

16 March 2005

Vodafone K.K. Expands Global Roaming Service Areas

Vodafone live! and mobile data global roaming to be available in over 51 countries and regions!

Vodafone K.K. announces today that it will expand global roaming service areas for Vodafone live! and mobile data communications to 51 countries and regions as of 30 March 2005.

Since launching its 3G service in December 2002, Vodafone K.K. has tied up with operators outside Japan providing W-CDMA and GSM/GPRS network services. In addition to offering voice roaming, Vodafone K.K. has also enabled its customers to access mobile data communications services abroad with the same Vodafone K.K. handset* that they use in Japan.

While in countries and regions that support Vodafone live! global roaming, customers can send their favourite photos to friends and family in Japan, as well as access web content.

At the time of service launch in December 2002, voice roaming was available in 49 countries and regions, with mobile data communications in 9 of them. Since then Vodafone K.K. has worked on expanding its global roaming network so customers can use their mobiles in even more areas. With the expansion on 30 March 2005, customers will be able to make voice calls in 116 countries and regions and access Vodafone live! and mobile data communication services in 51 of them.

To offer even richer global communication, Vodafone K.K. will continue to work on expanding roaming coverage overseas.

For more information on Vodafone live! and mobile data communications roaming areas, please see the attached appendix.

*Applicable to the Vodafone 902/802/702 series and V8 series handsets, excluding the 802N.

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- Vodafone and Vodafone live! 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 will offer its customers rich content and roaming on 155 networks in 116 countries and regions as of 30 March 2005. For more information, please visit www.vodafone.jp

1. Vodafone live! International Roaming Services (as of 30 March 2005)

Australia, Austria, Azores Islands, Belgium, Canada, Canary Islands, Czech, Denmark, Estonia, Finland, France, Germany, Greece, Hawaii, Hong Kong, Hungary, Indonesia, Ireland, Israel, Italy, Liechtenstein, Luxembourg, Macao, Madeira Islands, Malaysia, Malta, Mexico, Monaco, Netherlands, New Zealand, Norway, People's Republic of China, Philippines, Poland, Portugal, Puerto Rico, Russia, San Marino, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Kingdom, United States of America, Vatican City State, Virgin Islands

(51 countries and regions, in alphabetical order)

2. Vodafone International Roaming Areas and Operators (as of 30 March 2005)

Service	Countries and regions	Operators
Voice	116	155
Short messaging service (SMS)	114	152
Mobile data communications (packet communications)	51	73
Vodafone live!	51	72
Video calls	3	3

Reference

Other international services from Vodafone K.K.

Vodafone International Call Service

A service that lets customers place calls from Japan to over 220 countries and regions around the world from their Vodafone mobile handsets. Available on all handsets (application required, no monthly charge).

How to dial: 0046 > 010 > Country code > Area code > Phone number

International Messaging Service (Global SMS, Global MMS, Global Mail)

A service that lets customers send and receive SMS and mails between their Vodafone K.K. mobile handsets*¹ and overseas mobile phones. Service can be used both in Japan and abroad*² (no application required, no monthly charge).

International Messaging Service availability (as of 30 March 2005)

Service	Participating overseas operators
Global SMS	63 overseas operators (52 countries and regions)
Global MMS, Global Mail	13 overseas operators (11 countries and regions)

*¹Not applicable for Vodafone Prepaid Service and Pj(prepaid handsets sold mainly in the Tokai region) handset customers.

*²For use in global roaming service areas (SMS, Vodafone live!) when sending from overseas.