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# beyond

**Connecting dreams, for a richer future with 5G**

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February 1, 2018

**Hiroyasu Asami**

Senior Executive Vice-President

NTT DOCOMO, Inc.

# Topics Today

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- 1. About NTT DOCOMO**
- 2. Mid-term Strategy of DOCOMO**
- 3. Endeavors Toward 5G/2020**

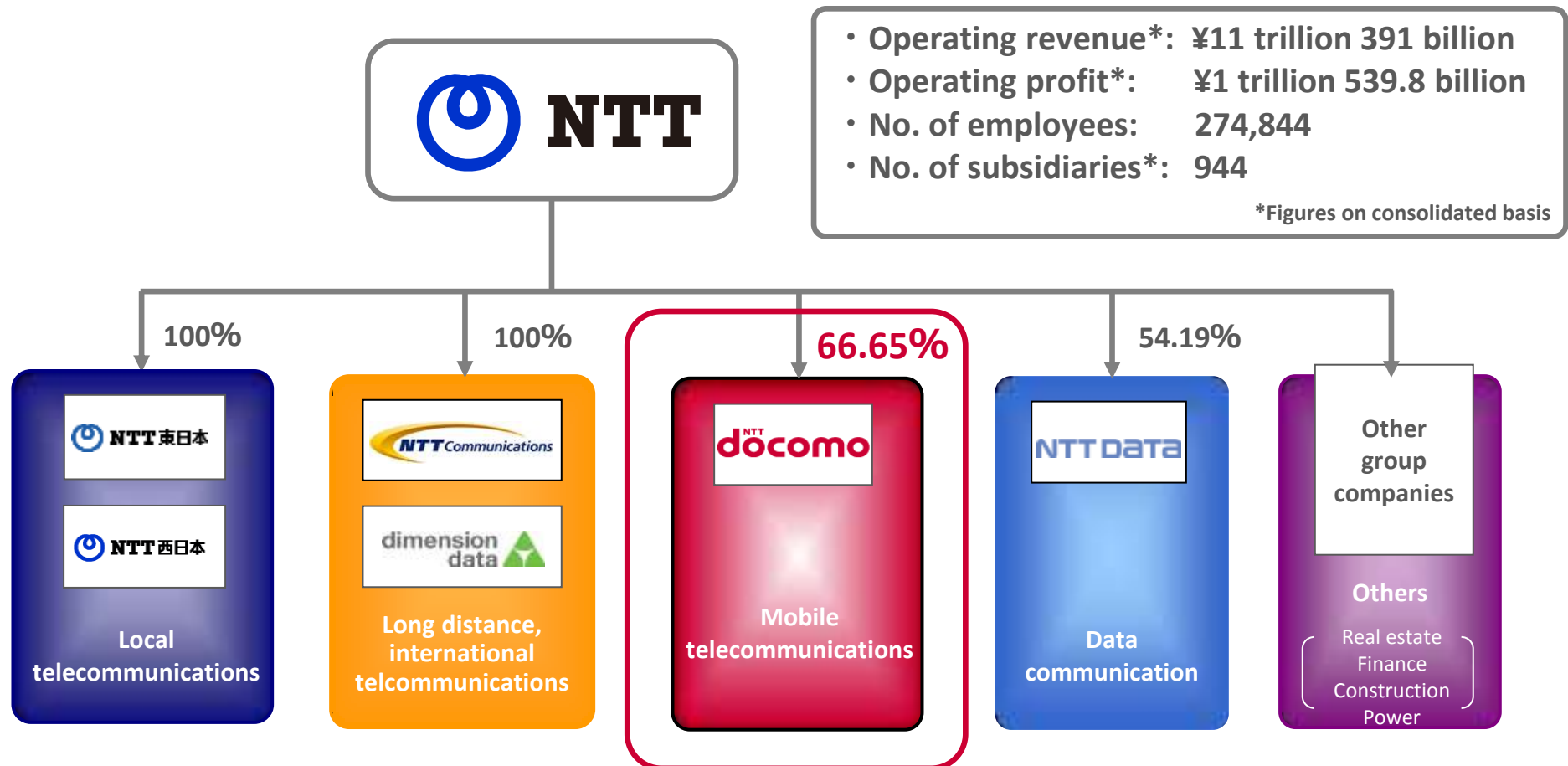
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# About NTT DOCOMO

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# Positioning Within NTT Group

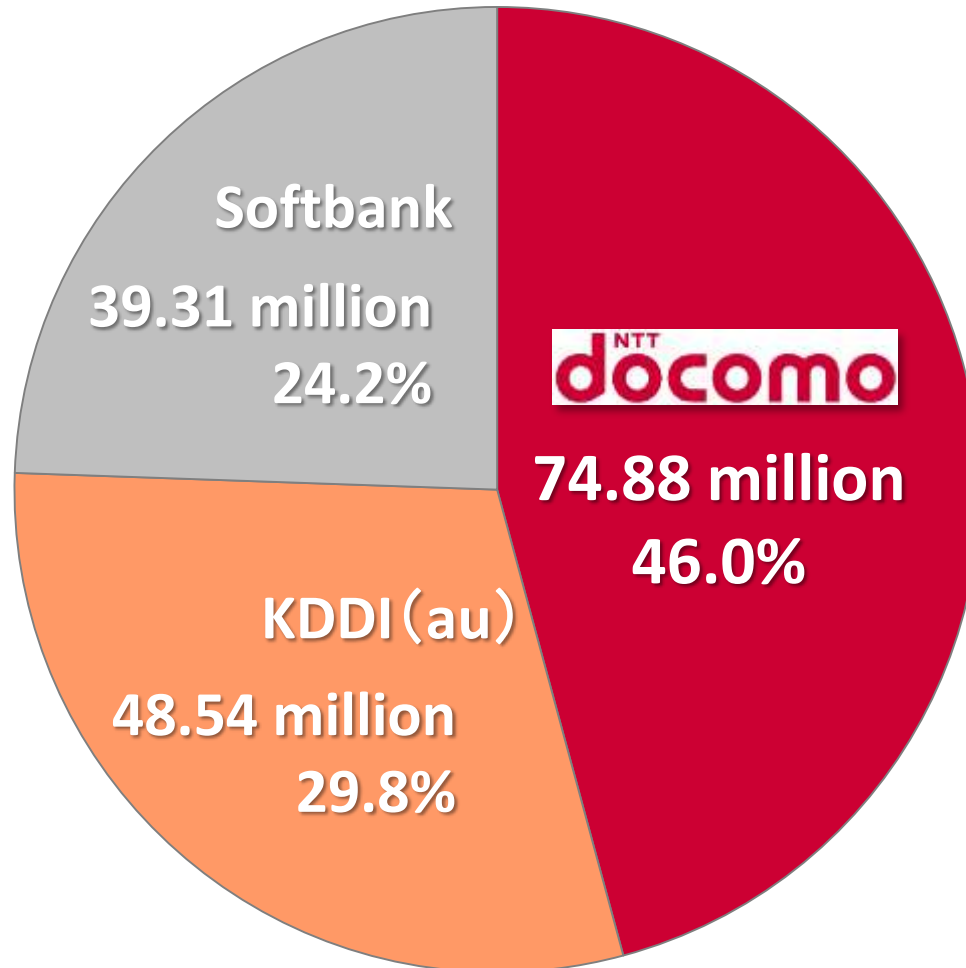
**Earns 40% of operating revenue,  
60% of operating income of the entire group (approx.)**



◆ As of March 31, 2017

# Market Share of Subscribers

**No. 1 share of subscribers in Japan**

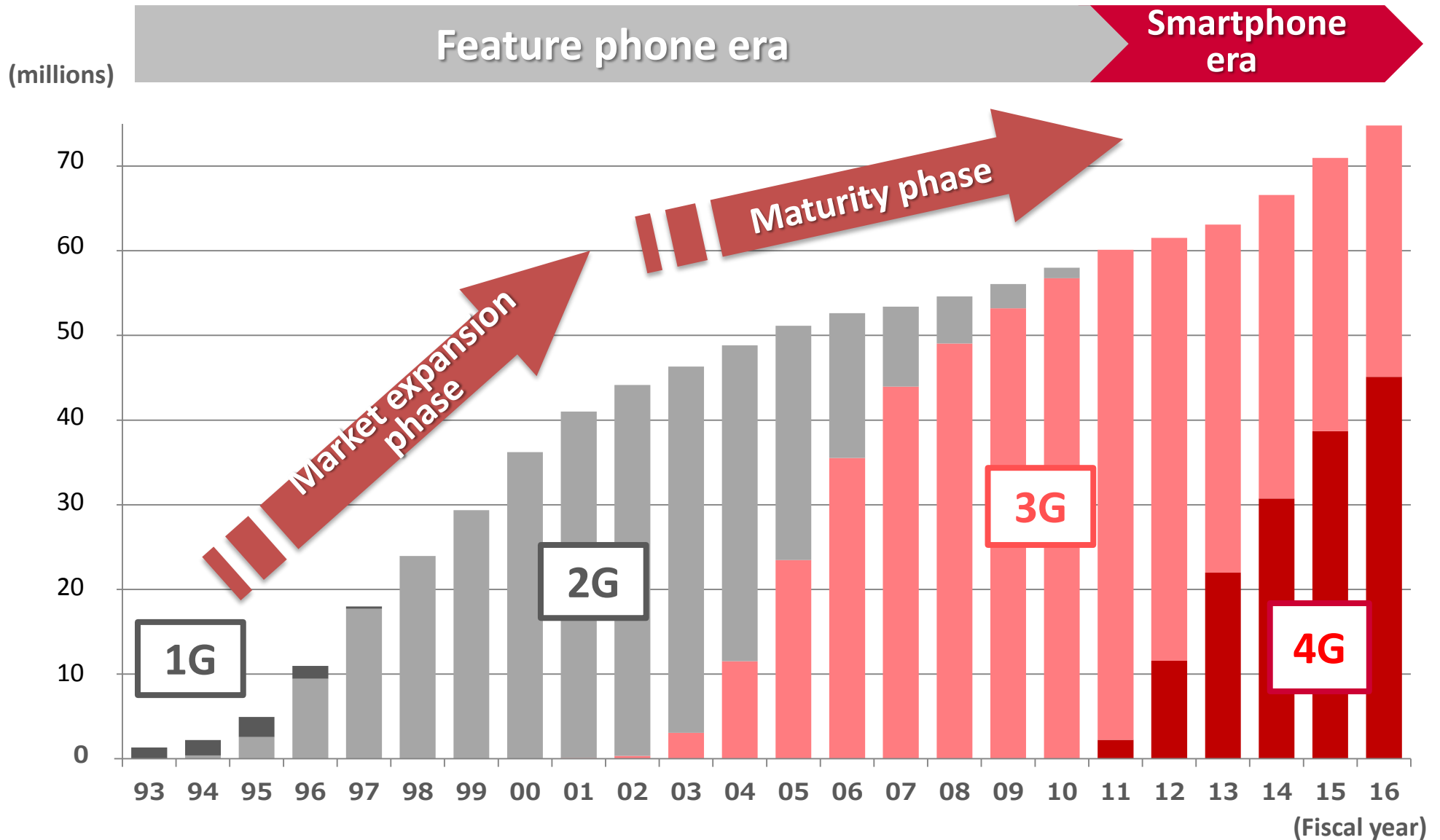


◆ As of March 31, 2017.

Compiled by DOCOMO based in published figures by Telecommunications Carriers Association, Inc.

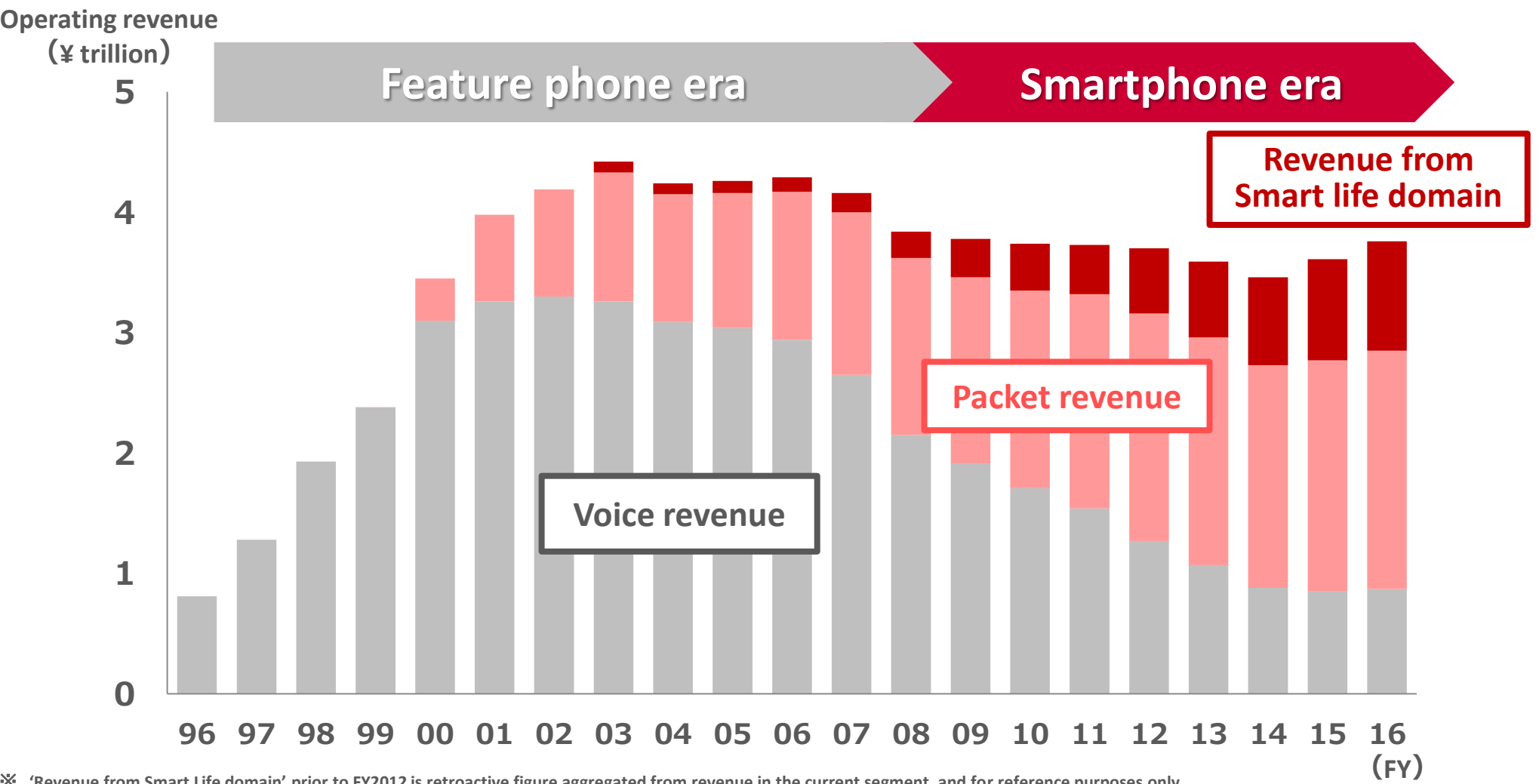
◆ Softback figure includes subscriptions of Y Mobile (excl. PHS)

# Trend of No. of Subscribers



# Transformation of DOCOMO Profit Structure

## Revenue from non-telecom business has increased



※ 'Revenue from Smart Life domain' prior to FY2012 is retroactive figure aggregated from revenue in the current segment, and for reference purposes only.  
※ Excluding revenue from handset sales

# Outline of NTT DOCOMO

Inauguration: July 1, 1992 (This year is our 25<sup>th</sup> Anniversary)

Stock listed in: Tokyo Stock Exchange, New York Stock Exchange

Group employees: 26,734 (as of March 31, 2017)

Major businesses:

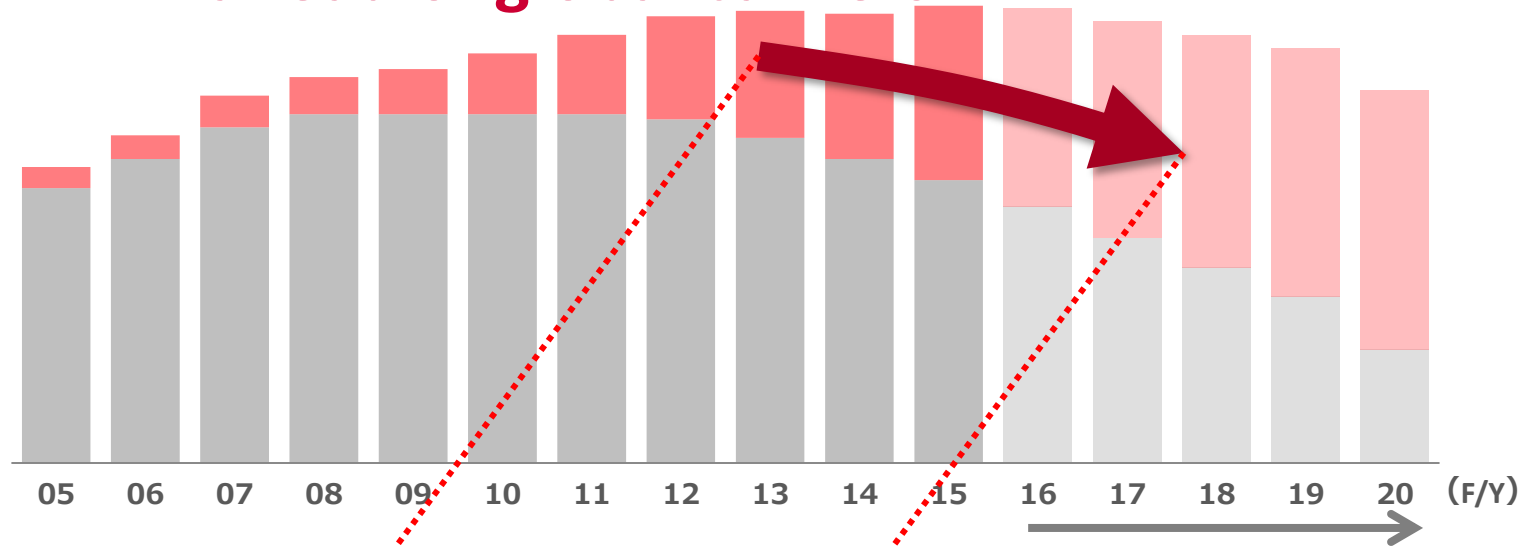
|  | Major services  | F/Y2016<br>Operating revenue<br>(percentage of total) |
|--|---|---|
| Telecomm<br>business   | <ul style="list-style-type: none"><li>◆ Mobile phone service</li><li>◆ Fiber optic broadband service</li><li>◆ International service</li><li>◆ Handset sales, and others</li></ul>  | ¥3 trillion<br>711.2 billion<br>(81%*)                |
| Smart Life domain<br><br>[ Smart life business<br>Other businesses ] | <ul style="list-style-type: none"><li>◆ Contents commerce service<br/>(e.g. Video, sports live delivery)</li><li>◆ Financial/payment service</li><li>◆ Life style services (e.g. health support service)</li><li>◆ Enterprise solutions (IoT, etc.)</li><li>◆ Security/comfort service<br/>(e.g. Handset replacement service)</li></ul> | ¥902.3 billion<br>(19%*)                              |

\* Percentage of telecom and smart life domain operating revenues was calculated after cancelling the inter-segment transactions

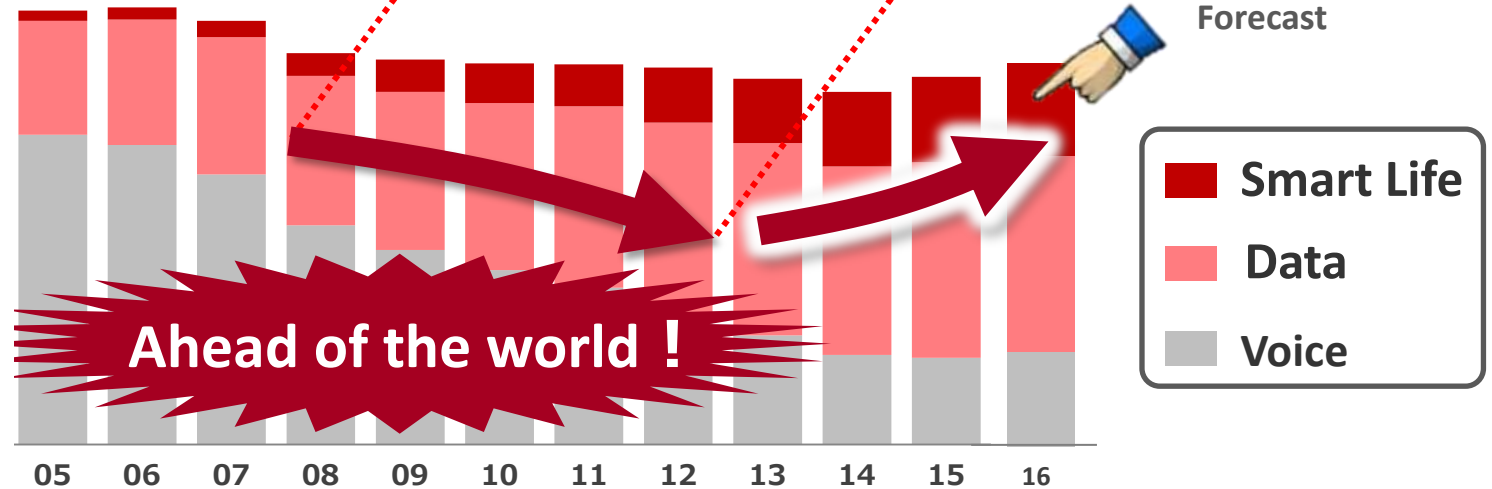
# Revenue Trend of Mobile Carriers

Responding to the changing environment  
ahead of global carriers

※  
World



DOCOMO



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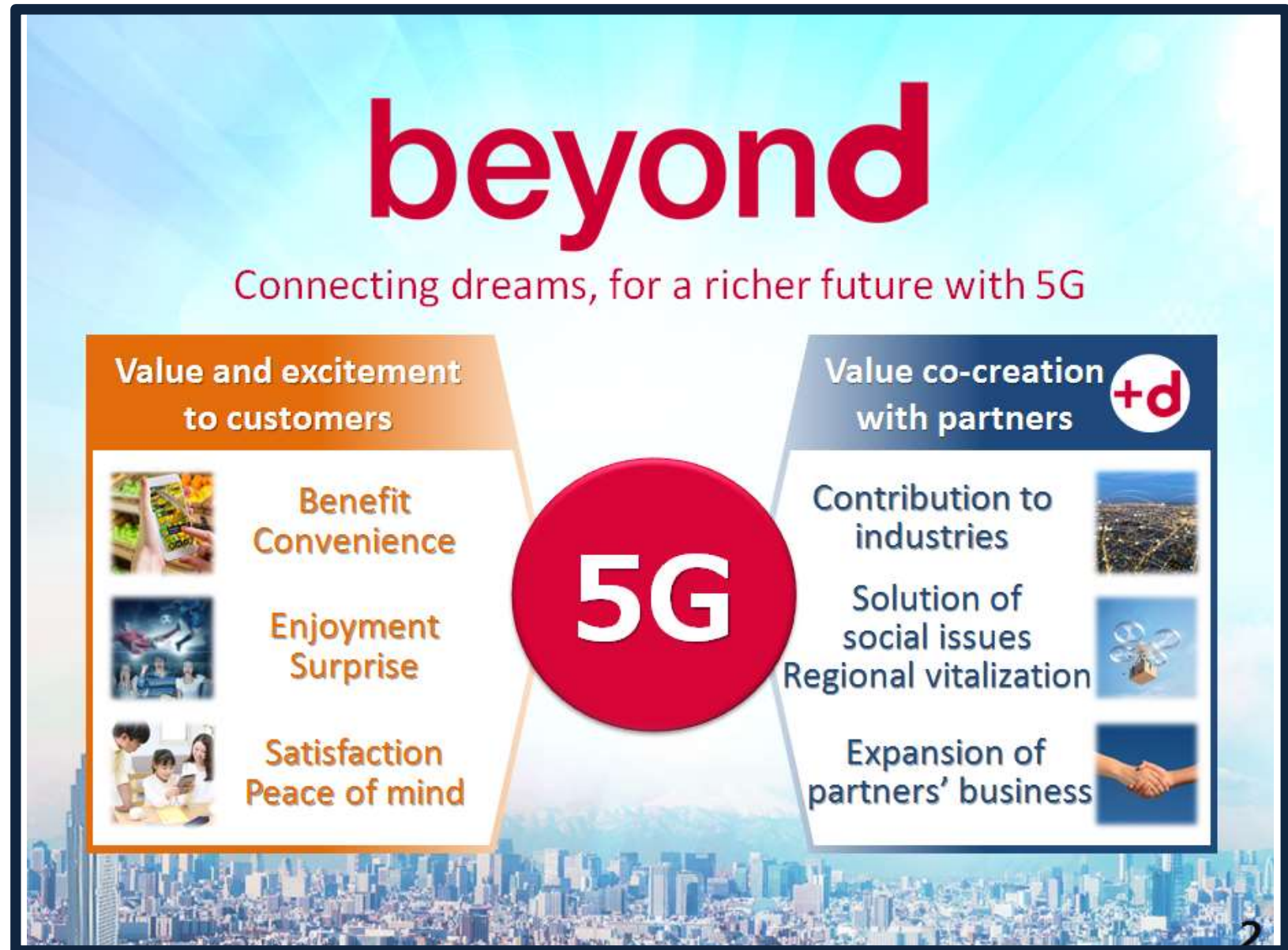
# Mid-term Strategy of DOCOMO

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# Medium-Term Strategy 2020



# Concept of Medium-Term Strategy



# 6 Declarations



# +d Initiatives

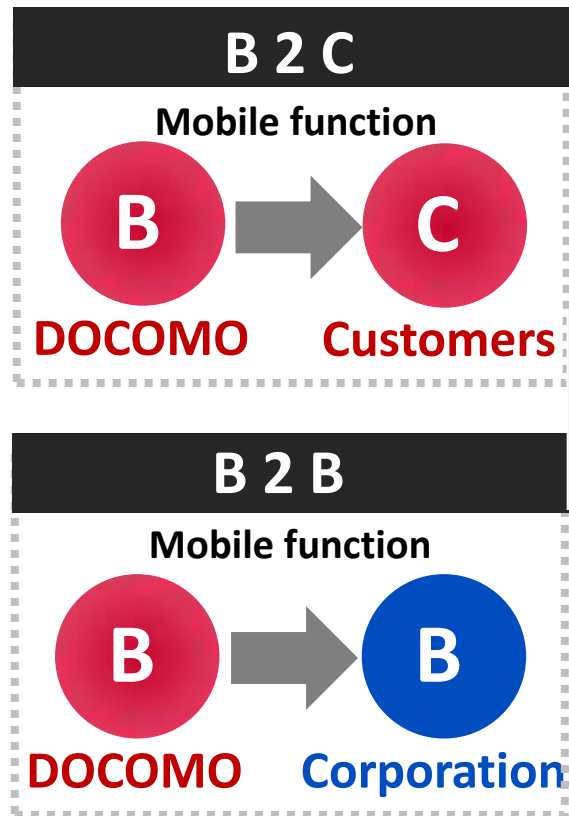
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Bring *ever-improving value* to customers and society  
through co-creation with partners

Partners **+d** = More fun  
More affordable  
More convenient

# Diversifying DOCOMO Businesses

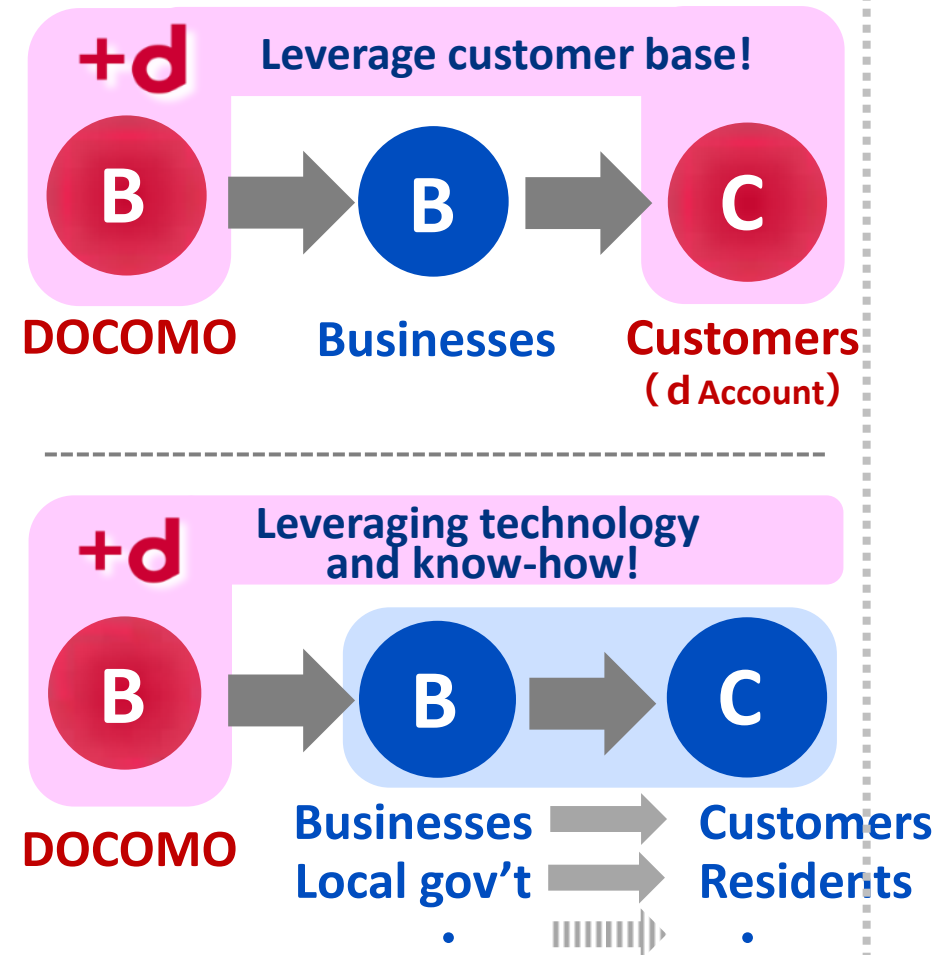
## Normal engagement



Diversify business models

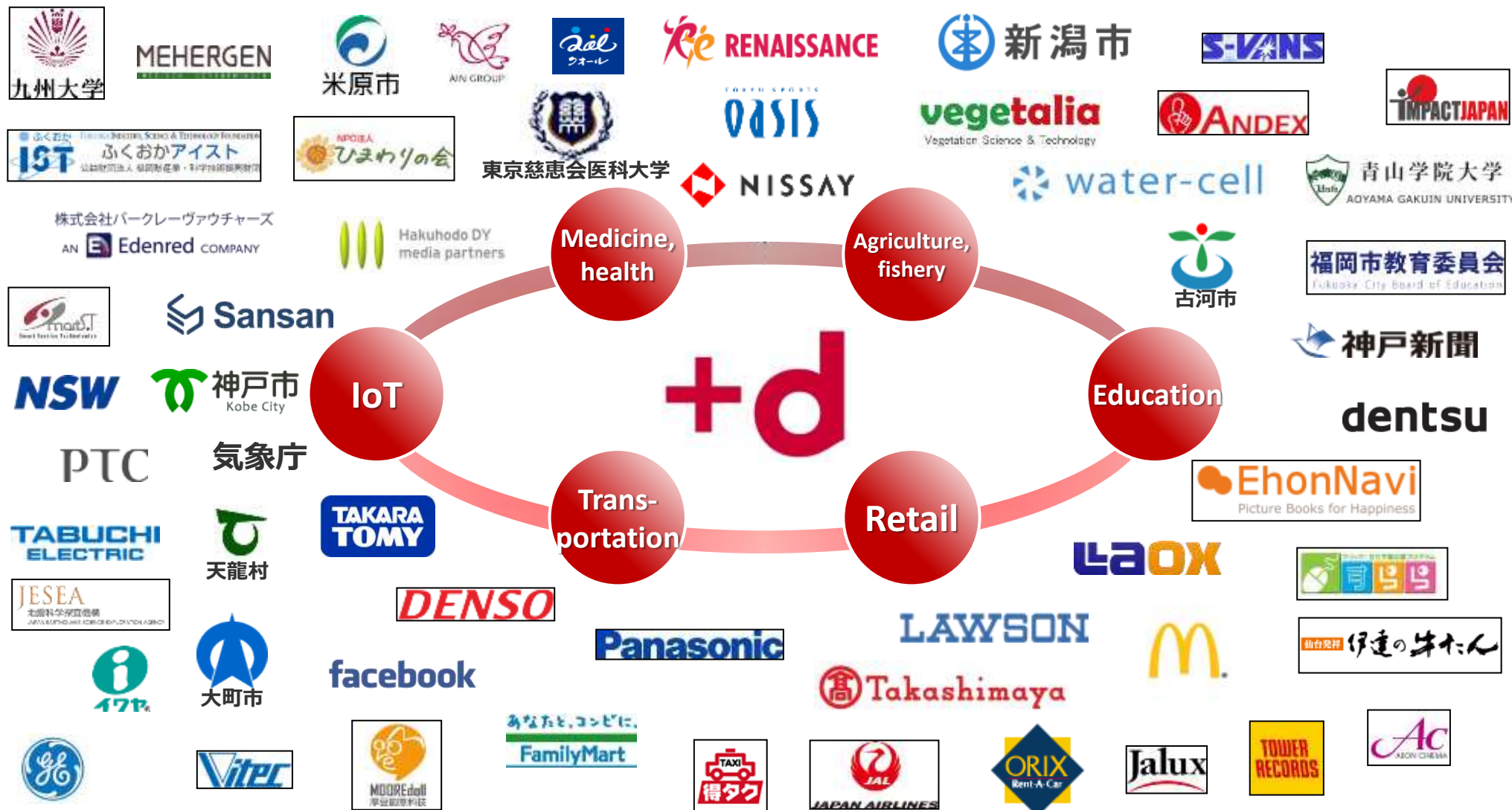
## +d Initiatives

B2B2C/G/E and others



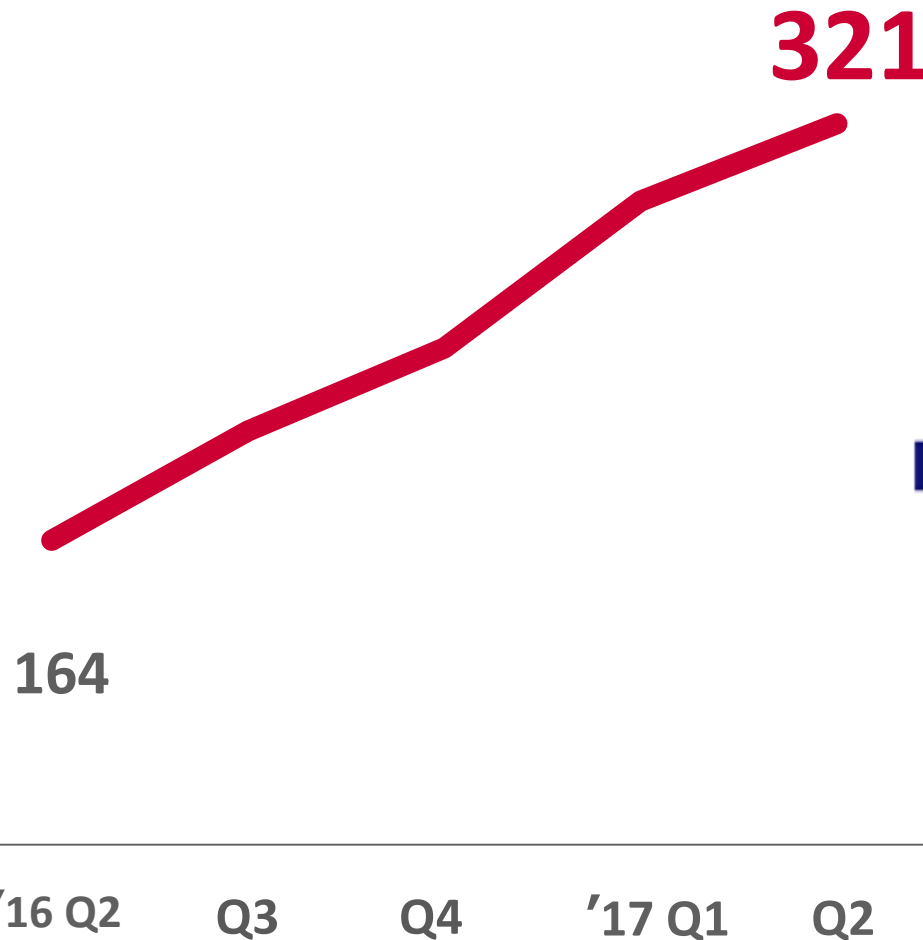
**+d Partners**

## Continuing to expand in a wide range of business domains



# Progress of +d

## No. of +d partners steadily increasing



Announced August 30, 2017



Matsumoto Kiyoshi  
(drug store chain)

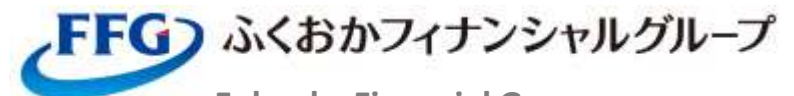
Announced July 19, 2017

KOMATSU



OPTiM

Announced on September 27, 2017



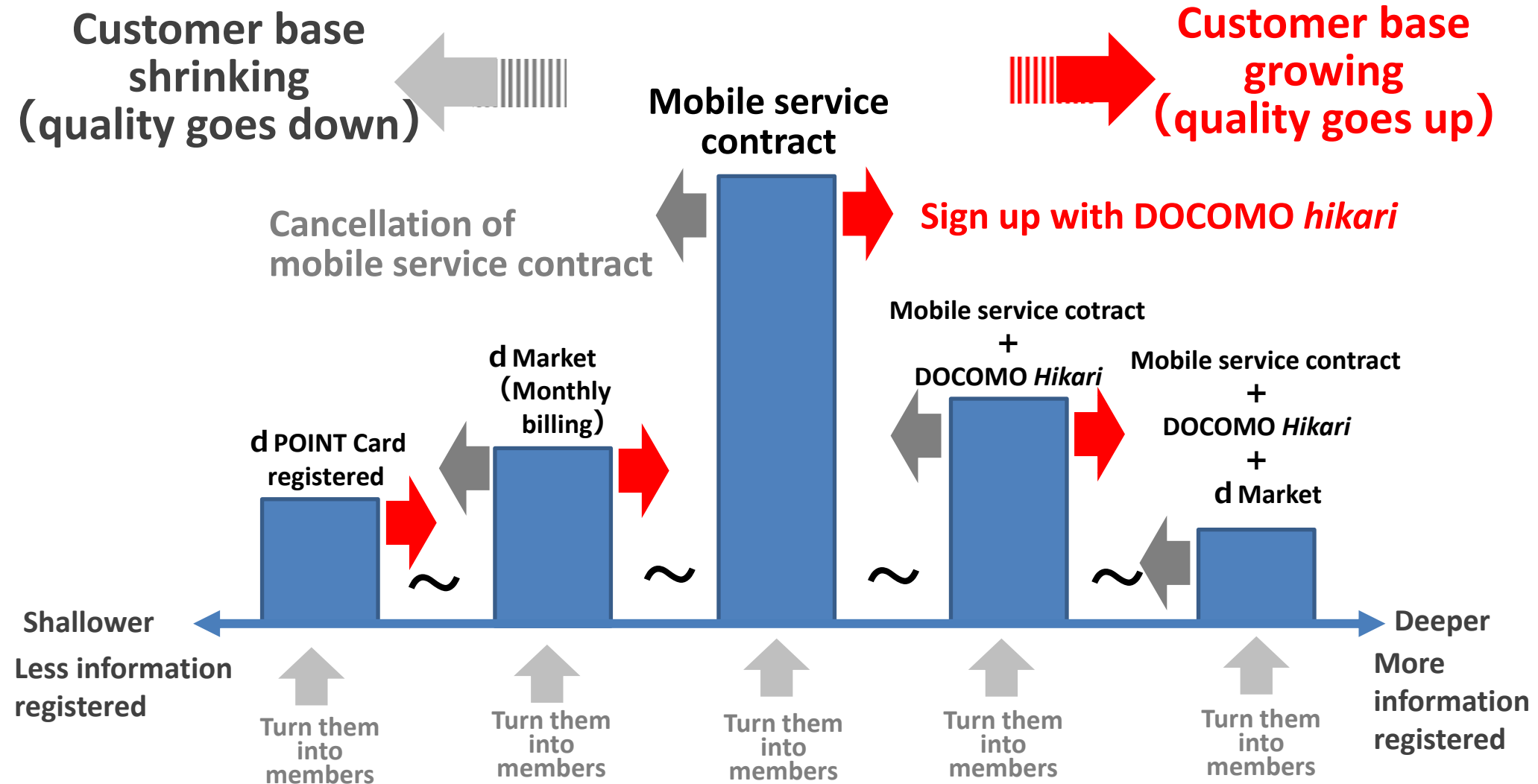
Fukuoka Financial Group

◆ +d partners: Number of partners who co-created new values though adding strength of DOCOMO's business assets.

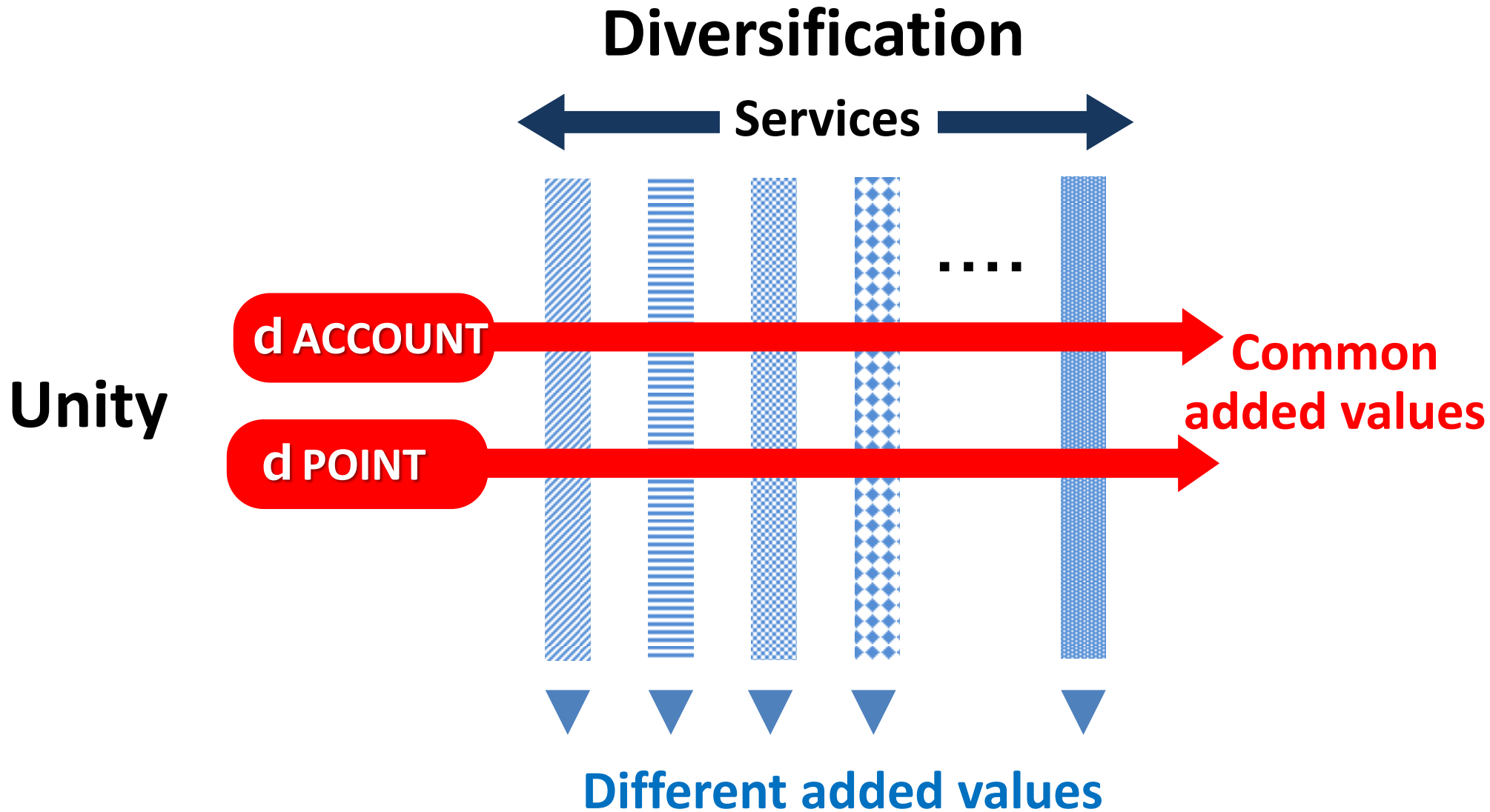
# Understanding the Competitive Environment



# Customer Management from *Members*

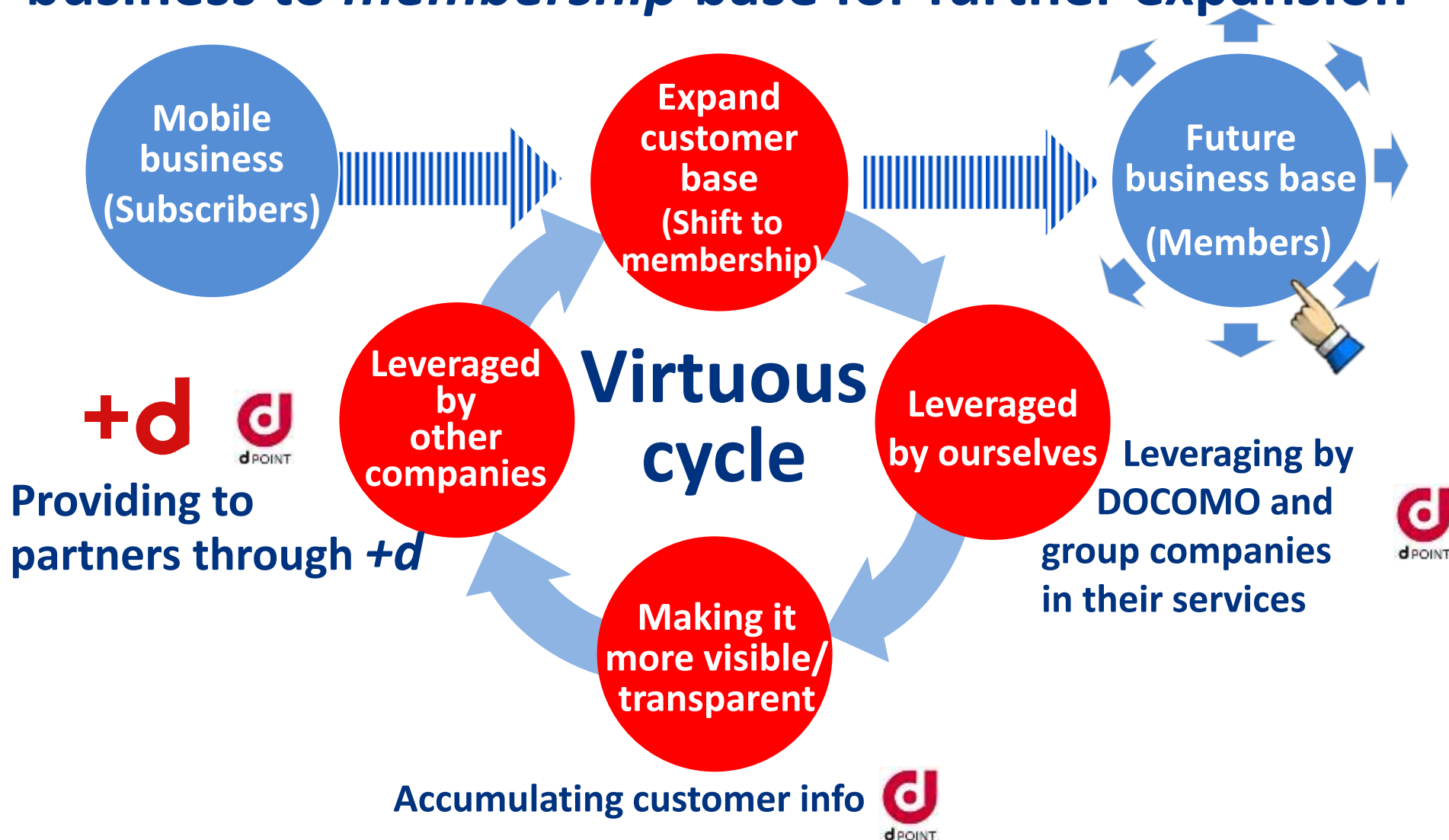


# Diversity and Unity



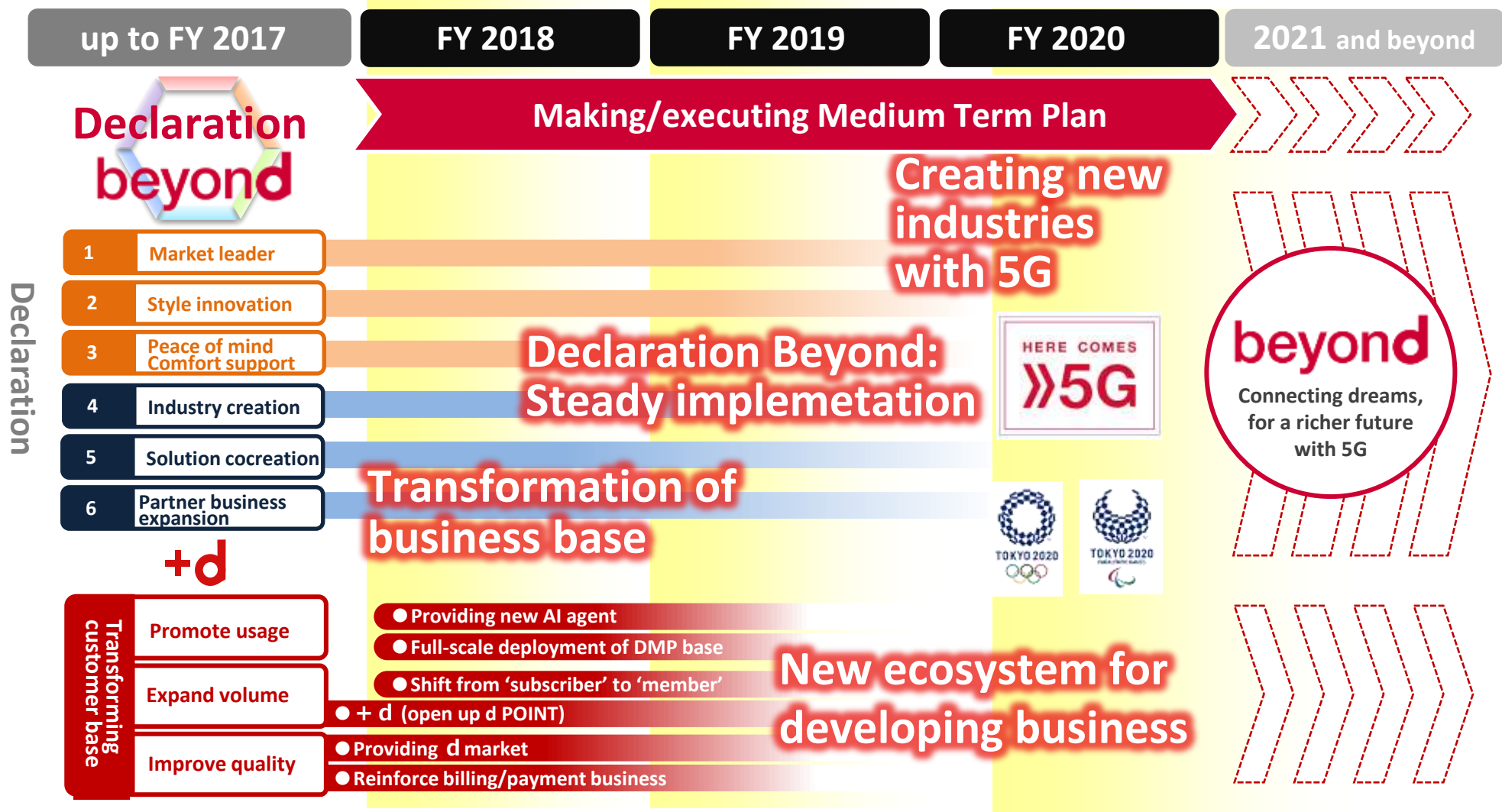
# Transformation of Business Base

Shift the customer base of subscription gained in mobile business to *membership* base for further expansion



# Positioning of the Next 3 Years (2018 – 20)

These 3 years we are to achieve *transformation* toward 2020's!



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# Endeavors Toward 5G/2020

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# Advancing Network

2014

2015

2016

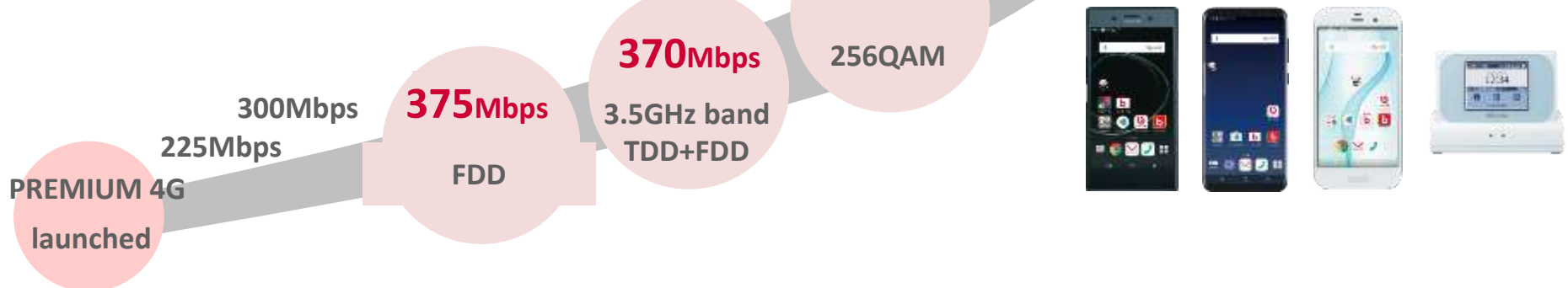
2017

2020

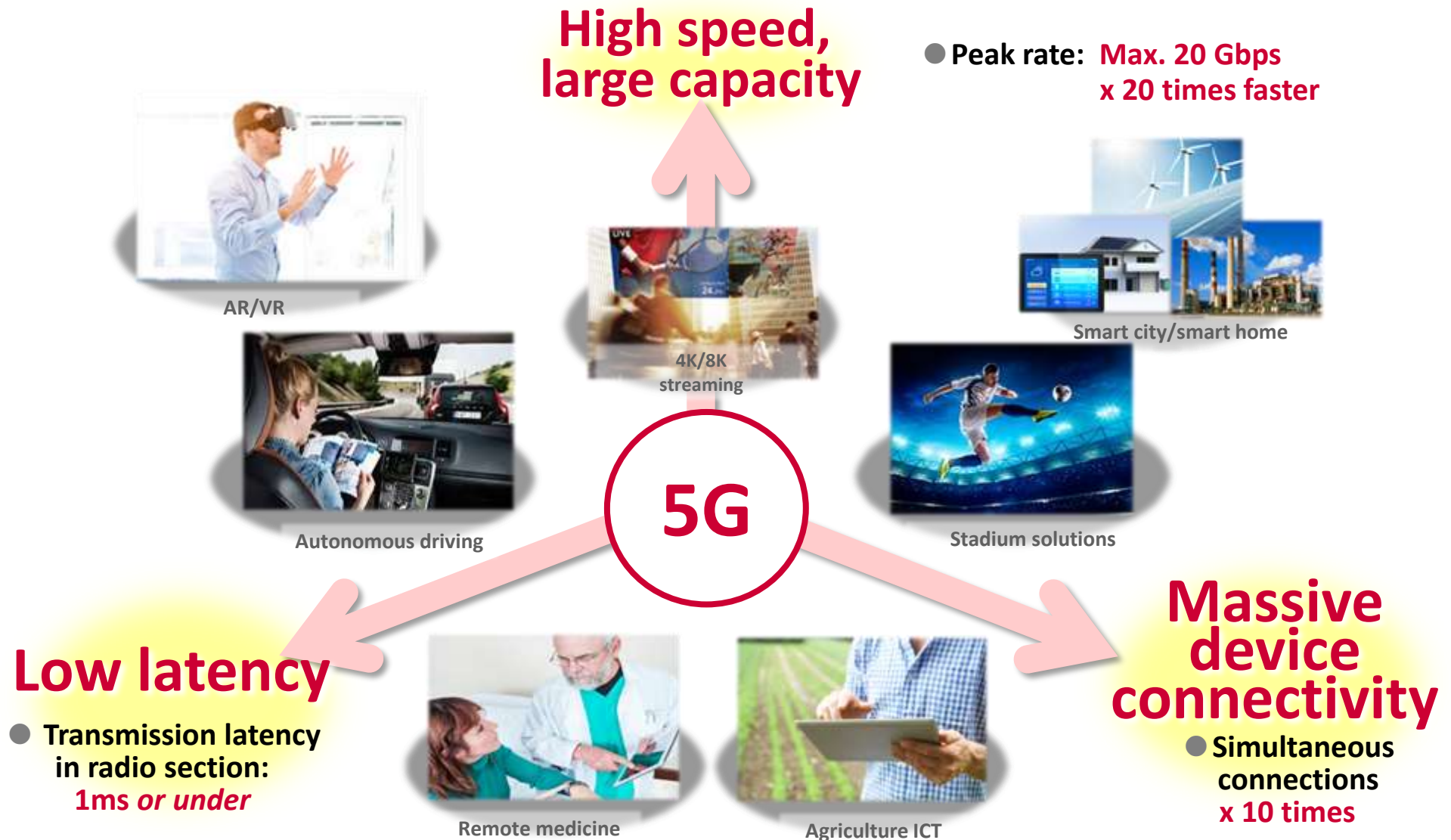
## Further evolution toward realization of 5G

Next stage evolution to *speed* and *comfort*.

**PREMIUM 4G**

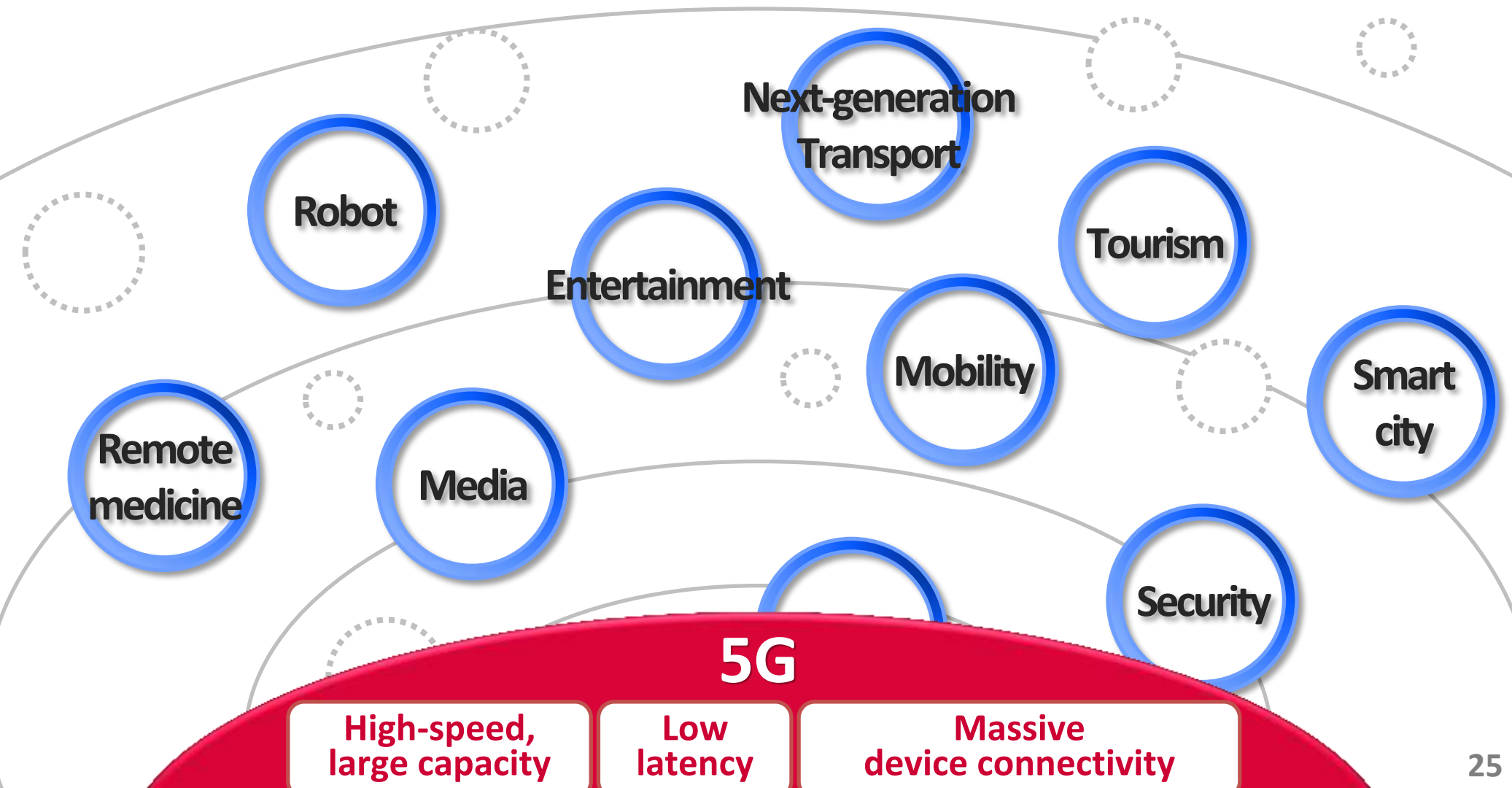


# The World 5G Seeks To Achieve...

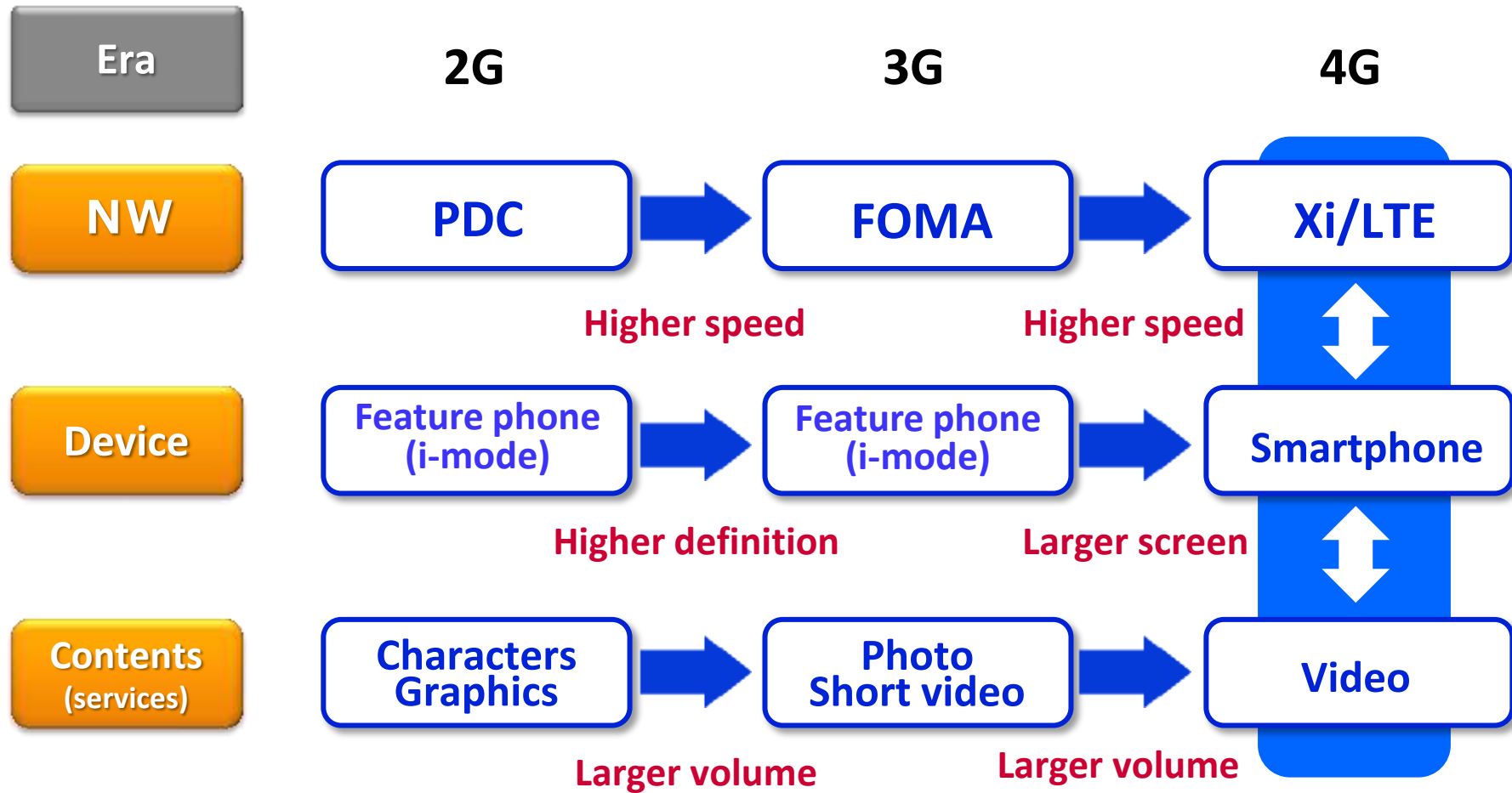


# Contribute to Social/Industrial Development with 5G

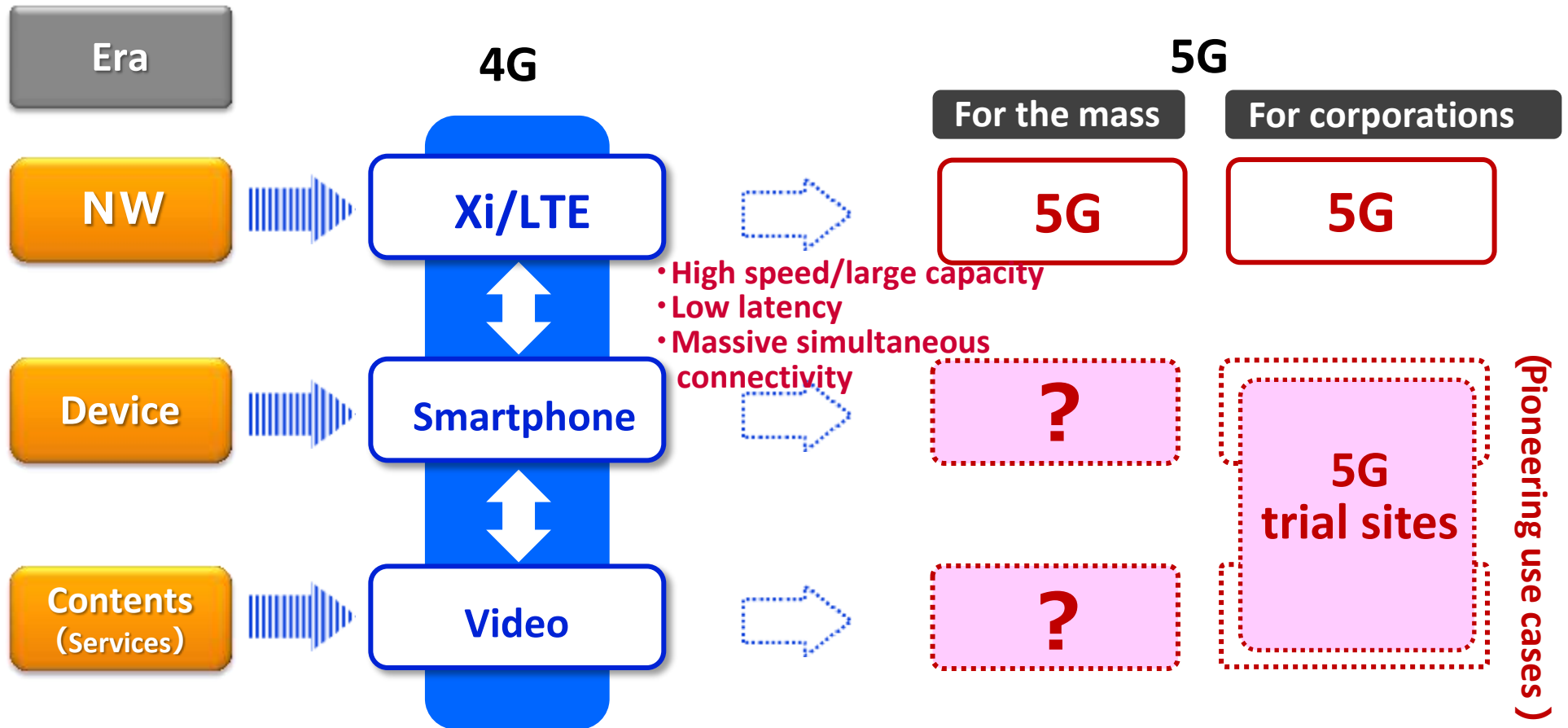
**Lead the world through telecom infrastructure innovation**



# Well-Balanced Evolution



# Different Environment Between 4G and 5G



# Dawn of the 5G Era

**5G trial sites started started on May 22 !**



**KOMATSU**



**Panasonic**

**CRESCENT**



**DENSO**

**TOPPAN**

**:DeNA**



**Co-create services of “5G Era” with partners**

**Creation of added values with **+d****

# Sample Project Illustrated

## New experiential contents



- **Geo-Sta:** Enjoy athletes' synthesized and projected videos with AR on georama
- **JidorAR (SelfieAR):** Video of self shot by 3D scanner can perform with stars on smartphones

# Sample Project Illustrated

**Used in security service**



**Video on security camera**



**4K image**



**HD image**

- Video monitoring with 4K high-def video enables detection of events that were formerly undetectable
- Prevention of incidents/accidents are highly anticipated with enhanced detection capability for anomalies

# Sample Project Illustrated

## Online VR Games



**Multi-player VR**



**VR viewing with multiple persons**



- Real-time online VR games, multi-player VR, and game viewing with multiple people is also possible
- In December 2017, experiential version of 'Sword Art Online VR Game' is planned for release

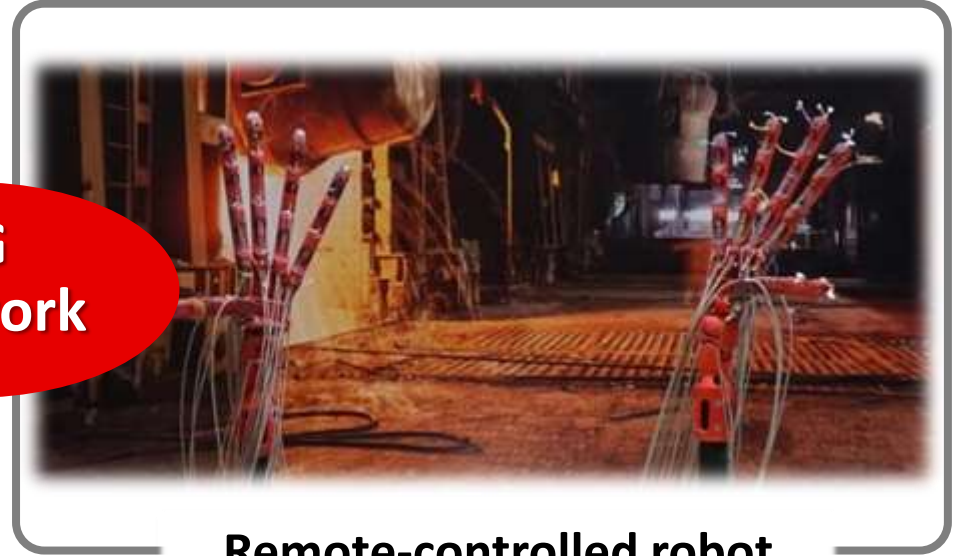
# Sample Project Illustrated

## Remote control with wearable robot



**Wearable controller**

**5G  
Network**



**Remote-controlled robot**

- Using a wearable device, freely control the robot hand in remote locations
- Leveraging low latency feature of 5G, operation or service requiring safety and precision will be available

# Sample Project Illustrated

## ICT Construction site (remotely controlled)

**KOMATSU**



- Detailed grasp of site through transmission of high-definition video
- Precise remote control by skilled operator
- Heavy vehicle or equipment can be deployed by itself at dangerous sites such as disaster-stricken areas, nuclear power plants, or mines

# Tokyo Olympic Games

**1964**

(39<sup>th</sup> Year of Showa)

**2020**

(32<sup>nd</sup> Year of Heisei)

**Emblem**



**Period**

**Olympic**

**Paralympics**

**Olympics**

**Paralympics**

October 10 (Sat)

November 8 (Sun)

July 24 (Fri)

August 25 (Tue)

October 24 (Sat)

November 12 (Thu)

August 9 (Sun)

September 6 (Sun)

# 1964 Tokyo Olympic Games



**Shinkansen: Started commercial operation on October 1, 1964**



**Opening of Shuto Expressway, Meishin Expressway**



**Tokyo Monorail: Started commercial operation on September 17, 1964**

# Core Concepts of Tokyo Olympic Games 2020

## Achieving Personal Best

- Through flawless preparation and execution, the Tokyo 2020 Games aim to deliver an event where every athlete can realise their best performance and achieve their personal best.
- **The world's best technologies** will be adopted in developing competition venues and in operating the Games.
- All Japanese citizens, including Olympic and Paralympic volunteers, will employ their utmost resourcefulness as hosts to welcome visitors from around the world with **the best Japanese *omotenashi***, or hospitality.

## Unity in Diversity

- **Accepting and respecting differences** in race, colour, gender, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth, level of ability or other status allows peace to be maintained and society to continue to develop and flourish.
- The Tokyo 2020 Games will **foster a welcoming environment** and raise awareness of unity in diversity among citizens of the world.

## Connecting to Tomorrow

- The Tokyo 1964 Games completely transformed Japan, enhanced Japanese people's awareness of the outside world and helped bring about rapid growth of Japan's economy.
- The 2020 Games will enable Japan, now a mature economy, **to promote future changes throughout the world, and leave a positive legacy** for future generations.

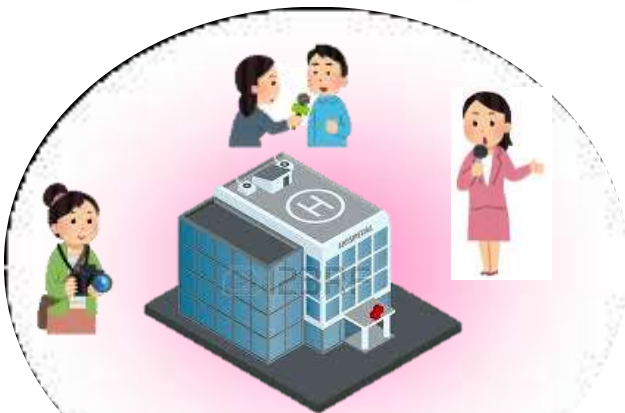
# Positioning of 5G in 2020



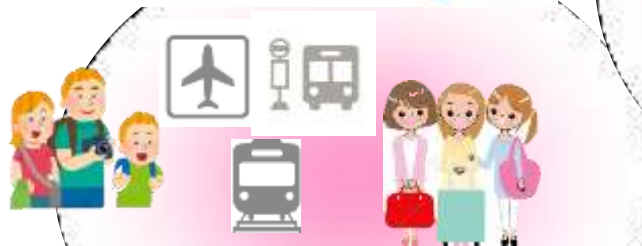
**Athletes, spectators**



**Olympic village**



**Media, journalists**

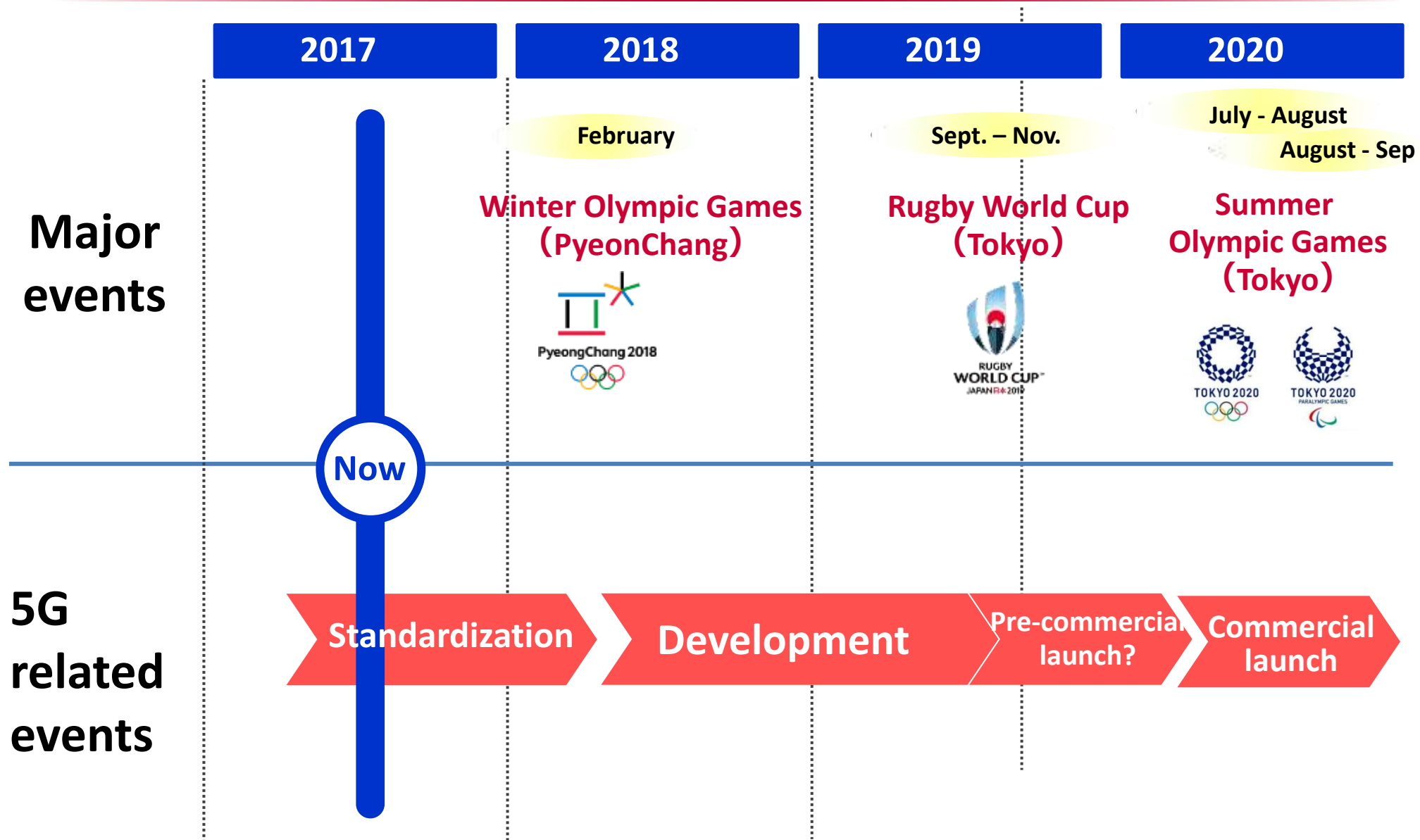


**Visiting foreign guests**



**Security, volunteers**

# 5G Launching Schedule



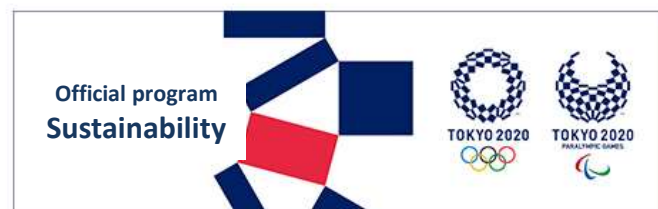
# Everyone's Medal Project



Made from urban mines!

# Everyone's Medal

## Project



Recycling (April – June, 2017)

Since the start of the project, here is the amount of recycled used small appliances (up to 6/30/2017):

- Municipalities nationwide participated in recycling (small appliances incl. cell phone) : **251 tons**
- Recycled by NTT DOCOMO (mobile phones collected) : **740,000** (approximately)

Spirit from all



Mobile phones, PC's, and  
small appliances collected nationwide

To the medalists of Tokyo 2020



Medals are produced from  
recycled metals from appliances

Resources are used more wisely



Toward more sustainable society  
where resources are used wisely

# '1000 Days To the Tokyo Olympics' Event

**YOYOGI CANDLE 2020**

**New experiential projection mapping using 5G**



10/28/2017 (Sat) / 11/29/2017 (Wed)

The new of today, the norm of tomorrow



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