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DOCOMO Group's Mid-Term Initiatives

DOCOMO announced in October 2021 the challenge of the New DOCOMO Group and its medium-term strategies and management targets as the New DOCOMO Group Medium-Term Strategies.

Challenge of the New DOCOMO Group

NTT Communications, together with NTT COMWARE, joined the DOCOMO Group to take on the challenge of bringing a new world into reality as the New DOCOMO Group.

How We Will Take on the Challenge and Realize Our Goals

The challenge of the New DOCOMO Group comprises four pillars and three values for attaining our goals.

Challenge of the New DOCOMO Group

- Pursue **Customer First**, Provide new values beyond customer expectations
- Accelerate pace of **DX** and **leveraging Data** in operations, realize better CX and business reform
- Leveraging service/solution/technology developed and nurtured in Japan, roll out our businesses **globally**
- Pursue business and ESG as one, contribute to creating a **sustainable** society

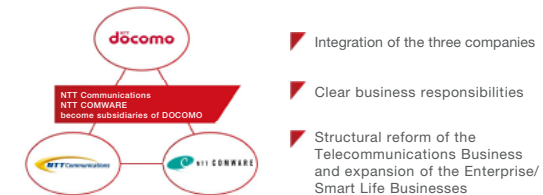


- One Step Ahead**
Not following; predict and move in advance
Keep challenging with positive thinking
- Openness**
Create innovations with customers and partners
- Trust**
Gain a trust from customers/partners by committing words to action, and fair interactions

The New DOCOMO Group

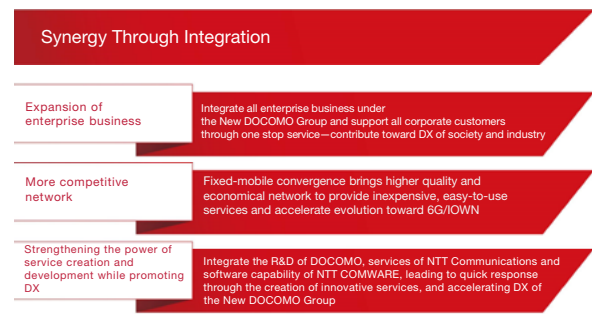
NTT Communications along with NTT COMWARE joined the DOCOMO Group to expand its business domain to encompass mobile, services, and solutions and create a new world as the New DOCOMO Group. Unifying management policies and functions of the three companies and more clearly defining their respective roles will streamline the Group's decision-making process and enable the organization to operate with greater agility and flexibility. We seek to grow the Enterprise Business and Smart Life Business and drive forward the structural reform of the Telecommunications Business to release innovation that will transform society.

As the New DOCOMO Group, we are expanding our business domain to encompass mobile, services, and solutions and create a new world



Synergy Through Integration

The New DOCOMO Group will generate three significant synergies by integrating the functions of the three companies.





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Under the new DOCOMO Group's enterprise business brand, "docomo business," NTT Communications' role is to provide a one-stop shop for services and solutions that support the DX of corporate customers. Not only do we help them to develop their global businesses, but we also support DX in local communities and promote structural reform in society and industry through our new fixed-mobile convergence services, 5G IoT services and solutions, and secure data distribution, based on our Mobile First, Cloud First strategy, toward realizing a Smart World and ultimately creating a sustainable society.

