

Yahoo Japan Corporation: FY2010-2Q (July-September 2010) P/L Trend (Consolidated Basis)

Unit: Million yen

Grand Total	2009-2Q	3Q	4Q	2010-1Q	2Q	% of Revenue	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	68,043	70,941	73,236	70,506	71,104	100.0%	597	0.8%	3,060	4.5%
Cost of Sales	8,371	8,517	7,885	7,627	7,344	10.3%	-283	-3.7%	-1,026	-12.3%
Gross Profit	59,671	62,424	65,351	62,878	63,759	89.7%	880	1.4%	4,087	6.9%
SG&A Expenses	25,256	25,988	26,639	25,271	25,309	35.6%	37	0.2%	52	0.2%
Operating Income	34,415	36,435	38,711	37,606	38,450	54.1%	843	2.2%	4,034	11.7%
Ordinary Income	34,174	36,412	38,697	37,573	38,558	54.2%	984	2.6%	4,383	12.8%
Quarterly Net Income	20,066	20,860	23,358	21,656	21,440	30.2%	-216	-1.0%	1,373	6.8%
Operating Margin	50.6%	51.4%	52.9%	53.3%	54.1%	n.a.	0.7%	n.a.	3.5%	n.a.
Ordinary Margin	50.2%	51.3%	52.8%	53.3%	54.2%	n.a.	0.9%	n.a.	4.0%	n.a.
Quarterly Net Income to Revenue	29.5%	29.4%	31.9%	30.7%	30.2%	n.a.	-0.6%	n.a.	0.7%	n.a.

Media Business	2009-2Q	3Q	4Q	2010-1Q	2Q	% of Revenue	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	24,620	25,852	28,243	25,605	26,455	100.0%	849	3.3%	1,835	7.5%
Cost of Sales	3,817	3,888	3,404	3,283	2,889	10.9%	-394	-12.0%	-928	-24.3%
Gross Profit	20,802	21,963	24,839	22,322	23,566	89.1%	1,243	5.6%	2,763	13.3%
SG&A Expenses	9,390	9,540	10,104	9,226	9,619	36.4%	392	4.3%	229	2.4%
Operating Income	11,412	12,423	14,734	13,095	13,946	52.7%	851	6.5%	2,534	22.2%
Ordinary Income	11,433	12,350	14,771	13,139	14,016	53.0%	876	6.7%	2,582	22.6%
Operating Margin	46.4%	48.1%	52.2%	51.1%	52.7%	n.a.	1.6%	n.a.	6.4%	n.a.
Ordinary Margin	46.4%	47.8%	52.3%	51.3%	53.0%	n.a.	1.7%	n.a.	6.5%	n.a.

BS Business	2009-2Q	3Q	4Q	2010-1Q	2Q	% of Revenue	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	17,549	17,693	18,716	18,444	19,066	100.0%	622	3.4%	1,517	8.6%
Cost of Sales	3,847	3,961	3,795	3,713	3,866	20.3%	152	4.1%	18	0.5%
Gross Profit	13,701	13,732	14,920	14,730	15,200	79.7%	470	3.2%	1,498	10.9%
SG&A Expenses	6,032	5,733	5,710	5,837	5,781	30.3%	-55	-1.0%	-250	-4.2%
Operating Income	7,669	7,999	9,210	8,893	9,419	49.4%	526	5.9%	1,749	22.8%
Ordinary Income	7,346	8,018	9,231	8,942	9,499	49.8%	557	6.2%	2,153	29.3%
Operating Margin	43.7%	45.2%	49.2%	48.2%	49.4%	n.a.	1.2%	n.a.	5.7%	n.a.
Ordinary Margin	41.9%	45.3%	49.3%	48.5%	49.8%	n.a.	1.3%	n.a.	8.0%	n.a.

Consumer Business	2009-2Q	3Q	4Q	2010-1Q	2Q	% of Revenue	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	25,683	27,203	26,067	26,289	25,400	100.0%	-889	-3.4%	-283	-1.1%
Cost of Sales	575	538	527	493	442	1.7%	-50	-10.3%	-132	-23.1%
Gross Profit	25,107	26,665	25,539	25,796	24,957	98.3%	-838	-3.2%	-150	-0.6%
SG&A Expenses	7,911	8,732	8,670	8,155	8,137	32.0%	-17	-0.2%	226	2.9%
Operating Income	17,196	17,933	16,869	17,640	16,820	66.2%	-820	-4.7%	-376	-2.2%
Ordinary Income	17,219	17,928	16,771	17,591	16,708	65.8%	-883	-5.0%	-511	-3.0%
Operating Margin	67.0%	65.9%	64.7%	67.1%	66.2%	n.a.	-0.9%	n.a.	-0.7%	n.a.
Ordinary Margin	67.0%	65.9%	64.3%	66.9%	65.8%	n.a.	-1.1%	n.a.	-1.3%	n.a.

Adjustments	2009-2Q	3Q	4Q	2010-1Q	2Q	% of Revenue	Quarter-to-quarter		Year-to-year	
							Increase/Decrease	Change	Increase/Decrease	Change
Revenue	190	191	208	166	181	100.0%	14	8.9%	-8	-4.5%
Cost of Sales	130	128	156	137	146	80.8%	9	7.0%	16	12.3%
Gross Profit	59	62	51	29	34	19.2%	5	17.4%	-24	-41.4%
SG&A Expenses	1,922	1,982	2,154	2,052	1,771	975.0%	-281	-13.7%	-151	-7.9%
Operating Income	-1,863	-1,919	-2,102	-2,022	-1,736	n.a.	286	n.a.	127	n.a.
Ordinary Income	-1,825	-1,885	-2,077	-2,099	-1,666	n.a.	433	n.a.	158	n.a.
Operating Margin	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Ordinary Margin	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

*Yahoo Japan Corporation reclassified its business segments from FY2010-1Q. The Company cautions readers that figures of the past and comparison to figures of the past are only for your reference based on a brief retroactive adjustment.
 *Figures of the Adjustments represent the revenues from consolidated subsidiaries not belonging to any reporting segment, inter-segment transactions and wholly corporate expenses.