

Responsibility for Products and Services

Policy

KDDI

KDDI's Approach (Responsibility for Products and Services)

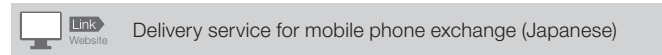
KDDI implements total integrated quality control from product design to after-sales service. Together with mobile phone manufacturers, KDDI pays due regard to the impact of products on customer safety, presenting KDDI standards for durability and safety to mobile phone manufacturers, without relying solely on the manufacturer's standards. When products are shipped, they are delivered after checking the safety and durability, software and hardware quality, as well as the labels required under the associated regulations.

In addition, if any defects or quality issues arise after products are released, KDDI makes efforts to quickly identify the causes and take all available measures to improve the quality of both the hardware

and software through inquiries received on the webpage, telephone, and au retailers such as au shops.

In FY2016, KDDI has expanded the same-day delivery area to include the Kansai region as well as the scope of designated delivery destinations of the Replacement Mobile Phone Delivery Service in order to be capable of delivering the same au mobile phone model (refreshed product) of the same color to customers earlier if any problems occur to customer au mobile phones.

KDDI operates a system whereby, if any serious defects are found, policy is determined by the market response screening committee. This committee is under the chairmanship of the company president and it ensures that prompt action is taken.



Policy, Activity and Results

KDDI

Education of Safe Use through Products and Services

Smartphones, mobile phones, and the Internet have become irreplaceable aspects of our daily lives. However, with the rising number of cases in which Internet users experience trouble or become victims of crime, particularly among children and senior citizens, it is increasingly important for individuals to have proper Internet usage skills.

KDDI is making efforts to promote awareness by distributing products and services that educate users of important matters to be considered and manners to be practiced while using KDDI products and services so they can be used securely and safely regardless of the user's level of information literacy.

"Nagara Smartphone Driving" Accident Prevention Project "Driving BARISTA"

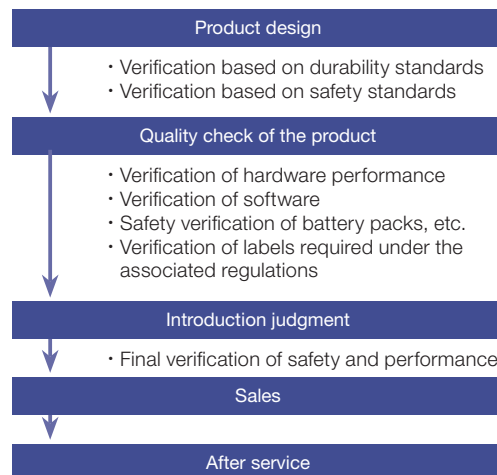
KDDI, in collaboration with Toyota Motor Corporation and Komeda Co.,LTD., introduced the "Nagara Smartphone Driving" (driving while operating a smartphone) accident prevention project using the smartphone app Driving BARISTA in Aichi Prefecture that has the most traffic accident related deaths in Japan.

The project grants drivers with free coffee coupons if they drive a certain distance without "Nagara Smartphone Driving". The driving distance collected accumulated to approximately 2.6 million km within the project's 17 day span. This project allowed drivers to take part in "Nagara Smartphone Driving" prevention while enjoying the app and was featured in various media, helping spread the recognition of "Nagara Smartphone Driving" prevention in Aichi Prefecture as well as other regions of Japan.

Initiatives to Promote Safe Use

Measure	Content
Smartphone use while walking caution app	KDDI provides a smartphone use while walking caution app in an effort to prevent accidents caused by walking while looking at the smartphone screen and to improve manners.
Measures against money transfer scams	<ul style="list-style-type: none"> Individual subscriptions: KDDI's measures include the enhancement of identity confirmation by restricting the payment methods for usage fees, the prevention of mass fraudulent subscriptions by restricting the number of subscribed lines, and the enhancement of screening by enhancing the sharing between mobile telephone and PHS providers of subscriber information for lines where identity confirmation is not possible Measures for fixed-line phones: Introduced the Nuisance Call Light-up service

Quality control flow diagram



Responsibility for Products and Services

Policy

KDDI Group

KDDI's Approach (Accessibility Enhancements)



The concept of "digital inclusion" --creating a society in which everyone can benefit from the advantages of ICT --is gaining attention as ICT comes into use in all areas of people's lives. To enhance its customer experience value, KDDI believes it is important to provide products and services that allow all customers to experience the joy of communication more than ever.

KDDI is committed to providing products and services from a customer perspective to allow even more people the world over --adults, children, the elderly, and those with disabilities --access to the benefits of a variety of products and services without disparity, and to create a society in which ICT is accessible to all.

Activity and Results

KDDI

Initiatives through Products

Product	Target	Characteristics
miraie f	Children	A smartphone for young people, equipped with functions to prevent overuse and exposure to the dangers of the net. Also equipped with a security alarm and a feature that allows parents to confirm the location of their children.  miraie f Product Information Page
BASIO2	Seniors	This phone focuses on making the phone, email, and camera functions easy to use. Also features a text entry assist function that displays text entry hints on the screen.
Simple Phone KYF32	Seniors	A feature phone focused on ease of use, with a high-quality audio communication function, simple menu screens, and larger keys.  Simple Phone KYF32 Product Information Page
Simple Phone K012	Users with visual disabilities	Features voice-enabled functions that can read out operating instructions and mail, as well as a voice recognition feature for bringing up a contact list or launching apps by voice.

Activity and Results

KDDI

Initiatives through Services

■ Provision of "Age Confirmation Service"

KDDI offers an "Age Confirmation Service" that transmits age information (information to determine whether the customer is over or under the specified age by the content provider) when the customer uses CGM services* including SNS. This is in compliance with the requirement for CGM content providers to ensure age authentication as part of the youth protection policy in relation to using CGM services. We believe that the introduction of this service will be conducive to the improved safety and security of our customers.

* CGM (Consumer Generated Media): Collective term for media in which consumers contribute their own content; examples include social networking services (SNS), blogs, and word-of-mouth sites.

■ Provision of Braille Request Service

KDDI operates a braille request service for visually-impaired customers through which it is possible to receive monthly usage billing information in braille (including amount charged and breakdown).

Responsibility for Products and Services

Other Initiatives KDDI

Initiatives	Target	Content
Spreading of awareness of filtering services	Children	KDDI offers setting support for filtering services in order to promote safe and secure Internet use for young people
Provision of educational website "Family Guide to Children and Mobile Phones on WEB"	Children Guardians	An educational website where both parent and children can enjoy learning about the important points and rules when using smartphones and mobile phones
Sign language support	Hearing-impaired	KDDI offers support for contract procedures in sign language at outlets managed directly by KDDI (au SHINJUKU, and au NAGOYA). In certain au shops in the Tokyo metropolitan, Kanto, and Chubu areas, KDDI offers remote sign language support using tablet-based video conferencing functions

System

KDDI

Inexpensive Price Plans

Smile-Heart Discount

Mobile phones are becoming more and more indispensable in people's daily lives. KDDI offers the "Smile-heart Discount" to make au mobile phones easier to use by providing discounted rates for disabled persons. As of March 2017, the target segment is expanded to include holders of a physical disability certificate, rehabilitation certificate, certification of the psychiatric disordered, medical care certificate for specified diseases, registration certificate for specified diseases, and medical expenses certificate for specified intractable diseases.

Senior Plan (V) Offers Low Rate for Seniors

For seniors who would like to use a smartphone but are concerned about the higher usage fees, KDDI offers a price plan that makes it comfortable to switch to a smartphone.

"Senior Plan V" is available to customers age 55 or older who purchase the "BASIO" or "BASIO2" smartphone for seniors. This plan is offered at a lower cost than other flat-rate plans by reducing the amount of data that can be used each month.

Initiatives through MVNO

The Ministry of Internal Affairs and Communications is developing policies to promote MVNO as a means to improve user benefits by further vitalizing the mobile business market. KDDI aims to expand its customer base as well as maximize sales for the entire KDDI Group by having its consolidated subsidiaries including UQ Communications Inc., Jupiter Telecommunications Co., Ltd., and BIGLOBE Inc. provide communication services at low costs to reduce cost related burdens for customers.