

**Financial Results  
for the 1<sup>st</sup> Half of the  
Fiscal Year Ending March 2015  
(from April to September, 2014)**

**October 31, 2014**

**President Takashi Tanaka  
KDDI Corporation**



## Today's Presentation

**1. Financial Results for 1H/FY2015.3**

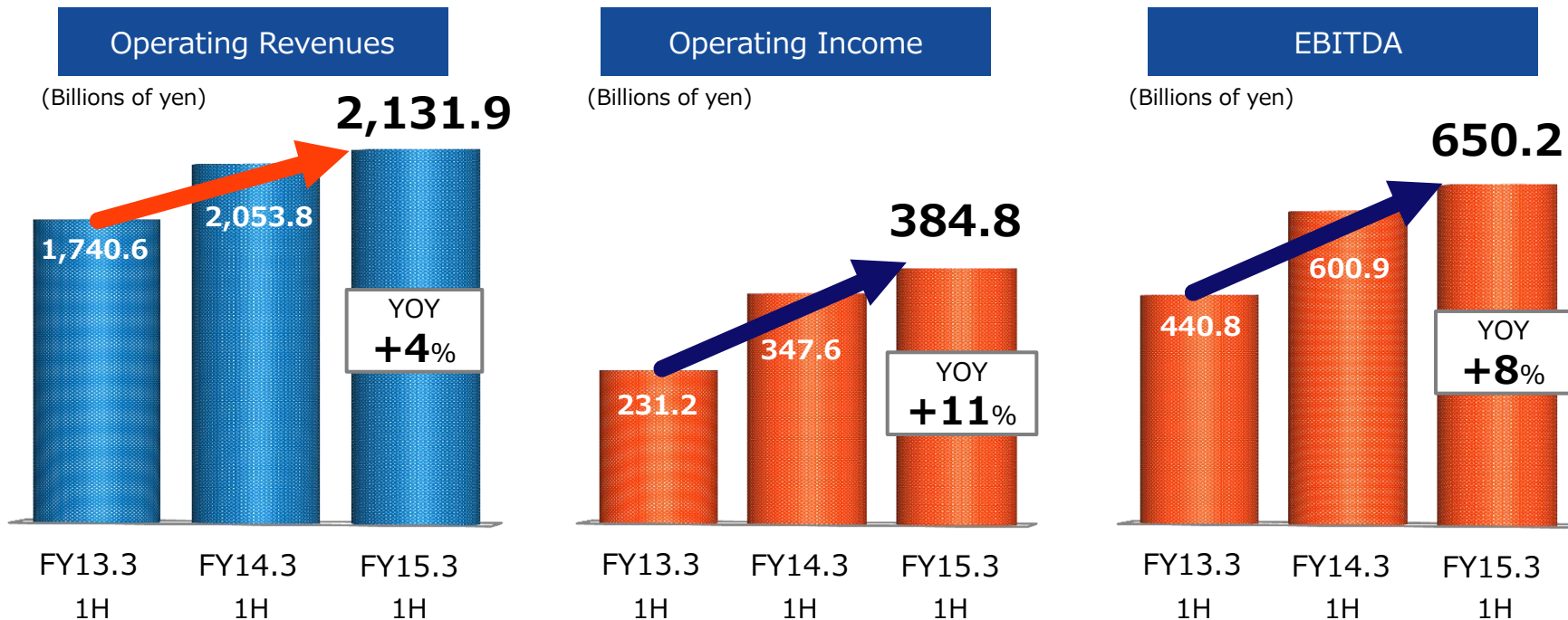
**2. Targeting a New Stage**

**■ Appendix**

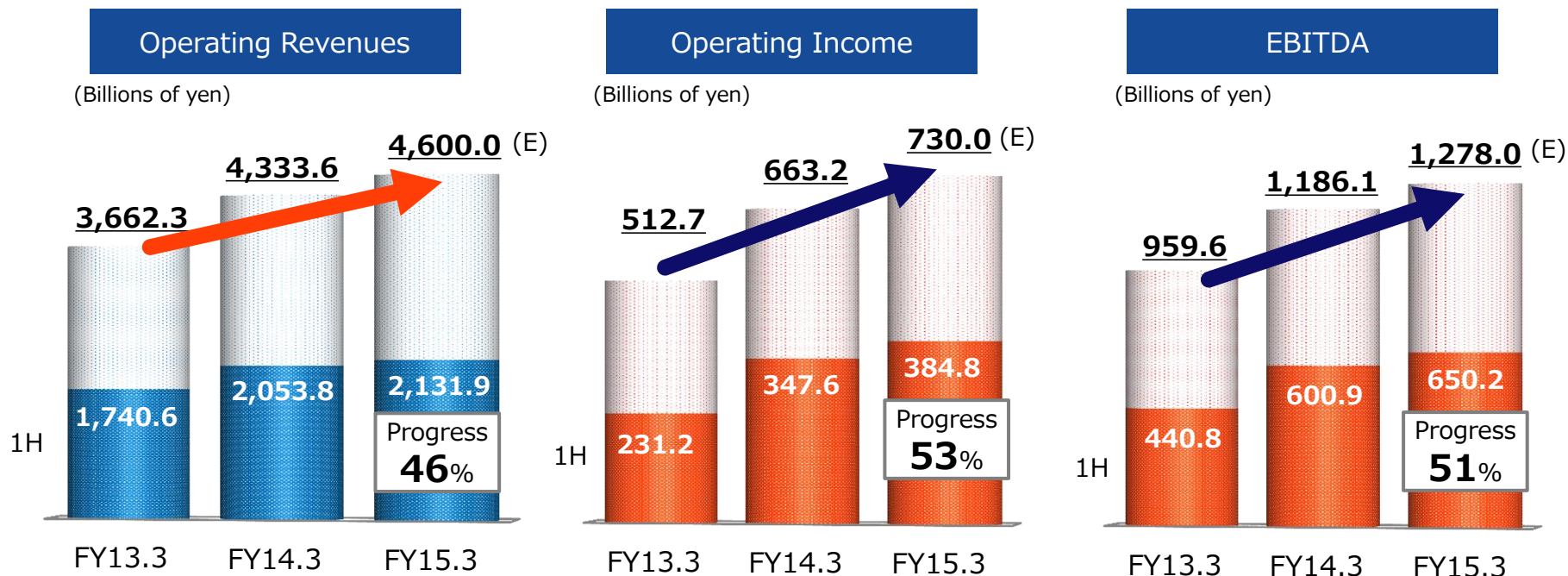
The figures included in the following brief, including the business performance target and the target for the number of subscribers are all projected data based on the information currently available to the KDDI Group, and are subject to variable factors such as economic conditions, a competitive environment and the future prospects for newly introduced services. Accordingly, please be advised that the actual results of business performance or of the number of subscribers may differ substantially from the projections described here.

# **1. Financial Results for 1H/FY2015.3**

## Achieved Second Consecutive Double-Digit Growth in Operating Income in the 1<sup>st</sup> Half



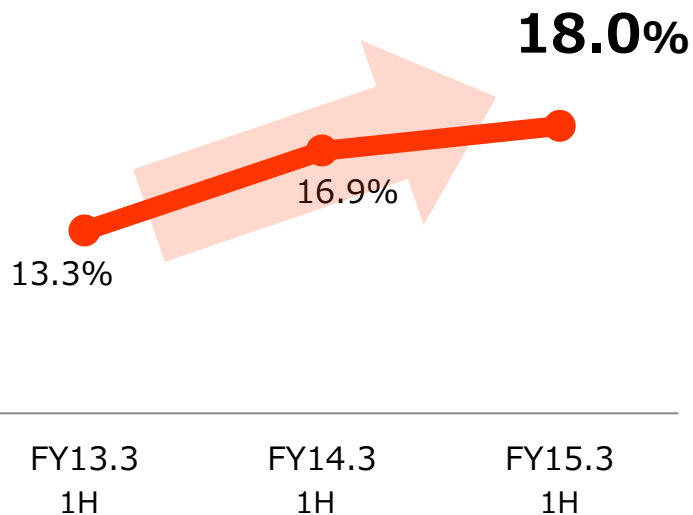
## Steady Progress Toward Second Consecutive Years of Double-Digit Growth in Consolidated Operating Income



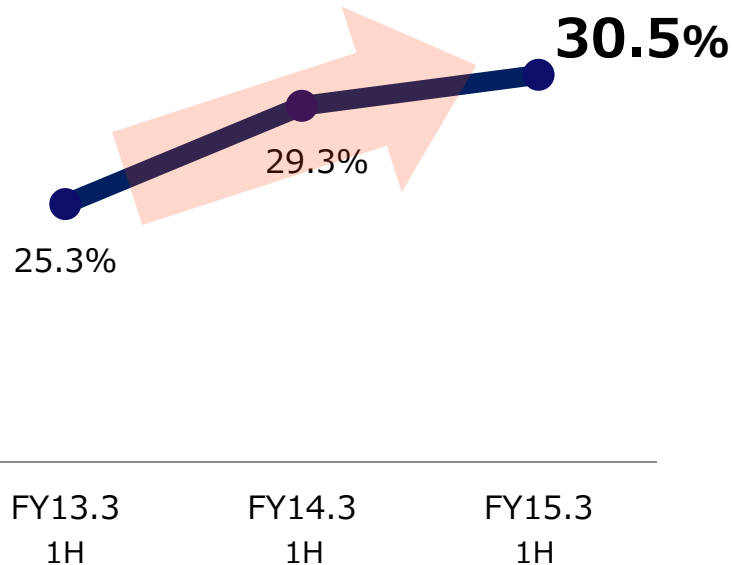
# Margin in 1H/FY15.3

## YOY Margin Increase of Operating Profit and EBITDA

### Operating Profit Margin



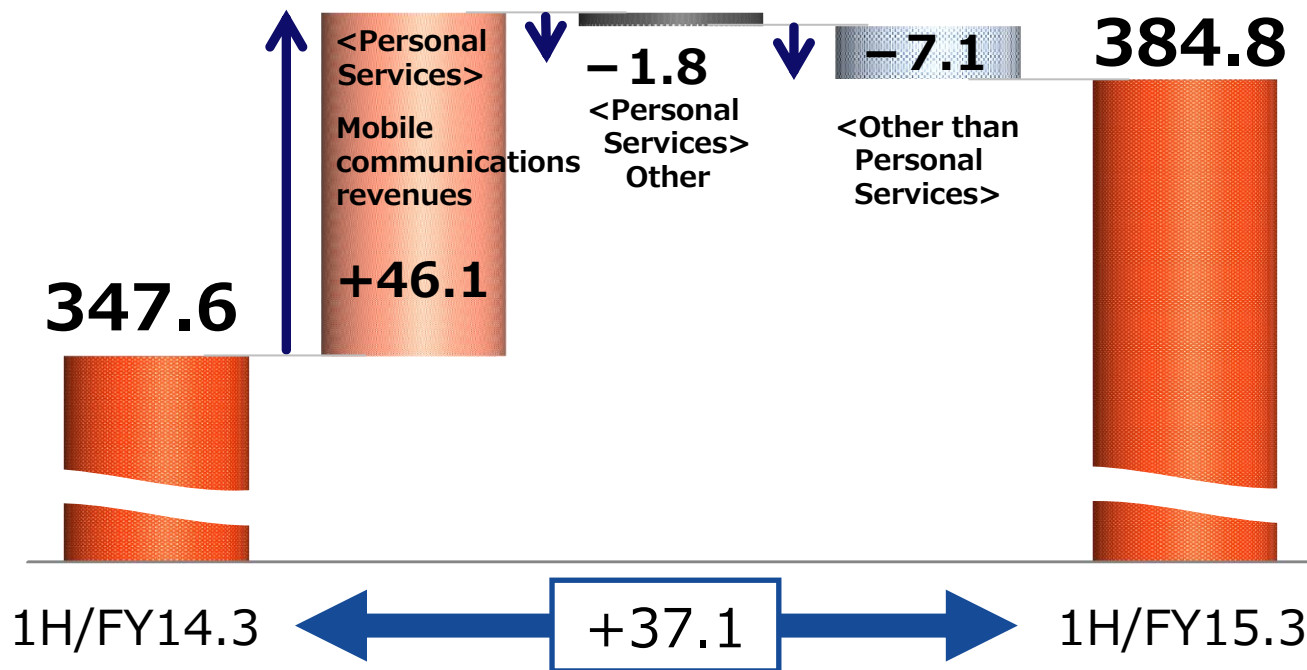
### EBITDA Margin



# Consolidated Operating Income: Factor for Change, YOY

Contributing Factors Included Increase in  
Mobile Communications Revenues

(Billions of yen)

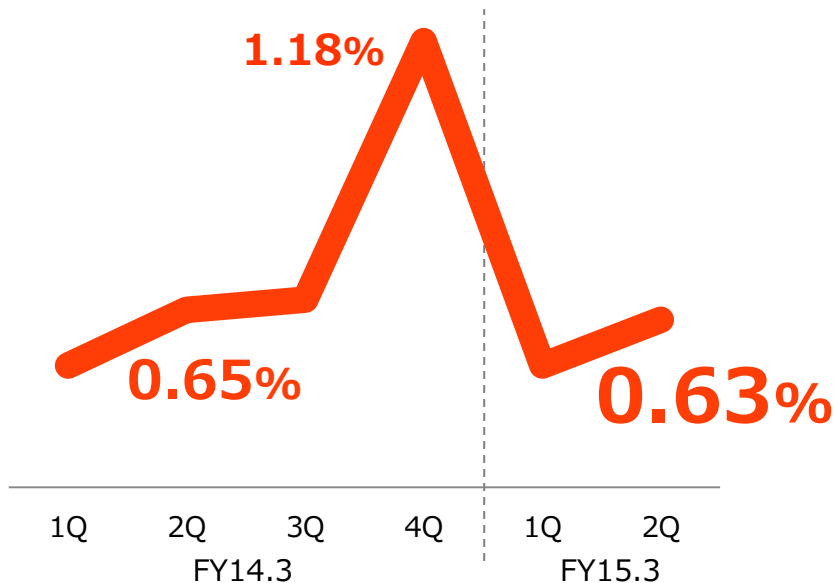




# au Subscribers

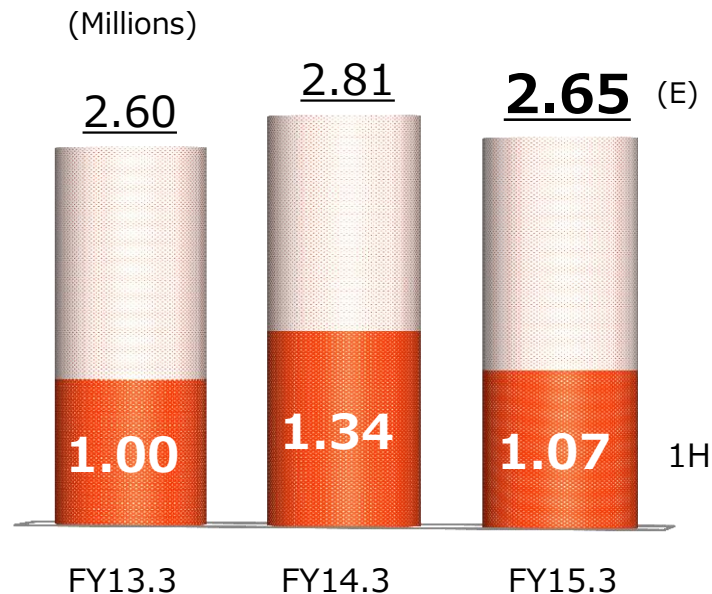
**Maintained Low Churn Rate.**  
**au Net Adds Over 1 Million in 1st Half for Third Consecutive Year**

au Churn Rate<sup>Note1</sup>



Note1) Personal Services basis

au Net Adds<sup>Note2</sup>



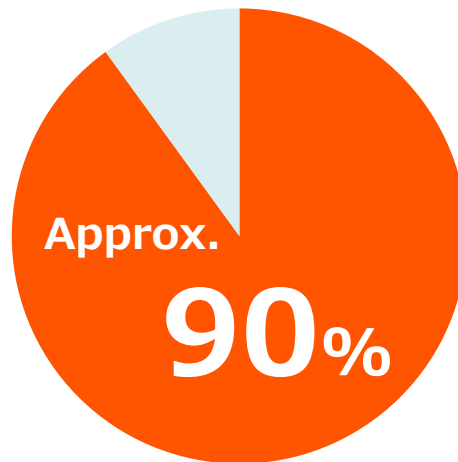
Note2) Consolidated basis



# Initial Trends for iPhone 6 / 6 Plus

**Achieved High Stay Rate<sup>Note</sup>,  
MNP Net Adds Up  
in September**

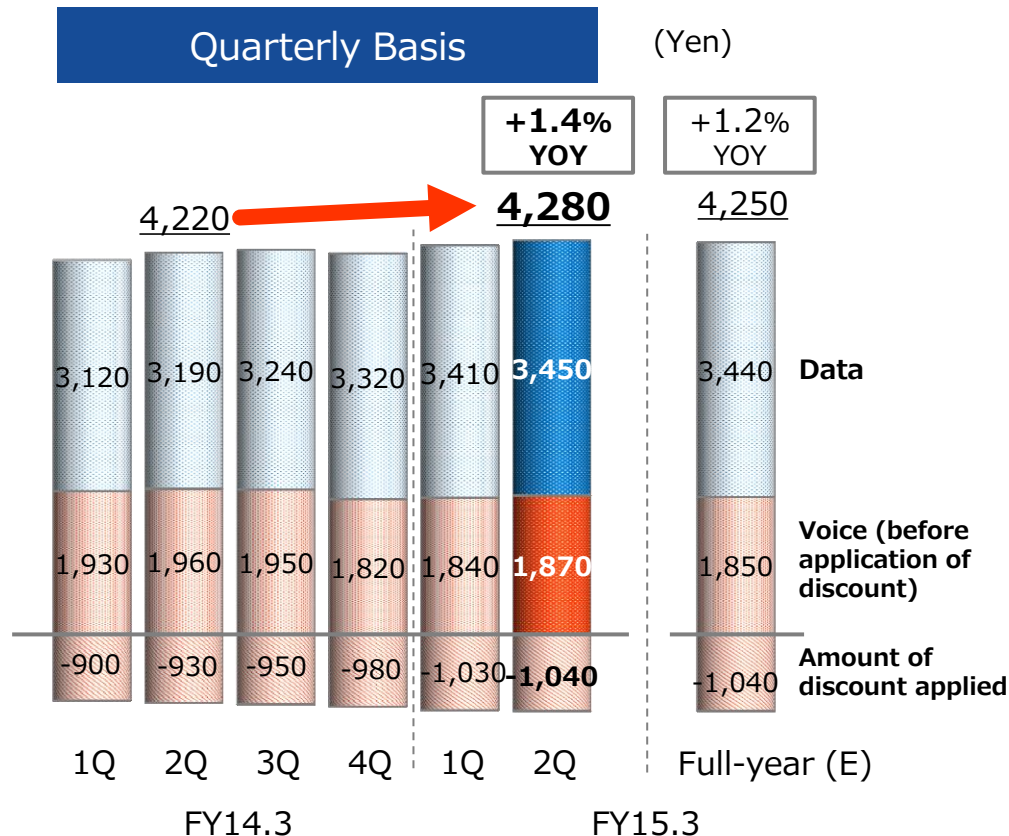
Stay Rate<sup>Note</sup> for  
iPhone 4S / 5 Customers



Note) Stay rate = [number of upgrades by au subscribers with iPhone 4S / 5 ÷ (number of upgrades by these subscribers + churn by these subscribers) ]  
(Results as of September 2014)

# au ARPUs

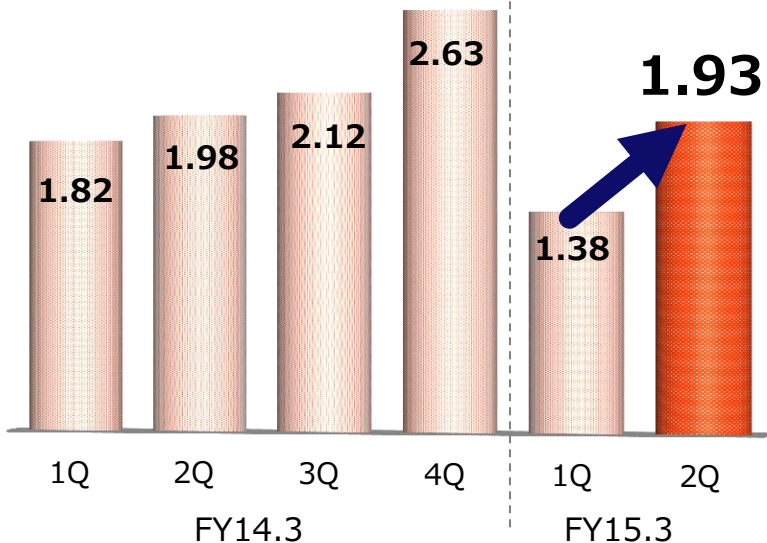
Steadily Progress,  
at +1.4%, YOY



## Steady Progress in au Smartphone Penetration, at 52%

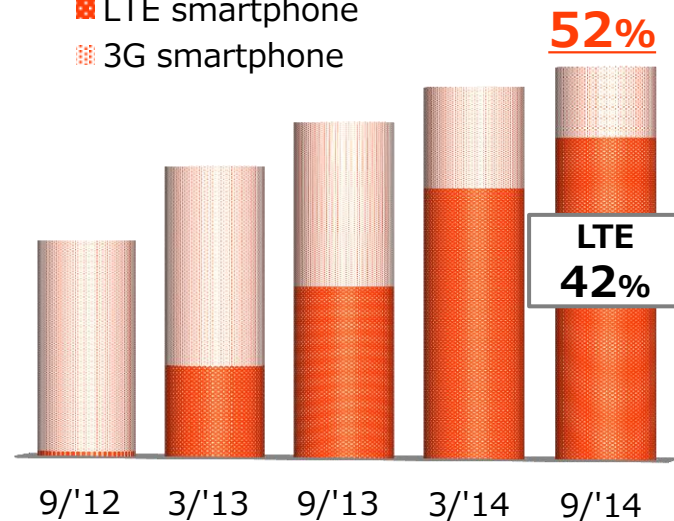
Number of au Smartphones Sold

(Millions)



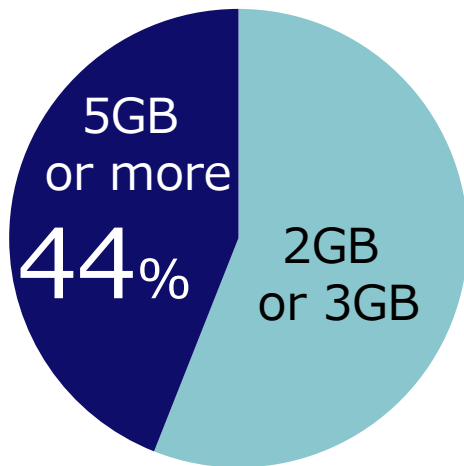
au Smartphone Penetration

■ LTE smartphone  
■ 3G smartphone



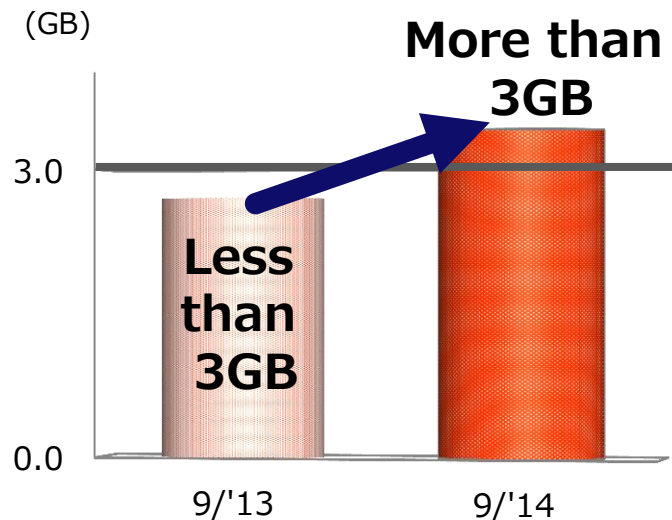
## With Increasing Data Use, 44% Opting for 5GB or More

Flat Rate Selection<sup>Note1</sup>



Note1) Personal Services basis. Customers opting for flat-rate data service as new rate plan (on cumulative basis as of September 30, 2014)

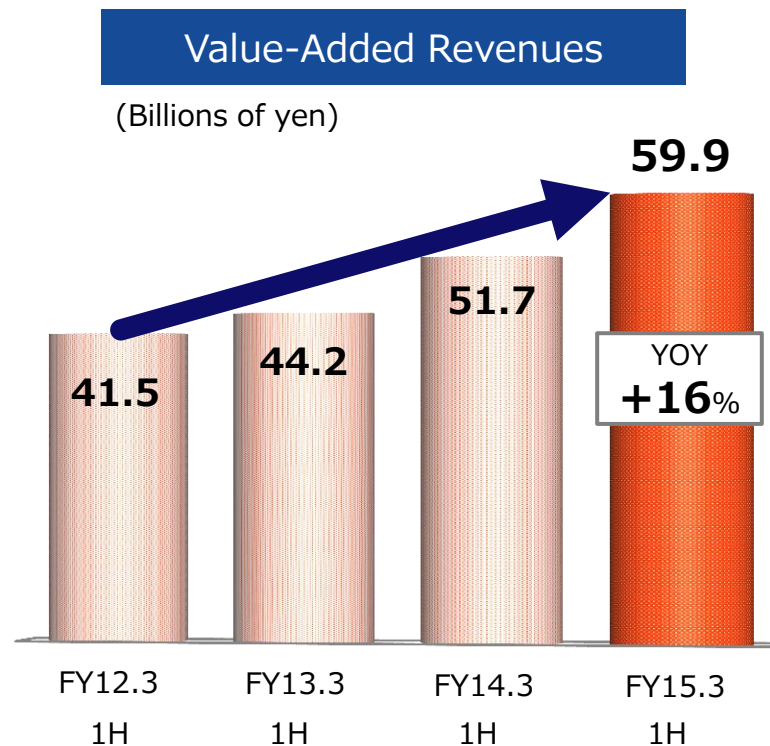
Data Volume/Month  
per LTE Smartphone<sup>Note2</sup>



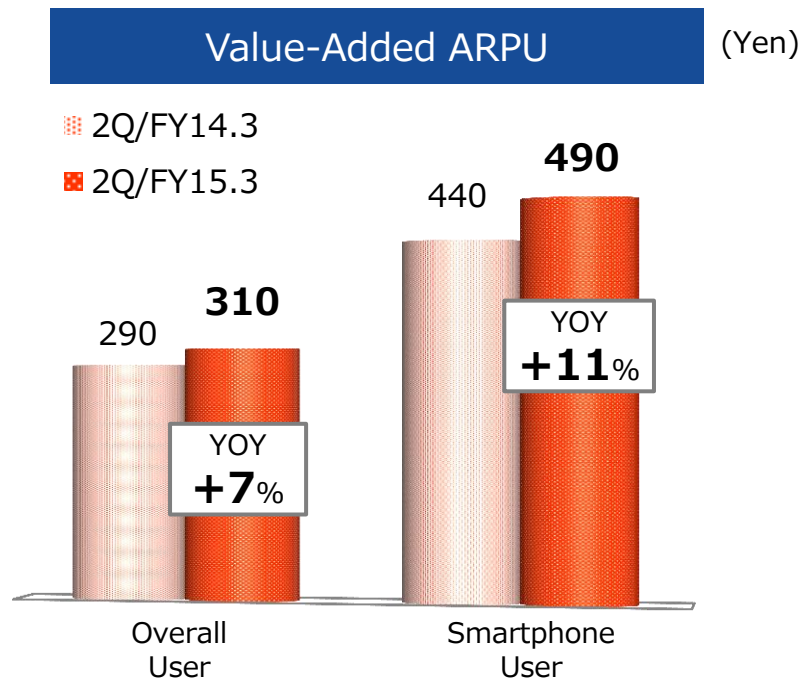
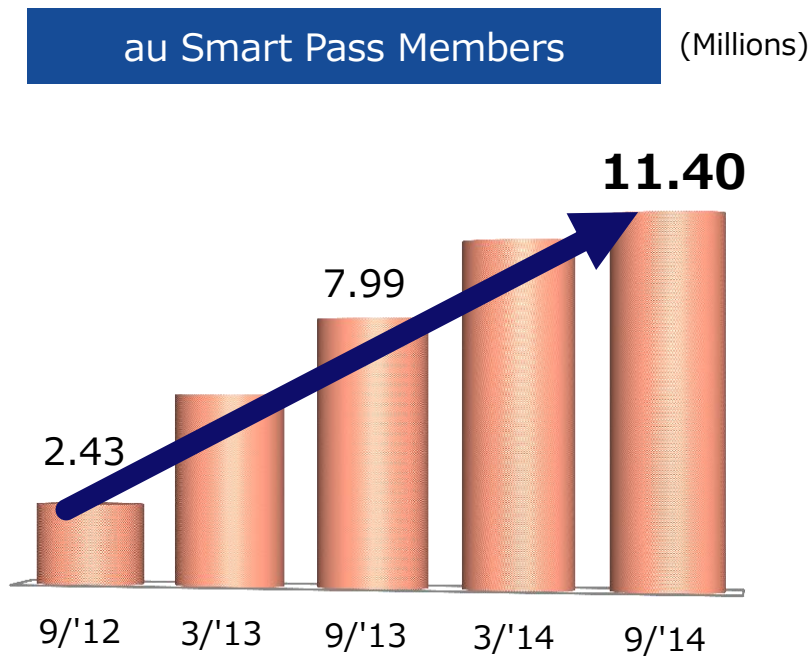
Note2) Consolidated basis. Volume of monthly data use per au LTE smartphone. Data volume does not include data offloading via Wi-Fi

# Value-Added Revenues

## YOY +16%



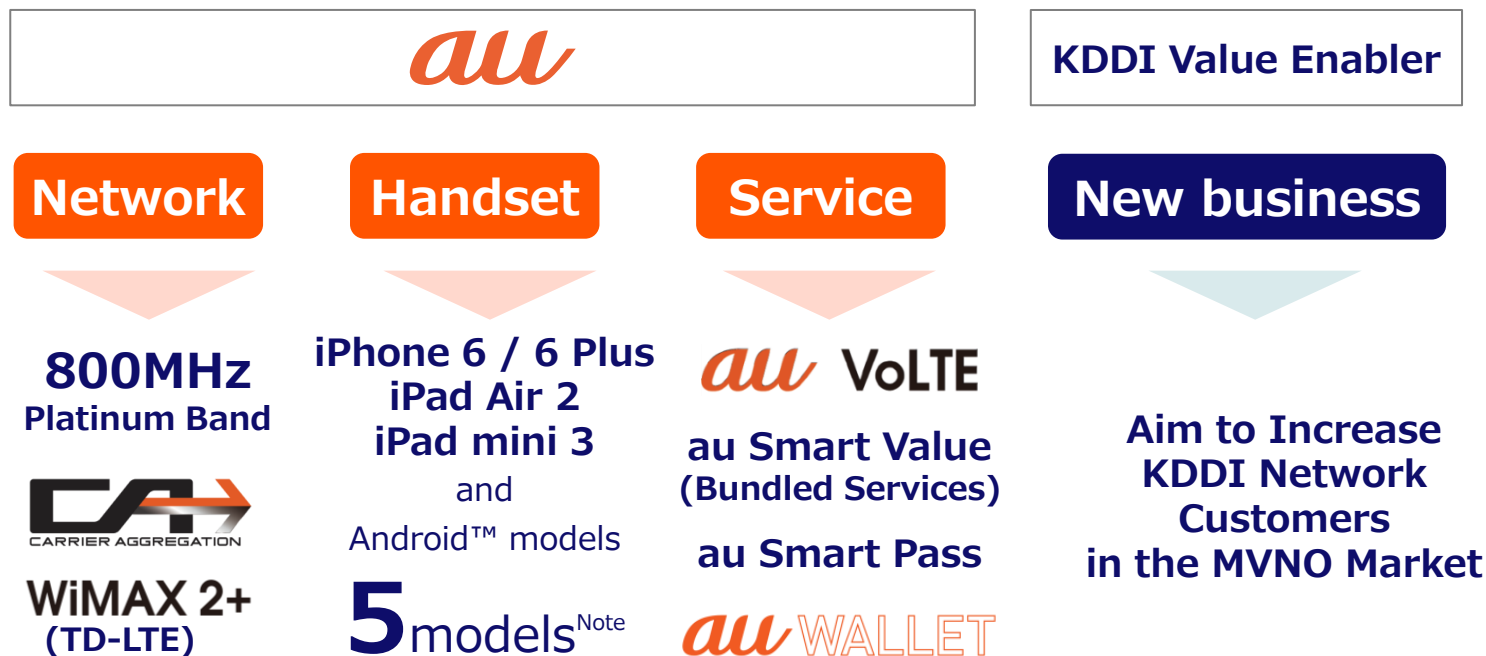
## au Smart Pass Driving Value-Added ARPU



## **2. Targeting a New Stage**



## Enhanced Competitiveness Supporting “ID×ARPU” Expansion



# Network

## In Addition to Area Coverage, Boosting Competitiveness in Terms of Speed

FY2013

FY2014

FY2015

**Area  
Coverage**  
Population  
coverage<sup>Note1</sup>

**au 4G LTE**  
**800MHz**  
**Platinum Band**

Population coverage<sup>Note1</sup>

2014/3/14

**99%** achieved

**Speed**

Maximum  
downlink  
speed<sup>Note2</sup>



150Mbps

225Mbps<sup>Note3</sup>

(TD-LTE)

WiMAX 2+

110Mbps

220Mbps<sup>Note4</sup>

**Leading  
on  
Speed**

\*Models compatible with carrier aggregation (CA) and WiMAX 2+ can be used in certain areas

Note1) The "population coverage ratio" is calculated by using national census data and dividing the nation into 500m<sup>2</sup> sections. If coverage is possible in more than 50% of the locations within that grid square, the mesh square is considered to be covered

Note2) The speeds mentioned are the maximum speeds by technical standards and do not represent actual usage speeds. Even within the areas mentioned, the speed may slow down depending on the usage environment and traffic status. This is a best-effort service

Note3) Compatibility is slated to begin in certain areas for compatible models scheduled to be launched in the future. Carrier aggregation with a maximum downlink speed of 225Mbps will not be available in all areas covered by the 800MHz/2.1GHz frequencies

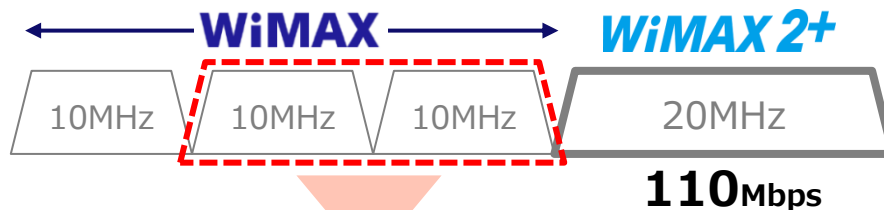
Note4) Compatibility is slated to begin in certain areas for compatible models scheduled to be launched in the future

# Increasing Speed of UQ WiMAX 2+

Service with Maximum Downlink Speed<sup>Note1</sup> of 220Mbps to Launch Next Spring

2.6GHz band

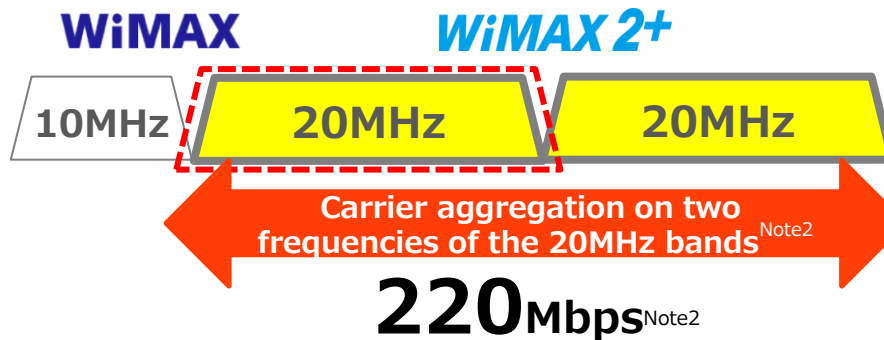
Now



Sequentially switch over 20MHz of WiMAX frequencies to WiMAX2+

2.6GHz band

After switch over



Note1) The speeds mentioned are the maximum speeds by technical standards and do not represent actual usage speeds. Even within the areas mentioned, the speed may slow down depending on the usage environment and traffic status. This is a best-effort service

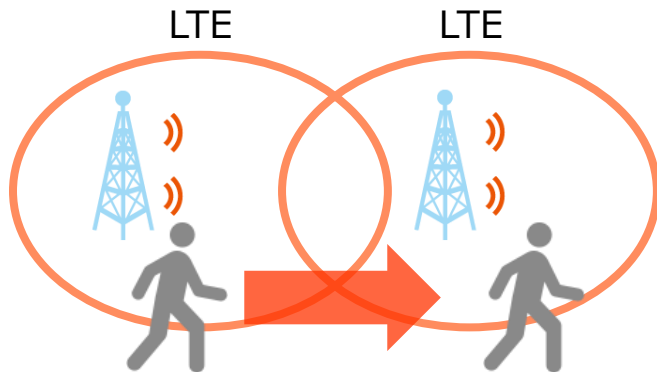
Note2) Compatibility is slated to begin in certain areas for compatible models scheduled to be launched in the future. A maximum downlink speed of 220Mbps is not available for Wi-Fi WALKER WiMAX 2+ HWD14/HWD15/NAD11. The maximum downlink speed for these models is 110Mbps

# High-Quality LTE Network

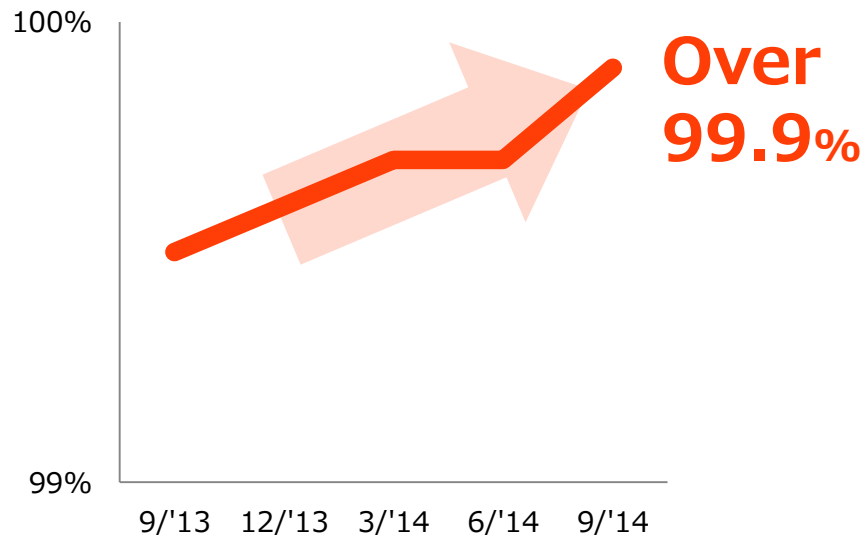
**Moving the LTE Uphold Rate to over 99.9%.  
“Always Connected with 4G LTE”**

## The LTE Uphold Rate

**LTE uphold rate = The percentage of communications that end without having been handed down from LTE to 3G**



## LTE Uphold Rate



\*Based on data the Company manages itself, KDDI calculates the LTE uphold rate as the percentage of data communications that end without having been handed down from LTE to 3G (managed data from all base stations)

\*Models compatible with KDDI's 800MHz LTE are used in calculating the LTE uphold rate

## Launch of New Services with VoLTE of High-Quality Voice Communications

### High-Quality Voice Communications

Voice Frequency Range

**50Hz-7kHz**

**au VoLTE**

Previous

200Hz-3.4kHz

### New Services<sup>Note1</sup>

*Screen Sync*

*Handwriting Sync*

*Location Sync*

*Camera Sync*

*Voice Party<sup>Note2</sup>*

Example) While speaking, you share map information to arrange a meeting place in real time<sup>Note3</sup>



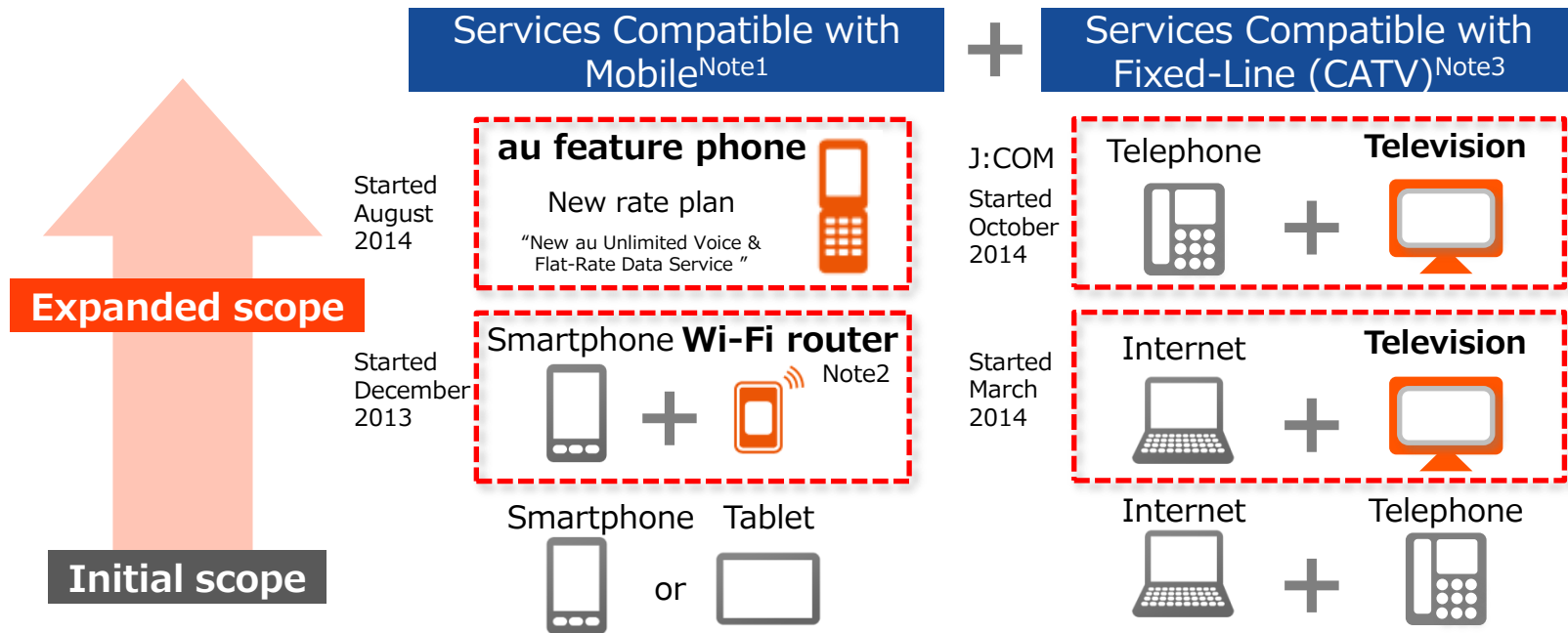
\*au VoLTE is available with compatible models. Communications with high voice quality are possible when both parties use compatible models (within the au 4G LTE area)

Note1) Service is scheduled to commence in February 2015 (some services excluded)

Note2) Service is scheduled to commence in early December 2014. Can be used for calls with up to 30 people. An optional subscription (paid) is required. Separate communication charges apply in accordance with call recipients (multiple people.) Parties receiving calls can also participate via other companies' mobile phones or fixed-lined telephones, etc.

Note3) Screens and video shots are samples. Can be used if both parties are using au VoLTE compatible models (one on one)

## Expanded Applicable Conditions Allowing More People to Use



Note1) Discount amounts differ, depending on specified data communications service. In addition to family members with the same last name living at the same address, "au Smart Value" applicability has been expanded to include family members aged 50 or more living at different addresses since August 2014

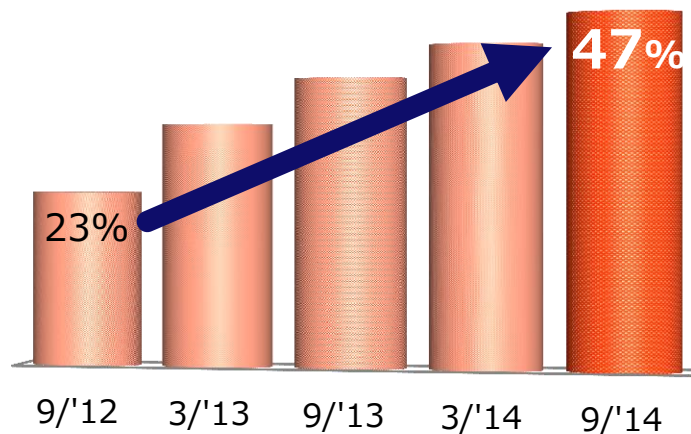
Note2) For the "smartphone + Wi-Fi router" combination, application to "au Smart Value mine" is possible regardless of fixed-line use

Note3) au Smart Value set discount for "Internet" + "TV" does not apply for some CATV alliance partners. Also, for some CATV alliance partners the au Smart Value set discount is not available for "Internet" and "television" courses

## Bundling Penetrated to Around Half of Smartphone/FTTH Customers

Penetration for au Smartphone  
Subscribers<sup>Note1</sup>

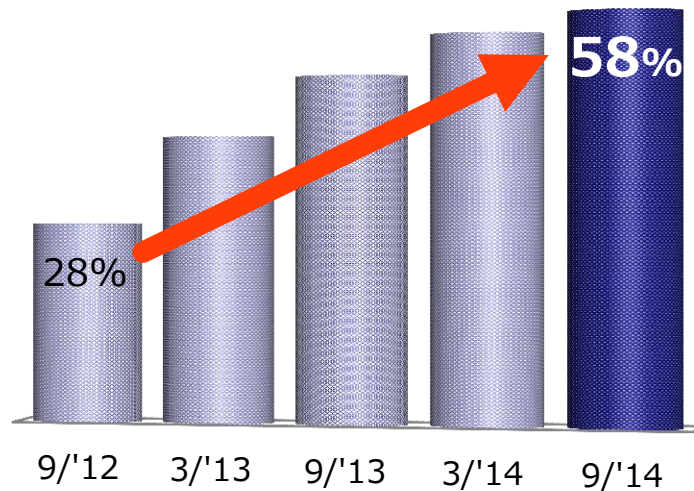
**47% of au Smartphones**



Note1) Percentage of au smartphone subscribers for au Smart Value

Penetration for FTTH  
Subscribers<sup>Note2</sup>

**58% of au HIKARI**



Note2) Percentage of au HIKARI subscribers for au Smart Value



## In the First Five Months Since Service Launch, Number of Applications Already Exceed 6.6 Million



Use for Shopping  
(Prepaid)

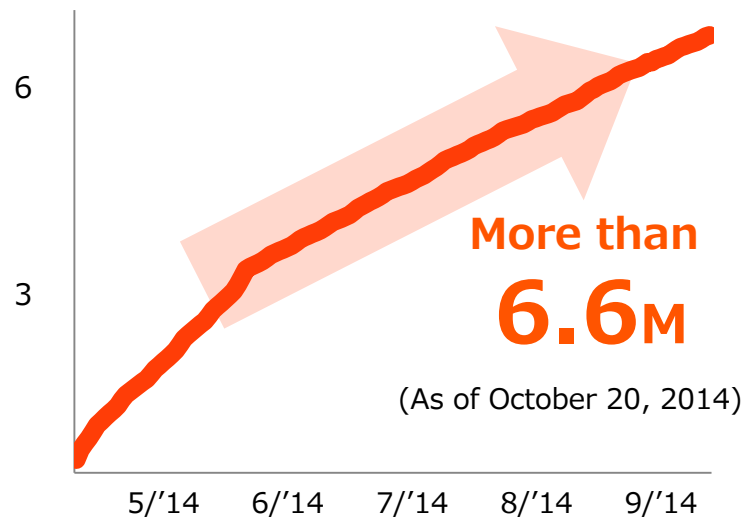


Reward Points  
also Accumulate



au WALLET Cards Applications

(Millions)



## Throughout Japan, Increasing the Number of Reward Point-Up Stores, Which Are Attractive for Customers



## Aiming to Increase Transaction Volume by Providing Credit Card

### au WALLET Card



#### Reward Point accumulation rate

Ordinarily, 1 point for every 200 yen

### au WALLET Credit Card

Applications Accepted from October 28

NEW



#### Reward Point accumulation rate

Ordinarily, 2 points for every 200 yen

#### More opportunities to accumulate reward points

(Such as for the payment of monthly  
communication charges and utility fees)

## Unveiling the “Syn.” Concept to Further Increase Customer Contact Points

With the “Syn.alliance” Federation, Creating a  
“Portal without a Hub” as a Point of Entry for All Services



Syn.

Started in October 2014 with 12 Companies

Total monthly users, at

more than **41Millions**<sup>Note</sup>

Jorte

natalie

B! はてなブックマーク

icon

合同で運営体  
LUXA  
ルキア

WV weathernews

NAVITIME

ゲームギフト

報道ヘッドライン

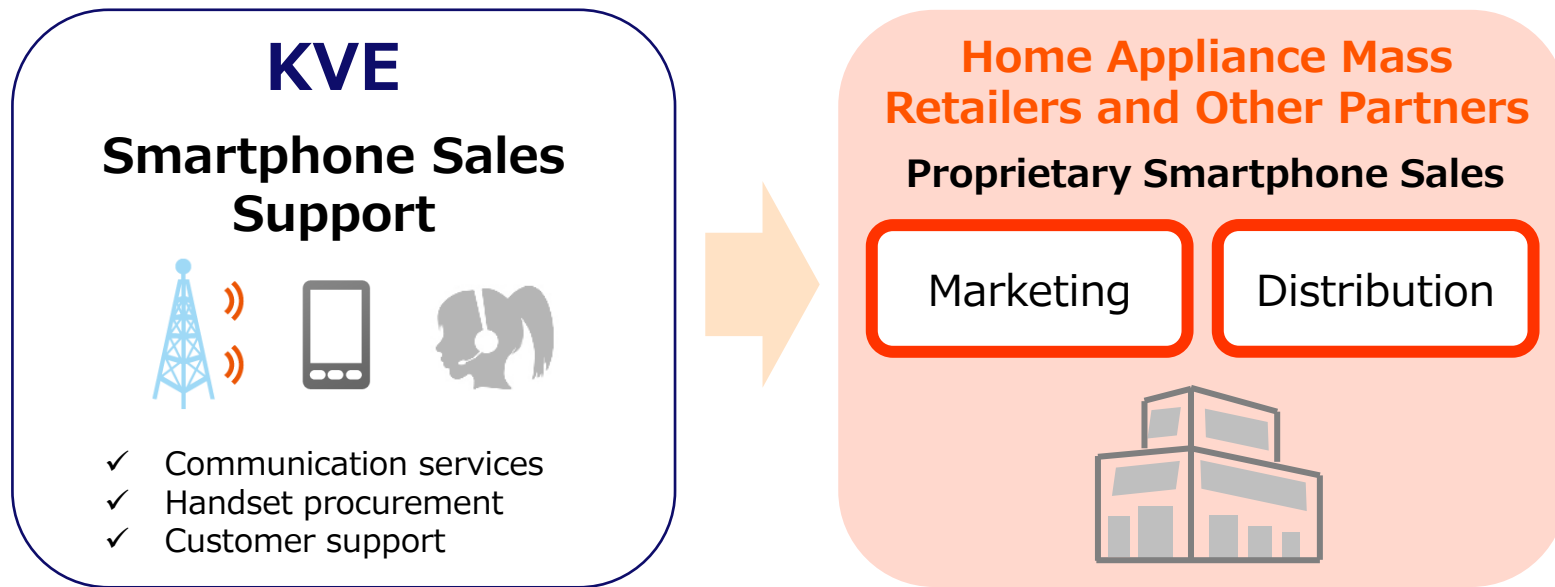
nanapi

@cosme

Qrank

Note) The total number of unique monthly users of “Syn.alliance” members’ (12 companies as of October 2014) services, at more than 41 million (total includes customers using the services of multiple members)

Through KVE, Aim to Increase Number of KDDI Network Customers in the Expanding MVNO<sup>Note</sup> Market



## SIM Card Sales Reached 1 Million in September Alone

New Brand Unveiled in  
September 2014



# Summary

- **Consolidated Operating Income of ¥384.8 Billion for 1H of FY2015.3 (YOY+11%)**
- **By Sustaining au Momentum, Mobile Communications Revenues and Value-Added Revenues Rose Steadily**



**Based on “ID×ARPU” Expansion, Making Steady Progress Toward Double-Digit Income Increase for Full Fiscal Year**



# ■ Appendix

# KPI

30

Segment			3/'14	9/'14	Change	3/'15 (E)
Consolidated	au subscriptions	(Millions)	40.52	41.60	+1.07	43.17
Personal Services	au subscriptions	(Millions)	34.13	34.95	+0.82	35.83
	au smartphone penetration	(%)	49.1%	51.6%	+2.5pt	--
(Mobile)	au Smart Value	(Millions)	7.05	8.16	+1.11	--
(Fixed-Line)	au Smart Value	(Millions)	3.58	4.13	+0.55	--
Value Services	au Smart Pass	(Millions)	10.25	11.40	+1.15	--

Segment			2Q/FY14.3	2Q/FY15.3	YOY	FY15.3(E)
Personal Services	au ARPU	(Yen)	4,220	4,280	+1.4%	4,250
	au churn rate	(%)	0.65%	0.63%	--	--
	Number of units sold	(Millions)	2.52	2.43	-3.6%	10.50
	of au smartphone	(Millions)	1.98	1.93	-2.5%	8.67
Value Services	Value-Added ARPU	(Yen)	290	310	+6.9%	--

# Consolidated Financial Results

(Billions of yen)

	1H/FY14.3	1H/FY15.3	YOY	Progress	FY15.3 (E)
Operating revenues	2,053.8	2,131.9	+3.8%	46.3%	4,600.0
Operating income	347.6	384.8	+10.7%	52.7%	730.0
Operating margin	16.9%	18.0%	--	--	15.9%
Ordinary income	352.1	387.3	+10.0%	52.7%	735.0
Net income	163.0	231.4	+41.9%	54.6%	424.0
EBITDA	600.9	650.2	+8.2%	50.9%	1,278.0
EBITDA margin	29.3%	30.5%	--	--	27.8%
Free cash flow	173.0	145.3	--	--	245.0

# Financial Results by Segment

(Billions of yen)

Segment		1H/FY14.3	1H/FY15.3	YOY	Progress	FY15.3 (E)
Personal Services	Operating revenues	1,603.4	1,642.5	+2.4%	46.1%	3,560.0
	Operating income	260.7	305.0	+17.0%	54.5%	560.0
	Operating margin	16.3%	18.6%	--	--	15.7%
	EBITDA	479.0	532.5	+11.2%	51.9%	1,026.0
	EBITDA margin	29.9%	32.4%	--	--	28.8%
Value Services	Operating revenues	99.8	114.3	+14.6%	47.6%	240.0
	Operating income	27.2	30.3	+11.1%	53.1%	57.0
	Operating margin	27.3%	26.5%	--	--	23.8%
	EBITDA	33.3	36.7	+10.4%	51.0%	72.0
	EBITDA margin	33.3%	32.1%	--	--	30.0%

# Financial Results by Segment

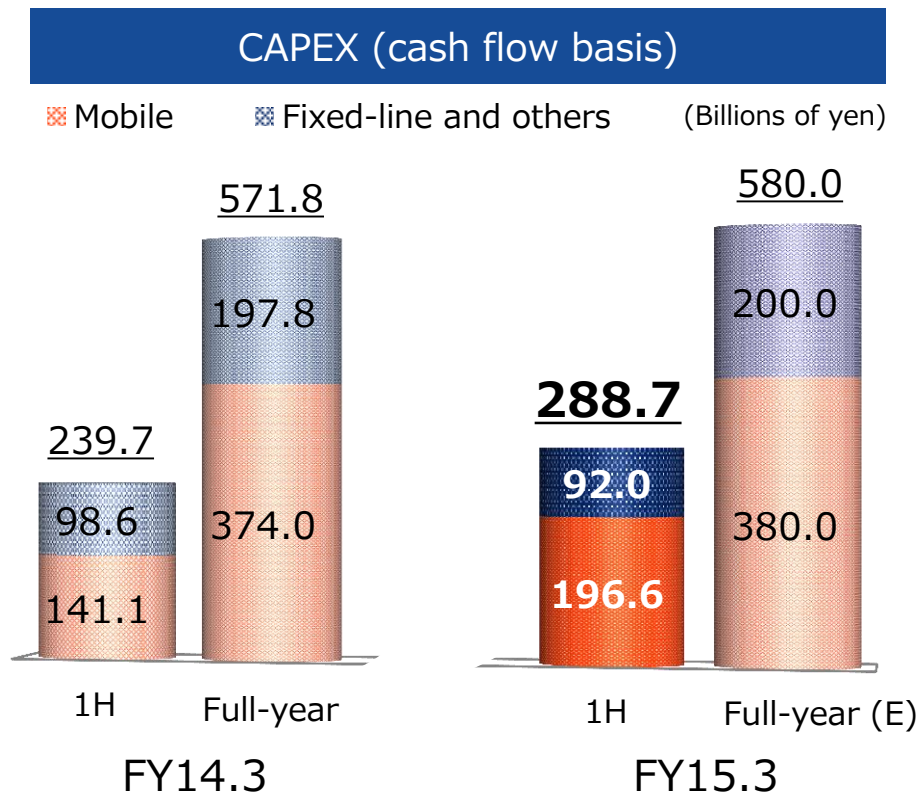
(Billions of yen)

Segment		1H/FY14.3	1H/FY15.3	YOY	Progress	FY15.3 (E)
Business Services	Operating revenues	322.1	327.2	+1.6%	47.4%	690.0
	Operating income	50.6	40.3	-20.4%	44.8%	90.0
	Operating margin	15.7%	12.3%	--	--	13.0%
	EBITDA	71.6	62.3	-13.0%	45.5%	137.0
	EBITDA margin	22.2%	19.0%	--	--	19.9%
Global Services	Operating revenues	123.3	137.9	+11.9%	44.5%	310.0
	Operating income	4.7	5.2	+10.9%	37.3%	14.0
	Operating margin	3.8%	3.8%	--	--	4.5%
	EBITDA	12.3	13.8	+12.5%	43.3%	32.0
	EBITDA margin	10.0%	10.0%	--	--	10.3%

# Capital Expenditures

1H/FY15.3  
**¥288.7B**

YOY +¥48.9B  
Progress Rate 49.8%



*Designing The Future*

