

# At a Glance

The business operations of Yahoo! JAPAN and the Yahoo Japan Group are organized into three business segments: the Media Business segment, the Commerce Business segment, and the Others segment, with the Others segment not classified as a reportable segment. While operating independently of one another, these three business segments leverage significant intersegment synergies through mutual collaboration to achieve maximum consolidated revenue and profit. Moving forward, we will enhance our presence as a leading Japanese company in the domains of online advertising and domestic e-commerce markets, where we anticipate especially high levels of growth.

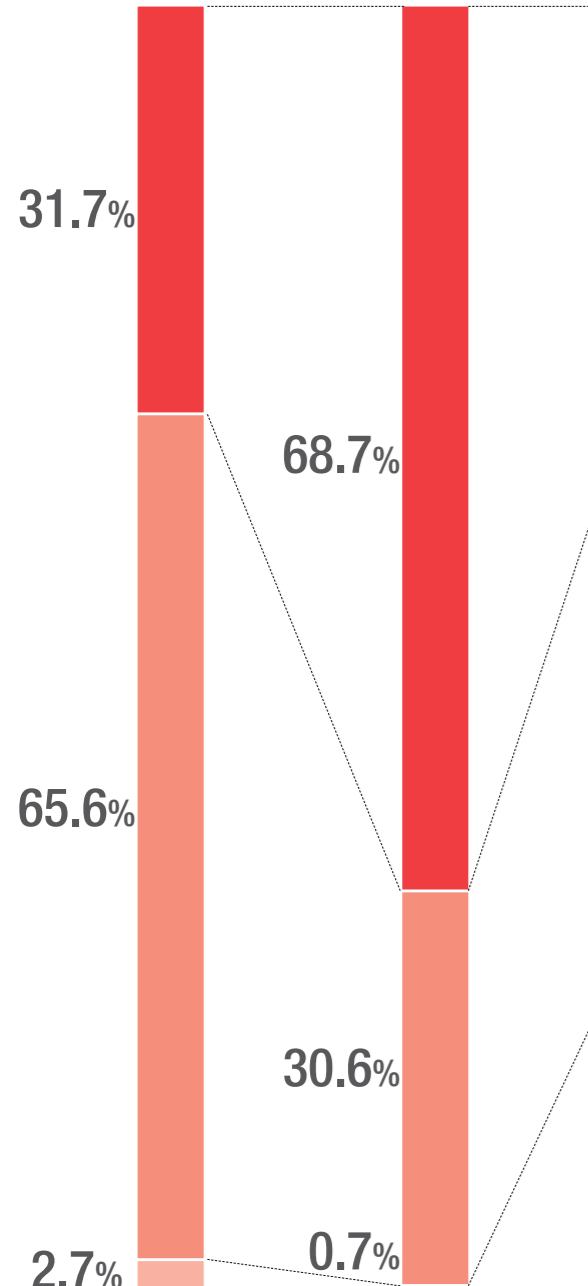
## Yahoo Japan Group (FY2017)

Revenue	¥ <b>897.1</b> billion	ROE	<b>13.5%</b>
Operating Income	¥ <b>185.8</b> billion	Number of Employees (Consolidated)	<b>12,244</b>
Operating Margin	<b>20.7%</b>	Consolidated Subsidiaries (As of June 30, 2018)	<b>43</b>

## Position of the Yahoo Japan Group

Our share of online advertising market <small>Source: Estimated by Yahoo! JAPAN based on 2017 Advertising Expenditures in Japan, DENTSU INC.</small>	<b>Approx. 25%</b>	Smartphone app download ranking <small>Source: App Annie 2017 Retrospective Report (total downloads from iOS App Store and Google Play Store) 2017 Domestic Application Publishers Ranking in Japan for All Downloads</small>	<b>No. 1</b>
Our reach of Internet users in Japan*2 <small>*2 "Total digital" share of number of users excluding overlap in users of both PCs and smartphones Source: Nielsen Digital Content Ratings (May 2018), Nielsen Digital Co., Ltd.</small>	<b>No. 1</b>	Total domestic e-commerce transaction value (FY2017)	<b>¥ 2.1 trillion</b>

Revenue Breakdown by Business Segment\*1 (FY2017)      Operating Income Breakdown by Business Segment\*1 (FY2017)



## Media Business

The Media Business segment provides users the opportunity to “encounter” and “explore” in their daily lives through its media and search-related services, and is monetized through the advertising business, etc.

### Principal services

- Yahoo! JAPAN top page, Yahoo! News, and other media-related services
- Paid search advertising, display advertising, and other advertisement-related services

## Principal Services



## Commerce Business

The Commerce Business segment provides users the ability to “purchase” and “pay” in their daily lives through its e-commerce related services, membership services, and financial and payment-related services.

### Principal services

- Yahoo! Shopping, YAHUOKU!, and other commerce-related services
- Yahoo! Premium and other membership services
- Credit cards, e-money, foreign exchange margin trading, and other financial and payment-related services



## Others

The Others segment provides data center-related services, utilities payment-related services, and others.



\*1 Ratio of segment revenue to total revenue for all segments and ratio of segment operating income to total operating income for all segments. Totals for segment revenue and segment operating income do not include adjustments.