

# Yahoo Japan Corporation :FY2005-4Q (January-March 2006) P/L Trend (Consolidated Basis)

Unit: Million yen

Grand Total	2004/4Q	2005/1Q	2Q	3Q	4Q	% of Sales	Main Items	Comparison with the previous quarter		Comparison with the same period of the last FY	
								Increase/Decrease	Change	Increase/Decrease	Change
<b>Net Sales</b>	35,841	38,876	41,140	46,621	47,056	100.0%		434	0.9%	11,215	31.3%
Advertising	12,485	14,081	15,681	18,097	20,544	43.7%	Listing, Media, Corporate Common-Elimination or Corporate, etc.	2,447	13.5%	8,059	64.8%
Business Service	7,622	7,610	8,182	9,467	10,562	22.4%	Listing, BS, Auction, etc.	1,095	11.6%	2,940	38.6%
Personal Service	13,277	14,321	14,534	15,735	15,949	33.9%	Auction, Corporate Common-Elimination or Corporate, Y!BB, etc.	214	1.4%	2,672	20.1%
Other Sales	2,456	2,862	2,741	3,322	-	-		-3,322	n.a.	-2,456	n.a.
<b>Cost of Sales</b>	3,256	3,487	3,440	4,251	1,662	3.5%		-2,589	-60.9%	-1,593	-48.9%
<b>Gross Profit</b>	32,585	35,388	37,699	42,370	45,394	96.5%		3,024	7.1%	12,808	39.3%
<b>SG&amp;A Expenses</b>	15,046	16,981	18,685	21,246	21,806	46.3%	Personnel, Business commissions, Sales commissions, Depreciation, etc.	560	2.6%	6,760	44.9%
<b>Operating Income</b>	17,539	18,407	19,014	21,123	23,587	50.1%		2,463	11.7%	6,048	34.5%
<b>Operating Margin</b>	48.9%	47.3%	46.2%	45.3%	50.1%	n.a.		4.8%	n.a.	1.2%	n.a.
<b>Listing</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	9,718	10,109	11,897	12,513	15,041	100.0%		2,527	20.2%	5,322	54.8%
Advertising	6,437	6,795	8,102	8,707	10,606	70.5%	Advertising sales, etc. (Including Sponsor Site)	1,899	21.8%	4,169	64.8%
Business Service	3,212	3,208	3,595	3,676	4,297	28.6%	Information listing, ALPS MAPPING K.K., Business Express, etc.	620	16.9%	1,085	33.8%
Personal Service	69	105	198	129	136	0.9%		7	5.7%	67	97.7%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	238	222	341	274	300	2.0%		25	9.2%	62	26.2%
Gross Profit	9,480	9,886	11,556	12,238	14,740	98.0%		2,502	20.4%	5,260	55.5%
SG&A Expenses	2,147	2,179	2,652	2,935	3,313	22.0%	Personnel, Content provider fees, Business commissions, etc.	377	12.9%	1,166	54.3%
Operating Income	7,333	7,706	8,903	9,303	11,427	76.0%		2,124	22.8%	4,094	55.8%
Operating Margin	75.5%	76.2%	74.8%	74.3%	76.0%	n.a.		1.7%	n.a.	0.5%	n.a.
<b>Auction</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	7,656	8,335	8,214	9,635	9,801	100.0%		165	1.7%	2,144	28.0%
Advertising	384	504	578	697	926	9.5%	Advertising sales, etc.	229	33.0%	541	140.8%
Business Service	913	1,005	1,093	1,449	1,513	15.4%	Revenue from stores, etc.	63	4.4%	599	65.7%
Personal Service	6,358	6,825	6,541	7,489	7,361	75.1%	System-use fees for Yahoo! Auctions, Yahoo! ezPay commissions, etc.	-128	-1.7%	1,002	15.8%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	10	9	9	10	10	0.1%		0	6.4%	0	5.4%
Gross Profit	7,646	8,326	8,204	9,625	9,790	99.9%		165	1.7%	2,144	28.0%
SG&A Expenses	2,902	3,123	3,527	3,838	3,988	40.7%	Business commissions, Payment commissions, Communications, etc.	149	3.9%	1,086	37.4%
Operating Income	4,744	5,202	4,677	5,786	5,802	59.2%		15	0.3%	1,057	22.3%
Operating Margin	62.0%	62.4%	56.9%	60.1%	59.2%	n.a.		-0.9%	n.a.	-2.8%	n.a.
<b>Media</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	3,406	3,916	4,143	5,014	5,291	100.0%		276	5.5%	1,884	55.3%
Advertising	2,955	3,426	3,544	4,362	4,559	86.2%	Advertising sales, etc.	196	4.5%	1,603	54.3%
Business Service	146	132	176	212	247	4.7%	Information listing, etc.	34	16.4%	101	69.7%
Personal Service	305	358	421	439	484	9.1%	Paid content, etc.	45	10.3%	179	58.8%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	97	110	122	126	178	3.4%		51	40.5%	80	82.0%
Gross Profit	3,308	3,806	4,020	4,887	5,113	96.6%		225	4.6%	1,804	54.5%
SG&A Expenses	1,839	2,145	2,316	2,768	3,018	57.1%	Sales commissions, Personnel, Content provider fees, etc.	250	9.1%	1,179	64.1%
Operating Income	1,469	1,661	1,704	2,119	2,094	39.6%		-25	-1.2%	625	42.6%
Operating Margin	43.1%	42.4%	41.1%	42.3%	39.6%	n.a.		-2.7%	n.a.	-3.5%	n.a.
<b>Yahoo! BB</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	4,536	4,620	4,808	4,935	5,117	100.0%		182	3.7%	581	12.8%
Advertising	452	441	638	771	930	18.2%	Advertising sales, etc.	159	20.7%	478	105.6%
Business Service	1,539	1,567	1,436	1,359	1,344	26.3%	Y!BB continuation incentives, Y!BB customer acquisition incentives, etc.	-15	-1.1%	-195	-12.7%
Personal Service	2,544	2,611	2,733	2,803	2,842	55.5%	ISP fees, Paid services, etc.	38	1.4%	298	11.7%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	234	269	254	268	268	5.2%		-0	-0.1%	34	14.5%
Gross Profit	4,301	4,350	4,553	4,666	4,848	94.8%		182	3.9%	547	12.7%
SG&A Expenses	1,633	2,465	2,704	2,836	2,739	53.5%	Sales promotion, Business commissions, Depreciation, etc.	-97	-3.4%	1,106	67.7%
Operating Income	2,668	1,885	1,849	1,829	2,109	41.2%		280	15.3%	-558	-20.9%
Operating Margin	58.8%	40.8%	38.5%	37.1%	41.2%	n.a.		4.1%	n.a.	-17.6%	n.a.
<b>Shopping</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	3,568	4,226	4,379	5,286	2,069	100.0%		-3,216	-60.8%	-1,498	-42.0%
Advertising	391	522	612	773	752	36.3%	Advertising sales, etc.	-21	-2.8%	360	92.3%
Business Service	720	842	1,024	1,190	1,317	63.7%	Revenue from stores, Tavigator commissions, etc.	127	10.7%	597	82.9%
Personal Service	-	-	-	-	-	-		-	-	-	-
Other Sales	2,456	2,862	2,742	3,322	-	-		-3,322	n.a.	-2,456	n.a.
Cost of Sales	1,990	2,380	2,237	2,738	21	1.1%		-2,716	-99.2%	-1,969	-98.9%
Gross Profit	1,577	1,846	2,141	2,547	2,048	98.9%		-499	-19.6%	470	29.8%
SG&A Expenses	1,507	1,473	1,652	2,074	1,637	79.1%	Personnel, Business commissions, Sales promotion, etc.	-436	-21.1%	130	8.6%
Operating Income	69	372	489	472	410	19.8%		-62	-13.3%	340	488.8%
Operating Margin	2.0%	8.8%	11.2%	8.9%	19.8%	n.a.		10.9%	n.a.	17.8%	n.a.
<b>BS</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	1,110	877	844	1,561	1,826	100.0%		264	17.0%	715	64.4%
Advertising	106	83	39	21	42	2.3%	Advertising sales, etc.	21	10.5%	-63	-59.7%
Business Service	999	787	797	1,530	1,773	97.1%	INFO PLANT CO., LTD., Firstserver Inc., Yahoo! Research, etc.	242	15.8%	774	77.5%
Personal Service	5	6	8	9	10	0.6%		0	9.0%	4	81.4%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	594	349	350	659	729	39.9%	INFO PLANT CO., LTD., Firstserver Inc., etc.	69	10.5%	134	22.7%
Gross Profit	516	528	493	901	1,097	60.1%		195	21.7%	580	112.4%
SG&A Expenses	624	652	642	1,055	1,153	63.1%	Personnel, Amortization of goodwill, Business commissions, etc.	97	9.2%	528	84.7%
Operating Income	-107	-124	-148	-153	-55	-3.1%		98	n.a.	52	n.a.
Operating Margin	-9.7%	-14.2%	-17.6%	-9.8%	-3.1%	n.a.		6.7%	n.a.	6.6%	n.a.
<b>Corporate Common Business - Elimination or Corporate</b>	2004/4Q	2005/1Q	2Q	3Q	4Q	%					
Net Sales	5,844	6,789	6,852	7,675	7,908	100.0%		233	3.0%	2,064	35.3%
Advertising	1,757	2,308	2,164	2,764	2,726	34.5%	Advertising sales, etc.	-37	-1.4%	968	55.1%
Business Service	91	67	57	47	68	0.9%		21	45.5%	-23	-25.5%
Personal Service	3,994	4,413	4,630	4,864	5,114	64.6%	Yahoo! Premium membership fees, etc.	250	5.1%	1,119	28.0%
Other Sales	-	-	-	-	-	-		-	-	-	-
Cost of Sales	90	145	123	172	153	1.9%		-19	-11.1%	63	70.2%
Gross Profit	5,753	6,643	6,728	7,502	7,755	98.1%		253	3.4%	2,001	34.8%
SG&A Expenses	4,391	4,940	5,190	5,736	5,955	75.3%	Personnel, Depreciation, Business commissions, etc.	219	3.8%	1,563	35.6%
Operating Income	1,362	1,703	1,537	1,765	1,799	22.8%		33	1.9%	437	32.1%
Operating Margin	23.3%	25.1%	22.4%	23.0%	22.8%	n.a.		-0.2%	n.a.	-0.5%	n.a.