

Vodafone K.K. revises Vodafone Mobile Office price plan

Monthly basic charge reduced by an approx. maximum of 41% to 5,200 yen (5,460 yen incl. tax)

Vodafone K.K. announces today that on 1 June 2005 it will reduce monthly basic charges for Vodafone Mobile Office, a price plan for business customers that makes it possible to use Vodafone K.K. 3G handsets as office extensions, providing free calls between company handsets and improved usability features. In addition, revisions will be made to minimum line requirements and discount applicability, so that Vodafone Mobile Office will appeal to a wider range of companies. This revision is aligned with Vodafone K.K.'s strategy of providing clear and simple value propositions for the business market.

Vodafone Mobile Office, first introduced in July 2004, is a price plan for business customers that empowers them to work anytime, anywhere. Under the current scheme, customers can form a group (an "on-net group") of 20 lines or more under the same company account*¹ and make free calls*² nationwide between on-net group Vodafone K.K. 3G handsets by just paying monthly basic charges. Initial costs involve mobile handset purchase prices and subscription handling charges*³, and equipment outlays such as PBX installation are not required*⁴.

Currently there are two Vodafone Mobile Office price plans—Vodafone Mobile Office Alltime, which has a monthly basic charge of 8,800 yen (9,240 yen including tax), and Vodafone Mobile Office Daytime, which has a monthly basic charge of 7,800 yen (8,190 yen including tax). With the revision, the Vodafone Mobile Office Alltime monthly basic charge will be reduced by an approximate maximum of 41% to 5,200 yen (5,460 yen including tax) and its name will be changed to Vodafone Mobile Office. Accordingly, the Vodafone Mobile Office Daytime price plan will be discontinued*⁵. Furthermore, the minimum number of lines that can be set as an on-net group will be reduced to 10 lines, making it possible for companies of varying sizes to use the price plan with high scalability. The Vodafone Mobile Office Specific Multiple Lines Discount will be discontinued*⁵ to allow customers to combine Vodafone Mobile Office with the existing Corporate Discount on Multiple Lines, which has a higher discount rate.

For more information on Vodafone Mobile Office, please see the attached appendix.

*1 Group companies are not treated as the same company.

*2 For Vodafone Mobile Office Alltime. With Vodafone Mobile Office Daytime, calls are free between 8am to 7pm.

*3 In the case of new contracts for Vodafone K.K. 3G mobile handsets.

*4 Additional customer expense may be required if reception is weak, or wireless network capacity is limited.

*5 Customers subscribing to Vodafone Mobile Office Daytime will be transferred to the new Vodafone Mobile Office price plan; customers subscribing to Vodafone Mobile Office Specific Multiple Lines Discount will be transferred to Corporate Discount on Multiple Lines automatically.

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- Vodafone, Vodafone Mobile Office, 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 March 2005, had equity interests in 26 countries and 431.8m 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 156 networks in 117 countries and regions. For more information, please visit www.vodafone.jp

*Above data current as of 30 April 2005

1. Service Overview (as of 1 June 2005)

Vodafone Mobile Office is a price plan for business customers that makes it possible to use Vodafone K.K. 3G handsets as office desk phone replacements by registering more than 10 lines^{*1} as a group (an “on-net group”) under the same company account. Voice calls are free nationwide if made between on-net group mobile handsets for the monthly basic charge of 5,200 yen (5,460 yen including tax, per line), regardless of company size. Handset-to-handset and handset-to-fixed on-net group voice communications can also be made within the on-net group by dialing extension numbers^{*2} as an option.

*1 Not possible to apply for under 10 lines. 1 fixed-line phone can be grouped with every 10 Vodafone K.K. 3G handsets as an on-net group. Call rates for on-net group fixed-lines phones are lower than those for fixed-line off-net group phones.

2 Subscriber can register a number of 3, 4, or 5 digits in length. Numbers starting with ‘0’, ‘1’, ‘9’, and containing ‘#’, ‘’ cannot be used.

2. Vodafone Mobile Office rates (rates are same as those of current Vodafone Mobile Office Alltime)

(Voice call rates per minute [domestic])

Category	Destination	Time	Rate
On-net group	Vodafone K.K. 3G handsets	All day	Free
	Fixed-line phones	8:00am – 7:00pm	10 yen(10.5 yen incl. tax)
		7:00pm – 8:00am	15 yen (15.75 yen incl. tax)
Off-net group (calls made outside on-net group)	Uniform	Uniform	20 yen (21 yen incl. tax)

(Communications charges [domestic])

Category	Communication charge
MMS (Multimedia Messaging Service) sending/downloading (free to receive full receive first 128 chars. including address, subject line etc.) (Free to receive from Vodafone K.K. handset phone numbers)	Up to 1.5KB 3 yen (3.15 yen incl. tax)
	Up to 10KB 8 yen (8.4 yen incl. tax)
	Up to 30KB 35 yen (36.75 yen incl. tax)
	Up to 100KB 100 yen (105 yen incl. tax)
	Up to 300KB 200 yen (200 yen incl. tax)
Sending SMS (Short Messaging Service)	3 yen (3.15 yen incl. tax) per message (up to 140 bytes)
Vodafone live! packet communication charges	0.2 yen (0.21 yen incl. tax) per packet (128 bytes)
Access Internet	Packet communications 0.2 yen (0.21 yen incl. tax) per packet (128 bytes)
	64K digital data communications 36 yen (37.8 yen incl. tax) per minute
Video calls	On-net group 18 yen (18.9 yen incl. tax) per minute
	Off-net group 36 yen (37.9 yen incl. tax) per minute

*Above rates and communication charges apply to domestic use only.

*In case of application for change in current contract, changes will be applied from next billing month.

*Vodafone Mobile Office monthly basic charge does not include free communication allowance.

*Monthly charge of 300 yen (315 yen including tax), required to use Vodafone live!

*Happy Time 2 does not apply to Vodafone Mobile Office.

*Above rates not applicable for calls and communications when using overseas in some cases.

3. Applicable Discount Services

Yearly Discount, Long Term Discount, Dual Packet Flat-rate (to be introduced 1 June), Mail Flat-rate (to be introduced 1 June) Packet Economy, Happy Packet, Corporate Discount on Multiple Lines (newly added) and Volume Discount

4. Compatible handsets

Vodafone K.K. 3G handsets (except data communication only devices such as VC701SI)

Corporate Discount on Multiple Lines

Reference

Service that discounts monthly basic charges based on the number of lines subscribed to, with no fixed charge.

Lines	2-9	10-29	30-59	60-99	100-299	300-999	1000-1999	2000-
Discount rate	10%	12%	14%	16%	18%	20%	22%	23%

*Application required to use Corporate Discount on Multiple Lines.

*Only available to business customers under the same contract name and billing address.

*Only available when all lines are used by the contractor (including employees).