

9 November 2005

Vodafone K.K. to revise two price plans

Free communication allowance to be increased for greater value

Vodafone K.K. announces today that on 1 February 2006 it will revise its Value Pack Gold and Light Call Pack price plans by increasing the free communication allowance^{*1} for calls and mail, effectively reducing the real basic monthly charge^{*2}.

Value Pack Gold is a price plan for customers who talk on their mobile phone approximately 10 minutes per day and the Light Call Pack price plan offers Vodafone K.K.'s lowest basic monthly charge. With the free communication allowance increases, both plans will offer customers greater value for their money. When used in conjunction with the 4 flat-rate services of Mail Flat-rate, Dual Packet Flat-rate, Family Call Flat-rate and Love Flat-rate^{*3}, customers can use their Vodafone K.K. mobile phones with even greater price clarity and certainty.

The price plans will be revised as follows:

1. Value Pack Gold

The basic monthly charge of 9,800 yen (10,290 yen including tax) will remain the same, while the free communication allowance will increase from 5,400 yen (5,670 yen including tax) to 6,000 yen (6,300 yen including tax) (max. 400 minutes^{*4} worth of talk time)

2. Light Call Pack

The basic monthly charge of 3,500 yen (3,675 yen including tax) will remain the same, while the free communication allowance will increase from 600 yen (630 yen including tax) to 1,000 yen (1,050 yen including tax) (max. 25 minutes^{*4} worth of talk time)

Price plan	Charges	Before revision	After revision
Value Pack Gold	Basic charge	9,800 yen (10,290 yen including tax)	9,800 yen (10,290 yen including tax)
	Free communication allowance	5,400 yen (5,670 yen including tax)	6,000 yen (6,300 yen including tax)
Light Call Pack	Basic charge	3,500 yen (3,675 yen including tax)	3,500 yen (3,675 yen including tax)
	Free communication allowance	600 yen (630 yen including tax)	1,000 yen (1,050 yen including tax)

With enhanced price plans, discounts and Flat-rate services, Vodafone K.K. continues to offer richer communication to customers.

*1: Applicable to voice and video call charges, mail, data and web communication charges in Japan.

*2: Basic monthly charge minus the free communication allowance.

*3: Mail Flat-rate and Dual Packet Flat-rate are not applicable together. Also a Vodafone K.K. number already registered with Family Discount cannot be designated for Love Flat-rate.

*4: Max. call time is the most efficient usage call time for each plan and will differ depending on actual usage.

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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 in 128 countries and regions on 177 networks. For more information, please visit www.vodafone.jp

*Above data is current as of 31 October 2005.