

Outlook for Fiscal 2017 (April 1, 2017 – March 31, 2018)

Statements included in the document that are not historical facts are forward-looking statements about the future performance of Yahoo Japan Corporation and its consolidated subsidiaries and affiliates.

The Company cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements.

Such factors include, but are not limited to, the items mentioned in the Risk Factors in “Results for the Fiscal Year and the Three Months Ended March 31, 2017.”

The unauthorized use of the information or the data in this document is not permitted.

Below is a citation of “Outlook for Fiscal 2017 (April 1, 2017 – March 31, 2018)” written on Page 5 of “Results for the Fiscal Year and the Three Months Ended March 31, 2017”:

Outlook for Fiscal 2017 (April 1, 2017 – March 31, 2018)

Year-on-year growth is expected in revenues of Shopping-related advertising and display advertising such as Yahoo! Display Ad Network (YDN). The Group is also anticipating that the Paid Search Advertising revenue in fiscal 2017 will increase compared with the previous fiscal year, due to continuous functional improvements for smartphones. In light of these circumstances, the Group aims at a mid single-digit year-on-year growth in total Advertising-related revenue in the fiscal year ending March 31, 2018.

The total domestic e-commerce transaction value, including YAHUOKU! and Yahoo! Shopping, is forecast to continue its year-on-year expansion. While continuing to refine services and products, we aim to accelerate growth of transaction value and revenue by strengthening sales promotional activities.