

14 February 2006

**Vodafone K.K. announces results from survey on anti-spam measures***Over 90% of customers using URL link mail blocking experienced a decrease in spam mails*

Vodafone K.K. announces today its findings from a December 2005 survey conducted among Vodafone K.K. customers on the effectiveness of anti-spam measures. The results indicated that over 90% of customers using the URL link mail blocking function first introduced in March 2005 experienced a decrease in the number of spam mails received. In addition, approximately 80% of customers using the function said spam mails fell to a level of 0 or 1 per day.

By employing NEC Corporation's mail filtering system that adopts NetSTAR Inc.'s URL database, the URL link mail blocking function rejects e-mails sent via the internet containing URL links that match specific categories registered in the database, such as dating and adult sites.

By accessing Vodafone live! or the Custom Mail Set-up page on the Vodafone K.K. website (<https://www.email.vodafone.ne.jp/>), customers have three options for handling URL link mails: 'Accept all mails', 'Refuse all mails with URL links', or 'Refuse mails with specified URL links'.

The survey results showed that 43% of customers are aware of the URL link mail blocking function, and a minority have changed their original default setting of 'Accept all mails' to 'Refuse all mails with URL links', or 'Refuse mails with specified URL links'.

The survey also shows that customers can successfully reduce spam and use the Vodafone live! mail service more comfortably by using the URL link mail blocking function. To decrease the number of spam mails entering Vodafone K.K.'s mail servers and educate more customers about highly effective anti-spam measures like the URL link mail and spoof mail blocking functions, Vodafone K.K. will promote anti-spam measures at all customer touch points, including Vodafone shops, catalogues, websites and billing enclosures.

Vodafone K.K. will use the results of the survey to further step up its efforts to combat spam and continue to work in association with the Japan E-mail Anti-Abuse Group (JEAG\*).

For more information on the anti-spam mail measures survey and its results, please see the attached appendix.

\*JEAG is a working group comprised of Japan's major internet service providers and mobile communication operators formed in March 2005 to examine and implement technological countermeasures against e-mail abuse.

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- Sky Mail is a registered trademark of Vodafone K.K.

- Vodafone and Vodafone live! are registered trademarks or trademarks of Vodafone Group Plc.

### **About Vodafone K.K.**

Vodafone 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 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 137 countries and regions on 188 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data is current as of 31 January 2006.

# Vodafone K.K. survey on anti spam measures

## Survey overview

1. Survey period: 5 – 11 December 2005
2. Survey method: Web survey
3. People surveyed: Vodafone K.K. customers
4. Valid responses: 9,203
5. Survey items:
  - Methods for setting anti-spam measures and how this is known
  - Anti-spam settings enabled or not, known functions
  - For customers using the URL link mail blocking function, trends in spam mail decrease when settings are changed to 'Refuse all mails with URL links', or 'Refuse mails with specified URL links'

## Survey results

(Summary)

- Over 90% of customers using the URL link mail blocking function experienced a decrease in spam mails
- Approximately 80% of customers using the URL link mail blocking function said spam mails fell to a level of 0 to 1 per day
- Awareness of anti-spam mail measures is low. 43% of customers are aware of the URL link mail blocking function

(Main questions and responses)

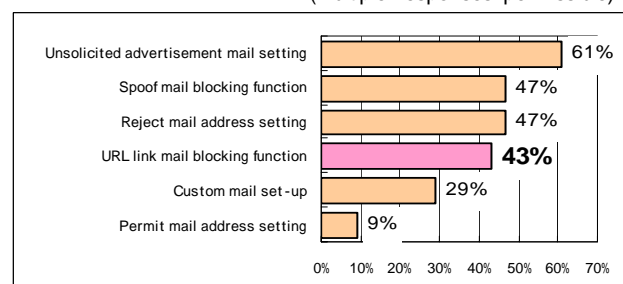
### (1) Top means of learning about anti-spam measures

(Multiple responses permissible)

No. 1: Bill enclosures, direct mail	48.6%
No. 2: Vodafone K.K. catalogue	35.9%
No. 3: Vodafone live! (web)	34.8%
No. 4: Vodafone K.K. website	24.7%
No. 5: Friends, acquaintances, colleagues	18.2%

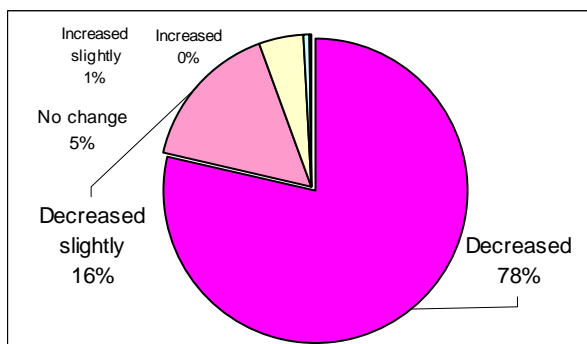
### (2) Anti-spam measure awareness

(Multiple responses permissible)



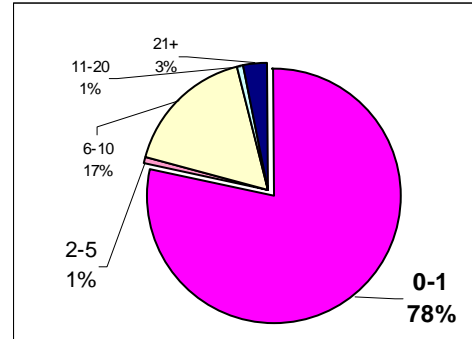
### (3) Spam mail trends

(among customers using URL link mail blocking function\*)



### (4) Spam mails received in one day

(among customers using URL link mail blocking function\*)



\*With settings set to 'Refuse all mails with URL links' or 'Refuse mails with specified URL links'

## Vodafone K.K.'s major anti-spam measures

## Reference

Major anti-spam measures	Time of Implementation
Limit set on outgoing SMS transmissions from Vodafone K.K. 3G handsets (20 day sending restriction if over 500 are sent within 1 day)	May 2005
Spoof mail blocking function introduced	Mar 2005
URL link mail blocking function introduced	Mar 2005
Limit set on outgoing MMS transmissions from Vodafone K.K. 3G handsets (24 hour sending restriction if messages are sent to over 1,000 recipients within 24 hours)	Feb 2005
Limit set on outgoing Sky Mail transmissions from Vodafone K.K. 2G handsets (20 day sending restriction if over 500 are sent within 1 day. Furthermore, 21 hour sending restriction if messages are sent to over 120 recipients within 3 hours)	Nov 2004
Limit set on outgoing VGS Mail transmissions from Vodafone K.K. 3G (V8 series) handsets (21 hour sending restriction if messages are sent to over 120 recipients within 3 hours)	Mar 2004
E-mail address (stop@meiwaku.vodafone.jp) established for reporting spam (Reports on indiscriminate bulk mails from Vodafone K.K. handsets help consolidate information on spam)	Feb 2004
Limit set on outgoing Super Mail transmissions from Vodafone K.K. packet-based 2G (V6/V5/J-5x series) handsets (21 hour sending restriction if messages are sent to over 120 recipients within 3 hours)	Dec 2003
Limit set on outgoing Long Mail transmissions from Vodafone K.K. 2G (V4/V3/V1/J-0x series) handsets (21 hour sending restriction if over 120 are sent within 3 hours)	Dec 2003
No longer possible to obtain mobile number e-mail addresses (Not possible to register mail addresses starting with the number '0')	Oct 2003
Possible to set mail addresses to be blocked on Vodafone live! (web)	Oct 2003
Service launched for mail sending from a specified connection	Sep 2003
Written warnings to rescind subscription privileges of subscribers who send indiscriminate bulk mails from Vodafone K.K. handsets	Aug 2003
"E-mail header information viewer function" introduced	May 2003
Written warnings to those who send indiscriminate bulk mails from Vodafone K.K. handsets	Mar 2003
Default e-mail addresses randomized	Jan 2003
"Unsolicited advertisement e-mail blocking function" introduced	Aug 2002
Customers can register their own original mail address on Vodafone live! (web)	Jan 2002
Block function for bulk mails including unknown addresses	Jan 2002
Incoming mail address block registry expanded (from 10 to 20) (Possible to register combination of e-mail addresses, domains and Vodafone numbers)	Dec 2001

Please refer to the Vodafone K.K. website for more details on anti-spam measures  
 URL: [www.vodafone.jp/anti-spam/](http://www.vodafone.jp/anti-spam/) (Japanese only)