
Medium-Term Strategy

“Declaration beyond” Actions Taken

(FY2019/3Q)



Medium-Term Strategy

“Declaration beyond”: Actions Taken (1)

Value & excitement to customers

Declaration 1

Market
leader

“d POINT” participating stores outside Japan **exceeded** **100 stores**

Executed a campaign that offers up to 3,000 give-away points for purchases made at overseas “d POINT” participating stores commemorating the 1-year anniversary of start of “d POINT” service in Hawaii. (Announced Nov. 20)

Declaration 2

Style
innovation

Started joint business for “**embot**” with TOMY Company, Ltd.

Jointly promoted full-scale deployment of “embot” programming education service that uses a cardboard robot kit. (Announced Oct. 29)

Declaration 3

Peace of mind
and comfort
support

Free-of-charge provision of initial handset set-up and data transfer services at all docomo Shops

Provision of free-of-charge support at all docomo Shops for customers that purchase handsets at docomo Shops and requests initial handset set-up and data transfer services. (Started Dec. 1)

Medium-Term Strategy

“Declaration beyond”: Actions Taken (2)

Value co-creation with partners

Declaration 4

Industry
creation

World’s first **dynamic DOOH business** in railway vehicles

Agreed to promote business together with Saitama Railway Corporation, BiZright Technology Inc. and LIVE BOARD, Inc. (Announced Nov. 11)

Declaration 5

Solution
co-creation

Started providing **Mobile Spatial Statistics** **“Real-time Population Survey (domestic)”**

A new demographic statistics service that provides population distribution data in 10-minute intervals for up to 1 hour before (Announced Dec. 3)

Declaration 6

Partner business
expansion

Entered into capital and business alliance agreement **with Showcase Gig**

Aim to proliferate OMO through coordination with “d Payment” mini app platform (Announced Dec. 5)

- ◆ World’s first: According to BiZright Technology Inc. (as of Nov. 10, 2019)
- ◆ DOOH: Abbreviation for Digital Out of Home, a general term for digital advertisement provided outside home.
- ◆ OMO: Abbreviation for Online Merges with Offline, a new retail shop experience converging online and offline services.

FY2017 Key Initiatives

	1Q	2Q	3Q	4Q
	<p>○ Announced “Declaration beyond”</p>			
<p>Declaration 1</p> <p>Market leader</p>	<p>● “Simple Plan”</p> <p>● “docomo with”</p>		<p>● Increased handsets eligible for “docomo with”</p>	<p>● “Ichioshi Pack”</p>
<p>Declaration 2</p> <p>Style innovation</p>	<p>● “MieruRusuden” (Voicemail to text)</p>	<p>● “d job”</p>	<p>● “d car share”</p>	<p>● “dTV channel”</p> <p>● AI taxi</p> <p>● Trial on automatic sports photography/analytics</p> <p>● Development of drone platform “docomo sky”</p>
<p>Declaration 3</p> <p>Peace of mind and comfort support</p>			<p>● Chat support for various online procedures</p>	<p>● “docomo Smartphone Class”</p>
<p>Declaration 4</p> <p>Industry creation</p>	<p>● 5G trial site</p>		<p>● 5G trial event (“YOYOGI CANDLE 2020”)</p>	<p>● “DOCOMO 5G Open Partner Program”</p>
<p>Declaration 5</p> <p>Solution co-creation</p>		<p>● AI-based IoT solution for primary industry</p>	<p>● “LANDLOG”</p> <p>● “Location Net” (Top Gun sales project)</p>	<p>● LPWA IoT-enabled home appliance verification trial (To start 2018 fall or beyond)</p>
<p>Declaration 6</p> <p>Partner business expansion</p>		<p>● AI agent API</p>		<p>● Collaboration with MatsumotoKiyoshi (Support of “d Payment”)</p> <p>● IoT platform for construction sites (β version)</p>

FY2018 Key Initiatives

	1Q	2Q	3Q	4Q
Declaration 1 Market leader	<ul style="list-style-type: none"> “Basic Pack”/ “Basic Share Pack” 	<ul style="list-style-type: none"> docomo Hikari Contract renewal loyalty points 	<ul style="list-style-type: none"> “Welcome Sumaho Wari” discount 	<ul style="list-style-type: none"> Disney DELUXE Official launch of Packet Pack Overseas Option: Limited Area plan DOCOMO Smartphone program for over 60
Declaration 2 Style innovation	<ul style="list-style-type: none"> “my daiz” “d Payment” 	<ul style="list-style-type: none"> “Hikari TV for docomo” 		<ul style="list-style-type: none"> New live performance experience “Shintaikan Live” AI-operated bus (Started Apr. 1, 2019)
Declaration 3 Peace of mind and comfort support		<ul style="list-style-type: none"> Improved service offerings of online shop 	<ul style="list-style-type: none"> Full-scale introduction of shop visit reservation Lowered max. repair fee of Mobile Device Protection Service 	<ul style="list-style-type: none"> Mieru Denwa
Declaration 4 Industry creation	<ul style="list-style-type: none"> 5G Open Lab Yotsuya PLAY 5G 	<ul style="list-style-type: none"> 5G Open Lab OSAKA docomo 5G Open Cloud 	<ul style="list-style-type: none"> 5G Open Lab OKINAWA 	<ul style="list-style-type: none"> 5G Open Lab GUAM
Declaration 5 Solution co-creation			<ul style="list-style-type: none"> LTE-M “Glass antenna” base stations DOCOMO Open House 	<ul style="list-style-type: none"> Establishment of empheal, Inc.
Declaration 6 Partner business expansion		<ul style="list-style-type: none"> Globiot Ad Wi-Fi 		<ul style="list-style-type: none"> Establishment of LIVE BOARD, Inc.

The new of today, the norm of tomorrow

