



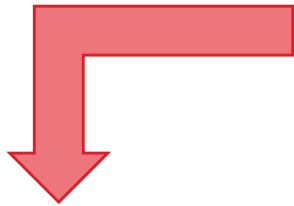
Yahoo! Shopping

Update on New Strategies and Upcoming Initiatives

Jan. 29, 2014

Our e-Commerce Strategies

Announced a full-scale drive to develop our e-commerce business and the conversion of our shopping platform to a free- of-charge system. We are also committed to strengthening customer acquisition power and to enlarging development resources.



No store tenant fees or sales royalty fees (already implemented)

YAHOO! ショッピング
JAPAN

毎月の出店料

無料

売上ロイヤルティ
(システム手数料)

無料

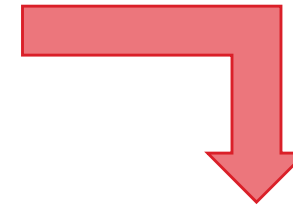
※2013年10月分～



System development team



Enlarged **5** times



Customer acquisition

All Yahoo! JAPAN services will collaborate



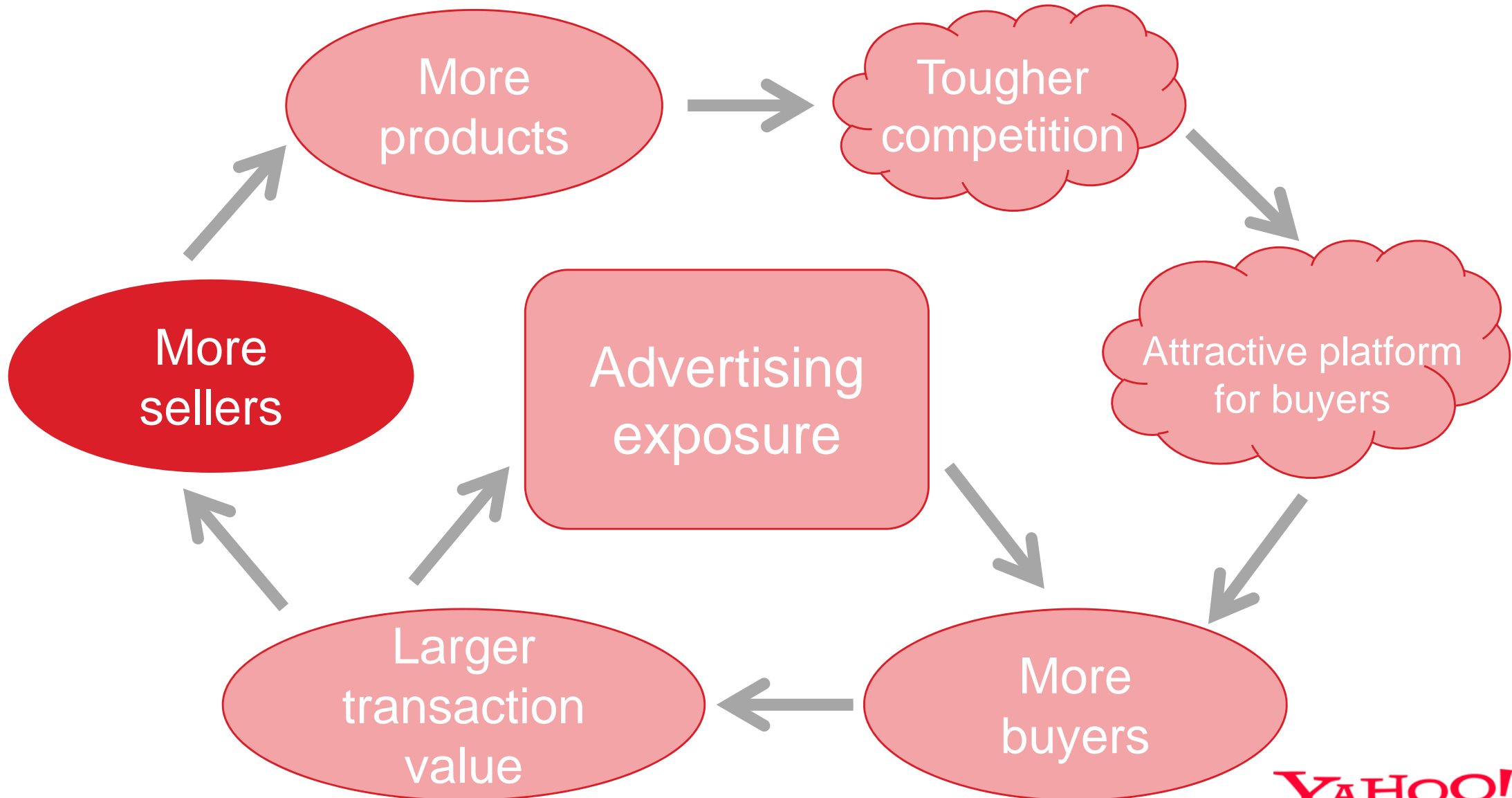
Major Initiatives

Major initiatives up to mid-January to strengthen shopping businesses:

Types	Major indicators	Primary measures
Adding more stores	Total applications: more than 90 thousand	Effort to add more stores by waiving fees
		Tie-up with local government
		Sales activities for major stores
Improving tools for stores	Number of outputs: 20	Provision of new store creation tool for non-professional stores
		Strengthening of e-mail marketing function
		Upgrade of store page construction function
		Provision of coupon issuance function
Improving Yahoo! Shopping sites	Number of outputs: 81	Improvement of smartphone pages
		Redesign of shopping pages
Attracting more customers	Brought users to shopping pages via Yahoo! JAPAN top pages: 26M accesses (Dec.1-15, 2013)	Improvement of “recommendation e-mail” function
		Collaboration with Yahoo! JAPAN top page
		Collaboration with “Yahoo! Search” service
		Collaboration with “Yahoo! Knowledge Search” service

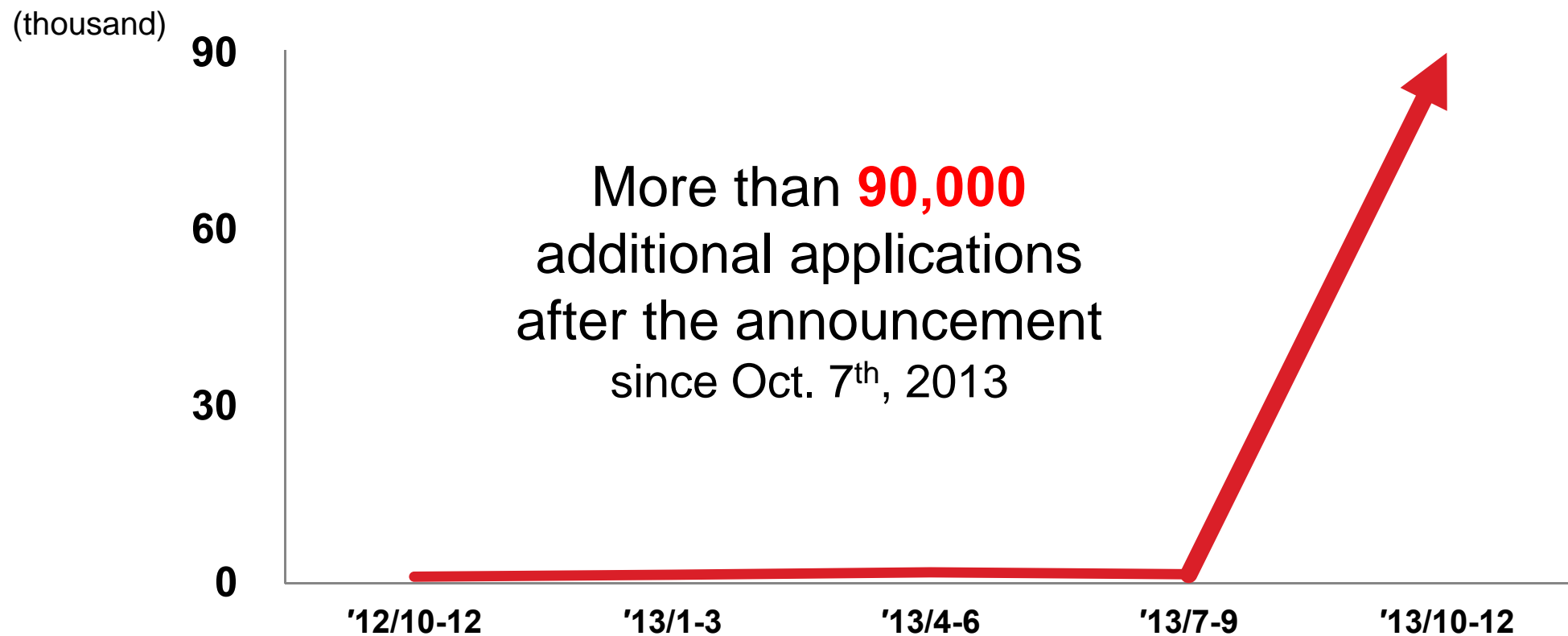
Total number of initiatives carried out after the announcement exceeded **100**.

Increase the Number of Sellers



Received **90,000** applications

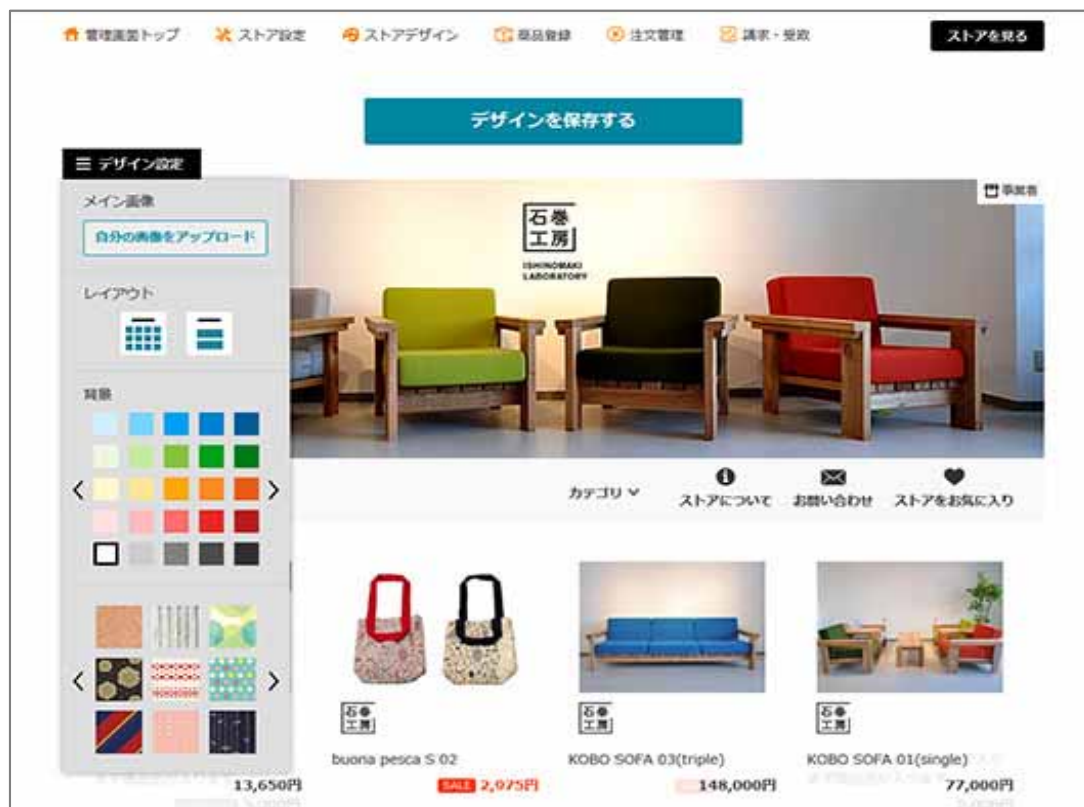
We targeted SMEs with promotion activities to build momentum in store growth.



* Above figure includes pre-applications.

We Offer Store Tools that Enable Anyone to Open Stores on Yahoo! Shopping

We started to offer a new sellers' tool "Store Creator," which is simple and easy to handle even for inexperienced sellers.



Applicants with pre-applications can start opening stores.

- Corporates or sole proprietors (January 22)
- Individuals (January 29)

Collaboration with Local Governments

“Local e-Commerce Revolution” (announced on Jan. 15th)

We plan to support local industries and economies by offering our shopping platform to local governments.

19 local governments participating in an organization called “JAPAN satisfaction guaranteed” (mail order services operated by local governments) opened stores on Yahoo! Shopping.



We would like to expand such tie-ups to all 1,719* local governments in Japan.
(*As of Jan. 1st)



YAHOO!
JAPAN

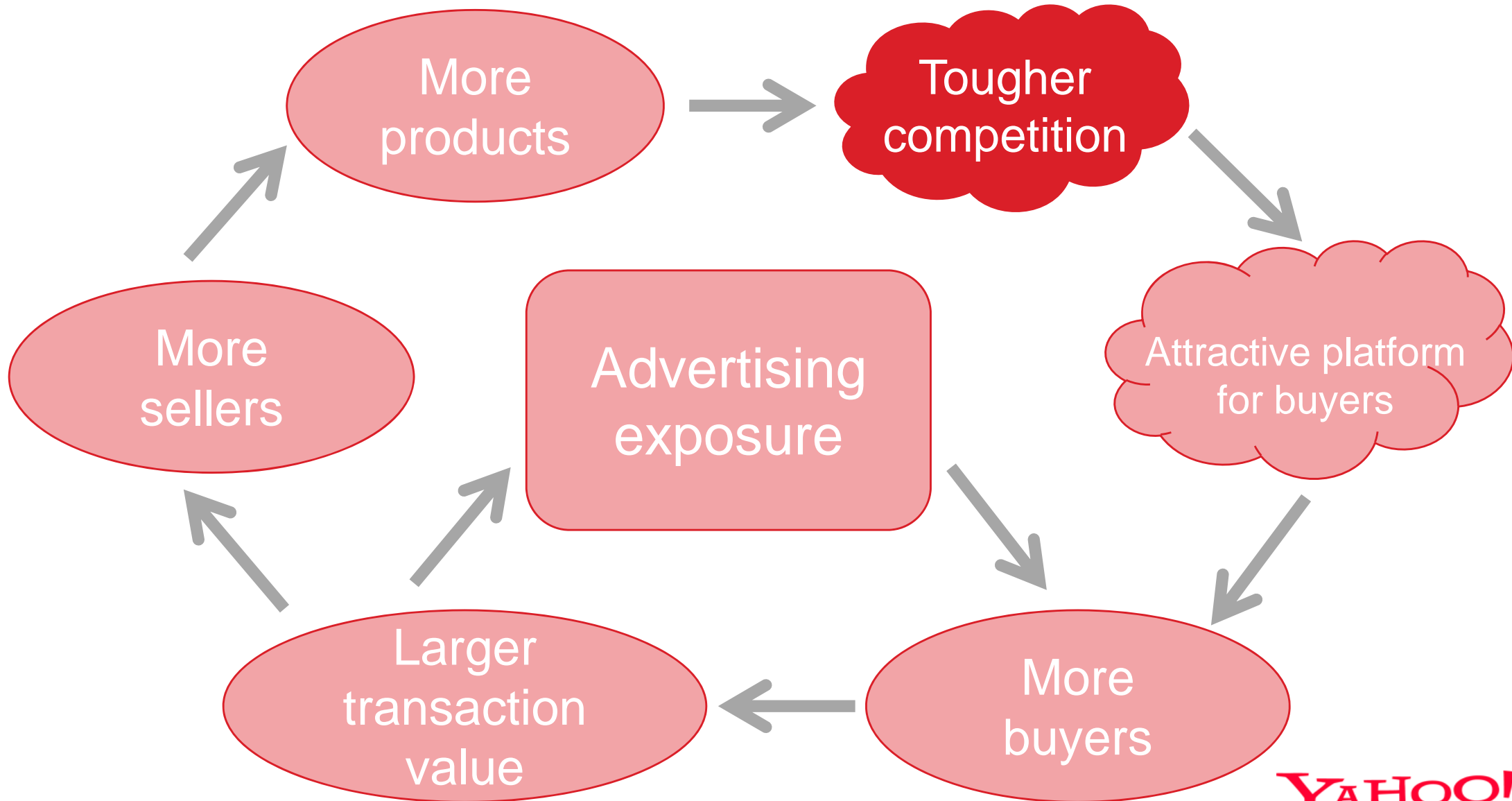
Participation of Large Stores

After announcing the new strategies, we carried out aggressive marketing to promote store openings. Thus, many large retailers are opening shops on our platform.

Company Name	Date
MatsumotoKiyoshi Co.Ltd.	Oct. 29, 2013
BIKE O & COMPANY Ltd.	Nov. 5, 2013
KONAKA CO.,LTD.	Nov. 8, 2013
BBF, Inc.	Nov. 11, 2013
Nojima Corporation	Nov. 25, 2013
Gran Tomato Co.,Ltd.	Nov. 28, 2013
MONTEROZA Co.,Ltd.	Dec. 2, 2013
netprice, Ltd	Dec. 2, 2013
LOTTE Co., Ltd.	Dec. 5, 2013
YA-MAN,Ltd.	Dec. 5, 2013
Liquor Mountain Co., LTD.	Dec. 9, 2013
AUTOBACS SEVEN CO., LTD.	Jan. 9
DAIKOKUYA CO.,LTD	Jan. 15

(As of Jan. 17)

To Create a Platform with More Competition between Stores



We Offer Tools for Sellers

We offer various marketing tools and functions for sellers to expand transaction value.

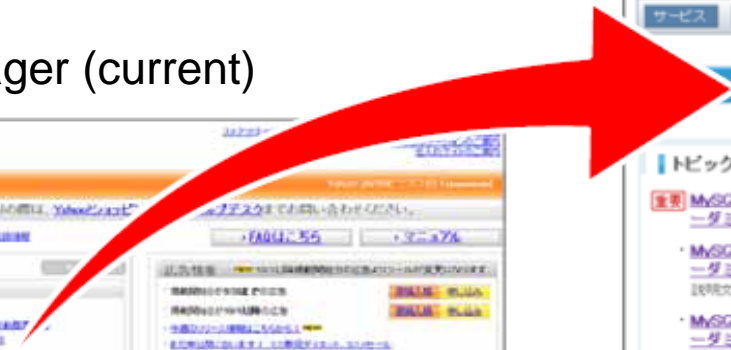
Mission	Date	Newly offered functions and tools	Effectiveness
Obtaining customers	Oct. 9, 2013	Function to offer prizes and obtain e-mail addresses by tying-up with Crocos	Approx. 2,500 stores registered over three months
	Nov. 28, 2013	Updated news-letter distribution system and tools for stores	400 million e-mails were sent out in Dec. 2013 (up 40% YoY)
Improving purchasing rate	July 10, 2013	Offer store creation tool with larger flexibility	Used by approx.1,400 stores
	Aug. 21, 2013	Additional function for product pages on smartphones	Used by approx.6,000 stores
	Sept. 11, 2013	Additional function for store top page on smartphones	Used by approx. 2,500 stores
Retaining customers	Oct. 28, 2013	Function to offer coupons	9,000 types of coupons (450,000 in total) were issued over two months. More than 50 thousand coupons were actually used.

We Also Are Planning to Renew the Existing Store Creation Tool

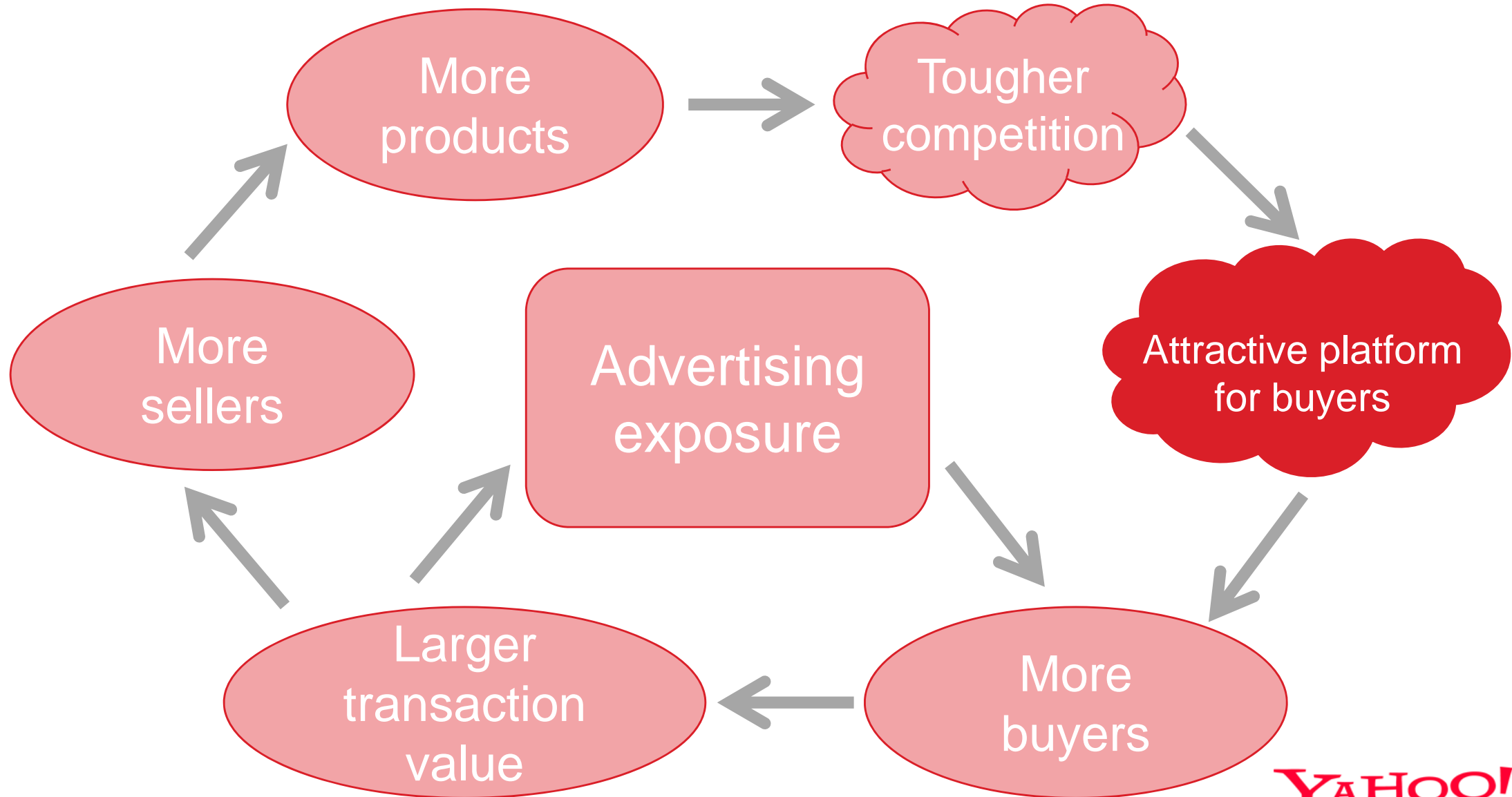
Plan to renew the operating tool being offered for professional use this summer as “Store Creator Pro”.

Store Creator Pro (New store management tool)

Store Manager (current)



To Make an Attractive Platform for Buyers



Various Improvements for Smartphone Optimized User Interface

We are offering a better user interface for smartphones in line with the dramatic expansion in their usage.

Date	Improvement of user interfaces and functions
Aug. 28, 2013	“Product ranking” pages
Sept. 4, 2013	“Featuring topics” pages
Sept. 25, 2013	“Shopping guidance” pages
Oct. 2, 2013	“List of point campaigns” pages
Oct. 30, 2013	“Yahoo! Shopping” top page



Transaction value via smartphone increased more than **50%** YoY.

The ratio of daily unique browsers (DUBs) via smartphone exceeded **30%** of total DUBs.

Renewal of “Yahoo! Shopping” Top Page

Various pages were renewed including PC version of “Yahoo! Shopping” top page which had not been redesigned for 7 years.

Old version



New version



January 16

“Yahoo! Shopping” top page was renewed by offering personalized pages based on the technology to distribute recommended content.

Nov. 27, 2013

“Ranking” page (PC)
Adjusted to show more picture images.

Oct. 24, 2013

Renewal of Shopping Carts (PC)
Conversion rate improved.

January 27

Renewal of Shopping Carts
(Smartphone)



Better Function for Searching Products Sold by New Sellers

Products of individual sellers listed using newly offered “Store Creator” can be searched easily by tapping on special tab from January 29.

The screenshot shows the Yahoo! Japan Shopping interface. At the top, the search bar contains 'ipod' and the search button is labeled '検索'. Below the search bar, there are navigation links for 'ゲストさん [ログイン]' and 'Myショッピング カート注文履歴'. The main content area displays search results for 'ipod', including a list of categories and a product listing. The product listing for 'iPod touch4ケース' is highlighted, showing a price of 298円 and a 69% discount. A red box highlights the 'By Individuals' filter option in the search results.

YAHOO! JAPAN ショッピング ipod 検索 + 条件指定

ゲストさん [ログイン] Myショッピング カート注文履歴

約99,973件 1~20件目

自分買いに、プレゼントに。ディズニーグッズ スーパーブランドが特価! 中古バーゲン市開催中

条件を指定する

対象商品

- 購入可能
- 送料無料
- 条件付き送料無料
- デジタルコンテンツ

絞り込む

カテゴリ

- ファッション (2916)
- 食品 (14)
- ダイエット、健康 (180)
- コスメ、香水 (73)
- パソコン、周辺機器 (7456)
- AV機器、カメラ (19268)
- 家電 (43386)
- 家具、インテリア (592)
- 花、ガーデニング (4)
- キッチン、生活雑貨、日用品 (435)
- DIY、工具、文具 (679)
- ペット用品、生き物 (360)

指定した条件

ipod touch ipod nano ipod touchカバー ipod スピーカー で検索

ipod を含むカテゴリ:

- 家電 (43386)
- AV機器、カメラ (19268)
- 自転車、車、バイク (7743)
- パソコン、周辺機器 (7456)

検索対象 指定しない 商品名のみ

20件表示 売れている順 キーワードの適合順 安い順 高い順 レビュー件数の多い順

すべて ストア(999,999,999,999) **By Individuals**

For iPod Touch4

iPod touch4ケース iPod touch4カバー iPod touch4ケースカバー 298円

アイポッドタッチ4ケース うさぎ

第4世代アイポッドタッチシリコンカバー♪うさぎの耳がとってもかわいい♪メール便なら送料無料...

レビュー: 35件 評価: ★★★★★

ストア: ヨシミヤYahoo!店 個人

カテゴリ: 携帯電話、PHS用ケース、ホルダー、カバー

69%OFF

条件付き送料無料

円 円 代 銀 円

To Provide More Attractive Shopping Platform

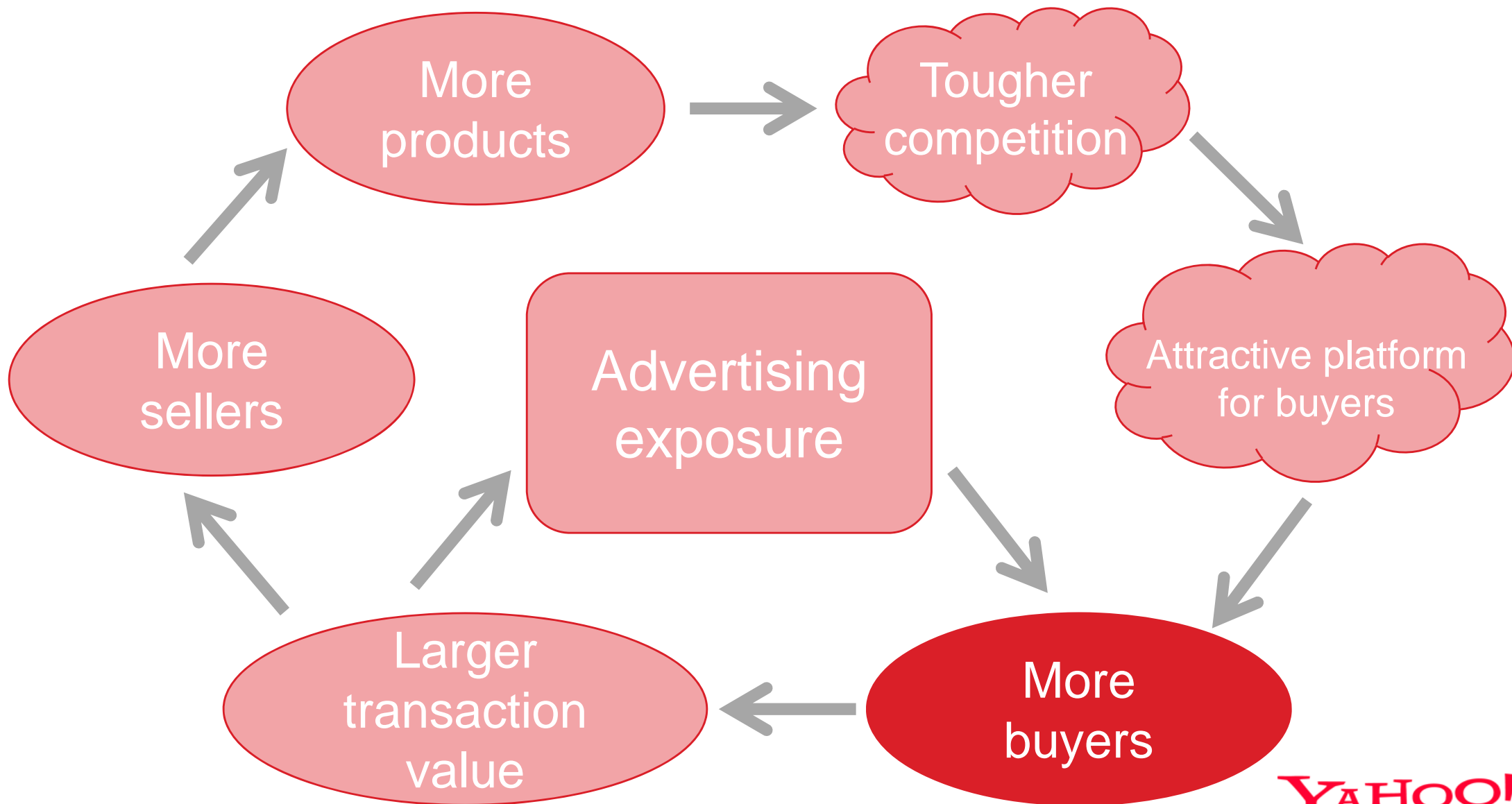
We plan to offer tablet-optimized shopping top pages. Also, we intend to renew category pages.



- Will launch Yahoo! Shopping top page for tablets. (Planned on February 5)
- Renewal of product categories: Will add new categories.
- Renewal of category: Will add recommendation pages. (Planned in spring 2014)

*Conceptual image only

To Increase the Number of Buyers



We Will Strengthen Distribution Function of Marketing E-mails

Even with smaller number of distributed e-mails with recommended items, new function enables stores to attract more buyers.

Date to offer (2013)	Functions or initiatives
Nov.13	Renewal of mail magazine system Start of distribution of follow-up e-mails after orders
Mid-November	Start distributing reminder e-mails for the items kept in carts
Late November	Start distributing e-mails to advertise point campaigns
Early December	Start distributing follow-up e-mails after viewing products



Much more effective e-mails compared with “mail magazines” in the past.

In-company collaboration with: “Top Page”

Putting a direct link to a sale on Yahoo! Shopping on Top Page for the first time

- Successfully attracted many customers
- More users purchased items in more than one store.



In-company collaboration with: “Yahoo! Search”

Started to list the ranking of hot-selling items from
November 2013

ウェブ 画像 動画 辞書 知恵袋 地図 リアルタイム 一覧 ▼

ソファ

約7,570,000件

絞り込みツール ▼

ソファ人気ランキング IKEAソファ ニトリソファ ソファ北欧 で検索

ソファの売れ筋商品ランキング - Yahoo!ショッピング

1位	2位	3位	4位
Yahoo!ランキング「2人用ソファ」1位...	ソファソファベッドリクライニング...	ローソファ ローソファ...	ソファソファ sofaソファ日本製...
9,990円	9,980円	9,800円	16,200円

ソファのオークション検索結果 (10,492件) - ヤフオク!

現在21,500円 入札25件	現在13,500円 入札29件	現在66,000円 入札63件	現在31,000円 入札16件	現在52,000円 入札52件

In-company collaboration with: “Yahoo! Knowledge Search”

Started collaboration with Yahoo! Knowledge Search from November 2013

YAHOO! JAPAN Knowledge Search

YAHOO! JAPAN Shopping

ブルーレイレコーダーがほしいのですが、おすすめありますか？
tanoki

東芝 REGZAブルーレイ DBR-Z310
(映像プレーヤー、レコーダー/ブルーレイレコーダー)
販売価格：34,777円〜
Yahoo!ショッピング

ブルーレイレコーダーがほしいのですが、おすすめありますか？
いまはPCでテレビを視聴しています。仕事で帰りが遅いので、ずっと録画予約をして、土日にまとめてみるっていう生活をしています。
録画するのにPCの容量をかなり使うようで、PCの調子が悪いようにも思い、テレビとブルーレイレコーダーを新たに購入しようかなと思っています。

キーワードで予約録画できるって機能もあると案外だなぁって思うのですが、こういったものに対してまったく知識がなくて、決め手がわかりかねる状態です。

家電量販店にいさなり行くのはあれこれと勧められそうでちょっと怖くて、自分がブルーレイディスクを選ぶならここをチェックするよ！っていうのがもしあったら教えていただきたく質問してみました。

よろしくお願います。

Yahoo!ショッピング利用者からの投稿 (参考ページ)

質問日時：2013/11/7 20:54:21 残り時間：5日
投票開始：2013/11/15 02:18:42 投票数：3
閲覧数：162 回答数：4

東芝 REGZAブルーレイ DBR-Z310

販売価格 34,777円〜
(購入可能:27ストア)
中古:購入可能ストアなし
希望小売価格:オープン価格
+新品を最安値のストアで購入

評価 ★★★★★ (3.83点)
レビューを見る(6件)
レビューを投稿する

JANコード:4904550599020 / 発売日:2012年11月9日
画像を見る

Yahoo!ショッピングでのストア比較

販売ストア: 36ストア中1~20ストア

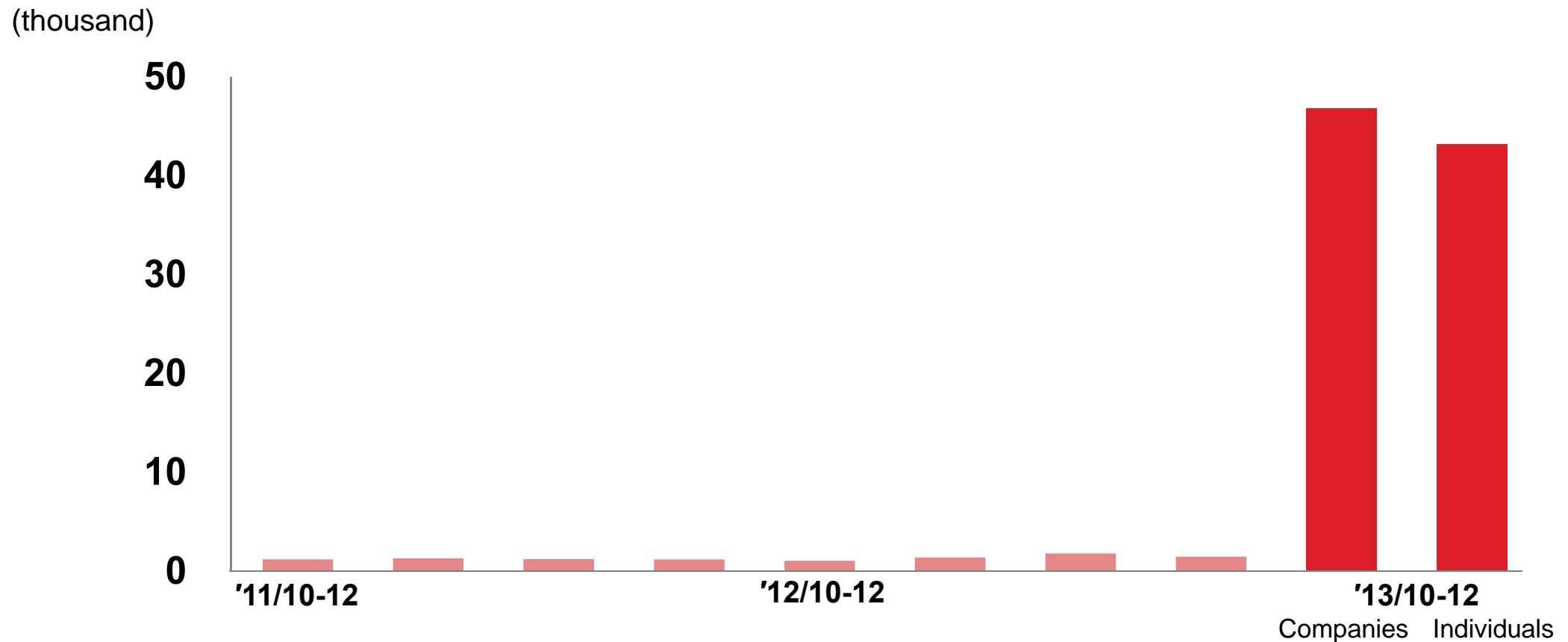
ストア(ストア評価)	支払い条件	獲得ポイント	販売価格	購入
PCあきんど ストア評価:★★★★★ 送料手数料無料・送料無料・延長保証(申込可)	現金 クレジット	738ポイント ポイント2割	38,800円	このストアで購入→
ぎおん ヤフー店 ストア評価:★★★★★ 送料無料！延長保証受付中！ 信精の創業時1030年記念家電の老舗	現金 クレジット	704ポイント ポイント2割	37,000円	このストアで購入→
スーパーぎおん ヤフーショップ ストア評価:★★★★★ 送料無料！延長保証受付中！ 信精の創業時1030年記念家電の老舗	現金 クレジット	726ポイント ポイント2割	38,200円	このストアで購入→

Users browsing questions related to products are led to relevant Yahoo! Shopping page.

YAHOO! JAPAN

Evaluation for the third quarter (1)

Number of applications to open stores soared

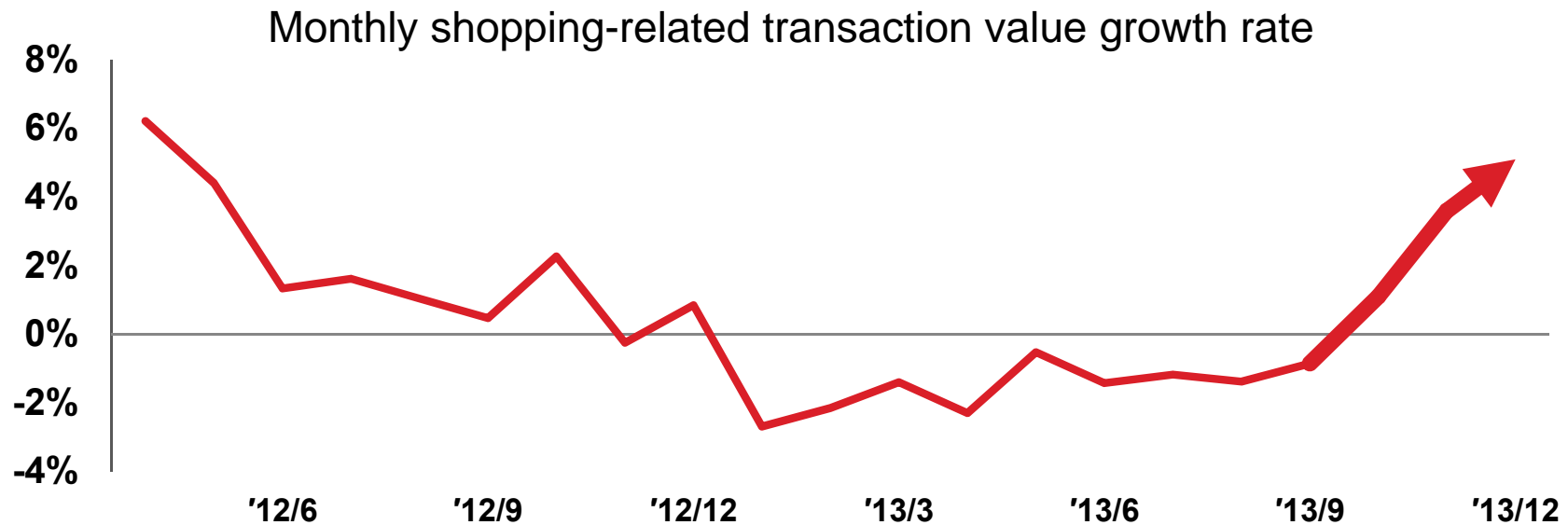


Number of applications to open stores is rapidly increasing, while we continue consistent support.

Evaluation for the third quarter (2)

Transaction value recovered

Although year-on-year decrease in transaction value continued, we succeeded in re-establishing a growth trend.



Monthly transaction value of December 2013 reached a record high since the start of services.

We will continue to take further actions on the following issues aggressively

Types	Actions	Primary measures
Adding more stores	Going into high gear to open up new stores	Starting to launch mid/small stores with reserved spots and list items
		More collaboration with local governments
		Beginning to have individual store owners list items
		Continued sales activities for major stores
Improving tools for stores	Optimizing tools to adjust them to types of sellers	Improving “Store Creator” for individual store owners and mid/small stores
		Providing “Store Creator Pro” for existing stores
		Open up APIs (Application Programming Interface) for major stores, enabling system cooperation
Improving Yahoo! Shopping sites	Improving searchability and visibility significantly	Launch top page of Yahoo! Shopping for tablets
		Upgrading and expanding product categories and renewing Yahoo! Shopping sites
		Advanced recommendation function
		Better search results
		Recommendation using curation
Attracting more customers	Attracting more customers utilizing total Yahoo! JAPAN power	Enhanced linkage with services already linked
		Considering new linkage with other services
Enhanced advertisement	Upgrading and expanding advertisement menus	Re-designing advertisements in line with business models

