

February 27, 2002

To whom it may concern

Yahoo Japan Corporation  
Masahiro Inoue, President & CEO  
Stock code: 4689

### **Acquisition of BridalConcierge Corp.**

Effective February 27, 2002, Yahoo Japan Corporation acquired BridalConcierge Corp., turning it into a subsidiary.

#### I. Acquisition details

##### 1. Outline of the new subsidiary

- a. Name: BridalConcierge Corp.
- b. Head office: Hakozaki 24-1, Nihonbashi, Chuo-ku, Tokyo
- c. Representative director: President Hajime Baba
- d. Establishment: October 12, 2000
- e. Business content: Provision of useful information for weddings and newly wed life as well as other services.
- f. Fiscal year-end: March 31
- g. Number of employees: 2
- h. Paid-in capital: ¥175 million
- i. Net sales: ¥330,000 in the fiscal year ended March 2001 (operations began in March 2001)

#### II. Comparison of Yahoo Japan's shareholdings before and after acquisition

	Before	After
1. Number of shares with voting rights held	0 shares	4,800 shares
2. Number of shares with voting rights	4,000 shares	6,000 shares
3. Percentage of voting-right shares held	0.0%	80.0%

#### III. Details and timing of acquisition

##### 1. Transfer of shares

- a. A total of 2,800 shares (70.0% of issued shares) were acquired from Softbank EC Holdings Corp.(Address: Hakozaki 24-1, Nihonbashi, Chuo-ku, Tokyo)
- b. Date of share transfer: February 27, 2002
- c. Purchase price: ¥5.6 million

##### 2. Third party allotment of shares in capital increase

- a. Details: Yahoo Japan purchased 2,000 shares of the third party allotment of shares made by BridalConcierge to increase capital.

b. Payment date: February 27, 2002

c. Purchase price: ¥4 million

#### IV. Purpose of acquisition

By acquiring BridalConcierge and making it a subsidiary, Yahoo Japan plans to strengthen and expand its operations by achieving synergies through organically linking the wedding-related information and referral services of BridalConcierge to its own wedding information service.

#### V. Impact of the acquisition on performance

Yahoo Japan aims to expand its services and strengthen its competitiveness through the closer linkage of services made possible by making BridalConcierge a subsidiary. The acquisition should result in an increase in advertising revenues and information provision revenues as well as new income related to wedding referral services. Because of the many volatile factors in the Internet market, however, the Company is refraining from making performance forecasts.