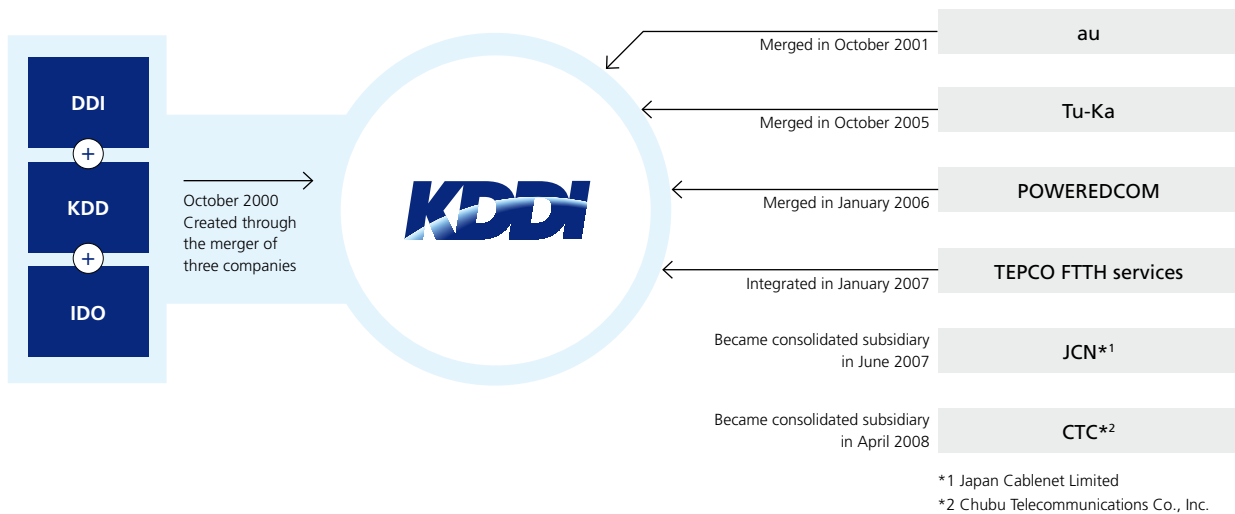


The Three Steps to Understanding KDDI

To best perceive how KDDI is working to reconstruct its foundational businesses, we believe it is useful first to understand us as a company. Therefore, we begin by describing how KDDI came into being, the Company's strengths as an comprehensive telecommunications operator, and our position within the industry.

STEP 1 History

Establishing the Foundations for Growth as a Comprehensive Telecommunications Operator through M&As and Other Activities

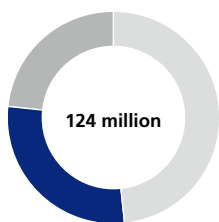


The KDDI Group was established in October 2000 through the merger of DDI CORPORATION, a long distance communications company, and KDD Corporation a international communication company, and IDO CORPORATION. Thereafter, we expanded our business foundation through M&As in both the mobile business and fixed-line business. We are proud to be the only company in Japan to have a uniquely comprehensive business structure combining mobile and fixed-line communications in a single company, and establishment of a solid foundation for growth.

STEP 3 Position

Holding the Second-largest Share of the Market for Mobile and Fixed-line Communications, after the NTT Group

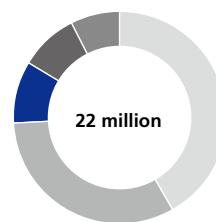
Share of Cumulative Mobile Communication Subscriptions (As of March 31, 2012)



| | |
|------------------|--------------|
| NTT DOCOMO | 48.4% |
| KDDI (au) | 28.3% |
| SOFTBANK MOBILE | 23.3% |

Source: Created by KDDI using Telecommunications Carriers Association's data
* Share among NTT DOCOMO, SOFTBANK MOBILE, and KDDI

Share of Cumulative FTTH Subscriptions (As of March 31, 2012)



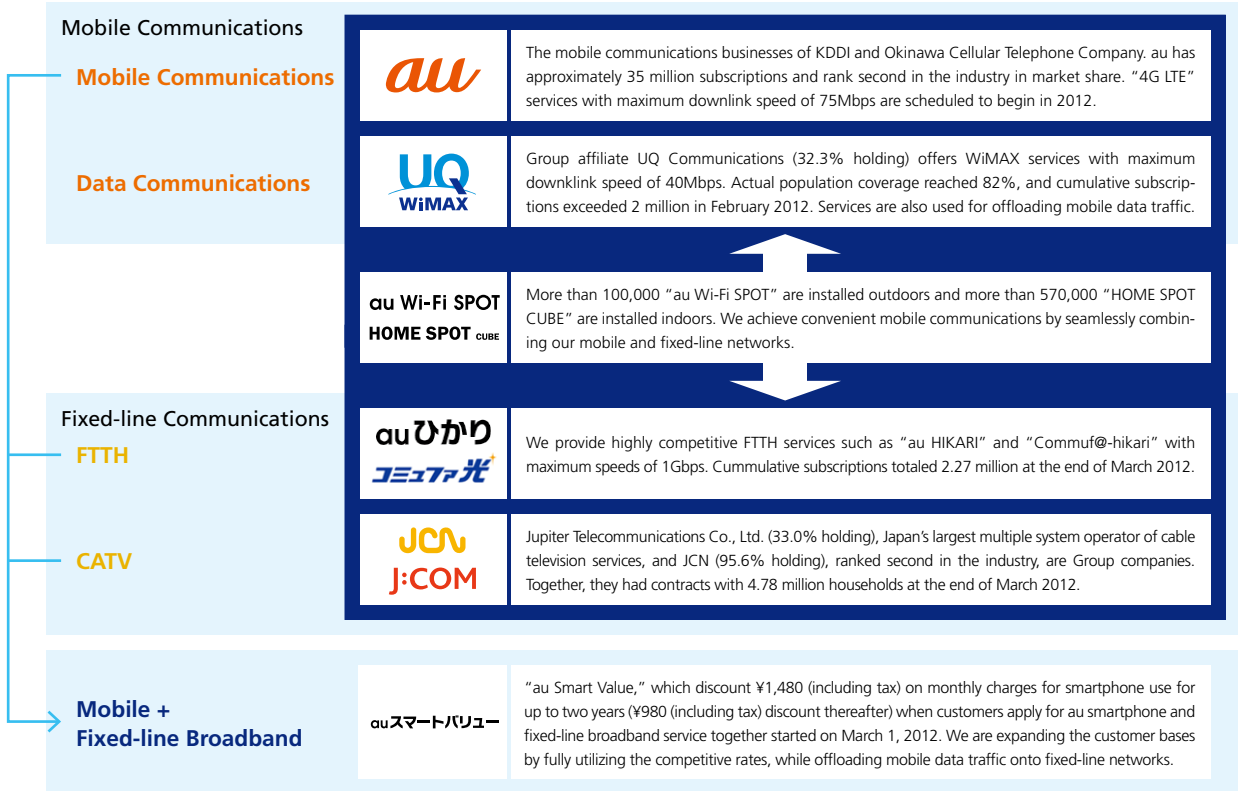
| | |
|--------------------------|-------------|
| NTT EAST | 41.9% |
| NTT WEST | 32.3% |
| KDDI | 9.5% |
| Electric Power Utilities | 9.0% |
| Other | 7.3% |

Source: Created by KDDI using Ministry of Internal Affairs and Communication's data

STEP 2

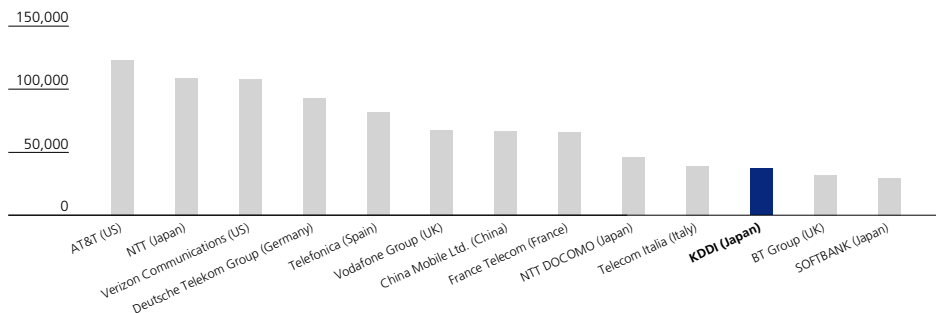
Strengths

The KDDI Group Provides Comprehensive Mobile and Fixed-line Communications.



Comparison of Operating Revenues among the World's Leading Telecommunications Operators

(Millions of U.S. dollars)



Source: Created by KDDI using "Telecom Data Book 2011" by Telecommunications Carriers Association

- Created to have a better idea of our business size
- Fiscal year is FY2010.3, which is January 1, 2009 to December 31, 2009 for the United States, Germany, Italy, and Spain, while it is April 1, 2009 to March 31, 2010 for the United Kingdom and Japan.
- For KDDI and SoftBank, Operating revenues calculated based on Japanese accounting standards are converted to U.S. dollar.