

Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator	Unit	FY2013-1Q	FY2013-2Q	FY2013-3Q	FY2013-4Q	FY2014-1Q	FY2014-2Q	FY2014-3Q	FY2014-4Q	FY2015-1Q	FY2015-2Q	FY2015-3Q	FY2015-4Q	FY2016-1Q	FY2016-2Q	FY2016-3Q	FY2016-4Q	FY2017-1Q	FY2017-2Q
Total advertising revenue*1	Billion yen	53.1	56.4	58.9	63.9	57.8	60.5	62.1	69.3	63.3	65.7	66.0	71.7	65.3	69.4	72.9	78.6	70.4	74.3
	YOY %	n.a.	n.a.	n.a.	n.a.	8.8%	7.2%	5.4%	8.4%	9.5%	8.6%	6.3%	3.5%	3.3%	5.7%	10.4%	9.6%	7.8%	7.0%
Display advertising revenue*1	Billion yen	17.5	18.8	20.8	24.4	20.9	22.3	24.8	29.6	27.1	29.6	32.6	37.0	33.1	34.5	37.5	41.2	35.7	37.8
	YOY %	n.a.	n.a.	n.a.	n.a.	19.7%	18.2%	19.2%	21.0%	29.5%	32.8%	31.4%	25.1%	22.2%	16.7%	15.0%	11.4%	7.9%	9.5%
YDN and others revenue*1*2	Billion yen	6.3	8.0	9.3	10.9	18.4	13.1	14.7	14.7	18.4	11.9	11.4	22.4	24.8	25.7	25.4	27.9	25.4	27.2
	YOY %	n.a.	n.a.	n.a.	n.a.	80.5%	62.8%	58.3%	65.9%	60.8%	64.5%	52.2%	42.2%	34.2%	19.3%	13.5%	8.2%	3.2%	6.0%
Premium advertising revenue*1	Billion yen	11.1	10.8	11.5	13.5	9.5	9.2	10.1	11.4	8.7	8.0	10.2	11.2	8.4	8.8	12.0	13.2	10.2	10.5
	YOY %	n.a.	n.a.	n.a.	n.a.	-14.9%	-14.9%	-12.4%	-15.4%	-8.3%	-12.5%	1.1%	-2.1%	-3.0%	9.7%	18.3%	18.6%	21.8%	19.6%
Paid search advertising revenue*1	Billion yen	35.6	37.5	38.0	39.4	36.8	38.2	37.2	39.7	36.2	36.1	33.4	34.6	32.2	34.8	35.4	37.3	34.7	36.5
	YOY %	n.a.	n.a.	n.a.	n.a.	3.4%	1.7%	-2.1%	0.6%	-1.8%	-5.4%	-10.4%	-12.7%	-10.9%	-3.4%	5.9%	7.7%	7.7%	4.6%
Total advertising revenue via smartphones*1*3	Billion yen	9.0	11.1	13.4	17.0	17.6	19.9	20.9	24.8	24.2	27.2	27.3	31.6	30.8	34.4	37.3	41.7	38.6	41.2
	YOY %	n.a.	n.a.	n.a.	n.a.	95.2%	78.8%	55.7%	46.0%	37.8%	36.3%	30.4%	27.1%	27.1%	26.4%	36.4%	32.0%	25.2%	19.9%
Proportion of total advertising revenue via smartphones*1*3	YOY %	17.0	19.8	22.9	26.6	30.5	33.0	33.8	35.9	38.3	41.4	41.4	44.1	47.2	49.5	51.2	53.1	54.8	55.5
	pt	n.a.	n.a.	n.a.	n.a.	13.5	13.2	10.9	9.3	7.9	8.4	7.6	8.2	8.9	8.1	9.8	9.0	7.6	5.9
Number of total monthly page views (quarterly average)	Million	53,622	55,618	55,149	56,502	59,468	62,483	60,561	61,969	64,990	68,102	63,147	66,704	69,891	74,439	67,374	67,454	72,526	75,789
	YOY %	4.3%	4.2%	8.1%	11.4%	10.9%	12.3%	9.8%	9.7%	9.3%	9.0%	4.3%	7.6%	7.5%	9.3%	6.7%	1.1%	3.8%	1.8%
Number of monthly page views via smartphones (quarterly average)*4	Million	13,934	16,153	17,622	20,590	23,788	26,903	27,320	29,454	31,930	34,476	32,584	35,976	39,252	43,173	39,261	40,404	44,415	47,656
	YOY %	85.2%	72.7%	70.8%	75.3%	70.7%	66.5%	55.0%	43.0%	34.2%	28.1%	19.3%	22.1%	22.9%	25.2%	20.5%	12.3%	13.2%	10.4%
Number of monthly page views via PCs and other devices (quarterly average)	Million	39,687	39,464	37,526	35,911	35,679	35,579	33,241	32,515	33,059	33,626	30,563	30,728	30,639	31,266	28,113	27,050	28,111	28,132
	YOY %	-9.6%	-10.3%	-7.8%	-7.8%	-10.1%	-9.8%	-11.4%	-9.5%	-7.3%	-5.5%	-8.1%	-5.5%	-7.3%	-7.0%	-8.0%	-12.0%	-8.3%	-10.0%
Number of Daily UBs (Unique Browsers) (quarterly average)*5	Million	59.40	61.04	63.59	67.34	70.44	73.54	76.01	79.79	82.82	85.09	83.19	86.93	90.07	92.35	89.29	90.73	91.04	93.02
	YOY %	15.1%	15.0%	17.4%	19.7%	18.6%	20.5%	19.5%	18.5%	17.6%	15.7%	9.4%	8.9%	8.7%	8.5%	7.3%	4.4%	1.1%	0.7%
Number of Daily UBs via smartphones (quarterly average)*4*5	Million	22.84	25.34	28.07	32.16	36.04	39.43	42.43	45.92	49.23	51.61	50.61	54.28	57.39	60.04	57.61	59.05	60.29	62.61
	YOY %	71.1%	62.1%	63.0%	59.9%	57.8%	55.6%	51.2%	42.8%	38.6%	30.9%	19.3%	18.2%	16.6%	16.3%	13.8%	8.8%	5.0%	4.3%
Number of Daily UBs via PCs and other devices (quarterly average)*5	Million	36.55	35.69	35.52	35.17	34.40	34.10	33.58	33.87	33.58	33.48	32.58	32.64	32.67	32.31	31.68	31.68	30.75	30.4
	YOY %	-4.5%	-4.7%	-3.8%	-2.7%	-5.9%	-4.5%	-5.5%	-3.7%	-2.4%	-1.8%	-3.0%	-3.6%	-2.7%	-3.5%	-2.8%	-2.9%	-5.9%	-5.9%
Number of DAU of all applications (Daily Active Users) (quarterly average)*6	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.	33.31	34.43	36.54	40.30	43.94
	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.	n.a.	31.9%
Number of MAU of all applications (Monthly Active Users) (quarterly average)*7	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.	86.80	92.58	97.33	101.95	112.45
	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.	n.a.	29.6%
Number of monthly active user IDs (quarter-end month)*8	Million ID	27.80	27.60	27.52	28.49	27.82	28.56	29.11	29.90	30.21	31.45	32.20	33.90	34.30	36.14	37.31	38.98	39.70	41.58
	YOY %	4.9%	3.8%	-0.2%	1.9%	0.1%	3.5%	5.8%	4.9%	8.6%	10.1%	10.6%	13.4%	13.5%	14.9%	15.9%	15.0%	15.7%	15.0%
Number of monthly paid-membership IDs (quarter-end)*9	Million ID	14.16	14.41	14.60	14.60	14.40	14.67	15.07	15.46	15.54	15.99	16.34	16.73	17.10	17.37	17.55	17.73	24.76	24.70
	YOY %	n.a.	n.a.	n.a.	n.a.	1.7%	1.9%	3.2%	5.9%	7.9%	9.0%	8.4%	8.2%	10.0%	8.6%	7.4%	6.0%	44.8%	42.1%
Number of Yahoo! Premium member IDs (quarter-end month)*10	Million ID	9.31	9.52	9.67	9.87	9.66	9.87	10.30	10.77	10.92	11.24	11.44	11.74	12.01	12.25	12.40	12.61	16.92	17.93
	YOY %	18.5%	21.5%	11.0%	7.5%	3.7%	3.7%	6.5%	9.1%	13.1%	13.9%	11.0%	9.0%	10.0%	8.9%	8.4%	7.4%	40.8%	46.4%
Total domestic e-commerce transaction value*11	Billion yen	259.4	251.7	300.0	295.7	279.5	281.5	324.5	305.1	311.0	333.5	429.1	432.1	430.0	432.4	503.9	486.4	498.1	496.3
	YOY %	n.a.	n.a.	n.a.	n.a.	7.7%	11.9%	8.2%	3.2%	11.3%	18.5%	32.2%	41.6%	38.2%	29.7%	17.4%	12.6%	15.8%	14.8%
Auction-related transaction value*12	Billion yen	178.7	170.3	205.1	198.8	195.2	192.0	221.7	209.0	208.8	203.2	233.6	221.0	214.4	212.1	242.1	227.9	227.7	221.2
	YOY %	n.a.	n.a.	n.a.	n.a.	9.3%	12.7%	8.1%	5.1%	6.9%	5.8%	5.4%	5.8%	2.7%	4.4%	3.6%	3.1%	6.2%	4.3%
Shopping-related transaction value*13	Billion yen	80.7	81.3	94.8	96.8	84.2	89.5	102.8	96.1	102.2	113.9	145.3	160.7	161.4	169.4	206.7	206.0	211.5	220.7
	YOY %	n.a.	n.a.	n.a.	n.a.	4.4%	10.0%	8.4%	-0.8%	21.3%	27.3%	41.4%	40.3%	57.9%	48.7%	42.2%	28.2%	31.1%	30.2%
Shopping transaction value*14	Billion yen	56.9	53.4	68.9	71.6	58.9	60.8	76.9	69.7	72.4	79.1	114.0	112.8	99.9	101.1	140.7	137.0	139.8	140.7
	YOY %	n.a.	n.a.	n.a.	n.a.	3.5%	13.7%	11.5%	-2.7%	23.1%	30.2%	48.3%	61.8%	37.9%	27.8%	23.4%	21.4%	39.9%	39.1%
Travel and others transaction value*15	Billion yen	23.8	27.8	25.8	25.2	25.3	28.7	25.8	26.3	29.7	34.7	31.2	47.9	61.4	68.3	65.9	69.0	71.7	79.9
	YOY %	n.a.	n.a.	n.a.	n.a.	6.3%	2.9%	0.2%	4.6%	17.3%	21.1%	20.8%	81.7%	106.6%	96.5%	110.9%	44.1%	16.8%	17.1%
ASKUL's BtoB-related revenue (transaction value)*16	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	16.3	50.1	50.2	54.1	50.8	55.1	52.3	58.7	54.3
	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.	210.8%	9.9%	4.2%	8.4%	6.8%
Total domestic e-commerce transaction value via smartphones*17	Billion yen	59.4	62.9	82.8	90.1	87.8	91.5	114.7	110.8	117.0	125.3	165.2	164.2	150.6	173.5	212.8	223.0	229.0	230.3
	YOY %	n.a.	n.a.	n.a.	n.a.	47.7%	45.4%	38.5%	23.0%	33.3%	36.8%	44.0%	48.2%	28.7%	38.5%	28.8%	35.8%	52.0%	32.7%
Proportion of total domestic e-commerce transaction value via smartphones*17	YOY %	22.9	25.0	27.6	30.5	31.4	32.5	35.4	36.3	37.6	39.5	43.6	43.0	40.1	45.5	47.4	51.4	52.1	52.1
	pt	n.a.	n.a.	n.a.	n.a.	8.5	7.5	7.7	5.9	6.2	7.0	8.3	6.7	2.4	6.0	3.8	8.4	12.0	6.6
Number of YAHUOKU! store IDs (quarter-end)*18	ID	15,914	15,600	16,968	17,955	18,689	19,116	19,533	19,951	20,255	20,537	20,774	21,118	21,317	21,314	21,670	22,874	23,300	23,580
	YOY %	-3.2%	-4.0%	4.5%	11.4%	17.4%	22.5%	15.1%	11.1%	8.4%	7.4%	6.4%	5.8%	5.2%	3.8%	4.3%	9.3%	9.3%	10.6%
Number of Yahoo! Shopping! store IDs (quarter-end)*18	ID	20,992	19,932	29,411	78,307	134,448	193,168	243,896	282,537	317,778	346,888	374,812	399,333	423,519	447,214	481,621	514,833	558,140	601,276
	YOY %	2.6%	-2.2%	44.1%	281.3%	540.5%	869.1%	729.3%	260.8%	136.4%	79.6%	53.7%	41.3%	33.3%	28.9%	28.5%	28.9%	31.8%	34.4%
Number of items in Yahoo! Shopping (quarter-end)	Billion	0.07	0.08	0.08	0.09	0.11	0.12	0.14	0.15	0.17	0.18	0.18	0.20	0.22	0.23	0.25	0.27	0.29	0.29
	YOY %	19.1%	27.7%	35.9%	38.8%	63.7%	50.5%	67.2%	68.2%	46.6%	36.7%	28.7%	30.9%	33.3%	28.6%	33.3%	31.8%	27.8%	28.4%
Shopping-related advertising revenue*19	Billion yen	1.0	0.8	1.1	0.8	0.9	0.8	1.3	1.1	1.3	1.4	3.0	2.6	2.9	3.1	5.8	5.4	5.5	5.5
	YOY %	n.a.	n.a.	n.a.	n.a.	-9.4%	9.9%	18.9%	36.6%	37.4%									

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Key Performance Indicator	Unit	FY2011-1Q	FY2011-2Q	FY2011-3Q	FY2011-4Q	FY2012-1Q	FY2012-2Q	FY2012-3Q	FY2012-4Q	
Total advertising revenue*1	Billion yen	38.1	40.4	41.6	45.4	43.0	44.8	47.9	54.6	Total advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	13.0%	10.7%	15.2%	20.3%	
Display advertising revenue*1	Billion yen	12.6	14.0	15.7	15.8	14.7	14.5	16.6	20.2	Display advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	16.0%	3.2%	5.6%	27.7%	
YDN and others revenue*1*2	Billion yen	1.9	2.3	2.0	2.0	2.4	2.0	3.3	4.4	YDN and others revenue*1*2
	YOY %	n.a.	n.a.	n.a.	n.a.	24.5%	15.2%	60.5%	116.5%	
Premium advertising revenue*1	Billion yen	10.7	11.7	13.6	13.8	12.3	11.8	13.2	15.8	Premium advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	15.2%	0.9%	-2.8%	14.6%	
Paid search advertising revenue*1	Billion yen	25.4	26.3	25.8	29.5	28.3	30.2	31.2	34.3	Paid search advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	11.2%	14.8%	21.0%	16.3%	
Total advertising revenue via smartphones*1*3	Billion yen	1.0	1.3	1.9	3.0	4.2	5.5	6.4	8.7	Total advertising revenue via smartphones*1*3
	YOY %	n.a.	n.a.	n.a.	n.a.	305.9%	311.2%	238.9%	181.9%	
Proportion of total advertising revenue via smartphones*1*3	YOY %	2.8	3.4	4.6	6.8	9.9	12.5	13.5	16.0	Proportion of total advertising revenue via smartphones*1*3
	pt.	n.a.	n.a.	n.a.	n.a.	7.1	9.1	8.9	9.2	
Number of total monthly page views (quarterly average)	Million	50,939	52,160	49,663	49,260	51,429	53,358	51,007	50,712	Number of total monthly page views (quarterly average)
	YOY %	n.a.	n.a.	n.a.	n.a.	1.0%	2.3%	2.7%	2.9%	
Number of monthly page views via smartphones (quarterly average)*4	Million	2,461	3,490	4,256	5,577	7,525	9,351	10,319	11,742	Number of monthly page views via smartphones (quarterly average)*4
	YOY %	n.a.	n.a.	n.a.	n.a.	205.7%	167.9%	142.5%	110.5%	
Number of monthly page views via PCs and other devices (quarterly average)	Million	48,478	48,669	45,407	43,682	43,904	44,007	40,688	38,970	Number of monthly page views via PCs and other devices (quarterly average)
	YOY %	n.a.	n.a.	n.a.	n.a.	-9.4%	-9.6%	-10.4%	-10.8%	
Number of Daily UBs (Unique Browsers) (quarterly average)*5	Million	48.39	49.32	50.29	49.39	51.63	53.09	54.16	56.27	Number of Daily UBs (Unique Browsers) (quarterly average)*5
	YOY %	n.a.	n.a.	n.a.	n.a.	6.7%	7.6%	7.7%	13.9%	
Number of Daily UBs via smartphones (quarterly average)*4*5	Million	4.46	6.27	8.15	10.76	13.35	15.63	17.21	20.10	Number of Daily UBs via smartphones (quarterly average)*4*5
	YOY %	n.a.	n.a.	n.a.	n.a.	198.9%	149.1%	111.1%	86.8%	
Number of Daily UBs via PCs and other devices (quarterly average)*5	Million	43.93	43.04	42.14	38.63	38.27	37.45	36.94	36.16	Number of Daily UBs via PCs and other devices (quarterly average)*5
	YOY %	n.a.	n.a.	n.a.	n.a.	-12.9%	-13.0%	-12.3%	-6.4%	
Number of DAU of all applications (Daily Active Users) (quarterly average)*6	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Number of DAU of all applications (Daily Active Users) (quarterly average)*6
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Number of MAU of all applications (Monthly Active Users) (quarterly average)*7	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Number of MAU of all applications (Monthly Active Users) (quarterly average)*7
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Number of monthly active user IDs (quarter-end month)*8	Million ID	25.75	25.73	26.09	26.79	26.51	26.60	27.59	27.95	Number of monthly active user IDs (quarter-end month)*8
	YOY %	n.a.	n.a.	n.a.	n.a.	3.0%	3.4%	5.7%	4.3%	
Number of monthly paid-membership IDs (quarter-end)*9	Million ID	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Number of monthly paid-membership IDs (quarter-end)*9
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Number of Yahoo! Premium member IDs (quarter-end month)*10	Million ID	7.72	7.75	7.82	7.84	7.86	7.83	8.72	9.19	Number of Yahoo! Premium member IDs (quarter-end month)*10
	YOY %	n.a.	n.a.	n.a.	n.a.	1.8%	1.1%	11.5%	17.2%	
Total domestic e-commerce transaction value*11	Billion yen	241.7	234.9	265.6	248.5	241.3	231.5	266.1	247.3	Total domestic e-commerce transaction value*11
	YOY %	n.a.	n.a.	n.a.	n.a.	-0.2%	-1.4%	0.2%	-0.5%	
Auction-related transaction value*12	Billion yen	170.0	161.1	182.6	173.2	166.7	156.9	182.3	173.5	Auction-related transaction value*12
	YOY %	n.a.	n.a.	n.a.	n.a.	-1.9%	-2.6%	-0.1%	0.2%	
Shopping-related transaction value*13	Billion yen	71.7	73.7	83.0	75.3	74.6	74.5	83.8	73.7	Shopping-related transaction value*13
	YOY %	n.a.	n.a.	n.a.	n.a.	4.0%	1.1%	0.9%	-2.1%	
Shopping transaction value*14	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Shopping transaction value*14
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Travel and others transaction value*15	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Travel and others transaction value*15
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
ASKUL's BtoB-related revenue (transaction value)*16	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	ASKUL's BtoB-related revenue (transaction value)*16
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Total domestic e-commerce transaction value via smartphones*17	Billion yen	18.4	24.1	34.6	39.7	42.8	45.0	57.6	57.7	Total domestic e-commerce transaction value via smartphones*17
	YOY %	n.a.	n.a.	n.a.	n.a.	132.7%	86.4%	66.4%	45.0%	
Proportion of total domestic e-commerce transaction value via smartphones*17	YOY %	7.6	10.3	13.0	16.0	17.8	19.4	21.6	23.3	Proportion of total domestic e-commerce transaction value via smartphones*17
	pt.	n.a.	n.a.	n.a.	n.a.	10.1	9.2	8.6	7.3	
Number of YAHUOKU! store IDs (quarter-end)*18	ID	17,341	17,542	17,023	16,753	16,466	16,246	16,238	16,119	Number of YAHUOKU! store IDs (quarter-end)*18
	YOY %	n.a.	n.a.	n.a.	n.a.	-5.0%	-7.4%	-4.6%	-3.8%	
Number of Yahoo! Shopping! store IDs (quarter-end)*18	ID	20,355	20,625	20,513	20,431	20,461	20,377	20,408	20,537	Number of Yahoo! Shopping! store IDs (quarter-end)*18
	YOY %	n.a.	n.a.	n.a.	n.a.	0.5%	-1.2%	-0.5%	0.5%	
Number of items in Yahoo! Shopping (quarter-end)	Billion	n.a.	n.a.	n.a.	n.a.	0.05	0.06	0.06	0.07	Number of items in Yahoo! Shopping (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Shopping-related advertising revenue*19	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Shopping-related advertising revenue*19
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Number of valid credit card holders (quarter-end)*20	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Number of valid credit card holders (quarter-end)*20
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Credit card transaction value*21	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	Credit card transaction value*21
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
Number of Yahoo! Wallet accounts (quarter-end)	Million	21.83	22.18	22.56	22.96	23.76	24.14	24.52	24.23	Number of Yahoo! Wallet accounts (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	8.9%	8.8%	8.7%	5.5%	
Yahoo! Wallet transaction value*22	Billion yen	130.2	125.5	139.8	131.3	130.4	124.0	142.6	133.0	Yahoo! Wallet transaction value*22
	YOY %	n.a.	n.a.	n.a.	n.a.	0.1%	-1.1%	2.0%	1.3%	
Total number of directors and employees (quarter-end)*23	people	5,079	5,035	5,076	5,150	5,547	5,504	5,783	5,823	Total number of directors and employees (quarter-end)*23
	YOY %	n.a.	n.a.	n.a.	n.a.	9.2%	9.3%	13.9%	13.1%	
Directors, audit and supervisory committee members of Yahoo Japan Corporation (quarter-end)	people	9	9	9	8	9	9	8	8	Directors, audit and supervisory committee members of Yahoo Japan Corporation (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	0.0%	0.0%	-11.1%	0.0%	
Employees of Yahoo Japan Corporation (quarter-end)*23	people	3,876	3,835	3,815	3,836	4,151	3,984	3,859	3,842	Employees of Yahoo Japan Corporation (quarter-end)*23
	YOY %	n.a.	n.a.	n.a.	n.a.	7.1%	3.9%	1.2%	0.2%	
Directors and auditors of subsidiaries (quarter-end)	people	18	18	18	18	14	20	31	35	Directors and auditors of subsidiaries (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	-22.2%	11.1%	72.2%	94.4%	
Employees of subsidiaries (quarter-end)*23	people	1,176	1,173	1,234	1,288	1,373	1,491	1,885	1,938	Employees of subsidiaries (quarter-end)*23
	YOY %	n.a.	n.a.	n.a.	n.a.	16.8%	27.1%	52.8%	50.5%	

Note: As a result of adopting a more accurate calculation method, prior figures have been retroactively adjusted.
Year-on-year growth rates for FY2011 are not calculated, as the FY2010 figures include some reference-only values.

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*3 Includes a part of advertising revenue via tablets.

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*7 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.

*8 Number of Yahoo! JAPAN IDs logged in each month.

9 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.

*10 Includes SoftBank members and Y!mobile members, etc. who are eligible for Yahoo! Premium privileges. Overlap in IDs is excluded.

*11 Includes auction-related, shopping-related transaction value and ASKUL's non-consolidated BtoB-related revenue (transaction value) via Internet from 2Q of FY2015 (one month in 2Q). Year-on-year growth rates for FY2013 are not calculated, as the calculation methods of FY2012 and FY2013 are different.

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*14 Includes transaction value of Yahoo! Shopping and LOHACO. LOHACO's transaction value is the revenue of LOHACO business (closing date: 20th of every month) operated by ASKUL.

*15 Includes transaction value of Yahoo! Travel, pay digital content, Yahoo! Restaurant Reservation and that of Ikyu Corporation from 4Q of FY2015 (two months in 4Q) and others.

*16 ASKUL Corporation's non-consolidated BtoB-related revenue (transaction value) via Internet. 2Q of FY2015 is one month's revenue (transaction value, closing date: 20th of every month).

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*18 Based on accounts issued. Includes the number of accounts still preparing to launch store sites.

*19 Total of Yahoo Japan Corporation's non-consolidated Shopping-related advertising revenue; advertising revenue of StoreMatch, an advertising product in Yahoo! Shopping sold by ValueCommerceCo., 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.

*20 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").

*21 Excludes cash advance service. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card ("Omakase charge").

*22 Includes payments using T Points and Yahoo! Money.

*23 Includes staff who have been dispatched.

Yahoo Japan Corporation Key Performance Indicator Trends (Yearly)

Key Performance Indicator	Unit	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016
Total advertising revenue*1	Billion yen	165.6	190.5	232.5	249.8	266.9	286.4
	YOY %	n.a.	15.0%	n.a.	7.4%	6.8%	7.3%
Display advertising revenue*1	Billion yen	58.4	66.2	81.7	97.7	126.4	146.5
	YOY %	n.a.	13.4%	n.a.	19.6%	29.4%	15.9%
YDN and others revenue*1*2	Billion yen	8.4	12.8	34.6	57.4	88.2	103.9
	YOY %	n.a.	53.2%	n.a.	65.8%	53.6%	17.7%
Premium advertising revenue*1	Billion yen	49.9	53.3	47.0	40.2	38.1	42.6
	YOY %	n.a.	6.7%	n.a.	-14.4%	-5.1%	11.7%
Paid search advertising revenue*1	Billion yen	107.2	124.2	150.8	152.0	140.4	139.8
	YOY %	n.a.	15.8%	n.a.	0.8%	-7.7%	-0.4%
Total advertising revenue via smartphones*1*3	Billion yen	7.4	25.0	50.7	83.4	110.4	144.3
	YOY %	n.a.	237.8%	n.a.	64.6%	32.4%	30.7%
Proportion of total advertising revenue via smartphones*1*3	YOY pt.	4.5	13.1	21.8	33.4	41.4	50.4
		n.a.	8.6	n.a.	11.6	8.0	9.0
Number of total monthly page views (yearly average)	Million	50,505	51,627	55,222	61,120	65,736	69,790
	YOY %	n.a.	2.2%	7.0%	10.7%	7.6%	6.2%
Number of monthly page views via smartphones (yearly average)*4	Million	3,946	9,734	17,075	26,866	33,741	40,522
	YOY %	n.a.	146.7%	75.4%	57.3%	25.6%	20.1%
Number of monthly page views via PCs and other devices (yearly average)	Million	46,559	41,892	38,147	34,253	31,994	29,267
	YOY %	n.a.	-10.0%	-8.9%	-10.2%	-6.6%	-8.5%
Number of Daily UBs (Unique Browsers) (yearly average)*5	Million	49.35	53.78	62.83	74.93	84.51	90.61
	YOY %	n.a.	9.0%	16.8%	19.3%	12.8%	7.2%
Number of Daily UBs via smartphones (yearly average)*4*5	Million	7.41	16.57	27.09	40.94	51.43	58.52
	YOY %	n.a.	123.6%	63.5%	51.1%	25.6%	13.8%
Number of Daily UBs via PCs and other devices (yearly average)*5	Million	41.93	37.21	35.74	33.98	33.07	32.08
	YOY %	n.a.	-11.3%	-4.0%	-4.9%	-2.7%	-3.0%
Number of DAU of all applications (Daily Active Users) (yearly average)*6	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Number of MAU of all applications (Monthly Active Users) (yearly average)*7	Million	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Number of monthly active user IDs (year-end month)*8	Million ID	26.79	27.95	28.49	29.90	33.90	38.98
	YOY %	n.a.	4.3%	1.9%	4.9%	13.4%	15.0%
Number of monthly paid-membership IDs (year-end)*9	Million ID	n.a.	n.a.	14.60	15.46	16.73	17.73
	YOY %	n.a.	n.a.	n.a.	5.9%	8.2%	6.0%
Number of Yahoo! Premium member IDs (year-end month)*10	Million ID	7.84	9.19	9.87	10.77	11.74	12.61
	YOY %	n.a.	17.2%	7.5%	9.1%	9.0%	7.4%
Total domestic e-commerce transaction value*11	Billion yen	990.8	986.3	1,106.9	1,190.8	1,505.9	1,852.9
	YOY %	n.a.	-0.5%	n.a.	7.6%	26.5%	23.0%
Auction-related transaction value*12	Billion yen	686.9	679.6	753.2	818.1	866.7	896.6
	YOY %	n.a.	-1.1%	n.a.	8.6%	5.9%	3.4%
Shopping-related transaction value*13	Billion yen	303.8	306.7	353.7	372.7	522.3	743.6
	YOY %	n.a.	0.9%	n.a.	5.4%	40.1%	42.4%
Shopping transaction value*14	Billion yen	n.a.	n.a.	250.9	266.3	378.6	478.8
	YOY %	n.a.	n.a.	n.a.	6.1%	42.1%	26.5%
Travel and others transaction value*15	Billion yen	n.a.	n.a.	102.8	106.3	143.7	264.8
	YOY %	n.a.	n.a.	n.a.	3.4%	35.2%	84.3%
ASKUL's BtoB-related revenue (transaction value)*16	Billion yen	n.a.	n.a.	n.a.	n.a.	116.8	212.6
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Total domestic e-commerce transaction value via smartphones*17	Billion yen	116.9	203.1	295.4	405.0	571.8	760.1
	YOY %	n.a.	73.7%	n.a.	37.1%	41.2%	32.9%
Proportion of total domestic e-commerce transaction value via smartphones*17	YOY pt.	11.8	20.6	26.7	34.0	41.2	46.3
		n.a.	8.8%	n.a.	7.3	7.2	5.2
Number of YAHUOKU! store IDs (year-end)*18	ID	16,753	16,119	17,955	19,951	21,118	22,874
	YOY %	n.a.	-3.8%	11.1%	11.4%	5.8%	8.3%
Number of Yahoo! Shopping! store IDs (year-end)*18	ID	20,431	20,537	78,307	282,537	399,333	514,833
	YOY %	n.a.	0.5%	281.3%	260.8%	41.3%	28.9%
Number of items in Yahoo! Shopping (year-end)	Billion	n.a.	0.07	0.09	0.15	0.20	0.27
	YOY %	n.a.	n.a.	38.8%	68.2%	30.9%	31.8%
Shopping-related advertising revenue*19	Billion yen	n.a.	n.a.	3.8	4.3	8.4	17.3
	YOY %	n.a.	n.a.	n.a.	13.2%	95.7%	104.3%
Number of valid credit card holders (year-end)*20	Million	n.a.	n.a.	n.a.	0.59	2.21	3.60
	YOY %	n.a.	n.a.	n.a.	n.a.	270.2%	62.9%
Credit card transaction value*21	Billion yen	n.a.	n.a.	n.a.	62.5	218.9	581.5
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	165.6%
Number of Yahoo! Wallet accounts (year-end)	Million	22.96	24.23	26.46	30.54	33.47	36.53
	YOY %	n.a.	5.5%	9.2%	15.4%	9.6%	9.1%
Yahoo! Wallet transaction value*22	Billion yen	526.9	530.1	578.4	642.1	873.2	1,207.0
	YOY %	n.a.	0.6%	9.1%	11.0%	36.0%	38.2%
Total number of directors and employees (year-end)*23	people	5,150	5,823	6,330	7,078	9,240	11,306
	YOY %	n.a.	13.1%	8.7%	11.8%	30.5%	22.4%
Directors, audit and supervisory committee members of Yahoo Japan Corporation (year-end)	people	8	8	9	11	9	8
	YOY %	n.a.	0.0%	12.5%	22.2%	-18.2%	-11.1%
Employees of Yahoo Japan Corporation (year-end)*23	people	3,836	3,842	4,607	5,439	5,547	5,826
	YOY %	n.a.	0.2%	19.9%	18.1%	2.0%	5.0%
Directors and auditors of subsidiaries (year-end)	people	18	35	30	33	54	67
	YOY %	n.a.	94.4%	-14.3%	10.0%	63.6%	24.1%
Employees of subsidiaries (year-end)*23	people	1,288	1,938	1,684	1,595	3,630	5,405
	YOY %	n.a.	50.5%	-13.1%	-5.3%	127.6%	48.9%

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