

Yahoo Japan Corporation Key Performance Indicator Trends (Yearly)

Key Performance Indicator	Unit	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Total advertising revenue*1	Billion yen	190.5	232.5	249.8	266.9	286.4	303.4	323.8
	YOY %	+15.0%	n.a.	+7.4%	+6.8%	+7.3%	+5.9%	+6.7%
Display advertising revenue*1	Billion yen	66.2	81.7	97.7	126.4	146.5	155.5	159.5
	YOY %	+13.4%	n.a.	+19.6%	+29.4%	+15.9%	+6.1%	+2.6%
YDN and others revenue*1*2	Billion yen	12.8	34.6	57.4	88.2	103.9	107.0	106.3
	YOY %	+53.2%	n.a.	+65.8%	+53.6%	+17.7%	+3.1%	-0.7%
Premium advertising revenue*1	Billion yen	53.3	47.0	40.2	38.1	42.6	48.4	53.2
	YOY %	+6.7%	n.a.	-14.4%	-5.1%	+11.7%	+13.6%	+9.9%
Paid search advertising revenue*1	Billion yen	124.2	150.8	152.0	140.4	139.8	147.8	164.2
	YOY %	+15.8%	n.a.	+0.8%	-7.7%	-0.4%	+5.7%	+11.1%
Total advertising revenue via smartphones*1*3	Billion yen	25.0	50.7	83.4	110.4	144.3	169.1	191.0
	YOY %	+237.8%	n.a.	+64.6%	+32.4%	+30.7%	+17.1%	+13.0%
Proportion of total advertising revenue via smartphones*1*3	pt.	13.1	21.8	33.4	41.4	50.4	55.7	59.0
	YOY %	+8.6	n.a.	+11.6	+8.0	+9.0	+5.3	+3.3
Number of Monthly Logged-in User IDs (year-end)*4	Million ID	27.95	28.49	29.90	33.90	38.98	43.92	48.39
	YOY %	+4.3%	+1.9%	+4.9%	+13.4%	+15.0%	+12.7%	+10.2%
Time spent by logged-in users (quarterly total)*5	Billion hours	n.a.	5.77	6.12	7.04	8.03	8.69	9.69
	YOY %	n.a.	n.a.	+6.1%	+14.9%	+14.1%	+8.2%	+11.6%
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	6.93
	YOY %	n.a.	n.a.	+42.3%	+45.0%	+35.7%	+20.4%	+21.8%
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	2.76
	YOY %	n.a.	n.a.	-8.9%	-4.5%	-6.9%	-9.3%	-7.9%
Number of Daily UBs (Unique Browsers) (yearly average)*8	Million	53.78	62.83	74.93	84.51	90.61	90.53	92.51
	YOY %	+9.0%	+16.8%	+19.3%	+12.8%	+7.2%	-0.1%	+2.2%
Number of Daily UBs via smartphones (yearly average)*8*9	Million	16.57	27.09	40.94	51.43	58.52	60.58	64.15
	YOY %	+123.6%	+63.5%	+51.1%	+25.6%	+13.8%	+3.5%	+5.9%
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	28.35
	YOY %	-11.3%	-4.0%	-4.9%	-2.7%	-3.0%	-6.7%	-5.3%
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	48.03
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+13.0%
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	125.43
	YOY %	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	+13.4%
Number of monthly paid-membership IDs (year-end)*12	Million ID	n.a.	14.60	15.46	16.73	17.73	26.04	27.65
	YOY %	n.a.	n.a.	+5.9%	+8.2%	+6.0%	+46.9%	+6.2%
Number of Yahoo! Premium member IDs (year-end)*13	Million ID	9.19	9.87	10.77	11.74	12.61	19.79	21.63
	YOY %	+17.2%	+7.5%	+9.1%	+9.0%	+7.4%	+56.9%	+9.3%
e-commerce transaction value*14	Billion yen	992.6	1,106.9	1,190.6	1,505.9	1,852.9	2,105.8	2,344.2
	YOY %	n.a.	+11.5%	+7.6%	+26.5%	+23.0%	+13.6%	+11.3%
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	1,951.7
	YOY %	n.a.	+8.8%	+8.0%	+25.6%	+16.5%	+13.1%	+8.7%
YAHUOKU! transaction value*16	Billion yen	679.7	732.1	794.6	844.8	857.5	877.9	889.9
	YOY %	n.a.	+7.7%	+8.5%	+6.3%	+1.5%	+2.4%	+1.4%
Shopping transaction value*17	Billion yen	236.7	250.9	266.3	378.6	478.8	627.6	769.2
	YOY %	n.a.	+6.0%	+6.1%	+42.1%	+26.5%	+31.1%	+22.6%
Other*18	Billion yen	6.2	21.0	23.2	21.8	38.5	61.7	49.8
	YOY %	n.a.	+238.6%	+10.6%	-6.0%	+76.0%	+60.2%	-19.3%
ASKU!s BtoB-related revenue*19	Billion yen	n.a.	n.a.	n.a.	116.8	212.6	228.5	242.7
	YOY %	n.a.	n.a.	n.a.	n.a.	+81.9%	+7.5%	+6.2%
e-commerce transaction value (Other)*20	Billion yen	70.0	102.8	106.3	143.7	265.4	310.0	392.5
	YOY %	n.a.	+46.9%	+3.4%	+35.2%	+84.7%	+16.8%	+26.6%
e-commerce transaction value via smartphones*21	Billion yen	200.9	295.4	405.0	571.8	760.1	992.2	1,213.9
	YOY %	n.a.	+47.0%	+37.1%	+41.2%	+32.9%	+30.5%	+22.3%
Proportion of total e-commerce transaction value via smartphones*21	%	20.2	26.7	34.0	41.2	46.3	52.9	57.8
	YOY pt.	n.a.	+6.4	+7.3	+7.2	+5.2	+6.5	+4.9
Number of YAHUOKU! store IDs (year-end)*22	ID	16,119	17,955	19,951	21,118	22,874	20,253	20,952
	YOY %	-3.8%	+11.4%	+11.1%	+5.8%	+8.3%	-11.5%	+3.5%
Number of Yahoo! Shopping store IDs (year-end)*22	ID	20,537	78,307	282,537	399,333	514,833	705,524	872,889
	YOY %	+0.5%	+281.3%	+260.8%	+41.3%	+28.9%	+37.0%	+23.7%
Number of items in Yahoo! Shopping (year-end)	Billion	0.07	0.09	0.15	0.20	0.27	0.27	0.31
	YOY %	n.a.	+38.8%	+68.2%	+30.9%	+31.8%	+2.1%	+13.4%
Shopping-related advertising revenue*23	Billion yen	n.a.	3.8	4.3	8.4	17.3	25.5	32.9
	YOY %	n.a.	n.a.	+13.2%	+95.7%	+104.3%	+47.5%	+28.7%
Number of valid credit card holders (year-end)*24	Million	n.a.	n.a.	0.59	2.21	3.60	4.68	6.33
	YOY %	n.a.	n.a.	n.a.	+270.2%	+62.9%	+29.8%	+35.2%
Credit card transaction value*25	Billion yen	n.a.	n.a.	62.5	218.9	581.5	954.6	1302.6
	YOY %	n.a.	n.a.	n.a.	n.a.	+165.6%	+64.2%	+36.5%
Number of Yahoo! Wallet accounts (year-end)	Million	24.23	26.46	30.54	33.47	36.53	39.87	43.89
	YOY %	+5.5%	+9.2%	+15.4%	+9.6%	+9.1%	+9.2%	+10.1%
Yahoo! Wallet transaction value*26	Billion yen	530.1	578.4	642.1	873.2	1,207.0	1,368.8	1,549.4
	YOY %	+0.6%	+9.1%	+11.0%	+36.0%	+38.2%	+13.4%	+13.2%
Total number of directors and employees (year-end)*27	people	5,823	6,330	7,078	9,240	11,306	12,337	12,999
	YOY %	+13.1%	+8.7%	+11.8%	+30.5%	+22.4%	+9.1%	+5.4%
Directors, audit and supervisory committee members of Yahoo Japan Corporation (year-end)	people	8	9	11	9	8	9	7
	YOY %	0.0%	+12.5%	+22.2%	-18.2%	-11.1%	+12.5%	-22.2%
Employees of Yahoo Japan Corporation (year-end)*27	people	3,842	4,607	5,439	5,547	5,826	6,330	6,515
	YOY %	+0.2%	+19.9%	+18.1%	+2.0%	+5.0%	+8.7%	+2.9%
Directors and auditors of subsidiaries (year-end)	people	35	30	33	54	67	84	80
	YOY %	+94.4%	-14.3%	+10.0%	+63.6%	+24.1%	+25.4%	-4.8%
Employees of subsidiaries (year-end)*27	people	1,938	1,684	1,595	3,630	5,405	5,914	6,397
	YOY %	+50.5%	-13.1%	-5.3%	+127.6%	+48.9%	+9.4%	+8.2%

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 value of Ouchi-direct (<https://realestate.yahoo.co.jp/direct>) and Yahoo! Ticket-related transaction value, etc. Figures until FY2018 3Q also include transaction values of tradecarview (<https://www.tradecarview.com/>) and BOOKOFF Online (<http://www.bookoffonline.co.jp/>).

*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.