

## 1.3. FY2008.3 Challenges

- 1** Address “Customer Satisfaction No. 1” in every service in the first year of “Challenge 2010”, aiming at “Sustainable Growth.”
  - Strengthen the existing business base and expand business domain to realize a mid-term system for increasing both sales and income.
- 2** Mobile Business (“au” + Tu-Ka)
  - Maintain “Customer Satisfaction No. 1,” by boosting all-round product attractiveness (infrastructure, handsets, charges and content & applications).
  - Continue to reinforce customer acquisition to achieve 30M subs with 30% share during the term.
  - Promote Tu-Ka user migration to “au” and a smooth termination of the service at end-March 2008.
  - For Corporate customers: Strengthen product development capabilities and promote sales together with solutions.
- 3** Fixed-line Business
  - Aim at 3.20M subs by end-March toward stable profitability of METAL PLUS.
  - Promote FTTH to achieve a 30% share in Tokyo-Metropolitan service area over the mid-long terms.
- 4** Change the organization as of April 1, ahead of the integration of infrastructure, to realize the unification of services in the higher-level layers with content media at its core and to promote FMBC\* service.