

## New Proposals for Customer Experience Value through “Integration of Telecommunications and Life Design”

### Medium-Term Targets (FY2017.3–FY2019.3)

Operating Income  
**CAGR 7%**

au Economic Zone  
Gross Merchandise Value  
**Above ¥2 trillion**

Dividend Payout Ratio  
**Above 35%**

M&A  
**¥500 billion**

### Non-financial (Social Value)

#### Safer and More Resilient Connected World P.24

- Number of serious accidents: 0
- LTE population coverage rate expanded (higher than previous fiscal year)

#### Cyber Security and Privacy Protection P.25

- Data security incidents: 0
- Data security training for all employees: held at least once a year

#### Rewarding Workplaces for Diverse Talents P.26

- Promoting measures to hire 200 female line managers
- Disability employment rate: statutory rate achieved

#### An Energy-Efficient, Circular Economy P.27

- 7% reduction in CO<sub>2</sub> in FY2031.3 compared to FY2014.3 for KDDI (in Japan, non-consolidated)
- Build highly energy-efficient data centers in Japan and abroad

#### Fulfilled Life Brought through ICTs P.28

- Improvement of response to Smartphone and Mobile Phone Safety Classes
- Implement international cooperation projects by KDDI Group: 2 and more projects

#### Respect for Human Rights and Fairness in Business P.29

- Human rights violations: 0
- Responsible procurement survey response rate: 90%+

### Financial (Economic Value) (Fiscal year ended March 31, 2018)

Mobile  
Communications  
Revenues  
(¥1,787.8 billion)

Value-Added  
ARPA Revenues  
(¥174.8 billion)

Maintained and  
Increased Number  
of IDs through  
Improvement in  
Churn Rate (0.86%)

Operating  
Revenue  
¥5,042.0 billion  
(YOY +6.2%)

Cost Reduction

Efficient Capital  
Expenditure  
(¥560.8 billion)

M&As for  
Growth

Enhanced  
Productivity

Operating  
Income  
¥962.8 billion  
(YOY +5.5%)