

## We will redefine values for a “new normal” in the wake of COVID-19 and reconnect people, businesses and society toward achieving the SDGs and realizing a sustainable future.

The NTT Communications Group established its new corporate mission of “Creating communication methods that open up new possibilities for people and our world” upon its 20th anniversary in 2019. We also implemented bold reforms as we underwent major changes in the wake of the global reorganization of the NTT Group as a whole, such as overhauling our organization to respond to the digital transformation of our customers and realizing a Smart World in which ICT is used to resolve social issues.

We are in the midst of an unprecedented period of social change triggered by the COVID-19 pandemic. In the resulting “new normal,” premised on a remote world (decentralized society), consumers, businesses and society need to embrace fundamentally different world views and values. Instead of solely focusing on efficiency and convenience, as we have in the past, greater emphasis must be placed on values such as adopting the consumer’s viewpoint, demonstrating resilience to change and contributing to the realization of a sustainable society.

To quickly respond to such changes, we will seek to redefine the values for a remote world and co-create with customers, partners and other stakeholders in the restoration of safe, secure and flexible connections between people, businesses and society for a sustainable future.

This aspiration is expressed by the term “Re-connect X,” which we have designated as our new business vision. Specifically, we will construct a new Smart Data Platform for sharing the use of data with our customers and partners to accelerate digital transformation. Our goal is to realize a Smart World by developing ICT solutions that

**Toru Maruoka**

President & CEO  
 NTT Communications Corporation

cater closely to social needs and applying them for diverse purposes, including manufacturing, education, work style reform and urban development. We will also rise to the challenge of creating new values by transcending business and industry boundaries and spearheading efforts to apply our business activities to CSR.

Looking ahead, we will continue to open up new possibilities by deploying our strengths in ICT to address social issues that arise in the “new normal” world. We will always heed the voices of our stakeholders and society as a whole as we seek to play a major role in achieving the SDGs and realizing a sustainable future.

