

20 April 2005

## Vodafone K.K. to Introduce 3 New Tariffs

*Vodafone K.K. first in Japan to offer unlimited mobile mail and family voice services\*<sup>1</sup>*

Vodafone K.K. today announces that on 1 June 2005 it will begin a staggered rollout of three flat-rate services—Mail Flat-rate, Dual Packet Flat-rate and Family Call Flat-rate. Based on extensive customer feedback from heavy mail users, light users of web services, and families, these services will let customers enjoy Vodafone K.K. services at reasonable prices with even more confidence. Vodafone K.K. is committed to offering easy-to-use and innovative services to enable communication freedom for customers.

**1) Mail Flat-rate:** Applications accepted, applicable from 1 June 2005\*<sup>2</sup>

Mail Flat-rate lets customers with Vodafone K.K. 3G handsets send and receive as much mail as they like while in Japan for a fixed monthly charge of 800 yen (840 yen including tax). As a company known for its rich mail communications, Vodafone K.K. will make them even more enjoyable for customers with this new service.

**2) Dual Packet Flat-rate:** Revision on 1 June 2005\*<sup>2</sup>

Dual Packet Flat-rate is a based-on-usage (fixed monthly charge of 1,000 yen [1,050 yen including tax] to fixed monthly charge of 3,900 yen [4,095 yen including tax]) two-tier revision to the Packet Free packet communications flat rate (fixed monthly charge of 3,900 yen [4,095 yen including tax]) introduced in November 2004. In addition, customers on two price plans for light users (Value Pack and Light Call Pack) will also be able to sign up for Dual Packet Flat-rate. With this revision, even more customers will be able to enjoy Vodafone live! with confidence.

**3) Family Call Flat-rate:** Applications accepted from 1 October, applicable 1 November 2005\*<sup>3</sup>

Marking a first in the Japanese mobile market\*<sup>1</sup>, Family Call Flat-rate will make it possible for family members signed up to the Family Discount\*<sup>4</sup> to call each other as much as they like\*<sup>5</sup> by paying for an additional flat-rate option that has a fixed monthly charge of 300 yen (315 yen including tax). Building on free family mail exchanges\*<sup>5</sup> offered from February 2005, this service will further enhance family communications.

Before the service launch, Vodafone K.K. will introduce a campaign that lets all customers on the Family Discount experience making as many family calls as they like\*<sup>5</sup> without fixed charges or application requirements from 1 July to 31 October 2005\*<sup>3</sup>.

For more information on the new discount services, please see the attached appendices.

\*1 As of 20 April 2005 (according to Vodafone K.K.)

\*2 Discount applies from the following billing month for current 3G customers additionally registering for these services

\*3 Applicability and campaign period will differ by customer according to monthly bill closing day

\*4 Former Family Discount plans such as "J-Family", "Family Pack Go-Go", "Family Pack", "Kazoku Marugoto Waribiki" and "Kazoku Nandesu" are not applicable

\*5 Voice communications or mail exchanges made by family members on the same Family Discount plan

- Vodafone, Vodafone live! 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 155 networks in 116 countries and regions as of 31 March 2005. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

1. Service overview

Mail Flat-rate lets customers send and receive as much mail as they like while in Japan by paying a fixed monthly charge

2. Fixed charge

Fixed monthly charge of 800 yen (840 yen including tax)

3. Applicable communications

Domestic SMS (short message service), MMS (multimedia messaging service) and VGS Mail

\*Excluding Global SMS, Global MMS and Global Mail

4. Applicable price plans

Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Value Pack, Business Pack, Business Economy Pack, Light Call Pack

5. Applicable handsets

Vodafone K.K. 3G handsets

6. Date for accepting applications and applicability

1 June 2005

\* When Mail Flat-rate is applied together with a new contract, discount will apply from the contract date (monthly charge is prorated)

\* Discount applies from the following billing month when current 3G customers additionally sign up to Mail Flat-rate

\* Mail Flat-rate cannot be combined with Happy Packet Regular, Happy Packet Super, Packet Economy, and Dual Packet Flat-rate

\* Application to Vodafone live! (fixed monthly charge of 300 yen [315 yen including tax]) required to use MMS or VGS Mail

## Vodafone K.K.'s Dual Packet Flat-rate

Appendix 2

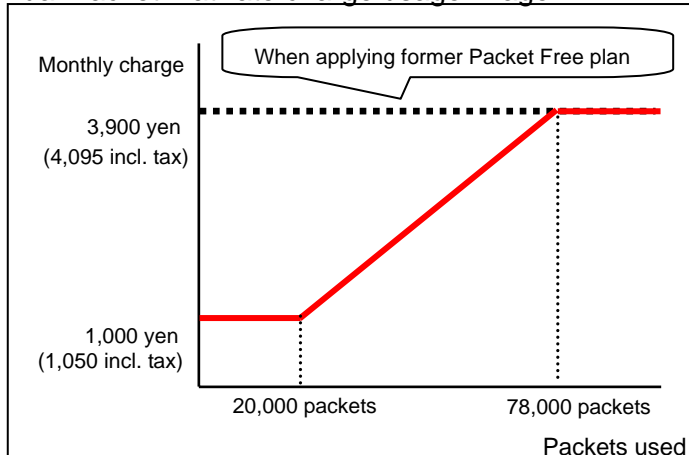
### 1. Service overview

Dual Packet Flat-rate is a service name change and two-tier revision to the Packet Free packet communications flat rate that has a based-on-usage fixed monthly charge

### 2. Fixed charge

Fixed monthly charge of 1,000 yen (1,050 yen including tax) up to 3,900 yen (4,095 yen including tax)

#### Dual Packet Flat-rate charge usage image



Fixed charge is calculated at a 75% discount rate on communications for when not signed up to this service (0.05 yen/packet for packet communication charges, 0.75 yen/sent SMS, 0.75-50 yen/sent or received MMS)

### 3. Applicable communications

Domestic SMS (short message service), MMS (multimedia messaging service), VGS Mail and Vodafone live! web communications

\*Excluding Global SMS, Global MMS, Global Mail and mobile data communications

### 4. Applicable price plans

Value Pack Premier, Value Pack Platinum, Value Pack Gold, Value Pack Silver, Business Pack, Business Economy Pack; (applicable with revision) Value Pack, Light Call Pack

\*Family Discount customers with sub-lines may also sign up if they use the above price plans

### 5. Applicable handsets

Vodafone K.K. 3G handsets

### 6. Date for accepting applications and revision date

1 June 2005

\*Customers already subscribing to Packet Free will automatically be switched to Dual Packet Flat-rate without any application requirements. The revision day will be effective 1 June for customers with monthly bills closing at the end of the month, 11 June for customers with monthly bills closing on the 10<sup>th</sup> of every month, and 21 June for customers with monthly bills closing on the 20<sup>th</sup> of every month

\* When Dual Packet Flat-rate is applied together with a new contract, discount will apply from contract date (monthly charge is prorated)

\* Discount applies from following billing month when current 3G customers additionally sign up to Dual Packet Flat-rate

\* Dual Packet Flat-rate cannot be combined with Happy Packet Regular, Happy Packet Super, Packet Economy and Mail Flat-rate

\* Application to Vodafone live! (fixed monthly charge of 300 yen [315 yen including tax]) required

\* Content information charges are charged separately by event.

**1. Service overview**

Family Call Flat-rate makes it possible for family members signed up to the Family Discount to call each other as much as they like by paying an optional additional fixed monthly charge

**2. Application**

Necessary for each line

\*Separate Family Discount application required (no registration fee)

**3. Fixed monthly option charge**

Fixed monthly charge of 300 yen (315 yen including tax) per line

**4. Applicable voice communications**

Voice calls that originate from Family Call Flat-rate numbers to family members signed up to the Family Discount

\*Excluding video calls and global roaming calls

**5. Applicable handsets**

All Vodafone K.K. handsets (excluding prepaid handsets)

**6. Date for accepting applications**

1 October 2005

**7. Date of applicability**

1 November 2005 (for customers with monthly bills closing at the end of the month)

\*Service will be effective 11 November for customers with monthly bills closing on the 10<sup>th</sup> of every month and 21 November for customers with monthly bills closing on the 20<sup>th</sup> of every month

\*Former Family Discount services such as "J-Family", "Family Pack Go-Go", "Family Pack", "Kazoku Marugoto Waribiki" and "Kazoku Nandesu" are not applicable

**Vodafone K.K. Family Call Flat-rate Trial Campaign****1. Campaign overview**

Before the Family Call Flat-rate service launch, Vodafone K.K. will introduce a campaign that lets all customers on the Family Discount experience making as many family calls as they like without fixed charges or application requirements for a limited time

**2. Campaign period**

From 1 July to 31 October 2005 (when monthly bill closes at end of the month)

\*Service will be effective 11 July to 10 November for customers with monthly bills closing on the 10<sup>th</sup> of every month and 21 July to 20 November for customers with monthly bills closing on the 20<sup>th</sup> of every month

\*After the campaign, customers who do not apply for the Family Call Flat-rate will have the usual Family Discount discount rate (50%) applied to calls between family members

\*Campaign applicable from next billing month for customers who sign up for Family Discount during the campaign period

\*Former Family Discount plans such as "J-Family", "Family Pack Go-Go", "Family Pack", "Kazoku Marugoto Waribiki" and "Kazoku Nandesu" are not applicable