



January 9, 2003

To whom it may concern

Yahoo Japan Corporation  
Masahiro Inoue, President & CEO  
Stock code: 4689

**Yahoo! JAPAN announces monthly data for December 2002**

Yahoo Japan Corporation announces monthly data on its businesses for December 2002, as attached.

Subject	December 2002	November 2002 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	1,210 million PVs	1,137 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 1,691 thousand lines	Approx. 1,461 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 842 thousand lines	Approx. 807 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	1,933 million PVs	1,982 million PVs
Number of Contracts on Business Express (*2)	682 contracts	774 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	3,283 million PVs	3,263 million PVs
Number of Auction Unique Users (*3)	9.77 million browsers	9.74 million browsers
Number of Total Listed Items (*4)	2.81 million items	3.27 million items
Average Closing Price (*5)	Approx. 7,000 yen	Approx. 6,500 yen
Transaction Rate (*6)	37-57%	48-58%
Number of Merchants (*7)	384 stores	360 stores
Monthly Volume of Auction Transacted on the site (*8)	Approx. 32.8 billion yen	Approx. 30.7 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	178 million PVs	179 million PVs
Number of Merchants (*9)	221 stores	216 stores
Monthly Volume of Shopping Transacted on the site (Tentative) (*10)	Approx. 3.7 billion yen	Approx. 3.1 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	2,667 million PVs	2,825 million PVs
<b>Enterprise Solutions Business Division</b>		
Monthly Page Views for Enterprise Solutions Business Division	0.4 million PVs	0.8 million PVs
<b>Inter-Divisional Data</b>		
Total Monthly Page Views	10,359 million PVs	10,467 million PVs
Non-Divisional Page Views including Top Pages (*11)	1,085 million PVs	1,077 million PVs
Number of Unique Users (*12)	45.23 million browsers	45.63 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	19.99 million IDs	19.23 million IDs
Total Number of Paying Users for Personal Identification (*14)	2.34 million IDs	2.24 million IDs
Monthly Volume of Commerce Transacted on the site (Tentative) (*15)	Approx. 36.5 billion yen	Approx. 33.9 billion yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)  
**(Excluding lines receiving services of Metallic Communications Groups, the number of lines with jumper installation completed was approx.1,677 thousand lines for Dec. and approx. 1,446 thousand lines for Nov. )**

(\*2) Monthly number of contracts on Business Express

(\*3) Number of browsers which accessed Yahoo! Auctions each month

(\*4) Total number of items listed at the end of each month

(\*5) Approximate average for each month

(\*6) Approximate range in each month

(\*7) Number of merchants at the end of each month

(\*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(\*9) Number of merchants at the end of each month

(\*10) Total turnover of each month including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.

(\*11) Page Views which are not included in Business Divisions such as Top Pages.

(\*12) Number of browsers which accessed Yahoo! JAPAN services each month

(\*13) Number of user IDs registered on Yahoo! JAPAN at the end of each month

(\*14) Total number of paying users for Yahoo! Auctions and Yahoo! Personals

(\*15) Monthly volume of commerce is the turnover of auction and shopping business including Yahoo! Travel and eS! Books.