

30 November 2004

Vodafone K.K. to Strengthen Prepaid ID Confirmation

Vodafone K.K. announces today that it is stepping up measures to confirm the identification of customers using prepaid mobile handsets sold under the Vodafone Prepaid Service*. The measures are intended to help prevent the inappropriate use of prepaid mobile phones in Japan.

The measures are as follows:

- (1) By the end of the 2004, implement a system whereby new customers can only use prepaid handsets after their ID information has been confirmed and registered on Vodafone K.K.'s customer information system.
- (2) From December 2004, seek to confirm the identity of existing prepaid subscribers when Vodafone K.K. deems necessary, and may result in suspension of lines if customers fail to provide the information requested. This measure will further assist the authorities in their investigations.
- (3) Take measures to change systems to confirm the identity of existing prepaid customers in respect of whom Vodafone K.K. does not hold ID information. This process will start in April 2005 as soon as necessary system modifications are in place, and may result in suspension of lines if customers fail to provide the information requested.

Prepaid is attractive to many customers because it eliminates monthly access charges and enables them to directly control their expenditure. There is a strong and growing demand for the affordability and convenience of prepaid in Japan, which is consistent with trends overseas where over 50% of all mobile subscriptions are prepaid. Vodafone K.K. is committed to providing Japanese mobile customers with the same diversity and choice as customers in other parts of the world.

*Vodafone Prepaid Service and Pj. Pj is a prepaid mobile phone service that offers handsets mainly in the Tokai region.

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About Vodafone K.K.

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides e-mail and internet access to 86% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 146 networks in 111 countries and regions as of 26 November 2004. For more information, please visit www.vodafone.jp

- Vodafone Prepaid Service and Pj are trademarks of Vodafone K.K.

- Vodafone is a registered trademark of Vodafone Group Plc.

- Vodafone Group is the world's leading mobile carrier and as of the end of September 2004, had equity interests in 26 countries and 398.5m venture customers, with a further thirteen partner networks.