

January 17, 2013

To whom it may concern

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

**Notification of Purchase of Portion of Mynet Inc.'s Business Through
Absorption-Type Company Split**

Yahoo Japan Corporation today announced that it had concluded an agreement to take over the customer relationship management (CRM) of mobile phone-based membership programs business of Mynet Inc. Effective March 1, 2013, the Company will assume the rights and obligations of the CRM business after it is split off by Mynet Inc. (corporate split and merger).

Because the increase or decrease in the total assets of Yahoo Japan Corporation is expected to be less than 10% of the net assets of the Company on the final day of the immediately preceding fiscal year and the increase in net sales less than 3% of the net sales of the same fiscal year, some disclosure items and details have been omitted.

I. Reasons for Purchase of Business

Mynet Inc.'s CRM business has established a large customer base for its mobile phone membership program management services among stores and other outlets. In particular, it offers a variety of sales promotion solution services for restaurant chains. By purchasing this business through the corporate split and merger process, the Company plans to expand its services to the O2O* business domain and enlarge its smartphone business.

*O2O: Online to Offline is a new business model that links the sales activities of virtual and bricks-and-mortar stores or extends the sales promotion impact of online stores to actual stores.

II. Summary of Corporate Split and Merger

1. Corporate Split and Merger Timetable

Approval of Corporate Split and Merger Agreement	January 17, 2013
Signing of Corporate Split and Merger Agreement	January 17, 2013
Effective Date of Corporate Split and Merger	March 1, 2013 (Planned)

Note: Based on the provisions of Article 796, Paragraph 3 of the Companies Act of Japan, the corporate split and merger is being carried out without obtaining the approval of a general meeting of shareholders.

2. Corporate Split and Merger Method

Mynet Inc. will undergo a corporate split with the split-off business merging with Yahoo Japan Corporation as the succeeding company.

3. Details of Allocations Due to Corporate Split and Merger

In the corporate split and merger, Yahoo Japan Corporation expects to pay the cash amount of ¥350 million in consideration for acquiring the rights and obligations of the split-off business of Mynet Inc. There will be no share splits in this deal.

4. Treatment of New Share Subscription Rights and Bonds with Similar Rights of the Corporate Split Company

Mynet Inc. has not issued any such rights or bonds with similar rights.

5. Increase/Decrease in Capital Due to Corporate Split or Merger

The corporate split and merger will not result in an increase/decrease in the capital of the Company.

6. Rights and Obligations Succeeded to by the Company

Based on the corporate split and merger, the Company will assume the assets and liabilities and contractual and other rights and obligations of the split-off business of Mynet Inc.

7. Performance of Debt Obligation

The Company has determined that it will have no problems with performing on the debt obligations of the split-off business that have settlement dates after the effective date of the corporate split and merger.

III. Method of Calculation of Value of Split-Off Business

Taking into consideration the net assets and operating income and business scale in terms of customer base and other factors of the split-off business, it was decided through discussions with Mynet Inc. that Yahoo Japan Corporation would pay the cash amount of ¥350 million to take over the business.

IV. Outline of Corporate Split and Merger Companies

	Successor	Corporate Split Company
(1) Name	Yahoo Japan Corporation	Mynet Inc.
(2) Head Office	9-7-1 Akasaka, Minato-ku, Tokyo	8-16-13, Ginza, Chuo-ku, Tokyo
(3) Representative	Manabu Miyasaka, President & CEO	Jin Uehara, President & CEO
(4) Main Business	Internet advertising business E-commerce business Membership services business Other businesses	Mobile-phone based CRM business Social applications business
(5) Paid-in capital	¥8,022 million	¥88 million
(6) Establishment	January 31, 1996	June 14, 2006
(7) Shares Outstanding	58,196,528 shares	15,060 shares
(8) Fiscal year end	March 31	December 31
(9) Major shareholders and ownership	SOFTBANK CORP. 35.4% Yahoo! Inc. 34.7%	Jin Uehara 54.1%
(10) Financial Position and Performance in Immediately Preceding Fiscal Year		
	Yahoo Japan Corp. (Cons.) FY 2012/3	Mynet Inc. FY 2011/12
Net assets	¥468,300 million	¥74 million
Total assets	¥562,022 million	¥130 million
Net assets per share	¥8,020.35	¥4,968
Net sales	¥302,088 million	¥243 million
Operating income	¥165,004 million	¥1 million
Ordinary income	¥167,300 million	¥0 million
Net income	¥100,559 million	¥0 million
Net income per share	¥1,733.81	¥23.00

V. Details of Business Segment Being Acquired

1. Details of Business Being Taken Over

Mobile-phone based CRM business: Provision of CRM services for mobile-phone based membership program management and other services for restaurants and other outlets.

2. Business Results of Split-Off Business

Business Being Taken Over (Fiscal year ended December 31, 2011)

Net sales	¥216 million
Operating income	¥86 million

3. Assets and Liabilities to be Absorbed and Amounts (At September 30, 2012)

Assets		Liabilities	
	Book Value		Book Value
Current assets	¥21 million	Current assets	¥8 million
Fixed assets	¥23 million	Fixed assets	¥— million
—	—	Net assets	¥37 million
Total	¥45 million	Total	¥45 million

VI. Position of Yahoo Japan Corporation After Corporate Split

There will be no change in the Company's name, head office location, representative, business content, paid-in capital, and fiscal year following the corporate split and merger.

VII. Outlook

The impact of the corporate split and merger on the Company's consolidated and non-consolidated performances in the current fiscal year is expected to be minor.

Reference: Company's Consolidated Performance Forecast for the Current Fiscal Year (Announced October 24, 2012) and Actual Consolidated Performance in the Previous Fiscal Year

(millions of yen)

	Net Sales	Operating Income	Ordinary Income	Net Income
Performance forecast (Year ending March 31, 2013)	319,000 to 325,300	173,300 to 177,000	176,000 to 179,700	107,300 to 109,600
Actual performance (Year ended March 31, 2012)	302,088	165,004	167,300	100,559