

Measures to Expand Use of FLET'S Hikari

CRM Directed at Fewer Cancellations	<ul style="list-style-type: none"> ○ Implement a Welcome Program ● Revamp the member points program (Club NTT-West)
Expansion of FLET'S Hikari Next Service Areas	<p>Percentage of existing FLET'S Hikari service area covered</p> <p>Existing FLET'S Hikari service area fully covered</p> <p>FY2008: 40% FY2009: 80% FY2010: 100%</p>
Stronger Approach to Non-PC users	<ul style="list-style-type: none"> ● Create new usage scenarios and expand sales channels through collaboration with business partners ○ Put stronger emphasis on video services such as Hikari TV and FLET'S Television
Expanded Approach to the Multi-Unit Dwelling Market	<ul style="list-style-type: none"> ● Expand efforts through full-scale roll-out of the Hikari Optical Wiring System

● indicates new efforts begun in FY2009 and ○ indicates efforts continuing from FY2008

