

Telecom Israel Presentation Abstract

I will first explain the development of mobile telecommunication market in the world with a special focus on Japan.

Secondly, I will talk about the fast growing 3G market in Japan, and the factors behind it as well as the usage of our 3G services.

In addition, I will discuss about the development of mobile communication services going forward.

Content

1. Growing Mobile Market

- Global Cellular Phone Penetration
- The Rapid Development of Mobile Market in Japan
- The Characteristics of Mobile Market in Japan

2. Evolution of 3G Services

- Subscriber Growth
- Factors Behind the Rapid Growth of 3G Services
- FOMA ARPU and Data Traffic

3. Development of Mobile Communications Services

- Three Directions of Mobile Communications Service Development
- Evolution of Mobile Communications Services
- New Mobile Services as a Life Style Infrastructure