

## Measures to Prevent Disguised Call Number Displays

Vodafone K.K. today announces that it will begin implementing measures starting today to prevent the display of disguised incoming call numbers. For calls that originate on other networks and terminate on Vodafone K.K. handsets, based on defined conditions, Vodafone K.K. will identify calls suspected of using disguised call number displays, and not display them to the receiver. System implementation is scheduled to be completed nationwide by 22 March.

The measures are being implemented in response to reports that some callers are disguising their phone numbers to appear as customer home phone numbers, customer mobile handset numbers or police station numbers on call displays to gain customer trust and conduct fraudulent activities.

While continuing to conduct investigations concerning disguised originating call numbers, Vodafone K.K. will also work closely with the Telecommunication Carriers Association on preventative measures if new disguising methods are detected.

On Vodafone K.K.'s network it is not possible to disguise an originating call number due to extremely strict security measures. In addition, customers will not be billed in any way for charges connected to originating calls that use disguised numbers.

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- Vodafone and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.

- Vodafone Group is the world's leading mobile carrier and as of the end of December 2004, had equity interests in 26 countries and 416.4m venture customers, with a further fourteen partner networks.

### 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 mail and internet access to 85% of its customers, and pioneered the picture messaging service called Sha-mail first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP international standards. Vodafone K.K.'s 3G service offers its customers rich content and roaming on 153 networks in 114 countries and regions as of 14 March 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)