

Community Involvement and Development

Policy

Social Contribution Policy

The KDDI Group established its Social Contribution Policy in 2012. As a good corporate citizen, we respond to the demands of society and earn its trust by using our technologies and human resources to contribute to society in Japan as well as overseas.

Activity and Results

Status of Social Contribution Activities

KDDI is engaged in social contribution activities focused on the following five areas: bridging the digital divide, sound development of youth, environmental conservation, social and cultural support, and support in times of disaster.

In February 2008, KDDI established the +α Project as a social contribution activity that encourages the participation of employees. The project provides an opportunity for employees to earn points for social contribution activities that they conduct within or outside the company. These points are then converted to funds that KDDI donates to charitable organizations. As of March 2016, approximately 9,300 people across Japan have registered in the project and are proactively engaged in activities. In FY2015, a total of 5,574,800 yen was donated through the project.

Activity and Results

Efforts in Five Areas

■ (1) Bridging the Digital Divide

As a company that provides information and communications services, we recognize the digital divide in developing countries as a social issue that needs to be addressed proactively, and we are continuously pursuing efforts aimed at resolving the issue.

In addition, since 2012, KDDI has offered KDDI Smartphone and Mobile Phone Safety Classes for seniors, providing lectures to improve their information literacy and teach smartphone and tablet usage.

The KDDI Foundation has been working continuously to bridge the digital divide since FY2002. In FY2015, their initiatives included a pilot project to provide broadband Internet connectivity in Mongolia, and joint research on a bus transit information system designed to reduce urban traffic congestion in Vietnam.



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Lectures for Seniors in KDDI smartphone and Mobile Phone Safety Classes

Basic Principles

Operating in accordance with The KDDI Group Philosophy, by satisfying all its stakeholders the KDDI Group seeks to contribute to society's happiness by encouraging fulfilling lives for people around the world in a sustainable manner.

Behavioral Guidelines

- 1.As a company involved in information and communications business, KDDI recognizes its social responsibility to address societal issues through the use of information and communications technologies (ICT). We aim to provide appropriate communication environments that are safe and secure for all people.
- 2.KDDI has established medium-term themes for its social contribution activities in five areas: "bridging the digital divide,"* "sound development of youth," "environmental conservation," "social and cultural support," and "support in times of disaster." By maximizing our application of such resources as networks, products and services, we conduct social contribution activities through ICT, in a manner characteristic of KDDI.
- 3.Through communications with stakeholders, we notify and share information concerning ongoing improvements in the content of our operations, thereby contributing to society's development.
- 4.By sharing with KDDI Group employees our directions on social contribution activities, we pursue independent-minded activities as a good corporate citizen in the aim of achieving sustainable growth in tandem with society.

* Issue where an information disparity occurs between people who have access to information and communication technology such as the computers and the internet and those who do not.

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Improving the Communication Environment in Developing Countries

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Efforts of KDDI Foundation in Developing Countries

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■ (2) Sound Development of Youth

KDDI proactively engages in activities to impart knowledge and introduce ICT and other technology to children, so that they can realize their own life and career goals and develop into future leaders.

KDDI Smartphone and Mobile Phone Safety Classes held across Japan provided an opportunity for elementary, junior high, and senior high school students to learn how to use smartphones and mobile phones in a safe and secure manner.

For junior high and high school students, KDDI offers career education classes conducted by KDDI employees, which encourage students to think about their own future path forward, as well as IT education classes on developing apps that help resolve issues that they face in their own lives and regions.

KDDI Foundation provides support in Japan and abroad for activities that encourage children to think for themselves and act independently.

In Japan, KDDI Foundation cooperates with Tohoku University, Nagoya University, and Kyushu University to offer a summer school science program in each region. The program is provided in response to requests for educational opportunities that offer children a unique experience with a fun and friendly approach to science. In other countries such as Cambodia and Myanmar, art education classes are being conducted in response to a desire for classes that enrich the spirit. In FY2015, KDDI Foundation opened its first music classroom at Phom O Elementary School in Cambodia.



Safety and Security Lectures for Juniors in KDDI Smartphone and Mobile Phone Safety Classes

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IT Education for the Hearing Impaired

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Information Ethics Education Using Smartphones

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■ (3) Environmental Conservation

Since FY2012, KDDI has been conducting the Green Road Project to promote environmental conservation activities that involve the participation of customers, as well as those that are conducted by employees.



Environmental Conservation Activities by Employees

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■ (4) Social and Cultural Support

In FY2014, KDDI launched the “Bridge of Hope” social contribution website to support the activities of NPOs and conduct fundraising activities after large-scale disasters occur.

The “KDDI Foundation” undertakes a wide range of activities contributing to the healthy development of society as a major implementing agency for international cooperation.

In Cambodia, KDDI has sponsored a charity classical concert every year since 2005, and donates the proceeds toward the construction of KDDI Schools and the development of classes in arts and music. KDDI also conducts cultural activities to support theater troupes that carry on the traditional art of Sbaek Thom shadow

puppetry. In 2014, KDDI began conducting activities in Myanmar to support local schools that provide classes for children and adults in English, art, and the Myanmar language.

In addition, KDDI provides grants to various types of social and cultural activities such as NPOs, foreign exchange students, and Japanese students studying abroad, including approximately ¥70 million per year in grants to research that has produced exemplary results, through awards such as the KDDI Foundation Prize.



[Link](#) Website

Bridge of Hope (Japanese)

■ (5) Disaster Support

When a large-scale disaster occurs in Japan or abroad, KDDI immediately begins accepting donations through the “Bridge of Hope” social contribution website, and provides support to ensure Internet connectivity in the afflicted areas.

In addition, KDDI is engaged in a variety of ongoing activities to support disaster reconstruction efforts.



[Link](#) Website

Reconstruction Support Efforts (The 2016 Kumamoto Earthquake) (Japanese)

<Reconstruction support following the Great East Japan Earthquake>

In July 2012, KDDI set up the Reconstruction Support Office under the direct control of the president to strengthen the reconstruction efforts in areas affected by the Great East Japan Earthquake. The staff of the Reconstruction Support Office is made up mainly of employees from the Tohoku region. Staff members have visited the Reconstruction Agency in Tokyo and the various local governments

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(Kamaishi City Hall in Iwate prefecture, Kesenuma City Hall, Higashimatsushima City Hall, Sendai City Hall in Miyagi prefecture, and Fukushima Prefectural Office) and are working with the local governments and local residents to promote new town development that takes advantage of KDDI's vast expertise in ICT.



Link Website

Reconstruction Support Efforts
(Great East Japan Earthquake) (Japanese)

■ Main Disaster Support in FY2015 (Donations)

Japan

	Total Contributions	Obtained from	Donated to
Typhoon No. 18	¥5,159,900	KDDI's "Bridge of Hope" social contribution website	Central Community Chest of Japan

Overseas

	Total Contributions	Obtained from	Donated to
Tropical cyclone in Vanuatu	¥3,064,800	KDDI's "Bridge of Hope" social contribution website	Japanese Red Cross Society
Earthquake in Nepal	¥6,408,500	Same as above	Japanese Red Cross Society/Japan Platform
Flooding in Myanmar	¥5,296,500	Same as above	Embassy of the Republic of the Union of Myanmar
Earthquake in Afghanistan and Pakistan	¥2,570,400	Same as above	Japan Platform
Earthquake in Taiwan	¥6,614,500	Same as above	Japanese Red Cross Society

* KDDI matches the contributions donated by customers and KDDI employees.

■ Support Activities in FY2015

- May 29 Support in aftermath of volcanic eruption at Kuchinoerabu-jima (Kagoshima prefecture)
- September 10 Support in aftermath of Typhoon No. 18 (Ibaraki prefecture, Tochigi prefecture, and Miyagi prefecture)
- October 1 Support in aftermath of Typhoon No. 21 (Okinawa prefecture)