

# FY2011 Initiatives

## Promoting growth-strategy businesses



### *"ie deji"*

(Complete digitalization of home)

- Networked home digital equipment
- Promotion of Wi-Fi use at home and outside the home
- Expansion of Hikari LINK/support services

### Cloud business



- Full-scale entry into cloud business
- Provision of cloud menus that leverage NTT West's strengths
- Enhancement of B2B and B2B2C menus

### Contact center business



- Contact center structure
- Contact center operation

### Mobile content



- Domestic comic business
- Overseas comic business

### Environment•energy



- Provision of environmental solutions
- Initiatives for a smart grid

Expanding use of FLET'S Hikari and increasing ARPU

Our social mission to protect communication services