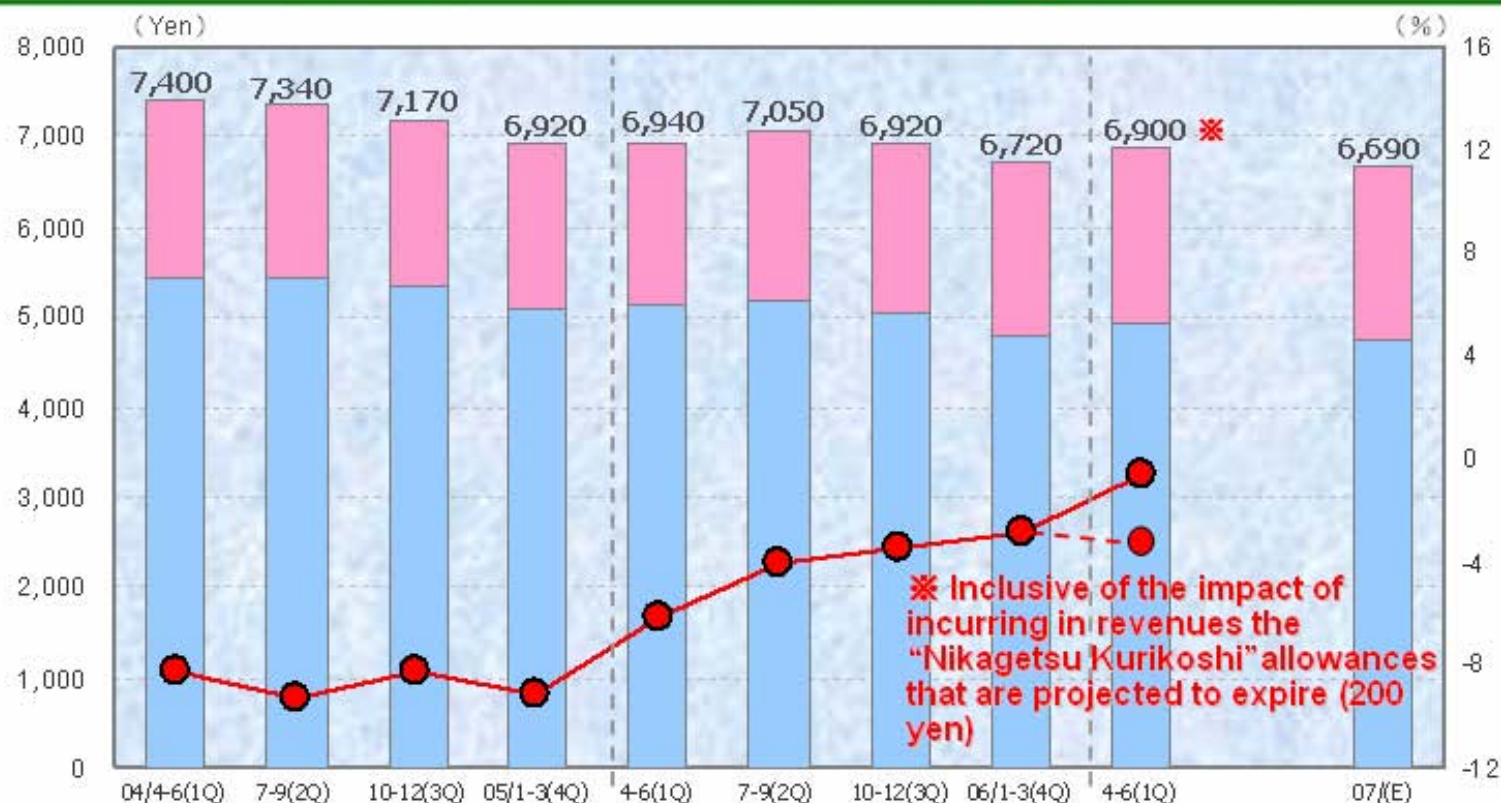


Cellular (FOMA+mova) ARPU

ARPU for FY2006/1Q was 6,900 yen (Down 0.6% year-on-year)

Impact from including in revenues the portion of "Nikagetsu Kurikoshi" (2-month carry over) allowances that are projected to expire : 200 yen



Packet ARPU (Left axis)	1,950	1,900	1,820	1,830	1,820	1,880	1,880	1,940	1,970	1,930
(Incl.) i-mode ARPU	1940	1890	1810	1820	1,810	1,870	1,860	1,920	1950	1,910
Voice ARPU (Left axis)	5,450	5,440	5,350	5,090	5,120	5,170	5,040	4,780	4,930	4,760
International service ARPU	20(Excl.)	20(Excl.)	30(Excl.)	30(Excl.)	30(Incl.)	40(Incl.)	40(Incl.)	40(Incl.)	50(Incl.)	60(Incl.)
YOY decline in aggregate ARPU (right axis)	-8.2	-9.3	-8.3	-9.1	-6.2	-4	-3.5	-2.9	-0.6	-

--- Year-on-year changes in aggregate ARPU (Excluding the impact of incurring in revenues the portion of Nikagetsu Kurikoshi allowances that are projected to expire)

◆ 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 contribution to total revenues.

◆ For an explanation of ARPU, see Slide 26 of this document, "Definition and Calculation Methods of MOU and ARPU".