



**Yahoo Japan Corporation**  
**FY2010-1Q Business Results**  
**(Apr.-Jun. 2010)**

**July 27, 2010**

**Statements made at the meeting or included in the documents that are not historical facts are forward-looking statements about the future performance of Yahoo Japan Corporation and its consolidated subsidiaries and affiliates.**

**The Company cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to, the items mentioned in the Risk Factors in “Results for the Three Months ended June 30, 2010.”**

**The Company reclassified its business segments as of FY2010-1Q. Figures for FY2009 have been retroactively adjusted for your reference only.**

**The unauthorized use of the information or the data in this document is not permitted.**

# FY2010-1Q Highlights – Financial Data

- Listing advertising, display advertising, information listing and Yahoo! Shopping-related revenue increased, and more efficient business management was continued for cost reduction. Consequently, operating income and ordinary income increased about 10% and quarterly net income rose about 13%.

(¥100M)

	2010-1Q	2009-1Q	YOY Change
<b>Revenue</b>	705	676	4.2%
<b>Operating Income</b>	376	342	9.8%
<b>Ordinary Income</b>	375	340	10.2%
<b>Quarterly Net Income</b>	216	192	12.6%

# FY2010-1Q Highlights – Media Business

## ■ Listing advertising through advertising agencies

(Paid search advertising [Sponsored Search] and interest-based advertising [Interest Match] )

- Year-on-year listing advertising revenue increased.
- Advertising from major advertisers sharply increased year on year in the industrial sectors, such as department stores/mail order/shopping malls, travel/transportation/leisure.

## ■ Display advertising

- Year-on-year display advertising revenue increased.
- Brand Panel revenue increased compared with the year-earlier quarter. Also, in the industrial sectors, such as real estate/construction, finance/insurance/securities, advertising was in great demand, and behavioral targeting advertising revenue increased year on year.
- Started marketing of display advertising products optimized for iPhones, and did well mainly among national clients.

(¥100M)

Media Business	2010-1Q	2009-1Q	YOY Change
Revenue	256	235	8.7%
Operating Income	130	109	19.2%

# FY2010-1Q Highlights – BS Business

## ■ Listing advertising through online order

(Paid search advertising [Sponsored Search] and interest-based advertising [Interest Match] )

- The number of active accounts both on PC and mobile phone platforms increased. Along with increased market penetration among advertisers nationwide, the year-on-year advertising revenue increased.

## ■ Data center-related revenues

- Cloud computing-related revenues from IDC Frontier Inc. increased.

## ■ Information listing revenues

- Information listing-related revenues from Yahoo! Real Estate and Yahoo! Rikunabi increased year on year.

(¥100M)

BS Business	2010-1Q	2009-1Q	YOY Change
Revenue	184	174	5.7%
Operating Income	88	74	19.5%

# FY2010-1Q Highlights – Consumer Business

## ■ E-Commerce related revenues (Yahoo! Auctions and Yahoo! Shopping)

- Continuing from the previous quarter, Yahoo! Shopping implemented large-scale sales promotion special features, such as a Get More Points campaign. Consequently, quarterly transaction value increased approx. 20% year on year.
- Transaction value of Yahoo! Auctions declined year on year due to the impact of a drop in the unit price of winning bids.
- Revenues from pay digital content services such as Yahoo! Finance and Yahoo! Games increased.

## ■ Yahoo! Premium membership revenues

- The number of Yahoo! Premium member IDs as of June 30, 2010 hit a record high of 7.6 million.

(¥100M)

Consumer Business	2010-1Q	2009-1Q	YOY Change
Revenue	262	264	-0.5%
Operating Income	176	180	-2.4%

# Internet Research Business Strategy

- Internet research has grown into the most popular form of market research in Japan. At the same time, competition in the market is fierce in terms of services and price.

Aiming to further boost competitiveness and growth rate, the Company has decided to transfer the marketing research business of its consolidated subsidiary Yahoo Japan Value Insight Corporation (YVI) to Macromill, INC., effective August 1, 2010.

By combining the system architecture and marketing capabilities of Macromill with the solution capabilities of YVI and maximizing synergies, the partners aim to offer customers one-stop services that meet their requirements for high performance and sophisticated services.

- Yahoo Japan Corporation holds 24.3% of the voting rights of Macromill, and plans to account for the company using the equity method. Therefore, in the second quarter of the fiscal year ending March 31, 2011, only Yahoo Value Insight sales for the month of July will be included in consolidation. In accordance with due process, Macromill's earnings will be included in consolidation using the equity method starting with October 2010.
- As a result of Yahoo Value Insight becoming a non-consolidated company, second quarter consolidated net sales will decline approximately ¥700 million compared with a year earlier.



# Regarding the Assessment and Ruling Notice Received Related to the Merger with SOFTBANK IDC Solutions Corp.

## ■ Details of the Notice Received from the Taxation Bureau

The taxation bureau has deemed that the tax treatment of the losses carried forward of SOFTBANK IDC Solutions Corp (IDC) that the Company succeeded to when it merged with IDC involved an inappropriate reduction in the income taxes of the Company given the methods used by the Company to carry out the merger, etc.

## ■ Future Response

Since the Company finds it impossible to accept the claims made by the taxation bureau, the Company plans to submit a request for reconsideration of the income tax correction decision to the national tax tribunal and depending on the circumstances bring legal suit, thoroughly arguing the correctness of its position on this matter.

## ■ Impact on the Company's Performance

Regarding the approximately ¥26.5 billion in additional income taxes, including regional taxes and overdue penalties

According to the IDC share transfer agreement with SOFTBANK Corp., should additional tax payment arise due to an assessment notice from the taxation bureau, SOFTBANK was to cover the amount to be paid by Yahoo Japan Corporation as an adjustment for the purchase price of the IDC shares. As a result, the amount of adjustments to income taxes will decline, resulting in no impact on the Company's performance.

The payment of the additional income taxes to the taxation bureau and the payment by SOFTBANK to Yahoo Japan Corporation were completed in July of this year.





# Review of FY2010-1Q Business Outlook

- Listing advertising, display advertising, and information listing and Yahoo! Shopping-related sales increased year on year.

Despite running aggressive point campaigns, TV commercials, sales promotions and advertising, our efforts to curtail depreciation and amortization expenses and other operating expenses, such as business commissions, resulted in the Company achieving profits at the upper end of the projection range.

(¥ 100M)

	Actual	Forecast (As of Apr. 27, 2010)
Revenue	705	682-717
Operating Income	376	354-377
Ordinary Income	375	353-376
Quarterly Net Income	216	202-216



# FY2010-2Q Business Outlook

■ Focusing mainly on advertising-related sales, we will strive to post year-on-year growth in quarterly sales. With Interest Match in particular, we will aim to achieve further sales growth while continuing with measures to increase quality of advertising.

■ In shopping-related business, which has demonstrated firm growth in transaction value, we will work to expand transaction value by continuing our aggressive sales promotion activities.

\*We estimate that the recording of only one month of Yahoo! Value Insight-related revenues for the quarter result in about a ¥700 million revenue decline year on year (please refer to P.7)

SGA expenses are projected to increase ¥500 million to ¥600 million, primarily for advertising expenses, including TV commercials and sales promotion expenses, etc.

(¥ 100M)

	<b>2009-2Q (Actual)</b>	<b>2010-1Q (Actual)</b>	<b>2010-2Q (Forecast)</b>
<b>Revenue</b>	<b>680</b>	<b>705</b>	<b>690-720</b>
<b>Operating Income</b>	<b>344</b>	<b>376</b>	<b>366-386</b>
<b>Ordinary Income</b>	<b>341</b>	<b>375</b>	<b>368-388</b>
<b>Quarterly Net Income</b>	<b>200</b>	<b>216</b>	<b>218-230</b>

■ Since the business environment of the Group can fluctuate substantially in the short term, it is extremely difficult to forecast performance for the full fiscal year with a high degree of confidence. Therefore, the Group announces its financial results on a quarterly basis together with the business outlook only for the following quarter.

# FY2010-1Q Financial Results

## •Consolidated subsidiaries at the end of FY2010-1Q

- ◆ Firstserver, Inc.
- ◆ IDC Frontier Inc.
- ◆ Netrust, Ltd.
- ◆ Yahoo Japan Customer Relations Corporation
- ◆ Yahoo Japan Value Insight Corporation
- ◆ Y's Insurance Inc.
- ◆ GyaO CORPORATION
- ◆ Indival, Inc.
- ◆ NewsWatch, Inc.
- ◆ Y's Sports Inc.

## •Affiliated companies (equity method) at the end of FY2010-1Q

- ◆ All About, Inc.
- ◆ CLASSIFIED Corporation.
- ◆ Estore Corporation
- ◆ Oricon DD, Inc.
- ◆ Tavigator, Inc.
- ◆ 4travel, Inc.
- ◆ BestReserve Co. Ltd.
- ◆ CREO CO., LTD.
- ◆ JWord Inc.
- ◆ Seven Net Shopping Co., Ltd.
- ◆ ValueCommerce Co., Ltd.

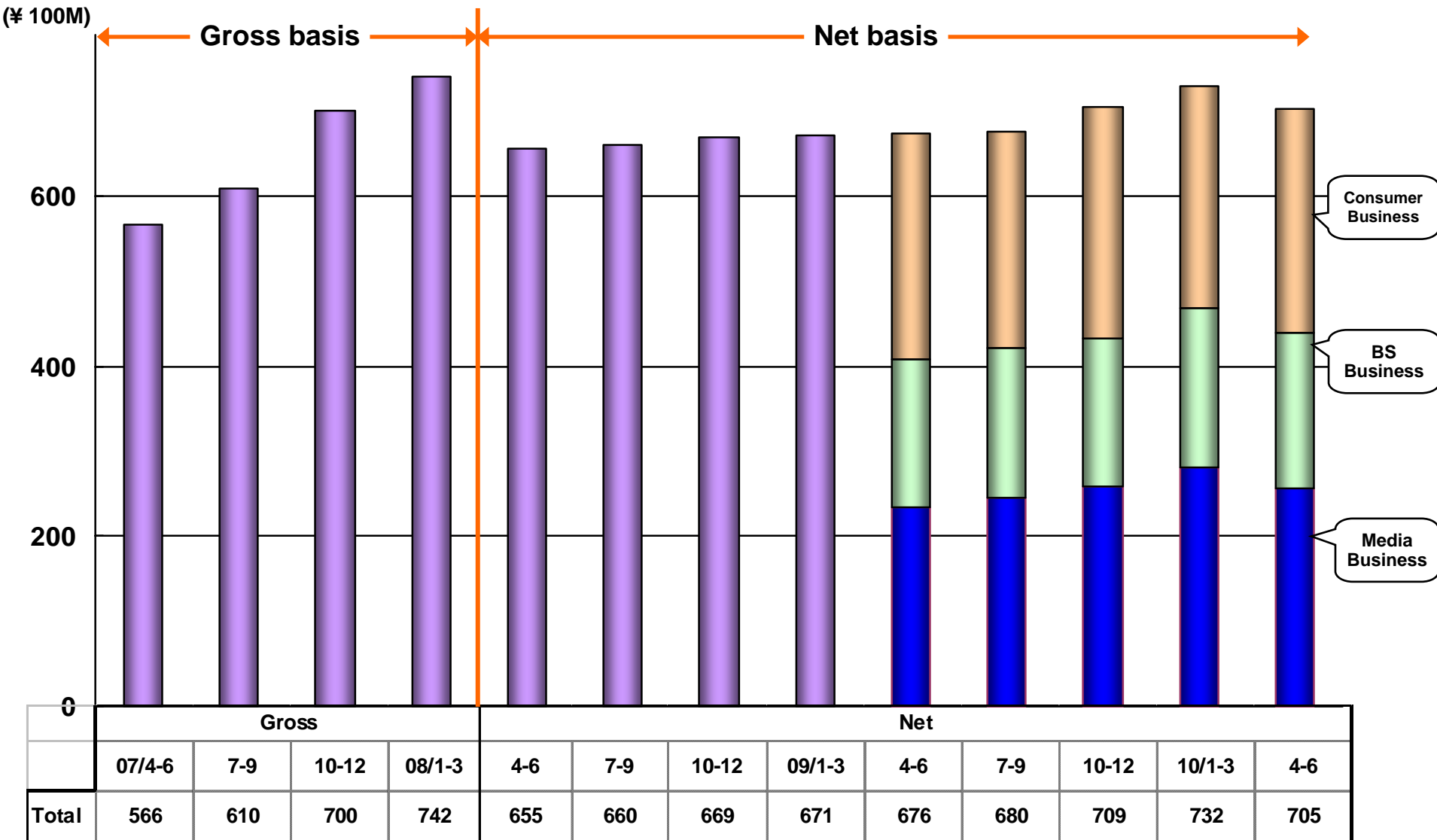


## FY2010-1Q Statements of Income

	2010-1Q	2009-1Q	Changes
<b>Revenue</b> (¥100M)	705	676	4.2 %
<b>Cost of Sales</b> (¥100M)	76	78	-3.1 %
<b>Gross Profit</b> (¥100M)	628	597	5.2 %
<b>SG&amp;A</b> (¥100M)	252	255	-0.9 %
<b>Operating Income</b> (¥100M)	376	342	9.8 %
<b>Ordinary Income</b> (¥100M)	375	340	10.2 %
<b>Quarterly Net Income</b> (¥100M)	216	192	12.6 %
<b>EPS</b> (¥)	373	331	12.8 %
Number of Shares Outstanding (10 thousand) (Average of period) *	5,801	5,810	-0.2 %
<b>Fully Diluted EPS</b> (¥)	372	330	12.7 %
Number of Shares Assuming Full Dilution (10 thousand) *	5,806	5,815	-0.2 %

Notes: Number of Shares Outstanding and Number of Shares Assuming Full Dilution are excluding treasury stocks.

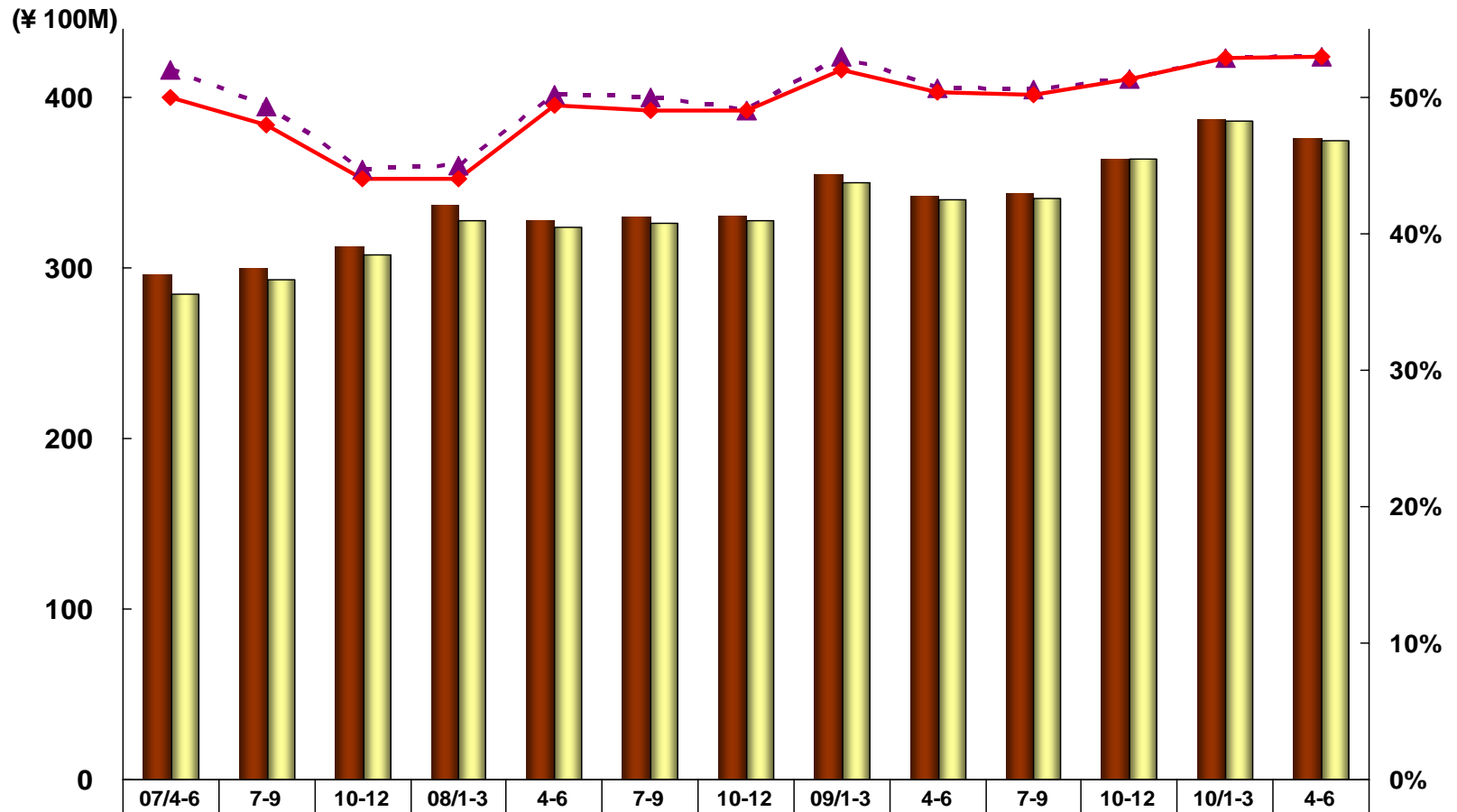
# Y! Quarterly Revenue



\*Figures of 08/1-3 and before are indicated on a gross basis.

\*The Company reclassified its business segments from FY2010-1Q. Figures of the FY2009 are only for your reference based on a brief retroactive adjustment.

# Y! Quarterly Profits



\*Margins for 08/4-6 and after are affected by the change in the presentation basis for revenue from gross basis to net basis.



# FY2010-1Q Performance Breakdown by Business

(¥ 100M)

	Revenue	Sales Breakdown by Business Group		Gross Profit	SG&A	Operating Income	Ordinary Income	Operating Margin	Ordinary Margin
Media Business	<b>256</b>	Advertising	93%	<b>223</b>	<b>92</b>	<b>130</b>	<b>131</b>	<b>51.1%</b>	<b>51.3%</b>
		Others	7%						
BS Business	<b>184</b>	Advertising	62%	<b>147</b>	<b>58</b>	<b>88</b>	<b>89</b>	<b>48.2%</b>	<b>48.5%</b>
		Corporate Services	26%						
		Information Listing Services	12%						
Consumer Business	<b>262</b>	eCommerce Related	56%	<b>257</b>	<b>81</b>	<b>176</b>	<b>175</b>	<b>67.1%</b>	<b>66.9%</b>
		Membership Services	35%						
		Others	9%						

\*Please see P. 27 for the product items involved in the revenue of each segment.

# Y! Quarterly SG&A Breakdown

(¥ 100M)

	10/1Q	%	09/4Q	QoQ Change	09/1Q	YoY Change
Personnel Expenses	79	31.6%	78	2.1%	72	9.6%
Business Commissions	32	12.8%	32	0.8%	32	-0.3%
Communication Charges	22	9.0%	23	-0.9%	25	-8.8%
Royalties	20	8.1%	21	-3.5%	19	3.9%
Depreciation Expenses	19	7.7%	23	-16.5%	21	-9.5%
Content Provider Fees	16	6.5%	15	3.8%	17	-6.5%
Lease and Utility Expenses	15	6.2%	15	3.5%	15	0.5%
Sales Promotion Costs	15	6.1%	20	-25.6%	14	9.0%
Sales Commissions	10	4.2%	13	-18.7%	9	16.3%
Administrative and Maintenance Expenses	5	2.1%	5	-9.8%	5	-10.5%
Taxes and Public Dues	3	1.4%	3	5.0%	5	-30.3%
Advertising Costs	2	1.0%	5	-52.4%	2	3.5%
Amortization of Goodwill	2	0.8%	2	-7.8%	3	-32.7%
Allowance for Doubtful Accounts	1	0.7%	1	11.4%	1	46.8%
Others	4	1.7%	5	-19.2%	9	-52.6%
<b>SG&amp;A Total</b>	<b>252</b>	<b>100.0%</b>	<b>266</b>	<b>-5.1%</b>	<b>255</b>	<b>-0.9%</b>

## Major factors for YoY changes

Increase in payment of bonus and overtime allowance.  
Number of personnel  
4,981 in total : +0.7% from 2009/6

Accounted additional enterprise taxes in FY2009

Decrease in the booking of amortization of goodwill for Brainer.jp and Overture K.K.



# Y! FY2010-1Q Balance Sheets

Major Items	2010/6/30	2009/6/30	Increase/ Decrease	Major Factors for Increase/Decrease	(¥ 100M)
<b>&lt; Assets &gt;</b>					
Current Assets	1,879	1,056	823		
Cash and Deposits	1,032	524	508	Reports account receivable-other because SOFTBANK covered the amount of additional tax payment regarding the IDC share transfer, as an adjustments for the purchase price	
Accounts Receivable -Trade	344	335	9		
Others	474	167	306		
Fixed Assets	2,168	2,176	-7		
Tangible Fixed Assets	278	282	-4		
Intangible Fixed Assets	143	176	-32		
Investment Securities	1,607	1,580	27		
<b>Total Assets</b>	<b>4,048</b>	<b>3,232</b>	<b>815</b>		
<b>&lt; Liabilities &gt;</b>					
Current Liabilities	857	740	117	Completed repayment of borrowings for acquisition of preferred shares of BB Mobile Corp.	
Short-term debts	-	200	-200		
Accounts Payable-Other	121	111	10		
Accrued Income Taxes	376	137	238	Increase due to correction (see p.8)	
Long-term Liabilities	24	3	20		
<b>Total Liabilities</b>	<b>881</b>	<b>743</b>	<b>138</b>		
<b>&lt; Net Assets &gt;</b>					
Shareholders' Equity	3,125	2,455	669	Decrease due to dividend payout and increase due to net income increase	
Common Stock	75	74	0		
Capital Surplus	26	25	0		
Retained Earnings	3,054	2,356	698		
Unrealized Gains on Available for Sales Securities	12	6	6		
Minority Interests in Consolidated Subsidiaries	23	23	-0		
<b>Total Net Assets</b>	<b>3,166</b>	<b>2,488</b>	<b>677</b>		
<b>Total Liabilities and Net Assets</b>	<b>4,048</b>	<b>3,232</b>	<b>815</b>		

# FY2010-1Q Cash Flow Statements

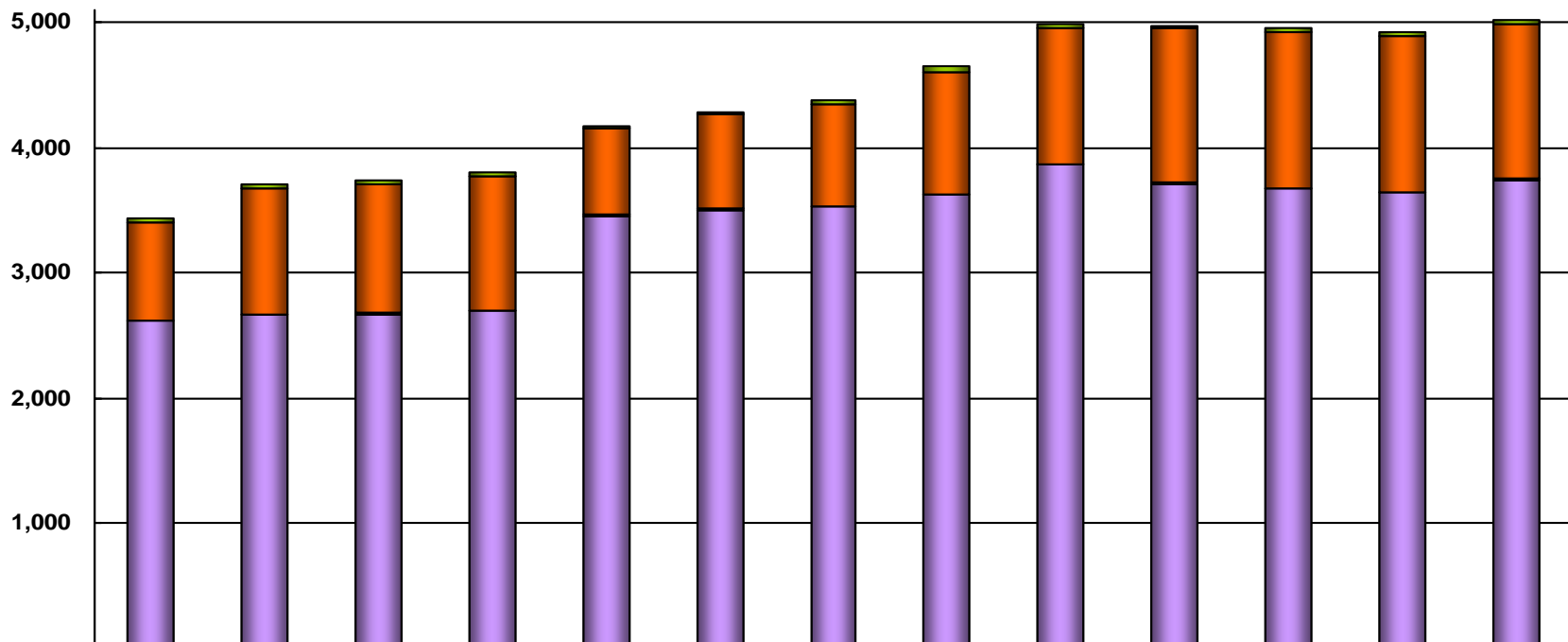
Major Items	FY2010-1Q (Apr.-Jun. 2010)	Major Factors for Changes (¥ 100M)
<b><u>Operating Activities</u></b>	<b><u>-55</u></b>	
Quarterly Net Income before Income Taxes	365	Increase in quarterly net income before income taxes
Depreciation Expenses	22	
Effect of Application of Accounting Standard for Asset Retirement Obligations	11	
Accounts Receivable/Payable-Trade	25	
Other Current Assets/Liabilities	-19	
Payment of Income Taxes	-464	
<b><u>Investing Activities</u></b>	<b><u>-43</u></b>	
Transfer to time-deposit account	-10	
Acquisition of Tangible Fixed Assets	-15	
Acquisition of Intangible Fixed Assets	-5	
Expenditures on Investment Securities	-20	
<b><u>Financing Activities</u></b>	<b><u>-268</u></b>	
Repayment of Long-term Debt	-100	
Payment of Dividend	-167	
<b><u>Net Change in Cash Flows</u></b>	<b><u>-367</u></b>	



# Number of Directors and Employees

(Number of People)

(at the End of Quarter)



	07/6	9	12	08/3	6	9	12	09/3	6	9	12	10/3	6
Directors and Auditors of Subsidiaries	27	33	31	32	26	25	24	39	31	32	30	30	24
Employees of Subsidiaries	781	1,000	1,025	1,062	685	747	814	977	1,082	1,228	1,249	1,238	1,238
Directors and Auditors of Yahoo! JAPAN	9	9	9	9	9	9	9	9	9	9	9	9	9
Employees of Yahoo! JAPAN	2,618	2,666	2,670	2,697	3,459	3,508	3,532	3,622	3,863	3,712	3,670	3,644	3,743
<b>Total</b>	<b>3,435</b>	<b>3,708</b>	<b>3,735</b>	<b>3,800</b>	<b>4,179</b>	<b>4,289</b>	<b>4,379</b>	<b>4,647</b>	<b>4,985</b>	<b>4,981</b>	<b>4,958</b>	<b>4,921</b>	<b>5,014</b>

■ The above figures of employees include staff who have been dispatched.



# Appendix

# Listing Advertising Sales by Industry

## Industries with large year on year increase

- Finance/Insurance/Securities
- Department Stores/Mail Order/Shopping Malls
- Travel/Transportation/Leisure

## Industries with large quarter on quarter increase

- Department Stores/Mail Order/Shopping Malls
- Cosmetics/Toiletries/Health Foods and appliances
- Travel/Transportation/Leisure

	09/1Q	2Q	3Q	4Q	10/1Q
Finance/Insurance/Securities	11.6%	12.0%	12.9%	12.9%	12.6%
Travel/Transportation/Leisure	7.5%	9.2%	6.8%	7.3%	8.0%
Department Stores/Mail Order/Shopping Malls	6.6%	6.4%	7.1%	6.4%	7.4%
Medical, Welfare, Health and Beauty	7.8%	7.2%	6.9%	6.7%	7.0%
Cosmetics/Toiletries/Health Foods and Appliances	6.2%	5.9%	6.2%	6.1%	6.9%
Real Estate/Household Equipment	6.5%	6.4%	6.3%	8.0%	6.1%
Educations/University	6.9%	6.6%	5.8%	6.8%	6.1%
Information Processing/Software/Internet Information Site	4.4%	4.8%	5.6%	5.7%	5.1%
Fashion/Accessories	4.0%	3.8%	4.6%	3.9%	3.9%
Interior/Gardening/Reform/DIY	3.3%	3.0%	3.2%	3.0%	3.1%
Recruitment Services	3.3%	3.3%	3.0%	2.9%	3.0%
Marriage/Ceremonial Occasion Industries	2.6%	2.4%	2.5%	2.6%	2.8%
Others	29.3%	29.0%	29.1%	27.7%	28.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

•Industrial classification has been changed since FY2010-1Q.

The share percentage of revenues by industrial category in FY2009 was adjusted retroactively.



# Display Advertising Sales by Industry

## Industries with large year on year increase

- Autos (Transport Equipment)
- Finance/Insurance/Securities
- Internet Information Site/Email service

## Industries with large year on year decrease

- Cosmetics/Toiletries
- Beverage/Cigarettes
- Mobile Communications Service

	09/1Q	2Q	3Q	4Q	10/1Q
Finance/Insurance/Securities	13.2%	12.6%	14.9%	15.6%	14.9%
Autos (Transport Equipment)	10.1%	13.0%	12.3%	14.6%	14.0%
Real Estate/Construction	8.9%	10.2%	8.4%	10.6%	9.6%
Cosmetics/Toiletries	12.2%	11.1%	9.2%	5.5%	8.8%
Transportation/Leisure	7.4%	6.2%	8.5%	7.6%	8.1%
Beverages/Cigarettes	7.2%	4.4%	4.7%	4.7%	5.3%
Foodstuffs	4.1%	3.8%	3.7%	3.6%	5.2%
Fashion/Accessories	4.0%	4.3%	5.0%	3.3%	3.8%
Mobile Communications Service	5.0%	3.9%	4.5%	5.7%	3.4%
Internet Information Site/Email service	1.7%	1.7%	2.2%	3.0%	3.0%
Entertainment Related Software	2.1%	2.5%	2.6%	1.8%	2.9%
Medicament/Pharmaceuticals	2.1%	2.3%	2.4%	1.3%	2.4%
Others	22.0%	24.0%	21.6%	22.7%	18.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

\*The above are classified by contents of advertising.



## FY2010-1Q Major Advertisers (Display Advertising)

### Finance/Insurance/Securities

American Life Insurance Company  
Citi Cards Japan, Inc.  
ORIX Credit Corporation

### Autos (Transport Equipment)

Honda Motor Co., Ltd.  
TOYOTA MARKETING JAPAN CORPORATION  
NISSAN MOTOR Co.,LTD

### Real Estate/Construction

DAIKYO INCORPORATED  
Sumitomo Realty & Development Co., Ltd.

### Cosmetics/Toiletries

Kao Corporation  
Shiseido Company, Limited  
DHC Corporation

### Transportation/Leisure

All Nippon Airways Co., Ltd.  
Central Japan Railway Company

### Beverages/Cigarettes

ASAHI BREWERIES, LTD.  
Coca-Cola (Japan) Company, Limited  
Suntory Holdings Limited

### Foodstuffs

Suntory Holdings Limited

### Fashion/Accessories

Richemont Japan Limited  
WACOAL CORP.

### Mobile Communications Services

KDDI CORPORATION  
SOFTBANK MOBILE Corp.

### Internet Information Site/Email Service

GREE, Inc.  
DeNA Co., Ltd.

● The above are classified by contents of advertising.



## Additional Business Data: 2010-1Q

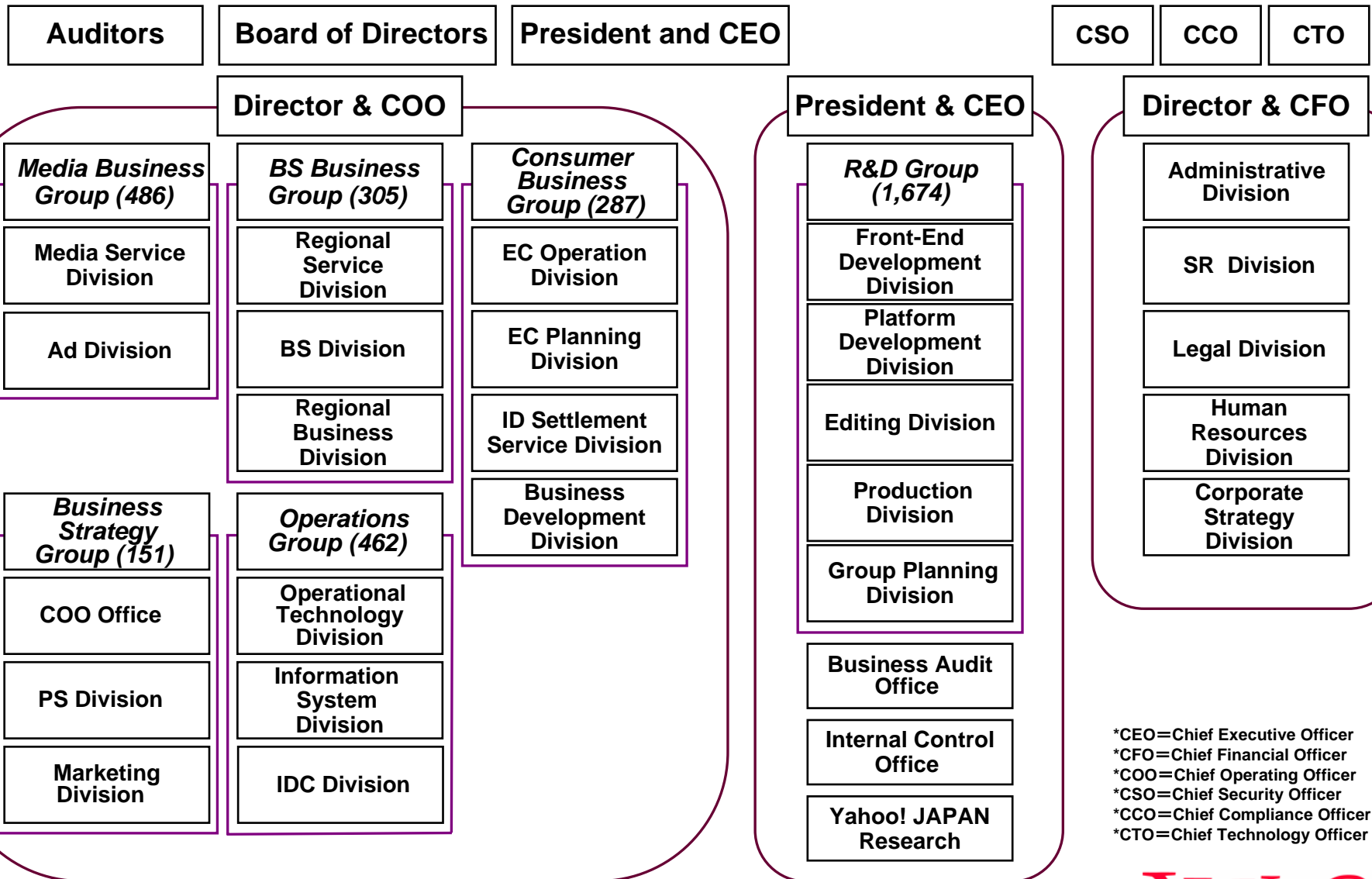
Average Daily Transaction Value	Apr.-Jun. 2009	Apr.-Jun. 2010
Commerce (¥100M)	25.5	25.4
☆ Auction (¥100M)	19.1	18.1
☆ Shopping (¥100M)*	6.3	7.2
Through Mobile (¥100M)	4.0	4.2
Subscriber Lines for Yahoo! BB Services	End of Jun. 2009	End of Jun. 2010
Total (10 thousand lines)	415.8	360.9
Number of lines marketed by Yahoo! JAPAN (10 thousand lines)	80.5	67.6
Other Data of Auction Business	Apr.-Jun. 2009	Apr.-Jun. 2010
Average Winning Bid (¥)	4,854	4,697
Average Successful Auction Ratio (%)	18	15
Number of Business Express Contracts (Number of contracts/Monthly average)	Apr.-Jun. 2009	Apr.-Jun. 2010
	2,591	2,109

\* The transaction value of Yahoo! Shopping, Yahoo! Tickets and Yahoo! Travel, excluding fraudulent orders for both periods.



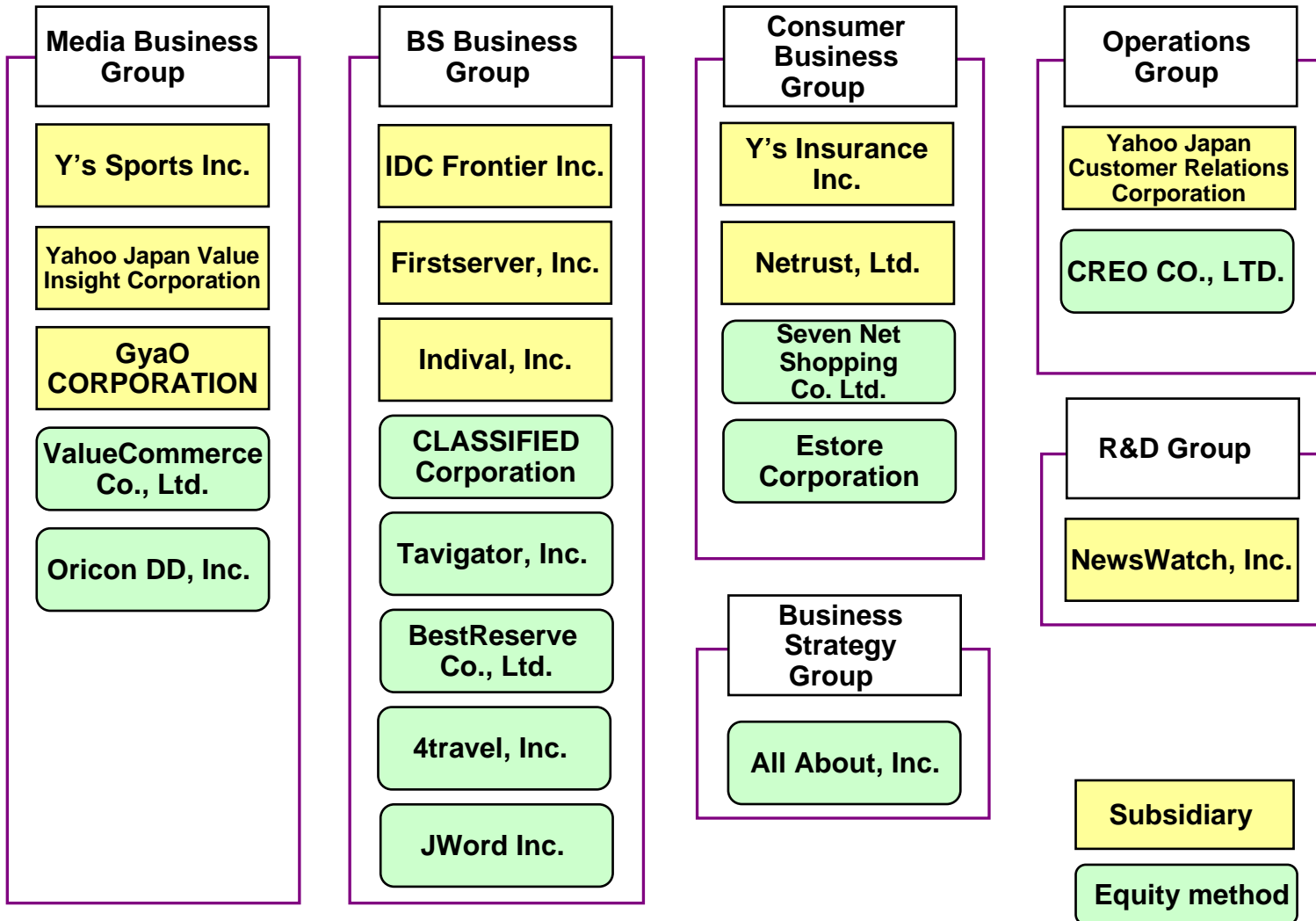


# Organization Chart of Yahoo! JAPAN



\*CEO=Chief Executive Officer  
 \*CFO=Chief Financial Officer  
 \*COO=Chief Operating Officer  
 \*CSO=Chief Security Officer  
 \*CCO=Chief Compliance Officer  
 \*CTO=Chief Technology Officer

# Y! Yahoo! JAPAN Group Companies



Number of Employees (unconsolidated): 3,743  
 Number of Employees (consolidated): 4,981  
 As of June 30, 2010



# Old & New Business Segments Breakdown Comparison Table

## --Former Main Components--

### Advertising

- Media Business:  
Display advertising (banner, text, email, and video advertising)  
Listing advertising (through advertising agencies)
- BS Business:  
Listing advertising (online order)

### Business Services

- Media Business:  
Yahoo! Research
- BS Business:  
Data center related revenues / Yahoo! WebHosting /  
Yahoo! Business Express  
Yahoo! Real Estate and Yahoo! Rikunabi
- Consumer Business:  
Tenant and system-use fees of Yahoo! Auctions (BtoC)  
and Yahoo! Shopping  
Yahoo! BB incentive fees

### Personal Services

- Consumer Business:  
System-use fees of Yahoo! Auctions (CtoC)  
Yahoo! Premium, Yahoo! BB ISP fees,  
Yahoo! Partners and other pay digital content

## --New Main Components--

### Media Business

- Advertising:  
Display advertising (banner, text, email, and video advertising)  
Listing advertising (through advertising agencies)
- Others:  
Yahoo! Research

### BS Business

- Advertising:  
Listing advertising (online order)
- Corporate services:  
Data center related revenues / Yahoo! WebHosting /  
Yahoo! Business Express
- Listing services:  
Yahoo! Real Estate and Yahoo! Rikunabi

### Consumer Business

- eCommerce:  
Tenant and system-use fees of Yahoo! Auctions and  
Yahoo! Shopping / Settlement / Pay digital content
- Membership services:  
Yahoo! Premium, Yahoo! BB ISP fees,  
Yahoo! Partners and other membership services
- Others:  
Display advertising / Yahoo! BB incentive fees



**Yahoo Japan Corporation IR information is available at :**  
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