

Yahoo Japan Corporation :FY2004-1Q (April-June 2004) P/L Trend (Consolidated Basis)

Unit: Million yen

Grand Total	2003/1Q	2Q	3Q	4Q	2004/1Q	% of Sales	Main Items	Comparison with the previous quarter		Comparison with the same period of the last FY	
								Increase/Decrease	Change	Increase/Decrease	Change
Net Sales	15,564	17,549	20,081	22,580	24,495	100.0%		1,915	8.5%	8,930	57.4%
Advertising	4,430	4,896	5,830	7,118	7,516	30.7%	Listing, Media, Corporate Common-Elimination or Corporate, etc.	398	5.6%	3,085	69.6%
Business Service	2,890	3,333	3,454	3,865	4,815	19.7%	Listing, Y!BB, Auction, etc.	949	24.6%	1,925	66.6%
Personal Service	7,206	8,228	9,690	10,338	10,921	44.6%	Auction, Corporate Common-Elimination or Corporate, Y!BB, etc.	582	5.6%	3,714	51.5%
Others	1,037	1,090	1,105	1,258	1,242	5.0%	Shopping	-16	-1.3%	205	19.8%
Cost of Sales	1,202	1,257	1,324	1,508	1,556	6.4%		48	3.2%	354	29.5%
Gross Profit	14,362	16,291	18,757	21,072	22,938	93.6%		1,866	8.9%	8,575	59.7%
SG&A Expenses	5,928	7,064	7,650	8,628	9,468	38.7%	Personnel, Business commissions, Sales commissions, Communications, etc.	840	9.7%	3,539	59.7%
Operating Income	8,433	9,227	11,106	12,443	13,470	55.0%		1,026	8.3%	5,036	59.7%
Operating Margin	54.2%	52.6%	55.3%	55.1%	55.0%	n.a.		-0.1%	n.a.	0.8%	n.a.
Auction	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	4,349	4,851	5,795	5,841	6,085	100.0%		243	4.2%	1,735	39.9%
Advertising	173	188	198	213	231	3.8%	Advertising sales, etc.	18	8.8%	57	33.2%
Business Service	377	463	552	501	619	10.2%	Revenue from stores, etc.	118	23.6%	241	64.0%
Personal Service	3,798	4,200	5,044	5,127	5,234	86.0%	System-use fees for Yahoo! Auctions	106	2.1%	1,435	37.8%
Others	-	-	-	-	-	-		-	-	-	-
Cost of Sales	4	6	3	4	5	0.1%		1	22.3%	1	23.3%
Gross Profit	4,345	4,845	5,791	5,837	6,079	99.9%		242	4.1%	1,734	39.9%
SG&A Expenses	966	1,153	1,421	1,797	1,846	30.3%	Communications, Business commissions, Personnel, etc.	49	2.7%	879	91.0%
Operating Income	3,378	3,691	4,370	4,039	4,232	69.6%		192	4.8%	854	25.3%
Operating Margin	77.7%	76.1%	75.4%	69.2%	69.6%	n.a.		0.4%	n.a.	-8.1%	n.a.
Listing	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	2,455	3,060	3,642	4,456	5,637	100.0%		1,180	26.5%	3,181	129.6%
Advertising	1,914	2,433	2,923	3,635	3,869	68.6%	Advertising sales, etc. (Including Sponsor Site)	233	6.4%	1,954	102.1%
Business Service	540	627	683	777	1,714	30.4%	Information listing, Business Express, etc.	937	120.6%	1,174	217.2%
Personal Service	0	-0	35	43	53	1.0%		10	23.1%	53	355times
Others	-	-	-	-	-	-		-	-	-	-
Cost of Sales	4	11	7	17	11	0.2%		-6	-38.5%	6	170.9%
Gross Profit	2,451	3,049	3,634	4,438	5,626	99.8%		1,187	26.8%	3,174	129.5%
SG&A Expenses	801	886	974	1,113	1,321	23.4%	Personnel, Sales commissions, Content provider fees, etc.	208	18.7%	519	64.8%
Operating Income	1,649	2,162	2,659	3,325	4,304	76.4%		979	29.5%	2,655	160.9%
Operating Margin	67.2%	70.7%	73.0%	74.6%	76.4%	n.a.		1.8%	n.a.	9.2%	n.a.
Yahoo! BB	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	2,588	3,118	3,306	3,746	3,809	100.0%		63	1.7%	1,221	47.2%
Advertising	120	167	188	270	327	8.6%	Advertising sales, etc.	57	21.1%	206	171.0%
Business Service	1,347	1,519	1,413	1,531	1,361	35.8%	Y!BB customer acquisition incentives, Y!BB continuation fees, etc.	-169	-11.1%	14	1.0%
Personal Service	1,119	1,432	1,704	1,943	2,119	55.6%	ISP fees, Paid services, etc.	175	9.0%	1,000	89.4%
Others	-	-	-	-	-	-		-	-	-	-
Cost of Sales	176	176	193	202	196	5.2%		-5	-2.9%	20	11.6%
Gross Profit	2,412	2,942	3,113	3,543	3,612	94.8%		69	2.0%	1,200	49.8%
SG&A Expenses	859	1,116	1,008	1,061	1,292	33.9%	Business commissions, Sales Promotion, Personnel, etc.	230	21.7%	433	50.4%
Operating Income	1,552	1,825	2,104	2,481	2,320	60.9%		-161	-6.5%	767	49.4%
Operating Margin	60.0%	58.5%	63.7%	66.2%	60.9%	n.a.		-5.3%	n.a.	0.9%	n.a.
Media	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	1,350	1,426	1,576	2,058	2,053	100.0%		-5	-0.3%	702	52.0%
Advertising	1,276	1,261	1,405	1,780	1,761	85.8%	Advertising sales, etc.	-18	-1.0%	484	38.0%
Business Service	53	109	90	162	129	6.3%	Information listing	-33	-20.4%	75	142.5%
Personal Service	20	55	80	116	162	7.9%	Paid content, etc.	49	39.5%	142	704.6%
Others	-	-	-	-	-	-		-	-	-	-
Cost of Sales	21	59	56	67	68	3.3%		0	1.1%	47	222.7%
Gross Profit	1,329	1,367	1,519	1,991	1,984	96.7%		-6	-0.3%	655	49.3%
SG&A Expenses	972	1,028	1,136	1,292	1,382	67.3%	Personnel, Sales commissions, Content provider fees, etc.	90	7.0%	409	42.1%
Operating Income	356	338	382	698	602	29.3%		-96	-13.8%	245	68.9%
Operating Margin	26.4%	23.8%	24.3%	33.9%	29.3%	n.a.		-4.6%	n.a.	2.9%	n.a.
Shopping	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	1,463	1,537	1,683	1,904	1,994	100.0%		90	4.8%	530	36.3%
Advertising	97	109	134	109	154	7.7%	Advertising sales, etc.	45	41.7%	57	59.1%
Business Service	329	337	443	536	597	30.0%	Revenue from stores, Tavigator commissions, etc.	61	11.4%	268	81.6%
Personal Service	-	-	-	-	-	-		-	-	-	-
Others	1,037	1,090	1,105	1,258	1,242	62.3%	eS! Books, etc.	-16	-1.3%	205	19.8%
Cost of Sales	843	849	874	976	966	48.5%	eS! Books, etc.	-10	-1.0%	123	14.6%
Gross Profit	620	688	808	927	1,027	51.5%		100	10.9%	407	65.7%
SG&A Expenses	453	503	591	625	749	37.6%	Personnel, Packing & delivery, Business commissions, etc.	124	20.0%	296	65.3%
Operating Income	166	185	217	301	277	13.9%		-24	-8.0%	111	67.0%
Operating Margin	11.4%	12.0%	12.9%	15.9%	13.9%	n.a.		-2.0%	n.a.	2.5%	n.a.
BS	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	248	268	268	309	351	100.0%		41	13.3%	102	41.1%
Advertising	26	18	13	9	5	1.7%	Advertising sales, etc.	-3	-37.3%	-20	-77.8%
Business Service	221	250	254	300	344	98.0%	Yahoo! Research, Yahoo! Portal Solutions, etc.	43	14.6%	122	55.1%
Personal Service	-	-	-	0	0	0.3%		0	13times	0	n.a.
Others	-	-	-	-	-	-		-	-	-	-
Cost of Sales	140	142	157	188	258	73.5%	Cost of Yahoo! Research, etc.	69	36.8%	117	84.1%
Gross Profit	108	126	111	121	92	26.5%		-28	-23.4%	-15	-14.4%
SG&A Expenses	63	88	121	137	116	33.2%	Personnel, Communications, Business commissions, etc.	-20	-14.9%	52	83.2%
Operating Income	44	37	-10	-15	-23	-6.8%		-7	n.a.	-68	-153.1%
Operating Margin	18.0%	14.1%	-3.8%	-5.1%	-6.8%	n.a.		-1.7%	n.a.	-24.8%	n.a.
Corporate Common Business - Elimination or Corporate	2003/1Q	2Q	3Q	4Q	2004/1Q	%					
Net Sales	3,108	3,284	3,809	4,262	4,564	100.0%		301	7.1%	1,456	46.8%
Advertising	819	718	966	1,099	1,164	25.5%	Advertising sales, etc.	65	6.0%	344	42.1%
Business Service	20	25	17	56	48	1.1%		-7	-13.1%	28	143.9%
Personal Service	2,268	2,541	2,825	3,107	3,350	73.4%	Yahoo! Premium Membership fees, etc.	243	7.8%	1,082	47.7%
Others	-0	-	-	-	-	-		-	-	0	n.a.
Cost of Sales	11	12	31	49	49	1.1%		0	0.1%	37	320.5%
Gross Profit	3,096	3,272	3,777	4,212	4,514	98.9%		301	7.2%	1,418	45.8%
SG&A Expenses	1,810	2,287	2,396	2,601	2,758	60.4%	Personnel, Depreciation, Business commissions, etc.	157	6.0%	947	52.3%
Operating Income	1,285	985	1,381	1,611	1,755	38.5%		144	9.0%	470	36.6%
Operating Margin	41.4%	30.0%	36.3%	37.8%	38.5%	n.a.		0.7%	n.a.	-2.9%	n.a.