Measures to Expand Use of FLET'S Hikari and Increase ARPU

Increase ARPU ✕ Expand use of FLET'S Hikari

Expanded user-friendly rate menu	● Launch FLET'S Hikari Light (January 2012) ● Expand the Hikari Gutto Waribiki service area (Shiga, Nara, Gifu and Okayama prefectures)
Expand FLET'S coverage in apartment building market	● Increase number of properties through promoting greater collaboration between developers and management companies ● Offer comprehensive apartment building packages

+ Home Digital / Cloud

Promote FLET'S Hikari ✕ Wi-Fi	● Development of home digital businesses ● Increase Wi-Fi use scenarios *Conveniently and comfortably connect digital devices (TV, smartphones and the like) in the home with Hikari and Wi-Fi.*
Promote use through alliances	● Environment / energy, education, healthcare and entertainment

(10,000 subscriptions)

Hikari ARPU

No. of FLET'S Subscriptions

- ¥5,780
- ¥5,860
- ¥5,890
- ¥5,930
- ¥5,960

FY2010 net increase: 83

FY2011 net increase (plan): 85

- Mar. 2010: 572
- +43
- Sep. 2010: 615
- +40
- Mar. 2011: 655
- +38
- Sep. 2011: 692
- +47
- Mar. 2012 (Plan): 740

Nov. 2011 7 million subscriptions