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Our Vision of the Future

NTT DOCOMO Group Vision

Bridging worlds with technology and integrity to inspire value creation and fill the world with happiness.

The Group Vision expresses how the DOCOMO Group will create new value.

The DOCOMO Group has diverse business areas. With “bridging” as a source of our value creation, we link and combine the strengths of each business to create new value together with our partners and then deliver that value to customers and communities.



Our Mission

Creating communications methods that open up new possibilities for people and our world

We aim to create a world that maximizes the potential of people, organizations, and societies, giving them the opportunity to shine. In such a world, every person can lead rich and contented lives, cooperating in harmonious freedom.

This is why we will keep striving to create innovative, user-friendly communication methods that optimize the flow of information in our society.

Sustainability Policy

The NTT DOCOMO BUSINESS Group aims to realize a sustainable future. As your value partner, we will take initiatives to overcome social challenges and drive the emergence of new value by creating a new way of communication that will open the door to possibilities for people and the world.



Priority Areas in the Sustainability Policy and Our Vision of the Future



Society

A better future characterized by innovation, vitality, resilience, safety, and security, in which sustainable development is achieved through value creation.

For more details, see: [P.028](#)



Environment

An eco-friendly future characterized by carbon neutrality, closed-loop recycling, and harmonious coexistence with nature based on the preservation of biodiversity.

For more details, see: [P.044](#)



Human Resources

A future rich in diversity based on mutual respect and enhancement and where everyone can shine in their own way and play a valuable role in society.

For more details, see: [P.080](#)



Governance

A future in which the Company is trusted for its lofty ethics and solid governance and develops a sustainable society for the future based on diverse co-creation.

For more details, see: [P.111](#)



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Our Vision of the Future



Message from the Chief Sustainability Officer

Promoting Social Innovation as an IT Company to Create a Sustainable, Well-Being-Oriented Future that Inspires Surprise and Excitement

Yuji Sasaki Executive Vice President, In charge of Sustainability

Sustainability is directly connected to our future daily lives and related to global environmental concerns and the medium- to long-term state of the world. While sustainability frameworks and disclosure have accelerated globally, led by Europe, Japan has set ambitious GHG emission reduction targets, pledging to the United Nations a 46% reduction by fiscal 2030, 60% by fiscal 2035, and 73% by fiscal 2040 (from fiscal 2013 levels). The government is implementing various policies to achieve these targets, which are also affecting businesses. As a member of the NTT Group and DOCOMO Group, NTT DOCOMO BUSINESS has defined 12 Priority Activities (materiality) in the four Priority Areas of society, the environment, human resources, and governance, as outlined in its Sustainability Policy, under the mission of “creating communication methods that open up new possibilities for people and our world.” All employees work together to achieve 36 specific KPIs in these areas.

DX and GX are viewed as pillars of Japan’s future economic growth, with the explosive increase in electricity consumption driven by rapid AI advancements emerging as a major social challenge. In response, NTT DOCOMO BUSINESS is promoting initiatives that support watt-bit collaboration through its IOWN® low-latency network. Specifically, we provide AI-centric

ICT platforms optimized for the AI era by combining flexible network services, which ensure safety and security while allowing bandwidth adjustments, such as docomo business APN Plus powered by IOWN® and NaaS docomo business RINK®, with Green Nexcenter®, which supports liquid-cooled servers, and private AI data centers (containerized).

Meanwhile, NTT DOCOMO BUSINESS is co-creating a sustainable digital society with its customers, partners, and other stakeholders. The OPEN HUB PARK co-creation platform has welcomed approximately 4,300 visitors. It has also generated new DX solutions, including the industry-specific MleCO₂ system for visualizing GHG emissions, a vegetation management system using satellites, and the Morikati platform for generating forest J-Credits. These solutions are underpinned by concepts and ICT unique to NTT DOCOMO BUSINESS, such as Smart World and the Smart Data Platform. Going forward, we will continue to collaborate with stakeholders to build a decarbonized, closed-loop, and sustainable society.

Innovations such as these are driven by the “power of people.” NTT DOCOMO BUSINESS practices human capital management, ensuring every employee consistently demonstrates their capabilities and plays an active individual role in response to the needs of society. Specifically, we emphasize autonomous

career development while advancing a diverse and inclusive human resources strategy, including women’s empowerment. Moreover, we are building a resilient and secure governance system rooted in respect for human rights, fostering a corporate culture grounded in ethics, and promoting dialogue with stakeholders.

In 2025, we changed our long-established company name to NTT DOCOMO BUSINESS in line with the restructuring of the NTT Group. While our role and commitment to driving social innovation as an Industrial and Regional DX Platformer remain unchanged, we took this opportunity as a member of the NTT DOCOMO Group responsible for the overall ICT business, to review several KPIs to enable more integrated progress on sustainability initiatives. By pursuing activities in the four Priority Areas and conducting sustainability management through the PDCA cycle, we will open up new business and growth opportunities while minimizing risks. In addition, we have linked particularly important KPIs, such as GHG emissions and customer engagement rate, to the compensation of all managers to firmly support these activities.

To meet expectations worldwide, NTT DOCOMO BUSINESS will continue to work, as an ICT company, together with our stakeholders through our business activities toward establishing a sustainable well-being-oriented society that inspires surprise and excitement.