

Yahoo Japan Corporation FY2017 Full Year & 4Q Business Results

(Apr. 2017-Mar. 2018/Jan.-Mar. 2018)

April 27, 2018

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Statements made at the meeting or included in the documents that are not historical facts are forward-looking statements about the future performance of Yahoo Japan Corporation (Company, Yahoo! JAPAN) and its consolidated subsidiaries and affiliates. The Company cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements.

Such factors include, but are not limited to, the items mentioned in "Risk Factors" in "Results for the Fiscal Year and the Three Months Ended March 31, 2018."

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FY2017 Full Year Financial Highlights

Executive Summary for FY2017 (1)



	Actual results	YoY
Revenue	897.1 (¥B)	+5.1%
Operating income	185.8 (¥B)	-3.2%
EBITDA	228.0 (¥B)	-6.2%
Net income attributable to owners of the parent	131.1 (¥B)	-4.0%
Diluted EPS	¥23.0	-4.0%
FY2017 year-end cash dividends forecast (per share)	¥8.86	Same as last FY

Executive Summary for FY2017 (2)



	Actual results	YoY	Via smartphones
Advertising-related revenue	303.4 (¥B)	+5.9%	55.7%
Total domestic e-commerce transaction value*1	2.10 (¥T)	+13.7%	52.9% ^{*2}
Number of monthly active user IDs*3	43.92 (Million)	+12.7%	
Number of Yahoo! Premium member IDs*4	19.79 (Million)	+56.9%	
Number of valid credit card holders ¹⁵	4.68 (Million)	+29.8%	

^{*1} Includes Shopping-related and Auction-related transaction values, and ASKUL Corporation's BtoB-related revenue via Internet (closing date: 20th of every month).

Shopping-related transaction value includes transaction value (closing date: 20th of every month) of LOHACO business, operated by ASKUL Corporation, transaction value of travel-related business, fee-based digital content, and others.

^{*2} Proportion of transaction value via smartphones in Shopping-related business and Auction-related business

^{*3} Number of Yahoo! JAPAN IDs logged-in in March 2018

^{*4} Actual figures as of March 31, 2018. Yahoo! Premium members include: SoftBank members and Y!mobile members, etc., who are eligible for Yahoo! Premium privileges. Overlap in IDs is excluded.

^{*5} Number of card holders who can purchase goods and receive services, etc., using the card. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card ("Omakase charge").

Executive Summary for FY2017



Media Business

- -Advertising-related revenue exceeded ¥300 billion for the first time.
- -Video contents are increasing steadily.
- -No.1 in smartphone app download ranking in Japan*1 for two consecutive years.

Commerce Business

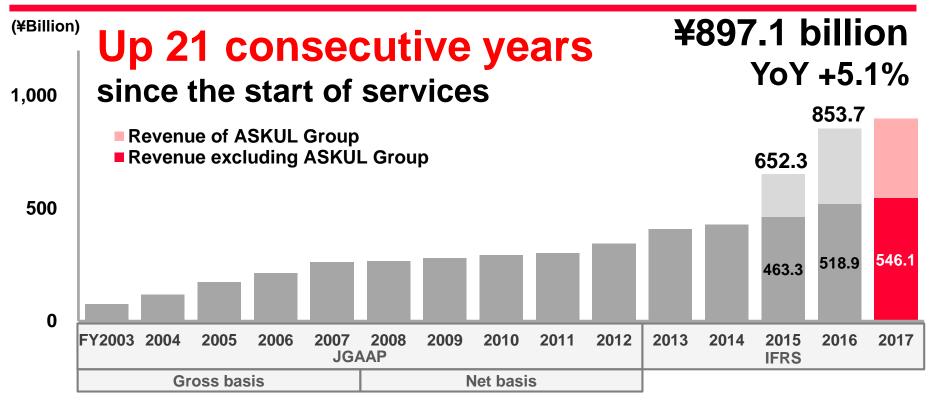
- -Total domestic e-commerce transaction value surpassed ¥2 trillion for the first time.
- -Shopping transaction value*2 achieved a YoY growth of more than 30%.
- -Shopping-related advertising revenue expanded to exceed ¥25 billion.
- -Number of Yahoo! Premium member IDs rose to approx. 20 million.

^{*1} Source: "App Annie 2017 Retrospective Report" (iOS and Google Play combined)

^{*2} Includes transaction values of Yahoo! Shopping, LOHACO and Charm Co., Ltd. LOHACO's transaction value is the transaction value (closing date: 20th of every month) of LOHACO business, operated by ASKUL Corporation.

Full Year Revenue





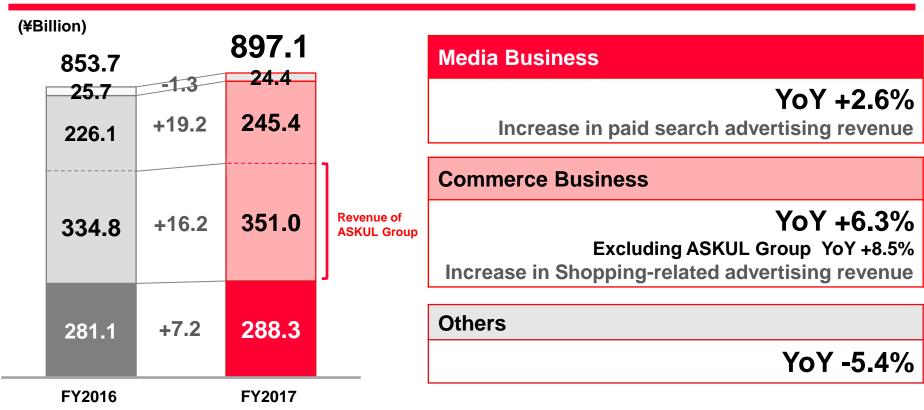
Note: Between FY2008 and FY2012, we indicated revenue on a net rather than gross basis, by eliminating certain items in cost of sales and SG&A.

ASKUL Group includes ASKUL Corporation, AlphaPurchase Co., Ltd., Charm Co., Ltd., and others.

Revenue of ASKUL Group has been calculated based on the fiscal period of Yahoo! JAPAN, and consolidation elimination within ASKUL Group has been taken into account.

Full Year Revenue Breakdown





Note 1: Figures for adjustments are not shown.

Note 2: In cases where major services have been transferred between segments, prior data and comparative figures have been retroactively adjusted to the current segments.

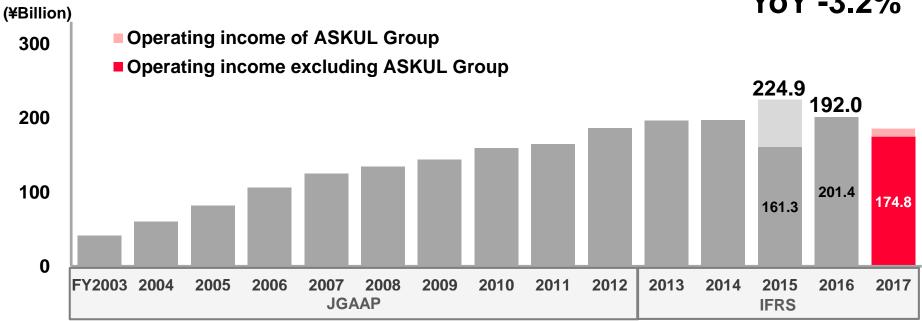
Note 3: ASKUL Group includes ASKUL Corporation, AlphaPurchase Co., Ltd., Charm Co., Ltd., and others.

Full Year Operating Income





¥185.8 billion YoY -3.2%



Note: Includes amortization expenses of identifiable intangible assets recognized as of the date of business combination.

ASKUL Group includes ASKUL Corporation, AlphaPurchase Co., Ltd., Charm Co., Ltd., and others.

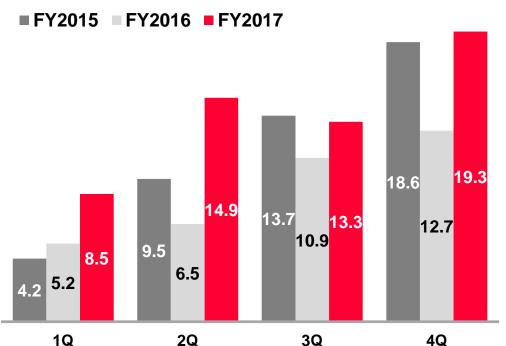
Includes: gain from remeasurement relating to business combination with ASKUL Corporation of ¥59.6 billion in FY2015; loss related to the fire incident at the Logistics Center of ASKUL Corporation of ¥13.0 billion in FY2016; and insurance proceeds etc., related to the said fire incident of ¥6.6 billion and ASKUL Corporation's gain on sales of property and equipment of ¥3.5 billion in FY2017.

Sales Promotional Activities



Spent ¥56 billion in FY2017

(¥Billion)



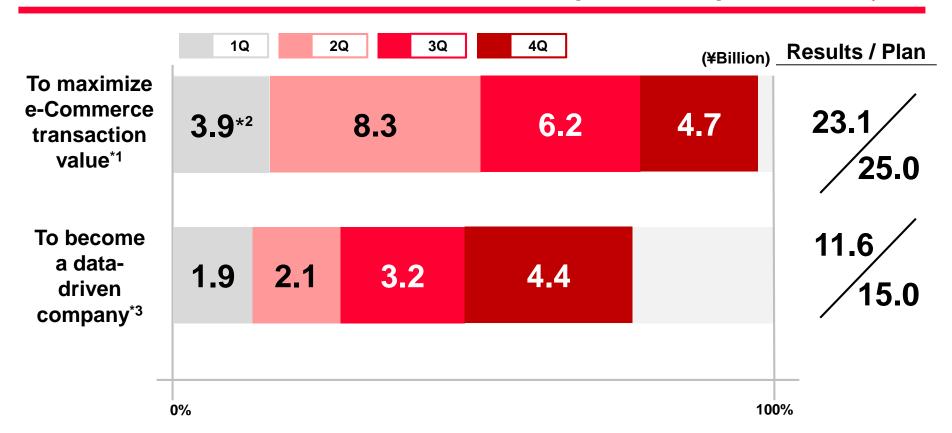
FY2017 Rough breakdown		
Shopping	40%	
Auction	20%	
Membership Services*	15%	
Financial & Payment	15%	
Media	10%	

Note: Total of sales promotion costs and advertising expenses. Excludes figures for ASKUL Group and Ikyu Corporation.

* Includes promotion costs for video services, etc.

FY2017 Additional Investment (Results)





^{*1} Includes decrease in profit as a result of decrease in revenue due to offsetting of sales promotion costs against revenues of Auction-related business and Credit card business.

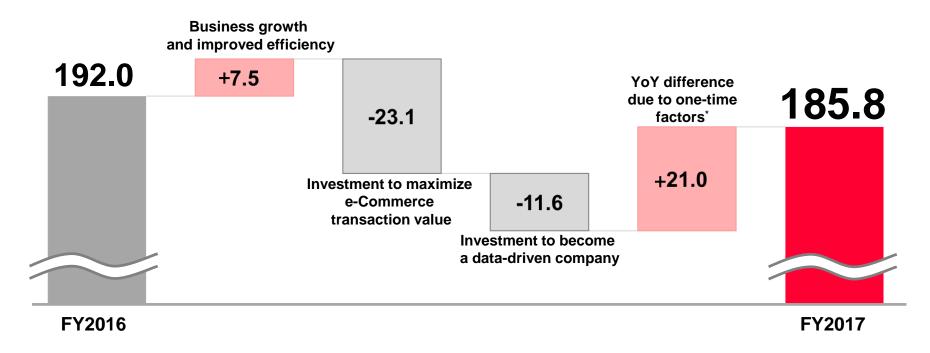
^{*2} Figures on P. 11 of Earnings Slides for FY2017-1Q are the amount of impact on operating income, thus differ from the actual amount of additional investments.

^{*3} Impact on expenditure (including depreciation); not the amount of actual capital investment amount.

Full Year - Factors of Change in Operating Income



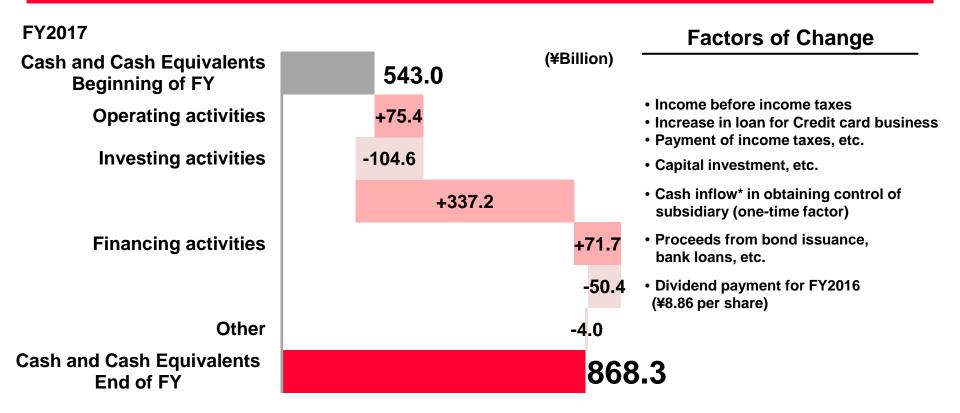
(¥Billion)



^{*} Includes loss related to the fire incident at the Logistics Center of ASKUL Corporation of ¥13.0 billion in FY2016, and insurance proceeds etc., related to the said fire incident of ¥6.6 billion and ASKUL Corporation's gain on sales of property and equipment of ¥3.5 billion in FY2017.

Full Year Consolidated Cash Flows





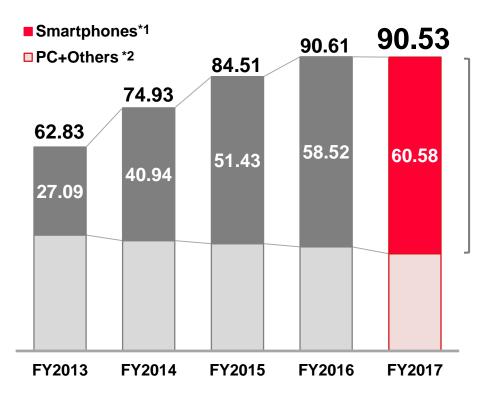
Usage Trend of Services

Media Business

Daily Unique Browsers



(Million)



DUB via smartphones exceeded 60 million for the first time

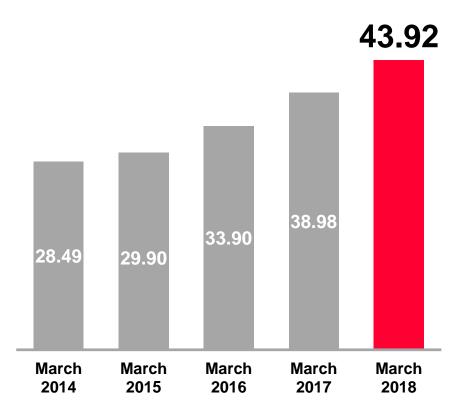
^{*1} FY average; includes accesses to Yahoo! JAPAN via applications and browsers. Access via applications and access via browsers are counted separately, even if there is an overlap in users.

^{*2} FY average; includes accesses to Yahoo! JAPAN via PCs, tablets and feature phones.

Number of Monthly Active User IDs



(Million)



YoY +13%

Ranking for the Cumulative Number of Smartphone Application Downloads



1. Yahoo! JAPAN

2. Google

3. LINE

4. NTT

5. Facebook

2017 Domestic Application Publishers Ranking in Japan for All Downloads*

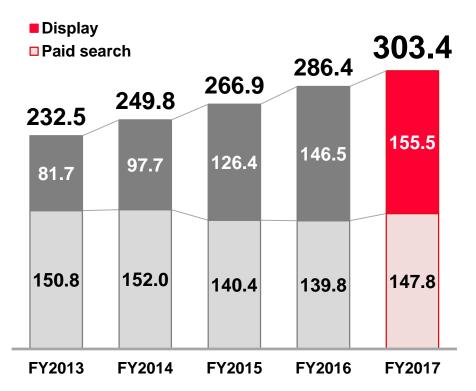
No.1

for 2 consecutive years

Advertising-Related Revenue



(¥Billion)

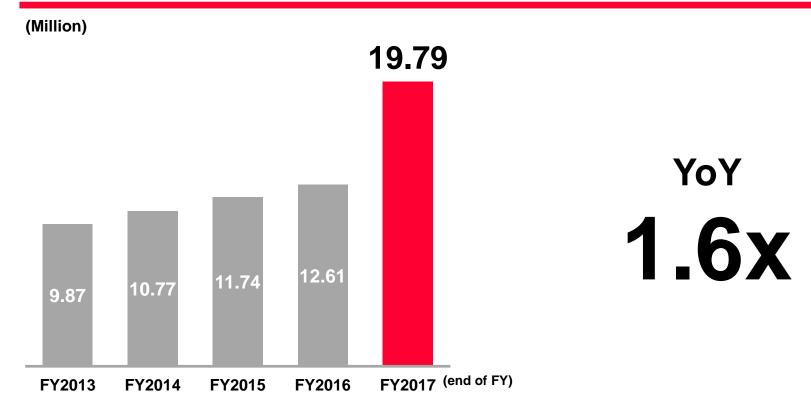


¥300 billion for the first time

Commerce Business

Number of Yahoo! Premium Member IDs

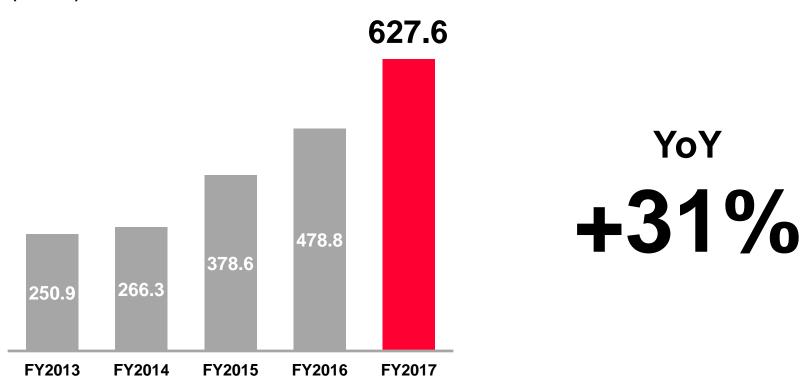




Shopping Transaction Value

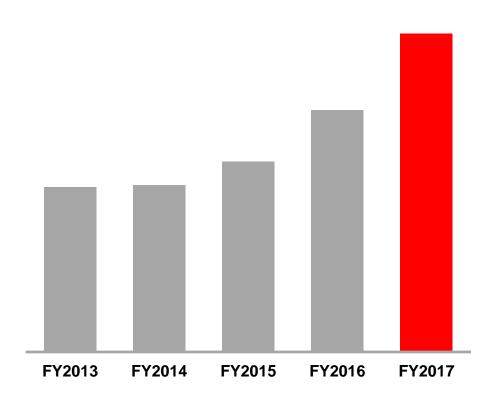


(¥Billion)



Yahoo! Shopping - Annual Number of Buyers

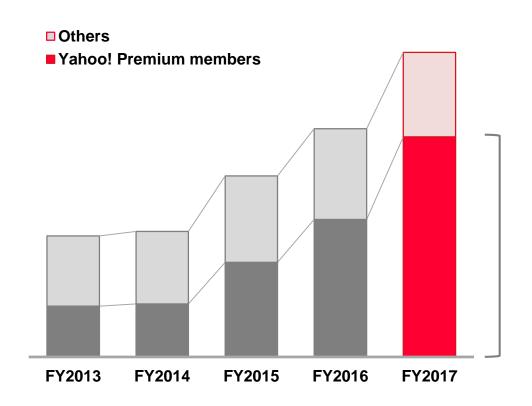




Significant increase

Yahoo! Shopping - Transaction Value





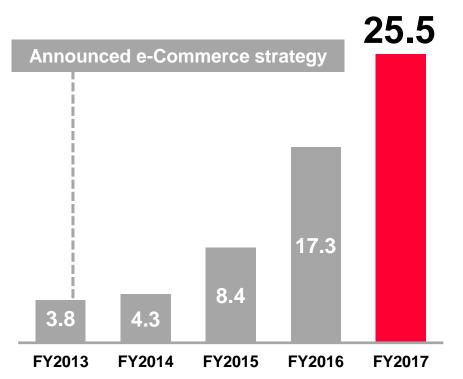
Transaction value generated by Yahoo! Premium members

72%

Shopping-Related Advertising Revenue



(¥Billion)



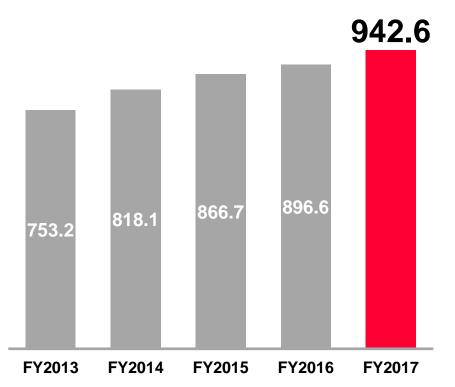
Expanded 7X from FY2013

Note: Total of Yahoo Japan Corporation's non-consolidated Shopping-related advertising revenue; advertising revenue of StoreMatch, an advertising product in Yahoo! Shopping sold by ValueCommerce Co., Ltd. to stores in Yahoo! Shopping; and revenues of paid search advertising and YDN, etc., placed by stores in Yahoo! Shopping are recorded in the advertising revenue of Media Business segment.

Auction-Related Transaction Value



(¥Billion)



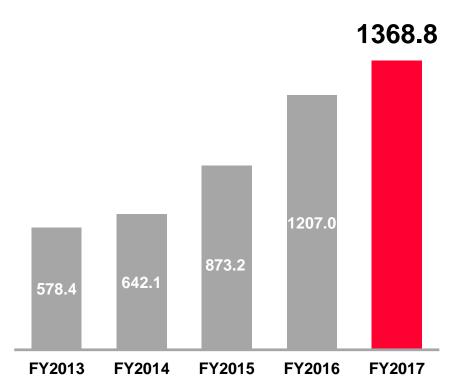
Surpassed ¥900 billion for the first time

Note: Includes transaction values of: YAHUOKU!, tradecarview (https://www.tradecarview.com/), BOOKOFF Online (http://www.bookoffonline.co.jp/), Yahoo! Tickets from April 2015, and others.

Yahoo! Wallet Transaction Value



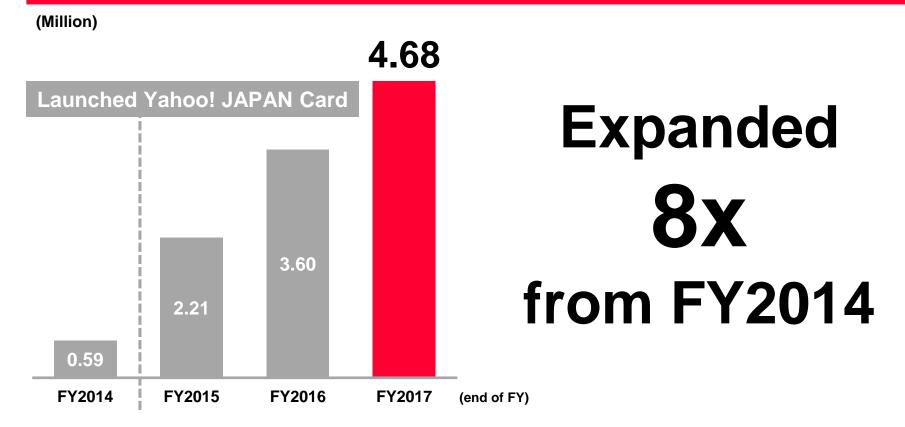
(¥Billion)



Expanded to approx. ¥1.4T

Number of Valid Credit Card Holders YAHOO!

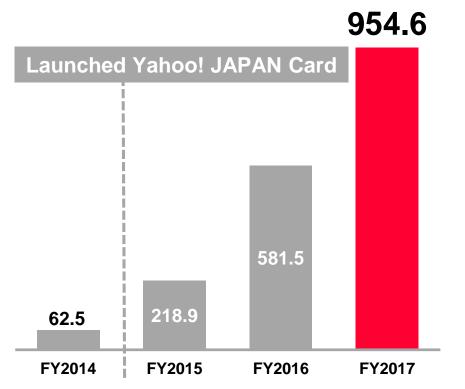




Credit Card Transaction Value



(¥Billion)



Expanded 15x from FY2014

Measures for FY2018 and Beyond

Internet Has Infinite Growth Potential;

Build a Future That Only Yahoo! JAPAN Can Create

Yahoo! JAPAN's Strength: Comprehensive Grasp of User Actions





Strengthen synergies among services for further growth

Aim to Become No. 1 in Three Areas



Bold injection of management resources with mid- to long-term perspective

No.1 **EC** transaction value (sale of goods)

No.1
in
Internet ad sales

No.1 mobile payment transaction value

Aim to Become No. 1 in Three Areas



Bold injection of management resources with mid- to long-term perspective





Definition of EC Transaction Value (Sale of Goods) YAHOO!

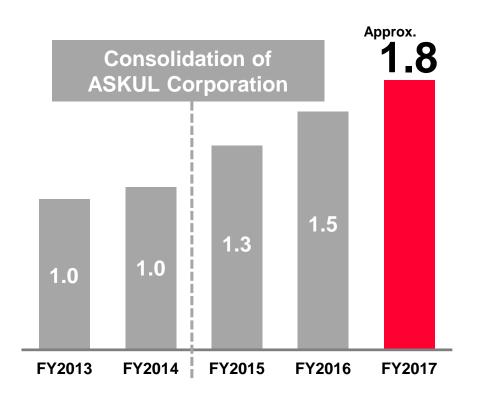


Item	Main services and businesses	
Auction-related	YAHUOKU!, tradecarview, BOOKOFF Online, Yahoo! Tickets and others	
Shopping business	Yahoo! Shopping, LOHACO, Charm Co., Ltd.	
ASKUL's BtoB business	ASKUL Corporation's BtoB-related business (via Internet only)	

Trend of EC Transaction Value (Sale of Goods)



(¥Trillion)



Aim to become No. 1 in EC (sale of goods)

Strategies to Expand Shopping Transaction Value YAHOO!

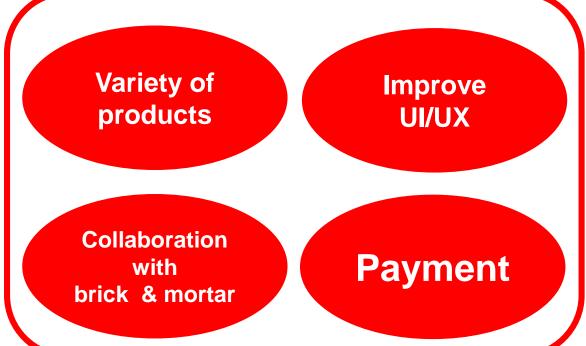


Current measure

Quality improvement as a marketplace

Increase spending per customer of **Premium** members (incl. SoftBank members)





Aim to Become No. 1 in Three Areas



Bold injection of management resources with mid- to long-term perspective

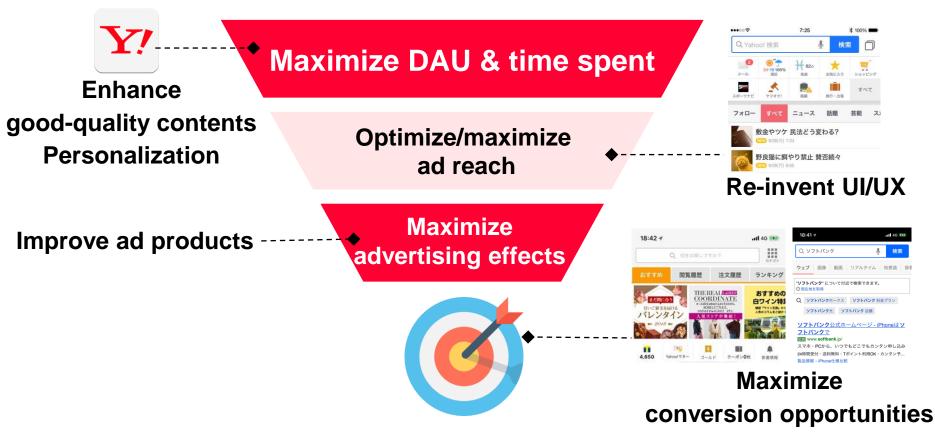






Overview: To Become No.1 in Internet Ad Sales





Further Increase Video Contents







Maximize DAU and time spent

Enhancement of Video Ads Will Be the Growth Driver







Maximize advertising effects

Aim to Become No. 1 in Three Areas



Bold injection of management resources with mid- to long-term perspective



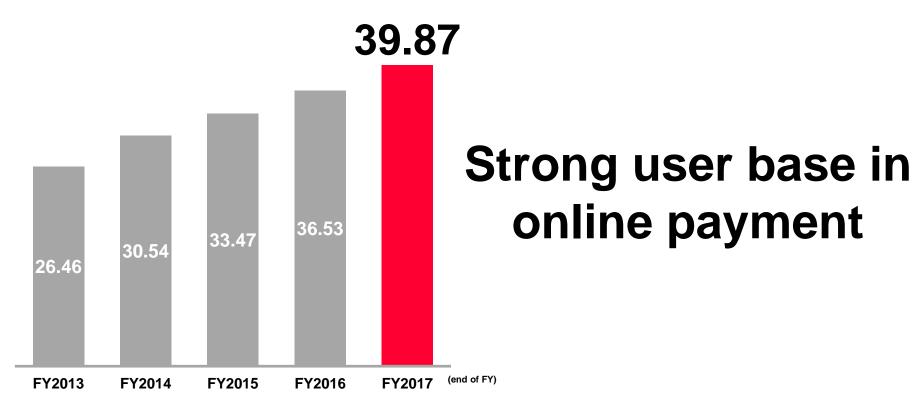




Number of Yahoo! Wallet Accounts



(Million)



Further Growth through Entry into Offline Payment





FY2018 Schedule	Functions		
April	Payment of tax and utility bills using barcodes		
June	"Display" payment: Users will show barcodes displayed in Yahoo! JAPAN app to devices and cash registers in stores		
Autumn	"Read" payment: Users will scan barcodes displayed by stores using Yahoo! JAPAN app		

Payment Service That Can Be Used Anywhere YAHOO!





Focus area for **FY2018**

Aim to become

No.1 in

transaction value

More transaction value



More users

of online & offline payment services

FY2018 **Operating Income** (Estimate)

FY2018 - Expenses for New Challenges



Approx.(¥B)

Media-related

10

Contents procurement-related expenses, etc.

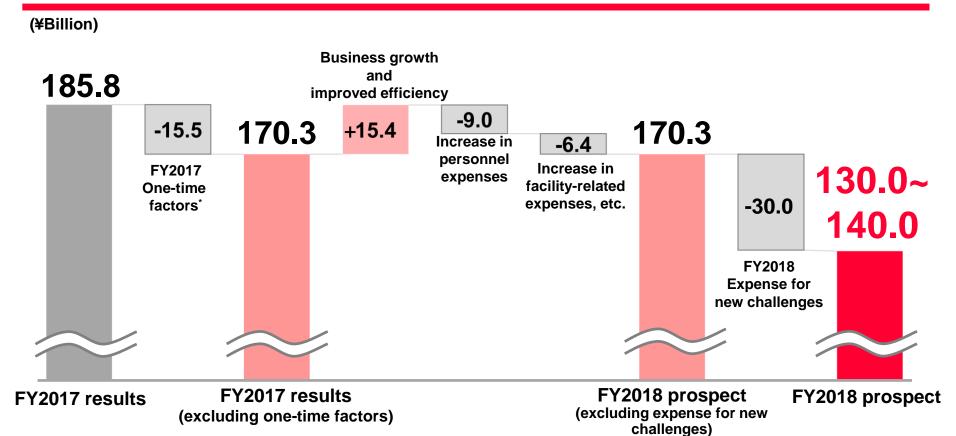
Commerce-related

20

Expenses for launching mobile payment, etc.

FY2018 - Factors of Change in Operating Income



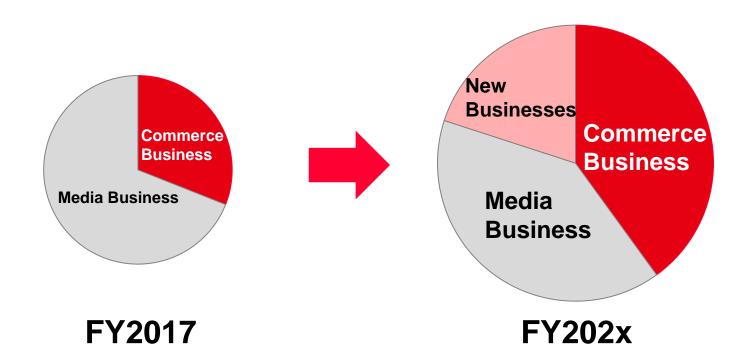


^{*} Includes insurance proceeds etc., related to the fire incident at the Logistics Center of ASKUL Corporation of ¥6.6 billion and ASKUL Corporation's gain on sales of property and equipment of ¥3.5 billion.

Targeted Operating Income Composition by Business Segments



- Commerce business = Media business
- Larger income contribution by new businesses



Yahoo! JAPAN Will Create the Internet's Future!

Notice



IR Day on May 23 (Wed) (plan)

Speakers

CEO
President of Media Company
President of Commerce Company
Takao OZAWA
CTO/President of Technology Group Chiaki FUJIMON

Details are posted on our Investor Relations website https://about.yahoo.co.jp/ir/en/

Supplemental Information

FY2017-4Q Financial Highlights

Executive Summary for FY2017-4Q



	Actual results	YoY	Via smartphones
Revenue	238.3 (¥B)	+7.0%	
Operating income	38.0 (¥B)	-4.7%	
EBITDA	48.4 (¥B)	-23.2%	
Net income attributable to owners of the parent	28.0 (¥B)	-11.9%	
Diluted EPS	¥4.9	-11.9%	
Advertising-related revenue	80.7 (¥B)	+2.7%	57.1%
Display advertising revenue	41.6 (¥B)	+1.0%	
Paid search advertising revenue	39.0 (¥B)	+4.7%	
Total domestic e-Commerce transaction value*1	537.0 (¥B)	+10.4%	54.1%* ²

^{*1} Includes Shopping-related and Auction-related transaction values, and ASKUL Corporation's BtoB-related revenue via Internet (closing date: 20th of every month).

Shopping-related transaction value includes transaction value (closing date: 20th of every month) of LOHACO business, operated by ASKUL Corporation, transaction value of travel-related business, fee-based digital content, and others.

^{*2} Proportion of transaction value via smartphones in Shopping-related business and Auction-related business

Executive Summary for FY2017-4Q



Media Business

-Paid search advertising revenue grew approx. 5% YoY.

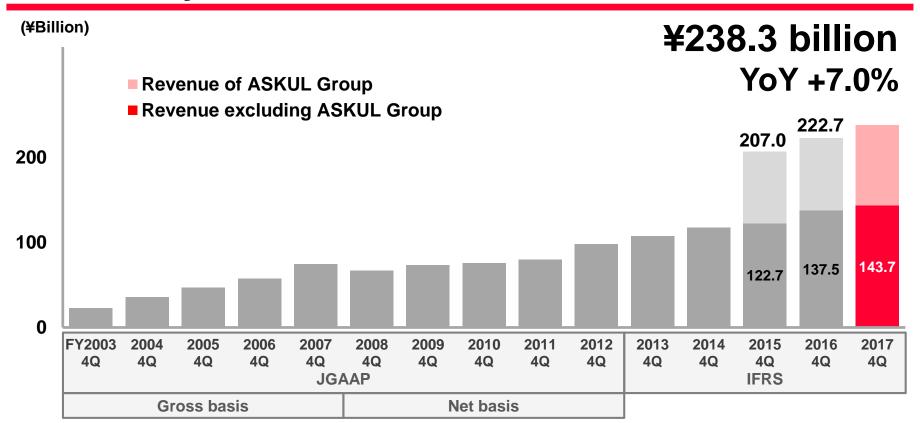
Commerce Business

- -Shopping transaction value*1 grew 22% YoY.
- -Number of monthly paid-membership IDs exceeded 26 million.
- -Credit card transaction value*2 increased 41% YoY.

^{*1} Includes transaction values of Yahoo! Shopping, LOHACO and Charm Co., Ltd. LOHACO's transaction value is the transaction value (closing date: 20th of every month) of LOHACO business, operated by ASKUL Corporation.

Quarterly Revenue



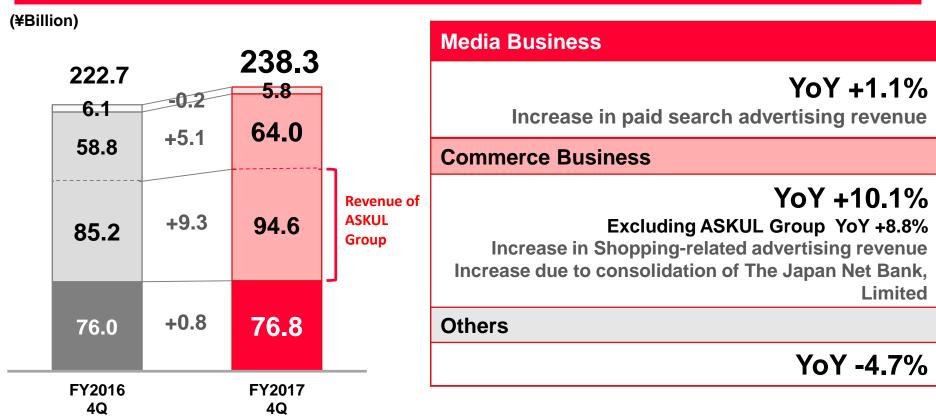


Note: Between FY2008 and FY2012, we indicated revenue on a net rather than gross basis, by eliminating certain items in cost of sales and SG&A.

ASKUL Group includes ASKUL Corporation, AlphaPurchase Co., Ltd., Charm Co., Ltd., and others.

Quarterly Revenue Breakdown



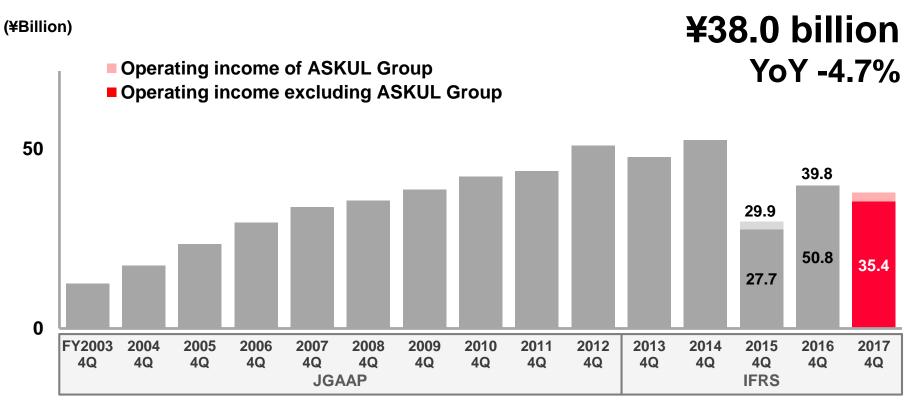


Note 1: Figures for adjustments are not shown.

Note 2: In cases where major services have been transferred between segments, prior data and comparative figures have been retroactively adjusted to the current segments.

Quarterly Operating Income





Note: Includes amortization expenses of identifiable intangible assets recognized as of the date of business combination.

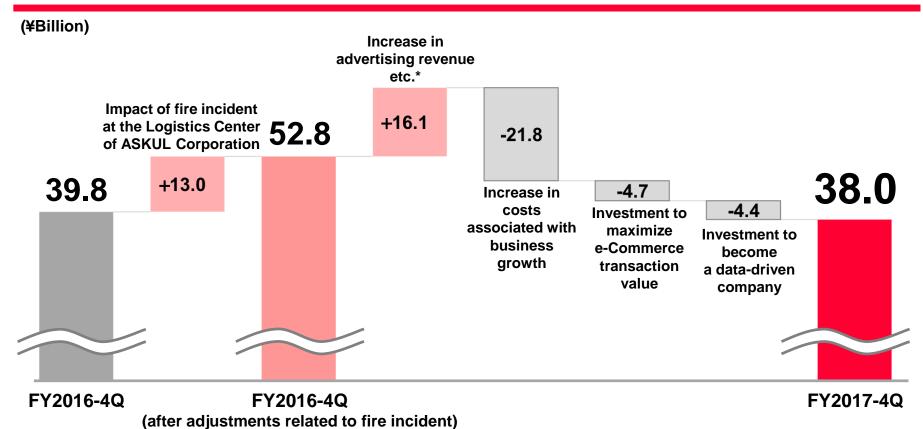
ASKUL Group includes ASKUL Corporation, AlphaPurchase Co., Ltd., Charm Co., Ltd., and others.

Operating income of ASKUL Group for FY2016-4Q includes loss related to the fire incident at the Logistics Center of ASKUL Corporation of ¥13.0 billion.

Operating income of ASKUL Group for FY2017-4Q includes gain on forgiveness of debt related to the fire incident at the Logistics Center of ASKUL Corporation of ¥1.7 billion.

Quarterly Factors of Change in Operating Income YAHOO!





* Includes gain on forgiveness of debt related to the fire incident at the Logistics Center of ASKUL Corporation of ¥1.7 billion in FY2017-4Q.

Media Business

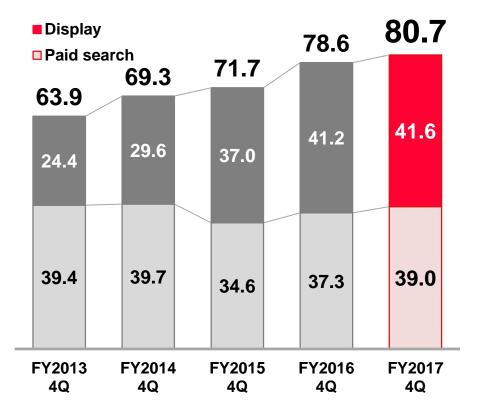
Advertising

Media

Advertising-Related Revenue



(¥Billion)



YoY +3%

Media Business

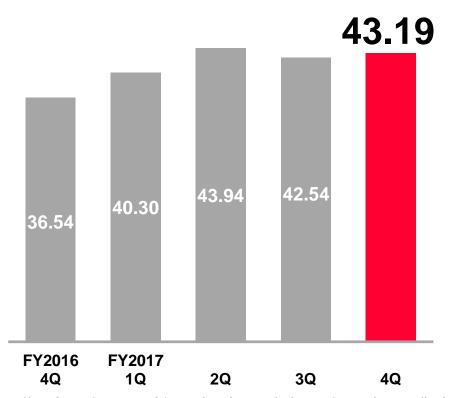
Advertising

Media

DAU of All Applications



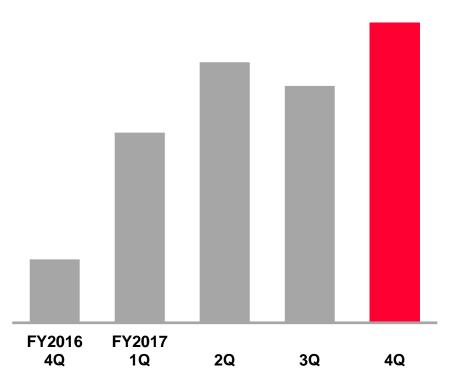
(Million)



YoY +18%

Video Viewing Time





YoY 4.7x

Note: Quarterly total of video viewing time in Yahoo! JAPAN services excluding GYAO!.

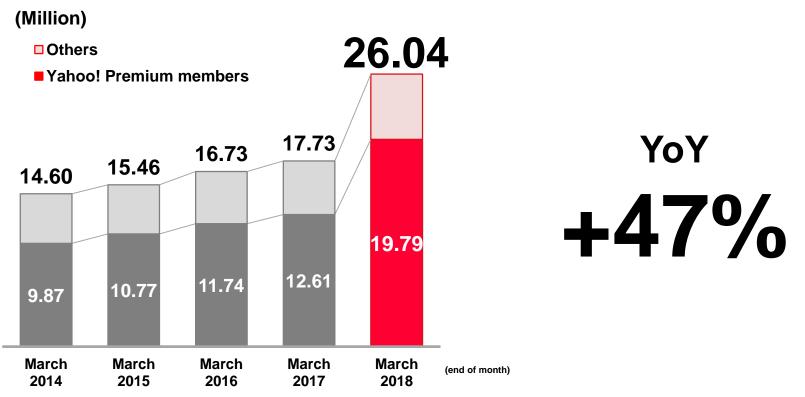
* Survey by Yahoo Japan Corporation

Commerce Business

Membership Shopping Auction Financial & Payment

Number of Monthly Paid-Membership IDs





Note: Number of monthly paid-membership IDs is the total of Yahoo! Premium members, Yahoo! BB subscribers, monthly paid-subscribers of digital content and services provided by Yahoo! JAPAN and partner sites* (* IDs with payment through Yahoo! Wallet only). Paid-membership IDs are counted separately for each service, even if there is an overlap in IDs.

Yahoo! Premium members include: SoftBank members and Y!mobile members, etc., who are eligible for Yahoo! Premium privileges. Overlap in IDs is excluded.

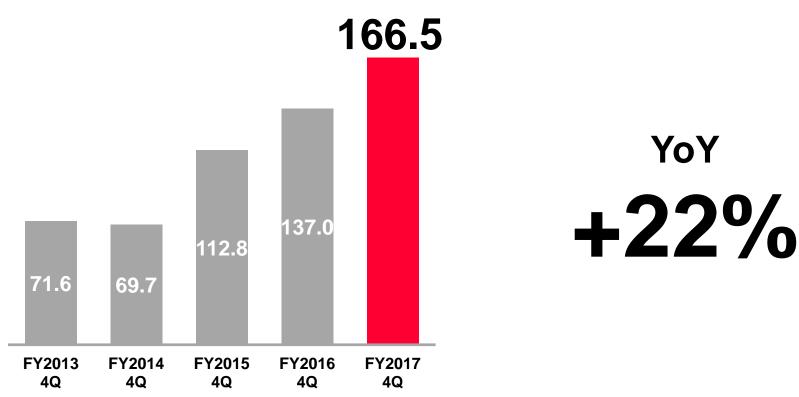
Commerce Business

Membership | Shopping | Auction | Financial & Payment

Shopping Transaction Value

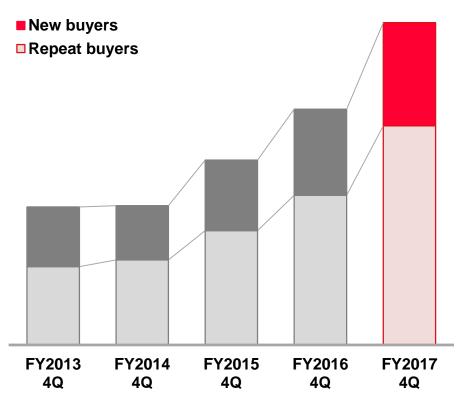


(¥Billion)



Yahoo! Shopping - Number of Buyers





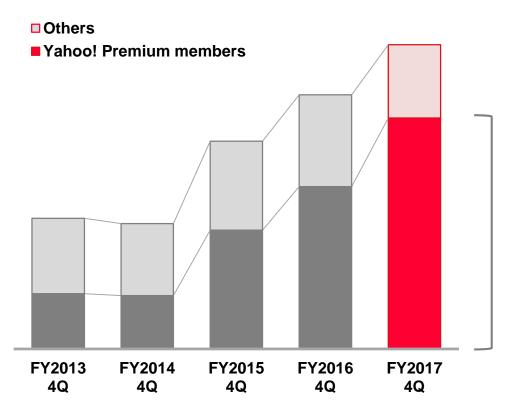
YoY
Approx. +40%

Note: Number of new buyers is the number of IDs of buyers who purchased for the first time, and of buyers whose purchase was made after a lapse of one year or more.

Number of repeat buyers is the number of IDs of buyers who purchased again within one year from the previous purchase.

Yahoo! Shopping - Transaction Value





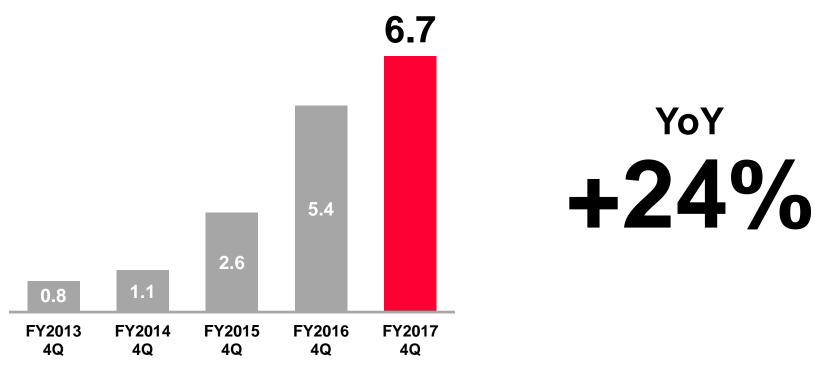
Transaction value generated by Yahoo! Premium members

76%

Shopping-Related Advertising Revenue



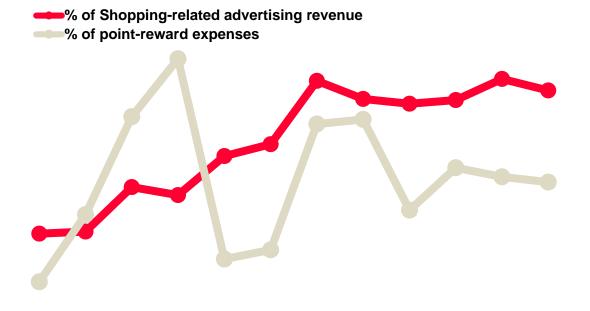
(¥Billion)



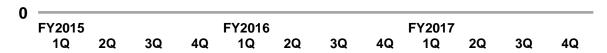
Note: Total of Yahoo Japan Corporation's non-consolidated Shopping-related advertising revenue; advertising revenue of StoreMatch, an advertising product in Yahoo! Shopping sold by ValueCommerce Co., Ltd. to stores in Yahoo! Shopping; and revenues of paid search advertising and YDN, etc., placed by stores in Yahoo! Shopping are recorded in the advertising revenue of Media Business segment.

Percentages of Shopping-Related Advertising Revenue^{*1} and Point-Reward Expenses^{*2} to Yahoo! Shopping Transaction Value





Restrained expenses and maintained profitability



^{*1} Shopping-Related Advertising revenue / Yahoo! Shopping transaction value = "take rate"

^{*2} Point-reward expenses related to Yahoo! Shopping / Yahoo! Shopping transaction value

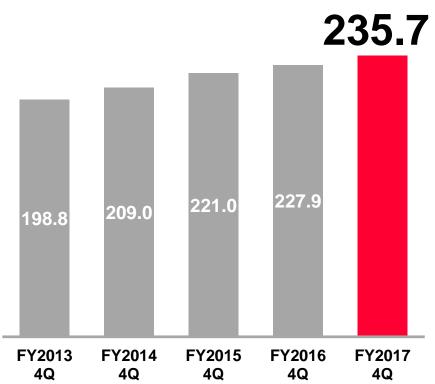
Commerce Business

Membership Shopping Auction Financial & Payment

Auction-Related Transaction Value



(¥Billion)



Continued to expand

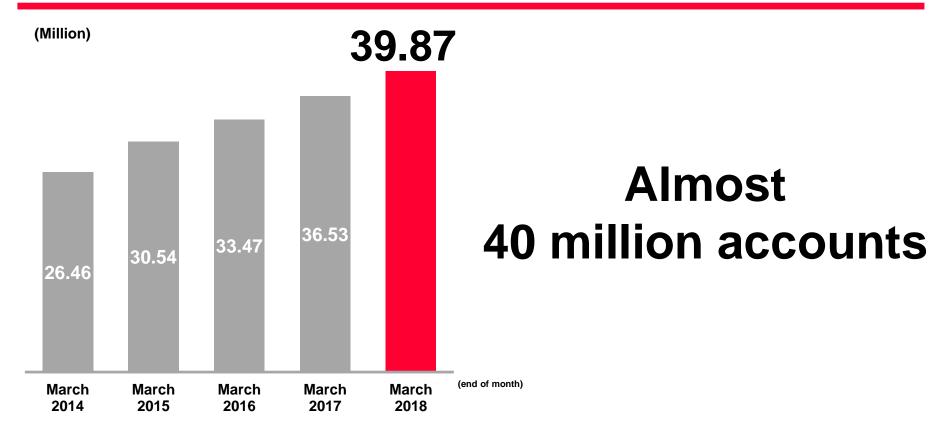
Note: Includes transaction values of: YAHUOKU!, tradecarview (https://www.tradecarview.com/), BOOKOFF Online (http://www.bookoffonline.co.jp/), Yahoo! Tickets from April 2015, and others.

Commerce Business

Membership Shopping Auction | Financial & Payment

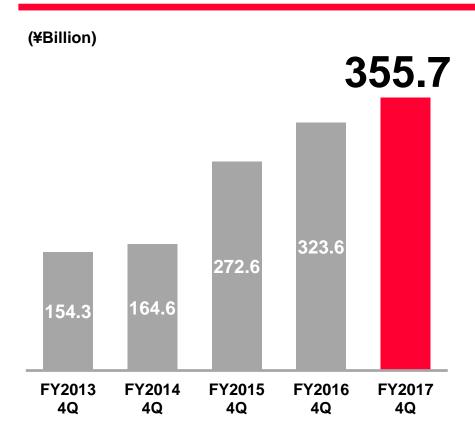
Number of Yahoo! Wallet Accounts





Yahoo! Wallet Transaction Value

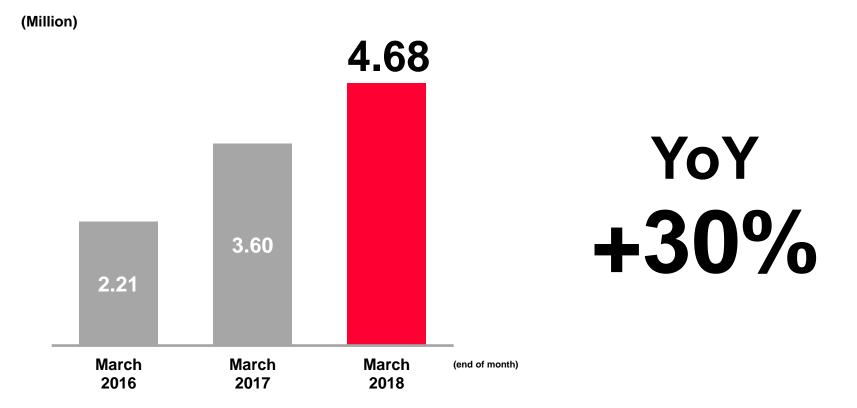






Number of Valid Credit Card Holders YAHOO!

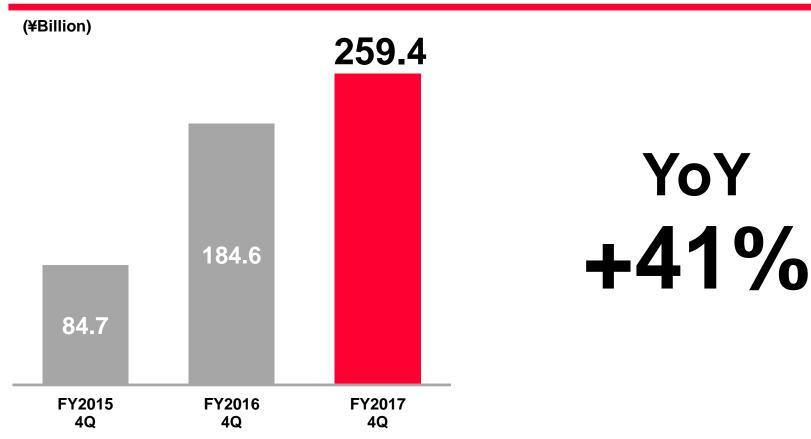




Note: Number of card holders who can purchase goods and receive services, etc., using the card. Includes card holders of KC Card, Yahoo! JAPAN Card and SoftBank Card ("Omakase charge").

Credit Card Transaction Value





Business Segment Breakdown



Media Business

• Advertising:

Paid search advertising "Sponsored Search",

Display advertising ("Yahoo! Display Ad Network (YDN)", "Premium Advertising")

-Business Services: CRM-related services, Media-related services and others

Personal Services: Website production-related services and others

Commerce Business

Advertising: Display advertising ("Premium Advertising")

•Business Services: ASKUL, Payment-related services, Affiliate-related services, Reservation-related services,

Corporate system-use fees of YAHUOKU!, Yahoo! Real Estate, Real estate-related services,

Banking-related services, Credit card-related services and others

• Personal Services: LOHACO, Yahoo! Premium, Personal system-use fees of YAHUOKU!, Credit card-related services,

E-book-related services, Telecommunications carrier-related services, Payment-related services,

Pet supplies-related services, Banking-related services, FX-related service and others

Others: Banking-related services

Others

Advertising: Display advertising ("Premium Advertising")

-Business Services: Data center-related services, Yahoo! Web Hosting, Utilities payment-related service and others

• Personal Services: Yahoo! Mail, Yahoo! Address Book, Utilities payment-related service and others

Advertising Products



Advertising Products			Main Format	Fee Calculation	Placement Pages	Main Advertiser Base
Paid search advertising	Sponsored Search®		Text	Per-click rate	Search results pages	Major corporations
Display advertising	YDN and others	Yahoo! Display Ad Network (YDN) *1	Text Banner	(Performance-based) *2		Small and medium-sized companies
			Video	Per-view rate (Performance-based) *2	Top page *1 Interior pages of service sites *1	
		Yahoo! Premium DSP	Banner	Per-impression page view rate (Performance-based) *2		Major corporations
	Premium Advertising	Brand Panel Prime Display Others	Rich ads (including video) Banner	Per-impression page view rate (Guarantee-based) *3		
		Banner ads Text ads Others	Text Banner	Per-guaranteed period rate, etc. (Guarantee-based) *3	Yahoo! - Shopping	Yahoo! Shopping stores
		PR Option		Conversion- based		

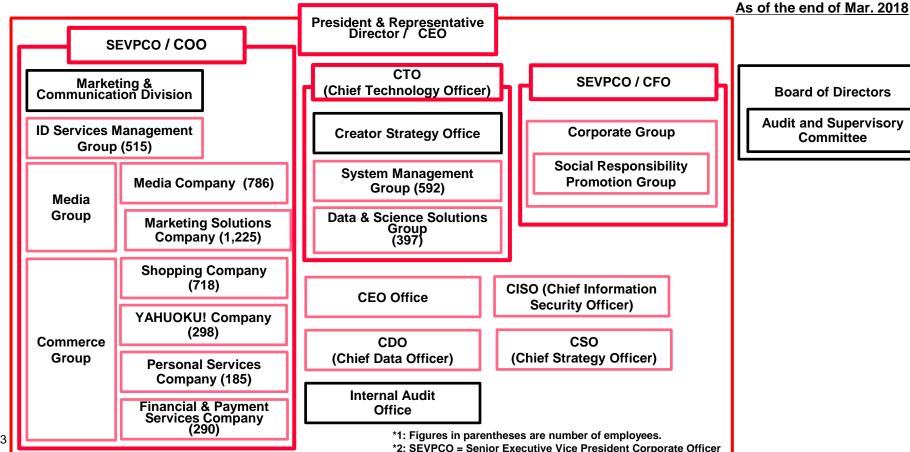
^{*1} Includes In-feed advertising on timeline view pages.

^{*2} Advertising that is programmatically or manually managed on a real-time basis to optimize advertisings effects

^{*3} Advertising for which specific placement is reserved in advance

Organization Chart of Yahoo Japan Corporation YAHOO!





Consolidated Subsidiaries and Affiliates



As of the end of Mar. 2018

Major consolidated subsidiaries

- **♦** ASKUL Corporation
- **♦** CLASSIFIED Corporation
- **♦** eBOOK Initiative Japan Co., Ltd.
- **♦** GYAO Corporation
- Netrust, Ltd
- **◆** Synergy Marketing, Inc.
- **♦** ValueCommerce Co., Ltd.
- **♦** YJ Card Corporation
- **♦** Y's Insurance Inc.
- **♦** Z Corporation Incorporated NEW!

Major affiliates

- **♦** Astmax Asset Management, Inc.
- **♦** BuzzFeed Japan Corporation
- **♦** Sony Real Estate Corporation

- **♦** Carview Corporation
- Dynatech inc.
- ecohai Co., Ltd.
- Ikyu Corporation
- ◆ Passrevo Corporation
- ◆ The Japan Net Bank, Limited NEW!
- **♦** YJ Capital Inc.
- ♦ YJFX, Inc.
- ♦ Y's Sports Inc.

- **♦** BOOKOFF CORPORATION LIMITED
- ◆ CRITEO K. K.

