

## Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator	Unit	FY15-1Q	FY15-2Q	FY15-3Q	FY15-4Q	FY16-1Q	FY16-2Q	FY16-3Q	FY16-4Q	FY17-1Q	FY17-2Q	FY17-3Q	FY17-4Q	FY18-1Q	FY18-2Q	Unit	Key Performance Indicator
Total advertising revenue*1	Billion yen	63.3	65.7	66.0	71.7	65.3	69.4	72.9	78.6	70.4	74.3	77.8	80.7	76.4	79.3	Billion yen	Total advertising revenue*1
	YOY %	+9.5%	+8.6%	+6.3%	+3.5%	+3.3%	+5.7%	+10.4%	+9.6%	+7.8%	+7.0%	+6.6%	+2.7%	+8.4%	+6.7%	%	
Display advertising revenue*1	Billion yen	27.1	29.6	32.6	37.0	33.1	34.5	37.5	41.2	35.7	37.8	40.2	41.6	36.9	38.0	Billion yen	Display advertising revenue*1
	YOY %	+29.5%	+32.8%	+31.4%	+25.1%	+22.2%	+16.7%	+15.0%	+11.4%	+7.9%	+9.5%	+7.1%	+1.0%	+3.2%	+0.4%	%	
YDN and others revenue*1*2	Billion yen	18.4	21.5	22.4	25.8	24.6	25.7	25.4	27.9	25.4	27.2	26.0	28.3	26.5	26.2	Billion yen	YDN and others revenue*1*2
	YOY %	+60.8%	+64.5%	+52.2%	+42.2%	+34.2%	+19.3%	+13.5%	+8.2%	+3.2%	+6.0%	+2.1%	+1.1%	+4.1%	-3.7%	%	
Premium advertising revenue*1	Billion yen	8.7	8.0	10.2	11.2	8.4	8.8	12.0	13.2	10.2	10.5	14.2	13.3	10.3	11.7	Billion yen	Premium advertising revenue*1
	YOY %	-8.3%	-12.5%	+1.1%	-2.1%	-3.0%	+9.7%	+18.3%	+18.6%	+21.8%	+19.6%	+17.6%	+0.6%	+0.8%	+11.0%	%	
Paid search advertising revenue*1	Billion yen	36.2	36.1	33.4	34.6	32.2	34.8	35.4	37.3	34.7	36.5	37.5	39.0	39.5	41.3	Billion yen	Paid search advertising revenue*1
	YOY %	-1.8%	-5.4%	-10.4%	-12.7%	-10.9%	-3.4%	+5.9%	+7.7%	+7.7%	+4.6%	+6.1%	+4.7%	+13.8%	+13.2%	%	
Total advertising revenue via smartphones*1*3	Billion yen	24.2	27.2	27.3	31.6	30.8	34.4	37.3	41.7	38.6	41.2	43.0	46.1	44.2	47.4	Billion yen	Total advertising revenue via smartphones*1*3
	YOY %	+37.8%	+36.3%	+30.4%	+27.1%	+27.1%	+26.4%	+36.4%	+32.0%	+25.2%	+19.9%	+15.4%	+10.5%	+14.5%	+15.0%	%	
Proportion of total advertising revenue via smartphones*1*3	pt.	38.3	41.4	41.4	44.1	47.2	49.5	51.2	53.1	54.8	55.5	55.4	57.1	57.9	59.8	pt.	Proportion of total advertising revenue via smartphones*1*3
	YOY %	+7.9	+8.4	+7.6	+8.2	+8.9	+8.1	+9.8	+9.0	+7.6	+5.9	+4.2	+9.0	+3.1	+4.3	%	
Number of monthly logged-in user IDs (quarter-end)*4	Million ID	30.21	31.45	32.20	33.90	34.30	36.14	37.31	38.98	39.70	41.58	41.74	43.92	44.33	45.87	Million ID	Number of monthly logged-in user IDs (quarter-end)*4
	YOY %	+8.6%	+10.1%	+10.6%	+13.4%	+13.5%	+14.9%	+15.9%	+15.0%	+15.7%	+15.0%	+11.9%	+12.7%	+11.7%	+10.3%	%	
Time spent by logged-in users (quarterly total)*5	Billion hours	1.65	1.78	1.73	1.87	1.96	2.10	1.97	1.99	2.13	2.27	2.12	2.15	2.38	2.55	Billion hours	Time spent by logged-in users (quarterly total)*5
	YOY %	+10.4%	+15.7%	+14.6%	+18.7%	+18.8%	+18.2%	+13.8%	+6.4%	+8.9%	+7.8%	+7.8%	+8.2%	+11.5%	+12.4%	%	
Time spent on smartphones by logged-in users (quarterly total)*5*6	Billion hours	0.74	0.86	0.87	1.00	1.10	1.23	1.16	1.21	1.35	1.50	1.39	1.43	1.66	1.84	Billion hours	Time spent on smartphones by logged-in users (quarterly total)*5*6
	YOY %	+35.9%	+47.3%	+45.1%	+50.3%	+49.3%	+42.6%	+33.8%	+21.1%	+22.6%	+21.2%	+19.4%	+18.4%	+22.4%	+22.6%	%	
Time spent on PCs and other devices by logged-in users (quarterly total)*5*7	Billion hours	0.91	0.91	0.86	0.86	0.85	0.86	0.8	0.77	0.78	0.76	0.73	0.71	0.72	0.71	Billion hours	Time spent on PCs and other devices by logged-in users (quarterly total)*5*7
	YOY %	-4.2%	-3.9%	-5.5%	-4.4%	-6.0%	-5.1%	-6.4%	-10.5%	-8.9%	-11.3%	-9.0%	-7.6%	-7.3%	-7.7%	%	
Number of Daily UBs (Unique Browsers) (quarterly average)*8	Million	82.82	85.09	83.19	86.93	90.07	92.35	89.29	90.73	91.04	93.02	89.32	88.73	91.21	93.49	Million	Number of Daily UBs (Unique Browsers) (quarterly average)*8
	YOY %	+17.6%	+15.7%	+9.4%	+8.9%	+8.7%	+8.5%	+7.3%	+4.4%	+1.1%	+0.7%	0.0%	-2.2%	+0.2%	+0.5%	%	
Number of Daily UBs via smartphones (quarterly average)*8*9	Million	49.23	51.61	50.61	54.28	57.39	60.04	57.61	59.05	60.29	62.61	59.62	59.78	62.08	64.81	Million	Number of Daily UBs via smartphones (quarterly average)*8*9
	YOY %	+36.6%	+30.9%	+19.3%	+18.2%	+16.6%	+16.3%	+13.8%	+8.8%	+5.0%	+4.3%	+3.5%	+1.2%	+3.5%	+3.5%	%	
Number of Daily UBs via PCs and other devices (quarterly average)*8	Million	33.58	33.48	32.58	32.64	32.67	32.31	31.68	31.68	30.75	30.4	29.69	28.94	29.13	28.67	Million	Number of Daily UBs via PCs and other devices (quarterly average)*8
	YOY %	-2.4%	-1.8%	-3.0%	-3.6%	-2.7%	-3.5%	-2.8%	-2.9%	-5.9%	-5.9%	-6.3%	-8.6%	-5.3%	-5.7%	%	
Number of DAU of all applications (Daily Active Users) (quarterly average)*10	Million	n.a.	n.a.	n.a.	n.a.	n.a.	33.31	34.43	36.54	40.30	43.94	42.54	43.19	47.26	50.34	Million	Number of DAU of all applications (Daily Active Users) (quarterly average)*10
	YOY %	n.a.	+31.9%	+23.6%	+18.2%	+17.3%	+14.6%	%									
Number of MAU of all applications (Monthly Active Users) (quarterly average)*11	Million	n.a.	n.a.	n.a.	n.a.	n.a.	86.80	92.58	97.33	101.95	112.45	112.33	115.91	120.32	128.91	Million	Number of MAU of all applications (Monthly Active Users) (quarterly average)*11
	YOY %	n.a.	+29.6%	+21.3%	+19.1%	+18.0%	+14.6%	%									
Number of monthly paid-membership IDs (quarter-end)*12	Million ID	15.54	15.99	16.34	16.73	17.10	17.37	17.55	17.73	24.76	24.70	25.11	26.04	26.66	27.08	Million ID	Number of monthly paid-membership IDs (quarter-end)*12
	YOY %	+7.9%	+9.0%	+8.4%	+8.2%	+10.0%	+8.6%	+7.4%	+6.0%	+44.8%	+42.1%	+43.0%	+46.9%	+7.7%	+9.6%	%	
Number of Yahoo! Premium member IDs (quarter-end)*13	Million ID	10.92	11.24	11.44	11.74	12.01	12.25	12.40	12.61	16.92	17.93	18.69	19.79	20.43	20.93	Million ID	Number of Yahoo! Premium member IDs (quarter-end)*13
	YOY %	+13.1%	+13.9%	+11.0%	+9.0%	+10.0%	+8.9%	+8.4%	+7.4%	+40.8%	+46.4%	+50.7%	+56.9%	+20.7%	+16.7%	%	
e-commerce transaction value*14	Billion yen	311.0	333.5	429.1	432.1	430.0	432.4	503.9	486.4	498.1	496.3	574.6	536.7	555.2	558.6	Billion yen	e-commerce transaction value*14
	YOY %	+11.3%	+18.5%	+32.3%	+41.6%	+38.2%	+29.7%	+17.4%	+12.6%	+15.8%	+14.8%	+14.0%	+10.3%	+11.5%	+12.5%	%	
e-commerce transaction value (Sale of Goods)*15	Billion yen	281.3	298.8	397.8	384.2	368.5	364.1	437.7	417.0	425.8	415.5	496.4	457.9	469.9	461.8	Billion yen	e-commerce transaction value (Sale of Goods)*15
	YOY %	+10.7%	+18.2%	+33.2%	+37.8%	+31.0%	+21.9%	+10.0%	+8.5%	+15.5%	+14.1%	+13.4%	+9.8%	+10.4%	+11.1%	%	
YAHUOKU! transaction value*16	Billion yen	203.6	197.6	226.5	216.9	210.1	200.5	227.3	219.4	216.2	208.6	234.3	218.6	217.6	212.4	Billion yen	YAHUOKU! transaction value*16
	YOY %	+7.2%	+6.4%	+5.2%	+6.5%	+3.2%	+1.5%	+0.3%	+1.2%	+2.9%	+4.0%	+3.1%	-0.4%	+0.6%	+1.8%	%	
Shopping transaction value*17	Billion yen	72.4	79.1	114.0	112.8	99.9	101.1	140.7	137.0	139.8	140.7	180.4	166.5	175.2	173.5	Billion yen	Shopping transaction value*17
	YOY %	+23.1%	+30.2%	+48.3%	+61.8%	+37.9%	+27.8%	+23.4%	+21.4%	+39.9%	+39.1%	+28.3%	+21.5%	+25.3%	+23.3%	%	
Other*18	Billion yen	5.1	5.5	7.0	4.1	4.2	11.5	14.4	8.1	10.9	11.7	22.7	16.1	15.4	17.1	Billion yen	Other*18
	YOY %	-2.6%	-12.2%	+11.1%	-22.3%	-16.4%	+108.0%	+105.0%	+98.3%	+156.1%	+2.0%	+57.0%	+97.9%	+40.3%	+45.5%	%	
ASKUL's BtoB-related revenue*19	Billion yen	n.a.	16.3	50.1	50.2	54.1	50.8	55.1	52.3	58.7	54.3	58.8	56.5	61.6	58.7	Billion yen	ASKUL's BtoB-related revenue*19
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	+210.8%	+9.9%	+4.2%	+8.4%	+6.8%	+6.7%	+8.0%	+5.0%	+8.0%	%	
e-commerce transaction value (Other)*20	Billion yen	29.7	34.7	31.2	47.9	61.4	68.3	66.2	69.4	72.2	80.7	78.1	78.8	85.3	96.7	Billion yen	e-commerce transaction value (Other)*20
	YOY %	+17.3%	+21.1%	+20.8%	+81.7%	+106.6%	+96.5%	+111.7%	+44.9%	+17.6%	+18.3%	+18.0%	+13.5%	+18.1%	+19.7%	%	
e-commerce transaction value via smartphones*21	Billion yen	117.0	125.3	165.2	164.2	150.6	173.5	212.8	223.0	229.0	230.3	273.2	259.6	272.7	281.5	Billion yen	e-commerce transaction value via smartphones*21
	YOY %	+33.3%	+36.8%	+44.0%	+48.2%	+28.7%	+38.5%	+28.8%	+35.8%	+52.0%	+32.7%	+28.3%	+16.4%	+19.1%	+22.2%	%	
Proportion of total e-commerce transaction value via smartphones*21	pt.	37.6	39.5	43.6	43.0	40.1	45.5	47.4	51.4	52.1	52.1	53.0	54.1	55.3	56.3	pt.	Proportion of total e-commerce transaction value via smartphones*21
	YOY %	+6.2	+7.0	+8.2	+6.7	+2.4	+6.0	+3.8	+8.4	+12.0	+6.6	+5.5	+2.7	+3.1	+4.2	%	
Number of YAHUOKU! store IDs (quarter-end)*22	ID	20,255	20,537	20,774	21,118	21,317	21,314	21,670	22,874	23,300	23,580	20,341	20,253	20,474	20,619	ID	Number of YAHUOKU! store IDs (quarter-end)*22
	YOY %	+8.4%	+7.4%	+6.4%	+5.8%	+5.2%	+3.8%	+4.3%	+8.3%	+9.3%	+10.6%	-6.1%	-11.5%	-12.1%	-12.6%	%	
Number of Yahoo! Shopping store IDs (quarter-end)*22	ID	317,778	346,888	374,812	399,333	423,519	447,214	481,621	514,833	558,140	601,276	651,626	705,524	756,349	804,333	ID	Number of Yahoo! Shopping store IDs (quarter-end)*22
	YOY %	+136.4%	+79.6%	+53.7%	+41.3%	+33.3%	+28.9%	+28.5%	+28.9%	+31.8%	+34.4%	+35.3%	+37.0%	+35.5%	+33.8%	%	
Number of items in Yahoo! Shopping (quarter-end)	Billion	0.17	0.18	0.18	0.20	0.22	0.23	0.25	0.27	0.29	0.29	0.28	0.27	0.28	0.29	Billion	Number of items in Yahoo! Shopping (quarter-end)
	YOY %	+46.6%	+36.7%	+28.7%	+30.9%	+33.3%	+28.6%	+33.3%	+31.8%	+27.8%	+28.4%	+14.0%	+2.1%	-3.2%	-1.6%	%	
Shopping-related advertising revenue*23	Billion yen	1.3	1.4	3.0	2.6	2.9	3.1	5.8	5.4	5.5	5.5	7.7	6.7	7.0	7.1	Billion yen	Shopping-related advertising revenue*23
	YOY %	+37.4%	+64.7%	+130.1%	+128.1%	+121.6%	+115.2%	+93.6%	+101.8%	+89.2%	+76.6%	+32.4%	+24.3%	+27.7%	+27.8%	%	
Number of valid credit card holders (quarter-end)*24	Million	1.02	1.41	1.81	2.21	2.54	2.83	3.41	3.60	3.82	4.12	4.42	4.68	4.90	5.25	Million	Number of valid credit card holders (quarter-end)*24
	YOY %	n.a.	n.a.	n.a.	+270.2%	+147.2%	+101.4%	+88.2%	+62.9%	+50.1%	+45.4%	+29.6%	+29.8%	+28.3%	+27.2%	%	
Credit card transaction value*25	Billion yen	24.4	41.8	67.8	84.7	103.8	118.8	174.1	184.6	211.9	221.3	261.8	259.4	284.5	293.6	Billion yen	Credit card transaction value*25
	YOY %	n.a.	n.a.	n.a.	+473.2%	+324.4%	+183.9%	+156.6%	+117.8%	+104.0%	+86.3%	+50.4%	+40.5				

## Yahoo Japan Corporation Key Performance Indicator Trends (Quarterly)

Key Performance Indicator	Unit	FY12-1Q	FY12-2Q	FY12-3Q	FY12-4Q	FY13-1Q	FY13-2Q	FY13-3Q	FY13-4Q	FY14-1Q	FY14-2Q	FY14-3Q	FY14-4Q	Unit	Key Performance Indicator
Total advertising revenue*1	Billion yen	43.0	44.8	47.9	54.6	53.1	56.4	58.9	63.9	57.8	60.5	62.1	69.3	Billion yen	Total advertising revenue*1
	YOY %	+13.0%	+10.7%	+15.2%	+20.3%	n.a.	n.a.	n.a.	n.a.	+8.8%	+7.2%	+5.4%	+8.4%	%	
Display advertising revenue*1	Billion yen	14.7	14.5	16.6	20.2	17.5	18.8	20.8	24.4	20.9	22.3	24.8	29.6	Billion yen	Display advertising revenue*1
	YOY %	+16.6%	+3.2%	+5.6%	+27.7%	n.a.	n.a.	n.a.	n.a.	+19.7%	+18.2%	+19.2%	+21.0%	%	
YDN and others revenue*1*2	Billion yen	2.4	2.6	3.3	4.4	6.3	8.0	9.3	10.9	11.4	13.1	14.7	18.1	Billion yen	YDN and others revenue*1*2
	YOY %	+24.5%	+15.2%	+60.5%	+116.5%	n.a.	n.a.	n.a.	n.a.	+80.5%	+62.8%	+58.3%	+65.9%	%	
Premium advertising revenue*1	Billion yen	12.3	11.8	13.2	15.8	11.1	10.8	11.5	13.5	9.5	9.2	10.1	11.4	Billion yen	Premium advertising revenue*1
	YOY %	+15.2%	+0.9%	-2.8%	+14.6%	n.a.	n.a.	n.a.	n.a.	-14.9%	-14.9%	-12.4%	-15.4%	%	
Paid search advertising revenue*1	Billion yen	28.3	30.2	31.2	34.3	35.6	37.5	38.0	39.4	36.8	38.2	37.2	39.7	Billion yen	Paid search advertising revenue*1
	YOY %	+11.2%	+14.8%	+21.0%	+16.3%	n.a.	n.a.	n.a.	n.a.	+3.4%	+1.7%	-2.1%	+0.6%	%	
Total advertising revenue via smartphones*1*3	Billion yen	4.2	5.5	6.4	8.7	9.0	11.1	13.4	17.0	17.6	19.9	20.9	24.8	Billion yen	Total advertising revenue via smartphones*1*3
	YOY %	+305.9%	+311.2%	+238.9%	+181.9%	n.a.	n.a.	n.a.	n.a.	+95.2%	+78.8%	+55.7%	+46.0%	%	
Proportion of total advertising revenue via smartphones*1*3	%	9.9	12.5	13.5	16.0	17.0	19.8	22.9	26.6	30.5	33.0	33.8	35.9	%	Proportion of total advertising revenue via smartphones*1*3
	YOY pt.	+7.1	+9.1	+8.9	+9.2	n.a.	n.a.	n.a.	n.a.	+13.5	+13.2	+10.9	+9.3	pt.	
Number of monthly logged-in user IDs (quarter-end)*4	Million ID	26.51	26.60	27.59	27.95	27.80	27.60	27.52	28.49	27.82	28.56	29.11	29.90	Million ID	Number of Monthly Logged-in User IDs(quarter-end)*4
	YOY %	+3.0%	+3.4%	+5.7%	+4.3%	+4.9%	+3.8%	-0.2%	+1.9%	+0.1%	+3.5%	+5.8%	+4.9%	%	
Time spent by logged-in users (quarterly total)*5	Billion hours	n.a.	n.a.	n.a.	n.a.	1.38	1.42	1.42	1.55	1.49	1.54	1.51	1.57	Billion hours	Time spent by logged-in users (quarterly total)*5
	YOY %	n.a.	+8.3%	+8.4%	+6.4%	+1.7%	%								
Time spent on smartphones by logged-in users (quarterly total)*5*6	Billion hours	n.a.	n.a.	n.a.	n.a.	0.32	0.37	0.41	0.56	0.54	0.58	0.60	0.66	Billion hours	Time spent on smartphones by logged-in users (quarterly total)*5*6
	YOY %	n.a.	+69.2%	+55.2%	+44.1%	+17.1%	%								
Time spent on PCs and other devices by logged-in users (quarterly total)*5*7	Billion hours	n.a.	n.a.	n.a.	n.a.	1.05	1.04	1.00	0.98	0.95	0.95	0.91	0.9	Billion hours	Time spent on PCs and other devices by logged-in users (quarterly total)*5*7
	YOY %	n.a.	-10.2%	-8.7%	-9.3%	-7.3%	%								
Number of Daily UBs (Unique Browsers) (quarterly average)*8	Million	51.63	53.09	54.16	56.27	59.40	61.04	63.59	67.34	70.44	73.54	76.01	79.79	Million	Number of Daily UBs (Unique Browsers) (quarterly average)*8
	YOY %	+6.7%	+7.6%	+7.7%	+13.9%	+15.1%	+15.0%	+17.4%	+19.7%	+18.6%	+20.5%	+19.5%	+18.5%	%	
Number of Daily UBs via smartphones (quarterly average)*8*9	Million	13.35	15.63	17.21	20.10	22.84	25.34	28.07	32.16	36.04	39.43	42.43	45.92	Million	Number of Daily UBs via smartphones (quarterly average)*8*9
	YOY %	+198.9%	+149.1%	+111.1%	+86.8%	+71.1%	+62.1%	+63.0%	+59.9%	+57.8%	+55.6%	+51.2%	+42.8%	%	
Number of Daily UBs via PCs and other devices (quarterly average)*8	Million	38.27	37.45	36.94	36.16	36.55	35.69	35.52	35.17	34.40	34.10	33.58	33.87	Million	Number of Daily UBs via PCs and other devices (quarterly average)*8
	YOY %	-12.9%	-13.0%	-12.3%	-6.4%	-4.5%	-4.7%	-3.8%	-2.7%	-5.9%	-4.5%	-5.5%	-3.7%	%	
Number of DAU of all applications (Daily Active Users) (quarterly average)*10	Million	n.a.	Million	Number of DAU of all applications (Daily Active Users) (quarterly average)*10											
	YOY %	n.a.	%												
Number of MAU of all applications (Monthly Active Users) (quarterly average)*11	Million	n.a.	Million	Number of MAU of all applications (Monthly Active Users) (quarterly average)*11											
	YOY %	n.a.	%												
Number of monthly paid-membership IDs (quarter-end)*12	Million ID	n.a.	n.a.	n.a.	n.a.	14.16	14.41	14.60	14.60	14.40	14.67	15.07	15.46	Million ID	Number of monthly paid-membership IDs (quarter-end)*12
	YOY %	n.a.	+1.7%	+1.9%	+3.2%	+5.9%	%								
Number of Yahoo! Premium member IDs (quarter-end)*13	Million ID	7.86	7.83	8.72	9.19	9.31	9.52	9.67	9.87	9.66	9.87	10.30	10.77	Million ID	Number of Yahoo! Premium member IDs (quarter-end)*13
	YOY %	+1.8%	+1.1%	+11.5%	+17.2%	+18.5%	+21.5%	+11.0%	+7.5%	+3.7%	+3.7%	+6.5%	+9.1%	%	
e-commerce transaction value*14	Billion yen	241.3	231.5	267.4	252.2	259.4	251.7	300.0	295.7	279.4	281.5	324.5	305.1	Billion yen	e-commerce transaction value*14
	YOY %	n.a.	n.a.	n.a.	n.a.	+7.5%	+8.7%	+12.2%	+17.2%	+7.7%	+11.8%	+8.2%	+3.2%	%	
e-commerce transaction value (Sale of Goods)*15	Billion yen	224.9	211.2	250.4	235.9	235.6	223.8	274.1	270.5	254.1	252.8	298.6	278.7	Billion yen	e-commerce transaction value (Sale of Goods)*15
	YOY %	n.a.	n.a.	n.a.	n.a.	+4.7%	+6.0%	+9.5%	+14.6%	+7.8%	+13.0%	+8.9%	+3.0%	%	
YAHUOKU! transaction value*16	Billion yen	166.7	156.9	182.3	173.5	173.3	165.1	200.1	193.5	189.9	185.7	215.3	203.6	Billion yen	YAHUOKU! transaction value*16
	YOY %	n.a.	n.a.	n.a.	n.a.	+3.9%	+5.2%	+9.8%	+11.5%	+9.6%	+12.5%	+7.6%	+5.2%	%	
Shopping transaction value*17	Billion yen	58.2	54.3	66.7	57.4	56.9	53.4	68.9	71.6	58.9	60.8	76.9	69.7	Billion yen	Shopping transaction value*17
	YOY %	n.a.	n.a.	n.a.	n.a.	-2.2%	-1.6%	+3.3%	+24.7%	+3.5%	+13.7%	+11.5%	-2.7%	%	
Other*18	Billion yen	n.a.	n.a.	1.2	4.9	5.4	5.2	5.0	5.3	5.2	6.3	6.3	5.3	Billion yen	Other*18
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+295.5%	+7.4%	-2.8%	+20.2%	+26.3%	+0.1%	%	
ASKUL's BtoB-related revenue*19	Billion yen	n.a.	Billion yen	ASKUL's BtoB-related revenue*19											
	YOY %	n.a.	%												
e-commerce transaction value (Other)*20	Billion yen	16.4	20.2	17.0	16.2	23.8	27.8	25.8	25.2	25.3	28.7	25.8	26.3	Billion yen	e-commerce transaction value (Other)*20
	YOY %	n.a.	n.a.	n.a.	n.a.	+45.4%	+37.6%	+51.6%	+54.8%	+6.3%	+2.9%	+0.2%	+4.6%	%	
e-commerce transaction value via smartphones*21	Billion yen	42.8	44.9	56.7	56.3	59.4	62.9	82.8	90.1	87.8	91.5	114.7	110.8	Billion yen	e-commerce transaction value via smartphones*21
	YOY %	n.a.	n.a.	n.a.	n.a.	+38.8%	+40.1%	+46.0%	+59.9%	+47.7%	+45.4%	+38.5%	+23.0%	%	
Proportion of total e-commerce transaction value via smartphones*21	%	17.7	19.4	21.2	22.3	22.9	25.0	27.6	30.5	31.4	32.5	35.4	36.3	Billion yen	Proportion of total e-commerce transaction value via smartphones*21
	YOY pt.	n.a.	n.a.	n.a.	n.a.	+5.2	+5.6	+6.4	+8.1	+8.5	+7.5	+7.7	+5.9	pt.	
Number of YAHUOKU! store IDs (quarter-end)*22	ID	16,466	16,246	16,238	16,119	15,914	15,600	16,968	17,955	18,689	19,116	19,533	19,951	ID	Number of YAHUOKU! store IDs (quarter-end)*22
	YOY %	-5.0%	-7.4%	-4.6%	-3.8%	-3.2%	-4.0%	+4.5%	+11.4%	+17.4%	+22.5%	+15.1%	+11.1%	%	
Number of Yahoo! Shopping store IDs (quarter-end)*22	ID	20,461	20,377	20,408	20,537	20,992	19,932	29,411	78,307	134,448	193,168	243,896	282,537	ID	Number of Yahoo! Shopping store IDs (quarter-end)*22
	YOY %	+0.5%	-1.2%	-0.5%	+0.5%	+2.6%	-2.2%	+44.1%	+281.3%	+540.5%	+869.1%	+729.3%	+260.8%	%	
Number of items in Yahoo! Shopping (quarter-end)	Billion	0.05	0.06	0.06	0.07	0.07	0.08	0.08	0.09	0.11	0.12	0.14	0.15	Billion	Number of items in Yahoo! Shopping (quarter-end)
	YOY %	n.a.	n.a.	n.a.	n.a.	+19.1%	+27.7%	+35.9%	+38.8%	+63.7%	+50.5%	+67.2%	+68.2%	%	
Shopping-related advertising revenue*23	Billion yen	n.a.	n.a.	n.a.	n.a.	1.0	0.8	1.1	0.8	0.9	0.8	1.3	1.1	Billion yen	Shopping-related advertising revenue*23
	YOY %	n.a.	-9.4%	+9.9%	+18.9%	+36.6%	%								
Number of valid credit card holders (quarter-end)*24	Million	n.a.	0.59	Million	Number of valid credit card holders (quarter-end)*24										
	YOY %	n.a.	%												
Credit card transaction value*25	Billion yen	n.a.	14.7	Billion yen	Credit card transaction value*25										
	YOY %	n.a.	%												
Number of Yahoo! Wallet accounts (quarter-end)	Million	23.76	24.14	24.52	24.23	24.63	25.19	25.68	26.46	27.12	27.72	28.44	30.54	Million	Number of Yahoo! Wallet accounts (quarter-end)
	YOY %	+8.9%	+8.8%	+8.7%	+5.5%	+3.7%	+4.3%	+4.7%	+9.2%	+10.1%	+10.1%	+10.7%	+15.4%	%	
Yahoo! Wallet transaction value*26	Billion yen	130.4	124.0	142.6	133.0	136.8	134.1	153.1	154.3	149.9	151.9	175.6	164.6	Billion yen	Yahoo! Wallet transaction value*26
	YOY %	+0.1%	-1.1%	+2.0%	+1.3%	+4.9%	+8.1%	+7.4%	+16.1%	+9.6%	+13.3%	+14.7%	+6.6%	%	
Total number of directors and employees (quarter-end)*27	people	5,547	5,504	5,783	5,823	6,173	6,233	6,260	6,330	6,596	6,877	6,894	7,078	people	Total number of directors and employees (quarter-end)*27
	YOY %	+9.2%	+9.3%	+13.9%	+13.1%	+11.3%	+13.2%	+8.2%	+8.7%	+6.9%	+10.3%	+10.1%	+11.8%	%	
Directors, audit and supervisory committee members of Yahoo Japan Corporation (quarter-end)	people	9	9	8	8	9	9	9	9	11	11	11	11	people	Directors, audit and supervisory committee members of Yahoo Japan Corporation (quarter-end)
	YOY %	0.0%	0.0%	-11.1%	0.0%	0.0%	0.0%	+12.5%	+12.5%	+22.2%	+22.2%	+22.2%	+22.2%	%	
Employees of Yahoo Japan Corporation (quarter-end)*27	people	4,151	3,984	3,859	3,842	4,514	4,531	4,562	4,607	4,860	5,407	5,498	5,439	people	Employees of Yahoo Japan Corporation (quarter-end)*27
	YOY %	+7.1%	+3.9%	+1.2%	+0.2%	+8.7%	+13.7%	+18.2%	+19.9%	+7.7%	+19.3%	+20.5%	+18.1%	%	
Directors and auditors of subsidiaries (quarter-end)	people	14	20	31	35	30	33	31	30	30	38	33	33	people	Directors and auditors of subsidiaries (quarter-end)
	YOY %	-22.2%	+11.1%	+72.2%	+94.4%	+114.3%	+65.0%	0.0%	-14.3%	0.0%	+15.2%	+6.5%	+10.0%	%	
Employees of subsidiaries (quarter-end)*27	people	1,373	1,491	1,885	1,9										

## Yahoo Japan Corporation Key Performance Indicator Trends (Yearly)

Key Performance Indicator	Unit	FY12	FY13	FY14	FY15	FY16	FY17
Total advertising revenue*1	Billion yen	190.5	232.5	249.8	266.9	286.4	303.4
	YOY %	+15.0%	n.a.	+7.4%	+6.8%	+7.3%	+5.9%
Display advertising revenue*1	Billion yen	66.2	81.7	97.7	126.4	146.5	155.5
	YOY %	+13.4%	n.a.	+19.6%	+29.4%	+15.9%	+6.1%
YDN and others revenue*1*2	Billion yen	12.8	34.6	57.4	88.2	103.9	107.0
	YOY %	+53.2%	n.a.	+65.8%	+53.6%	+17.7%	+3.1%
Premium advertising revenue*1	Billion yen	53.3	47.0	40.2	38.1	42.6	48.4
	YOY %	+6.7%	n.a.	-14.4%	-5.1%	+11.7%	+13.6%
Paid search advertising revenue*1	Billion yen	124.2	150.8	152.0	140.4	139.8	147.8
	YOY %	+15.8%	n.a.	+0.8%	-7.7%	-0.4%	+5.7%
Total advertising revenue via smartphones*1*3	Billion yen	25.0	50.7	83.4	110.4	144.3	169.1
	YOY %	+237.8%	n.a.	+64.6%	+32.4%	+30.7%	+17.1%
Proportion of total advertising revenue via smartphones*1*3	%	13.1	21.8	33.4	41.4	50.4	55.7
	YOY pt.	+8.6	n.a.	+11.6	+8.0	+9.0	+5.3
Number of Monthly Logged-in User IDs (year-end)*4	Million ID	27.95	28.49	29.90	33.90	38.98	43.92
	YOY %	+4.3%	+1.9%	+4.9%	+13.4%	+15.0%	+12.7%
Time spent by logged-in users (quarterly total)*5	Billion hours	n.a.	5.77	6.12	7.04	8.03	8.69
	YOY %	n.a.	n.a.	+6.1%	+14.9%	+14.1%	+8.2%
Time spent on smartphones by logged-in users (quarterly total)*5*6	Billion hours	n.a.	1.68	2.40	3.48	4.72	5.68
	YOY %	n.a.	n.a.	+42.3%	+45.0%	+35.7%	+20.4%
Time spent on PCs and other devices by logged-in users (quarterly total)*5*7	Billion hours	n.a.	4.08	3.72	3.55	3.31	3.00
	YOY %	n.a.	n.a.	-8.9%	-4.5%	-6.9%	-9.3%
Number of Daily UBs (Unique Browsers) (yearly average)*8	Million	53.78	62.83	74.93	84.51	90.61	90.53
	YOY %	9.0%	16.8%	19.3%	12.8%	7.2%	-0.1%
Number of Daily UBs via smartphones (yearly average)*8*9	Million	16.57	27.09	40.94	51.43	58.52	60.58
	YOY %	123.6%	63.5%	51.1%	25.6%	13.8%	3.5%
Number of Daily UBs via PCs and other devices (yearly average)*8	Million	37.21	35.74	33.98	33.07	32.08	29.95
	YOY %	-11.3%	-4.0%	-4.9%	-2.7%	-3.0%	-6.7%
Number of DAU of all applications (Daily Active Users) (yearly average)*10	Million	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.
Number of MAU of all applications (Monthly Active Users) (yearly average)*11	Million	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.
Number of monthly paid-membership IDs (year-end)*12	Million ID	n.a.	14.60	15.46	16.73	17.73	26.04
	YOY %	n.a.	n.a.	+5.9%	+8.2%	+6.0%	+46.9%
Number of Yahoo! Premium member IDs (year-end)*13	Million ID	9.19	9.87	10.77	11.74	12.61	19.79
	YOY %	+17.2%	+7.5%	+9.1%	+9.0%	+7.4%	+56.9%
e-commerce transaction value*14	Billion yen	992.6	1,106.9	1,190.6	1,505.9	1,852.9	2,105.8
	YOY %	n.a.	+11.5%	+7.6%	+26.5%	+23.0%	+13.6%
e-commerce transaction value (Sale of Goods)*15	Billion yen	922.6	1,004.1	1,084.3	1,362.2	1,587.5	1,795.7
	YOY %	n.a.	+8.8%	+8.0%	+25.6%	+16.5%	+13.1%
YAHUOKU! transaction value*16	Billion yen	679.7	732.1	794.6	844.8	857.5	877.9
	YOY %	n.a.	+7.7%	+8.5%	+6.3%	+1.5%	+2.4%
Shopping transaction value*17	Billion yen	236.7	250.9	266.3	378.6	478.8	627.6
	YOY %	n.a.	+6.0%	+6.1%	+42.1%	+26.5%	+31.1%
Other*18	Billion yen	6.2	21.0	23.2	21.8	38.5	61.7
	YOY %	n.a.	+238.6%	+10.6%	-6.0%	+76.0%	+60.2%
ASKUL's BtoB-related revenue*19	Billion yen	n.a.	n.a.	n.a.	116.8	212.6	228.5
	YOY %	n.a.	n.a.	n.a.	n.a.	+81.9%	+7.5%
e-commerce transaction value (Other)*20	Billion yen	70.0	102.8	106.3	143.7	265.4	310.0
	YOY %	n.a.	+46.9%	+3.4%	+35.2%	+84.7%	+16.8%
e-commerce transaction value via smartphones*21	Billion yen	200.9	295.4	405.0	571.8	760.1	992.2
	YOY %	n.a.	+47.0%	+37.1%	+41.2%	+32.9%	+30.5%
Proportion of total e-commerce transaction value via smartphones*21	%	20.2	26.7	34.0	41.2	46.3	52.9
	YOY pt.	n.a.	+6.4	+7.3	+7.2	+5.2	+6.5
Number of YAHUOKU! store IDs (year-end)*22	ID	16,119	17,955	19,951	21,118	22,874	20,253
	YOY %	-3.8%	+11.4%	+11.1%	+5.8%	+8.3%	-11.5%
Number of Yahoo! Shopping store IDs (year-end)*22	ID	20,537	78,307	282,537	399,333	514,833	705,524
	YOY %	+0.5%	+281.3%	+260.8%	+41.3%	+28.9%	+37.0%
Number of items in Yahoo! Shopping (year-end)	Billion	0.07	0.09	0.15	0.20	0.27	0.27
	YOY %	n.a.	+38.8%	+68.2%	+30.9%	+31.8%	+2.1%
Shopping-related advertising revenue*23	Billion yen	n.a.	3.8	4.3	8.4	17.3	25.5
	YOY %	n.a.	n.a.	+13.2%	+95.7%	+104.3%	+47.5%
Number of valid credit card holders (year-end)*24	Million	n.a.	n.a.	0.59	2.21	3.60	4.68
	YOY %	n.a.	n.a.	n.a.	+270.2%	+62.9%	+29.8%
Credit card transaction value*25	Billion yen	n.a.	n.a.	62.5	218.9	581.5	954.6
	YOY %	n.a.	n.a.	n.a.	n.a.	+165.6%	+64.2%
Number of Yahoo! Wallet accounts (year-end)	Million	24.23	26.46	30.54	33.47	36.53	39.87
	YOY %	+5.5%	+9.2%	+15.4%	+9.6%	+9.1%	+9.2%
Yahoo! Wallet transaction value*26	Billion yen	530.1	578.4	642.1	873.2	1,207.0	1,368.8
	YOY %	+0.6%	+9.1%	+11.0%	+36.0%	+38.2%	+13.4%
Total number of directors and employees (year-end)*27	people	5,823	6,330	7,078	9,240	11,306	12,337
	YOY %	+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	9	11	9	8	9
	YOY %	0.0%	12.5%	22.2%	-18.2%	-11.1%	12.5%
Employees of Yahoo Japan Corporation (year-end)*27	people	3,842	4,607	5,439	5,547	5,826	6,330
	YOY %	+0.2%	+19.9%	+18.1%	+2.0%	+5.0%	+8.7%
Directors and auditors of subsidiaries (year-end)	people	35	30	33	54	67	84
	YOY %	+94.4%	-14.3%	+10.0%	+63.6%	+24.1%	+25.4%
Employees of subsidiaries (year-end)*27	people	1,938	1,684	1,595	3,630	5,405	5,914
	YOY %	+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.

\*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 Number of Yahoo! JAPAN IDs logged in each month. Formerly counted as "Number of monthly active user IDs". Definition remains the same.

\*5 Time spent by users logged-in with Yahoo! JAPAN ID.

\*6 Time spent via browsers and app.

\*7 Time spent via PCs, tablets and feature phones.

\*8 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.

\*9 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.

\*10 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.

\*11 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.

\*12 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.

\*13 Includes SoftBank members and Y!mobile members, etc. who are eligible for Yahoo! Premium privileges. Overlap in IDs is excluded.

\*14 Total of e-commerce transaction value (sale of goods) and e-commerce transaction value (other than sale of goods)

\*15 Includes transaction value of YAHUOKU! (including Yahoo! Government Auctions), shopping transaction value, other sale of goods transaction value and ASKUL's BtoB-related revenue via Internet (closing date: 20th of every month) from 2Q of FY2015 (one month in 2Q).

\*16 Transaction value of YAHUOKU! including Yahoo! Government Auctions. Includes transaction value of ClooShe for FY2014.

\*17 Includes transaction values of Yahoo! Shopping, LOHACO and Charm Co., Ltd. Overlaps are excluded for transaction values of LOHACO and Charm Co., Ltd. made via Yahoo! Shopping. LOHACO's figure is the transaction value of LOHACO business (closing date: 20th of every month) operated by ASKUL.

\*18 Includes transaction values of tradecarview (<https://www.tradecarview.com/>), BOOKOFF Online (<http://www.bookoffonline.co.jp/>), Ouchi-direct (<https://realestate.yahoo.co.jp/direct>) and Yahoo! Ticket-related transaction value, etc.

\*19 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.

\*20 Includes transaction values of Yahoo! Dining, Yahoo! Travel, Ikyu Corporation from 4Q of FY2015 (two month in 4Q), PassMarket and paid digital contents.

\*21 e-commerce transaction value via smartphones excluding ASKUL Corporation's BtoB-related revenue via Internet (closing date: 20th of every month).

\*22 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.

\*23 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.

\*24 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").

\*25 Excludes cash advance service. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card ("Omakasecharge").

\*26 Includes payments using T Points and Yahoo! Money.

\*27 Includes staff who have been dispatched.