To whom it may concern

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Yahoo! JAPAN announces monthly data for November 2002

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

Subject	November 2002	October 2002 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,137 million PVs	1,140 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 1,461 thousand lines	Approx. 1,208 thousand lines
Number of Lines with Jumper Installation Completed Marketed by Yahoo! JAPAN	Approx. 807 thousand lines	Approx. 769 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	1,982 million PVs	2,069 million PVs
Number of Contracts on Business Express (*2)	774 contracts	730 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	3,263 million PVs	3,118 million PVs
Number of Auction Unique Users (*3)	9.74 million browsers	10.00 million browsers
Number of Total Listed Items (*4)	3.27 million items	3.05 million items
Average Closing Price (*5)	Approx. 6,500 yen	Approx. 6,500 yen
Transaction Rate (*6)	48-58%	42-58%
Number of Merchants (*7)	360 stores	318 stores
Monthly Volume of Auction Transacted on the site (*8)	Approx. 30.7 billion yen	Approx. 29.6 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	179 milion PVs	166 milion PVs
Number of Merchants (*9)	216 stores	205 stores
Monthly Volume of Shopping Transacted on the site (Tentative) (*10)	Approx. 3.1 billion yen	Approx. 2.9 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	2,825 million PVs	3,062 million PVs
Enterprise Solutions Business Division		
Monthly Page Views for Enterprise Solutions Business Division	0.8 million PVs	0.5 million PVs
Inter-Divisional Data		
Total Monthly Page Views	10,467 million PVs	10,675 million PVs
Non-Divisional Page Views including Top Pages (*11)	1,077 million PVs	1,117 million PVs
Number of Unique Users (*12)	45.63 million browsers	46.23 million browsers
Number of Registered IDs on Yahoo! JAPAN (*13)	19.23 million IDs	18.47 million IDs
Total Number of Paying Users for Personal Identification (*14)	2.24 million IDs	2.14 million IDs
Monthly Volume of Commerce Transacted on the site (Tentative) (*15)	Approx. 33.9 billion yen	Approx. 32.6 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. 1,446 thousand lines for Nov. and approx. 1,190 thousand lines for Oct.)
(*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.