

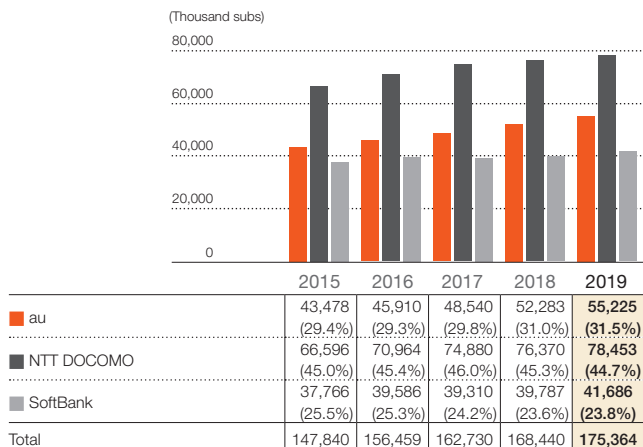
Market Overview

(Years ended March 31)

>>> For information about the quarterly status of KDDI for the fiscal year ended March 31, 2019, please download "Historical Data (2001-) (BS/PL/CF)" from the Company's website. <https://www.kddi.com/english/corporate/ir/finance/highlight/>

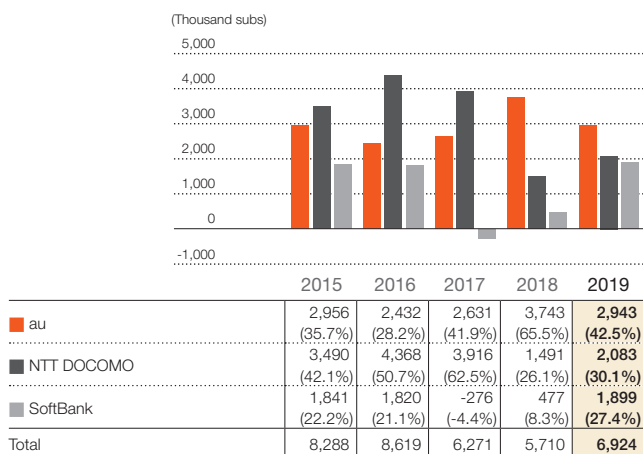
Mobile Communications Market Data

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



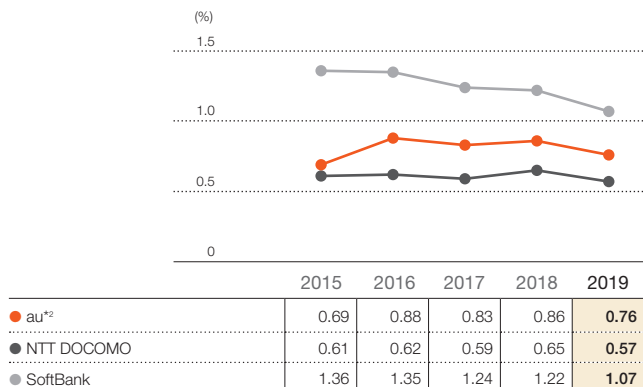
*1 Share among NTT DOCOMO, INC., SoftBank Corp., and KDDI + Okinawa Cellular Telephone Company (au)
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

Net Additions (Share of Net Additions*1)



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

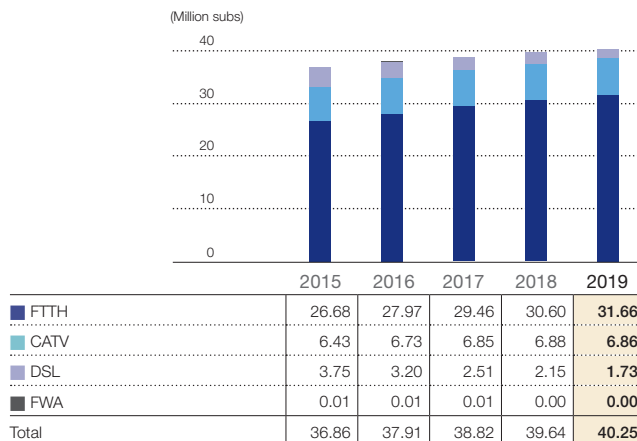
Churn Rate



*2 For conventional mobile terminals (smartphones and feature phones) (Personal Services segment basis)
Source: Data prepared by KDDI from individual companies' materials

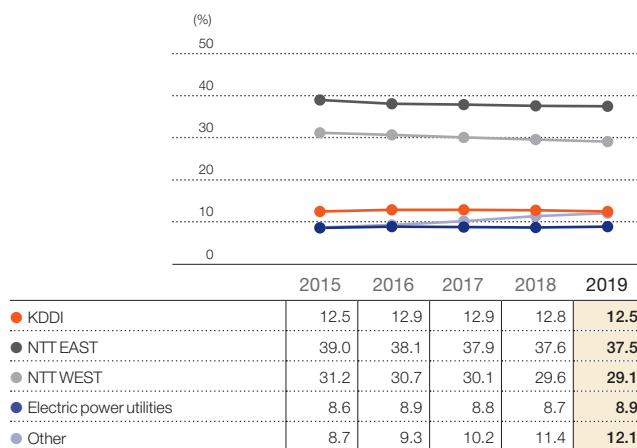
Fixed-Line Communications Market Data

Number of Broadband Subscriptions



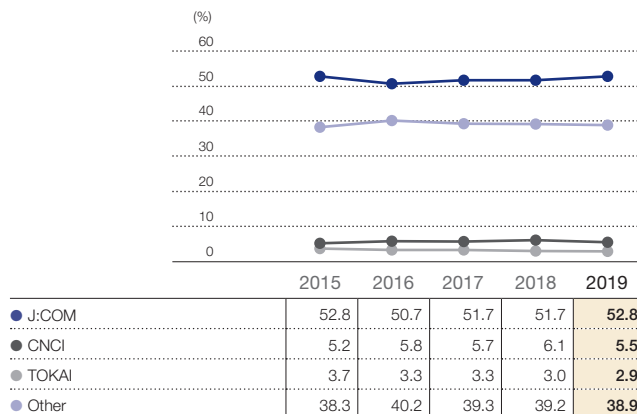
Source: Data prepared by KDDI based on materials from the Telecommunications Carriers Association

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*