

English Translation

This is a translation of the original release in Japanese. In the event of any discrepancy, the original release in Japanese shall prevail.



March 17, 2015

Name of listed company: Nintendo Co., Ltd.
Representative: Satoru Iwata
Director and President
(TSE First Section Stock Code: 7974)
Contact person: Tatsumi Kimishima
Managing Director
(Tel: 075-662-9600)

Name of listed company: DeNA Co., Ltd.
Representative: Isao Moriyasu
President and CEO
(TSE First Section Stock Code: 2432)
Contact person: Daisuke Shibata
Executive Officer and SVP
(Tel: 03-6758-7200)

Announcement of Business and Capital Alliance between Nintendo Co., Ltd. and DeNA Co., Ltd.

Nintendo Co., Ltd. (headquarters: Minami-ku, Kyoto, Director and President: Satoru Iwata, “Nintendo”) and DeNA Co., Ltd. (headquarters: Shibuya-ku, Tokyo, President and CEO: Isao Moriyasu, “DeNA”) have today agreed to enter into a business and capital alliance for the joint development and operation of gaming applications for smart devices and joint development of a new multi-device membership service for the global market.

1. Overview and Purposes of Business and Capital Alliance

Since the launch of Nintendo Entertainment System (known as “Family Computer System” in Japan) in 1983, Nintendo has been offering the world unique and original entertainment products, and in the field of home

entertainment, Nintendo has established itself as a well-known brand truly representing video game culture throughout the world.

Since its founding, DeNA has continuously expanded its portfolio of new Internet business ventures, and by focusing on mobile services since as early as 2004, the company has accumulated world-class expertise in internet services, including mobile games.

Nintendo and DeNA discussed the alliance believing that they can create new business opportunities in the global market by combining the two companies' strengths, and as a result, the companies have agreed to enter into the business alliance described below.

- (1) Joint development and operation of gaming applications for smart devices using Nintendo's intellectual property ("Nintendo IP"), including its characters

Nintendo and DeNA intend to jointly operate new gaming applications featuring Nintendo IP, which they will develop specifically for smart devices. Consequently, Nintendo expects to benefit from new business opportunities as more consumers encounter Nintendo IP, and DeNA expects to strengthen its core business of mobile gaming internationally through the use of Nintendo IP.

- (2) Joint development of a new multi-device membership service

Nintendo and DeNA expect to develop a new core system compatible with a variety of devices including PCs, smartphones and tablets as well as Nintendo's dedicated video game systems, and are to jointly develop a membership service utilizing this system, with a launch targeted for the fall of 2015. The companies expect to further enhance their customer relationships through the membership service.

In addition to the business alliance described above, the two companies agreed to a capital alliance in order to create synergies between their businesses and strengthen their relationship in the medium to long term.

2. Agreed Terms of Business Alliance

Please refer to "1. Overview and Purposes of Business and Capital Alliance."

3. Agreed Terms of Capital Alliance

DeNA is to allocate 15,081,000 of its treasury shares (corresponding to 10.0% of its issued shares, having a total value of about ¥22 billion) to Nintendo by means of a third-party allocation, and Nintendo is to acquire such shares in DeNA.

Simultaneously, Nintendo is to allocate 1,759,400 of its treasury shares (corresponding to 1.24% of its

issued shares, having a total value of about ¥22 billion) to DeNA by means of a third-party allocation, and DeNA is to acquire such shares in Nintendo.

(Please refer to the separately published releases of each of the two companies for details regarding the third-party allocation of shares to Nintendo by DeNA and the third-party allocation of shares to DeNA by Nintendo.)

4. Schedule for Business and Capital Alliance

Nintendo and DeNA board of directors meetings:	March 17, 2015
Signing by Nintendo and DeNA of agreement relating to business and capital alliance:	March 17, 2015
Payment date for third party allocation of shares by Nintendo and DeNA:	April 2, 2015

5. Overview of Company Parties

(as of September 30, 2014)

(1) Name	Nintendo Co., Ltd.	DeNA Co., Ltd.
(2) Address	Minami-ku, Kyoto	Shibuya-ku, Tokyo
(3) Name and title of representative	Satoru Iwata, Director and President	Isao Moriyasu, President and CEO
(4) Description of business	Manufacture and sales of home leisure equipment	Social media business Ecommerce business Other
(5) Capital	¥10,065,000,000	¥10,397,000,000
(6) Date of establishment	November 20, 1947	March 4, 1999
(7) Date of fiscal year end	March 31	March 31

6. Future Outlook

This business and capital alliance is expected to have no effect on business performance for the current fiscal year. The expected impact upon future business performance is to be reflected in the forecasts of financial results for the next fiscal year onwards.

###