

# Cellular (FOMA+mova) ARPU

- Year-on-year decline in aggregate ARPU has slowed constantly in FY2005
- Aggregate ARPU for FY2006 is estimated at 6,690 yen (down 3.2% year-on-year) factoring in the impact from lifting "pake-houdai" subscription restrictions



International service-related revenues, which had not been included in previous reports, have been included in the ARPU data calculations from the fiscal year ended Mar. 31, 2006, in view of their growing contributions to total revenues.

For an explanation of ARPU, see Slide 36 of this document, "Definition and Calculation Methods of MOU and ARPU".