

# ADWAYS INC.

Market: TSE Mothers

Stock Code: 2489

Sector: Internet Services

### Company Profile

Adways is a digital advertising network and game publisher head quartered in Tokyo, Japan. It runs the largest mobile affiliate network in Japan as well as the largest smartphone app distribution network.

### Directors

|                   |                  |
|-------------------|------------------|
| President and CEO | Haruhisa Okamura |
| Senior Executive  | Yoichi Tanaka    |

(¥mn)

### Share Data

|               |     | 3/2/2016           |            |
|---------------|-----|--------------------|------------|
| Currency      | JPY | Volume             | 270,700    |
| Closing price | 618 | Market Cap (¥mn)   | 25,698     |
|               |     | Shares Outstanding | 41,583,500 |

<http://www.bloomberg.com/quote/2489:JP>

### Full Year FY2015 Earnings Guidance

|                               |        |
|-------------------------------|--------|
| Net Sales                     | 38,000 |
| Operating Profit              | 510    |
| Recurring Profit              | 580    |
| Net Profit                    | 110    |
| Dividends per Share (DPS) (¥) | 2.65   |

### Key Figures

| (¥mn)            | 3Q FY2015<br>(Cumulative) | 3Q FY2014<br>(Cumulative) | 3Q FY2013<br>(Cumulative) |
|------------------|---------------------------|---------------------------|---------------------------|
| Net Sales        | 28,863                    | 26,038                    | 22,272                    |
| Gross Profit     | 5,340                     | 4,950                     | 3,959                     |
| SG&A Expenses    | 4,798                     | 4,161                     | 3,425                     |
| Operating Profit | 542                       | 789                       | 533                       |
| Recurring Profit | 607                       | 880                       | 489                       |
| Net Profit       | 252                       | 513                       | 348                       |

### Shareholder Breakdown by Investor Type (30/09/2015)

| Name                                       | Shares Owned | %    |
|--|--------------|------|
| Treasury Stock                             | 0            | 0.0  |
| Financial Institutions                     | 84,000       | 0.2  |
| Securities Companies                       | 1,641,034    | 3.9  |
| Domestic Companies                         | 6,309,100    | 15.1 |
| Foreign Investors (including institutions) | 2,181,006    | 5.2  |
| Individuals and Other Investors            | 31,368,360   | 75.4 |

(¥mn)

|                      |        |        |        |
|----------------------|--------|--------|--------|
| Total Assets         | 19,541 | 18,175 | 16,372 |
| Total Liabilities    | 6,553  | 5,418  | 4,912  |
| Net Assets           | 12,987 | 12,756 | 11,459 |
| Capital              | 1,605  | 1,496  | 1,487  |
| Shareholders' Equity | 12,325 | 11,850 | 11,115 |
| Retained Earnings    | 3,424  | 3,061  | 2,345  |

### Major Shareholders(30/09/2015)

| Name                     | Shares Owned | %    |
|--------------------------|--------------|------|
| Haruhisa Okamura         | 8,149,300    | 19.6 |
| ITOCHU Corporation       | 5,980,700    | 14.3 |
| MATSUI Securities        | 1,272,447    | 3.0  |
| Japan Securities Finance | 364,200      | 0.8  |
| Mizuho Securities        | 278,555      | 0.6  |

(¥)

|                           |        |        |         |
|---------------------------|--------|--------|---------|
| EPS                       | 6.07   | 12.62  | 9.33    |
| Dividends per Share (DPS) | -      | -      | -       |
| Net Assets per Share      | 307.93 | 307.52 | 280.588 |

(%)

|                         |       |       |       |
|-------------------------|-------|-------|-------|
| Capital to Assets Ratio | 65.5% | 69.0% | 69.5% |
|-------------------------|-------|-------|-------|

(#)

|                     |       |       |       |
|---------------------|-------|-------|-------|
| Number of Employees | 1,156 | 1,068 | 1,003 |
|---------------------|-------|-------|-------|

### Shareholders Breakdown by Number of Shares (30/09/2015)

| Shares            | No. of Shareholders | %    |
|-------------------|---------------------|------|
| Treasury Stock    | 0                   | 0.0  |
| 500,000-          | 3                   | 0.0  |
| 100,000 - 499,999 | 6                   | 0.0  |
| 50,000 - 99,999   | 17                  | 0.0  |
| 10,000 - 49,999   | 256                 | 0.7  |
| 5,000 - 9,999     | 451                 | 1.3  |
| 1 - 4,999         | 33,275              | 97.8 |

### Sales Breakdown by Segment (Outside Sales Only)

#### ● Domestic Advertising (¥mn)

|                  |        |        |        |
|------------------|--------|--------|--------|
| Net Sales        | 22,864 | 21,007 | 19,191 |
| Operating Profit | 2,043  | 2,026  | 1,990  |

#### ● Apps and Media (¥mn)

|                  |      |       |       |
|------------------|------|-------|-------|
| Net Sales        | 793  | 1,334 | 1,286 |
| Operating Profit | -158 | -177  | -296  |

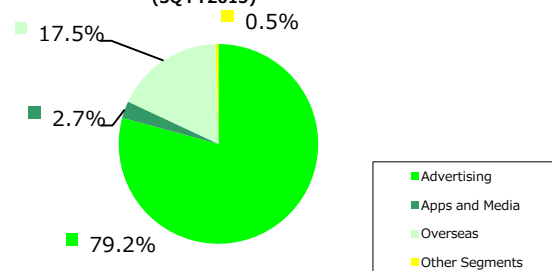
#### ● Overseas Advertising (¥mn)

|                  |       |       |       |
|------------------|-------|-------|-------|
| Net Sales        | 5,064 | 3,588 | 1,785 |
| Operating Profit | -122  | 44    | -150  |

#### ● Other (¥mn)

|                  |      |      |      |
|------------------|------|------|------|
| Net Sales        | 140  | 108  | 9    |
| Operating Profit | -256 | -192 | -124 |

### Sales Breakdown by Segment (3Q FY2015)



IR Contacts

<http://ir.adways.net/en/>
[https://secure.adways.net/en/ir\\_inquiry.cgi](https://secure.adways.net/en/ir_inquiry.cgi)

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