

Medium-Term Strategy 2020

# **Declaration beyond**



# beyond

Connecting dreams, for a richer future with 5G

To amaze and inspire beyond expectations for our customers.  
To create new values hand in hand with our partners.

Toward 2020 and beyond,  
connecting everyone's dreams and aspirations,  
DOCOMO's journey to uncharted territory continues.

# beyond

Connecting dreams, for a richer future with 5G

## Value and excitement to customers



Benefit  
Convenience



Enjoyment  
Surprise



Satisfaction  
Peace of mind



## Value co-creation with partners



Contribution to  
industries



Solution of  
social issues



Regional vitalization

Expansion of  
partners' business





# Declaration beyond

## Declaration 1

### Market leader

offering visible  
benefits and convenience

## Declaration 4

### Industry creation

jointly pursuing innovations  
with 5G

## Declaration 2

### Style innovation

for a richer future for all

## Declaration 5

### Solution co-creation

to solve social issues

## Declaration 3

### Peace of mind and comfort support

always by our  
customers' side

## Declaration 6

### Partner business expansion

leveraging  
business platforms

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# Market Leader

## Offering Visible Benefits and Convenience



**A wide array of tangible benefits**

Constantly  
evolving  
services

Attractive  
Lineup

Billing plans  
to fit  
individual life styles

Continuous  
Returns to  
customers

Fun to use  
fun to earn  
point program

One of  
Japan's largest  
in points issued



# Enhanced Benefits and Convenience through “d POINT”

**Broader opportunities to “earn and use” points!**



# Enhanced Benefits & Ease of Use

## NEW 1

Enrich  
basic plans

Start accepting applications from May 24, 2017

- **New “Simple Plan” dedicated for data sharing packages**

## NEW 2

Enrich  
“Share Pack”

Start accepting applications from May 24, 2017

- **New “Ultra Share Pack 30” for data**

## NEW 3

Enrich  
“d POINT”

On May 10, 2017

- **Transfer “docomo POINTs” to “d POINTs”**  
with broadened use applications and extended point expiration



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# Style Innovation

## Bringing Fun and Surprise with 5G

### Project “empower+d challenge”





# 9 Challenges for Style Innovation

## Experience innovation



New entertainment  
(AR/VR/Sport)



Next-gen mobility  
(Automobile)



Sharing

## Life style innovation



AI agent



FinTech



Total healthcare

## Work style innovation



Drone robotics



Work innovation



Work matching



# Ultimate AI Agent for Every Customer

**New AI agent**

Natural  
dialogue

**Always  
next to  
customers**

Action most suited  
to the situation

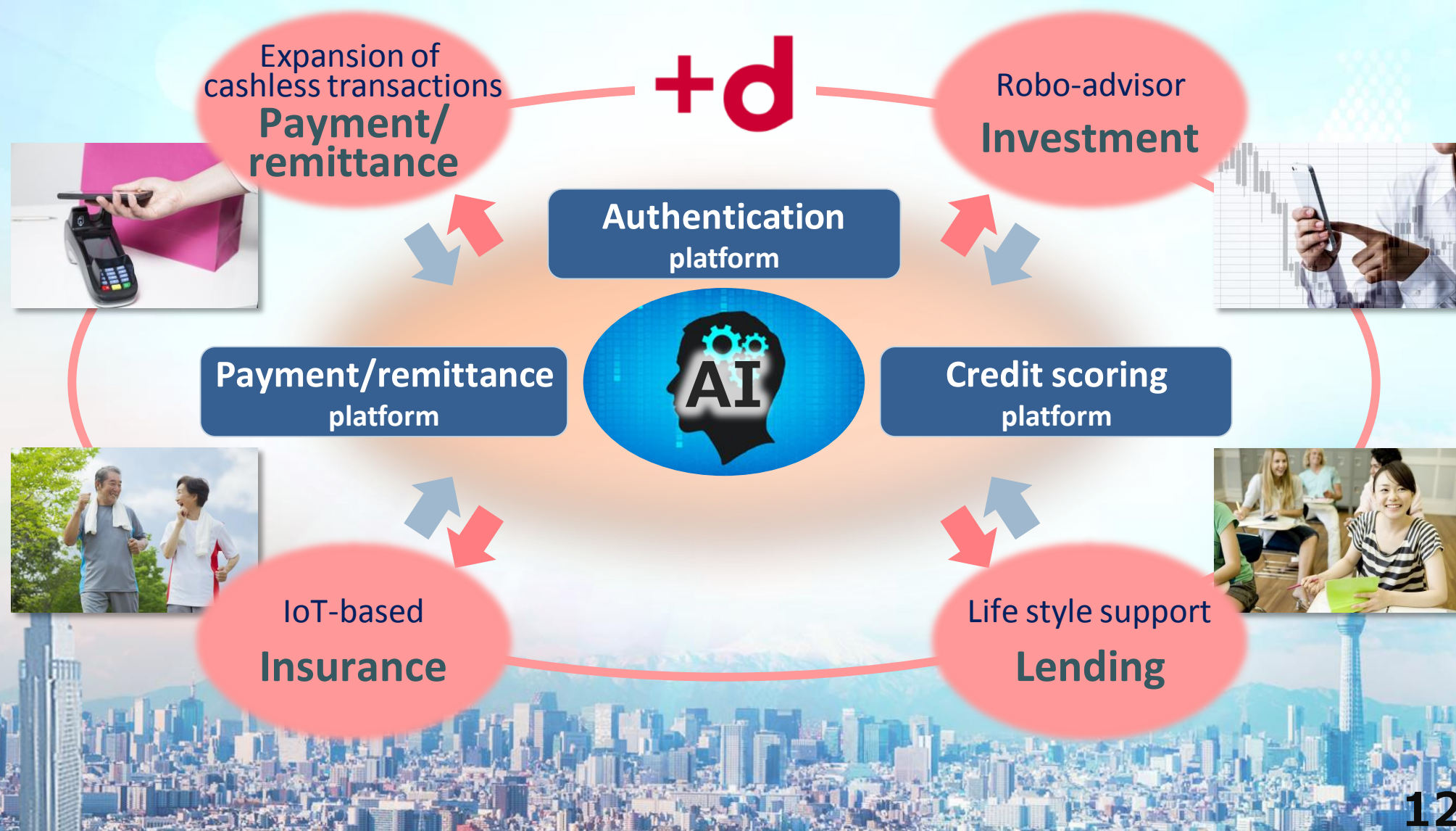
Illuminating ideas  
and suggestions

**+d**



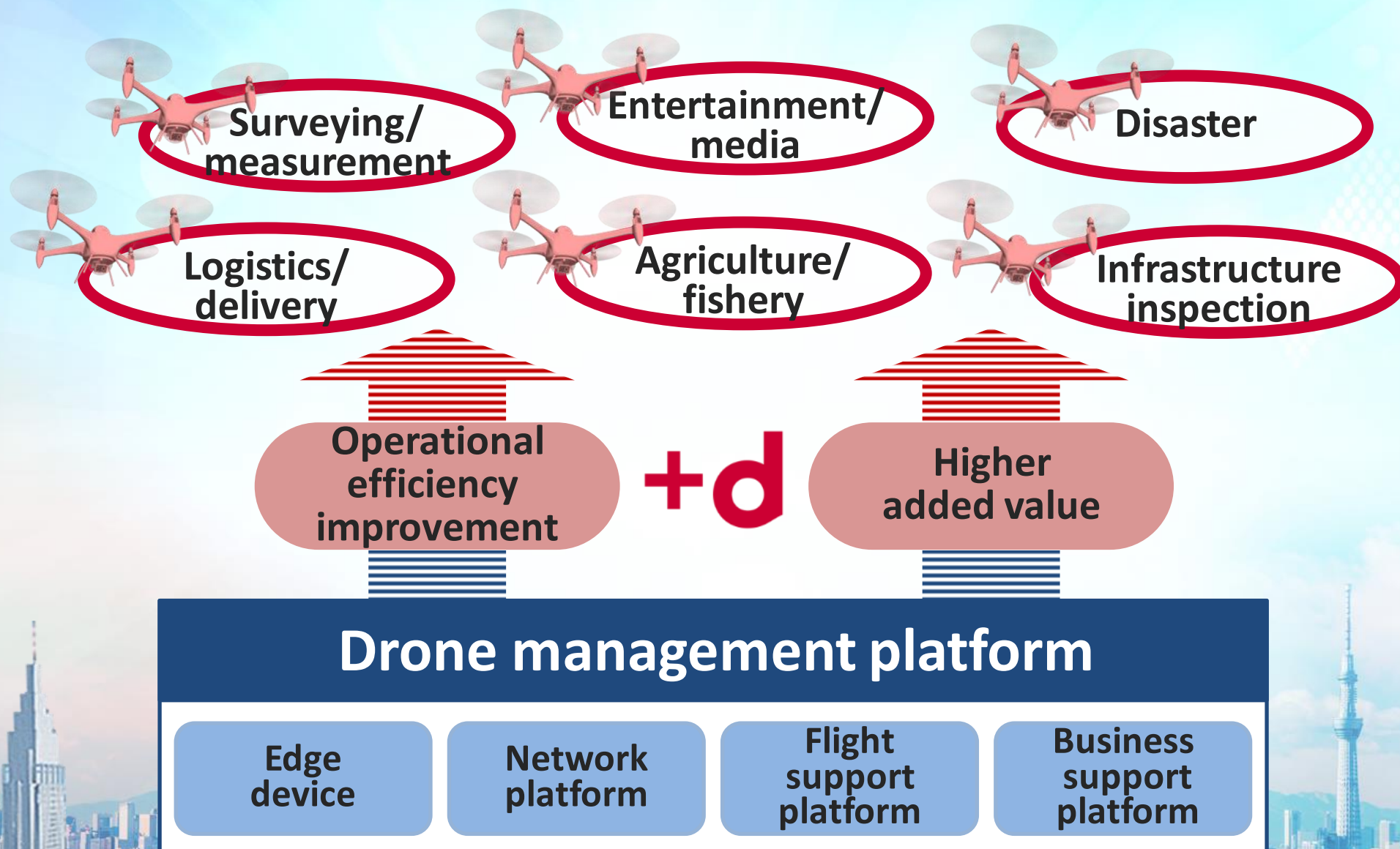
# FinTech Services Catered to Customer Needs

**Deliver perceptible ease of use, convenience and peace of mind**





# Safe and Innovative Drone Services





# DOCOMO 25<sup>th</sup> Anniversary New Entertainment Experience



Anniversary

Collaborative  
productions  
planned for release  
one after another



Sense of unity,  
sense of  
presence



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# Solutions to Reduce Customer Wait Time

## Evolution of customer touch points through the use of AI



Automated response

Hospitality catered to  
individual customer



Customer assistance

Optimal proposal  
at any location

**Customer support  
ensuring peace of mind  
& comfort  
(Omni-channel)**

On the spot solution  
on smartphones



Self-service kiosks

Coordination of  
all customer  
touch points



Chat bot



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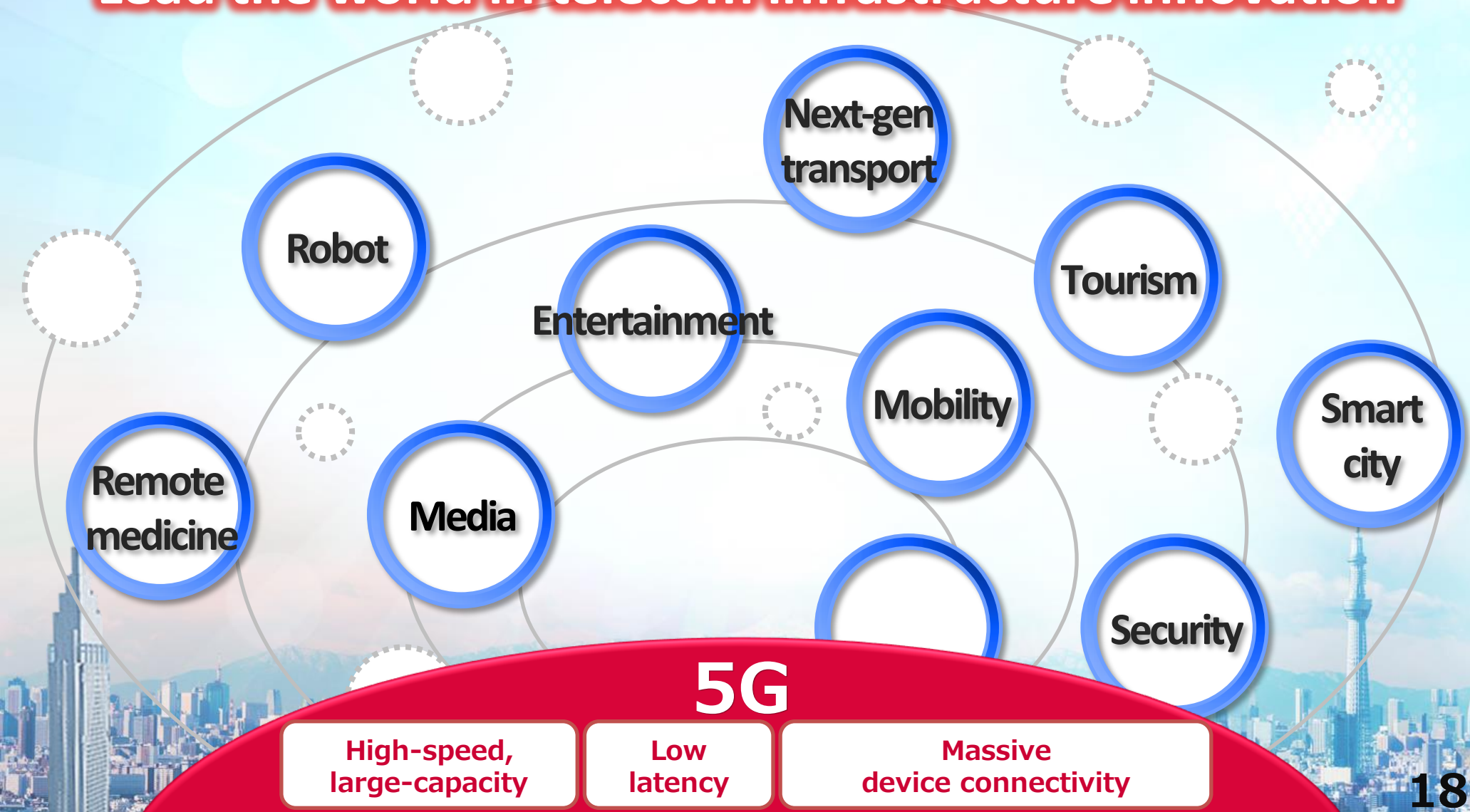
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# Contribute to Social & Industrial Development with 5G

**Lead the world in telecom infrastructure innovation**



# Dawn of The 5G Era

**5G trial sites planned for launch late May 2017!**



**Services of “5G era” to be created jointly with partners**



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# Accelerate Co-Creation with Partners and Solve Social Issues For Japan's growth and a richer society





# Launch of Various “Work Style Reform +d” Solutions

Accelerate work innovation through co-creation with partners

NEW 1

## Telework

Ideas for tools for smooth communication



NEW 2

## Shared office

A new type of office that reduces commute time



To be realized in  
coordination with  
partners

Planned for launch in FY2017

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# Support Partners' Business and Expand Commercial Transactions

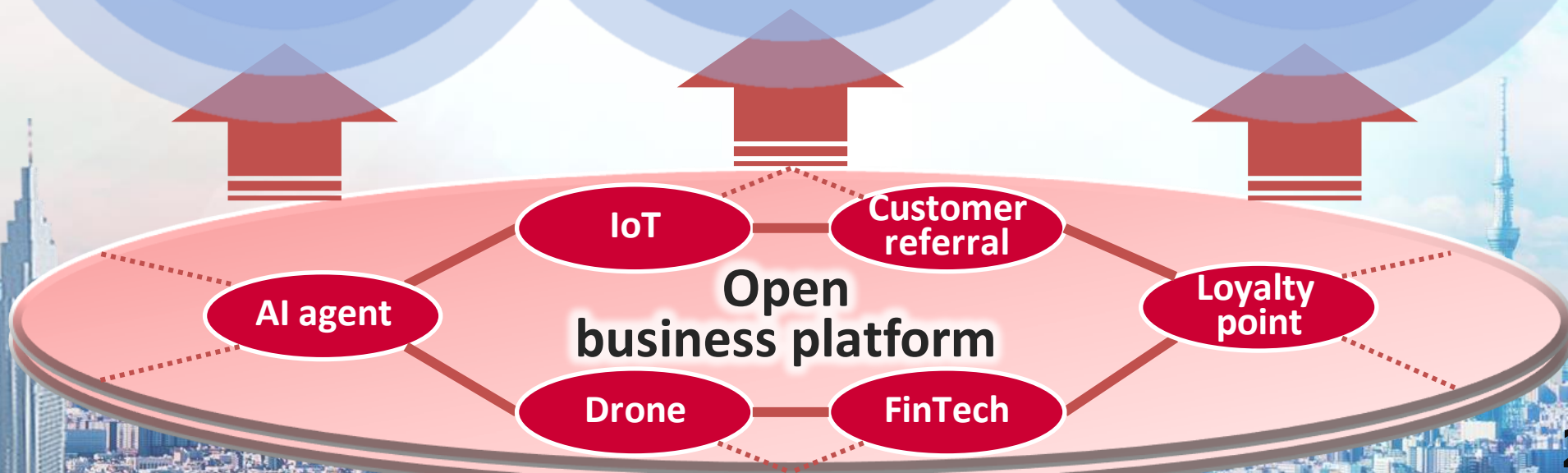
**Business  
expansion**



**Sales  
growth**



**Productivity  
improvement**



# beyond

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Value and  
excitement  
to customers

Value co-creation  
with partners



Service creation/evolution



Business evolution with **+d**

Reinforcement/evolution of all foundations

Evolution of  
customer touch points

Network/R&D  
(5G/AI/IoT)

Sound financial  
structure



# Transformation of Business Structure

## Integrating a wide variety of added value through 5G for solid growth

