



Customer and Community Engagement



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.

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Responsibility for Products and Services

Basic Philosophy

DOCOMO is dedicated to maintaining product quality with due consideration for safety at every stage, from design to after-sales service. We define our own safety standards for mobile phones at the design stage, examine product safety by testing prototypes, and ultimately determine the launch of a product only after safety is assured. Our products are thoroughly examined at every stage to ensure they meet our standards. We stand by the quality of our products even after they are purchased by providing after-sales services.

In addition, we 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.

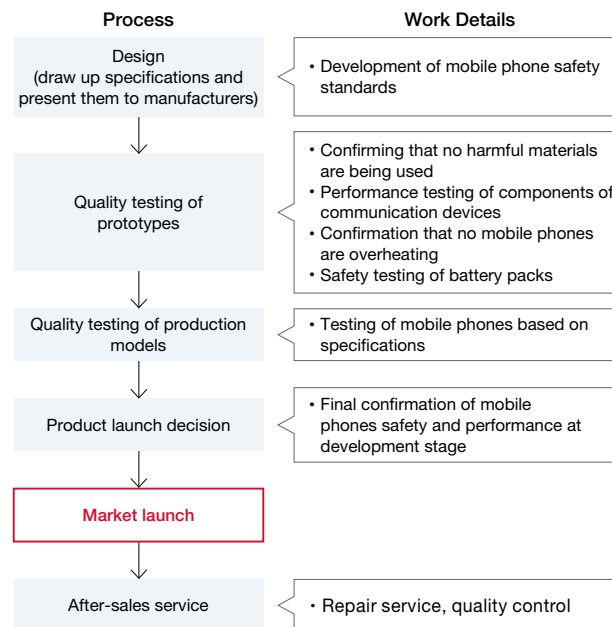
Product and Quality Control

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 work with manufacturers to develop products that are safe from the design phase. We thoroughly monitor product safety at every step of the way from product design to market launch under strict evaluation standards. 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 improvements to enhance product quality. 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. This ensures that customer inquiries are immediately responded to and that customers are always informed of any issues that arise.

Standard Product Quality Flow for Mobile Phones



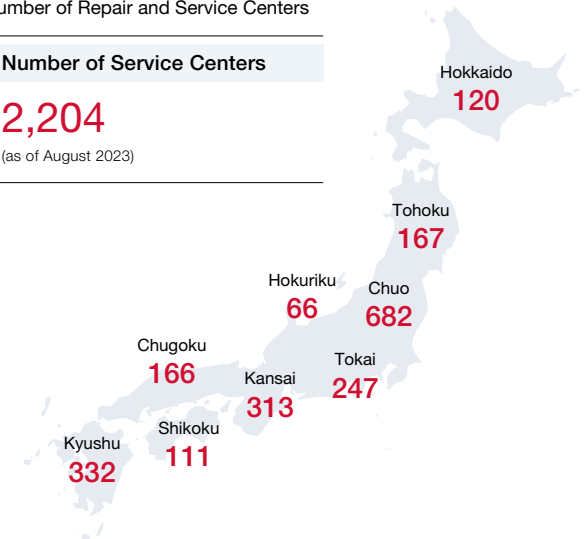
NTT Communications and NTT COMWARE, the two subsidiaries responsible for our corporate business, have obtained ISO 9001 for organizations that deem it necessary for their operations, and they have established quality management systems that comply with the standard.

Number of Repair and Service Centers

Number of Service Centers

2,204

(as of August 2023)



Upgrading Software to Ensure Product Safety

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.

Software updates related to fixes or security patches are automatically downloaded and installed while the device is charging at night, without requiring any action by the customer.

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

Disclosing Information on Products and Services

To ensure the safe and convenient use of our products and services, DOCOMO strives to provide timely and relevant information to customers at docomo Shops across Japan and through our 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 DOCOMO's products and services.

A customer support page on 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 the current social circumstances. As an increasing number of people fall victim to such threats and scams, DOCOMO is proactively working to provide countermeasures.

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.

A free service is offered for docomo mail 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). We also offer another free service, official accounts for docomo mail, that displays a verified e-mail account on docomo mail sent from companies and other organizations that have subscribed to the service. Since August 2022, we have been using DMARC and DKIM as standard domain authentication technologies in docomo mail to more accurately detect spoof messages and provide stronger protection against phishing scams.

Anshin Security (Privacy), launched in May 2021, is a service that enables customers to monitor unintended leakages of personal data on the Internet. If a breach is detected, it notifies the customer and offers advice on how to

deal with it to reduce the risk of leaked data being misused for malicious purposes.

There has recently been an increase in unauthorized access by malicious persons who send DOCOMO-spoofed e-mails or SMS messages and steal d accounts, which are the IDs for customers to access DOCOMO services. In response, DOCOMO makes available a setting called "d account password-less authentication" ("passkey authentication" as of September 2023) allowing customers to disable their password and use biometric authentication or lock screen authentication instead, thereby providing a greater sense of security and convenience.

Furthermore, in October 2022, we introduced Anshin Security (Anti-spam SMS), an SMS filter that automatically assesses and sorts SMS messages into normal or junk message folders. Its database of suspicious SMS messages is updated daily to handle increasingly sophisticated spam.

Anshin Security and Anshin Security (Privacy)



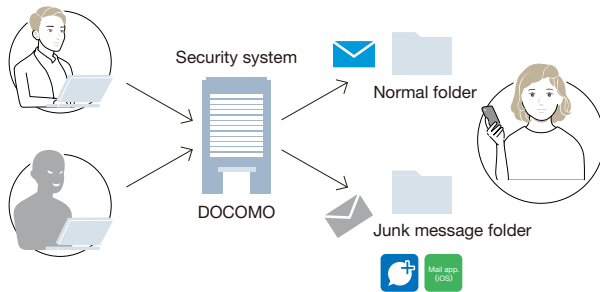
*1 Available only for customers under the Anshin Security plan

*2 Available only for customers under the Anshin Security (Privacy) plan

Setting of Rejecting Fraudulent and Infected E-mails



Anshin Security (Anti-spam SMS)*



*Available only for customers under the Anshin Security (Anti-spam SMS) plan

Considerations for Children, the Elderly, and People with Disabilities

Considerations for Children

Filtering Service to Prevent Access to Illegal or Inappropriate Websites and Use of Harmful Apps

While using the Internet, children can be exposed to illegal or inappropriate information that may be harmful to their development. The viewing of illegal or inappropriate websites

and use of harmful apps also raise the risk of involvement in criminal activity. According to a survey conducted by the National Police Agency and Ministry of Education, Culture, Sports, Science and Technology*1, a record-breaking number of children became crime victims through social media in 2019. About 90 percent of these children did not use filtering. DOCOMO offers the Filtering Service to prevent this, 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*2.

Anshin Filter for docomo can permit or restrict access to individual websites and apps based on each child's school age and needs and also can limit when apps can be used depending on the time of the day*3.

*1 Based on "Juvenile Delinquency, Child Abuse, and Child Sexual Abuse in 2022" by the National Police Agency

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

*3 Content of the Filtering Service differs according to the requirements of each model. Functions offered by the "Anshin Filter for docomo" differ by operating system.

Filtering Service (in Japanese only)

Remotely Monitoring Children with imadoco-search

As crimes that target children remain rife, we seek to protect them by providing parents and guardians with the imadoco-search service, enabling them to locate children and remotely monitor their 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.

Features of Imadoco-search

- Displays child's location on a map as necessary
- Displays child's travel route on a map
- Notifies the family about the child's location when the emergency buzzer is pressed or when the power is switched off
- Notifies the family about crimes in the neighborhood (service is available in 41 prefectures as of July 2023)
- Notifies the family about the child's location when the battery is low



imadoco-search (in Japanese only)

Child-Raising Support Program and Discount

In March 2023, DOCOMO launched a new brand "comotto" to nurture children's development together with their families. Consequently, the docomo Child Raising Support Program, which we have been offering since 2016, has been rebranded as the comotto Child Raising Support Program. Under the new program, we collaborate and co-create with a range of industry partners to provide fun learning experiences for children and their families. Furthermore, in 2021, given the recent social and economic environment, we also launched the Child Raising Support Discount, a service plan designed to financially assist single parent family customers, such as single fathers or mothers. 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.

We will continue to stand by customers who are raising children and provide the services they need.



I can create my own answer.
I can create my own future.
Our goal is for children to learn to live and think flexibly.
I can do this.
Our goal is to offer more opportunities for them to feel confident.
Our goal is to expand the potential of children.
Our goal is to expand their vision of the future.

comotto (in Japanese only)

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

Promoting DOCOMO Hearty Style Products and Services Based on Customer Feedback

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 in the following table.

Three Pillars of DOCOMO Hearty Style

Pillar of Activity	Initiatives
Promote Product and Service Development	<p>Develop and provide products and services that are easy for all types of customers to use</p> <ol style="list-style-type: none"> 1. Design products for the elderly 2. Provide smartphone apps and services such as Mieru Denwa designed for people with disabilities P. 70 3. Offer Hearty Discounts P. 70 4. Provide braille billing statement service P. 70
Enhance Customer Support	<p>Improve the environments of customer service desks to make it easy for anyone to use and enhance response to customers</p> <ol style="list-style-type: none"> 1. Make docomo Shops barrier-free P. 126 2. Operate docomo Hearty Plaza (Marunouchi) 3. Install videophones with sign language support P. 126 4. Conduct training for docomo Shop staff P. 125 5. Provide the Telephone Relay Service P. 70 <p>Note: For details, see the Supply Chain section.</p>
Disseminate Safe and Secure Use	<p>Provide opportunities for all customers to use smartphones and other devices safely, securely, and conveniently</p> <ol style="list-style-type: none"> 1. Organize DOCOMO Hearty Class lectures for organizations serving people with disabilities P. 70 2. Organize Smartphone and Mobile Phone Safety Classes for special-needs schools nationwide P. 75 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.

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

Universal design font
A universal design are OK, font is used for readability.

Usage support at a Raku-Raku Phone Center

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-52B

Note: These are a few of the F-52B compatible functions. Please see the DOCOMO official website for details.

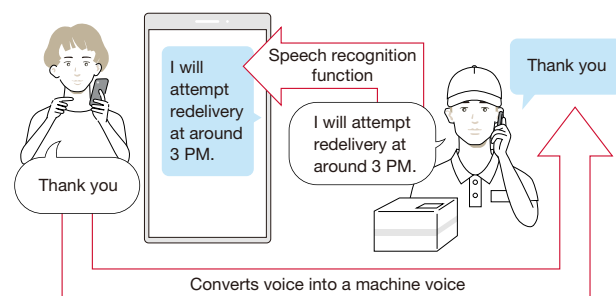
docomo Raku-Raku PHONE & Anshin Smartphone

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.

— Mieru Denwa (for People with Hearing Impairments)

Mieru Denwa is a free smartphone app (iOS and Android) that converts spoken words received on a telephone into text, which is then displayed on the screen in real time. It can also deliver a user's message as a machine voice by converting the entered text.

It is useful for those who have difficulty listening or speaking as well as those with impaired hearing and the elderly. In March 2020, we added a function to save text history for improved convenience.



📄 Mieru Denwa (in Japanese only)

— 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" directory assistance

*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 2022, approximately 30,400 braille billing statements were issued.

— Accepting Applications via the Telephone Relay Service

In July 2021, information centers and other telephone reception departments started accepting applications via the Telephone Relay Service* provided by the Nippon Foundation Telecommunication Relay Service.

*The 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).

— 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.

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 nearly 1,010 classes had been held by fiscal 2022, with about 12,800 participants in total. We have also participated in events and exhibitions for people with disabilities.

📄 DOCOMO Hearty Classes (in Japanese only)

— 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 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.

The service, in which the operator handles operation on behalf of the customer as if they were guiding them in person, has been well received by customers, with 21.55 million people signing up for the service as of March 2023.

📄 Anshin Remote Support (in Japanese only)

Initiatives to Eliminate the Digital Divide

We have positioned docomo Shops as local ICT support centers and offer DOCOMO smartphone classes, starting from the initial setup to their many uses for enriching 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 users as well.

Number of Classes and Participants for DOCOMO Smartphone Classes

Category	Details
Number of docomo Shops offering the classes	2,143 across Japan
Number of classes	41 in total
Cumulative number of participants	More than 16 million participants, and 97% of them expressed satisfaction (as of June 2023)

In addition, for the third 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 2022, we had held approximately 140,000 classes on seven 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 250,000 people. In fiscal 2023 and at 2,121 docomo Shops, we are holding free classes on eight different topics, including a new one: "How to use the nationwide emergency consultation app, Q-suke."

We are also partnering with local municipalities to narrow the digital divide. In January 2023, we signed an agreement with Saitama City in Saitama Prefecture on Cooperation in the Efforts to Narrow the Digital Divide. Under the agreement, we are holding city-approved smartphone classes at 14 docomo Shops in Saitama City to promote the use of digital devices and improve information literacy.

Internal Training

To increase employee awareness about providing reasonable accommodations for people with disabilities, we have conducted training for people involved in product and service development and for those who deal with customers. DOCOMO will continue to develop these activities to raise employee awareness of DOCOMO Hearty Style.

Customer Satisfaction

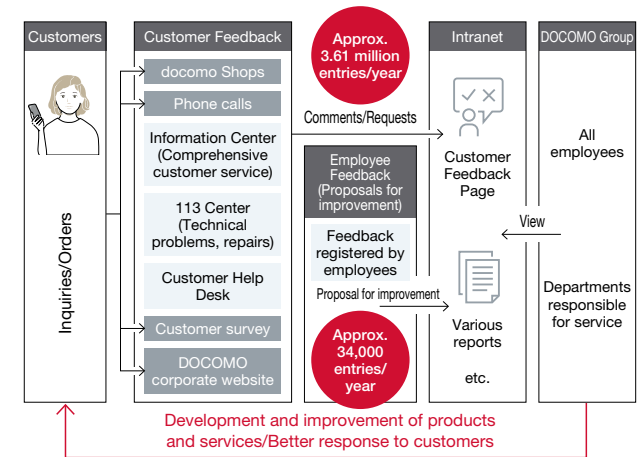
Basic Philosophy

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 3.61 million feedback comments from customers every year through its docomo Shops, Customer Help Desk, corporate website, and other means. Also, we annually receive about 34,000 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. We strive to reflect customer feedback in our R&D and service improvements to both enhance customer convenience and raise the level of their satisfaction with our products and services.

Strategies for Increasing Customer Satisfaction

DOCOMO utilizes 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 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 in-house system, and the Customer Satisfaction Department compiles a report for internal circulation. 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.

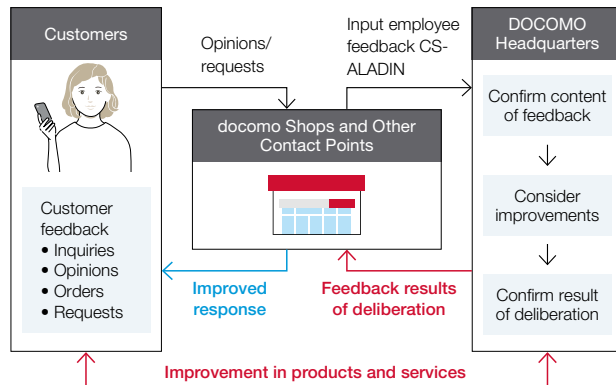
We publish initiatives that incorporate customer feedback on our corporate website.

📄 Initiatives incorporating customer feedback (in Japanese only)

Increasing Customer Satisfaction through Employee Feedback

To further increase the level of customer satisfaction, 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 Studies

The following are major examples of improvements resulting from interaction between customers and DOCOMO employees in fiscal 2022.

• **It is now possible to display bar codes for both d Payment and the d POINT card on the payment screen of the d Payment app**

On 27 July 2022, the d Payment app was enhanced to display bar codes for both d Payment and the d POINT card when making payments.

• **Made imadoco-search a free service**

On February 1, 2023, the imadoco-search service fee (5.5 yen per search) was became free in response to many requests from customers and to further promote the safety and security of children.

• **Launched the Caboneu record**

On January 10, 2023, we launched the Caboneu record, an app that makes ecological actions more fun and enjoyable for users ([P. 34](#)).

Improvements through Customer Surveys

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 2022, around 2.41 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.

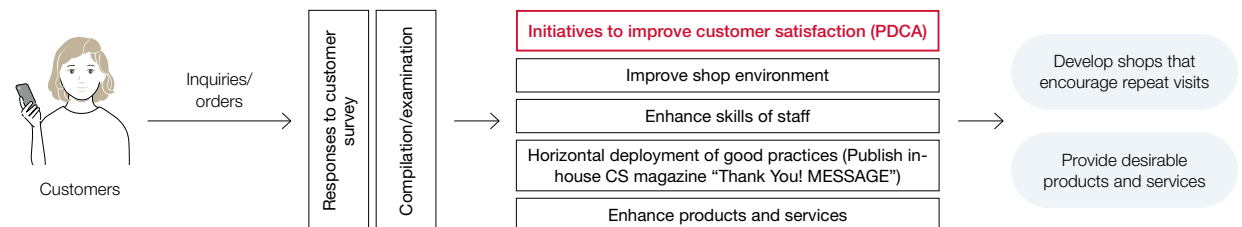
Initiatives for Better Reception Quality

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



Advisory Specialists for Consumer Affairs Ensure Customer Perspectives are Reflected in Advertisements and Services

To promote customer-first management, DOCOMO has been working on initiatives led by employees qualified as Advisory Specialists for Consumer Affairs* since 2006. As of the end of March 2023, the DOCOMO Group has about 200 of these specialists, and they are applying their knowledge to enhance their responses at customer help desks and create tools for communicating with customers. Their knowledge is also being used to review the content and expressions in advertisements and pamphlets as well as products and services from the customer perspective.

Note: Advisory Specialists for Consumer Affairs contribute to society in wide-ranging areas by serving as a bridge that connects consumers with companies and government agencies. To that end, they ensure that consumer suggestions and opinions are effectively reflected in corporate management and in proposals presented to government institutions. Moreover, they offer timely, appropriate responses to customer complaints and consultation.

Enhancing Customer Satisfaction Based on d POINT Club Surveys

In addition to Employee Feedback and Customer Surveys, we analyze the NPS by surveying d POINT Club members (96 million as of the end of June 2023).

The d POINT Club survey facilitates analysis by segment based on subscription status of lines and services, usage status, and other data. This helps us to understand how the satisfaction level of each survey item impacts the NPS of various DOCOMO services.

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 DOCOMO.

Services for Safety and Consumer Education

Promoting Mobile Phone Etiquette and Safe Charging

Functions and Services Relating to Mobile Phone Etiquette

DOCOMO mobile phones include the following functions designed to help customers in certain situations where the use of phones is restricted. For example, when customers are driving, they can set the Public Mode (Drive Mode)* to have all incoming calls go straight to voice guidance, notifying the callers that they are unable to answer and then hang up. Also, when customers are asked to turn off their mobile phones on an airplane or in a hospital, the Public Mode (Phone OFF) informs the callers of such a situation and then hangs up.

*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. DOCOMO regards this as an issue it should address as a company 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 and Secure Mode apps that prevent users from using their smartphones while walking, and alerting users of the danger through TV commercials, posters, and DOCOMO's official website. We will continue to improve the safety of smartphone use.



危険です、歩きスマホ。

Using a smartphone while walking is dangerous.

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

While the number of reported incidents of specialized fraud, such as remittance-soliciting schemes, has decreased over the past five years, it still remains high*.

As mobile phones and other means of communication are often used for specialized fraud, DOCOMO cooperates with the government and other mobile providers to promote preventative measures against this form of fraud.

*According to data on specialized fraud from the Metropolitan Police Department's website.

Main Measures to Prevent Remittance Soliciting Fraud

Overview	Details
Tougher Screening upon Subscription	Payment methods for usage fees for individual subscribers are in principle limited to credit card or direct account withdrawal. Applicable credit cards and ATM cards can be confirmed at a docomo Shop or other outlets.
	<ul style="list-style-type: none"> Authentication of new subscribers' identity at docomo Shops or other outlets is conducted using original identity documents. At docomo Shops, equipment is also used to authenticate user identity. The online identity authentication, eKYC, is introduced for new subscribers' identity authentication at the docomo Online Shop and other websites such as ahamo and irumo.
	Information on customers who have had their service suspended for failing to confirm their identity when requested by the police is shared among all mobile providers and utilized in screening procedures.
Cooperation with the Police	In order to prevent large volumes of fraudulent subscriptions under the same name, the number of individual subscriber lines under the same name has been limited. In addition, tougher screening measures are being applied to corporate subscribers. Failure to meet the standards results in restricting the maximum number of lines they can use.
	Information is provided to the police when there is suspicion of fraudulent identification, such as a fake driver's license, after informing the customer in advance.
Implementation of Network Use Restriction	At the request of the police, we cancel the subscription of, or reject for a certain period, any additional subscription requested by rental operators found to have violated the Act for the Prevention of Illegal Mobile Phone Use.
	We use the network use restriction system* for preventing the criminal use of mobile phones that have been stolen from docomo Shops or other retail outlets or obtained through fraud or other criminal means, or by forging identification or submitting applications with false information (name, address, birthdate, etc.). Note: The system enables customers to restrict the use of a mobile phone, including both incoming and outgoing calls and network usage, by registering its phone number (serial number) with DOCOMO.

Community Investments

Basic Philosophy

According to the NTT Group Sustainability Charter, which declares our commitment to realizing a sustainable society, we specifically focus community investments in six major fields: environmental conservation, social welfare, education and cultural promotion, local community development and dialogue, international exchange activities, and sports promotion. We 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 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 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 fiscal 2022, we spent about 6.8 billion yen on community investment. This includes providing humanitarian aid to Ukraine, donating to earthquake relief in Türkiye, holding smartphone and mobile phone safety classes, 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 DOCOMO who contribute to social activities.

Social Investment Activities in FY2022

Six Major Fields of Community Investments	Amount (million yen)	Number of Activities
Environmental conservation	1,249	184
Social welfare	56	163
Education and cultural promotion	1,576	147
Local community development and dialogue	839	400
International exchange activities	392	49
Sports promotion	2,690	26
Total	6,802	929

Scope: DOCOMO and its 11 functional subsidiaries

*1 Each monetary donation, donation of goods, and free use of facilities is counted as one activity.

*2 Aid for disaster-stricken areas in Japan is counted under the category of Local Community Development and Dialogue.

The DOCOMO Group is engaged in business activities rooted in local communities. We believe that engaging in dialogue through these community investments will eventually provide business opportunities and risk avoidance. We therefore proactively engage and invest in the following fields.

Social Investment Projects

Category	Ratio*	Major Projects
Investment in local communities	70.6%	Holding smartphone and mobile phone safety classes to teach users about safe and secure use, support for sports, implementation of the Disaster Recovery Fund By DOCOMO Group employees, initiatives through the Mobile Communication Fund, etc. P. 75 P. 76
Charities	6.3%	Implementation of the Online Fundraising Site (donation site) P. 77
Commercial initiatives	23.1%	Holding DOCOMO smartphone classes, environmental management activities, donations from device sales, etc.

*Based on expenditure amount for the community investments

Encouraging Employees to Participate in Volunteer Activities

DOCOMO encourages its employees to take part in volunteer activities. Every year on October 1, which is DOCOMO Day, the President's Award for Community Investments is given to employees who have become outstanding role models by steadfastly participating in community investments.

President's Award for Community Investments over the Past Four Years

Fiscal Year	Initiatives
2019	· Volunteering in areas affected by the Great East Japan Earthquake and other disasters
2020	· Holding local disaster prevention activities (Nihonbashi, Tokyo)
2021	· Conducting safety awareness and youth development activities, mainly through anti-crime patrols
2022	· Contribution to social welfare through youth support activities via telephone counseling and other means

In addition to annual paid holidays, DOCOMO has introduced "life plan vacations" for volunteers and encourages employees to engage in these activities. In fiscal 2022, 53 employees in NTT DOCOMO, INC. and its 11 functional subsidiaries took the holidays.

In the same year, 15 employees provided pro bono assistance to three organizations for three months as part of our volunteer effort to address social issues by leveraging the Company's strengths, our expertise in ICT technology, and our diverse human resources toward realizing a sustainable society.

Since February 2021, we have been providing information on remote volunteer opportunities to our employees, in which they can participate even during the COVID-19 pandemic. To date, we have provided information on about 230 opportunities, with a total of more than 300 employees applying and taking part in these activities.

We established the TOHOKU Reconstruction Support Office in 2011 to provide help that goes beyond short-term volunteer projects and donations for areas affected by the Great East Japan Earthquake that require long-term assistance (**P. 77**).

We continue to support the reconstruction of the affected areas through the TOHOKU Reconstruction Support Office, which listens to and works with local citizens to help local communities solve problems and develop a model for local revitalization.

📌 Connecting Smiles—Rainbow Project for the Recovery and Rebirth of Tohoku (in Japanese only)

Smartphone and Mobile Phone Safety Classes

Free smartphone and mobile phone safety classes provided throughout Japan represent one of our efforts to provide safe and secure services. These classes instruct users on how to deal with and prevent problems related to the use of smartphones and mobile phones. The classes are arranged by level for specific types of users: an introductory class for elementary school students, advanced class for junior high and high school students as well as classes for parents and teachers, for special-needs schools and for the elderly. Many people have attended the classes since their launch in July 2004. Since fiscal 2020, we have been promoting online classes as a way to support ICT implementation in the schools and to prevent the spread of COVID-19. In fiscal 2022, we held about 4,700 classes, attended by about 810,000 people.

Smartphone and Mobile Phone Safety Classes

Cumulative number in the 19 years since 2004 (as of the end of March 2023)

Approx. **100,000** classes

Approx. **15.68** million participants

Collaboration with the Local Communities at docomo Shops

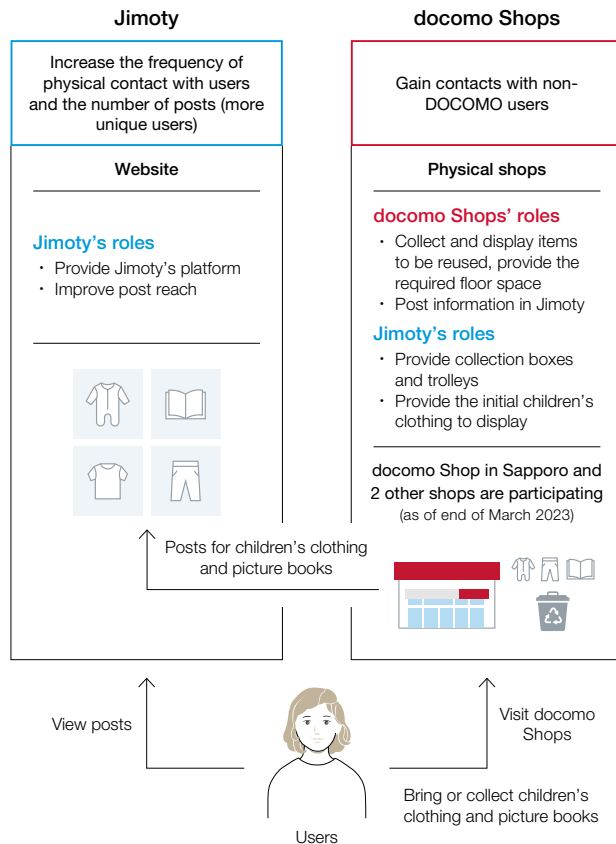
Jimoty Sukusuku Baton Initiative

Under the concept "Tsunagaru, Tsuzukeru" (Get Connected, and Keep it Going), we are collaborating in Hokkaido with the local information site Jimoty on an initiative called Jimoty Sukusuku 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 in Hokkaido and then distributed to those in need through

Jimoty. Some children's clothing is also donated to child welfare providers. This initiative promotes the reuse of resources and reduces waste. Furthermore, 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 expand the number of participating docomo Shops to further strengthen local communities.

Sukusuku Baton Initiative by Jimoty and docomo Shops



Art, Culture, and Sports

21st DOCOMO Mirai Museum, a Creative Art Contest

Since 2002, 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 2022, the 21st year of the contest, 115,793 entries were submitted in the painting and digital painting categories, bringing the grand total of artworks entered to over two million. DOCOMO will continue to encourage children to envision a bright futures.



Conflict
A winning entry in the 21st Minister of Education, Culture, Sports, Science and Technology Award and DOCOMO Mirai Gold Award in the junior high school student's category



Moon train in the night sky
A winning entry in the 21st DOCOMO Mirai Gold Award in the digital painting category in the preschool children's category

Supporting the Activities of Omiya Ardija, Omiya Ardija VENTUS and Red Hurricanes Osaka

DOCOMO supports the activities of Omiya Ardija in the Meiji Yasuda J2 League and Omiya Ardija VENTUS in the Yogyo WE League organized by the Japan Women's Empowerment Professional Football League. Our support extends across a wide range of activities, such as the management of events and operating booths at matches. At DOCOMO Presents Matches, held once each for Omiya Ardija and Omiya Ardija VENTUS, we enlivened the venues by distributing giveaways to spectators, managing a booth, and greeting spectators to the

match. In addition, the NTT DOCOMO Soccer School, our joint initiative with Omiya Ardija, launched in fiscal 2000 as a social contribution to local communities and to foster the development of young people, has been held more than 300 times to date, with a total of more than 61,000 children participating. 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 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 were recognized for these efforts and received the Community Investments Award in the NTT Japan Rugby League One 2022-2023 Awards. We will continue to contribute to the revitalization of local communities by supporting sporting activities.



Soccer school

Disaster Relief Provided by 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 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 2022, we raised funds for humanitarian aid in Ukraine and for earthquake relief in Southeast Türkiye, with donations going to international NGOs and other organizations providing humanitarian assistance to those two nations and neighboring countries.

As part of our humanitarian aid to Ukraine, we provided telecommunications free of charge. Furthermore, as part of earthquake relief for Southeast Türkiye in February 2023, we offered free-of-charge international calls and SMS to Türkiye and for customers travelling to Türkiye for approximately four months, from February 6 to May 31, to enable users to confirm the safety of families and friends without having to worry about the cost.

We also made corporate donations to support humanitarian aid in Ukraine and earthquake relief efforts in Türkiye. We were awarded the Medal with Dark Blue Ribbon in July 2023 for the humanitarian aid donation to Ukraine.

Disaster Relief Fundraising for Fiscal 2022

Fundraising Campaign	Amount Raised (Yen)	Number of Donations
Relief fund for humanitarian aid in Ukraine	203,643,318	214,111
Relief fund for victims of 2023 Southeast Türkiye earthquake	178,572,357	215,442
Total funds in fiscal 2022	382,215,675	429,553

Supporting Tohoku's Recovery

Contribution to the Local Economy and Reconstruction of Industry through Business Operations

The Great East Japan Earthquake struck in March 2011, and in December of that year DOCOMO set up the TOHOKU Reconstruction Support Office (Team RAINBOW) to construct a system for business management that would enable us to contribute more promptly to the reconstruction of affected regions. This office has continued to primarily support the recovery and rebirth of the Iwate, Miyagi, and Fukushima regions. Team RAINBOW is characterized by the way it harnesses DOCOMO's business assets as an ICT company, while its members make frequent visits to these areas to think about the true needs of the region, and by how it maintains its activities by exploring solutions together with the local residents.

Rather than focusing on only solving immediate problems, we try to think long-term as we support the recovery and rebirth of the region—for example, by ensuring the continuity and sustainability of these support activities through our business operations.

In fiscal 2021, we shifted the management structure to the Tohoku Branch to better promote local activities closely related to regional issues, including reconstruction, and continue our efforts to contribute to the local community.

Vision of the TOHOKU Reconstruction Support Office

Connecting People and Society for Tohoku Smile

Mission

- We will stay close to the local community as we connect them through mobile and ICT to create services for Tohoku smile.
- We will use the know-how acquired in Tohoku to provide solutions to the problems that Japanese society faces.

Three Action Themes for Creating a Future Homeland

Action Theme	Main Initiatives in Fiscal 2022
Agriculture that moves people, work, and nature into the future	<p>Promoting ICT-based agriculture</p> <ul style="list-style-type: none"> • Promote the spread of natural farming by adopting ICT-based smart agriculture through projects such as the Project for the Stable Supply of Organic Agricultural Products in 2020, Ministry of Agriculture, Forestry and Fisheries (demonstration project to address production technology issues) (third year)
Solutions that move the Tohoku region into the future	<p>Measures against crop damage by wild animals</p> <ul style="list-style-type: none"> • Work on wildlife damage prevention initiatives using Kagatta, a GPS trap monitoring device • Demonstrate the effectiveness of wildlife damage prevention initiatives using AI image identification technology
Stay close to the local community and think about the future together	<p>Reviving the community</p> <ul style="list-style-type: none"> • Offer a hometown community system using tablets in one municipality of Fukushima Prefecture, hold community gatherings 32 times a year for maintaining and reviving the community and to serve as a place where users can informally interact <p>Increasing interaction as well as the number of people who maintain some connection to the region without residing there</p> <ul style="list-style-type: none"> • Conduct employee training in Narahamachi in Fukushima Prefecture on the themes of addressing social issues and thinking about local revitalization (since 2018, fifth year). Since fiscal 2020, this has been a joint public-private training program. <p>Urban development</p> <ul style="list-style-type: none"> • Having concluded partnership agreements with Nishiaizu Town and Futaba Town, respectively, support urban development using 5G and advanced technologies <p>Shop to boost the local economy</p> <ul style="list-style-type: none"> • Hold Tohoku Marches in Tokyo and Miyagi to support reconstruction by bringing together local producers in Tohoku and DOCOMO employees across the country

Case Studies **Learning from Disaster-Stricken Areas in Tohoku: A Joint Public-Private, Field-Oriented Training Program to Develop Problem-Solving Skills**

In 2015, we started an employee training program at a reconstruction site in Minamisanriku-cho, Miyagi Prefecture. Since 2018, we have been conducting the program in Narahamachi, Fukushima Prefecture.

During this training, participants actually visit the site, discuss local issues with residents, and come up with and present solutions to the town as proposals.

Similar to the previous year, we adopted the same mixed format of online and onsite visits for training. However, as restrictions to prevent the spread of COVID-19 were lifted in fiscal 2022, we increased the number of site visits. DOCOMO Group employees engaged in extensive discussions with town officials and made the final presentation to the town mayor and other officials at the site.

The training gives employees the opportunity to learn the importance of thinking from a real-world perspective. In addition, it has been highly regarded by the town in which it takes place as an opportunity to gain new insights by experiencing corporate thinking and processes that are different from what they are used to. Several proposals made by the trainees in fiscal 2019 were adopted by the town. In 2021, we also introduced a mentor system to support the career development of junior high school students.



Yukihide Matsumoto, Mayor of Narahamachi, listening attentively to the final presentation



Final presentation



Creating a Purpose to Live and Contributing to Reviving Local Communities

To contribute to the revival and revitalization of local communities as well as the psychological and emotional well-being of the people affected by the Great East Japan Earthquake, the DOCOMO Group has been providing opportunities for social interaction among them, such as offering free cooking classes in restoration housing and community centers near temporary housing.

Since fiscal 2020, as it became difficult to hold these cooking classes due to the spread of COVID-19, we have been supporting the Tohoku region by purchasing local products from there through Tohoku Recovery Michinoku Marche.

Case Studies **Tohoku Recovery Michinoku Marche for Promoting Tohoku Region Producers and Establishing a New Consumer Base**

Since 2012, the DOCOMO Group has held Tohoku Recovery Michinoku Marche as part of its support for the Tohoku region. In fiscal 2022, we held the event in a face-to-face format for the first time in four years, with approximately 700 people visiting the DOCOMO Tohoku Building over two days. A total of 14 shops took part in the event, displaying more than 100 different products, including Tohoku specialties such as sweets and wine, which were well received by visitors. We will continue to support the recovery of the Tohoku region.



Tohoku Recovery "Michinoku Marche"

Working Together with Employees to Support Disaster Recovery Efforts

Employee Programs to Support Tohoku and Other Areas Affected by Natural Disasters

In fiscal 2012, we established the Disaster Recovery Fund program for employees of the DOCOMO Group to support the reconstruction of areas affected by the Great East Japan Earthquake. The program collects monthly donations of 311 yen from each participating employee, and DOCOMO matches the total amount donated by them. In fiscal 2021, the program was expanded to support other areas in Japan that had been affected by natural disasters. By fiscal 2022, about 13,000 DOCOMO Group employees had participated in the initiative and approximately 690 million yen has been donated (as of the end of March 2023).

In fiscal 2022, donations were made to seven municipalities affected by the Great East Japan Earthquake and 11 other municipalities across Japan that had suffered extensive damage from earthquakes and heavy rains. Donations were also made to five medical institutions and other organizations involved in preventing the spread of COVID-19.

Looking ahead, we will continue to contribute to the recovery of areas affected by natural disasters.



NPO Mobile Communication Fund (MCF)

Supporting Activities in Academia, Welfare, and Other Civic Fields

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, 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.

To commemorate its 20th anniversary in fiscal 2022, MCF invited students from orphanages or foster homes to participate in a tour of DOCOMO facilities and a social event.

DOCOMO Mobile Science Awards

The DOCOMO Mobile Science Awards was established 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 2022, the 21st 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). To date, MCF has given a total of 71 awards from 2002 to 2022 (52 Excellence Awards and 19 Honorable Mention Awards).

DOCOMO Scholarship Programs

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. The scholarship program provides 1.44 million yen a year per person for two years. In fiscal 2022, it was awarded to 15 international students, amounting to 22.03 million yen, and the total number of students that the MCF has supported from 2002 to 2022 is 361.

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 2022, 35 students received the scholarship, which amounted to 20.38 million yen.

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, including support for those who need financial

assistance, and with a particular focus on initiatives to prevent child abuse, which is a pressing social concern in Japan.

The grant per organization is up to one million yen for one year. In fiscal 2022, the MCF provided a total of 36.04 million yen to 41 organizations for a cumulative total of 1,063 organizations between 2003 and 2022 and approximately 600 million yen in grants.

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