

Fair Operating Practices

KDDI strives to ensure the trust of its business partners, shareholders, and investors through fair and impartial business activities and proper and appropriate information disclosure.



Forging Fair Relationships with Business Partners

KDDI Purchasing Policy

We have established the KDDI Purchasing Policy as our guideline when purchasing products and services. In agreement with this policy, we comply with numerous laws, regulations, and social norms and strive to foster mutual understanding and forge trust-based relationships with our business partners.

KDDI Purchasing Policy

Fair and Open Transactions and Maintaining Confidentiality

We will observe all laws and regulations pertaining to purchasing activities and conduct fair transactions on an equal basis with business partners. We will provide all business partners the opportunity for fair and open competition, and we will protect all confidential information that we gain through our purchasing activities.

Selecting Business Partners

“Quality, price, delivery date, service, reliable supply, and environment”

All of these are important factors that are essential for conducting a transaction. When starting a transaction, all of these factors will be examined comprehensively for selecting business partners who are suitable as KDDI partners.

Partnership

Based on our commitment to develop even stronger partnerships with all our business partners, we will strive to deepen mutual understanding, and build and maintain a relationship of trust.

Promoting Green Purchasing

The conservation and preservation of the global environment is the single most important issue for mankind in the 21st century.

To maintain an affluent society in harmony with the environment, we will actively work to save resources, save energy, and recycle, and we will promote green purchasing in an effort to protect the environment.

Reinforcement of Partnerships with Business Partners

In FY2006, KDDI conducted a questionnaire-based survey of its business partners, as well as its own departments that place orders with these companies, with the aim of achieving mutual improvements in operational quality. We also create opportunities to provide direct feedback of questionnaire results to business partners and have in place award systems for recognizing business partners that earn particularly high marks. Through efforts such as these, we focus on reinforcing our partnerships.

Disclosure and IR

IR Basic Policy and Activity Guidelines

KDDI has formulated an IR Basic Policy, which it discloses on its website, explaining such matters as fundamental thinking regarding IR activities and the system for disclosing pertinent information. KDDI conducts its IR activities in accordance with its “Three IR Activity Guidelines.” As a result, we aim to build long-term trust-based relationships with our shareholders and investors and maximize our corporate value.

Three IR Activity Guidelines

- Open IR activities
- Proactive IR activities
- Organized IR activities

IR Activities in FY2011

Earnings presentation meetings are held quarterly to allow management to directly communicate the Company’s results. We also enhanced communications during FY2011, through such methods as meeting with investors approximately 800 times and attending conferences sponsored by securities firms.

Furthermore, we provide management with feedback incorporating the opinions of shareholders and investors in a timely manner.

Third-party Ratings

In FY2011, KDDI received Internet IR Best Company Award in 2011 by Daiwa Investor Relations Co., Ltd., making it the seventh consecutive year of receiving award evincing high third-party regard. As of April 2012, KDDI is also included in the Morningstar Socially Responsible Investment Index* in Japan, a principal indicator of socially responsible investments.

* Morningstar, Inc., selects the best 150 Japanese listed companies, in terms of social performance, for inclusion in its index of socially responsible companies, Japan’s first index of socially responsible stocks.

