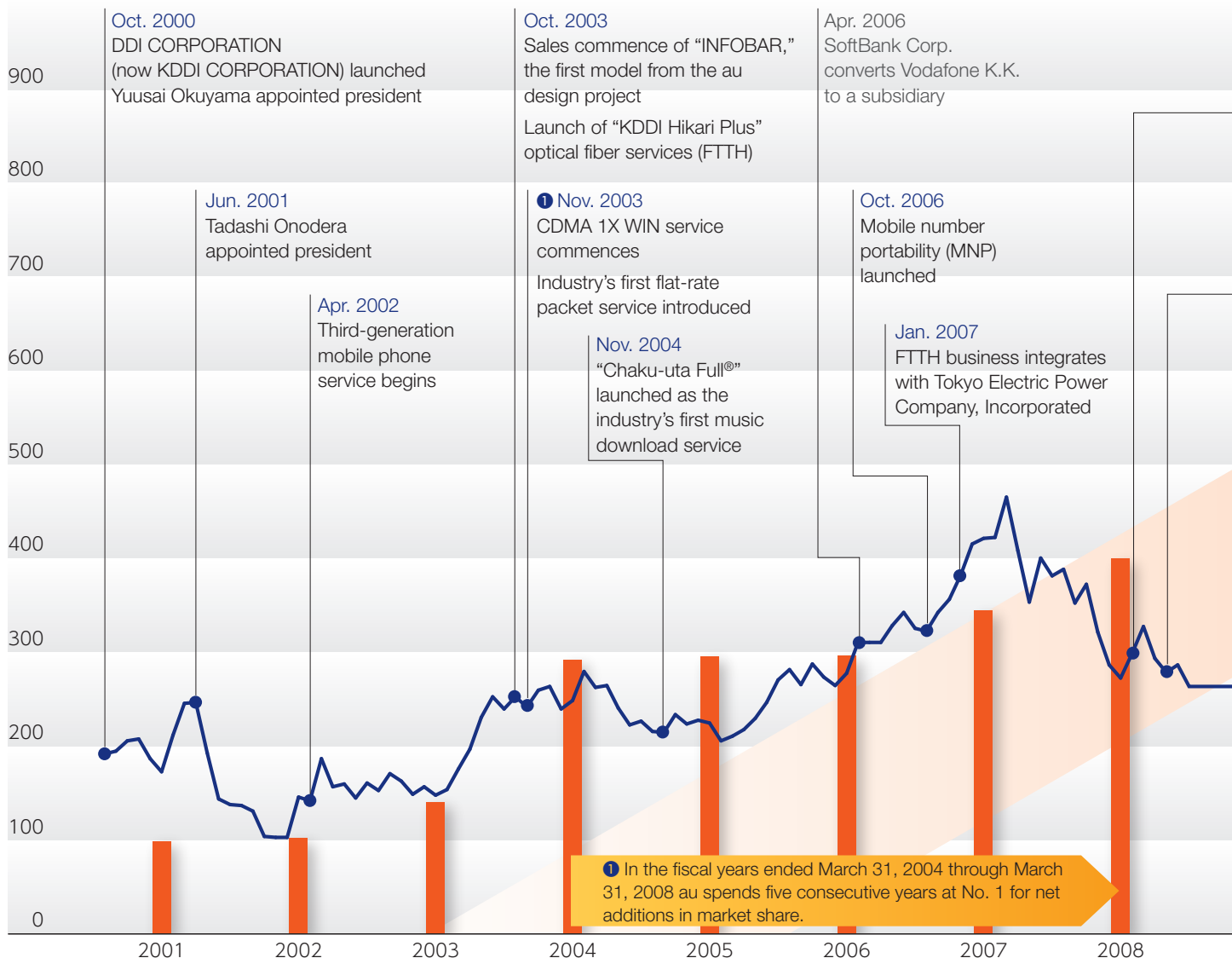


The Source of KDDI's Value

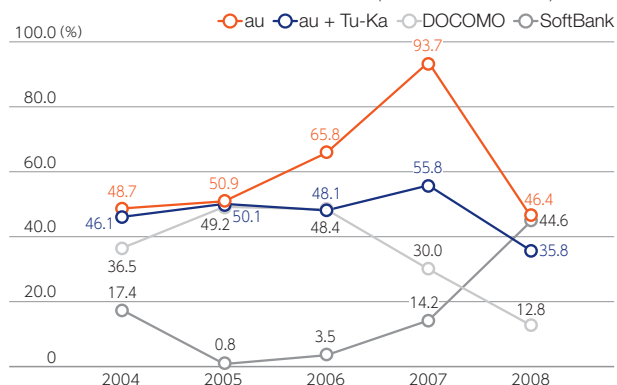
(■ Operating income: Billions of yen) *1



*1 Results for fiscal years ended March 31

*2 On a closing price basis for the end of October 2000 to the end of March 2016

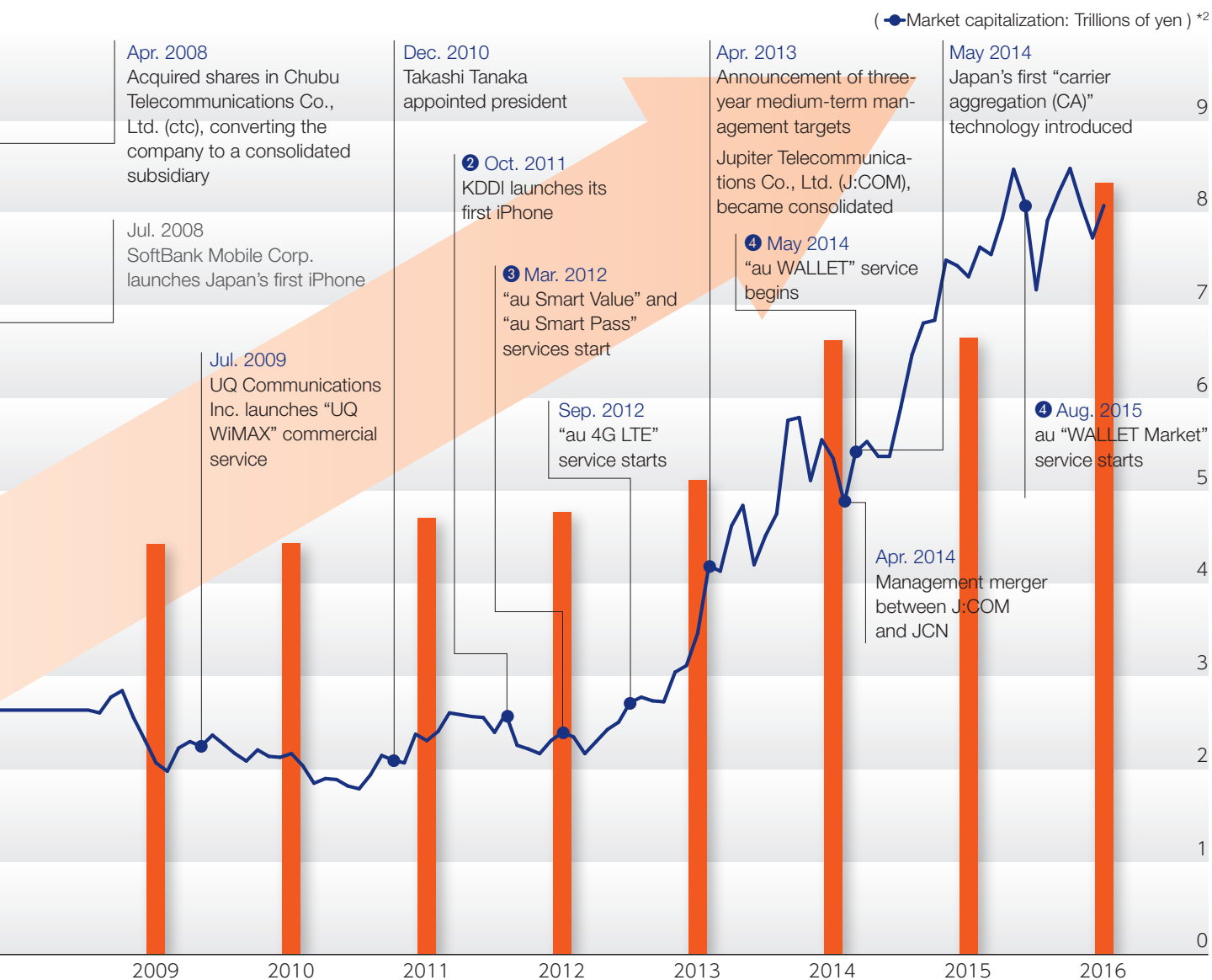
Net additions in mobile market share (Years ended March 31)



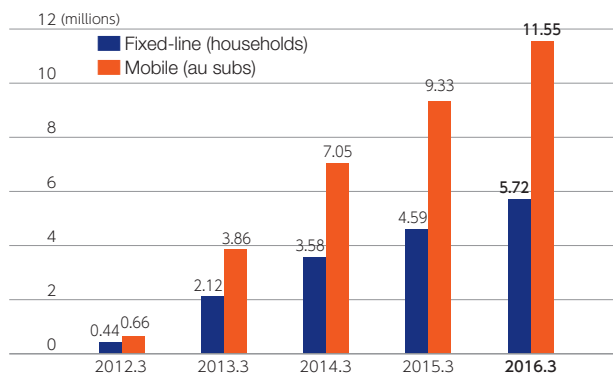
① KDDI leads competitors in rolling out advanced services, launching "CDMA 1X WIN," a third-generation mobile phone service using the CDMA2000 1xEV-DO method, and simultaneously introducing the industry's first fixed-rate packet service, among other initiatives. From the fiscal year ended March 31, 2004, au remained No. 1 in net additions share for five consecutive years.



② KDDI launches its first iPhone. In the fiscal year ended March 31, 2012, we offered the industry's richest line up of smartphones, raising our net market share in mobile and expanding data ARPU, significantly improving au's momentum.



Number of "au Smart Value" Subscriptions



③ au leads the industry in introducing bundled services combining smartphones and fixed-line broadband. In addition to the appeal of being able to use smartphones at inexpensive rates, this enables us to add affiliated fixed-line mobile operators to au's sales channel, and subscriber numbers are steadily increasing.



④ In addition to offering "au WALLET," an e-money service with a settlement function that allows use at physical shops, in August 2015 we also rolled out "au WALLET Market," a new shopping service utilizing our au shops, as we made steady progress in our efforts to maximize the "au economic zone."