

# 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

### Share Data

03/08/2016

Currency	JPY	Volume	564,800
Closing price	586	Market Cap (¥mn)	24,367
		Shares Outstanding	41,583,500

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

### Full Year FY2016 Earnings Guidance

Net Sales (¥mn)	41,000 ~ 44,000
Operating Profits (¥mn)	100 ~ 500
Recurring Profits (¥mn)	100 ~ 500
Net Profits (¥mn)	10 ~ 200
Dividends per Share (DPS) (¥)	0.25 ~ 4.91

### Key Figures

(¥mn)	1Q FY2016 (Cumulative)	1Q FY2015 (Cumulative)	1Q FY2014 (Cumulative)
Net Sales	10,454	9,482	8,831
Gross Profit	1,761	1,798	1,579
SG&A Expenses	1,765	1,593	1,345
Operating Profit	-3	204	233
Recurring Profit	-22	220	241
Net Profit(attributable to parent company shareholder)	-164	121	94

(¥mn)	1Q FY2016 (Cumulative)	1Q FY2015 (Cumulative)	1Q FY2014 (Cumulative)
Total Assets	18,996	20,063	17,534
Total Liabilities	6,899	7,021	5,695
Net Assets	12,097	13,041	11,838
Capital	1,605	1,603	1,489
Shareholders' Equity	11,551	12,191	11,417
Retained Earnings	3,057	3,293	2,642

(¥)	1Q FY2016 (Cumulative)	1Q FY2015 (Cumulative)	1Q FY2014 (Cumulative)
EPS	-4.04	2.93	2.32
Dividends per Share (DPS)	-	-	-
Net Assets per Share	292.49	308.99	287.99

(%)	1Q FY2016 (Cumulative)	1Q FY2015 (Cumulative)	1Q FY2014 (Cumulative)
Capital to Assets Ratio	62.7%	64.0%	66.9%

(#)	1Q FY2016 (Cumulative)	1Q FY2015 (Cumulative)	1Q FY2014 (Cumulative)
Number of Employees	1,244	1,151	1,111

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

● Domestic Advertising (¥mn)			
Net Sales	8,715	7,592	7,449
Operating Profits	660	725	725
● Apps and Media (¥mn)			
Net Sales	172	252	383
Operating Profits	-21	-60	-94
● Overseas Advertising (¥mn)			
Net Sales	1,520	1,582	979
Operating Profits	-185	-22	-1
● Other (¥mn)			
Net Sales	46	53	19
Operating Profits	-71	-79	-69

### Shareholder Breakdown by Investor Type (31/03/2016)

Name	Shares Owned	%
Treasury Stock	857,600	2.0
Financial Institutions	206,500	0.4
Securities Companies	1,476,367	3.5
Domestic Companies	6,308,000	15.1
Foreign Investors (including institutions)	828,773	1.9
Individuals and Other Investors	31,906,260	76.7

### Major Shareholders(31/03/2016)

Name	Shares Owned	%
Haruhisa Okamura	8,149,300	19.5
ITOCHU Corporation	5,980,700	14.3
Treasury Stock	857,600	2.0
MATSUI Securities	443,300	1.0
SBI Securities	173,800	0.4

### Shareholders Breakdown by Number of Shares (31/03/2016)

Shares	No. of Shareholders	%
Treasury Stock	1	0.0
500,000-	2	0.0
100,000 - 499,999	5	0.0
50,000 - 99,999	21	0.0
10,000 - 49,999	269	0.8
5,000 - 9,999	466	1.4
1 - 4,999	32,202	97.6

### Sales Breakdown by Segment (1Q FY2016)

