

# ADWAYS INC.

Market: TSE Prime Market	Stock Code: 2489	Sector: Internet Services
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Company Profile	Directors				
Adways is a digital advertising network head quartered in Tokyo, Japan. It runs the largest mobile affiliate network in Japan as well as the largest smartphone app distribution network.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">CEO</td> <td style="width: 50%;">Sho Yamada</td> </tr> <tr> <td>Senior Executive</td> <td>Yoichi Tanaka</td> </tr> </table>	CEO	Sho Yamada	Senior Executive	Yoichi Tanaka
CEO	Sho Yamada				
Senior Executive	Yoichi Tanaka				

Share Data	02/11/2022	Full Year FY2022 Earnings Guidance*1	
Currency	JPY	Volume	199,900
Closing price	702	Market Cap (¥mn)	29,486
		Shares Outstanding	42,003,700
(http://www.bloomberg.com/quote/2489:JP)			
		Net sales*2	13,800
		Operating profit	1,420
		Ordinary profit	1,690
		Profit attributable to owners of parent	1,360
		Basic earnings per share (EPS) (¥)	33.93

Key Figures*1			
(¥mn)	FY2022 Q3 Jan - Sep 2022 (Cumulative)	FY2021 Q3 Apr - Dec 2021 (Cumulative)	FY2020 Q3 Apr - Dec 2020 (Cumulative)
Net sales*2	9,947	-	33,434
Gross profit	7,978	-	6,186
SG&A expenses	6,788	-	5,107
Operating profit	1,189	-	1,079
Ordinary profit	1,013	-	1,305
Profit attributable to owners of parent	1,409	-	907

(¥mn)			
Total assets	28,964	-	17,953
Total liabilities	11,687	-	6,793
Net assets	17,277	-	11,160
Capital stock	1,716	-	1,605
Shareholder's equity	13,406	-	11,027
Retained earnings	6,552	-	3,003

(¥)			
Basic earnings per share (EPS)	35.17	-	21.82
Dividends per share (DPS)	-	-	-
Net assets per share	426.88	-	326.04

(% )			
Capital adequacy ratio	58.4%	-	59.7%

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Number of employees	1,074	-	973

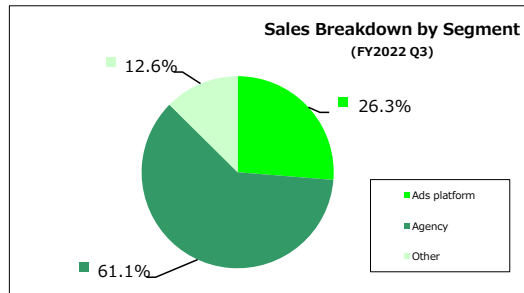
Shareholders Breakdown by Investor Types (30/6/2022)		
Name	Number of Shares	%
Treasury Stock	2,394,931	5.7
Financial Institutions	4,978,200	11.9
Securities Companies	1,243,442	3.0
Domestic Companies	10,729,801	25.5
Foreign Institutions and Individuals	1,229,454	2.9
Individuals and Others	21,427,872	51.0

Major Shareholders (30/6/2022)		
Name	Number of Shares	%
Haruhisa Okamura	8,149,300	20.6
I TOCHU Corporation	4,000,600	10.1
HAKUHODO DY HOLDINGS INCORPORATED	3,639,100	9.2
The Master Trust Bank of Japan, Ltd. (trust account)	3,293,300	8.3
HAKUHODO DY MEDIA PARTNERS INCORPORATED	2,837,800	7.2

Shareholders Breakdown by Number of Shares (30/6/2022)		
Shares	Number of Shareholders	%
Treasury Stock	1	0.0
500,000-	7	0.0
100,000 - 499,999	11	0.1
50,000 - 99,999	19	0.1
10,000 - 49,999	165	1.0
5,000 - 9,999	285	1.7
1 - 4,999	15,899	97.1

### Sales Breakdown by Segment (Outside Sales Only)\*3

● Ads platform (¥mn)			
Net sales	2,614	-	-
Operating profit	1,178	-	-
● Agency (¥mn)			
Net sales	6,078	-	-
Operating profit	1,518	-	-
● Other (¥mn)			
Net sales	1,254	-	-
Operating profit	99	-	-



\*1: Effective from the fiscal year ended December 31, 2021, the Company has changed the fiscal year end date from March 31 to December 31 as a unified fiscal year end date for the Adways Group.  
 -For FY2021 Q3, which is the transitional period for the change in fiscal year-end, the Company did not prepare consolidated financial statements for FY2021 Q3, and thus has omitted the presentation of financial results.  
 -FY2020 Q3 consolidated financial statements are made based on the aggregate results of April to December 2020.  
 -In FY2020 Q3, overseas group companies have been consolidated from January to September, and domestic group companies have been consolidated from April to December.

\*2: "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29) has been applied since the beginning of December 2021 (the fiscal year 2021).  
 The amount of gross profit under the previous standard is roughly the corresponding amount of net sales under the Accounting standard for Revenue Recognition.

\*3: "Domestic Advertising", "Media contents", and "Overseas" were changed to "Ads platform" and "Agency", as of FY2022 Q1.  
 "Agency": Comprehensive app & web marketing support business.  
 "Ads platform": UNICORN, affiliate ad service business etc.