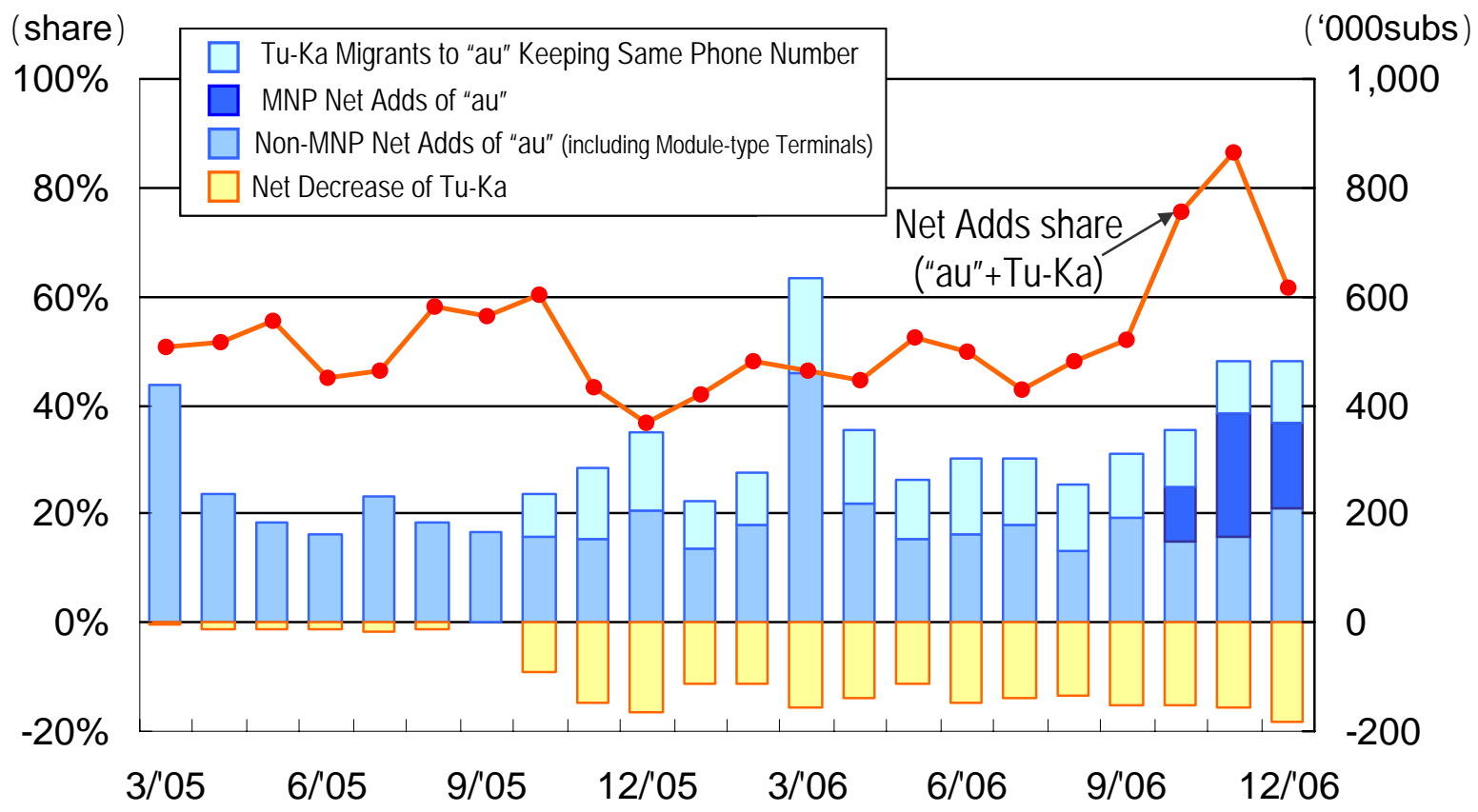


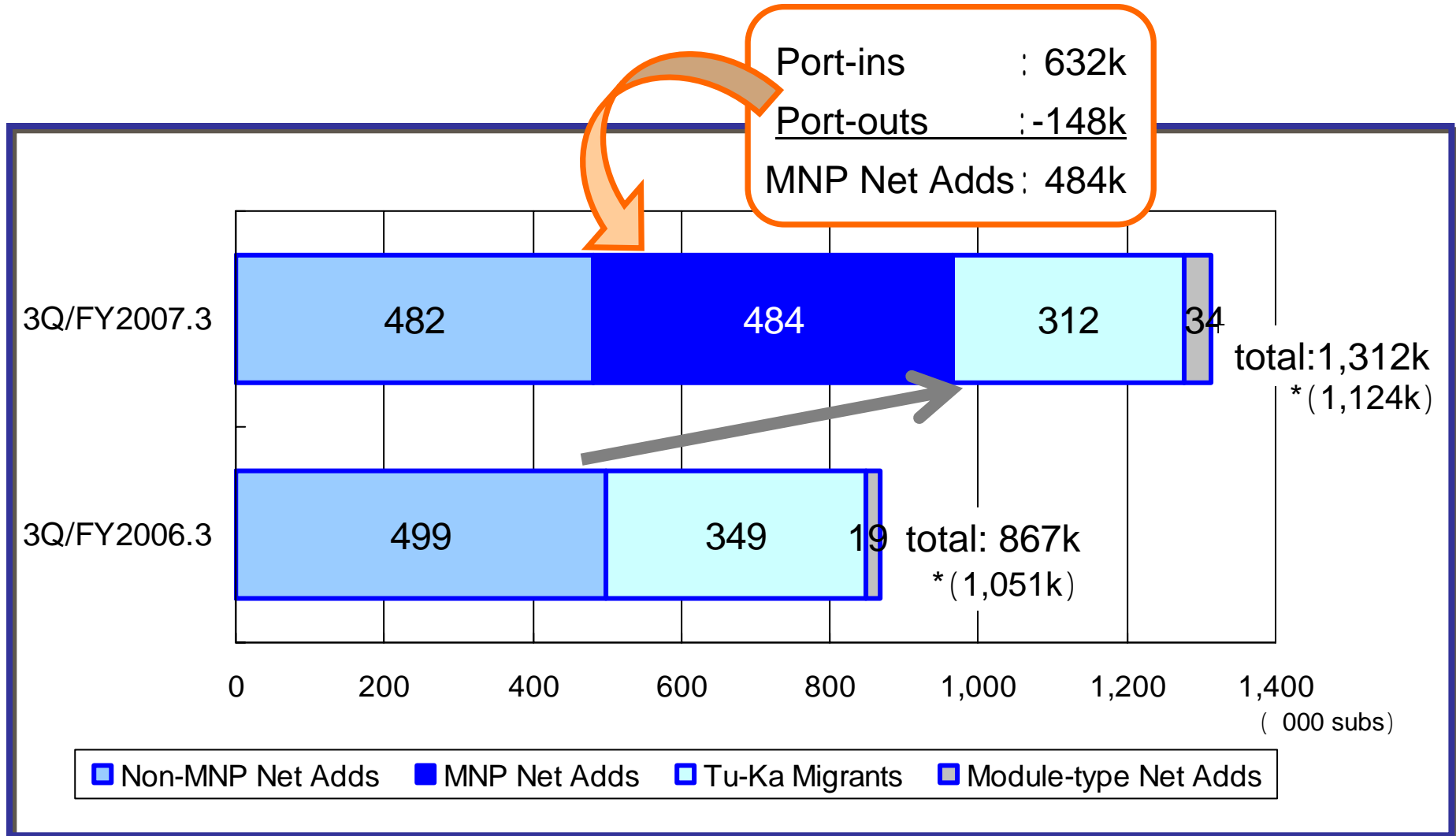
1.1. Net Additions of KDDI("au" + Tu-Ka)



Share of :	Full-year/FY2006.3	3Q/FY2007.3
Net Adds	<48.1%> ("au": 65.8%, Tu-Ka: -17.7%)	<73.3%> ("au": 116.8%, Tu-Ka: -43.5%)
Total subs	<27.7%> ("au": 24.7%, Tu-Ka: 3.0%)	<28.7%> ("au": 27.2%, Tu-Ka: 1.5%)

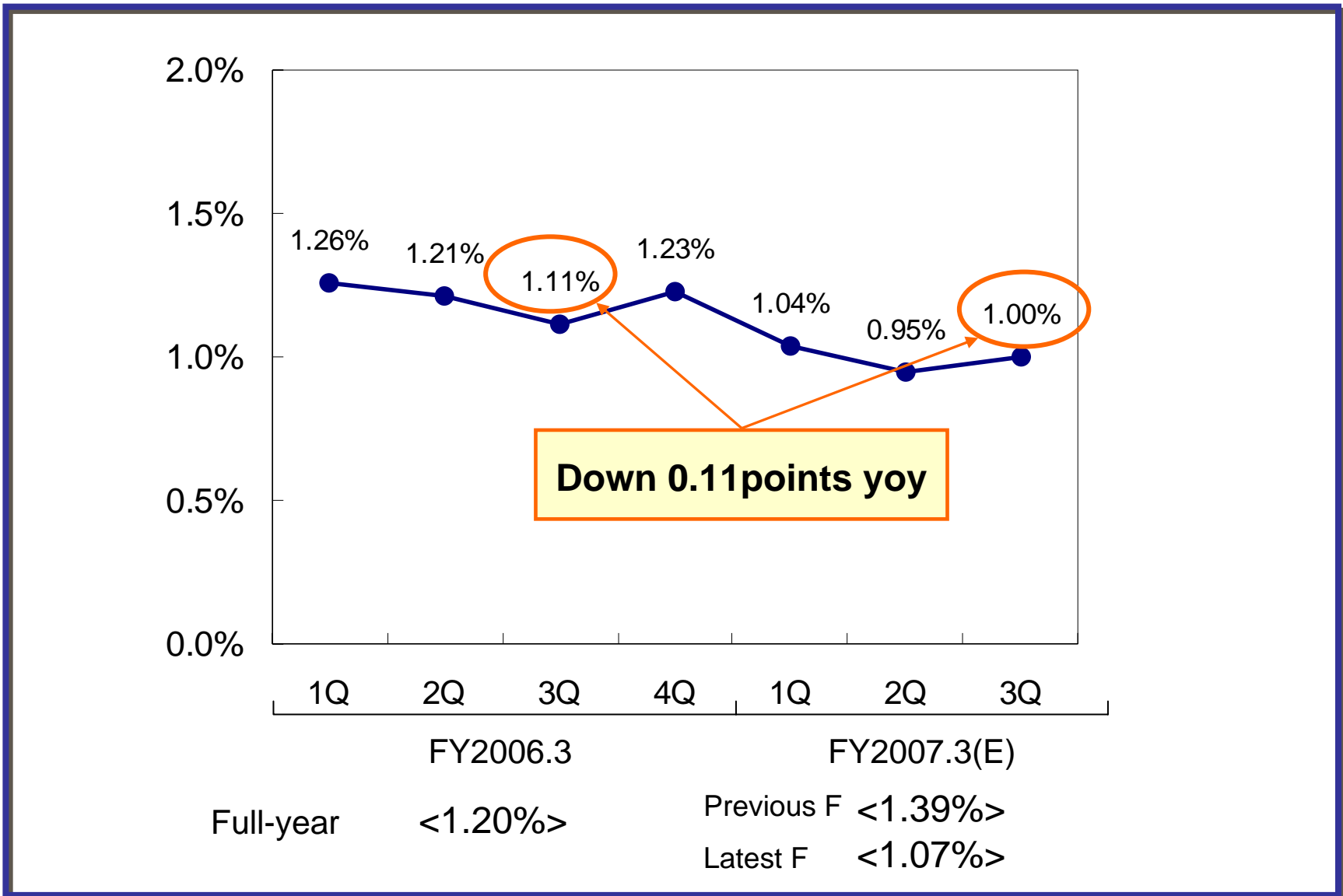
1.2. Breakdown "au" Net Additions (cf. 3Q)

- Besides net adds gained through MNP, non-MNP net adds remain high, subsequent to its introduction, contributing to overall growth.



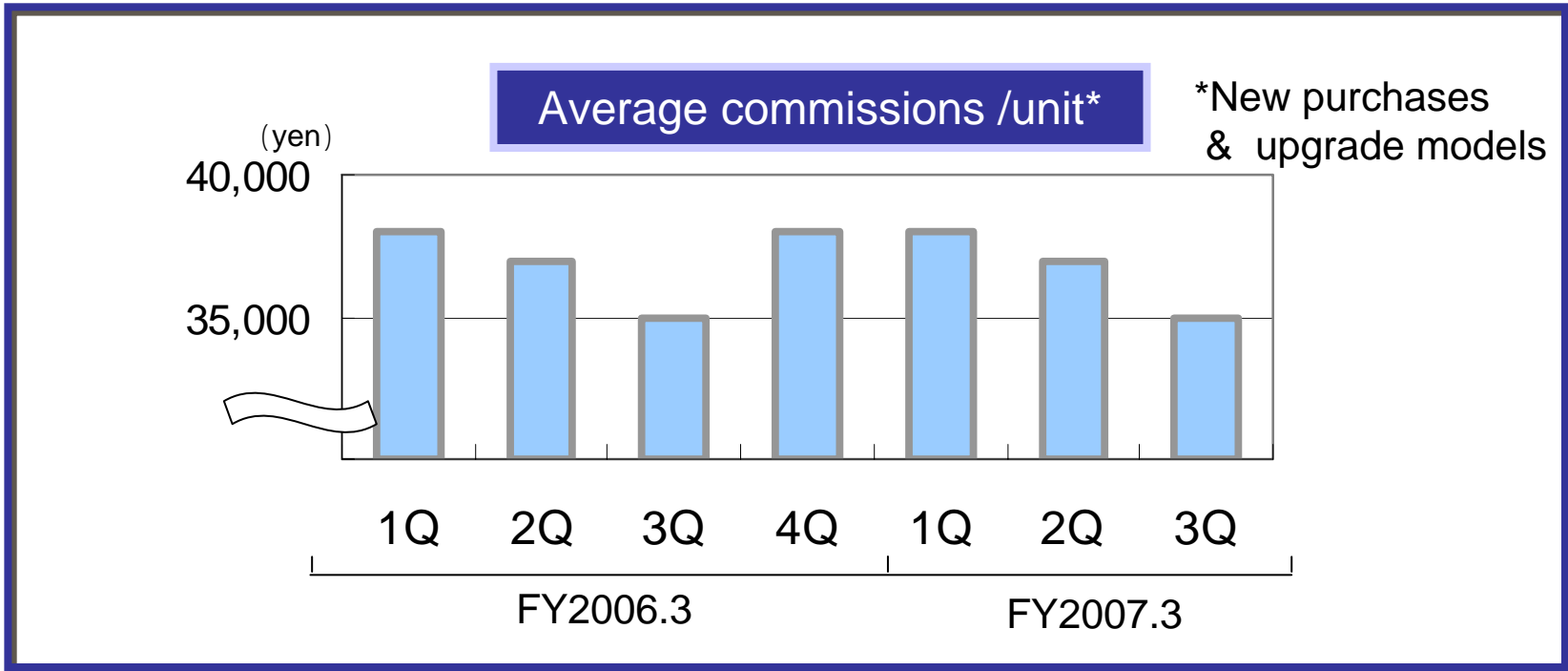
Note: () refers to net adds in the Japanese market.

1.3. "au" Churn Rate



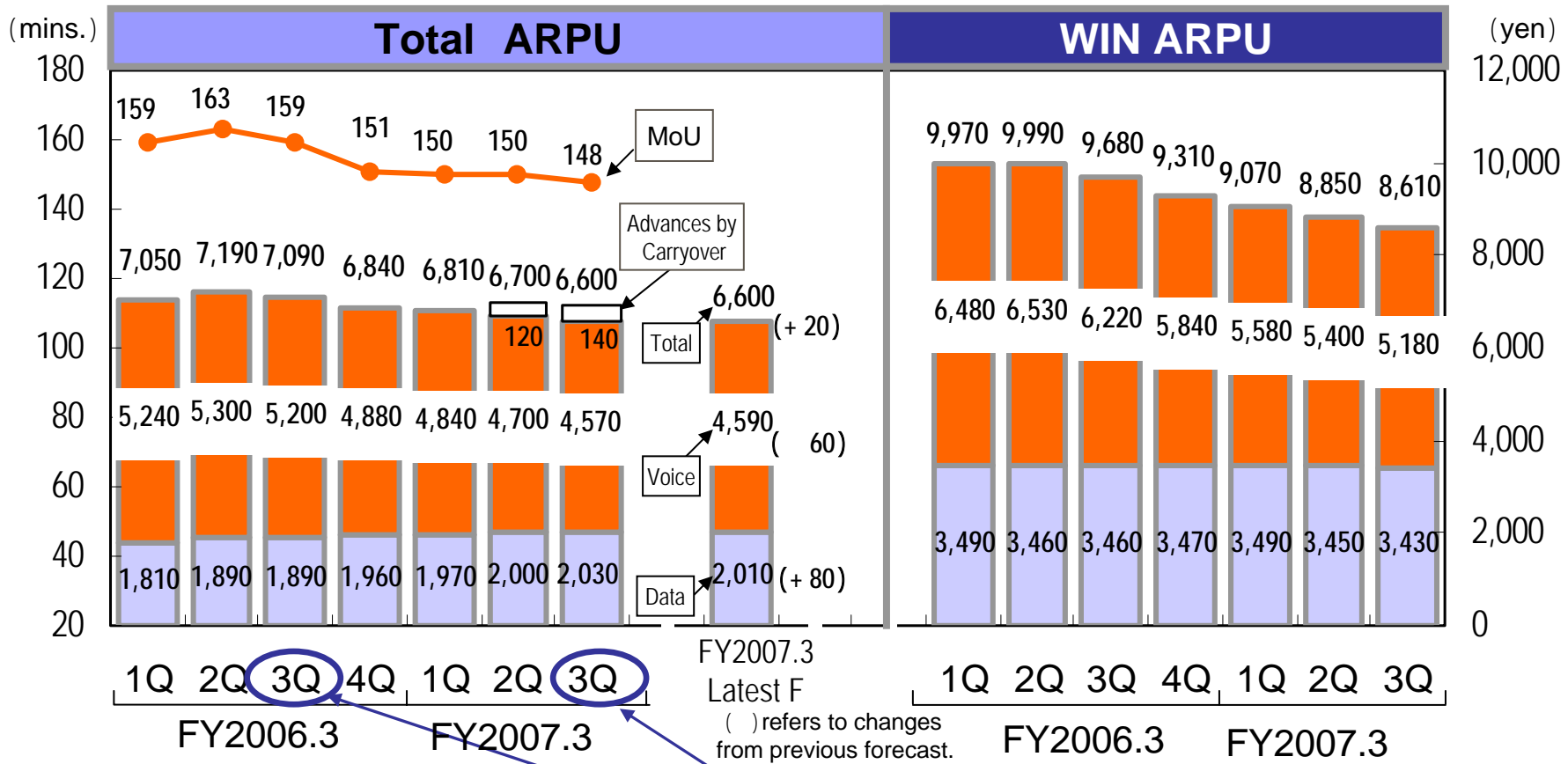
Note: Churn rate is calculated for ordinary handsets which exclude module-type terminals.

1.4. "au" Sales Commissions



	FY2006.3					FY2007.3(E)				FY2007.3 Previous F
	1Q	2Q	3Q	4Q		1Q	2Q	3Q	Latest F	
Sales commissions (Billions of yen)	102.0	119.0	119.0	152.0	492.0	124.0	129.0	145.0	573.0	551.0
Average commissions/unit (yen)	38,000	37,000	35,000	38,000	37,000	38,000	37,000	35,000	37,000	37,000
Number of units sold ('000 units)	2,700	3,220	3,370	3,960	13,250	3,270	3,520	4,110	15,690	14,920

1.5. Trend of "au" ARPU



Full-year

Total ARPUs	<¥ 7,040>	<¥ 6,600>	(¥ 440)
of Voice	<¥ 5,150>	<¥ 4,590>	(¥ 560)
of Data	<¥ 1,890>	<¥ 2,010>	(+ ¥ 120)

yoy change

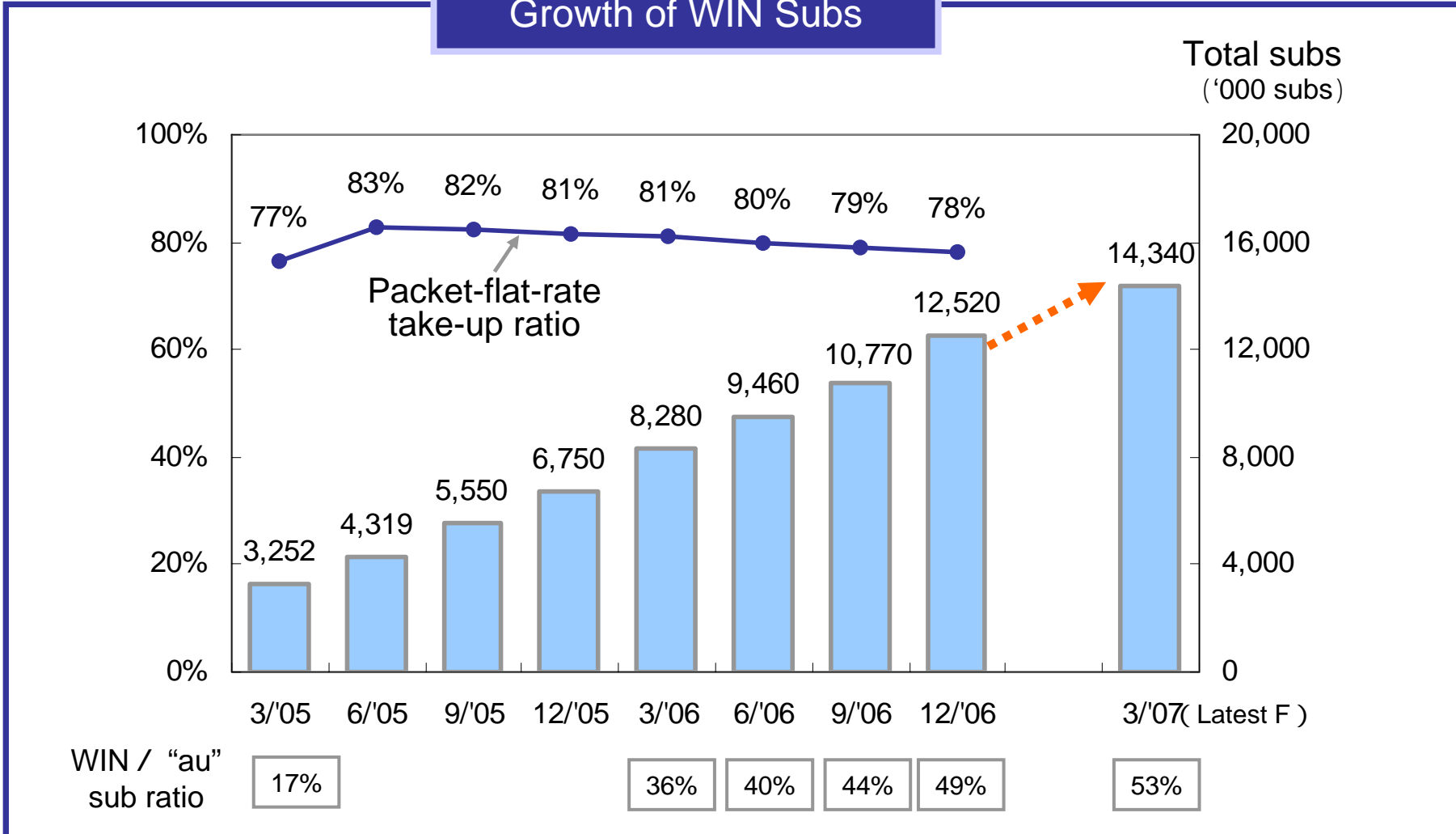
Total ARPUs	¥ 490 (6.9%)
of Voice	¥ 630 (12.1%)
of Data	+ ¥ 140 (+ 7.4%)

1.6. Update on WIN



Expanded packet-flat-rate plans to even wider customer base through Double Flat Rates Light, resulting a high take-up ratio of 78% at end-Dec.

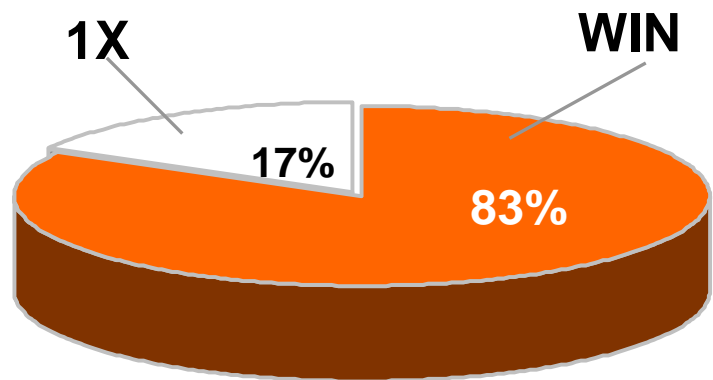
Growth of WIN Subs



2. Update on Initial Situation of MNP

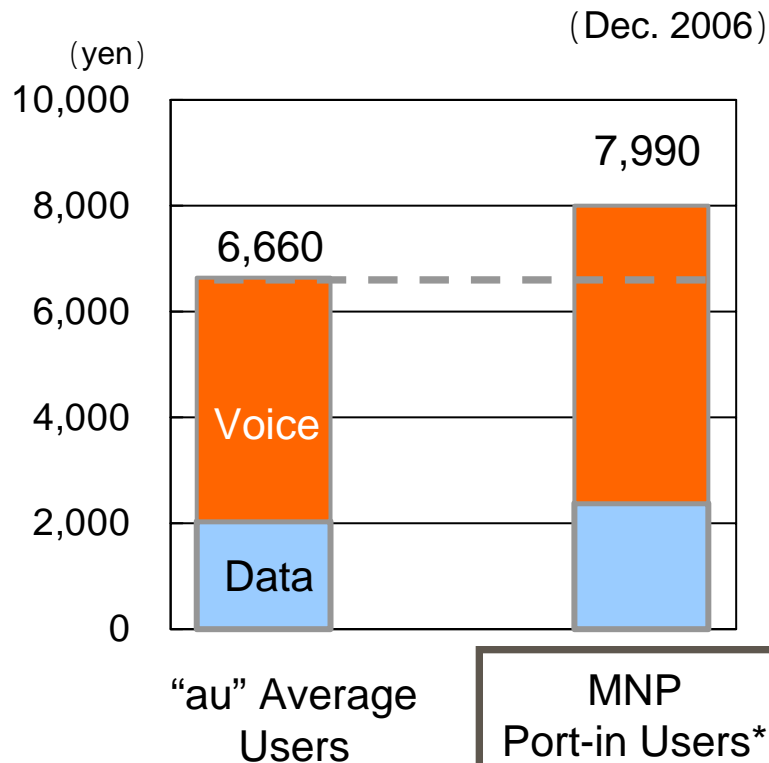
Proportion of MNP port-in users to "au" choosing WIN handsets at 83%; of which, high rate of users have signed up for packet flat-rate plan at 80%. ARPU of MNP port-in users is higher than "au" average by approx. ¥1,300.

Breakdown of Subs



Note: Percentage of the simple total of subs who ported into "au" through MNP in 3Q/FY2007.3.

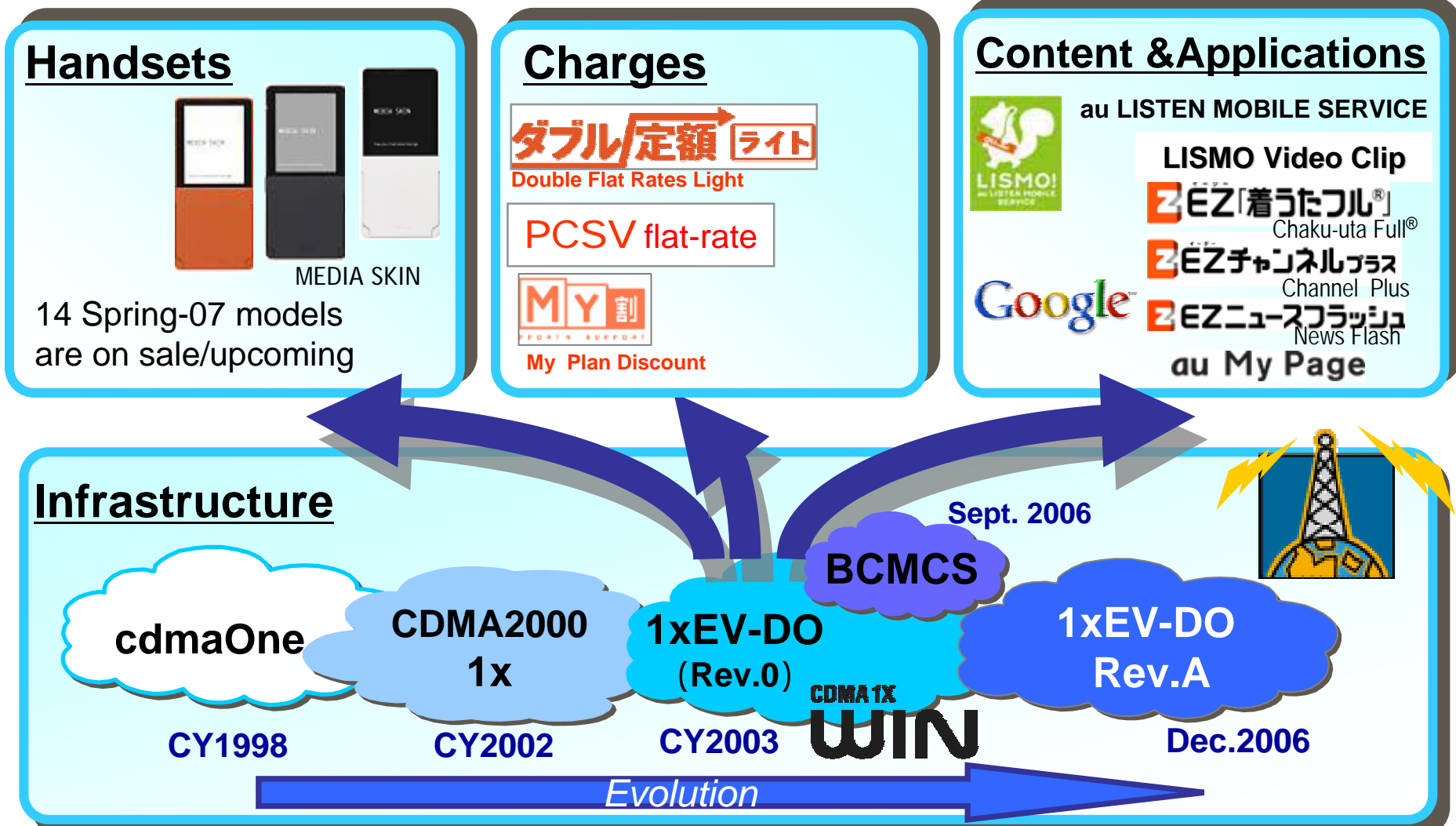
ARPU



Note: Figure was calculated for those who ported into "au" during Oct.- Nov. period.

3. Boost All-Round Product Attractiveness

Promote differentiation by leveraging competitive advantage in infrastructure to boost all-round product attractiveness in terms of handset, charges and content.



* PCSV : PC site viewer

MoMA, the Museum of Modern Art (NY) has added 4 models to their collection including 3 products of INFOBAR, talby, neon, and the concept model of MEDIA SKIN .



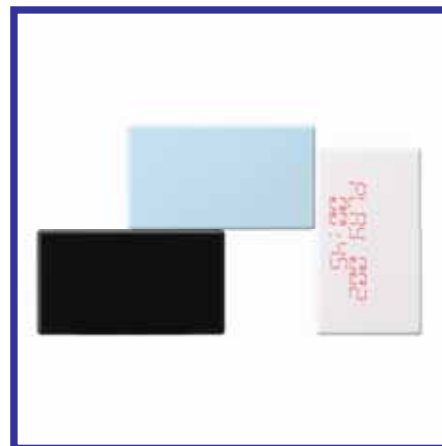
INFOBAR
(2003)

Naoto Fukasawa



talby
(2004)

Marc Newson



neon
(2006)

Naoto Fukasawa



MEDIA SKIN concept
(2005)

Tokuji Yoshioka

4. Termination of Tu-Ka Service

Plan to terminate Tu-Ka service at end-March 2008 based upon a smooth user-migration to “au” keeping the same phone number; total who switched at 310k in 3Q, making aggregate total of 1,770k (since Oct. 2005) .

Tu-Ka Total Subscribers

