

Summary of Key Questions and Answers From the Operating Results Briefing for Q2 FY2024

The following is a summary of the key questions and answers from the operating results briefing for the second quarter of FY2024, held on November 6, 2024.

Q1 In the Healthcare & Medical Business, while there is progress in the deployment of Join there does not seem to be much change in the revenue momentum. Will the second half be the turning point?

A1 In the Medical Area, as you say the deployment of Join is going well. For the Join business model, we tend to see fairly large initial revenue when Join is first deployed, and we also tend to see new deployments trending towards the second half, so there is some seasonality. We are also making progress in detailed discussions for projects leveraging Join Mobile Care, which combines portable medical devices and Join. We are seeing signs of demand both in Japan and overseas, and we aim to be able to deliver results on these initiatives in the second half.

Q2 In the Sports Business, what will be the financial impact of the Yokohama DeNA BayStars progressing to and then winning the Japan Series?

A2 For the Japan Series we had three games held in Yokohama Stadium, and total attendance was about 100,000 people. We are not able to disclose more details about potential financial impact right now, but in 2017 when we progressed to the Japan Series there was some contribution. We are looking forward to seeing some contribution again, while also taking care with the related costs.

Q3 Please share about the impact of *Pokémon Trading Card Game Pocket* on DeNA's financial performance as well as your thoughts about the title's performance.

A3 We cannot provide information about the details of the contract or specific figures, etc., but as we announced on November 1 quickly after launch the game achieved 10 million downloads globally, and many people are enjoying the game. For me, this is an example of the power of IP and global popularity. The game has only just started, but we are working on initiatives to ensure the game is enjoyed long term and to meet player expectations.
For the Game Business overall, we aim to control the downside risk while also building up results.

Q4 Please share why there was a test launch in New Zealand for *Pokémon Trading Card Game Pocket*, and what was learned as a result.

A4 For this title, we did a test launch in New Zealand on September 26 to do server load verification for the global launch. We were then able to proceed with the official launch on schedule.
Unfortunately we are unable to share more specific KPI details, etc.

Q5 In your financial results for FY2024 Q2 operating profit increased year-over-year, but the profit for the period attributable to owners of the parent was a loss. Please share the factors behind this.

A5 This was due to foreign exchange loss, etc. in finance costs.

Q6 In the Live Streaming Business, the marketing did not seem to have much impact on Pococha revenue. Was that due to maturing of the market itself, or due to an issue with the service or your measures?

A6 Our view is that the market is continuing to grow, and Pococha is in the number two position in Japan. Our service is enjoyed by a great many users. Through our marketing, we made progress in spreading awareness, but we cannot yet claim that this had a direct, significant contribution to revenue. Given the characteristics of Pococha, it is possible that digital marketing methods and service measures, among others, could be the best way to maintain and enhance user engagement. We will be exploring possibilities while also making sure to secure profitability.
