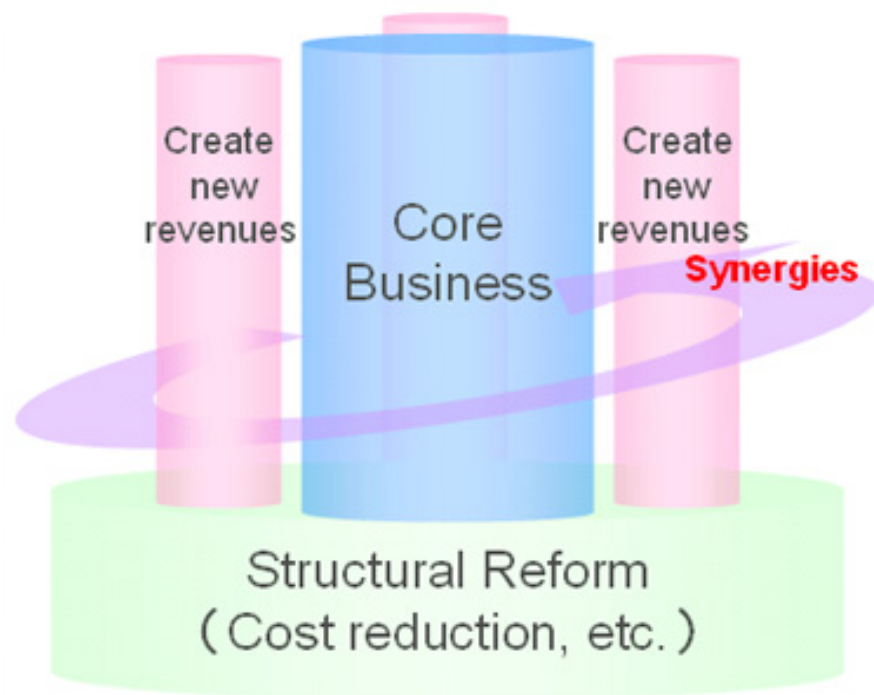


Middle-Term Business Direction

From "Telecommunications Infrastructure"
to "Lifestyle Infrastructure"

Transform cellular phones into "lifestyle infrastructure" leveraging the synergies of core/new businesses



Direction of service development:
"Innovative" "Safe & Secure"

Innovative

● FeliCa services

- Mobile credit
- Commuter pass (Mobile Suica)

● New communication services

- i-channel
- PushTalk

● Music services

- Music Channel
- Napster™

● Broadcast-linked

● Video distribution/ Videophone

● Search service/Auction

● International services

- CONEXUS

● Fuel cell

● Corporate services

Safe & Secure

● Child safety and protection

- Kid's PHONE
- Filtering function

● Personal data protection

- Remote lock
- Data security

● Disaster communication

- i-mode Disaster Message Board

● Network quality enhancement

● Handset troubleshooting

- Over-the-air download

● Spam countermeasures

● Premier Club

- Free handset repair
- Free extra battery pack service

