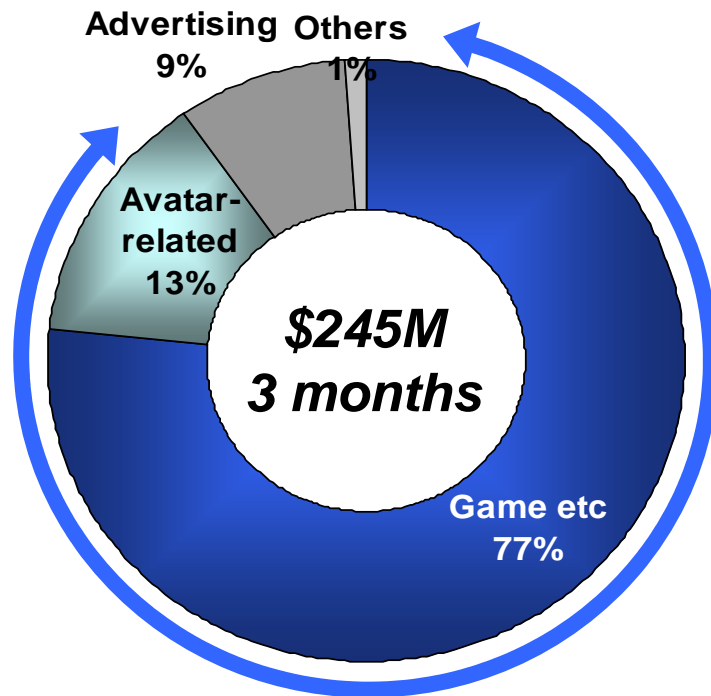
DeNA

GDC Online October 5, 2010

PC-based Social Games SNS launched on Oct 2010, with 100 games from 70 developers



Mobage-town Revenue Breakdown (Apr-Jun, 2010)



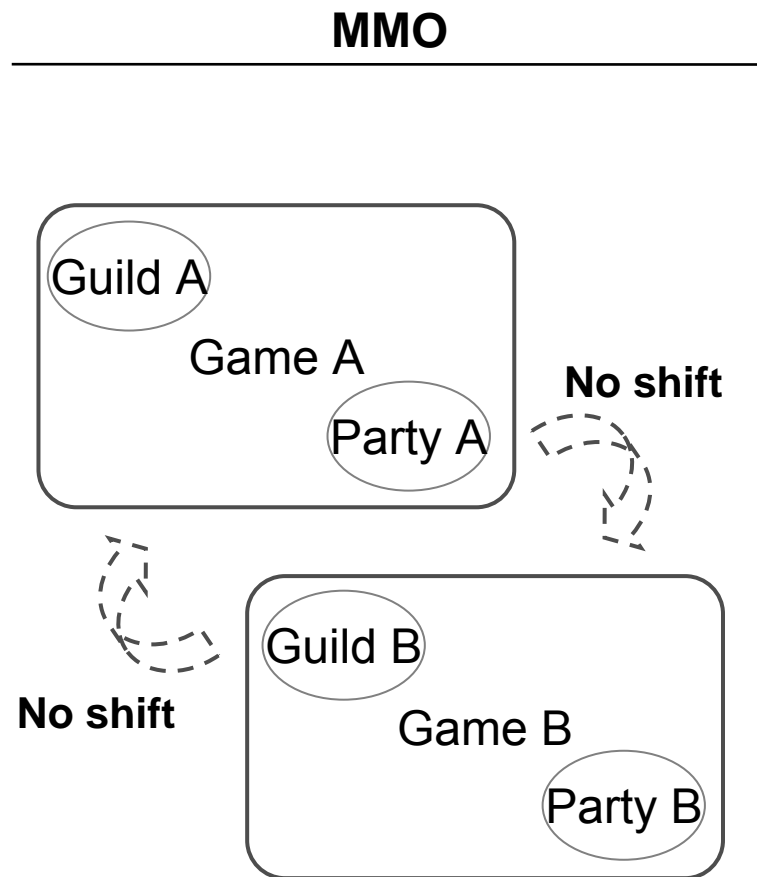
- In-house Games
- Third party games
(30% DeNA, 70% Third Party)

\$1B*
Virtual Goods
Net Revenues

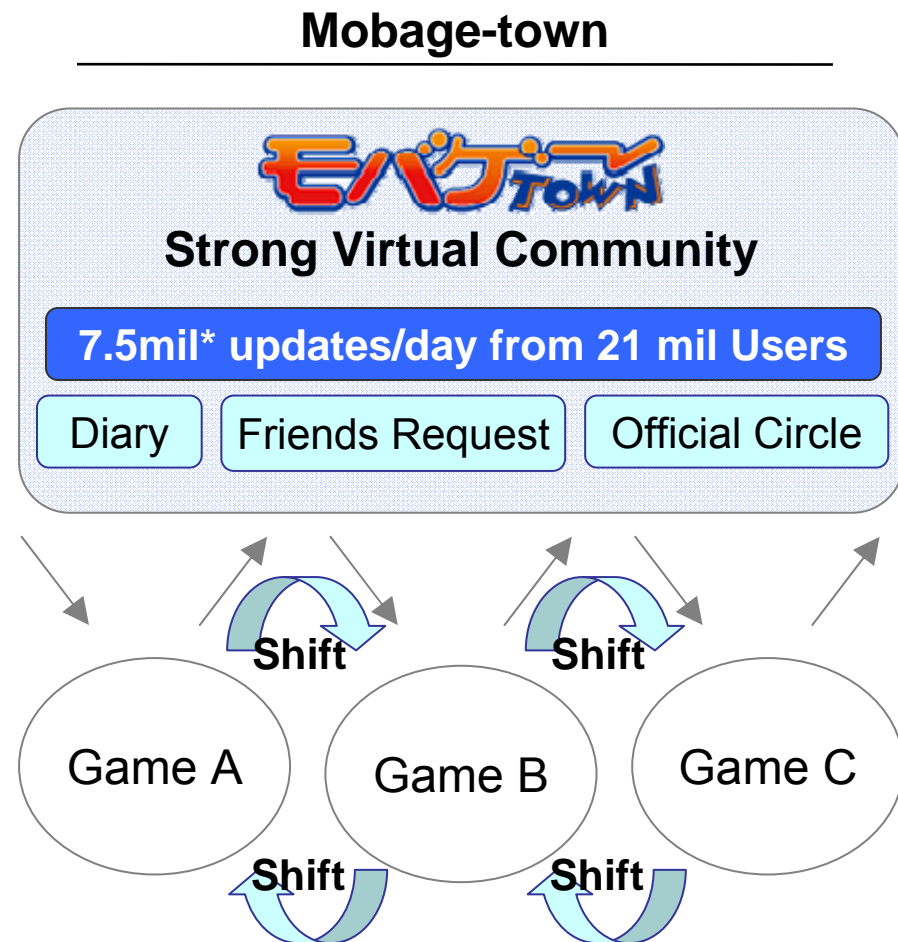
from just
21M users!

* Run rate, 2010

- Strong Community Base
- Post Launch Operations
- Rapidly Expanding Developer Line Up

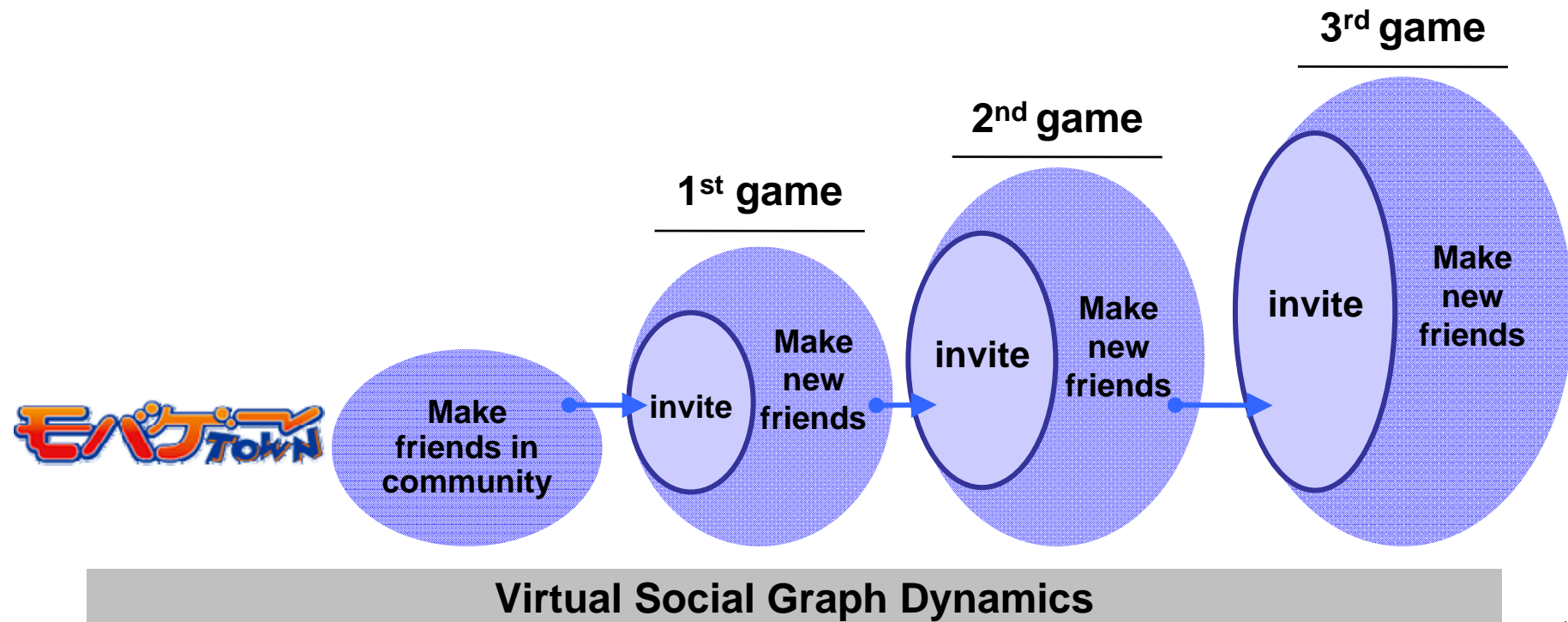
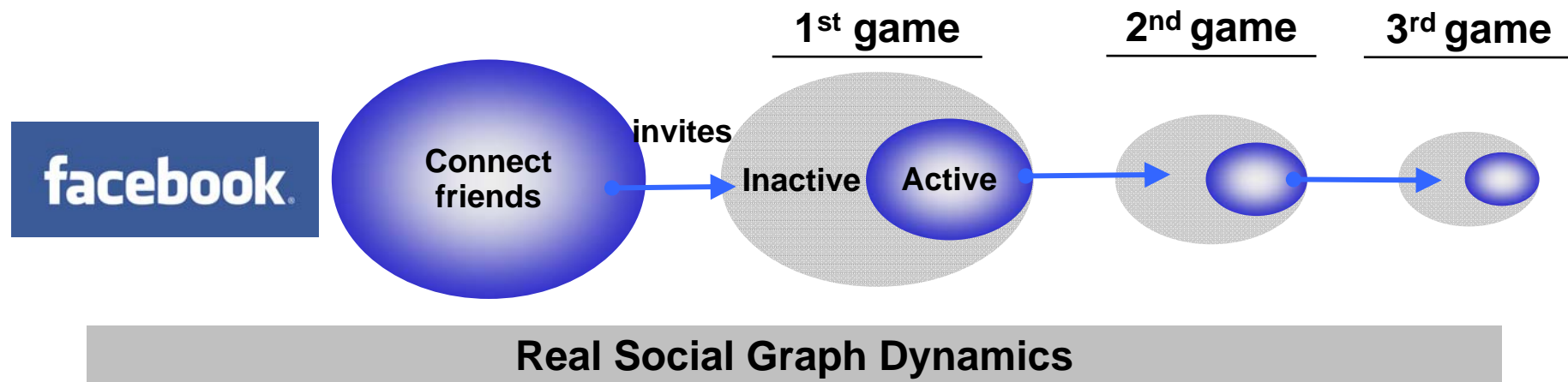


No transition across games



Many transitions across all games

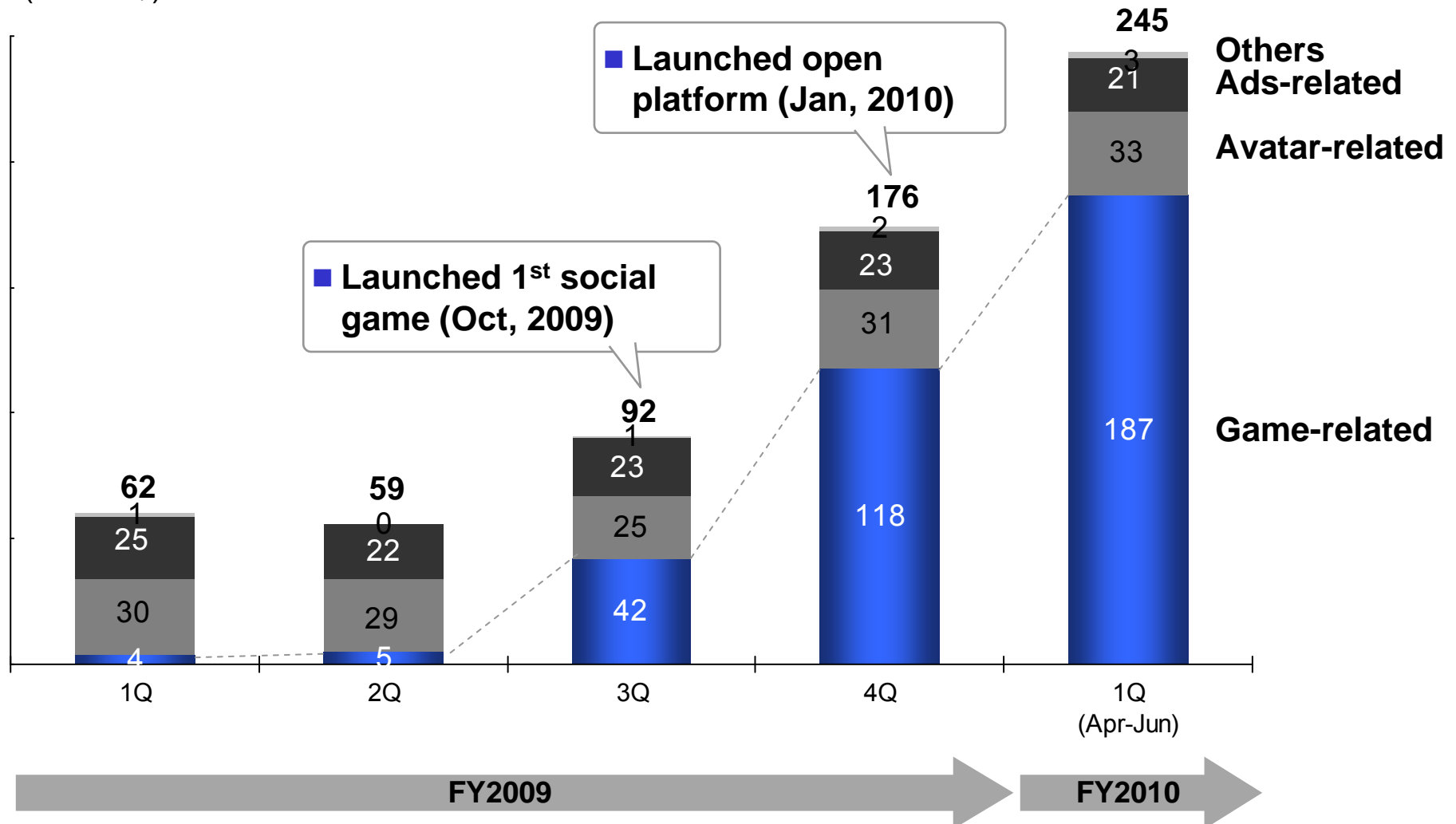
*Averaged figure in Aug, 2010



Mobage-town Revenue Trend

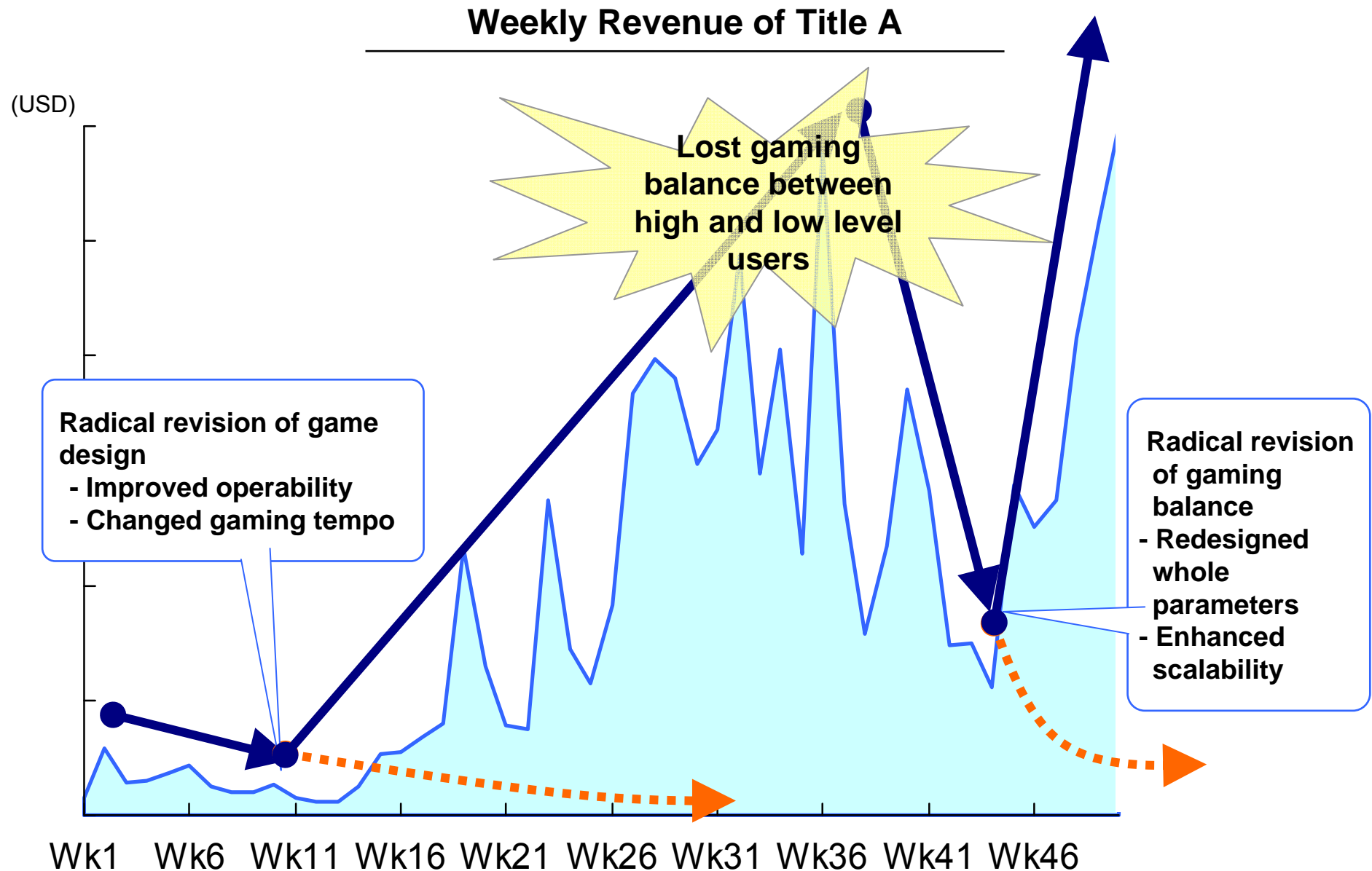
Mobage-town Net Revenues

(Million \$)

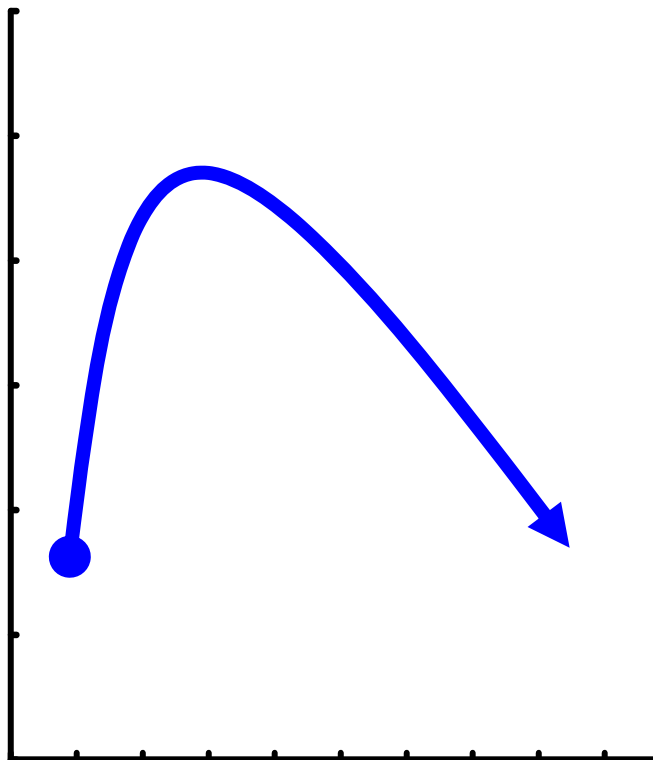


*1USD = 85JPY

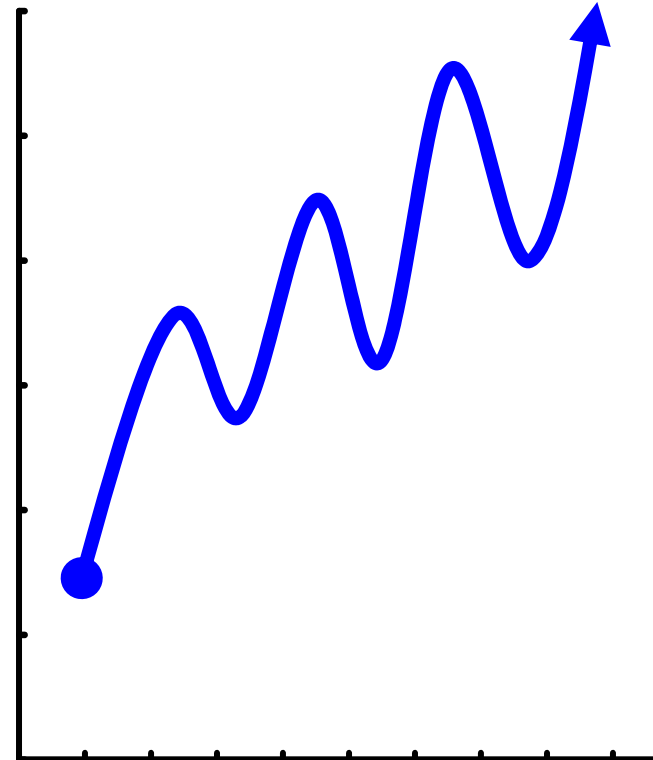
- Strong Community Base
- Post Launch Operations
- Rapidly Expanding Developer Line Up



Typical Good Games on App Store



Mobage-town games



Communication Buzz enhances effects of Post Launch Operations

- Strong Community Base
- Post Launch Operations
- Rapidly Expanding Developer Line Up

Rapidly Expanding Developer Line Up

DeNA

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Game Developer for Mobage Open Platform

CAPCOM®

BANDAI
NAMCO
Games

TAITO®

SONY

So-net

HUDSON®

Unoh

SQUARE ENIX™

Coca-Cola

han@ame

GACREST
Entertainment

rekoo 热酷
.com

koei®

Mectoria

DeNA

KLabGames

tv asahi mediaplex

講談社
KODANSHA

RockYou!
Asia

ZAPPALLAS

livedoor®

フジテレビ

@nifty

Aeria

NOWPRO

200 more and counting



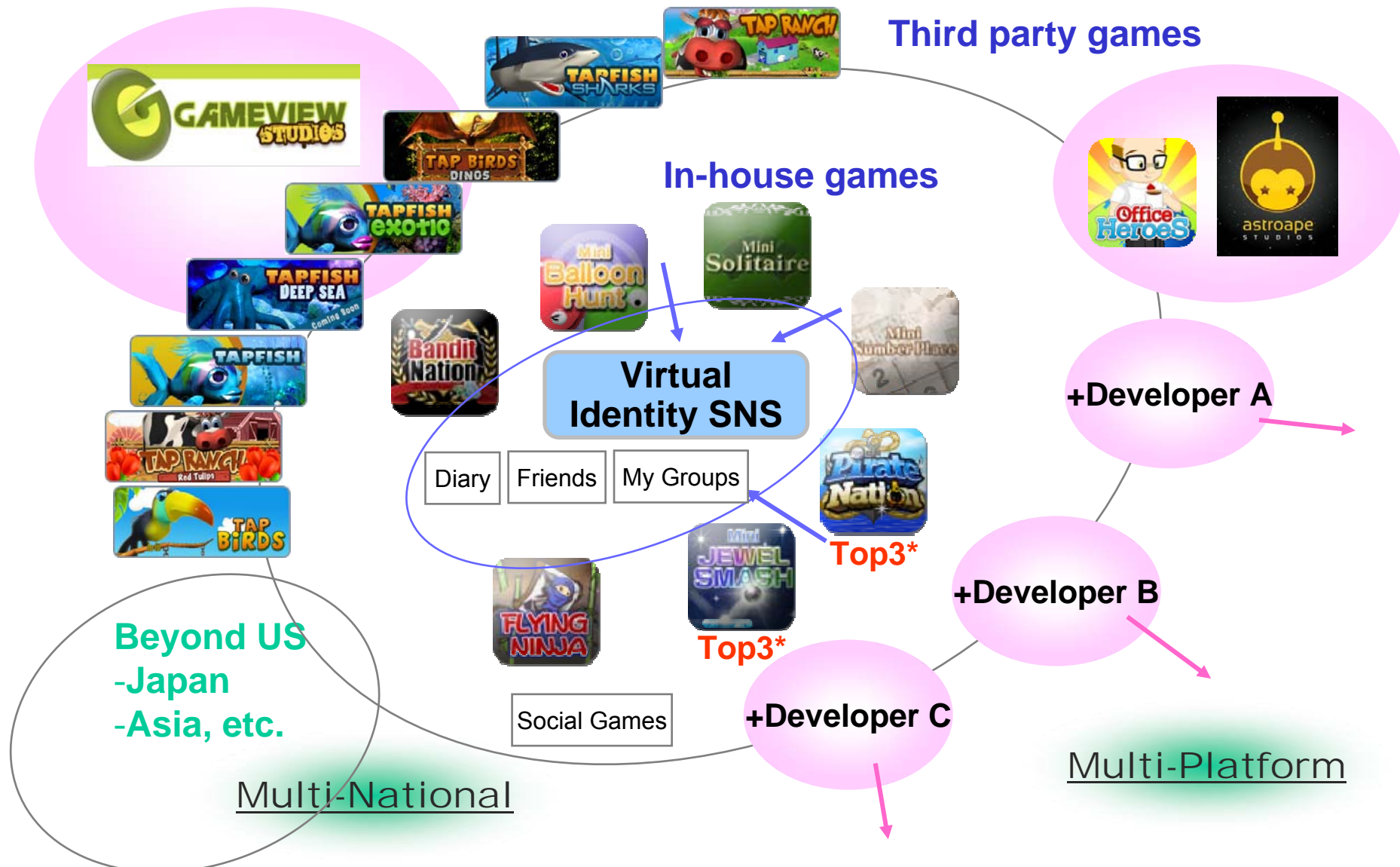
Strategy

Social Games Centric
×
Virtual Community

Operational Support for
Strong Monetization

Multi-Platform
(iPhone, Android)
×
Multi-National
(US, Japan, Asia, Others)

We welcome THIRD PARTY social games!



*Ranking of "Top Free Apps" at iPhone App Store as of Sep 7th, 2010

Thank you!

DeNA

GDC Online October 5, 2010

Any Questions?

⇒ bd@denaglobal.com

DeNA®

