

Vodafone K.K. 3G subscribers surpass 2 million

Vodafone K.K. today announces that as of 21 November 2005 its 3G subscribers exceeded 2 million. The achievement comes approximately 7 months after surpassing the 1 million mark in April 2005 and approximately 3 years after the service launch in December 2002.

Vodafone K.K.'s 3G subscriber growth is attributable to the following:

- Enhanced 3G handset lineup
- Expanded service area, 99.87%^{*1} domestic population coverage
- Global roaming service^{*2} that allows customers to use overseas the same Vodafone K.K. 3G handset^{*3} that they use in Japan
- Enriched 3G content such as Chaku-Uta Full[®] and electronic comics
- Introduction of easy-to-understand flat-rate services such as Mail Flat-rate, Dual Packet Flat-rate, Family Call Flat-rate and Love Flat-rate
- Vodafone Connect Card 3G data card service that can be used both in Japan and abroad
- A sales and after-service network including 1,817^{*1} Vodafone shops nationwide

With enhanced 3G services, handset lineup and service area, Vodafone K.K. continues to offer richer communication to customers.

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*1: As of 31 October 2005.

*2: As of 22 November 2005 voice roaming is available on GSM networks in 129 countries and regions, with Vodafone live! internet roaming in 56 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 23 countries and regions abroad, with Vodafone live! roaming in 21 and video call roaming available in 6 of them.

*3: Some 3G handsets such as the Vodafone 802N/703N are for use in Japan only.

- Chaku-Uta Full[®] is a registered trademark of Sony Music Entertainment Inc.

- Vodafone Connect Card is a trademark of Vodafone K.K.

- Vodafone, Vodafone live! and the speech mark symbol are trademarks or 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 128 countries and regions on 177 networks. For more information, please visit www.vodafone.jp *Above data is current as of 31 October 2005.