



## Adways Inc.

### Company Description

Adways operates various businesses with a focus on delivering real value.

#### AGENCY BUSINESS

Creating real advertising value by integrating strong, people-driven operational capabilities and creativity with sophisticated marketing technologies that leverage AI, we provide comprehensive, efficient support that directly impacts clients' business growth.

#### AD PLATFORM BUSINESS

In pursuit of advertising value, the ad platform business that we operate in the digital field leverages new marketing terms and technologies (maximization of advertising effectiveness, etc.) to deliver products that support stakeholders' continued growth.

#### OVERSEAS BUSINESS

Since expanding into China in 2003, we have been pursuing the global development of our business, focusing primarily on Asia.

Through digital marketing, we support the business growth of our clients, including expansion into other countries.

#### Lifestyle business

Through products, services, information, and more, the Adways Group is engaged in the business of "OMG, This is Amazing," with the aim of enriching people's daily lives.

#### DX Business

Using DX as a starting point, the Adways Group offers services that support digitalization of companies and connect businesses with consumers.

We support company growth in various ways, from proposing solutions to developing digital strategies to providing management support.

#### Startup Investment

Making effective use of the Adways Group's various assets, expertise, and networks, we collaborate with numerous startup businesses, both in Japan and abroad, to become an "OMG, This is Amazing" company that the Group would not be able to realize on its own.

### Company Details

#### Head Office

Japan

#### Main Business

スマートフォン向け広告事業、インターネット（PC）アフィリエイト広告事業、モバイルアフィリエイト広告事業、メディア開発・運営事業

#### President

山田 翔

#### Established

2001年2月28日

#### Capital

1,717百万円

#### Number of Employees

Over 1,000

#### URL

<http://www.adways.net>

### Offices

#### Main Office

Sumitomo Fudosan Shinjuku First Tower 5F

