



# Customer and Community Engagement

Responsibility for Products and Services	76	Services for Safety and Consumer Education	83
Considerations for Children, the Elderly, and People with Disabilities	78	Community Investments	84
Customer Satisfaction	81	Disaster Relief Provided by NTT DOCOMO	86
		NPO Mobile Communication Fund (MCF)	87

NTT DOCOMO is committed to building a society in which people can live with greater security, safety, comfort, and affluence across geographic boundaries and generations.

To achieve this, we will continue to deepen our engagement with different types of stakeholders, improve our products and services, and carry out our community investments.





Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

Materiality

# Customer and Community Engagement

**Goal** To build a society in which everyone can live happily, with greater affluence across geographic boundaries and generations

### Sustainability Issues

- Community involvement and social contribution
- Customer satisfaction
- Stakeholder engagement

### Strategy

With technology and integrity, we will link and combine the strengths of each business to create new value together with our partners, and deliver it to a variety of customers and communities and enhance the customer experience (CX).

### Risks

If we cannot meet customer needs or are too slow to adapt to change, we may miss opportunities to acquire customers.

### Opportunities

By leveraging our nationwide networks, a core strength of the NTT DOCOMO Group, deeply understanding our customers, and promoting customer-oriented business practices, we can enhance engagement with our customers and communities, leading to the achievement of best CX.

### FY2024 Initiatives

- We have shifted our approach to customer-oriented marketing to achieve the best CX, setting customer engagement as an indicator. We actively listen to customer feedback to refine and enhance our services on an ongoing basis.
- We received approximately 3.76 million comments from customers and about 22,000 entries of employee feedback annually. The feedback from both customers and employees is shared internally on a near real-time basis to improve our services and communications.
- Aiming to solve the digital divide, we hold smartphone classes. The total number of participants has reached 19 million people, and 97% of customers indicated they were satisfied with the content of these classes.
- As part of social contribution initiatives through the d POINT CLUB, we have supported children's cafeterias and donated to 193 related organizations.
- As part of our support for the reconstruction of the Noto Peninsula, about 400 employees volunteered in on-site recovery work.
- Looking ahead to a cashless society, we have promoted the integration of payment services with d POINTs.



### Key FY2024 Results [P.23 Metrics and Targets](#)

Customer engagement rate (NPI: next purchase intention)



**65.8%**

Customer engagement rate (customer loyalty)



**-28.6**

Total transaction value of cashless payment in support of a cashless society



**14 trillion 980 billion yen**



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

## Responsibility for Products and Services

### Basic Philosophy

NTT DOCOMO is dedicated to maintaining product quality with due consideration for safety at every stage, from design to after-sales service. In addition, we design and offer products and services that incorporate universal design principles so they can be used by everyone, including children and senior citizens, people with disabilities, and foreign nationals. As for current social concerns related to mobile phone use, such as criminal behavior, addiction, and ethical issues, we are partnering with Japan's Ministry of Internal Affairs and Communications as well as other relevant organizations to sincerely address these concerns as a vital corporate social responsibility.

### Product and Quality Control

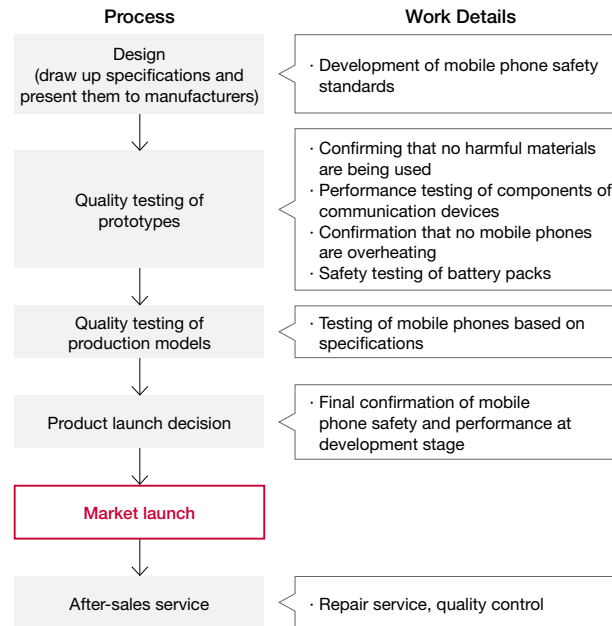
NTT DOCOMO conducts thorough and strict quality processes to ensure that our products can be used safely, reliably, and conveniently by customers at all times. For mobile phones, we define our own safety standards at the design stage and work with manufacturers to develop products that are safe. We also thoroughly monitor product safety under strict evaluation standards at every step of the way by testing prototypes, and we ultimately determine the launch of a product only after safety is assured. In addition, we fully comply with all regulatory requirements for labelling during shipping and delivery and use packaging materials based on our green procurement standards. Our products are delivered to customers only after fully meeting these rigorous standards for product safety.

We have established repair and service centers throughout Japan as well as an online repair request system to

handle any problems that may arise after products have been put on the market. Also, we promptly respond to customer concerns over quality by investigating causes and exploring quality from various perspectives for enhancement. In the event of a major malfunction, the Communication Devices Action Committee, chaired by the senior executive vice president, is convened to identify the nature of the problem, isolate its causes, and determine policies for addressing it.

NTT DOCOMO BUSINESS and NTT DOCOMO SOLUTIONS, the two subsidiaries responsible for our corporate business, have obtained ISO 9001 for organizations that deem it necessary for their operations, and they have established quality management systems that comply with the standard.

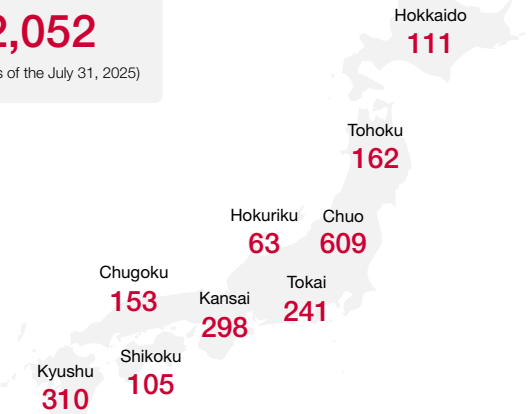
#### Standard Product Quality Flow for Mobile Phones



#### Number of Repair and Service Centers

2,052

(As of the July 31, 2025)



#### Initiative Repair services available at docomo Shops

##### Bring in for a repair (with a data service)

At docomo Shops, we offer a repair service for customers to bring in their handset device and have it repaired while retaining all their data and settings. The service is applicable to eligible handset models.

##### In-store same-day repair

At repair corners (available at some docomo Shops), we offer an on-the-spot repair service for eligible handset models. We repair the device in as few as 60 minutes, keeping the data and settings intact.

##### Smartphone repair (on-site visit repair)

When customers face problems such as a cracked screen or a faulty battery, they can request our on-site smartphone repair van to visit them at their desired location, such as their home, office, or a café. We can repair the device within an hour in a nearby parking lot or another location. The service is available in some areas and for some models.



[Responsibility for Products and Services](#)

[Considerations for Children, the Elderly, and People with Disabilities](#)

[Customer Satisfaction](#)

[Services for Safety and Consumer Education](#)

[Community Investments](#)

[Disaster Relief Provided by NTT DOCOMO](#)

[NPO Mobile Communication Fund \(MCF\)](#)

## Upgrading Software to Ensure Product Safety

NTT DOCOMO updates its software as necessary to increase product safety and user friendliness, fix software-related defects, improve usability, apply current security patches, and for other purposes. Software updates can be done online, allowing customers to check for and apply updates on their own as soon as they are available. For Android™ devices, software updates can also be performed automatically overnight as soon as updates become available.

[Software Upgrade Information List \(in Japanese only\)](#)

## Disclosing Information and Support on Products and Services

To ensure the safe and convenient use of our products and services, NTT DOCOMO provides timely and relevant information to customers at docomo Shops across Japan and through NTT DOCOMO's website. At docomo Shops, we assist foreign nationals with language support over the phone, and some have videophone systems in place to communicate in sign language with the hearing impaired, so those customers requiring these services can obtain information on NTT DOCOMO's products and services. A customer support page on NTT DOCOMO's official website provides product support information such as device use, default settings and after-sales services, billing and discounts, and service areas. The docomo Online Procedure service on the website allows customers to select billing plans and apply for services, request repairs, and report lost or stolen phones. Apart from the website, we also provide contact points for submitting applications and queries by phone and e-mail. Moreover, customers can use our Otasuke Robot, a fault diagnostic chatbot that responds 24 hours a day to inquiries about smartphone failures and other mobile phone

problems through automated chats. We also offer an online smartphone diagnostic app that allows customers to easily run diagnostic tests on their smartphones without having to visit a docomo Shop, and it provides information on suggested improvements and procedures based on the results of these tests. Moreover, the docomo Online Shop is useful for customers living in areas where there are no docomo Shops and for those who are unable to leave their homes to purchase a smartphone or charger.

[Inquiries in foreign Languages](#)

[Support through Videophone](#)

[DOCOMO Online Procedures \(in Japanese only\)](#)

[Online Shop \(in Japanese only\)](#)

[Fault Diagnostic Chatbot \(Otasuke Robot\) \(in Japanese only\)](#)

## Services that Ensure Device Security

### Security Countermeasure Services

We have recently observed a rising number of threats to Internet and telephone communications, such as spam mails, computer viruses, redirects to harmful apps and websites, remittance-soliciting frauds and other scam operations that take advantage of new policies, regulations, and social circumstances. As an increasing number of people fall victim to such threats and scams, NTT DOCOMO is proactively working to implement countermeasures, such as Passkey Authentication, which uses the biometric authentication and smartphone screen lock instead of passwords, and we provide other functions that allow customers to use services safely and conveniently.

For docomo mail, we offer a free service that allows users to refuse to accept or open e-mails sent from malicious senders, such as phishing scams, as well as e-mail messages containing harmful URLs and or viruses (set to reject fraudulent or infected e-mails). This function supports DMARC, a

standard technology that effectively provides protection against spoof messages, a key characteristic of fraudulent e-mails. Based on a global security standard, it isolates dangerous e-mails in the junk email folder or deletes them, providing safe and reliable e-mail environments to our customers. Aiming to offer e-mails safely with peace of mind, we also offer another free service, official accounts for docomo mail, which displays a verified e-mail account on docomo mail sent from companies and other organizations that have subscribed to the service.

Anshin Security is a security service package that protects smartphones from a variety of threats. It includes virus detection, blocks harmful websites, provides anti-spam mail functions, as well as notifications for suspicious incoming calls, displays screen alerts for unsecured Wi-Fi connections, and has other functions as well.

In December 2024, we launched Anshin Security (Standard Plan) and Anshin Security (Total Plan). The standard plan is a basic plan for smartphones, offering protection from personal data leakage and spam SMS, in addition to the features included in "Anshin Security." The total plan is a security plan for families, including security for PCs and a multi-account feature\*.

\*A system enabling up to two DOCOMO subscribers to use security functions free of charge



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

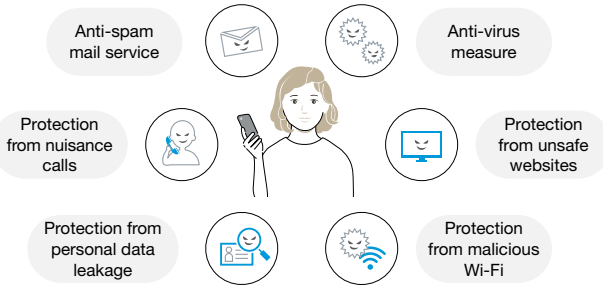
Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

### Anshin Security Anshin Security Standard Plan Anshin Security Total Plan



Note: Available functions may vary depending on the subscribed plan and OS on the device.

### Setting of Rejecting Fraudulent and Infected E-mails



## Initiatives to Eliminate the Digital Divide

We have positioned NTT docomo Shops as dependable partners in daily living and offer DOCOMO smartphone classes for enriching customers' daily life. Our goal is to eliminate the digital divide in the community, and we offer these classes free of charge, with a few exceptions, and participation is open to non-DOCOMO subscribers as well.

### ► Number of Classes and Participants for DOCOMO Smartphone Classes

Category	Details
Number of docomo Shops offering the classes	2,048 across Japan
Number of classes	49 in total
Cumulative number of participants	More than 19 million participants, and more than 97% of them expressed satisfaction (as of May 2025)

In addition, for the fifth year in a row, we have been selected as an organization that implements projects for the Ministry of Internal Affairs and Communications' initiative, Digital Utilization Support for Users, and we offer smartphone classes on administrative procedures and other topics at our docomo Shops nationwide. As of fiscal 2024, we had held approximately 60,000 classes on eight different topics under this project, including how to apply for a My Number Card and how to use online medical services, with the participation of approximately 100,000 people. In fiscal 2025, we have reviewed and amended the content for some topics and held free classes on all nine topics at 2,046 docomo Shops.

### Anshin Remote Support

This service supports customers who are not familiar with the operations and settings of smartphones or other devices by having a technical operator provide usage instructions through the remote sharing of the user's smartphone or other screens. In addition to the operation and settings of NTT DOCOMO devices and apps, the service also supports the use of third-party apps (such as LINE, Facebook, X, and Instagram) and on connecting smartphones to peripheral equipment such as routers and headphones.

Customers appreciate the detailed support the service provides, such as when the operator handles the operation on their behalf, as if they were there in person. As of March 2025, 20.00 million people have signed up for this service.

[Anshin Remote Support \(in Japanese only\)](#)

## Considerations for Children, the Elderly, and People with Disabilities

### Considerations for Children

#### Providing a Filtering Service

While using the Internet, children can be exposed to inappropriate information that may be harmful to their development. The viewing of harmful or inappropriate websites and apps also increases the risk of involvement in criminal activity. According to a survey conducted by the National Police Agency\*1, about 90% of children who became crime victims through SNS and other community sites in 2024 did not use filtering.

NTT DOCOMO offers the Filtering Service\*2 to prevent damage, and in principle requires that subscribers or users under the age of 18 to subscribe to this filtering service when using smartphones or mobile phones\*3. Anshin Filter for docomo\*4 can permit or restrict access to individual websites and apps based on the user's age and needs and can also limit when apps can be used depending on the time of the day.

\*1 Based on "Juvenile Delinquency and Child Sexual Abuse in fiscal 2024" by the National Police Agency

\*2 Content of the Filtering Service differs according to the requirements of each model.

\*3 Stipulated in the "Act on Establishment of Enhanced Environment for Youth's Safe and Secure Internet Use" (revised on February 1, 2018)

\*4 Functions offered by the "Anshin Filter for docomo" differ by operating system.

[Filtering Service \(in Japanese only\)](#)

#### Remotely Monitoring Children with imadoco-search

In order to protect children from crimes that target children, we provide the imadoco-search service, which allows parents and guardians to locate children and remotely monitor their



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

activities. The GPS on their Kid's Keitai (mobile phone) or smartphone allows parents to find out where their children are on a map. In addition, it incorporates an emergency buzzer that a child can press when they are in danger and a function to automatically transmit a child's whereabouts when the power is switched off. The service can be also used to track elderly adults who live away from their families.

[Imadoco-search \(in Japanese only\)](#)

### Child-Raising Support Program and Discount

NTT DOCOMO supports families with children and offers services they need. The brand "comotto" works with families to nurture children's development. Through this brand, we collaborate and co-create with a range of industry partners to provide fun learning experiences for children and their families. We also provide financial support to single-parent family customers through the Child Raising Support Discount\* service.

\*Eligible customers receive discounts on monthly rates for their billing plan and voice options until the first March 31 after the registered child turns 18.



[comotto \(in Japanese only\)](#)

## Consideration for the Elderly and People with Disabilities (DOCOMO Hearty Style)

DOCOMO Hearty Style is an initiative that promotes products and services that are easy for anyone to use so that every customer is satisfied. It is based on the universal design concept, under which we pursue products and services that are easy to use for all people, regardless of culture, language, nationality, age, gender, ability, or disability. We are working on various initiatives under the three pillars of activities described in the following table.

### ▶ Three Pillars of DOCOMO Hearty Style

Pillar of Activity	Initiatives
Promote Product and Service Development	Develop and provide products and services that are easy for all types of customers to use 1. Provide Universal Design Products <a href="#">P. 79</a> 2. Offer Hearty Discounts <a href="#">P. 80</a> 3. Provide braille billing statement service <a href="#">P. 80</a>
Enhance Customer Support	Improve the environments of customer service desks to make it easy for anyone to use and enhance response to customers 1. Make docomo Shops barrier-free <a href="#">P. 147</a> 2. Operate docomo Hearty Plaza (Marunouchi) <a href="#">P. 148</a> 3. Install videophones with sign language support <a href="#">P. 147</a> 4. Conduct training for docomo Shop staff <a href="#">P. 147</a> 5. Provide the Telephone Relay Service <a href="#">P. 80</a> 6. Provide corporate websites that are easy for everyone to use <a href="#">P. 80</a>
Disseminate Safe and Secure Use	Provide opportunities for all customers to use smartphones and other devices safely, securely, and conveniently 1. Organize DOCOMO Hearty Class lectures for organizations serving people with disabilities <a href="#">P. 80</a> 2. Organize Smartphone and Internet Safety Classes for special-needs schools nationwide <a href="#">P. 84</a> 3. Participate in events and exhibitions for people with disabilities

## Developing Universal Design Products

We offer products designed to be easy to read and use, including the Raku-Raku Phone series, for the elderly and people with disabilities. Raku-Raku Smartphone F-53E, we have prepared an instruction manual in the form of text data that supports text-to-speech feature using a screen reader (screen text reading software) for people with visual impairments.

**Universal design font**  
A universal design font is used for readability.

**Easy-to-read screen with large characters**  
In addition to basic phone and Internet functions, the characters of downloaded apps can also be enlarged.

**Instruction manual in braille, Raku-Raku Smartphone voice, and text**

**Easy touch panel**  
A touch panel that can distinguish between a simple touch and a press allows for activating a command as if pushing a button.

**Voice output function**  
Tap the screen with three fingers to have the display screen read aloud. In addition, tracing the screen with two fingers allows you to recognize the position of the screen by changes in sound.

**Raku-Raku Smartphone F-53E**

Note: These are a few of the F-53E compatible functions. Please see the DOCOMO official website for details.

[Docomo Raku-Raku PHONE \(in Japanese only\)](#)



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

We will continue to create products that meet the diversifying needs of our customers, such as equipping models other than the Raku-Raku Phone series with a character size enlargement function and simple menu.

### Hearty Discounts

Hearty Discounts is a service that discounts basic monthly charges and various service fees and waives a part of the administrative fees for some procedures for customers who have been issued a physically disabled certificate, nursing certificate, medical certificate for a specific disease, or similar documentation.

#### Details of Discounts\*1

1. Discount on basic monthly charges for mobile phones
2. 60% discount on monthly charges for services such as answer phone
3. No administrative fees for new contract\*2, name change\*2, model change, or contract change
4. Free "initial setting support" for smartphones, etc., provided by docomo Shop staff
5. Free call and assistance charges for "104"

\*1 Discounts are not available for all plans.

\*2 Applicable only if these procedures are performed at the time of applying for the Hearty Discounts service

[□ Hearty Discounts \(in Japanese only\)](#)

### Braille Billing Statement Services

We issue braille billing statements for people with visual impairments free of charge. The statements present monthly billing amounts, statement details and other

information in braille. In fiscal 2024, 27,844 braille billing statements were issued.

### Accepting Applications via the Telephone Relay Service

Information centers and other telephone reception departments accept applications via the Telephone Relay Service\* provided by the Nippon Foundation Telecommunication Relay Service.

\*This service enables people with hearing or speech difficulties to communicate over the phone with others (not only with individuals but also with companies, local governments, medical institutions, emergency call centers, etc.) through interpreter operators, who translate conversations in sign language and text using their voice, and it is available 24 hours a day, 365 days a year. The service is provided by the Nippon Foundation Telecommunication Relay Service, which has been designated as a telephone relay service provider under the Act on Facilitating the Use of Telephones by the Hearing Impaired, etc. (Act No. 53 of 2020).

### Corporate Websites that Are Easy for Everyone to Use

A free accessibility support tool is available on the NTT DOCOMO website to make it easier for people with visual, movement, or cognitive impairments to view the site. With just a few clicks, the website display can be optimized to suit the particular user.

[□ How to adjust readability and content accessibility \(in Japanese only\)](#)

### DOCOMO Hearty Classes

DOCOMO Hearty Classes are held at the user's site to provide instructions on the basic operation and use of smartphones and tablets for those with disabilities (free of charge).

We hold classes at the request of organizations that serve those with special needs and implement programs for each type of disability according to customer needs. The programs cover basic operations, such as receiving and making calls, introducing useful apps, and using mobile phones during a disaster.

The first class was held in 2006, and 1,091 classes had been held by fiscal 2024, with about 13,660 participants in

total. We have also participated in events and exhibitions for people with disabilities.

[□ DOCOMO Hearty Classes \(in Japanese only\)](#)

### Internal Training to Drive DOCOMO Hearty Style

We have conducted training to raise awareness among employees about how to consider people with disabilities, including training to experience the barriers that people with visual, hearing, or physical impairments experience in their daily lives, training on web accessibility, and training on how to create an environment that provides reasonable accommodations to people with disabilities.

NTT DOCOMO will continue to develop these activities to raise employee awareness of DOCOMO Hearty Style.



## Customer Satisfaction

### Basic Philosophy

New technologies and services are constantly being generated in the telecommunications and ICT industries, and with equipment, such as smartphones and mobile phones evolving almost daily, new services for mobile phones are constantly under development. Advances in technology and services have been accompanied by an increase in customers contacting us to confirm or inquire about various aspects of our services, such as equipment malfunctions, billing plans and service menus, as well as to share opinions and requests. As a result, DOCOMO receives approximately 3.76 million comments from customers every year through its docomo Shops, Customer Help Desk, corporate website, and other means. Also, we annually receive about 22,000 entries of employee feedback from those who are in daily contact with customers. We will continue to pursue our Customer First policy and seek to create new value to exceed customer expectations. In addition, since fiscal 2024, we have been striving to deepen our understanding of customers and promote customer-driven business operations, aiming to achieve the best customer experiences (CX).

#### General Policy

We will comprehensively transform our customer approach to deliver the best CX, driving growth for our partners and addressing regional challenges, while strengthening NTT DOCOMO's brand power and expanding our loyal customer base.

- Each employee will take direct responsibility for thoroughly refining the best CX.
- NPS<sup>\*1</sup>, LTV<sup>\*2</sup>, enhanced brand power, revenue, and profit will naturally follow.

<sup>\*1</sup> Net promoter score is a metric for measuring customer loyalty.

<sup>\*2</sup> Lifetime value is the total profit generated by customers over the course of their patronage.

### Approaches to Achieve the Best CX

Our goal to achieve the best CX, which we have worked on since fiscal 2024, is characterized by the shift of our approach from Company-focused marketing to one centered around each individual customer as a starting point. To achieve the best CX, we apply our indicators when evaluating the use of our services and customer satisfaction while also actively listening to customer feedback, to refine and enhance our services on an ongoing basis.

#### ► Approaches to Achieve the Best CX

##### Reinforcing Our Customer Contacts

We will bolster our efforts to actively listen and engage with customers across all contact points, including docomo Shops, large-scale retailers, contact centers, and online platforms.

##### Driving Evolution in Our Customer Understanding

We will act on feedback gathered from customer contact points and deepen our understanding through seamless communication and analysis, and advanced data usage to deliver the right proposals at the right time.

##### Refining Our Services

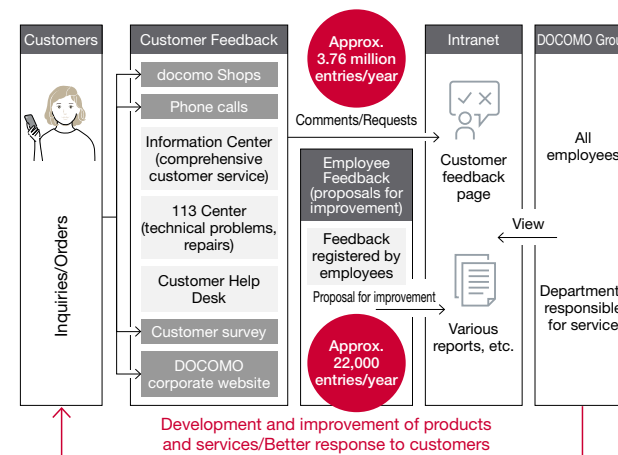
We will deliver the best customer experience by refining services that are highly aligned with customer needs identified through a deeper understanding of our customers and by creating synergies among these services.

### Measures to Increase Customer Satisfaction

NTT DOCOMO uses customer feedback for many different purposes, such as improving products and services and

enhancing customer response capabilities at docomo Shops. Feedback from both customers and employees is shared with all NTT DOCOMO Group employees via our in-house system on a near real-time basis and is always available. We strive every day to improve customer satisfaction, always mindful that customers are at the center of our products and services.

#### ► Improvement of Service and Response to Customers by Incorporating Customer and Employee Feedback



### Increasing Customer Satisfaction through Customer Feedback

We collect customer feedback at docomo Shops, through phone calls to the Information Center and Customer Help Desk and through Customer Support on our website. The information is immediately shared through our inhouse system, and the Customer Satisfaction Department compiles a report for internal circulation. NTT DOCOMO takes customer opinions and requests related to products and services seriously, and it strives to develop and enhance its products and services while improving the ways it responds to customers. In addition to receiving direct feedback from customers, we also conduct

quantitative and qualitative research to explore relevant issues in order to enhance overall customer satisfaction.

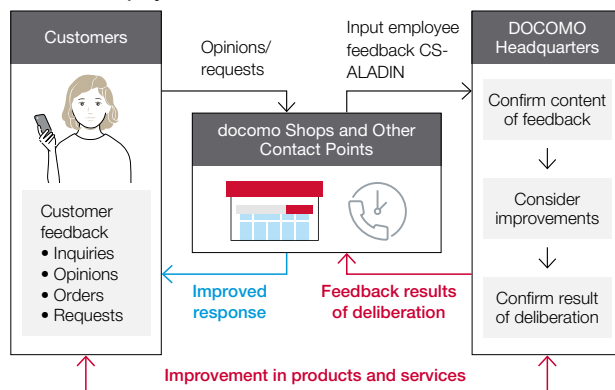
We publish initiatives that incorporate customer feedback on our corporate website.

[Initiatives incorporating customer feedback \(in Japanese only\)](#)

## Increasing Customer Satisfaction through Employee Feedback

To further increase the level of customer satisfaction, NTT DOCOMO has been implementing improvement strategies that incorporate employee feedback. Requests and suggestions related to our products, services, and business operations that are identified as the result of interactions with customers are collectively referred to as employee feedback. This information comes from staffs or individual employees working at docomo Shops, phone call reception departments such as information centers, or other related offices and is sent directly to the relevant department of the headquarters through an internal system and then used to improve products, services, and administrative processes.

### ► Flow of Employee Feedback



### Case Study 1

The following are major examples of improvements resulting from interaction between customers and NTT DOCOMO employees in fiscal 2024.

#### • Supporting d Payment without network connection

Now it is possible to make payments using a barcode displayed on the d Payment app, even in places with a weak signal such as underground or crowded places.

#### • Improvement of packaging for docomo select smartphone cases

We redesigned the packaging for docomo select smartphone cases to make the product visible and make it easier to check its color, thickness, and shape.

#### • Launch of Anshin-Tentou-Support

We have launched a 30-minute service for those who have difficulty using their smartphone. Customers can receive direct support from our staff in docomo Shops with smartphone use and settings of third-party apps at their own pace.

## Improvements through Customer Surveys

NTT DOCOMO conducts surveys with customers who have visited docomo Shops and retailers to subscribe to various services or who have made inquiries at our Information Center. In fiscal 2024, around 2.6 million customers from across the nation responded to the survey, and all comments and evaluations were promptly sent back to docomo Shops, retailers, and information centers.

We use customer surveys as a tool for assessing our customer service capabilities. With the responses, we take action to enhance our customer service capabilities by, for example, further enhancing the positive aspects while improving aspects that customers have pointed out to us.

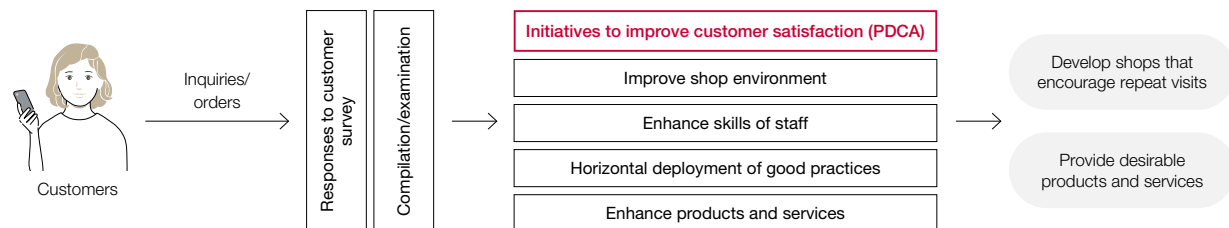
## Better Reception Quality

We regularly conduct tests of our network communication quality and strive to improve it. Customer feedback on such issues as experiencing poor connections due to weak signals and locations where network speed is slow is also collected via the Support Desk for Reception Issues page on our corporate website, and this feedback is used to make improvements.

In addition, we provide information on rental equipment for improving indoor reception, scheduled coverage areas, and available service areas.

[Support Desks for Reception Issues \(in Japanese only\)](#)

### ► Flow of Customer Survey





Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

## Using d POINT Club Surveys to Improve Net Promotor Score (NPS)

In addition to Employee Feedback and Customer Surveys, we analyze the NPS by surveying d POINT Club members (approximately 106.03 million as of the end of June 2025).

We plan to continue using the d POINT Club surveys for point-in-time snapshots of the NPS and seek to improve it by analyzing the relative importance customers place on each aspect of our products and services when deciding whether to maintain their subscription. We also examine correlations between customer satisfaction level and their intent to continue using NTT DOCOMO.

[P. 110 Customer engagement rate](#)

## Initiatives Toward a Cashless Society

NTT DOCOMO strengthened integration between its payment services, including d Payment, iD, and dCARD and d POINT, to promote a cashless society. At 6.82 million locations across Japan where the payment and point services are available, we provide a convenient smartphone-based payment experience for daily shopping and utility bill payments. By expanding the d POINT service coverage and reviewing membership stages of d POINT CLUB, we have not only improved user satisfaction and encouraged their use but also contributed to the revitalization of the local economy.

We will further expand the number of participating merchants and strengthen personalization initiatives through the use of AI and data analysis to provide a cashless experience that meets diverse lifestyles.

## Services for Safety and Consumer Education

### Promoting Mobile Phone Etiquette and Safe Charging

#### Functions and Services Relating to Etiquette

NTT DOCOMO provides the Public Mode (Phone OFF) function, which plays a voice message informing callers that the user is in a location such as an airplane or a hospital where mobile phones must be turned off, and then automatically ends the call.

\*Smartphones (except for certain models) cannot be set to Public Mode (Drive Mode).

#### Preventing Smartphone-Distracted Walking

Smartphone-distracted walking has become a social problem. In addition to being inconsiderate, it is extremely dangerous and can lead to serious accidents involving not only the individual but others nearby as well. NTT DOCOMO regards this as an issue it should address as a service provider and has engaged in various activities to raise awareness. These include displaying the smartphone manner mark on advertising materials and store promotional tools, providing “Anshin Filter for docomo” app that displays warnings while walking, and alerting users of the danger through TV commercials, posters, and NTT DOCOMO’s official website. We will continue to improve the safety of smartphone use.

\*Provided only for certain models

### Promoting Safe Charging

A terminal may generate excessive heat when the connector on the phone being charged is wet or covered with foreign particles. We are therefore issuing special precautions in the manuals, on the website, and on labels displayed on mobile phones, warning users to charge their phones properly and safely.

An industry-wide effort led by the Mobile Computing Promotion Consortium is underway to promote proper charging. In addition, a video and the caution marks below have been created to alert customers to the issue.



Do not charge phone when it is wet!



Physical damage to a battery is dangerous

### Anti-Fraud Measures

The number of reported incidents of specialized fraud, such as remittance-soliciting schemes, remains at a high level\*. As mobile phones and other means of communication are often used for specialized fraud, NTT DOCOMO implements tougher screening upon subscription, cooperates with the police, and implements network use restriction to promote preventative measures against this form of fraud. NTT DOCOMO also cooperates with the government and other mobile providers to promote preventative measures against specialized fraud.

\*According to data on specialized fraud from the National Police Agency’s website



危険です、歩きスマホ。

Using a smartphone while walking is dangerous.



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

## Community Investments

### Basic Philosophy

According to our Sustainability Policy, which declares our commitment to realizing a sustainable society, we plan and execute our community investments in areas related to the environment, society, human resources, and fairness. We also proactively engage with local communities in both public and private sectors to eliminate the negative aspects associated with the rapid development of ICT and to bring comfort and prosperity.

### Management System

We have established a system for promoting CSR, in which NTT DOCOMO's head office sets out the overall direction and sustainability officers, assigned by each Group company, independently develop activities tailored specifically to the business operation and regional characteristics of the respective company.

To further enhance the effectiveness of community investment initiatives, every sustainability officer develops activities to address the challenges and needs facing the region, and they periodically meet with other officers to obtain the results of NTT DOCOMO Group activities as well as the annual action plan for the fiscal year.

Our community investments guideline encourages advocacy by the One-Percent Club\*, which proposes a voluntarily contribution of at least 1% of the organization's ordinary profit or after-tax income to community investments. In 2024, we spent about 6.0 billion yen on community investments. These include donations to support victims of the heavy rain disaster in the Noto Peninsula and the Tohoku

region, as well as the large earthquake in Taiwan, and holding events to learn about biodiversity conservation with customers and local people, and providing sports sponsorships. We annually review the content of our community investment to ensure that it is closely aligned with the needs of the local communities in a broad range of areas.

\*The One-Percent Club was established by Nippon Keidanren (Japan Business Federation), and its members are companies and individuals including NTT DOCOMO who contribute to social activities.  
Scope: DOCOMO and its 11 functional subsidiaries

### Encouraging Employees to Participate in Volunteer Activities

NTT DOCOMO encourages its employees to take part in volunteer activities. In fiscal 2024, 10,563 employees from NTT DOCOMO, INC. and its 11 functional subsidiaries participated in volunteer activities. In fiscal 2024, we redesigned the awarding system and now call it the DOCOMO Group Sustainability Award, recognizing initiatives that have been integrated into our business.

In addition to annual paid holidays, NTT DOCOMO has introduced "life plan vacations" for volunteers and encourages employees to engage in these activities. In fiscal 2024, 106 employees in NTT DOCOMO, INC. and its 11 functional subsidiaries took the holidays.

### Launched the DOCOMO Sustaina School

In January 2024, we launched the DOCOMO Sustaina School, aimed at creating a richer and more sustainable society. By offering free programs and contents based around ICT, and structured around Information Utilization, the SDGs, and Career, our aim is to create learning opportunities that bring together children, schools, and parents.

[📄 DOCOMO Sustaina School \(in Japanese only\)](#)

### Information Utilization (Smartphone and Internet Safety Classes)

The Smartphone and Internet Safety Classes, which originated from the Smartphone and Mobile Phone Safety Classes with 20 years of history since 2004, is an online program for schools that aim to develop children's ability. We offer classes at different levels to suit their needs, including Introductory, Basic, Standard, Advanced, Parents, and Special Needs School, and they are attended by students from schools from across Japan.

We also offer the Smartphone and Internet Safety Classes for Family. These classes provide home-learning content for parents and children so they can think together about how to use smartphones and the Internet more effectively and how to deal with risks appropriately, and include guidance on issues such as long-hour use and high charges.

#### Smartphone and Internet Safety Classes\*

Cumulative number in the 21 years since July 2004  
(as of the end of March 2025)

Approx. **107,400** classes

Approx. **1,683** million participants

\*Includes the numbers from the former Smartphone and Mobile Phone Safety Classes



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

Disaster Relief Provided by NTT DOCOMO

NPO Mobile Communication Fund (MCF)

## SDG Classes and SDG Fieldwork

NTT DOCOMO provides SDG Classes, with learning content for schools and aimed at fostering children's interest and awareness of society and the environment. We explain the basic concepts and goals of the SDGs in an easy-to-understand manner and use specific examples and illustrations to promote the participants' understanding of the importance and significance of the SDGs.

We also provide SDG Fieldwork, experience-based learning opportunities related to forests, rivers, and the sea, with the aim of realizing a future where we live in harmony with nature. In fiscal 2024, we organized events such as wild animal watching at the Kamikawa no Sato in Hachioji City and tree-planting at the DOCOMO Kimitsu Woods.

## Career Classes

NTT DOCOMO provides Career Classes, an online program run by DOCOMO Group employees for junior high schools. Through lectures and teamwork that explore the social responsibilities of companies and work, participants are given the opportunity to think more deeply about their future careers.

We also accept visits from junior high and high school students from all over Japan. By seeing the advanced technologies in our showroom, they learn about a future society that ICT will make possible, and about work and the social responsibilities of companies. This helps them to develop their own career image.

## Collaboration with the Local Communities at docomo Shops

### Jimoty Sucusuku Baton

Under the concept "Tsunagaru, Tsuzukeru" (Get Connected, and Keep it Going), NTT DOCOMO is collaborating in Hokkaido, six Tohoku prefectures, and Kanagawa Prefecture with the local information site Jimoty on an initiative called Jimoty Sucusuku Baton, which supports parents and their small children by promoting the reuse of goods within the local community. Unwanted children's clothing, picture books, and other items are brought to collection boxes at participating docomo Shops and other outlets and then distributed to those in need. Some of the children's clothing is donated to child welfare providers. The initiative reduces waste, and having items to be reused dropped off and collected at docomo Shops reduces the amount of packaging required and thereby reduces CO2 emissions.

Looking ahead, we plan to increase the number of participating docomo Shops contributing to the revitalization of local communities.

## Art, Culture, and Sports

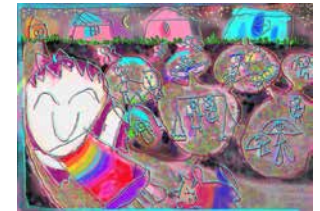
### 23rd DOCOMO Mirai Museum, a Creative Art Contest

Since 2002, NTT DOCOMO has been holding the DOCOMO Mirai Museum, a creative art contest for children aged three through to junior high school age to support the dreams of young people, who represent the future of our society.

In fiscal 2024, the 23rd year of the contest, 97,777 entries were submitted in the painting and digital painting categories, bringing the grand total of artworks entered to over 2.19 million. NTT DOCOMO will continue to encourage children to envision bright futures.



*A playground in the future*  
A winning entry in the 23rd Minister of Education, Culture, Sports, Science and Technology Award and DOCOMO Mirai Gold Award in the painting category for third and fourth grade elementary school students



*Carnival in the midnight underground playground*  
A winning entry in the 23rd DOCOMO Mirai Gold Award in the digital painting category in the preschool children category

## Supporting the Activities of RB Omiya Ardija, RB Omiya Ardija WOMEN, and Red Hurricanes Osaka

NTT DOCOMO supports the activities of RB Omiya Ardija in the Meiji Yasuda J2 League and RB Omiya Ardija WOMEN in the SOMPO WE League organized by the Japan Women's Empowerment Professional Football League. Our support includes a premium hands-on event, DOCOMO Future Field. It is an opportunity for children to meet the world of professionals through a wide range of activities, such as the management of events, operating booth at matches, soccer lessons, and visits to the club house. We are also dedicated to spreading and promoting sports for people with disabilities and have been sponsoring the Omiya Ardija ORANGE! HAPPY!! SMILE CUP!!! since 2015 (the event's eighth year), which is Saitama Prefecture's soccer tournament for people with intellectual disabilities, held by Omiya Ardija.

Furthermore, we are involved in the management of Red Hurricanes Osaka in the NTT Japan Rugby League One as the owner company, and we are focusing on community investment through its activities, including our participation in the TEAMMATES project run by the NPO organization Being ALIVE Japan (BAJ). Through the project, in which children undergoing long-term treatment are invited to join teams and participate in practices, games, and other activities, we support



[Responsibility for Products and Services](#)

[Considerations for Children, the Elderly, and People with Disabilities](#)

[Customer Satisfaction](#)

[Services for Safety and Consumer Education](#)

[Community Investments](#)

[Disaster Relief Provided by NTT DOCOMO](#)

[NPO Mobile Communication Fund \(MCF\)](#)

their self-reliance and the creation of a community around them. We also regularly donate to BAJ, using the d POINTs donation system, in which DOCOMO users donate their d POINTs for which we contribute a cash equivalent of one yen per point. We will continue to contribute to the revitalization of local communities by supporting sporting activities.

### Collaboration with an NPO

We support children's cafeterias as part of the social contribution project of d POINT CLUB, "# connect with d POINT." The equivalent number of supported meals is determined based on the membership rank of d POINT CLUB members who entered the project. The donations are made to children's cafeterias across Japan from NTT DOCOMO through Certified Nonprofit Corporation Nationwide Children's Cafeteria Support Center, Musubie. In fiscal 2024, donations were made twice in spring and summer, supporting a total of 193 organizations (donated amount: 30 million yen). In collaboration with an NPO, we will continue to contribute to a society that coexists with a community where people rely on and help each other.

[Let's support the NPO, you only need to enter the project: "# connect with d POINT." of d POINT CLUB \(in Japanese only\)](#)

## Disaster Relief Provided by NTT DOCOMO

### Disaster Relief Fundraising

DOCOMO has been raising funds to support peoples' lives and to reconstruct communities of disaster-stricken areas by setting up a charity site as needed and encouraging users to donate through the Company. Our online fundraising site also accepts donations using d POINTs and d Payment to encourage more people to give. In fiscal 2024, we conducted three fundraising programs (one for earthquake disaster relief, two for heavy rain disaster relief.) In the disaster relief fundraising program for the heavy rains in Tohoku (July 2024) and in the Noto Peninsula (September 2024), donations were made to support reconstruction and those living in the affected area in Ofunato City, Iwate Prefecture, and Ishikawa Prefecture. In fiscal 2024, we implemented a disaster relief fundraising program for the large earthquake in Taiwan, which was used for on-site rescue, reconstruction support, and disaster prevention and reduction projects.

#### > Disaster Relief Fundraising for Fiscal 2024

Fundraising Program	Amount Raised (Yen)	Number of Donations
2024 Relief fund for victims of the earthquake in Taiwan	92,223,651	115,077
July 2024 Relief fund for victims of heavy rain in Tohoku	32,300,451	61,157
September 2024 Relief fund for victims of heavy rain in the Noto Peninsula	143,868,195	201,783
<b>Total funds in fiscal 2024</b>	<b>268,392,297</b>	<b>378,017</b>

## Support for Recovery of Disaster-Affected Areas

### Supporting the Noto Peninsula

We dispatched employee volunteers to support recovery in the areas affected by the Noto Peninsula Earthquake in January 2024 and Okunoto and other regions affected by the heavy rains in September 2024. From November to December 2024, together with residents and other volunteers, about 400 employees from our Group companies helped remove flood-damaged household goods as well as mud and soil deposited in yards and outdoor facilities by outflowing rivers. We collaborated with residents in efforts to help reconstruct the regions.

About one year after the earthquake, we also launched the Fundraising Program to Support Disaster Recovery from Noto Peninsula Earthquake and Heavy Rain in 2024. The program allows customers to support the affected regions using their d POINT or d Payment. The donations gathered were given directly to those affected through Ishikawa Prefecture as relief donations and reconstruction support funds and are used to help them restore their lives.

[DOCOMO Noto Recovery Support Project \(in Japanese only\)](#)

## Working Together with Employees

### Employee Programs Supporting Areas Affected by Natural Disasters, and Contributing to Addressing Social Issues

The NTT DOCOMO Group and its employees continue to work together to make donations through the Employee Fundraising Program to Support Disaster Recovery and the Creation of a Sustainable Society, which allows employees to choose and support a cause that each relates to, such as



Responsibility for Products and Services

Considerations for Children, the Elderly, and People with Disabilities

Customer Satisfaction

Services for Safety and Consumer Education

Community Investments

[Disaster Relief Provided by NTT DOCOMO](#)

[NPO Mobile Communication Fund \(MCF\)](#)

disaster-affected areas, environmental issues, and people with disabilities, and to make donations using d Payment. The Company matched the amount donated by employees and made donations to the local governments of disaster-affected areas, NPOs, and other organizations. In fiscal 2024, about 1,600 NTT DOCOMO Group employees participated in this initiative, and approximately 748 million yen has been donated to date (as of the end of March 2025).

## NPO Mobile Communication Fund (MCF)

### Supporting Activities in Academia, Welfare, and Other Civic Fields

NTT DOCOMO established an NPO, the Mobile Communication Fund (MCF), in July 2002, as a means to commemorate its tenth anniversary and contribute to society by supporting projects across a wide range of fields, including academia and social welfare. As a member of the NTT DOCOMO Group, the MCF contributes to the advancement of information and mobile communication technologies and the realization of thriving and healthy communities in the information society of the 21st century through its nationwide projects, including the DOCOMO Mobile Science Awards, DOCOMO Scholarship Program (for Asian students and those from orphanages or foster homes), and DOCOMO Civic Action Group Grant Program.

### DOCOMO Mobile Science Awards

The DOCOMO Mobile Science Awards was established in 2002 to encourage young researchers and promote further technological development of mobile and other information communications. The awards are presented to researchers who have contributed to the development of industry, society, and culture through the publication of outstanding research outcomes, papers, and books and have made achievements that may lead to solving social problems. The awards are presented under the categories of advanced technology, basic science, and social science. In fiscal 2024, the 23<sup>rd</sup> year of the awards, we presented one Excellence Award in each of the three categories (with a 6 million yen prize, 18 million yen in total) and one Selection Committee Members' Special Award (with a 3 million yen prize). To date, the MCF has given a total of 78 awards from 2002 to 2024 (58 Excellence Awards, 19 Honorable Mention Awards, 1 Special Award).

### DOCOMO Scholarship Programs

#### Scholarships for Students from Orphanages and Foster Homes

To help students from orphanages or foster homes realize their future dreams and gain self-reliance, the MCF has been providing financial support through scholarships and counseling by case workers since fiscal 2018. The scholarship provides 600,000 yen per year for the minimum length of study at universities, junior colleges, or vocational schools (one to four years).

In fiscal 2024, a decision was made to provide a lump-sum payment of 100,000 yen per person when students advance to the next grade or graduate.

By fiscal 2024, 92 students had received the scholarship, which amounted to 130 million yen.

### Scholarships for Asian Students

To deepen understanding of Japan and help maintain sound relations with other Asian countries, the MCF grants scholarships to international students from Asia who are studying in master's degree programs in Japan at their own expense and engaged in research related to information and communications technology. By fiscal 2024, the scholarship program has provided 970 million yen to a cumulative total of 337 international students. The scholarship ended its recruitment for new applications in fiscal 2023.

### DOCOMO Civic Action Group Grant Program

The MCF provides grants to community groups that support the healthy development of children, who are the future leaders of society. Initiatives eligible for this grant program include those that support the healthy development of children, those assisting children in financial need, and promotion of biodiversity conservation. In fiscal 2024, initiatives that contribute to the achievement of the 30 by 30 targets were also made eligible for the grant. We are particularly focused on initiatives that prevent child abuse, a pressing social issue in Japan

The grant amount varies depending on the initiative: up to 800,000 yen each year for initiatives that support healthy development of children; up to 1.1 million yen each year for initiatives that assist children in financial need and those assisting promotion of biodiversity conservation; and up to 3 million yen for two years for initiatives that contribute to the achievement of the 30 by 30 targets.

In fiscal 2024, the MCF provided a total of 41.74 million yen to 46 organizations for a cumulative total of 1,164 organizations between 2003 and 2024 and approximately 680 million yen in grants.

[NPO Mobile Communication Fund \(MCF\) \(in Japanese only\)](#)