

## 1.2. 2H/FY2008.3 - Challenges

- 1** Address “Customer Satisfaction No. 1” in every service in the first year of “Challenge 2010”, aiming at “Sustainable Growth.”
  - Strengthen the existing business base and expand business domain to realize a mid-term system for increasing both sales and income.
  - Review the organizational structure of sales to further promote FMBC/FMC (October 1).
    - Consumer market : Utilize the “au” brand asset.
    - Corporate market : Reinforce sales to SMEs through the business integration of KNSL.
- 2** Mobile Business (“au” + Tu-Ka)
  - Launch “au Purchase Program” designed to suit customer needs.
  - Maintain “Customer Satisfaction No. 1,” by boosting all-round product attractiveness (infrastructure, handsets, charges and content & applications).
  - Continue to reinforce customer acquisition to achieve 30M subs with a 30% share during the term.
  - Promote Tu-Ka user migration to “au” and a smooth termination of the service at end-March 2008.
- 3** Fixed-line Business
  - Aim at 3.20M subs by end-March 2008 toward stable profitability of Metal-plus.
  - Promote HIKARI-one (FTTH) to achieve a 30% share in the Tokyo-Metropolitan service area over the medium-long terms.
- 4** Increase efforts to acquire the license of 2.5GHz frequency based upon mobile WiMAX technology. (Submission of application on October 11).