

Special Feature:

Aiming for a New Stage of Growth

Beginning in the fiscal year ending March 31, 2020, KDDI reorganized its business segments to better align with its future business vision, creating the Personal Services segment, which provides services to individual consumers, and the Business Services segment, which offers services to corporate customers.

In addition to growth strategies for both business segments, we explain our 5G Strategy that will support KDDI's growth over the medium term.

Change of Segments



Feature 01: The Integration of Telecommunications and Life Design

In a mature communications market in Japan, strong growth in au subscribers is unlikely. Nonetheless, KDDI aims to sustain growth through “the integration of telecommunications and life design” by developing the Life Design Business with concentric rings entailing commerce, finance, energy, entertainment, and education, around a core of the domestic telecommunications business and its customer base.



Feature 02: New Growth Opportunities and Solutions for Social Issues with 5G

Mobile telecommunications are on the verge of transitioning from 4G to 5G technology. In line with “creating innovation toward the 5G era,” one of our business strategies under the new medium-term management plan, KDDI will advance business strategies that view 5G as a new growth opportunity. Moreover, by deploying 5G in regional revitalization, KDDI aims to be “a company that contributes to the sustained growth of society” by solving social issues framed by the SDGs.



Feature 03: Business Expansion through Collaboration with Partners

Society is undergoing dramatic changes amid advances in IoT and AI technologies, as well as a digital transformation (DX). In this period of change, KDDI is using IoT to help customers realize their DX and expanding business globally by working with them to create recurring business models.

