

11 October 2005

## Vodafone K.K. to introduce 'Love Flat-rate'

*Service debuts as Japan's first mobile service with unlimited calling and messaging to a designated party*

Vodafone K.K. today announces that on 1 November 2005 it will introduce 'Love Flat-rate', Japan's first mobile service\*<sup>1</sup> that allows customers to call and send mail to a designated party as much as they like. Love Flat-rate is the fourth in a series of flat-rates\*<sup>2</sup> from Vodafone K.K.

Love Flat-rate is a service that lets a customer call and mail\*<sup>3</sup> a designated party (one Vodafone K.K. phone number) without limitations, and discounts video calls by 50% for a monthly fixed charge of 300 yen (315 yen including tax). The service name stands for the ability to call and mail the person one loves most without worrying about the cost.

Customers will also be able to make unlimited video calls to designated parties from the introduction of Love Flat-rate until the close of the May 2006 billing month.

With the current flat-rate services, Mail Flat-rate, Dual Packet Flat-rate, Family Call Flat-rate, and the new introduction of Love Flat-rate, Vodafone K.K. continues to offer richer communication to customers.

For more information on Love Flat-rate, please see the attached appendix.

\*1: As of 11 October 2005 (according to Vodafone K.K.).

\*2: Series consists of Mail Flat-rate and Dual Packet Flat-rate, which were introduced in June 2005, and Family Call Flat-rate, for which applications were accepted from 1 October 2005 with service effective 1 November.

\*3: Applies to mails exchanged via Vodafone K.K. phone numbers. V8 series 'VGS Mail' and J-5x/V6/V5 series 'Super Mail' are not applicable.

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- Vodafone and the speech mark symbol are registered trademarks of Vodafone Group Plc.

### 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 in 122 countries and regions on 169 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 30 September 2005.

## Vodafone 'Love Flat-rate'

### 1. Service overview

Love Flat-rate lets a customer call\*<sup>1</sup> or mail\*<sup>2</sup> a designated party (one Vodafone K.K. phone number\*<sup>3</sup>) without limitations, and discounts video calls by 50% for a monthly fixed charge

### 2. Fixed charge

Monthly fixed charge of 300 yen (315 yen including tax)

### 3. Applicable communications

Voice and video call\*<sup>4</sup> charges and sending/retrieving mail (MMS, SMS, Long Mail, Sky Mail) to/from a designated party (one Vodafone K.K. phone number) in Japan

### 4. Eligible 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 discount services

Family Discount / Family Call Flat-rate / Happy Bonus or Yearly Discount or Long-term Discount / Mail Flat-rate or Dual Packet Flat-rate or Happy Packet or Packet Economy / Priority Support / Corporate Discount on Multiple Lines

### 6. Compatible handsets

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

### 7. Date for receiving applications

1 November 2005\*<sup>5</sup>

\*1: Continuous long voice and video calls may be disconnected at Vodafone K.K.'s discretion if they affect other communications.

\*2: Applies to mails exchanged via Vodafone K.K. phone numbers. V8 series 'VGS Mail' and J-5x/V6/V5 series 'Super Mail' are not applicable.

\*3: A Vodafone K.K. phone number already registered with Family Discount cannot be designated for Love Flat-rate.

\*4: Unlimited video calls may be made until the close of the May 2006 billing month, which depend on each customer's billing closing date. Deadlines are 10 May 2006 for customers whose closing date is the 10<sup>th</sup> of every month, 20 May 2006 for customers whose closing date is 20<sup>th</sup> of every month and 31 May 2006 for customers whose closing date is the last day of every month.

\*5: Applies from the next billing month for new subscribers applying for the service and existing subscribers changing their contract details.