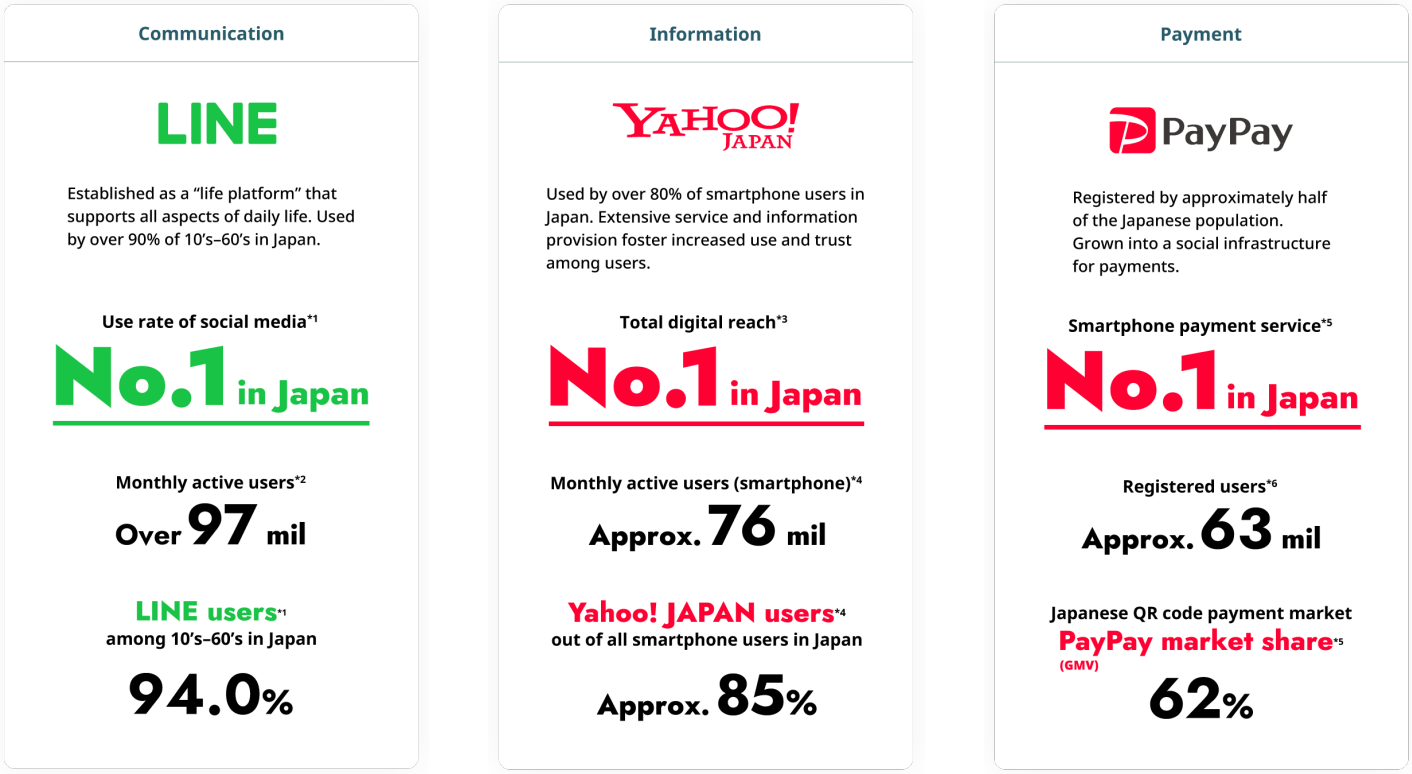
Our Strengths

Last updated: 10/1/2024

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



*1 Institute for Information and Communications Policy, Ministry of Internal Affairs and Communications "2024 Survey report on usage time of information and communication media and behavior concerning information." Announced in June 2024.

*2 LINE app monthly active users in Japan; as of March 31, 2024.

*3 Nielsen Digital Co., Ltd. "TOPS OF 2023: 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.

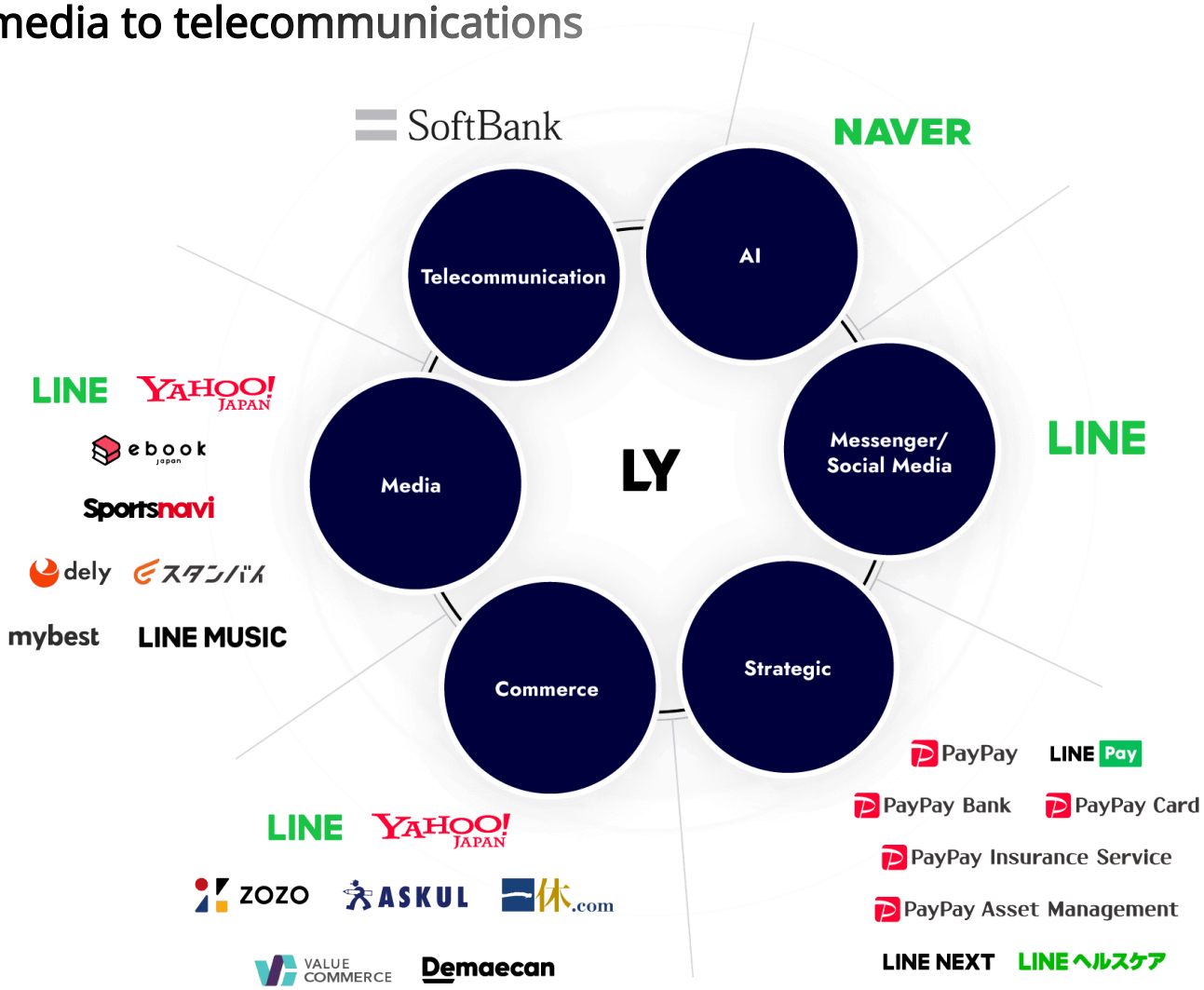
*5 "STATS – CODE PAYMENT (published on March 25, 2024)” released by Payments Japan Association; calculated by the Company based on 2023 payment amount in stores.

*6 Number of users who have registered a PayPay account. As of March 2024.

02

Diverse Business Portfolio

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



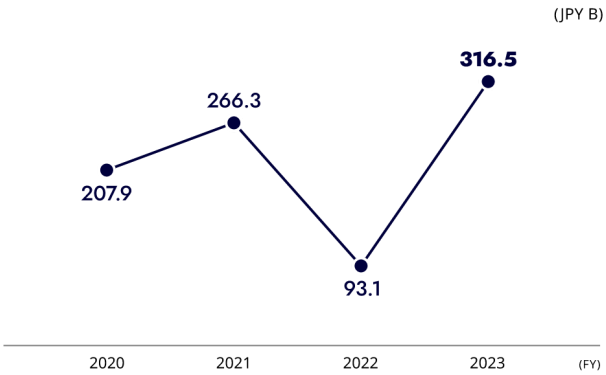
→ More details

03

Robust Financial Base

Robust financial base for further growth investment

Cash Flows from Operating Activities



Credit Rating

JCR：AA-

R&I：A+

04

Technical Capabilities

Aiming to achieve unparalleled product-driven excellence and products that inspire users

Massive data base derived from Japan's No.1 platform service

Cumulative no. of users of the Group:

Over **320** million*1

YAHOO! JAPAN

55.50 million

(monthly logged-in user IDs)*2

LINE

196 million

(monthly active users)*2

*1 The sum of Yahoo! JAPAN monthly logged-in user IDs, LINE monthly active users (MAU), PayPay registered users, and annual buyers of ZOZOTOWN business (excluding Yahoo! JAPAN Shopping). All figures are as of June 30, 2023.

*2 As of March 31,2024

→ More details

Proven track record of developing and operating services since the inception of the Japanese internet

April 1996

Launched Yahoo! JAPAN

→ More details (Japanese only) (242KB)

July 1996

Launched Yahoo! JAPAN Weather Information and Yahoo! JAPAN News

→ More details (Japanese only) (228KB)

July 2000

Total Yahoo! JAPAN daily page views exceed 100 million

→ More details (Japanese only) (389KB)

Use of generative AI

Aiming to be a company that makes the best use of generative AI in Japan

- Offered original generative AI assistant to approximately 20,000 employees and confirmed approximately 7% increase in productivity.*1
- AI pair programmer, GitHub Copilot introduced to approximately 7,000 engineers in October 2023, brought around 10–30% increase in productivity.*2
- Adopting a multi-vendor strategy to create an environment where employees can choose from a variety of generative AIs.

*1 Average value in response to the question "What percentage of your overall operations have been reduced through the use of our original AI assistant?"

*2 LY Corporation Begins Implementation of "GitHub Copilot for Business," an AI Pair Programmer, to All Engineers

→ More details (Japanese only)

One of Japan's largest number of engineers

Approximately **7,000**

→ More details

Cumulative total of patents (As of March 31, 2024)

4,586

→ More details

05

Human Capital

Aiming to maximize the performance of human capital and organizations

Facilitating growth

Enhance opportunities to realize their full potential and to become more autonomous and independent in their work

Average training hours per employee

33 hours

Average training cost per employee

JPY **67,971**

New appointments of employees to managerial positions

1,029

→ More details

Diversity

Create an environment in which all employees can perform to their fullest

Ratio of females in managerial positions

Senior manager or higher

15.8 %

Manager (section chief)

24.9 %

Ratio of females in directors

12.9 %

Ratio of females in New appointments of employees to managerial positions

25.4 %

→ More details

Workstyle

Promote a working style that allows all employees to autonomously manage their optimal work locations and schedules

Utilization of childcare leave

Male	Female
50.9%	100%

→ More details

Fostering a unique culture

Generate a sense of unity and foster a unique culture

Percentage of respondents to engagement survey*

90.1%

* LY Corporation (non-consolidated)

→ More details

06

Sustainability Management

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

Disaster Prevention/Mitigation Services

Operation of a disaster prevention app

→ More details (Japanese only)

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

Operation of Yahoo! JAPAN Flea Market, a flea market service

→ 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.

→ More details

Promotion of Health and Productivity Management

* “Kenkokeiei (KENKO Investment for Health)” is a registered trademark of Nonprofit Organization Kenkokeiei.

→ More details

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