Sustained Expansion of Corporate Value



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.

CDMA 1X WIN

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.



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) FTTH business integrates Oct. 2006 with Tokyo Electric Power Mobile number Nov. 2003 Company, Incorporated portability (MNP) Apr. 2002 Industry's first flat-rate packet Oct. 2000 Third-generation mobile launched 700 service introduced DDI CORPORATION phone service begins Apr. 2008 Apr. 2006 (now KDDI CORPORATION) Acquired shares in Chubu SoftBank Group Corp. launched Telecommunications Co., Ltd. 600 converts Vodafone K.K. Yuusai Okuyama (ctc), converting the company Oct. 2003 (now SoftBank Mobile Appointed President to a consolidated subsidiary Sales commence of Corp.) to a subsidiary "INFOBAR," the first 500 model from the au Nov. 2004 Jun. 2001 design project "Chaku-uta Full®" Tadashi Launch of "KDDI Hikari launched as the Onodera Plus" optical fiber ser-400 industry's first appointed vices (FTTH) president music download 300 200 100 04 05 07 03

Dividends per Share^{*2} (left) Oividends Payout Ratio^{*3} (right)



^{*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.

^{*1} Operating income shown for fiscal years ended March 31

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

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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.



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.



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



