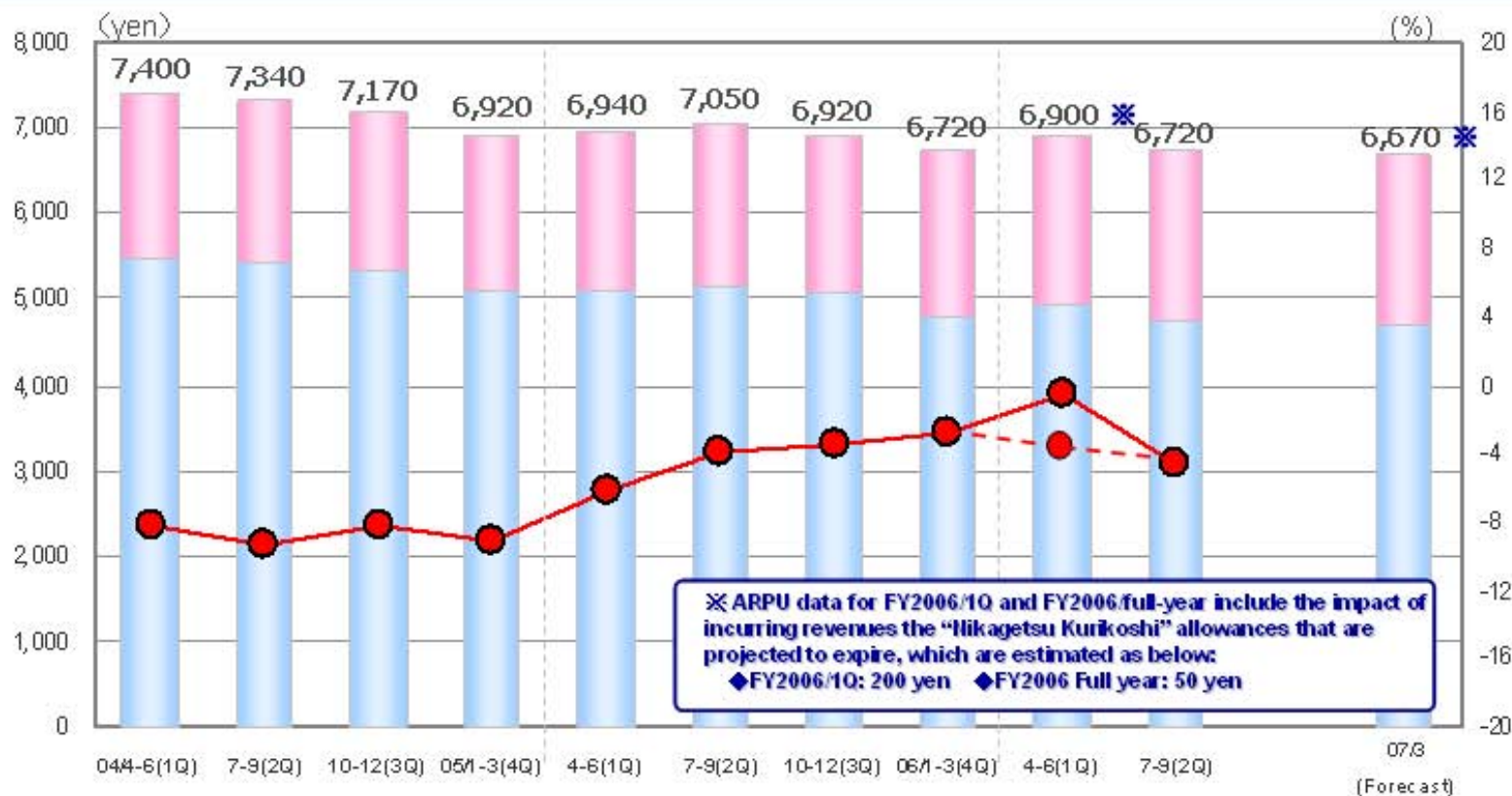


# Cellular (FOMA+movA) ARPU

- ARPU for FY2006/2Q was 6,720 yen (Down 4.7% year-on-year)



Packet ARPU (left axis)	1,950	1,900	1,820	1,830	1,820	1,880	1,880	1,940	1,970	1,980	1,970
(Incl. i-mode ARPU)	1,940	1,890	1,810	1,820	1,810	1,870	1,860	1,920	1,950	1,960	1,950
Voice ARPU (left axis)	5,450	5,440	5,350	5,090	5,120	5,170	5,040	4,780	4,930	4,740	4,700
International service ARPU	20 (Excl.)	20 (Excl.)	30 (Excl.)	30 (Excl.)	30 (Incl.)	40 (Incl.)	40 (Incl.)	40 (Incl.)	50 (Incl.)	50 (Incl.)	60 (Incl.)
YOY changes in aggregate ARPU (right axis)	-8.2	-9.3	-8.3	-9.1	-6.2	-4	-3.5	-2.9	-0.6	-4.7	-
YOY changes in aggregate ARPU (Excluding the impact of incurring 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 33 of this document, "Definition and Calculation Methods of MOU and ARPU".