

Being KDDI, Being More **EXCITING**

KDDI will commemorate the 10th anniversary since its establishment in October 2010.

The Japanese telecommunications market, which experienced rapid progress in the past decade, is currently facing a major turning point. By pursuing the uniqueness of KDDI that has supported our developments over the past 10 years, we aim to create new value to turn the changes in the market environment into a tailwind. And as in the past, we thrive to be as exciting a company as ever.



KDDI—THE DIFFERENCES

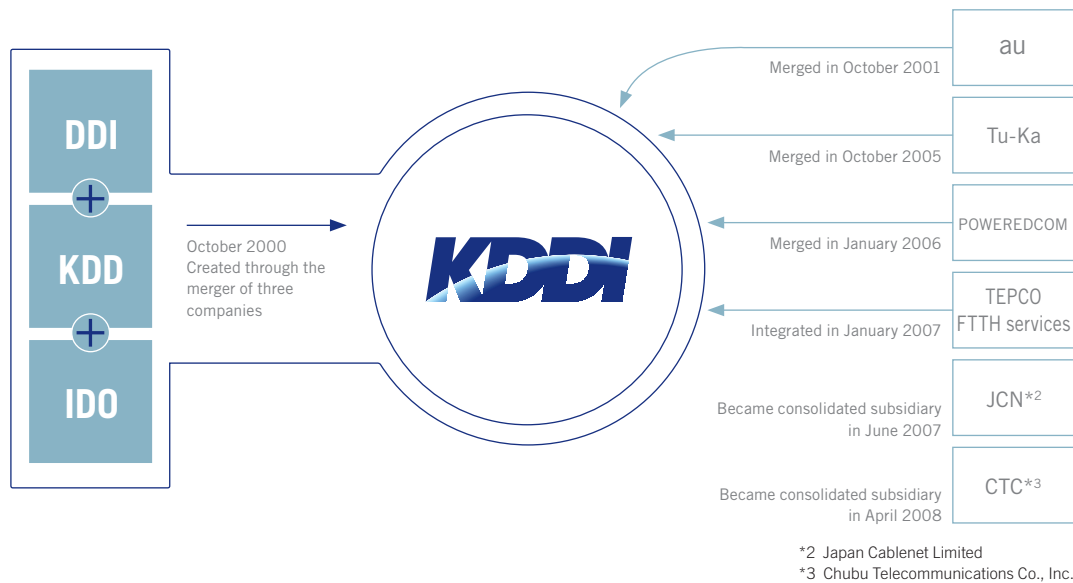
As a comprehensive telecommunications company, KDDI leverages its unique business structure to remain a step ahead of the changing times. We endeavor to anticipate the needs of the upcoming era of the “ambient intelligence society,” and thrive to make progress steadily.

IN BUSINESS STRUCTURE

The KDDI Group was established in October 2000 through the merger of DDI CORPORATION, KDD Corporation, and IDO CORPORATION. Thereafter, we merged with subsidiaries in the area of mobile communications. In the area of fixed-line communications, among other companies, we merged with POWEREDCOM, Inc., and integrated the FTTH*1 business of Tokyo Electric Power Company (TEPCO). The result was a uniquely comprehensive business structure combining mobile and fixed-line communications in a single company, and establishment of a solid foundation for growth.

*1 Fiber to the Home: Data communications service over fiber-optic networks targeting individual customers

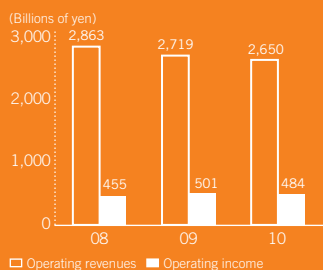
Comprehensive Telecommunications Operator Combining Mobile and Fixed-line Business



MOBILE BUSINESS

Mobile Phone Services, Sales of Mobile Phone Handsets, Mobile Solutions Services, etc.

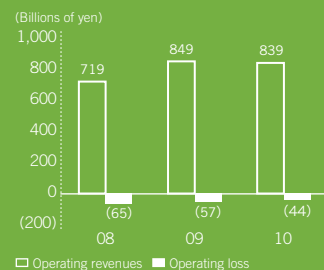
Composition of Consolidated Operating Revenues



FIXED-LINE BUSINESS

Local, Long-Distance, and International Telecommunications Services, Internet Services, Solutions Services, Data Center Services, CATV Services, etc.

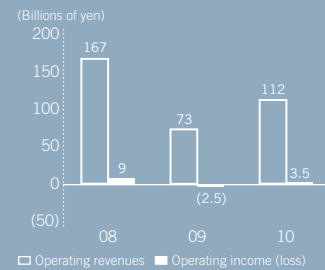
Composition of Consolidated Operating Revenues



OTHER BUSINESS

Call Center Business, Content Business, Research and Advanced Development, and Other Mobile Phone Services, etc.

Composition of Consolidated Operating Revenues



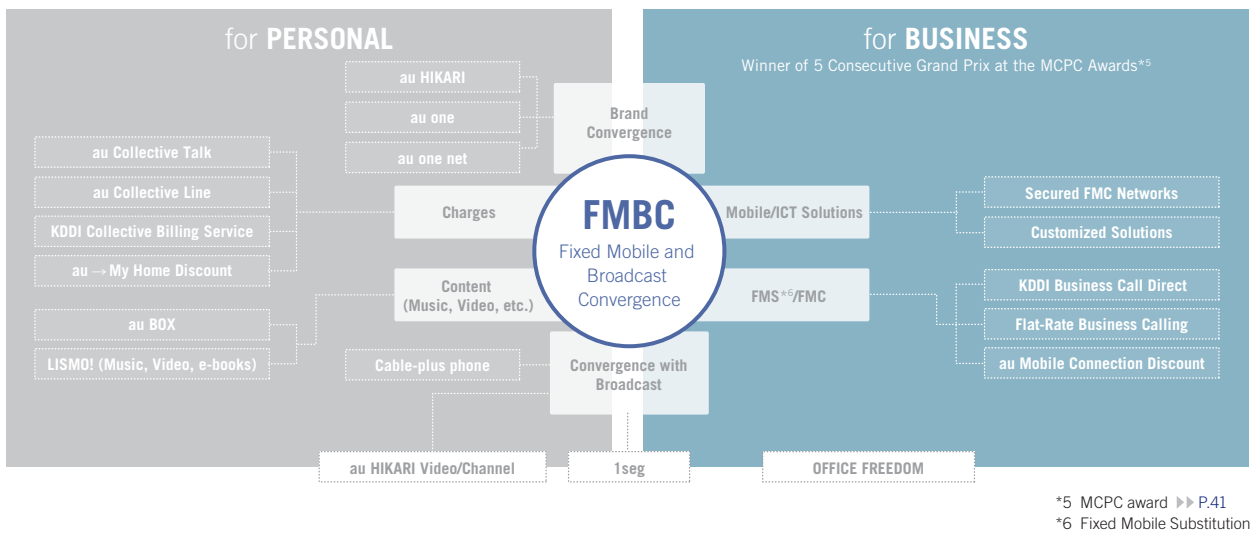
(Years ended March 31)

*4 Denominator is the simple total of individual segment revenues.

IN SERVICES

FMC (Fixed and Mobile Convergence) enables a variety of services and contents anywhere, any time, regardless of different communication methods and access means, be it fixed or mobile. KDDI's next-generation infrastructure concept, "Ultra 3G," takes this convergence one step further, to FMBC (Fixed Mobile and Broadcast Convergence). This is an area where only KDDI, which has various access lines, can pursue potentials.

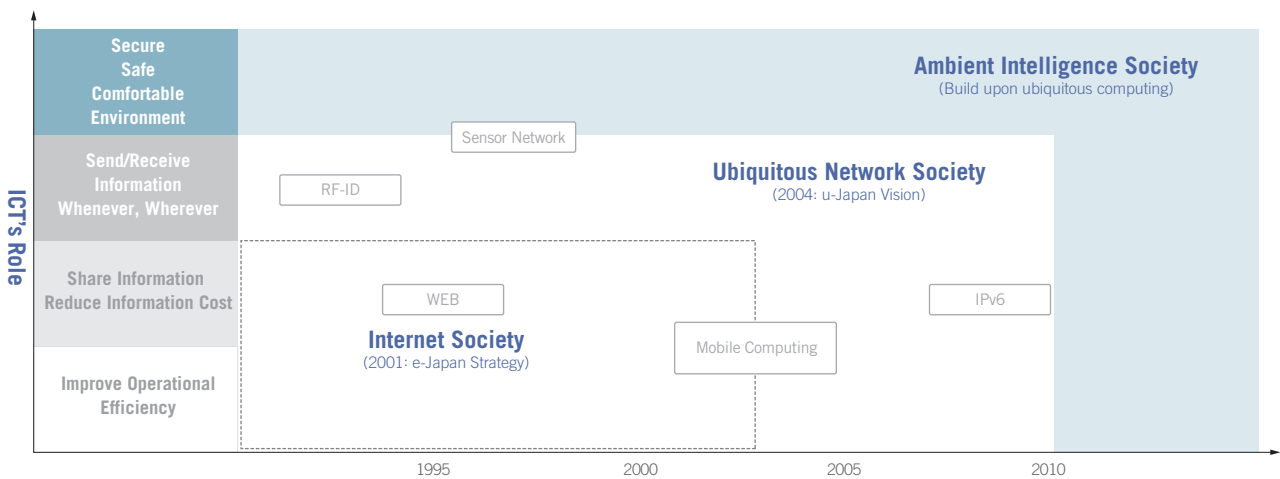
FMBC Initiatives



IN VISION

KDDI anticipates the future beyond FMBC. We envision an "ambient intelligence society," in which sophisticated ICT (Information and Communication Technology) solutions are available to users, without people being aware of it. Leveraging the unique foundation for growth that we have developed by bringing mobile and fixed-line business under one roof, we are working to create new usage styles toward the realization of an "ambient intelligence society."

KDDI's Anticipated "Ambient Intelligence Society"



Source: Created by KDDI Research Institute based on Hitachi Research Institute documentation