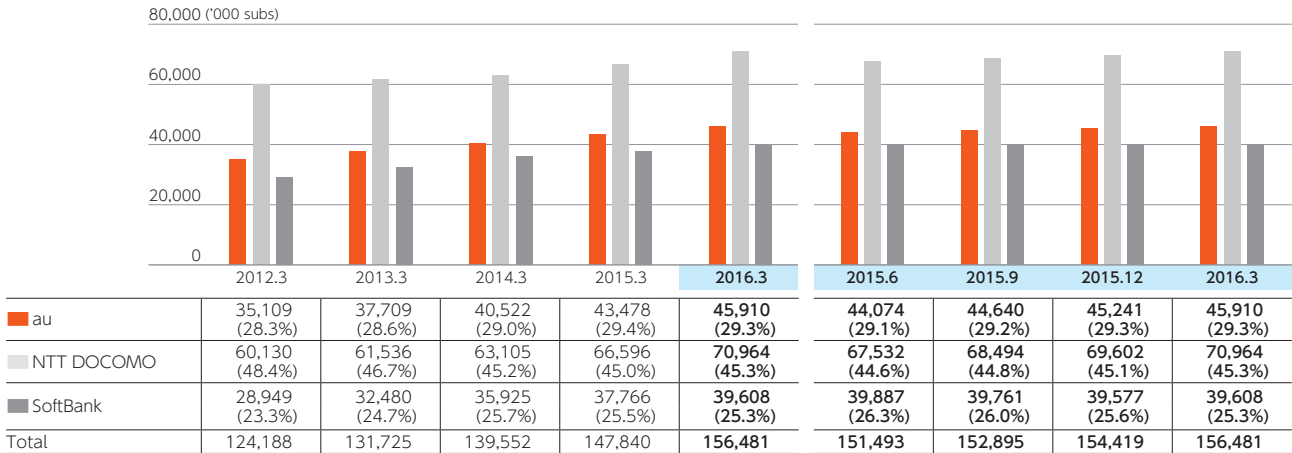


Market Overview

(Years ended March 31)

Mobile Communications Market Data

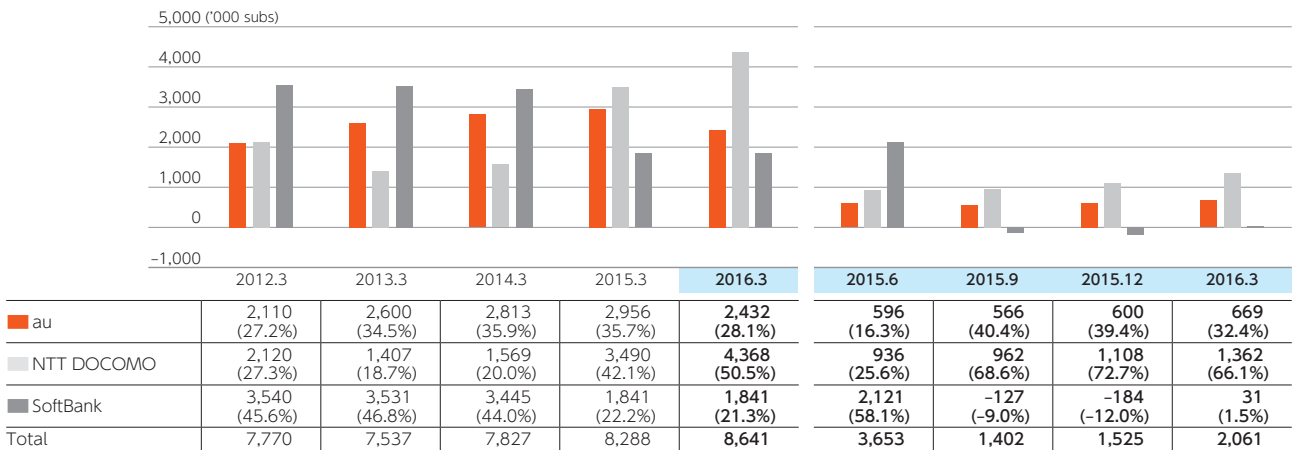
Number of Total Subscribers (Share of Cumulative Subscriptions*1)



*1 Share among NTT Docomo, INC., SoftBank Corp., and KDDI (au)

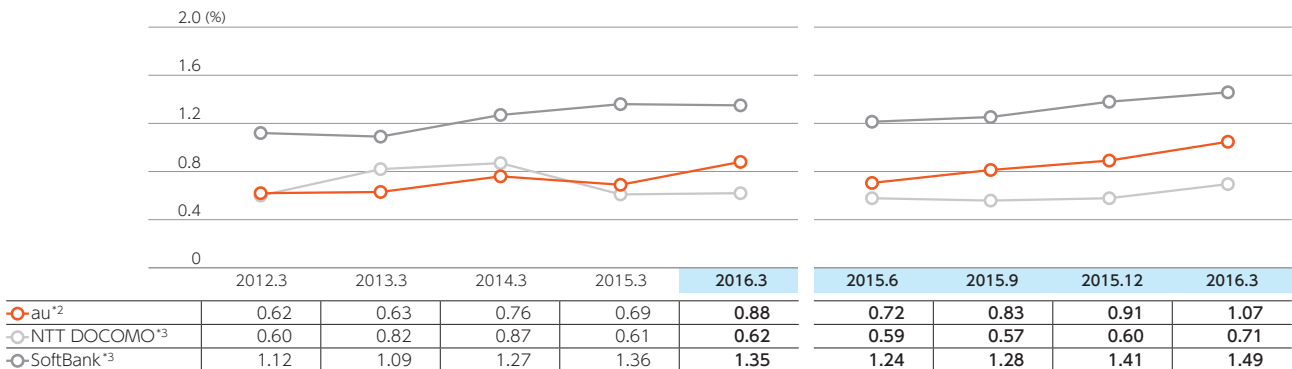
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Net Additions (Share of Net Additions*1)



Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Churn Rate



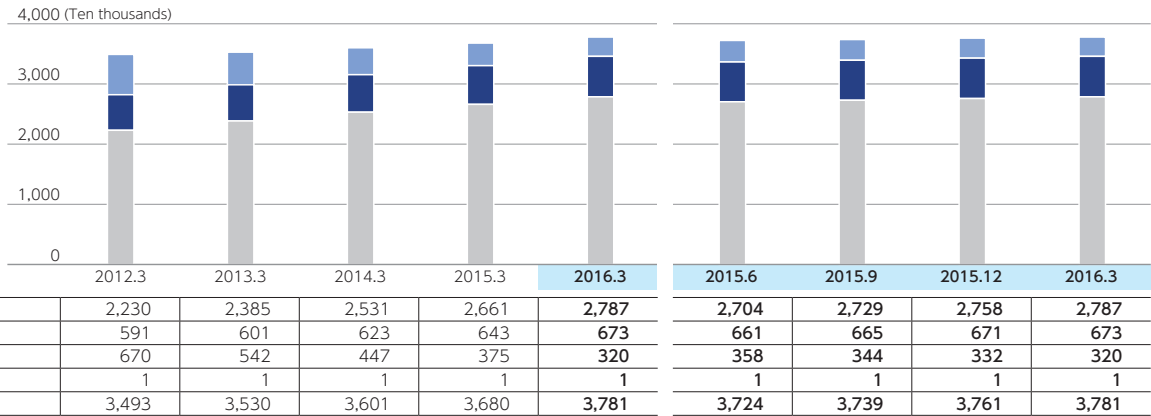
*2 For conventional mobile terminals (smartphones and feature phones) (Personal Services)

*3 From the fiscal year ended March 31, 2016, the definition of the churn rate has been revised. Accordingly, results for the fiscal year ended March 31, 2015 have been restated to reflect the new definition.

Source: Data prepared by KDDI from individual companies' materials

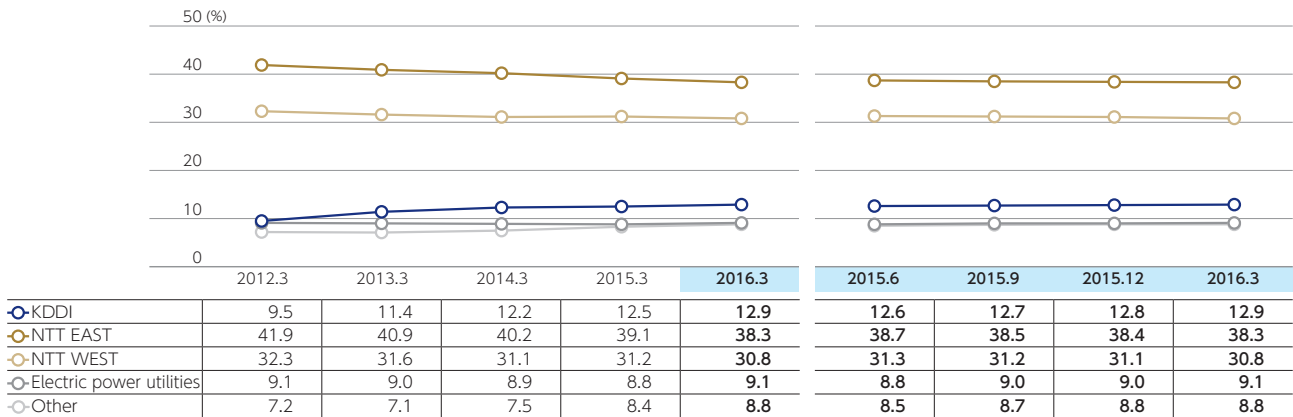
Fixed-Line Communications Market Data

Number of Broadband Subscriptions



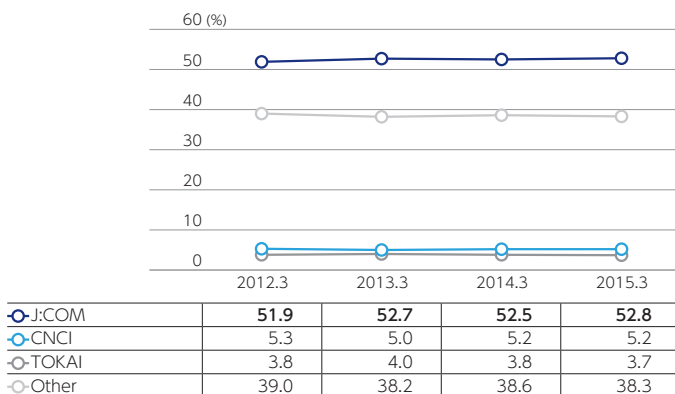
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Share of FTTH Subscriptions



Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Share of Pay Multi-Channel CATV Subscriptions



Source: Data prepared by KDDI based on *Hoso Journal*