

KDDI's Network API Initiatives

About KDDI

- Market Cap : ¥10 Trillion (\$67 Billion)
- Annual Operating Revenue : ¥5 Trillion (\$34 Billion)
- Annual Operating Income : ¥ 1 Trillion (\$6.7 Billion)

At the moment of FY 2024

B2C Services

Finance
35M+



E Commerce
32M+

au PAY マーケット

Content
15M+



Energy
3M+



B2C Network (Over 50M Subscribers)

MNO



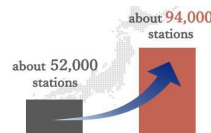
MVNO



MSO



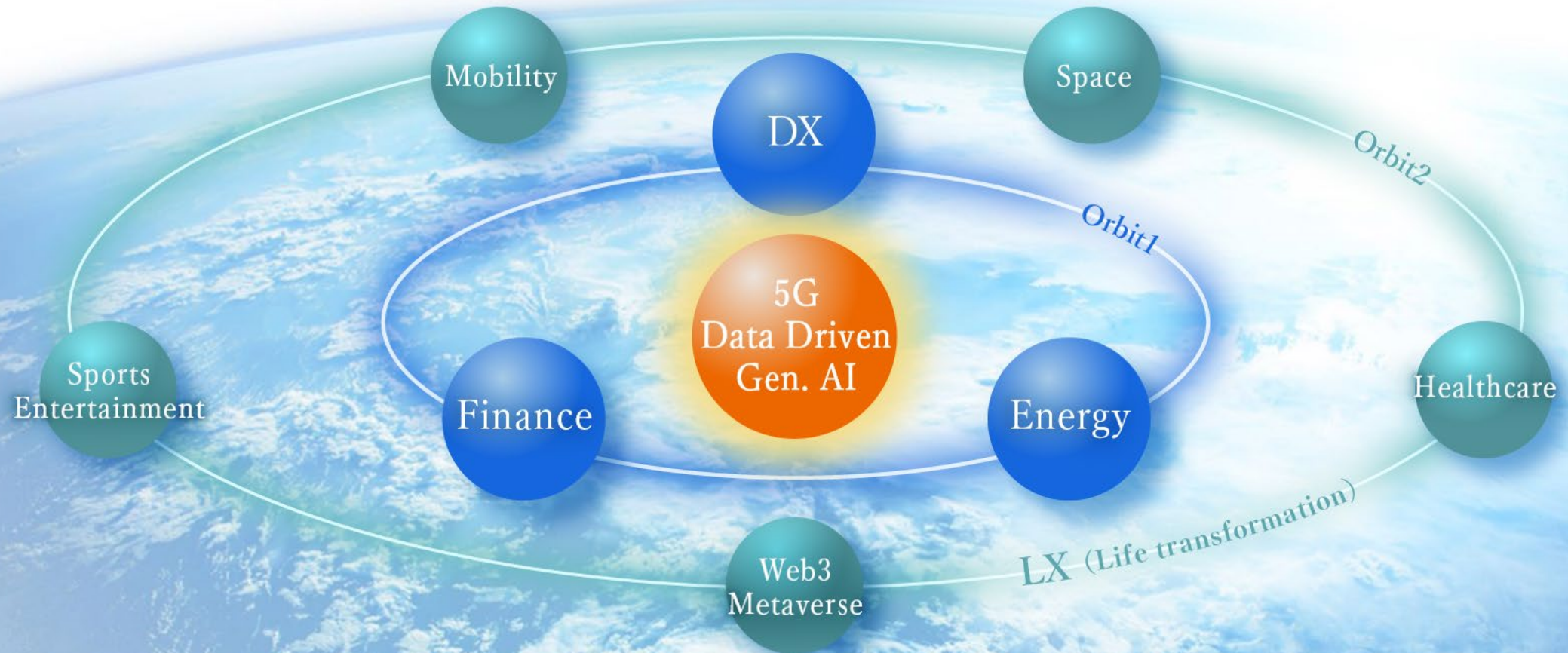
5G



B2B DX Solutions



Satellite Growth Strategy



Initiatives for the future

To Global

Expand into the global market

Capture demand for DC/IoT and growth in emerging countries

With Life

To be a company customers feel closest to

Strengthen customer contact points
Promote CATV/Regional co-creation

For Future

Develop future talent and startups

Provide opportunities to enhance vitality and expertise



Monetization is the biggest challenge for Telcos in the 5G era.

Examples of 5G PoC

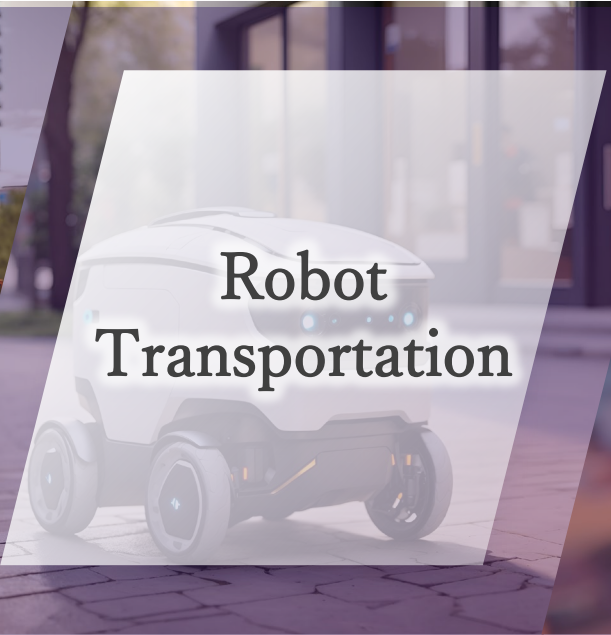
We are developing businesses that utilize network slicing and other technologies, but...



Broadcast DX



Autonomous Driving

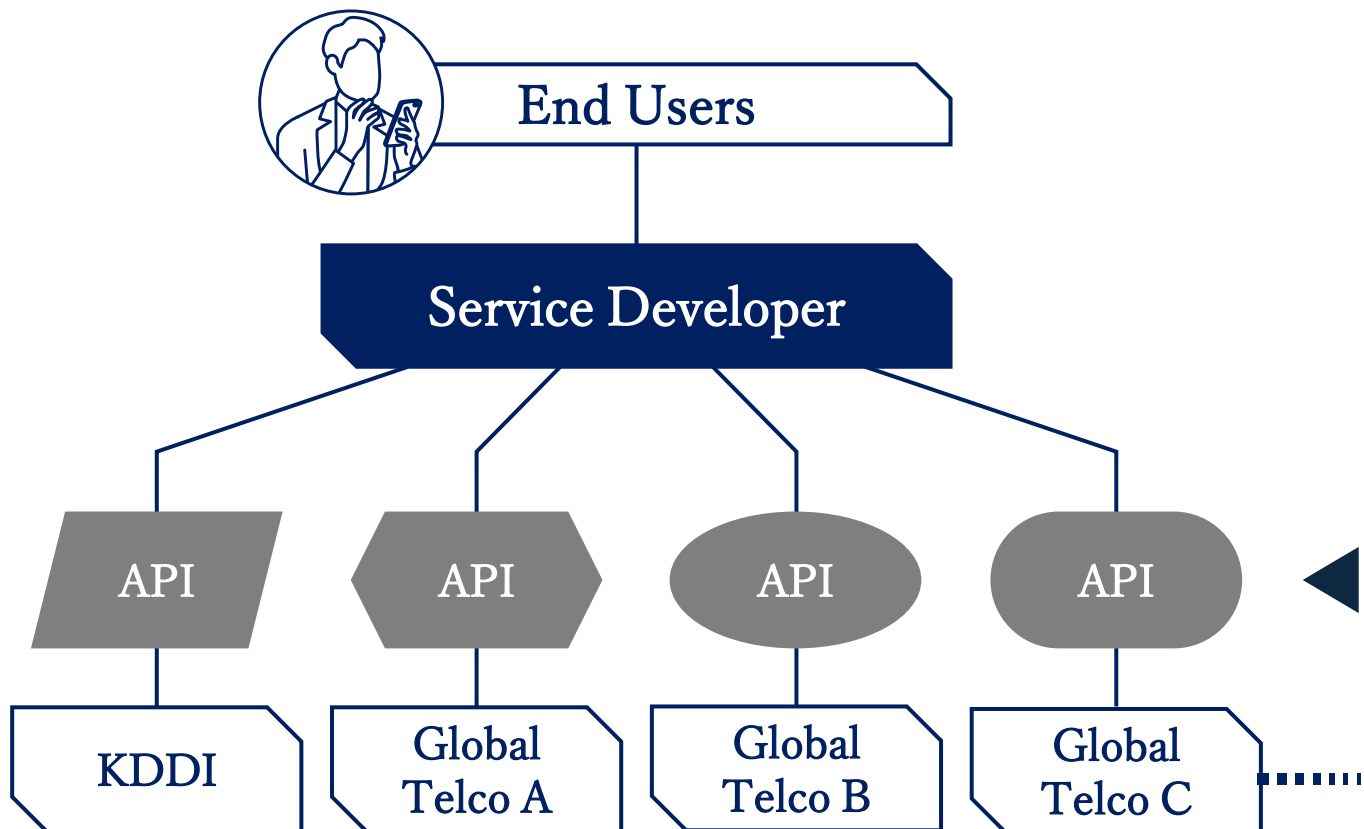


Robot Transportation



Drone Transportation

Challenges with 5G Monetization

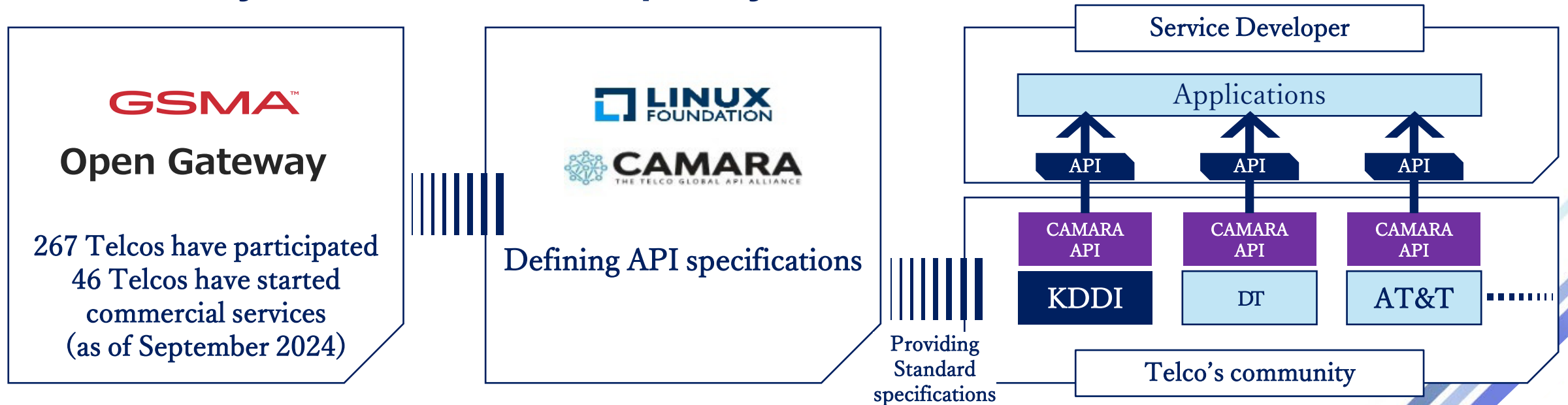


APIs are useful for 5G monetization

However, each Telco's specifications differ.

API standardization efforts

In February 2023, KDDI joined the GSMA Open Gateway initiative. More than 30 common APIs for functions such as identity verification and quality assurance.



Investment in Aduna

Accelerating Open Gateway initiatives for global Telcos.
Ericsson supports collaboration between Telcos.

Ericsson

NEW KDDI

América Móvil

AT&T

Bharti Airtel

Deutsche Telekom

Orange

Reliance Jio

Singtel

Telefonica

Telstra

T-Mobile

Vodafone

Verizon

Ericsson's event in London

Pre-MWC event
for Media and
Industry Analysts

London



Niklas Heuvel dop
Ericsson Senior Vice President
Vonage CEO



Anthony Bartolo
Aduna
CEO



Yigal Elbaz
AT&T SVP Network
CTO



Emil Liedtke
T-mobile Senior Director
Product, Partnerships &
Growth



Atsushi Matsugatani
Chief Architect
KDDI

Purpose of investment ①:

Contribution to the global expansion of API

Working with global Telcos to create good environment where APIs can be widely used around the world
Expecting the use of APIs by hyperscalers and CPaaS providers

Google Cloud, Vonage, Infobip, Sinch..

Common API

Aduna

KDDI

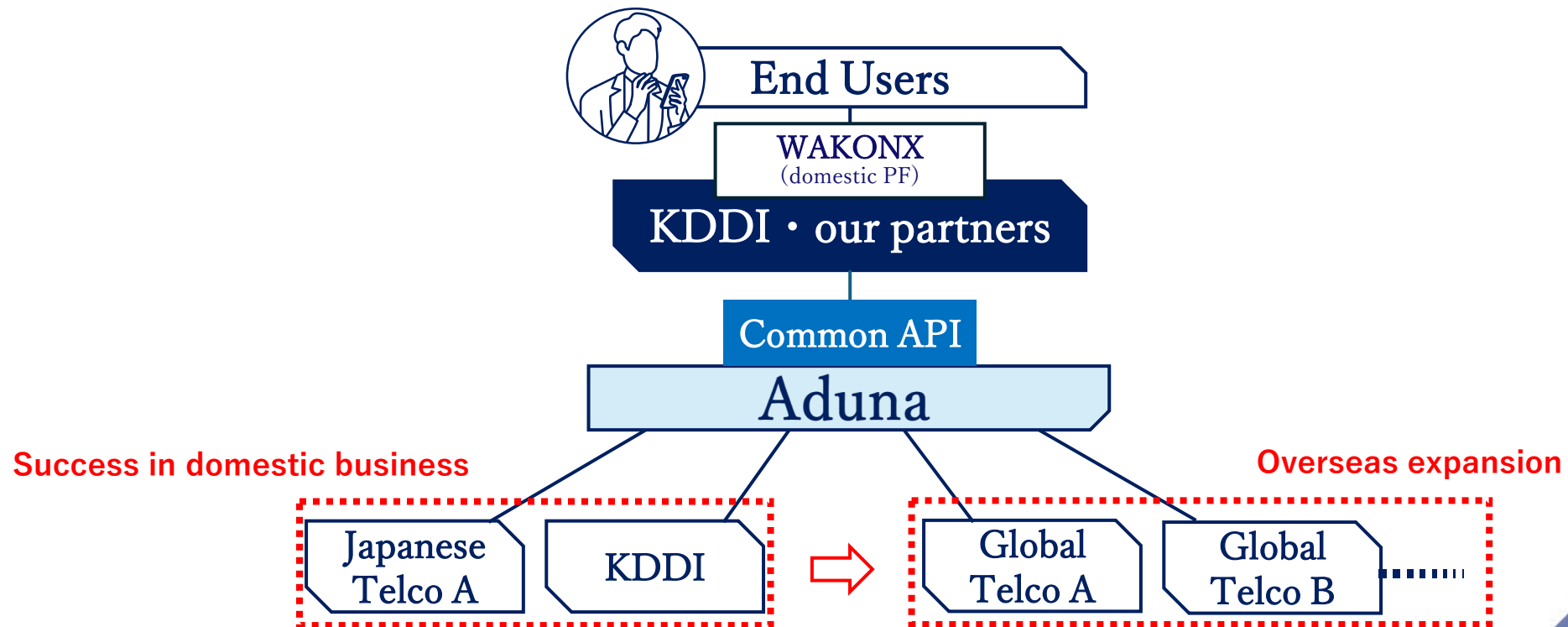
Global
Telco A

Global
Telco B

Global
Telco C

Purpose of investment ②: Supporting the overseas expansion of domestic partners

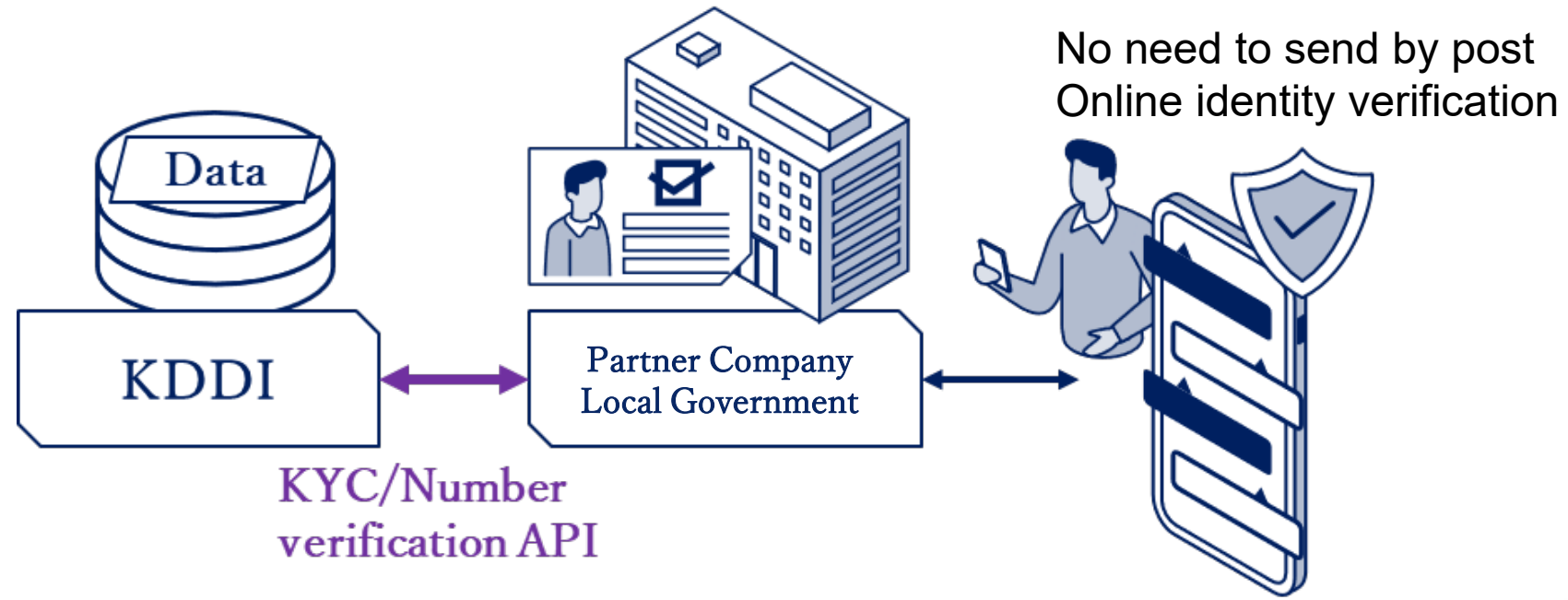
KDDI will support the creation of domestic businesses that can operate on a global scale using API.



API Usage Example (Commercialized)

KDDI leads the way in standardizing and commercializing the KYC API, which prevents unauthorized use.

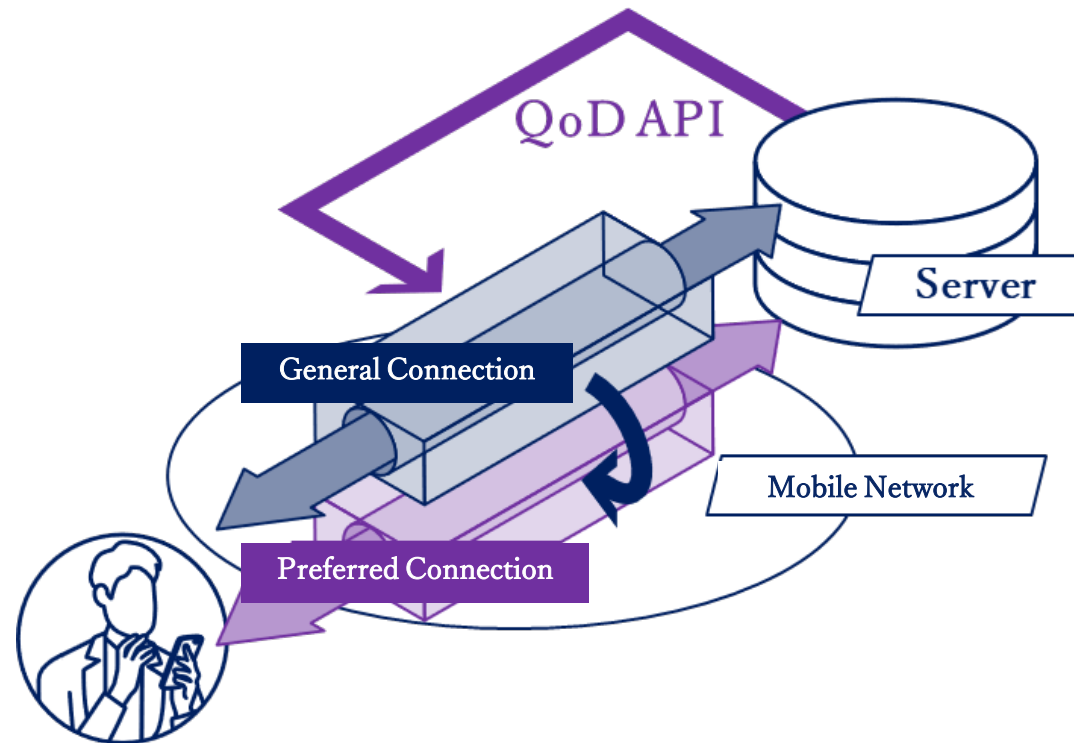
Used for online identification verification by local governments, etc.



Using the KYC*/Number verification API, KDDI subscriber information is cross-checked with the personal information held by partner companies. * KYC: "Know Your Customer"

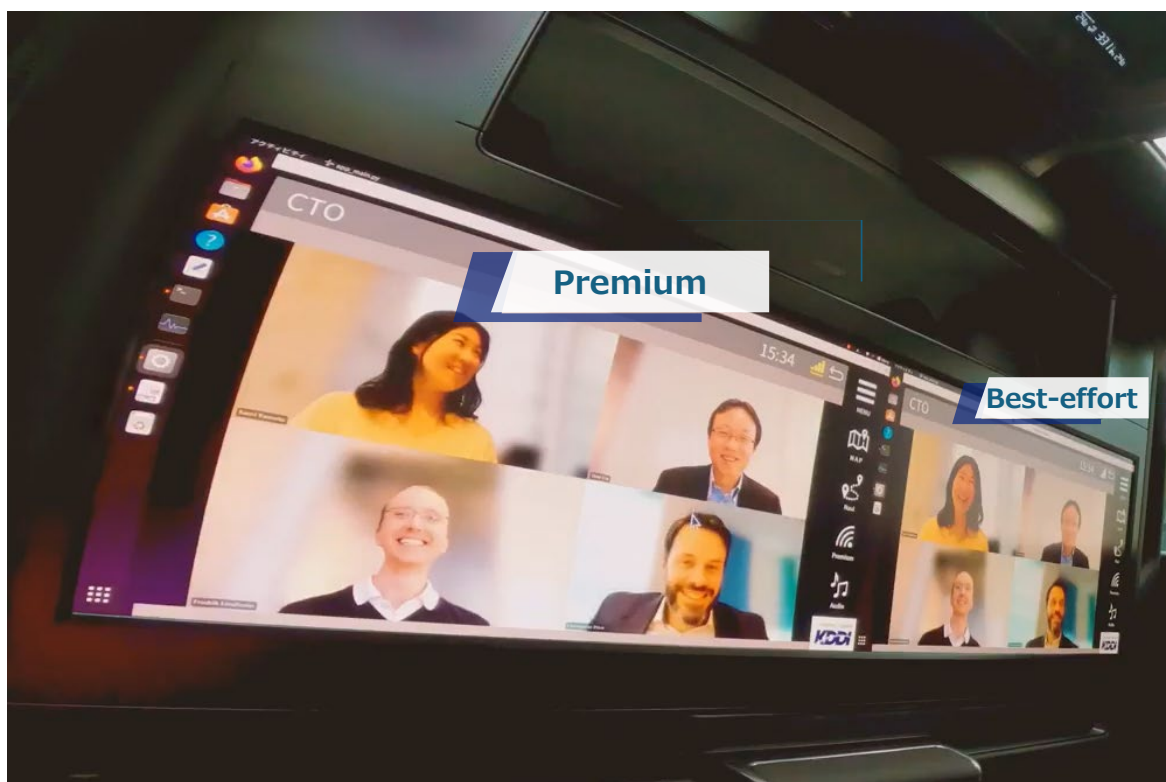
API Usage Example (Future)

“QoD API” for prioritized communication is expected.
We are conducting demonstrations to solve technical issues.



Using the QoD API, communication priority can be switched on demand to achieve stable communication even in congested environments. * QoD: “Quality on Demand”

PoC collaboration between TOYOTA, Ericsson and KDDI



Summary

- ✓ Invested in Aduna, a joint venture company involving 13 global Telcos including KDDI and Ericsson.
- ✓ Supports the creation of businesses that can utilize APIs and achieve global scale through the use of APIs by hyperscalers and CPaaS providers.
- ✓ Promotes the development of new businesses in partner companies in collaboration with global Telcos.

KDDI



Aduna