Generation Z focused telco

KDDI

59%

Gen Z & below
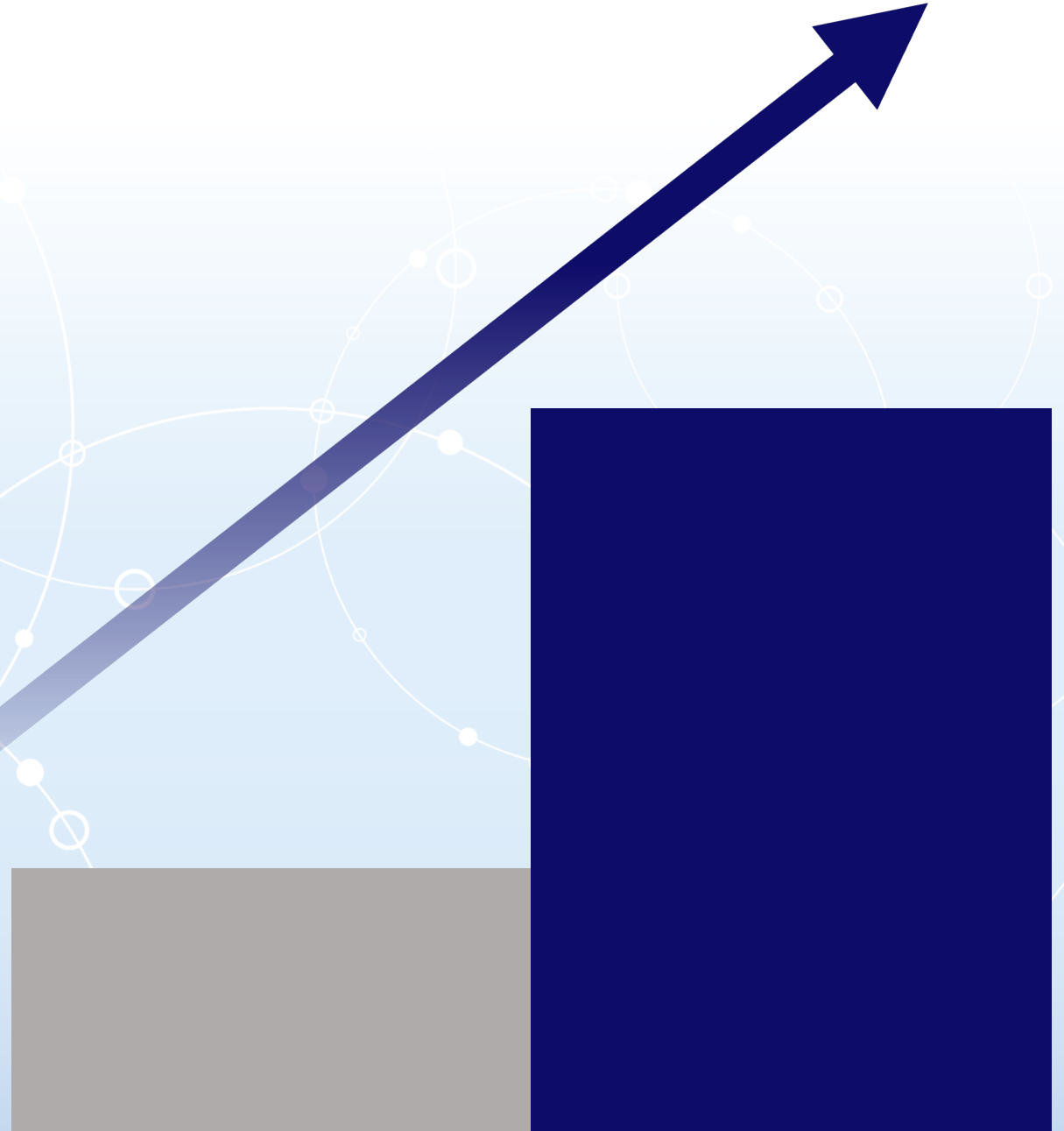
Others

Global Population by Generation [%]

15%
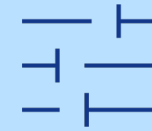
Global GenZ Income Growth [USD tn.]

92% value **authenticity**, finding it in **transparency** and **openness**.

Transparency

65% highly value knowing what is going on around them and being in control.

Control

84% say their favorite brand treats them like an **individual**

Customization

92% agree that a brand's community influences their feelings toward the brand.
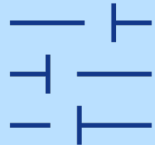
Community-driven Engagement

povo's Gen Z Focused value propositions

Digital Native
eKYC | e-SIM | No Physical Store

Unbundle Telco

Agile Product Release

Unbundle Telco

"Watch online match
only during FIFA season"

**DAZN
Unlimited Data+
DAZN 7days**

"Use Tablet to check/
send email during trip"

1GB/7days

"See Idol's
Livestream concert"

**24hours
Unlimited Data**

Agile Product Release enabled by Feature Kit

Circles X's App

Feature Kit

Circles X's App

Feature Kit

povo App

Feature Kit

Global Sandbox

| Game | GenAI chat | XR Contents | Creator Contents | ... | ... |
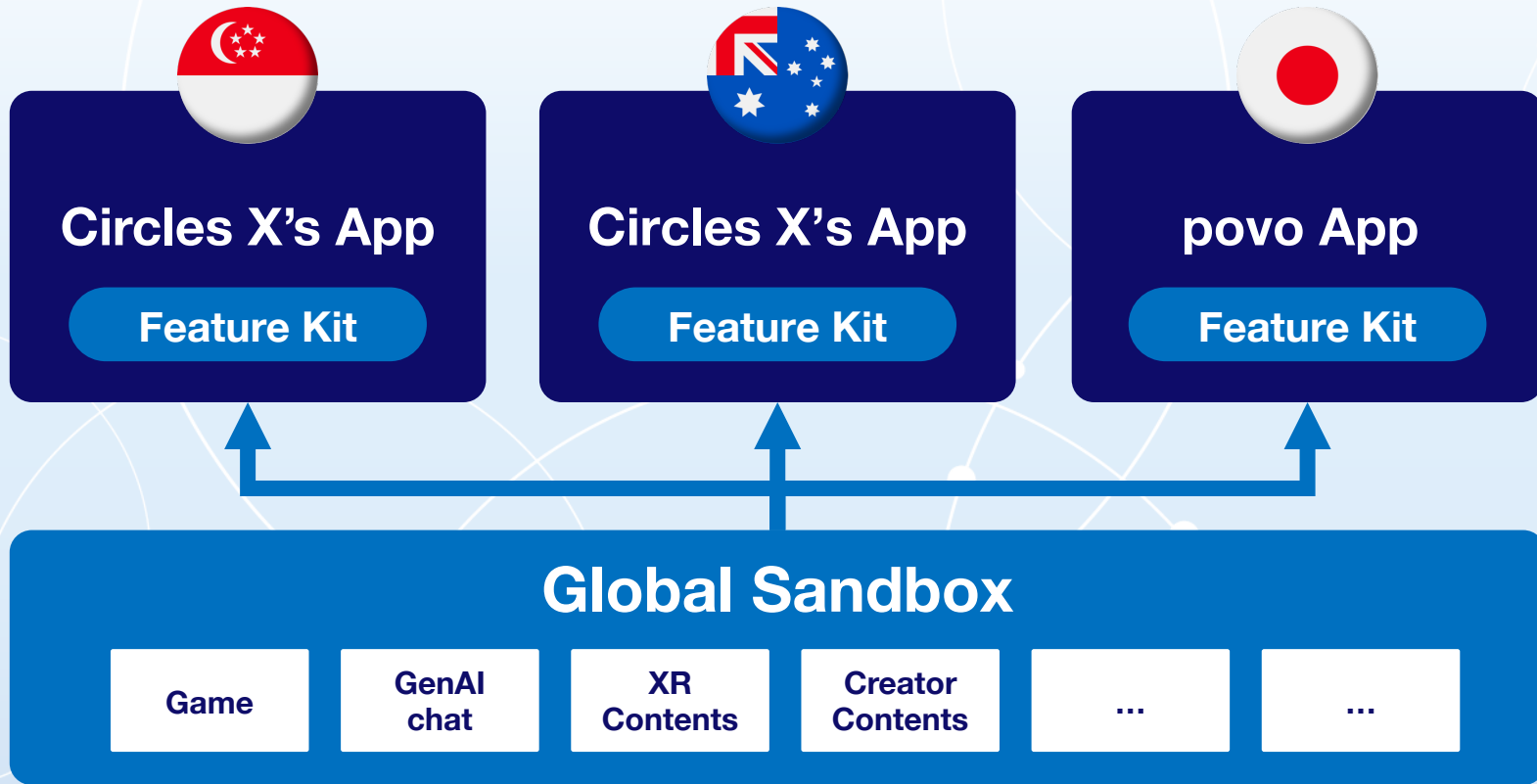
➤ Monthly new product releases

➤ Easy access to sandbox and smooth integration of the feature to the existing app

povo's success since launch

#1 NPS
Digital Telco in Japan

1M subscribers
In 12month

>72%
Non-KDDI subscribers

Circles X's full stack telco enabler
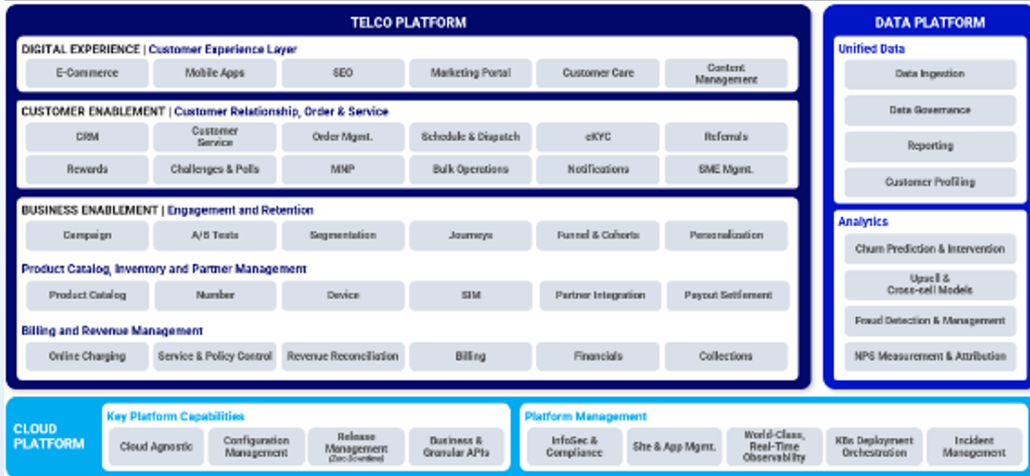
CIRCLES X

Telco   Utilities   Content   Fintech   Partnerships

TELCO PLATFORM

DIGITAL EXPERIENCE | Customer Experience Layer

E-Commerce	Mobile Apps	SEO	Marketing Portal	Customer Care	Content Management

CUSTOMER ENABLEMENT | Customer Relationship, Order & Service

CRM	Customer Service	Order Mgmt.	Schedule & Dispatch	eKYC	Referrals
Rewards	Challenges & Polls	MNP	Bulk Operations	Notifications	SME Mgmt.

BUSINESS ENABLEMENT | Engagement and Retention

Campaign	A/B Tests	Segmentation	Journeys	Funnel & Cohorts	Personalization

Product Catalog, Inventory and Partner Management

Product Catalog	Number	Device	SIM	Partner Integration	Payout Settlement

Billing and Revenue Management

Online Charging	Service & Policy Control	Revenue Reconciliation	Billing	Financials	Collections

DATA PLATFORM

Unified Data

Data Ingestion
Data Governance
Reporting
Customer Profiling

Analytics

Churn Prediction & Intervention
Upsell & Cross-sell Models
Fraud Detection & Management
NPS Measurement & Attribution

CLOUD PLATFORM

Key Platform Capabilities

Cloud Agnostic	Configuration Management	Release Management (Zero Downtime)	Business & Granular APIs

Platform Management

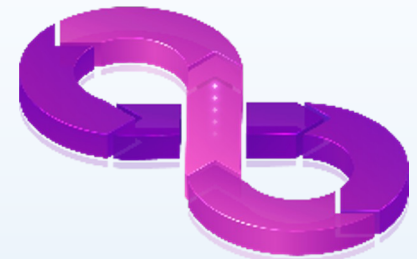| InfoSec & Compliance	Site & App Mgmt.	World-Class, Real-Time Observability	K8s Deployment Orchestration	Incident Management

- Digital Marketing
- Digital Operations
- Digital Customer Service
- Product Management
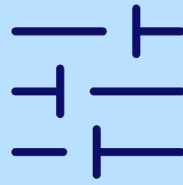- Data Analytics

Agile feedback loop

Technology Stack + **Digital Expertise** + **Iteration Playbook**

Purpose-led connectivity
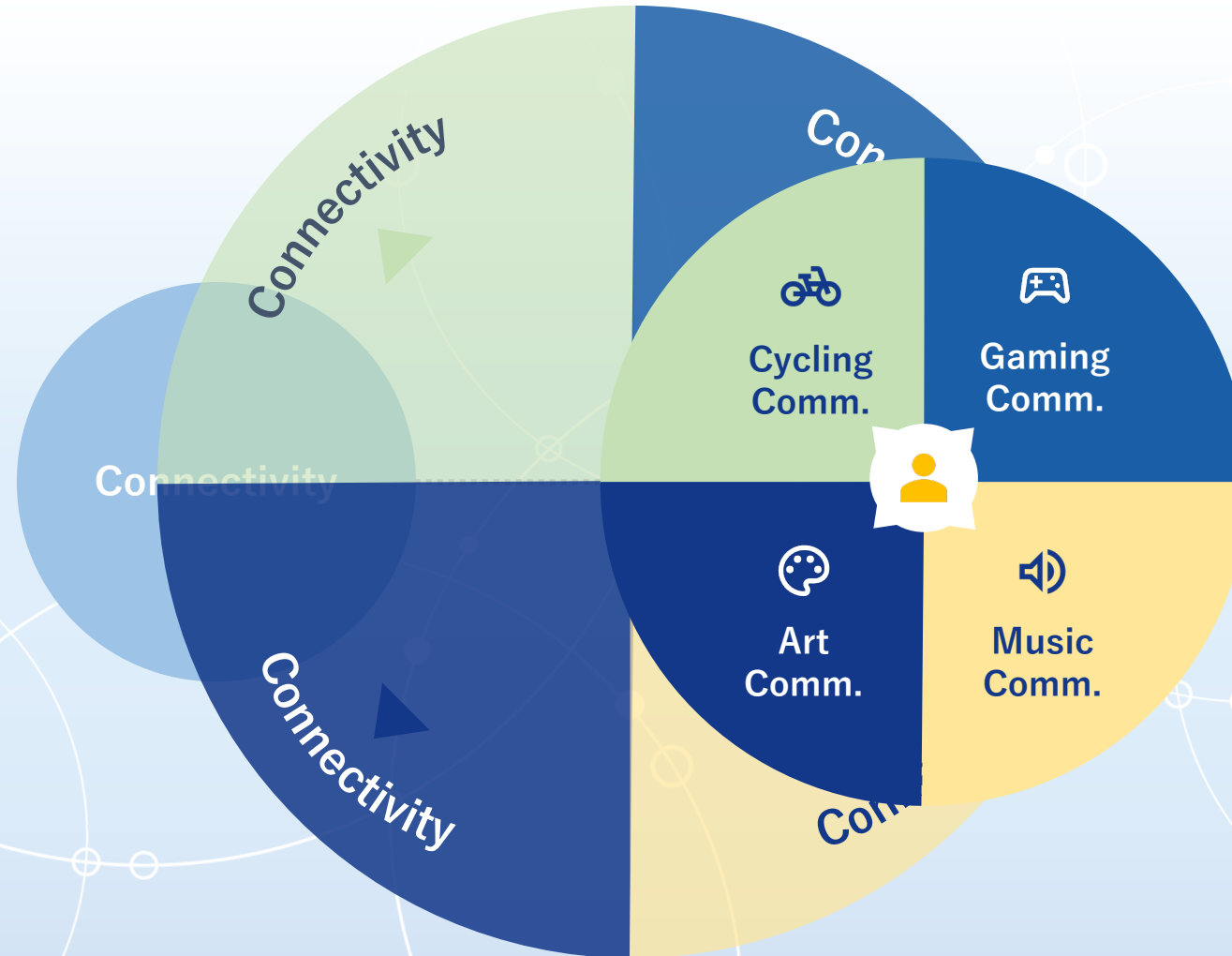
Community/Brand Interface

Telco Enabler

Onboarding | Topping | Bundle | ...

Non-Telco Feature

GenAI chat | Game | Creator Content | ...

Cloud-based Full Stack Platform

Billing | KYC | CRM | Marketing | Analytics | ...

Network

Fully customizable connectivity and non-connectivity features all through a simple plug-and-play solution

Bundle services

Build with feature kit

Tailor mobile offerings

Personalize user interface

Let's connect the Gen Z market together