

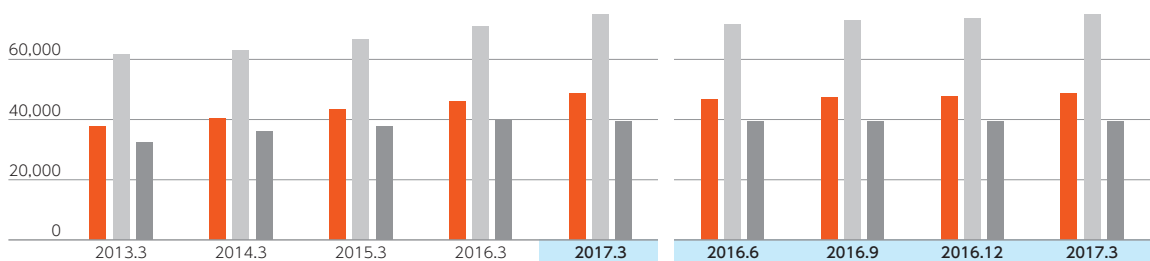
Market Overview

(Years ended March 31)

Mobile Communications Market Data

Number of Total Subscribers (Share of Cumulative Subscriptions*1)

80,000 (Thousand subs)



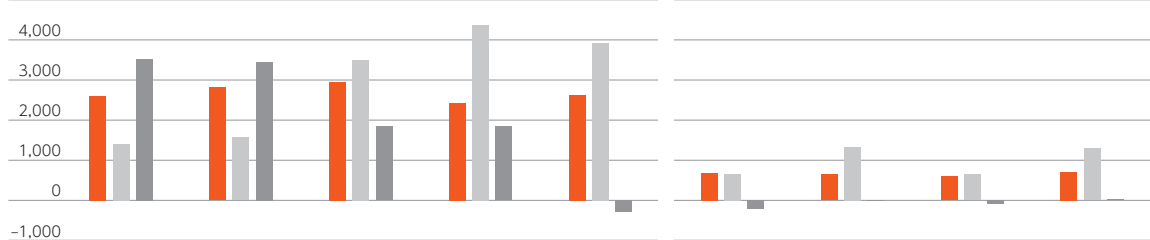
	2013.3	2014.3	2015.3	2016.3	2017.3	2016.6	2016.9	2016.12	2017.3
■ au	37,709 (28.6%)	40,522 (29.0%)	43,478 (29.4%)	45,910 (29.3%)	48,540 (29.8%)	46,590 (29.6%)	47,237 (29.6%)	47,829 (29.8%)	48,540 (29.8%)
■ NTT DOCOMO	61,536 (46.7%)	63,105 (45.2%)	66,596 (45.0%)	70,964 (45.4%)	74,880 (46.0%)	71,614 (45.4%)	72,943 (45.7%)	73,588 (45.8%)	74,880 (46.0%)
■ SoftBank	32,480 (24.7%)	35,925 (25.7%)	37,766 (25.5%)	39,586 (25.3%)	39,310 (24.2%)	39,365 (25.0%)	39,346 (24.7%)	39,267 (24.4%)	39,310 (24.2%)
Total	131,725	139,552	147,840	156,459	162,730	157,568	159,526	160,684	162,730

*1 Share among NTT DOCOMO, INC., SoftBank Corp., and KDDI (au)

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

Net Additions (Share of Net Additions*1)

5,000 (Thousand subs)

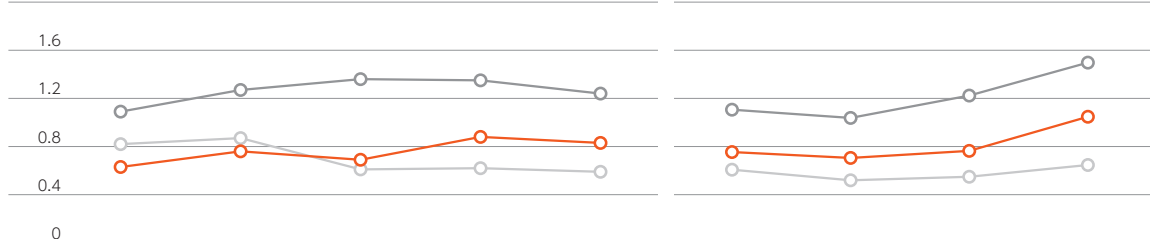


	2013.3	2014.3	2015.3	2016.3	2017.3	2016.6	2016.9	2016.12	2017.3
■ au	2,600 (34.5%)	2,813 (35.9%)	2,956 (35.7%)	2,432 (28.2%)	2,631 (41.9%)	680 (61.4%)	647 (33.0%)	593 (51.1%)	711 (34.7%)
■ NTT DOCOMO	1,407 (18.7%)	1,569 (20.0%)	3,490 (42.1%)	4,368 (50.7%)	3,916 (62.5%)	650 (58.6%)	1,330 (67.9%)	645 (55.7%)	1,292 (63.2%)
■ SoftBank	3,531 (46.8%)	3,445 (44.0%)	1,841 (22.2%)	1,820 (21.1%)	-276 (-4.4%)	-222 (-20.0%)	-19 (-0.9%)	-79 (-6.8%)	43 (2.1%)
Total	7,537	7,827	8,288	8,619	6,271	1,109	1,958	1,158	2,045

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

Churn Rate

2.0 (%)



	2013.3	2014.3	2015.3	2016.3	2017.3	2016.6	2016.9	2016.12	2017.3
○-au ^{*2}	0.63	0.76	0.69	0.88	0.83	0.77	0.72	0.78	1.07
○-NTT DOCOMO ^{*3}	0.82	0.82	0.61	0.62	0.59	0.62	0.53	0.56	0.66
○-SoftBank ^{*4}	1.09	1.27	1.36	1.35	1.24	1.13	1.06	1.25	1.53

*2 For conventional mobile terminals (smartphones and feature phones) (Personal Services Segment basis)

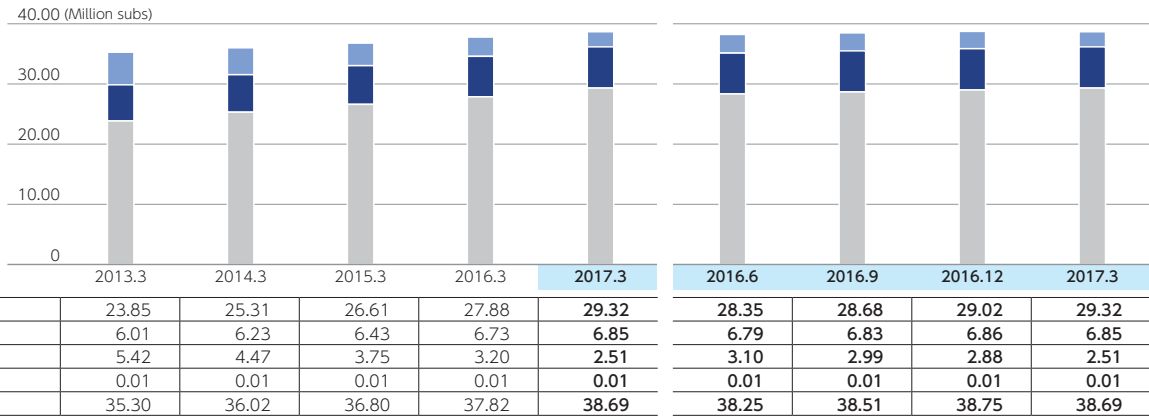
*3 From the fiscal year ended March 31, 2016, the definition of the churn rate has been revised. Accordingly, results for the fiscal years ended March 31, 2014 and March 31, 2015 have been restated to reflect the new definition.

*4 From the fiscal year ended March 31, 2016, the definition of the churn rate has been revised. Accordingly, results for the fiscal year ended March 31, 2015 have been restated to reflect the new definition.

Source: Data prepared by KDDI from individual companies' materials

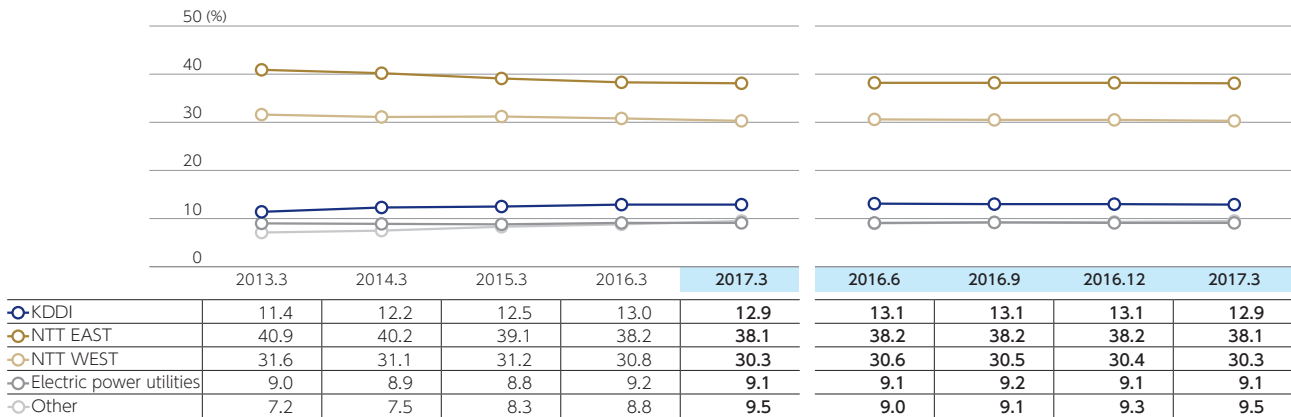
Fixed-Line Communications Market Data

Number of Broadband Subscriptions



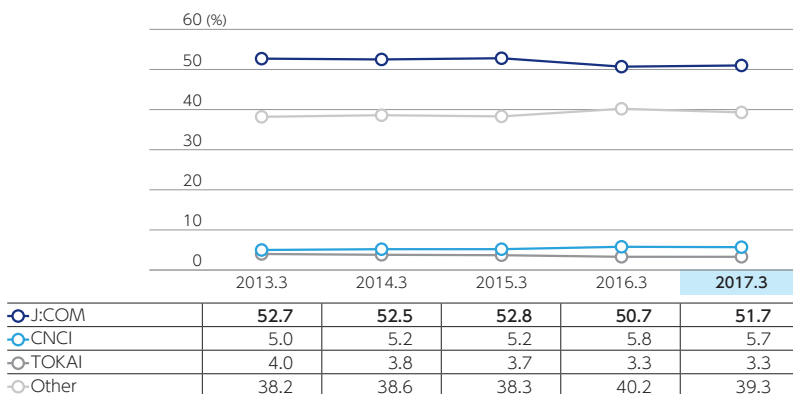
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Share of FTTH Subscriptions



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

Share of Pay Multi-Channel CATV Subscriptions



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