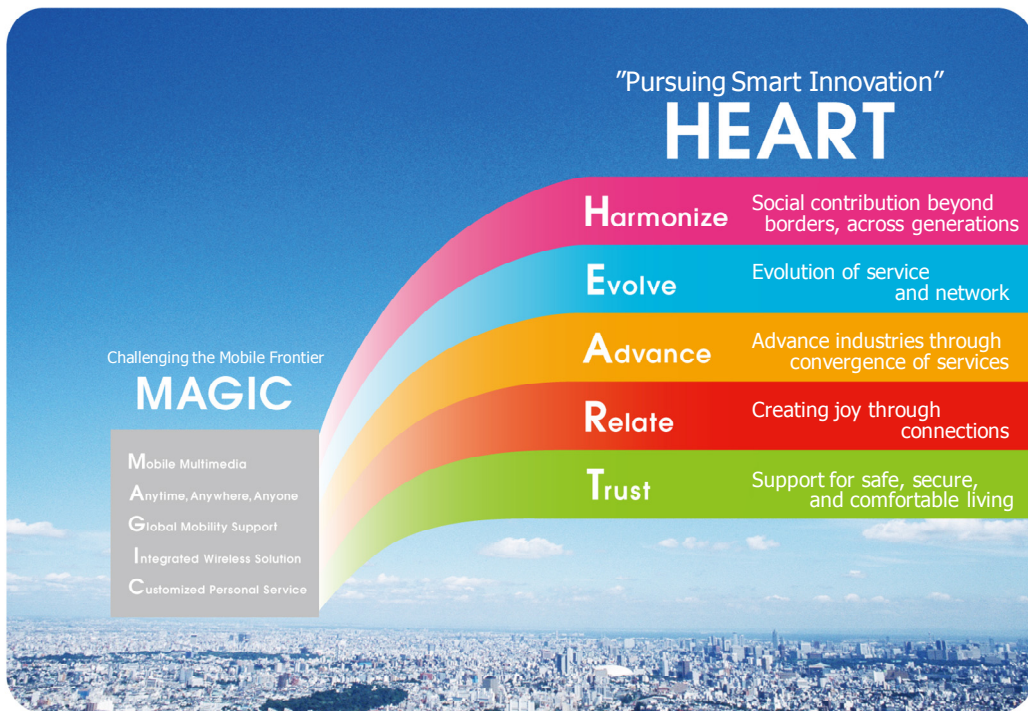


Attachment

Pursuing Smart Innovation: HEART



HEART

Harmonize: Social contribution beyond borders, across generations

During this decade DOCOMO will continue to enhance and add values to industries and to our daily lives through further evolution of mobile technologies. A society where the hearts of people resonate and they can feel the richness of life – DOCOMO will contribute toward the realization of this vision.

Evolve: Evolution of service and network

Leveraging the vast array of technologies and knowhow we have accumulated in the mobile sector, DOCOMO will continue to bring evolution to the high-speed, high-capacity broadband network, provide easy-to-use services, and deliver seamless comfort where you are not even aware of devices or connections.

Advance: Advance industries through convergence of services

A vast range of devices will be connected to the network in diverse ways in the coming years, bringing ever-increasing convenience. DOCOMO will continue to help connect industries and services in the network, and contribute toward smart innovation and advancement of industries and infrastructure through convergence of services.

Relate: Creating joy through connections

People, materials and information connected freely and flexibly beyond time and space – through this visionary world, DOCOMO will help people each day to express, enjoy and create knowledge and fun that fit individual lifestyles, anywhere, anytime.

Trust: Support for safe, secure and comfortable living

Environment, healthcare, and education will continue to attract more attention in future society. DOCOMO will connect expert knowledge and knowhow from diverse specialized fields to provide timely assistance and support for greater safety, security and comfort in a broad range of daily activities.

Smart Innovation

Continuous change (innovation) for realization of a society where everyone can live a safe, secure, and comfortable life, filled with richness, beyond borders, and across generations

Position of “Pursuing Smart Innovation: HEART”

