

**Yahoo Japan Corporation: FY2006-4Q (January-March 2007) P/L Trend (Consolidated Basis)**

Unit: Million yen

Grand Total	2005-4Q	2006-1Q	2Q	3Q	4Q	% of Sales	Main Items	Quarter-to-quarter		Year-to-year	
								Increase/Decrease	Change	Increase/Decrease	Change
Net Sales	47,056	49,266	51,202	54,522	57,560	100.0%	Advertising Business, Personal Services Business, Business Services Business	3,038	5.6%	10,503	22.3%
Cost of Sales	1,662	2,036	2,146	2,098	2,205	3.8%	Business Services Business, Personal Services Business, etc.	106	5.1%	543	32.7%
Gross Profit	45,394	47,230	49,056	52,423	55,355	96.2%		2,931	5.6%	9,960	21.9%
SG&A Expenses	21,806	23,240	24,046	24,724	25,821	44.9%	Personnel expenses, Business commissions, Sales commissions, Depreciation expenses, etc.	1,096	4.4%	4,014	18.4%
Operating Income	23,587	23,990	25,009	27,699	29,533	51.3%		1,834	6.6%	5,946	25.2%
Ordinary Income	22,940	22,942	24,765	26,630	28,486	49.5%		1,856	7.0%	5,546	24.2%
Quarterly Net Income	12,991	13,202	13,603	15,172	15,984	27.8%		811	5.3%	2,992	23.0%
Operating Margin	50.1%	48.7%	48.8%	50.8%	51.3%	n.a.		0.5%	n.a.	1.2%	n.a.
Ordinary Margin	48.8%	46.6%	48.4%	48.8%	49.5%	n.a.		0.7%	n.a.	0.7%	n.a.
Quarterly Net Income to Net Sales Ratio	27.6%	26.8%	26.6%	27.8%	27.8%	n.a.		0.0%	n.a.	0.2%	n.a.

Advertising Business	2005-4Q	2006-1Q	2Q	3Q	4Q	% of Sales	Main Items				
Net Sales	20,536	21,238	21,299	21,720	24,944	100.0%	Branding advertising (banners), Paid search services (Sponsor Site), etc.	3,224	14.8%	4,407	21.5%
Cost of Sales	99	130	116	132	154	0.6%		22	16.7%	55	55.5%
Gross Profit	20,437	21,107	21,183	21,588	24,790	99.4%		3,201	14.8%	4,352	21.3%
SG&A Expenses	9,183	9,402	9,435	9,503	10,022	40.2%	Sales commissions, Personnel expenses, Content provider fees, Depreciation expenses, etc.	519	5.5%	838	9.1%
Operating Income	11,253	11,705	11,747	12,084	14,767	59.2%		2,682	22.2%	3,513	31.2%
Operating Margin	54.8%	55.1%	55.2%	55.6%	59.2%	n.a.		3.6%	n.a.	4.4%	n.a.

Business Services Business	2005-4Q	2006-1Q	2Q	3Q	4Q	% of Sales	Main Items				
Net Sales	10,471	10,757	11,436	12,897	13,123	100.0%	Information listing fees, Tenant fees and sales commissions from Yahoo! Auctions and Yahoo! Shopping stores, etc.	226	1.8%	2,652	25.3%
Cost of Sales	1,358	1,500	1,665	1,639	1,677	12.8%	INFO PLANT CO., LTD., Business commissions, Firstserver, Inc., etc.	38	2.3%	318	23.5%
Gross Profit	9,112	9,256	9,771	11,258	11,446	87.2%		187	1.7%	2,333	25.6%
SG&A Expenses	4,879	5,012	5,463	5,911	6,041	46.0%	Personnel expenses, Business commissions, Sales promotion costs, Depreciation expenses, etc.	129	2.2%	1,161	23.8%
Operating Income	4,233	4,243	4,307	5,346	5,404	41.2%		58	1.1%	1,171	27.7%
Operating Margin	40.4%	39.5%	37.7%	41.5%	41.2%	n.a.		-0.3%	n.a.	0.8%	n.a.

Personal Services Business	2005-4Q	2006-1Q	2Q	3Q	4Q	% of Sales	Main Items				
Net Sales	16,079	17,297	18,516	19,953	19,515	100.0%	System-use fees for Yahoo! Auctions, Yahoo! Premium membership revenues, Yahoo! BB ISP fees, etc.	-437	-2.2%	3,436	21.4%
Cost of Sales	210	408	391	352	376	1.9%	Paid content, ALPS MAPPING K.K., etc.	24	7.0%	166	78.9%
Gross Profit	15,869	16,889	18,124	19,601	19,139	98.1%		-461	-2.4%	3,269	20.6%
SG&A Expenses	5,778	6,208	6,416	6,690	6,463	33.1%	Business commissions, Sales promotion costs, Payment commissions, Depreciation expenses, etc.	-227	-3.4%	685	11.9%
Operating Income	10,090	10,680	11,708	12,910	12,675	65.0%		-234	-1.8%	2,584	25.6%
Operating Margin	62.8%	61.7%	63.2%	64.7%	65.0%	n.a.		0.3%	n.a.	2.2%	n.a.

Elimination or Corporate	2005-4Q	2006-1Q	2Q	3Q	4Q	% of Sales	Main Items				
Net Sales	-30	-25	-49	-48	-23	n.a.		25	n.a.	7	n.a.
Cost of Sales	-6	-3	-26	-24	-2	n.a.		21	n.a.	3	n.a.
Gross Profit	-24	-22	-23	-23	-20	n.a.		3	n.a.	4	n.a.
SG&A Expenses	1,965	2,616	2,729	2,619	3,294	n.a.		675	25.8%	1,328	67.6%
Operating Income	-1,990	-2,639	-2,752	-2,642	-3,314	n.a.		-671	n.a.	-1,324	n.a.
Operating Margin	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.		n.a.	n.a.	n.a.	n.a.

\*The Company reclassified its business segments from FY2006-1Q into the advertising business, business services business, personal services business, and elimination or corporate, in contrast to the classification of six business divisions and corporate common business - elimination or corporate used prior to FY2006-1Q. Yahoo Japan Corporation cautions readers that figures of the past and comparison to figures of the past are only for your reference based on a brief retroactive adjustment.