

Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator	Unit	FY14-1Q	FY14-2Q	FY14-3Q	FY14-4Q	FY15-1Q	FY15-2Q	FY15-3Q	FY15-4Q	FY16-1Q	FY16-2Q	FY16-3Q	FY16-4Q	FY17-1Q	FY17-2Q	FY17-3Q	FY17-4Q	Unit	Key Performance Indicator
Total advertising revenue*1	Billion yen	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	77.8	80.7	Billion yen	Total advertising revenue*1
	YOY %	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%	6.6%	2.7%	%	
Display advertising revenue*1	Billion yen	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	40.2	41.6	Billion yen	Display advertising revenue*1
	YOY %	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%	7.1%	1.0%	%	
YDN and others revenue*1*2	Billion yen	11.4	13.1	14.7	18.1	18.4	21.5	22.4	25.8	24.6	25.7	25.4	27.9	25.4	27.2	26.0	28.3	Billion yen	YDN and others revenue*1*2
	YOY %	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%	2.1%	1.1%	%	
Premium advertising revenue*1	Billion yen	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	14.2	13.3	Billion yen	Premium advertising revenue*1
	YOY %	-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%	17.6%	0.6%	%	
Paid search advertising revenue*1	Billion yen	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	37.5	39.0	Billion yen	Paid search advertising revenue*1
	YOY %	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%	6.1%	4.7%	%	
Total advertising revenue via smartphones*1*3	Billion yen	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	43.0	46.1	Billion yen	Total advertising revenue via smartphones*1*3
	YOY %	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%	15.4%	10.5%	%	
Proportion of total advertising revenue via smartphones*1*3	%	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	55.4	57.1	%	Proportion of total advertising revenue via smartphones*1*3
	YOY pt.	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	4.2	4.0	pt.	
Number of total monthly page views (quarterly average)	Million	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	68,828	68,335	Million	Number of total monthly page views (quarterly average)
	YOY %	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%	2.2%	1.3%	%	
Number of monthly page views via smartphones (quarterly average)*4	Million	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	42,942	43,558	Million	Number of monthly page views via smartphones (quarterly average)*4
	YOY %	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%	9.4%	7.8%	%	
Number of monthly page views via PCs and other devices (quarterly average)	Million	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	25,886	24,776	Million	Number of monthly page views via PCs and other devices (quarterly average)
	YOY %	-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%	-7.9%	-8.4%	%	
Number of Daily UBs (Unique Browsers) (quarterly average)*5	Million	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	89.32	88.73	Million	Number of Daily UBs (Unique Browsers) (quarterly average)*5
	YOY %	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%	0.0%	-2.2%	%	
Number of Daily UBs via smartphones (quarterly average)*4*5	Million	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	59.62	59.78	Million	Number of Daily UBs via smartphones (quarterly average)*4*5
	YOY %	57.8%	55.6%	51.2%	42.8%	36.6%	30.9%	19.3%	18.2%	16.6%	16.3%	13.8%	8.8%	5.0%	4.3%	3.5%	1.2%	%	
Number of Daily UBs via PCs and other devices (quarterly average)*5	Million	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	29.69	28.94	Million	Number of Daily UBs via PCs and other devices (quarterly average)*5
	YOY %	-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%	-6.3%	-8.6%	%	
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.	33.31	34.43	36.54	40.30	43.94	42.54	43.19	Million	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.	n.a.	n.a.	n.a.	n.a.	n.a.	31.9%	23.6%	18.2%	%	
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.	86.80	92.58	97.33	101.95	112.45	112.33	115.91	Million	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.	n.a.	n.a.	n.a.	n.a.	n.a.	29.6%	21.3%	19.1%	%	
Number of monthly active user IDs (quarter-end month)*8	Million ID	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	41.74	43.92	Million ID	Number of monthly active user IDs (quarter-end month)*8
	YOY %	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%	11.9%	12.7%	%	
Number of monthly paid-membership IDs (quarter-end month)*9	Million ID	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	25.11	26.04	Million ID	Number of monthly paid-membership IDs (quarter-end month)*9
	YOY %	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%	43.0%	46.9%	%	
Number of Yahoo! Premium member IDs (quarter-end month)*10	Million ID	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	18.69	19.79	Million ID	Number of Yahoo! Premium member IDs (quarter-end month)*10
	YOY %	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%	50.7%	56.9%	%	
Total domestic e-commerce transaction value*11	Billion yen	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	574.7	537.0	Billion yen	Total domestic e-commerce transaction value*11
	YOY %	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%	14.0%	10.4%	%	
Auction-related transaction value*12	Billion yen	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	257.8	235.7	Billion yen	Auction-related transaction value*12
	YOY %	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%	6.5%	3.4%	%	
Shopping-related transaction value*13	Billion yen	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	258.0	244.7	Billion yen	Shopping-related transaction value*13
	YOY %	4.4%	10.0%	8.4%	-0.8%	21.3%	27.3%	41.4%	67.3%	57.9%	48.7%	42.2%	28.2%	31.1%	30.2%	24.9%	18.7%	%	
Shopping transaction value*14	Billion yen	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	180.4	166.5	Billion yen	Shopping transaction value*14
	YOY %	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%	28.3%	21.5%	%	
Travel and others transaction value*15	Billion yen	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	77.5	78.1	Billion yen	Travel and others transaction value*15
	YOY %	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%	17.6%	13.2%	%	
ASKUL's BtoB-related revenue*16	Billion yen	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	58.8	56.5	Billion yen	ASKUL's BtoB-related revenue*16
	YOY %	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%	6.7%	8.0%	%	
Total domestic e-commerce transaction value via smartphones*17	Billion yen	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	273.3	259.8	Billion yen	Total domestic e-commerce transaction value via smartphones*17
	YOY %	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%	28.4%	16.5%	%	
Proportion of total domestic e-commerce transaction value via smartphones*17	%	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	53.0	54.1	%	Proportion of total domestic e-commerce transaction value via smartphones*17
	YOY pt.	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	5.5	2.7	pt.	
Number of YAHUOKU! store IDs (quarter-end)*18	ID	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	20,341	20,253	ID	Number of YAHUOKU! store IDs (quarter-end)*18
	YOY %	17.4%	22.5%	15.1%	11.1%	8.4%	7.4%	6.4%	5.8%	5.2%	3.8%	4.3%	8.3%	9.3%	10.6%	-6.1%	-11.5%	%	
Number of Yahoo! Shopping store IDs (quarter-end)*18	ID	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	651,626	705,524	ID	Number of Yahoo! Shopping store IDs (quarter-end)*18
	YOY %	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%	35.3%	37.0%	%	
Number of items in Yahoo! Shopping (quarter-end)	Billion	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	0.28	0.27	Billion	Number of items in Yahoo! Shopping (quarter-end)
	YOY %	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%	14.0%	2.1%	%	
Shopping-related advertising revenue*19	Billion yen	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	7.7	6.7	Billion yen	Shopping-related advertising revenue*19
	YOY %	-9.4%	9.9%																

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Key Performance Indicator	Unit	FY11-1Q	FY11-2Q	FY11-3Q	FY11-4Q	FY12-1Q	FY12-2Q	FY12-3Q	FY12-4Q	FY13-1Q	FY13-2Q	FY13-3Q	FY13-4Q	Unit	Key Performance Indicator
Total advertising revenue*1	Billion yen	38.1	40.4	41.6	45.4	43.0	44.8	47.9	54.6	53.1	56.4	58.9	63.9	Billion yen	Total advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	13.0%	10.7%	15.2%	20.3%	n.a.	n.a.	n.a.	n.a.	%	
Display advertising revenue*1	Billion yen	12.6	14.0	15.7	15.8	14.7	14.5	16.6	20.2	17.5	18.8	20.8	24.4	Billion yen	Display advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	16.6%	3.2%	5.6%	27.7%	n.a.	n.a.	n.a.	n.a.	%	
YDN and others revenue*1*2	Billion yen	1.9	2.3	2.0	2.0	2.4	2.6	3.3	4.4	6.3	8.0	9.3	10.9	Billion yen	YDN and others revenue*1*2
	YOY %	n.a.	n.a.	n.a.	n.a.	24.5%	15.2%	60.5%	116.5%	n.a.	n.a.	n.a.	n.a.	%	
Premium advertising revenue*1	Billion yen	10.7	11.7	13.6	13.8	12.3	11.8	13.2	15.8	11.1	10.8	11.5	13.5	Billion yen	Premium advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	15.2%	0.9%	-2.8%	14.6%	n.a.	n.a.	n.a.	n.a.	%	
Paid search advertising revenue*1	Billion yen	25.4	26.3	25.8	29.5	28.3	30.2	31.2	34.3	35.6	37.5	38.0	39.4	Billion yen	Paid search advertising revenue*1
	YOY %	n.a.	n.a.	n.a.	n.a.	11.2%	14.8%	21.0%	16.3%	n.a.	n.a.	n.a.	n.a.	%	
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	9.0	11.1	13.4	17.0	Billion yen	Total advertising revenue via smartphones*1*3
	YOY %	n.a.	n.a.	n.a.	n.a.	305.9%	311.2%	238.9%	181.9%	n.a.	n.a.	n.a.	n.a.	%	
Proportion of total advertising revenue via smartphones*1*3	%	2.8	3.4	4.6	6.8	9.9	12.5	13.5	16.0	17.0	19.8	22.9	26.6	%	Proportion of total advertising revenue via smartphones*1*3
	YOY pt.	n.a.	n.a.	n.a.	n.a.	7.1	9.1	8.9	9.2	n.a.	n.a.	n.a.	n.a.	pt.	
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	53,622	55,618	55,149	56,502	Million	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%	4.3%	4.2%	8.1%	11.4%	%	
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	13,934	16,153	17,622	20,590	Million	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%	85.2%	72.7%	70.8%	75.3%	%	
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	39,687	39,464	37,526	35,911	Million	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%	-9.6%	-10.3%	-7.8%	-7.8%	%	
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	59.40	61.04	63.59	67.34	Million	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%	15.1%	15.0%	17.4%	19.7%	%	
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	22.84	25.34	28.07	32.16	Million	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%	71.1%	62.1%	63.0%	59.9%	%	
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	36.55	35.69	35.52	35.17	Million	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%	-4.5%	-4.7%	-3.8%	-2.7%	%	
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.	Million	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.	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.	n.a.	n.a.	n.a.	n.a.	Million	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.	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	27.80	27.60	27.52	28.49	Million ID	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%	4.9%	3.8%	-0.2%	1.9%	%	
Number of monthly paid-membership IDs (quarter-end month)*9	Million ID	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	14.16	14.41	14.60	14.60	Million ID	Number of monthly paid-membership IDs (quarter-end month)*9
	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.	%	
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	9.31	9.52	9.67	9.87	Million ID	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%	18.5%	21.5%	11.0%	7.5%	%	
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	259.4	251.7	300.0	295.7	Billion yen	Total domestic e-commerce transaction value*11
	YOY %	n.a.	n.a.	n.a.	n.a.	-0.2%	-1.4%	0.2%	-0.5%	n.a.	n.a.	n.a.	n.a.	%	
Auction-related transaction value*12	Billion yen	170.0	161.1	182.6	173.2	166.7	156.9	182.3	173.5	178.7	170.3	205.1	198.8	Billion yen	Auction-related transaction value*12
	YOY %	n.a.	n.a.	n.a.	n.a.	-1.9%	-2.6%	-0.1%	0.2%	n.a.	n.a.	n.a.	n.a.	%	
Shopping-related transaction value*13	Billion yen	71.7	73.7	83.0	75.3	74.6	74.5	83.8	73.7	80.7	81.3	94.8	96.8	Billion yen	Shopping-related transaction value*13
	YOY %	n.a.	n.a.	n.a.	n.a.	4.0%	1.1%	0.9%	-2.1%	n.a.	n.a.	n.a.	n.a.	%	
Shopping transaction value*14	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	56.9	53.4	68.9	71.6	Billion yen	Shopping transaction value*14
	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.	%	
Travel and others transaction value*15	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	23.8	27.8	25.8	25.2	Billion yen	Travel and others transaction value*15
	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.	%	
ASKUL's BtoB-related revenue*16	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.	Billion yen	ASKUL's BtoB-related revenue*16
	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.	%	
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	59.4	62.9	82.8	90.1	Billion yen	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%	n.a.	n.a.	n.a.	n.a.	%	
Proportion of total domestic e-commerce transaction value via smartphones*17	%	7.6	10.3	13.0	16.0	17.8	19.4	21.6	23.3	22.9	25.0	27.6	30.5	%	Proportion of total domestic e-commerce transaction value via smartphones*17
	YOY pt.	n.a.	n.a.	n.a.	n.a.	10.1	9.2	8.6	7.3	n.a.	n.a.	n.a.	n.a.	pt.	
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	15,914	15,600	16,968	17,955	ID	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%	-3.2%	-4.0%	4.5%	11.4%	%	
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	20,992	19,932	29,411	78,307	ID	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%	2.6%	-2.2%	44.1%	281.3%	%	
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	0.07	0.08	0.08	0.09	Billion	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.	19.1%	27.7%	35.9%	38.8%	%	
Shopping-related advertising revenue*19	Billion yen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	1.0	0.8	1.1	0.8	Billion yen	Shopping-related advertising revenue*19
	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.	%	
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.	n.a.	n.a.	n.a.	n.a.	Million	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.	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.	n.a.	n.a.	n.a.	n.a.	Billion yen	Credit card transaction value*21
	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.	%	
Number of Yahoo! Wallet accounts (quarter-end)	Million	21.83	22.18	22.56	22.96	23.76	24.14	24.52	24.23	24.63	25.19	25.68	26.46	Million	Number of Yahoo! Wallet accounts (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	8.9%	8.8%	8.7%	5.5%	3.7%	4.3%	4.7%	9.2%	%	
Yahoo! Wallet transaction value*22	Billion yen	130.2	125.5	139.8	131.3	130.4	124.0	142.6	133.0	136.8	134.1	153.1	154.3	Billion yen	Yahoo! Wallet transaction value*22
	YOY %	n.a.	n.a.	n.a.	n.a.	0.1%	-1.1%	2.0%	1.3%	4.9%	8.1%	7.4%	16.1%	%	
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	6,173	6,233	6,260	6,330	people	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%	11.3%	13.2%	8.2%	8.7%	%	
Directors, audit and supervisory committee members of Yahoo Japan Corporation (quarter-end)	people	9	9	9	8	9	9	8	8	9	9	9	9	people	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%	0.0%	0.0%	12.5%	12.5%	%	
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	4,514	4,531	4,562	4,607	people	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%	8.7%	13.7%	18.2%	19.9%	%	
Directors and auditors of subsidiaries (quarter-end)	people	18	18	18	18	14	20	31	35	30	33	31	30	people	Directors and auditors of subsidiaries (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	-22.2%	11.1%	72.2%	94.4%	114.3%	65.0%	0.0%	-14.3%	%	
Employees of subsidiaries (quarter-end)*23	people	1,176	1,173	1,234	1,288	1,373	1,491	1,885	1,938	1,620	1,660	1,658	1,684	people	Employees of subsidiaries (quarter-end)*23
	YOY %	n.a.	n.a.	n.a.	n.a.	16.8%	27.1%	52.8%	50.5%	18.0%	11.3%	-12.0%	-13.1%	%	

Yahoo Japan Corporation Key Performance Indicator Trends (Yearly)

Key Performance Indicator	Unit	FY11	FY12	FY13	FY14	FY15	FY16	FY17
Total advertising revenue*1	Billion yen	165.6	190.5	232.5	249.8	266.9	286.4	303.4
	YOY %	n.a.	15.0%	n.a.	7.4%	6.8%	7.3%	5.9%
Display advertising revenue*1	Billion yen	58.4	66.2	81.7	97.7	126.4	146.5	155.5
	YOY %	n.a.	13.4%	n.a.	19.6%	29.4%	15.9%	6.1%
YDN and others revenue*1*2	Billion yen	8.4	12.8	34.6	57.4	88.2	103.9	107.0
	YOY %	n.a.	53.2%	n.a.	65.8%	53.6%	17.7%	3.1%
Premium advertising revenue*1	Billion yen	49.9	53.3	47.0	40.2	38.1	42.6	48.4
	YOY %	n.a.	6.7%	n.a.	-14.4%	-5.1%	11.7%	13.6%
Paid search advertising revenue*1	Billion yen	107.2	124.2	150.8	152.0	140.4	139.8	147.8
	YOY %	n.a.	15.8%	n.a.	0.8%	-7.7%	-0.4%	5.7%
Total advertising revenue via smartphones*1*3	Billion yen	7.4	25.0	50.7	83.4	110.4	144.3	169.1
	YOY %	n.a.	237.8%	n.a.	64.6%	32.4%	30.7%	17.1%
Proportion of total advertising revenue via smartphones*1*3	%	4.5	13.1	21.8	33.4	41.4	50.4	55.7
	YOY pt.	n.a.	8.6	n.a.	11.6	8.0	9.0	5.3
Number of total monthly page views (yearly average)	Million	50,505	51,627	55,222	61,120	65,736	69,790	71,370
	YOY %	n.a.	2.2%	7.0%	10.7%	7.6%	6.2%	2.3%
Number of monthly page views via smartphones (yearly average)*4	Million	3,946	9,734	17,075	26,866	33,741	40,522	44,643
	YOY %	n.a.	146.7%	75.4%	57.3%	25.6%	20.1%	10.2%
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	26,726
	YOY %	n.a.	-10.0%	-8.9%	-10.2%	-6.6%	-8.5%	-8.7%
Number of Daily UBs (Unique Browsers) (yearly average)*5	Million	49.35	53.78	62.83	74.93	84.51	90.61	90.53
	YOY %	n.a.	9.0%	16.8%	19.3%	12.8%	7.2%	-0.1%
Number of Daily UBs via smartphones (yearly average)*4*5	Million	7.41	16.57	27.09	40.94	51.43	58.52	60.58
	YOY %	n.a.	123.6%	63.5%	51.1%	25.6%	13.8%	3.5%
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	29.95
	YOY %	n.a.	-11.3%	-4.0%	-4.9%	-2.7%	-3.0%	-6.7%
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.	42.49
	YOY %	n.a.	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.	110.66
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Number of monthly active user IDs (year-end)*8	Million ID	26.79	27.95	28.49	29.90	33.90	38.98	43.92
	YOY %	n.a.	4.3%	1.9%	4.9%	13.4%	15.0%	12.7%
Number of monthly paid-membership IDs (year-end)*9	Million ID	n.a.	n.a.	14.60	15.46	16.73	17.73	26.04
	YOY %	n.a.	n.a.	n.a.	5.9%	8.2%	6.0%	46.9%
Number of Yahoo! Premium member IDs (year-end)*10	Million ID	7.84	9.19	9.87	10.77	11.74	12.61	19.79
	YOY %	n.a.	17.2%	7.5%	9.1%	9.0%	7.4%	56.9%
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	2,106.2
	YOY %	n.a.	-0.5%	n.a.	7.6%	26.5%	23.0%	13.7%
Auction-related transaction value*12	Billion yen	686.9	679.6	753.2	818.1	866.7	896.6	942.6
	YOY %	n.a.	-1.1%	n.a.	8.6%	5.9%	3.4%	5.1%
Shopping-related transaction value*13	Billion yen	303.8	306.7	353.7	372.7	522.3	743.6	935.1
	YOY %	n.a.	0.9%	n.a.	5.4%	40.1%	42.4%	25.7%
Shopping transaction value*14	Billion yen	n.a.	n.a.	250.9	266.3	378.6	478.8	627.6
	YOY %	n.a.	n.a.	n.a.	6.1%	42.1%	26.5%	31.1%
Travel and others transaction value*15	Billion yen	n.a.	n.a.	102.8	106.3	143.7	264.8	307.5
	YOY %	n.a.	n.a.	n.a.	3.4%	35.2%	84.3%	16.1%
ASKUL's BtoB-related revenue*16	Billion yen	n.a.	n.a.	n.a.	n.a.	116.8	212.6	228.5
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	7.5%
Total domestic e-commerce transaction value via smartphones*17	Billion yen	116.9	203.1	295.4	405.0	571.8	760.1	992.5
	YOY %	n.a.	73.7%	n.a.	37.1%	41.2%	32.9%	30.6%
Proportion of total domestic e-commerce transaction value via smartphones*17	%	11.8	20.6	26.7	34.0	41.2	46.3	52.9
	YOY pt.	n.a.	8.8%	n.a.	7.3	7.2	5.2	6.5
Number of YAHUOKU! store IDs (year-end)*18	ID	16,753	16,119	17,955	19,951	21,118	22,874	20,253
	YOY %	n.a.	-3.8%	11.4%	11.1%	5.8%	8.3%	-11.5%
Number of Yahoo! Shopping store IDs (year-end)*18	ID	20,431	20,537	78,307	282,537	399,333	514,833	705,524
	YOY %	n.a.	0.5%	281.3%	260.8%	41.3%	28.9%	37.0%
Number of items in Yahoo! Shopping (year-end)	Billion	n.a.	0.07	0.09	0.15	0.20	0.27	0.27
	YOY %	n.a.	n.a.	38.8%	68.2%	30.9%	31.8%	2.1%
Shopping-related advertising revenue*19	Billion yen	n.a.	n.a.	3.8	4.3	8.4	17.3	25.5
	YOY %	n.a.	n.a.	n.a.	13.2%	95.7%	104.3%	47.5%
Number of valid credit card holders (year-end)*20	Million	n.a.	n.a.	n.a.	0.59	2.21	3.60	4.68
	YOY %	n.a.	n.a.	n.a.	n.a.	270.2%	62.9%	29.8%
Credit card transaction value*21	Billion yen	n.a.	n.a.	n.a.	62.5	218.9	581.5	954.6
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	165.6%	64.2%
Number of Yahoo! Wallet accounts (year-end)	Million	22.96	24.23	26.46	30.54	33.47	36.53	39.87
	YOY %	n.a.	5.5%	9.2%	15.4%	9.6%	9.1%	9.2%
Yahoo! Wallet transaction value*22	Billion yen	526.9	530.1	578.4	642.1	873.2	1,207.0	1,368.8
	YOY %	n.a.	0.6%	9.1%	11.0%	36.0%	38.2%	13.4%
Total number of directors and employees (year-end)*23	people	5,150	5,823	6,330	7,078	9,240	11,306	12,337
	YOY %	n.a.	13.1%	8.7%	11.8%	30.5%	22.4%	9.1%
Directors, audit and supervisory committee members of Yahoo Japan Corporation (year-end)	people	8	8	9	11	9	8	9
	YOY %	n.a.	0.0%	12.5%	22.2%	-18.2%	-11.1%	12.5%
Employees of Yahoo Japan Corporation (year-end)*23	people	3,836	3,842	4,607	5,439	5,547	5,826	6,330
	YOY %	n.a.	0.2%	19.9%	18.1%	2.0%	5.0%	8.7%
Directors and auditors of subsidiaries (year-end)	people	18	35	30	33	54	67	84
	YOY %	n.a.	94.4%	-14.3%	10.0%	63.6%	24.1%	25.4%
Employees of subsidiaries (year-end)*23	people	1,288	1,938	1,684	1,595	3,630	5,405	5,914
	YOY %	n.a.	50.5%	-13.1%	-5.3%	127.6%	48.9%	9.4%

Yahoo Japan Corporation Key Performance Indicator Trends (Note)

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.

- *1 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.
- *2 Includes Yahoo! Premium DSP.
- *3 Includes a part of advertising revenue via tablets.
- *4 Includes access through iPhones/iPods, Android smartphones (with screen sizes of less than 7 inches), Windows Phones and smartphone applications. They do not include page views using iPads or Android tablets. They also do not include some access via smartphone applications.
- *5 The cumulative total number of browsers accessing Yahoo! JAPAN. Access via browser and access via application are counted separately, even if there is an overlap in users.
- *6 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.
- *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 BtoB-related revenue via Internet (closing date: 20th of every month) 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.
- *12 For FY2012 and before, includes transaction value of YAHUOKU! For FY2013 and after, includes transaction values of YAHUOKU!, tradecarview (<http://www.tradecarview.com/>), BOOKOFFOnline (<http://www.bookoffonline.co.jp/>); and that of Yahoo! Ticket-related services from 1Q of FY2015 and others. Year-on-year growth rates for FY2013 are not calculated, as the calculation methods of FY2012 and FY2013 are different.
- *13 For FY2012 and before, includes transaction values of Yahoo! Shopping, Yahoo! Travel and Yahoo! Ticket. For FY2013 and after, includes transaction values of Yahoo! Shopping, Yahoo! Travel, pay digital content, LOHACO, Yahoo! Dining; and that of Ikyu Corporation from 4Q of FY2015 (two months in 4Q) and that of Charm Co., Ltd., etc., from 3Q of FY2017. LOHACO's figure is the revenue of LOHACO business (closing date: 20th of every month) operated by ASKUL. Year-on-year growth rates for FY2013 are not calculated, as the calculation methods of FY2012 and FY2013 are different.
- *14 Includes transaction value of Yahoo! Shopping, LOHACO and Charm Co., Ltd. LOHACO's figure 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! Dining and that of Ikyu Corporation from 4Q of FY2015 (two months in 4Q) and others.
- *16 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.
- *17 Includes auction-related and shopping-related transaction value. Year-on-year growth rates for FY2013 are not calculated, as the calculation methods of FY2012 and FY2013 are different.
- *18 Based on accounts issued. Includes the number of accounts still preparing to launch store sites. Since 3Q of FY2017, the number of YAHUOKU! store IDs has decreased due to the exclusion of stores which had not listed items on YAHUOKU! for three months or more.
- *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 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.
- *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 ("Omakasecharge").
- *22 Includes payments using T Points and Yahoo! Money.
- *23 Includes staff who have been dispatched.