



Yahoo Japan Corporation
FY2010-4Q & Annual Results
(Jan.-Mar. 2011 / Apr. 2010-Mar. 2011)

April 22, 2011

Statements made at the meeting or included in the documents that are not historical facts are forward-looking statements about the future performance of Yahoo Japan Corporation and its consolidated subsidiaries and affiliates.

The Company cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements. Such factors include, but are not limited to, the items mentioned in the Risk Factors in “Results for the Fiscal Year and Three Months ended March 31, 2011.”

The Company reclassified its business segments from FY2010. Figures for FY2009 have been retroactively adjusted.

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FY2010 Highlights – Financial Data

The economic slowdown had a strong impact in FY2009, but performance made a sharp recovery in FY2010, particularly in the advertising business.

Sales and profits grew for the 14th consecutive year, despite a decrease in revenue due to transfer of the research business.

(¥100M)

	FY2009	FY2010	YOY Change
Revenue	2,798	2,924	4.5%
Operating Income	1,438	1,596	11.0%
Ordinary Income	1,433	1,602	11.8%
Net Income	835	921	10.4%

FY2010 Highlights – Business Segments

■ Media Business

Advertising sales rose steadily throughout the fiscal year.

Despite a decrease in revenue resulting from the transfer of research-related business, Media Business revenue increased compared with a year earlier.

■ BS Business

Revenue grew year on year particularly for listing advertising.

Information listing revenue for recruitment and real estate information that had fallen sharply during the economic recession exhibited a recovery trend, supporting a year-on-year increase in BS Business revenue.

■ Consumer Business

Shopping and game revenue expanded.

Although auction transaction value, which had been in a slump, showed signs of recovery in the second half of the fiscal year, Consumer Business revenue declined year on year overall.

(¥100M)

	FY2009	FY2010	Change
Media Business	1,022	1,102	7.8%
BS Business	714	767	7.5%
Consumer Business	1,053	1,049	-0.4%

FY2010-4Q Highlights – Financial Data

Quarterly revenue increased mainly led by listing advertising and display advertising.

Revenue and profits hit a record high.

(¥100M)

	2009-4Q	2010-4Q	YOY Change
Revenue	732	757	3.5%
Operating Income	387	423	9.5%
Ordinary Income	386	427	10.4%
Quarterly Net Income	233	243	4.3%

FY2010-4Q Highlights – Media Business (1)

Listing advertising through advertising agencies

(Paid search advertising [Sponsored Search] and interest-based advertising [Interest Match])

- Listing advertising revenue through advertising agencies increased year-on-year and quarter-on-quarter, and hit a record high.
- Along with the recovery in the economy, advertising by recruitment-related and transportation/leisure companies greatly expanded. Fashion/accessories and department stores/mail order/shopping malls advertising also increased.
- Advertising through mobile phones by Internet information companies rose substantially, contributing to revenue growth.

Impact of Earthquake Disaster

The Company decided to suspend the listing of advertising on some pages for a certain period after the quake. In addition, there was a decline in clicks by users that affected revenue.

(¥100M)

Media Business	2009-4Q	2010-4Q	YOY Change
Revenue	282	300	6.2%
Operating Income	147	165	12.4%

FY2010-4Q Highlights – Media Business (2)

Display advertising

- Display advertising revenue increased year-on-year and quarter-on-quarter, and hit a record high.
- Driven by the continued momentum, Brand Panel revenue increased year on year and from the previous quarter. As a result, revenue hit a record high.
- Targeting advertising revenue increased year-on-year and quarter-on-quarter, and hit a record high.
- Advertising through mobile phones by Internet information companies rose substantially, contributing to revenue growth.
- Advertising through smartphones by automobile- and fashion-related companies also increased firmly. Tie-up advertising done with major advertisers through the GyaO! App. GyaO CORPORATION achieved overall profit for the fiscal year.

Impact of Earthquake Disaster

The Company decided to suspend the listing of advertising on some pages and smartphones for a certain period following the earthquake and earthquake disaster-related information banners were put up. There was a negative impact on revenues because some of the advertisers with Brand Panel and other advertising that was not temporarily suspended practiced self-restraint, etc. and halted advertising in view of the earthquake disaster and because we replaced some advertising with earthquake disaster-related information banners.

FY2010-4Q Highlights – BS Business

Listing advertising through online order

(Paid search advertising [Sponsored Search] and interest-based advertising [Interest Match])

- Revenue increased year on year and from the previous quarter. The holding of promotion seminars in major cities throughout Japan and online seminars to raise awareness and educate people about listing advertising and an increase in the number of online advertising agencies contributed to revenue growth.

Data center-related revenues

- Cloud computing-related revenues of IDC Frontier Inc. increased.

Information listing revenues

- Information listing-related revenues of Yahoo! Real Estate and Yahoo! Rikunabi grew on a year-on-year and quarter-on-quarter basis.

Impact of Earthquake Disaster

- Listing advertising: The Company decided to suspend the listing of advertising on some pages for a certain period after the quake. In addition, there was a decline in clicks by users that affected revenue.
- Data centers: After the earthquake, interest heightened in the fact that our data centers are in diversified locations and we received many enquiries.

(¥100M)

BS Business	2009-4Q	2010-4Q	YOY Change
Revenue	187	199	6.7%
Operating Income	92	106	16.2%

FY2010-4Q Highlights – Consumer Business

E-Commerce related revenues (Yahoo! Auctions, Yahoo! Shopping, Pay digital content)

- Aggressively implemented year-end/new year sales campaigns, bonus point campaigns to increase usage by smart phone owners, and other sales measures.
- Practiced self-restraint in sales promotion campaigns, etc, following the Great East Japan Earthquake and conducted charity auctions on Yahoo! Auctions and began offering a Support Gift Service on Yahoo! Shopping to delivery relief goods to earthquake victims.
- Good demand for new services, such as Sengoku IXA and Yahoo! Mobage, contributed to growth in pay digital content revenue.

Yahoo! Premium membership revenues

- The number of Yahoo! Premium member IDs as of March 31, 2011 was 7.68 million IDs.

Impact of Earthquake Disaster




- eCommerce: Cancellation of large-scale fiscal year end sales campaigns, including TV commercials was one reason for the decline in transaction value.
- Pay digital content: Use of game services etc. dropped after the earthquake but later recovered.
- Premium members: Cancellation of new member promotion campaigns, etc. resulted in decline in new member acquisition.
- Temporary suspended issuing of March invoices to stores and Yahoo! Wallet users in the disaster regions, resulting in a decline in revenue.

(¥100M)

Consumer Business	2009-4Q	2010-4Q	YOY Change
Revenue	260	257	-1.3%
Operating Income	168	156	-7.4%

Response Following the Great East Japan Earthquake (1)

As an
Internet Service
Provider

- ☑ Established an earthquake disaster project. The special team provided information on the disaster and the relief and recovery efforts on a 24-hour basis. The team gathered and listed essential information on our website, centered on the top page of Yahoo! JAPAN. During the period from March 12 to March 18, our total page views jumped about 30% over the same period last year.
- ☑ Launched an earthquake and tsunami information web page. 
- ☑ Set up an earthquake/relief and recovery efforts web page. 
- ☑ Created a by-area disaster support information website that compiled evacuation centers and lifeline information by area. 
- ☑ Placed multi-lingual power blackout and power conservation information on Yahoo! JAPAN's top page as well as a visual electric power meter showing electric power usage.
- ☑ Offering cached site services for public body and highly public-related web sites, such as the Prime Minister of Japan and His Cabinet website.
- ☑ Launched latest information web pages on the nuclear power plant disaster on Yahoo! Topics.
- ☑ Based on a heads-up from the Ministry of Internal Affairs and Communications, we issued a warning about panic-inciting chain email going around.
- ☑ Set up a Great East Japan Earthquake Photo Archive website to preserve photographs of the earthquake disaster for posterity.

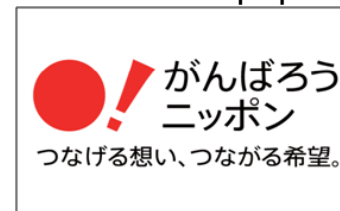
Response Following the Great East Japan Earthquake (2)

As an
Internet Service
Provider

- ✓ Began collecting relief donations over the Internet through Yahoo! Charity Fund. Donations reached the ¥1 billion mark in just six days.
- ✓ On Yahoo! Shopping, we began offering a Support Gift Service that delivers goods to the disaster regions.
- ✓ On Yahoo! Auctions, we held Great East Japan Earthquake charity auctions.
- ✓ On GyaO!, we launched the charity project REPLAY JAPAN, which supports disaster victims by providing entertainment content.
- ✓ We commenced a free distribution service for Shukan Shonen Jump, a comic magazine, for people who had missed reading the weekly publication because of the earthquake.

As a Corporate

- ✓ The Company donated ¥300 million to the relief fund (only ¥200 million booked in fourth quarter).
- ✓ Created the slogan “Fight Japan!—Keep the Dream, Keep Up Hope” for our rebuilding support efforts.
- ✓ Paid additional amount of money equivalent to the consumption tax on any donation made to Yahoo! Charity Fund through the purchase of wallpaper.

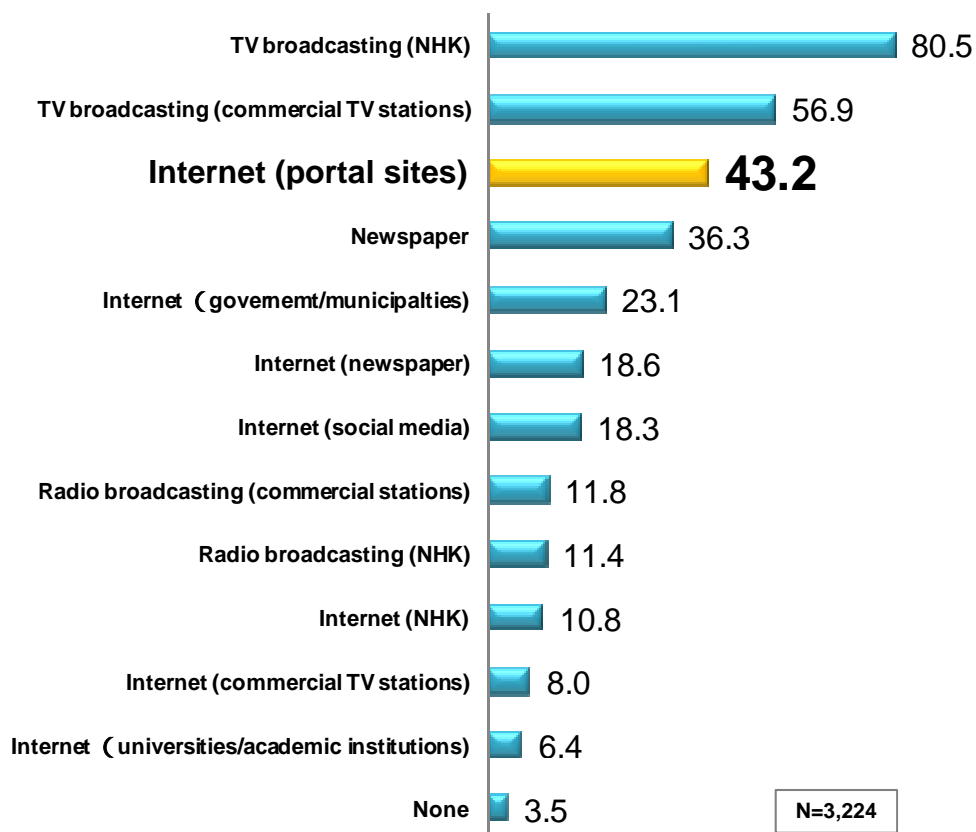


YAHOO!
JAPAN

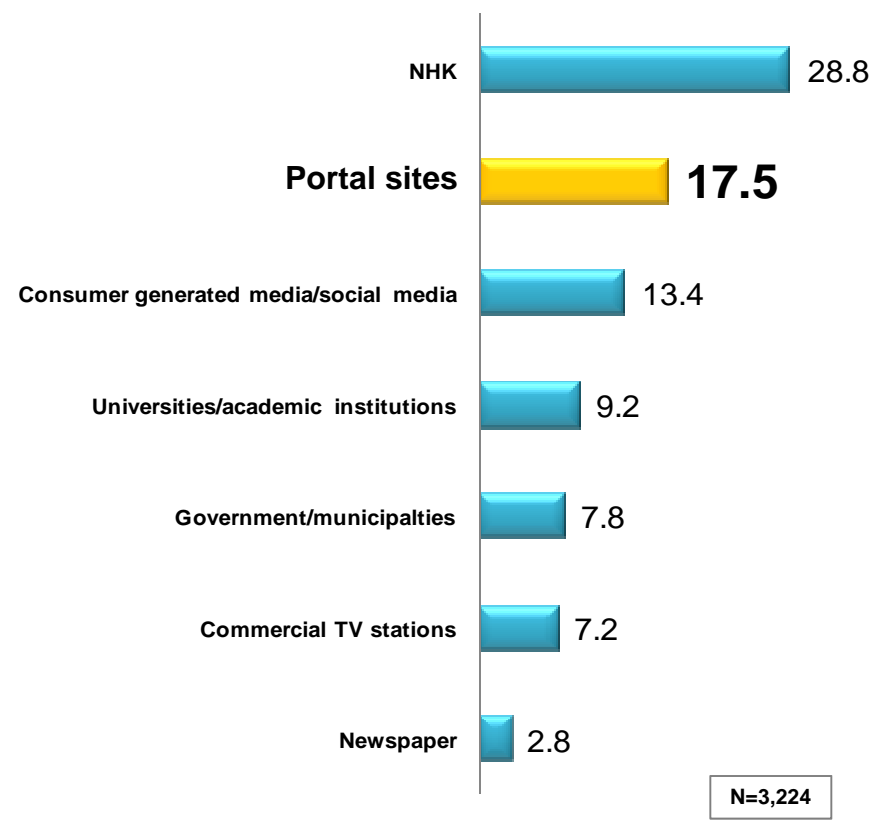
Y! Increase in Importance of Internet Media

According to a survey by Nomura Research Institute Ltd., the importance and credibility of Internet portals as media increased substantially.

Considered an important media and information source for information on earthquake disaster (multiple answers allowed)



Percentage of respondents who said that "credibility increased" for media as a result of viewing information on the earthquake disaster on it



Business Data to be Disclosed Quarterly (1)

Reasons for quarterly disclosure of business data

- To enable readers to gain a proper understanding of business conditions by disclosing data along with earnings performance.
- Monthly disclosure indicator figures have low correlation with earnings.
- Monthly changes in indicators only marginally affect business trends.

Business Data to be Disclosed Quarterly

Indicator (Quarterly average)	FY2009-4Q	FY2010-4Q
Number of Yahoo! JAPAN total monthly page views (millions)	44,785	49,564
Number of monthly mobile phone page views (millions)	6,801	9,273
Number of Yahoo! JAPAN monthly unique browsers (millions)(*1)	201.09	222.40
Number of Yahoo! JAPAN monthly active users IDs (millions)(*2)	24.09	25.11
Number of Yahoo! Premium member IDs (quarter-end)(millions)	7.59	7.68

(*1) Number of browsers that accessed Yahoo! JAPAN services each month

(*2) Number of Yahoo! JAPAN IDs that logged in each month



Business Data to be Disclosed Quarterly (2)

Business Data to be Disclosed Quarterly - continue

Indicator (Quarterly average)	FY2009-4Q	FY2010-4Q
<u>Yahoo! Auctions</u>		
Number of monthly unique browsers (millions)	36.81	36.79
Number of stores (quarter-end)	17,093	17,344
Transaction value (quarterly total)(100 millions of yen)	1,702	1,657
Unit price of winning bid (yen)	4,812	4,876
Winning bid ratio (%)	15	13
<u>Shopping Related</u>		
Number of monthly unique browsers (millions)	33.97	37.47
Number of stores (quarter-end)	17,352	20,290
Transaction value (quarterly total)(100 millions of yen)(*1)	637	671
<u>Yahoo! Auctions + Shopping</u>		
Transaction value (quarterly total)(100 millions of yen)	2,340	2,328
Mobile transaction value (quarterly total)(100 millions of yen)(*2)	394	520

(*1) Including Yahoo! Shopping, Yahoo! Ticket and Yahoo! Travel

(*2) Previously, transactions were only counted in Yahoo! Auctions mobile transaction value if the final bid was mobile.

14 However, as of January 1, 2011, the definition was changed to include all mobile bids. Past data has not been retroactively adjusted.

Review of FY2010-4Q Business Outlook

Advertising, shopping-related and pay digital content sales were doing extremely well during the early part of March. However, because of the earthquake, quarterly sales fell to a little above the mid-point of the forecast range. The decline reflected the Company's decision to suspend some of advertising for a certain period due to the earthquake, the large declines in e-commerce transaction value and acquisition of new Yahoo! Premium members, the temporary halt in issuing of March invoices to customers in the disaster regions, and other related factors.

On the other hand, operating income greatly exceeded the upper range of the forecast. Reasons included the cancellation of large-scale sales campaigns and other sales promotions planned for the last part of March, the holding of the amortization of goodwill for the quarter to about minus ¥600 million following the adjustment of the tax treatment of the acquisition of shares of IDC Frontier Inc., and other factors. However, due to the donation made to the earthquake relief fund by the Company and other expenses, net income for the quarter ended within the forecast range.

(¥ 100M)

	Actual	Forecast (As of Jan. 25, 2011)
Revenue	757	734-772
Operating Income	423	391-414
Ordinary Income	427	392-415
Quarterly Net Income	243	231-245

YAHOO!
JAPAN

FY2011-1Q Business Outlook

We are targeting sales growth based mainly on increases in advertising, shopping-related, and pay digital content sales. Although it is unclear at this point what the impact of the earthquake disaster will be, we will continue to invest for future growth based on the view that the impact will be short term.

In particular, we expect that sales promotion costs, business commission expenses for development, and other expenses will continue to increase.

(¥ 100M)

	2010-1Q (Actual)	2010-4Q (Actual)	2011-1Q (Forecast)
Revenue	705	757	704-739
Operating Income	376	423	373-396
Ordinary Income	375	427	377-400
Quarterly Net Income	216	243	222-236

■ Since the business environment of the Group can fluctuate substantially in the short term, it is extremely difficult to forecast performance for the full fiscal year with a high degree of confidence. Therefore, the Group announces its financial results on a quarterly basis together with the business outlook only for the following quarter.

FY2010 Financial Results

•Major Consolidated subsidiaries at the end of FY2010

- ◆ Cirius Technologies, Inc.
- ◆ GyaO CORPORATION
- ◆ Indival, Inc.
- ◆ Yahoo Japan Customer Relations Corporation
- ◆ Y's Insurance Inc.
- ◆ Firstserver, Inc.
- ◆ IDC Frontier Inc.
- ◆ Netrust, Ltd.
- ◆ Y's Sports Inc.

•Affiliated companies (equity method) at the end of FY2010

- ◆ All About, Inc.
- ◆ CREO CO., LTD.
- ◆ JWord Inc.
- ◆ Oricon DD, Inc.
- ◆ ValueCommerce Co., Ltd.
- ◆ CLASSIFIED Corporation.
- ◆ Estore Corporation
- ◆ MACROMILL, INC.
- ◆ Tavigator, Inc.
- ◆ 4travel, Inc.

FY2010 Statements of Income

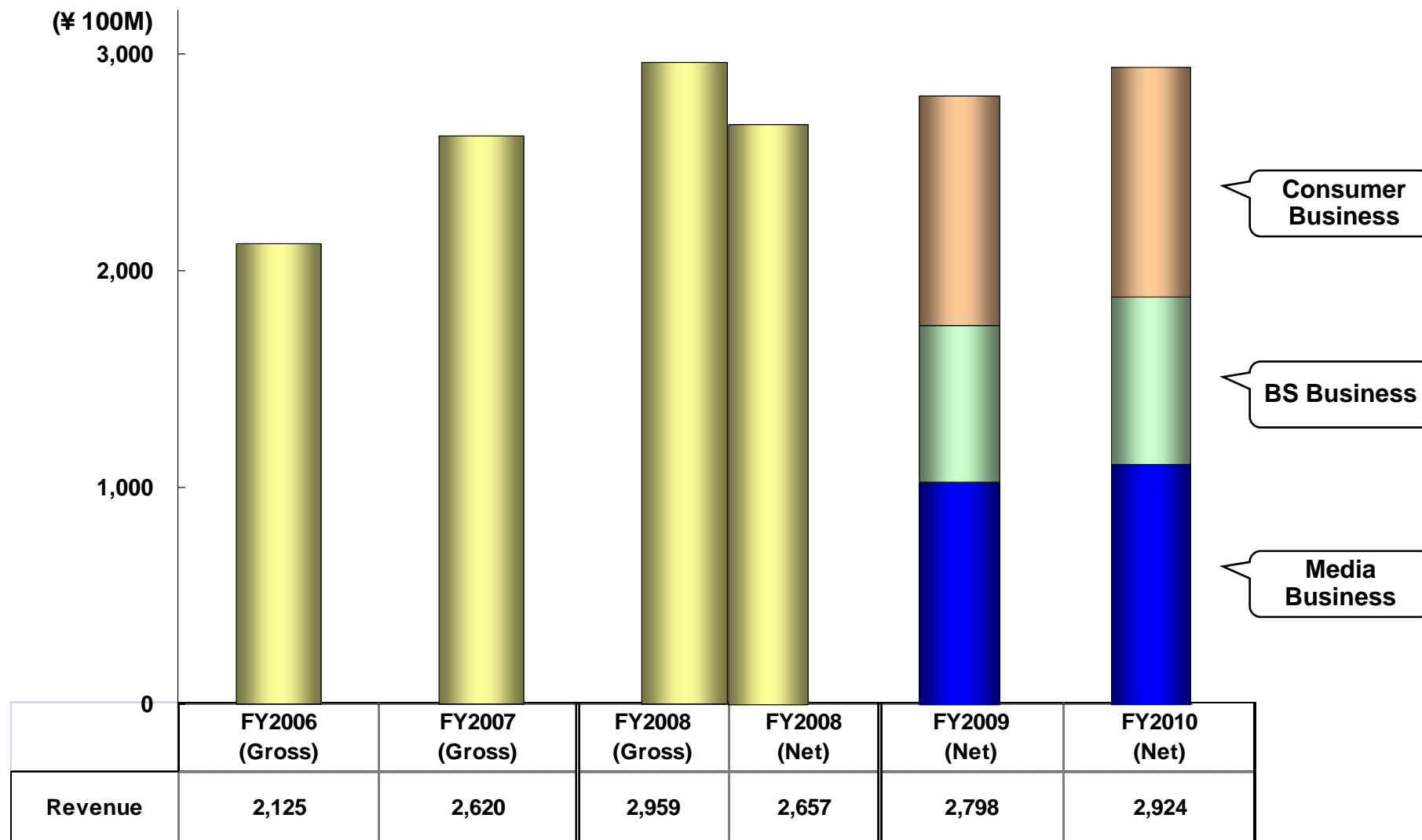
	FY2009	FY2010	Changes
Revenue (¥100M)	2,798	2,924	4.5 %
Cost of Sales (¥100M)	326	292	-10.3 %
Gross Profit (¥100M)	2,472	2,631	6.4 %
SG&A (¥100M)	1,033	1,035	0.1 %
Operating Income (¥100M)	1,438	1,596	11.0 %
Ordinary Income (¥100M)	1,433	1,602	11.8 %
Net Income (¥100M)	835	921	10.4 %
Fully Diluted EPS (¥)	1,437	1,588	10.5 %
Number of Shares Assuming Full Dilution (10 thousand) *	5,812	5,802	-0.2 %

Notes:

Number of Shares Assuming Full Dilution excludes treasury stocks.

Y! Annual Net Sales

Net Revenue up 14 consecutive years since the start of services



Notes:

*Commencing with the fiscal 2008, we started indicating revenue on a net rather than gross basis, by eliminating certain items in cost of sales and SG&A. Figures on a gross basis for FY2008 are included for your reference.

19 *The Company reclassified its business segments from FY2010. Figures of individual segments for FY2009 are based on a retroactive adjustment.

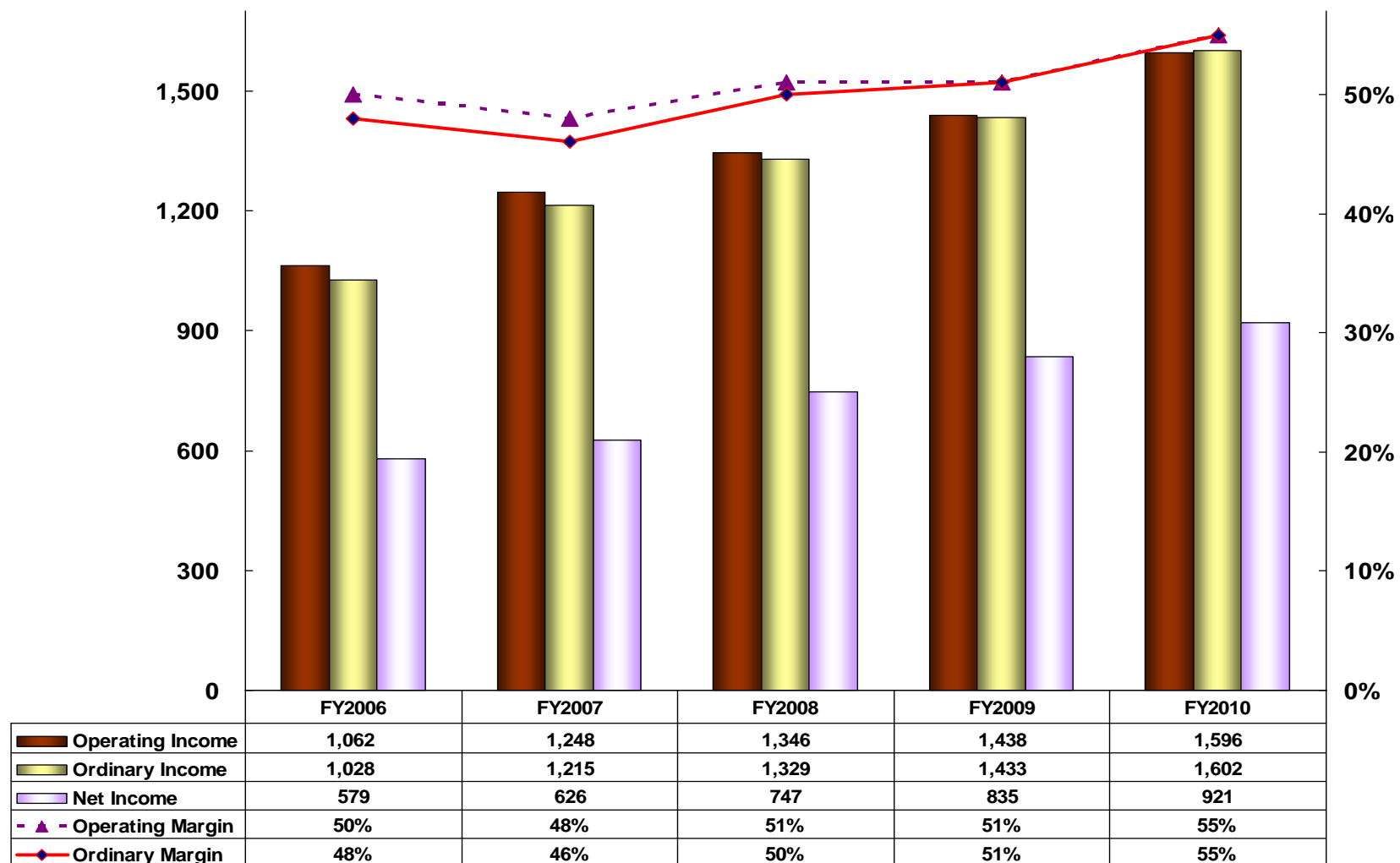




Annual Profit

Operating, Ordinary, and Net Income up 14 consecutive years since the start of services

(¥ 100M)



*Margins for FY2008 onward are affected by the change in the presentation basis for revenue from gross basis to net basis.



FY2010 Annual Performance Breakdown by Business

(¥ 100M)

	Revenue	Revenue Breakdown by Business Group		Gross Profit	SG&A	Operating Income	Ordinary Income	Operating Margin	Ordinary Margin
Media Business	1,102	Advertising Others	96% 4%	985	394	590	594	53.6%	53.9%
BS Business	767	Advertising Corporate Services Information Listing Services	63% 25% 12%	612	227	385	387	50.2%	50.5%
Consumer Business	1,049	e-Commerce Related Membership Services Others	56% 35% 9%	1,030	348	682	680	65.0%	64.9%

*Please see P. 42 for the product items involved in the revenue of each segment.

Y! Annual SG&A Breakdown

(¥ 100M)

	FY2009	FY2010	%	Increase/ Decrease	Changes
Personnel Expenses	303	318	30.7%	14	4.8%
Business Commissions	127	134	13.0%	6	5.1%
Depreciation Expenses	89	85	8.3%	-4	-4.5%
Royalties	80	84	8.2%	4	5.0%
Communication Charges	93	83	8.1%	-10	-11.1%
Sales Promotion Costs	72	75	7.3%	2	3.9%
Content Provider Fees	67	63	6.2%	-3	-5.7%
Lease and Utility Expenses	61	62	6.0%	0	1.3%
Sales Commissions	43	46	4.5%	3	8.0%
Advertising Costs	11	25	2.4%	13	116.6%
Administrative and Maintenance Expenses	23	20	2.0%	-2	-11.4%
Taxes and Public Dues	14	13	1.3%	-1	-8.7%
Allowance for Doubtful Accounts	6	6	0.6%	-0	-8.5%
Compensation	2	4	0.4%	1	54.8%
Office Supplies	2	3	0.3%	1	47.9%
Others	31	7	0.8%	-24	-75.5%
SG&A Total	1,033	1,035	100.0%	1	0.1%

Major factors for yoy changes

Number of personnel
4,748 in total: -2.7% from 2010/3

Possession of data centers resulted
in a streamlined operation

TV CM broadcast

Decline mainly due to downward
revision in goodwill related to a
revision of the tax assessment on
acquisition of shares of IDC Frontier
Inc.

Y! FY2010 Balance Sheets

Major Items	End of FY2009 (2010/3/31)	End of FY2010 (2011/3/31)	Increase/ Decrease	Major Factors for Increase/Decrease (¥100M)
< Assets >				
Current Assets	2,033	2,525	492	Increase due to operating activities
Cash and Deposits	1,392	1,886	494	
Accounts Receivable -Trade	373	369	-4	
Others	212	228	15	Increase in credit related to the settlement services for Yahoo! Shopping and Yahoo! JAPAN card
Fixed Assets	2,149	2,191	42	
Tangible Fixed Assets	271	288	17	Sales of shares of BB Mobile Corp., to SOFTBANK Corp.
Intangible Fixed Assets	149	111	-37	
Investment Securities	1,599	430	-1,169	
Long-term Receivable - Other	-	1,226	1,226	Increases in unpaid pledges to the Great East Japan Earthquake relief funds and in advertising and promotion expense debts
Total Assets	4,182	4,717	534	
< Liabilities >				
Current Liabilities	1,055	839	-215	Larger interim tax payment compared with the previous fiscal year
Account Payable-Other	130	155	24	
Accrued Income Taxes	471	334	-137	Application of the Accounting Standard for Asset Retirement Obligations
Long-term Liabilities	4	26	22	
Total Liabilities	1,059	866	-193	
< Net Assets >				
Shareholders' Equity	3,075	3,811	736	Decrease in payment of dividends and increase in net profit
Common Stock	75	79	4	
Capital Surplus	26	30	4	Complied with appraisal rights related to acquisition of 100% ownership of First server, Inc.
Retained Earnings	3,004	3,758	753	
Treasury Stocks	-30	-56	-25	
Accumulated Other Comprehensive Income	20	12	-7	
Minority Interests in Consolidated Subsidiaries	22	21	-1	
Total Net Assets	3,122	3,851	728	
Total Liabilities and Net Assets	4,182	4,717	534	

Y! FY2010 Cash Flow Statements

Major Items	FY2010 (Apr.2010 - Mar. 2011)	Major Factors for Changes (¥ 100M)
<u>Operating Activities</u>		
Net Income before Income Taxes	675	Increase in net income before income taxes
Depreciation Expenses	1,574	
Application of the Accounting Standard for Asset Retirement Obligations	98	
Other Current Assets/Liabilities	11	
Payment of Income Taxes and Other Taxes	25	
	-1,012	
<u>Investing Activities</u>		
Expenditures on Time Deposits	116	
Acquisition of Tangible Fixed Assets	-10	Acquisition of servers
Acquisition of Intangible Fixed Assets	-79	
Acquisition/Sales of Investment Securities	-26	
Adjustment of Stock Acquisition Price	-15	Adjustments in the purchase price of shares in SOFTBANK IDC Solutions Corp. due to a revision of the tax assessment
	257	
<u>Financing Activities</u>		
Repayment of Long-term Debts	-289	
Acquisition of Own Stocks	-100	
Payment of Dividends	-25	
	-166	
<u>Net Change in Cash Flows</u>	<u>502</u>	

FY2010-4Q Financial Results

•Major Consolidated subsidiaries at the end of FY2010-4Q

- ◆ Cirius Technologies, Inc.
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- ◆ Estore Corporation
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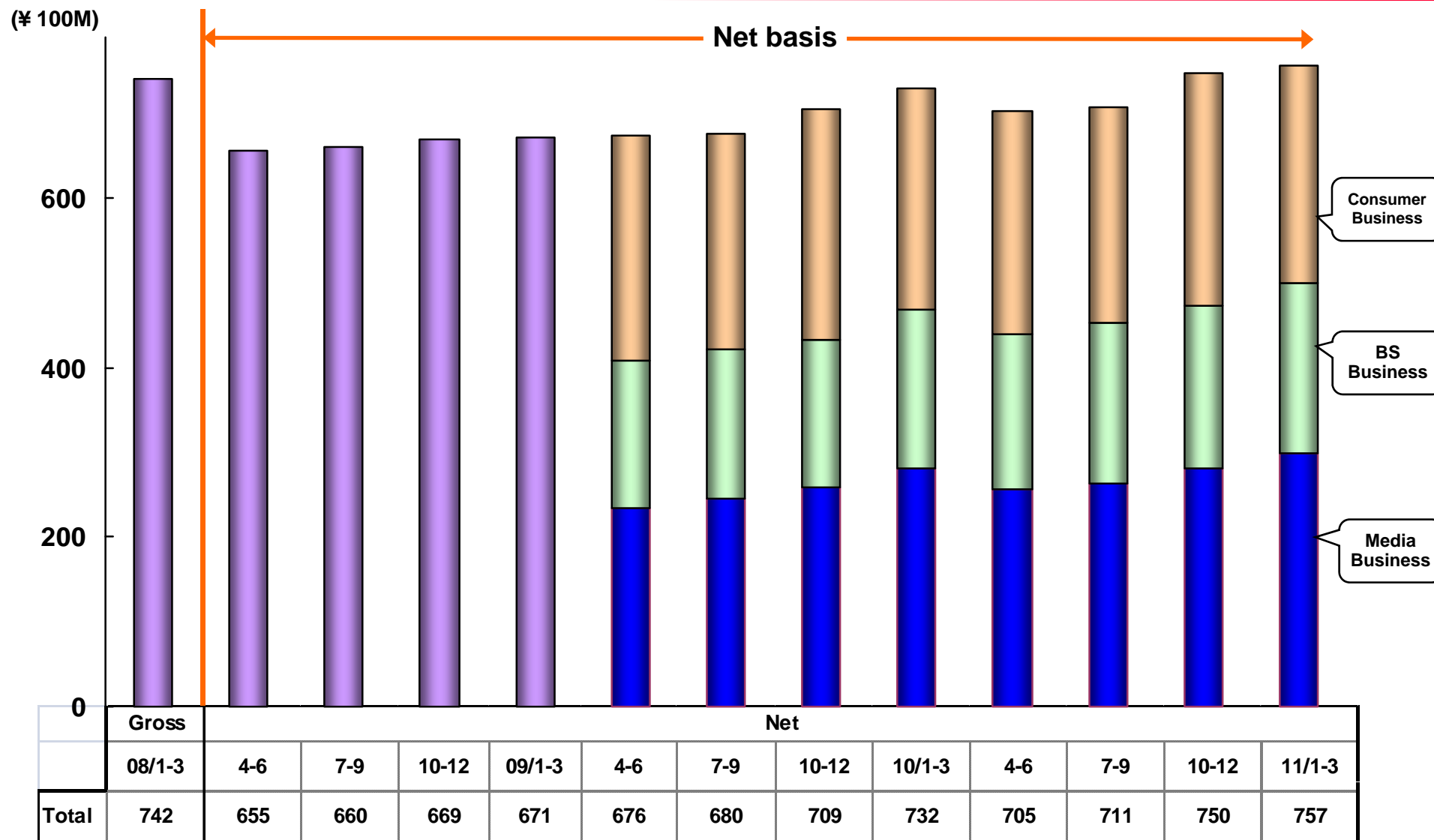
FY2010-4Q Statements of Income

	2009-4Q	2010-4Q	Changes
Revenue (¥100M)	732	757	3.5 %
Cost of Sales (¥100M)	78	73	-6.2 %
Gross Profit (¥100M)	653	683	4.7 %
SG&A (¥100M)	266	260	-2.4 %
Operating Income (¥100M)	387	423	9.5 %
Ordinary Income (¥100M)	386	427	10.4 %
Quarterly Net Income (¥100M)	233	243	4.3 %
Fully Diluted EPS (¥)	402	420	4.4 %
Number of Shares Assuming Full Dilution (10 thousand) *	5,806	5,801	-0.1 %

Notes:

Number of Shares Assuming Full Dilution excludes treasury stocks.

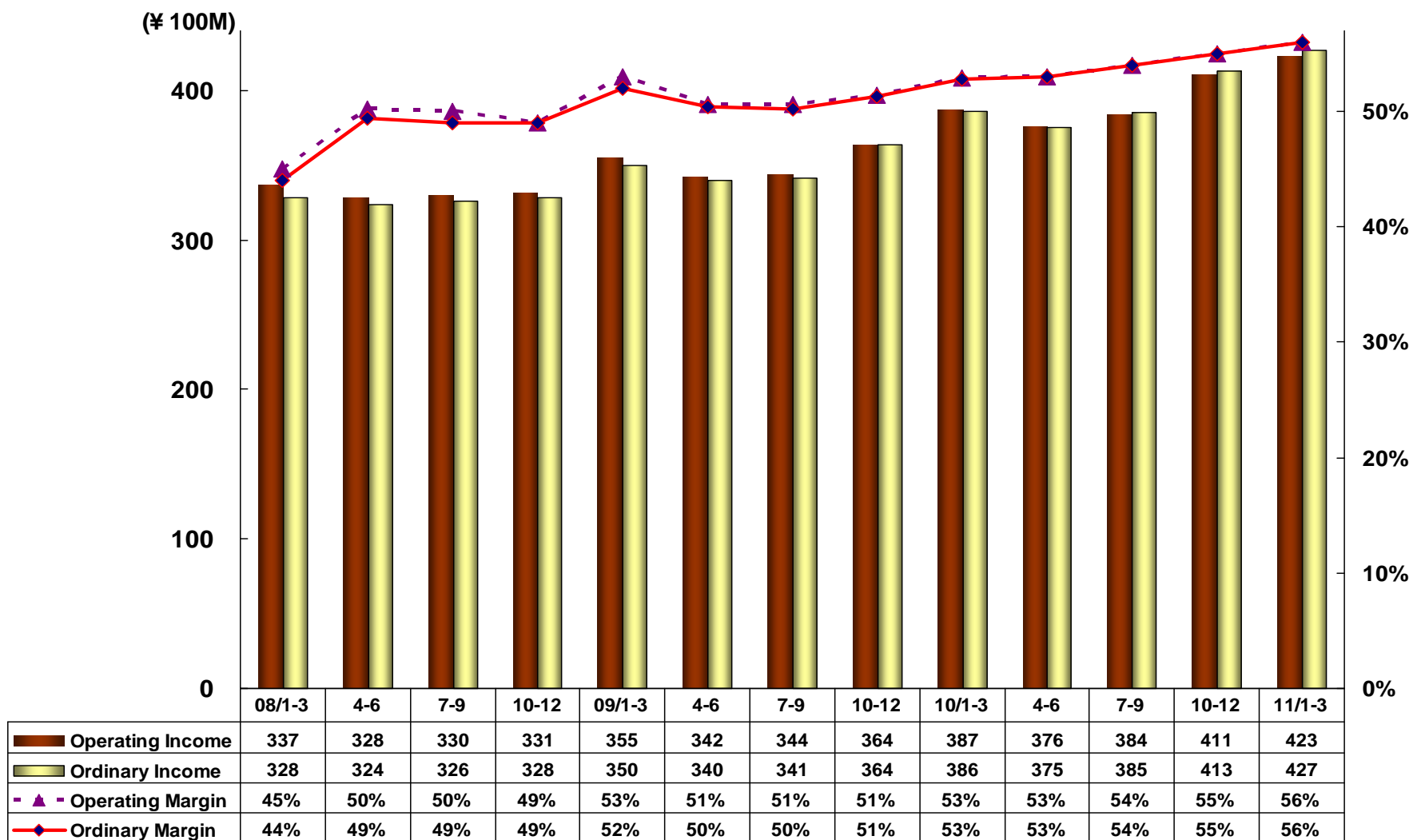
Y! Quarterly Revenue



*Figures of 08/1-3 are indicated on a gross basis.

*The Company reclassified its business segments from FY2010-1Q. Figures of the FY2009 are based on a retroactive adjustment.

Y! Quarterly Profits



*Margins for 08/4-6 and after are affected by the change in the presentation basis for revenue from gross basis to net basis.

FY2010-4Q Performance Breakdown by Business

(¥ 100M)

	Revenue	Revenue Breakdown by Business Group		Gross Profit	SG&A	Operating Income	Ordinary Income	Operating Margin	Ordinary Margin
Media Business	300	Advertising Others	98% 2%	271	105	165	167	55.2%	55.7%
BS Business	199	Advertising Corporate Services Information Listing Services	63% 24% 13%	158	51	106	107	53.6%	53.7%
Consumer Business	257	e-Commerce Related Membership Services Others	57% 35% 8%	252	96	156	156	60.7%	60.7%

*Please see P. 42 for the product items involved in the revenue of each segment.

Y! Quarterly SG&A Breakdown

(¥ 100M)

	09/4Q	10/3Q	10/4Q	%	QoQ Change	YoY Change	
Personnel Expenses	78	82	75	28.9%	-9.2%	-3.8%	
Business Commissions	32	33	35	13.6%	5.1%	10.7%	Expenses related to maintenance and operations increased
Sales Promotion Costs	20	21	23	9.2%	13.3%	14.8%	Sales promotion costs related to paid search advertising increased
Depreciation Expenses	23	21	23	8.9%	5.2%	-0.9%	
Royalties	21	21	21	8.4%	0.7%	3.2%	
Communication Charges	23	20	18	7.3%	-8.2%	-17.8%	Possession of data centers resulted in a streamlined operation
Lease and Utility Expenses	15	15	15	6.0%	1.2%	4.1%	
Content Provider Fees	15	16	14	5.7%	-6.9%	-6.0%	
Sales Commissions	13	12	12	4.9%	3.7%	-2.6%	
Advertising Costs	5	6	11	4.6%	80.4%	129.2%	TV CM broadcast
Administrative and Maintenance Expenses	5	5	5	2.0%	4.9%	-9.8%	
Taxes and Public Dues	3	3	3	1.5%	28.4%	15.2%	
Office Supplies	0	0	1	0.5%	101.8%	85.7%	
Allowance for Doubtful Accounts	1	1	1	0.5%	-36.1%	-27.6%	Downward revision in goodwill related to a revision of the tax assessment on acquisition of shares of IDC Frontier Inc.
Others	7	6	-5	n.a.	n.a.	n.a.	Amortization of goodwill for 10/4Q was approx. -0.6 billion.
SG&A Total	266	269	260	100.0%	-3.4%	-2.4%	

Major factors for YoY changes

Expenses related to maintenance and operations increased

Sales promotion costs related to paid search advertising increased

Possession of data centers resulted in a streamlined operation

TV CM broadcast

Downward revision in goodwill related to a revision of the tax assessment on acquisition of shares of IDC Frontier Inc.
Amortization of goodwill for 10/4Q was approx. -0.6 billion.

Y! FY2010-4Q Balance Sheets

Major Items	2010/12/31	2011/3/31	Increase/ Decrease	Major Factors for Increase/Decrease	(¥ 100M)
< Assets >					
Current Assets	2,134	2,525	391		
Cash and Deposits	1,475	1,886	411	Increase in cash from operating activities	
Accounts Receivable -Trade	361	369	8		
Fixed Assets	2,187	2,191	4		
Tangible Fixed Assets	278	288	10		
Intangible Fixed Assets	143	111	-32		
Investment Securities	1,638	430	-1,208	Sales of shares of BB Mobile Corp., to SOFTBANK Corp.	
Long-term Receivable - Other	-	1,226	1,226		
Total Assets	4,321	4,717	395		
< Liabilities >					
Current Liabilities	689	839	150		
Accounts Payable-Other	151	155	4		
Accrued Income Taxes	151	334	182		
Long-term Liabilities	22	26	3		
Total Liabilities	712	866	154		
<Net Assets>					
Shareholders' Equity	3,564	3,811	246		
Common Stock	77	79	1		
Capital Surplus	28	30	1		
Retained Earnings	3,514	3,758	244		
Accumulated Other Comprehensive Income	17	12	-5		
Minority Interests in Consolidated Subsidiaries	20	21	0		
Total Net Assets	3,609	3,851	241		
Total Liabilities and Net Assets	4,321	4,717	395		

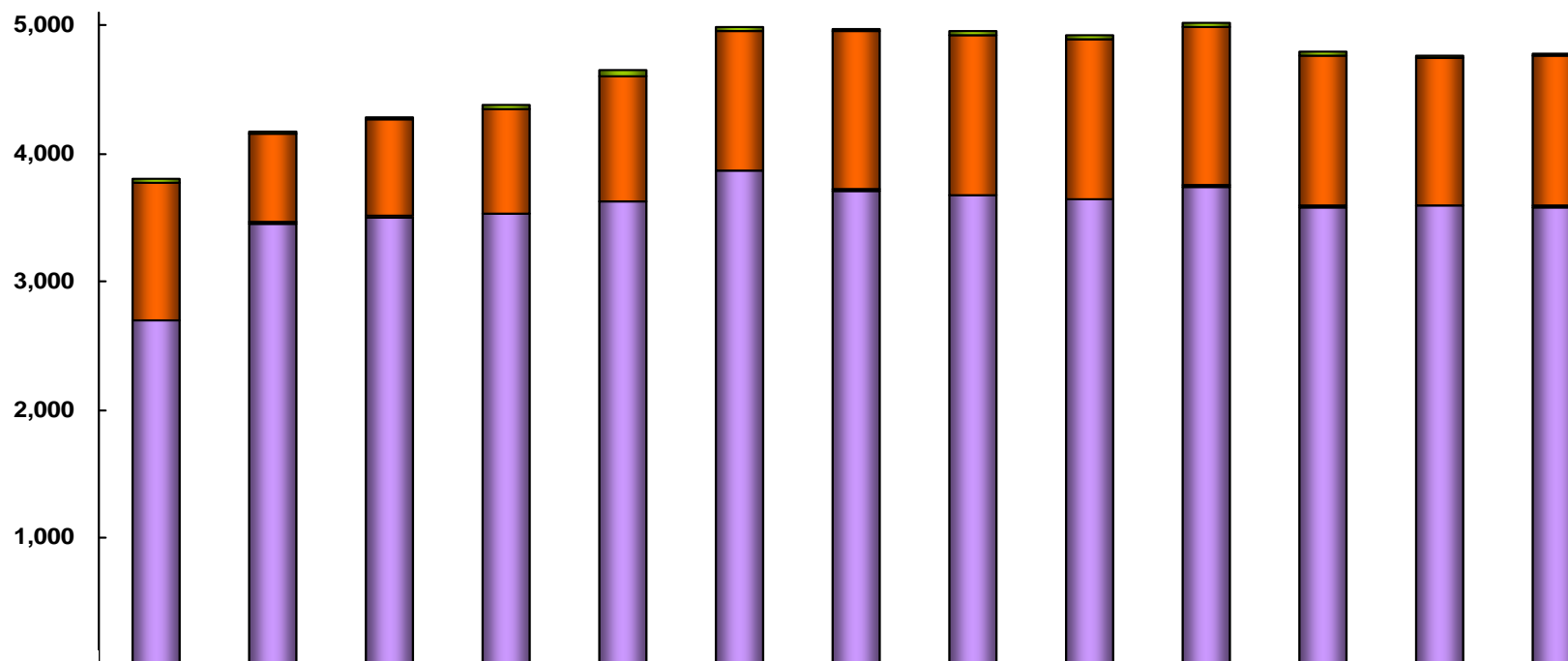
FY2010-4Q Cash Flow Statements

Major Items	FY2010-4Q (Jan.-Mar. 2011)	Major Factors for Changes (¥ 100M)
<u>Operating Activities</u>	<u>439</u>	
Quarterly Net Income before Income Taxes	424	Increase in quarterly net income before income taxes
Depreciation Expenses	26	
Amortization of Goodwill	-7	
Other Current Assets/Liabilities	19	
Payment of Income Taxes	-12	
<u>Investing Activities</u>	<u>-30</u>	
Acquisition of Tangible Fixed Assets	-26	Acquisition of servers
Acquisition of Intangible Fixed Assets	-12	
Adjustment of Stock Acquisition Price	9	
<u>Financing Activities</u>	<u>2</u>	
Income on Issue of New Shares	2	
<u>Net Change in Cash Flows</u>	<u>411</u>	

Y! Number of Directors and Employees

(Number of People)

(at the End of Quarter)



	08/3	6	9	12	09/3	6	9	12	10/3	6	9	12	11/3
Directors and Auditors of Subsidiaries	32	26	25	24	39	31	32	30	30	24	24	17	17
Employees of Subsidiaries	1,062	685	747	814	977	1,082	1,228	1,249	1,238	1,238	1,177	1,142	1,164
Directors and Auditors of Yahoo! JAPAN	9	9	9	9	9	9	9	9	9	9	9	9	9
Employees of Yahoo! JAPAN	2,697	3,459	3,508	3,532	3,622	3,863	3,712	3,670	3,644	3,743	3,586	3,591	3,584
Total	3,800	4,179	4,289	4,379	4,647	4,985	4,981	4,958	4,921	5,014	4,796	4,759	4,774

The above figures of employees include staff who have been dispatched.



Appendix

Listing Advertising Sales by Industry

Industries with large year on year increase

- Recruitment Services
- Transportation/Leisure
- Fashion/Accessories

Industries with large year on year decrease

- Finance/Insurance/Securities
- Educations/University

	09/4Q	10/1Q	2Q	3Q	4Q
Finance/Insurance/Securities	12.9%	12.6%	11.4%	10.6%	10.7%
Transportation/Leisure	7.3%	8.0%	10.5%	8.2%	8.2%
Real Estate/Household Equipment	8.0%	6.1%	6.2%	6.0%	8.0%
Department Stores/Mail Order/Shopping Malls	6.4%	7.4%	6.1%	7.4%	6.8%
Medical, Welfare, Health and Beauty	6.7%	7.0%	6.9%	6.2%	6.3%
Cosmetics/Toiletries/Health Foods and Appliances	6.1%	6.9%	7.1%	7.1%	6.3%
Educations/University	6.8%	6.1%	6.2%	5.1%	6.1%
Information Processing/Software/Internet Information Service	5.7%	5.1%	4.2%	6.1%	5.9%
Fashion/Accessories	3.9%	3.9%	4.6%	5.0%	4.7%
Recruitment Services	2.9%	3.0%	3.3%	3.1%	4.2%
Autos (Transportation Equipment)	2.8%	2.7%	2.8%	2.9%	3.3%
Interior/Gardening/Reform/DIY	3.0%	3.1%	3.0%	2.9%	2.9%
Others	27.5%	28.1%	27.7%	29.4%	26.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

•Industrial classification has been changed since FY2010.

The share percentage of revenues by industrial category in FY2009 was adjusted retroactively.

Display Advertising Sales by Industry

Industries with large year on year increase

- Internet Information Service/Email Service
- Real Estate/Construction
- Cosmetics/Toiletries

Industries with large year on year decrease

- Autos (Transport Equipment)
- Beverages/Cigarettes
- Fashion/Accessories

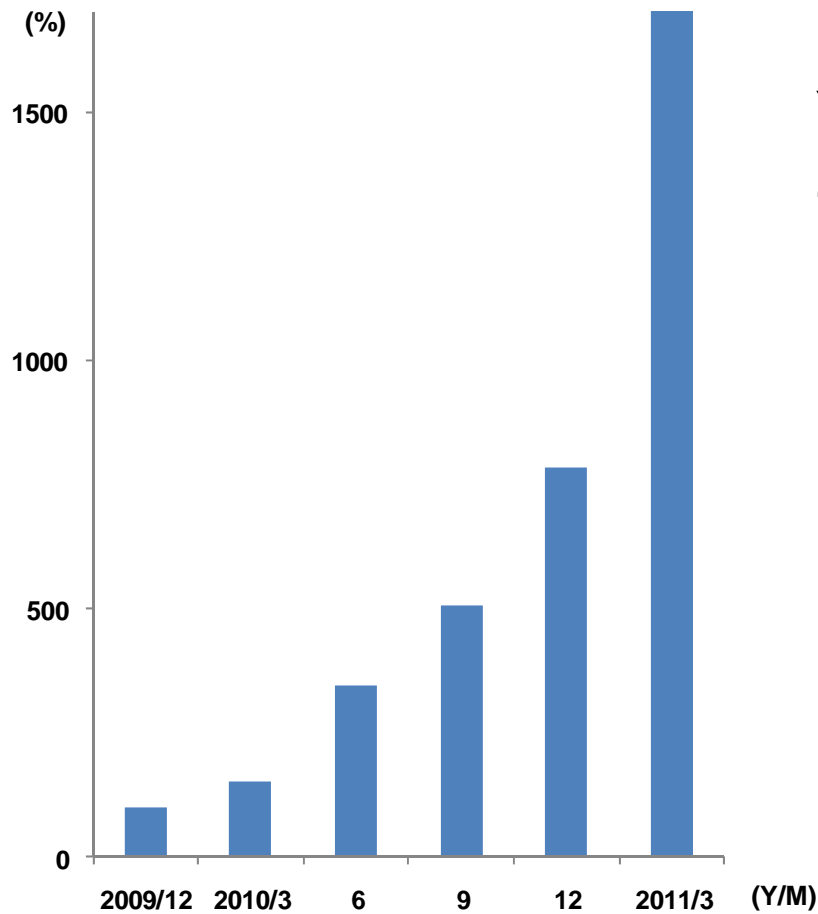
	09/4Q	10/1Q	2Q	3Q	4Q
Finance/Insurance/Securities	15.6%	14.9%	16.8%	15.3%	16.1%
Autos (Transport Equipment)	14.6%	14.0%	13.3%	12.6%	12.8%
Real Estate/Construction	10.6%	9.6%	9.3%	8.0%	11.8%
Transportation/Leisure	7.6%	8.1%	7.2%	7.4%	7.6%
Cosmetics/Toiletries	5.5%	8.8%	9.3%	7.9%	6.7%
Mobile Communications Service	5.7%	3.4%	3.1%	4.7%	5.7%
Internet Information Service/Email Service	3.0%	3.0%	3.7%	5.3%	5.0%
Foodstuffs	3.6%	5.2%	4.5%	5.2%	4.8%
Beverages/Cigarettes	4.7%	5.3%	4.1%	3.7%	4.0%
Computers/Office Equipment	3.3%	1.6%	2.9%	2.7%	2.8%
Fashion/Accessories	3.3%	3.8%	3.6%	4.8%	2.8%
Entertainment Related Software	1.8%	2.9%	2.9%	2.9%	2.6%
Others	20.7%	19.4%	19.3%	19.5%	17.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

*The above are classified by contents of advertising.



Increased Use of Yahoo! JAPAN via Smartphones

Yahoo! JAPAN start page page views for smartphones



Number of page views of Yahoo! JAPAN start page grew 17 times (Compared with 2009/12)

* December 2009 figure is baseline of 100.
* Figures excluding a part of pageviews via smartphone apps.

Services Provided for Various Types of Devices

Optimized services matching each device feature



Yahoo! JAPAN for Smartphones

Smartphone optimized services

Maps, Transit, Gourmet, Traffic Information, Weather, GetLocal, Search, News, Auctions, Shopping, Kids, etc.

Apps for smartphones

Auctions, Dictionary, Maps, Transit, Safety Net, Messenger, Kids, Rikunabi NEXT, GyaO!, Headline News, Voice Search, Travel, Comics, etc.



GyaO! Optimized for iPad

iPad optimized services

Comics, yubichiz, and more to come

Apps for iPad

Comics, Safety Net HD, GyaO!, Business Browser, Voice Search, Jump SQ.D, etc.



Picture Books for TV

TV optimized services

News, Weather, Search, Video Channel, TV de Cooking, Yoshimoto Mi-Hodai, Picture Books, Shopping, Auctions, Movie Information, Knowledge Search, etc.

Y! Apps for Smartphones and Tablets

Apps for iPhone



Yahoo! JAPAN



Dictionary



Auctions



GyaO!



Transit



Rikunabi NEXT



Maps



Messenger



Knowledge Search



Kids



Safety Net



Poffe



Translation loupe



Infoloupe



shakaciz



Sketch-a-Search



Voice Search



Headline News



Business Browser



Comics



Hotel Booking



Harlequin Platinum



Ramen Search



Akira Ikegami SHUEISHA Apps



Yuka Murayama SHUEISHA Apps



Doraemon Stamp Collection

Apps for Android



Auctions



Topics



Weather



Headline News



Search



GyaO!



Maps

Apps for iPad



GyaO!



Comics



Business Browser



Safety Net HD



Voice Search



Akira Ikegami SHUEISHA Apps

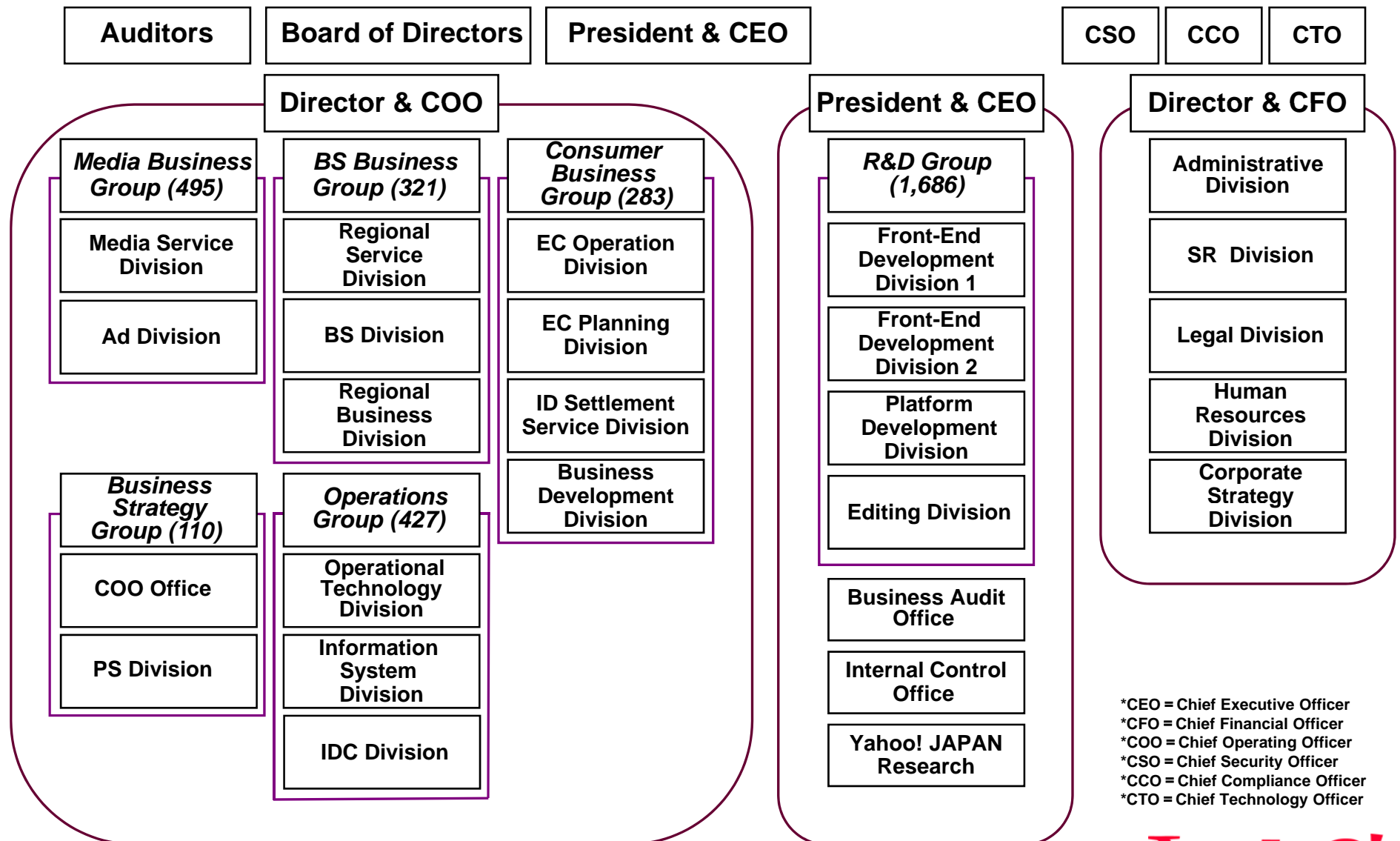


Yuka Murayama SHUEISHA Apps



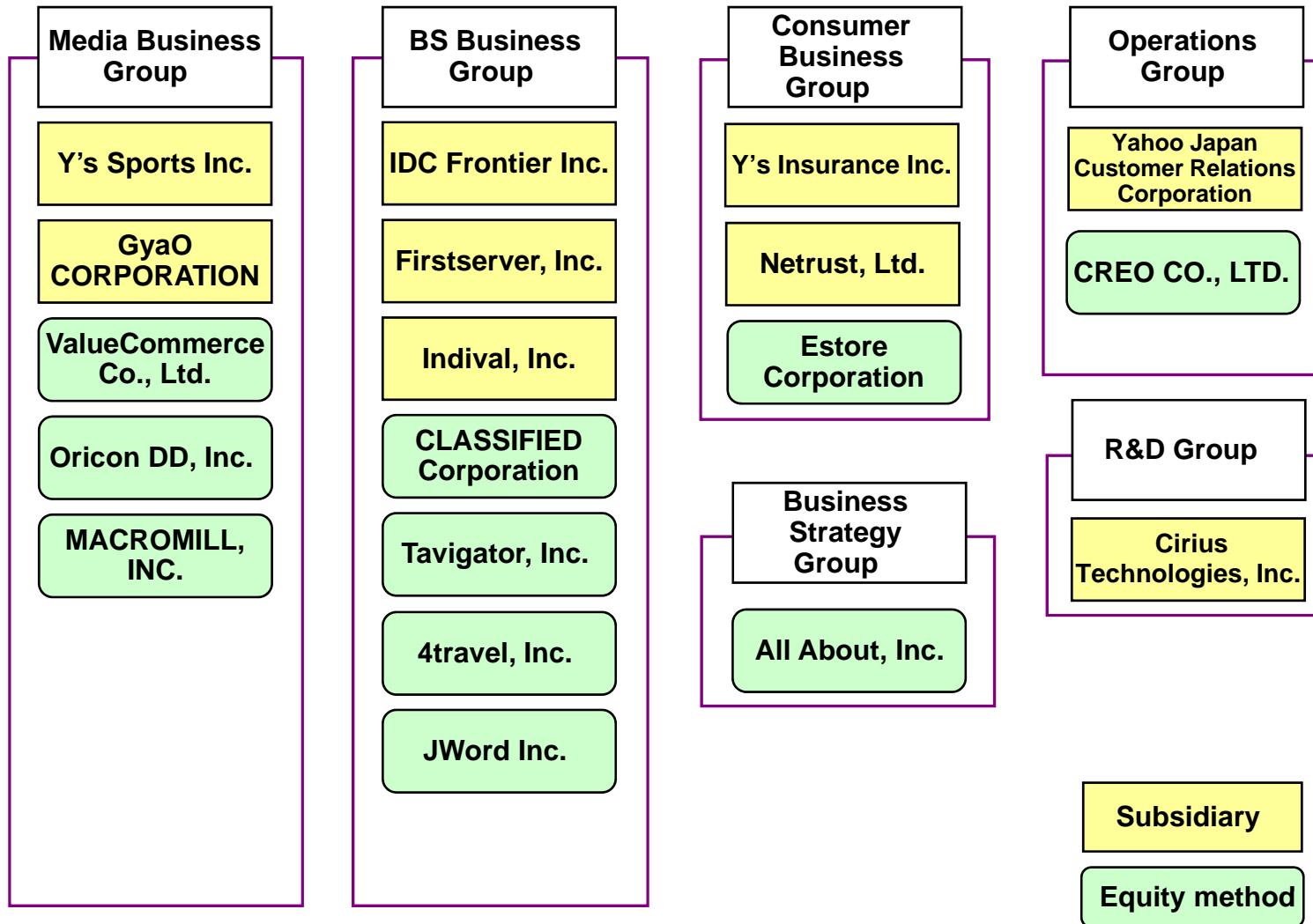
Jump SQ.D

Y! Organization Chart of Yahoo! JAPAN



*CEO = Chief Executive Officer
 *CFO = Chief Financial Officer
 *COO = Chief Operating Officer
 *CSO = Chief Security Officer
 *CCO = Chief Compliance Officer
 *CTO = Chief Technology Officer

Y! Yahoo! JAPAN Group – Major Companies



Number of Employees (unconsolidated): 3,584
 Number of Employees (consolidated): 4,748
 As of March 31, 2011

Old & New Business Segments Breakdown Comparison Table

--Former Main Components--

Advertising

- Media Business :
Display advertising (banner, text, email, and video advertising)
Listing advertising (through advertising agencies)
- BS Business : Listing advertising (online order)
- Consumer Business : Display advertising

Business Services

- Media Business :
Yahoo! Research
- BS Business :
Data center related revenues / Yahoo! WebHosting /
Yahoo! Business Express
Yahoo! Real Estate and Yahoo! Rikunabi
- Consumer Business :
Tenant and system-use fees of Yahoo! Auctions (BtoC)
and Yahoo! Shopping
Yahoo! BB incentive fees

Personal Services

- Consumer Business :
System-use fees of Yahoo! Auctions (CtoC)
Yahoo! Premium, Yahoo! BB ISP fees,
Yahoo! Partners and other pay digital content

--New Main Components--

Media Business

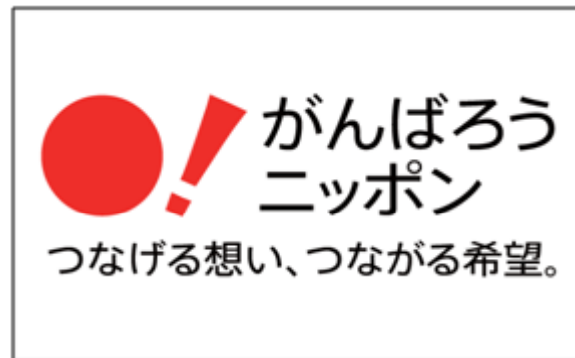
- Advertising :
Display advertising (banner, text, email, and video advertising)
Listing advertising (through advertising agencies)

BS Business

- Advertising :
Listing advertising (online order)
- Corporate services :
Data center related revenues / Yahoo! WebHosting /
Yahoo! Business Express
- Listing services :
Yahoo! Real Estate and Yahoo! Rikunabi

Consumer Business

- e-Commerce :
Tenant and system-use fees of Yahoo! Auctions and
Yahoo! Shopping / Settlement / Pay digital content
- Membership services :
Yahoo! Premium, Yahoo! BB ISP fees,
Yahoo! Partners and other membership services
- Others :
Display advertising / Yahoo! BB incentive fees



Yahoo Japan Corporation IR information is available at :

<http://ir.yahoo.co.jp/en/>