

# Definition and Calculation Methods of MOU and ARPU

**MOU (Minutes of usage):** Average communication time per one month per one user.

**ARPU (Average monthly Revenue Per Unit):**

ARPU is used to measure average monthly revenues attributable to designated services on a per user basis. ARPU is calculated by dividing various revenue items included in operating revenues, such as monthly charges, voice transmission charges, and packet transmission charges from designated services, by the number of active subscribers to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures calculated in the above way provide useful information regarding the monthly usage of our subscribers. The revenue items included in the numerators of our ARPU figures are based on our US GAAP results of operations.

**Aggregate ARPU (FOMA+mova):** Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)

**Voice ARPU (FOMA+mova) :** 
$$\frac{\text{Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice transmission charges)}}{\text{No. of active cellular phone subscribers (FOMA+mova)}}$$

**Packet ARPU (FOMA+mova):** 
$$\frac{\{\text{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)} + \text{i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)}\}}{\text{No. of active cellular phone subscribers (FOMA+mova)}}$$

**i-mode ARPU (FOMA+mova) :** 
$$\frac{\text{i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet transmission charges)}}{\text{No. of active cellular phone subscribers (FOMA+mova)}}$$

**Aggregate ARPU (FOMA):** Voice ARPU (FOMA) + Packet ARPU (FOMA)

**Voice ARPU (FOMA):** 
$$\frac{\text{Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges)}}{\text{No. of active cellular phone subscribers (FOMA)}}$$

**Packet ARPU (FOMA):** 
$$\frac{\text{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)}}{\text{No. of active cellular phone subscribers (FOMA)}}$$

**i-mode ARPU (FOMA) :** 
$$\frac{\text{i-mode ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)}}{\text{No. of active cellular phone subscribers (FOMA)}}$$

**Aggregate ARPU (mova) :** Voice ARPU (mova) + i-mode ARPU (mova)

**Voice ARPU (mova):** 
$$\frac{\text{Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges)}}{\text{No. of active cellular phone subscribers (mova)}}$$

**i-mode ARPU (mova) :** 
$$\frac{\text{i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)}}{\text{No. of active cellular phone subscribers (mova)}}$$

**Number of active subscribers used in ARPU and MOU calculations are as follows:**

**Quarterly data:** sum of "No. of active subscribers in each month" \* of the current quarter

**Half-year data:** sum of "No. of active subscribers in each month" \* of the current half

**Full-year data:** sum of "No. of active subscribers in each month" \* of the current fiscal year

\* "No. of active subs. in each month": 
$$(\text{No. of subs at end of previous month} + \text{No. of subs at end of current month}) / 2$$

Communication Module Service subscribers are not included in the above calculation of ARPU, MOU, revenues and no. of subscribers.