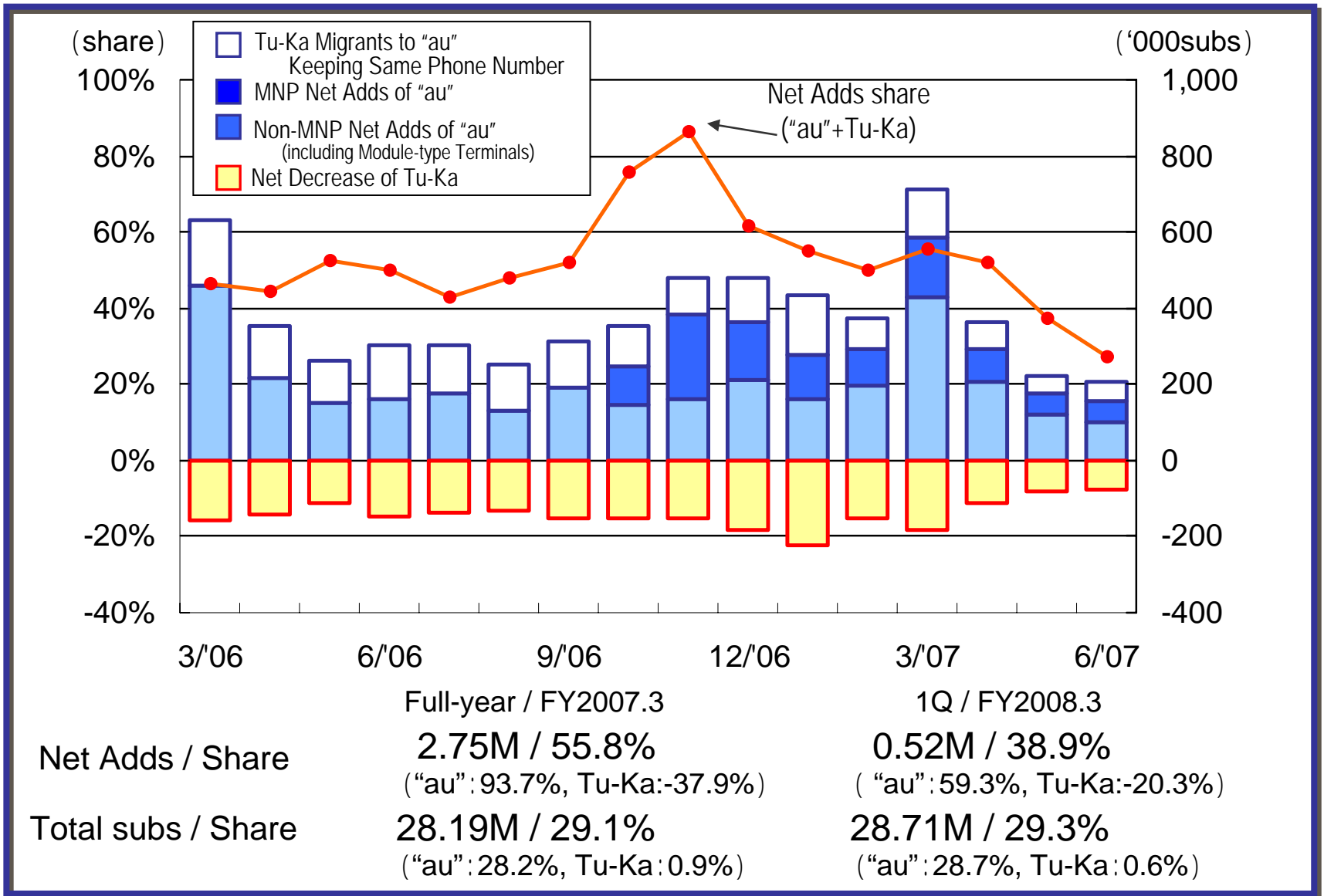


1.1. Net Additions of KDDI("au" + Tu-Ka)

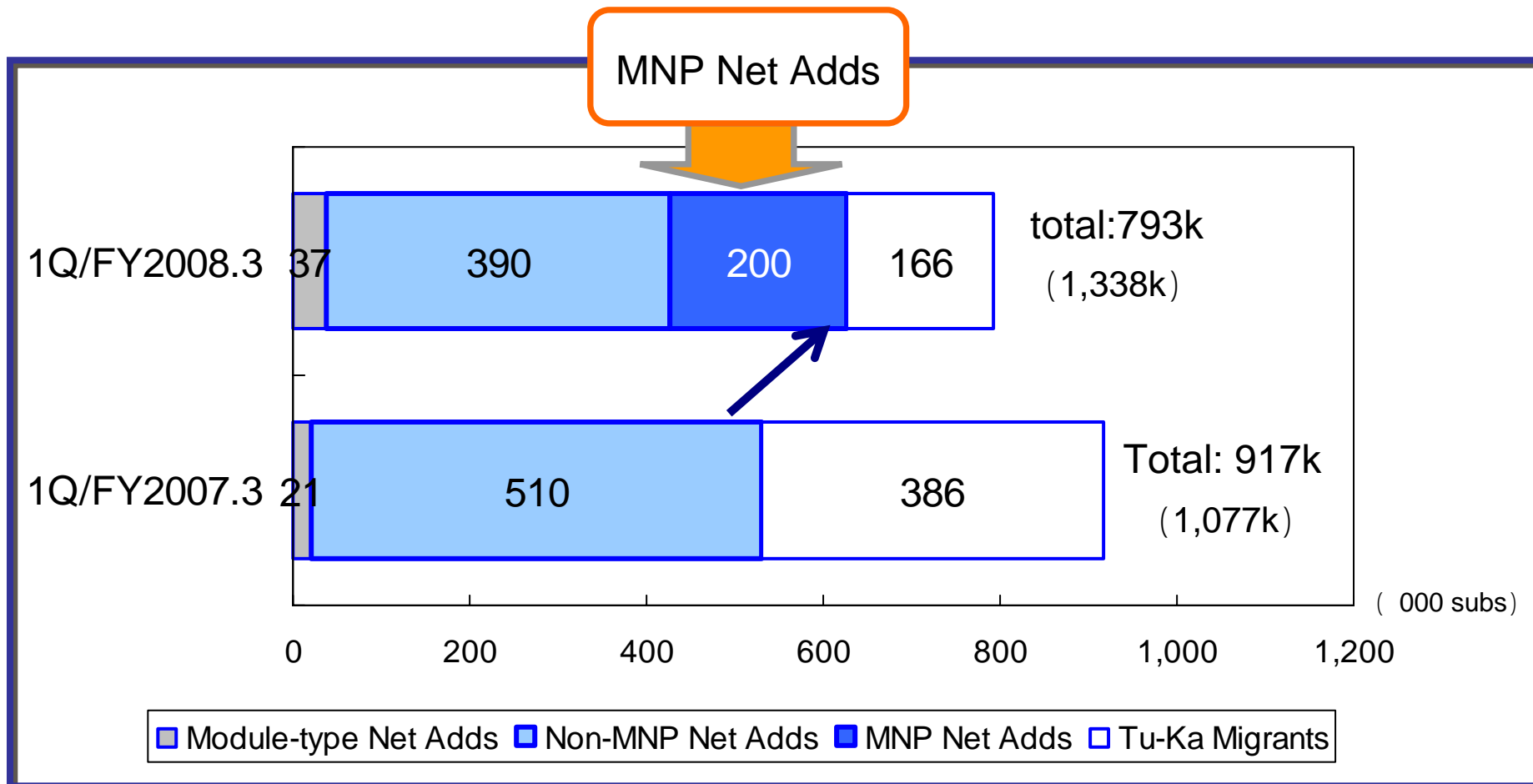
Mobile Business / "au" + Tu-Ka



Note: The graph of the net adds share excludes EMOBILE and the quarterly share includes it, as its number was disclosed on a quarterly basis.

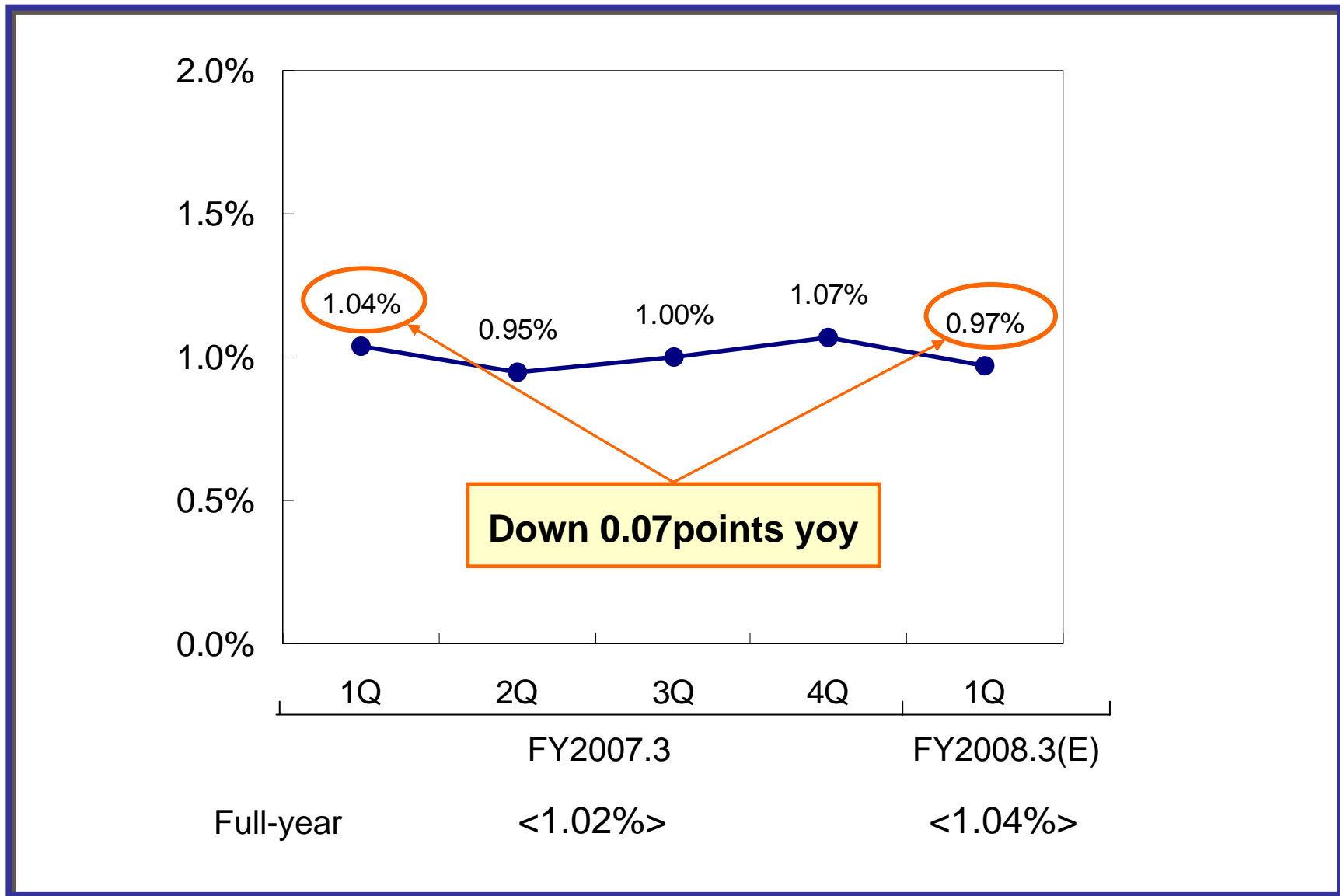
1.2. Breakdown "au" Net Additions (yoy)

- Total MNP net additions (since Oct. 24, 2006) hit the one million mark in June 2007 (KDDI:+1,008k, "au":+1,054k, Tu-Ka:-46k).
- On a basis that excludes Tu-Ka migrants to "au", the MNP-related net additions contributed to the year-on-year net additions.



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

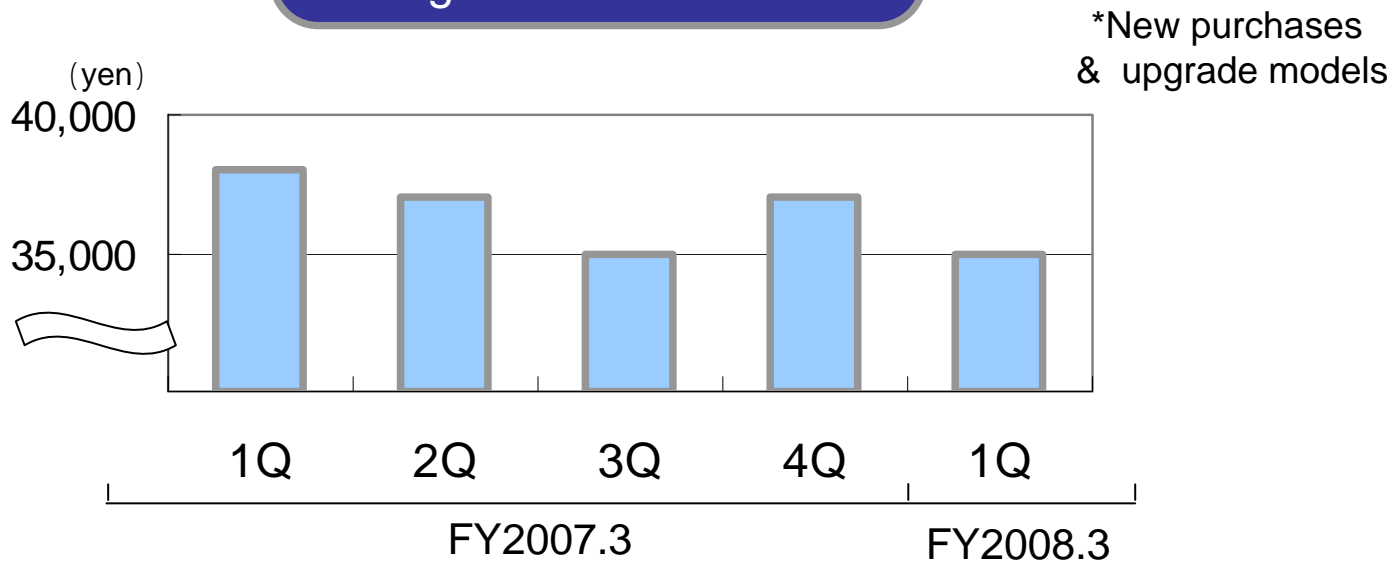
1.3. "au" Churn Rate



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

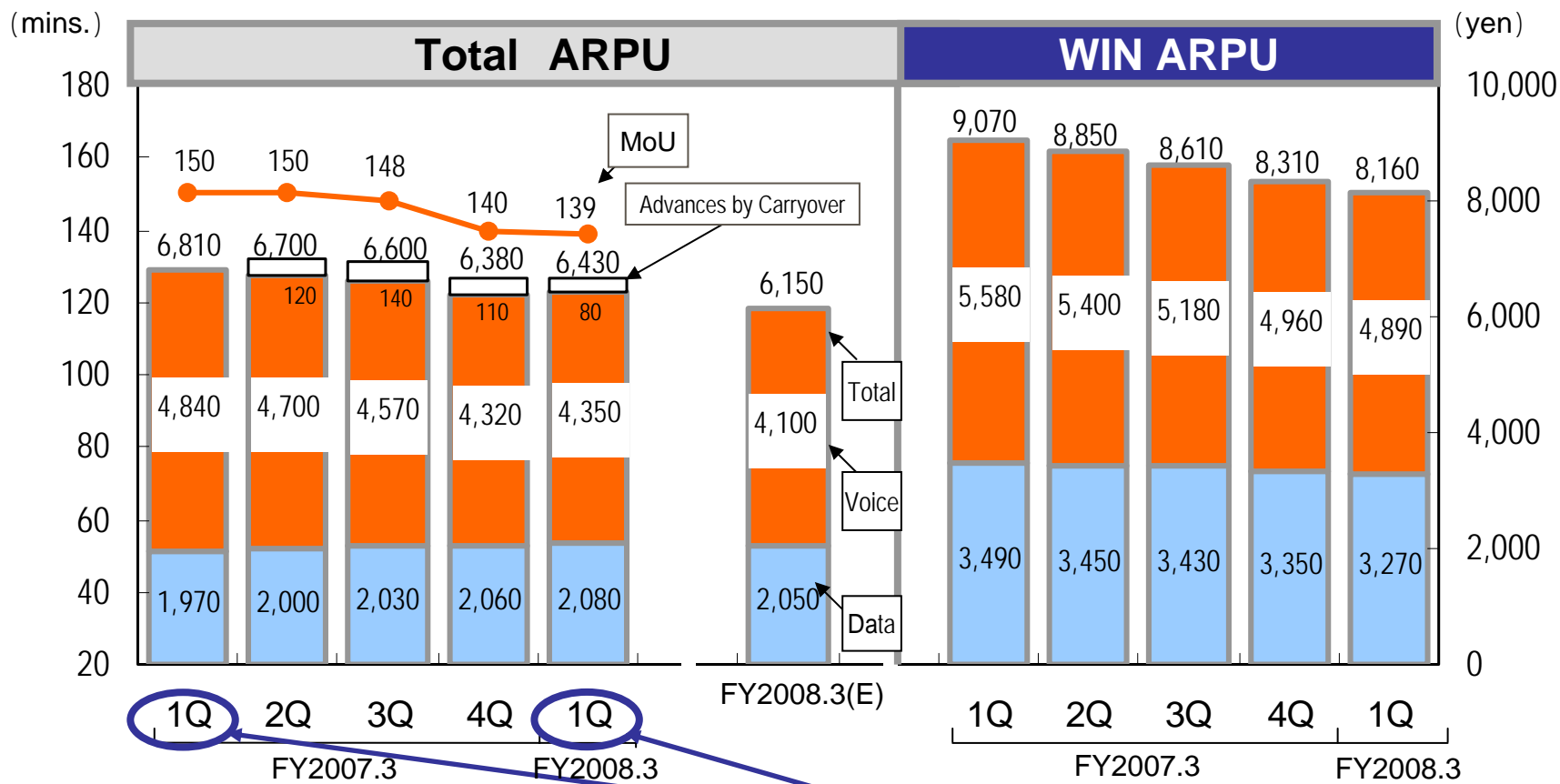
1.4. "au" Sales Commissions

Average commissions /unit*



	FY2007.3				FY2008.3(E)		
	1Q	2Q	3Q	4Q	1Q		
Sales commissions (Billions of yen)	124.0	129.0	145.0	170.0	568.0	124.0	565.0
Average commissions/unit (yen)	38,000	37,000	35,000	37,000	37,000	35,000	36,000
Number of units sold ('000 units)	3,270	3,520	4,110	4,650	15,550	3,530	15,700

1.5. Trend of "au" ARPU



Full-year	FY2007.3	FY2008.3(E)
Total ARPU	¥ 6,610	¥ 6,150
of Voice	¥ 4,590	¥ 4,100
of Data	¥ 2,020	¥ 2,050

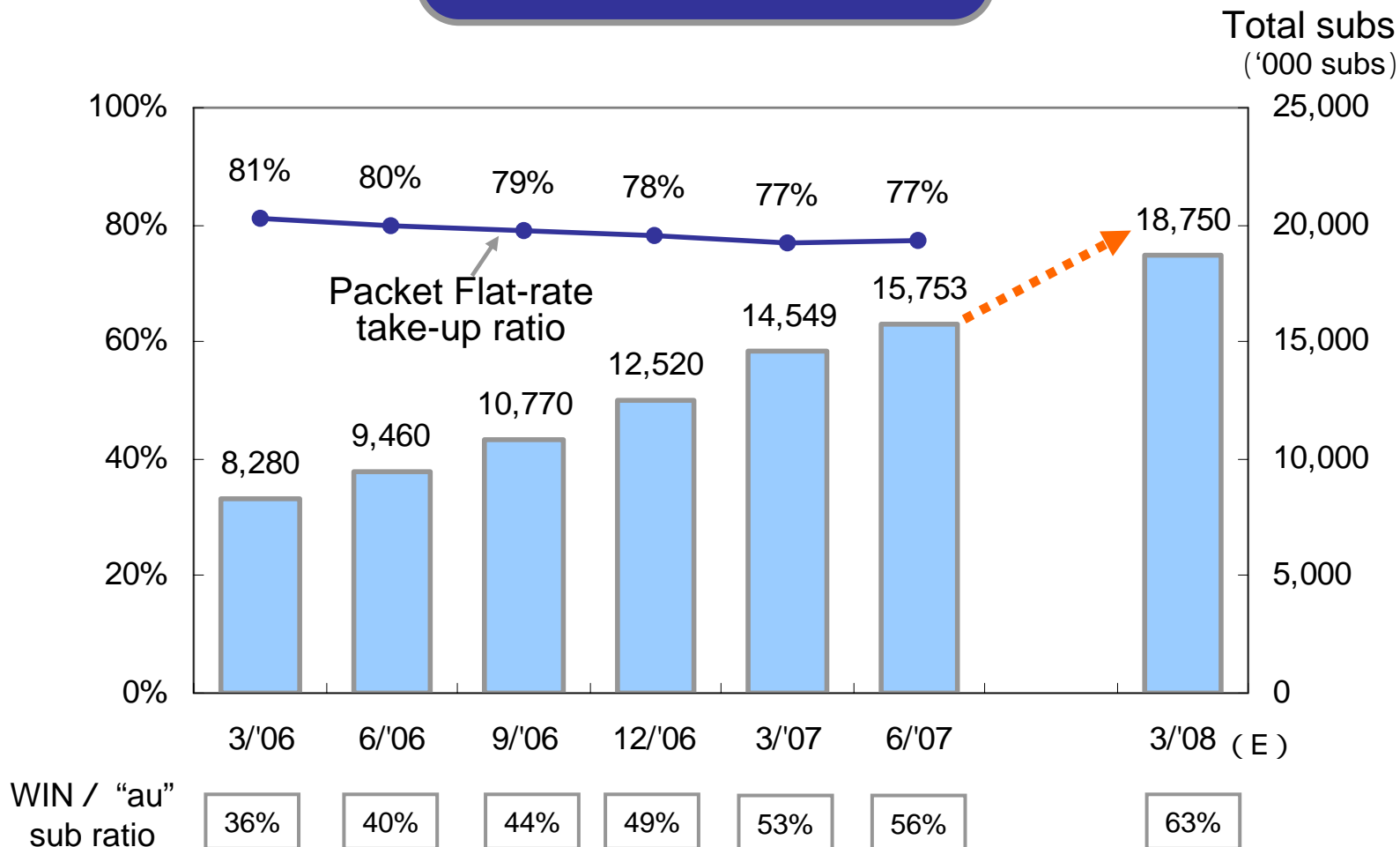
yoy change	
Total ARPU	¥ 380 (5.6%)
of Voice	¥490 (10.1%)
of Data	+ ¥ 110 (+ 5.6%)

1.6. Update on WIN



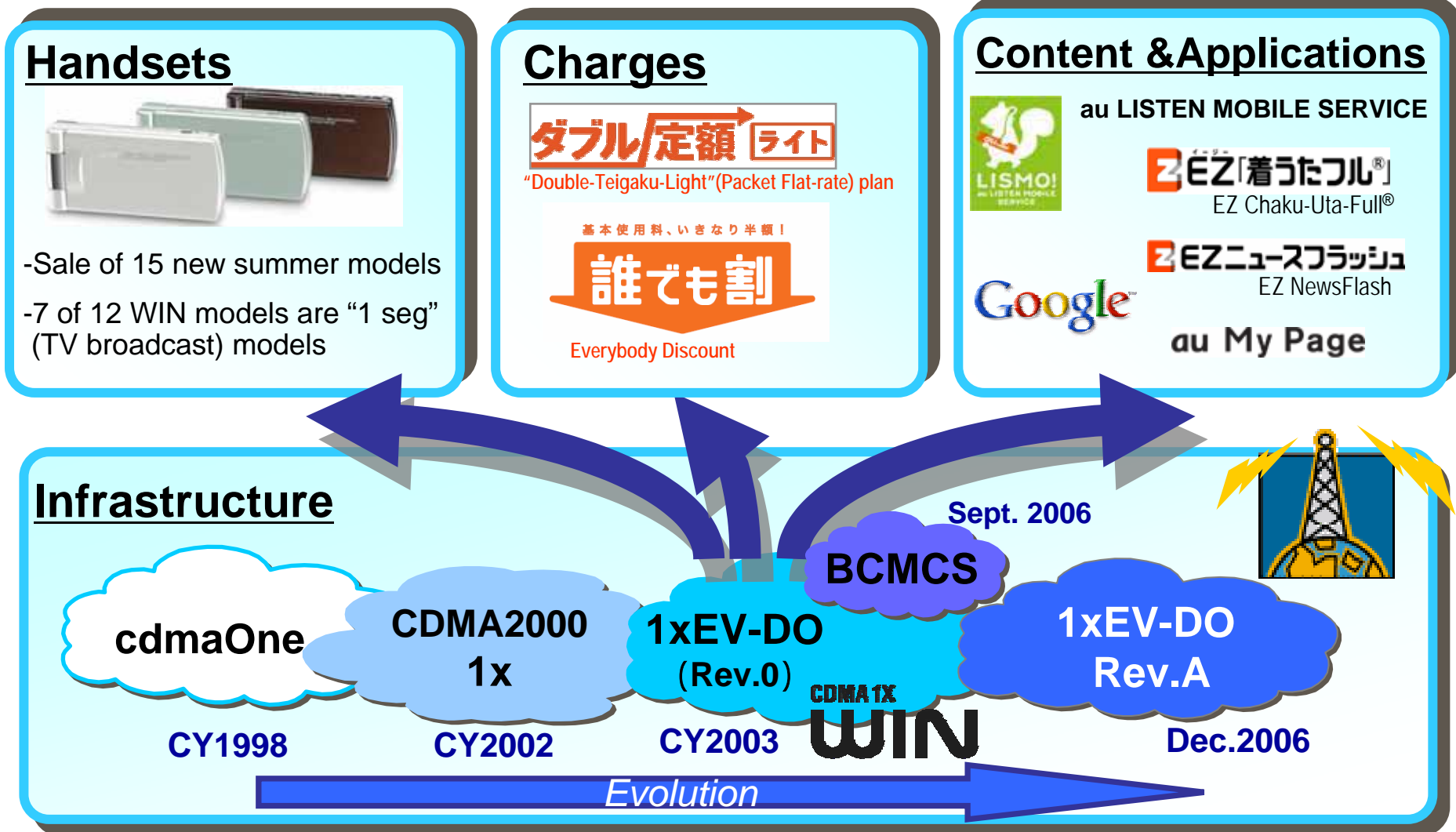
56% of "au" users are with WIN at end-June, of which as high as 77% of customers sign up for Packet Flat-rate plans.

Growth of WIN Subs



2. Boost All-Round Product Attractiveness

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



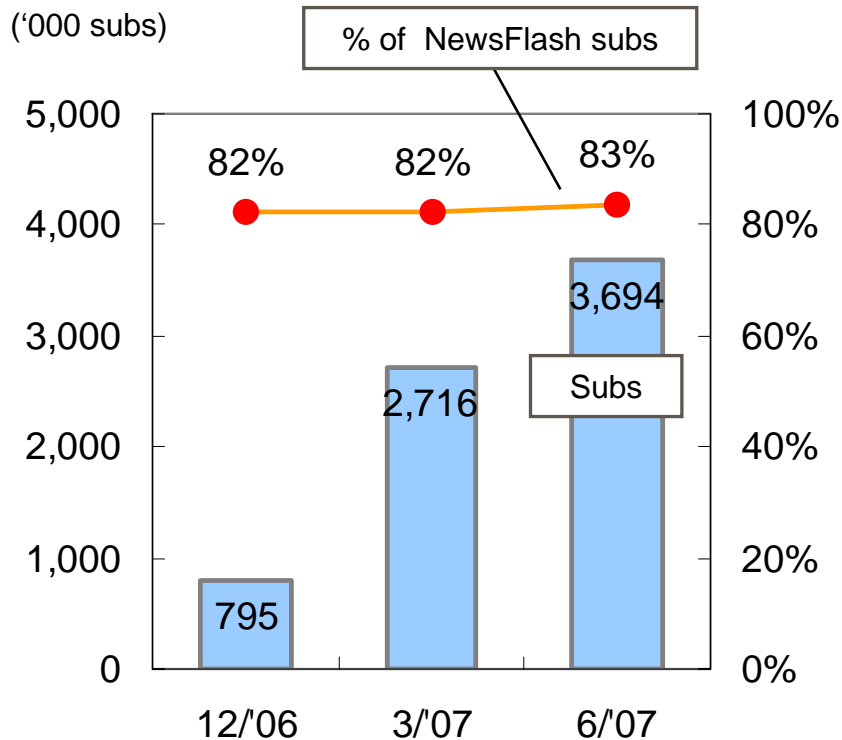
3. Expand Use of Content

"EZ NewsFlash" started in September 2006 based upon BCMCS* and its subscriber number increased to 3.69M with registration rate of 83% at end-June.

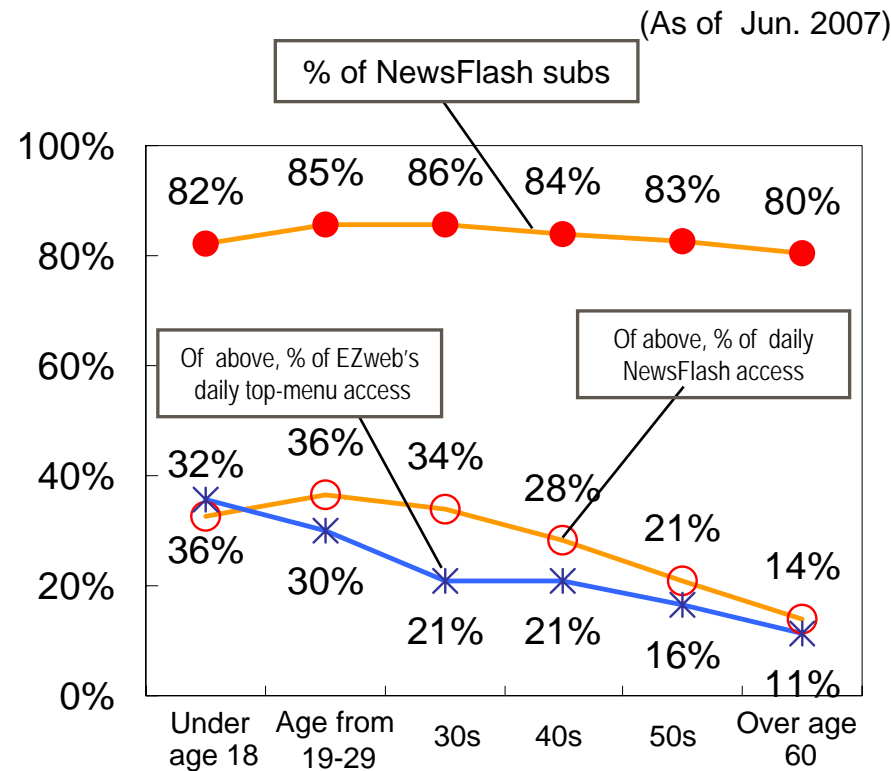
*Broadcast Multicast Service

The percentage of registration with "EZ NewsFlash" is at a high 80%, irrespective of age groups.

Growth of "EZ NewsFlash" Subs



"EZ NewsFlash" Subs by Age



Note: Each percentage of registration is a ratio to the holders of "EZ NewsFlash" compatible terminals who have EZweb contracts.

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 0.17M in 1Q, making aggregate total of 2.30M (since Oct. 2005).

Tu-Ka Total Subs

