Community Investment

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11. Community Investment > Initiatives on Community Investments

NTT DOCOMO believes that building a sound relationship with society is essential for developing a sustainable business. As a good corporate citizen, DOCOMO contributes to realizing a prosperous and peaceful society by collaborating with diverse stakeholders to effectively address regional and social concerns.

**Initiatives on Community Investments**

**Basic Policies and Philosophy**

**Policies for Community Investments**

The DOCOMO Group seeks to engage with the local community in the public and private domains as a good corporate citizen, and we actively strive to bring comfort and fulfillment to the local community.

We also strive to eliminate the negative aspects associated with smartphones and mobile phones amid the rapid development of ICT, with the aim of being a company that contributes to the sound development of society.

We will specifically center our efforts on the following five priorities areas.

**DOCOMO Group’s Priority Areas**

1. Safety and Security
2. Nurturing the Next Generation
3. Disaster Prevention and Response
4. The Environment
5. The Local Community

**Management System**

We have established a system for promoting CSR that is unique to the DOCOMO Group, in which DOCOMO’s head office sets out the basic policies and overall direction of activities and a CSR officer, assigned by each Group company, independently develops activities tailored specifically to the business operation and regional characteristics of each company.

To further enhance the effectiveness of our community investment initiatives, these officers regularly exchange information to understand the challenges and needs facing each region and to share the results of DOCOMO Group activities and the annual action plan for the fiscal year among Group companies.

As a member of the One-Percent Club of the Nippon Keidanren (Japan Business Federation), we have fully adopted its commitment to voluntarily contribute at least 1% of our ordinary profit to community investments as a major guideline of our community investment activities. In fiscal 2017, we set aside about 6.49 billion yen for community investment expenses. In addition, we annually review our donations to ensure that they are closely aligned with the needs of the local communities in a broad range of areas.

<table>
<thead>
<tr>
<th>Major Areas of Our Community Investments</th>
<th>Number of Activities*</th>
<th>Number of Participants</th>
<th>Expenditures (million yen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental conservation</td>
<td>249</td>
<td>27,959</td>
<td>1,032</td>
</tr>
<tr>
<td>Social welfare</td>
<td>125</td>
<td>1,788</td>
<td>973</td>
</tr>
<tr>
<td>Support for disaster-stricken areas</td>
<td>59</td>
<td>513</td>
<td>108</td>
</tr>
<tr>
<td>Education and cultural promotion</td>
<td>168</td>
<td>544</td>
<td>1,573</td>
</tr>
<tr>
<td>Local community development and dialogue</td>
<td>507</td>
<td>2,250</td>
<td>815</td>
</tr>
<tr>
<td>Sports promotion</td>
<td>92</td>
<td>1,800</td>
<td>1,967</td>
</tr>
<tr>
<td>International exchange activities and others</td>
<td>11</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,211</strong></td>
<td><strong>34,944</strong></td>
<td><strong>6,486</strong></td>
</tr>
</tbody>
</table>

*Each monetary donation, donation of goods, and free use of facilities is counted as one activity.
The DOCOMO Group is engaged in business activities rooted in local communities. We believe that facilitating dialogue with these communities through our community investments will eventually benefit us in terms of business opportunities and risk avoidance. Therefore, we are proactively engaged and investing in activities in the following areas.

<table>
<thead>
<tr>
<th>Category</th>
<th>Ratio</th>
<th>Major Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment in local communities</td>
<td>62.4%</td>
<td>Cooking classes, etc., provided to support the mental health of victims of the Great East Japan Earthquake.</td>
</tr>
<tr>
<td>Charities</td>
<td>4.8%</td>
<td>Implementation of the Online Fundraising Site (Charity site) (p. 139)</td>
</tr>
<tr>
<td>Commercial initiatives</td>
<td>32.8%</td>
<td>Installation of product PR booths at our sponsored regional events</td>
</tr>
</tbody>
</table>

*Based on expenditure amount for the community investments

### Initiatives on Community Investments

**Disaster Relief Provided by DOCOMO**

- Implementation of the Tohoku Relief Fund for DOCOMO Group employees (p. 135), Initiatives through the Mobile Communication Fund (p. 137)

**NPO Mobile Communication Fund (MCF)**

- Funding for initiatives (charity site) (p. 138)

**Corporate Social Responsibility (CSR)**

- Contributions to the community by taking part in the preservation of the Aomori Nebuta music festival
- Provision of music entertainment performances at care facilities for the elderly and people with disabilities
- Providing musical entertainments for facilities for people with disabilities (DOCOMO Woods program (49 areas in all the stages from restoring to maintenance), Hearty class)
- Conducting practice-based disaster training, including activities required in all the stages from restoring communications to supporting evacuees at least once a year

**Supporting Education**

- Accepting 40 exchange students from Asian countries every year as a human resources development program for the next generation, which will lead future telecommunications businesses
- Achieving the goal of holding classes 100 times or more to teach about smartphone and mobile phone use for people with disabilities (DOCOMO Family Class)
- Achieving a higher number of people compared to the previous fiscal year, who participate in clearing around the company building and along a nearby riverside and in local events

**Promoting Regional Development**

- Implementing practice-based disaster training, including activities required in all the stages from restoring communications to supporting evacuees at least once a year (except for natural disaster, etc.) heal
- Accepting 40 exchange students from Asian countries every year as a human resources development program for the next generation

**Promoting ICT literacy**

- Providing ICT lessons to 1 million or more through mobile phone use
- Reaching 40 students at least once a year

In addition to annual paid holidays, employees can take a "life planning vacation" when they want to participate in a volunteer activity. In fiscal 2017, 455 employees took this type of vacation. Particularly for the areas affected by the Great East Japan Earthquake that require long-term assistance, we established the TOHOKU Reconstruction Support Office in 2011 to provide help that goes beyond short-term volunteer projects and donations.

We continue to provide support for reconstruction of the affected areas through the TOHOKU Reconstruction Support Office, which seeks to listen to local citizens and work with them to help local communities solve problems and develop businesses that can revitalize the places they live.

For more details about our support activities, please see page 138 and visit our website.

Rainbow Project for the Recovery and Rebirth of Tohoku (in Japanese only)

http://rainbow.nttdocomo.co.jp/

### KPIs for Community Investments

<table>
<thead>
<tr>
<th>Priority Themes of Community Investments</th>
<th>Purpose</th>
<th>KPI</th>
<th>FY2017 Results</th>
<th>Relevant SDGs</th>
<th>Sustainability Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Safety and Security</td>
<td>To avoid danger and other problems associated with mobile phone use</td>
<td>Number of smartphone and mobile phone safety classes provided</td>
<td>Approximately 7,900 classes, 1.36 million attendees</td>
<td>2</td>
<td>Sustainability Focus 5</td>
</tr>
<tr>
<td>2. Nurturing the Next Generation</td>
<td>To promote ICT literacy education for the next generation</td>
<td>Accepting 40 exchange students from Asian countries every year as a human resources development program for the next generation, which will lead future telecommunications businesses</td>
<td>40 students</td>
<td>2</td>
<td>Sustainability Focus 1</td>
</tr>
<tr>
<td>3. Disaster Prevention and Response</td>
<td>To respond in a disaster</td>
<td>Implementing practice-based disaster training, including activities required in all the stages from restoring communications to supporting evacuees at least once a year</td>
<td>Once a year</td>
<td>1</td>
<td>Sustainability Focus 4</td>
</tr>
<tr>
<td>4. The Environment</td>
<td>To reduce CO₂ emissions</td>
<td>Number of people participating in the DOCOMO Woods program (59 areas) and at least once a year (except for the cultivation period after planting and periods during which activities cannot be held due to natural disaster, etc.)</td>
<td>38 times</td>
<td>2</td>
<td>Sustainability Focus 8</td>
</tr>
<tr>
<td>5. The Local Community</td>
<td>Community investments that employees participate in</td>
<td>Achieving a higher number of people compared to the previous fiscal year, who participate in clearing around the company building and along a nearby riverside and in local events</td>
<td>34,940 participants</td>
<td>1,2</td>
<td>Sustainability Focus 7</td>
</tr>
</tbody>
</table>

**Note:**

- **SDGs:** Sustainability Development Goals
- **KPIs:** Key Performance Indicators

- **URL:** http://rainbow.nttdocomo.co.jp/
Shinagawa Student City

We participate in Shinagawa Student City, an initiative supporting the next generation of leaders, in which fifth-grade elementary school students living in Tokyo’s Shinagawa Ward learn through social interaction. The curriculum that Student City provides enables students to acquire the skills to be socially independent by learning about their relationship with society, economic systems, money, jobs and more. The DOCOMO booth provides students and their guardians opportunities to learn about our initiatives for communications networks, the environment and safe and secure services through our business operations.

In fiscal 2017, Student City was held 24 times and engaged about 2,400 participants along with 40 DOCOMO employees who volunteered.

Participating in the Quest Education Program

As part of its support for career development, DOCOMO began participating in the Quest Education program in fiscal 2017. This next-generation educational program seeks to nurture a “ zest for life” among junior high and high school students. Under the program, DOCOMO dispatched employees to schools to participate in workshops aimed at proposing solutions for corporate issues, offered a range of advice and providing follow-up.

### Smartphone and Mobile Phone Safety Classes

Free smartphone and mobile phone safety classes provided throughout Japan represent one of our efforts to provide safe and secure services. In these classes, users are instructed on how to manage the risks and problems related to the use of smartphones and mobile phones in order to prevent their occurrence. The classes are arranged into levels by various segments of users: an introductory class for elementary school students, advanced class for junior high and high school students as well as parents and teachers, special-needs schools and classes for the elderly. In the 14 years since they were launched in July 2004, about 71,000 classes have been provided to around 10.72 million people (as of March 31 2018). The cumulative number of participants exceeded the 10 million mark in July 2017. In fiscal 2017, about 7,900 classes were provided to approximately 1.35 million people.

Our video (documentary drama) was awarded the Excellence Award for consumer education instructional materials. This commendation is given for excellent instructional materials that contribute to the enrichment and development of consumer education in schools.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Classes Provided (Approximate)</th>
<th>Number of Attendees (Approximate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>6,900</td>
<td>0.98 million</td>
</tr>
<tr>
<td>2014</td>
<td>7,000</td>
<td>1.03 million</td>
</tr>
<tr>
<td>2015</td>
<td>6,900</td>
<td>1.05 million</td>
</tr>
<tr>
<td>2016</td>
<td>7,000</td>
<td>1.26 million</td>
</tr>
<tr>
<td>2017</td>
<td>7,900</td>
<td>1.35 million</td>
</tr>
</tbody>
</table>
11. Community Investment > NPO Mobile Communication Fund (MCF)

NPO Mobile Communication Fund (MCF)

Supporting Activities in Academia, Welfare and Other Civic Fields

DOCOMO established an NPO, the Mobile Communication Fund (MCF), as a means to commemorate its tenth anniversary in 2002 and contribute to society by supporting academia, social welfare and other civic fields.

The MCF awards the DOCOMO Mobile Science Awards for outstanding research achievements and research papers on mobile communications technologies, gives scholarships to international students from Asian countries and provides grants to community groups engaged in activities for the sound development of children.

DOCOMO Mobile Science Awards

The DOCOMO Mobile Science Awards was established to encourage young researchers and promote further development of mobile communications technologies in Japan. The prize recognizes research excellence in advanced technology, basic science and the social sciences, and recipients are selected from among researchers affiliated with a Japanese university or research institute.

The 16th awards ceremony was held in Tokyo in October of fiscal 2017. We presented three Excellence Awards (with a six-million-yen prize each) to a recipient in each category of advanced technology, basic science and social sciences.

DOCOMO Scholarships

The MCF grants scholarships to international students from Asia to facilitate greater understanding of Japan and help maintain good relations with Japan’s neighbors. The scholarships go to international students from Asia who are studying in master degree programs in Japan and overseas at their own expense and engaged in research related to information and communications technology. The scholarship program provides 1.44 million yen and covers two years of study. Scholarships were awarded to 20 international students in fiscal 2017, and the MCF has supported 325 students to date.

In fiscal 2018, we began offering DOCOMO Scholarships without a repayment requirement to provide both financial and emotional support for children living in child care facilities and foster homes so that they can study at university or other schools with peace of mind. The scholarships are available for ten children, and we will continue to provide support to create a society where these children can dream and hope for the future.

Supporting Community Groups

The MCF supports various community groups engaged in the healthy development of children, who will be the world’s future leaders. In fiscal 2017, it donated a total of 35 million yen to 59 community groups.

NPO Mobile Communication Fund (MCF) (in Japanese only)

URL: http://www.mcfund.or.jp/
11. Community Investment > Disaster Relief Provided by DOCOMO

Disaster Relief Fundraising

DOCOMO has been raising funds to support the people and communities of disaster-stricken areas by setting up a charity site and encouraging customers to donate through DOCOMO. Our online fundraising site also accepts d POINTs to raise additional funds from more people. The breakdown of our fundraising activities for fiscal 2017 is summarized below.

<table>
<thead>
<tr>
<th>Fundraising Campaign</th>
<th>Raised (Yen)</th>
<th>Total Funds (Restated, in d POINTs)</th>
<th>Average Amount (Amount/Number of Donations)</th>
<th>Number of Donations</th>
<th>Fundraising Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy rainfall disaster in Northern Kyushu in July 2017</td>
<td>22,370,317</td>
<td>19,394,000</td>
<td>843</td>
<td>26,542</td>
<td>July 7–31</td>
</tr>
<tr>
<td>Total funds in fiscal 2017</td>
<td>22,370,317</td>
<td>19,394,000</td>
<td>843</td>
<td>26,542</td>
<td></td>
</tr>
</tbody>
</table>

Supporting Tohoku’s Recovery

● Contribution to the Local Economy and Reconstruction of Industry through Business

In December 2011, the year the Great East Japan Earthquake struck, DOCOMO set up the TOHOKU Reconstruction Support Office (Team RAINBOW) to construct a system for business management that would enable us to contribute more promptly to the reconstruction of affected regions. We have continued to take actions aimed at the recovery and rebirth of mainly the Iwate, Miyagi and Fukushima regions.

Team RAINBOW is characteristic in the way it harnesses DOCOMO’s business assets as an ICT company while serving as a bridge to the affected regions. Its members make frequent visits to these areas so they can think about the true needs of the region, and it maintains its activities by exploring solutions together with the locals. We aspire to provide support aimed at recovery and rebirth of the entire region with an eye on the long-term future and without having to focus on resolving only the issues at hand. Moreover, we seek to ensure the continuity and sustainability of our activities by offering support through our business.

Vision of the TOHOKU Reconstruction Support Office
Connecting People and Society for Tohoku Smile

Mission
• We will stay close to the local community as we connect them through mobile and ICT to create services for Tohoku smile.
• We will use the know-how acquired in Tohoku to provide solutions to the problems that Japanese society faces.

Case 1: Hometown Community System Using Tablets

In Fukushima Prefecture, the Great East Japan Earthquake and nuclear accident displaced many people from their homes, forcing them to live in evacuation shelters over a prolonged period of time. Several municipal governments in Fukushima Prefecture have distributed tablets to each household with the aim of maintaining and reviving the community. The tablets are being used to transmit timely government information and maintain two-way communication between friends from the hometown and family members who now live apart. We also hold regular seminars for elderly citizens who are not used to operating tablets. As of the end of fiscal 2017, the system is being used by about 8,000 households from four municipalities.

Message from a Tablet User
Mrs. A from Futaba Town, Fukushima Prefecture

The tablet arrived today. I will borrow it with gratitude. My son happened to be visiting, and I was able to see the images. I couldn’t stop my tears from flowing, but I forced myself to look at my beloved town of Futaba and all the faces of my friends. I will try hard to learn how to use it on my own and take good care of it. Thank you so very much.

May 27
Case 2: Supporting the Fisheries Industry with ICT
(For details, please see page 70.)
In an effort to revive the Tohoku region’s fisheries industry, which was severely damaged by the Great East Japan Earthquake, we have been conducting verification tests using ICT at marine farms in Miyagi and Iwate Prefectures. ICT buoys fitted with telecommunications and sensor functions were installed in the cultivation area so that changes in marine data such as water temperature and salinity could be monitored on land using a special smartphone app. The data obtained from monitoring is used to determine the adequate timing of cultivating aquaculture such as oysters and seaweed as well as in research involving ocean monitoring by research institutes.

The marine data obtained from our telecommunication technologies, combined with the experience and intuition of fishermen, enables us to contribute to achieving cultivation and harvesting of marine products with greater stability and a higher quality.

Message from an ICT Buoy User
Mr. Futoshi Aizawa, Yamoto Branch, Miyagi Fisheries Cooperative
Now that we can find out what the water temperature and water salinity ratio are on an hourly basis, I can sort of figure out what the state of the seaweed is, even when I’m not out at sea. This has greatly reduced the cost of fuel for getting to sites and has made it easier on me physically as well. I hope that it will spread to seaweed production sites around the country as an essential infrastructure for cultivation.

Case 3: Supporting Agriculture with ICT
(For details, please see page 65.)
We work with farmers who belong to the council for promoting paddy field agriculture in Minami Sanriku Town, Miyagi Prefecture, on the cultivation of Sasanishiki brand rice without the use of any fertilizer or pesticide. Also, we use paddy sensors that control the water level in order to conduct verification tests of a cultivation method, which controls weeds without the use of herbicides. We seek to support economic reconstruction and revitalization of the region’s town and farming villages by producing safe and high-quality rice through natural farming. Moreover, we support producers in regions other than Tohoku in terms of reducing the burden of weeding by controlling these plants naturally.

<table>
<thead>
<tr>
<th>Other Support Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Support</td>
</tr>
<tr>
<td>Industrial development</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Forest preservation</td>
</tr>
<tr>
<td>Shopping support</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Tourism promotion</td>
</tr>
<tr>
<td>Revitalization of local</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Mental care</td>
</tr>
<tr>
<td>Donations</td>
</tr>
</tbody>
</table>

11. Community Investment > Disaster Relief Provided by DOCOMO

NTT DOCOMO GROUP
SUSTAINABILITY REPORT 2018
Creating a Purpose to Live and Contributing to Reviving Local Communities

Seven years have passed since the Great East Japan Earthquake and the extended period of being uprooted is causing concern for the psychological and emotional wellbeing of the evacuees, who are losing the motivation to go out or the sense of belonging to a local community. To solve this problem, we have sought to provide evacuees a place for social interaction and encourage communication through DOCOMO’s services by offering free cooking classes in community centers near temporary housing. This was made possible by the Reconstruction Agency’s project for supporting victims through coordinated efforts, in which the needs of local organizations are matched with the CSR activities of NTT DOCOMO. Five classes were held in fiscal 2017, during which 116 participants cooked local produce from the Tohoku region to make healthy dishes so they could all enjoy a meal together.

Moreover, we held a trial presentation of dTV, a streaming video service provided by DOCOMO. At the presentation, our employees showed the participants how to use the tablet and played a video through a monitor installed at the community center. The event contributed to facilitating communication between people by allowing them to share time together while enjoying a video.

In addition, we established the Tohoku Relief Fund in fiscal 2012 for employees of Group companies. We collect a monthly donation of 311 yen from employees who want to help, and we donate the total collected with an additional donation from DOCOMO. In fiscal 2017, about 9,000 DOCOMO Group employees supported the fund, and we donated a total of 65.55 million yen.