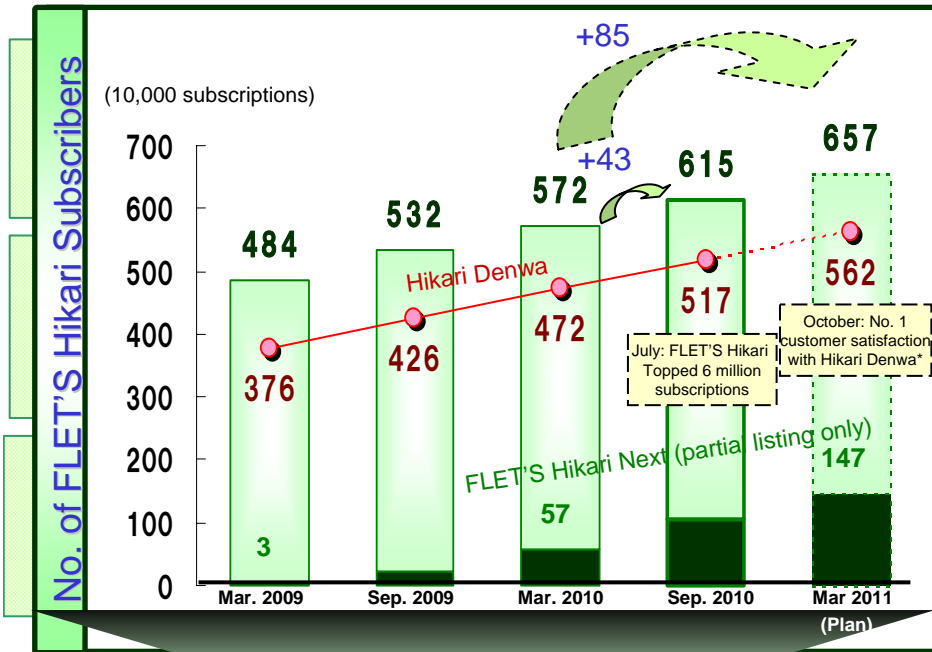


Measures for Expanding Use of FLET'S Hikari and Increasing ARPU



Expand fiber-optic coverage for multi-dwelling units

Promotion of optical wiring

Increased marketing targeting multi-unit dwellings

Strengthen measures to prevent cancellations

Enhanced point program

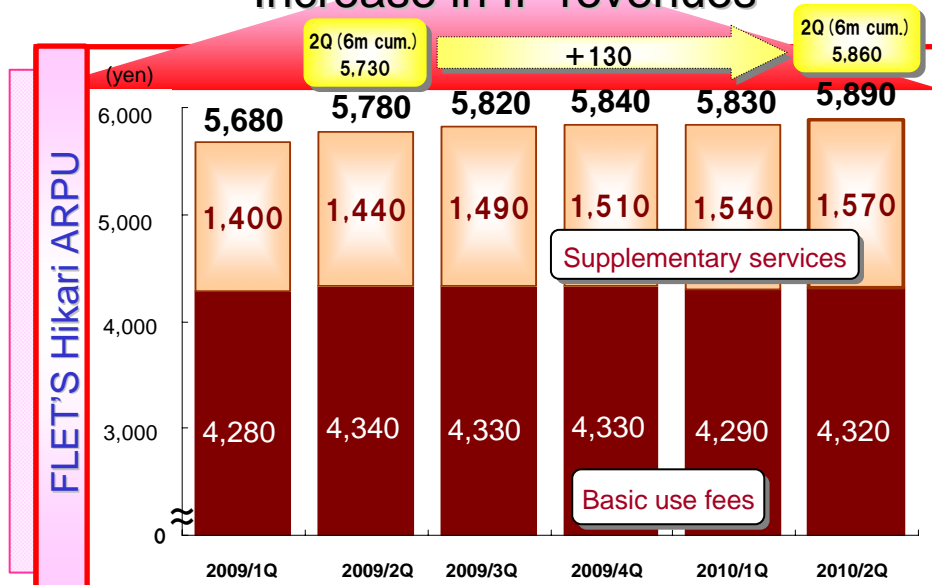
Enhanced marketing of supplementary services such as video services

Create new demand through use of the NGN

Alliances with other companies

Tie-ups/field trials with local governments

Increase in IP revenues



* "No. 1 in Business IP Phone and Direct Subscriber Telephone Services Customer Satisfaction"

NTT West's Hikari Denwa was awarded No. 1 in "2010 Japan Business IP Phone and Direct Subscriber Telephone Services Customer Satisfaction StudySM" by J. D. Power Asia Pacific (October 14, 2010).

* A study measured by 1,781 responses from 1,413 telecommunication businesses with more than 100 employees providing IP phone and direct subscriber telephone services (up to 2 services may be evaluated per company).

Expanded sales of Supplemental Services

