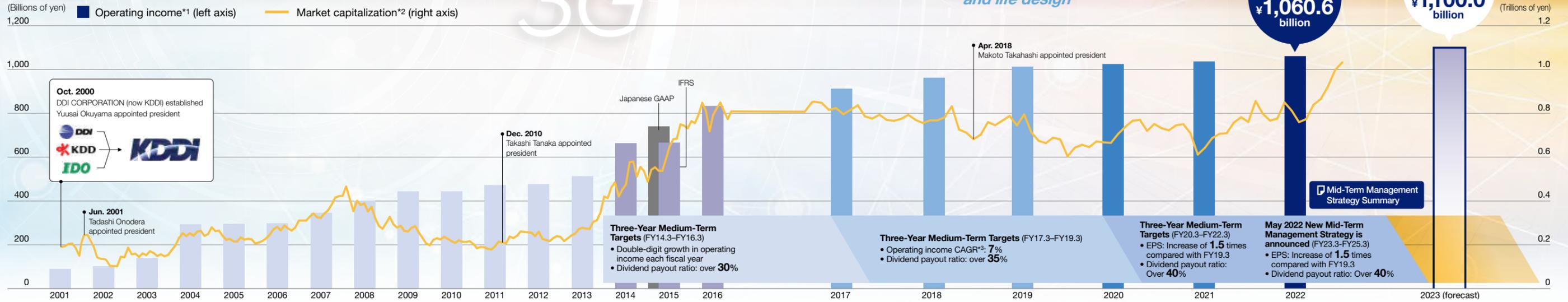


The Path of Value Creation



Personal Services Segment

<p>Apr. 2002 Third-generation mobile phone service begins</p> <p>Oct. 2003 Launch of "KDDI Hikari Plus" optical fiber service (FTTH)</p> <p>Nov. 2003 CDMA 1X WIN service commences the industry's first flat-rate packet service introduced</p>	<p>Jan. 2007 Integrates FTTH business with Tokyo Electric Power Company, Incorporated</p> <p>Apr. 2008 Consolidation of Chubu Telecommunications Co., Inc. (ctc)</p> <p>Jul. 2008 "au Jibun Bank" begins service</p> <p>Feb. 2009 UQ Communications Inc. launches "UQ WIMAX" commercial service</p>	<p>Apr. 2013 JCOM Co., Ltd. is consolidated</p> <p>Mar. 2014 Achieved an actual population coverage ratio of 99% for 800MHz "4G LTE"</p> <p>May 2014 "au Pay Prepaid Card" is launched</p> <p>Jul. 2014 The support for MPT*5 through KDDI Summit Global Myanmar Co., Ltd. is started</p>	<p>Mar. 2014 Achieved an actual population coverage ratio of 99% for 800MHz "4G LTE"</p> <p>Oct. 2015 UQ Communications, Inc. service "UQ mobile" starts</p> <p>Mar. 2016 MobiCom Corporation LLC becomes a consolidated subsidiary</p> <p>Mar. 2016 Jupiter Shop Channel Co., Ltd. is consolidated</p> <p>Apr. 2016 "au Denki" is launched "au Insurance & Loans" is launched</p> <p>Aug. 2016 A capital and operational alliance is formed with ENERES Co., Ltd.*6</p>	<p>Jan. 2017 BIGLOBE Inc. becomes a consolidated subsidiary</p> <p>Jan. 2017 "au PAY Market" is launched</p> <p>Jul. 2017 "au Pitatto Plan" and "au Flat Plan" start service (the industry's first unbundled plans)</p>	<p>Jan. 2018 AEON Holdings Corporation of Japan becomes a consolidated subsidiary</p> <p>Feb. 2019 Initiated the "Smart Money Concept"</p> <p>Apr. 2019 "au PAY (QR code payment)" is launched au Financial Holdings Corporation is established</p> <p>Jun. 2019 au Kabucom Securities Co., Ltd. becomes an affiliate</p> <p>Jul. 2019 "au Data MAX Plan," the first unlimited data plan in Japan, is launched</p>	<p>Mar. 2020 "Data MAX 5G Netflix Pack" is launched with the start of 5G</p> <p>Apr. 2020 "TELASA" service is launched</p> <p>May 2020 "au WALLET Points" and "Ponta Points" are integrated</p> <p>Jun. 2020 "Data MAX 5G ALL STAR Pack" is launched</p> <p>Oct. 2020 UQ mobile's business is integrated</p>	<p>Feb. 2021 au PAY Gold card privilege enhancement</p> <p>Feb.-Mar. 2021 au "Unlimited Data MAX 4G/5G," UQ mobile's "new carry over plan," and the new brand "povo" are launched</p> <p>Mar. 2021 "au" preferential interest discount is introduced (au Jibun Bank)</p> <p>May 2021 5G enabled around all Yamanote Line stations</p> <p>Jun. 2021 UQ mobile's "Discount with Denki" is launched</p> <p>Jun. 2021 A capital alliance with menu, inc. is begun</p>	<p>Sep. 2021 au Jibun Bank offers the industry's highest yen savings deposit interest rate of up to 0.20% per annum (0.15% per annum after tax) in cooperation with au financial services</p> <p>Sep. 2021 A business alliance with SpaceX's satellite broadband service "Starlink"</p> <p>Sep. 2021 povo launches "povo 2.0," all toppings starting from a basic charge of 0 yen</p> <p>Mar. 2022 The "CDMA 1X WIN" service for 3G mobile phones is terminated</p> <p>Apr. 2022 au Energy Holdings Corporation is established as an energy holding company</p> <p>June 2022 Transfer of the business to KDDI Sonic-Falcon Corporation</p>
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FY2004.3-FY2008.3
au spent five consecutive years at No. 1 for net additions in market share*4

Business Services Segment (including others)

<p>1989 Started "TELEHOUSE" data center business</p>	<p>Jan. 2006 KDDI merges with POWEREDCOM</p>	<p>Feb. 2011 KDDI Matomete Office Corporation is established</p>	<p>Apr. 2013 KDDI Matomete Office expands nationwide</p>	<p>Feb. 2017 Iret Inc. becomes a consolidated subsidiary; ARISE analytics Inc. is founded with Accenture Japan Ltd.</p> <p>Aug. 2017 SORACOM, INC. becomes a consolidated subsidiary</p> <p>Dec. 2017 KDDI Digital Design Inc. is founded with Nomura Research Institute, Ltd.</p>	<p>Feb. 2018 KDDI Digital Security Inc. is founded with LAC Co., Ltd.</p> <p>Sep. 2018 "KDDI DIGITAL GATE" opens</p>	<p>Jan. 2019 Scrum Inc. Japan is founded with Scrum Inc.</p> <p>Mar. 2019 KDDI IoT Worldwide Architecture begins accepting applications</p>	<p>Aug. 2020 "KDDI Accelerate 5.0" is formulated</p> <p>Oct. 2020 The "KDDI 5G Business Co-Creation Alliance" is founded</p> <p>Dec. 2020 The business alliance of the Flexible Life Design Project with East Japan Railway Company is launched The "KDDI research atelier" is opened</p>	<p>May. 2021 The joint venture DXGoGo Corporation is founded with OPTIM Corporation</p>	<p>Jan. 2022 WILLER, Inc. and KDDI jointly offer the "mobi" service, a flat-rate unlimited rides on-demand mobility service</p> <p>Jan. 2022 KDDI SmartDrone Inc. is established</p> <p>May 2022 KDDI Digital Divergence Holdings is established</p> <p>Jun. 2022 Selected as "DX stocks 2022" by Ministry of Economy, Trade and Industry and Tokyo Stock Exchange</p>
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Telecommunication Sector

<p>Oct. 2006 Mobile number portability (MNP) is launched</p>	<p>Mar. 2008 EMOBILE Ltd. begins voice service nationwide</p> <p>Jul. 2008 SoftBank Corporation launches Japan's first sales of iPhone</p> <p>Mar. 2008-Oct. 2010 EMOBILE Ltd. signs a roaming agreement with NTT DOCOMO, INC.</p>	<p>Sep. 2013 NTT DOCOMO, INC. launches its first sales of iPhone</p>	<p>Dec. 2017 Rakuten, Inc. signals it will enter the telecommunications business</p>	<p>Sep. 2018 SoftBank Corporation begins offering "Ultra Giga Monster+" and "Mini Monster" (unbundled plans)</p>	<p>Jun. 2019 NTT DOCOMO, INC. begins offering "Gigaho" and "Gigalight" (unbundled plans)</p> <p>Oct. 2019 The amended Telecommunication Business Act enters into force</p>	<p>Apr. 2020 Rakuten Mobile, Inc. enters the telecommunications business as an MNO*7</p> <p>Sep. 2020 Nippon Telegraph and Telephone Corporation announces that NTT DOCOMO, INC. is made a wholly owned subsidiary</p>	<p>Mar. 2021 NTT DOCOMO, INC. begins offering the new "ahamo" pricing plan, SoftBank Corp. begins offering the new "LINEMO" pricing plan</p>	<p>Dec. 2021 Reorganization the New DOCOMO Group is announced (effective from July 2022)</p> <p>Mar. 2022 Absorption-type merger of LINE Mobile Corporation, a wholly owned subsidiary of SoftBank Corporation</p> <p>May 2022 Reorganization to strengthen global business in the NTT Group (from October 2022)</p>
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*1 Results for fiscal years ended March 31. Figures up to FY14.3 are based on Japanese GAAP and figures for FY15.3 onward are based on IFRS
 *2 On a closing price basis for the end of October 2000 to the end of March 2022 (monthly)

*3 CAGR: Compound Average Growth Rate
 *4 Share among NTT DOCOMO, INC. (NTT DOCOMO), SoftBank Corp. (SoftBank), and KDDI + Okinawa Cellular Telephone Company (au)

*5 MPT: Myanmar Posts & Telecommunications
 *6 Made a consolidated subsidiary in December 2018
 *7 MNO: Mobile Network Operator

Note: Company and service names are as of July 2022.