

Core Section



Network

Providing a Communication Environment That Can be Utilized Easily Anytime, Anywhere

We are devising ways to offer a better, more satisfying network to customers.

Thorough coverage of Japan

LTE base stations
161,900

Speed for more enjoyable use

Maximum download speed
682Mbps

Reliable disaster response

Large-zone base stations
106 locations

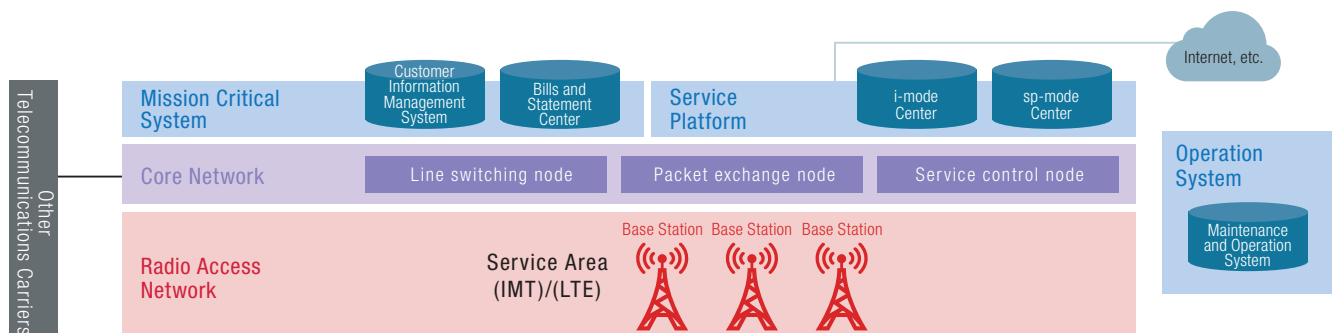
Basic Policy

DOCOMO strives every day to offer a better network, which in turn will bring about a communication environment that can be utilized easily anytime, anywhere. We maintain our network 24 hours a day, 7 days a week, and with the provision of large-zone base stations and the introduction of virtual technology, we achieve reliability and stability that allow customers to connect "anytime," not only under normal conditions, but also when special events or disasters lead to heavy mobile phone usage. By setting up more base stations in cities, subways, and buildings, we also hope to expand our service area so

customers can truly connect "anywhere."

Through a strong network that gives customers the ability to connect anytime, anywhere, we offer a continuous sense of security. Furthermore, by conducting detailed network investigations and improving the network, as well as by flexibly and speedily introducing new technology in response to usage patterns, we have improved communication speed and given customers a more enjoyable experience. Through initiatives like these, we will continue to offer a network that always satisfies customer needs.

DOCOMO's Network Layout

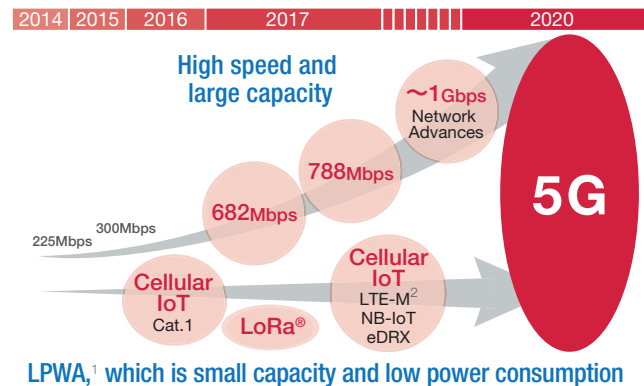


Provision of a comfortable network environment

Network in Our Medium-Term Strategy

At DOCOMO, two important initiatives in our medium-term strategy are to promote advances that increase our network's speed and capacity, and to reduce the prices and power consumption of IoT devices. In the "speed and capacity" initiative, our maximum reception speed was 75Mbps when we launched our LTE service in December 2010, but the introduction of new technology boosted this to 682Mbps in March 2017. The next step in this evolution is the introduction of our 5G service planned for 2020, for which we continue our verification trial cooperation with major vendors around the world. In the "low-cost, low-power consumption" initiative, we are working to respond to the diverse needs of our customers by offering LTE bases with both cellular and non-cellular IoT.

Roadmap to Realizing 5G



1. Low Power Wide Area
2. LTE-M is the generic term for LTE Cat-M1, or "Long Term Evolution (4G), category M1." Cat-M1 is a communication category for IoT devices that use the evolving 4G technology. However, under the existing 3GPP framework, Cat-M1 is referred to as Cat-M (Category M). Accordingly, there are no technical differences.

Initiatives to Achieve Our Medium-Term Strategy


Network Advances

To enhance the user experience and offer the fastest network in Japan, we are working to increase our number of routes through multiple input multiple output (MIMO) expansion, and to increase data density through quadrature amplitude modulation (QAM). In MIMO expansion, the employment of 4x4MIMO with maximum quadruple multiplexing at data transmission time has enabled us to approximately double transmission speed. In QAM expansion, the employment of 256QAM, which increases the amount of data carried at one time, has raised transmission speed by approximately 1.33 times. By coupling 4x4MIMO with 256QAM, DOCOMO created a communication service with a reception speed of 682Mbps (March 2017), the fastest in Japan.³ At the same time, we have been installing LTE-Advanced base stations for our PREMIUM 4G service. In fiscal 2016, we provided this service to 1,421 cities and towns throughout Japan, and the number of base stations tripled from the previous fiscal year to 69,700.

3. As of March 31, 2017. Among mobile phone carriers in Japan (DOCOMO studies)

Connectivity Improvement

We solicit customer feedback on connectivity as part of our effort to maintain communication quality and expand our service area. At customers request, we propose ways to optimize their connectivity (about 67,000 cases in fiscal 2016). Using the DOCOMO Repeater, a device that amplifies radio waves and improves indoor connectivity, and super-compact base stations for Femtocells, which emit radio waves and improve indoor connectivity, we survey connectivity and take continuous action to improve connectivity throughout Japan, based on customer feedback.

 Service Area: <https://www.nttdocomo.co.jp/support/area/feedback/index.html>

Speedy Area Recovery after Disasters

In the case of natural disasters and other unexpected events, to offer a communication environment that customers can access

anytime, we continually carry out training aimed at strengthening our response to various natural disasters. To help speed rescue efforts in areas where disasters render DOCOMO's services difficult to access, we have discussed introducing drone-based relay stations, and in May we succeeded in implementation tests to demarcate areas for these operations. With this type of station, drones carrying specialized compact relay stations will pick up radio waves from nearby DOCOMO base stations in mid-flight, and by transmitting them will establish a temporary service area on the ground below. Drone-based stations are superior to truck-based stations in terms of mobility, and since they are not affected by topographical changes, they are expected to speed up recovery after disasters.



Drone-based stations

Technology Development in the IoT Field

We are developing LPWA, a wireless communication technology that is IoT-compatible and saves energy. Multiple formats exist within LPWA, and we are pursuing technological innovation in each one. Our approach reduces the need for manpower in cases where someone would normally have to visit a site to understand its environment. It also enables greater flexibility in various usages, such as infrastructure observation and disaster-related applications. More specifically, LPWA can be used in remote management of industrial machinery, such as reading smart meters or checking inventory in vending machines, and in vast areas such as farms and ranches. The IoT arena as a whole features various other promising applications that are based on coordination with AI and big data. Examples include crime prevention using devices that signal when an irregularity has been detected, and in the automotive field, the collection of automobile and traffic data.



Research and Development

New Technologies to Solve Social Issues

We are reinforcing existing businesses and proceeding with R&D in new directions.

R&D investment

R&D expenditures
¥83.1 billion

R&D structure

Number of R&D staff
Approx. **900**

R&D results

Number of foreign patents owned
9,100

Basic Policy

The information and communication industry is rapidly expanding, and new technologies and ideas in this field can profoundly influence society. In addition to strengthening the core of our existing mobile phone business based on Medium-Term-Strategy 2020 "Declaration beyond," we are conducting R&D initiatives aimed at developing business opportunities in the AI, IoT, and

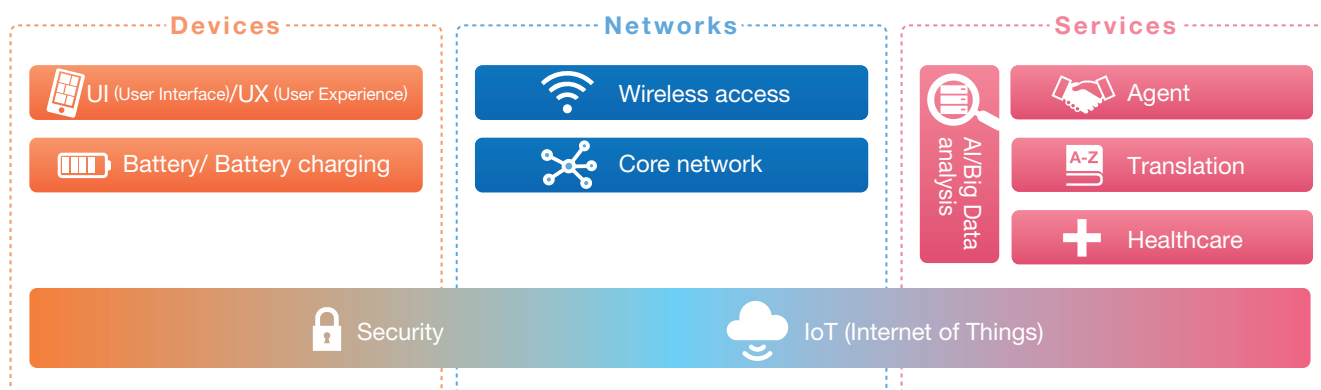
drone fields. Also, in addition to using the technologies of the NTT Group including the AI technology "corevo," we will strongly engage in open innovation, forming project organizations with our external partners to use external technologies such as the new business creation program "39works." We will pursue innovation at every opportunity to meet our customers' and society's needs.

The World We Envision and Our Main R&D Themes

We are proceeding with R&D that will bring our customers and society a sense of excitement as we push forward with the reinforcement of existing businesses and creation of new value. More specifically, we aim to liberate our customers from

the various kinds of stress that attend communications and to break down the barriers standing in the way of everyday smartphone use. To these ends, we are pouring our energy into three focus areas.

Focus Areas



R&D in Our Medium-Term Strategy

DOCOMO is creating new value to promote evolution in the three domains of devices, networks, and services. In devices, we are bringing about UI/UX, which not only enhances comfort and convenience, but also enables new experiences via smartphones and a diverse range of other devices. It will also free people from dead battery concerns and the stress of recharging.

In networks, we will construct an advanced, flexible network

that links all manner of things and provides secure and stress-free services to customers. Building on this, we will create a new digital ecosystem that goes beyond industrial frameworks.

In services, we are building “the ultimate concierge,” on an AI platform to support users in all sorts of situations. We also aim to optimize social systems in a way that resolves social problems.

Initiatives to Achieve Our Medium-Term Strategy

Verification Tests with the World’s Major Vendors before Rolling Out 5G

In preparation for the 5G network launch, we are conducting wide-ranging verification tests of mobile communication technology with 13 of the world’s major vendors.

In addition to the frequency bands now in use, 5G employs high-frequency bands to ensure wide frequency bandwidth to achieve high-speed, high-volume transmission. At DOCOMO, we combine the high- and low-frequency bands in dual conductivity technology that facilitates stable high-speed transmission. We are also focusing on researching massive MIMO that makes use of multiple antenna elements to effectively use high frequencies in transmission.

As a result, we have been able to achieve over 20Gbps in transmission tests and have succeeded at transmitting wireless data in excess of 2.5Gbps to a mobile terminal installed in a vehicle traveling at 150 kph. The results obtained from these tests are being released to research groups and international conferences. In fact, we have released over 150 research papers. Moreover, DOCOMO is actively engaged in standardization activities for 5G based on the knowledge obtained from these initiatives. We have shown leadership in standardization activities by contributing more papers than any other telecommunications carrier in the world and by serving as the chairperson and in other important leadership capacities.



High-speed tests and measurement vehicle Interior of measurement vehicle

Natural Dialog Platform and Communication Robot

A natural dialog platform is a platform that, through AI, enables natural speech between customers and their smartphones using the basic technology and know-how in the Talking Concierge dialog agent service, which interprets the user’s intention when simply spoken to.

At DOCOMO, we offer “Oshaberi Robot for Biz,” which is built

on this platform and allows customers to customize their own scenarios. We are also jointly developing a communication robot called ATOM.

The communication partner Kokokuma went on sale in January 2017. Kokokuma is a communication robot in the form of a stuffed toy (bear). It allows the owner to communicate by voice with family members living far away, and is outfitted with a human sensor that helps to provide security to those living alone. Kokokuma can easily be operated by smartphone.

We will continue working on the ultimate concierge.



ATOM

Kokokuma

AI in the Taxi Business: Forecasting Demand

Together with taxi companies and an electrical machinery manufacturer, we are conducting verification tests on a system that will forecast taxi demand and provide drivers with information. Using population statistics composed by the DOCOMO mobile phone network, the system analyzes taxi’s ridership and weather information. AI is used to forecast taxi demand in designated areas over the following 30 minutes, with updates every 10 minutes. Relaying this information to taxi drivers will make it easier to match taxi supply with demand, which will in turn improve efficiency by alleviating taxi shortages and reducing wait times.



Forecast information distribution screen Driver use scene



Human Resources

Fostering Energetic Personnel

To strengthen human resources, the source of our growth, we are creating a lively, supportive environment.

Growth opportunities for employees

Hours of training per person

Approx. **30**/year

Support for new challenges

In-house recruitment

274 people
(cumulative)

Promoting women's careers

Percentage of women in new employees

Approx. **30**%

Basic Policy

DOCOMO strives to place the right person in the right job. Through accurate personnel appraisals, we draw out each employee's ability and motivation. We work to eliminate discrimination from recruitment and hiring, and achieve fairness in both opportunity and treatment. We promote the hiring of human

resources that respects the abilities of each individual, regardless of nationality. Further, in accordance with the law, we promote initiatives to prohibit child labor and forced labor, and to ensure that the minimum wage is observed.

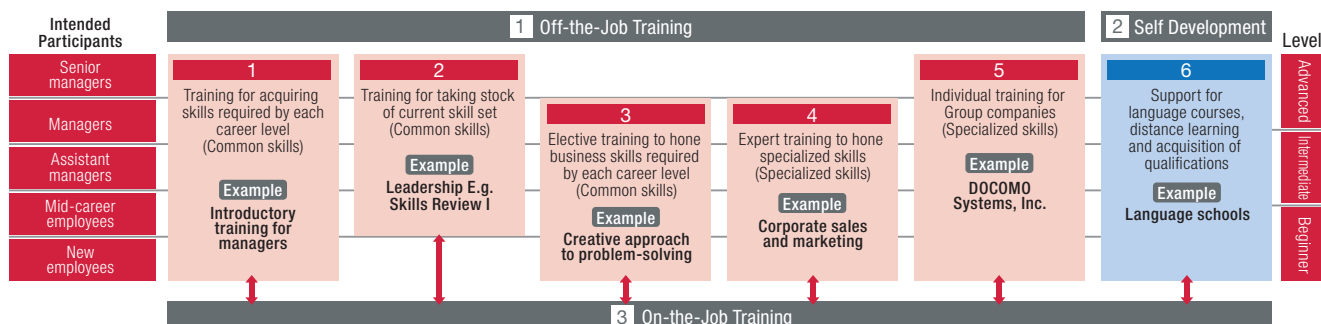
Promotion of Skill Development

DOCOMO has set up a skill development support program for employees. We implement a program in line with a career map that takes each person's aptitude into consideration, and each training plan is devised with an eye to the medium to long term. In response to diversifying and sophisticated customer needs, we provide finely calibrated training under titles such as "training at each career level," "expert training," and "elective training," and the content of each is upgraded as necessary. In fiscal 2016, we collaborated with a partner to foster "+d personnel" who can

offer new value. When we added "+d training" to our selected training courses, we also overhauled the whole lineup.

If employees are going to make the most of their skills, accurate personnel appraisals and placing the right person in the right job are important considerations. Personnel appraisals are carried out in two steps (three in some cases) to ensure fairness. In job assignment, each person's state of skill development and their career plan are weighed comprehensively in periodic human resources rotations.

Business Skill Development Programs



Human Resources in Our Medium-Term Strategy

For DOCOMO to achieve the goals in its medium-term strategy, each employee needs to have a forward-looking orientation and autonomously lead the way to change. To this end, we are reforming work patterns to make a livelier environment for our

diverse employees. Based on the three pillars of diversity management, workstyle choices, and health and productivity management, we are promoting autonomy and fighting spirit.

Initiatives to Achieve Our Medium-Term Strategy

Diversity Management: Female Career Development Program

As one aspect of diversity management, we are developing a female career development program called “Win-d.” In Win-d, we offer career development menus necessary for everyone from general employees to managers aiming for an executive position. Female employees of five years receive mentoring by female managers, which starts with giving them a firm idea of their career possibilities. We also offer leadership skill training and role-model activities for mid-level female employees. For female managers (i.e. section heads), we offer numerous icebreaker events with executive and other higher-level managers, as well as mentoring. From FY2012 to FY2018, we aim to double the ratio of female managers in the Company to 5%, and to have at least 10 female executives (including DOCOMO Group companies). We are also working to promote workplace understanding of active support for individuals who are raising children or caring for family members, individuals with foreign nationality, people with disabilities, and LGBT and other sexual minorities.

Workstyle Choices: Telework

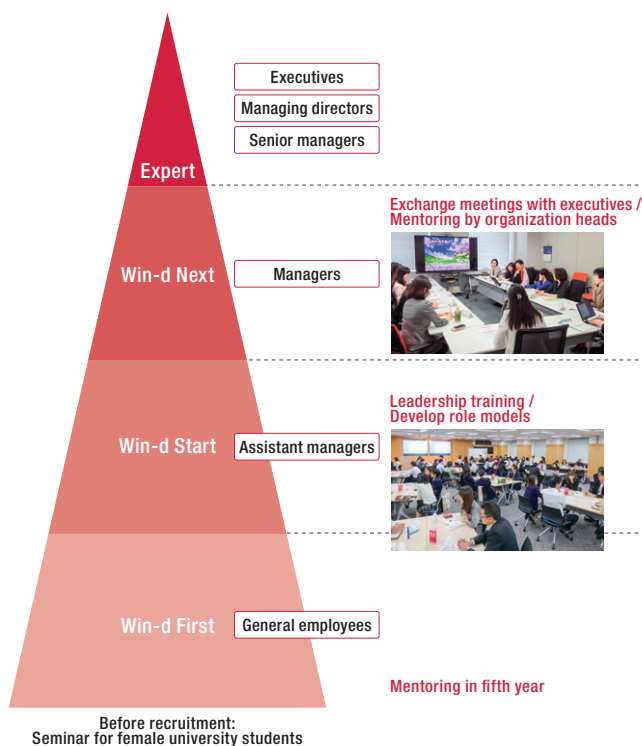
DOCOMO actively promotes different work formats as valid workstyle choices, such as slide work, which allows the individual to shift their working hours, and flex-time, which offers even greater independence and the possibility of higher efficiency by matching work hours to lifestyles, as well as telework (work from home). We are promoting telework as a way of using the time saved from commuting for study and participation in housework and childcare duties. This is also a way of improving work methods and raising the quality of work and workplace communication.

Working from Home Program Users: FY2015: 170 employees
FY2016: 1,054 employees

Health Management: DOCOMO Let’s Walk Campaign

We are implementing the DOCOMO Let’s Walk Campaign as a means of getting employees to be more aware of their health. This campaign, using the MOVEBAND 3 activity measurement application from DOCOMO Healthcare, is also intended for employees of Group companies and docomo Shops. Both organizations and individuals are encouraged to compete for the highest number of steps, leading to health maintenance and improvement among employees and staff. The DOCOMO Let’s Walk Campaign has also received high appraisal for stimulating interpersonal communication and motivation.

Overview of Female Career Development Program “Win-d”



MOVEBAND 3



Informational poster



Customer Touchpoints

Customer Support That Offers Ease and Peace of Mind

Artificial intelligence is being used to improve customer touchpoints and solve the problem of excessive customer wait times.



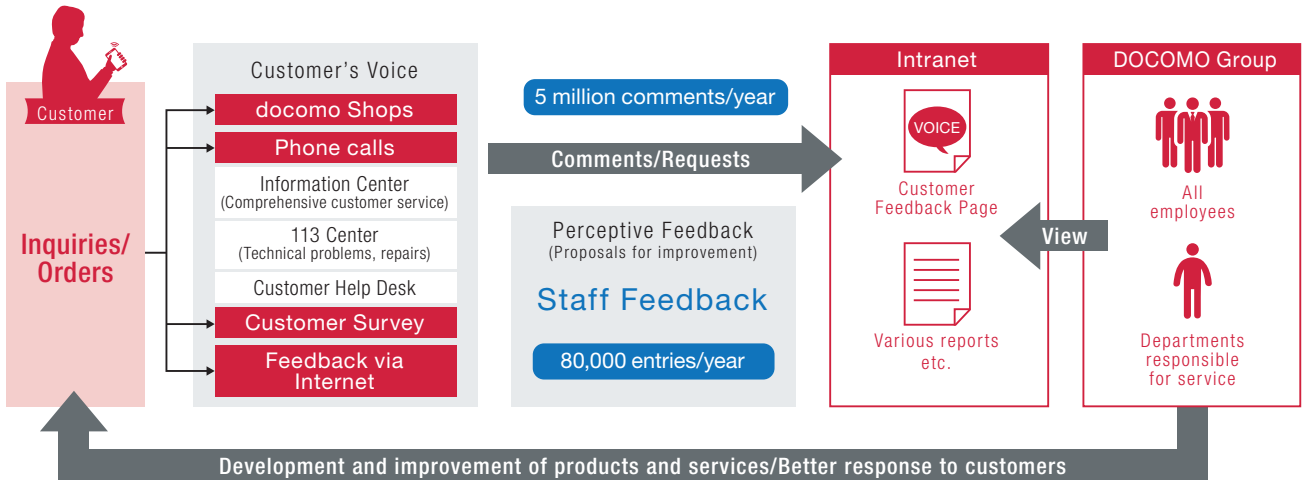
Basic Policies

At shops, information centers, the internet, and other sources, DOCOMO has a variety of customer touchpoints. Through these touchpoints, we collect information from nearly 5 million "Customer's voice" comments and around 80,000 "Voice of perceptive feedback" entries from DOCOMO staff in the course of the year. DOCOMO employees can check this information at any time, and the information is also transmitted virtually in real time to all employees in the DOCOMO group. As a result, each and

every employee has the opportunity to get an accurate understanding of what our customers are saying. DOCOMO people can use this information to develop and improve the products and services we offer to our customers while improving the way we respond to our customers' needs.

Not only do we listen directly to what our customers are saying; DOCOMO digs deeply into issues using quantitative and qualitative data at all times to improve overall customer satisfaction.

■ DOCOMO Group System for Collecting Customer Feedback



Customer's Touchpoints in Our Medium-Term Strategy

Using artificial intelligence, we are developing customer relations to provide our customers with support that offers ease and peace of mind.

We have created an environment where our customers' smartphones become a place where they can share issues with DOCOMO and get them resolved without stress. And when an issue is simply too complex to be resolved using a smartphone, we try to provide our customers with the information they need to resolve their issues.

By resolving issues through the various points of contact we have with our customers—the docomo Shops, information centers, as well as their smartphones—we strive to understand each and every customer's needs. We provide our customers with the most appropriate information and friendlier support than ever before, anytime, anywhere. Our goal through these initiatives is to resolve the issue of customer wait times and to improve customer satisfaction with our services as a whole.

Initiatives to Achieve Our Medium-Term Strategy

Developing Customer Contact Systems That Eliminate Wait Times

We are revamping docomo Shops to make them places where we can interact with customers wherever they are. We are also installing tablets that have a new customer reception system. These systems are creating new ways to support our customers – right there on the shop floor. By getting rid of store counters, we are able to eliminate customer wait times in the stores. We can provide our customers with a one-stop experience, from the moment they come into the store to receive information, to get explanations of products and services, or to get suggestions. DOCOMO staff can demonstrate our products and services on tablets, making recommendations that suit each customer. In this way, customers gain a deeper understanding of what DOCOMO can offer them, which in turn leads to customers signing up for and using more DOCOMO services.

Going forward, we will be introducing a user-friendly interface and chat features for customer reception over the Internet. At the same time, we are creating a standard platform for our customer base, which will enable shared customer recognition by seamlessly coordinating and rebuilding our channels to provide the highest level of responsiveness.

DOCOMO's goal is to solve the problem of customer wait times by developing these touchpoints with our customers.

Smartphone Classes

As part of DOCOMO's efforts to implement support services that offer ease and peace of mind, we started offering smartphone classes at our docomo Shops. These free classes, which are offered nationwide, provide the opportunity for a wide range of customers to try out a smartphone or tablet for the first time, or to learn how to make better use of smartphone or tablet features. docomo Shop staff will work closely with customers to recommend methods of use for smartphones and tablets that suit each customer.



docomo Shops, where we come into contact with our customers



Smartphone class



Environment

Towards Creating a Sustainable Society

DOCOMO is setting environment goals of global standards and leading the way to their achievement.

Greenhouse gas emissions

Company-wide emissions

0.3 % reduction
(compared to FY2015)

CO₂ emissions across society

Amount of contribution to the reduction of CO₂ emissions by use of ICT

32.7 million tons

Waste disposal

Final disposal ratio

1.53 %

Basic Policies

The NTT DOCOMO group views global environmental problems as important issues to be addressed by management. By developing and providing services centered on mobile ICT, we will stimulate innovation in diverse aspects of lifestyle and business,

and work with customers to support society's efforts to protect the environment. We will also work to reduce the environmental impacts of our business activities.

DOCOMO Group's Environmental Declaration

The Paris Agreement was adopted at the COP21 Climate Conference (COP21) in Paris in 2015. Under the agreement, each country will work on initiatives to achieve the targets set for combating climate change for the year 2030 and even further into the future. Among the initiatives, a high expectation is also set on the contribution of information and communication technologies. Taking into account such global trends, DOCOMO has developed the new DOCOMO Group Environmental Declaration, which presents its vision for global environmental protection, and Green Action Plan 2030, which summarizes the Group's environmental targets through to 2030.

The DOCOMO Group's Environmental Declaration sets five targets for 2030, which include contributing to society by reducing CO₂ emissions by at least 40 million tons and bringing about at least a 10-fold increase in power efficiency in the communications business (compared to fiscal 2013).

DOCOMO will continue to improve customer services and achieve sustainable corporate growth by creating a society where all people, across borders, cultures and generations, can live safely and comfortably.

DOCOMO Group Environmental Charter

The DOCOMO Group's basic philosophies and policies concerning global environmental protection

DOCOMO Group's Environmental Declaration

The DOCOMO Group's vision for global environmental protection

Green Action Plan 2030

The DOCOMO Group's environmental targets through to 2030

DOCOMO will lead successful environmental management systems for the future of people, society and the Earth.

We will create new value for environmental protection by providing mobile ICT services. We will ensure that our businesses are conducted with honesty in harmony with the global environment.

Themes of Our Initiatives and Actions

The DOCOMO Group takes on challenges to achieve environmental goals for 2030 with three focuses.

1

Realizing a Low Carbon Future

We are contributing to the reduction of CO₂ emissions and facilitating adaptation to climate change.

2

Implementing Closed-Loop Recycling

We are working toward more effective resource allocation.

3

Planning a Future of Natural Harmony

We are contributing to the preservation of ecosystems.

Green Action Plan 2030

Green Action Plan 2030 defines two categories in innovation and responsibility in the context of the CSR policy of the DOCOMO Group: The first is the Green Actions of Innovative docomo, which aims to contribute to creating a low-carbon society and minimize climate change risks. The second is the Green Actions of Responsible docomo, which are intended to fulfill our respon-

sibility to reduce the Company's environmental impact. Five targets have been set in the context of these categories. We will announce the results of the Green Action Plan 2030 for each fiscal year and examine the necessity of taking measures such as improvements concerning the initiatives and target values of the plan based on the results every five years.

■ DOCOMO Group's Environmental Targets, Green Action Plan 2030

Green Actions of Innovative docomo

We will contribute to create a low-carbon society and minimize climate change risks by providing DOCOMO's services to customers.

Quantitative Target

- » Amount of contribution to the reduction of CO₂ emissions across society: at least 40 million tons

Qualitative Target

- » We will promote various initiatives to contribute to adaptation to climate change. We will also make collaborative efforts with our stakeholders.

Reduction of CO₂ emissions 40 million tons → Adaptation to climate change +d

Main Actions

- » Development and provision of the services and technologies contributing to the reduction of CO₂ emissions
- » Development and provision of the services and technologies contributing to the adaptation to climate change

Green Actions of Responsible docomo

We will fulfill our responsibility to reduce environmental impact. We will also actively participate in environmental contribution activities as a corporate citizen.

Quantitative Target

- » Electrical efficiency of the communications services: At least a tenfold increase compared to FY2013
- » Final disposal ratio of waste: Achieve zero emissions (under 1%)

Qualitative Target

- » We will promote initiatives through various activities to preserve ecosystems. We will also make collaborative efforts with our stakeholders.

At least a tenfold increase in electricity efficiency → Achieve zero emissions

Activities for protecting ecosystems

Main Actions

- » Energy conservation for communications network facilities
- » Promoting 3R activities
- » Promoting activities for preserving ecosystems such as tree planting, promoting employee training

Next-Generation Green Base Stations Using Renewable Energy

Nearly three-quarters of the power consumed by DOCOMO is used by our mobile network base stations throughout the country. To reduce the amount of CO₂ emissions generated by electricity consumption at base stations, DOCOMO is working on turning our existing base stations into "Green Base Stations" by installing solar panels and high-capacity storage batteries. A total of 93 such stations were in operation as of the end of March 2017. Solar panels are used to power wireless equipment, and surplus power is stored in lithium-ion batteries. This also helps to ensure continuation of service in the event of a power failure.

"docomo Woods" Forest Maintenance Activities

DOCOMO is engaged in the docomo Woods program, which involves planting and improving forests throughout Japan to contribute to the protection of the natural environment. docomo Woods engages employees and their families in weed control, tree limbing, and other forest management activities. The program is designed to raise employees' awareness of environmental protection and the spirit of voluntarism while bringing people into contact with nature. In FY2016, nearly 1,880 people participated in 45 docomo Woods activities. The program is ongoing and will continue to contribute to protecting our natural environment and to the preservation of biodiversity.

Tokyo 2020 Medal Project: Towards an Innovative Future for All

DOCOMO participates in "Tokyo 2020 Medal Project: Towards an Innovative Future for All," an initiative that was launched across Japan in April 2017. In this project, the Tokyo Organizing Committee of the Olympic and Paralympic Games will create nearly 5,000 gold, silver, and bronze medals to be used in the Tokyo 2020 Olympic and Paralympic Games. The metal will be sourced from collected old mobile phones, computers, and other small appliances, and will be the first such experiment in history. DOCOMO has started collecting used mobile devices (smartphones and tablets) at approximately 2,400 docomo Shops throughout Japan. In this way, we actively participate in the effective use of resources.



docomo Woods



Community Investment

A Company That Leads the Industry

We contribute to realizing a society in which people can live with greater security, safety, comfort and affluence across national and regional borders and across generations.

Indicators of community investment initiatives

Number of initiatives
Approx. **1,100**

Community investment funds

Activity costs
Approx. **¥6.48** billion

Smartphone and Mobile Phone Safety Classes

Number of attendees
Approx. **10** million
(As of July 6, 2017: cumulative)

Basic Policies

We of the NTT DOCOMO Group, seek to engage with the local community in the public and private domains as a good corporate citizen, and we will actively strive to bring comfort and fulfillment to the local community.

We will also strive to eliminate the negative aspects associated with smartphones and mobile phones amid the rapid development of ICT, with the aim of being a company that contributes to the sound development of society.

We will specifically center our efforts on the following five priority areas.

Priority areas of the NTT DOCOMO group's community investment initiatives

- 1 Safety and security
- 2 Nurturing the next generation
- 3 Disaster prevention and response
- 4 The environment
- 5 The local community

Management Structure

Every DOCOMO group company has established a system for promoting CSR by appointing a CSR officer, and they exchange information on a regular basis. As a member of the One-Percent Club of the Nippon Keidanren (Japan Business Federation),

DOCOMO has fully adopted its commitment to voluntarily contribute at least 1% of our ordinary profit to community investments. The following is an overview of our main activities.

Major Areas of Our Community Investments	Number*	Number of Participants	Expenditures
Environmental conservation	91	5,846 individuals	Approx. ¥690 million
Social welfare	66	857 individuals	Approx. ¥590 million
Support for disaster-stricken areas	101	2,096 individuals	Approx. ¥370 million
Education and cultural promotion	147	624 individuals	Approx. ¥1,500 million
Local community development and dialogue	555	26,324 individuals	Approx. ¥750 million
Sports promotion	53	1,570 individuals	Approx. ¥1,530 million
International exchange activities, and others	105	1,302 individuals	Approx. ¥1,050 million
TOTAL	1,118	38,619 individuals	Approx. ¥6,480 million

* Monetary contributions, contributions of goods and free use of facilities are each counted as one community investment.

Community Investment in Our Medium-Term Strategy

Toward the goal of building a society in which all children living in Japan can follow their dreams and ambitions, DOCOMO is engaged in a wide variety of activities, from promoting the safe

and secure use of smartphones and mobile phones to programs providing real-world work experience and career education. We also provide support for children living in poverty.



Initiatives for Achieving the Goals of the Medium-Term Strategy

Smartphone and Mobile Phone Safety Classes

Free smartphone and mobile phone safety classes provided throughout Japan are one of our efforts to provide safe and secure services. In these classes, users are instructed on how to manage the risks and problems related to the use of smartphone and mobile phones in order to prevent their occurrence. The classes are arranged into levels by various segments of users: introductory, advanced, parent/teacher, special-needs schools and classes for the elderly. These classes have been held nearly 66,000 times in the 13 years since the program started in July 2004, and nearly 10 million students have participated (as of July 2017).



Smartphone and mobile phone safety class

Shinagawa Student City

DOCOMO takes a part in Shinagawa Student City, an initiative supporting the next generation of leaders, in which fifth-grade elementary school students living in Tokyo's Shinagawa Ward learn through social interaction. The curriculum that Student City provides enables students to acquire the skills to be socially independent by learning about their relationship with society, economic systems, money, jobs and more. DOCOMO provides students and their guardians opportunities to learn about our initiatives for communications networks, the environment and safe and secure services through our business operations. The program was held 22 times in FY2016, with about 2,120 students participating and 14 DOCOMO employees participating as volunteers.

Tablet Donations for Children

The Matching Network Promotion Council was started in 2017 as a joint project of the Cabinet Office and organizations that have nationwide networks to match the needs of NPOs and other organizations with corporate support and other resources. DOCOMO supports the spirit of these activities, and as part of its engagement has donated a total of 500 tablets to 26 groups belonging to the National Association for Supporting Poverty and Education for Children. Going forward, these tablets will be used by these groups in classroom and after-school activities.



Tablet donation ceremony

Participation in Quest Education

In FY2017, as part of its efforts to support career education, DOCOMO began participating in "Quest Education," which is a next-generation educational program for junior high school and high school students designed to promote life skills with a focus on actual society. DOCOMO employees visit schools, participate in business problem-solving workshops, and provide a range of advice and follow-up support.

Supply Chain Management

Promoting CSR Procurement in the Context of DOCOMO's Responsibilities to Society

We provide opportunities for fair transactions and make economically rational decisions to source for competitive products and services that meet DOCOMO's business needs.

Promoting CSR

Number of CSR procurement check sheets received

63 (Response rate 100%)

Conflict minerals survey

Response rate

100%

Basic Policies

DOCOMO has a basic policy of providing domestic and overseas suppliers with opportunities to compete in a fair and open manner and procuring competitive products and services in line with business needs on the basis of sound economic principles. In 2009, we formulated the NTT DOCOMO CSR Procurement Guidelines with the belief that it is important to fulfill social responsibilities during the whole production process of products procured from suppliers, i.e., respecting human rights, upholding labor practices in production processes, and ensuring occupational health and safety. The NTT Group adopted CSR procurement in December 2013, and we strengthened our


efforts on that occasion by changing the title of the guidelines to "NTT DOCOMO Guidelines for CSR in Supply Chain" and updating its content to correspond with current social needs. We itemized rules for seven CSR-related areas: human rights and labor, occupational health and safety, the environment, fair trade and ethics, product quality and safety, information security, and contribution to society. The guidelines apply to suppliers of telecommunications equipment and communication devices. We conduct CSR procurement by formulating guidelines, requesting the cooperation of other businesses, monitoring progress and providing support for improvements.

Steady Application of the Guidelines

The senior executive vice president responsible for technology has overall responsibility for procurement. The senior vice president's fundamental approach to procurement is based on supplier engagement and CSR procurement according to the guidelines, and both are used in the promotion of CSR. To ensure that DOCOMO's suppliers understand these policies, the Company makes the guidelines available on its website and also holds presentations for suppliers. We further require that DOCOMO device and equipment contract manufacturing suppliers submit a CSR procurement check sheet to DOCOMO in principle once a year. These check sheets are used by DOCOMO to assess the status of CSR implementation and request improvements where indicated.

In FY2016, we received responses from all 63 suppliers. The

check sheet contains a total of 140 items in the above-mentioned seven CSR-related areas. For example, in the area of human rights, we monitor our suppliers to ensure that they respect their workers' freedom of association and right to collective bargaining. We also monitor suppliers in connection with child labor and forced labor. Also, we conducted a study of mineral resource procurement routes in regions with ongoing conflict, like the Congo. The goal here is to prevent mineral resources from falling into the hands of armed insurgents and becoming a way to pay for arms purchases.

 CSR Procurement (handling of conflict minerals and green procurement policy): https://www.nttdocomo.co.jp/corporate/disclosure/procure/policy/csr_procurement/index.html

Communication with Suppliers

DOCOMO endeavors to build stronger partnerships with its suppliers through meetings and other opportunities to discuss our respective needs and ideas. Following on the events held during the previous year, in FY2016 we held Business Partner Kick-off events for 36 of our main suppliers, 12 telecommunication

construction contractors, and 10 NTT Group companies with a total of 169 participants. At events such as these, we are able to talk about the business environment in which DOCOMO operates and exchange ideas toward the goal of continually and consistently sourcing competitive, high-quality products from our suppliers.