

6. Trends in Subscriptions for Major Services and ARPU

- The net increase in FLET'S Hikari subscriptions in FY2010 had been forecasted at 1.05 million prior to the earthquake (March 1, 2011), but net increase in subscriptions during the month of March 2011 decreased 80% (92,000 to 17,000) compared to March 2010. As a result, subscriptions in FY2010 only increased by 980,000. The number of subscriptions as of the end of the fiscal year was 8.51 million. Through expansion of supplemental services, such as the Remote Support Service, FLET'S Hikari ARPU increased 140 yen to 5,880 yen.
- In FY2011, through the launch of "FLET'S Hikari Light", NTT East will encourage Internet use for low-use customers and non-users, in order to achieve a net increase of 1.25 million new FLET'S Hikari subscriptions, the same forecast as before the disaster.



Service Launch Date

■ Wednesday, June 1, 2011
(Kanto, Koushinetsu, Hokkaido)

Fukushima, Aomori, Yamagata, Akita: Friday, July 1, 2011
Miyagi, Iwate: Monday, August 1, 2011

Major Services		Unit	FY2009 Results		FY2010 Results		FY2011 Forecast	
			Net Increase	Subscriptions	Net Increase	Subscriptions	Net Increase	Subscriptions
	FLET'S Hikari	10,000 subscriptions	+124	753	+98	851	+125	976
Supplemental Services	Hikari Denwa	10,000 channels	+117	542	+103	645	+125	770
	Remote Support Service	10,000 subscriptions	+79	156	+65	221	+80	301
	FLET'S TEREBI	10,000 subscriptions	+17	24	+24	48	+22	70
	Business Ether Wide	1,000 subscriptions	+6	8	+11	19	+11	30
FLET'S Hikari ARPU		yen	5,740		5,880		5,960	
Supplemental services (partial listing only)			1,450		1,570		1,680	

(*) The figures for the FY2011 Forecast have been revised from the following figures, which were previously announced: FLET'S Hikari ARPU: 5,980 yen Supplemental services ARPU: 1,690 yen