

1 August 2005

**Executive Changes**

Vodafone K.K. announces today that it has decided on Executive Officer changes.

## 1. Executive Officer appointment (effective 1 August 2005)

(New position)	Name	(Previous position)
Executive Officer, Senior Vice President, Enterprise Business Unit Director	Shinkichi Kawakami	Corporate Officer, Enterprise Business Unit, Enterprise Sales General Manager & Enterprise Marketing General Manager

## 2. Corporate Officer appointment (effective 1 August 2005)

(New position)	Name	(Previous position)
Corporate Officer, Wholesale Business Unit Director	Kazuyasu Hakata	Operating Officer, JAPAN TELECOM, CO., LTD.

## 3. Executive Officer appointment (effective 5 September 2005)

(New position)	Name	(Current position)
Senior Executive Vice President	Masayuki Nozoe	Advisor, Sony Corporation

\*Masayuki Nozoe is scheduled to take the position of Senior Executive Vice President, Consumer Business Unit Director on 1 October 2005.

For more biographies of the newly appointed Executive Officers, please see the attached appendices.

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**About Vodafone K.K.**

Vodafone K.K. is a leading mobile operator in Japan with nearly 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 160 networks in 119 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data is current as of 30 June 2005.

## New Executive Officer Biography

1. Name: Shinkichi Kawakami
2. Previous position: Corporate Officer, Enterprise Business Unit, Enterprise Sales General Manager & Enterprise Marketing General Manager, Vodafone K.K.
3. Birthday: 28 November 1953 (51 years old)
4. Work history
- |          |   |
|----------|---|
| Apr 1971 | Enters Japan National Railways  |
| Apr 1987 | Enters Railway Telecommunication* <sup>1</sup>  |
| May 1989 | Assistant Manager, JR Sales Dept., JAPAN TELECOM CO., LTD. * <sup>1</sup>   |
| Jun 2001 | General Manager, Consumer Marketing Dept., JAPAN TELECOM CO., LTD.  |
| Oct 2003 | Operating Officer, General Manager, Sales Promotion Dept., Consumer Business Division, JAPAN TELECOM CO., LTD.* <sup>2</sup>        |
| Jun 2005 | Enters Vodafone K.K. * <sup>1</sup><br>Corporate Officer, Assistant to Corporate Sales Dept., Sales Division                        |
| Jul 2005 | Corporate Officer, Enterprise Business Unit, Enterprise Sales General Manager & Enterprise Marketing General Manager, Vodafone K.K. |

\*1: Railway Telecommunication merged with (the former) JAPAN TELECOM to become JAPAN TELECOM CO., LTD. in May 1989, which then became JAPAN TELECOM HOLDINGS CO., LTD. in August 2002, and later Vodafone Holdings K.K. in December 2003. Vodafone Holdings K.K. then merged with (the former) Vodafone K.K. in October 2004 to become the current Vodafone K.K.

\*2: (The current) JAPAN TELECOM CO., LTD. was newly formed in August 2002 as the result of a corporate split.

## New Executive Officer Biography

1. Name: Masayuki Nozoe
2. Current position: Advisor, Sony Corporation
3. Birthday: 2 January 1949 (56 years old)
4. Work history
- |          |   |
|----------|---|
| Apr 1972 | Enters Sony Corporation   |
| Aug 1986 | Assigned to Sony Electronics Inc. (a U.S. subsidiary of Sony Corporation)   |
| Feb 1996 | Executive Vice President, Sony Corporation of America   |
| Oct 1996 | Executive Vice President, Sony Pictures Entertainment Inc.  |
| Sep 1999 | Co-President, Sony Pictures Entertainment, Inc.   |
| Jun 2000 | Corporate Senior Vice President, Deputy President, Home Network Company, Sony Corporation                               |
| Jun 2002 | Corporate Executive Vice President, Responsible for Global IT Solutions, Sony Corporation                               |
| Jun 2003 | Executive Vice President, Sony Corporation  |
| Apr 2004 | Executive Vice President, Acting Director, FeliCa Business Center, Acting Director, Broadcast Media, Sony Corporation   |
| May 2004 | Executive Vice President, President, Sony Broadband Entertainment Japan, Entertainment Business Group, Sony Corporation |
| Apr 2005 | Executive Vice President, Deputy President, Personal Solutions Business Group, Sony Corporation                         |
| Jun 2005 | Advisor, Sony Corporation (to present)  |