



NTT Group Initiatives

Service Creation • Global Business Development • Contributing to a Low-Carbon Society

November 9, 2009

The forward-looking statements and projected figures concerning the future performance of NTT and its subsidiaries and affiliates contained or referred to herein are based on a series of assumptions, projections, estimates, judgments and beliefs of the management of NTT in light of information currently available to it regarding NTT, the economy and telecommunications industry in Japan and overseas, and other factors. These projections and estimates may be affected by the future business operations of NTT and its subsidiaries and affiliates, the state of the economy in Japan and abroad, possible fluctuations in the securities markets, the pricing of services, the effects of competition, the performance of new products, services and new businesses, changes to laws and regulations affecting the telecommunications industry in Japan and elsewhere, other changes in circumstances that could cause actual results to differ materially from the forecasts contained or referred to herein, as well as other risks included in NTT's most recent Annual Report on Form 20-F and other filings and submissions with the United States Securities and Exchange Commission.

* "FY" in this material indicates the fiscal year ending March 31 of the succeeding year.

NTT Group Initiatives



Service Creation • Global Business Development • Contributing to a Low-Carbon Society

- Proactive promotion of new value and new market creation through the creation of services.
- Based on NTT Group's track record and know-how in Japan, develop comprehensive information and communication technology (ICT) solutions and services on a global scale.
- Through the foregoing measures, contribute to the realization of a low-carbon society (Green of ICT, Green by ICT and Green with Team NTT).

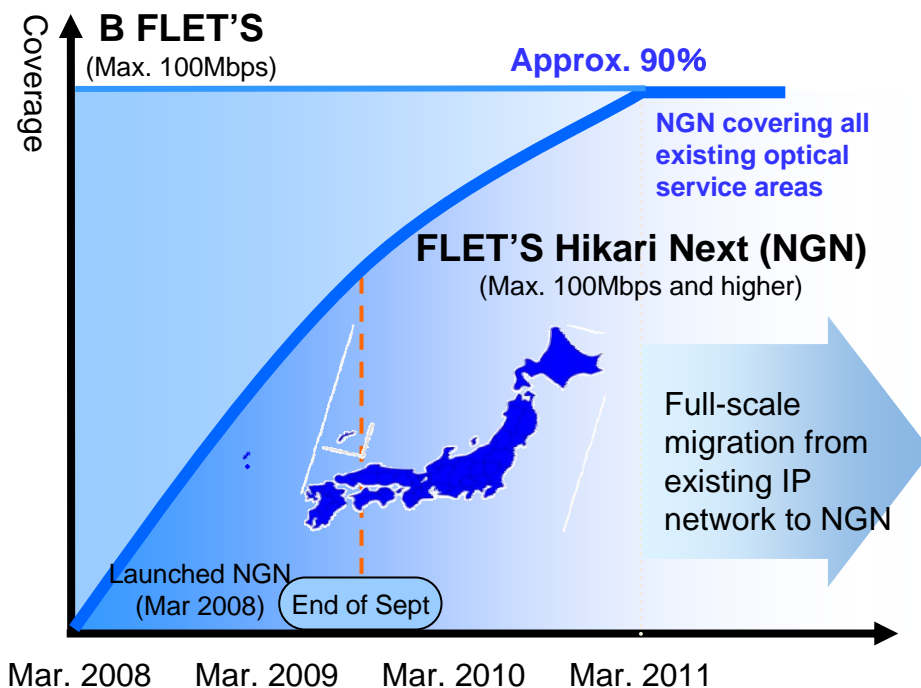


World leading broadband network

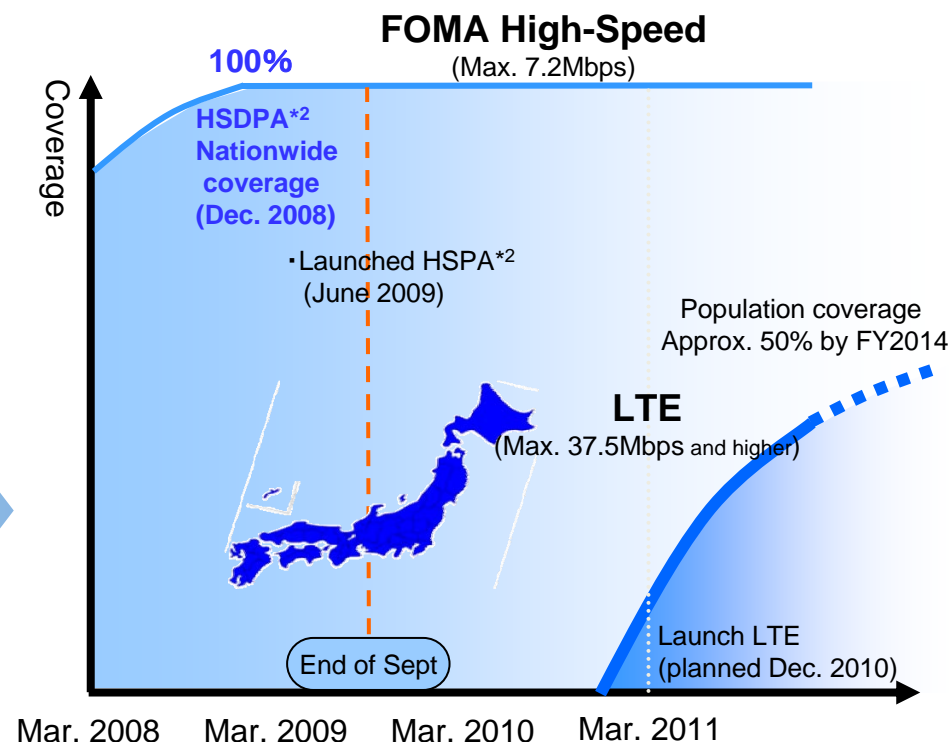
- Fixed:
 - Expansion of NGN to cover the entire Hikari (fiber-optic access) service area (Mar. 2011), making it available to approx. 90% of subscribers.
 - Promotion of fiber-optic services to multi-dwelling units through an optical wiring system that draws fiber-optic cables to every residence in the building.
- Mobile:
 - Expansion of FOMA High-Speed area to cover all areas of Japan (Dec. 2008).
 - Promotion of mobile broadband through launch of LTE*1 broadband service in Dec. 2010.

*1 LTE: Long Term Evolution (3.9G mobile phone)

Optical Broadband



Mobile Broadband



*2 HSDPA: High Speed Downlink Packet Access
HSPA: High Speed Packet Access

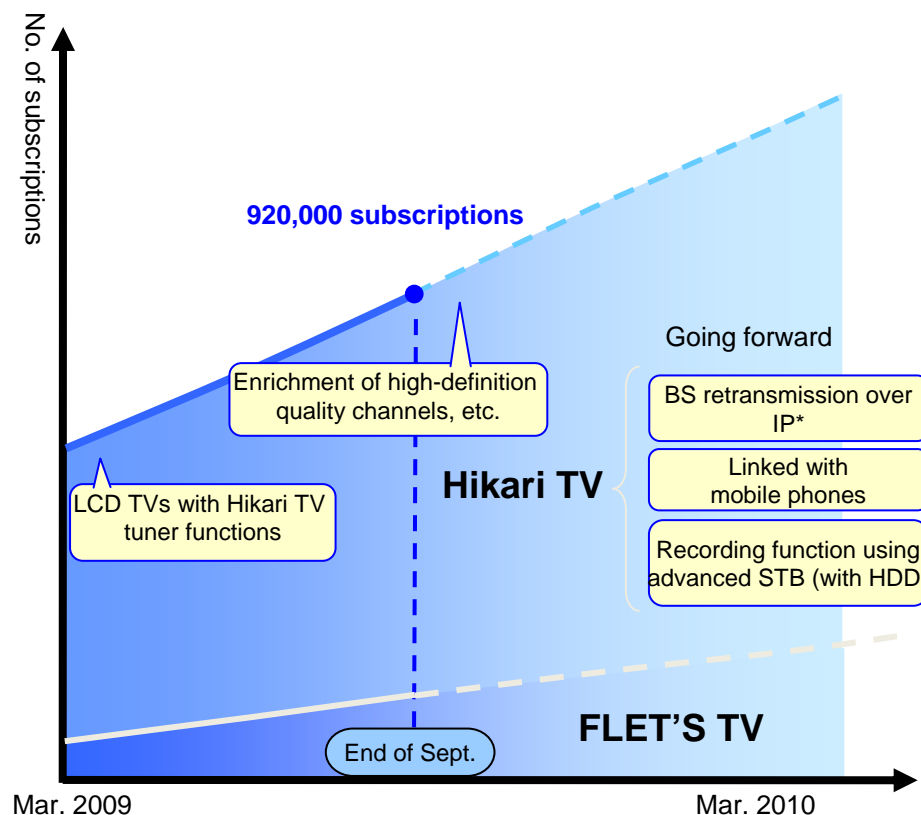
1. Service creation (B2C)

Creation and expansion of new video service markets using fiber-optic access and mobile access



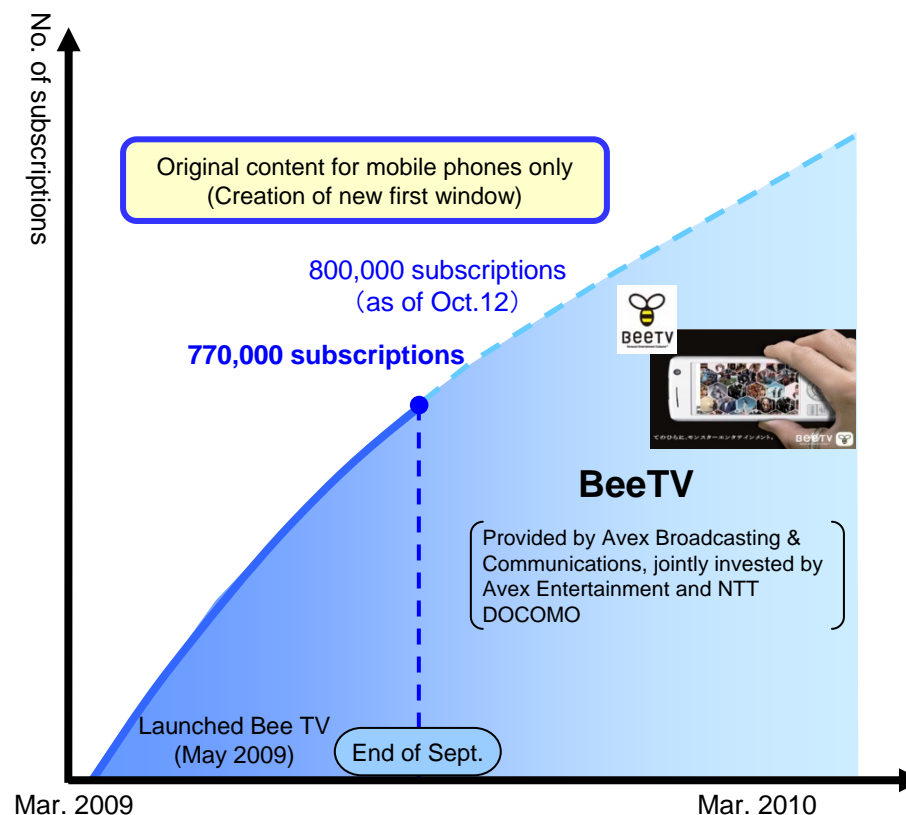
- In optical video services, “Hikari TV” is opening a video-on-demand market and other new markets.
- In mobile video services, “BeeTV” is opening a new market with original mobile content.

Optical video services (for television)



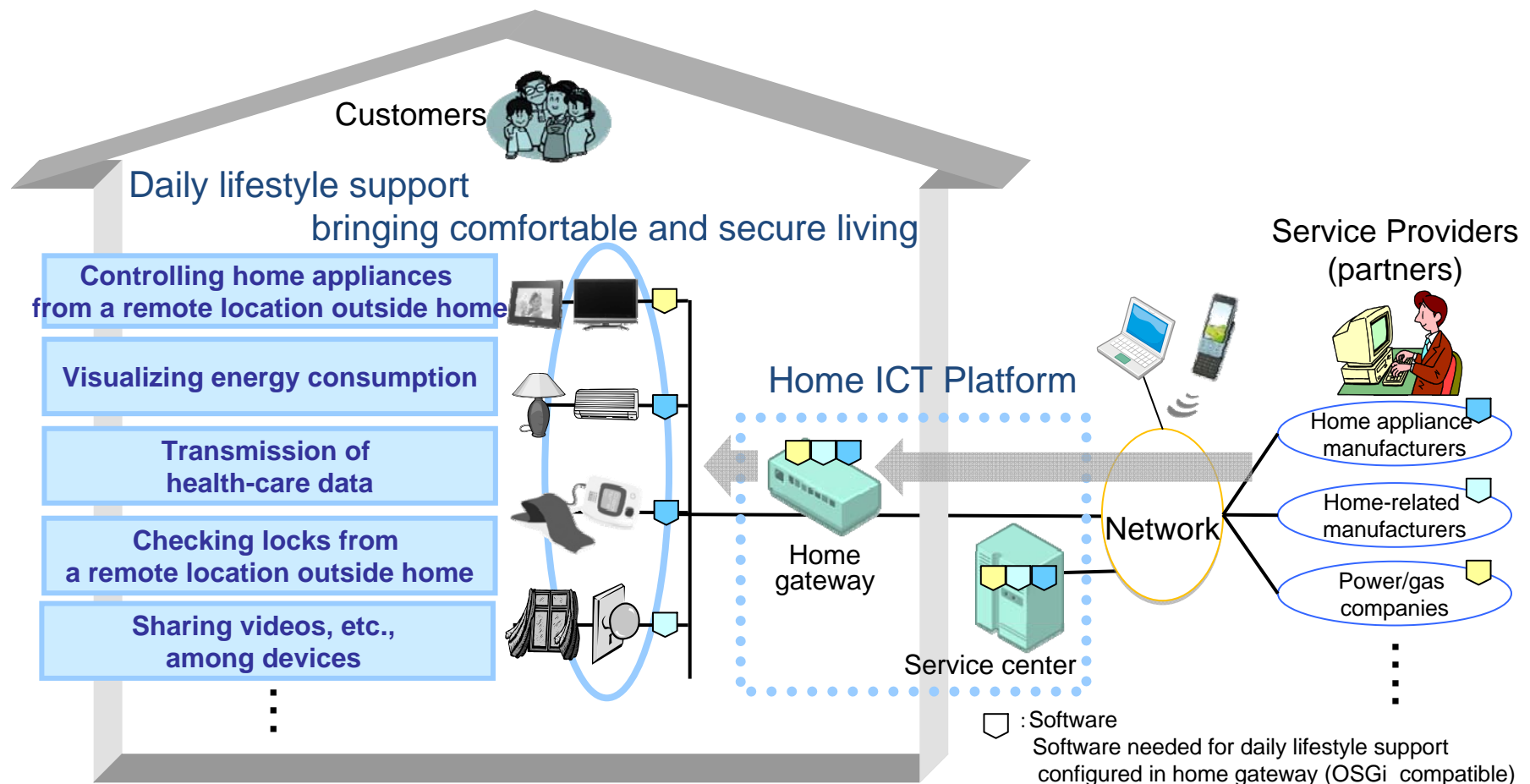
* Provided after obtaining consent for retransmission from broadcasters

Mobile video services



Aiming for a diverse range of daily lifestyle support with Home ICT

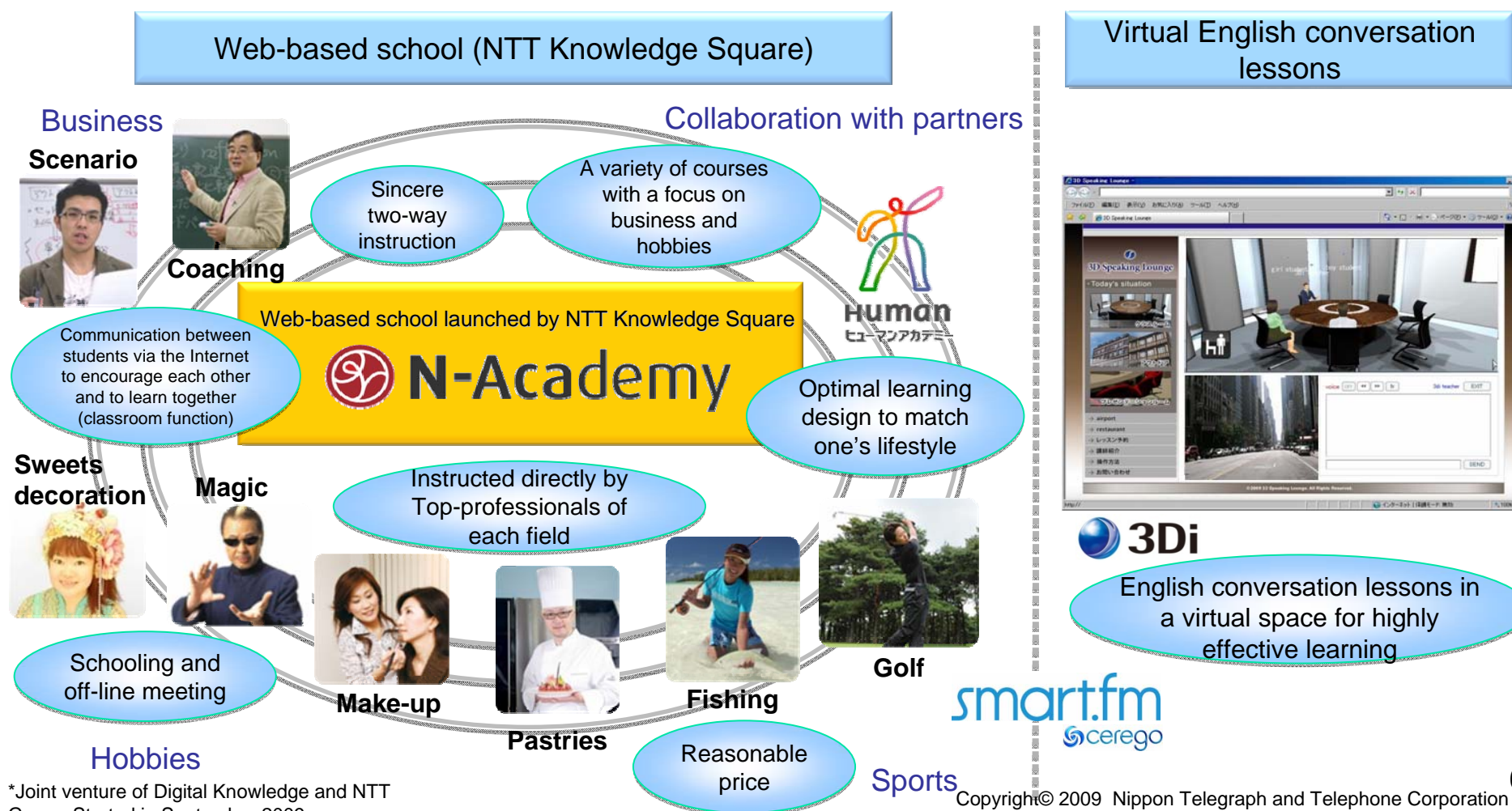
- NTT Group to provide a variety of daily lifestyle support through collaboration with partners.
- To attain this goal, NTT Group will promote development of technology for a “Home ICT Platform” which connects home appliances to a network to enable use of a variety of services. The technical trial project is scheduled to commence in Dec. 2009 in collaboration with partner companies.



*: OSGi (Open Services Gateway initiative): an international standard for a software distribution management system

Launch of e-learning that provides enriched value

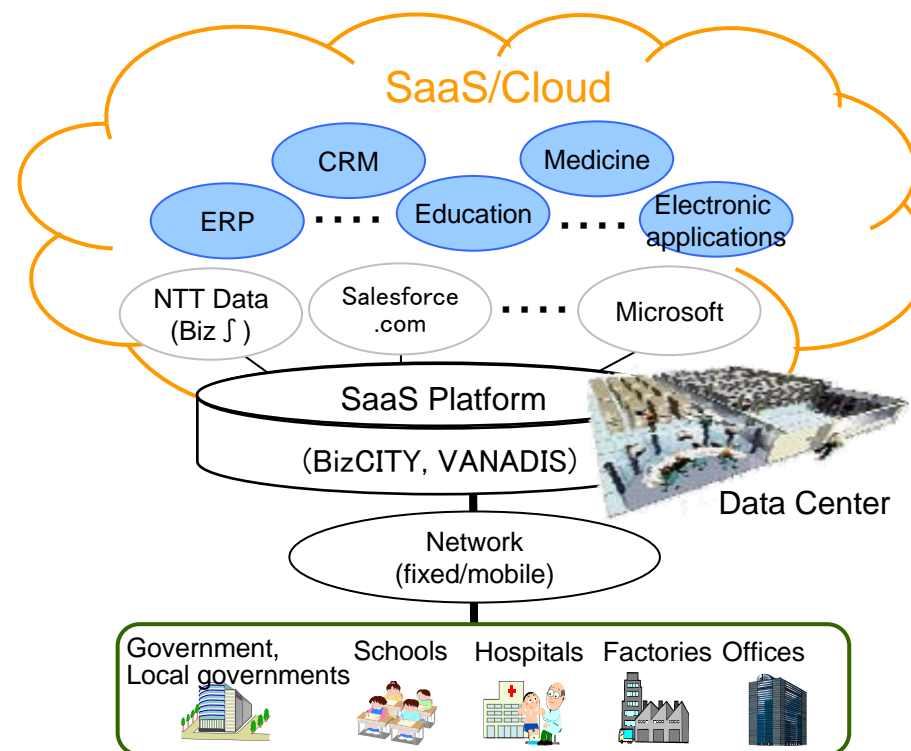
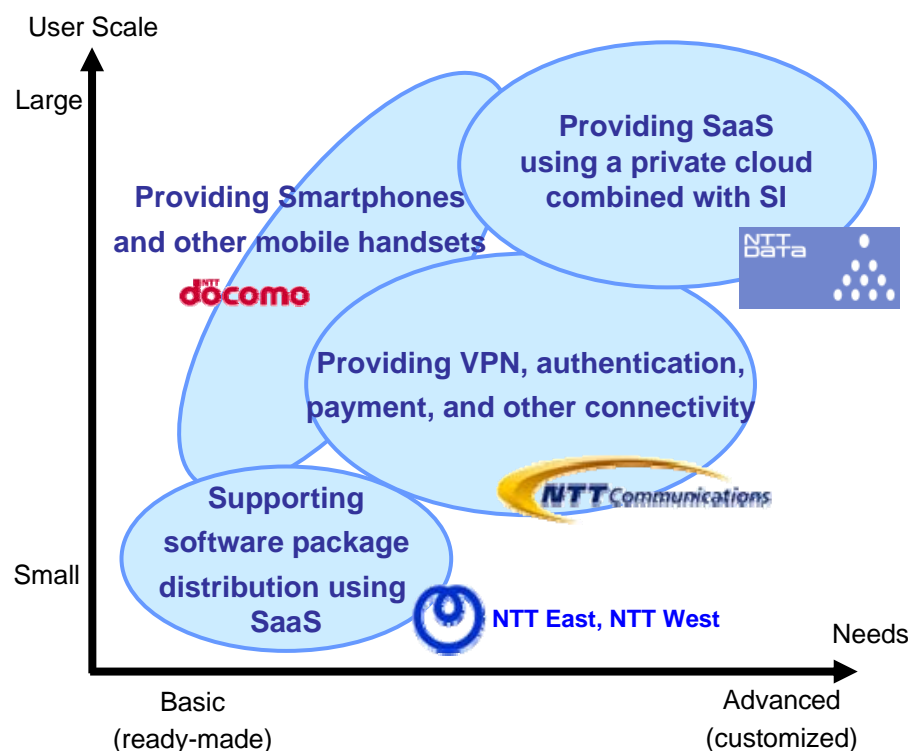
- NTT Knowledge Square* (a new web-based education company) announced the “N-Academy” service on Nov. 4, 2009.
 - The web-based school will offer a diverse range of courses (including hobbies, sports, business, etc.) using broadband.
- In collaboration with ALC Inc., NTT Group will examine the feasibility of commercializing a virtual English conversation service using a virtual 3D space.



Towards developing new markets in SaaS/Cloud computing

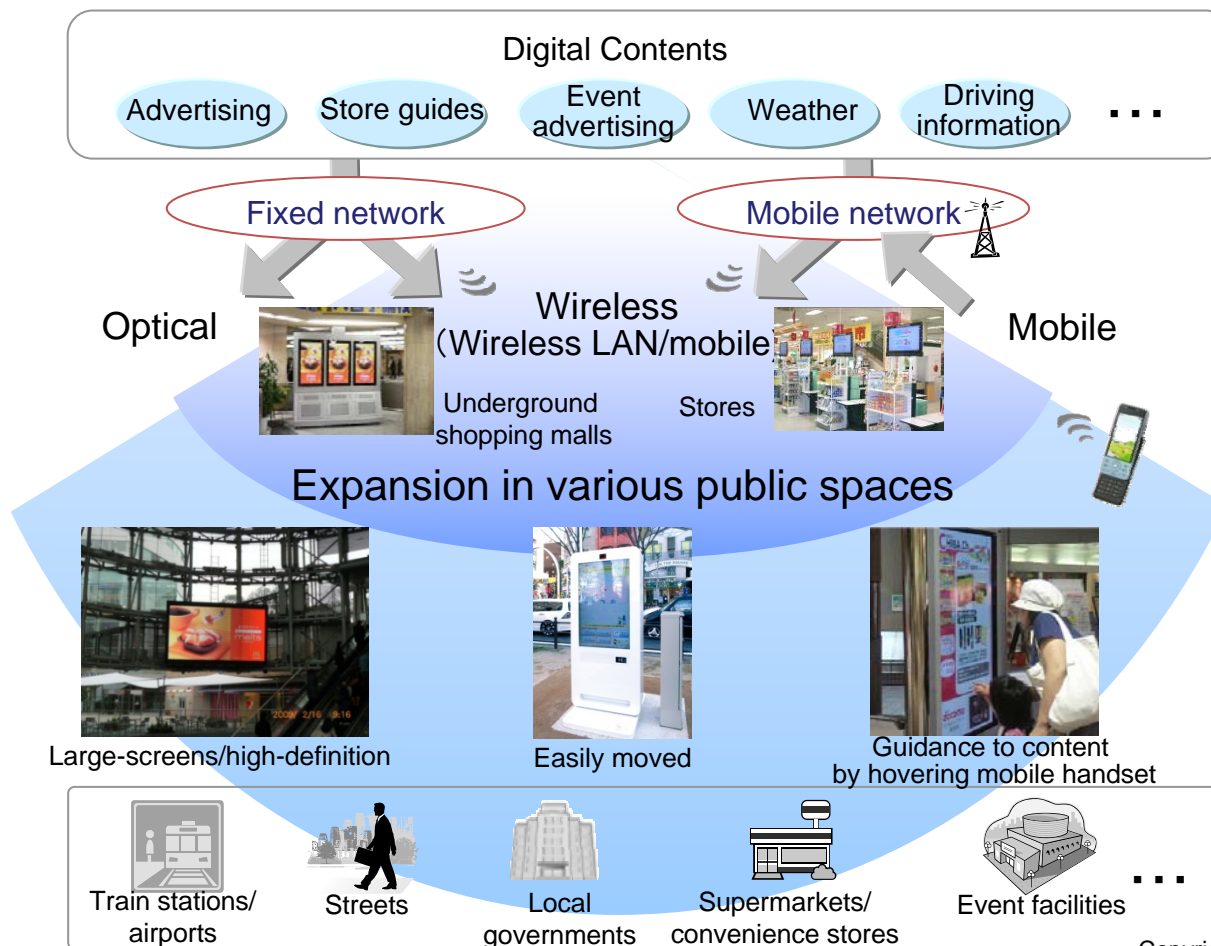
➤ The entire NTT Group is collaborating with partner companies to develop new markets for SaaS and cloud computing, which utilize the unique advantages of broadband (for use in Enterprise Resource Planning (ERP), customer relationship management (CRM), e-government, digital education, medical settings, etc.).

- NTT DATA: Providing SaaS to large-scale businesses using private clouds combined with SI. This includes providing the SaaS/cloud compatible ERP package "Biz ∫ (Biz Integral)."
- NTT Communications: Providing SaaS platforms and VPN, authentication, payment and other connectivity services relating to SaaS use.
- NTT East/NTT West: Supporting partner companies in distributing software packages for SMBs using SaaS.
- NTT DOCOMO: Providing Smartphones and other mobile handsets for using SaaS from outside.



New development of video broadband using digital signage

- Promoting the use of digital signage which uses fixed and mobile broadband.
- With “diverse digital content” and “networked display screens”, video broadband is making its way into a variety of public spaces.
- NTT Group will aim to increase the value of digital signage as an advertising medium and to create new markets.



Digital signage as advertising media

Conducted field trial
(Feb. - Mar. 2009)

Linking multiple digital signs
and distributing content at once

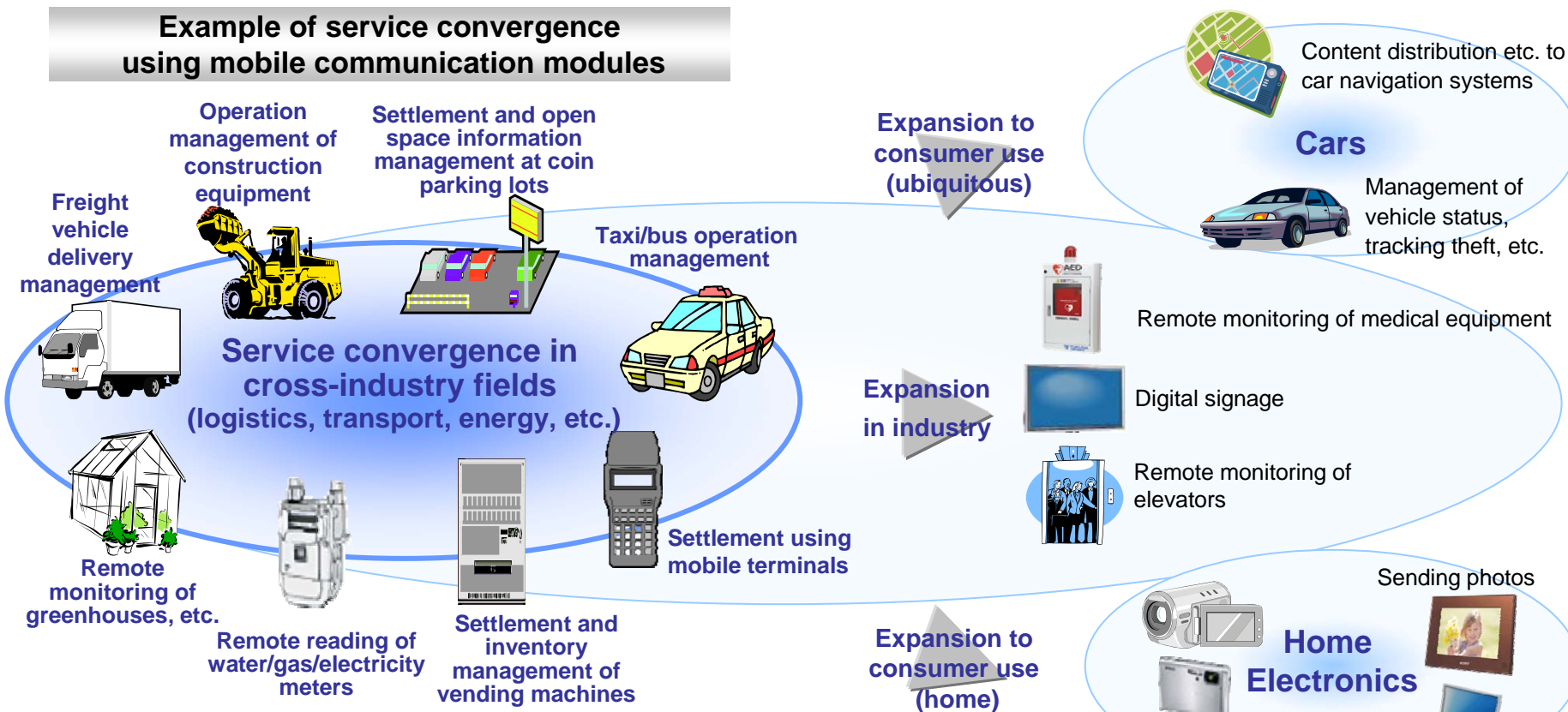
Optimal distribution of content,
based on location, time,
viewer attributes, etc.

Measuring the effects of digital
signage advertising through
image processing

Support of service convergence in cross-industry fields

- In cross-industry fields between the telecommunication industry and industries such as logistics, transport, and energy, service convergence is advancing.
- Mobile communication modules are being incorporated into industrial machinery and equipment for data transmission and remote operation of machinery.
- Going forward, NTT Group will support service convergence for consumer use, such as in automobiles and home appliances.

Example of service convergence using mobile communication modules



Mobile communication modules (NTT DOCOMO):
1,540,000 subscriptions (Sept. 2009)

Global development of comprehensive ICT services

- Through global development of comprehensive ICT services, global business sales are expected to double in FY2010 from the FY2007 figures.
- Global business development in the following areas:
 - ICT solutions
 - Network services
 - New application services such as content distribution, etc.

Global ICT solutions for business users

- **ICT Solutions:** Provided in 93 cities in Asia, the US and Europe (NTT local subsidiaries, intelligence of Germany, etc.)
- **Data centers:** Operating in 29 cities in Asia, the US and Europe (NTT Communications)
- **Security operations:** Supported globally (NTT Communications)

Global development of network services

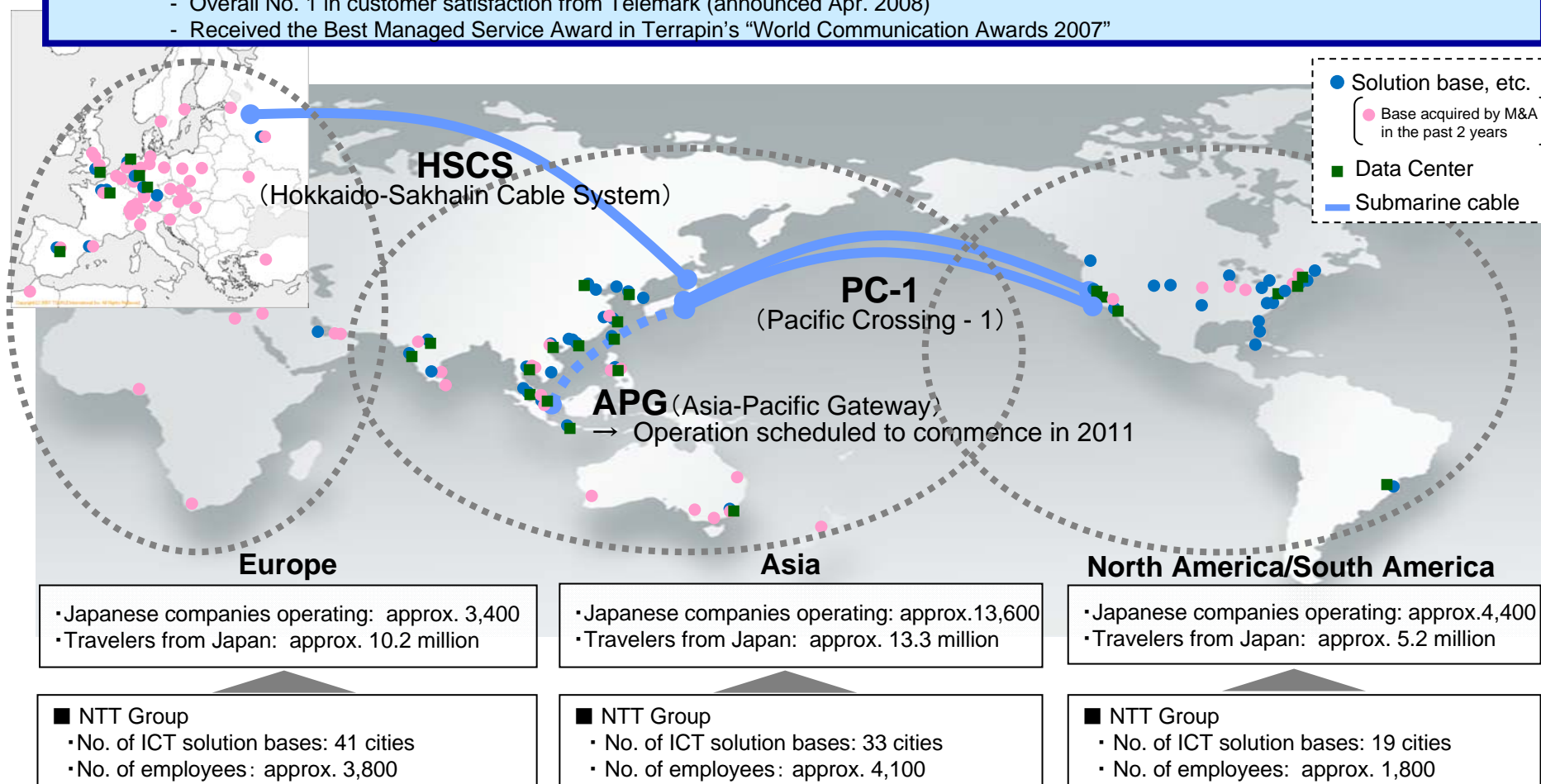
- **IP-VPN and other data communications services:** Provided in 159 countries and regions (NTT Communications)
- Providing global reach as a **Tier 1 provider** (NTT Communications)
- Constructing and operating **submarine cables** (NTT Communications)
- **Mobile phone international roaming services:** Provided in 190 countries and regions (NTT DOCOMO)
- Mobile phone services in India **“TATA DOCOMO”** (NTT DOCOMO)

Global development of application services for content distribution, etc.

- **Distribution of comics to mobile phones:** Launched in 28 countries and regions in Asia, the US and Europe (NTT Solmare)
- NTT DOCOMO in the process of acquiring net mobile AG for a prospective **content distribution business in Europe**
- Collaboration with Ubitus of Taiwan in developing **multi-device video distribution business**

Seamless support of global companies in Japan and worldwide

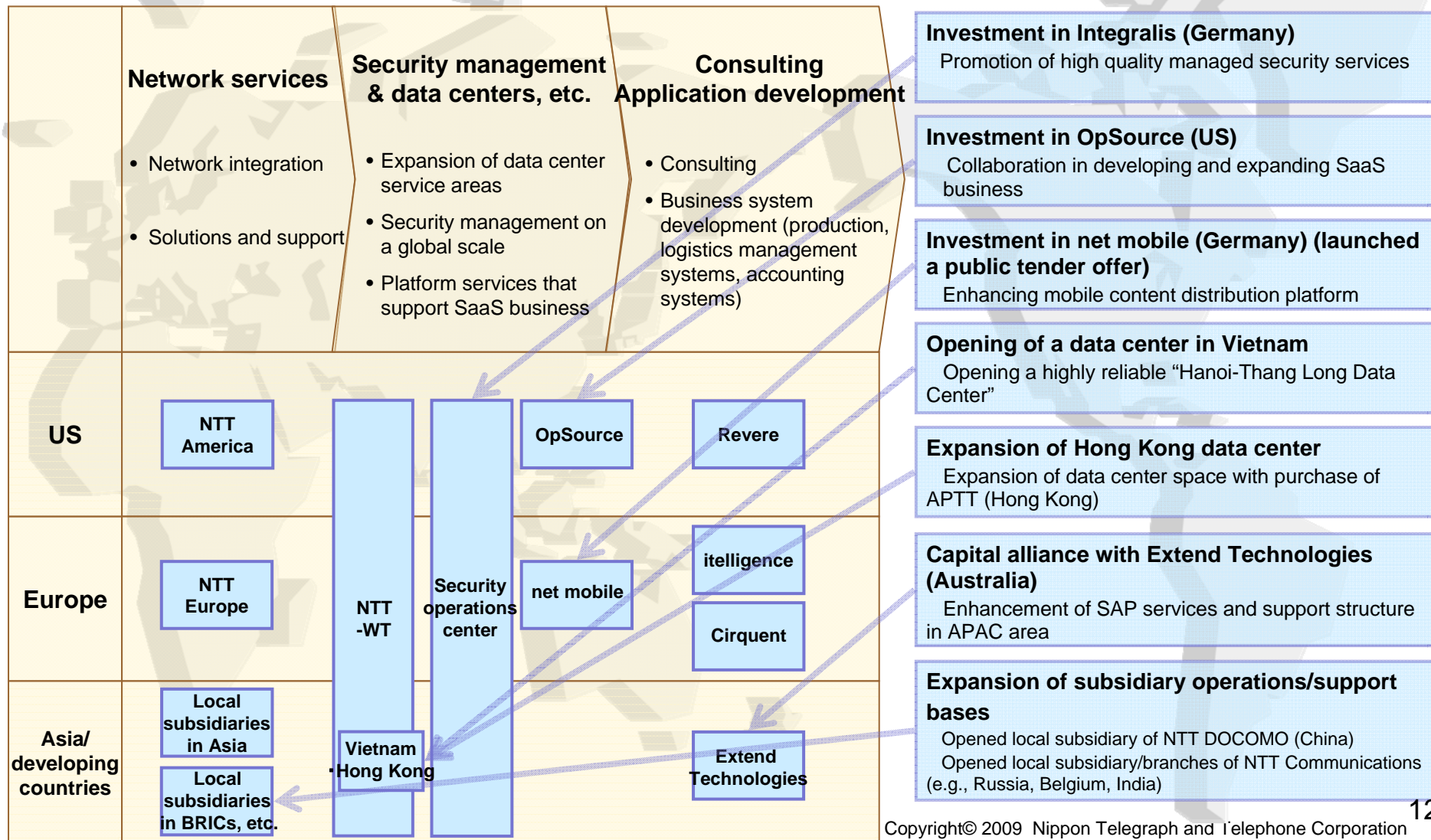
- With sites in Asia, the US and Europe, NTT Group provides seamless ICT solutions.
 - With the construction of submarine cables between Japan and the US and Japan and Russia, highly reliable communication services, such as IP-VPN, are provided.
 - NTT Communications has received high praise from worldwide service review groups as a global carrier for its “service quality and operations”.
 - Overall No. 1 in customer satisfaction from Telemark (announced Apr. 2008)
 - Received the Best Managed Service Award in Terrapin’s “World Communication Awards 2007”



(Source) Number of companies operating overseas from “Statistical List of Japanese Companies Overseas”, Toyo Keizai Inc.; Number of Japanese travelers overseas from respective national tourism boards (end of 2007)


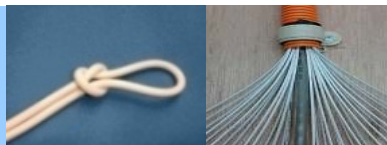


Enhancing our line-up in response to the needs of global companies

- NTT Group has expanded its ICT service line-up to cover the needs of corporate users with global businesses.



R&D contributing to global business development of Japanese ICT industry

- NTT Group is contributing to the global business development of Japan's ICT industries through international standardization of the world's leading technology.

	Developed technology (R&D accomplishments)	Contributions to global development
Networks	<ul style="list-style-type: none"> • Mobile communication (3G, LTE) 	<ul style="list-style-type: none"> • Leading international standardization (ITU*1, 3GPP*2) • Supporting global development of mobile handsets 
	<ul style="list-style-type: none"> • Free bending optical fiber cords • Thin low-friction indoor optical cables 	<ul style="list-style-type: none"> • First in the world to commercialize • Also sold overseas by Japanese manufacturers 
	<ul style="list-style-type: none"> • Fiber-optic connectors 	<ul style="list-style-type: none"> • International standardization (IEC*3) • Approx. 50% of global market (Global market of Japanese manufacturers: approx. 25%)*4 
	<ul style="list-style-type: none"> • High-speed optical access system (GE-PON) 	<ul style="list-style-type: none"> • International standardization (IEEE*5) • Adopted by Chunghwa Telecom (Taiwan), TOT (Thailand) and PCCW (Hong Kong)
	<ul style="list-style-type: none"> • High-speed optical transmission 	<ul style="list-style-type: none"> • International standardization (ITU-T) of Optical Transport Network (OTN) transmission • 50%*6 of global market of optical transport devices (OTN-LSI)
Services	<ul style="list-style-type: none"> • IPTV • Video encoding (H.264/MPEG) 	<ul style="list-style-type: none"> • International standardization (ITU-T) of IPTV technical specification • International standardization (ITU-T). Used in IPTV. 
	<ul style="list-style-type: none"> • Symmetric-key cipher (Camellia) 	<ul style="list-style-type: none"> • First national encryption adopted in ISO standard. Adopted in International standardization (IETF*7) • Used in over 60 products such as Linux and open source Web browser "Firefox 2008"

*1 ITU: International Telecommunication Union

*2 3GPP: The 3rd Generation Partnership Project

*3 IEC: International Electrotechnical Commission

*4 Estimated values based on survey by Fuji Chimera Research Institute

*5 IEEE: The Institute of Electrical and Electronics Engineers, Inc.

*6 Trial calculation by research institute

*7 IETF: Internet Engineering Task Force

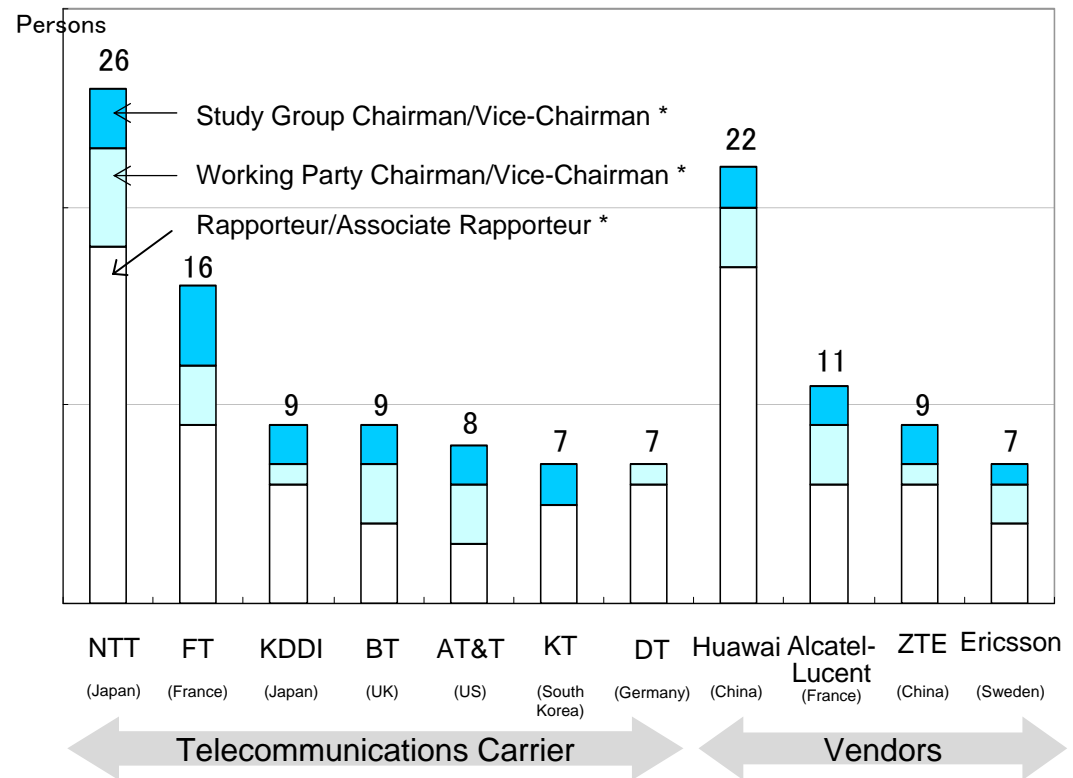
Proactive initiatives in international standardization

- In collaboration with domestic vendors and overseas carriers, NTT Group has been promoting international standardization in the ICT field. NTT Group supports the global development of Japanese ICT services and devices.
- In global standardization organizations, such as ITU and 3GPP, NTT Group actively holds important positions such as ITU-T's Study Group Chairman.

Major international standardization activities participated in by NTT Group

Major standards organizations	Major activities NTT Group participates in
ITU-T, ITU-R (United Nations specialized agencies)	International standardization of electronic communication (Formulation of technical specifications for NGN, fiber-optic access and IPTV, and allocation of radio frequencies, etc.)
3GPP	International standardization of mobile communications (Formulation of 3G, LTE, IMS and other technical specifications)
ETSI/TISPAN	Standardization of electronic communication in Europe (standardization of NGN)
IETF	International standardization of Internet technology (Formulation of IPv6, IP multicast, and other technical specifications)
IEEE	International standardization in electricity and electronics fields (Standardization of Ethernet and wireless LAN, etc.)
OSGi	Development and promotion of technical specifications for connecting home electronics to networks and using services
CJK Standards Meeting	Contributes to standardization in ITU; comprising standards organizations from China, Korea and Japan

Number of ITU-T officers from carriers and vendors of various countries



* Study Group: a group collecting Working Parties and in charge of approval of standards
 Working Party: a group collecting Rapporteur Groups in a related area
 Rapporteur: person responsible for a particular area of research (appointed by Study Group chair)

(Source) Counted by NTT based on the information at <http://www.itu.int/> (Nov 4, 2009)

Initiatives towards a low-carbon society

- The entire NTT Group is proactively working towards: (1) Green of ICT, (2) Green by ICT and (3) Green with Team NTT.

1 Green of ICT

Reduction of CO₂ emissions generated by NTT Group business operations

- ▶ Energy saving measures at communication facilities (Data centers, power/AC equipment)
- ▶ “Green NTT” (introduction of natural energy production)
- ▶ Participation in “Team minus 6%”



2 Green by ICT

Providing solutions that contribute to reduction of CO₂ emissions by customers

- ▶ Providing ICT solutions and digital content distribution to support telework



3 Green with Team NTT

Reduction of CO₂ emissions at homes and in communities of NTT Group employees

- ▶ Participation in eco-driving, forest preservation activities, regional clean-up activities and greening of building rooftops



Energy saving at data centers

- Promoting power conservation at data centers using the latest technologies (solar power generation, direct current power supply, air-conditioning control and virtualization).
- By applying these cutting-edge technologies, NTT DATA's "Green Data Center®" has reduced its annual power consumption by approximately 30%, and thereby NTT DATA and NTT FACILITIES received METI's Minister Award of Green IT Award 2009 (Oct. 2009).

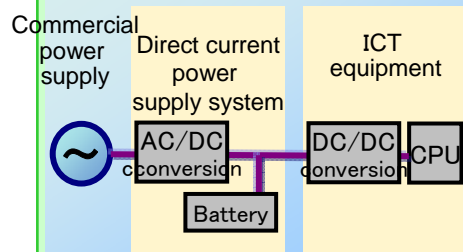
Solar power generation system

Uses clean energy, which does not emit CO₂



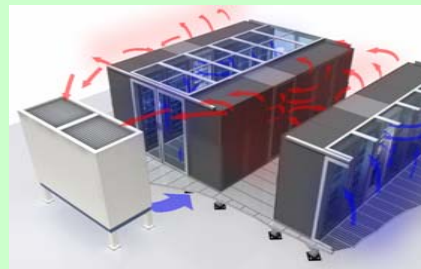
Direct current power supply

Power loss caused by DC/AC conversion is reduced and power consumption lowered



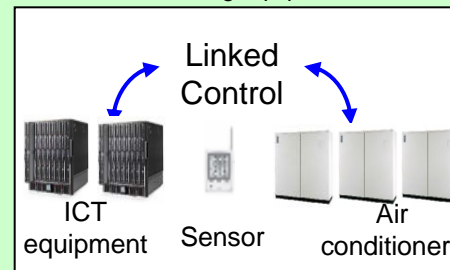
High-efficiency air conditioning design

Air flow is analyzed and air supply (low temperature) and exhaust air (hot temperature) are physically separated



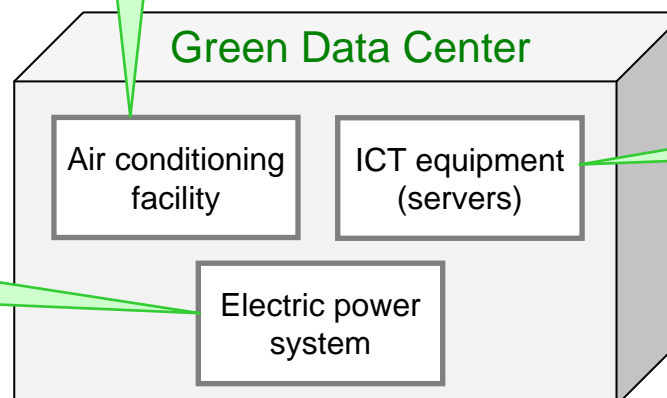
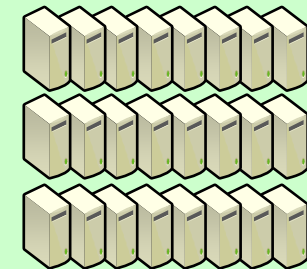
Linked control of ICT equipment and air conditioning

Linked control of operational status of ICT equipment and thermostat of air conditioning equipment



Virtualization

Multiple users share a single server, reducing the number of servers required



Reducing CO₂ emissions by telework

- By reducing the number of people commuting, telework will allow for the reduction of CO₂ emissions.
- NTT Group companies provide a variety of solutions that support telework.

Solutions that support telework

■ “Biz Communicator” (NTT Communications)

- Using broadband, a worker can access his or her office PC from a home PC and can e-mail and work in the same manner as one would in a regular office
- Can utilize teleconferencing or softphones

■ “Mobile Connect” (NTT Communications)

■ Home-based customer support operators (NTT Solco and Broad Earth Inc.)



USB Key exclusive for “Biz Communicator”

Adoption of telework in NTT Group

■ Adoption of home-based teleworking scheme at NTT Group companies

- NTT Communications (from Aug. 2007)
- NTT DATA (from Feb. 2008)
- NTT East (from Apr. 2009)

■ Adopt home-based operators in OCN customer support



“Eco-lives” at employee homes and in the community

- NTT Group employees live “eco-lives” at home and in the community, contributing to the reduction of CO₂ emissions in a variety of ways.

Practicing eco-driving in the community



Holding “eco-driving training sessions” to reduce CO₂ emissions by improving fuel consumption of company cars. Eco-driving is also practiced in local communities.

Participating in the community’s cleanup activities



Over 60,000 people are participating in cleanup activities in streets and parks in cooperation with local residents (Operation Clean Environment).

Participating in forest preservation activities



Participating in forest preservation activities and fostering environmental awareness.

- “DOCOMO no Mori” in 43 locations nationwide; “COMWARE no Mori” in Ome City;
- “The Morinosaisei.com” in Chichibu City
- Participating in forestry projects in Iwate, Tokyo, Hyogo, Wakayama and Oita Prefectures

Building rooftop greening activities

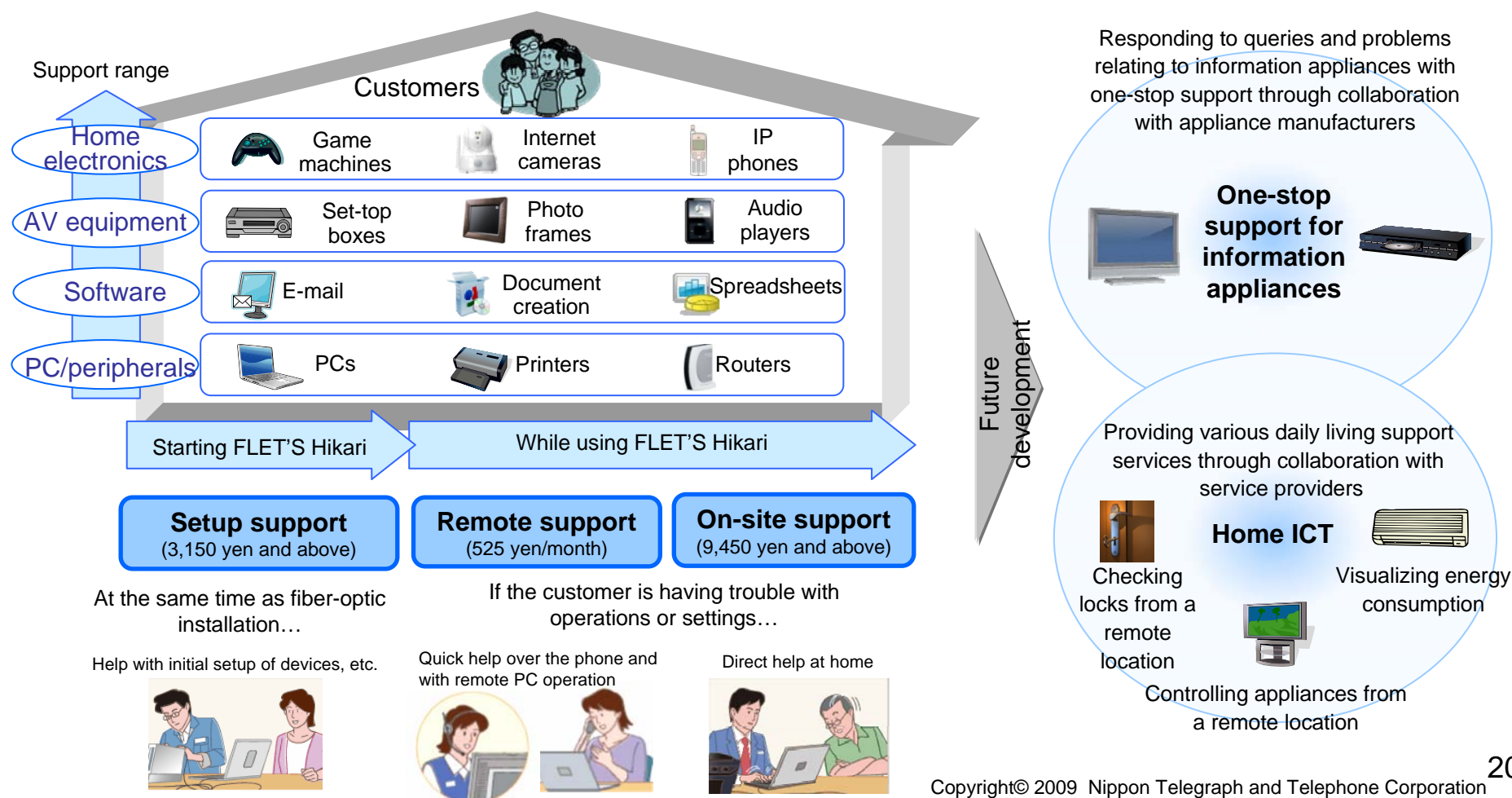


Growing sweet potatoes on building rooftops (heat island countermeasure).

A p p e n d i x

One-Stop Support for broadband troubleshooting

- “Remote Support”, which offers one-stop support for broadband troubleshooting, now has expanded to approximately 1.5 million subscribers (Sept. 2009).
- Going forward, NTT Group will aim to develop “One-Stop Support for information appliances” in collaboration with appliance manufacturers, and “Home ICT”, which utilizes the Group’s support service know-how and user base.



Creating new ways to enjoy contents through a Super Digital Magazine

- Through the business alliance with Kadokawa Group Holdings (Nov. 2009), NTT Group will create a for-free content distribution service offering “New Experiences” unique to broadband.
- The service will provide “Super Digital Magazine”, which allows a new way of enjoying contents, in a device-free-fashion, through cloud computing.
- NTT Group is aiming to commence the service in the first quarter of FY2010 and build partnerships with a diverse range of content providers.



Taking up the challenge of creating new web-based content

- Aiming to create new web-based broadband content, which is not a secondary use of existing content, but is created especially for internet use.
- NTT will try to develop leading models of new content creation for the purpose of encouraging the expansion of the web-based content market.

■ Creating new content

◎ Developing leading examples of web-based content to provide a “New Experience”

- Promotion of digital archives in nature and education fields that have lasting value (example) “Flower Archive”

Content circulation/Multiple uses

Web school services

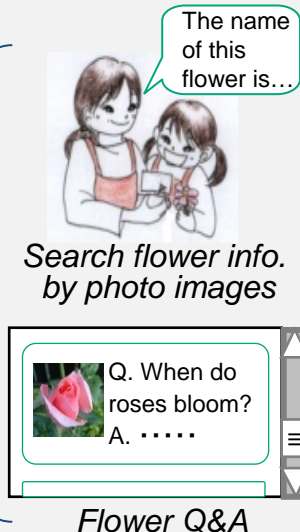
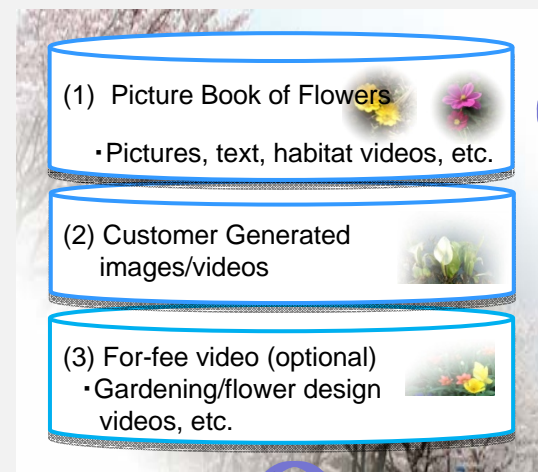
Super digital magazine

Portal site “goo”

IPTV service “HikariTV”

Content services of other providers

◎ Examples: “Flower Archive” and related-services



e-Learning courses
e.g. gardening/flower design



Electronic commerce



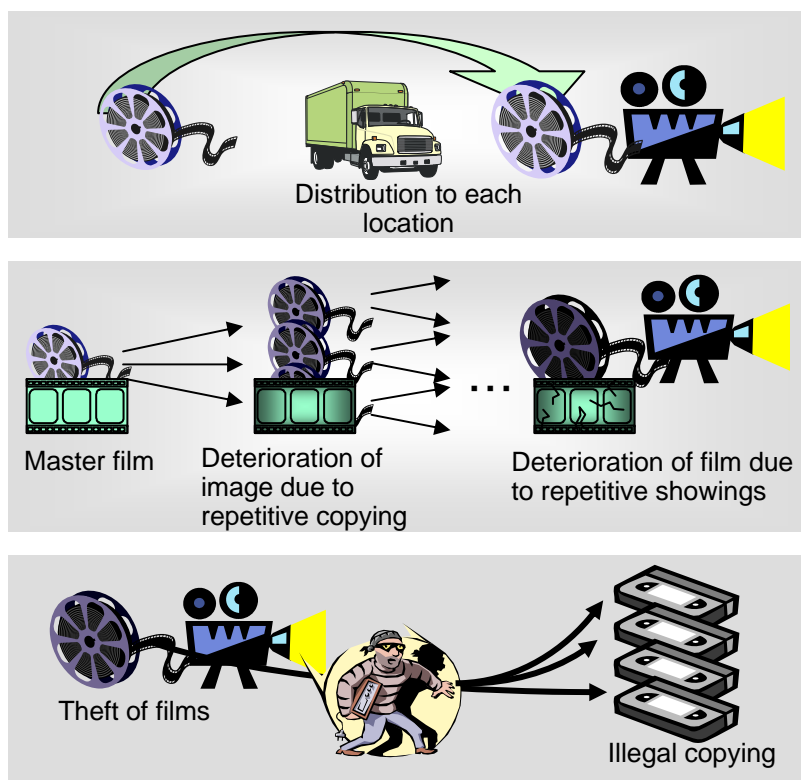
Digital material distribution

* Content creation will be carried out by NTT, or NTT will give support to partners who have ideas for creating new content.

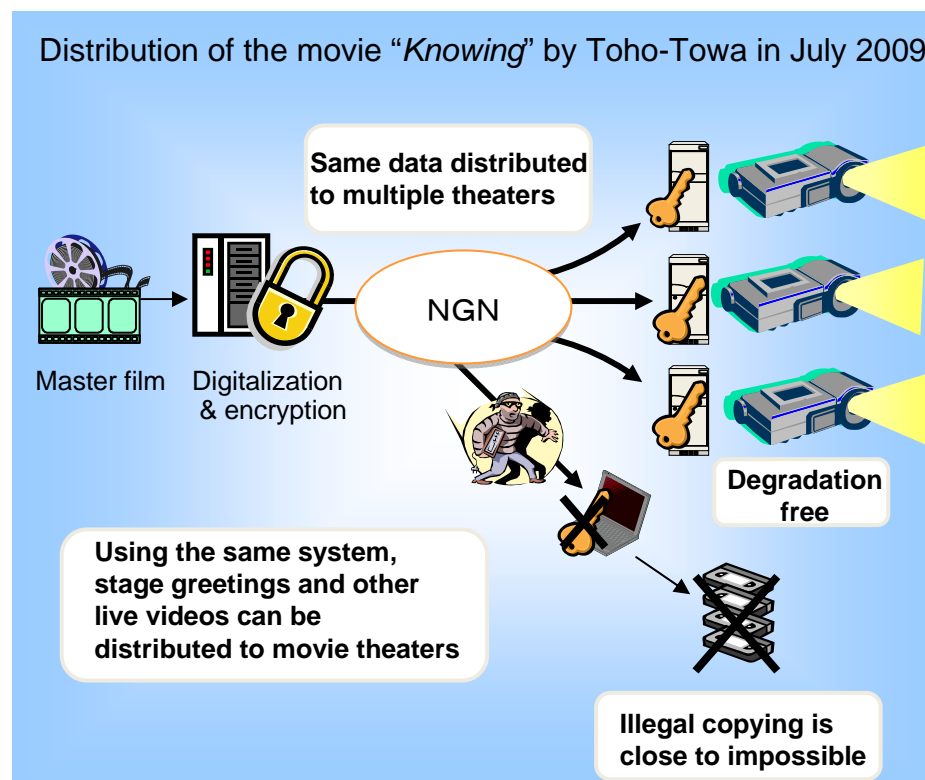
Support safe, high-quality video distribution using digital cinema distribution

- Digital cinema distribution to movie theatres, using the NGN, has begun (the service commenced in July 2009 in a total of 14 TOHO Cinemas and Kadokawa Cineplex theaters and the service is planned to be expanded to 55 theaters by the end of Dec. 2009).
- Using the same system, stage greetings and other live videos can be distributed to movie theaters. Going forward, NTT Group will support the creation of new styles for viewing videos in movie theaters.

Up until now (film copying/distribution)



Going forward (digital cinema distribution)

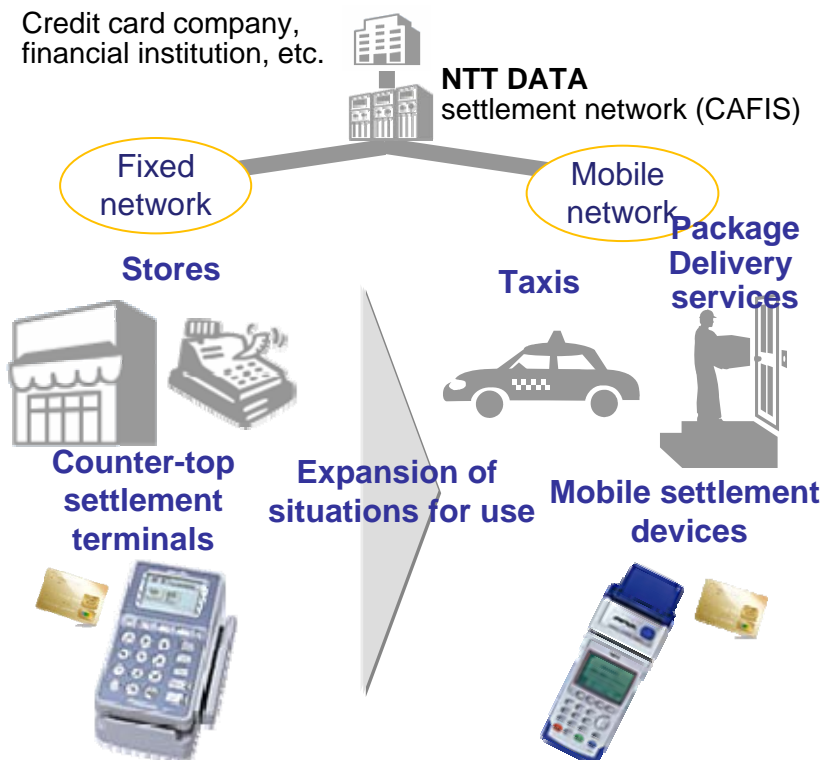


Expansion of situations for using settlement and payment services

- Credit card and other payment services, which have become an integral part of society and daily life, are now available on mobile phones, leading to greater convenience.
 - Due to the availability of mobile settlement devices, use of credit card and other payment methods have expanded to taxi and package delivery and other services.
 - Use of “Mobile Register”, which enables simple payment of bills using mobile phones, has expanded.

Expansion of mobile card settlement

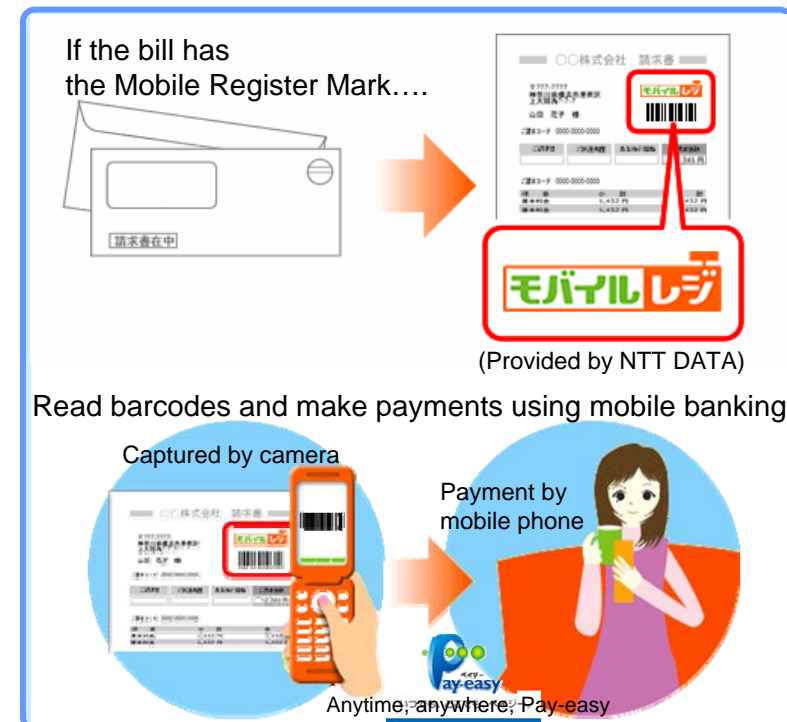
Payments with credit card or e-money can be made not just in stores but on a mobile basis



Paying bills by mobile phone “Mobile Register”

Bills can be easily paid using a mobile phone just by reading bar codes on the bill

(Application of Internet banking settlement service “Pay-easy.”
NTT DATA provides solutions for the Pay-easy system and network.)



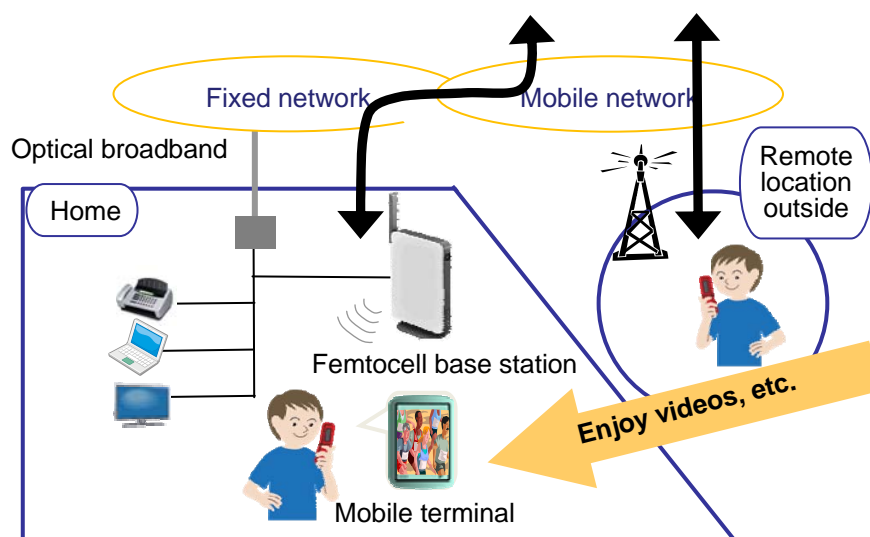
Development of fixed and mobile convergence of diverse services

- Promotion of service convergence to enable use of broadband services where fixed and mobile devices can be freely combined.
- Development of convenient, simple, and safe fixed-mobile convergence that can be used in a variety of situations, for both consumers and businesses.

For consumers (B2C)

Daily lifestyle and activity support services using dedicated small femtocell base station (forthcoming)

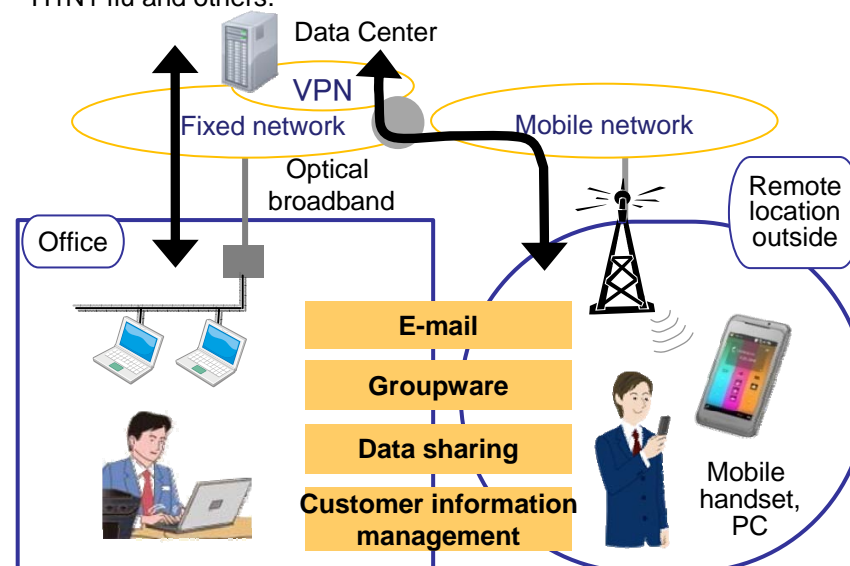
Taking advantage of dedicated small base stations installed at home to enjoy videos on mobile phones and provide daily lifestyle and activity support services, such as a home monitoring function to check if family members are at home.



For businesses (B2B)

Mobile access to virtual private network (VPN) "Mobile Connect"

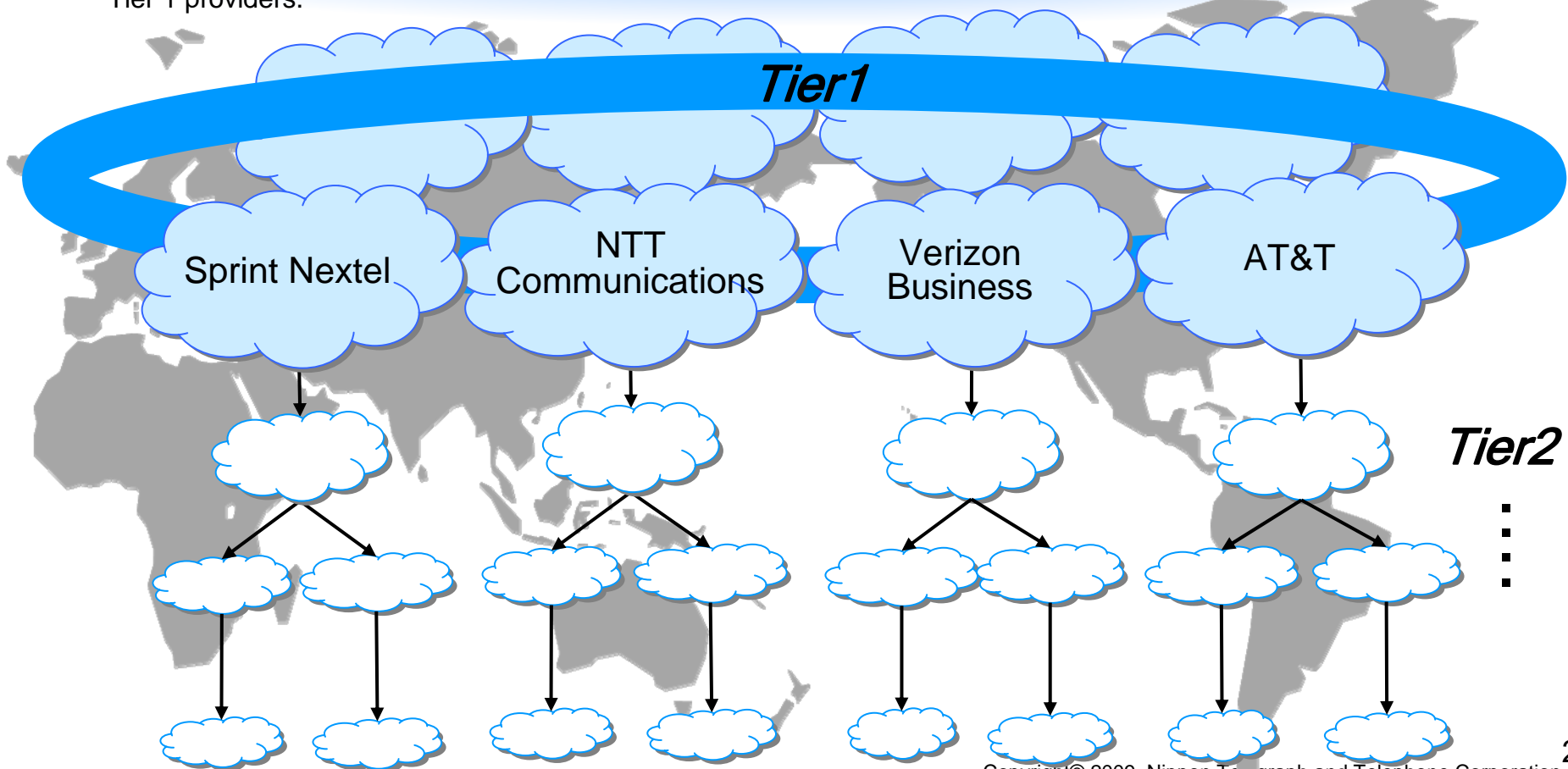
- Access VPN through mobile terminal or PC from a remote location outside and use e-mail and business applications in the same way as in the office while maintaining the security level
- Can also be used as a countermeasure to deal with a pandemic of H1N1 flu and others.



Tier 1 provider supporting the Internet on a global scale

➤ NTT Communications is Asia's only Tier 1 provider, offering a global reach to Internet users and providing communication environments for rapidly growing Internet users, including those in developing countries.

- ▶ A Tier 1 provider holds path information to reach all addresses on the Internet and has a self-controlled global broadband IP backbone without having to rely on an upper level provider. Only a few such providers exist in the world.
- ▶ Providers other than Tier 1 providers secure connectivity to the global Internet by obtaining the path information held by Tier 1 providers.



Bringing Japanese content to the world (comic distribution to mobile phones)

- Based on its success in Japan, NTT Group is providing a comic distribution service for mobile phones in 28 countries and regions in Asia, the US and Europe. (NTT Solmare)
- Helping Japan disseminate its soft power (such as *manga*) overseas.

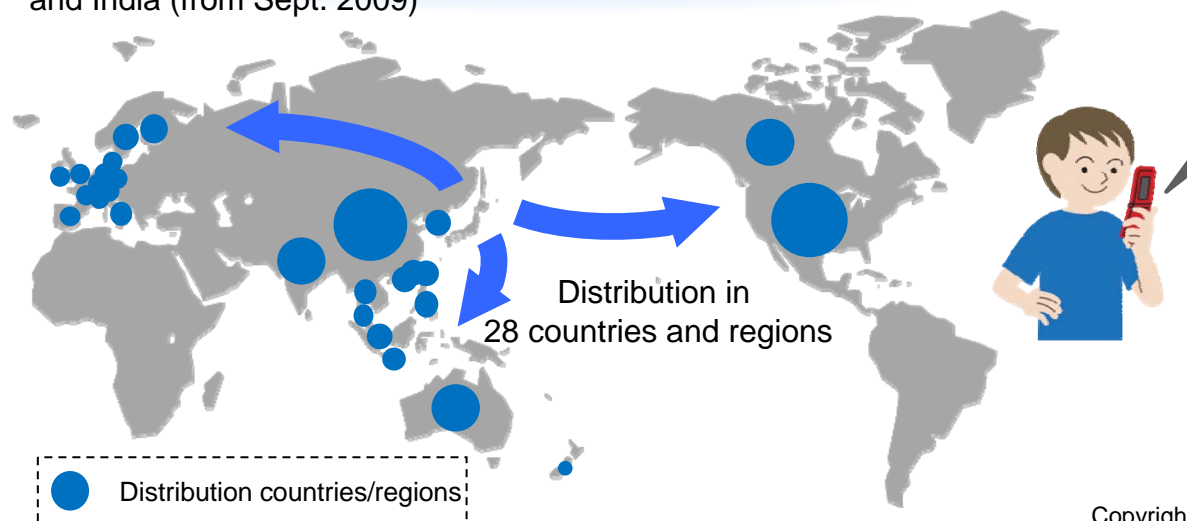
Global development of comic distribution to mobile phones

Using distribution platforms of handset manufacturers

- ▶ Distribution of English versions in 16 countries in Apple's App Store™ (from Nov. 2008)
- ▶ Distribution in 15 countries and regions (centered in Asia) in NOKIA's Ovi Store (from May 2009)

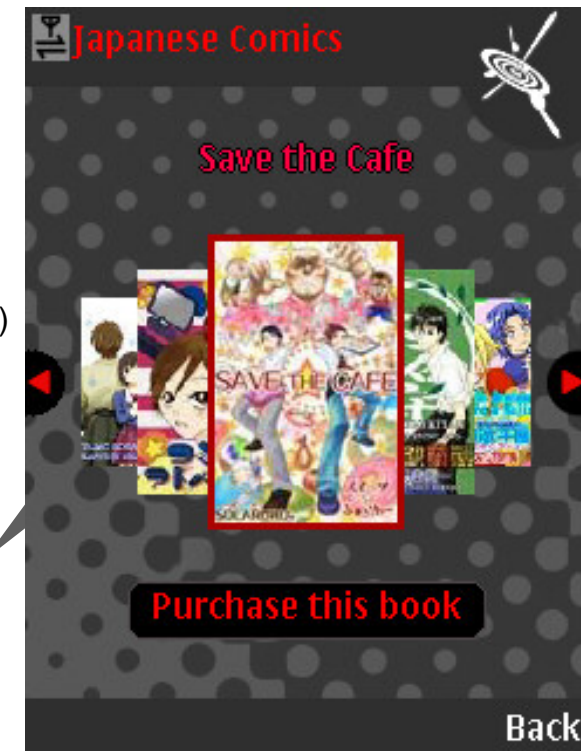
Through local content distribution vendors

Korea (from Dec. 2008), Taiwan (from Feb. 2009), Mainland China (from Aug. 2009) and India (from Sept. 2009)



Screen image of comic distribution to mobile phones

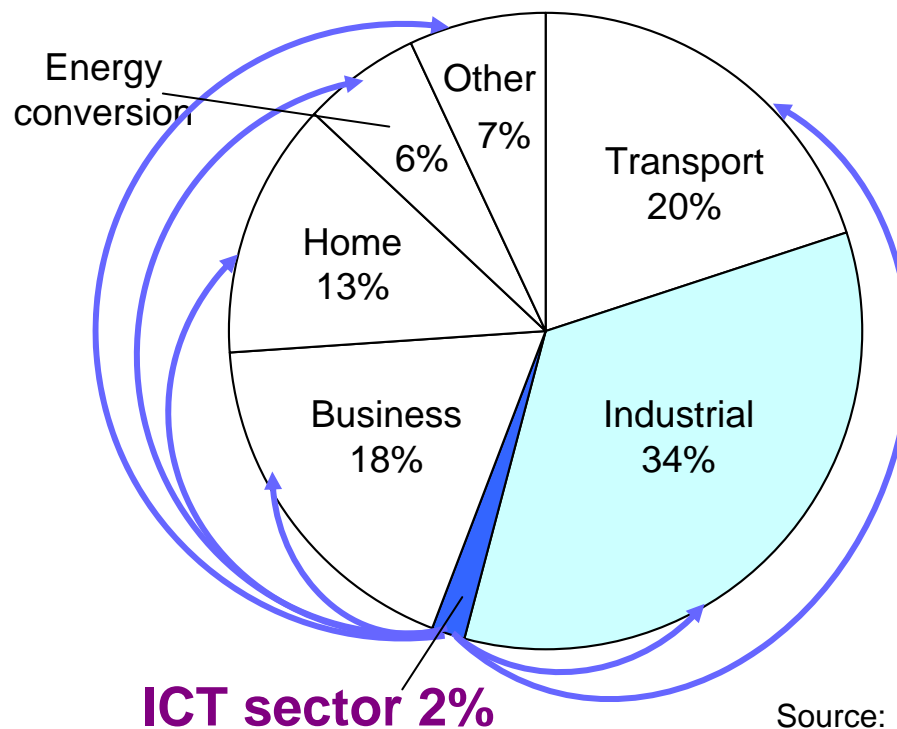
(Example from TATA DOCOMO in India)



(Reference) Role of ICT sector in reducing CO₂

- The ICT sector (accounts for 2% of total CO₂ emissions amongst all industry sectors) can contribute to reducing emissions from the remaining sectors (98% of all industry sectors).

CO₂ emissions by sector in Japan (FY2006)



Source: Ministry of Economy, Trade and Industry

As a telecommunications carrier, NTT Group will contribute to reducing CO₂ emissions by proactive use of ICT.