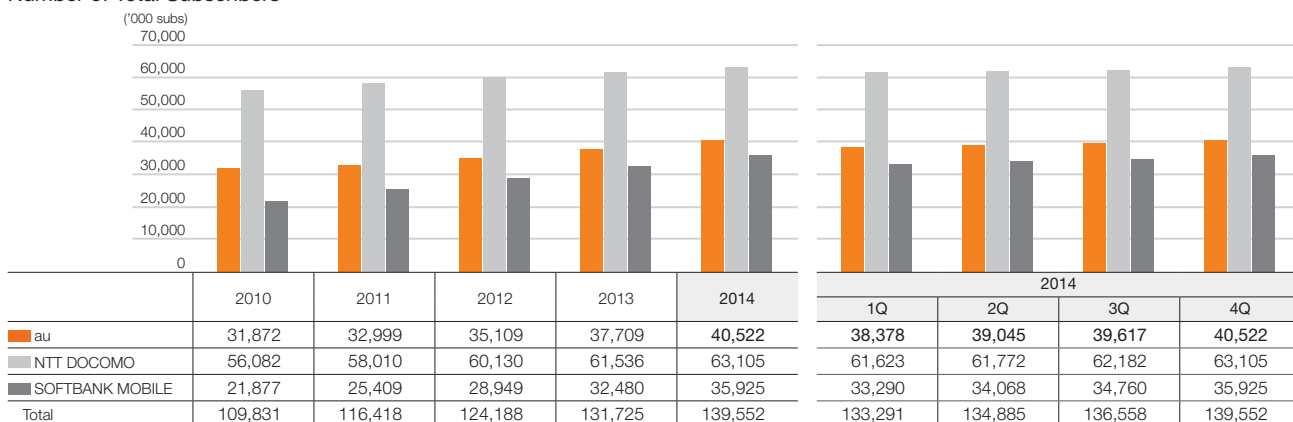


Market Overview

Mobile Communications Market Data (Years ended March 31)

Number of Total Subscribers

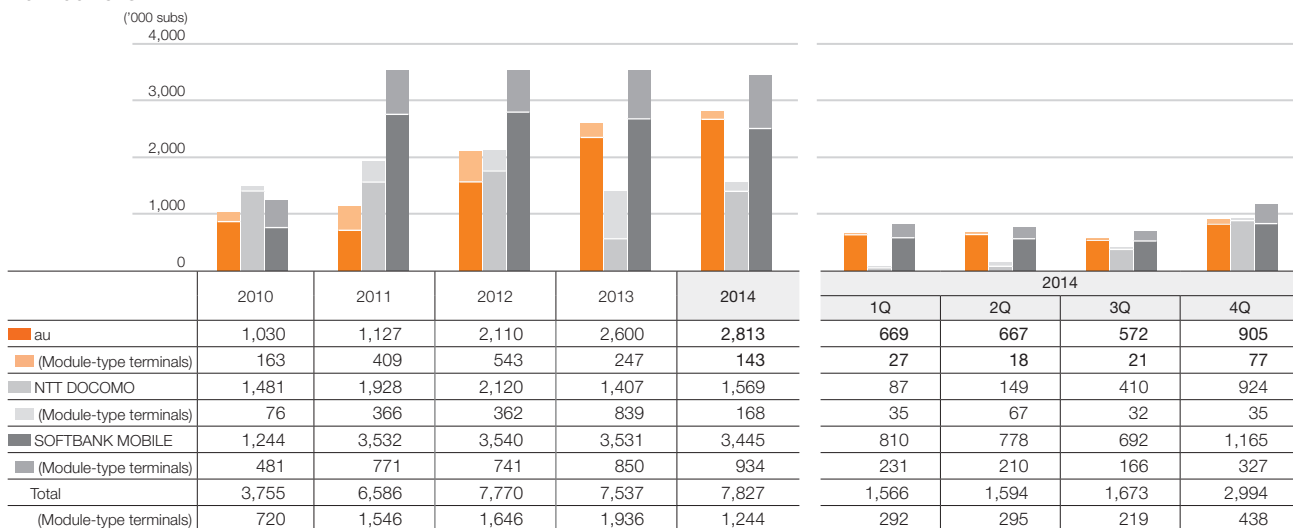


Source: Data prepared by KDDI based on materials from the Telecommunication Carriers Association

Share of Cumulative Subscriptions*1

| | 2010 | | | | | 2011 | | | | 2012 | | | | 2013 | | | | 2014 | | | |
|-----------------|------|------|------|------|-------|------|------|------|------|-------|------|------|------|------|-------|------|------|------|------|-------|--|
| | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | |
| au | 29.0 | 28.3 | 28.3 | 28.6 | 29.0 | 28.8 | 28.9 | 29.0 | 29.0 | 29.0 | 28.8 | 28.9 | 29.0 | 29.0 | 29.0 | 28.8 | 28.9 | 29.0 | 29.0 | 29.0 | |
| NTT DOCOMO | 51.1 | 49.8 | 48.4 | 46.7 | 45.2 | 46.2 | 45.8 | 45.5 | 45.2 | 45.2 | 46.2 | 45.8 | 45.5 | 45.2 | 45.2 | 46.2 | 45.8 | 45.5 | 45.2 | 45.2 | |
| SOFTBANK MOBILE | 19.9 | 21.8 | 23.3 | 24.7 | 25.7 | 25.0 | 25.3 | 25.5 | 25.7 | 25.7 | 25.0 | 25.3 | 25.5 | 25.7 | 25.7 | 25.0 | 25.3 | 25.5 | 25.7 | 25.7 | |

Net Additions



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

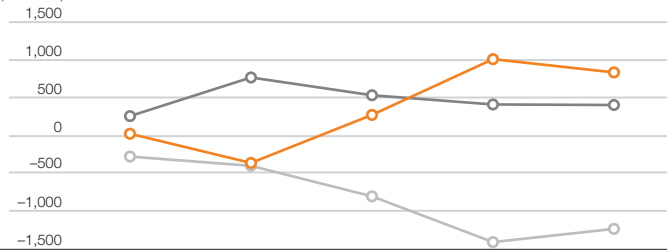
Share of Net Additions*1

| | 2010 | | | | | 2011 | | | | 2012 | | | | 2013 | | | | 2014 | | | |
|-----------------|------|------|------|------|-------|------|------|------|------|-------|------|------|------|------|-------|------|------|------|------|-------|--|
| | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | 1Q | 2Q | 3Q | 4Q | Total | |
| au | 27.4 | 17.1 | 27.2 | 34.5 | 35.9 | 42.7 | 41.9 | 34.2 | 30.2 | 35.9 | 42.7 | 41.9 | 34.2 | 30.2 | 35.9 | 42.7 | 41.9 | 34.2 | 30.2 | 35.9 | |
| NTT DOCOMO | 39.5 | 29.3 | 27.3 | 18.7 | 20.0 | 5.6 | 9.3 | 24.5 | 30.8 | 20.0 | 5.6 | 9.3 | 24.5 | 30.8 | 20.0 | 5.6 | 9.3 | 24.5 | 30.8 | 20.0 | |
| SOFTBANK MOBILE | 33.1 | 53.6 | 45.6 | 46.8 | 44.0 | 51.7 | 48.8 | 41.4 | 38.9 | 44.0 | 51.7 | 48.8 | 41.4 | 38.9 | 44.0 | 51.7 | 48.8 | 41.4 | 38.9 | 44.0 | |

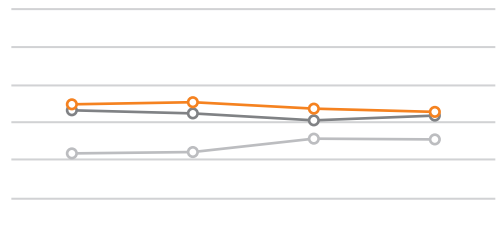
*1 Share among NTT DOCOMO, SOFTBANK MOBILE, and KDDI

MNP Net Additions

('000 subs)



| | 2010 | 2011 | 2012 | 2013 | 2014 |
|-----------------|------|------|------|--------|--------|
| au | 24 | -362 | 273 | 1,011 | 835 |
| NTT DOCOMO | -278 | -400 | -804 | -1,409 | -1,234 |
| SOFTBANK MOBILE | 257 | 768 | 533 | 411 | 404 |

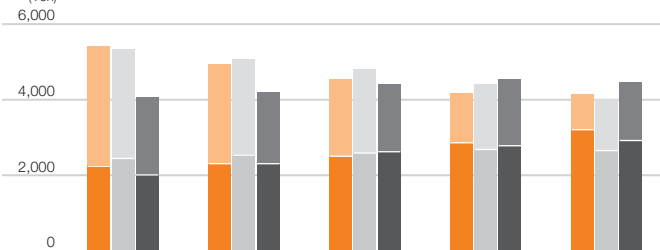


| 2014 | | | |
|------|------|------|------|
| 1Q | 2Q | 3Q | 4Q |
| 241 | 269 | 184 | 141 |
| -408 | -391 | -213 | -223 |
| 162 | 120 | 30 | 92 |

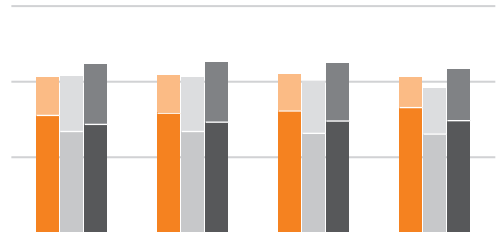
Source: Data prepared by KDDI based on securities analyst reports (from hearings at individual companies)

ARPU (Average Revenue per Unit)

(Yen)



| | 2010 | 2011 | 2012 | 2013 | 2014 |
|-------------------------------|-------|-------|-------|-------|-------|
| au ^{*2} | 5,410 | 4,940 | 4,530 | 4,180 | 4,150 |
| Voice ARPU ^{*3} | 3,150 | 2,620 | 2,020 | 1,330 | 940 |
| Data ARPU | 2,260 | 2,320 | 2,510 | 2,850 | 3,210 |
| (Amount of discount applied) | — | — | -230 | -650 | -930 |
| NTT DOCOMO ^{*4} | 5,350 | 5,070 | 4,790 | 4,420 | 4,010 |
| Voice ARPU | 2,900 | 2,530 | 2,200 | 1,730 | 1,370 |
| Packet ARPU | 2,450 | 2,540 | 2,590 | 2,690 | 2,640 |
| SOFTBANK MOBILE ^{*5} | 4,070 | 4,210 | 4,400 | 4,550 | 4,450 |
| Voice ARPU | 2,050 | 1,890 | 1,760 | 1,770 | 1,520 |
| Data ARPU | 2,020 | 2,310 | 2,640 | 2,780 | 2,930 |



| 2014 | | | |
|-------|-------|-------|-------|
| 1Q | 2Q | 3Q | 4Q |
| 4,110 | 4,180 | 4,190 | 4,120 |
| 1,000 | 1,000 | 960 | 810 |
| 3,110 | 3,180 | 3,230 | 3,310 |
| -890 | -920 | -930 | -960 |
| 4,150 | 4,100 | 4,010 | 3,820 |
| 1,470 | 1,430 | 1,370 | 1,220 |
| 2,680 | 2,670 | 2,640 | 2,600 |
| 4,460 | 4,520 | 4,490 | 4,340 |
| 1,590 | 1,590 | 1,530 | 1,370 |
| 2,870 | 2,930 | 2,960 | 2,970 |

Source: Data prepared by KDDI from individual companies' materials

*2 Excludes module-type terminals. On a consolidated basis (Mobile Communications segment) through the fiscal year ended March 31, 2012.

From the fiscal year ended March 31, 2012, based on the Personal Services segment.

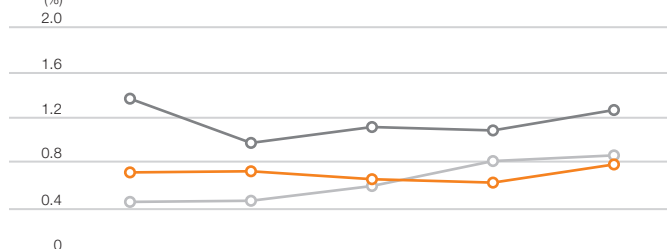
*3 Indicated figures for au voice ARPU for the fiscal year ended March 31, 2013, taking into consideration the amount of discount applied.

*4 NTT DOCOMO changed its definition of ARPU from the fiscal year ended March 31, 2012.

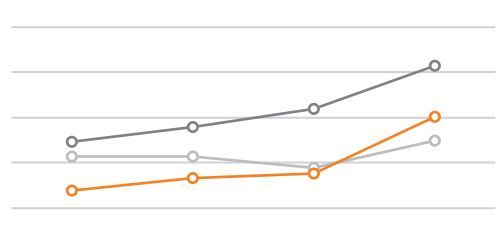
*5 After applying the "Monthly Discount" and excluding module-type terminals from the fiscal year ended March 31, 2012. From the fiscal year ended March 31, 2013, method of calculation changed to International Financial Reporting Standards.

Churn Rate

(%)



| | 2010 | 2011 | 2012 | 2013 | 2014 |
|------------------|------|------|------|------|------|
| au ^{*2} | 0.72 | 0.73 | 0.62 | 0.63 | 0.79 |
| NTT DOCOMO | 0.46 | 0.47 | 0.60 | 0.82 | 0.87 |
| SOFTBANK MOBILE | 1.37 | 0.98 | 1.12 | 1.09 | 1.27 |

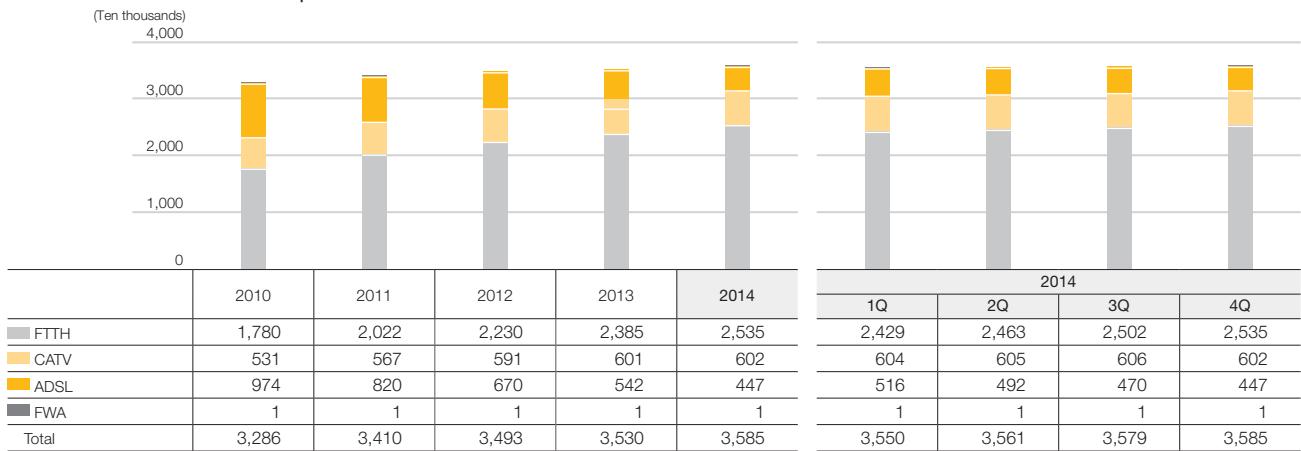


| 2014 | | | |
|------|------|------|------|
| 1Q | 2Q | 3Q | 4Q |
| 0.56 | 0.67 | 0.71 | 1.21 |
| 0.86 | 0.86 | 0.76 | 1.00 |
| 0.99 | 1.12 | 1.28 | 1.66 |

Source: Data prepared by KDDI from individual companies' materials

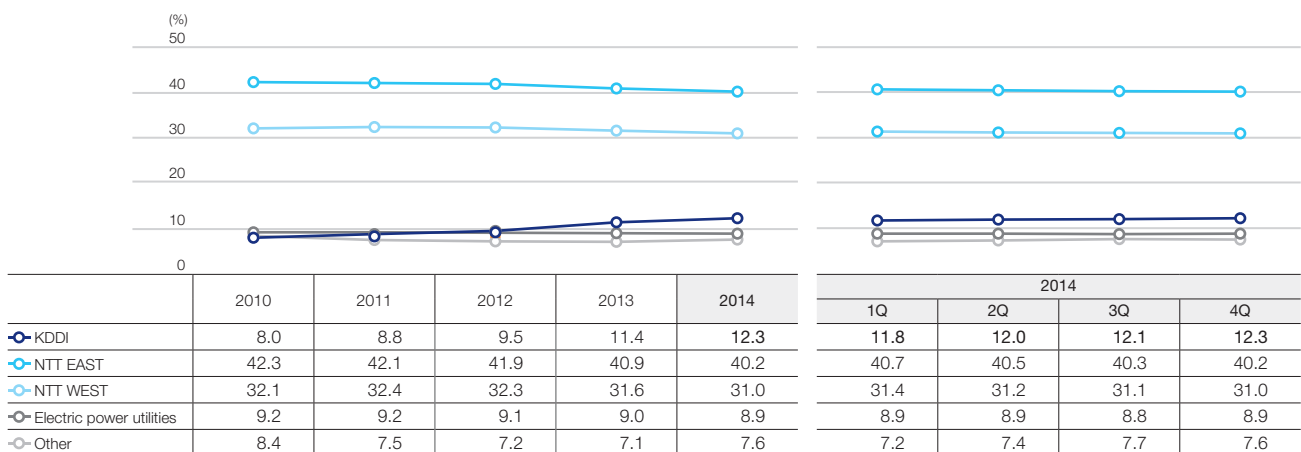
Fixed-Line Communications Market Data (Years ended March 31)

Number of Broadband Subscriptions



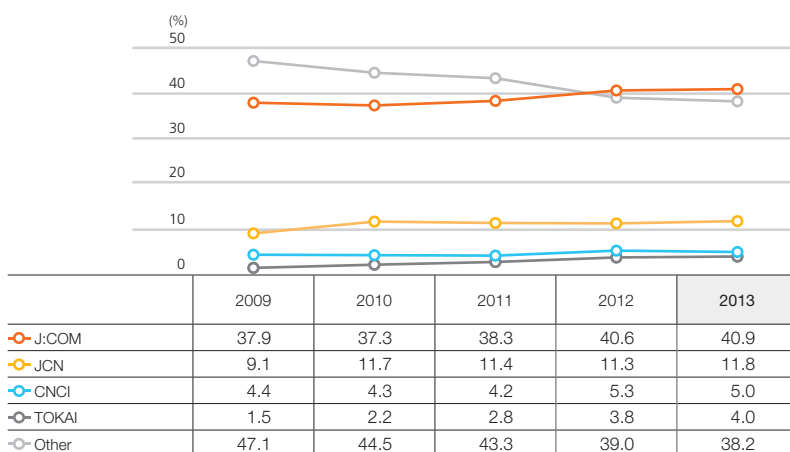
Source: Ministry of Internal Affairs and Communications

Share of FTTH Subscriptions



Source: Ministry of Internal Affairs and Communications

Share of CATV Subscriptions



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