

DOCOMO Al Initiatives

1. Exhibition Overview

Agenda

2. docomo business GenAl Initiatives

3. Value Creation Framework

DOCOMO Al Initiatives

Core Technology Business Application Technology (Ex.)

Natural Language Processing Technology

Customer Understanding

Technology

LLM Value-added Platform

CX Analysis Platform

Sense (Interest Estimation)

Value Understanding Engine

Location Information Analysis Technology

Al Traffic Congestion Prediction

Traffic Volume Estimation Engine

Behavioral Change (Nudge)

Economic Zone Analysis Technology

Mobile Spatial Statistics

Domain-specific
Advanced Data Analysis
Technology

LTV Estimation Model

Base Station Placement Optimization

Disease Estimation Al

Energy Management System (EMS)

Image and Video Recognition Technology

Agricultural Motion Image Analysis Technology

Road Infrastructure Video Analysis Technology

Periodontal Disease Estimation Al

Applicable Businesses

Advertising & Promotion DOOH, docomo Ad Network, etc.

Exhibiting

Digital Marketing & Client Experience (CX)

dmarket Sales Promotion, Direct Selling (in-store sales promotion)

Healthcare

Exhibiting

Disease Estimation / Periodontal Disease Estimation Al

Finance & Payment

DOCOMO's Economic Zone Analysis, d Card Fraud Prevention Measures, Cost-effectiveness Verification

Internal Digital Transformation (DX)

DX for Contact Center

Network Utilization

TA Allocation Optimization, AI for Network, etc.

Energy

DOCOMO's EMS Platform, Demand Response, etc.

Local Government & Construction DX

Exhibiting

Mobiscan, Transportation and Disaster Prevention Project in Kobe, etc.

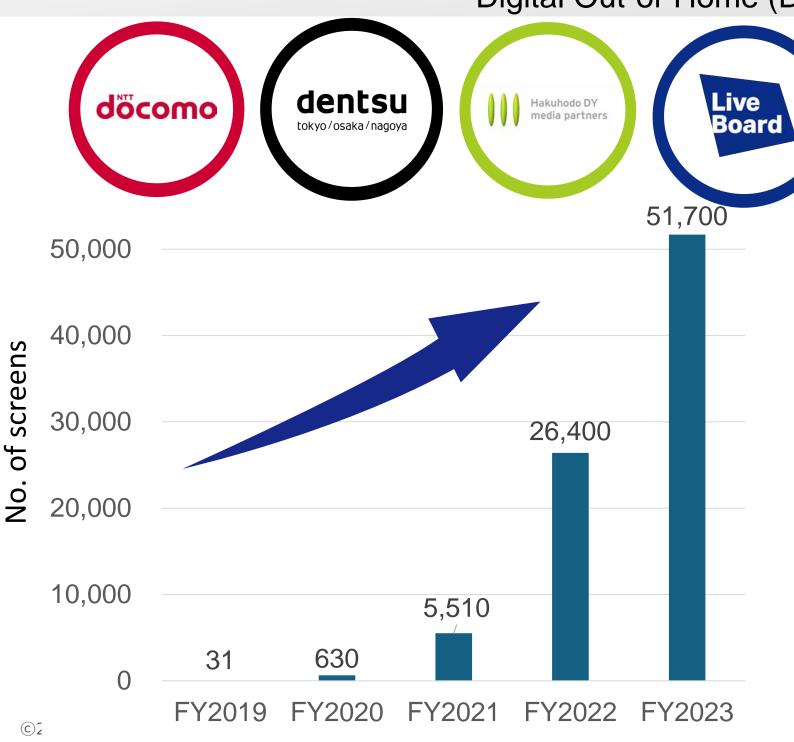
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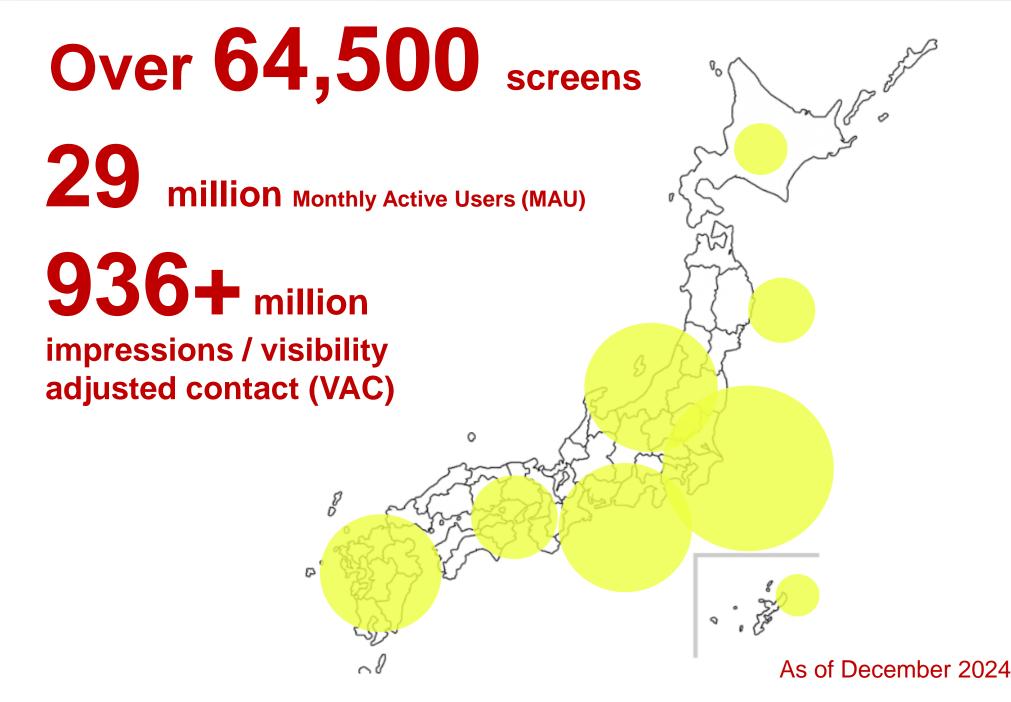
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Rapid Expansion of Advertising Network

- DOCOMO provides an advertising solution by using our own data science from 100M DOCOMO members
- LIVE BOARD* is the market leader in OOH (Out-of-Home) digitalization in Japan
- The MAU (Monthly Active Users) is over 29M on over 64k screens

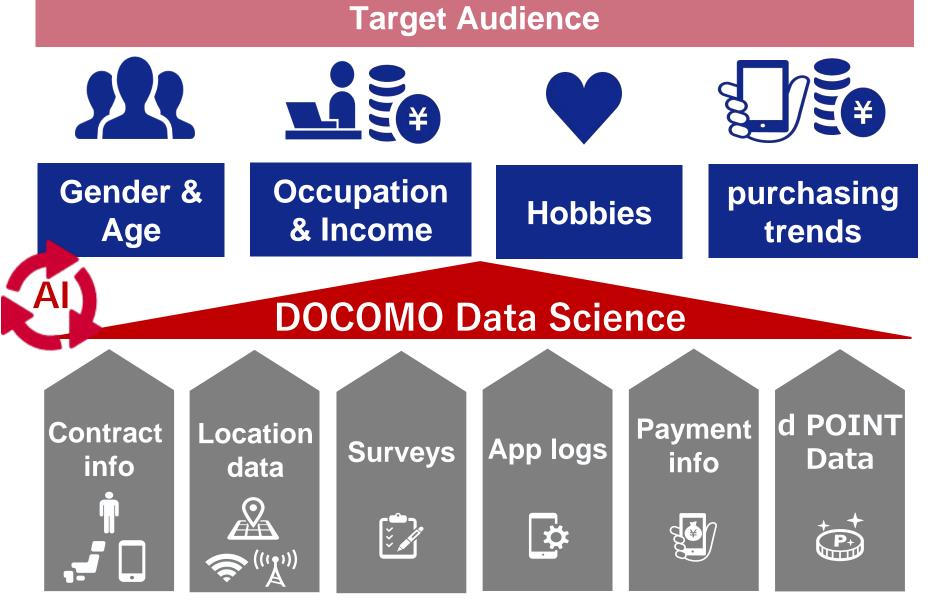
*Digital Out-of-Home (DOOH) business company by NTT DOCOMO and leading advertising agencies



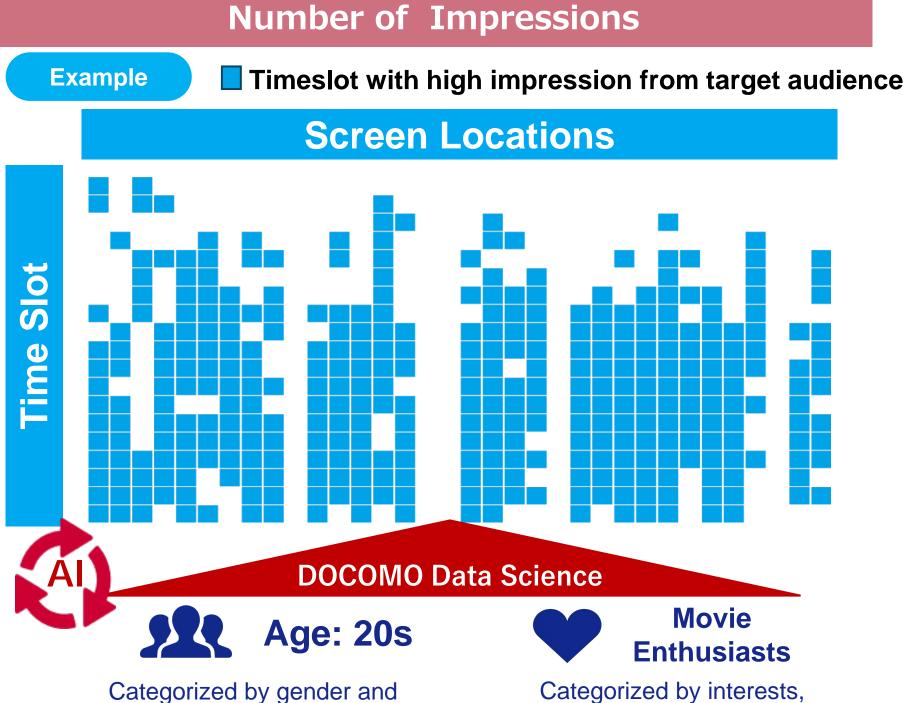


Key Features of DOCOMO DOOH Business

- The DOCOMO DOOH can visualize "target viewer attributes" and "Number of impressions" by DOCOMO original data and AI technologies
- Optimized ad delivery tailored to the targeted audience can be achieved



Note: d POINT is a loyalty program offered by NTT DOCOMO in Japan. It allows members to earn and use d POINTs across various aspects of daily life in Japan, from mobile services to shopping and more.

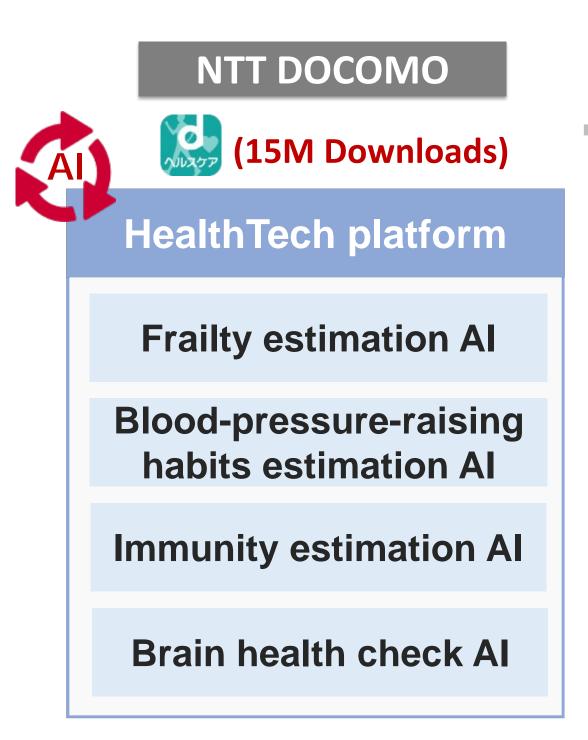


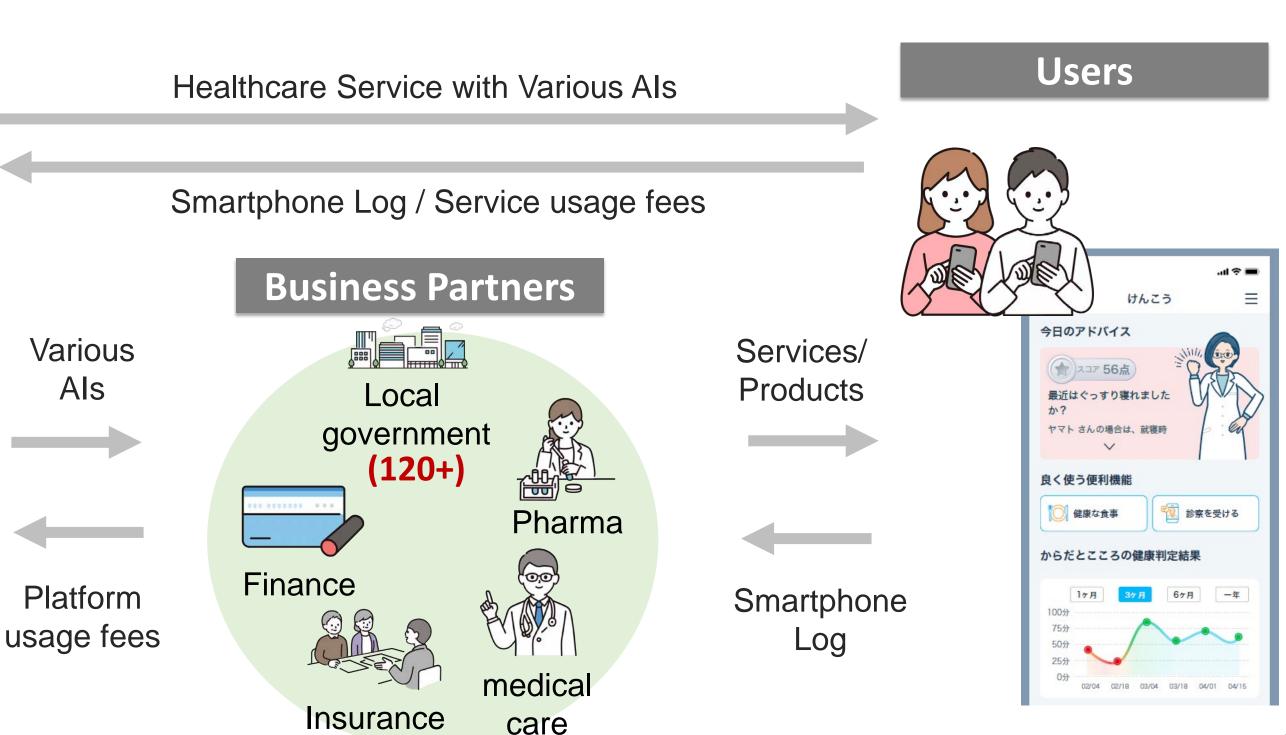
age (20 and above)

preferences, and app data

Healthcare Al Services

DOCOMO is developing an AI engine that can estimate customers' health status and disease risk, and provide personalized health advice, simply by using their smartphone as usual

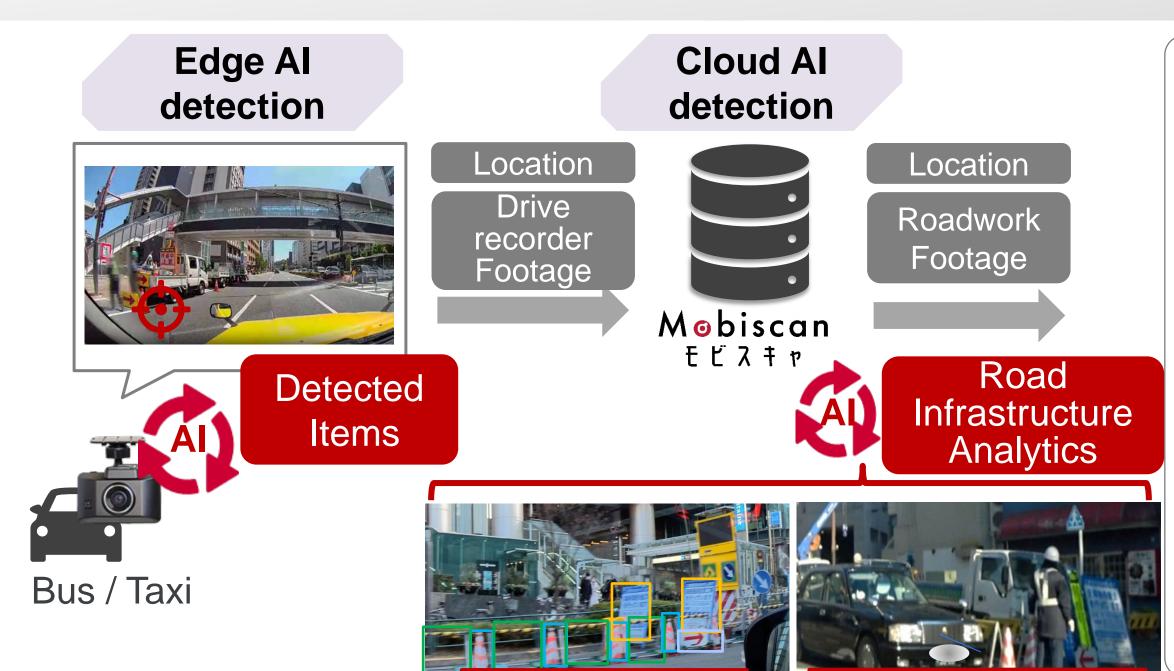




Al Roadwork Detection Solution

- This solution combines the edge AI detection in the drive recorder with the cloud AI detection to analyze video footage efficiently and effectively
- Addresses workforce shortages and reduces vehicle maintenance costs by replacing manual patrols

Privacy Masking



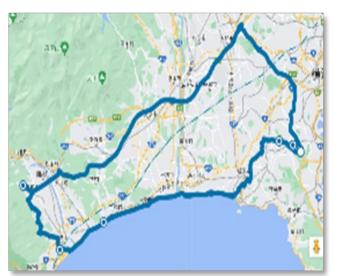
Detected Items

Monitoring



Registration of routes

Roadwork status verification





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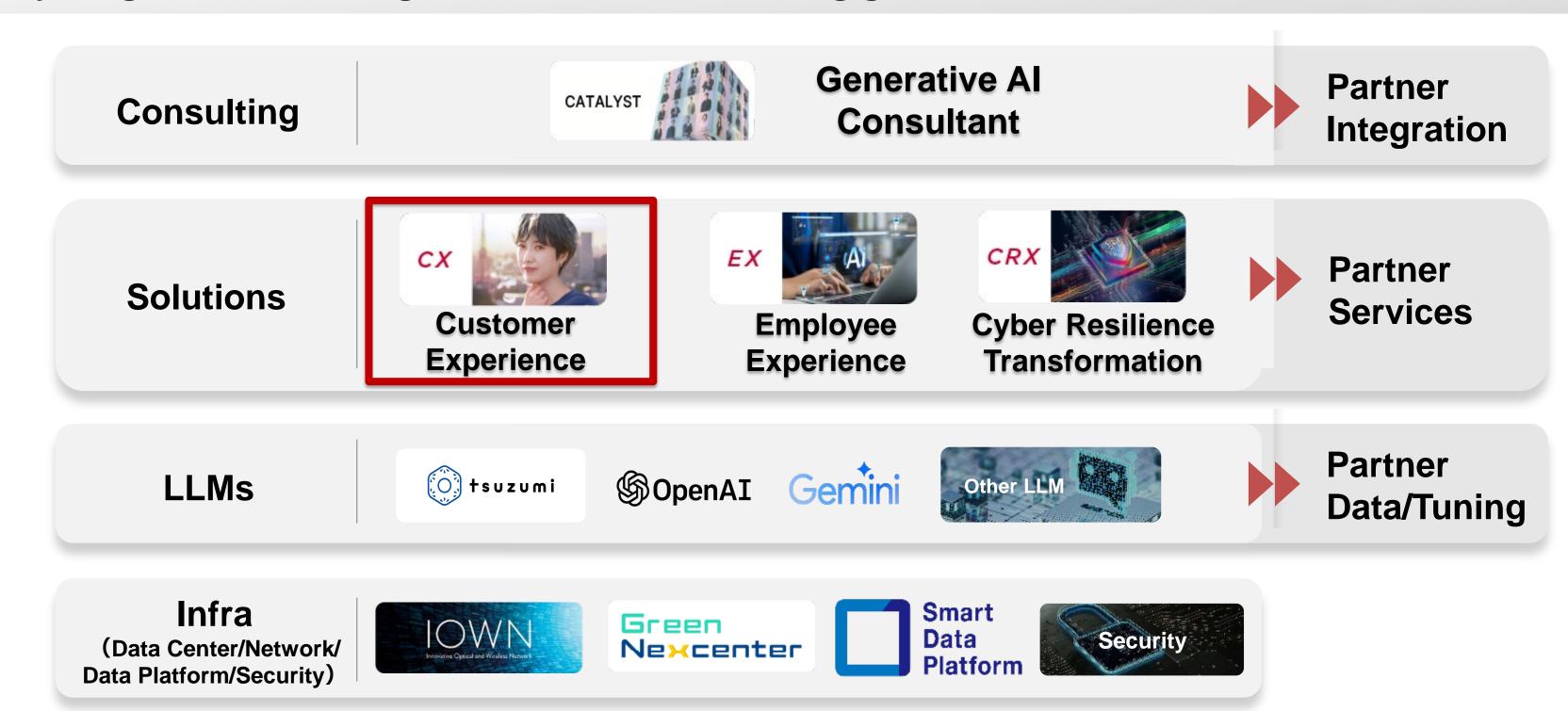
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3. Value Creation Framework

Generative-Al Integrated Solutions



At docomo business, we offer comprehensive solutions for enterprise customers, integrating everything from consulting to infrastructure, utilizing generative Al.



Leveraging Robotics, AI, and LLM @EXPO2025 docomo



- The new customer experience provided by a multilingual guide robot with generative Al.
- Conducting demonstration experiments with Osaka Metro in preparation for the EXPO2025, Osaka, Kansai

Guidance

Product Introductions

Multilingual Support



Conversation Al (STT, TTS)



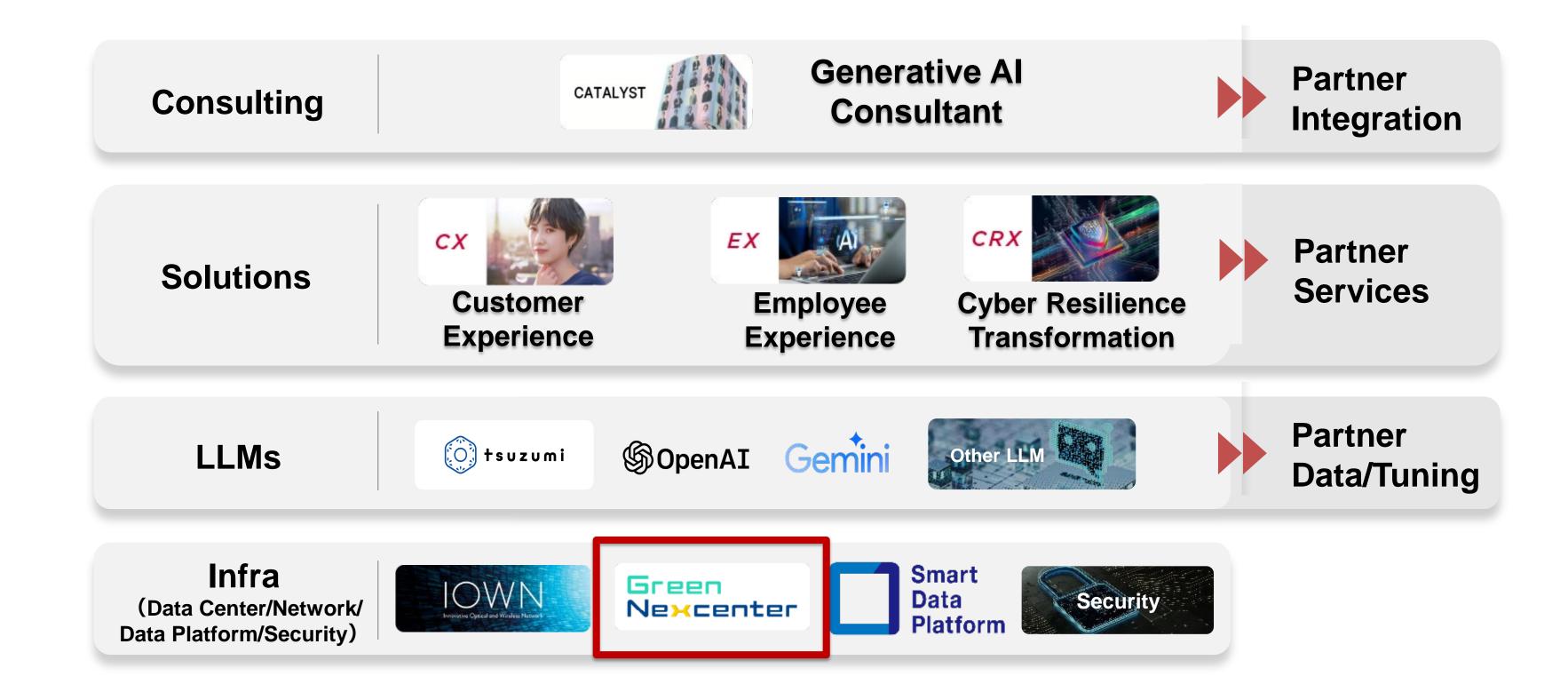
Partner Product database

Generative AI (LLM Value-added platform)



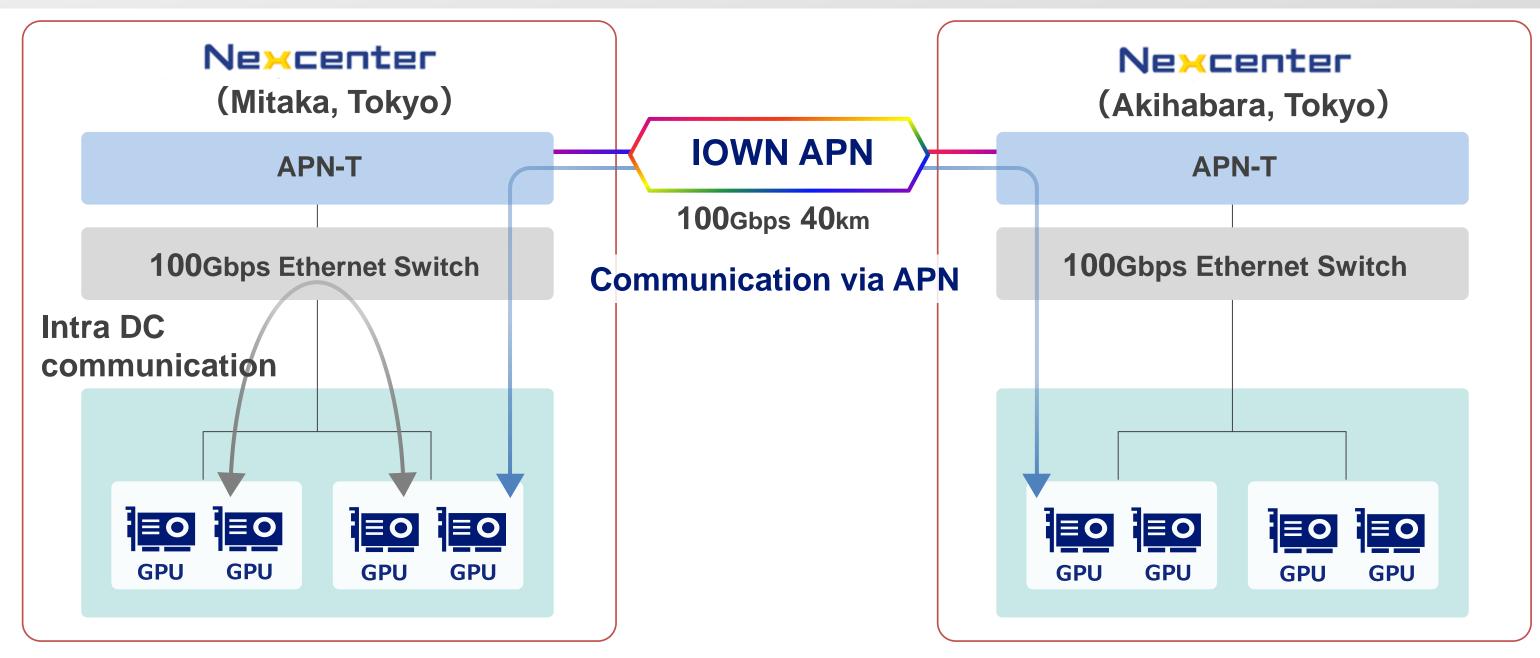
Generative-Al Integrated Solutions





IOWN: Regional Distributed Virtual Data Center docomo business

- By connecting multiple data centers using the low-latency, low-jitter IOWN APN*, it's possible to build a single virtual data center
- By installing GPUs at mobile base stations and connecting them via APN, it can also function as a
 distributed virtual data center
 *All-Photonics Network



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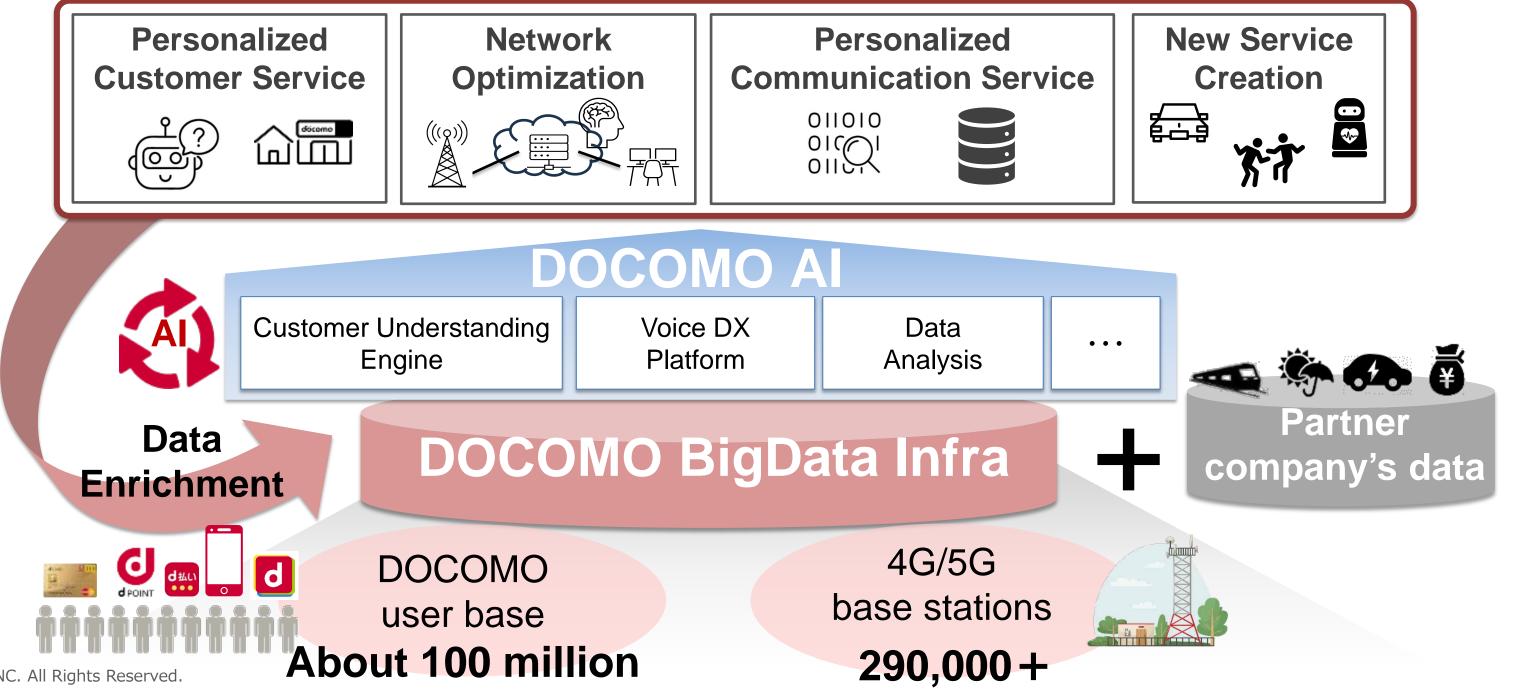
Local Government & Construction DX

Exhibiting

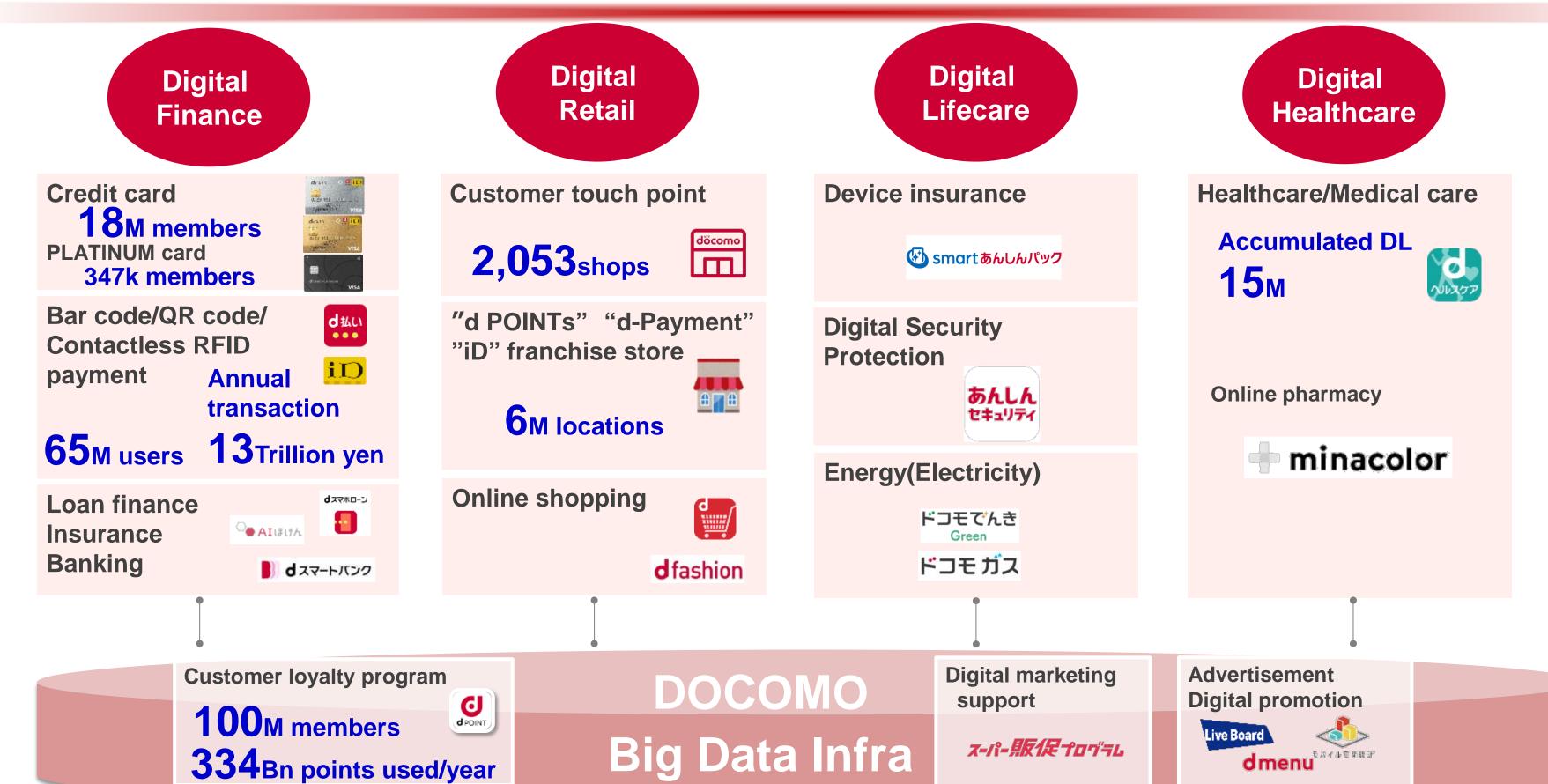
Mobiscan, Transportation and Disaster Prevention Project in Kobe, etc.

Value Creation with AI and BigData

- DOCOMO's strength lies in its big data platform, built on the rich data of approximately 100 million members
- We believe it's crucial to refine Al technology based on this data and apply it across various businesses, creating a continuous cycle

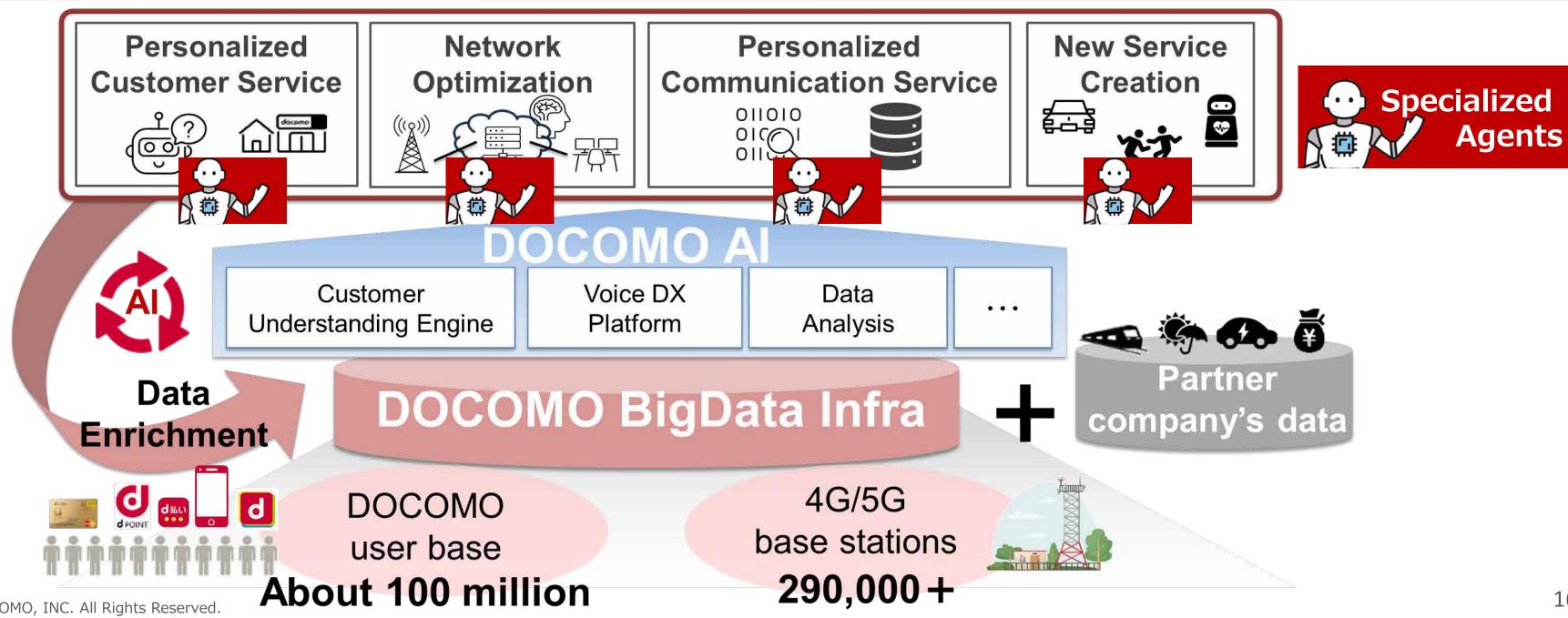


DOCOMO's Capabilities in Consumer Service & Marketing



DOCOMO Al Agents

- Moving forward, we will leverage DOCOMO's unique Al and proprietary data to build advanced specialized agents
- DOCOMO plans to integrate these agents into all business processes, delivering value to the customer, the partner, and the community.



Let's harness the power of AI, big data, and 6G - working together with partners to transform shared dreams into reality and enhance human well-being.



Bridging Worlds for Wonder & Happiness

