

Yahoo Japan Corporation: FY2008-1Q (April-June 2008) P/L Trend (Consolidated Basis)

Net Basis

Unit: Million yen

Grand Total	2008-1Q	% of Sales
Revenue	65,557	100.0%
Cost of Sales	6,946	10.6%
Gross Profit	58,611	89.4%
SG&A Expenses	25,713	39.2%
Operating Income	32,898	50.2%
Ordinary Income	32,412	49.4%
Quarterly Net Income	19,158	29.2%
Operating Margin	50.2%	n.a.
Ordinary Margin	49.4%	n.a.
Quarterly Net Income to Revenue	29.2%	n.a.

Advertising Business	2008-1Q	% of Sales
Revenue	33,683	100.0%
Cost of Sales	4,978	14.8%
Gross Profit	28,704	85.2%
SG&A Expenses	10,913	32.4%
Operating Income	17,790	52.8%
Operating Margin	52.8%	n.a.

Business Services Business	2008-1Q	% of Sales
Revenue	14,001	100.0%
Cost of Sales	1,773	12.7%
Gross Profit	12,227	87.3%
SG&A Expenses	6,664	47.6%
Operating Income	5,562	39.7%
Operating Margin	39.7%	n.a.

Personal Services Business	2008-1Q	% of Sales
Revenue	17,897	100.0%
Cost of Sales	197	1.1%
Gross Profit	17,700	98.9%
SG&A Expenses	4,907	27.4%
Operating Income	12,793	71.5%
Operating Margin	71.5%	n.a.

Elimination or Corporate	2008-1Q	% of Sales
Revenue	-24	n.a.
Cost of Sales	-3	n.a.
Gross Profit	-20	n.a.
SG&A Expenses	3,227	n.a.
Operating Income	-3,247	n.a.
Operating Margin	n.a.	n.a.

Gross Basis

Unit: Million yen

Grand Total	2007-1Q	2Q	3Q	4Q	2008-1Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	56,687	61,047	70,067	74,224	72,521	100.0%	-1,702	-2.3%	15,833	27.9%
Cost of Sales	2,406	4,795	9,971	11,087	10,739	14.8%	-347	-3.1%	8,333	346.3%
Gross Profit	54,281	56,252	60,095	63,137	61,781	85.2%	-1,355	-2.1%	7,500	13.8%
SG&A Expenses	24,610	26,167	28,805	29,375	28,883	39.8%	-491	-1.7%	4,273	17.4%
Operating Income	29,670	30,085	31,290	33,761	32,898	45.4%	-863	-2.6%	3,227	10.9%
Ordinary Income	28,527	29,304	30,828	32,850	32,412	44.7%	-437	-1.3%	3,885	13.6%
Quarterly Net Income	16,204	13,060	17,177	16,174	19,158	26.4%	2,983	18.4%	2,953	18.2%
Operating Margin	52.3%	49.3%	44.7%	45.5%	45.4%	n.a.	-0.1%	n.a.	-7.0%	n.a.
Ordinary Margin	50.3%	48.0%	44.0%	44.3%	44.7%	n.a.	0.4%	n.a.	-5.6%	n.a.
Quarterly Net Income to Revenue	28.6%	21.4%	24.5%	21.8%	26.4%	n.a.	4.6%	n.a.	-2.2%	n.a.

Advertising Business	2007-1Q	2Q	3Q	4Q	2008-1Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	24,519	29,518	36,708	40,297	39,382	100.0%	-915	-2.3%	14,862	60.6%
Cost of Sales	183	2,706	7,924	8,733	8,772	22.3%	39	0.5%	8,589	48 times
Gross Profit	24,336	26,811	28,784	31,564	30,610	77.7%	-954	-3.0%	6,273	25.8%
SG&A Expenses	9,609	11,077	12,757	13,304	12,819	32.6%	-484	-3.6%	3,210	33.4%
Operating Income	14,727	15,734	16,027	18,260	17,790	45.2%	-470	-2.6%	3,062	20.8%
Operating Margin	60.1%	53.3%	43.7%	45.3%	45.2%	n.a.	-0.1%	n.a.	-14.9%	n.a.

Business Services Business	2007-1Q	2Q	3Q	4Q	2008-1Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	14,066	14,129	14,766	15,106	14,329	100.0%	-776	-5.1%	262	1.9%
Cost of Sales	1,905	1,879	1,846	2,121	1,773	12.4%	-347	-16.4%	-131	-6.9%
Gross Profit	12,161	12,249	12,920	12,985	12,555	87.6%	-429	-3.3%	394	3.2%
SG&A Expenses	6,314	6,558	6,856	7,024	6,993	48.8%	-30	-0.4%	679	10.8%
Operating Income	5,846	5,691	6,064	5,961	5,562	38.8%	-398	-6.7%	-284	-4.9%
Operating Margin	41.6%	40.3%	41.1%	39.5%	38.8%	n.a.	-0.6%	n.a.	-2.7%	n.a.

Personal Services Business	2007-1Q	2Q	3Q	4Q	2008-1Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	18,122	17,422	18,613	18,894	18,833	100.0%	-60	-0.3%	711	3.9%
Cost of Sales	321	212	203	238	197	1.0%	-41	-17.3%	-124	-38.6%
Gross Profit	17,801	17,210	18,410	18,655	18,636	99.0%	-19	-0.1%	835	4.7%
SG&A Expenses	5,774	5,640	6,017	5,962	5,843	31.0%	-119	-2.0%	68	1.2%
Operating Income	12,026	11,570	12,393	12,693	12,793	67.9%	99	0.8%	766	6.4%
Operating Margin	66.4%	66.4%	66.6%	67.2%	67.9%	n.a.	0.7%	n.a.	1.6%	n.a.

Elimination or Corporate	2007-1Q	2Q	3Q	4Q	2008-1Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	-21	-22	-22	-74	-24	n.a.	49	n.a.	-3	n.a.
Cost of Sales	-3	-3	-2	-5	-3	n.a.	1	n.a.	-0	n.a.
Gross Profit	-17	-19	-19	-68	-20	n.a.	47	n.a.	-2	n.a.
SG&A Expenses	2,912	2,891	3,174	3,084	3,227	n.a.	142	4.6%	314	10.8%
Operating Income	-2,930	-2,910	-3,194	-3,152	-3,247	n.a.	-95	n.a.	-317	n.a.
Operating Margin	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Due to the change in reporting revenue from a gross basis to a net basis, figures of individual segments on a gross basis for 2008-1Q are included for your reference.