

## Operational Performance (Former Vodafone K.K.)

### Total number of subscribers (in thousands)

	2003	2004	2005	2006
Jan.	13,456	14,838	15,152	15,134
Feb.	13,621	14,903	15,099	15,147
Mar.	13,963	15,002	15,041	15,210
Apr.	14,168	15,027	15,001	—
May	14,301	15,045	14,961	—
June	14,440	15,109	14,967	—
July	14,515	15,106	14,985	—
Aug.	14,565	15,124	14,988	—
Sept.	14,591	15,174	14,992	—
Oct.	14,624	15,200	14,996	—
Nov.	14,660	15,210	15,053	—
Dec.	14,774	15,211	15,117	—

### Prepaid ratio (&)

	2003	2004	2005	2006
Mar.	6	9	11	11
June	7	10	11	—
Sept.	8	10	11	—
Dec.	8	11	11	—

### ARPU (yen per month per user)

	2003	2004	2005	2006
Jan.	7,120	6,360	5,870	—
Feb.	6,840	6,100	5,650	—
Mar.*	7,270	6,560	6,140	—
Apr.	7,050	6,300	5,970	—
May	7,040	6,150	5,940	—
June	6,850	6,150	5,940	—
July	7,130	6,470	—	—
Aug.	7,030	6,380	—	—
Sept.	6,710	6,210	—	—
Oct.	6,760	6,280	—	—
Nov.	6,460	5,970	—	—
Dec.	6,690	6,200	—	—

[Note]

\* Retrospective liquidation of inter-carrier access charge for FY03 is deducted from ARPU of March 2004.

**Monthly ARPU / quarter**

		2004	2005	2006
Mar.	Total	—	5,887	5,672
	Contract	—	6,260	6,042
	Prepaid	—	2,393	2,056
June	Total	6,201	5,951	—
	Contract	6,553	6,329	—
	Prepaid	2,512	2,410	—
Sept.	Total	6,357	6,016	—
	Contract	6,733	6,391	—
	Prepaid	2,718	2,448	—
Dec.	Total	6,149	5,918	—
	Contract	6,533	6,297	—
	Prepaid	2,574	2,300	—

**Data ARPU & in total ARPU****Year-to-date ratio**

	2003	2004	2005	2006
Mar.	20.3	21.9	21.5	—
June	20.9	21.9	21.8	—
Sept.	21.3	21.8	—	—
Dec.	21.8	21.4	—	—

**Year-to-date 3 months ratio**

	2003	2004	2005	2006
Mar.	—	—	29.1	31.5
June	—	29.7	29.8	—
Sept.	—	28.7	30.5	—
Dec.	—	28.6	29.9	—

[Note]

\* Proportionate allocation of postpaid monthly fee between voice and data has been reviewed in order to reflect the customers' usage correctly. Along with this review, data APRU increased, and 3 months data ARPU of total ARPU changed from 21.3% on June 30, 2004, 21.2% on September 30, 2004, 21.0% on December 31, 2004, 22.4% on March 31, 2005, and 22.4% on June 30, 2005 to 29.7%, 28.7%, 28.6%, 29.1% and 29.8% respectively.

**Monthly ratio**

	2003	2004	2005	2006
Mar.	21.7	21.5	22.4	—
June	21.8	21.1	22.3	—
Sept.	21.2	20.9	—	—
Dec.	22.4	21.1	—	—