



Special Feature

Our

Business Strategies

- Creating innovation toward the 5G era
- The integration of telecommunications and life design
- Further expansion of global business
- Utilizing big data
- Expanding the finance business
- Growth as a Group
- Sustainability

Future

Aiming for Sustainable Growth

In 2019, KDDI created a medium-term management plan to help develop a truly connected society, which is a feature of the KDDI Group Mission Statement, and to achieve sustainable growth while swiftly responding to changes in the business environment.

The fiscal year ending March 31, 2022 marks the final year of the current medium-term management plan and will prove pivotal to building a base for sustainable growth.

In this section, we have highlighted three of the areas we are focusing on in the business strategies. As these three areas are of particular interest to investors, we explain them below in more detail.

Multi-Brand Strategy

Our Future 1

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Expanding the “au Economic Zone” in the Life Design Domain

Our Future 2

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Growth Fields— Business Services Segment

Our Future 3

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