

May 29, 2013

To whom it may concern

Yahoo Japan Corporation
Manabu Miyasaka, President & CEO
Stock code: 4689

Notification of Changes in Organization Names and Personnel Job Titles

Effective July 1, 2013, Yahoo Japan Corporation will make the following changes in organization names and personnel job titles.

1. Changes in Organization

New Name	Current Name
YAFUOKU! Company	Consumer Business Company
Shopping Company	

The Company will separate its e-commerce business into two companies specializing in their own particular fields. The purpose of the split is to re-accelerate the growth of the Company's e-commerce business and target further expansion.

As a pioneer in C-to-C e-commerce business, YAFUOKU! developed into the largest online reuse market in Japan. Now, the Company is spreading the reuse movement nationwide through such online and offline bases as Yahoo! Purchase and FUKUOKA YAFUOKU! DOME. In March 2013, the Company changed the name of its auction service to YAFUOKU! to give it a more familiar feel, aiming to achieve further market growth and build a recycling-oriented society.

The Company's shopping business aims to comprehensively develop shopping services that meet customer needs through a variety of businesses and expand its total transaction value. Those businesses include Yahoo! Shopping; LOHACO, the business alliance with ASKUL Corporation; and Smart Kitchen, the business alliance with Lawson, Inc.

Based on these organizational changes, the Company will pursue prompter and stronger implementation of various measures to improve the services of each of the new companies.

Through that process, it will use its overall power to expand total transaction value and aim to become No. 1 in Japan in the e-commerce field.

2. Personnel Transfers

New Title	Name	Current Title
Operating Officer Head of YAFUOKU! Company	Koji Sakamoto	Operating Officer Head of Consumer Business Company
Operating Officer (New) Head of Shopping Company and Head of CFO Office	Takao Ozawa	Head of CFO Office

Note: CFO stands for Chief Financial Officer