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To whom it may concern

Yahoo Japan Corporation
Masahiro Inoue, President & CEO
Stock code: 4689

Yahoo! JAPAN announces monthly data for August 2003

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

Subject	August 2003	July 2003 (for reference)
Yahoo! BB Business Division		
Monthly Page Views for Yahoo! BB Business Division	1,849 million PVs	1,828 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 3,092 thousand lines	Approx. 2,961 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,015 thousand lines	Approx. 1,001 thousand lines
Listing Business Division		
Monthly Page Views for Listing Business Division	2,424 million PVs	2,494 million PVs
Number of Business Express contracts (*2)	969 contracts	1,226 contracts
Auction Business Division		
Monthly Page Views for Auction Business Division	4,327 million PVs	4,466 million PVs
Number of Auction Unique Users (*3)	12.71 million browsers	12.47 million browsers
Number of Total Listed Items (*4)	4.36 million items	4.11 million items
Average Closing Price (*5)	5,940 yen	6,189 yen
Transaction Rate (*6)	38-46%	37-49%
Number of Stores (*7)	1,547 stores	1,550 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 35.6 billion yen	Approx. 38.9 billion yen
Shopping Business Division		
Monthly Page Views for Shopping Business Division	300 million PVs	327 million PVs
Number of Stores (*9)	443 stores	241 stores
Number of Select Stores(*10)	247 stores	241 stores
Monthly Volume of Shopping Transacted on the Site (*11)	Approx. 4.2 billion yen	Approx. 4.7 billion yen
Media Business Division		
Monthly Page Views for Media Business Division	4,778 million PVs	4,910 million PVs
Business Solution (BS) Business Division		
Monthly Page Views for BS Business Division	1.8 million PVs	0.8 million PVs
Corporate Common Data		
Total Monthly Page Views	15,847 million PVs	16,189 million PVs
Non-Divisional Page Views including Top Pages (*12)	2,164 million PVs	2,160 million PVs
Number of Unique Users (*13)	53.90 million browsers	56.91 million browsers
Number of Registered IDs on Yahoo! JAPAN (*14)	27.41 million IDs	26.67 million IDs
Total Number of Yahoo! Premium Member IDs (*15)	3.12 million IDs	3.02 million IDs
Monthly Volume of Commerce Transacted on the Site (*16)	Approx. 39.8 billion yen	Approx. 43.6 billion yen

(*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(*2) Monthly number of Business Express contracts

(*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) Number of Select Stores at the end of each month

(*11) 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.

(*12) Page Views which are not included in Business Divisions such as Top Pages.

(*13) Number of browsers which accessed Yahoo! JAPAN services each month

(*14) Accumulated number of user IDs registered on Yahoo! JAPAN at the end of each month

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

(*16) 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) As of August 27, 2003, Yahoo! JAPAN started a two-tier store system of select stores - the existing popular brand stores are included here - and the newly introduced regular store category. As of August 31, 2003, there were 196 regular stores registered, which caused a drastic increase in number of stores in our Shopping Business.