

June 1, 2010

To whom it may concern

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

Notification of Mutual Launch of Online Shopping Services for Japanese and Chinese Goods by Yahoo! JAPAN and Alibaba Group's Taobao

Yahoo Japan Corporation and the Alibaba Group's Taobao today linked up their web sites, launching online shopping services between Japan and China. The Alibaba Group (Headquarter: Hangzhou, China; Chairman and CEO, Jack Ma) is Asia's largest e-commerce business group. Details are as follows.

1. Purpose of the start of services

With the start of these services, Japanese consumers will be able to purchase items listed on Taobao's online shopping site through Yahoo! Chinamall, a new site set up on Yahoo! JAPAN.

Similarly, Chinese consumers will be able to buy items listed on Yahoo! Shopping through Tao JAPAN, a new site launched on Taobao's online shopping site.

Consumers in both countries will be able to easily purchase items from the other country in exactly the same way they buy goods in their own country without any concerns about language, laws, delivery or payment.

At the point of launch, Yahoo! Chinamall is offering about 50 million items, while Tao JAPAN has made available approximately 8 million to 10 million items. Both sites plan to steadily expand their lineups.

2. Outline of New Services

- The partners designed and built their new proxy shopping sites—Tao JAPAN and Yahoo! Chinamall—using the same application program interface (API) for

their listed item information and other databases.

- The new sites use machine translation to enable users to view the contents of shopping pages in their own language.

A. Yahoo! Chinamall: Selling items from China in Japan

URL: <http://chinamall.yahoo.co.jp/>

This site sells items listed on Taobao to consumers in Japan through Yahoo! JAPAN. A proxy shopping service has been developed and is offered through Yahoo! Chinamall, which is operated by Yahoo Japan Corporation.

—Number of listed items: about 50 million

—Main item categories: Fashion, interiors, household goods, sports goods, consumer electronics, books, magazines, music (Chinese), toys, games, and others

B. Tao JAPAN: Selling items from Japan in China

URL: <http://www.taojapan.com/>

Taobao uses its Tao JAPAN shopping site to sell items listed on Yahoo! Shopping to consumers in China. The Tao JAPAN site is operated by Alibaba.com Japan Co., Ltd., an Alibaba Group company incorporated in Japan.

—Number of listed items: about 8 to 10 million

—Main item categories: Fashion, cosmetics, food products, interiors, household goods, sports goods, consumer electronics, baby goods, maternity goods, and others

3. Outline of Alibaba Group

(1) Name: Alibaba Group

(2) Headquarter: Hangzhou, People's Republic of China

(3) Representative: Jack Ma, Chairman and CEO

(4) Major business: Internet-based businesses including international B2B transactions, online shopping, settlement platform services, and cloud computing services primarily for data processing.

(5) Establishment: 1999

(8) Relationship with the Company: Yahoo Japan Corporation's parent company SOFTBANK CORP. holds a 33% share in the Alibaba Group.

4. Schedule

Start of services: June 1, 2010

5. Outlook

No revisions will be made to the performance forecasts for the first quarter of the fiscal year ending March 31, 2011 that were announced on April 27 of this year.