

# Sustained Expansion of Corporate Value



**1** DDI CORPORATION, KDD Corporation, and IDO CORPORATION merge and form a new company. The trade name of the new entity is DDI CORPORATION, and it operates under the new KDDI corporate brand in November 2002.



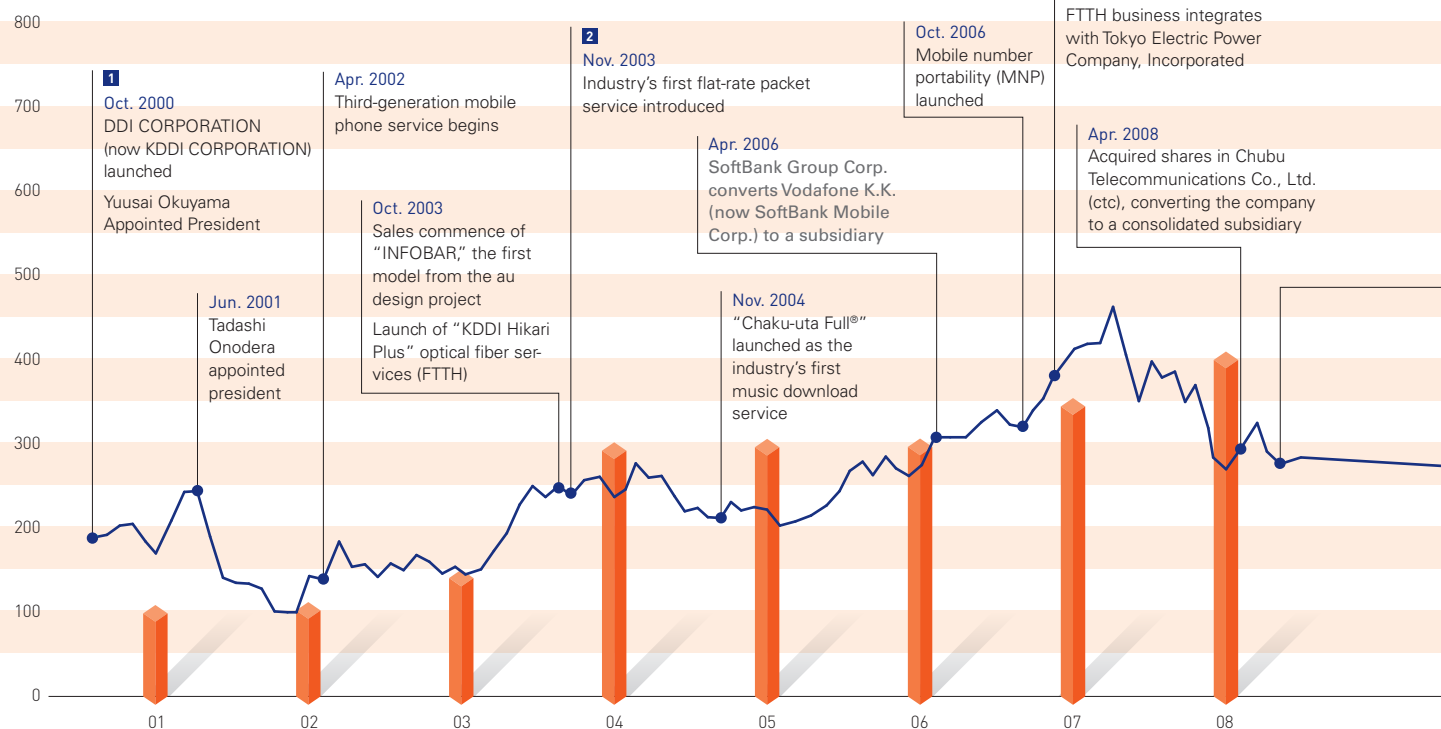
**2** Using the CDMA2000 1x EV-DO method, we launched "CDMA 1X WIN," which enables data communications with downlink speeds of up to 2.4Mbps. At the same time, we introduced the industry's first fixed-rate packet service.



**3** The iPhone is added to the au smartphone lineup, contributing significantly to a rise in au momentum.

## Operating Income\*1 (left) — Market Capitalization (monthly) (right)

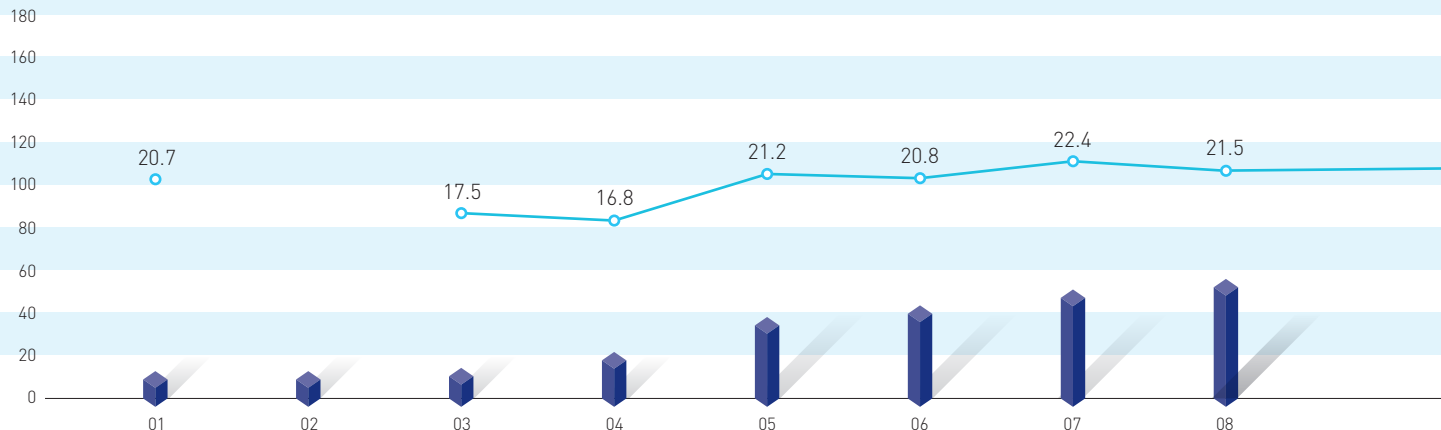
(Billions of yen)



\*1 Operating income shown for fiscal years ended March 31

## Dividends per Share\*2 (left) — Dividends Payout Ratio\*3 (right)

(Yen)



\*2 Values are adjusted following stock splits conducted with effective dates of October 1, 2012, and April 1, 2013. Figures for previous fiscal years have been retroactively adjusted.

\*3 The dividends payout ratio is not shown for the fiscal year ended March 31, 2002, as a net loss was recorded.

# auスマートバリュー auスマートパス

4 KDDI leads the industry in introducing new value, including bundled services combining smartphones and fixed-line broadband and a platform service that provides safe and convenient smartphone access.

もっと、あなたに響くこと。  
**J:COM**

5 Jupiter Telecommunications Co., Ltd. (J:COM), which has a majority market share, is included in KDDI's scope of consolidation, further strengthening the Company's customer base in the fixed-line broadband arena. This move boosts KDDI's consolidated operating performance in the fiscal year ended March 31, 2014.



6 Commencement of "au WALLET," a new e-money service that gives users access to a settlement function that also works at physical shops

