


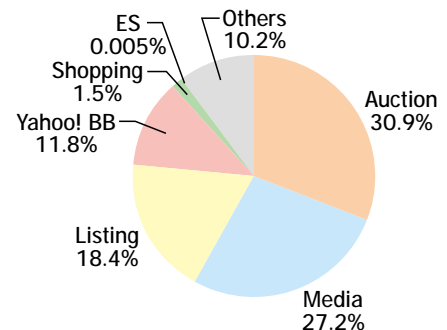
Services

The Group continues to improve and expand its services, which has led to steady growth in page views. At the end of March 2003, monthly page views exceeded 12.6 billion.

Looking at a breakdown of page views by business division for March 2003, Auction accounted for 30.9%, Media for 27.2%, Listing for 18.4%, Yahoo! BB for 11.8%, Shopping for 1.5%, ES for 0.005%, and Others (including Yahoo! JAPAN Top Page) for 10.2%.

The following pages summarize some of the major new services, functions, and events launched during the fiscal year.

 **Page Views by Business Division (March 2003)**



Yahoo! BB Business Division

Yahoo! BB

- Commenced our Yahoo! BB Dial-up Connection Service (April 25, 2002)
- Started accepting orders for rental and sales of the PlayStation BB Unit, necessary for the Yahoo! BB for PlayStation 2 service, at major consumer electronics chain stores and over the Web (April 27, 2002)
- Commenced commercial services of Yahoo! BB 12M (August 12, 2002)
- Commenced converting from INS to ADSL Course, a service in which SOFTBANK BB handles the conversion from an ISDN to an ADSL connection (September 2, 2002)
- Launched sales of SNOOPY! BB, a pay content service (October 18, 2002)
- Formed a business tie-up with ANA Mileage Club whereby subscribers can earn ANA mileage points for joining Yahoo! BB and for use of the service based on subscription fees (November 20, 2002)
- Initiated Commercial version of packaged cable-less LAN with Yahoo! BB 12M service (December 12, 2002)
- Began Yahoo! Mail pay virus check service (December 12, 2002)
- Began Raku Raku Yahoo! BB, a call center support service (January 30, 2003)
- Offered Yahoo! BB members free on-demand video streaming of portions of live concerts of Tsuyoshi Nagabuchi from his recently released video and DVD (March 18, 2003 to April 17, 2003)

Yahoo! Mail

- Added a free virus check service (September 6, 2002)

Yahoo! Photo

- Commenced a New Year's card printing service (November 15, 2002)

Auction Business Division

Yahoo! Auctions

- Introduced system-use fees, such as listing fee, cancellation fee, and others (April 15, 2002)
- Began offering special icons and other tags on the auction list as an additional function for a fee (April 15, 2002)
- Added a mobile phone function to our auction notification service (April 24, 2002)
- Introduced a 3% transaction fee on the proceeds of auctions (May 15, 2002)
- Became the first auction site in the world to offer a search service based on picture content (July 18, 2002)
- Announced the start of Yahoo! Delivery Service (August 13, 2002)
- Began offering Ranking de Auction Fashion Item Latest Information through a tie-up with OZmall (December 12, 2002)
- Launched Yahoo! Payment service (January 27, 2003)
- Commenced a Used Car Premium Auctions service based on an alliance with Recruit Co., Ltd. (February 6, 2003)

Listing Business Division

Yahoo! Autos

- Formed a business alliance with Car Point Co., Ltd., to offer a free used car evaluation service (April 4, 2002)

Yahoo! Real Estate

- Started a Renovation Advisory service (September 2, 2002)

Yahoo! Personals

- Commenced Yahoo! Personals service (April 25, 2002)

Yahoo! Books

- Formed a business tie-up with e-Shopping! Books and announced launch of Yahoo! Books (June 13, 2002)

Yahoo! Mobile

- Launched a ringing tone music service (August 20, 2002)
- Introduced a mobile version of Yahoo! Mail (October 21, 2002)
- Added Yahoo! Part-time Job Information service (October 24, 2002)
- Added News Flash service (November 14, 2002)
- Added mobile device information and address book (December 9, 2002)

Yahoo! Phone Book

- Commenced Yahoo! Phone Book service (October 1, 2002)

Sponsor Site

- Started Sponsor Site services in collaboration with Overture and Google (November 27, 2002)

Shopping Business Division

Yahoo! Shopping

- Launched Yahoo! Gear, a Yahoo! JAPAN original brand shopping site (July 26, 2002)
- Commenced Yahoo! Mobile Shopping service (March 17, 2003)
- Began offering a Link Settlement service to Yahoo! Shopping stores (March 17, 2003)

Media Business Division

Yahoo! Games

- Added Memories Off, a fee-based romance adventure game, to Maker Games (May 29, 2002)
- Made available Mahjong Solitaire, which allows people to play on their own (September 18, 2002)

Yahoo! Sports

- Began special feature Samurai—Japanese Players Starring Worldwide (October 1, 2002)
- Started offering fee-based Premium League Photo News (October 25, 2002)
- Launched Fantasy Soccer, officially recognized by J League (March 18, 2003)

Yahoo! Fortune Telling

- Began special seasonal service Happy Wedding Horoscope (June 10, 2002)
- Added 25 types of fee-based fortune telling services (December 27, 2002)

Yahoo! Chat

- Added a video function to enable sending and receiving images (February 19, 2003)

Yahoo! Finance

- Commenced a Fiscal Performance Announcement Calendar for the dates that companies listed on the Tokyo Stock Exchange were scheduled to announce fiscal results (May 1, 2002)
- Launched a corner offering free access to the latest analyst reports of securities firms and research organizations (August 9, 2002)
- Started MoneyLook, a bank account management service (January 28, 2003)

Yahoo! Movie

- Launched official site for the movie *Mohohan* (May 15, 2002)
- Began fee-based showing of the short film STSTER BOMBER!, starring Eiko Koike (July 18, 2002)
- Commenced fee-based showing of episodes of The Galaxy Express 999 (September 9, 2002)
- Started showing movies of Gundam on a fee basis (September 27, 2002)

Yahoo! Entertainment

- Launched Motomiya Hiroshi Special Feature as a pay service (January 31 to March 3, 2003)
- Started Astro Boy Special Feature as a pay service (March 24 to May 22, 2003)

Yahoo! Member Directory

- Commenced Yahoo! Member Directory service (March 25, 2003)