

**Medium-Term Strategy 2020**

**Declaration**

**beyond**



# beyond

Connecting dreams, for a richer future with 5G

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

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

# beyond

Connecting dreams, for a richer future with 5G

Value and excitement  
to customers



Benefit  
Convenience



Enjoyment  
Surprise



Satisfaction  
Peace of mind



Value co-creation  
with partners



Contribution to  
industries



Solution of  
social issues



Regional vitalization

Expansion of  
partners' business





# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

# Declaration beyond

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms

# Market Leader

## Offering Visible Benefits and Convenience



**A wide array of tangible benefits**

Constantly  
evolving  
services

Attractive  
Lineup

Billing plans  
to fit  
individual life styles

Continuous  
Returns to  
customers

Fun to use  
fun to earn  
point program

One of  
Japan's largest  
in points issued



# Enhanced Benefits and Convenience through “d POINT”

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



# Enhanced Benefits & Ease of Use

## NEW 1

Enrich  
basic plans

Start accepting applications from May 24, 2017

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

## NEW 2

Enrich  
“Share Pack”

Start accepting applications from May 24, 2017

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

## NEW 3

Enrich  
“d POINT”

On May 10, 2017

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



# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms

# Style Innovation

## Bringing Fun and Surprise with 5G

### Project “empower+d challenge”





# 9 Challenges for Style Innovation

## Experience innovation



New entertainment  
(AR/VR/Sport)



Next-gen mobility  
(Automobile)



Sharing

## Life style innovation



AI agent



FinTech



Total healthcare

## Work style innovation



Drone robotics



Work innovation



Work matching



# Ultimate AI Agent for Every Customer

**New AI agent**

Natural dialogue

Always next to customers

Action most suited to the situation

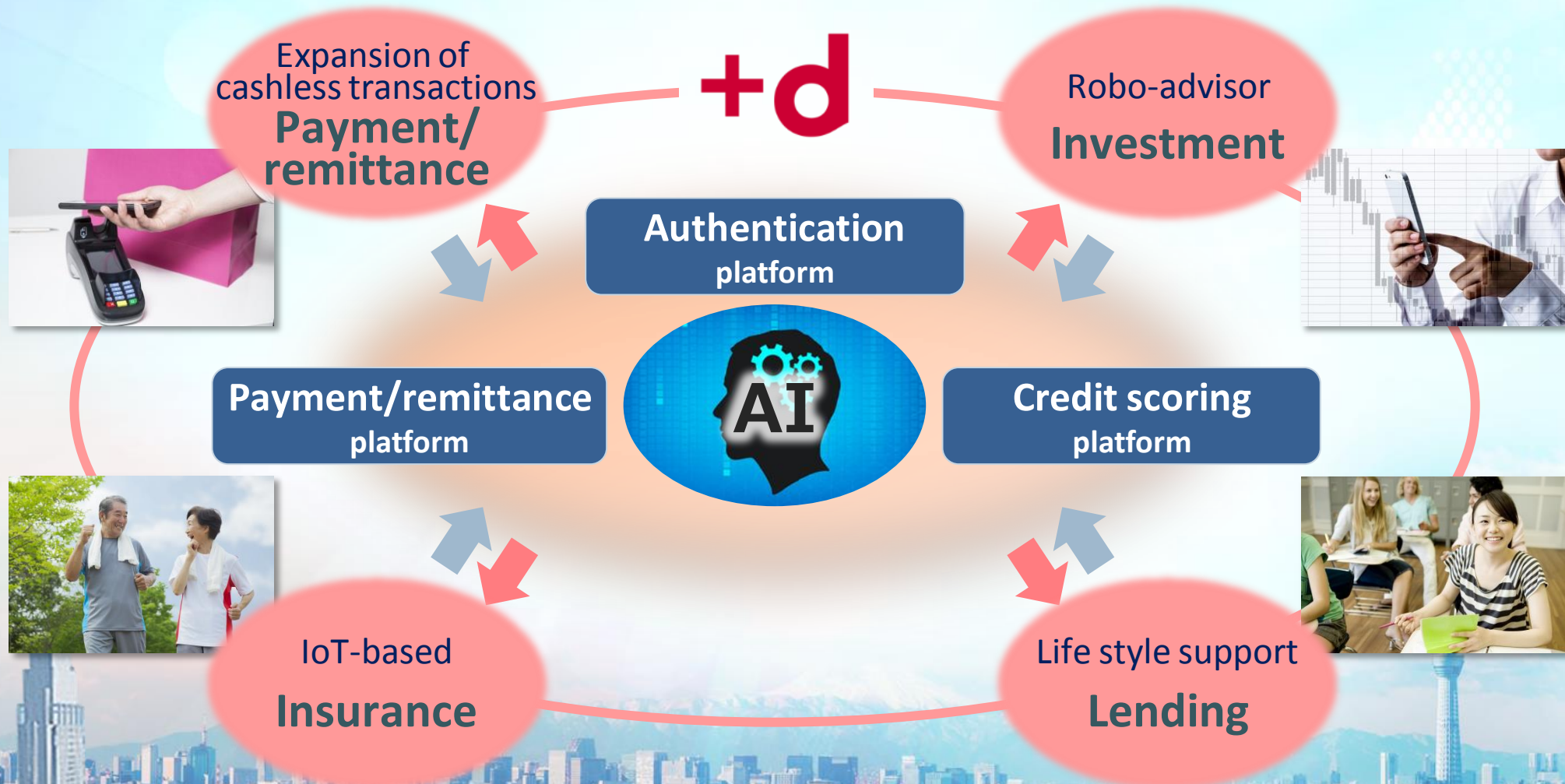
Illuminating ideas and suggestions



+d

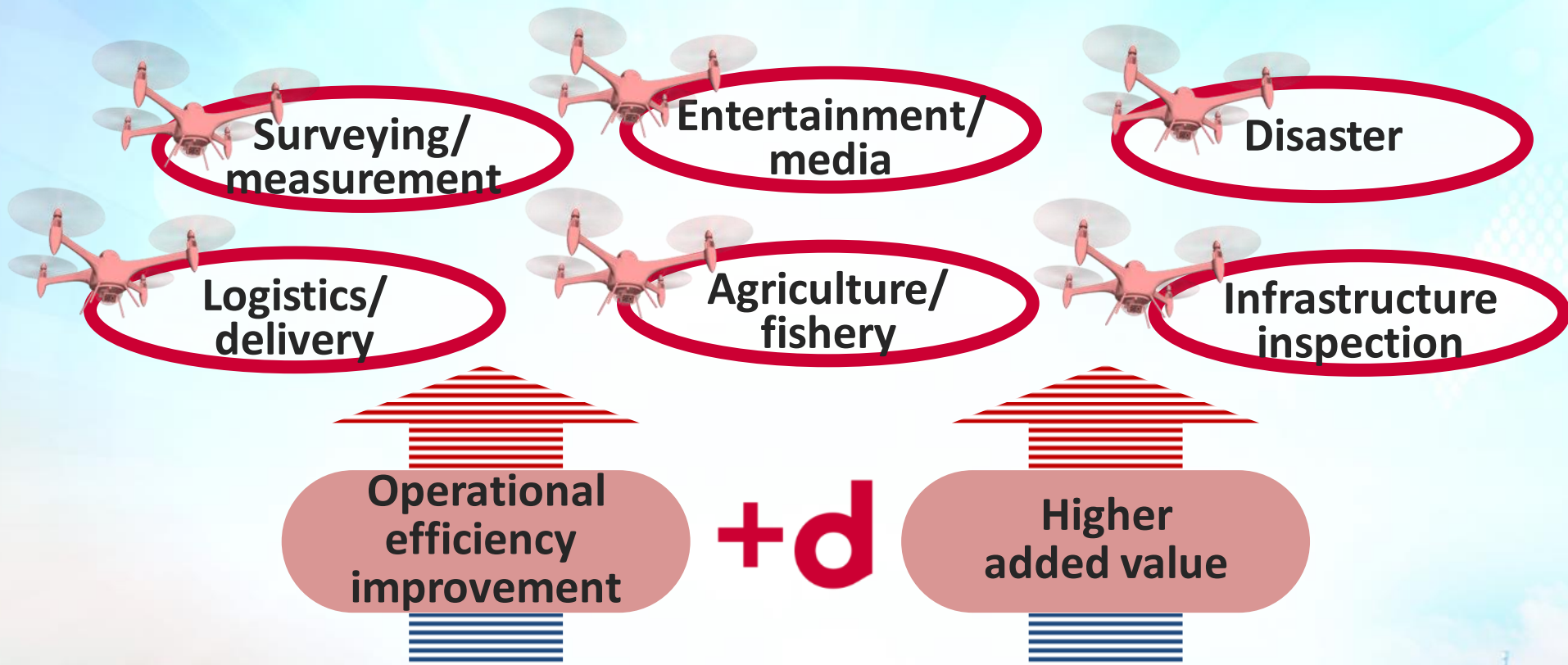
# FinTech Services Catered to Customer Needs

Deliver perceptible ease of use, convenience and peace of mind





# Safe and Innovative Drone Services



## Drone management platform

Edge device

Network platform

Flight support platform

Business support platform



**Step 1**

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

25<sup>th</sup>

Anniversary

Collaborative  
productions  
planned for release  
one after another



Sense of unity,  
sense of  
presence



# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms



# Solutions to Reduce Customer Wait Time

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



Automated response

Hospitality catered to individual customer



Customer assistance

Optimal proposal at any location

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

On the spot solution on smartphones



Self-service kiosks

Coordination of all customer touch points



Chat bot



# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

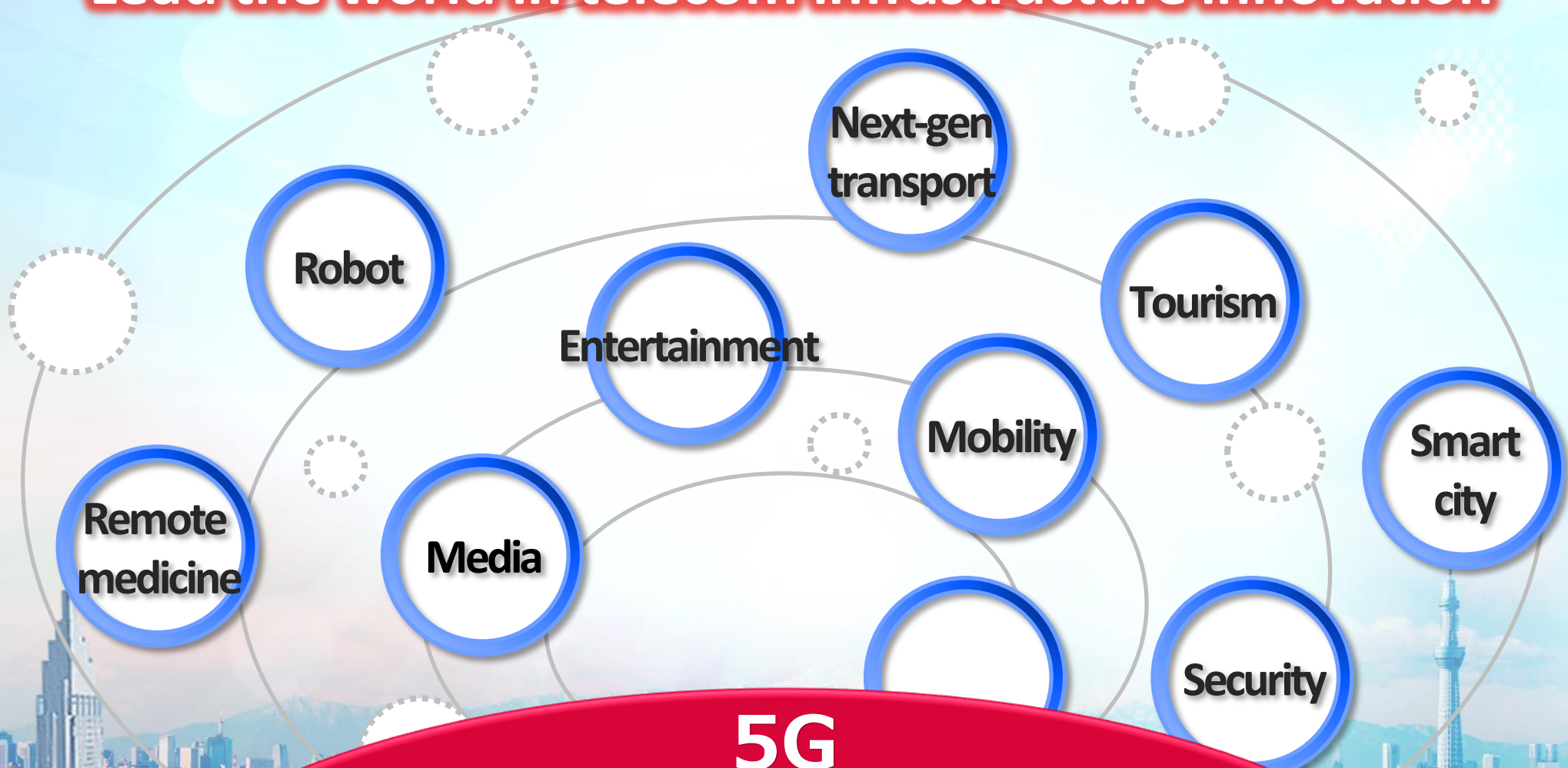
**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms

# Contribute to Social & Industrial Development with 5G

**Lead the world in telecom infrastructure innovation**



## 5G

High-speed,  
large-capacity

Low  
latency

Massive  
device connectivity



Step 1

# Dawn of The 5G Era

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



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

# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms



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



**Mobility +d**

Comfort of travel

**Primary industry +d**

Enhanced productivity



**Education +d**

Enriched opportunities for learning



**Healthcare +d**

Long and healthy life



**Work style reform +d**

Ease of working



**Sport +d**

Excitement, fun



Step 1

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

Accelerate work innovation through co-creation with partners

NEW 1  
**Telework**

Ideas for tools for smooth communication



NEW 2  
**Shared office**

A new type of office that reduces commute time



To be realized in coordination with partners

Planned for launch in FY2017



# Declaration beyond

## Declaration 1

**Market leader**  
offering visible  
benefits and convenience

## Declaration 4

**Industry creation**  
jointly pursuing innovations  
with 5G

## Declaration 2

**Style innovation**  
for a richer future for all

## Declaration 5

**Solution  
co-creation**  
to solve social issues

## Declaration 3

**Peace of mind and  
comfort support**  
always by our  
customers' side

## Declaration 6

**Partner business  
expansion**  
leveraging  
business platforms

# Support Partners' Business and Expand Commercial Transactions

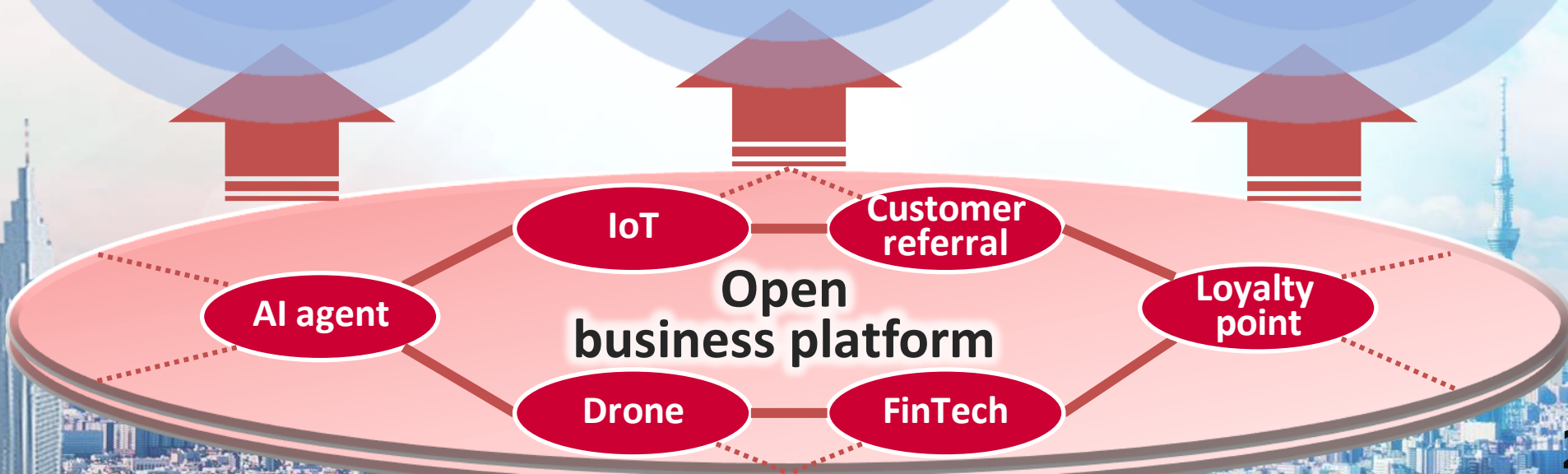
**Business expansion**



**Sales growth**



**Productivity improvement**





# beyond

Connecting dreams, for a richer future with 5G

Value and excitement to customers

Value co-creation with partners



Service creation/evolution “Change”

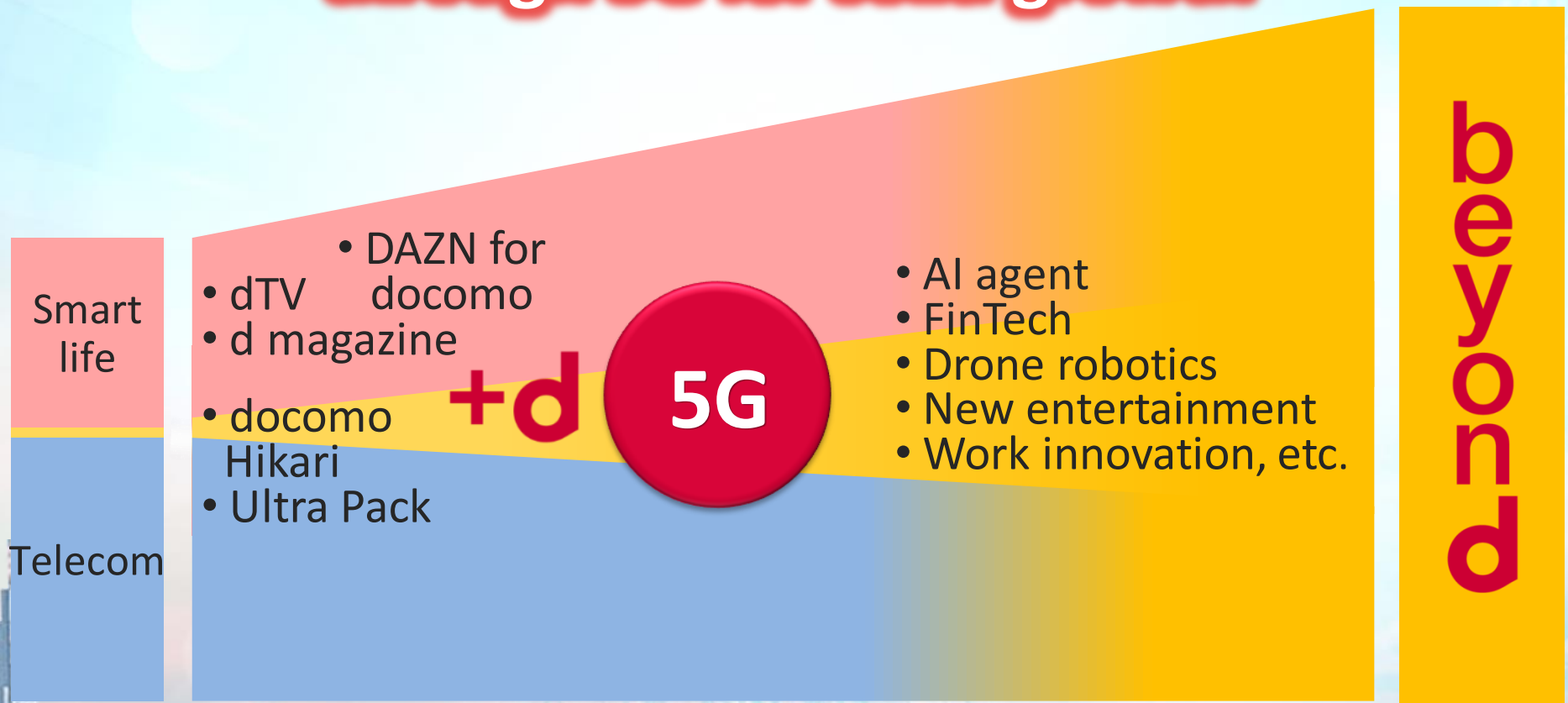
Business evolution with **+d**

Reinforcement/evolution of all foundations

Evolution of customer touch points | Network/R&D (5G/AI/IoT) | Sound financial structure

# Transformation of Business Structure

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



Age of 4G

Age of 5G