

7 April 2006

Vodafone K.K. 3G subscribers top 3 million

Vodafone K.K. today announces its 3G subscribers exceeded 3 million as of the end of March 2006. The achievement comes approximately 4 months after surpassing the 2 million mark in November 2005, and approximately 3 years and 3 months after the service launch in December 2002.

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

- Expanded service area, 99.93%*¹ domestic population coverage
- Enhanced lineup of Vodafone K.K. 3G handsets
- Vodafone Connect Card 3G data card service that can be used both in Japan and abroad*²
- International roaming service*² that lets customers use Vodafone K.K. 3G handsets abroad*³
- Enriched 3G content such as Chaku-Uta Full[®] and digital comics
- Range of services like Vodafone live! CAST, Vodafone live! FeliCa, and Vodafone live! NAVI
- Easy-to-understand flat-rate services such as Mail Flat-rate, Dual Packet Flat-rate, Family Call Flat-rate and Love Flat-rate
- Expanded business customer services like Vodafone Office Mail and Vodafone Mobile Office
- Comprehensive sales and after-service network that includes 1,858*¹ Vodafone shops nationwide

Vodafone K.K. will continue to expand 3G service areas and offer products and services that go beyond borders to support richer communication.

1: As of the end of March 2006.

2: As of the end of March 2006 voice roaming was available on GSM networks in 142 countries and regions, with Vodafone live! internet and packet communications roaming in 66 of them. In addition, 3G (W-CDMA) roaming was available on networks in 26 countries and regions abroad, with Vodafone live! internet and packet communications roaming in 25 of them, and video call roaming in 13 of them.

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

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

- FeliCa is the contactless IC card technology developed by Sony Corporation.

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- Vodafone, Vodafone live!, VODAFONE MOBILE OFFICE, Vodafone Connect Card, and the speech mark device 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. For more information, please visit www.vodafone.jp *Above data is current as of 31 March 2006.

Vodafone K.K. 3G service history

Date	Topic
June 2002	3G trial service begins in the Greater Tokyo Metropolitan area
December	Launch of 3G (W-CDMA) commercial service based on 3GPP*¹
	Launch of international roaming services on GSM networks abroad
	Sale of V-N701 by NEC. Supports W-CDMA and GSM (900/1800MHz)
April 2003	Sale of V-SA701 by Sanyo. Supports W-CDMA
August	Sale of V-NM701 (Nokia 6650) by Nokia. Supports W-CDMA and GSM (900/1800MHz)
October	Launch of Vodafone Global Rental
December	Launch of 3G Vodafone live! Customers can enjoy browsing content, Sha-mail and Movie Sha-mail both in Japan and abroad
	Sale of V801SA by Sanyo. Supports Vodafone live!, W-CDMA and triband GSM (900/1800/1900 MHz)
	Introduction of packet communication discount service "Happy Packet"
	Chaku-Uta [®] content launched
April 2004	Sale of V801SH by Sharp. Supports Vodafone live!, W-CDMA and triband GSM (900/1800/1900 MHz)
April	Sale of Vodafone Connect Card VC701SI by SII. Supports W-CDMA
July	Introduction of Vodafone Mobile Office price plan for business customers. Enables company employees to call each other for free with Vodafone K.K. 3G handsets
November	Introduction of flat-rate packet communication service "Packet Free"
December	Launch of new Vodafone live! web and mail service with common platform based on WAP 2.0 and MMS
	Sale of Vodafone 702NK (Nokia 6630) by Nokia. Based on Vodafone Group common specifications
	Launch of international roaming on W-CDMA networks abroad
	Launch of video call international roaming
	Chaku-Uta [®] /Long Version, Mega-Appli, digital comics content launched
December	Launch of Vodafone live! BB. Service lets customers download large-size videos and other content on a PC for transfer to a handset with memory cards or other methods
December	Sale of Vodafone 702MO by Motorola. Based on Vodafone Group common specifications
December	Sale of Vodafone 802SE by Sony Ericsson. Based on Vodafone Group common specifications
December	Sale of Vodafone 702sMO by Motorola. Based on Vodafone Group common specifications
December	Sale of Vodafone 902SH by Sharp. Based on Vodafone Group common specifications
January 2005	Sale of Vodafone 802SH by Sharp. Based on Vodafone Group common specifications
February	Sale of Vodafone 802N by NEC. Based on Vodafone Group common specifications
February	Launch of HSDPA* ² field trials
April	3G subscribers pass 1 million

(continues)

June 2005	Introduction of Mail Flat-rate. Service enables customers with Vodafone K.K. 3G handsets to send and receive unlimited mails in Japan
June	Packet communications flat-rate service "Packet Free" revised to "Dual Packet Flat-rate"
June	Sale of Vodafone 902T by Toshiba with versatile "Active Turn Style" design
August	Launch of international video call service. Customers with Vodafone K.K. 3G handsets can video call customers abroad using networks of other operators
August	Sale of light and compact Vodafone 703SH by Sharp
August	Sale of Vodafone 903SH by Sharp. Features autofocus 3.2 megapixel camera with 2x optical zoom
August	Chaku-Uta Full [®] content launched for full track music downloads
September	Vodafone Connect Card VC701SI by SII firmware upgraded. Customers can roam on W-CDMA networks abroad
October	Location-based information service launched for Vodafone K.K. 3G handsets
October	Sale of Vodafone 903T by Toshiba. GPS can be used both in Japan and overseas Launch of Vodafone live! NAVI. Service uses GPS functions for navigation
October	Sale of Vodafone 803T by Toshiba. Features integrated music player
November	MMS pictogram interoperability with non-Vodafone K.K. handsets introduced
November	Sale of Vodafone 703N by NEC with leather touch design
November	Sale of Vodafone 703SHf by Sharp. Features Mobile FeliCa IC chip Launch of Vodafone live! FeliCa. Service offers e-money and e-ticketing
November	3G subscribers pass 2 million
December	Sale of Vodafone 702NK II (Nokia 6680) by Nokia, a smartphone optimal for business
December	Sale of Vodafone 804SH by Sharp. Features Motion Control Sensor
January 2006	Launch of Vodafone Office Mail. Service offers customers near real-time access to company PC e-mails, schedules, contacts while they are outside the office
February	Missed Call Notification added to 3G Voice Mail service
March	Sale of Vodafone 904T by Toshiba. Features "Grip Style" design Launch of Vodafone live! CAST. Service delivers content automatically Launch of Vodafone Address Book. Service backs up handset address book data to a dedicated network server Introduction of Deru Moji 3D Pictogram Display. Displays 3D animations in received mails
March	Sale of Vodafone 804SS by Samsung. World's thinnest ^{*3} 3G handset
March	3G subscribers pass 3 million
April	Function that converts Chinese text to images introduced to Global MMS

*1 Abbreviation for 3rd Generation Partnership Project. Project Group involved with creating specifications for the 3rd Generation Mobile Telecommunications System IMT-2000.

*2 Abbreviation for High Speed Downlink Packet Access. A high speed data communications system defined under 3GPP's Release 5, which can achieve high speed downlink packet speeds of 14.4Mbps (theoretical maximum).

*3 As of 7 April 2006 among 3G clamshell handsets on the market (according to Samsung Electronics).

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Vodafone K.K. 3G service data

1. 3G subscriber trends

Date	3G subscribers [1]	Total subscribers (3G + 2G) [2]	3G ratio ([1] ÷ [2])
31 March 2003	25,200	13,963,300	0.2%
31 March 2004	137,700	15,002,400	0.9%
31 March 2005	917,200	15,040,700	6.1%
31 March 2006	3,037,600	15,209,900	20.0%

2. 3G domestic coverage trends

Date	Population coverage
31 March 2003	71.1%
31 March 2004	99.5%
31 March 2005	99.8%
31 March 2006	99.93%

3. International services

International roaming areas (as of 31 March 2006)

Service	Countries and regions	Operators
Voice	142	200
SMS	140	198
Vodafone live!	67	84
Packet communications	67	85
Video calls	13	14

International mail services (as of 31 March 2006)

Service	Countries and regions	Operators
Global SMS	53	67
Global MMS	23	34