NTT West Group-Wide Efforts to Secure Income

Content **Applications Platforms** SNI NGN Fiber-Optic Access UNI Information Equipment In-Home

Maintenance

- Develop alliances using NGN
 - > Develop SaaS businesses through alliances with software vendors and others
- Propose packages of NGN and new products to office users
- Develop data center business with higher added value
- Develop a full scale digital cinema business
- > Secure SI projects and network income (NGN) in conjunction with digitalization of movies theaters
- ➤ Develop full scale digital content distribution business (movie files, live performances, etc.) <NTT Smart Connect>
- Develop the mobile content business <NTT Solmare>
- > Start supplying content to the overseas comic business and develop full scale advertising business through expansion of social networking and other sites
- Increase use of FLET'S Hikari and NGN
- Contribute to government efforts to eliminate the digital divide
- > Proactively approach local governments in light of government responses to the economic crisis
- Improve Hikari ARPU through increased sales of additional services
- Create new maintenance and support services <NTT West Home Techno companies>
- Expand agent services offering one-stop maintenance, including maintenance of devices from other companies
- > Develop new businesses such as consumer electronics maintenance through collaboration with electronics makers
- Promote business for contact centers tailored to diverse customer needs <NTT Marketing Act>
- Raise profitability of enterprise businesses
- Actively market products tailored to the current difficult economic circumstances (solutions that reduce expenses, SaaS businesses, etc.)
- > Strengthen stock-type businesses where stable income can be secured (maintenance, outsourcing, etc.)