

29 June 2006

## Executive Changes

Vodafone K.K. announces that at today's Annual General Meeting and Board of Directors Meeting it officially approved the following executive changes.

1. Executive Officers and Corporate Officers (effective 29 June 2006)

| (Position)                                                         | (Name)             | (Responsibility)                                       |
|--------------------------------------------------------------------|--------------------|--------------------------------------------------------|
| Representative Executive Officer,<br>President & CEO (reappointed) | Masayoshi Son      |                                                        |
| Senior Executive Vice President &<br>COO (reappointed)             | Ken Miyauchi       | Sales & Marketing GM                                   |
| Executive Vice President (reappointed)                             | Junichi Miyakawa   | Technical GM (CTO)                                     |
| Executive Vice President (reappointed)                             | Hiroshi Ohta       | Product & Service Development GM                       |
| Executive Vice President (reappointed)                             | Shinichi Ata       | Information Systems & CS (CISO)<br>GM                  |
| Senior Vice President (reappointed)                                | Kazuhiko Fujihara  | Finance GM (CFO)                                       |
| Senior Vice President (reappointed)                                | Naoya Hirano       | Sales & Marketing Deputy GM,<br>Marketing GM, Sales GM |
| Senior Vice President (reappointed)                                | Jun Shinba         | Business Promotion GM                                  |
| Senior Vice President (reappointed)                                | Fumihiko Aono      | Human Resources GM                                     |
| Senior Vice President (reappointed)                                | Yoshio Igarashi    | Legal, Regulatory & External Affairs GM                |
| Senior Vice President (reappointed)                                | Yoshiro Hirao      | Information Systems GM                                 |
| Senior Vice President (reappointed)                                | Minako Saeki       | Customer Service GM                                    |
| Corporate Officer (reappointed)                                    | Shinkichi Kawakami | Assistant to Sales & Marketing                         |
| Corporate Officer (reappointed)                                    | Shuichi Kukita     | Business Promotion Deputy GM                           |
| Corporate Officer (reappointed)                                    | Seiichi Tateishi   | Finance Deputy GM                                      |

2. Executive Officer and Corporate Officer Responsibility Changes due to Structural Change (effective 1 July 2006)

| (Name)             | (Previous Responsibility)                             | (New Responsibility)                                             |
|--------------------|-------------------------------------------------------|------------------------------------------------------------------|
| Ken Miyauchi       | Sales & Marketing GM                                  | Sales & Marketing                                                |
| Naoya Hirano       | Sales & Marketing Deputy GM<br>Marketing GM, Sales GM | Sales & Marketing Deputy GM<br>Marketing GM, Sales Division 1 GM |
| Jun Shinba         | Business Promotion GM                                 | Sales Division 2 GM                                              |
| Shuichi Kukita     | Business Promotion Deputy GM                          | Sales Division 3 GM                                              |
| Shinkichi Kawakami | Assistant to Sales & Marketing                        | Assistant to Sales Division 1                                    |

3. Executive Officer appointment (effective 18 July 2006)

| (Position)                                                                  | (Name)           |
|-----------------------------------------------------------------------------|------------------|
| Senior Executive Vice President<br>Sales & Marketing, Responsible for Sales | Katsuichi Tomita |

4. Executive Officer Responsibility Change (effective 18 July 2006)

| (Name)       | (Current Responsibility) | (New Responsibility)                         |
|--------------|--------------------------|----------------------------------------------|
| Ken Miyauchi | Sales & Marketing        | Sales & Marketing, Responsible for Marketing |

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