

July 27, 2010  
Yahoo Japan Corporation

**Frequently Asked Questions Regarding the IR Release**  
**“Yahoo! JAPAN selects Google as a provider of search engine and ads platform.**  
**Yahoo! JAPAN also provides data to Google.” on July 27th, 2010**

Q1: What is the scope of the deal this time with Google?

A1: The scope is only the provision of the search engine and the ads platform in the areas of Web, image, video and mobile.

Q2: What will happen to the competitive relationship with Google?

A2: Google is going to provide the search engine for Yahoo! JAPAN. On the other hand, Yahoo! JAPAN will customize its search service for users as it sees fit by adding its own adjustments just like it did with Yahoo! Search Technology (YST) and Yahoo! Search Marketing (YSM) --- including how users see and experience searching on Yahoo! JAPAN. As a result, users can continue to expect to have a unique experience on Yahoo! JAPAN versus when they are on Google.

Google will also provide Yahoo! JAPAN with its ads platform services – meaning Google’s technology will power how Yahoo! JAPAN serves, targets and reports its search-related advertising. Yahoo! JAPAN will continue to control the acquisition, booking and delivery of its ad campaigns, and both companies’ advertisers and advertising data will remain entirely separate.

Our hope is that through this deal we can drive further innovation in ads and search and spur each other – and other companies – on to greater competitive heights.

Q3: How about the contract term and renewal rights?

A3: The original term of Yahoo! JAPAN’s service contract for the search engine and the ads platform is initially two years, to be automatically renewed for another two years unless Yahoo! JAPAN terminates the contract. Thereafter, the contract will be renewed if both parties agree. The term of the content license from Yahoo! JAPAN is initially two years, which, in principle, is to be renewed another two years. Thereafter, the contract will be renewed if both parties agree.

Q4: What advantage is there in Yahoo! JAPAN providing its content to Google?

A4: Google will be able to directly acquire the data from Yahoo! JAPAN, whereas it now gathers the same data through crawling by robots. As a result, updated pages of Yahoo! JAPAN will appear in the search results faster and the freshness and accuracy of searches will be improved. Ultimately, the usability of the system will improve for customers.

Q5: Will this result in any change in the relationship with Yahoo! Inc.?

A5: The changes this time are only the search engine and ads platform. Yahoo! Inc. will continue to be a strategic partner of Yahoo! JAPAN for the search service and other services as well. The current equity ownership will also be maintained.

Q6: Will there be any influence on Yahoo! JAPAN's future earnings?

A6: There will be no material impact in the short term. In the middle- to long-term, Yahoo! JAPAN expects to maximize its revenue by improving the search service and search ads service.

Q7: When will the migration occur?

A7: We are now studying the details in order to carry out the migration of the search engine and ads platform as soon as possible.

Q8: Will Yahoo! Inc. immediately stop providing support to Yahoo! JAPAN once it completes the migration of YST and YSM?

A8: No, Yahoo! Inc. will continue to provide development and management support through YST and YSM, which have underpinned the popularity of Yahoo! JAPAN's search service, until migration of the search engine and the ads platform to Google occurs.

Q9: Will this agreement affect the user's search service experience?

A9: Yahoo! JAPAN will continue to provide the current user interface and nothing will change in particular. We will also be able to customize our search service for users as they see fit—including how users see and experience searches on YJC. As a result, users can

continue to expect to have a unique experience on YJC versus when they are on Google.

Q10: Was the Japan Fair Trade Commission (“JFTC”) consulted regarding this agreement?

A10: We have consulted with the JFTC, and confirmed that it has no objection to the proposed transaction.

Q11: Does this agreement have any effect on the search engine competition in the Japanese market?

A11: Even if Yahoo! JAPAN uses the same search engine as Google, Yahoo! JAPAN is able to provide customized services, and the user interface will remain as before. Thus, Yahoo! JAPAN’s competitive relationship with Google or other competitors will stay the same.

Q12: Has Yahoo! JAPAN ever used the search engine services of any parties other than Yahoo! Inc.?

A12: Yahoo! JAPAN used goo’s web search engine (May 1998 to March 2001) and Google’s search engine (April 2001 to May 2004) to assist with its directory search services.

Q13: Does this agreement have any effect on the “Mobile Search” owned by Softbank Mobile for which Yahoo! JAPAN is providing the service?

A13: No, Yahoo! JAPAN will keep on providing its mobile search and advertising services to Softbank Mobile.

Q14: Will this agreement have a financial impact on Yahoo! JAPAN?

A14: There will be no material change in the structure of Yahoo! JAPAN’s profit.

Q15: How does this agreement influence advertising sales?

A15: Yahoo! JAPAN has changed its ads platform before, and there was only a minor impact on sales. Taking advantage of this change, Yahoo! JAPAN will also try to make its services even better to maximize its revenue.