

Yahoo Japan Corporation FY2016 2Q Key Performance Indicator Trends

Key Performance Indicator	Unit	FY2013-1Q	FY2013-2Q	FY2013-3Q	FY2013-4Q	FY2014-1Q	FY2014-2Q	FY2014-3Q	FY2014-4Q	FY2015-1Q	FY2015-2Q	FY2015-3Q	FY2015-4Q	FY2016-1Q	FY2016-2Q	Key Performance Indicator	FY2013	FY2014	FY2015
Total advertising revenue	Billion yen	53.1	56.4	58.9	63.9	57.8	60.5	62.1	69.3	63.3	65.7	66.0	71.7	65.3	69.4	Total advertising revenue	232.5	249.8	266.9
	YOY %	n.a.	n.a.	n.a.	n.a.	8.8%	7.2%	5.4%	8.4%	9.5%	8.6%	6.3%	5.7%	3.3%	5.7%		n.a.	7.4%	6.8%
Display advertising revenue	Billion yen	17.5	18.8	20.8	24.4	20.9	22.3	24.8	29.6	27.1	29.6	32.6	37.0	33.1	34.5	Display advertising revenue	81.7	97.7	126.4
	YOY %	n.a.	n.a.	n.a.	n.a.	19.7%	18.2%	19.2%	21.0%	29.5%	32.8%	31.4%	25.1%	22.2%	16.7%		n.a.	19.6%	29.4%
YDN and others revenue*1	Billion yen	6.3	8.0	9.3	10.9	11.4	13.1	14.7	18.1	18.4	21.5	22.4	25.8	24.6	25.7	YDN and others revenue*1	34.6	57.4	88.2
	YOY %	n.a.	n.a.	n.a.	n.a.	80.5%	62.8%	58.3%	65.9%	60.8%	64.5%	52.2%	42.2%	34.2%	19.3%		n.a.	65.8%	53.6%
Premium advertising revenue*2	Billion yen	11.1	10.8	11.5	13.5	9.5	9.2	10.1	11.4	8.7	8.0	10.2	11.2	8.4	8.8	Premium advertising revenue*2	47.0	40.2	38.1
	YOY %	n.a.	n.a.	n.a.	n.a.	-14.9%	-14.9%	-12.4%	-15.4%	-8.3%	-12.5%	1.1%	-2.1%	-3.0%	9.7%		n.a.	-14.4%	-5.1%
Paid search advertising revenue	Billion yen	35.6	37.5	38.0	39.4	36.8	38.2	37.2	39.7	36.2	36.1	33.4	34.6	32.2	34.8	Paid search advertising revenue	150.8	152.0	140.4
	YOY %	n.a.	n.a.	n.a.	n.a.	3.4%	1.7%	-2.1%	0.6%	-1.8%	-5.4%	-10.4%	-12.7%	-10.9%	-3.4%		n.a.	0.8%	-7.7%
Total advertising revenue via smartphones*3	Billion yen	9.0	11.1	13.4	17.0	17.6	19.9	20.9	24.8	24.2	27.2	27.3	31.6	30.8	34.4	Total advertising revenue via smartphones*3	50.7	83.4	110.4
	YOY %	n.a.	n.a.	n.a.	n.a.	95.2%	78.8%	55.7%	46.0%	37.8%	36.3%	30.4%	27.1%	27.1%	26.4%		n.a.	64.6%	32.4%
Proportion of total advertising revenue via smartphones*3	%	17.0	19.8	22.9	26.6	30.5	33.0	33.8	35.9	38.3	41.4	41.4	44.1	47.2	49.5	Proportion of total advertising revenue via smartphones*3	21.8	33.4	41.4
	YOY pt.	n.a.	n.a.	n.a.	n.a.	13.5	13.2	10.9	9.3	7.9	8.4	7.6	8.2	8.9	8.1		n.a.	11.6	8.0
Number of total monthly page views (quarterly average)	Million	53,622	55,618	55,149	56,502	59,468	62,483	60,561	61,969	64,990	68,102	63,147	66,704	69,891	74,439	Number of total monthly page views (yearly average)	55,222	61,120	65,736
	YOY %	n.a.	n.a.	n.a.	n.a.	10.9%	12.3%	9.8%	9.7%	9.3%	9.0%	4.3%	7.6%	7.5%	9.3%		n.a.	10.7%	7.6%
Number of monthly page views via smartphones (quarterly average)*4	Million	13,934	16,153	17,622	20,590	23,788	26,903	27,320	29,454	31,930	34,476	32,584	35,976	39,252	43,173	Number of monthly page views via smartphones (yearly average)*4	17,075	26,866	33,741
	YOY %	n.a.	n.a.	n.a.	n.a.	70.7%	66.5%	55.0%	43.0%	34.2%	28.1%	19.3%	22.1%	22.9%	25.2%		n.a.	57.3%	25.6%
Number of monthly page views via PCs and other devices (quarterly average)	Million	39,687	39,464	37,526	35,911	35,679	35,579	33,241	32,515	33,059	33,626	30,563	30,728	30,639	31,266	Number of monthly page views via PCs and other devices (yearly average)	38,147	34,253	31,994
	YOY %	n.a.	n.a.	n.a.	n.a.	-10.1%	-9.8%	-11.4%	-9.5%	-7.3%	-5.5%	-8.1%	-5.5%	-7.3%	-7.0%		n.a.	-10.2%	-6.6%
Number of Daily UBs (Unique Browsers) (quarterly average)*5	Million	59.40	61.04	63.59	67.34	70.44	73.54	76.01	79.79	82.82	85.09	83.19	86.93	90.07	92.35	Number of Daily UBs (Unique Browsers) (yearly average)*5	62.83	74.93	84.51
	YOY %	n.a.	n.a.	n.a.	n.a.	18.6%	20.5%	19.5%	18.5%	17.6%	15.7%	9.4%	8.9%	8.7%	8.5%		n.a.	19.3%	12.8%
Number of Daily UBs via smartphones (quarterly average)*4*5	Million	22.84	25.34	28.07	32.16	36.04	39.43	42.43	45.92	49.23	51.61	50.61	54.28	57.39	60.04	Number of Daily UBs via smartphones (yearly average)*4*5	27.09	40.94	51.43
	YOY %	n.a.	n.a.	n.a.	n.a.	57.8%	55.6%	51.2%	42.8%	36.6%	30.9%	19.3%	18.2%	16.6%	16.3%		n.a.	51.1%	25.6%
Number of Daily UBs via PCs and other devices (quarterly average)*5	Million	36.55	35.69	35.52	35.17	34.40	34.10	33.58	33.87	33.58	33.48	32.58	32.64	32.67	32.31	Number of Daily UBs via PCs and other devices (yearly average)*5	35.74	33.98	33.07
	YOY %	n.a.	n.a.	n.a.	n.a.	-5.9%	-4.5%	-5.5%	-3.7%	-2.4%	-1.8%	-3.0%	-3.6%	-2.7%	-3.5%		n.a.	-4.9%	-2.7%
Number of monthly active user IDs (quarter-end)*6	Million	27.80	27.60	27.52	28.49	27.82	28.56	29.11	29.90	30.21	31.45	32.20	33.90	34.30	36.14	Number of monthly active user IDs (year-end)*6	28.49	29.90	33.90
	YOY %	n.a.	n.a.	n.a.	n.a.	0.1%	3.5%	5.8%	4.9%	8.6%	10.1%	10.6%	13.4%	13.5%	14.9%		n.a.	4.9%	13.4%
Number of monthly paid-membership IDs (quarter-end)*7	Million	14.16	14.41	14.60	14.60	14.40	14.67	15.07	15.46	15.54	15.99	16.34	16.73	17.10	17.37	Number of monthly paid-membership IDs (year-end)*7	14.60	15.46	16.73
	YOY %	n.a.	n.a.	n.a.	n.a.	1.7%	1.9%	3.2%	5.9%	7.9%	9.0%	8.4%	8.2%	10.0%	8.6%		n.a.	5.9%	8.2%
Total domestic e-commerce transaction value*8	Billion yen	259.4	251.7	300.0	295.7	279.5	281.5	324.5	305.1	311.0	333.5	429.1	432.1	430.0	432.4	Total domestic e-commerce transaction value*8	1,106.9	1,190.8	1,505.9
	YOY %	n.a.	n.a.	n.a.	n.a.	7.7%	11.9%	8.2%	3.2%	11.3%	18.5%	32.2%	41.6%	38.2%	29.7%		n.a.	7.6%	26.5%
Auction-related transaction value*9	Billion yen	178.7	170.3	205.1	198.8	195.2	192.0	221.7	209.0	208.8	203.2	233.6	221.0	214.4	212.1	Auction-related transaction value*9	753.2	818.1	866.7
	YOY %	n.a.	n.a.	n.a.	n.a.	9.3%	12.7%	8.1%	5.1%	6.9%	5.8%	5.4%	5.8%	2.7%	4.4%		n.a.	8.6%	5.9%
Shopping-related transaction value*10	Billion yen	80.7	81.3	94.8	96.8	84.2	89.5	102.8	96.1	102.2	113.9	145.3	160.7	161.4	169.4	Shopping-related transaction value*10	353.7	372.7	522.3
	YOY %	n.a.	n.a.	n.a.	n.a.	4.4%	10.0%	8.4%	-0.8%	21.3%	27.3%	41.4%	67.3%	57.9%	48.7%		n.a.	5.4%	40.1%
Shopping transaction value*11	Billion yen	56.9	53.4	68.9	71.6	58.9	60.8	76.9	69.7	72.4	79.1	114.0	112.8	99.9	101.1	Shopping transaction value*11	250.9	266.3	378.6
	YOY %	n.a.	n.a.	n.a.	n.a.	3.5%	13.7%	11.5%	-2.7%	23.1%	30.2%	48.3%	61.8%	37.9%	27.8%		n.a.	6.1%	42.1%
Travel and others transaction value*12	Billion yen	23.8	27.8	25.8	25.2	25.3	28.7	25.8	26.3	29.7	34.7	31.2	47.9	61.4	68.3	Travel and others transaction value*12	102.8	106.3	143.7
	YOY %	n.a.	n.a.	n.a.	n.a.	6.3%	2.9%	0.2%	4.6%	17.3%	21.1%	20.8%	81.7%	106.6%	96.5%		n.a.	3.4%	35.2%
ASKUL's BtoB-related revenue (transaction value)*13	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	16.3	50.1	50.2	54.1	50.8	ASKUL's BtoB-related revenue (transaction value)*13	n.a.	n.a.	116.8
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	210.8%		n.a.	n.a.	n.a.
Total domestic e-commerce transaction value via smartphones*14	Billion yen	59.4	62.9	82.8	90.1	87.8	91.5	114.7	110.8	117.0	125.3	165.2	164.2	150.6	173.5	Total domestic e-commerce transaction value via smartphones*14	295.4	405.0	571.8
	YOY %	n.a.	n.a.	n.a.	n.a.	47.7%	45.4%	38.5%	23.0%	33.3%	36.8%	44.0%	48.2%	28.7%	38.5%		n.a.	37.1%	41.2%
Proportion of total domestic e-commerce transaction value via smartphones*14	%	22.9	25.0	27.6	30.5	31.4	32.5	35.4	36.3	37.6	39.5	43.6	43.0	40.1	45.5	Proportion of total domestic e-commerce transaction value via smartphones*14	26.7	34.0	41.2
	YOY pt.	n.a.	n.a.	n.a.	n.a.	8.5	7.5	7.7	5.9	6.2	7.0	8.3	6.7	2.4	6.0		n.a.	7.3	7.2
Number of YAHUOKU! store IDs (quarter-end)*15	ID	15,914	15,600	16,968	17,955	18,689	19,116	19,533	19,951	20,255	20,537	20,774	21,118	21,317	21,314	Number of YAHUOKU! store IDs (year-end)*15	17,955	19,951	21,118
	YOY %	n.a.	n.a.	n.a.	n.a.	17.4%	22.5%	15.1%	11.1%	8.4%	7.4%	6.4%	5.8%	5.2%	3.8%		n.a.	11.1%	5.8%
Number of Yahoo! Shopping! store IDs (quarter-end)*15	ID	20,992	19,932	29,411	78,307	134,448	193,168	243,896	282,537	317,778	346,888	374,812	399,333	423,519	447,214	Number of Yahoo! Shopping! store IDs (year-end)*15	78,307	282,537	399,333
	YOY %	n.a.	n.a.	n.a.	n.a.	540.5%	869.1%	729.3%	260.8%	136.4%	79.6%	53.7%	41.						