

Stakeholder Engagement

Policy and System

KDDI Group

Correlation Diagram of Stakeholders

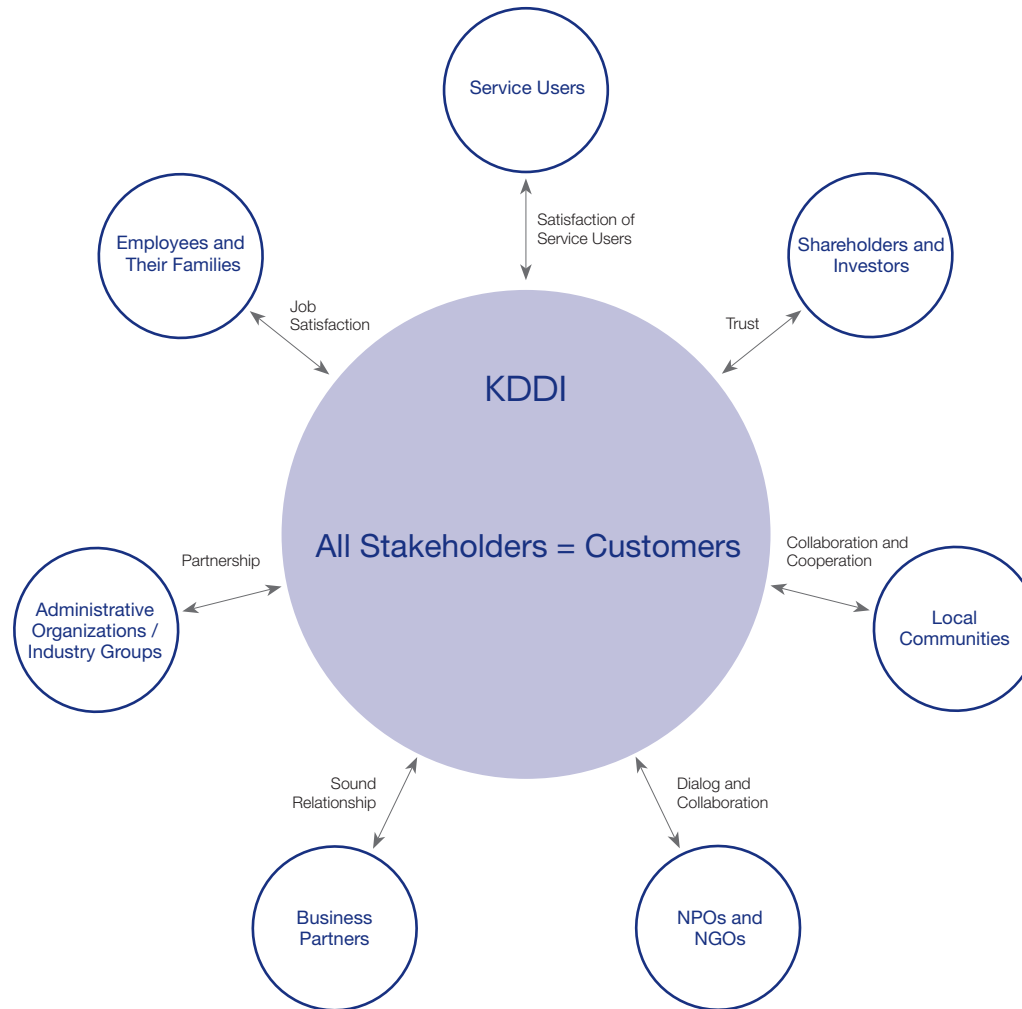
Approach to and System of Stakeholder Engagement

In our business, KDDI is involved with all of our stakeholders including customers, shareholders, business partners, employees and their families and the local communities. KDDI considers all stakeholders involved in its business activities as its customers, and conducts various activities geared toward fully satisfying, and providing a new experience to eliminate inconveniences for each stakeholder.

We also use the GRI (G4), SASB, IIRC, ISO26000, and other global CSR standards and checklists created from items from hearings with Investors. Using these, we create and implement policies that address the analysis of our current conditions and issues.

In addition, KDDI conducts stakeholder dialogue with the Executive Officer, CSR Environmental Sustainability as the person in charge. Through such dialogue, we incorporate the opinions and demands of stakeholders to build schemes for making further improvements.

More precisely, the results of engagement efforts are not only reported and shared within the company, but also reported at various committee and management meetings, and reflected in the decision-making process depending on the degree of importance. KDDI values the dialogue with all our stakeholders who have given us their support. We will continue to build up collaboration with our stakeholders and proactively address the issues facing society to contribute to the development of a truly connected society.



[Link Website](#) Stakeholder Dialogue

Stakeholder Engagement

Activity and Policy

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Results of Stakeholder Engagement

Stakeholder		Primary point of contact	Communication method	Frequency	Content	Reflection in and management and business activities
Service Users	We will strive to satisfy our service users (customer experience) by living up to their trust and offering safe, secure and valuable products and services.	Customer Center au Shop	Enquiries at customer center	At all times	• Reply by telephone or email form	• Transformation into a business that provides a positive customer experience
			Releases on various homepages and SNS	At all times	• Distribution of company information and business activities	• Appropriate distribution of information
			au Shop window	At all times	• Feedback on details of improvements for products and services within the company and reporting of results to customers	• Improvement in convenience of products and services, guarantee of safety by department in charge
			Daily sales activities	At all times		
Shareholders and Investors	We will attempt to build a relationship of trust through integrity, fair disclosure of information and active enhancement of our communications.	General Administration Department, IR Department	General Meeting of Shareholders	Once a year	• Business reports, consolidated financial statements, financial statements, auditors' report	• Strengthening of governance • Dispatch of sincere information through homepage and information tools
			Results briefing	4 times a year	• Reports of results and efforts	
			Investors' seminar Investors relationship website, etc.	At all times	• Explanation and exchange of opinions on details of results and business efforts	
Local Communities	We will collaborate and work in partnership with local communities and fulfill our role as a member of those communities.	CSR & Environment Management Department, Regional offices throughout Japan	Social contribution programs in each region	At all times	• Exchange of opinions through local administrative organizations • Interaction with local residents and contribution to local safety and development	• Reflection in earth environment conservation activities • Solving of social issues in partnership with administrative organizations and local communities
			KDDI Smartphone and Mobile Phone Safety Classes	At all times		
NPOs and NGOs	We will build a better society through dialogue and cooperation.		Activities through the KDDI Foundation	At all times	• Social contribution activities in various regions around the world • Participation in advanced initiatives	• Understanding of the social problems and needs in each community
			Events in cooperation with NPOs, etc.	At all times		
Administrative Organizations / Industry groups	We will comply with the law and maintain sound relations.	Government and Industrial Affairs Department	Participation in conferences/ councils	At all times	• Participation in various conferences and exchange of opinions	• Proposal on various guidelines and deregulation

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Stakeholder		Primary point of contact	Communication method	Frequency	Content	Reflection in and management and business activities
Employees and Their Families	We will continue to be a dynamic company that provides motivation and purpose to all its employees.	Human Resources Division, General Administration Division	Employee awareness survey	Once a year	• Awareness survey on the activation level of the organization	<ul style="list-style-type: none"> • Analysis of the state of company-wide organizational culture and identification of issues to be tackled in each department • Respect of human rights • Creating a sense of unity throughout the company
			Opinion exchange between management and employees	Several times a year	• Discussion and mutual understanding of labor-management issues	
			KDDI Sports Festival (Cohosted with the labor union)	Once a year	• Interaction between KDDI Group employees, including their families, and management	
Business Partners	We will build partnerships based on mutual trust and carry out appropriate business activities through fair and open business dealings.	Procurement Management Department	Questionnaires and liaison Conference	Once a year	• Sharing of CSR procurement policy	• Promotion of CSR procurement through supply chain

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Participation in External Initiatives

KDDI endeavors to participate and play a leadership role in initiatives and organizations inside and outside Japan in order to contribute to the development of a truly connected society.

Initiative	Position
International Standardization of Telecommunications	
ITU-R (Radio Sector)	<ul style="list-style-type: none"> • RRB Chair • SG4 Vice-chair (Satellite Communications)
ITU-T (Standardization Sector)	<ul style="list-style-type: none"> • SG3 Chair (Rates & Policy) • SG9 Chair (Video Transmission & CATV) • SG17 Vice-Chair (Security)
GSM Association	Director
Building a Safe and Secure Society	
Japan Smartphone Security Association (JSSEC)	Vice Chairman/Director
Accessibility Consortium of Enterprises (ACE)	Director
Conservation of the Global Environment	
ICT Ecology Guideline Council	–