ADWAYS INC.

Company Profile		Directors
Advance is a digital advertising network and game publisher head quartered in Tokyo, Japan	President and CEO	Haruhisa Okamura

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

Market: TSE Mothers

	Directors
President and CEO	Haruhisa Okamura
Senior Executive	Yoichi Tanaka

Sector: Internet Services

(¥mn)

Share Data		25/09/2013 Full Year FY2013 Ear		FY2013 Earnings Guida	
Currency	JPY	Volume	5,318	Net Sales	
Closing price	405,000	Market Cap (¥mn)	32,845	Operating Profit	
	(before split)	Shares Outstanding	81,100	Recurring Profit	
		(http://www.bloomberg.com	n/auote/2489:1P)	Not Profit	

Stock Code: 2489

	5,318	Net Sales	29,500
(¥mn)	32,845	Operating Profit	600
standing	81,100	Recurring Profit	550
p://www.bloomberg.con	n/quote/2489:JP)	Net Profit	400

(¥mn)	2Q FY2013 (Cumulative)	2Q FY2012 (Cumulative)	2Q FY2011 (Cumulative)	
Net Sales	14,490	9,755	8,825	
Gross Profit	2,566	1,751	1,725	Tre
SG&A Expenses	2,263	1,612	1,162	Fina
Operating Profit	303	139	563	Sec
Recurring Profit	256	188	575	Dor
Net Profit	243	61	347	For
(¥mn)				inst
Total Assets	10,137	8,121	6,639	Ind
Total Liabilities	4,909	3,247	2,780	Inv
Net Assets	5,227	4,874	3,859	
Capital	1,487	1,479	1,477	

Shareholder Breakdown by Investor Type (30/09/2013)			
Name	Shares Owned	%	
Treasury Stock	7,708	9.5	
Financial Institutions	3,283	4.0	
Securities Companies	3,196	3.9	
Domestic Companies	16,590	20.4	
Foreign Investors (including institutions)	3,253	4.0	
Individuals and Other Investors	47,070	58.0	
		(hofore colit)	

(before split)

Capital	1,487	1,479	1,477
Shareholders' Equity	4,901	4,674	3,889
Retained Earnings	2,240	1,759	1,343
(¥mn)			
Cash Flow from Operating Activities	339	246	300
Cash Flow from Investment Activities	466	-932	-370
Cash Flow from Financing Activities	27	-314	103
0.0			

Major Shareholders(30/09/2013)			
Name	Shares Owned	%	
Haruhisa Okamura	17,819	21.9	
ITOCHU Corporation	16,289	20.0	
Adways Inc.	7,708	9.5	
Japan Securities Finance	3,274	4.0	
Individual Shareholder	1,646	2.0	
		(before split)	

(+)			
EPS	6.73	1.55	9.24
Dividends per Share (DPS)	-	-	-
Net Assets per Share	141.02	127.07	102.69

Shareholders Breakdown by Number of Shares (30/09/2013)			
Shares	No. of Shareholders	%	
Treasury Stock	1	0.0	
5,000-	2	0.0	
1,000 - 4,999	3	0.0	
500 - 999	2	0.0	
100 - 499	26	0.3	
50 - 99	49	0.6	
1 - 49	7,573	98.9	

Capital to Assets Ratio 51.0%

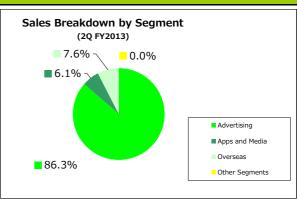
(#)			
Number of Employees	1,049	1,106	651

Sales Breakdown by Segment (Outside Sales Only)

58.1%

59.8%

● Domestic Advertising (¥mn)			
Net Sales	12,500	8,204	7,512
Operating Profit	1,280	689	821
●Apps and Media (¥mn)			
Net Sales	888	732	813
Operating Profit	-220	63	181
Overseas Advertising (¥mn)			
Net Sales	1,100	813	494
Operating Profit	-113	-94	27
●Other (¥mn)			
Net Sales	0	5	5
Operating Profit	-84	-69	-38





(%)