

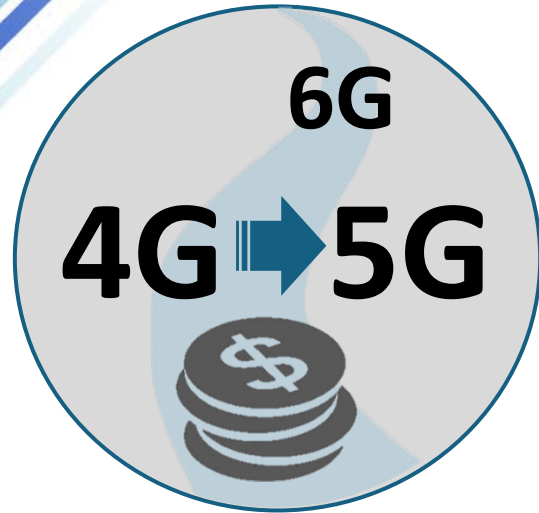
# How KDDI is Shaping the B2B2X Frontier with Digital Telco

Today's Speaker  
*Tatsuya Hamada*

*COO of Global Business  
Development Div of KDDI  
Corporation*



# MNO's Challenge



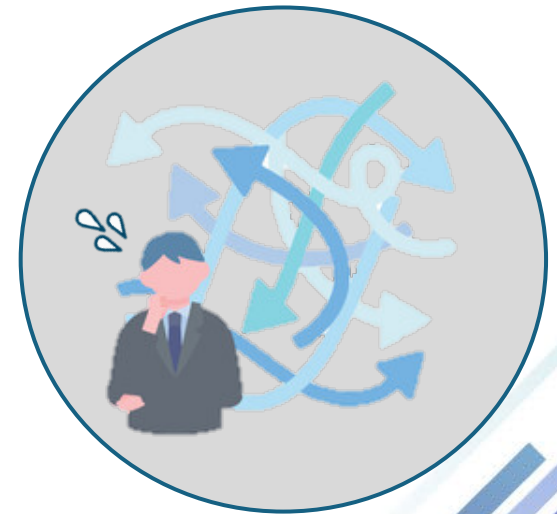
**Massive investment  
required**



**OTTs own customer  
touch points**



**High churn and CAC,  
Stagnant ARPU**

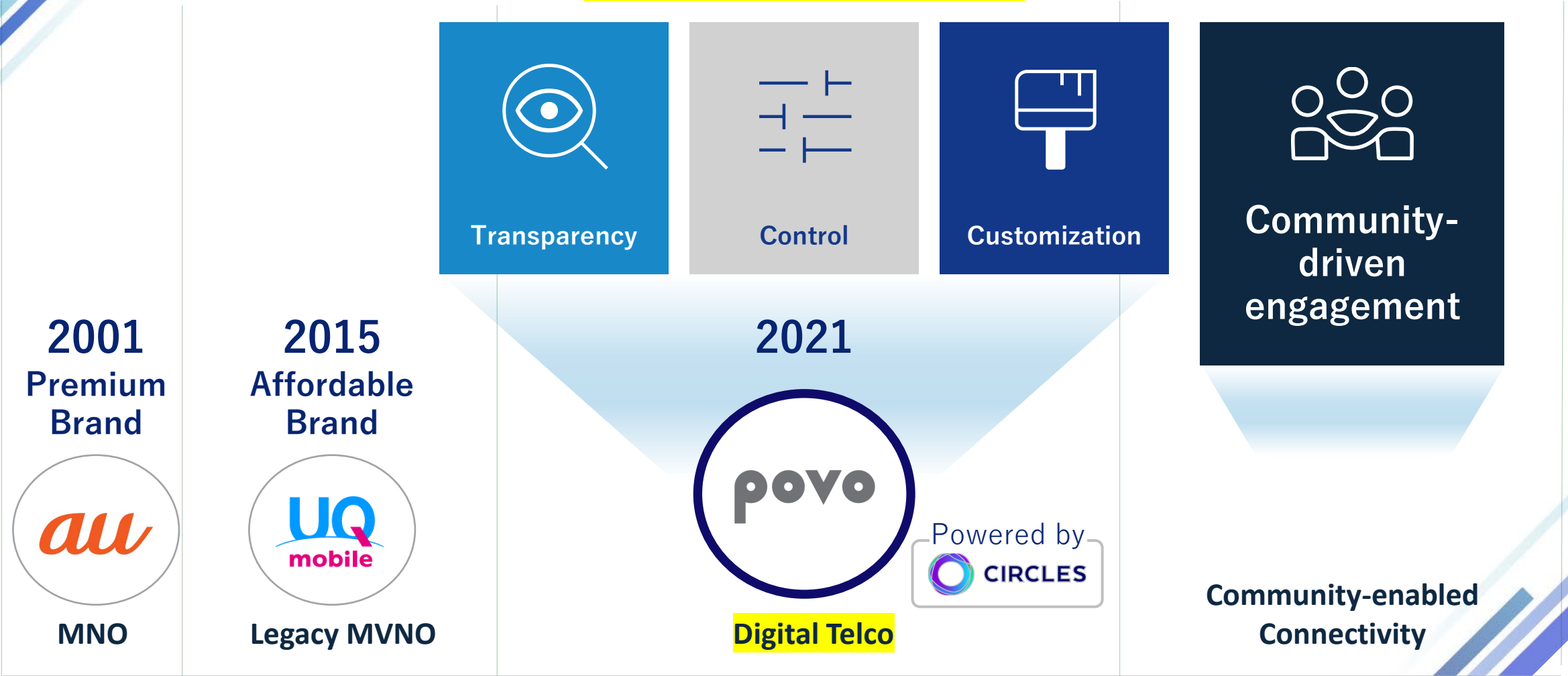


**Adapt to rapid digital  
changes**

# KDDI's brand portfolio

## Best-in-class (povo)

## Next frontier



# Digital Telco “povo”



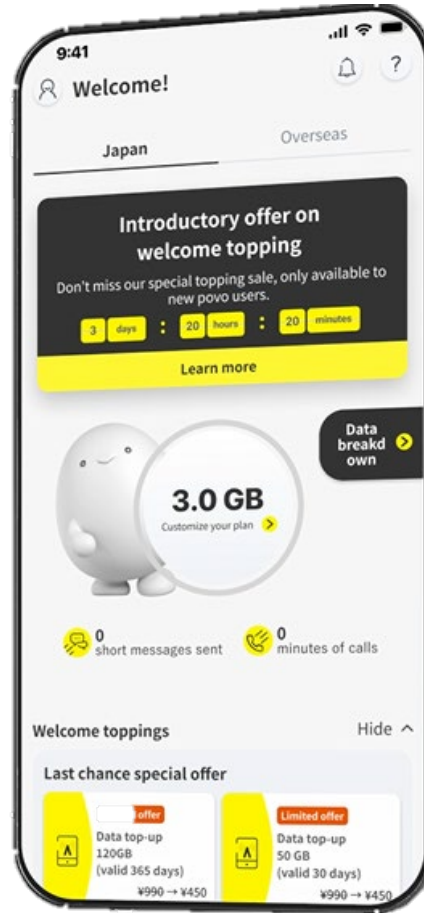
**Digital Native**  
eKYC | eSIM |  
No Physical Store



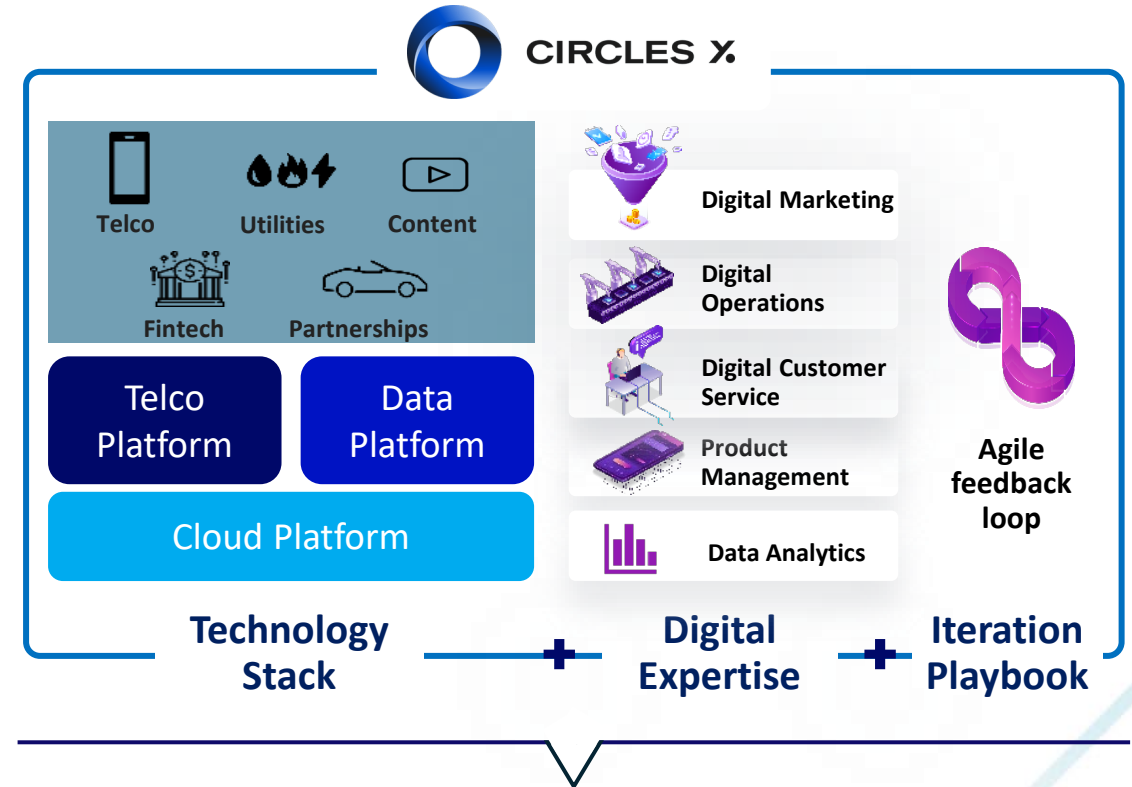
**Unbundle Telco**



**Agile Product Release**



# Background Technology



- ✓ SaaS Product
- ✓ Reduced Investment
- ✓ Enabled Agile Evolution

# povo's Success



## #1 NPS

Digital telco in Japan



## 1M GAs

In 12 months



## >72%

Non-KDDI GAs



## 16 Weeks

Launch to market



## 100% Remote

Cloud deployment



## AWARDS



Asian Telecom  
Awards 2022



Asian Telecom  
Awards 2025



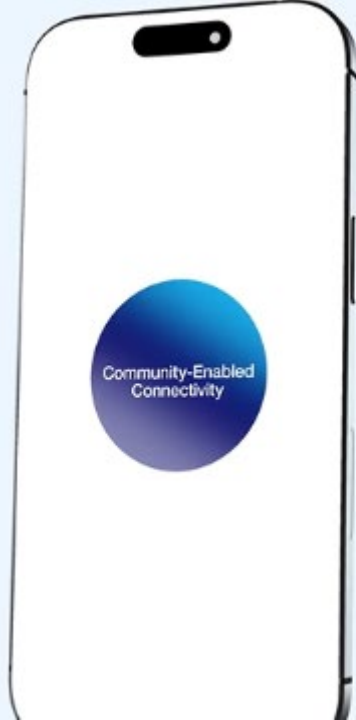
KDDI DIGITAL LIFE CORPORATION  
TELECOM COMPANY  
OF THE YEAR - JAPAN



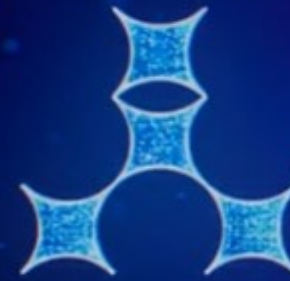
KDDI DIGITAL LIFE CORPORATION  
MARKETING & BRAND INITIATIVE  
OF THE YEAR - JAPAN



Nikkei Trendy, June issue, "2022 First Half Year Hit Award"  
Telecommunication Network Category

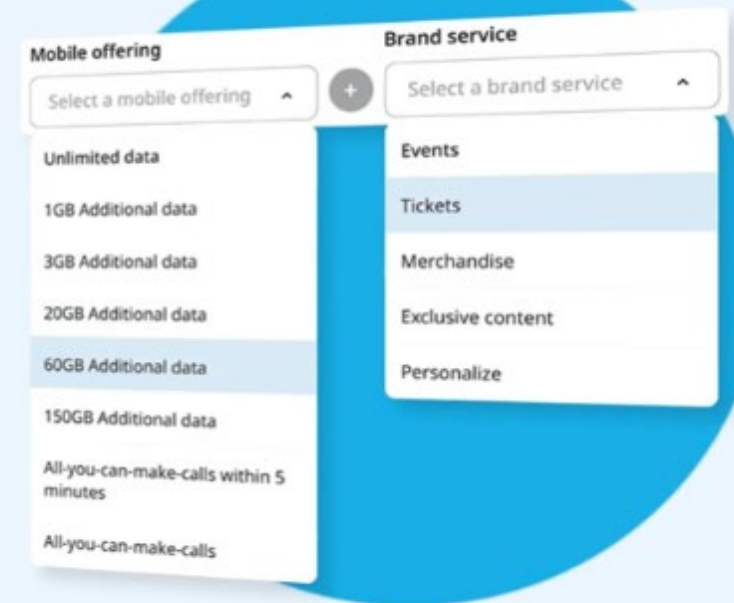


Connect. Engage. Express.



BORDERLESS  
GEN Z PLATFORM

## Community-Enabled Connectivity



# Use Case

1

## Onboarding & Zero Rating

- MNO, user, servicer triple win
- MVP with top streaming servicer

2

## Traveler × Digital Telco

- Onboarding from OTA
- MVP with Meta, etc.

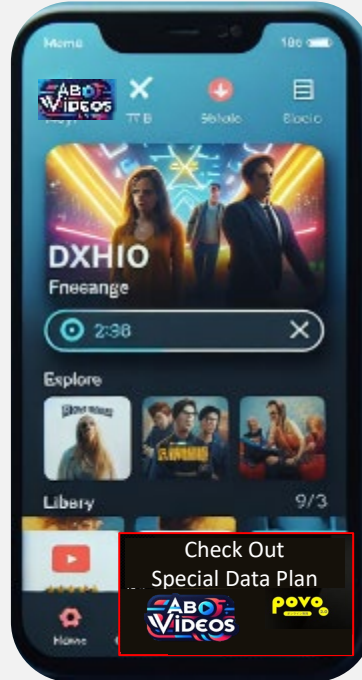
3

## Retail × Digital Telco

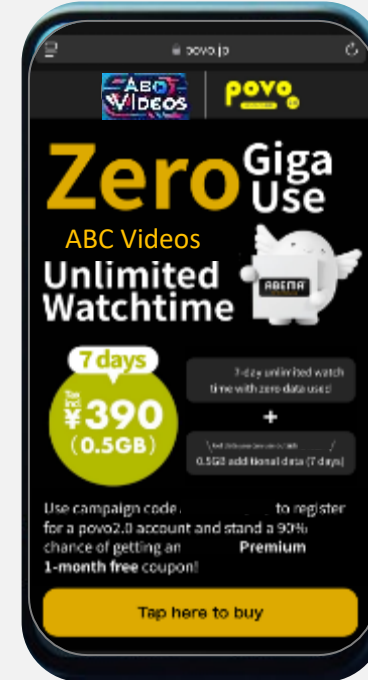
- Mutual customer referrals
- MVP with top convenience store chain

# Use Case : Onboarding & Zero rating

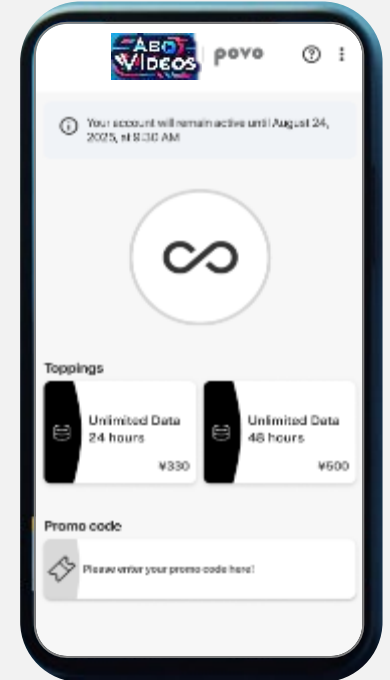
- Maya(18)
- Watching her favorite drama series



I ran out my data..



Wait, they offer zero rating with good price!



Now I can watch the whole series of my favorite drama!

## Benefit for Servicers

Encourage users to use the app more and increase customer engagement

## Benefit for MNO

Acquire users from servicers customer base

# Collaboration started in 2024.12

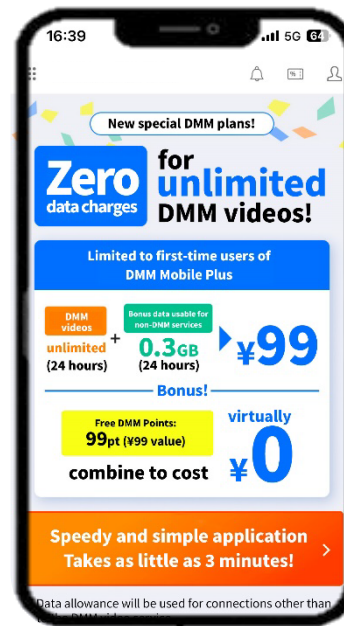
Japanese top streaming servicer



Comprehensive services site  
boasting over 45Mil members

## DMM.com LLC

Will be Launching soon



Zero-rating

GB you can  
use outside  
of TikTok

## povo SDK MVP Result

Zero-rating product has contributed greatly to promoting servicer's app usage resulting more customer engagement

App usage※

**5.4-6x longer**



※Based on traffic (GB)

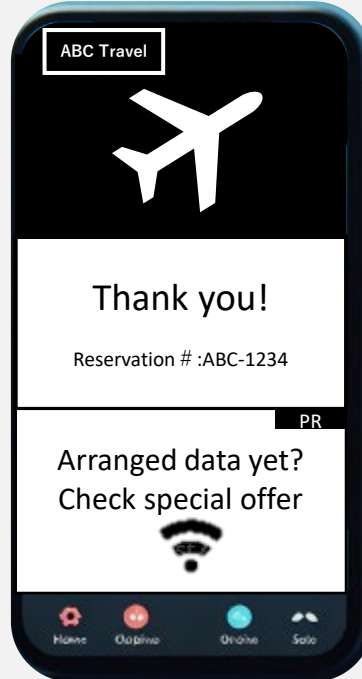
# Use Case : Traveler × Digital Telco

- Jim(21)
- Booking flight ticket to Japan



## Benefit for Servicers

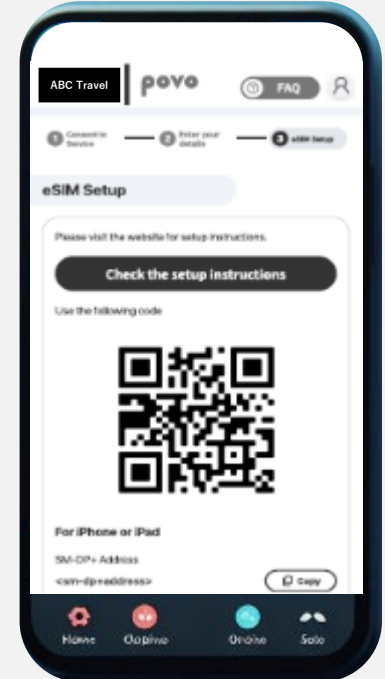
Acquire new source of revenue



Planning to rent Wi-Fi, but curious about the offer..



This looks appealing!  
Glad I can buy data on the same app!

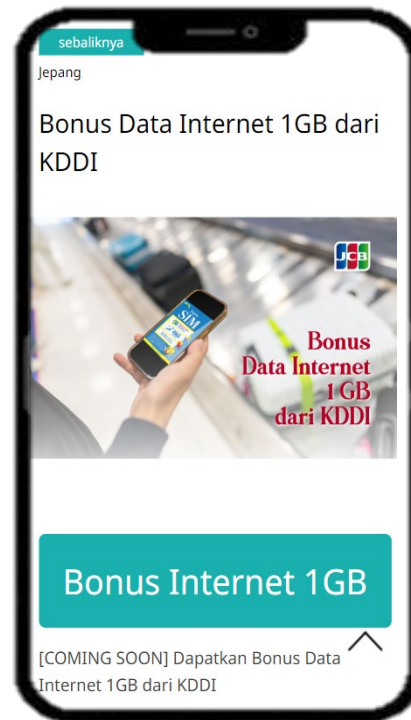
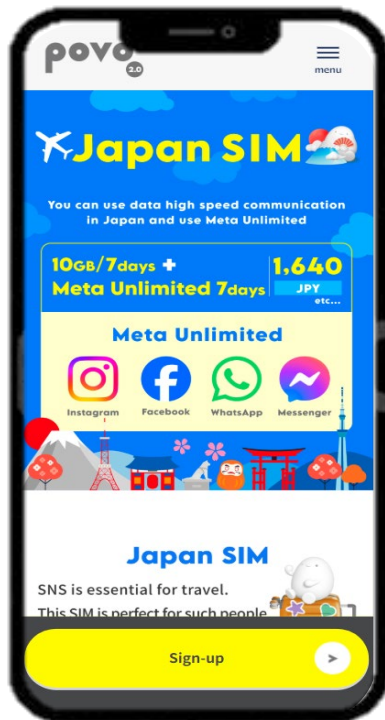


eSIM set up is also easy!

## Benefit for MNO

Acquire users from servicers customer base

# Collaboration will start in 2025

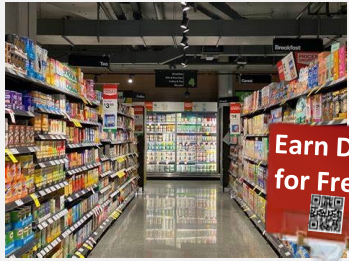


## More companies in Travel Industry

# Use Case : Retail × Digital Telco

## Telco New user

## Telco Existing user

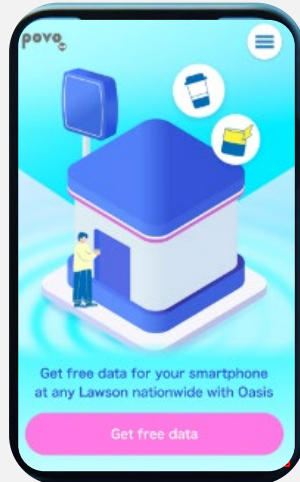


Wait, can I get data for free? I should try!



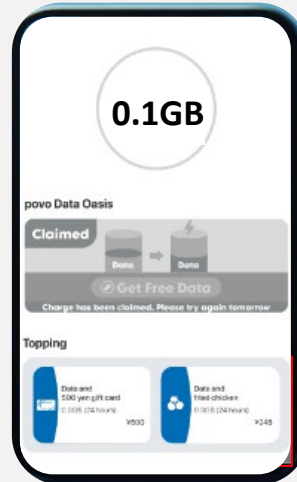
- Eri(20)
- Visiting convenience store nearby

### Onboarding



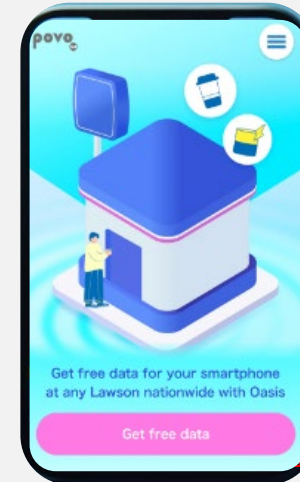
After creating an account & logging in..

### Earn Data

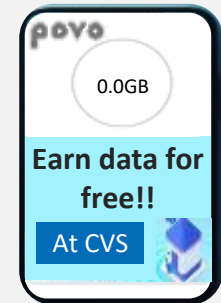


I could really get data for free just by visiting the store!!

### Store visit



Clicked the banner after visiting the store..



Free data at CVS?  
Let's stop by later!

- James(23)
- povo user
- Ran out of data after watching YouTube



## Benefit for Servicers

Reach to povo's client and earn more revenue

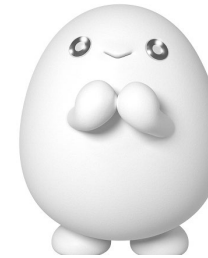
## Benefit for MNO

Acquire users from servicers customer base

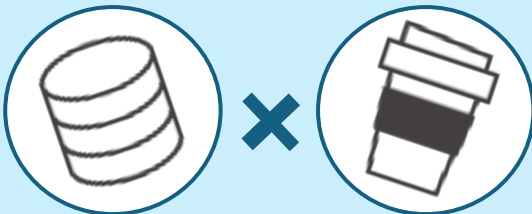
# Collaboration started in 2024

Japanese top convenience store chain

# LAWSON



## Bundled services



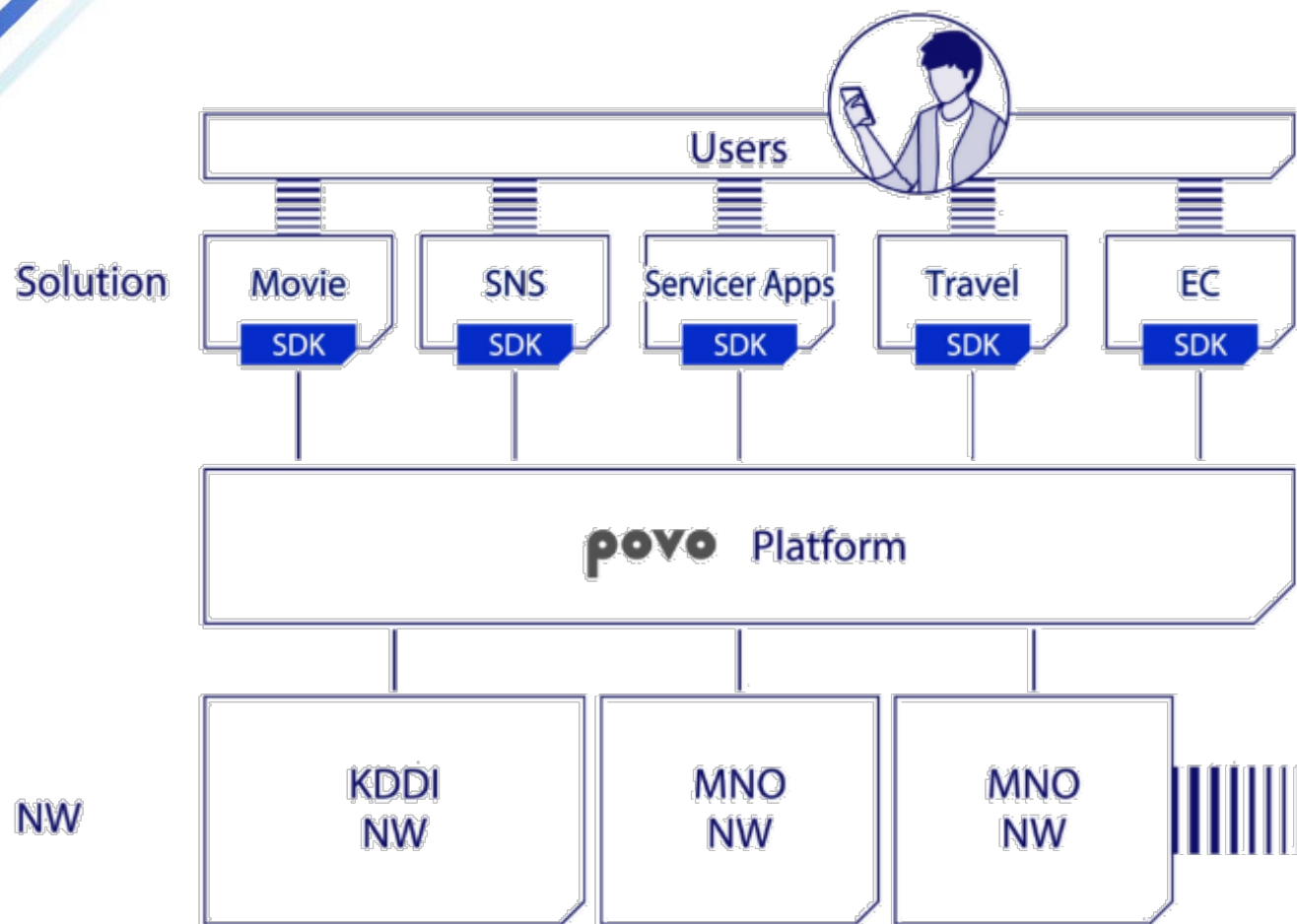
## Free Data



## Great Deal Coupon



# Enablers



2025

**Embedded**



2024

**Digital Telco**



**Legacy Telco**

# Benefits



**Acquiring customers from  
new touchpoints**



**Generating more revenue**



**With minimum investment**

# Strategic Partnerships Wanted

- ✓ **MNOs** seeking new customer acquisition solutions
- ✓ **Service providers** ready to collaborate

