

Yahoo Japan Corporation: FY2008-2Q (July-September 2008) P/L Trend (Consolidated Basis)

Net Basis

Unit: Million yen

Grand Total	2008-1Q	2Q	% of Sales	Quarter-to-quarter	
				Increase/Decrease	Change
Revenue	65,557	66,070	100.0%	512	0.8%
Cost of Sales	6,946	7,098	10.7%	152	2.2%
Gross Profit	58,611	58,971	89.3%	360	0.6%
SG&A Expenses	25,713	25,964	39.3%	251	1.0%
Operating Income	32,898	33,007	50.0%	109	0.3%
Ordinary Income	32,412	32,678	49.5%	266	0.8%
Quarterly Net Income	19,158	17,735	26.8%	-1,423	-7.4%
Operating Margin	50.2%	50.0%	n.a.	-0.2%	n.a.
Ordinary Margin	49.4%	49.5%	n.a.	0.0%	n.a.
Quarterly Net Income to Revenue	29.2%	26.8%	n.a.	-2.4%	n.a.

Advertising Business	2008-1Q	2Q	% of Sales	Quarter-to-quarter	
				Increase/Decrease	Change
Revenue	33,683	35,152	100.0%	1,469	4.4%
Cost of Sales	4,978	5,147	14.6%	168	3.4%
Gross Profit	28,704	30,004	85.4%	1,300	4.5%
SG&A Expenses	10,913	11,646	33.1%	732	6.7%
Operating Income	17,790	18,357	52.2%	567	3.2%
Operating Margin	52.8%	52.2%	n.a.	-0.6%	n.a.

Business Services Business	2008-1Q	2Q	% of Sales	Quarter-to-quarter	
				Increase/Decrease	Change
Revenue	14,001	13,429	100.0%	-572	-4.1%
Cost of Sales	1,773	1,768	13.2%	-5	-0.3%
Gross Profit	12,227	11,660	86.8%	-567	-4.6%
SG&A Expenses	6,664	6,561	48.9%	-103	-1.5%
Operating Income	5,562	5,098	38.0%	-463	-8.3%
Operating Margin	39.7%	38.0%	n.a.	-1.8%	n.a.

Personal Services Business	2008-1Q	2Q	% of Sales	Quarter-to-quarter	
				Increase/Decrease	Change
Revenue	17,897	17,519	100.0%	-377	-2.1%
Cost of Sales	197	197	1.1%	0	0.0%
Gross Profit	17,700	17,322	98.9%	-377	-2.1%
SG&A Expenses	4,907	4,770	27.2%	-136	-2.8%
Operating Income	12,793	12,551	71.6%	-241	-1.9%
Operating Margin	71.5%	71.6%	n.a.	0.2%	n.a.

Elimination or Corporate	2008-1Q	2Q	% of Sales	Quarter-to-quarter	
				Increase/Decrease	Change
Revenue	-24	-30	n.a.	-6	n.a.
Cost of Sales	-3	-15	n.a.	-11	n.a.
Gross Profit	-20	-15	n.a.	5	n.a.
SG&A Expenses	3,227	2,985	n.a.	-241	-7.5%
Operating Income	-3,247	-3,000	n.a.	247	n.a.
Operating Margin	n.a.	n.a.	n.a.	n.a.	n.a.

Gross Basis

Unit: Million yen

Grand Total	2007-2Q	3Q	4Q	2008-1Q	2Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	61,047	70,067	74,224	72,521	73,305	100.0%	783	1.1%	12,257	20.1%
Cost of Sales	4,795	9,971	11,087	10,739	11,108	15.2%	368	3.4%	6,312	131.6%
Gross Profit	56,252	60,095	63,137	61,781	62,197	84.8%	415	0.7%	5,945	10.6%
SG&A Expenses	26,167	28,805	29,375	28,883	29,190	39.8%	306	1.1%	3,022	11.6%
Operating Income	30,085	31,290	33,761	32,898	33,007	45.0%	109	0.3%	2,922	9.7%
Ordinary Income	29,304	30,828	32,850	32,412	32,678	44.6%	266	0.8%	3,374	11.5%
Quarterly Net Income	13,060	17,177	16,174	19,158	17,735	24.2%	-1,423	-7.4%	4,674	35.8%
Operating Margin	49.3%	44.7%	45.5%	45.4%	45.0%	n.a.	-0.3%	n.a.	-4.3%	n.a.
Ordinary Margin	48.0%	44.0%	44.3%	44.7%	44.6%	n.a.	-0.1%	n.a.	-3.4%	n.a.
Quarterly Net Income to Revenue	21.4%	24.5%	21.8%	26.4%	24.2%	n.a.	-2.2%	n.a.	2.8%	n.a.

Advertising Business	2007-2Q	3Q	4Q	2008-1Q	2Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	29,518	36,708	40,297	39,382	41,177	100.0%	1,794	4.6%	11,659	39.5%
Cost of Sales	2,706	7,924	8,733	8,772	9,157	22.2%	385	4.4%	6,451	238.4%
Gross Profit	26,811	28,784	31,564	30,610	32,019	77.8%	1,409	4.6%	5,207	19.4%
SG&A Expenses	11,077	12,757	13,304	12,819	13,661	33.2%	842	6.6%	2,584	23.3%
Operating Income	15,734	16,027	18,260	17,790	18,357	44.6%	567	3.2%	2,622	16.7%
Operating Margin	53.3%	43.7%	45.3%	45.2%	44.6%	n.a.	-0.6%	n.a.	-8.7%	n.a.

Business Services Business	2007-2Q	3Q	4Q	2008-1Q	2Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	14,129	14,766	15,106	14,329	13,749	100.0%	-580	-4.0%	-379	-2.7%
Cost of Sales	1,879	1,846	2,121	1,773	1,768	12.9%	-5	-0.3%	-111	-5.9%
Gross Profit	12,249	12,920	12,985	12,555	11,981	87.1%	-574	-4.6%	-268	-2.2%
SG&A Expenses	6,558	6,856	7,024	6,993	6,882	50.1%	-110	-1.6%	324	4.9%
Operating Income	5,691	6,064	5,961	5,562	5,098	37.1%	-463	-8.3%	-592	-10.4%
Operating Margin	40.3%	41.1%	39.5%	38.8%	37.1%	n.a.	-1.7%	n.a.	-3.2%	n.a.

Personal Services Business	2007-2Q	3Q	4Q	2008-1Q	2Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	17,422	18,613	18,894	18,833	18,409	100.0%	-424	-2.3%	986	5.7%
Cost of Sales	212	203	238	197	197	1.1%	0	0.0%	-15	-7.1%
Gross Profit	17,210	18,410	18,655	18,636	18,212	98.9%	-424	-2.3%	1,001	5.8%
SG&A Expenses	5,640	6,017	5,962	5,843	5,660	30.7%	-182	-3.1%	20	0.4%
Operating Income	11,570	12,393	12,693	12,793	12,551	68.2%	-241	-1.9%	981	8.5%
Operating Margin	66.4%	66.6%	67.2%	67.9%	68.2%	n.a.	0.2%	n.a.	1.8%	n.a.

Elimination or Corporate	2007-2Q	3Q	4Q	2008-1Q	2Q	% of Sales	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	-22	-22	-74	-24	-30	n.a.	-6	n.a.	-8	n.a.
Cost of Sales	-3	-2	-5	-3	-15	n.a.	-11	n.a.	-12	n.a.
Gross Profit	-19	-19	-68	-20	-15	n.a.	5	n.a.	4	n.a.
SG&A Expenses	2,891	3,174	3,084	3,227	2,985	n.a.	-241	-7.5%	93	3.2%
Operating Income	-2,910	-3,194	-3,152	-3,247	-3,000	n.a.	247	n.a.	-89	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 from 2008-1Q onwards are included for your reference.