

8 Strengthen Core Business Even Further (1) Pricing Measures-1

Enriched discount services led to enhanced price competitiveness
(Powerful customer retention effects)

Family Discount

25% discount on basic monthly charge for both main/sub circuits

Discount applicable to family members living apart
(Discounts can be applied to separate phone bills/separate addresses)

Two-Month Carry Over

Unused free communication allowances are automatically carried over

- Allowances can be used for both voice/packet communications

Can be shared with family members

Up to **50%** discount on basic monthly charges by combining the new "Ichinen Discount" with "Family Discount"

NEW Ichinen Discount

Up to 25% discount on basic monthly charge, depending on length of subscription

pake-hodai Packet Flat-Rate Service

Flat-rate service for unlimited use of i-mode/e-mail

- Can be combined with any FOMA "new billing plans"

9 Strengthen Core Business Even Further (1) Pricing Measures-2

- The growth of “pake-hodai” flat-rate subscribers accelerated after lifting the subscription restrictions.

pake-hodai Packet Flat-Rate Service

As of Jun. 30, 2006 **6.91 million subs** (26% of total FOMA subs)

(10,000 subscribers)

