

## 4. Trends in Subscriptions for Major Services and ARPU

- The number of FLET'S Hikari subscriptions topped 9 million, reaching 9.04 million at the end of September 2011 (net increase for the first half of the fiscal year ending March 31, 2012: 530,000).
- Despite an increase in Supplemental Services subscriptions, FLET'S Hikari ARPU increased only 10 yen over the same period of the prior fiscal year to 5,870 yen, due to changes in campaign content and the impact of the Great East Japan Earthquake.

Major Services			FY2009		FY2010		FY2011
			1H	2H	1H	2H	1H
FLET'S Hikari	10,000 subscriptions	FLET'S Hikari	695 (+66)	753 (+58)	809 (+55)	851 (+42)	904 (+53)
		FLET'S Hikari Light (partial listing only)	— (—)	— (—)	— (—)	— (—)	11 (+11)
Supplemental Services	10,000 channels	Hikari Denwa	482 (+57)	542 (+60)	593 (+51)	645 (+52)	695 (+50)
	10,000 subscriptions	Remote Support Service	118 (+41)	156 (+38)	190 (+35)	221 (+30)	251 (+30)
	10,000 subscriptions	FLET'S TV	15 (+8)	24 (+9)	35 (+11)	48 (+13)	59 (+12)
Business Ether Wide		100 subscriptions	32 (+11)	80 (+48)	120 (+40)	190 (+69)	226 (+36)
FLET'S Hikari ARPU			5,690	5,790	5,860	5,890	5,870
Additional Services (partial listing only)		Yen	1,420	1,490	1,540	1,590	1,610

Note: The top row represents the number of subscriptions. The bottom row represents the net increase in parentheses.