

Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator		Unit	FY16-1Q	FY16-2Q	FY16-3Q	FY16-4Q	FY17-1Q	FY17-2Q	FY17-3Q	FY17-4Q	FY18-1Q	FY18-2Q	FY18-3Q	FY18-4Q	FY19-1Q	Unit	Key Performance Indicator
E-commerce transaction value*1 Note1	Billion yen	418.5	418.6	489.5	472.1	483.6	481.8	558.3	519.5	536.7	540.0	602.7	589.9	584.0	Billion yen	E-commerce transaction value*1 Note1	
	YOY %	+39.4%	+29.6%	+17.3%	+12.4%	+15.5%	+15.1%	+14.1%	+10.0%	+11.0%	+12.1%	+7.9%	+13.5%	+8.8%	%	E-commerce transaction value (Sale of goods)*2 Note1	
E-commerce transaction value (Sale of goods)*2 Note1	Billion yen	357.1	350.3	423.3	402.7	411.3	401.0	480.1	440.7	451.4	443.3	503.1	479.0	475.6	Billion yen	E-commerce transaction value (Sale of goods)*2 Note1	
	YOY %	+32.0%	+21.5%	+9.6%	+8.2%	+15.2%	+14.5%	+13.4%	+9.4%	+9.8%	+10.5%	+4.8%	+8.7%	+5.4%	%	YAHUOKU! transaction value*3 Note1	
YAHUOKU! transaction value*3 Note1	Billion yen	198.6	186.6	212.9	205.1	201.7	194.1	218.0	201.4	199.0	193.9	216.8	205.2	200.4	Billion yen	YAHUOKU! transaction value*3 Note1	
	YOY %	+3.0%	-0.3%	-0.9%	+0.1%	+1.6%	+4.0%	+2.4%	-1.8%	-1.3%	-0.1%	-0.6%	+1.9%	+0.7%	%	Shopping transaction value*4	
Shopping transaction value*4	Billion yen	99.9	101.1	140.7	137.0	139.8	140.7	180.4	166.5	175.2	173.5	216.1	204.2	204.0	Billion yen	Shopping transaction value*4	
	YOY %	+37.9%	+27.8%	+23.4%	+21.4%	+39.9%	+39.1%	+28.3%	+21.5%	+25.3%	+23.3%	+19.8%	+22.6%	+16.5%	%	Other (Sale of goods)*5	
Other (Sale of goods)*5	Billion yen	4.2	11.5	14.4	8.1	10.9	11.7	22.7	16.1	15.4	17.1	7.6	9.5	6.5	Billion yen	Other (Sale of goods)*5	
	YOY %	-16.4%	+108.0%	+105.0%	+98.3%	+156.1%	+2.0%	+57.0%	+97.9%	+40.3%	+45.5%	-66.5%	-40.7%	-57.3%	%	ASKUL's BtoB-related revenue*6	
ASKUL's BtoB-related revenue*6	Billion yen	54.1	50.8	55.1	52.3	58.7	54.3	58.8	56.5	61.6	58.7	62.4	59.9	64.5	Billion yen	ASKUL's BtoB-related revenue*6	
	YOY %	n.a.	+210.8%	+9.9%	+4.2%	+8.4%	+6.8%	+6.7%	+8.0%	+5.0%	+8.0%	+6.1%	+5.9%	+4.7%	%	E-commerce transaction value (Non-sale of goods)*7	
E-commerce transaction value (Non-sale of goods)*7	Billion yen	61.4	68.3	66.2	69.4	72.2	80.7	78.1	78.8	85.3	96.7	99.6	110.8	108.4	Billion yen	E-commerce transaction value (Non-sale of goods)*7	
	YOY %	+106.6%	+96.5%	+111.7%	+44.9%	+17.6%	+18.3%	+18.0%	+13.5%	+18.1%	+19.7%	+27.4%	+40.7%	+27.0%	%	O2O transaction value*8	
O2O transaction value*8	Billion yen	54.4	61.2	57.0	60.9	63.7	71.9	68.9	70.0	76.4	87.8	90.5	102.4	100.9	Billion yen	O2O transaction value*8	
	YOY %	+144.3%	+123.0%	+142.5%	+53.6%	+17.1%	+17.5%	+20.8%	+14.9%	+19.9%	+22.2%	+31.4%	+46.3%	+32.0%	%	Other (Non-sale of goods)*9	
Other (Non-sale of goods)*9	Billion yen	7.0	7.0	9.1	8.4	8.5	8.8	9.2	8.7	8.9	8.8	9.0	8.3	7.4	Billion yen	Other (Non-sale of goods)*9	
	YOY %	-6.1%	-3.0%	+18.3%	+2.7%	+22.0%	+25.3%	+0.9%	+3.6%	+4.2%	-0.2%	-2.4%	-4.5%	-15.9%	%	E-commerce transaction value via smartphones*10	
E-commerce transaction value via smartphones*10	Billion yen	150.6	173.5	212.8	223.0	229.0	230.3	273.2	259.6	272.7	281.5	331.6	327.9	320.4	Billion yen	E-commerce transaction value via smartphones*10	
	YOY %	+28.7%	+38.5%	+28.8%	+35.8%	+52.0%	+32.7%	+28.3%	+16.4%	+19.1%	+22.2%	+21.4%	+26.3%	+17.5%	%	Proportion of total e-commerce transaction value via smartphones*10	
Proportion of total e-commerce transaction value via smartphones*10	%	40.1	45.5	47.4	51.4	52.1	52.1	53.0	54.1	55.3	56.3	59.3	59.7	61.7	%	Proportion of total e-commerce transaction value via smartphones*10	
	YOY pt.	+2.4	+6.0	+3.8	+8.4	+12.0	+6.6	+5.5	+2.7	+3.1	+4.2	+6.4	+5.7	+6.4	pt.	Shopping-related advertising revenue*11	
Shopping-related advertising revenue*11	Billion yen	2.9	3.1	5.8	5.4	5.5	5.5	7.7	6.7	7.0	7.1	10.0	8.7	8.8	Billion yen	Shopping-related advertising revenue*11	
	YOY %	+121.6%	+115.2%	+93.6%	+101.8%	+89.2%	+76.6%	+32.4%	+24.3%	+27.7%	+27.8%	+29.6%	+29.3%	+25.1%	%	Number of items in Yahoo! Shopping (quarter-end)	
Number of items in Yahoo! Shopping (quarter-end)	Billion	0.22	0.23	0.25	0.27	0.29	0.29	0.28	0.27	0.28	0.29	0.30	0.31	0.33	Billion	Number of items in Yahoo! Shopping (quarter-end)	
	YOY %	+33.3%	+28.6%	+33.3%	+31.8%	+27.8%	+28.4%	+14.0%	+2.1%	-3.2%	-1.6%	+7.2%	+13.4%	+19.5%	%	Number of valid credit card holders (quarter-end)*12	
Number of valid credit card holders (quarter-end)*12	Million	2.54	2.83	3.41	3.60	3.82	4.12	4.42	4.68	4.90	5.25	5.82	6.33	6.84	Million	Number of valid credit card holders (quarter-end)*12	
	YOY %	+147.2%	+101.4%	+88.2%	+62.9%	+50.1%	+45.4%	+29.6%	+29.8%	+28.3%	+27.2%	+31.6%	+35.2%	+39.6%	%	Credit card transaction value*13	
Credit card transaction value*13	Billion yen	103.8	118.8	174.1	184.6	211.9	221.3	261.8	259.4	284.5	293.6	353.2	371.2	423.5	Billion yen	Credit card transaction value*13	
	YOY %	+324.4%	+183.9%	+156.6%	+117.8%	+104.0%	+86.3%	+50.4%	+40.5%	+34.2%	+32.6%	+34.9%	+43.1%	+48.8%	%	Number of JNB accounts (quarter-end)	
Number of JNB accounts (quarter-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	3.83	3.89	3.97	4.07	4.17	Million	Number of JNB accounts (quarter-end)	
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+8.0%	+8.9%	%	Cumulative number of PayPay payments (quarter-end)	
Cumulative number of PayPay payments (quarter-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	26.61	74.09	Million	Cumulative number of PayPay payments (quarter-end)	
	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.	%	Cumulative PayPay registered users (quarter-end)	
Cumulative PayPay registered users (quarter-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	5.98	8.44	Million	Cumulative PayPay registered users (quarter-end)
	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.	%	Total advertising revenue*14	
Total advertising revenue*14	Billion yen	65.3	69.4	72.9	78.6	70.4	74.3	77.8	80.7	76.4	79.3	82.9	85.1	78.2	Billion yen	Total advertising revenue*14	
	YOY %	+3.3%	+5.7%	+10.4%	+9.6%	+7.8%	+7.0%	+6.6%	+2.7%	+8.4%	+6.7%	+6.6%	+5.4%	+2.4%	%	Display advertising revenue*14	
Display advertising revenue*14	Billion yen	33.1	34.5	37.5	41.2	35.7	37.8	40.2	41.6	36.9	38.0	41.6	43.0	38.0	Billion yen	Display advertising revenue*14	
	YOY %	+22.2%	+16.7%	+15.0%	+11.4%	+7.9%	+9.5%	+7.1%	+1.0%	+3.2%	+0.4%	+3.4%	+3.2%	+3.1%	%	YDN and others revenue*14*15	
YDN and others revenue*14*15	Billion yen	24.6	25.7	25.4	27.9	25.4	27.2	26.0	28.3	26.5	26.2	25.7	27.7	24.8	Billion yen	YDN and others revenue*14*15	
	YOY %	+34.2%	+19.3%	+13.5%	+8.2%	+3.2%	+6.0%	+2.1%	+1.1%	+4.1%	-3.7%	-0.9%	-2.1%	-6.1%	%	Premium advertising revenue*14	
Premium advertising revenue*14	Billion yen	8.4	8.8	12.0	13.2	10.2	10.5	14.2	13.3	10.3	11.7	15.8	15.2	13.1	Billion yen	Premium advertising revenue*14	
	YOY %	-3.0%	+9.7%	+18.3%	+18.6%	+21.8%	+19.6%	+17.6%	+0.6%	+0.8%	+11.0%	+11.3%	+14.4%	+26.9%	%	Paid search advertising revenue*14	
Paid search advertising revenue*14	Billion yen	32.2	34.8	35.4	37.3	34.7	36.5	37.5	39.0	39.5	41.3	41.3	42.1	40.1	Billion yen	Paid search advertising revenue*14	
	YOY %	-10.9%	-3.4%	+5.9%	+7.7%	+7.7%	+4.6%	+6.1%	+4.7%	+13.8%	+13.2%	+10.0%	+7.7%	+1.6%	%	Total advertising revenue via smartphones*14*16	
Total advertising revenue via smartphones*14*16	Billion yen	30.8	34.4	37.3	41.7	38.6	41.2	43.0	46.1	44.2	47.4	49.2	50.5	45.6	Billion yen	Total advertising revenue via smartphones*14*16	
	YOY %	+27.1%	+26.4%	+36.4%	+32.0%	+25.2%	+19.9%	+15.4%	+10.5%	+14.5%	+15.0%	+14.3%	+9.5%	+3.1%	%	Proportion of total advertising revenue via smartphones*14*16	
Proportion of total advertising revenue via smartphones*14*16	%	47.2	49.5	51.2	53.1	54.8	55.5	55.4	57.1	57.9	59.8	59.4	59.4	58.3	%	Proportion of total advertising revenue via smartphones*14*16	
	YOY pt.	+8.9	+8.1	+9.8	+9.0	+7.6	+5.9	+4.2	+4.0	+3.1	+4.3	+4.0	+2.3	+0.4	pt.	Number of monthly logged-in user IDs (quarter-end)*17	
Number of monthly logged-in user IDs (quarter-end)*17	Million ID	34.30	36.14	37.31	38.98	39.70	41.58	41.74	43.92	44.33	45.87	47.09	48.39	49.01	Million ID	Number of monthly logged-in user IDs (quarter-end)*17	
	YOY %	+13.5%	+14.9%	+15.9%	+15.0%	+15.7%	+15.0%	+11.9%	+12.7%	+11.7%	+10.3%	+12.8%	+10.2%	+10.5%	%	Time spent by logged-in users (quarterly total)*18	
Time spent by logged-in users (quarterly total)*18	Billion hours	1.96	2.10	1.97	1.99	2.13	2.27	2.12	2.15	2.38	2.55	2.36	2.39	2.64	Billion hours	Time spent by logged-in users (quarterly total)*18	
	YOY %	+18.8%	+18.2%	+13.8%	+6.4%	+8.9%	+7.8%	+7.8%	+8.2%	+11.5%	+12.4%	+11.0%	+11.3%	+10.9%	%	Time spent on smartphones by logged-in users (quarterly total)*18*19	
Time spent on smartphones by logged-in users (quarterly total)*18*19	Billion hours	1.10	1.23	1.16	1.21	1.35	1.50	1.39	1.43	1.66	1.84	1.68					

Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator		Unit	FY12-1Q	FY12-2Q	FY12-3Q	FY12-4Q	FY13-1Q	FY13-2Q	FY13-3Q	FY13-4Q	FY14-1Q	FY14-2Q	FY14-3Q	FY14-4Q	FY15-1Q	FY15-2Q	FY15-3Q	FY15-4Q	Unit	Key Performance Indicator	
E-commerce transaction value*1		Billion yen	241.3	231.5	267.4	252.2	259.4	251.7	300.0	295.7	279.4	281.5	324.5	295.3	300.3	323.1	417.4	420.1	Billion yen	E-commerce transaction value*1	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+7.5%	+8.7%	+12.2%	+17.2%	+7.7%	+11.8%	+8.2%	-0.1%	+7.5%	+14.8%	+28.6%	+42.2%	%		
E-commerce transaction value (Sale of goods)*2		Billion yen	224.9	211.2	250.4	235.9	235.6	223.8	274.1	270.5	254.1	252.8	298.6	268.9	270.5	288.3	386.1	372.2	Billion yen	E-commerce transaction value (Sale of goods)*2	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+4.7%	+6.0%	+9.5%	+14.6%	+7.8%	+13.0%	+8.9%	-0.6%	+6.5%	+14.0%	+29.3%	+38.4%	%		
YAHUOKU! transaction value*3		Billion yen	166.7	156.9	182.3	173.5	173.3	165.1	200.1	193.5	189.9	185.7	215.3	193.9	192.9	187.2	214.8	204.9	Billion yen	YAHUOKU! transaction value*3	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+3.9%	+5.2%	+9.8%	+11.5%	+9.6%	+12.5%	+7.6%	+0.2%	+1.6%	+0.8%	-0.2%	+5.7%	%		
Shopping transaction value*4		Billion yen	58.2	54.3	66.7	57.4	56.9	53.4	68.9	71.6	58.9	60.8	76.9	69.7	72.4	79.1	114.0	112.8	Billion yen	Shopping transaction value*4	
	YOY	%	n.a.	n.a.	n.a.	n.a.	-2.2%	-1.6%	+3.3%	+24.7%	+3.5%	+13.7%	+11.5%	-2.7%	+23.1%	+30.2%	+48.3%	+61.8%	%		
Other (Sale of goods)*5		Billion yen	n.a.	n.a.	1.2	4.9	5.4	5.2	5.0	5.3	5.2	6.3	6.3	5.3	5.1	5.5	7.0	4.1	Billion yen	Other (Sale of goods)*5	
	YOY	%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+295.5%	+7.4%	-2.8%	+20.2%	+26.3%	+0.1%	-2.6%	-12.2%	+11.1%	-22.3%	%		
ASKUL's BtoB-related revenue*6		Billion yen	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.	16.3	50.1	50.2	Billion yen	ASKUL's BtoB-related revenue*6	
	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.	n.a.	n.a.	n.a.	%		
E-commerce transaction value (Non-sale of goods)*7		Billion yen	16.4	20.2	17.0	16.2	23.8	27.8	25.8	25.2	25.3	28.7	25.8	26.3	29.7	34.7	31.2	47.9	Billion yen	E-commerce transaction value (Non-sale of goods)*7	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+45.4%	+37.6%	+51.6%	+54.8%	+6.3%	+2.9%	+0.2%	+4.6%	+17.3%	+21.1%	+20.8%	+81.7%	%		
O2O transaction value*8		Billion yen	16.4	20.2	17.0	16.2	16.6	20.2	17.6	17.2	17.2	20.7	17.8	18.8	22.2	27.4	23.5	39.6	Billion yen	O2O transaction value*8	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+1.3%	+0.0%	+3.6%	+5.7%	+4.0%	+2.4%	+0.9%	+9.7%	+28.9%	+32.2%	+32.0%	+110.1%	%		
Other (Non-sale of goods)*9		Billion yen	n.a.	n.a.	n.a.	n.a.	7.2	7.6	8.1	8.0	8.0	7.9	8.0	7.4	7.4	7.3	7.7	8.2	Billion yen	Other (Non-sale of goods)*9	
	YOY	%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+11.5%	+4.2%	-1.4%	-6.4%	-7.6%	-7.9%	-4.0%	+10.0%	%		
E-commerce transaction value via smartphones*10		Billion yen	42.8	44.9	56.7	56.3	59.4	62.9	82.8	90.1	87.8	91.5	114.7	110.8	117.0	125.3	165.2	164.2	Billion yen	E-commerce transaction value via smartphones*10	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+38.8%	+40.1%	+46.0%	+59.9%	+47.7%	+45.4%	+38.5%	+23.0%	+33.3%	+36.8%	+44.0%	+48.2%	%		
Proportion of total e-commerce transaction value via smartphones*10		%	17.7	19.4	21.2	22.3	22.9	25.0	27.6	30.5	31.4	32.5	35.4	36.3	37.6	39.5	43.6	43.0	%	Proportion of total e-commerce transaction value via smartphones*10	
	YOY	pt.	n.a.	n.a.	n.a.	n.a.	+5.2	+5.6	+6.4	+8.1	+8.5	+7.5	+7.7	+5.9	+6.2	+7.0	+8.2	+6.7	pt.		
Shopping-related advertising revenue*11		Billion yen	n.a.	n.a.	n.a.	n.a.	1.0	0.8	1.1	0.8	0.9	0.8	1.3	1.1	1.3	1.4	3.0	2.6	Billion yen	Shopping-related advertising revenue*11	
	YOY	%	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	-9.4%	+9.9%	+18.9%	+36.6%	+37.4%	+64.7%	+130.1%	+128.1%	%		
Number of items in Yahoo! Shopping (quarter-end)		Billion	0.05	0.06	0.06	0.07	0.07	0.08	0.08	0.09	0.11	0.12	0.14	0.15	0.17	0.18	0.18	0.20	Billion	Number of items in Yahoo! Shopping (quarter-end)	
	YOY	%	n.a.	n.a.	n.a.	n.a.	+19.1%	+27.7%	+35.9%	+38.8%	+63.7%	+50.5%	+67.2%	+68.2%	+46.6%	+36.7%	+28.7%	+30.9%	%		
Number of valid credit card holders (quarter-end)*12		Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	0.59	1.02	1.41	1.81	2.21	Million	Number of valid credit card holders (quarter-end)*12	
	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.	n.a.	n.a.	+270.2%	%		
Credit card transaction value*13		Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	14.7	24.4	41.8	67.8	84.7	Billion yen	Credit card transaction value*13	
	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.	n.a.	n.a.	+473.2%	%		
Number of JNB accounts (quarter-end)		Million	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.	n.a.	n.a.	n.a.	Million	Number of JNB accounts (quarter-end)	
	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.	n.a.	n.a.	n.a.	%		
Cumulative number of PayPay payments (quarter-end)		Million	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.	n.a.	n.a.	n.a.	Million	Cumulative number of PayPay payments (quarter-end)	
	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.	n.a.	n.a.	n.a.	%		
Cumulative PayPay registered users (quarter-end)		Million	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.	n.a.	n.a.	n.a.	Million	Cumulative PayPay registered users (quarter-end)	
	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.	n.a.	n.a.	n.a.	%		
Total advertising revenue*14		Billion yen	43.0	44.8	47.9	54.6	53.1	56.4	58.9	63.9	57.8	60.5	62.1	69.3	63.3	65.7	66.0	71.7	Billion yen	Total advertising revenue*14	
	YOY	%	+13.0%	+10.7%	+15.2%	+20.3%	n.a.	n.a.	n.a.	n.a.	+8.8%	+7.2%	+5.4%	+8.4%	+9.5%	+8.6%	+6.3%	+3.5%	%		
Display advertising revenue*14		Billion yen	14.7	14.5	16.6	20.2	17.5	18.8	20.8	24.4	20.9	22.3	24.8	29.6	27.1	29.6	32.6	37.0	Billion yen	Display advertising revenue*14	
	YOY	%	+16.6%	+3.2%	+5.6%	+27.7%	n.a.	n.a.	n.a.	n.a.	+19.7%	+18.2%	+19.2%	+21.0%	+29.5%	+32.8%	+31.4%	+25.1%	%		
YDN and others revenue*14*15		Billion yen	2.4	2.6	3.3	4.4	6.3	8.0	9.3	10.9	11.4	13.1	14.7	18.1	18.4	21.5	22.4	25.8	Billion yen	YDN and others revenue*14*15	
	YOY	%	+24.5%	+15.2%	+60.5%	+116.5%	n.a.	n.a.	n.a.	n.a.	+80.5%	+62.8%	+58.3%	+65.9%	+60.8%	+64.5%	+52.2%	+42.2%	%		
Premium advertising revenue*14		Billion yen	12.3	11.8	13.2	15.8	11.1	10.8	11.5	13.5	9.5	9.2	10.1	11.4	8.7	8.0	10.2	11.2	Billion yen	Premium advertising revenue*14	
	YOY	%	+15.2%	+0.9%	-2.8%	+14.6%	n.a.	n.a.	n.a.	n.a.	-14.9%	-14.9%	-12.4%	-15.4%	-8.3%	-12.5%	+1.1%	-2.1%	%		
Paid search advertising revenue*14		Billion yen	28.3	30.2	31.2	34.3	35.6	37.5	38.0	39.4	36.8	38.2	37.2	39.7	36.2	36.1	33.4	34.6	Billion yen	Paid search advertising revenue*14	
	YOY	%	+11.2%	+14.8%	+21.0%	+16.3%	n.a.	n.a.	n.a.	n.a.	+3.4%	+1.7%	-2.1%	+0.6%	-1.8%	-5.4%	-10.4%	-12.7%	%		
Total advertising revenue via smartphones*14*16		Billion yen	4.2	5.5	6.4	8.7	9.0	11.1	13.4	17.0	17.6	19.9	20.9	24.8	24.2	27.2	27.3	31.6	Billion yen	Total advertising revenue via smartphones*14*16	
	YOY	%	+305.9%	+311.2%	+238.9%	+181.9%	n.a.	n.a.	n.a.	n.a.	+95.2%	+78.8%	+55.7%	+46.0%	+37.8%	+36.3%	+30.4%	+27.1%	%		
Proportion of total advertising revenue via smartphones*14*16		%	9.9	12.5	13.5	16.0	17.0	19.8	22.9	26.6	30.5	33.0	33.8	35.9	38.3	41.4	41.4	44.1	%	Proportion of total advertising revenue via smartphones*14*16	
	YOY	pt.	+7.1	+9.1	+8.9	+9.2	n.a.	n.a.	n.a.	n.a.	+13.5	+13.2	+10.9	+9.3	+7.9	+8.4	+7.6	+8.2	pt.		
Number of monthly logged-in user IDs (quarter-end)*17		Million ID	26.51	26.60	27.59	27.95	27.80	27.60	27.52	28.49	27.82	28.56	29.11	29.90	30.21	31.45	32.20	33.90	Million ID	Number of monthly logged-in user IDs (quarter-end)*17	
	YOY	%	+3.0%	+3.4%	+5.7%	+4.3%	+4.9%	+3.8%	-0.2%	+1.9%	+0.1%	+3.5%	+5.8%	+4.9%	+8.6%	+10.1%	+10.6%	+13.4%	%		
Time spent by logged-in users (quarterly total)*18		Billion hours	n.a.	n.a.	n.a.	n.a.	1.38	1.42	1.42	1.55	1.49	1.54	1.51	1.57	1.65	1.78	1.73	1.87	Billion hours	Time spent by logged-in users (quarterly total)*18	
	YOY	%	n.a.	n.a.	n.a.	n.a.	n.a.														

Yahoo Japan Corporation Key Performance Indicator Trends (Yearly)

Key Performance Indicator	Unit	FY12	FY13	FY14	FY15	FY16	FY17	FY18
E-commerce transaction value*1 Note1	Billion yen	992.6	1,106.9	1,180.9	1,461.0	1,798.9	2,043.3	2,269.4
	YOY %	n.a.	+11.5%	+6.7%	+23.7%	+23.1%	+13.6%	+11.1%
E-commerce transaction value (Sale of goods)*2 Note1	Billion yen	922.6	1,004.1	1,074.5	1,317.2	1,533.4	1,733.3	1,876.9
	YOY %	n.a.	+8.8%	+7.0%	+22.6%	+16.4%	+13.0%	+8.3%
YAHUOKU! transaction value*3 Note1	Billion yen	679.7	732.1	784.9	799.9	803.4	815.4	815.1
	YOY %	n.a.	+7.7%	+7.2%	+1.9%	+0.4%	+1.5%	-0.0%
Shopping transaction value*4	Billion yen	236.7	250.9	266.3	378.6	478.8	627.6	769.2
	YOY %	n.a.	+6.0%	+6.1%	+42.1%	+26.5%	+31.1%	+22.6%
Other (Sale of goods)*5	Billion yen	6.2	21.0	23.2	21.8	38.5	61.7	49.8
	YOY %	n.a.	+238.6%	+10.6%	-6.0%	+76.0%	+60.2%	-19.3%
ASKUL's BtoB-related revenue*6	Billion yen	n.a.	n.a.	n.a.	116.8	212.6	228.5	242.7
	YOY %	n.a.	n.a.	n.a.	n.a.	+81.9%	+7.5%	+6.2%
E-commerce transaction value (Non-sale of goods)*7	Billion yen	70.0	102.8	106.3	143.7	265.4	310.0	392.5
	YOY %	n.a.	+46.9%	+3.4%	+35.2%	+84.7%	+16.8%	+26.6%
O2O transaction value*8	Billion yen	70.0	71.7	74.7	112.9	233.7	274.6	357.3
	YOY %	n.a.	+2.5%	+4.2%	+51.1%	+106.9%	+17.5%	+30.1%
Other (Non-sale of goods)*9	Billion yen	n.a.	31.0	31.5	30.7	31.7	35.4	35.1
	YOY %	n.a.	n.a.	+1.7%	-2.6%	+3.1%	+11.7%	-0.8%
E-commerce transaction value via smartphones*10	Billion yen	200.9	295.4	405.0	571.8	760.1	992.2	1,213.9
	YOY %	n.a.	+47.0%	+37.1%	+41.2%	+32.9%	+30.5%	+22.3%
Proportion of total e-commerce transaction value via smartphones*10	%	20.2	26.7	34.0	41.2	46.3	52.9	57.8
	YOY pt.	n.a.	+6.4	+7.3	+7.2	+5.2	+6.5	+4.9
Shopping-related advertising revenue*11	Billion yen	n.a.	3.8	4.3	8.4	17.3	25.5	32.9
	YOY %	n.a.	n.a.	+13.2%	+95.7%	+104.3%	+47.5%	+28.7%
Number of items in Yahoo! Shopping (year-end)	Billion	0.07	0.09	0.15	0.20	0.27	0.27	0.31
	YOY %	n.a.	+38.8%	+68.2%	+30.9%	+31.8%	+2.1%	+13.4%
Number of valid credit card holders (year-end)*12	Million	n.a.	n.a.	0.59	2.21	3.60	4.68	6.33
	YOY %	n.a.	n.a.	n.a.	+270.2%	+62.9%	+29.8%	+35.2%
Credit card transaction value*13	Billion yen	n.a.	n.a.	62.5	218.9	581.5	954.6	1,302.6
	YOY %	n.a.	n.a.	n.a.	n.a.	+165.6%	+64.2%	+36.5%
Number of JNB accounts (year-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	3.77	4.07
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+8.0%
Cumulative number of PayPay payments (year-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	26.61
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cumulative PayPay registered users (year-end)	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	5.98
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Total advertising revenue*14	Billion yen	190.5	232.5	249.8	266.9	286.4	303.4	323.8
	YOY %	+15.0%	n.a.	+7.4%	+6.8%	+7.3%	+5.9%	+6.7%
Display advertising revenue*14	Billion yen	66.2	81.7	97.7	126.4	146.5	155.5	159.5
	YOY %	+13.4%	n.a.	+19.6%	+29.4%	+15.9%	+6.1%	+2.6%
YDN and others revenue*14*15	Billion yen	12.8	34.6	57.4	88.2	103.9	107.0	106.3
	YOY %	+53.2%	n.a.	+65.8%	+53.6%	+17.7%	+3.1%	-0.7%
Premium advertising revenue*14	Billion yen	53.3	47.0	40.2	38.1	42.6	48.4	53.2
	YOY %	+6.7%	n.a.	-14.4%	-5.1%	+11.7%	+13.6%	+9.9%
Paid search advertising revenue*14	Billion yen	124.2	150.8	152.0	140.4	139.8	147.8	164.2
	YOY %	+15.8%	n.a.	+0.8%	-7.7%	-0.4%	+5.7%	+11.1%
Total advertising revenue via smartphones*14*16	Billion yen	25.0	50.7	83.4	110.4	144.3	169.1	191.0
	YOY %	+237.8%	n.a.	+64.6%	+32.4%	+30.7%	+17.1%	+13.0%
Proportion of total advertising revenue via smartphones*14*16	%	13.1	21.8	33.4	41.4	50.4	55.7	59.0
	YOY pt.	+8.6	n.a.	+11.6	+8.0	+9.0	+5.3	+3.3
Number of monthly logged-in user IDs (year-end)*17	Million ID	27.95	28.49	29.90	33.90	38.98	43.92	48.39
	YOY %	+4.3%	+1.9%	+4.9%	+13.4%	+15.0%	+12.7%	+10.2%
Time spent by logged-in users (yearly total)*18	Billion hours	n.a.	5.77	6.12	7.04	8.03	8.69	9.69
	YOY %	n.a.	n.a.	+6.1%	+14.9%	+14.1%	+8.2%	+11.6%
Time spent on smartphones by logged-in users (yearly total)*18*19	Billion hours	n.a.	1.68	2.40	3.48	4.72	5.68	6.93
	YOY %	n.a.	n.a.	+42.3%	+45.0%	+35.7%	+20.4%	+21.8%
Time spent on PCs and other devices by logged-in users (yearly total)*18*20	Billion hours	n.a.	4.08	3.72	3.55	3.31	3.00	2.76
	YOY %	n.a.	n.a.	-8.9%	-4.5%	-6.9%	-9.3%	-7.9%
Number of DAU of all applications (Daily Active Users) (yearly average)*21	Million	n.a.	n.a.	n.a.	n.a.	n.a.	42.49	48.03
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+13.0%
Number of MAU of all applications (Monthly Active Users) (yearly average)*22	Million	n.a.	n.a.	n.a.	n.a.	n.a.	110.66	125.43
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+13.4%
Number of monthly paid-membership IDs (year-end)*23	Million ID	n.a.	14.60	15.46	16.73	17.73	26.04	27.65
	YOY %	n.a.	n.a.	+5.9%	+8.2%	+6.0%	+46.9%	+6.2%
Number of Yahoo! Premium member IDs (year-end)*24	Million ID	9.19	9.87	10.77	11.74	12.61	19.79	21.63
	YOY %	+17.2%	+7.5%	+9.1%	+9.0%	+7.4%	+56.9%	+9.3%
Total number of directors and employees (year-end)*25	people	5,823	6,330	7,078	9,240	11,306	12,337	12,999
	YOY %	+13.1%	+8.7%	+11.8%	+30.5%	+22.4%	+9.1%	+5.4%
Directors, audit and supervisory committee members of Yahoo Japan Corporation (year-end)	people	8	9	11	9	8	9	7
	YOY %	0.0%	+12.5%	+22.2%	-18.2%	-11.1%	+12.5%	-22.2%
Employees of Yahoo Japan Corporation (year-end)*25	people	3,842	4,607	5,439	5,547	5,826	6,330	6,515
	YOY %	+0.2%	+19.9%	+18.1%	+2.0%	+5.0%	+8.7%	+2.9%
Directors and auditors of subsidiaries (year-end)	people	35	30	33	54	67	84	80
	YOY %	+94.4%	-14.3%	+10.0%	+63.6%	+24.1%	+25.4%	-4.8%
Employees of subsidiaries (year-end)*25	people	1,938	1,684	1,595	3,630	5,405	5,914	6,397
	YOY %	+50.5%	-13.1%	-5.3%	+127.6%	+48.9%	+9.4%	+8.2%

Yahoo Japan Corporation Key Performance Indicator Trends (Note)

* Past figures are retroactively adjusted when the figure for each item can be calculated more accurately.

Note1: We have excluded automobile-related offline transaction values (in which we had indirect involvement) fromYAHUOKU! transaction value. Figures have been retroactively adjusted from 4Q of FY2014.

- *1 Total of e-commerce transaction value (sale of goods) and e-commerce transaction value (other than sale of goods)
- *2 Includes transaction value of YAHUOKU! (including Yahoo! Government Auctions), shopping transaction value, other sale of goods transaction value and ASKUL’s BtoB-related revenue via Internet (closing date: 20th of every month) from 2Q of FY2015 (one month in 2Q).
- *3 Transaction value of YAHUOKU! including Yahoo! Government Auctions. Includes transaction value of ClooShe for FY2014.
- *4 Includes transaction values of Yahoo! Shopping, LOHACO and Charm Co., Ltd. Overlaps are excluded for transaction values of LOHACO and Charm Co., Ltd. made via Yahoo! Shopping. LOHACO’s figure is the transaction value of LOHACO business (closing date: 20th of every month) operated by ASKUL.
- *5 Includes transaction value of Ouchi-direct(<https://realestate.yahoo.co.jp/direct>) and Yahoo! Ticket-related transaction value, etc. Figures until FY2018 3Q also include transaction values of tradecarview (<https://www.tradecarview.com/>) and BOOKOFF Online (<http://www.bookoffonline.co.jp/>).
- *6 ASKUL Corporation’s BtoB-related revenue via Internet (closing date: 20th of every month). As for 2Q of FY2015, only one month’s revenue is included.
- *7 Includes transaction values of Yahoo! Dining, Yahoo! Travel, Ikyu Corporation from 4Q of FY2015 (two month in 4Q), PassMarket and paid digital contents.
- *8 Includes transaction values of Yahoo! Dining, Yahoo! Travel, Ikyu Corporation from 4Q of FY2015 (two month in 4Q), PassMarket.
- *9 Includes transaction values of paid digital contents. Figures until 4Q of FY2018 also include transaction values of Yahoo! Bookstore.
- *10 e-commerce transaction value via smartphones excluding ASKUL Corporation’s BtoB-related revenue via Internet (closing date: 20th of every month). Some figures are estimated values.
- *11 Total of Yahoo Japan Corporation’s non-consolidated Shopping-related advertising revenue; advertising revenue of StoreMatch, an advertising product in Yahoo! Shopping sold by ValueCommerce Co., Ltd. to stores in Yahoo! Shopping; and revenues of paid search advertising and YDN, etc., placed by stores in Yahoo! Shopping. Revenues of paid search advertising and YDN, etc., placed by stores in Yahoo! Shopping are accounted for in the advertising revenue of Media Business segment.
- *12 Number of card holders who can purchase goods and receive services, etc., using the card. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card (“Omakase charge”).
- *13 Excludes cash advance service. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card (“Omakasecharge”).
- *14 The revenue before FY2012 is based on JGAAP and the revenue after FY2013 is International Financial Reporting Standards (IFRSs). Year-on-year growth rates of FY2013 are not calculated, as the accounting methods of FY2012 and FY2013 are different.
- *15 Includes Yahoo! Premium DSP.
- *16 Includes a part of advertising revenue via tablets.
- *17 Number of Yahoo! JAPAN IDs logged in each month. Formerly counted as "Number of monthly active user IDs". Definition remains the same.
- *18 Time spent by users logged-in with Yahoo! JAPAN ID.
- *19 Time spent via browsers and app.
- *20 Time spent via PCs, tablets and feature phones.
- *21 Number of users who browsed smartphone applications offered by Yahoo! JAPAN at least once a day. Users are counted separately for each smartphone application, even if the user browses several smartphone applications.
- *22 Number of users who browsed smartphone applications offered by Yahoo! JAPAN at least once a month. Users are counted separately for each smartphone application, even if the user browses several smartphone applications.
- *23 Total of membership IDs of Yahoo! Premium members, Yahoo! BB subscribers, monthly paid-subscribers of digital content and services provided by Yahoo! JAPAN and partner sites* (*IDs with payment through Yahoo! Wallet only). Paid-membership IDs are counted separately for each service, even if there is an overlap in IDs.
- *24 Includes SoftBank members and Y!mobile members, etc. who are eligible for Yahoo! Premium privileges. Overlap in IDs is excluded.
- *25 Includes staff who have been dispatched.