



# Fiscal Year Ending March 31, 2025 Q3 Financial Results

(April-December 2024)

February 5, 2025  
KDDI Corporation

The creation of a society in which  
anyone can make their dreams a reality,  
by enhancing the power to connect.



Expo 2025 Official character  
MYAKU-MYAKU  
©Expo 2025

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# 1. Consolidated Financial Results

# Financial Highlights

In line with full-year forecasts

## Operating revenue

(Unit : billions of yen)

FY25-03 full-year forecast  
Progress 75.6%

4,265.5

4,364.2

YOY  
+2.3%

FY24-03 Q1-3

FY25-03 Q1-3

## Operating income

(Unit : billions of yen)

Progress 77.9%

847.7

864.6

YOY  
+2.0%

FY24-03 Q1-3

FY25-03 Q1-3

## Profit for the period<sup>\*1</sup>

(Unit : billions of yen)

Progress 77.8%

545.5

536.5

Excl. temporary  
impacts<sup>\*2</sup>  
531.6

Excl. temporary  
impacts<sup>\*2</sup>  
534.9

YOY  
+0.6%<sup>\*2</sup>

FY24-03 Q1-3

FY25-03 Q1-3

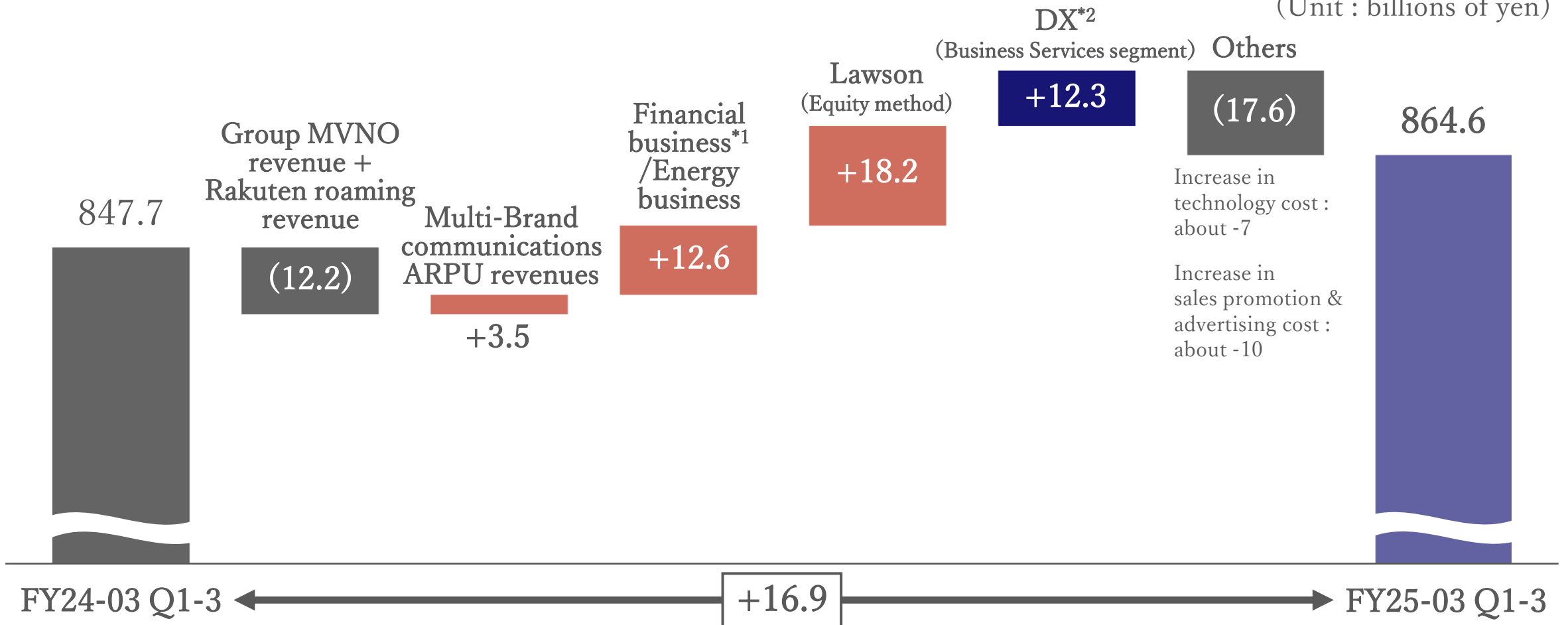
\*1 Profit for the period attributable to owners of the parent

\*2 Temporary impacts from the reorganization of subsidiaries and affiliates, etc.

# Consolidated Operating Income-Factors for Change

Income increased by steady growth in major businesses and strong performance in Lawson

(Unit : billions of yen)



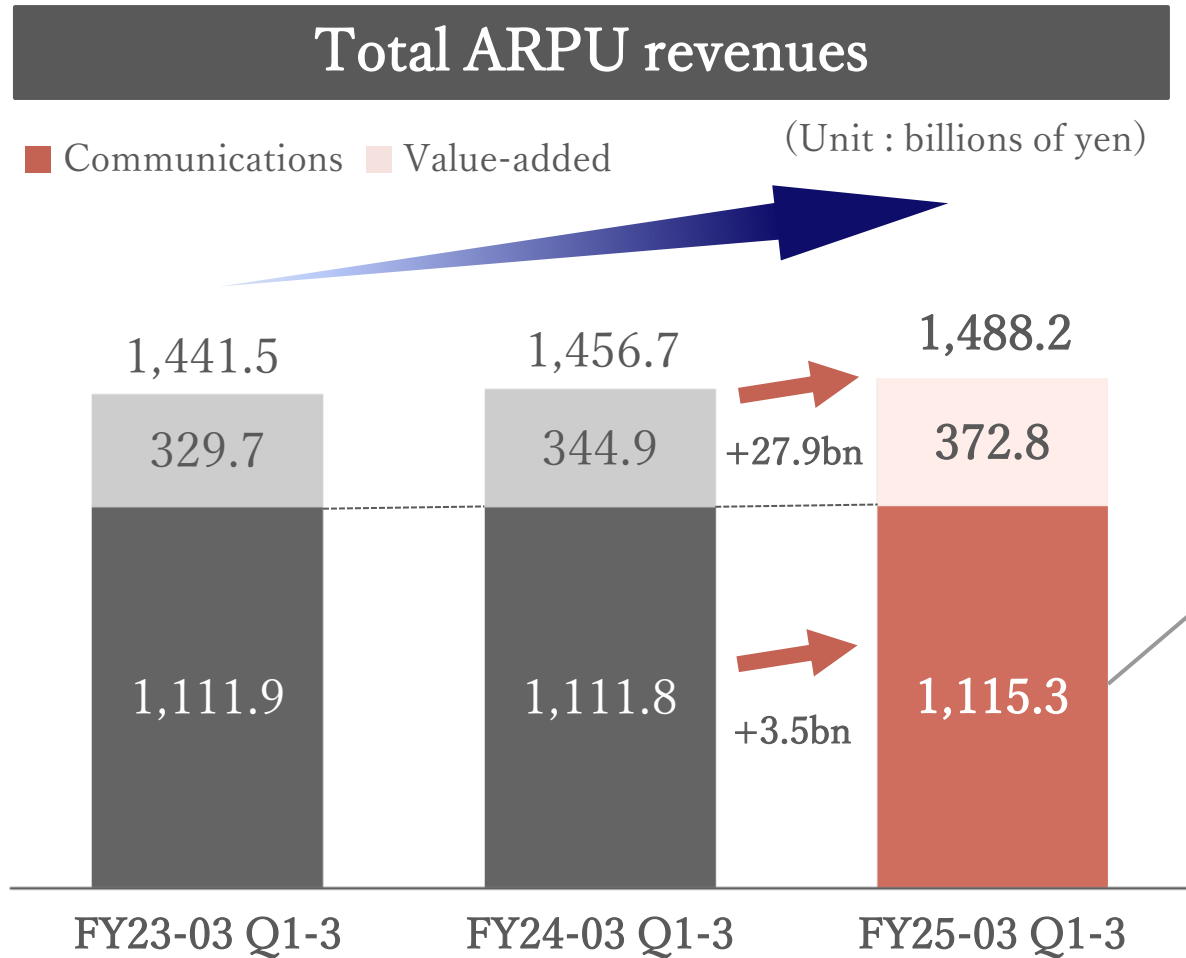
\*1 au Financial Holdings (IFRS basis)

\*2 Due to the segment changes of some divisions from FY25-03, the figures for FY24-03 Q1-3 were recalculated. Figures for Business Services segment reflect the reclassification hereafter.

## 2. Personal Services Segment

# Total ARPU Revenues

Both communications / value-added ARPU revenues increased steadily



## Communications ARPU revenue prospect (Q4)

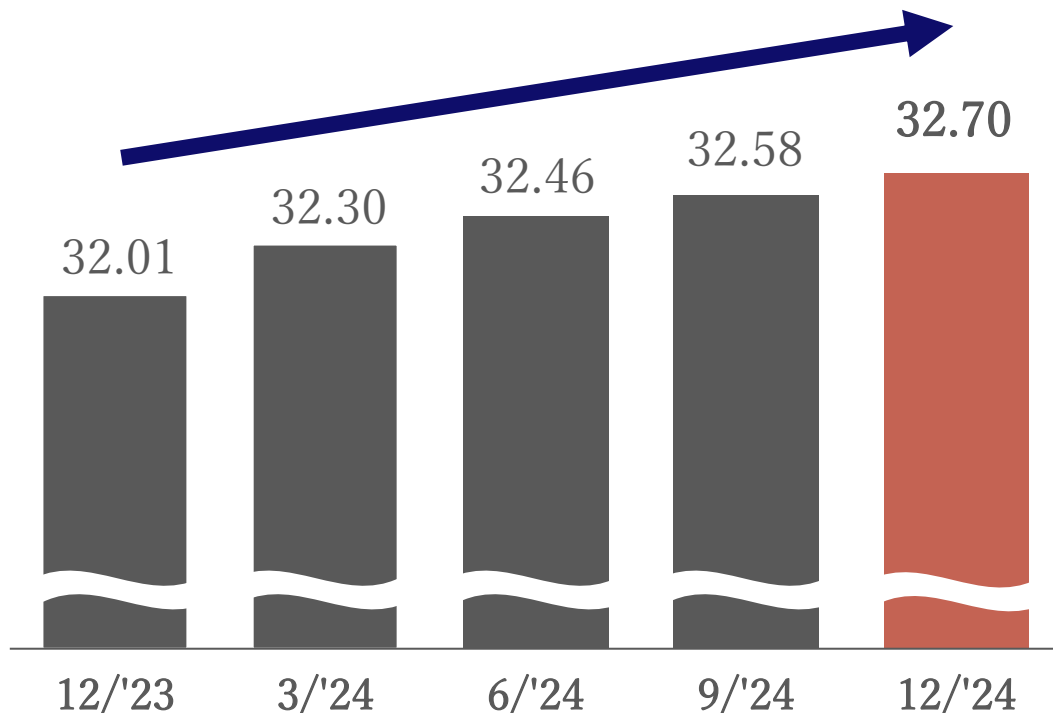
- YOY revenue growth expected
- Momentum recovered by new UQ mobile plan and others
- Continued upward trend in ARPU by brands “au Money Activity Plan+” effect appearing

# Smartphone subscriptions / Churn rates

Smartphone subscription increased  
au churn rate maintained low even in more competitive market

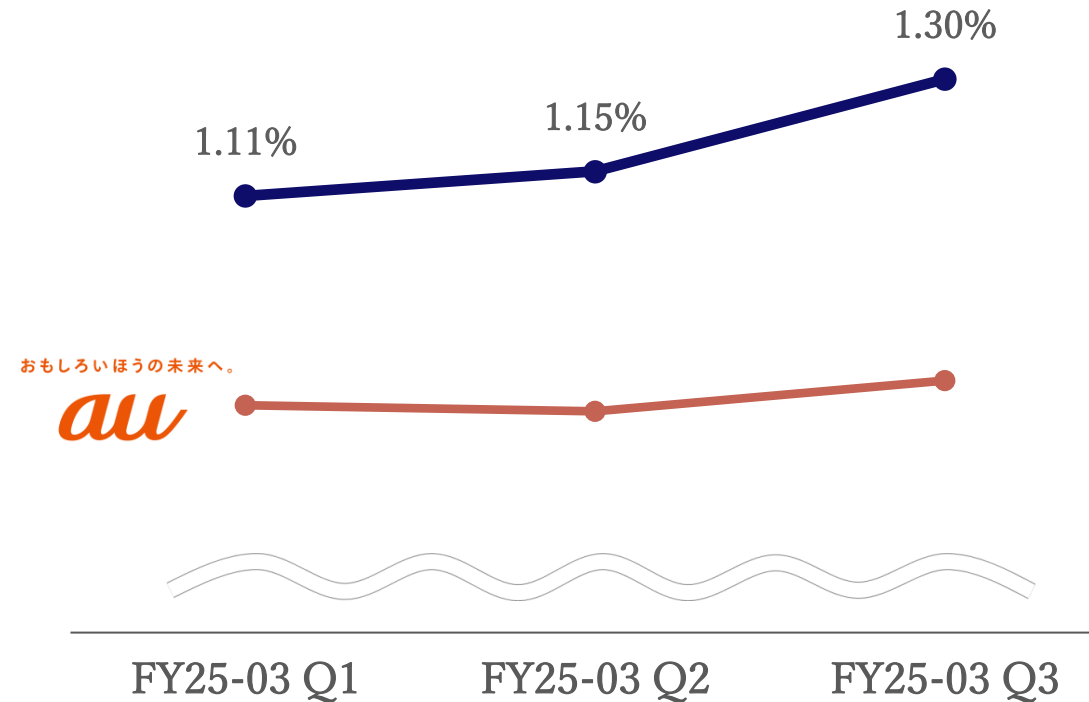
## Smartphone subscriptions\*

(Unit : millions)



## Churn rates

Multi-brand au



\* Including corporate contracts

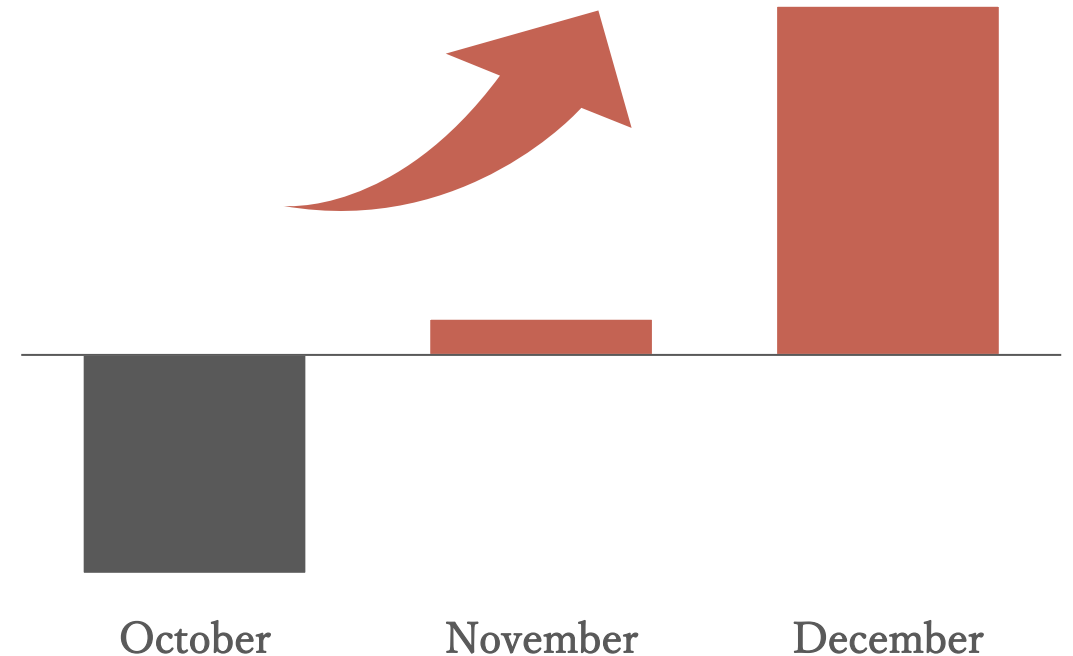


# Momentum

New pricing plans introduced for multi-brand  
Momentum has recovered after Nov. 2024

Monthly net additions in multi-brand IDs

Turn positive after new pricing plans introduced



From  
Dec. 2024  
おもしろいほうの未来へ。

**au**

**au Money Activity Plan+**

Unlimited plan + Financial benefits

From  
Nov. 2024  
シンプルを、みんなに。

**UQ mobile**

**Komikomi Plan+**

30GB+3GB\*/month ¥3,278  
(incl. tax)

From  
Dec. 2024

君にピッタリの自由へ、一緒に。  
**povo**

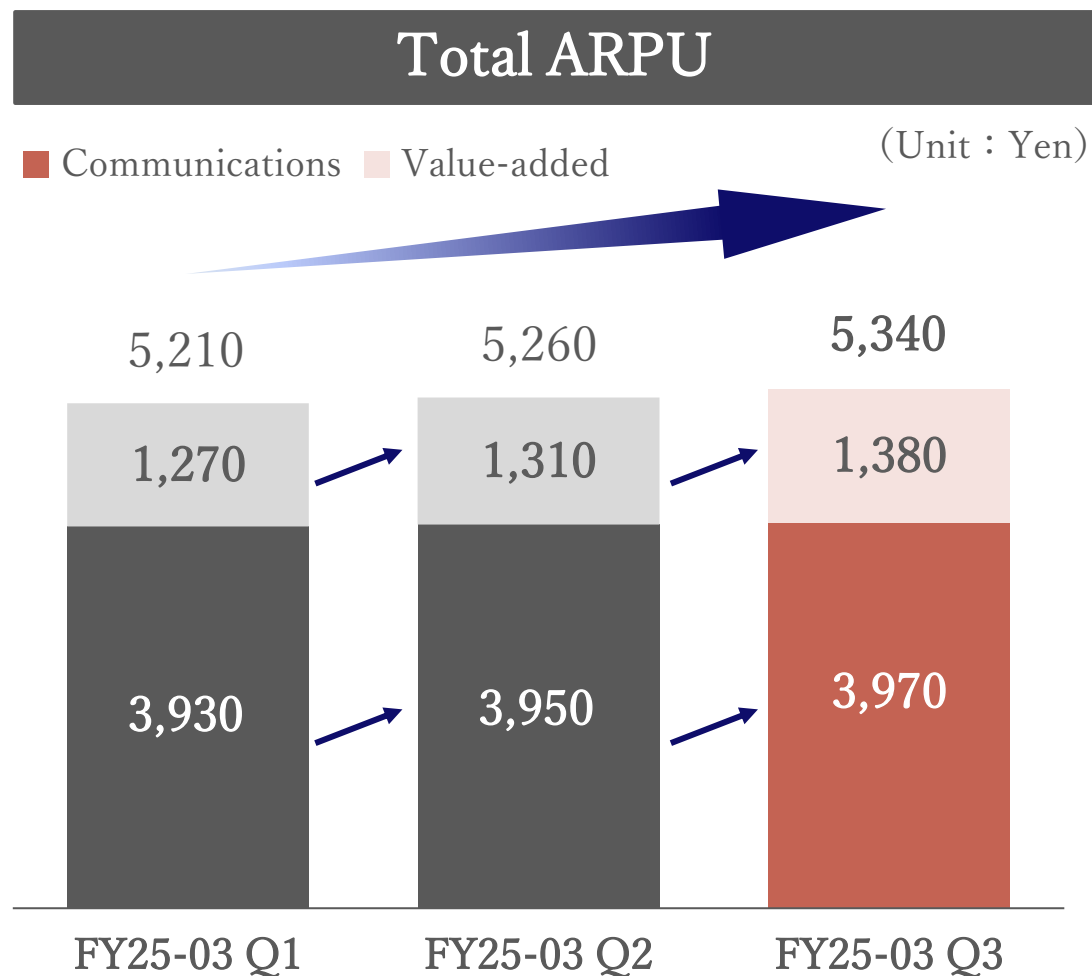
**New topping**

30GB (30days) ¥2,780  
(incl. tax)

\* Bonus 10% data offering. Last sign-up date is to be determined. Even after this plan's sign-up date is over, it may be offered with bonus data capacity.

# Total ARPU

Maintain increasing trends in both communications and value-added



## Value-added ARPU (Q3)



**au** じぶん銀行  
au Jibun Bank



Settlement/Loans  
YOY +15.6%

## Communications ARPU by brand (Q3)

おもしろいほうの未来へ。  
**au** YOY +2.1%

シンプルを、みんなに。  
**UQ mobile** YOY +3.3%

Number of migration from UQ mobile to au (Q3)

YOY 1.5 x

Promoting initiatives for further growth

# Telecom x Financial Services

Generate synergy between communications and financial services  
by attractive bundled plans

## KDDI Growth

Increase in unlimited plans ratio +  
Increase in value-added services usage

**au マネ活プラン+**  
au Money Activity Plan+

Enhance attractiveness of favored bundled plan

Unlimited MAX

Financial  
benefits



Earn the most  
Ponta points\*1



au じぶん銀行

©Ponta

Cumulative number of subscribers  
**1.4 million exceeded\*2**

## au Financial Group Growth

Expansion of customer base +  
Increase in usage frequency\*3

**au PAY** カード  
au PAY card

Gold credit card  
holding ratio

**6.4 X**

**au PAY**

Settlement  
amount per  
transaction

**1.2 X**

**au** じぶん銀行  
au Jibun Bank

Deposit balance

**1.4 X**

au Money Activity plans vs Other MAX plans

Accelerate further growth by  
“au Money Activity plan+”

\*1 Comparison within KDDI's pricing plans. Comparison of au PAY card settlement, designated credit card savings, and au PAY settlement. As of Oct. 2024, according to KDDI research.

\*2 Track record as of Nov. 2024 \*3 Data of au PAY Gold card ratio and au Jibun bank deposit balance were as of Sep. 2024. au PAY settlement price was as of Jul. 2024.

# Telecom x Convenience Store

Promoting collaborative initiatives to achieve growth for both KDDI and Lawson

## KDDI Growth

Increase value-added ARPU revenues +  
Expand communication customer base

### Collaboration(1)



Start from Oct. 2024

- More attractive Lawson coupons
- New acquisitions :  
**QOQ about+20%\*1**
- Increase enrollments from users of other carriers

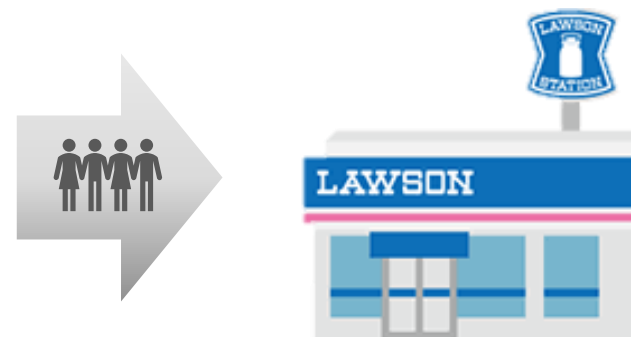
### Collaboration(2)



povo  
Data Oasis

Start from Nov. 2024

- Used by **100K people in total**, at over **90%\*2** LAWSON stores
- eSIM sales are scheduled to start at all LAWSON stores (within FY2024)



## Lawson Growth

Contribute to daily sales through customer referrals

- Average daily sales\*3 : **YOY+3.4%**
- Customers referred from Ponta Pass : **about double\*4**

(Note) Ponta Pass costs ¥548 per month (incl. tax) \*1 FY25-03 Q3 Results \*2 Number of stores where this services were used in Dec. 2024 \*3 FY25-02 Q1-3, existing stores only \*4 Usage of LAWSON benefits (FY25-03 Q3), compared to au Smart Pass Premium (Q2) before Ponta Pass launch

# Strengthen Network

Committed to No.1 in communication quality,  
promote initiatives for quality enhancement and area expansion



Opensignal user experience evaluation No.1 in experiential quality\*1

## Quality enhancement

Provide 5G SA service across all Sub6 base stations  
Expand comfortable communication areas



Largest number of Sub6 base stations in Japan\*2 (about 39K)

Provide SA service across all Sub6 base stations\*3 (from end of Nov. 2024)

## Starlink direct to cell service

Ready for service launch. Expand compatible devices for full rollout in this spring\*4



Obtained commercial license approval

\*1 The 'Connected Experience' refers to providing customers with a more comfortable and stable support when connecting to the network through the au line, based on evaluations of 'consistent quality' and 'reliability experience' by Opensignal. Opensignal Awards - Japan: Mobile Network Experience Report October 2024 (in comparison with the 4 major domestic MNOs). For more details, please visit the Opensignal website. © 2024 Opensignal Limited

\*2 Comparison with 4 MNO carriers in Japan. "Plan for Establishment of Specified Base Stations for Introduction of 5th Generation Mobile Communications Systems" by MIC as of Jan. 10, 2025. \*3 Even within the area, there may be instances where Sub6 cannot be used due to the customer's usage environment, line conditions, etc. \*4 Regarding the provision of services, details will be announced as soon as they are decided.

# Financial Business

Customer base is steadily expanding  
Promote initiatives to utilize AI for further growth



au PAY Card exceeded 10 million members

**au** じぶん銀行

au Jibun Bank

Cumulative amount of mortgage loan  
Fastest among online banks to exceed

**5 trillion** yen\*

\* as of Oct. 16, 2024, researched by au Jibun Bank

## Deepening collaboration with MUFG

Collaborate in AI utilization and remote customer service  
to enhance customer touchpoints



sakana.ai

Next Step  
(Collaboration 2.0)



ELYZA

Development of  
finance-specialized LLM

Enhancing customer support &  
service proposal capabilities

Next-generation remote  
customer service platform

Utilize convenience stores, etc.  
to expand touchpoints  
for financial services

# 3. Business Services Segment

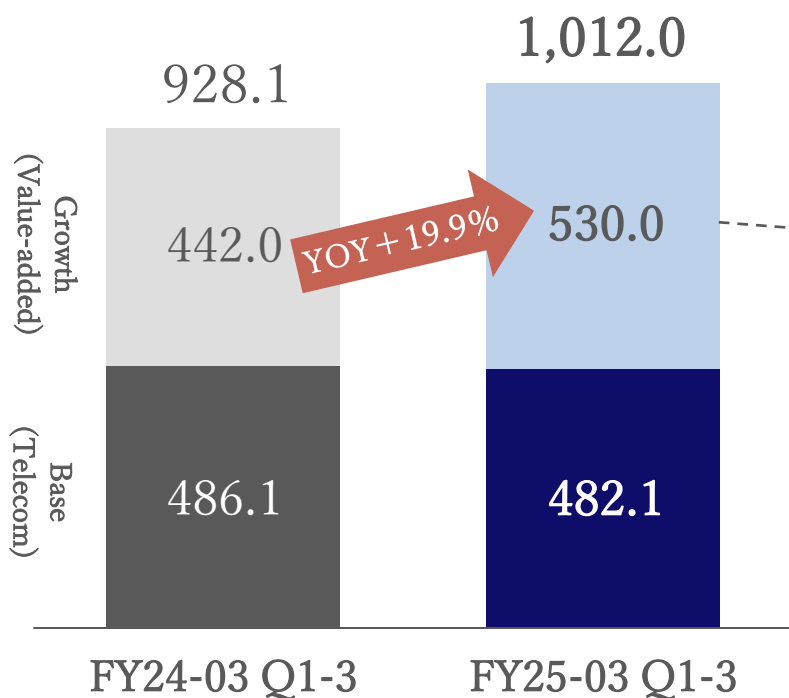
# Growth of Business Services Segment

Growth area drives growth, IoT-related services expanded steadily

## Consolidated operating revenue

(Unit: billions of yen)

Growth area grows steadily

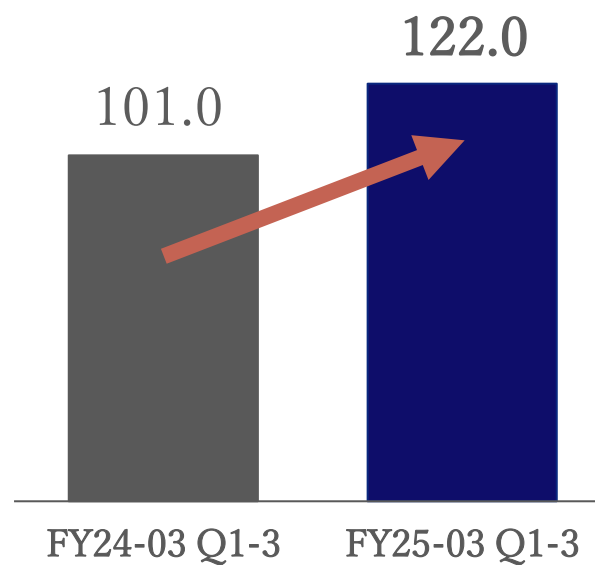


## Growth area : IoT-related services

### Operating revenue

(Unit: billions of yen)

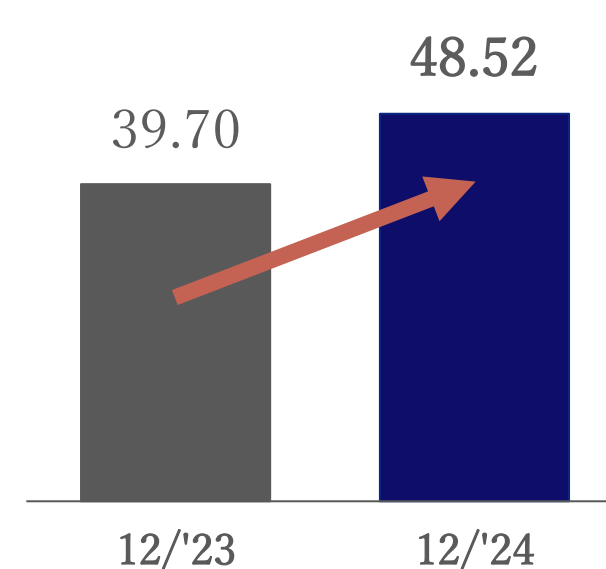
YOY +20.8%



### IoT Connections

(Unit: millions)

YOY +22.2%





# WAKONX

(WAKON-CROSS)

Leveraging strengths  
to promote scaling of industrial DX solutions and AI utilization

## Industrial DX Solutions



Leveraging communication and AI infrastructure by adding operational and security values for use in various industries

24/7 Operation

Security



Communication & AI infrastructure

## Enhancing Strengths

Support customer digitalization in the era where communications and AI integrated

### Products & services + Communication

Expand WAKONX communication infrastructure with partners



Full-scale deployment in Jan. 2025  
Obtained business model patent

Phase 1

PC eSIM



For various products and services



Support with our 24/7 operational strength

### Security + Communication

Enhance security business by integration with communication



TOB completed in Jan. 2025

Industry-leading security capability



24/7 network operations

Deliver values through synergy

- Cross-selling security with network solutions
- Enhancing services by AI



# Industrial DX Solution

Promote facilities digitalization

Contribute to realization of comfortable offices and communities

## Facility solutions

Comprehensive services from interior to ICT infrastructures with group cooperation & partnering

KDDI Engineering  
 ICT infrastructure constructions  
 Digital Security  
 KDDI x LAC  
 Securities  
 Altius Link  
 アルティウスリンク株式会社  
 Operations

Major EC Company A    Manufacturing Company B



Operating revenue grows steadily  
YOY + over 50%

- Creating value at new Takanawa HQ -

Continue to deliver an exciting future vision by enhancing the power to connect  
**Connectable City**

Opening in Mar. 2025

Towards further growth

Improving productivity    Work-style reforms    Well-being    GX

Our initiatives to be a model case

Accumulating expertise in SmartCity buildings

## AI Utilization

Progress in developing AI infrastructure and AI services for WAKONX

Developing AI services

Implementing the latest GPU



Tama data center



Develop AI service with GPUs

 H100 GPU  
 FLYWHEEL +  KDDI  
 Data analysis + High-security network



Former Sakai plant site

Full-scale operation in FY26-03  
MoU signed with Sharp

		LLM inference	Power efficiency
Blackwell GPU x 72	Grace CPU x 36	30 x*	25 x*



NVIDIA GB200 NVL72

\* TTL = 50 milliseconds (ms) real time, FTL = 5s, 32,768 input/1,024 output, as a result of comparing NVIDIA HGX H100 scaled over InfiniBand (IB) and GB200 NVL72, Cluster size is 32,768. Projected performance subject to change.

## 4. Enhancing the Power to Connect

# Initiatives for the Future

Focus on development of future talent towards  
“a society in which anyone can make their dreams a reality”

## Development of future talent



Professional soccer instructions anywhere  
- KDDI Future Co-Creation Program -



Soccer tournament for elementary school students  
- 4v4 JAPAN CUP 2024 RESPECT YOU, au -

©4v4official



Orchestras expand students' futures  
- KDDI Future Concerto Program -



Making financial education closer to students  
- Cashless School Festival -

## Expo 2025 Osaka, Kansai (From Apr.)

Provide visitors with experience of  
creating future at “Future City” pavilion



©Expo 2025



# MWC Barcelona 2025

Introduce AI, retail-tech, mobility and other topics,  
also giving a keynote speech at MWC



March 3 - 6, 2025

Theme : “Life Transformation - Enhancing the power to connect -”

# Towards KDDI VISION 2030

By enhancing “the Power to Connect” with AI,  
delivering exciting future vision



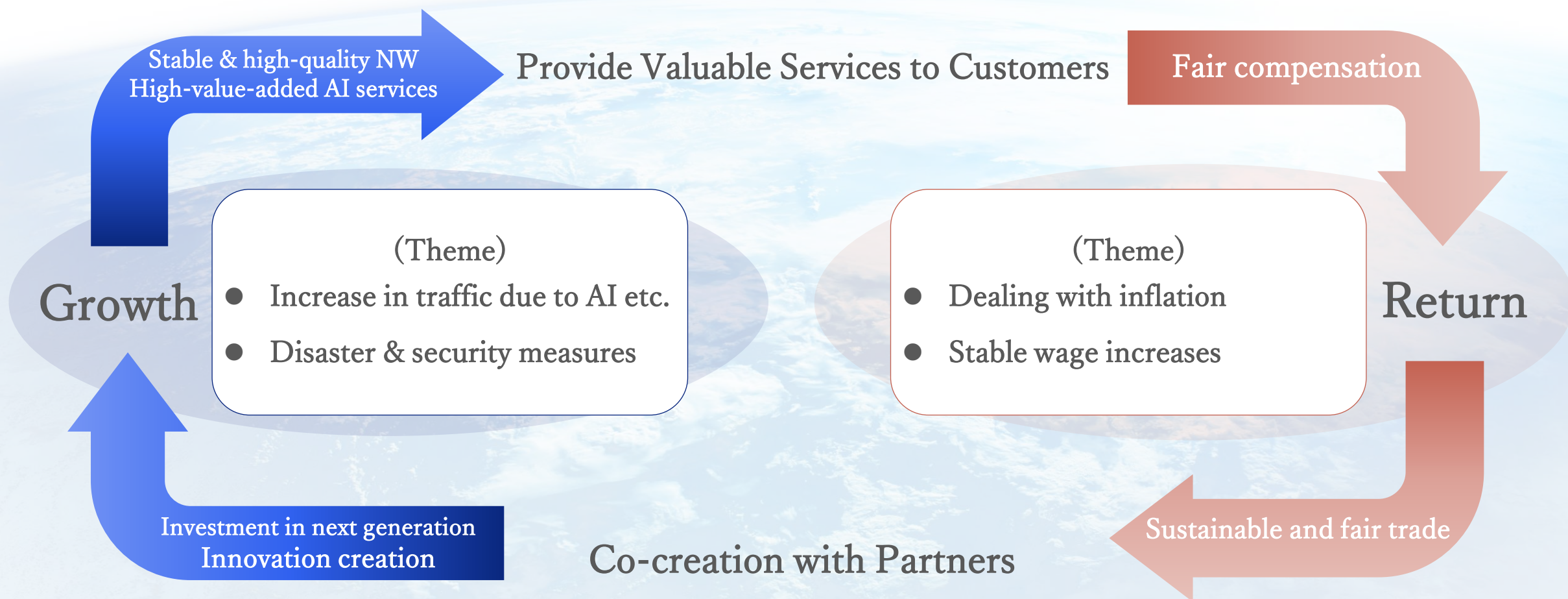
**KDDI VISION 2030**

The creation of a future society in which anyone can make their dreams a reality, by enhancing the power to connect.



# Towards a High-value-added Economic Circulation

Contribute to realization of sustainable future society in collaboration with partners,  
centered on stable and high-quality Telecom and AI services



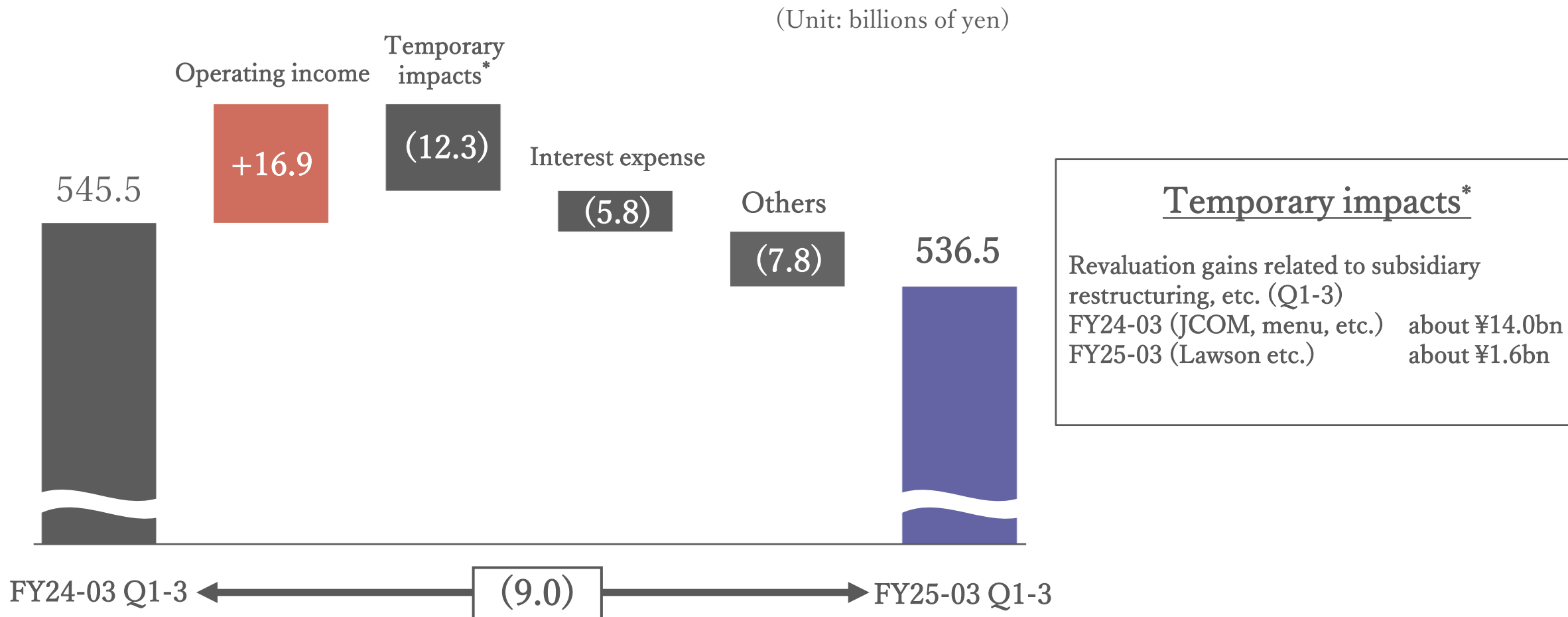
# Summary

## Steady progress in the initiatives of each business towards sustainable growth

<p>Consolidated Results</p>	<ul style="list-style-type: none"> <li>● In line with full-year forecasts. In addition to steady growth in major businesses, Lawson performs strongly.</li> </ul>
<p>Towards Sustainable Growth</p>	<p><u>Personal Services segment</u></p> <ul style="list-style-type: none"> <li>● Steady increase in Total ARPU revenues. New pricing plans are introduced for multi-brand. Both communications and value-added ARPU revenues grow.</li> <li>● Promote initiatives of communications x value-added services, such as financial services and Lawson, generating synergy.</li> </ul> <p><u>Business Services segment</u></p> <ul style="list-style-type: none"> <li>● Growth area drives growth. Strengthen communications/AI infrastructure, operations and security, which support WAKONX.</li> </ul> <p><u>Enhancing the Power to Connect</u></p> <ul style="list-style-type: none"> <li>● Strengthen initiatives for the future. Contribute to realization of sustainable future society in collaboration with partners.</li> </ul>

# Appendix

# FY25-03 Q1-3 Profit for the period -Factors for Change-



Note) Profit for the period attributable to owners of the parent \* Temporary impacts from the reorganization of subsidiaries and affiliates, etc.

# Statement of Financial Position

(as of the end of December 2024)

(Unit: billions of yen)

Property, plant and equipment Intangible assets Rights-of-use assets 4,314.1	Interest-bearing debt 2,917.3
Goodwill 580.0	Trade and other payables 926.3
Trade and other receivables 2,880.3	Borrowings for financial business *2*3 1,309.3
Securities for financial business 443.4	Deposits for financial business *3 4,319.5
Loans for financial business *3*4 4,648.8	
Cash and cash equivalents 866.2	Other liabilities 1,132.1
Other 2,551.6	Equity 5,679.9

KDDI (Consolidated)\*1  
Total assets 16.28 trillion yen

(Unit: billions of yen)

Cash and cash equivalents 636.2	Borrowings for financial business *2 1,354.3
Securities 443.4	Deposit 4,344.9
Loans 4,645.2	
Other 1,298.2	Other 1,323.7

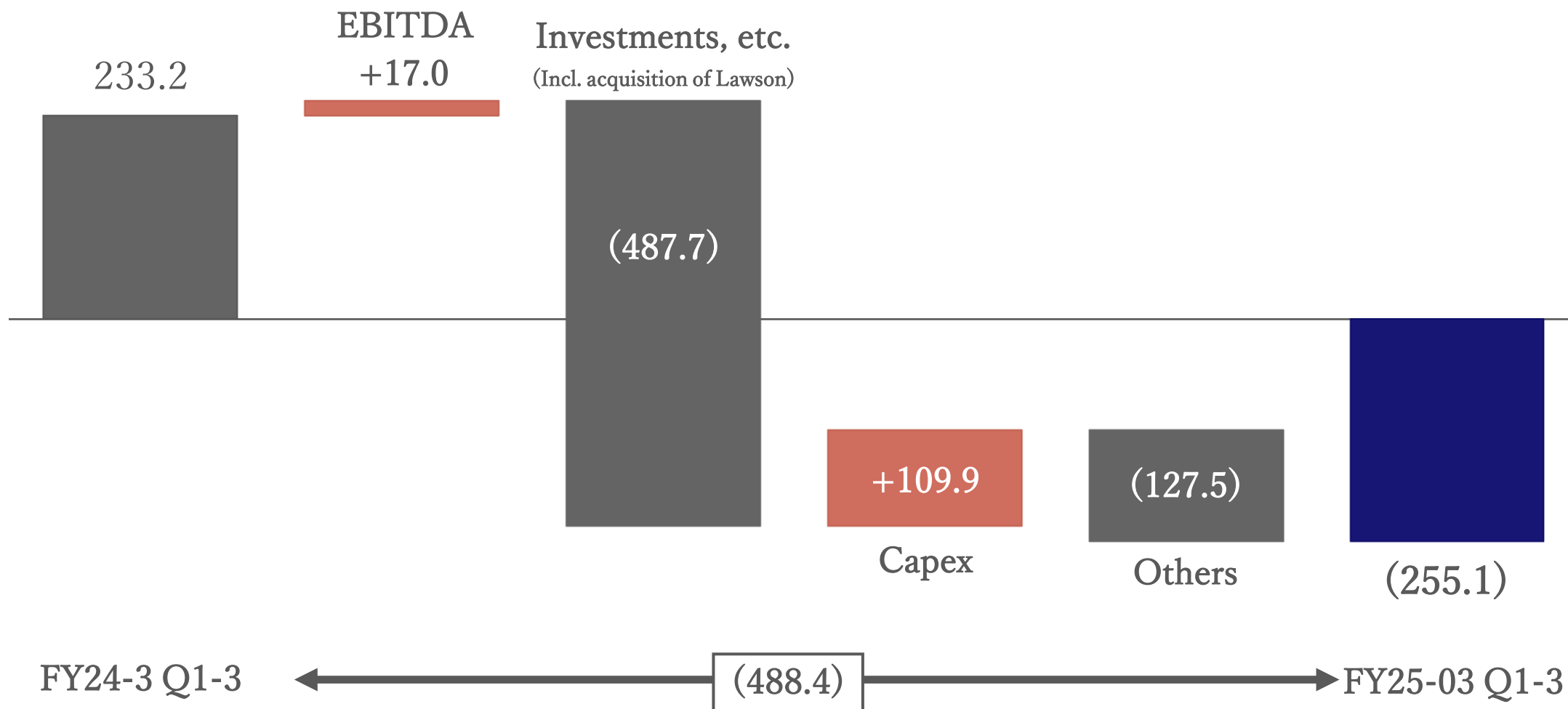
au Financial Holdings (Consolidated)\*1  
Total assets 7.02 trillion yen

\*1 Figures for both KDDI(consolidated) and au Financial Holdings (consolidated) are based on IFRS. \*2 Borrowings for financial business are mainly from Bank of Japan with qualified collateral.

\*3 Excluding inter company transactions \*4 Including loans of group companies other than au Financial Holdings

# FY25-03 Q1-3 FCF -Factors for Change-

(Unit: billions of yen)



Note) Free cash flows are calculated by deducting the financial business (au Financial Holdings) from the consolidated figures.

*Tomorrow, Together*



## Disclaimer

Statements made in these documents with respect to the KDDI Group's performance targets, projected subscriber numbers, future forecasts and strategies that are not historical facts are forward-looking statements about the future performance of the KDDI Group, based on company's assumptions and beliefs in light of the information available at the time they were made. They therefore include certain risks and uncertainties. Actual results can differ from these statements due to reasons including, but not limited to, domestic and overseas situation, economic, trends, competitive position, formulation, revision or abolition of laws and ordinances, regulations or systems, government actions or intervention and the success or lack thereof of new services.

Consequently, please understand that there is a possibility that actual performance, subscriber numbers, strategies and other information may differ significantly from the forecast information contained in these materials or other envisaged situations.