

Actions Implemented in FY2006/1H

Network

Expanded FOMA coverage to a level superior to mova's

- FOMA base stations added in FY2006/1H
 - Outdoor: +5,300 BSs
 - Indoor: +1,700 systems

Handsets

Released 19 new FOMA models to enrich product lineup

- 902iS Series: 8 models
- 702iS Series: 7 models
- SIMPURE Series: 2 models
- Concept Models: 2 models

Services

- Launched "DCMX" credit service
- Significantly reinforced music-related services
- Expanded uptake of "i-channel" service
- Launched "i-mode search" service
(Oct. 5, 06)

Billing Plans

Growing acceptance of various billing plans

- pake-houdai: 7.82 mil subs (subscription rate 27%)
- Family discount: subscription rate 70%
- Ichinen discount*: subscription rate 87%

*Inclusive of New Ichinen discount