



Brand Slogan and Statement

**The new of today,
the norm of tomorrow**



Corporate Philosophy

DOCOMO enhances personal communication with its customers through the creation of a new world of communication culture while achieving customer satisfaction by maximizing the capabilities of its human resources.

Brand Statement

DOCOMO has embarked on a new challenge: connecting the separate elements of daily life to achieve levels of convenience and enjoyment never seen before. We call it “smart innovation.” Security and peace of mind, health, education, and all the other pleasures that go to make up life—we are proposing optimum connections for each individual, taking the provision of information and enjoyment of life a giant step forward. To make this a reality, we are supporting innovation across a wide range of businesses. And beyond this, we are also actively developing novel solutions to the challenges facing society. This culture of challenge and innovation is deeply rooted at DOCOMO. For us, however, it’s not simply about creating products and services that are new; it’s about creating things that, before you know it, become essential or even taken for granted in daily life. We firmly believe the lifestyles that “smart innovation” makes possible will become the standard, so deeply ingrained they are hardly noticed. We envisage a time when the new becomes everybody’s taken-for-granted standard, and we are working towards that day with everything at our command.

Message from the President and Chief
Executive Officer

DOCOMO will exert
its utmost effort to
create a new society
with 5G.



Kazuhiro Yoshizawa

President and Chief Executive Officer



As the COVID-19 pandemic continues to rampage across the world, I would like to express my sympathy to those suffering from the disease and extend my sincerest condolences to the friends and relatives of those who have tragically passed away. I also want to convey my deepest gratitude and respect to the many who provide medical care and are addressing the disease.

Efforts to Tackle the Coronavirus Pandemic

The spread of COVID-19 has had a devastating impact on both social and economic fronts worldwide since early 2020. It is currently difficult to see when it might end and how wide of an impact it will have. Uncertainties over the global movement of people and goods, economic conditions, and

other social interactions are expected to continue for the foreseeable future.

Looking at our close surroundings, a national state of emergency was imposed from April to May in Japan. Since then, our social activities and behavioral patterns, centered on securing social distancing and avoiding the three Cs (closed spaces, crowded places, and close-contact settings), are steadily changing.



Due to the COVID-19 pandemic, people have been required to remain at home, and data and voice communication needs have grown while more individuals telework or take online classes. To fulfill our social responsibilities as a telecommunications service provider, DOCOMO strives to provide a stable communication environment. We also place the utmost priority on the health and safety of our customers and employees. While taking sufficient measures to prevent COVID-19 infections, we have continued to provide services for customers at docomo Shops and information centers and offer related online options as well.

Additional customer support has included free services, including up to 50 GB of free data communication for customers who are 25 years of age and under as well as a free d healthcare app for online health consultations.

Furthermore, we have provided demographic change analyses using Mobile Spatial Statistics for national and local governments.

Due to the pandemic, remote and decentralized approaches have been taken in relation to the economy, daily life, and the social structure itself. Living in a world with COVID-19, often referred to as the “new normal,” our roles are to provide more stable communication services, create new value by capturing emerging needs, and solve social issues. We will boldly take on the responsibility of these roles.

Launch of a 5G Commercial Service

On March 25, 2020, DOCOMO launched a 5G commercial service after about six months of pre-commercial offerings. The significance of introducing 5G is to promote digital transformation (DX) by taking advantage of 5G features—high speed/large capacity, low latency, and multiple simultaneous connections—to deliver new value and overcome social challenges.

We are focused on four fields—networks, devices, services, and solutions—toward popularizing 5G and making our daily lives more convenient and comfortable. In the “Networks” field, we will build a 5G area network with a new frequency band, expand it to 500 cities by the end of fiscal 2022, and develop 32,000 base stations by the end of fiscal 2022.

In the “Devices” field, we will aggressively promote 5G smartphones toward earning 20 million contracts by the end of fiscal 2023. Moreover, we will upgrade stadium and arena devices to 5G.

Central to the services field are music and live performances, video, gaming, and sports. We will develop

8KVR live “New Sensory Experience Live CONNECT” and “d game” cloud games to provide more realistic experiences.

In the “Solutions” field, we emphasize extensive co-creation with companies, local governments, universities, and other organizations. The DOCOMO 5G Open Partner Program, launched in February 2018, has attracted the participation of more than 3,500 companies and organizations as of September 2020.

A total of 22 solutions were unveiled at the launch of the 5G commercial service through these co-creation efforts.

These solutions include remote work support “AceReal® for docomo,” high-definition video transmission “Live EX 8KVR™,” and face recognition entrance and exit control “EasyPass™ powered by SAFR™.” With these we will help solve various social problems faced by Japan today, such as the declining birthrate and aging population, the shrinking labor force, and those associated with regional revitalization. We believe this will lead to the achievement of the SDGs.

Response to Large-Scale Disasters

Communication networks have become indispensable infrastructure for daily life and industries. Our mission is to protect the reliability and stability of an infrastructure for uninterrupted communication.

Due to climate change, disasters such as torrential rains, typhoons, and earthquakes have frequently occurred in recent years. In response, we have been taking measures daily, such as securing uninterruptible power supplies to key base stations. In the event of a disaster, we swiftly mobilize for recovery work and respond in other necessary ways by dispatching mobile base station vehicles and power generation vehicles to affected areas, restoring transmission

lines with temporary cables, and loaning satellite mobile phones to local governments.

In 2019, typhoons No. 15 and No. 19 caused massive damage, and for the first time we offered the unlimited data mode during a disaster, in which no speed limit is applied even after data volume reaches its upper limit, to customers in areas subject to the Disaster Relief Act. In addition, we provided a free battery charging service in the affected areas, using storage batteries that had been deployed to all docomo Shops in June of this year.

We responded when record-breaking heavy rains occurred in July 2020 while also taking precautions against COVID-19, such as by wearing face masks, goggles, and other gear.

Response to Climate Change

I have always said that CSR is synonymous with our business activities. By formulating the NTT DOCOMO Group CSR Policy “I (Innovative docomo) + R (Responsible docomo) = Sustainable,” we are promoting ESG management with CSR at the foundation of our business.

Major challenges the world faces are global environmental issues, as represented by climate change. As a countermeasure to global warming, DOCOMO strives to reduce the CO2 emissions of all society. In addition, we have established expert subcommittees on issues such as controlling and reducing electricity consumption and the effective use of resources. In these subcommittees we have set targets and implemented action plans.

Last fiscal year, DOCOMO became the first Japanese telecommunications operator to express support for TCFD^{*1} and disclosed information in its sustainability report. In

addition, in February of this year, we decided to set a greenhouse gas emission reduction target based on SBT^{*2}, and we are currently striving to obtain certification for the target. We regard these two efforts as key for realizing a decarbonized society.

Climate change is a global issue and is being discussed by the GSMA^{*3}, of which DOCOMO is a member. We will lead the entire mobile communications industry in tackling this problem.

Toward Further Strengthening NTT DOCOMO

On September 29, 2020, Nippon Telegraph and Telephone Corporation (NTT) announced a tender offer to make DOCOMO its wholly owned subsidiary, and DOCOMO agreed.

The background to this decision included significant changes in the market environment, such as intensifying competition involving players from different industries, changes to remote and decentralized social forms, and diversifying and increasingly complex and sophisticated customer needs. Amid these environmental changes, our business areas alone have been unable in some cases to respond. At a time when society has been dramatically transformed and full-scale 5G development has begun, we believe we must also evolve into an entity that can comprehensively meet the expectations and needs of society by expanding our mobile-centered business domain.

By becoming a wholly owned subsidiary of NTT, we will become a company that plays a central role in the NTT Group and can respond to customer needs for mobile networks as well as solutions and applications while serving at the frontline



for all customers, regardless of consumer preferences or companies. Going forward, DOCOMO will continue to deliver new value to society to improve customer service and achieve society's sustainable development.

November 2020

^{*1} Task Force on Climate-related Financial Disclosures created by the Financial Stability Board (FSB)

^{*2} Science-based targets to limiting global temperature rise to well-below 2°C above pre-industrial levels

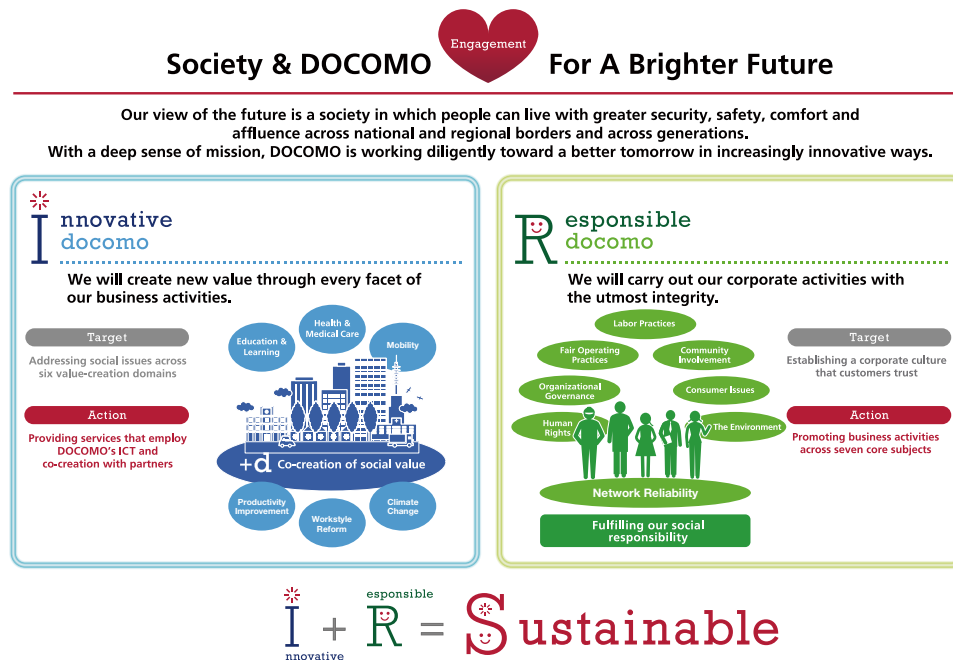
^{*3} Industry organization (GSM Association) representing carriers and manufacturers of mobile communications

CSR Policy and Contribution to the SDGs

Making a Substantial Contribution to the SDGs on Two Fronts: “I (Innovative)” and “R (Responsible)”

DOCOMO's CSR policy consists of two fronts: “Innovative docomo” and “Responsible docomo.” These are so we can continue to provide new value to customers and society while also providing stable communications. There is also a pillar to fulfill our social responsibility as a company. Under the following policy, we will contribute to the achievement of the SDGs and the creation of a sustainable society.

NTT DOCOMO Group CSR Policy



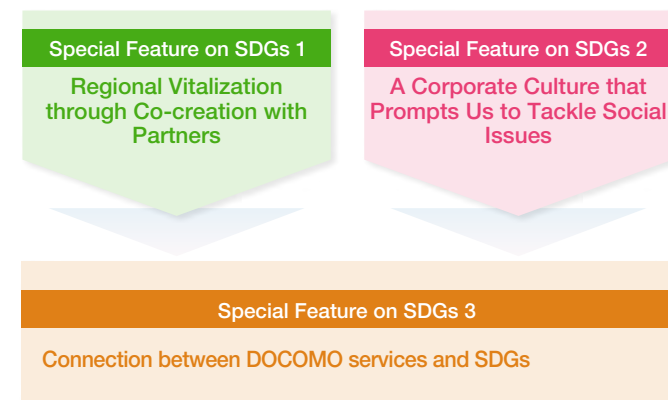
Solving Social Issues through Co-creation with Partners

Under one of the CSR policies, “Innovative docomo,” we work with a wide range of partners from industry, academia, government, and the public through collaborative creation of “+ d” to solve social issues related to such areas as regional vitalization, education, health, and medical care.

We will promote the creation of a wide area of innovations by augmenting the strength of partners by adding DOCOMO's assets “connecting technologies” into the mix.

In addition, to connect the solution of social issues with business, it is essential for employees to deepen their understanding of CSR and the SDGs. We believe that fostering a corporate culture through training and daily operations will contribute to the Company's development.

DOCOMO engages in initiatives for achieving the SDGs with a commitment to a future in which people's everyday lives are enriched and convenient.



DOCOMO by the Numbers (Financial and Non-Financial Results)

DOCOMO is pursuing a broad range of activities to enhance its corporate value over the long term and realize a society in which people can live with security, safety, comfort and affluence.

Main Business Areas

Telecommunications Business

Mobile phone (5G, LTE(Xi) and FOMA) services, optical-fiber broadband services, satellite communications services, international services, and equipment sales related to these services

Smart Life Business and Other Businesses Segment

• Smart Life Business

Services provided via d market, including video distribution, music distribution, and the electronic book service, finance/payment services, online shopping service, other life-related services, etc.

• Other Businesses

Mobile device protection service, IoT services for corporate clients, commissioned development/sales and maintenance of systems, etc.

Number of Information Security Incidents
FY2019 result **0** cases
FY2020 target **0** cases

Smartphone and Mobile Phone Safety Classes
FY2019 result **1.37** million attendees
FY2020 target **1.30** million attendees

Contribution to the Reduction of CO₂ Emissions
FY2019 result **40.10** million tonnes
FY2020 target **40.00** million tonnes

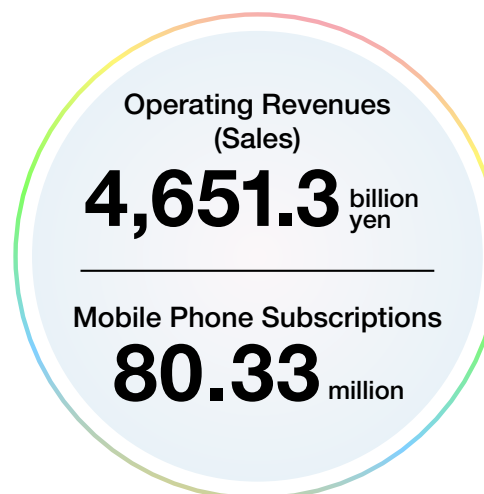
Large-Zone Base Station Coverage of Prefectural Capital Cities
FY2019 result **100%**
FY2020 target **100%**

Stable Service Provision Rate
FY2019 result **100%**
FY2020 target **100%**

Used Mobile Phone Collection (cumulative total since FY2017)
FY2019 result **14.44** million units
FY2020 target **16.00** million units

d POINT CLUB members
FY2019 result **75.09** million
FY2021 target **78.00** million

Number of Enterprise Partners
FY2019 result **3,400** companies
FY2021 target **5,000** companies



Locations where Payment/Point Service Can Be Used
FY2019 result **1.71** million
FY2021 target **2.00** million

Enterprise Solution Revenues
FY2019 result **89** billion yen
FY2021 target **120** billion yen

Wait Time + Attendance Time
FY2019 result **65** minutes
FY2019 target **Roughly half of the FY2018 average of 2 hours**

Transactions Handled by the Finance/Payment Business
FY2019 result **5.3** trillion yen
FY2021 target **6** trillion yen

Amount of Cumulative Investment for 5G Infrastructure Build-out, etc. (cumulative total since FY2019)
FY2019 result **52** billion yen
FY2023 target **1** trillion yen

Overview

This report provides an overview of DOCOMO's CSR activities, which are being developed on the two fronts of “**Innovative docomo**” and “**Responsible docomo**” and by category.

I + **R** = **Sustainable**

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Innovation

Addressing Social Issues through DOCOMO Innovation

Guided by our R&D vision, “Keep creating new futures in pursuit of all ‘connections,’” we engage in R&D for providing 5th generation (5G) mobile communication and developing communication networks, devices, and services based on AI and IoT. In addition, DOCOMO actively seeks to strengthen collaboration with external corporate partners.



Environment

Contributing to Environmental Conservation and Reducing Environmental Impact for All of Society

With our Green Action Plan 2030 as an environmental goal, we seek to help society adapt to climate change by developing and delivering ICT services that reduce CO₂ emissions for society as a whole. DOCOMO also strives for energy efficiency in its communications network, including the use of renewable energy, waste reduction, and conservation of ecosystems, to fulfill its responsibilities.



Network Reliability

Fulfilling Our Mission as a Lifeline Provider

Placing top priority on enabling customers to use our networks anytime, anywhere, we provide safe and stable connectivity in normal times as well as during disasters by monitoring the network around the clock, all year round, and by expanding coverage to remote, less populated areas. We also take action to secure connections during a disaster, including setting up large- and medium-zone base stations and deploying mobile base station vehicles.



Overview

Customer Services

Providing Services that Satisfy All Our Customers

DOCOMO exercises particular care in providing its products and services, with stringent quality management and proper disclosure of information from design to after-sales service. We also make improvements based on customer feedback. Furthermore, we are committed to enhancing customer satisfaction by providing products and services that can be used by anyone, regardless of age, nationality, or disability.



Supply Chain

Due Consideration for CSR in Managing the Supply Chain

We develop our business activities with an emphasis on relationships with other businesses in their ongoing operations, such as communication device manufacturers and the docomo Shops. We implement effective supply chain management throughout our business by establishing the NTT DOCOMO Guidelines for CSR in the Supply Chain and undertaking CSR procurement commensurate with our responsibilities to society.



Human Resources and Labor Practices

Nurturing a Corporate Culture that Allows People to Fully Demonstrate Their Own Abilities

Recognizing that individual growth promotes "Declaration beyond," DOCOMO is nurturing a corporate culture in which all employees can fully demonstrate their aptitude. Furthermore, we are pursuing Workstyle Reform based on diversity management and other initiatives to instill a sense of independence and spirit of challenge among our employees.



Community Investment

Striving to Bring Comfort and Fulfillment to the Local Community

DOCOMO operates businesses with local roots and engages with the local community in the public and private domains as a good corporate citizen. We collaborate with a variety of stakeholders to pursue diverse initiatives for addressing issues faced by each community such as by providing support for areas affected by disasters and nurturing the next generation.



Human Rights

Respecting the Human Rights of Every Individual

DOCOMO seeks to create workplaces that respect human rights by establishing its Basic Policies on Human Rights and raising human rights awareness. We set up a whistleblowing desk, conduct human rights awareness training, and regularly monitor our entire supply chain to ensure full compliance with the prohibition of child labor and forced labor.



Corporate Governance

Establishing a Management Structure to Maximize Corporate Value

DOCOMO enhances its corporate value by ensuring speedy, transparent, and sound management through effective corporate governance. We also actively strengthen risk management that underpins these activities, practice stringent compliance as the foundation of management, ensure information security, and protect privacy to achieve sustainable development.



TOPICS

Launch Child Raising Support Discount for Single-parent Families

Related SDGs



子育てサポート割引

DOCOMO has supported families with young children through services such as its Child Raising Support Program, Kids Keitai™, and docomo Student Discount. In view of the recent social and economic climate in the wake of the COVID-19 pandemic, we will launch a Child Raising Support Discount in December 2020 to offer economic support to single-parent households.

There are 1.42 million single-parent households in Japan (accounting for 2.8% of all households). The average income of a single-mother household is estimated* to be less than half of the income of a two-parent family.

In response to an economic environment that may worsen due to the impact of COVID-19, DOCOMO will stand by single-parent family customers and provide support to prevent them from becoming disconnected from the community as a result of the digital divide. We will also seek to further enrich our services and assist with raising children through the use of ICT.

* Source: "Report on the Results of 2016 Nationwide Survey on Single Parent Households" and "2016 Comprehensive Survey of Living Conditions"

[Child Raising Support Discount \(in Japanese only\)](#)

Customers Applicable for a Discount	Customer who meets the following three criteria: 1. Has been issued a recipient of child rearing allowance certificate as an adult who provides foster care for a child or children in place of the parents 2. Registered child has not reached the first March 31 after turning 18 and is therefore still eligible 3. Subscribes to an applicable plan
Period	Until the first March 31 after the registered child turns 18

Changes to Hearty Discounts®

Related SDGs



To support persons with disabilities by having them participate more in social activities, DOCOMO will be partially revising the discount under Hearty Discounts in December 2020. The new rate will apply automatically to all customers subscribed to applicable plans, allowing them to use their mobile phones more conveniently without the hassle of dealing with certain procedures. As a so-called "smart life" partner, a term created for various mobile services, we seek to assist persons with disabilities in increasing their mobility and helping with their daily communication by using mobile phones. To this end, we will continue to offer a variety of services so that each customer's life will be safe, secure, convenient, and comfortable.

[Hearty Discounts](#)

Fraudulent Use of docomo kouza

DOCOMO expresses its deepest apologies for any inconvenience experienced by customers and other stakeholders associated with incidents of fraudulent use of docomo kouza in September 2020 and involving certain banks.

Under the scheme, a third party used illegally obtained bank account numbers and personal cash card identification numbers to open a docomo kouza account linked to their bank accounts. We extend our sincere sympathy to any victims of this fraud. In cooperation with the banks, we have completed procedures to compensate for any losses discovered to date.

In the end of October, we introduced an online personal identification system (eKYC*) at banks that continue to offer charging services for docomo kouza accounts.

We are committed to the continual reinforcement of security measures so that customers can use our services safely and with greater peace of mind. We sincerely ask for your understanding of our future commitments.

* "electronic Know Your Customer" is an online personal identification function that requires customers to use the "d payment" application to take photographs of themselves as well as their photo ID (e.g., driver's license) and upload the images to receive confirmation that the person in the photograph is identical to the individual pictured in the photo ID.

TOPICS

Joint Verification Experiment to Create Employment for Persons with Disabilities with the Use of RPA

Related SDGs



RPA*¹ has recently attracted attention as society tries to tackle issues such as the population decline, and companies urgently need to secure and develop human resources capable of using it. In this context, DOCOMO launched its home study e-learning program*² WinActor®*³ as a tool for learning RPA for corporate and individual customers in August 2019. The service is provided through gacco®*⁴, an online study service operated by DOCOMO gacco, Inc. In addition to textbooks and other study materials, the program includes trialware for WinActor®. Participants can gain basic knowledge for operating the tool by using the software at home or on a company computer.

During the eight-month period beginning August 1, 2019 and ending March 31, 2020, we conducted a joint verification experiment with NTT DATA DAICHI Corporation, PERSOL CHALLENGE CO., LTD., Benesse Business-mate, Inc., NTT DATA Corporation, PERSOL PROCESS & TECHNOLOGY CO., LTD., and DOCOMO gacco, Inc. We offered the e-learning program free of charge to 54 persons*⁵ with different disabilities and verified that it will help them create opportunities for new employment and build up their skills.

Questionnaire surveys and interviews were carried out at three stages, or before, during, and after completing the course, so that we could understand points to be kept in mind for learning RPA, such as how participants should be selected and how to create the necessary environment and support systems as well as to verify how well participants can learn RPA exclusively through online courses. We summarized our own view and future prospects and concluded that e-learning is sufficient for acquiring RPA skills. By learning to develop scenarios through e-learning, participants will be able to work from home or at satellite offices, which will help them gain more employment opportunities as well as chances to increase the efficiency of remote work.

More and more companies are introducing remote work to prevent the spread of COVID-19. Since many workers with disabilities had already been working remotely before the spread of the virus due to their specific circumstances, we expect they will be seeing more opportunities for work going forward.

As a platformer that provides RPA and an associated learning environment, DOCOMO will contribute to solving social issues by helping more companies conduct initiatives for hiring and developing persons with disabilities to play active roles in implementing RPA in the future, increase their employment rate, and enhance barrier-free employment. To that end, we are developing content in universal design, featuring accessibilities such as the variable size and colors of fonts and a text-to-speech function.

*1 Robotic process automation is an initiative to promote efficiency and automation in office work by utilizing cognitive technologies such as a work rule engine, machine learning, and AI.

*2 Program jointly developed by NTT DATA Corporation, PERSOL PROCESS & TECHNOLOGY CO., LTD., and DOCOMO.

*3 A software robot designed to automate PC operation by recording operations of various applications that run on a Windows device, requiring no programming expertise.

*4 Online courses operated by DOCOMO gacco, Inc. (<http://gacco.org/>).

*5 Includes those working at, or receiving work support from, NTT DATA DAICHI Corporation, PERSOL CHALLENGE CO., LTD., or Benesse Business-mate, Inc.

Note:

WinActor is a registered trademark of NTT Advanced Technology Corporation in Japan and other countries and regions.

gacco is a registered trademark of NTT DOCOMO, INC.

[Joint verification experiment report on the use of RPA in creating employment opportunities for persons with disabilities \(in Japanese only\)](#)

[RPA WinActor \(in Japanese only\)](#)

[WinActor certification training, the first to be offered through e-learning \(in Japanese only\)](#)

Roles of Each Company in the Verification Experiment

