At KDDI, we consider all our stakeholders to be customers. This includes the users of our services, as well as our suppliers, employees, shareholders and investors, and government institutions. Total Customer Satisfaction is a company-wide priority, aimed at achieving customer satisfaction in all our corporate processes.

I believe that improving the satisfaction of all our stakeholders based on this concept of TCS will enable us to meet the expectations of society and fulfill our social responsibility. For this reason, I want our employees to meet the expectations of society by continually thinking about who the stakeholders are for the duties they are assigned, and delivering satisfaction that exceeds their expectations while at the same time tirelessly maintaining a view toward the future.

**Helping to make society safer and more secure**

The information and communications services that we offer are a means of communication. How these means are actually used essentially depends on our users. Information and communications technologies and services, however, are advancing and spreading at a dizzying pace, and our services are not always used in the way that we might wish.

Part of this is due to the fact that the speed of technological progress and spread is outstripping the ability of sociological understanding and mechanisms to keep up; in such cases, I believe that it is vital to quickly provide feedback within the company, and strive to set up methods for providing services and social mechanisms. As of February 2008, KDDI applies filtering service to all new mobile phone service subscribers who are under 20 years of age, unless special circumstances apply. In addition, starting in fiscal 2008, we expanded our Mobile Phone Learning program from elementary students nationwide to include junior and senior high-school students as well, in order to enable safer use of mobile phones.

We remain committed to promoting sociological research and raising the awareness of society, as well as actively developing products and services that will promote security in our societies, health, and have other benefits, in order to offer safe and secure services.

**TCS is the foundation of CSR**

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**Contributing to a harmonious and prosperous society through the power of information and communications**
Information and communications enable people to communicate information to far-away locations without moving themselves. In this sense, telecommunications help to reduce our impact on the environment. The popularization of telecommunications services, however, increases the amount of energy used by communications equipment, and increases the amount of power consumed by the communications industry as a whole. Global warming is an issue that affects all of humanity. At KDDI, we are actively committed to combating global warming by further enhancing our energy-efficiency initiatives, including developing energy-efficient communications equipment and introducing solar power generation.

Additionally, many different rare metals are used in mobile phones. We are highly committed to material recycling in order to ensure that these resources are not wasted. In fiscal 2007, we also collected paper resources (such as the user’s manuals included with our mobile phones) at over 2,500 au shops nationwide, and began programs to reuse these resources as recycled paper. We will now expand our environmental contributions, including the creation of frameworks to enable our customers to do more to help our recycling efforts.

KDDI’s goal is to enable every employee to find motivation and purpose in their work by creating environment that enables our employees to achieve a sense of accomplishment and maintain a high level of awareness. Our commitment to diversity is one vital measure for achieving this. In April 2007, we joined the NPO J-Win, which promotes diversity management, and in April 2008 we created a Diversity Development Department.

We are enhancing our efforts to create a diverse workplace that empowers women as well as the handicapped and older employees. We are also further enhancing programs that enable a wide variety of work styles matching our employees’ family situations, including childcare leave and home-care leave. We will also strive ambitiously to create diverse work styles that take maximum advantage of information and communication technology, including telecommuting and satellite offices.

Progress in information and communications is transforming the nature of communication. Until now, we have had two types of communication: one-to-one (1:1) communication, and one-to-many (1:N) communication via the media. Now, however, blogs and other telecommunications services are enabling individuals to publish information for the entire world, ushering in a computer and information society of many-to-many (N:N) communication.

New styles of communication are affecting the flow of information and people’s lifestyles, and could potentially transform the very natures of our society and economy. At the same time, these new styles of communication have the potential to resolve a wide range of social issues, including information disparity.

KDDI will be a key player in the coming ubiquitous networked society by offering new services that tie together fixed communications, mobile communications, and broadcasting. We also remain committed to designing and implementing a better future through the power of telecommunications, in order to help achieve a society in which technological progress and social progress advance in harmony.

Tadashi Onodera
President & Chairman
KDDI CORPORATION

Interview conducted April 11th, 2008