

November 10, 2004

To whom it may concern

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

Yahoo Japan Corporation announces monthly data for October 2004

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

| Subject | October 2004 | September 2004 (for reference) |
|---|------------------------------|--------------------------------|
| Yahoo! BB Business Division | | |
| Monthly Page Views for Yahoo! BB Business Division | 2,745 million PVs | 2,623 million PVs |
| Number of Lines with Jumper Installation Completed (*1) | Approx. 4,541 thousand lines | Approx. 4,490 thousand lines |
| Number of Lines Marketed by Yahoo! JAPAN | Approx. 1,158 thousand lines | Approx. 1,152 thousand lines |
| Listing Business Division | | |
| Monthly Page Views for Listing Business Division | 3,550 million PVs | 3,467 million PVs |
| Number of Business Express Contracts (*2) | 2,733 contracts | 2,417 contracts |
| Auction Business Division | | |
| Monthly Page Views for Auction Business Division | 6,999 million PVs | 6,311 million PVs |
| Number of Auction Unique Browsers (*3) | 19.71 million browsers | 18.69 million browsers |
| Average Number of Total Listed Items (*4) | 6.80 million items | 6.65 million items |
| Average Closing Price (*5) | 5,911 yen | 6,028 yen |
| Average Successful Auction Ratio (*6) | 42% | 41% |
| Number of Stores (*7) | 3,126 stores | 3,022 stores |
| Monthly Volume of Auction Transacted on the Site (*8) | Approx. 53.8 billion yen | Approx. 48.3 billion yen |
| Shopping Business Division | | |
| Monthly Page Views for Shopping Business Division | 519 million PVs | 473 million PVs |
| Number of Stores (*9) | 2,447 stores | 2,416 stores |
| Monthly Volume of Shopping Transacted on the Site (*10) | Approx. 6.2 billion yen | Approx. 6.0 billion yen |
| Media Business Division | | |
| Monthly Page Views for Media Business Division | 7,630 million PVs | 7,297 million PVs |
| Business Solution (BS) Business Division | | |
| Monthly Page Views for BS Business Division | 2.1 million PVs | 2.6 million PVs |
| Corporate Common Data | | |
| Total Monthly Page Views | 24,905 million PVs | 23,423 million PVs |
| Non-Divisional Page Views including Top Pages (*11) | 3,458 million PVs | 3,247 million PVs |
| Number of Unique Browsers (*12) | 80.41 million browsers | 76.07 million browsers |
| Number of Active User IDs on Yahoo! JAPAN (*13) | 12.16 million IDs | 11.76 million IDs |
| Number of Yahoo! Premium Member IDs (*14) | 4.59 million IDs | 4.47 million IDs |
| Monthly Volume of Commerce Transacted on the Site (*15) | Approx. 60.0 billion yen | Approx. 54.3 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) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

(*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) Total turnover of each month including Yahoo! Travel, eS! Books and Yahoo! Tickets. The figures are tentative, since cancellation and others could take place in the future.

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

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

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

(*14) Number of Yahoo! Premium Member IDs at the end of each month

(*15) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel, eS! Books and Yahoo! Tickets.

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