

KDDI's CSR

Policy

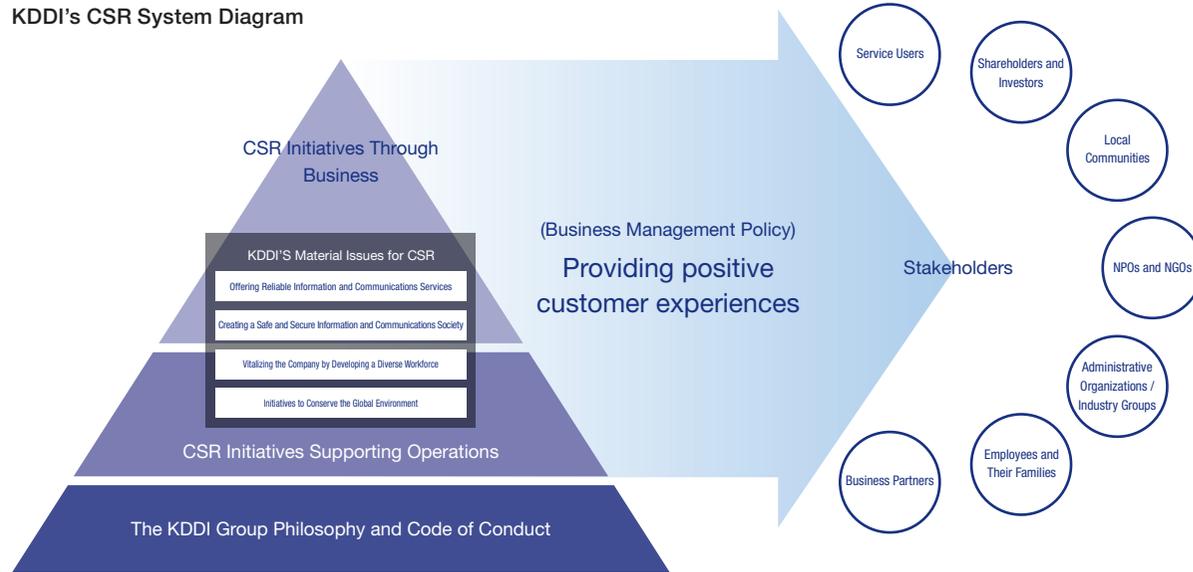
KDDI Group

KDDI's CSR Policy

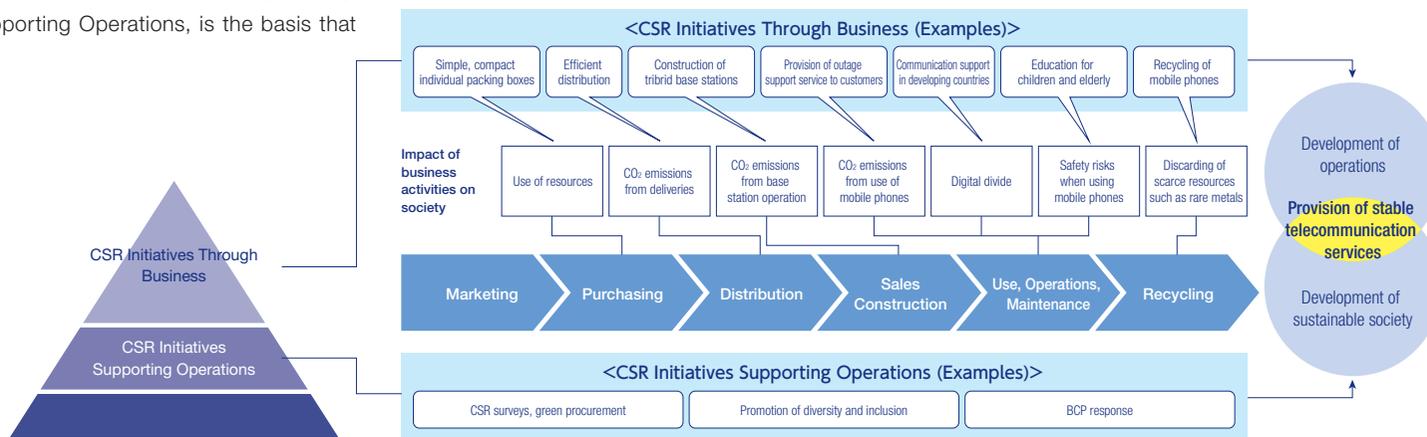
As a telecommunications carrier that provides social infrastructure, our societal mission is to deliver stable services regardless of conditions, 24 hours a day, 365 days a year in order to achieve the corporate philosophy "contributing to the development of a truly connected society." We believe that CSR is the axis needed to carry out this mission. 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 contribute to addressing the various issues facing society. The KDDI Group Philosophy describes the company that we need to become and the attitudes that employees of such a company need to maintain.

The following 2 activities represent the axes of CSR activities. The first activity, CSR Initiatives Through Business, is an activity aimed to solve problems including social influences. These are problems that arise through business activities and are deemed as risks (chances). The other, CSR Initiatives Supporting Operations, is the basis that supports providing of services.

KDDI's CSR System Diagram



Value Chain and CSR



KDDI's CSR

Philosophy

KDDI Group

The KDDI Group Philosophy

The KDDI Group Philosophy expresses the attitudes, values and behavior that employees need to exhibit in order to achieve our corporate philosophy. The KDDI identity and KDDI vision that we must embrace as a telecommunications operator are incorporated throughout. The KDDI Group Philosophy is the foundation for CSR and is the basic stance KDDI employees must adopt. By putting the KDDI Group Philosophy into practice, we aim to be a company admired and trusted by all stakeholders.

Infusion

KDDI Group

Spreading the KDDI Group Philosophy

To encourage sharing and implementation of the KDDI Group Philosophy, the president and executives discuss the meaning of the KDDI Group Philosophy and good practices directly with all the employees and promote the spread of the philosophy. In 2016, a total 10 study meetings were held at each level, including monthly study meetings organized by the president and attended by all officers. In addition, study meetings planned and run by each division are held, as well as study meetings attended by all employees twice a year, regardless of organization or division, in an effort to promote understanding.

Every year, study meetings are held for executives at KDDI overseas bases. In FY2016, an introductory video of the KDDI Group Philosophy was produced in English and Chinese, increasing the opportunities for foreign employees to understand the KDDI Group Philosophy. Through learning and implementation by these activities, KDDI aims to be a company loved and trusted by all our stakeholders.

Total number of study meetings held in FY2016: **582**

Total number of participants: **24,787**

The KDDI Group Mission Statement

The KDDI Group values and cares about the material and emotional well-being of all its employees, and delivers a thrilling customer experience by always going further than expected with the ultimate goal of achieving a truly connected society.

The KDDI Group Philosophy

Chapter 1: Vision

- 1.1 Connecting people "heart to heart", bringing smiles from "face to face"
- 1.2 Being global
- 1.3 Responsibility extending 24/7 and 365 days a year
- 1.4 Satisfying customers
- 1.5 Delivering a thrilling customer experience by always going further than expected
- 1.6 Keeping aspirations alive
- 1.7 Each one of us makes the KDDI Group what it is
- 1.8 Embracing diversity

Chapter 2: Management Principles

- 2.1 Fulfilling our corporate and social responsibilities
- 2.2 Clearly state the purpose and mission of our business
- 2.3 Pursue profit fairly
- 2.4 Transparent management
- 2.5 Maximizing revenues, minimizing expenses

- 2.6 Lean and mean management
- 2.7 Real-time business management

Chapter 3: Professional Mindset

- 3.1 We set specific goals with a pure and aspirational mind. Once our targets are set, we will drive ourselves to keep going with a strong commitment until we achieve success. Then we will share the fruits of our accomplishments.

Chapter 4: Way Forward

- 4.1 Be self-motivated
- 4.2 Keep your fighting spirit alive
- 4.3 Taking ownership
- 4.4 Open and direct communication
- 4.5 Be agile; think and act with a sense of urgency
- 4.6 Let's unite as a team to achieve our goals
- 4.7 Put yourself in the perspective of your boss

- 4.8 Look at what you do, from the outside in
- 4.9 Tackle a challenge head-on
- 4.10 Always be creative in your work
- 4.11 Every small effort counts
- 4.12 Believe in our potential
- 4.13 Go back to the basic principles
- 4.14 To know the problem, go, see and touch
- 4.15 Playing by the rules
- 4.16 Tough love at work

Chapter 5: Formula for Success

- 5.1 Achievement = Attitude x Effort x Ability
- 5.2 Do the right thing as a human being
- 5.3 Be altruistic
- 5.4 Be grateful to others
- 5.5 Have an open mind and a humble attitude
- 5.6 Be positive