

14 April 2005

Vodafone K.K. to confirm identification of prepaid customers

Vodafone K.K. announces today that it will introduce an additional measure on 25 April 2005 to confirm the identification of all customers using prepaid handsets sold under the Vodafone Prepaid Service* to prevent the inappropriate use of prepaid handsets in Japan.

A change will be implemented to confirm the identity of all prepaid customers, including existing customers that purchased prepaid handsets in the past. Those unable to provide the requested information within a certain period will have their lines suspended.

Details of the measure are as follows:

- (1) Via its website, mail and other communication methods, Vodafone K.K. will request that prepaid customers register their ID information. The following types of customers are affected:
 - Customers who are currently using prepaid handsets, but did not register ID information
 - Customers who registered ID information but have since seen a change in registration detailsCustomers who register ID information with Vodafone K.K. will be treated as Vodafone K.K. subscribers. Customers who registered ID information at time of purchase, but have since transferred prepaid mobile handsets to third parties, and are not using them, are required to report this information to Vodafone K.K.
- (2) Customers will be able to register their ID information at Vodafone shops nationwide from 25 April until 31 October 2005.
- (3) From November 2005, Vodafone K.K. will begin suspending the lines of customers unable to provide ID information within the given timeframe above.

In addition to implementing this measure to confirm the ID of prepaid customers, Vodafone K.K. will introduce a transfer system for its prepaid service to manage customer information. Customers wishing to transfer a prepaid handset to third parties will be required to report this information to Vodafone K.K.

Vodafone K.K. has already implemented the following measures for prepaid service ID confirmation:

- (1) Since December 2004, at time of purchase, customers can only use prepaid handsets after their ID information has been confirmed and registered on Vodafone K.K.'s customer information system.
- (2) Since December 2004, Vodafone K.K. has been confirming the ID of existing prepaid customers when requested by municipal governments, and has suspended lines if customers failed to provide the information requested.

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

- 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 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 155 networks in 116 countries and regions as of 31 March 2005. For more information, please visit www.vodafone.jp