

**Yahoo Japan Corporation FY2014 Q2 Consolidated Statements of Income Trend (IFRSs)**

Unit: Millions of Yen

Grand Total	FY2013				FY2014		% of Revenue	Quarter-to-Quarter		Year-to-Year	
	1Q	2Q	3Q	4Q	1Q	2Q		Increase/Decrease	Change	Increase/Decrease	Change
	Revenue	97,255	100,788	102,784	107,684	99,947		103,318	100.0%	¥3,371	3.4%
Advertising	53,158	56,444	58,945	63,981	57,814	60,525	58.6%	¥2,711	4.7%	¥4,081	7.2%
Business Services	18,913	19,341	16,782	17,360	16,043	17,100	16.6%	¥1,057	6.6%	¥-2,240	-11.6%
Personal Services	25,184	25,002	27,056	26,343	26,089	25,692	24.9%	-397	-1.5%	689	2.8%
Intra-Company Revenue	-	-	-	-	-	-	n.a.	-	n.a.	-	n.a.
Cost of Sales	17,633	18,354	19,276	20,596	19,556	20,793	20.1%	1,236	6.3%	2,439	13.3%
Gross Profit	79,622	82,434	83,508	87,088	80,390	82,525	79.9%	2,134	2.7%	90	0.1%
Selling, General and Administrative Expenses, and Others	30,614	32,620	33,641	39,339	31,637	36,481	35.3%	4,844	15.3%	3,861	11.8%
Operating Income	49,008	49,814	49,866	47,748	48,753	46,043	44.6%	-2,709	-5.6%	-3,770	-7.6%
Other Non-Operating Income and Expenses	5,587	238	165	5,889	9,540	205	0.2%	-9,334	-97.9%	-33	-14.1%
Equity in Earnings (Losses) of Associates	88	-265	96	-13	273	92	0.1%	-181	-66.1%	358	-134.9%
Income before Income Taxes	54,683	49,787	50,128	53,624	58,567	46,341	44.9%	-12,225	-20.9%	-3,446	-6.9%
Net Income	34,235	31,507	31,716	32,207	36,716	30,491	29.5%	-6,225	-17.0%	-1,016	-3.2%
Net Income Attributable to Owners of the Parent	33,995	31,254	31,439	31,915	36,416	30,202	29.2%	-6,214	-17.1%	-1,052	-3.4%
Operating Margin	50.4%	49.4%	48.5%	44.3%	48.8%	44.6%	n.a.	-4.2%	n.a.	-4.9%	n.a.
Ratio of Income before Income Taxes to Revenue	56.2%	49.4%	48.8%	49.8%	58.6%	44.9%	n.a.	-13.7%	n.a.	-4.5%	n.a.
Ratio of Net Income Attributable to Owners of the Parent to Revenue	35.0%	31.0%	30.6%	29.6%	36.4%	29.2%	n.a.	-7.2%	n.a.	-1.8%	n.a.

Marketing Solutions Business	FY2013				FY2014		% of Revenue	Quarter-to-Quarter		Year-to-Year	
	1Q	2Q	3Q	4Q	1Q	2Q		Increase/Decrease	Change	Increase/Decrease	Change
	Revenue	66,086	70,307	72,800	78,798	71,547		75,129	100.0%	3,581	5.0%
Advertising	52,322	55,835	58,102	63,363	57,110	59,914	79.7%	2,804	4.9%	4,079	7.3%
Business Services	10,179	10,614	10,667	11,308	10,418	11,406	15.2%	988	9.5%	792	7.5%
Personal Services	3,534	3,743	3,833	3,883	3,969	3,757	5.0%	-211	-5.3%	13	0.4%
Intra-Company Revenue	50	114	197	243	48	50	0.1%	1	2.1%	-64	-56.4%
Cost of Sales	14,986	15,961	16,680	17,920	16,808	17,983	23.9%	1,174	7.0%	2,021	12.7%
Gross Profit	51,100	54,345	56,120	60,878	54,738	57,145	76.1%	2,407	4.4%	2,800	5.2%
Selling, General and Administrative Expenses, and Others	16,385	17,307	17,017	18,082	16,573	18,596	24.8%	2,023	12.2%	1,288	7.4%
Operating Income	34,715	37,037	39,103	42,796	38,165	38,549	51.3%	384	1.0%	1,511	4.1%
Operating Margin	52.5%	52.7%	53.7%	54.3%	53.3%	51.3%	n.a.	-2.0%	n.a.	-1.4%	n.a.

Consumer Business	FY2013				FY2014		% of Revenue	Quarter-to-Quarter		Year-to-Year	
	1Q	2Q	3Q	4Q	1Q	2Q		Increase/Decrease	Change	Increase/Decrease	Change
	Revenue	26,142	25,761	24,671	23,621	23,385		23,618	100.0%	232	1.0%
Advertising	1,056	811	1,105	861	920	841	3.6%	-78	-8.5%	30	3.7%
Business Services	6,672	6,887	4,032	3,991	3,772	3,791	16.1%	18	0.5%	-3,096	-45.0%
Personal Services	17,837	17,489	18,860	17,983	18,021	17,907	75.8%	-113	-0.6%	418	2.4%
Intra-Company Revenue	575	572	673	785	672	1,077	4.6%	405	60.4%	504	88.1%
Cost of Sales	469	449	443	482	543	592	2.5%	48	9.0%	142	31.6%
Gross Profit	25,673	25,311	24,227	23,139	22,842	23,026	97.5%	183	0.8%	-2,285	-9.0%
Selling, General and Administrative Expenses, and Others	6,977	8,276	10,433	10,445	9,216	9,871	41.8%	654	7.1%	1,594	19.3%
Operating Income	18,695	17,035	13,794	12,694	13,625	13,155	55.7%	-470	-3.5%	-3,880	-22.8%
Operating Margin	71.5%	66.1%	55.9%	53.7%	58.3%	55.7%	n.a.	-2.6%	n.a.	-10.4%	n.a.

Others	FY2013				FY2014		% of Revenue	Quarter-to-Quarter		Year-to-Year	
	1Q	2Q	3Q	4Q	1Q	2Q		Increase/Decrease	Change	Increase/Decrease	Change
	Revenue	6,698	6,597	7,378	7,609	6,923		6,865	100.0%	-57	-0.8%
Advertising	15	20	23	23	18	16	0.2%	-1	-9.4%	-4	-20.8%
Business Services	2,248	2,020	2,289	2,308	2,051	2,060	30.0%	9	0.5%	39	2.0%
Personal Services	3,812	3,769	4,362	4,476	4,099	4,027	58.7%	-71	-1.7%	257	6.8%
Intra-Company Revenue	621	786	702	801	755	761	11.1%	6	0.8%	-25	-3.2%
Cost of Sales	2,405	2,170	2,442	2,466	2,453	2,478	36.1%	25	1.0%	307	14.2%
Gross Profit	4,292	4,427	4,935	5,143	4,469	4,387	63.9%	-82	-1.8%	-39	-0.9%
Selling, General and Administrative Expenses, and Others	1,632	1,814	1,778	2,350	1,927	2,782	40.5%	854	44.3%	968	53.4%
Operating Income	2,660	2,612	3,157	2,793	2,542	1,604	23.4%	-937	-36.9%	-1,007	-38.6%
Operating Margin	39.7%	39.6%	42.8%	36.7%	36.7%	23.4%	n.a.	-13.3%	n.a.	-16.2%	n.a.

Adjustments	FY2013				FY2014		% of Revenue	Quarter-to-Quarter		Year-to-Year	
	1Q	2Q	3Q	4Q	1Q	2Q		Increase/Decrease	Change	Increase/Decrease	Change
	Revenue	-1,671	-1,877	-2,065	-2,345	-1,909		-2,294	n.a.	-385	n.a.
Advertising	-236	-222	-286	-267	-234	-247	n.a.	-13	n.a.	-24	n.a.
Business Services	-187	-180	-206	-248	-198	-157	n.a.	40	n.a.	22	n.a.
Personal Services	-	-	-	-	-	-	n.a.	-	n.a.	-	n.a.
Intra-Company Revenue	-1,247	-1,474	-1,573	-1,830	-1,476	-1,889	n.a.	-412	n.a.	-414	n.a.
Cost of Sales	-226	-228	-289	-271	-248	-259	n.a.	-11	n.a.	-31	n.a.
Gross Profit	-1,444	-1,649	-1,775	-2,073	-1,660	-2,034	n.a.	-373	n.a.	-385	n.a.
Selling, General and Administrative Expenses, and Others	5,618	5,221	4,411	8,461	3,919	5,231	n.a.	1,311	33.5%	9	0.2%
Operating Income	-7,063	-6,870	-6,187	-10,535	-5,579	-7,265	n.a.	-1,685	n.a.	-394	n.a.
Operating Margin	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

\* Yahoo Japan Corporation has adopted International Financial Reporting Standards (IFRSs) beginning with the first quarter of the fiscal year ending March 31, 2015 (FY2014) with a transition date as of April 1, 2013. Figures for the fiscal year ended March 31, 2014 (FY2013) are restated on an IFRS basis.

\* Figures of the third quarter and the fourth quarter of FY2013 are unaudited.

\* Adjustments figures represent inter-segment transactions and general corporate expenses not belonging to any reporting segment.

\* In the case where some major services have been transferred between segments, the prior data and comparative figures have been retroactively adjusted to the current segments.