

Value Creation Model

With the formulation of our new medium-term management plan, we have set forth the achievement of a “Sustainable Symphonic Society” as our vision for society.

In order to realize such a society, we will establish a value creation model that integrates DX and “Beyond 5G” next-generation network technologies through the inspiration of our five strengths, with creation in harmony as new factor to success.

Based on this value creation model, we will develop a series of new businesses and services, and by 2030, we will realize three particularly important values for society (materiality): “create work environments in which everyone can take the initiative,” “develop pleasant and plentiful communities with cutting-edge technologies,” and “provide robust services that underpin safety and security in evolving society.”

Furthermore, in order to continue to create such value for society, we will implement three initiatives that are particularly important to the growth of our business (materiality): “sound and highly transparent management,” on the basis of which we will “strengthen innovation capabilities to create new value” and “create a culture where employees can take initiative.”

By continuing to embrace this value creation model, we aim to help realize a more affluent society, contribute to the achievement of the Sustainable Development Goals (SDGs), and increase corporate value over the long term.

