

Acquisition of a Full Stake in NANGOKU Telephone, Ltd.,
a Mobile Phone Agent Reseller Serving the Kyushu Region

On October 1, NEC Mobiling, Ltd. acquired a full stake in NANGOKU Telephone, Ltd. ("NANGOKU Telephone") and made it a wholly owned subsidiary. As a result of the acquisition, all shops managed by NANGOKU Telephone and those run by its partner companies are now under the control of NEC Mobiling.

NANGOKU Telephone is a leading mobile phone agent reseller with a strong local presence. It currently operates 10 docomo Shops (five directly managed shops and five shops run by partner companies) in Kagoshima Prefecture.

The mobile phone sales market has been booming in recent years since the emergence of smartphones. Steady growth of the market is expected to continue, as more people opt to replace their conventional-feature phones with smartphones.

NEC Mobiling boasts superior technological foundations for system engineering and maintenance services, combined with excellence in running carrier-authorized shops. Its growth strategy calls for the expansion of its nationwide network of shops, which is dubbed its "sales platform," along with the parallel expansion of peripheral merchandise lines in collaboration with vendors.

The recent acquisition of NANGOKU Telephone will pave the way for NEC Mobiling to further expand its sales platform, and this, along with stepped-up efforts to enhance its points of contact with customers through the improved skills of its shop personnel, will enable NEC Mobiling to drive further growth and bring greater corporate value to its shareholders.

For more information/details on NANGOKU Telephone, please see the attachment.

Reference:

Number of shops by NEC Mobiling (including shops run by partner companies) as of October 2012

	NEC Mobiling	NANGOKU Telephone	Total
Number of shops	237	10	247

For further information, please contact the Office of Public and Investor Relations Office,
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Attachment

Overview of NANGOKU Telephone, Ltd.

Name: NANGOKU Telephone, Ltd.

Address: 14-10 Higashisengoku-cho, Kagoshima-shi, Kagoshima Prefecture

Names and titles of Representative:

Takayuki Sugawara, President

Nature of business:

Sale of mobile phones and marketing of solutions for corporate clients

Key business partner:

NTT DOCOMO, INC.

Number of employees:

Approximately 100

Number of shops under management:

10 docomo Shops (5 directly managed shops and 5 shops by partner companies)