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To whom it may concern

Yahoo Japan Corporation
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Stock code: 4689

Yahoo! JAPAN announces monthly data for July 2003

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

Subject	July 2003	June 2003 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,828 million PVs	1,609 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 2,961 thousand lines	Approx. 2,822 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,001 thousand lines	Approx. 986 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,494 million PVs	2,270 million PVs
Number of Contracts on Business Express (*2)	1,226 contracts	1,103 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	4,466 million PVs	4,235 million PVs
Number of Auction Unique Users (*3)	12.47 million browsers	12.23 million browsers
Number of Total Listed Items (*4)	4.11 million items	4.09 million items
Average Closing Price (*5)	6,189 yen	5,978 yen
Transaction Rate (*6)	37-49%	42-51%
Number of Stores (*7)	1,550 stores	1,457 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 38.9 billion yen	Approx. 36.9 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	327 million PVs	298 million PVs
Number of Stores (*9)	241 stores	240 stores
Monthly Volume of Shopping Transacted on the Site (*10)	Approx. 4.7 billion yen	Approx. 3.7 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	4,910 million PVs	4,514 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	0.8 million PVs	1.4 million PVs
Corporate Common Data		
Total Monthly Page Views	16,189 million PVs	14,932 million PVs
Non-Divisional Page Views including Top Pages (*11)	2,160 million PVs	2,002 million PVs
Number of Unique Users (*12)	56.91 million browsers	55.58 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	26.67 million IDs	25.68 million IDs
Total Number of Yahoo! Premium Member IDs (*14)	3.02 million IDs	2.91 million IDs
Monthly Volume of Commerce Transacted on the Site (*15)	Approx. 43.6 billion yen	Approx. 40.6 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 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, 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) 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) Accumulated number of user IDs registered on Yahoo! JAPAN at the end of each month

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

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

(Note) On July 1, 2003, the "ES Business Division" was changed to the "Business Solution (BS) Business Division", and "Paying Users for Personal Identification" was changed to "Yahoo! Premium Members".