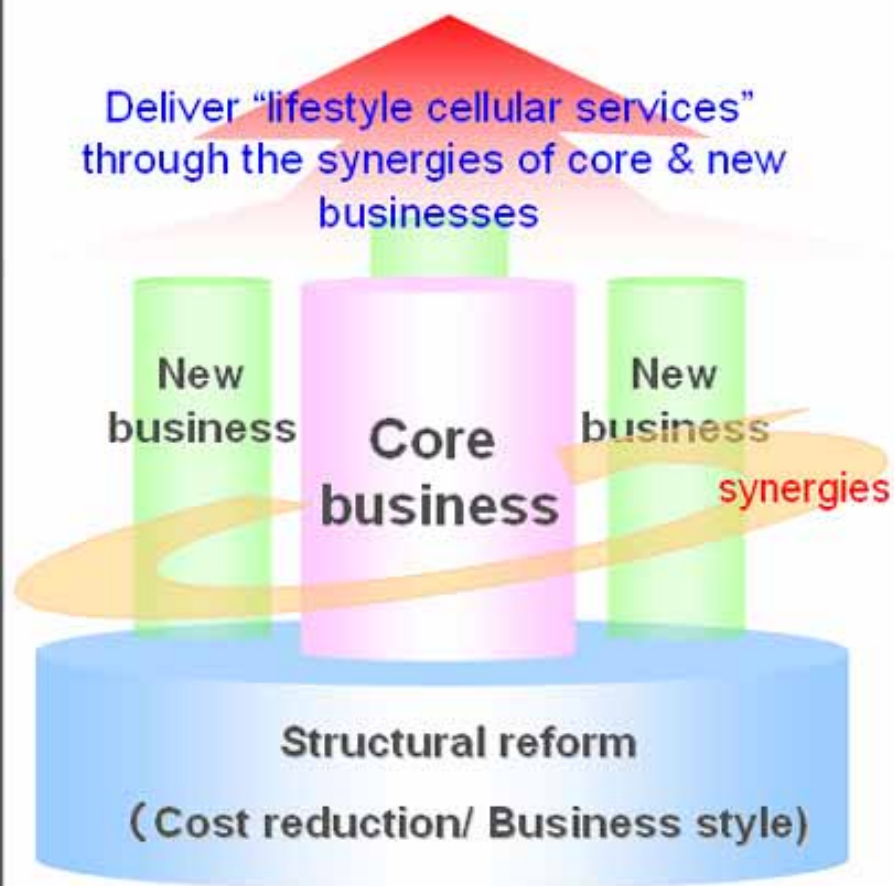


Middle-Term Business Directions

- Facilitate business structural reform, to transform cellular into a “lifestyle infrastructure” through the synergies of core and new businesses
- Deliver “cellular services useful for everyday life and business” to offer innovative & secure solutions

From “telecommunications infrastructure”
to “lifestyle infrastructure”

Deliver “lifestyle cellular services”
through the synergies of core & new
businesses



Directions of service development:

“innovative” “safe & secure”

Innovative

- FeliCa services
 - Payment, mobile credit
 - Commuter pass (Mobile Suica)
- New communication services
 - PushTalk
 - I-channel
- Music services
 - music
 - TV radio
- Broadcast-linked
 - AV
- Video distribution/ Videophone
 - Dual-mode
- Corporate services
 - W-LAN
- International services
- Fuel cell

Safe & Secure

- Children safety protection
 - Kid's PHONE
 - imadoco search
- Personal data protection
 - Remote lock
 - Data security
- Disaster communication
 - I-mode disaster message board
- NW quality enhancement
- Handset troubleshoot
 - Over-the-air download
- Spam countermeasures
- Premier Club
 - Free handset repair
 - Free extra battery pack service

