	ADWAYS INC.			
Market: TSE Mothers	Stock Code: 2489	Sec	tor: Interr	
Compa	ny Profile		Direc	
Adways is a digital advertising network and g	jame publisher head quartered in Tokyo,	President and CEO		
Japan.				

It runs the largest mobile affiliate network in Japan as well as the largest smartphone app distribution network.

Sector: Internet Services			
Directors			
President and CEO	Haruhisa Okamura		
Senior Executive	Yoichi Tanaka		

Share Data		30/10/2014		
Currency	JPY	Volume		378,300
Closing price	1,204			49,030
% Change (versus Prior Day)	-0.011	Shares Outstandin	ıg	40,722,500
		(http://ww	w.bloomberg.com	
	Key F	igures		
(¥mn)		2Q FY2014	2Q FY2013	2Q FY2012
Net Sales	<u> </u>	(Cumulative)	(Cumulative) 14,490	(Cumulative)
Gross Profit		17,526		9,755
		3,257	2,566	1,751
SG&A Expenses		2,663	2,263	1,612
Operating Profit		594	303	139
Recurring Profit		632	256	188
Net Profit		385	243	61
(¥mn)		17.046	10 127	0.121
Total Assets		17,946	10,137	8,121
Total Liabilities		5,754	4,909	3,247
Net Assets		12,192	5,227	4,874
Capital		1,489	1,487	1,479
Shareholders' Equity		11,707	4,901	4,674
Retained Earnings		2,933	2,240	1,759
(¥mn)				
Cash Flow from Operating Activities		212	339	246
Cash Flow from Investment Activitie	÷S	-332	466	-932
Cash Flow from Financing Activities		51	27	-314
(¥)				
EPS		9.46	6.73	1.55
Dividends per Share (DPS)		-	-	-
Net Assets per Share		294.8	141.02	127.07
(%)				
Capital to Assets Ratio		66.9%	51.0%	59.8%
(#)				
Number of Employees		1,026	1,049	1,106

(¥mn)		
Full Year FY2014 Earnings Guidance		
Net Sales	37,000	
Operating Profit	1,000	
Recurring Profit	1,000	
Net Profit	480	
Dividends per Share (DPS) (¥)	1.65	

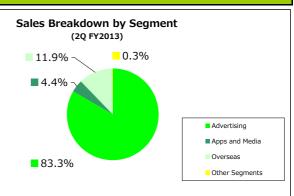
Shareholder Breakdown by Investor Type (30/09/2014)			
Name	No. of Shareholders	%	
Treasury Stock	0	0.0	
Financial Institutions	8	0.0	
Securities Companies	49	0.1	
Domestic Companies	180	0.5	
Foreign Investors (including institutions)	149	0.4	
Individuals and Other Investors	37,548	99.0	

Major Shareholders(30/09/2014)			
Name	Shares Owned	%	
Haruhisa Okamura	8,149,300	20.0	
ITOCHU Corporation	7,980,700	19.6	
MATSUI Securities	493,500	1.2	
Japan Securities Finance	487,500	1.2	
Mizuho Securities	342,400	0.8	

Shareholders Breakdown by Number of Shares (30/09/2014)			
Shares	No. of Shareholders	%	
Treasury Stock	0	0.0	
500,000-	2	0.0	
100,000 - 499,999	9	0.0	
50,000 - 99,999	11	0.0	
10,000 - 49,999	176	0.5	
5,000 - 9,999	363	1.0	
1 - 4,999	37,373	98.5	

Sales Breakdown by Segment (Outside Sales Only)

• Domestic Advertising (¥mn)			
Net Sales	14,600	12,500	8,204
Operating Profit	1,429	1,280	689
●Apps and Media (¥mn)			
Net Sales	773	888	732
Operating Profit	-122	-220	63
 Overseas Advertising (¥mn) 			
Net Sales	2,092	1,100	813
Operating Profit	34	-113	-94
●Other (¥mn)			
Net Sales	59	0	5
Operating Profit	-130	-84	-69



IR Contacts

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