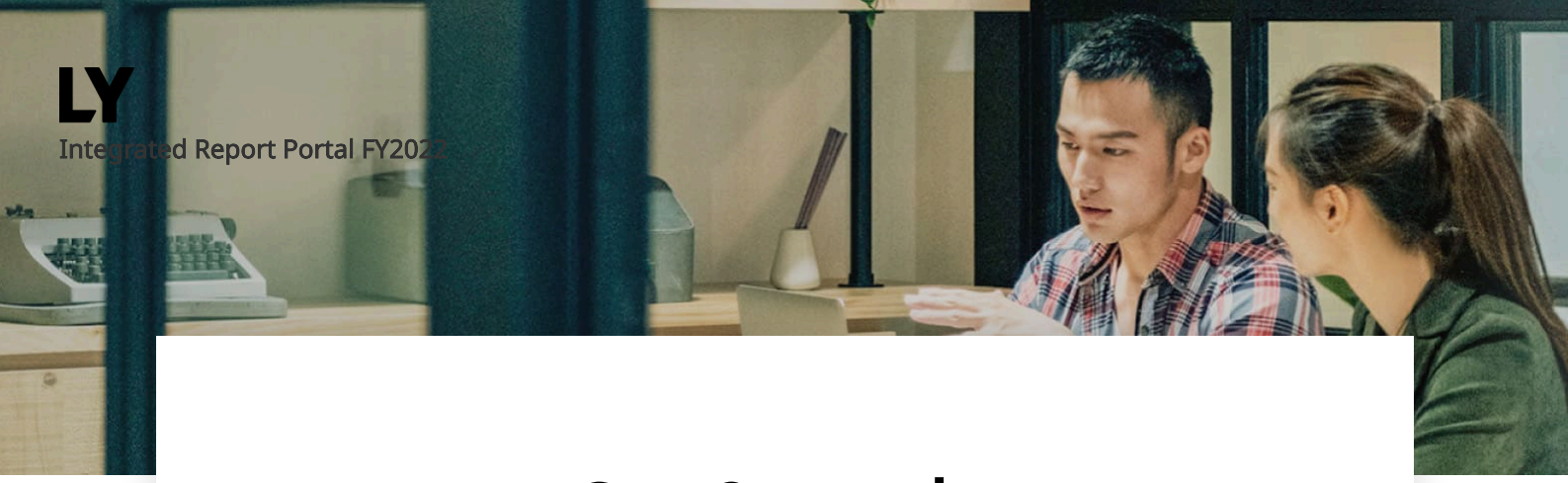


Our Strengths

Last updated: 10/17/2023

01

One of Japan's Largest User Bases

Overwhelming reach and engagement with Internet users in Japan in three fields indispensable to daily life: communication, information, and payment

Communication

LINE

Established as a "life platform" that supports all aspects of daily life. Used by over 90% of 10's–60's in Japan.

Use rate of social media[*1]

No.1 in Japan

Monthly active users[*2]

Over **95** mil

LINE users[*1]
among 10's–60's in Japan

92.5%

Information

YAHOO! JAPAN

Used by over 80% of smartphone users in Japan. Extensive service and information provision foster increased use and trust among users.

Total digital reach[*3]

No.1 in Japan

Monthly active users (smartphone)[*4]

Approx. **76** mil

Yahoo! JAPAN users[*4]
out of all smartphone users in Japan

Approx. **85%**

Payment

PayPay

Registered by approx. 1 in 2.5 of the Japanese population.
Grown into a social infrastructure for payments.

Smartphone payment service[*5]

No.1 in Japan

Registered users[*6]

Approx. **58** mil

Japanese QR code payment market
PayPay market share[*5]
(GMV)

67%

*1 Institute for Information and Communications Policy, Ministry of Internal Affairs and Communications "2021 Survey report on usage time of information and communication media and behavior concerning information." Announced in August 2022.

*2 LINE app monthly active users in Japan; as of March 31, 2023.

*3 Nielsen Digital Co., Ltd. "TOPS OF 2022: DIGITAL IN JAPAN"

*4 Calculated by the Company based on "Nielsen NetView/Mobile NetView Custom Data Feed." Monthly average from January 2022 to December 2022. Figure for smartphone access to Yahoo! JAPAN (brand level, includes use of app). Rounded to the second significant digit.

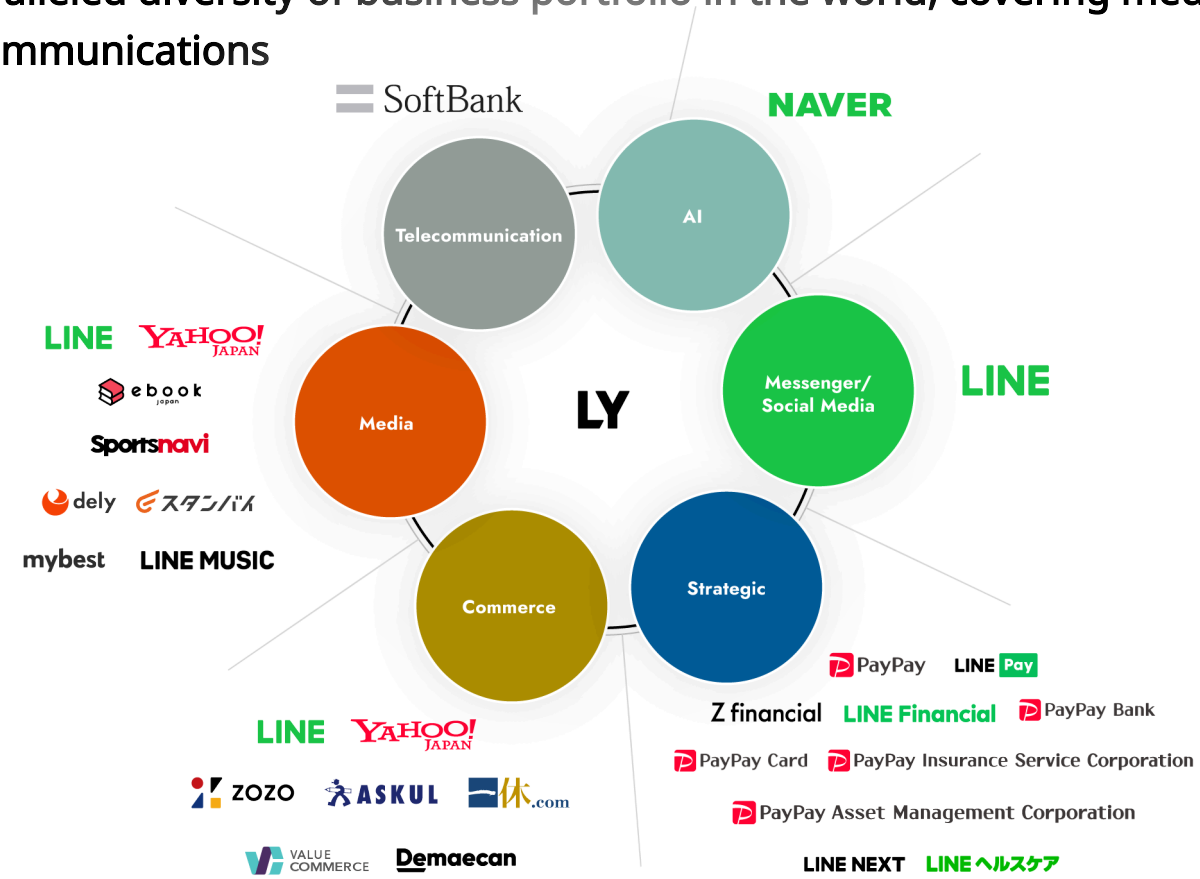
*5 “STATS – CODE PAYMENT (published on March 3, 2023)” released by Payments Japan Association; calculated by the Company based on 2022 payment amount in stores.

*6 Number of users who have registered a PayPay account. As of June 2023.

02

Diverse Business Portfolio

Unparalleled diversity of business portfolio in the world, covering media to telecommunications

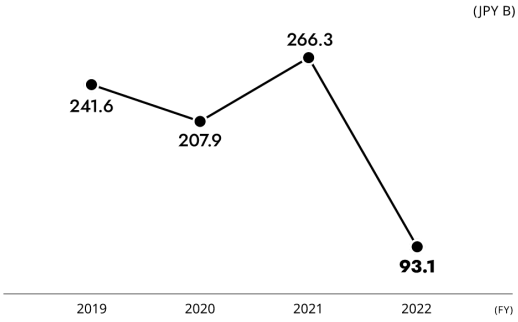


03

Robust Financial Base

Robust financial base for further growth investment

Cash Flows from Operating Activities



Credit Rating Agencies

JCR：AA-

R&I：A+

04

Human Capital

Committed to developing/reinforcing human capital from four aspects: "Recruitment (human capital acquisition)," "Diversity," "Learning & experience," and "Well-being"

Recruitment (Human Capital Acquisition)

Promoting recruitment and acquisition of human capital that will contribute to the realization of the growth strategies

→ More details

Ensuring Diversity

Accelerating the creation of new value throughout the Group by respecting diversity, including gender, race, and the corporate culture of each Group company

→ More details

Creating Opportunities for Learning & Experience

Creating numerous learning and experience opportunities to promote individual growth and drive sustainable growth for the entire Group

More details

Improving Well-Being

Implementing Group-wide initiatives to improve well-being, including the promotion of new work styles that suit the individuality of each Group company

More details

05

Sustainability Management

Bringing positive impact to society through its businesses, leveraging the strengths of information technology & Internet

Disaster Prevention/Mitigation Services

→ More details (Japanese only)

Promotion of "3Rs" (Reduce/Reuse/Recycle)

→ More details

Carbon Neutral Initiatives

LY Corporation aims to achieve carbon neutrality by FY2030 reducing greenhouse gas emissions from the business activities of the entire Group to net-zero.

- Contributing to the achievement of a sustainable society by encouraging carbon neutral initiatives also to companies outside of the Group
- Joined RE100, a global initiative, to steadily implement the "2030 Carbon Neutrality Declaration"

* GHG emissions subject to the GHG Protocol Scopes 1 and 2.

Promotion of Health and Productivity Management

2023
健康経営優良法人
Health and productivity
ホワイト500

* "健康経営" (Health and Productivity Management) is a registered trademark of Nonprofit Organization Kenkokeiei.

→ More details