

Yahoo Japan Corporation :FY2005-3Q (October-December 2005) P/L Trend (Consolidated Basis)

Unit: Million yen

Grand Total	2004/3Q	4Q	2005/1Q	2Q	3Q	% 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	30,965	35,841	38,876	41,140	46,621	100.0%		5,481	13.3%	15,656	50.6%
Advertising	10,550	12,485	14,081	15,681	18,097	38.8%	Listing, Media, Corporate Common-Elimination or Corporate, etc.	2,416	15.4%	7,546	71.5%
Business Service	5,856	7,622	7,610	8,182	9,467	20.3%	Listing, BS, Auction, etc.	1,284	15.7%	3,611	61.7%
Personal Service	12,732	13,277	14,321	14,534	15,735	33.8%	Auction, Corporate Common-Elimination or Corporate, YIBB, etc.	1,200	8.3%	3,002	23.6%
Other Sales	1,825	2,456	2,862	2,741	3,322	7.1%	Shopping	580	21.2%	1,496	82.0%
Cost of Sales	2,233	3,256	3,487	3,440	4,251	9.1%		810	23.6%	2,018	90.4%
Gross Profit	28,732	32,585	35,388	37,699	42,370	90.9%		4,670	12.4%	13,637	47.5%
SG&A Expenses	13,273	15,046	16,981	18,685	21,246	45.6%	Personnel, Business commissions, Sales commissions, Sales promotion, etc.	2,560	13.7%	7,972	60.1%
Operating Income	15,458	17,539	18,407	19,014	21,123	45.3%		2,109	11.1%	5,665	36.6%
Operating Margin	49.9%	48.9%	47.3%	46.2%	45.3%	n.a.		-0.9%	n.a.	-4.6%	n.a.
Listing	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	7,488	9,718	10,109	11,897	12,513	100.0%		616	5.2%	5,024	67.1%
Advertising	5,253	6,437	6,795	8,102	8,707	69.6%	Advertising sales, etc. (Including Sponsor Site)	604	7.5%	3,453	65.7%
Business Service	2,180	3,212	3,208	3,595	3,676	29.4%	Information listing, ALPS MAPPING K.K., Business Express, etc.	81	2.3%	1,496	68.7%
Personal Service	55	69	105	198	129	1.0%		-69	-34.9%	74	134.2%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	13	238	222	341	274	2.2%		-66	-19.4%	261	20 times
Gross Profit	7,474	9,480	9,886	11,556	12,238	97.8%		682	5.9%	4,763	63.7%
SG&A Expenses	1,640	2,147	2,179	2,652	2,935	23.5%	Personnel, Content provider fees, Business commissions, etc.	283	10.7%	1,294	78.9%
Operating Income	5,834	7,333	7,706	8,903	9,303	74.3%		399	4.5%	3,468	59.5%
Operating Margin	77.9%	75.5%	76.2%	74.8%	74.3%	n.a.		-0.5%	n.a.	-3.6%	n.a.
Auction	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	7,481	7,656	8,335	8,214	9,635	100.0%		1,421	17.3%	2,153	28.8%
Advertising	296	384	504	578	697	7.2%	Advertising sales, etc.	118	20.4%	400	135.0%
Business Service	855	913	1,005	1,093	1,449	15.0%	Revenue from stores, etc.	355	32.5%	593	69.4%
Personal Service	6,329	6,358	6,825	6,541	7,489	77.8%	System-use fees for Yahoo! Auctions, Yahoo! ezPay commissions, etc.	947	14.5%	1,159	18.3%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	6	10	9	9	10	0.1%		0	5.0%	3	52.6%
Gross Profit	7,475	7,646	8,326	8,204	9,625	99.9%		1,420	17.3%	2,150	28.8%
SG&A Expenses	2,675	2,902	3,123	3,527	3,838	39.8%	Business commissions, Payment commissions, Communications, etc.	311	8.8%	1,163	43.5%
Operating Income	4,799	4,744	5,202	4,677	5,786	60.1%		1,109	23.7%	986	20.6%
Operating Margin	64.2%	62.0%	62.4%	56.9%	60.1%	n.a.		3.2%	n.a.	-4.1%	n.a.
Shopping	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	2,731	3,568	4,226	4,379	5,286	100.0%		906	20.7%	2,554	93.5%
Advertising	258	391	522	612	773	14.6%	Advertising sales, etc.	161	26.3%	515	199.4%
Business Service	647	720	842	1,024	1,190	22.5%	Revenue from stores, Navigator commissions, etc.	165	16.2%	542	83.9%
Personal Service	-	-	-	-	-	-		-	-	-	-
Other Sales	1,825	2,456	2,862	2,742	3,322	62.9%	Seven and Y Corp., etc.	579	21.1%	1,496	82.0%
Cost of Sales	1,440	1,990	2,380	2,237	2,738	51.9%	Seven and Y Corp., etc.	500	22.4%	1,297	90.1%
Gross Profit	1,290	1,577	1,846	2,141	2,547	48.1%		405	18.9%	1,256	97.3%
SG&A Expenses	1,378	1,507	1,473	1,652	2,074	39.2%	Personnel, Business commissions, Packing & transport, etc.	422	25.6%	696	50.5%
Operating Income	-87	69	372	489	472	8.9%		-16	-3.4%	560	n.a.
Operating Margin	-3.2%	2.0%	8.8%	11.2%	8.9%	n.a.		-2.3%	n.a.	12.1%	n.a.
Media	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	3,057	3,406	3,916	4,143	5,014	100.0%		871	21.0%	1,957	64.0%
Advertising	2,661	2,955	3,426	3,544	4,362	87.0%	Advertising sales, etc.	817	23.1%	1,701	63.9%
Business Service	136	146	132	176	212	4.2%	Information listing, etc.	35	20.3%	76	56.3%
Personal Service	260	305	358	421	439	8.8%	Paid content	17	4.2%	179	69.0%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	86	97	110	122	126	2.5%		4	3.4%	40	46.4%
Gross Profit	2,970	3,308	3,806	4,020	4,887	97.5%		867	21.6%	1,917	64.5%
SG&A Expenses	1,765	1,839	2,145	2,316	2,768	55.2%	Sales commissions, Personnel, Content provider fees, etc.	451	19.5%	1,002	56.8%
Operating Income	1,205	1,469	1,661	1,704	2,119	42.3%		415	24.4%	914	75.9%
Operating Margin	39.4%	43.1%	42.4%	41.1%	42.3%	n.a.		1.2%	n.a.	2.9%	n.a.
Yahoo! BB	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	4,295	4,536	4,620	4,808	4,935	100.0%		126	2.6%	639	14.9%
Advertising	404	452	441	638	771	15.6%	Advertising sales, etc.	132	20.7%	366	90.7%
Business Service	1,473	1,539	1,567	1,436	1,359	27.6%	YIBB customer acquisition incentives, Y!BB continuation fees, etc.	-77	-5.4%	-113	-7.7%
Personal Service	2,417	2,544	2,611	2,733	2,803	56.8%	ISP fees, Paid services, etc.	70	2.6%	386	16.0%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	230	234	269	254	268	5.4%		13	5.4%	38	16.8%
Gross Profit	4,065	4,301	4,350	4,553	4,666	94.6%		112	2.5%	600	14.8%
SG&A Expenses	1,581	1,633	2,465	2,704	2,836	57.5%	Sales promotion, Business commissions, Personnel, etc.	132	4.9%	1,255	79.4%
Operating Income	2,483	2,668	1,885	1,849	1,829	37.1%		-20	-1.1%	-654	-26.3%
Operating Margin	57.8%	58.8%	40.8%	38.5%	37.1%	n.a.		-1.4%	n.a.	-20.7%	n.a.
BS	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	521	1,110	877	844	1,561	100.0%		717	84.9%	1,040	199.7%
Advertising	15	106	83	39	21	1.4%	Advertising sales, etc.	-17	-45.4%	5	33.6%
Business Service	500	999	787	797	1,530	98.0%	INFO PLANT CO., LTD., Firstserver Inc., Yahoo! Research, etc.	733	92.1%	1,030	205.8%
Personal Service	4	5	6	8	9	0.6%		1	12.1%	4	109.1%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	343	594	349	350	659	42.2%	INFO PLANT CO., LTD., Firstserver Inc., etc.	308	88.0%	316	92.1%
Gross Profit	177	516	528	493	901	57.8%		408	82.7%	724	407.7%
SG&A Expenses	193	624	652	642	1,055	67.6%	Personnel, Amortization of goodwill, Lease and utility, etc.	413	64.4%	861	444.8%
Operating Income	-16	-107	-124	-148	-153	-9.8%		-5	n.a.	-137	n.a.
Operating Margin	-3.1%	-9.7%	-14.2%	-17.6%	-9.8%	n.a.		7.8%	n.a.	-6.7%	n.a.
Corporate Common Business - Elimination or Corporate	2004/3Q	4Q	2005/1Q	2Q	3Q	%					
Net Sales	5,389	5,844	6,789	6,852	7,675	100.0%		823	12.0%	2,285	42.4%
Advertising	1,660	1,757	2,308	2,164	2,764	36.0%	Advertising sales, etc.	599	27.7%	1,103	66.4%
Business Service	62	91	67	57	47	0.6%		-10	-18.4%	-15	-24.9%
Personal Service	3,666	3,994	4,413	4,630	4,864	63.4%	Yahoo! Premium membership fees, etc.	233	5.0%	1,197	32.7%
Other Sales	-	-	-	-0	-	-		0	n.a.	-	-
Cost of Sales	111	90	145	123	172	2.3%		48	39.5%	61	54.5%
Gross Profit	5,277	5,753	6,643	6,728	7,502	97.7%		774	11.5%	2,224	42.2%
SG&A Expenses	4,037	4,391	4,940	5,190	5,736	74.7%	Personnel, Depreciation, Business commissions, etc.	545	10.5%	1,698	42.1%
Operating Income	1,240	1,362	1,703	1,537	1,765	23.0%		228	14.8%	525	42.4%
Operating Margin	23.0%	23.3%	25.1%	22.4%	23.0%	n.a.		0.6%	n.a.	0.0%	n.a.