

## Specific Measures for NTT West Group Medium-Term Management Strategy ②

### Provide customers with added value

#### ● Promotion of “With-Customer Activities”

- Qualitative turn to market-oriented activities that maximize customer input for enhancing its businesses

### Strengthen corporate culture

#### ● Cost reduction through promotion of management reforms

- Improve operational efficiency by consolidating business locations for cross-regional operations
- Decrease outsourcing costs mainly through redeployment of internal resources
- Reduce costs by promoting business process re-engineering (BPR) in all areas

#### ● Promote environmental management

- Promote reuse and recycling of information equipment and energy conservation by network facilities
- Promote ecologically friendly office activities through use of information technology, etc.