

How KDDI is Shaping the B2B2X Frontier with Digital Telco

Today's Speaker
Tatsuya Hamada

*COO of Global Business
Development Div of KDDI
Corporation*



MNO's Challenge



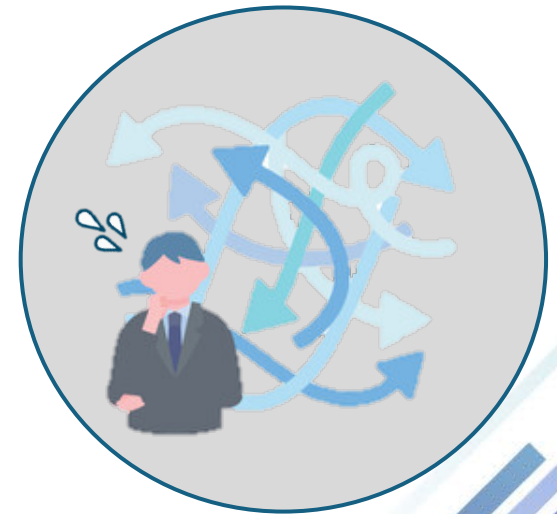
**Massive investment
required**



**OTTs own customer
touch points**



**High churn and CAC,
Stagnant ARPU**

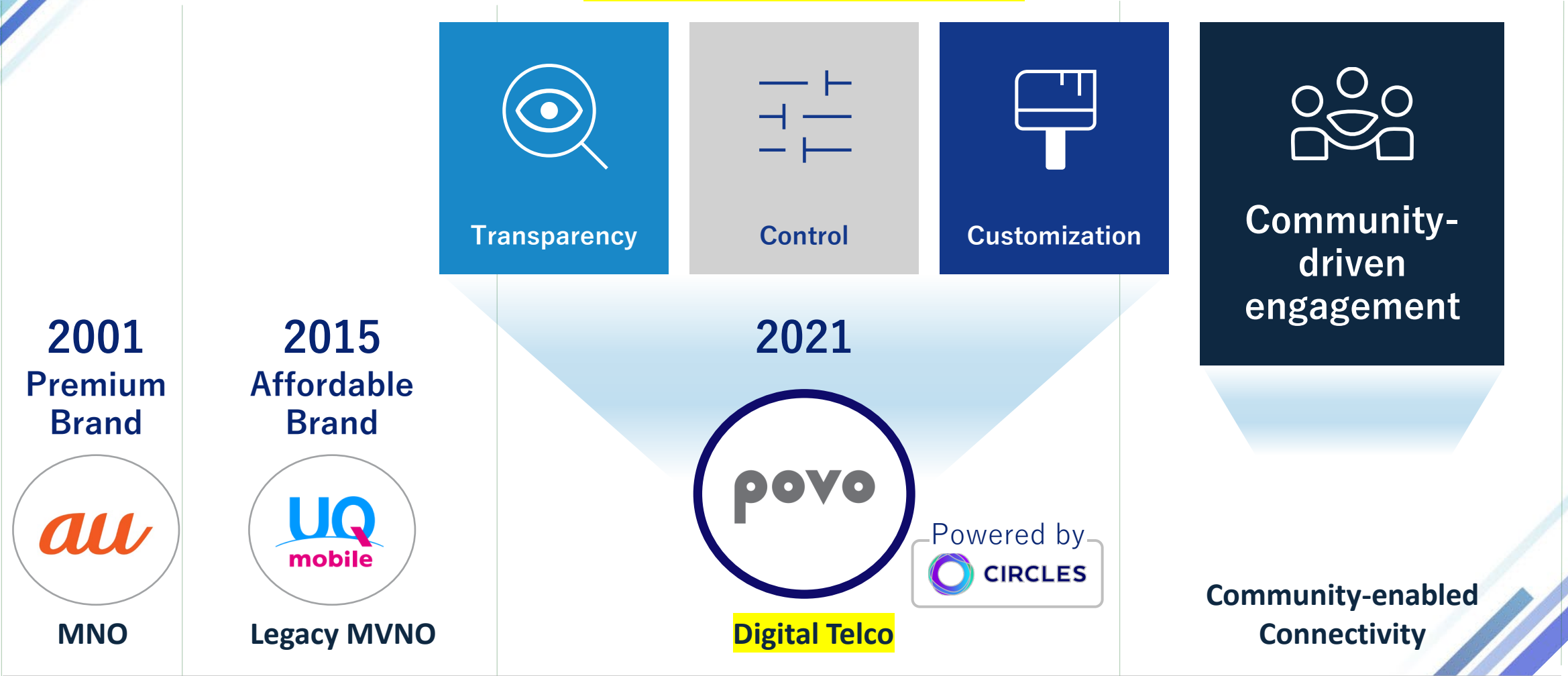


**Adapt to rapid digital
changes**

KDDI's brand portfolio

Best-in-class (povo)

Next frontier



Digital Telco “povo”



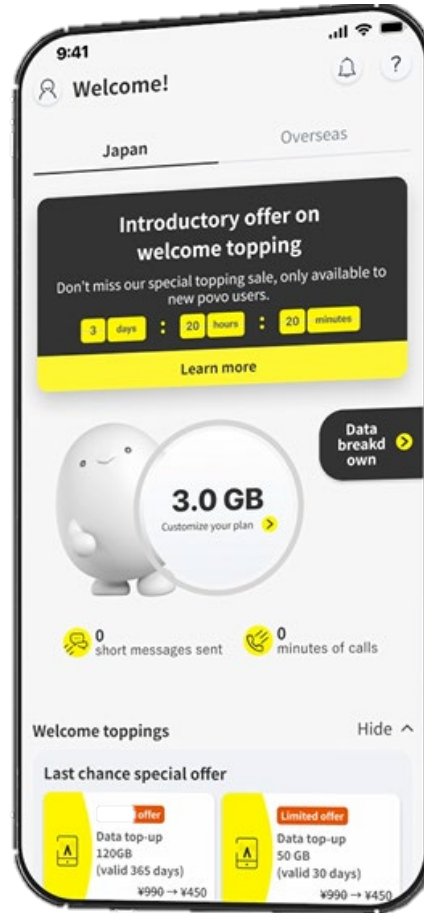
Digital Native
eKYC | eSIM |
No Physical Store



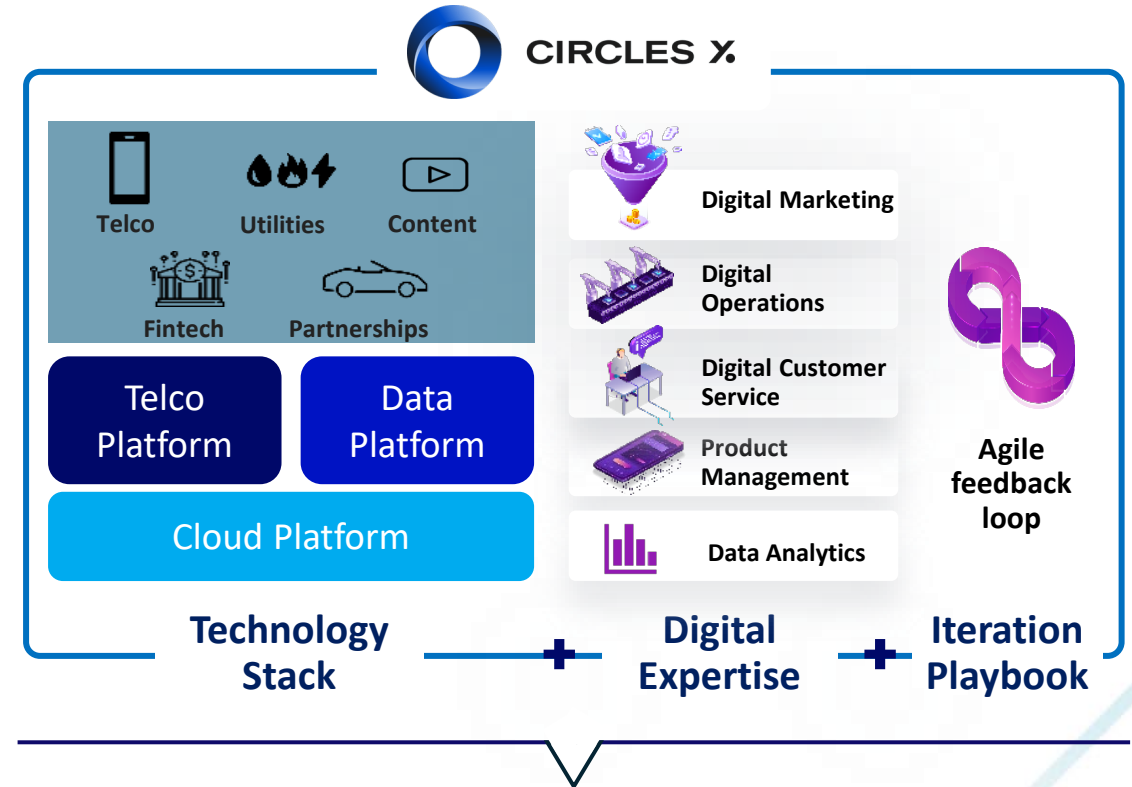
Unbundle Telco



Agile Product Release



Background Technology



- ✓ SaaS Product
- ✓ Reduced Investment
- ✓ Enabled Agile Evolution

povo's Success



#1 NPS

Digital telco in Japan



1M GAs

In 12 months



>72%

Non-KDDI GAs



16 Weeks

Launch to market



100% Remote

Cloud deployment



AWARDS



Asian Telecom
Awards 2022



Asian Telecom
Awards 2025



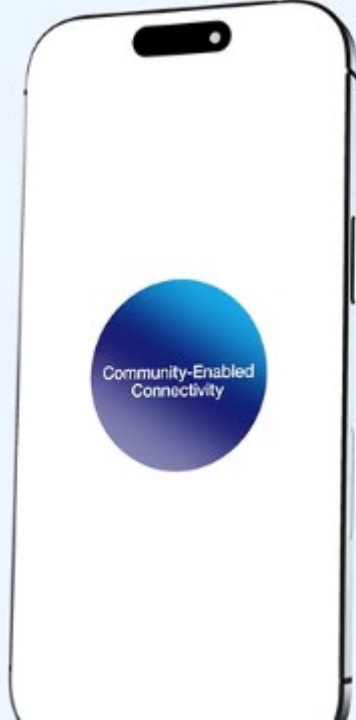
KDDI DIGITAL LIFE CORPORATION
TELECOM COMPANY
OF THE YEAR - JAPAN



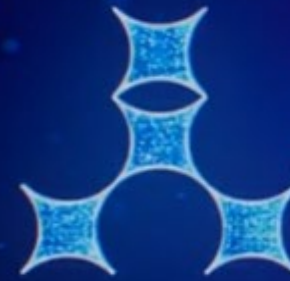
KDDI DIGITAL LIFE CORPORATION
MARKETING & BRAND INITIATIVE
OF THE YEAR - JAPAN



Nikkei Trendy, June issue, "2022 First Half Year Hit Award"
Telecommunication Network Category

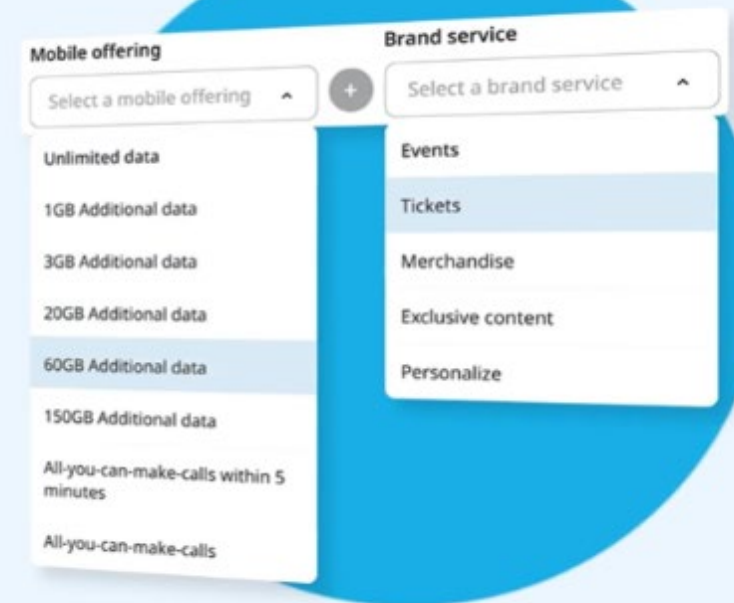


Connect. Engage. Express.



BORDERLESS
GEN Z PLATFORM

Community-Enabled Connectivity



Use Case

1

Onboarding & Zero Rating

- MNO, user, servicer triple win
- MVP with top streaming servicer

2

Traveler × Digital Telco

- Onboarding from OTA
- MVP with Meta, etc.

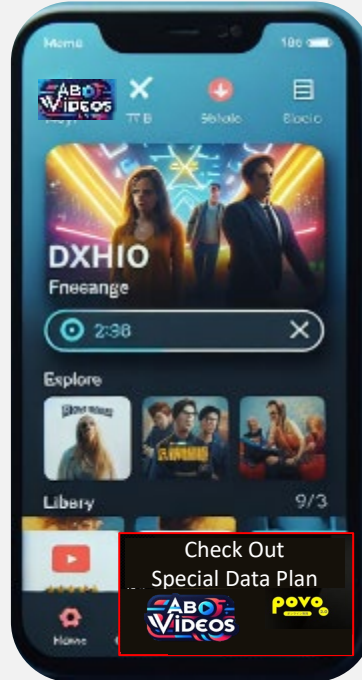
3

Retail × Digital Telco

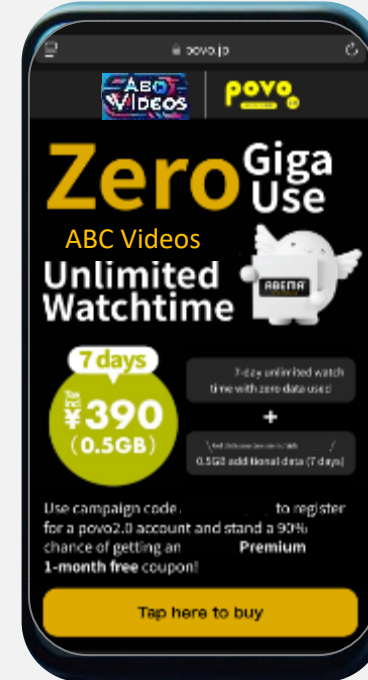
- Mutual customer referrals
- MVP with top convenience store chain

Use Case : Onboarding & Zero rating

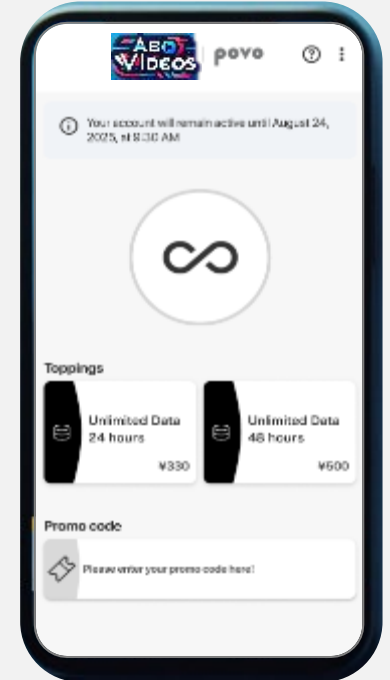
- Maya(18)
- Watching her favorite drama series



I ran out my data..



Wait, they offer zero rating with good price!



Now I can watch the whole series of my favorite drama!

Benefit for Servicers

Encourage users to use the app more and increase customer engagement

Benefit for MNO

Acquire users from servicers customer base

Collaboration started in 2024.12

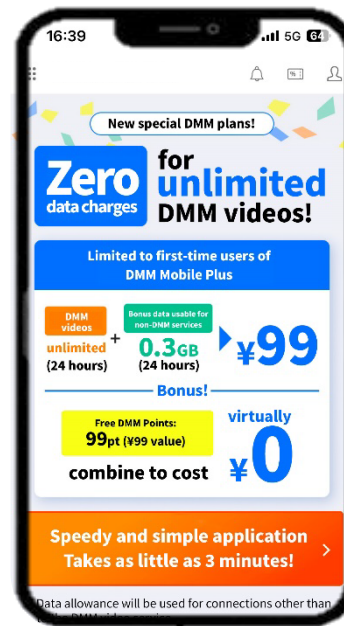
Japanese top streaming servicer



Comprehensive services site
boasting over 45Mil members

DMM.com LLC

Will be Launching soon



Zero-rating

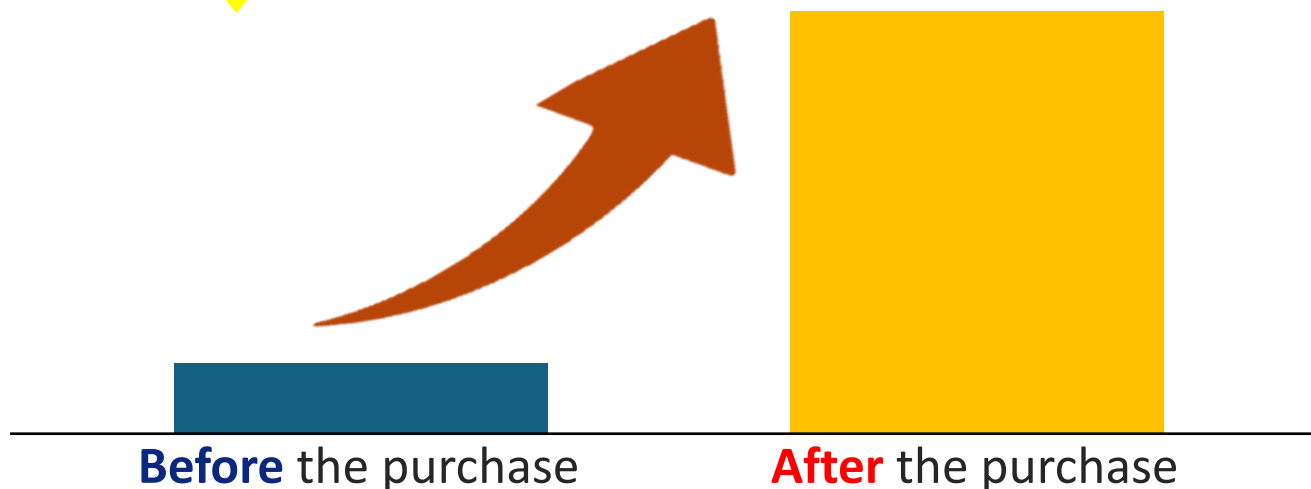
GB you can
use outside
of TikTok

povo SDK MVP Result

Zero-rating product has contributed greatly to promoting servicer's app usage resulting more customer engagement

App usage※

5.4-6x longer



※Based on traffic (GB)

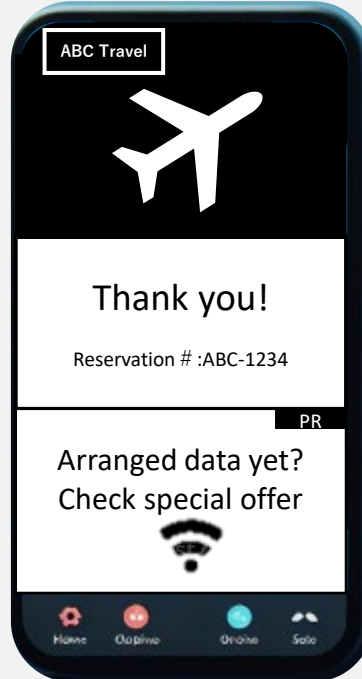
Use Case : Traveler × Digital Telco

- Jim(21)
- Booking flight ticket to Japan



Benefit for Servicers

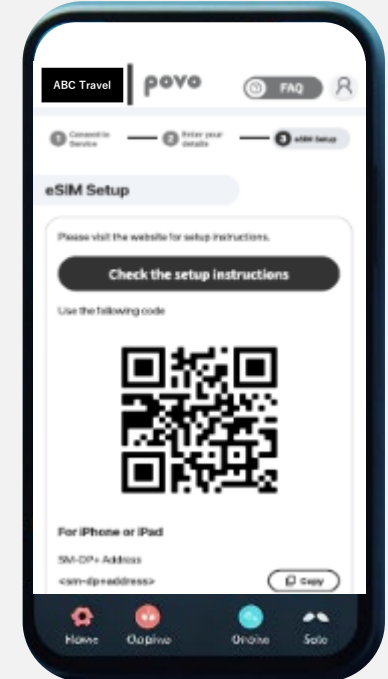
Acquire new source of revenue



Planning to rent Wi-Fi, but curious about the offer..



This looks appealing!
Glad I can buy data on the same app!

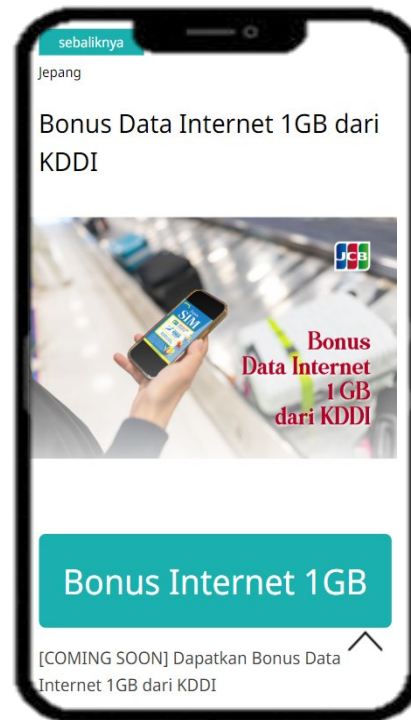
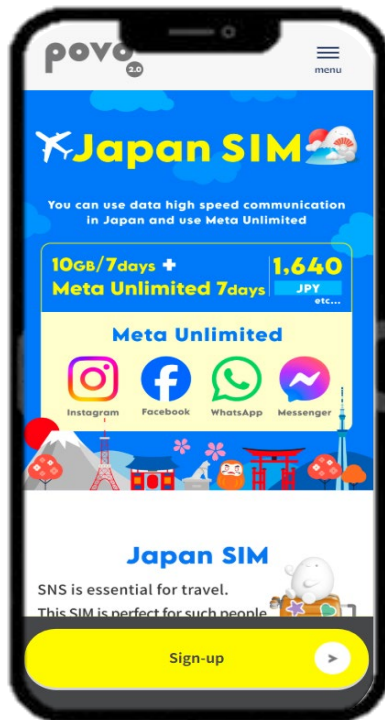


eSIM set up is also easy!

Benefit for MNO

Acquire users from servicers customer base

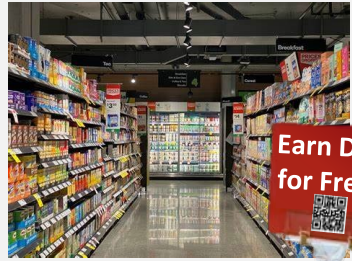
Collaboration will start in 2025



More companies in Travel Industry

Use Case : Retail × Digital Telco

Telco New user

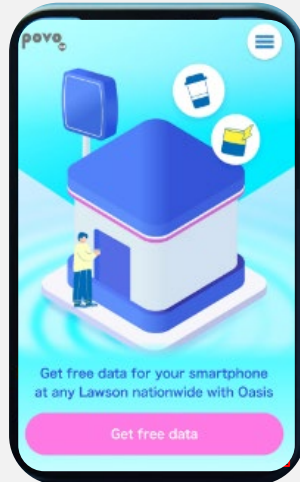


Wait, can I get data for free? I should try!



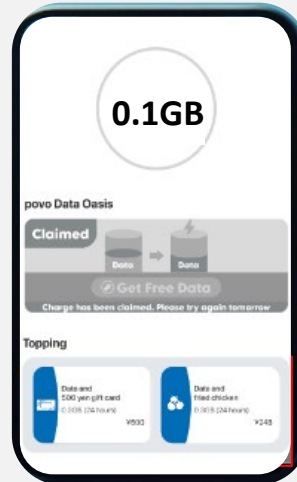
- Eri(20)
- Visiting convenience store nearby

Onboarding



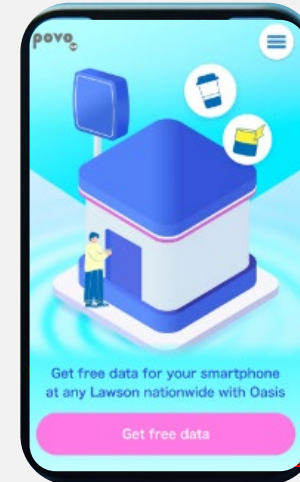
After creating an account & logging in..

Earn Data



I could really get data for free just by visiting the store!!

Store visit

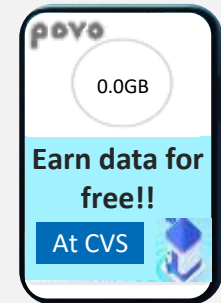


Clicked the banner after visiting the store..

Benefit for Servicers

Reach to povo's client and earn more revenue

Telco Existing user



Free data at CVS?
Let's stop by later!

- James(23)
- povo user
- Ran out of data after watching YouTube



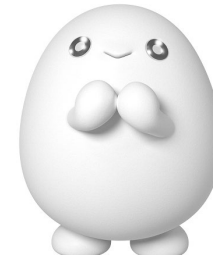
Benefit for MNO

Acquire users from servicers customer base

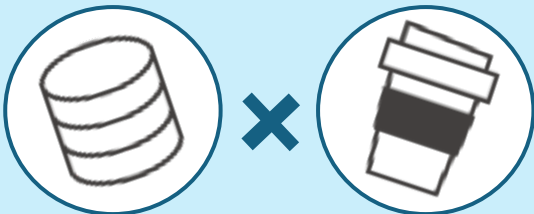
Collaboration started in 2024

Japanese top convenience store chain

LAWSON



Bundled services



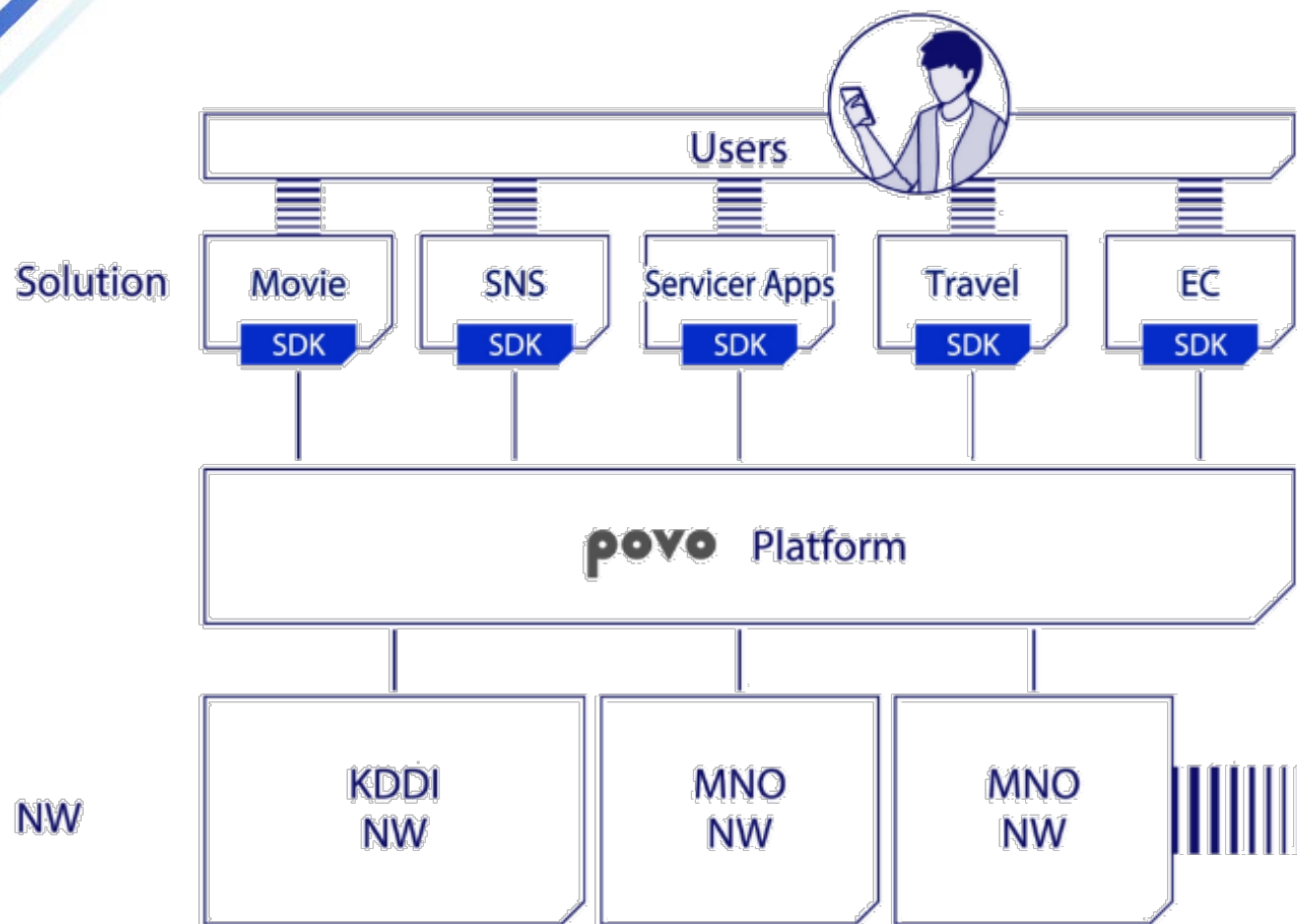
Free Data



Great Deal Coupon



Enablers



2025

Embedded



2024

Digital Telco



Legacy Telco

Benefits



**Acquiring customers from
new touchpoints**



Generating more revenue



With minimum investment

Strategic Partnerships Wanted

- ✓ **MNOs** seeking new customer acquisition solutions
- ✓ **Service providers** ready to collaborate

