

NTT Communications Corporation Sustainability Report 2022

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Business Strategies

Challenge of the New DOCOMO Group

DOCOMO announced its new brand slogan, "Changing worlds with you." to express our aspiration to realize new worlds with ALL you's.

Now that we have welcomed NTT Communications and NTT COMWARE into the Group, we will continue 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

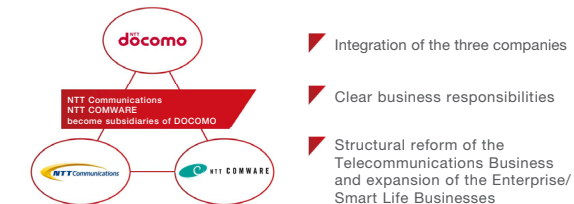
Trust

Gain a trust from customers/partners by
committing words to action, and fair
interactions

The New DOCOMO Group

To expand our business domain to encompass mobile, services, and solutions and create a new world as the New DOCOMO Group, we converted NTT Communications and NTT COMWARE into subsidiaries. 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.

Synergy Through Integration



NTT Communications' Role in "docomo business"

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.

