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To whom it may concern

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## Yahoo! JAPAN announces monthly data for May 2003

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

Subject	May 2003	April 2003 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,529 million PVs	1,428 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 2,680 thousand lines	Approx. 2,547 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 973 thousand lines	Approx. 957 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,269 million PVs	2,022 million PVs
Number of Contracts on Business Express (*2)	968 contracts	920 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	4,224 million PVs	3,851 million PVs
Number of Auction Unique Users (*3)	11.93 million browsers	10.80 million browsers
Number of Total Listed Items (*4)	3.92 million items	3.62 million items
Average Closing Price (*5)	6,085 yen	6,273 yen
Transaction Rate (*6)	42-52%	44-52%
Number of Stores (*7)	1,330 stores	1,235 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 37.0 billion yen	Approx. 34.6 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	277 milion PVs	262 milion PVs
Number of Stores (*9)	234 stores	231 stores
Monthly Volume of Shopping Transacted on the Site (Tentative) (*10)	Approx. 3.5 billion yen	Approx. 3.6 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	4,140 million PVs	3,681 million PVs
ES Business Division		
Monthly Page Views for Enterprise Solutions Business Division	0.8 million PVs	0.7 million PVs
Inter-Divisional Data		
Total Monthly Page Views	14,391 million PVs	13,013 million PVs
Non-Divisional Page Views including Top Pages (*11)	1,948 million PVs	1,766 million PVs
Number of Unique Users (*12)	54.41 million browsers	50.23 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	24.83 million IDs	23.61 million IDs
Total Number of Paying Users for Personal Identification (*14)	2.81 million IDs	2.69 million IDs
Monthly Volume of Commerce Transacted on the Site (Tentative) (*15)	Approx. 40.5 billion yen	Approx. 38.2 billion yen

- (\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)
- (\*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) Average for each month
- (\*6) Approximate range in each month
- (\*7) Number of stores at the end of each month (previously called "merchants" are currently called "stores")
- (\*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 (previously called "merchants" are currently called "stores")
- (\*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.