

Yahoo Japan Corporation :FY2005-2Q (July-September 2005) P/L Trend (Consolidated Basis)

Unit: Million yen

| Grand Total | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % 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 | 26,476 | 30,965 | 35,841 | 38,876 | 41,140 | 100.0% | | 2,263 | 5.8% | 14,663 | 55.4% |
| Advertising | 8,389 | 10,550 | 12,485 | 14,081 | 15,681 | 38.1% | Listing, Media, Corporate Common-Elimination or Corporate, etc. | 1,599 | 11.4% | 7,292 | 86.9% |
| Business Service | 5,324 | 5,856 | 7,622 | 7,610 | 8,182 | 19.9% | Listing, Y!BB, Auction, etc. | 571 | 7.5% | 2,857 | 53.7% |
| Personal Service | 11,222 | 12,732 | 13,277 | 14,321 | 14,534 | 35.3% | Auction, Corporate Common-Elimination or Corporate, Y!BB, etc. | 212 | 1.5% | 3,312 | 29.5% |
| Other Sales | 1,540 | 1,825 | 2,456 | 2,862 | 2,741 | 6.7% | Shopping | -120 | -4.2% | 1,201 | 78.0% |
| Cost of Sales | 1,885 | 2,233 | 3,256 | 3,487 | 3,440 | 8.4% | | -46 | -1.3% | 1,555 | 82.5% |
| Gross Profit | 24,591 | 28,732 | 32,585 | 35,388 | 37,699 | 91.6% | | 2,310 | 6.5% | 13,108 | 53.3% |
| SG&A Expenses | 10,872 | 13,273 | 15,046 | 16,981 | 18,685 | 45.4% | Personnel, Business commissions, Sales commissions, Sale promotion, etc. | 1,704 | 10.0% | 7,813 | 71.9% |
| Operating Income | 13,718 | 15,458 | 17,539 | 18,407 | 19,014 | 46.2% | | 606 | 3.3% | 5,295 | 38.6% |
| Operating Margin | 51.8% | 49.9% | 48.9% | 47.3% | 46.2% | n.a. | | -1.1% | n.a. | -5.6% | n.a. |
| Listing | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 6,514 | 7,488 | 9,718 | 10,109 | 11,897 | 100.0% | | 1,787 | 17.7% | 5,383 | 82.6% |
| Advertising | 4,532 | 5,253 | 6,437 | 6,795 | 8,102 | 68.1% | Advertising sales, etc. (Including Sponsor Site) | 1,307 | 19.2% | 3,570 | 78.8% |
| Business Service | 1,924 | 2,180 | 3,212 | 3,208 | 3,595 | 30.2% | Information listing, Business Express, etc. | 387 | 12.1% | 1,670 | 86.8% |
| Personal Service | 57 | 55 | 69 | 105 | 198 | 1.7% | | 93 | 88.2% | 141 | 247.4% |
| Other Sales | - | - | - | - | - | - | | - | - | - | - |
| Cost of Sales | 14 | 13 | 238 | 222 | 341 | 2.9% | | 118 | 53.0% | 326 | 23 times |
| Gross Profit | 6,499 | 7,474 | 9,480 | 9,886 | 11,556 | 97.1% | | 1,669 | 16.9% | 5,056 | 77.8% |
| SG&A Expenses | 1,522 | 1,640 | 2,147 | 2,179 | 2,652 | 22.3% | Personnel, Content provider fees, Business commissions, etc. | 472 | 21.7% | 1,130 | 74.3% |
| Operating Income | 4,977 | 5,834 | 7,333 | 7,706 | 8,903 | 74.8% | | 1,196 | 15.5% | 3,926 | 78.9% |
| Operating Margin | 76.4% | 77.9% | 75.5% | 76.2% | 74.8% | n.a. | | -1.4% | n.a. | -1.6% | n.a. |
| Auction | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 6,114 | 7,481 | 7,656 | 8,335 | 8,214 | 100.0% | | -120 | -1.5% | 2,099 | 34.3% |
| Advertising | 248 | 296 | 384 | 504 | 578 | 7.0% | Advertising sales, etc. | 74 | 14.8% | 330 | 132.7% |
| Business Service | 701 | 855 | 913 | 1,005 | 1,093 | 13.3% | Revenue from stores, etc. | 88 | 8.8% | 392 | 55.9% |
| Personal Service | 5,164 | 6,329 | 6,358 | 6,825 | 6,541 | 79.7% | System-use fees for Yahoo! Auctions, Yahoo! ezPay commissions, etc. | -283 | -4.2% | 1,377 | 26.7% |
| Other Sales | - | - | - | - | - | - | | - | - | - | - |
| Cost of Sales | 4 | 6 | 10 | 9 | 9 | 0.1% | | 0 | 5.6% | 4 | 97.0% |
| Gross Profit | 6,109 | 7,475 | 7,646 | 8,326 | 8,204 | 99.9% | | -121 | -1.5% | 2,094 | 34.3% |
| SG&A Expenses | 2,094 | 2,675 | 2,902 | 3,123 | 3,527 | 42.9% | Business commissions, Communications, Payment commissions, etc. | 403 | 12.9% | 1,433 | 68.4% |
| Operating Income | 4,015 | 4,799 | 4,744 | 5,202 | 4,677 | 56.9% | | -524 | -10.1% | 661 | 16.5% |
| Operating Margin | 65.7% | 64.2% | 62.0% | 62.4% | 56.9% | n.a. | | -5.5% | n.a. | -8.8% | n.a. |
| Yahoo! BB | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 4,158 | 4,295 | 4,536 | 4,620 | 4,808 | 100.0% | | 187 | 4.1% | 650 | 15.6% |
| Advertising | 330 | 404 | 452 | 441 | 638 | 13.3% | Advertising sales, etc. | 197 | 44.7% | 308 | 93.4% |
| Business Service | 1,529 | 1,473 | 1,539 | 1,567 | 1,436 | 29.9% | Y!BB customer acquisition incentives, Y!BB continuation fees, etc. | -130 | -8.3% | -92 | -6.0% |
| Personal Service | 2,298 | 2,417 | 2,544 | 2,611 | 2,733 | 56.8% | ISP fees, Paid services, etc. | 121 | 4.6% | 434 | 18.9% |
| Other Sales | - | - | - | - | - | - | | - | - | - | - |
| Cost of Sales | 238 | 230 | 234 | 269 | 254 | 5.3% | | -15 | -5.6% | 16 | 6.9% |
| Gross Profit | 3,919 | 4,065 | 4,301 | 4,350 | 4,553 | 94.7% | | 202 | 4.7% | 634 | 16.2% |
| SG&A Expenses | 1,383 | 1,581 | 1,633 | 2,465 | 2,704 | 56.2% | Sales promotion, Business commissions, Personnel, etc. | 238 | 9.7% | 1,321 | 95.5% |
| Operating Income | 2,536 | 2,483 | 2,668 | 1,885 | 1,849 | 38.5% | | -35 | -1.9% | -686 | -27.1% |
| Operating Margin | 61.0% | 57.8% | 58.8% | 40.8% | 38.5% | n.a. | | -2.3% | n.a. | -22.5% | n.a. |
| Shopping | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 2,298 | 2,731 | 3,568 | 4,226 | 4,379 | 100.0% | | 152 | 3.6% | 2,080 | 90.5% |
| Advertising | 172 | 258 | 391 | 522 | 612 | 14.0% | Advertising sales, etc. | 90 | 17.2% | 440 | 255.4% |
| Business Service | 586 | 647 | 720 | 842 | 1,024 | 23.4% | Revenue from stores, Tavigator commissions, etc. | 182 | 21.7% | 438 | 74.8% |
| Personal Service | - | - | - | - | - | - | | - | - | - | - |
| Other Sales | 1,540 | 1,825 | 2,456 | 2,862 | 2,742 | 62.6% | Seven and Y Corp., etc. | -119 | -4.2% | 1,202 | 78.1% |
| Cost of Sales | 1,219 | 1,440 | 1,990 | 2,380 | 2,237 | 51.1% | Seven and Y Corp., etc. | -142 | -6.0% | 1,018 | 83.5% |
| Gross Profit | 1,079 | 1,290 | 1,577 | 1,846 | 2,141 | 48.9% | | 295 | 16.0% | 1,062 | 98.5% |
| SG&A Expenses | 943 | 1,378 | 1,507 | 1,473 | 1,652 | 37.7% | Personnel, Business commissions, Packing & transport, etc. | 178 | 12.1% | 708 | 75.2% |
| Operating Income | 135 | -87 | 69 | 372 | 489 | 11.2% | | 116 | 31.4% | 353 | 260.1% |
| Operating Margin | 5.9% | -3.2% | 2.0% | 8.8% | 11.2% | n.a. | | 2.4% | n.a. | 5.3% | n.a. |
| Media | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 2,223 | 3,057 | 3,406 | 3,916 | 4,143 | 100.0% | | 226 | 5.8% | 1,920 | 86.4% |
| Advertising | 1,876 | 2,661 | 2,955 | 3,426 | 3,544 | 85.5% | Advertising sales, etc. | 118 | 3.4% | 1,668 | 88.9% |
| Business Service | 136 | 136 | 146 | 132 | 176 | 4.3% | Information listing, etc. | 44 | 33.9% | 40 | 29.8% |
| Personal Service | 210 | 260 | 305 | 358 | 421 | 10.2% | Paid content, etc. | 63 | 17.8% | 211 | 100.2% |
| Other Sales | - | - | - | - | - | - | | - | - | - | - |
| Cost of Sales | 83 | 86 | 97 | 110 | 122 | 3.0% | | 11 | 10.6% | 39 | 46.8% |
| Gross Profit | 2,139 | 2,970 | 3,308 | 3,806 | 4,020 | 97.0% | | 214 | 5.6% | 1,881 | 87.9% |
| SG&A Expenses | 1,551 | 1,765 | 1,839 | 2,145 | 2,316 | 55.9% | Sales commissions, Personnel, Content provider fees, etc. | 171 | 8.0% | 764 | 49.3% |
| Operating Income | 587 | 1,205 | 1,469 | 1,661 | 1,704 | 41.1% | | 43 | 2.6% | 1,116 | 189.9% |
| Operating Margin | 26.4% | 39.4% | 43.1% | 42.4% | 41.1% | n.a. | | -1.3% | n.a. | 14.7% | n.a. |
| BS | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 398 | 521 | 1,110 | 877 | 844 | 100.0% | | -32 | -3.7% | 446 | 112.1% |
| Advertising | 18 | 15 | 106 | 83 | 39 | 4.6% | Advertising sales, etc. | -44 | -53.1% | 20 | 110.6% |
| Business Service | 376 | 500 | 999 | 787 | 797 | 94.4% | Firstserver Inc., Yahoo! Research, etc. | 9 | 1.3% | 420 | 111.7% |
| Personal Service | 3 | 4 | 5 | 6 | 8 | 1.0% | | 1 | 21.6% | 5 | 178.9% |
| Other Sales | - | - | - | - | - | - | | - | - | - | - |
| Cost of Sales | 261 | 343 | 594 | 349 | 350 | 41.6% | Firstserver Inc., etc. | 1 | 0.5% | 89 | 34.1% |
| Gross Profit | 136 | 177 | 516 | 528 | 493 | 58.4% | | -34 | -6.6% | 357 | 262.0% |
| SG&A Expenses | 143 | 193 | 624 | 652 | 642 | 76.0% | Personnel, Amortization of goodwill, Business commissions, etc. | -10 | -1.6% | 498 | 346.5% |
| Operating Income | -7 | -16 | -107 | -124 | -148 | -17.6% | | -23 | n.a. | -140 | n.a. |
| Operating Margin | -1.9% | -3.1% | -9.7% | -14.2% | -17.6% | n.a. | | -3.4% | n.a. | -15.7% | n.a. |
| Corporate Common Business - Elimination or Corporate | 2004/2Q | 3Q | 4Q | 2005/1Q | 2Q | % | | | | | |
| Net Sales | 4,769 | 5,389 | 5,844 | 6,789 | 6,852 | 100.0% | | 62 | 0.9% | 2,082 | 43.7% |
| Advertising | 1,210 | 1,660 | 1,757 | 2,308 | 2,164 | 31.6% | Advertising sales, etc. | -144 | -6.2% | 953 | 78.8% |
| Business Service | 70 | 62 | 91 | 67 | 57 | 0.8% | | -9 | -14.7% | -12 | -17.7% |
| Personal Service | 3,488 | 3,666 | 3,994 | 4,413 | 4,630 | 67.6% | Yahoo! Premium membership fees, etc. | 217 | 4.9% | 1,142 | 32.7% |
| Other Sales | - | - | - | - | -0 | -0.0% | | -0 | n.a. | -0 | n.a. |
| Cost of Sales | 62 | 111 | 90 | 145 | 123 | 1.8% | | -21 | -15.0% | 61 | 97.4% |
| Gross Profit | 4,706 | 5,277 | 5,753 | 6,643 | 6,728 | 98.2% | | 84 | 1.3% | 2,021 | 42.9% |
| SG&A Expenses | 3,233 | 4,037 | 4,391 | 4,940 | 5,190 | 75.8% | Personnel, Business commissions, Depreciation, etc. | 249 | 5.1% | 1,956 | 60.5% |
| Operating Income | 1,472 | 1,240 | 1,362 | 1,703 | 1,537 | 22.4% | | -165 | -9.7% | 64 | 4.4% |
| Operating Margin | 30.9% | 23.0% | 23.3% | 25.1% | 22.4% | n.a. | | -2.7% | n.a. | -8.5% | n.a. |