

7-1. Measures in the Small Office/Home Office and Consumer Markets

- In addition to existing measures, NTT East will work to increase the expansion of and promote the continued use of Hikari through building on its alliance model to provide packages by combining with the products of partner businesses.
 - The incorporation of products of partner businesses enables the creation of additional value from Hikari (new usage scenarios) and also enables NTT East, through operational collaborations, to efficiently approach customers that it previously had difficulty reaching.
 - Cooperated with its partner businesses in marketing to customers that its partner businesses have had trouble reaching, and supported setting up transmission lines, settings support, fee collection services (FLET'S MATOMETE SHIHARAI), among other areas.

Alliance with Daiichikosho (B2B2B)

- With a goal of increased use of the cutting-edge "LIVE DAM GOLD EDITION" karaoke machine, loaded with full HD high-resolution video and live music performances, NTT East provided comprehensive support in promoting fiber-optic access lines when Daiichikosho considered installing the machine at karaoke shops, bars, etc.

LIVE DAM
GOLD EDITION



<NTT East's Role>

- ✓ Circuit consulting, accepting applications
- ✓ Launch support
- * Provided support for prior approval of cables within buildings/stores and the connection and settings of various communications devices.

Alliance with TSUTAYA.com (B2B2C)

- Collaboration in provision of the smart TV terminal "TSUTAYA Stick," which enables viewing of "TSUTAYA TV," a service that distributes more than 40,000 titles of HD-quality video content. Implemented sales and settings support for "TSUTAYA Stick," among other things.



<NTT East's Role>

- ✓ Sales of "TSUTAYA Stick"
- ✓ Settings support for Wi-Fi and other use environments.
- ✓ Planning to combine invoicing for "TSUTAYA TV" and FLET'S Hikari use rates (FLET'S MATOMETE SHIHARAI service)