

**Notice**

Vodafone K.K.

1 October 2004

**A new Vodafone K.K.**

Vodafone K.K. (formerly Vodafone Holdings K.K.) announces today that the procedure for the merger of Vodafone Holdings K.K. and the former Vodafone K.K. completed today, and the name of the merged entity changed to Vodafone K.K.

## Company Outline

As of 1 October 2004

Company Name (Japanese pronunciation)	Vodafone K.K. ( <i>Vodafone Kabushiki Kaisha</i> )
Type of Business	Mobile communications operator
Start of Services	1-April-1994
Address	2-5-1 Atago, Minato-ku, Tokyo 105-6205
Representative	J. Brian Clark Representative Executive Officer, President & CEO
Capital	177,251,216,500 yen
Employees	Approximately 2,700

- Vodafone is a registered trademark of Vodafone Group Plc.

**About Vodafone K.K.**

Vodafone K.K., formerly Vodafone Holdings 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 e-mail and internet access to 86% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 143 networks in 107 countries and regions as of September 22, 2004. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)