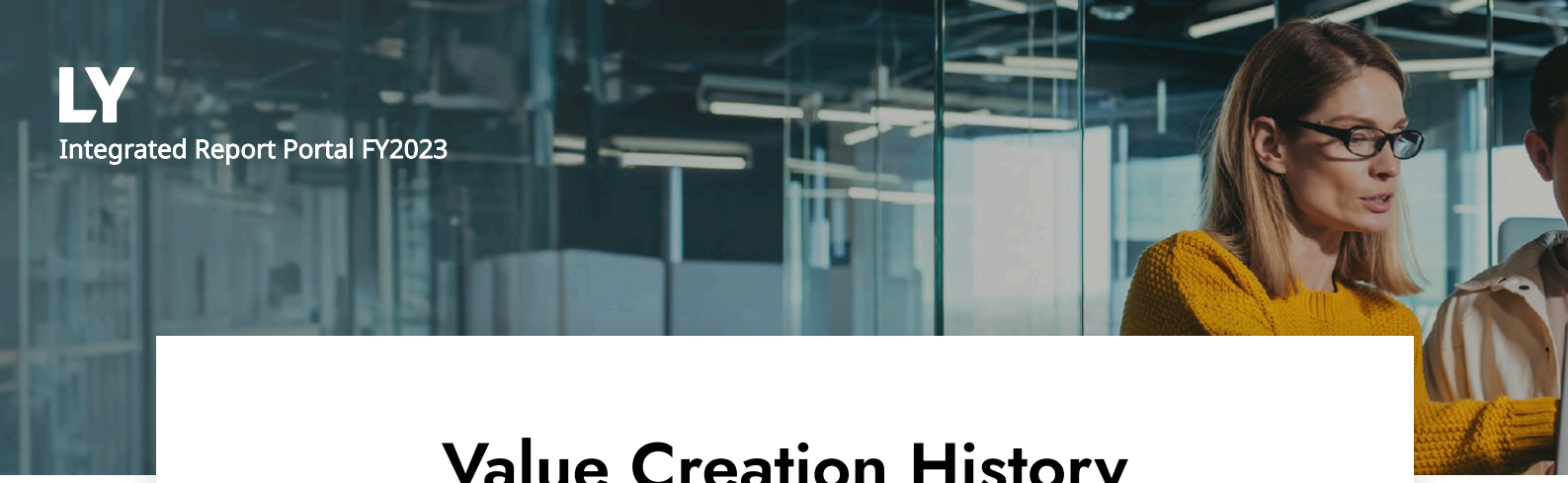


Value Creation History

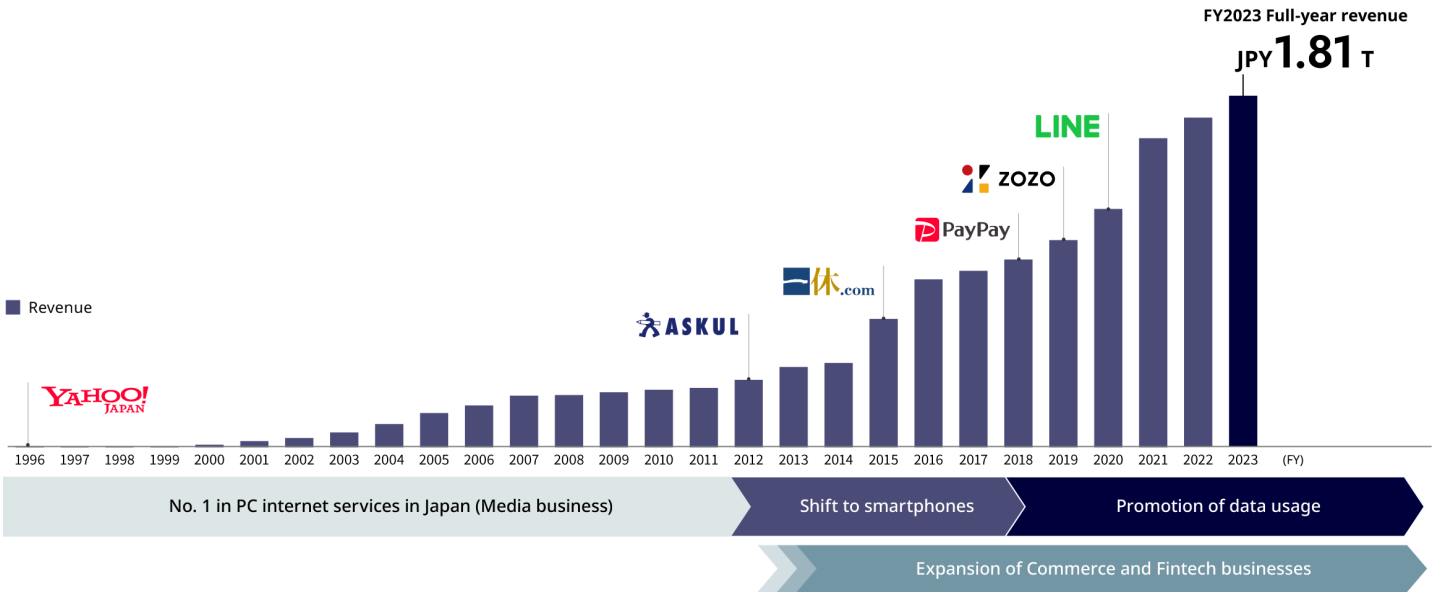
Last updated: 10/1/2024

We have led the development of the internet industry in Japan, constantly creating new user experiences from a user first standpoint.

Our Strengths

One of Japan's Largest User Bases → More details	Diverse Business Portfolio → More details	Robust Financial Base → More details
Technical Capabilities → More details	Human Capital → More details	Sustainability Management → More details

LY Corporation's Value Creation History



Corporate Structure

- **January 1996** — Foundation of Yahoo Japan Corporation
- **FY 2003** — Listed in First Section of Tokyo Stock Exchange
- **FY 2015** — Transitioned to company with an Audit and Supervisory Committee
- **FY 2019** — Transitioned to a holding company structure/Changed trade name
- **FY 2020** — Completed business integration with LINE Corporation
- **FY 2023** — Launched LY Corporation

Media Business

- **FY 1996** — Launched Yahoo! JAPAN (portal website)
- **FY 2001** — Launched Yahoo! JAPAN BB (high-speed Internet connection service)
- **FY 2008** — Released Yahoo! JAPAN app
- **FY 2011** — Released LINE app
- **FY 2021** — Integrated Yahoo! JAPAN Display Advertising platforms
- **FY 2023** — Launched LYP Premium

Commerce Business

- **FY 1999** — Launched Yahoo! JAPAN Shopping; Launched Yahoo! JAPAN Auction
- **FY 2013** — Announced new e-commerce strategy
- **FY 2015** — Consolidated ASKUL Corporation, Ikyu Corporation
- **FY 2019** — Consolidated ZOZO, Inc.

Strategic Business

- **FY 2015** — Launched Yahoo! JAPAN Credit Card
- **FY 2018** — Launched PayPay (cashless payment service)
- **FY 2019** — Established Z Financial Corporation
- **FY 2022** — Consolidated PayPay Corporation
- **FY 2023** — Reorganized financial businesses

January 1996

Foundation of Yahoo Japan Corporation

Yahoo! JAPAN service was launched as Japan's first commercial search engine. Has worked to expand and improve its services with the aim of becoming a "life engine" used in all aspects of daily life, so that it can accurately meet the changing needs of users along with the proliferation of the Internet.

FY 2008

Released Yahoo! JAPAN smartphone app

Responded to dramatic changes in the Internet usage environment, such as the rapid expansion of smartphone use.

FY 2011

Released LINE app

The LINE app was launched in 2011 as a communication app that lets people connect with their loved ones such as family, friends via smartphone.

FY 2013

Announced new e-commerce strategy

Eliminated all store tenant fees and loyalty payments in Yahoo! JAPAN Shopping (online shopping mall), transitioning from a fee-based revenue model to one based on advertising. In a similar manner, decided to eliminate store tenant fees in YAHUOKU! (internet auction website, currently Yahoo! JAPAN Auction).

FY 2018

Launched cashless payment service "PayPay"

Established PayPay Corporation through joint investment with SoftBank Corp. Succeeded in rapidly acquiring users and merchants through large-scale promotions, etc. Playing a central role in promoting cashless transactions, has established a dominant position in the QR/barcode payment market in Japan.

FY 2019

Transitioned to a holding company structure, changed trade name to Z Holdings Corporation

Transitioned to a holding company structure that enables flexible and agile decision-making, optimal allocation of management resources, and more rapid implementation of business strategies to further expand business domains and maximize corporate value in the rapidly changing Internet industry. Changed trade name to Z Holdings Corporation.

Z HOLDINGS

FY 2020

Business integration with LINE Corporation

Formed one of Japan's largest Internet service corporate groups, providing over 200 services in Japan.

FY 2023

Launched LY Corporation

Merged five major subsidiaries including Yahoo Japan Corporation and LINE Corporation to accelerate the generation of group synergies. From October 2023, engaging in product development and synergy creation that transcends service boundaries under the new trade name, LY Corporation.

LY

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