

November 10, 2003

To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo Japan Corporation announces monthly data for October 2003

Yahoo Japan Corporation announces monthly data on its businesses for October 2003, as attached.

Subject	October 2003	September 2003 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,915 million PVs	1,821 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 3,399 thousand lines	Approx. 3,248 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,052 thousand lines	Approx. 1,034 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,657 million PVs	2,428 million PVs
Number of Business Express Contracts (*2)	1,381 contracts	1,255 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	5,466 million PVs	4,742 million PVs
Number of Auction Unique Users (*3)	14.30 million browsers	13.10 million browsers
Number of Total Listed Items (*4)	5.45 million items	4.47 million items
Average Closing Price (*5)	5,894 yen	5,995 yen
Transaction Rate (*6)	37-58%	33-49%
Number of Stores (*7)	1,716 stores	1,593 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 42.7 billion yen	Approx. 37.6 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	330 million PVs	307 million PVs
Number of Stores (*9)	723 stores	565 stores
Number of Select Stores (*10)	254 stores	247 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 4.4 billion yen	Approx. 4.1 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	5,280 million PVs	5,053 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	2.2 million PVs	1.4 million PVs
Corporate Common Data		
Total Monthly Page Views	17,985 million PVs	16,520 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,332 million PVs	2,165 million PVs
Number of Unique Users (*13)	61.41 million browsers	57.18 million browsers
Number of Active User IDs on Yahoo! JAPAN (*14)	10.08 million IDs	9.38 million IDs
Total Number of Yahoo! Premium Member IDs (*15)	3.35 million IDs	3.23 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 47.1 billion yen	Approx. 41.8 billion yen

(*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(*2) Monthly number of Business Express contracts

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

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

(*5) Average closing price for each month

(*6) Range of daily transaction rate in each month

(*7) Number of stores at the end of each month

(*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and 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 stores at the end of each month

(*10) Number of Select Stores at the end of each month

(*11) 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.

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

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

(*14) Number of Yahoo! JAPAN IDs which logged in each month

(*15) Total number of Yahoo! Premium Member IDs at the end of each month

(*16) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel and eS! Books. The figures are tentative, since cancellation and others could take place in the future.

(Note) As of October 2003, the Company stopped disclosing "Number of Registered IDs on Yahoo! JAPAN," instead disclosing "Number of Active User IDs on Yahoo! JAPAN."