

# Message from the President

## Implementing the KDDI Philosophy and contributing to the development of an affluent communications-oriented society



### The KDDI Philosophy is the Basis of CSR Management

KDDI aims to be a company that is loved and trusted by all our stakeholders through implementation of the KDDI Philosophy. As a telecommunications carrier that provides social infrastructure, our societal mission is to deliver stable services regardless of conditions, 24 hours a day, 365 days a year. As our business derives from utilizing radio waves, which are an important asset shared by all citizens, we recognize that we have a social responsibility to aim high and contribute to addressing the various issues facing society. The KDDI Philosophy defines our stance as a company and the perspectives that our employees should maintain, and I see this as the essence of CSR management.

### Paying Close Attention to Customer Feedback and Creating Value Together

Providing stable telecommunications services and fulfilling our responsibilities to society are fundamental to our business. To be the company of choice for our customers, we need to take this concept to the next stage. This understanding is central to exceeding customers' expectations and stimulating them, and is inherent in the commitment of our company philosophy. We recognize that listening humbly to feedback from our customers about their needs and anticipating the things that will trouble them is essential to our ability to exceed their expectations and maintain their trust.

Going forward, we will actively seek out dialogue with a variety of stakeholders, including the customers who underpin our businesses, partner companies, shareholders, local communities and government institutions, as we seek to resolve issues in a host of fields. We aim to make contributions to society through our business, working in harmony to deliver new societal value.

## Message from the President

### We will continue to innovate in KDDI's own distinctive way

By accelerating our growth strategy, the "3M Strategy,"\* we will promote innovation in numerous fields that relate to our customers' lives and livelihoods, and we will strive to resolve the problems facing society and contribute to sustainable development. Furthermore, using the knowledge cultivated throughout the years, we will continue to contribute to a rich communications society focusing on developing countries by expanding telecommunications operations to meet the cultural, societal, and economical conditions of countries and regions around the world.

### A workforce rich in individuality will shape KDDI's future

With the diversification of society's needs and values, it is important for companies themselves to diversify so that they can continue creating new value. We are using our approach to diversity and inclusion to utilize the individualities and capabilities of our diverse employees in our organization, regardless of gender, age, nationality, language, or disability. We are especially putting an emphasis towards the advancement of women, and society has recognized our efforts by selecting us as a Nadeshiko Meigara for the third consecutive year for being a company that promotes the advancement of women. We will continue to deepen our efforts for the equality of a diverse workforce to become an active dynamic company.

\* KDDI is pursuing a "3M Strategy" named after the initial letters of "Multi-Use," "Multi-Network" and "Multi-Device." Through this strategy, we aim to provide a communications environment that gives customers seamless access via their devices of choice – such as smartphones, tablets or others – to attractive and diverse services and content, over optimized networks.