

16 August 2004

For Immediate Release

SHIRO TSUDA APPOINTED PRESIDENT AND CEO OF VODAFONE K.K.

Vodafone Holdings K.K. and Vodafone K.K. jointly announce that their respective Boards of Directors today selected Shiro Tsuda to be the next President and Chief Executive Officer and Representative Executive Officer of Vodafone K.K. as of 1 December. Effective immediately, Shiro Tsuda will act as an Executive Officer for Vodafone Holdings K.K. and Vodafone K.K. until he assumes his position.

Shiro Tsuda was formerly Senior Executive Vice President at NTT DoCoMo, Inc.

Dr. Brian Clark, who is currently Chairman of the Board and interim President and Representative Executive Officer of the two companies, is scheduled to relinquish his post as interim President on 30 November. Dr. Clark will continue to act as Chairman of the Board and Chief Executive, Vodafone Asia Pacific Region.

Dr. Clark stated: "I am delighted that we have found an individual of Shiro Tsuda's ability, stature and knowledge in the Japanese mobile telecoms industry, which makes him the ideal person for the role. As we continue to make progress in transforming our business operations, I am confident Shiro Tsuda's unrivalled expertise will help make Vodafone K.K. a strong competitor over the mid to long-term."

As a future corporate action, the merger by Vodafone Holdings K.K. and Vodafone K.K. is scheduled to become effective 1 October, subject to regulatory approval. After the merger completes, Vodafone Holdings K.K. will be the surviving entity and be renamed Vodafone K.K.

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For biographical information on Shiro Tsuda, please see the attached appendix.

About Vodafone Holdings K.K.

Vodafone Holdings K.K., formerly JAPAN TELECOM HOLDINGS Co., Ltd., provides mobile services through its 45.08% interest in its subsidiary Vodafone K.K. Vodafone Holdings K.K. is listed on the Tokyo Stock Exchange and the Osaka Securities Exchange, with Vodafone Group Plc holding an indirect interest of 96.08% in the company. Vodafone Holdings' other significant assets are 100% stakes in Japan System Solution Co., Ltd. and Telecom Express Co., Ltd. For more information, visit www.vodafone-holdings.co.jp

About Vodafone K.K.

Vodafone K.K., formerly J-PHONE Co., Ltd., is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides e-mail and internet access to 86% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 139 networks in 105 countries and regions as of 31 July 2004. For more information, please visit www.vodafone.jp

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BIOGRAPHY – SHIRO TSUDA

Vodafone K.K. Executive Officer

Shiro Tsuda, aged 58, joined Nippon Telephone and Telegraph Public Corporation (currently NTT) in 1970 upon graduating from Keio University with an MS in Engineering. After accumulating wide experience in wireless engineering, he was appointed General Manager of the company's Mobile Communication Division in 1990 and helped establish the mobile phone project that later became NTT DoCoMo. With that company's establishment in 1992, Tsuda became involved in corporate strategy as Planning Division Manager.

In June 1996, after becoming a Member of the Board and Corporate Planning Director, Tsuda played a key role in initiating packet-based services in March 1997, listing on the Tokyo Stock Exchange in 1998, and launching i-mode in February 1999.

On becoming Senior Vice President and Network Division Director in April 2000, Tsuda held a concurrent position as IMT Network Planning Project Leader and spearheaded the launch of FOMA, the world's first 3G mobile network based on W-CDMA technology, in October 2001.

From November 2001 to May 2004, Tsuda acted as Senior Executive Vice President and was selected by TIME magazine as one of the "20 Global Influentials" in 2003.

In June 2004 Tsuda became President of DoCoMo Engineering.

Tsuda joined Vodafone K.K. in 16 August 2004 and is scheduled to assume the position of President and CEO on 1 December 2004.

Tsuda is married with 2 sons. His hobbies include golf and the game of "Go".