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Notice Concerning Revisions to Financial Results Forecasts

Adways Inc. (the "Company") hereby announces that at the meeting of its Board of Directors held on December 12, 2025, the Company resolved to revise its consolidated financial results forecasts for the fiscal year ending December 31, 2025 (from January 1, 2025 to December 31, 2025), which were originally announced on February 10, 2025, to reflect recent trends in business performance, as outlined below.

1. Financial Results Forecasts

Consolidated Financial Results Forecast for the Fiscal Year Ending December 31, 2025 (from January 1, 2025 to December 31, 2025)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previously announced forecasts (A)	Millions of yen 11,700	Millions of yen 20	Millions of yen 170	Millions of yen 20	yen 0.51
Revised forecasts (B)	12,000	150	450	185	4.73
Change (B – A)	300	130	280	165	
Change (%)	2.6	650.0	164.7	825.0	
(Reference) Actual results for the previous fiscal year (Fiscal year ended December 31, 2024)	12,684	166	503	-473	-12.11

(Note) The revised earnings per share forecast has been calculated based on the average number of shares outstanding during the nine months ended September 30, 2025, of 39,082,120 shares.

2. Reasons for the Revision to Financial Results Forecasts

With respect to the consolidated financial results forecasts for the fiscal year ending December 31, 2025, net sales are expected to increase by 2.6% from the previous forecasts announced on February 10, 2025 to ¥12,000 million, as the effectiveness of advertising delivery using the fully automated marketing platform “UNICORN” in the Ad Platform Business has been recognized, resulting in increased advertising demand.

Operating profit is expected to increase by 650.0% to ¥150 million, as selling, general and administrative expenses are expected to fall below the plan as a result of efforts to control costs across the Adways Group, in addition to the above factors. Ordinary profit is expected to increase by 164.7% to ¥450 million, due to the increase in operating profit and, in non-operating income, an increase in share of profit of entities accounted for using equity method.

Profit attributable to owners of parent is expected to increase by 825.0% to ¥185 million. Accordingly, the Company revises its financial results forecasts as described above.

3. Dividend Forecast

With respect to the dividend forecast for the fiscal year ending December 31, 2025, there are no changes from the forecasts announced on February 10, 2025 at this time.

Cautionary Statement:

Forward-looking statements such as performance forecasts contained in this document are based on information available at present and on assumptions deemed reasonable at this time, and therefore involve a number of uncertainties. Actual results may differ from these forecasts due to changes in business conditions and other factors.