

FY2013 Initiatives (to achieve a planned net increase of FLET'S Hikari subscribers)

■ Increasing Sales Efficiency

- ▶ Increase number of online sign-ups (provide significant discounts, improve webpage, PR campaign linked to TV advertisements)
- ▶ Increase sales through alliance businesses (B2B2C marketing)
- ▶ Increase sales through video service utilizing “Hikari BOX+”
- ▶ Increase sales of FLET'S Hikari Light and FLET'S VPN Wide in the small and medium-sized business market.

■ Reducing Subscription Cancellations

- ▶ Facilitate transition to more competitive “1G service (Hayabusa)*”
- ▶ Promote subscription to discount programs for long-term users: “Hikari Motto Motto Wari” and “Group Wari”
- ▶ Increase sales of “FLET'S Hikari Wi-Fi Access” for multi-dwelling units
- ▶ Increase sales of “alliance-related services” and “video services,” which are less susceptible to subscription cancellations

※*The maximum transmission speed for the 1G service is approximately 1 Gbps. 1 Gbps represents the maximum speed of the technology standard, and does not represent the actual transmission speeds in user households.