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To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo Japan Corporation announces monthly data for November 2003

Yahoo Japan Corporation announces monthly data on its businesses for November 2003, as attached.

Subject	November 2003	October 2003 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,966 million PVs	1,915 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 3,553 thousand lines	Approx. 3,399 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,069 thousand lines	Approx. 1,052 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,564 million PVs	2,657 million PVs
Number of Business Express Contracts (*2)	1,210 contracts	1,381 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	5,609 million PVs	5,466 million PVs
Number of Auction Unique Users (*3)	14.26 million browsers	14.30 million browsers
Number of Total Listed Items (*4)	5.83 million items	5.45 million items
Average Closing Price (*5)	5,831 yen	5,894 yen
Transaction Rate (*6)	39-52%	37-58%
Number of Stores (*7)	1,893 stores	1,716 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 44.1 billion yen	Approx. 42.7 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	353 million PVs	330 million PVs
Number of Stores (*9)	976 stores	723 stores
Number of Select Stores (*10)	260 stores	254 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 4.8 billion yen	Approx. 4.4 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	4,877 million PVs	5,280 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	1.5 million PVs	2.2 million PVs
Corporate Common Data		
Total Monthly Page Views	17,658 million PVs	17,985 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,285 million PVs	2,332 million PVs
Number of Unique Users (*13)	59.71 million browsers	61.41 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	9.66 million IDs	10.08 million IDs
Total Number of Yahoo! Premium Member IDs (*15)	3.47 million IDs	3.35 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 49.0 billion yen	Approx. 47.1 billion yen

(*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(*2) Monthly number of Business Express contracts

(*3) Number of browsers which accessed Yahoo! Auctions each month

(*4) Total number of items listed at the end of each month

(*5) Average closing price for each month

(*6) Range of daily transaction rate in each month

(*7) Number of stores at the end of each month

(*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(*9) Number of stores at the end of each month

(*10) Number of Select Stores at the end of each month

(*11) Total turnover of each month including Yahoo! Travel and eS! Books.

The figures are tentative, since cancellation and others could take place in the future.

(*12) Page Views which are not included in Business Divisions such as Top Pages

(*13) Number of browsers which accessed Yahoo! JAPAN services each month

(*14) Number of Yahoo! JAPAN IDs which logged in each month

(*15) Total number of Yahoo! Premium Member IDs at the end of each month

(*16) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.