

“Wak-Wak”

Bringing Excitement to Local Region

KDDI’s “SDGs × Regional Innovation”

February 13rd, 2019

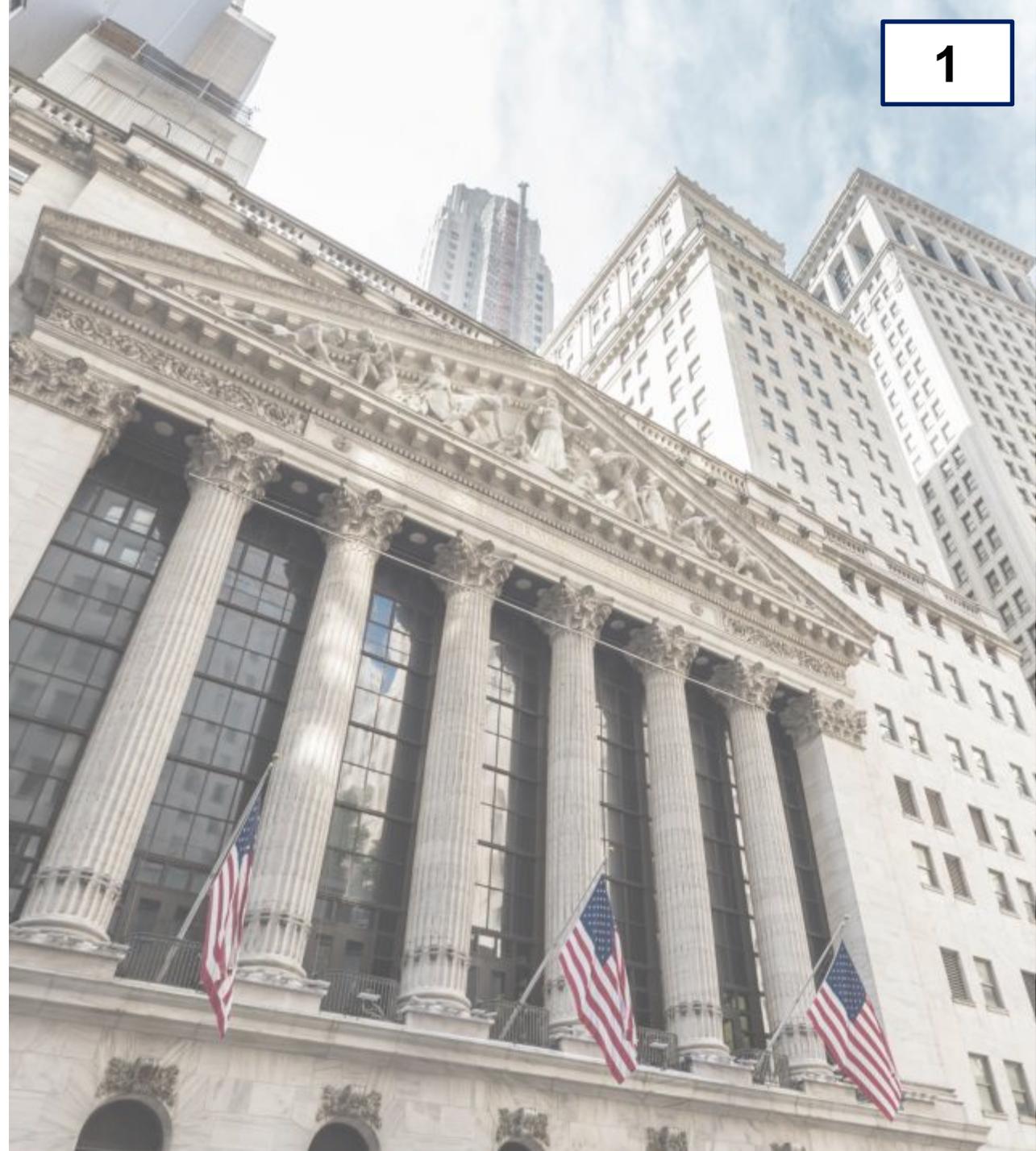


Takashi Tanaka
Chairman, Representative Director
KDDI CORPORATION

Shareholder value



Maximizing profits



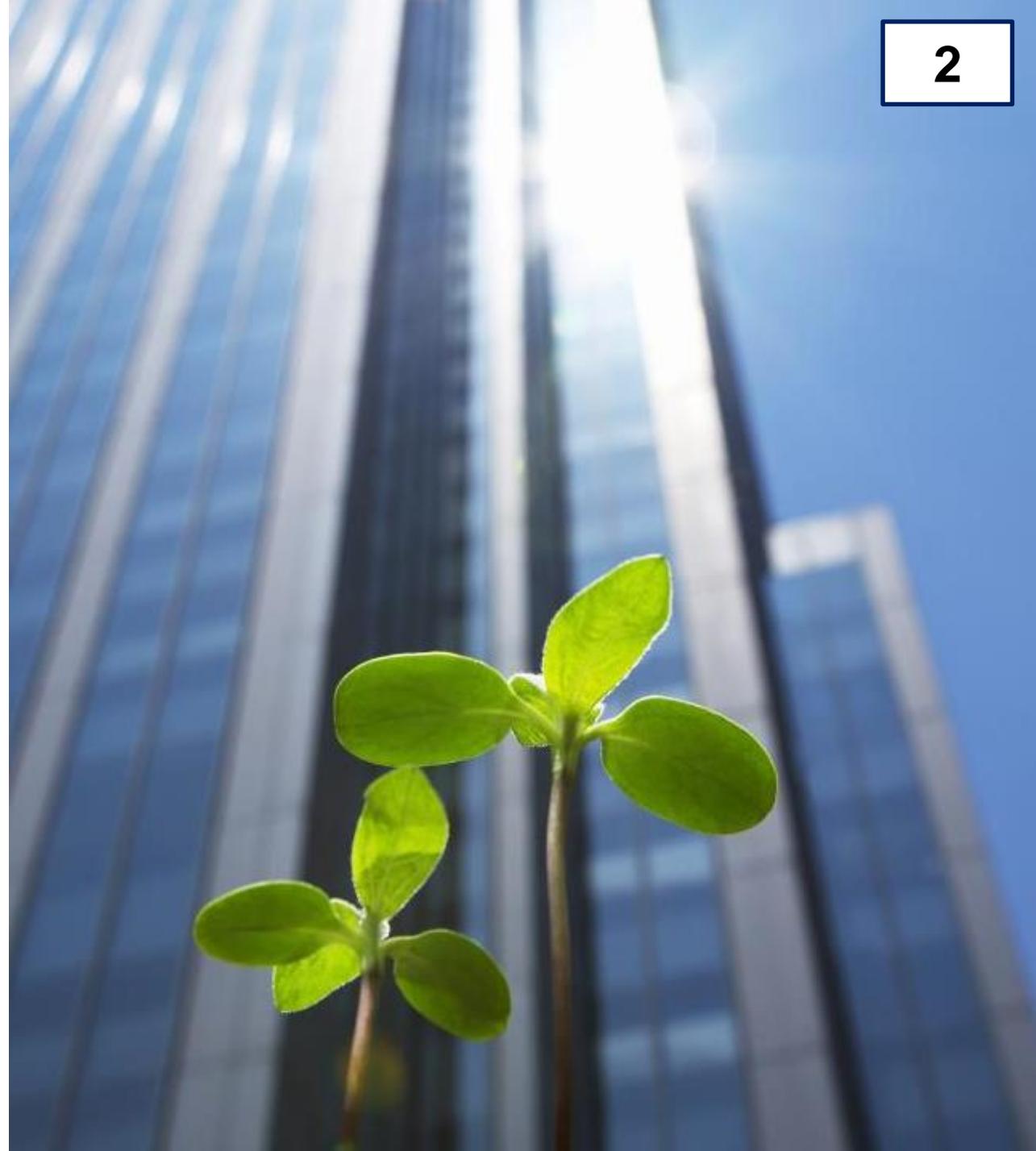
**Shareholder value
(diversification)**

||

Maximizing profits

+

CSR • ESG

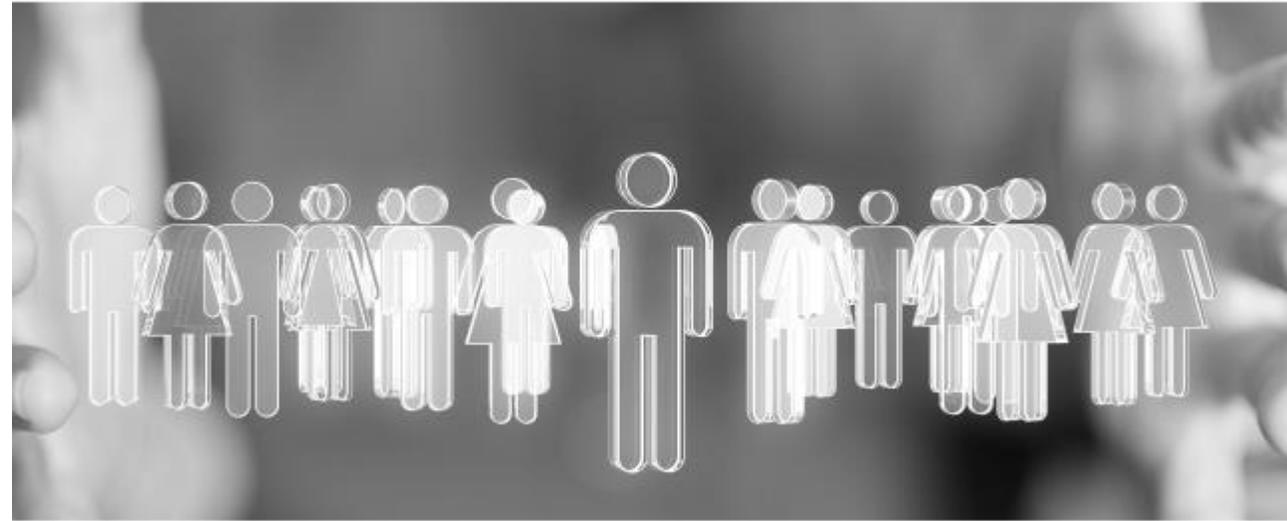


Regional Creation is Critical

- Facing issues in regions -



**Not long-lasting with
CSR alone**



- Facing issues in regions -

- Aging
- Young people heading to metropolis

**Any attractive
working place
for young people ?**

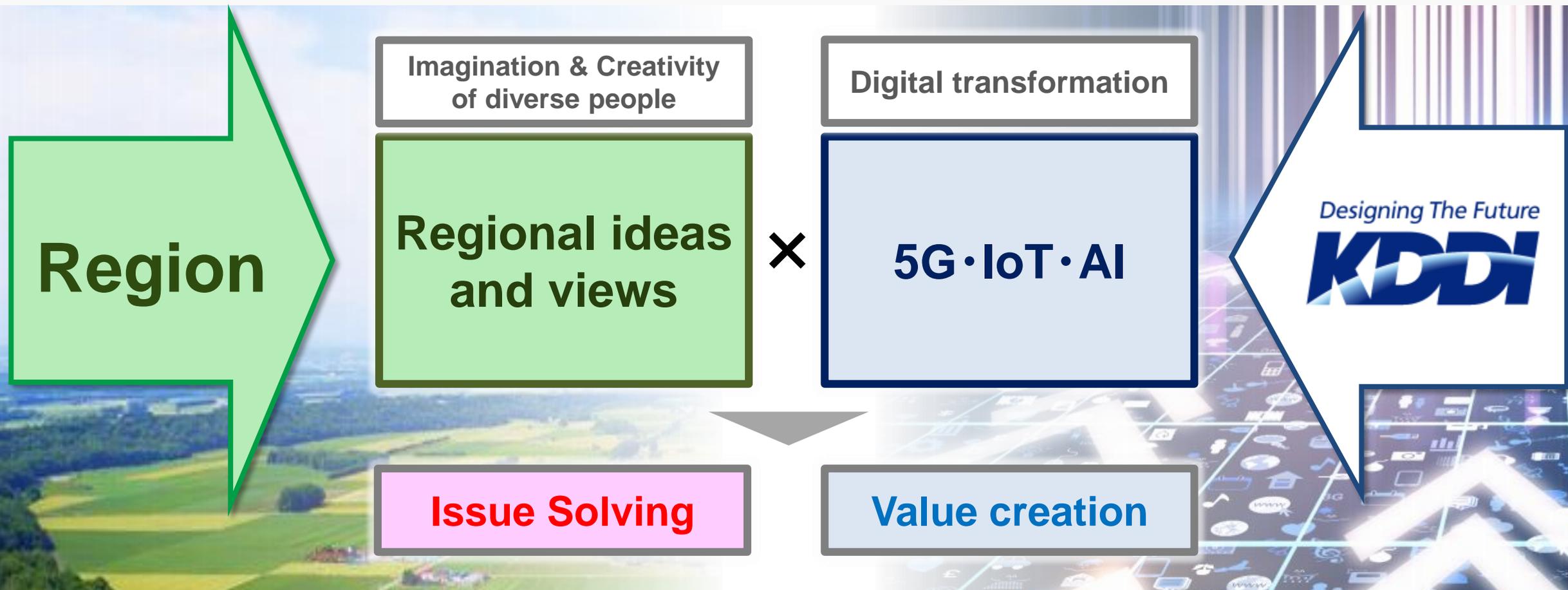
Top reason population outflow*;
**Shortage of quality job
opportunities = 86%**

Role of the private sector

Creating **sustainable** business for both regions and companies



Society 5.0 for



Solving regional issues too in the process of realizing Society 5.0

Aggressive initiatives to solve local issues

SDGs targeted through KDDI's regional creation

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



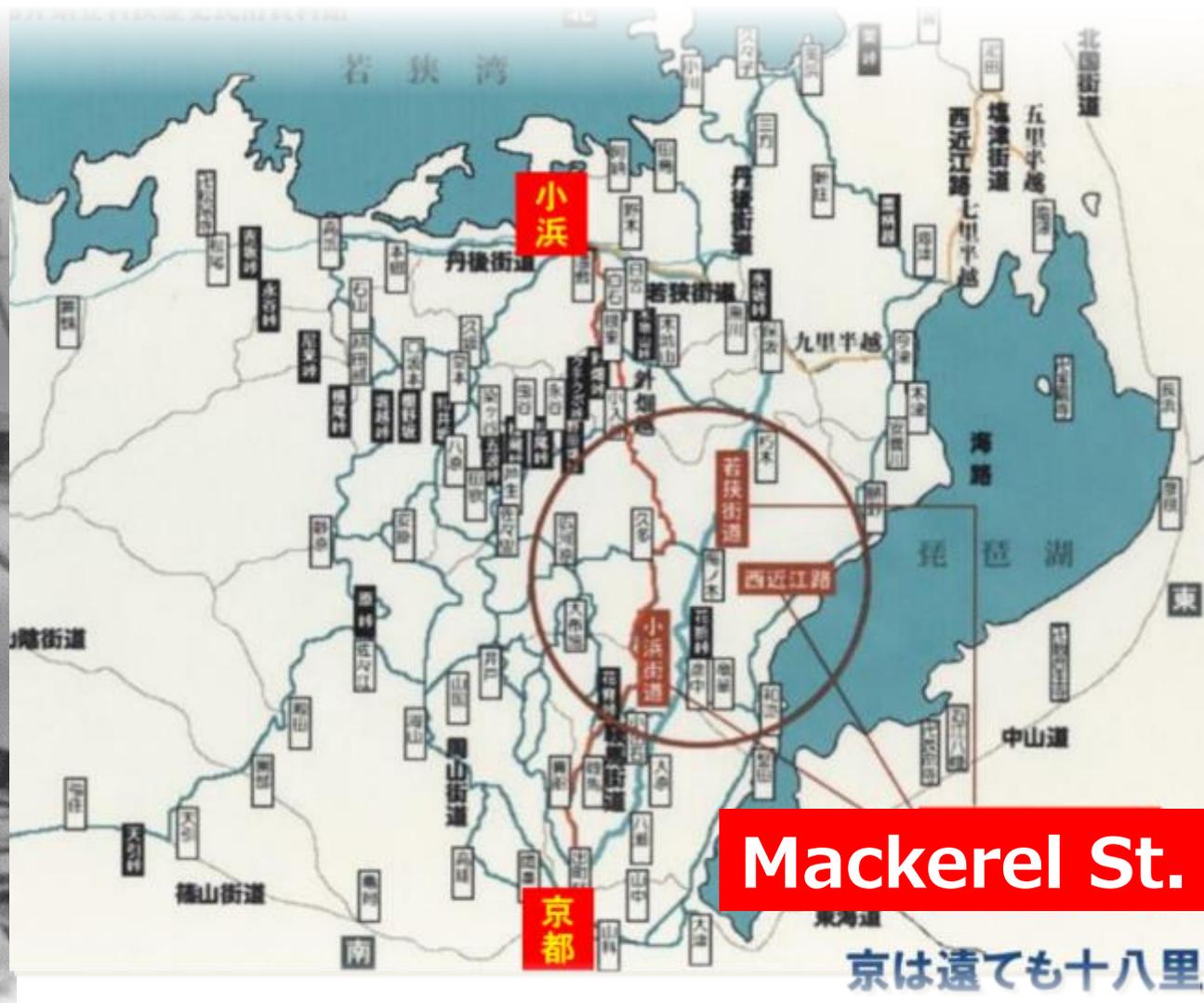
11 SUSTAINABLE CITIES AND COMMUNITIES





Case 1

Obama City (Fukui Pref.)



Mackerel revival project

Obama's "Mackerel Revival" project

Mackerel breeding business



Developing sales channels, branding



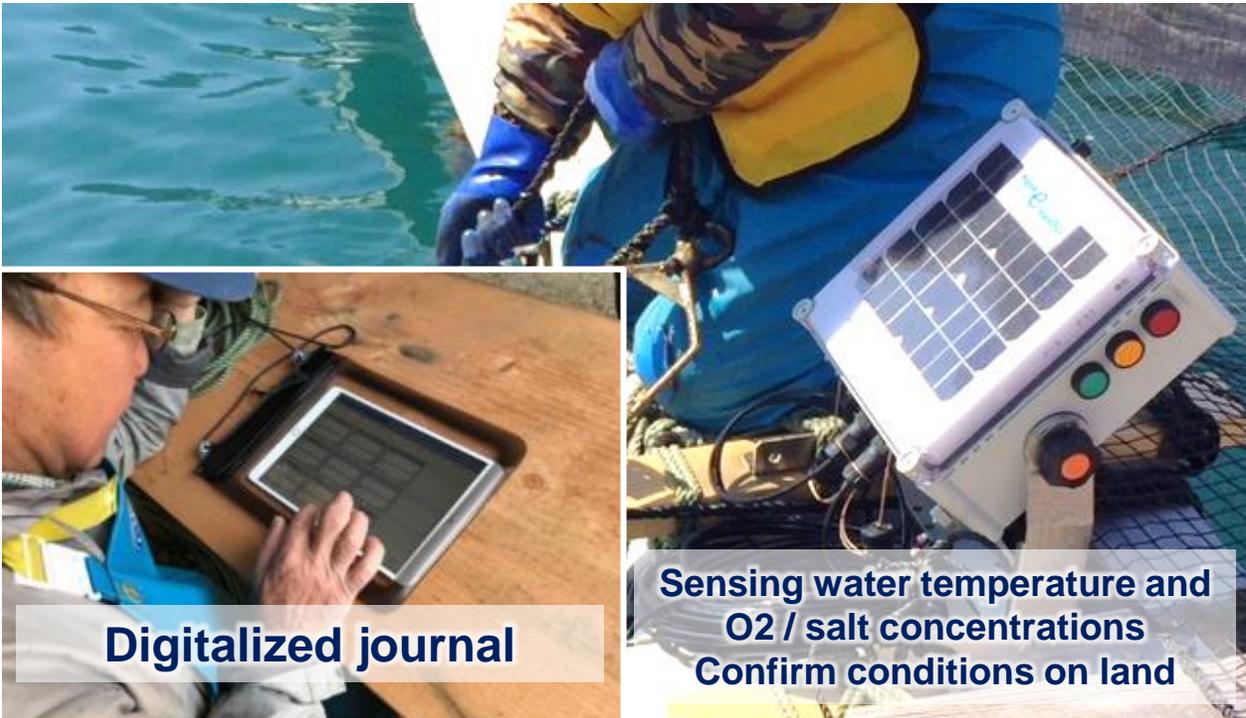
Mackerel breeding business

KDDI participating in Obama's "Mackerel Revival" breeding efficiency enhancement project

Past breeding



Now and future breeding



Feed supply based on instincts and experiences while consulting private journal

Feed supply control using IoT and data

Expanding sales channels and raising brand awareness

11

Developing mackerel sales channels

Local brand: Drunken mackerel



SABAYA, President Migita
Venture pursuing mackerel business with a passion for mackerel



Local mackerel given feed including sake cake

Case 2

Alliance with a local IoT venture



Connecting

- IoT sensing
- Communications device development technology

IoT total assets

- Latest communications infrastructure
- Cloud platform
- Customer base

Creating Regional innovation with know-how from both companies



Farming × IoT

IoT control of ideal temperature and moisture in a greenhouse
Sensing injurious animal



Tourism × IoT

Inbound IoT tourism information



Disaster prevention × IoT

IoT-based landslide advance detection
Pinpointed forecast of torrential rains

Bringing Excitement “Wak-Wak” to Region

Creating sustainable business for regions and companies
with **Society 5.0 for SDGs**

