ADWAYS INC.			
Market: TSE Mothers	Stock Code: 2489	Sec	or: Internet Services
Company Profile		Directors	
Adways 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.		Senior Executive	Yoichi Tanaka

Share Data			30/07/2014	
Currency	JPY	Volume		2,788,600
Closing price	1,824	Market Cap (¥mn	)	74,278
		Shares Outstandir	ng	40,722,500
		(http://ww	vw.bloomberg.con	n/quote/2489:JP)
	Key F	igures		
(¥mn)		1Q FY2014	1Q FY2013	1Q FY2012
(+1111)		(Cumulative)	(Cumulative)	(Cumulative)
Net Sales		8,831	6,839	4,476
Gross Profit		1,579	1,182	842
SG&A Expenses		1,345	1,143	793
Operating Profit		233	39	49
Recurring Profit		241	-8	84
Net Profit		94	-18	20
(¥mn)				
Total Assets		17,534	8,962	8,019
Total Liabilities		5,695	4,025	2,953
Net Assets		11,838	4,936	5,065
Capital		1,489	1,479	1,479
Shareholders' Equity		11,417	4,613	4,861
Retained Earnings		2,642	1,978	1,717
(¥)				
FPS		2 32		0.50

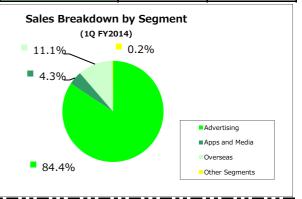
EPS	2.32	-	0.50
Dividends per Share (DPS)	-	-	-
Net Assets per Share	287.99	136.16	126.29

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

Shareholder Breakdown by Investor Type (31/03/2014)				
Name	Shares Owned	%		
Treasury Stock	0	0.0		
Financial Institutions	747,200	1.8		
Securities Companies	2,493,604	6.1		
Domestic Companies	8,460,700	20.7		
Foreign Investors (including institutions)	1,828,600	4.4		
Individuals and Other Investors	27,192,396	66.7		

	Major Shareholders(31/03/2014)					
,	Name	Shares Owned	%			
	Haruhisa Okamura	8,147,300	20.0			
	ITOCHU Corporation	8,144,500	20.0			
)	Japan Securities Finance	713,500	1.7			
	MATSUI Securities	608,700	1.4			
)	Daiwa Securities	291,500	0.7			

Shareholders Breakdown by Number of Shares (31/03/2014)					
Shares	No. of Shareholders	%			
Treasury Stock	0	0.0			
500,000-	4	0.0			
100,000 - 499,999	15	0.0			
50,000 - 99,999	10	0.0			
10,000 - 49,999	168	0.4			
5,000 - 9,999	332	0.9			
1 - 4,999	34,108	98.4			



IR Contacts http://ir.adways.net/en/

(%)

(#)

https://secure.adways.net/en/ir\_inquiry.cgi

38thFloor Sumitomo Fudousan Shinjuku GrandTower, 8-17-1 Nishi-Shinjuku, Shinjuku, Tokyo 1606138, Japan



Capital to Assets Ratio 66.9% 63.0% 54.7% Number of Employees 1,021 1,111 1,000 Sales Breakdown by Segment (Outside Sales Only)

<ul> <li>Domestic Advertising (¥mn)</li> </ul>					
Net Sales	7,449	5,971	3,601		
Operating Profits	725	591	303		
●Apps and Media (¥mn)	• Apps and Media (¥mn)				
Net Sales	383	458	487		
Operating Profits	-94	-115	81		
• Overseas Advertising (¥mn)					
Net Sales	979	409	382		
Operating Profits	-1	-109	-59		
●Other (¥mn)					
Net Sales	19	0	4		
Operating Profits	-69	-38	-32		