

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.



August 28, 2025

Company name: DeNA Co., Ltd.
(TSE First Section Stock Code: 2432)
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Notice Regarding Shareholder Benefit Program for Fiscal Year 2025

DeNA Co., Ltd. would like to announce that the shareholder benefit program details for the fiscal year ending March 31, 2026 has been finalized as following.

1. Eligible Shareholders

The program will be offered to shareholders who hold 1 unit (100 shares) or more of the Company's shares and who are listed or recorded in the register of shareholders as of the record date of September 30, 2025.

2. Details of Shareholders Benefits

The Company has implemented a shareholder benefit program to express its gratitude for the ongoing support of its shareholders, to enhance the appeal of investing in the Company's shares and encourage more people to hold them, and to help shareholders deepen their understanding of the business of the Group. The shareholder benefits for the fiscal year ending March 31, 2026, will be provided in accordance with the number of shares held by each shareholder, as listed or recorded in the register of shareholders, as shown in the table 1 to 4 below.

For details on how to use each shareholder benefit and other information, please refer to the guide that will be mailed to shareholders. Information on the mailing status of the guide, etc., will be posted on the Company's website under IR section as it becomes available.

Benefit Details		Holdings of 100 shares or more, but less than 300 shares	Holdings of 300 shares or more	
1	2025-26 Season Kawasaki Brave Thunders Professional Basketball Game Ticket Voucher	1	3	*1
2	2026 Season Yokohama DeNA BayStars Fan Club Membership Coupon	One 1,000 Yen Discount Coupon	One 3,000 Yen Discount Coupon	*2

3	2026 Season Yokohama DeNA BayStars Official Merchandise Shop Coupon	One 10% Discount Coupon	*3
4	Wonderia, directly operated facility within BASEGATE Kannai Yokohama Admission Ticket Voucher	One Admission Ticket Voucher	*4

*1 The professional basketball game ticket voucher can be used for designated games held during the 2025-26 season (season starting October 2025 and ending May 2026).

*2 The fan club membership coupon can be used when registering for the Yokohama DeNA BayStars fan club for the 2026 season.

*3 Details on eligible stores and other information will be provided in the shareholder benefit certificate sent at a later date.

*4 The admission ticket voucher can be used for a specified period at Wonderia, a directly operated facility within BASEGATE Yokohama Kannai, which is scheduled for a grand opening in Spring 2026. Details on the period and usage will be provided in the shareholder benefit certificate sent later.

For inquiries please contact:
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