

June 9, 2004

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for May 2004

Yahoo Japan Corporation announces monthly data on its businesses for May 2004, as attached.

Subject	May 2004	April 2004 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	2,463 million PVs	2,270 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,188 thousand lines	Approx. 4,076 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,126 thousand lines	Approx. 1,115 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	3,085 million PVs	2,815 million PVs
Number of Business Express Contracts (*2)	1,859 contracts	1,916 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	6,278 million PVs	5,710 million PVs
Number of Auction Unique Browsers (*3)	17.22 million browsers	15.69 million browsers
Average Number of Total Listed Items (*4)	6.33 million items	6.03 million items
Average Closing Price (*5)	5,628 yen	5,857 yen
Transaction Rate (*6)	36-50%	37-50%
Number of Stores (*7)	2,477 stores	2,591 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 46.0 billion yen	Approx. 44.7 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	417 million PVs	413 million PVs
Number of Stores (*9)	1,886 stores	1,782 stores
Number of Select Stores (*10)	280 stores	278 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 5.2 billion yen	Approx. 5.6 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	6,908 million PVs	6,744 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	2.4 million PVs	1.8 million PVs
Corporate Common Data		
Total Monthly Page Views	22,026 million PVs	20,640 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,870 million PVs	2,683 million PVs
Number of Unique Browsers (*13)	74.10 million browsers	66.86 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	11.13 million IDs	10.76 million IDs
Number of Yahoo! Premium Member IDs (*15)	4.05 million IDs	3.94 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 51.2 billion yen	Approx. 50.4 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) Average number of total listed items for 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) 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.