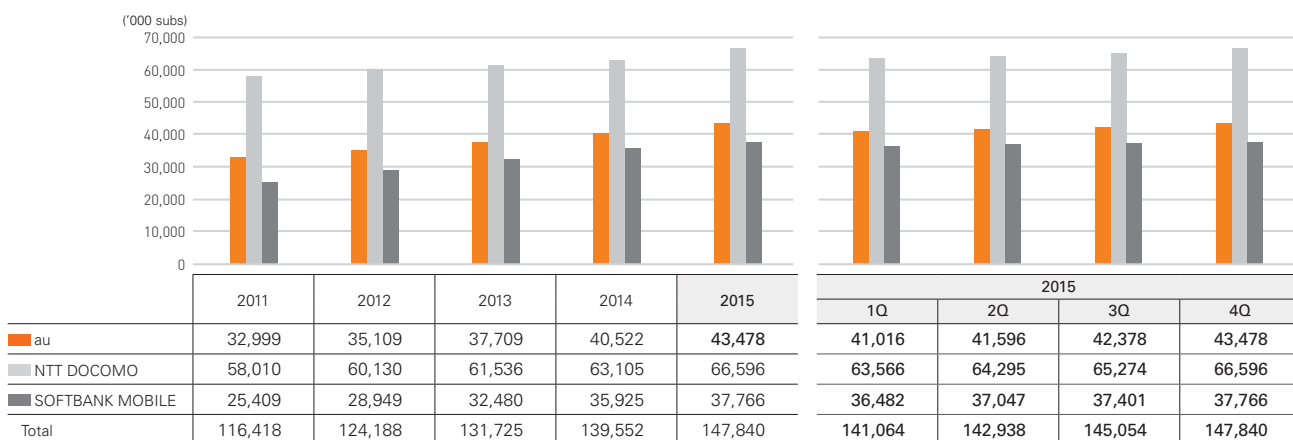


Market Overview

(Years ended March 31)

Mobile Communications Market Data

Number of Total Subscribers

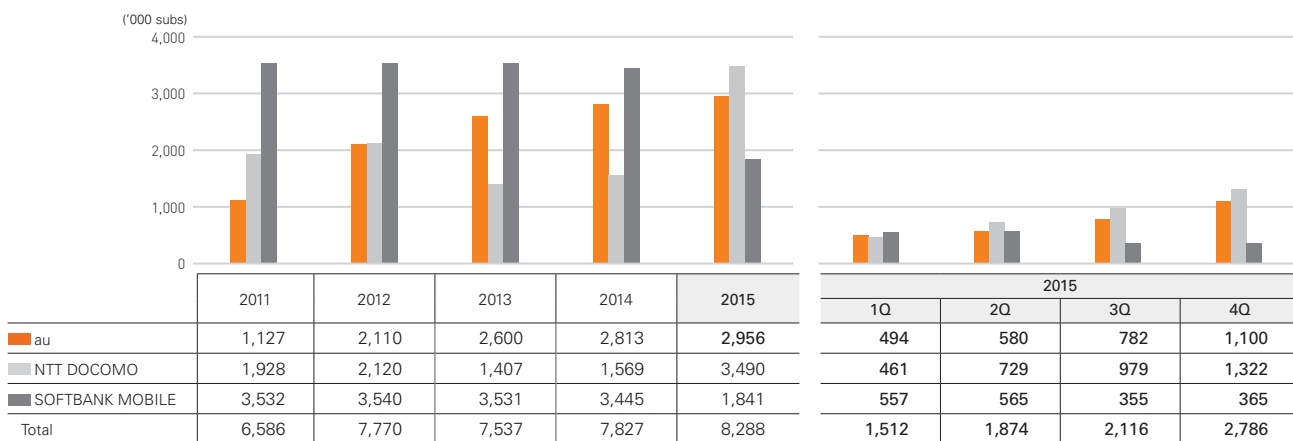


Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Share of Cumulative Subscriptions*1

	2011					2015			
	1Q	2Q	3Q	4Q	Total	1Q	2Q	3Q	4Q
au	28.3	28.3	28.6	29.0	29.4	29.1	29.1	29.2	29.4
NTT DOCOMO	49.8	48.4	46.7	45.2	45.0	45.1	45.0	45.0	45.0
SOFTBANK MOBILE	21.8	23.3	24.7	25.7	25.5	25.9	25.9	25.8	25.5

Net Additions



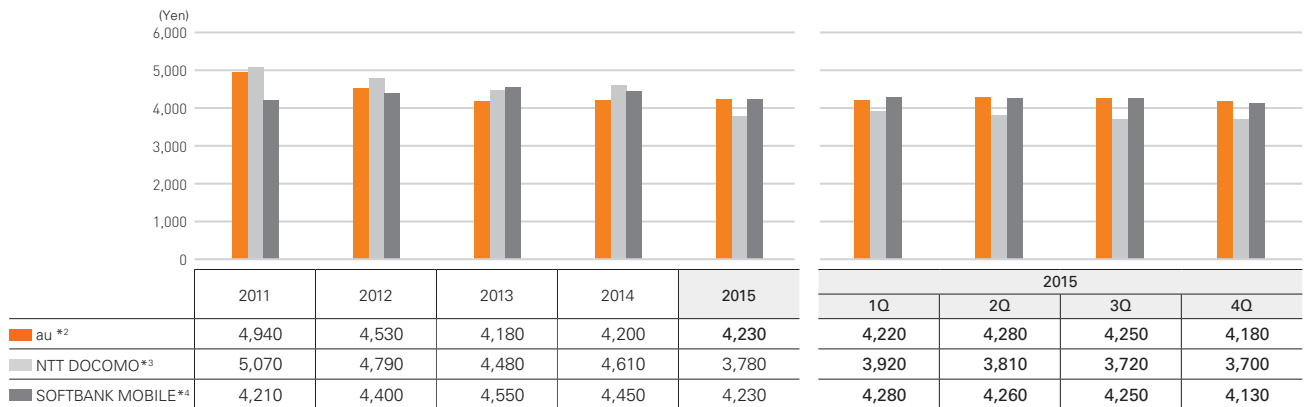
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Share of Net Additions*1

	2011					2015			
	1Q	2Q	3Q	4Q	Total	1Q	2Q	3Q	4Q
au	17.1	27.2	34.5	35.9	35.7	32.7	31.0	37.0	39.5
NTT DOCOMO	29.3	27.3	18.7	20.0	42.1	30.5	38.9	46.3	47.4
SOFTBANK MOBILE	53.6	45.6	46.8	44.0	22.2	36.9	30.1	16.8	13.1

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

ARPU (Average Revenue per Unit)



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.

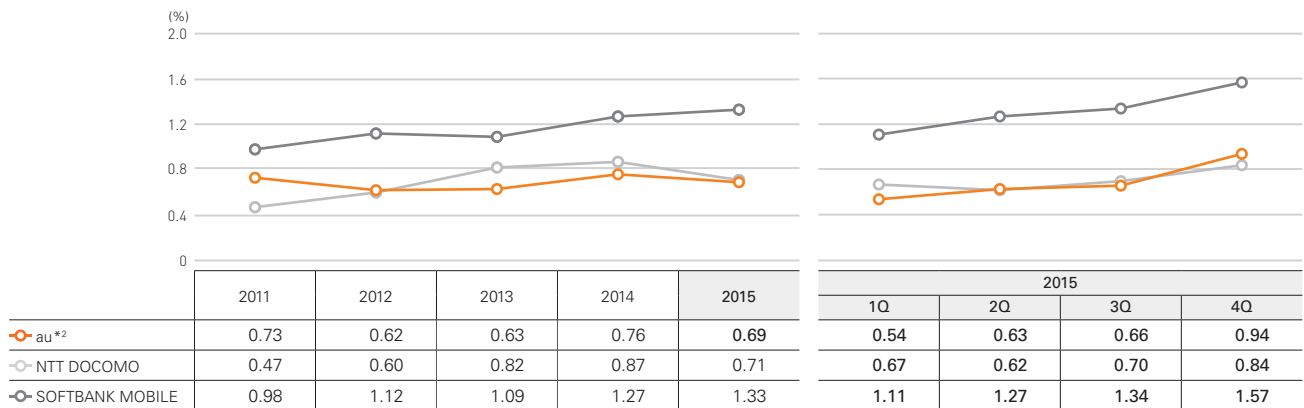
From the fiscal year ended March 31, 2012, based on the Personal Services segment.

au changed its definition of ARPU from the fiscal year ended March 31, 2014.

*3 NTT DOCOMO changed its definition of ARPU from the fiscal year ended March 31, 2012, and figures for the fiscal year ended March 31, 2011, have been revised to reflect this change. As this definition was changed again in the fiscal year ended March 31, 2015, performance figures for the fiscal years ended March 31, 2013 and 2014, have also been revised.

*4 After applying the "Maitsuki Discount (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.

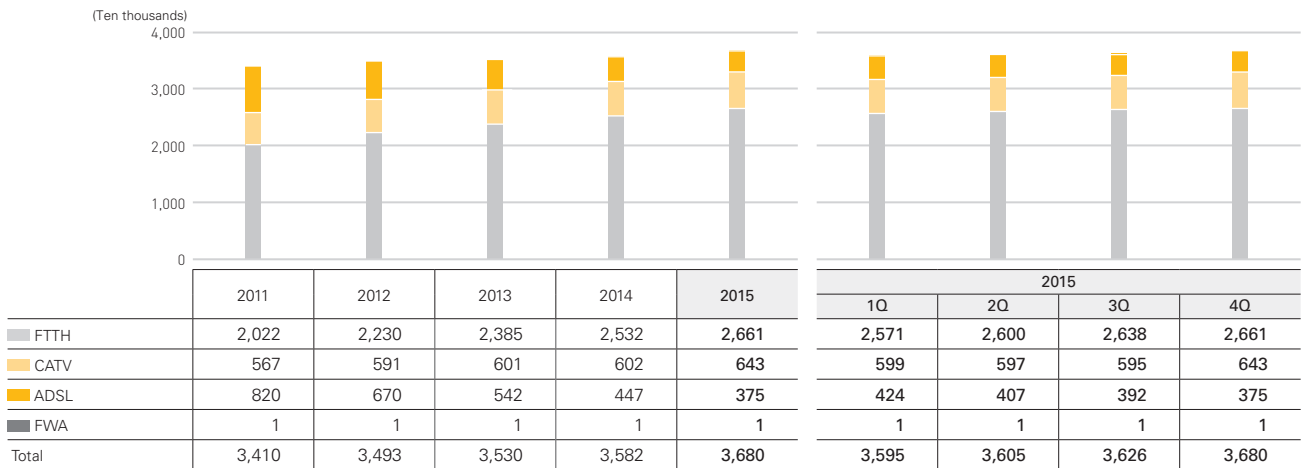
Churn Rate



Source: Data prepared by KDDI from individual companies' materials

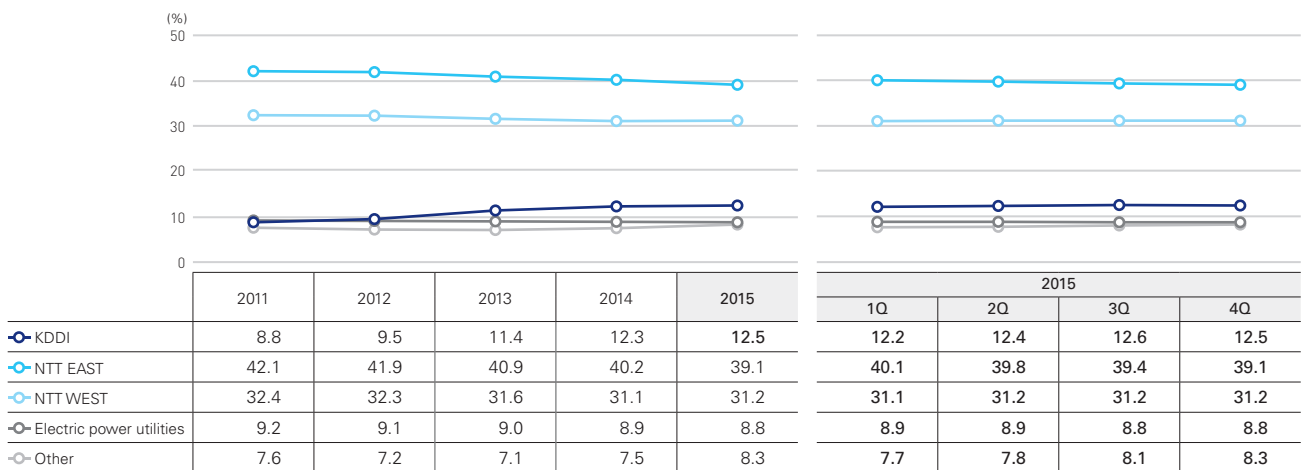
Fixed-Line Communications Market Data

Number of Broadband Subscriptions



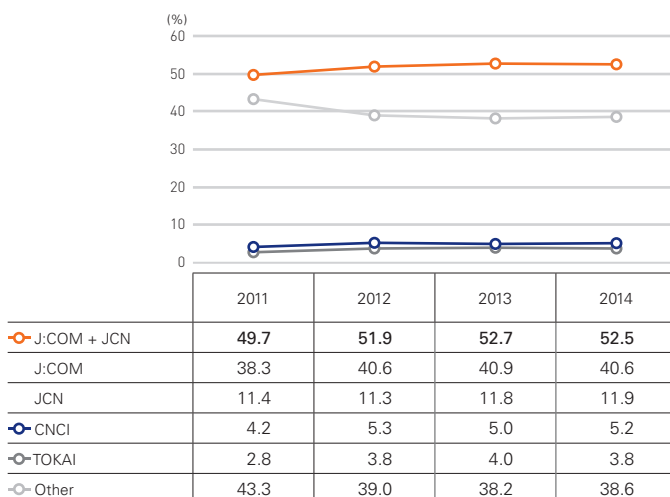
Source: Ministry of Internal Affairs and Communications

Share of FTTH Subscriptions



Source: Ministry of Internal Affairs and Communications

Share of Pay Multi-Channel CATV Subscriptions



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