

Renewal of NTT Group's Corporate Identity

TOKYO - May 9, 2025 – Nippon Telegraph and Telephone Corporation (“NTT”) (Headquarters: Chiyoda Ward, Tokyo; Representative Member of the Board and President: Akira Shimada) will change its corporate name to NTT, Inc. and adopt a new corporate logo to renew its corporate identity (“CI”) from July 1, 2025. In line with the renewal, NTT Group companies will also change their corporate logos. In addition, we will establish “NTT Group’s Core” and “NTT Group’s Values.”

1. Background

Since its privatization in 1985, the NTT Group has developed diversified businesses in Japan and overseas, including fixed-line communications, mobile communications, IT businesses, real estate, and energy, and has worked to solve social issues. Forty years have passed since the company’s privatization, and the gap between its corporate name established at the time of its founding, “Nippon Telegraph and Telephone Corporation” and its business activities has continued to expand. In consideration of such circumstances and the highly competitive global market, the NTT Group will renew its CI based on the concept of domestic and global unification in order to clearly demonstrate its technical expertise and capabilities, and improve its branding as a leading global company. Approval of the change of the corporate name is scheduled for submission to the 40th Ordinary General Meeting of Shareholders to be held on June 19, 2025, following which the new CI will be implemented from July 1, 2025 onwards. Please note that old and new designs may coexist during the transition process.

2. Key Points of New CI

(1) Corporate name renewal, with an emphasis on the global market, and logo redesign

With regard to its corporate name, we will officially adopt NTT, which is familiar to customers not only in Japan but also overseas, and accelerate our business expansion globally.

NIPPON TELEGRAPH AND TELEPHONE
CORPORATION



NTT, Inc.

Regarding the logo design, the Dynamic Loop developed in 1985 will be retained in the new corporate logo. With respect to the logo typeface, we will use the font already in use in the global market, and the color will be unified from black to blue.

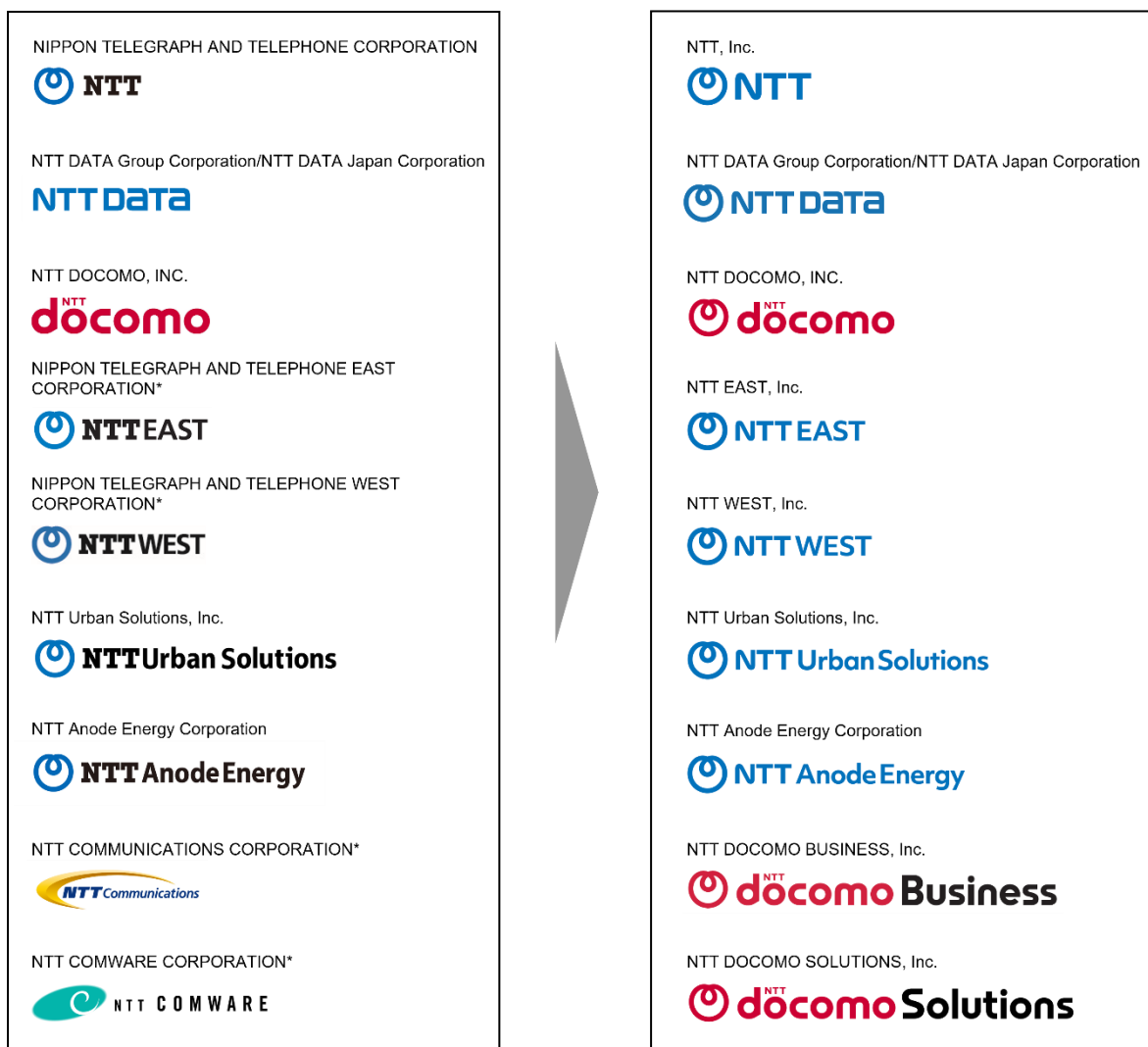




The Dynamic Loop expresses the dynamism of the company through a single curved line, and the small loop at the top of the mark represents our fundamental ethos of always taking in the voice of its customers and of society as the starting point of its business activities, and of serving a broad function within society. As it has been widely known both in Japan and overseas, it will be used by each group company as a symbol of the NTT Group brand.

(2) Unification of the NTT Group's corporate brand

The logo design set for the new CI will also be applied to the corporate logos of each group company. NTT DATA Group will adopt the Dynamic Loop in its domestic business to unify its branding both domestically and internationally. NTT DOCOMO Group will apply the color red, for which it already has a well-established image in Japan, to the Dynamic Loop and adopt it as its new corporate logo. The change of the corporate logos of the following group companies are scheduled to take effect on July 1, 2025. We will gradually apply this policy to other group companies.



*NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION, NIPPON TELEGRAPH AND TELEPHONE WEST CORPORATION, NTT COMMUNICATIONS CORPORATION and NTT COMWARE CORPORATION are scheduled to change their corporate names to NTT EAST, Inc., NTT WEST, Inc., NTT DOCOMO BUSINESS, Inc. and NTT DOCOMO SOLUTIONS, Inc. respectively, from July 1, 2025.



(3) Establishment of “NTT Group’s Core” and “NTT Group’s Values”

In conjunction with the change of the corporate name and corporate logo, we will establish “NTT Group’s Core” and “NTT Group’s Values.”

NTT Group’s Core is based on the starting point and position of “desired vision (our fundamental philosophy when considering the CI)” which was established at the time of privatization, but has been updated in light of changes in the current business environment. NTT Group’s Values follows the previous concept of Shared Values, but is an expression that makes it easier to imagine the values and behavioral guidelines that NTT Group employees should have in common.

NTT Group’s Core

Innovating a Sustainable Future for People and Planet

NTT Group’s Values

Act with Integrity
Build Trust
Create Connections

Under the new group CI, the NTT Group will strengthen its brand as a global company and accelerate various challenges with the aim of enhancing customer experience (CX) through the use of advanced technologies such as IOWN and AI.

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