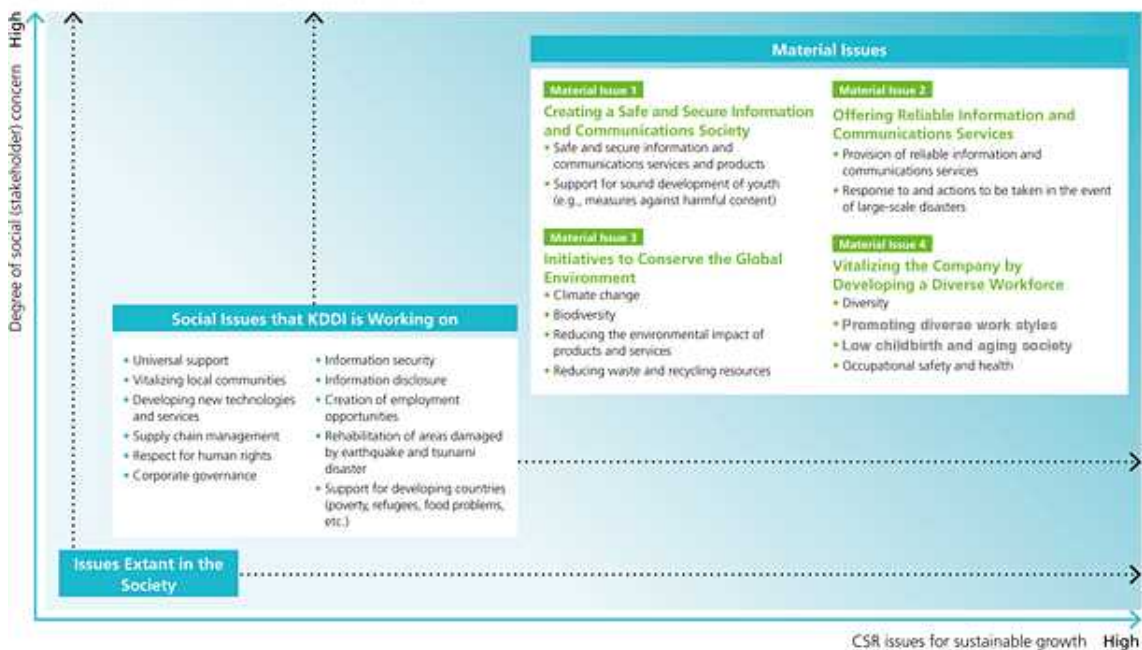# About Material Issues

Defining Material Issues

Of the wide range of issues that KDDI faces in the course of its business activities, in FY2008 we identified a number of topics of significant social concern as "4 material issues for CSR" that we particularly need to focus our efforts on to grow sustainably and with society at large. We also established the KDDI CSR & Environment Committee to formulate initiatives for resolving these problems and report on these activities.

Social Issues and the Four Material Issues for CSR

Material Issue 1 Creating a Safe and Secure Information and Communications Society

The phenomenon of children using mobile phones to access the Internet and getting trouble is becoming a social problem. KDDI is addressing this situation by conducting the KDDI Mobile Phone Learning Class, through which it aims to raise children's "information literacy." We also encourage the use of filtering to block harmful content. These are some of the many initiatives under way at KDDI with the aim of creating a safe and secure information and communications society.

▶ Material Issue 1 Creating a Safe and Secure Information and Communications Society

Material Issue 2 Offering Reliable Information and Communications Services

ICT provides important "lifelines" for society. As KDDI sees it, the biggest responsibility the Company faces in its operations is to provide customers with stable information and communications services.
We are therefore committed to avoiding network outages due to natural disasters and equipment failures to the greatest extent possible, and maintaining our ability to always offer high-quality information and communications services.

▶ Material Issue 2 Offering Reliable Information and Communications Services

Material Issue 3 Initiatives to Conserve the Global Environment

Environmental preservation is a need that all mankind faces, and one that requires long-term initiatives. Accordingly, every 5 years KDDI formulates a Medium-term Environmental Conservation Plan including initiatives involving a "low-carbon society," "recycling-oriented society," and "biodiversity." To achieve these objectives, in addition to reducing its own environmental impact, KDDI provides ICT services that help to reduce the environmental impact of society and promotes a host of activities involving customers and employees.

▶ Environment Material Issue 3 Initiatives to Conserve the Global Environment

Material Issue 4 Vitalizing the Company by Developing a Diverse Workforce

At KDDI, promoting diversity is one aspect of its management strategy for achieving sustainable corporate growth. Respecting the individuality of employees, rather than forcing different people to fit into the same box, we are working to create an organization and environment that harnesses our employees' capabilities by leveraging external differences, internal differences, and differences in corporate organizations. Encouraging diversity puts into practice "Chapter 1: Vision" of the KDDI Philosophy, namely "Embracing diversity."

▶ Labor Practices Material Issue 4 Vitalizing the Company by Promoting Diverse Work Styles