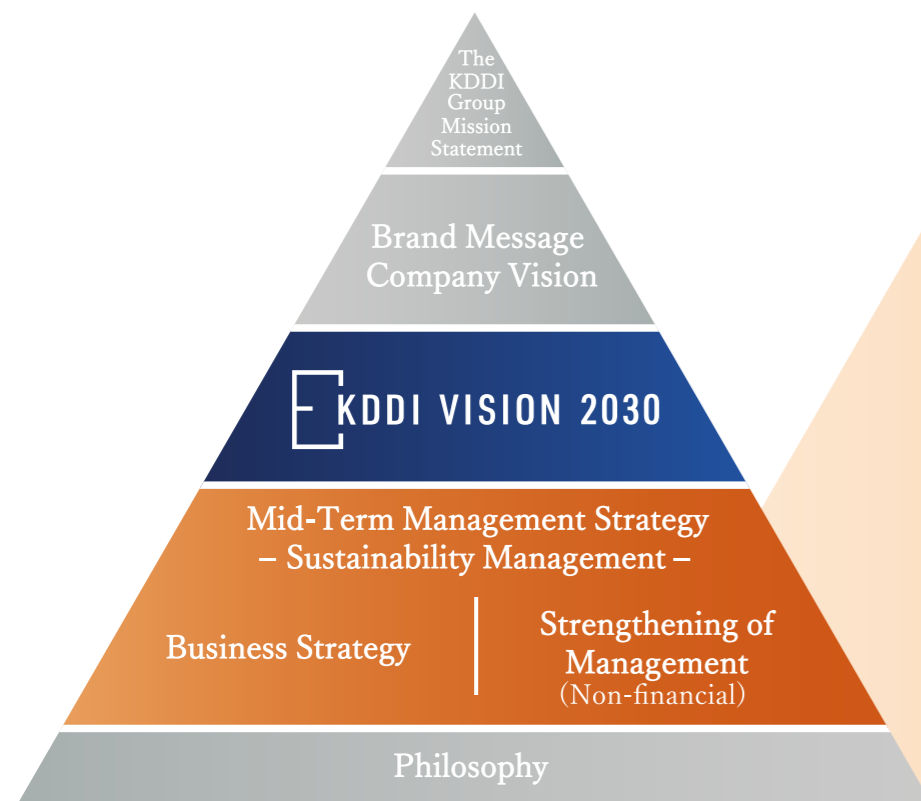


New Mid-Term Management Strategy (FY23.3-FY25.3)

To realize the ideal future society while responding to such changes in our business environment, we have recently established the “KDDI VISION 2030” and formulated a new materiality that comprehensively covers social issues and the importance of the KDDI Group’s management from a long-term perspective.

Based on this materiality, the “Mid-Term Management Strategy (FY23.3-FY25.3)” is centered on “Sustainability Management,” which aims for the sustainable growth of society and the enhancement of corporate value together with our partners. We will also promote our “Satellite Growth Strategy,” which aims to advance the 5G-driven evolution of its telecommunications business and the expansion of focus areas with telecommunications at the core, while strengthening our management base to support this strategy.



KDDI VISION 2030 --P1

The creation of a society in which anyone can make their dreams a reality, by enhancing the power to connect.

Mid-Term Management Strategy --P5 – Sustainability Management – --P8

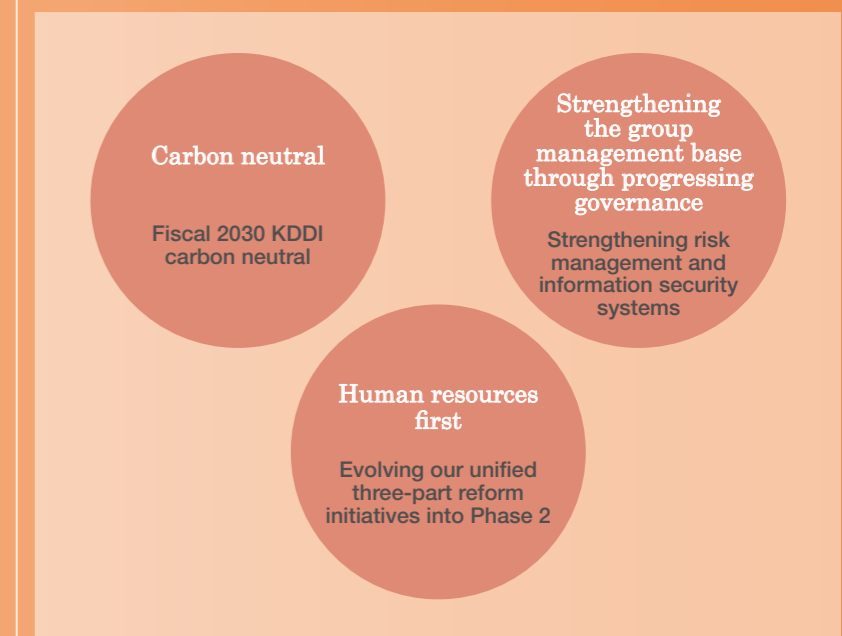
Business Strategy

5G-driven evolution of the telecommunications business and expansion of focus areas with telecommunications at the core



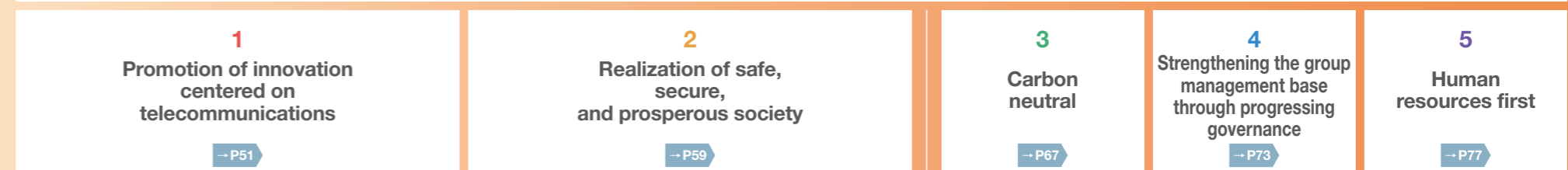
Strengthening of Management (Non-Financial) --P39

Strengthening of management base that contributes to the sustainable development of society and the enhancement of corporate value



New Materiality --P45

6 Advancing stakeholder engagement



Philosophy

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.

Brand Message

Tomorrow, Together **KDDI**

おもしろいほうの未来へ。 *au*

Explore the extraordinary

Company Vision

01 The company the customer can feel closest to

02 A company that continues to produce excitement

03 Contributing to the sustainable growth of society

Sustainability Management

Working with partners to achieve sustainable growth and enhance corporate value

Contribution to “Realizing a truly connected society” including the KDDI Group Mission is exactly what sustainability is all about. By enhancing social and environmental value in addition to economic value, we will realize a cycle of sustainable growth for both the company and society.

The KDDI Group Philosophy

The KDDI Group Philosophy expresses the attitudes, values, and behavior that all of us—executives and 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 of our sustainability initiatives and is the basic stance KDDI executives and employees must adopt. By putting the KDDI Group Philosophy into practice, we aim to be a company admired and trusted by all stakeholders.

