

# NEC Vision for Social Value Creation 2015-2016

## Executive Summary

NEC Group is focusing on the “Solutions for Society” businesses that enhances the social infrastructure while taking full advantage of Information and Communication Technology (ICT).

The booklet, “NEC Vision for Social Value Creation 2015-2016”, describes the vision that NEC has for creating social value through our business activities. NEC is committed to realizing “a brighter world” by collaborating closely with business partners and customers around the world.

### Seven Themes for Social Value Creation and Six Megatrends

#### ■ At this rate, two times the Earth’s resources will be required

According to the United Nations, the world’s population will increase to 9.6 billion by 2050. As the world population grows and urbanization continues, the demand for food, water and energy will increase 1.7 times, 1.6 times and 1.8 times respectively. If today’s urban lifestyle persists, calculations state that by 2050 society will require double the earth’s available resources.

The proliferation of the Internet is also a two-sided coin-bringing about global-level innovations on the one hand, but leading to new threats in the form of damaging information leakages and sophisticated cyber attacks on the other.

Through identifying and analyzing these global economics, society and technology that will occur over the next one to three decades, NEC has classified into six megatrends.

#### ■ Seven Themes for Social Value Creation

NEC formulated the Seven Themes for Social Value Creation, based off of the six megatrends introduced earlier. These themes all embody NEC’s mission to work on the “Solutions for Society” businesses by addressing social issues on earth through the optimal application of ICT.

#### ■ “Orchestrating a brighter world”

On a mission to provide solutions for society, NEC has adopted “Orchestrating a brighter world” as our corporate brand statement. This brand statement embodies NEC’s resolve to “co-create” brighter, more hopeful lives and societies for the future in “cooperation” with people from all countries and regions of the world, by following the seven themes for creating social value.

### Six Megatrends



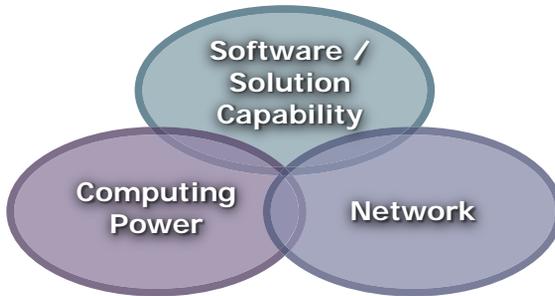
### Seven Themes for Social Value Creation



Since its foundation on July 17, 1899, NEC has forged a long history of innovation in the information and communication fields under the slogan "Better Products, Better Services," to carry out the promise to provide its customers with world-class products and dependable follow-up service.

## Creating the future with our Customers

The world's No.1\*  
Face recognition technology/  
Big data analysis technology



World-class  
efficiency

Virtual technology  
and broadband

\* Ranked 1st in United States' NIST (National Institute of Standards and Technology) benchmark testing.

### ■ Three areas of ICT development

NEC has been an industry leader in ICT by driving the development of cutting-edge technologies in the three areas of computing, network, and software that creates solutions. We are also promoting various research and development initiatives in the advanced areas of data science and artificial intelligence (AI). These technological capabilities and know-how greatly contribute to the enhancement of social infrastructure, contributing to the realization of a society where safe and secure services are provided to people efficiently and equally.



### ■ Towards the Realization of "a brighter world"

With a firm eye on the future and an intuitive understanding of how the world, society, and technologies are changing, NEC is committed to creating new value for our customers, partners, and the global community as a whole by discovering and solving the true issues faced by society, thereby achieving our goal of making the world a brighter place.

For details, please refer to the following URL.

URL : <http://www.nec.com/en/global/about/vision/book/>



We have also issued a separate booklet titled "NEC Vision: Case Studies and Highlights 2015-2016," which features examples of our "Solutions for Society" business. We sincerely hope it will prove to be useful to you.

Please feel free to contact us about NEC's Vision and our technology if you have any questions.

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