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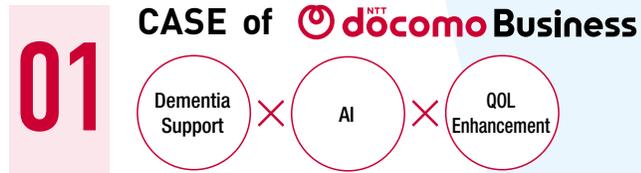
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Overcoming Social Challenges through Our Business



Addressing Dementia through Simple Brain Health Checks

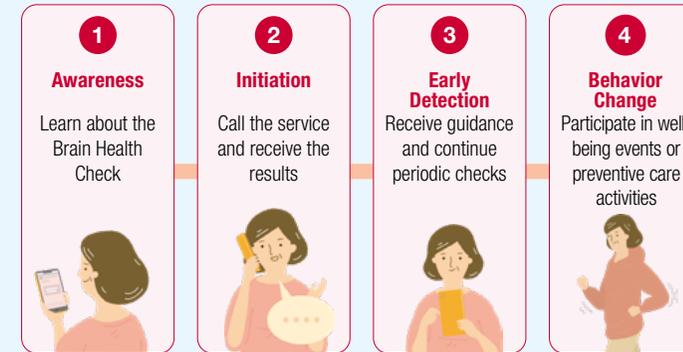


Social Issue

The Rising Prevalence of Dementia Due to an Aging Population

With Japan's rapidly aging population, the number of people with dementia continues to rise. According to the Ministry of Health, Labour and Welfare, more than one in four older adults in Japan show symptoms related to cognitive impairment, including mild cognitive impairment, which is considered a precursor of dementia. This proportion is expected to grow further in the coming years. Dementia can present significant challenges in daily life for individuals and also place emotional and physical burdens on their families. It also places greater strain on public long-term care and medical budgets, making it a broader social issue. Because early detection is key to maintaining quality of life, more companies and local governments are offering screening programs for employees and residents. However, many are still struggling to design effective measures, while demand is rising for practical solutions.

[Brain Health Check Steps]



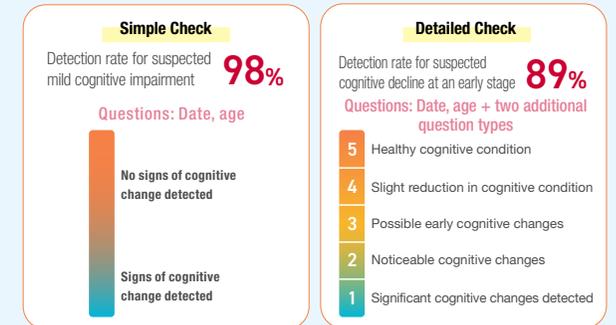
Solution

Extending Brain Health Span through Cognitive Function Checks

To help address social challenges associated with the increase in dementia, NTT DOCOMO BUSINESS is offering a service for local governments and corporations that checks brain health status over the phone and contributes to preventing dementia and maintaining cognitive function. This initiative is based on creating a society in which fewer individuals, families, and employers experience anxiety related to dementia. Developed in collaboration with Nippontect Systems Co., Ltd., a company that supports older adults and dementia care, the service was launched in April 2024 following two clinical trials that began in September 2022. The service uses the telephone as an interface that is easier for older adults to access. Users, including residents of contracting municipalities or customers of contracting companies, call a dedicated number and respond to automated guidance. From their responses, AI assesses potential cognitive decline using a two- or five-level scale, and the results are provided immediately. Requiring only about six minutes, the service has very little impact on the user and can be accessed from home. This eliminates the need to schedule or visit a specialized medical institution and allows users to participate without concerns about being observed by others. When signs of cognitive decline are detected, the system guides users toward recommended actions they can take, such as contacting consultation services, thereby facilitating behavior change and enabling early intervention.

Many local governments have been struggling with the growing burden of care-related costs and services. Companies managing customer assets or personal information, such as financial institutions, are also seeking ways to prevent issues that may arise when people are no longer able to handle personal affairs adequately. We are using this service as a starting point to extend healthy life expectancy and address the challenges associated with dementia.

Overview of Cognitive Function Assessment (Level 2 / Level 5)



Our Vision of Society

Reducing Public Anxiety over Dementia

Takeuchi: Dementia symptoms are often difficult to recognize, which tends to delay responses. We are continually improving this service to make it easier to use and to establish it as part of a nationwide infrastructure that anyone can access. We want to help delay the onset of dementia and contribute to addressing social challenges such as shortening the period of required care and lowering medical expenses.

Miwata: We are working with partner companies to establish a seamless support system, from the initial cognitive assessment to detailed examinations at medical institutions. Well-established follow-ups help ease concerns after the cognitive check and make it easier for users to take the first step. We want more people to feel less anxious about dementia and encourage everyone to maintain their brain health.



Yoshiko Takeuchi
Smart Healthcare Taskforce, Smart World Business



Kenta Miwata
Business Design Section, First Business Solutions Department



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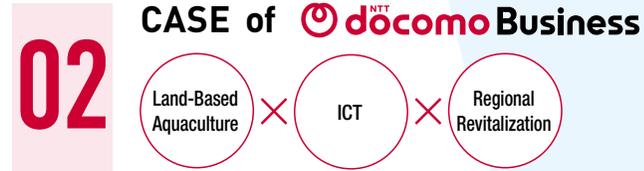
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Regional Revitalization through Development and Provision of the Land-Based Aquaculture ICT Platform

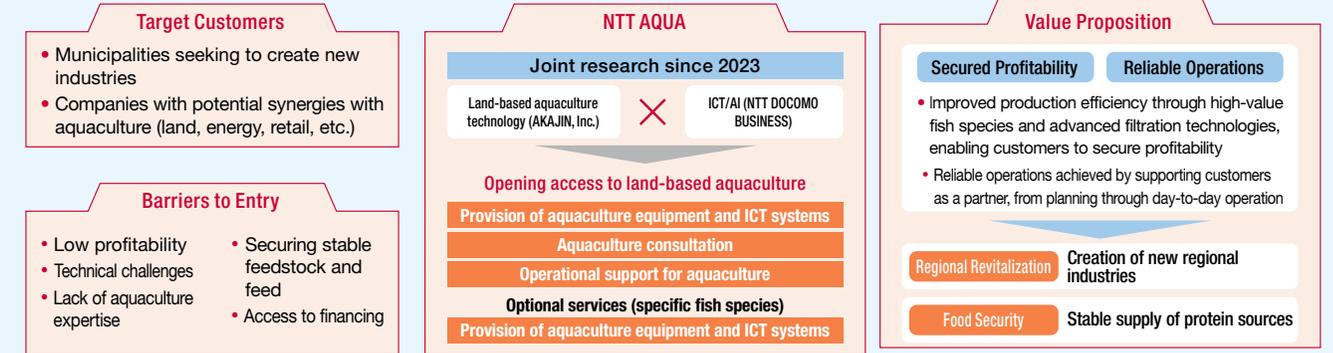


Social Issue

Urgent Need for Industrial Development in Depopulated Areas

Japan's depopulated rural areas now account for roughly 60 percent of the country's land area, and ongoing population decline is eroding regional vitality and increasing the risk of further contraction. Many of these areas have served as the backbone for Japan's primary industries. In coastal regions, the aging of the fisheries workforce and acute labor shortages have become major challenges, contributing to the decline of a fish consumption culture and raising concerns about a decrease in national food self-sufficiency. One potential solution is land-based aquaculture. Although it requires more advanced technology than offshore aquaculture, land-based aquaculture provides easier control of the rearing environment and more stable production. It is increasingly viewed as a promising new business opportunity for regional revitalization, even for those without prior experience, since it does not require fishing rights and because ICT can lower the barriers to entry.

[Value Proposition of the Land-Based Aquaculture ICT Platform]



Solution

Opening Access to Land-Based Aquaculture

NTT DOCOMO BUSINESS developed the ICT Buoy, a device that visualizes sea conditions, to support areas affected by the Great East Japan Earthquake and has since been addressing challenges in fisheries across Japan. Subsequently, through joint research with AKAJIN, Inc., a company in Okinawa with advanced water-filtration technology, NTT DOCOMO BUSINESS established NTT AQUA Inc. in December 2024 as a Group company responsible for researching, developing, and providing circulating land-based aquaculture systems.

Opening access to land-based aquaculture as envisioned by the two companies provides the advantage of integrating the advanced water-filtration technology from AKAJIN Inc. with land-based aquaculture facilities and ICT/AI. Unlike conventional biological filtration tanks, this filtration method is easy to maintain, significantly improves production efficiency, and eliminates the need for biological filtration tanks. As a result, it offers excellent space efficiency and makes it possible to repurpose unused facilities such as closed school buildings or vacant properties. The role of NTT AQUA Inc. is to build the ICT platform that supports day-to-day operations in land-based aquaculture. The company has developed a dashboard, drawing from its experience with the ICT Buoy, that allows operators to monitor water quality and temperature and the status of aquaculture equipment through sensors. This facilitates the integrated management of collected data on the platform and provides remote support to aquaculture operators in the event of abnormalities.

The company currently provides a fully integrated service spanning the provision of aquaculture equipment and ICT systems tailored for premium grouper species, as well as aquaculture consulting, remote operational support, and feed development and sales. Going forward, it intends to evolve its system for higher production efficiency by establishing an operational track record and applying AI analysis, thereby expanding the scope of land-based aquaculture.

Our Vision of Society

Expanding Land-Based Aquaculture across Japan

NTT AQUA's mission is to work with local communities to share stories of regional revitalization through land-based aquaculture. We can play a role in local renewal and regeneration, even at the early stage of business development, by listening carefully to the real conditions and needs of each region. While our operations currently focus on a limited number of fish species, we expect to expand the range of species that we can handle as we gather data through our business activities for advanced AI analysis. Looking further ahead, we plan to collaborate with universities on research that repurposes wastewater from land-based aquaculture to support ecosystems and environmental conservation. Our goal is to offer solutions that increase the number of new entrants into land-based aquaculture across Japan and help ensure their business success, thereby enabling more communities to regain vitality through this new industry.



Keiichi Yamamoto
President & CEO
NTT AQUA Inc.



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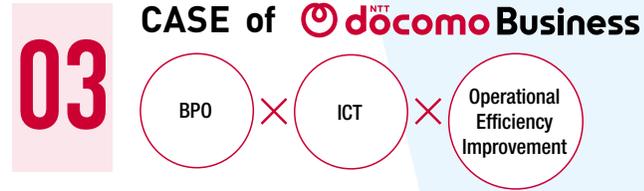
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Accelerating Corporate DX through Digital BPO®

• Digital BPO® is a registered trademark of transcosmos inc. and refers to a suite of services that support business transformation by integrating BPO operations with various digital technologies.



Social Issue ▶

Challenges in Advancing DX Independently

Amid growing labor shortages caused by a declining birthrate and aging population, many companies are urgently striving to improve productivity and reduce labor needs. A growing number of organizations are looking to DX to secure sustainable growth. However, the rapid evolution of ICT and shortage of digital talent have made it difficult for companies to advance DX on their own. This has heightened the need to actively leverage technologies such as AI that can substitute for human labor, as well as external resources such as BPO*.

*Business process outsourcing is the practice of contracting specialized providers to handle an entire portion of a company's business processes from planning and design through execution.



Solution ▶

A Solution that Accelerates Corporate DX

NTT DOCOMO BUSINESS launched the full-scale implementation of its Digital BPO® solution in April 2025, following its strategic business alliance with transcosmos inc., a leading company in the BPO services industry.

This solution combines the latest ICT infrastructure and technologies from NTT DOCOMO BUSINESS with the advanced expertise and capabilities of transcosmos's specialized personnel to provide a broad range of digital BPO services, across both core and non-core business areas, as a one-stop solution. This extensive, comprehensive solution encompasses Business BPO Services that digitize, automate, and optimize standardized business processes; Next-Generation Contact Centers for handling everything from system development to operation and management; Corporate Back Office, which improves efficiency in indirect operations such as HR, time and attendance management, accounting, and procurement; and IT Outsourcing that centrally manages IT infrastructure operations and security measures.

For companies adopting Digital BPO®, this service accelerates DX, improves operational efficiency, and reduces costs while raising service quality specialized outsourcing. By entrusting non-core operations to external partners, companies can concentrate on core business activities. In addition, the operational data obtained through Digital BPO® can be further leveraged to generate new value.

Digital BPO® has already attracted strong interest from many companies and is off to a solid start. Going forward, NTT DOCOMO BUSINESS will continue to strengthen its collaboration with transcosmos through the delivery of this solution, address customer challenges in line with their specific needs, and support the acceleration of DX across society as a whole.

Our Vision of Society ▶

Resolving Social Issues by Leveraging the Strengths of Both Companies

The release of Digital BPO® represents a highly complementary collaboration between NTT DOCOMO BUSINESS and transcosmos, offering customers a high-quality service for simultaneously benefiting from the strengths of both companies. For example, transcosmos has long provided services that automate the collection and calculation of corporate GHG emissions data. Integrating NTT DOCOMO BUSINESS's ICT capabilities makes it possible to deliver a one-stop solution that not only visualizes and analyzes these data but also provides consultation services for future emissions reduction. Moreover, the continued integration of our respective solutions and services could accelerate the growth of our social contribution. Looking ahead, we intend to take on broader social challenges, such as managing entire regional autonomous driving systems as a comprehensive BPO service.



Shunsuke Sakakura
General Manager, Fifth Business Solutions
(as of July 2025 interview)



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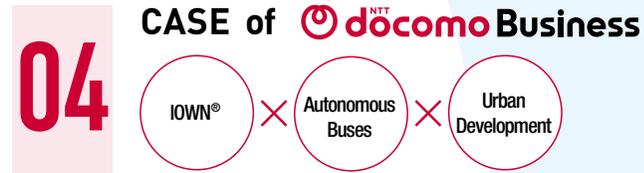
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Achieving Sustainable Public Transportation with Autonomous Route Buses



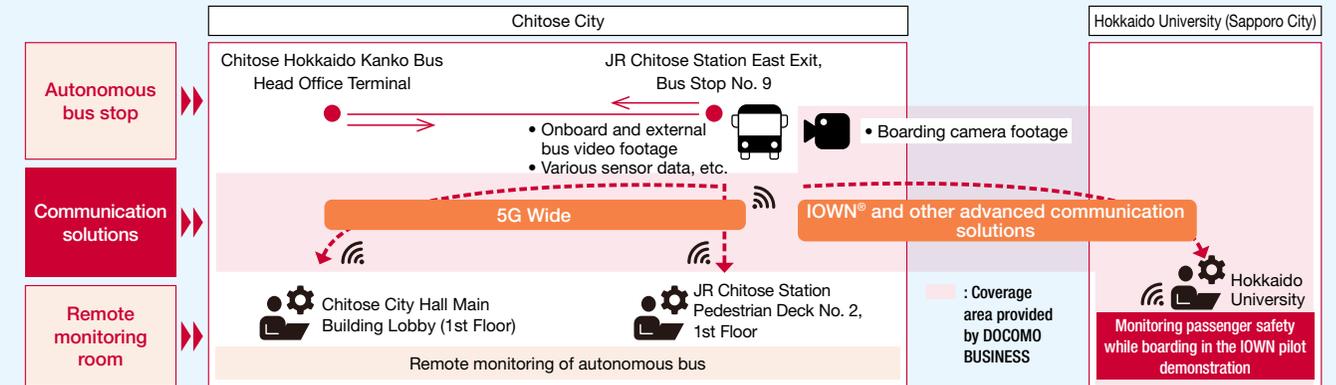
Social Issue

A Worsening Shortage of Public Transportation Drivers

Amid nationwide trends of declining birthrates, a shrinking population, and an aging society, Japan's public transportation sector is facing an increasingly severe shortage of drivers. Reductions in route bus services and the discontinuation of lines are particularly evident in regional areas, significantly affecting the daily life of residents and also local tourism. This trend is expected to accelerate with the aging of drivers, creating an urgent transportation issue across the country.

Many regions have recently introduced autonomous driving initiatives to sustain the operation of route buses, which continue to serve as an essential means of mobility in local communities. Expectations are high that the public availability of autonomous driving will open a key pathway to achieving sustainable regional transportation.

[Autonomous Bus Demonstration]



Solution

Addressing Regional Transportation Challenges through the Early Deployment of Autonomous Buses

In November 2024, NTT DOCOMO BUSINESS partnered with Chitose City and multiple partner companies in a pilot demonstration of autonomous route buses in Chitose, Hokkaido. This pilot was part of HOKKAIDO IOWN® CAMPUS, a new collaborative effort involving companies, local governments, and academic institutions in Hokkaido for developing diverse industries and addressing regional challenges.

The demonstration tested Level 2 autonomous driving, in which the driver intervenes as necessary, on a route bus connecting the city center and a district with a high concentration of elderly residents while concurrently evaluating the effectiveness of remote monitoring. Video footage of passenger boarding and alighting as well as driving footage was transmitted to a remote control center using IOWN® APN*1 and 5G Wide*2. The demonstration examined passenger safety during boarding and alighting and the stability of video transmission under congested network conditions during commuting hours. Since video analysis increasingly relies on AI, highly precise, low-latency video transmission is essential for rapid remote response without onboard staff intervention to incidents such as passengers falling. The pilot confirmed the feasibility and effectiveness of low-latency, high-resolution, and stable video transmission, indicating progress toward Level 4—nearly fully autonomous driving. Subsequent demonstrations will build on these findings toward accelerating the deployment of autonomous driving to increase the convenience of public transportation in Chitose City and provide a solution to the nationwide shortage of drivers.

*1 A key technology of NTT's IOWN initiative, a next-generation network and information-processing platform based on advanced optical technologies for high-capacity, low-latency transmission.

*2 Technology that ensures stable communication and higher speeds through packet-priority control even over congested networks.

Our Vision of Society

Creating More Livable Cities through the Power of Mobility

Murakami: Going forward, we will further improve operational accuracy to enable immediate response to emergencies, while also addressing the challenges posed by heavy snowfall and cold climates. We hope the early deployment of autonomous buses will lead to making more cities sustainable and livable across Hokkaido.

Aikawa: Chitose City is expected to attract new residents as it develops into a hub for the semiconductor industry. We will work to ensure that autonomous buses and transportation DX open new possibilities for the city's sustainable development and the growth of local industries.

Hasegawa: Our goal in expanding these efforts to other regions and adapting them for on-demand mobility services is to lead municipalities and transportation operators into a future where people have choices based on the ability to travel and freedom of movement is a part of everyday life through the power of telecommunications and mobility.



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