NEC accelerates services business leveraging network strengths under the new brand “NEC Smart Connectivity”

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Orchestrating a brighter world

NEC brings together and integrates technology and expertise to create the ICT-enabled society of tomorrow. We collaborate closely with partners and customers around the world, orchestrating each project to ensure all its parts are fine-tuned to local needs. Every day, our innovative solutions for society contribute to greater safety, security, efficiency and equality, and enable people to live brighter lives.
Rapidly growing wave of digitization

Number of IoT devices

40.3 billion units

Creating wide ranging connections between people and things

World's population

7.7 billion

2016 2018 2020

Services and technologies that are expected to expand in the future

- City
- Life
- Work
- Transport
- Agriculture
- Stadium
- Health Tech
- Retail Tech
- Fin Tech
Role of the network in the realization of services

- Analysis
- Visualization
- Prescription

Cyberspace

Real world

Adding new significance to people, things, and contexts.

Create value
Developing Network Strengths

- Mid-term Management Plan 2020: deploy the network strengths cultivated in the telecom market to other areas
- Leverage partnerships, NEC’s total capability and NW strengths
Developing Network Strengths

In collaboration with various enterprise companies and local governments, expand business domains by leveraging strengths

**Civil Engineering**
Developer & Telecom carrier
Remote control of heavy machinery using 5G

**Transport**
Subway & Content provider
Signage system combining LTE and Wi-Fi

**Security**
Local governments
Watch over cities using the LPWA

**Gas**
Improving LP gas delivery and efficiency using LPWA

**Retail**
Computerization of tax exemption procedures using the cloud

**Farm**
Agricultural ICT from devices to the network cloud

**TV & Telecom carrier**
AR swimming games using 5G
Need for Future Networks

As provided Networking

- 5G
- LTE
- LPWA

Voice of the customer

- Low-latency Private network
- A wide range of connections at a low price
- Large scale network infrastructure
- Networking Optimizing
- Convenience of radio
- Safe and reliable networking
- Certification and licensing related to data use
- Mission Critical

Custom-made Networking

Variety of easy-to-use Networking

Use data more easily
With the spread of 5G and IoT, the volume of data flowing through networks continues to increase. It becomes more complex.

NEC therefore considered innovative data distribution. The network itself possesses "intelligence" and assesses the other party or situation. All data is judiciously connected. With technologies that connect everything from the seafloor to space, Freely control the network.

Connect unconnected data to the world. The door to new business is now open.
# NEC Smart Connectivity

## Value proposition

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<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Flexible and Safe</strong></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td><strong>Simple and Fast</strong></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td><strong>The right information for the right people and things</strong></td>
<td></td>
</tr>
</tbody>
</table>
Flexible and Safe

Combine expertise in various industries and communications technologies to meet large-scale needs.
Providing flexible, secure, custom-made connectivity.

**Strength**
- Expertise in various industries
- Knowledge of communications
- Success building large-scale network infrastructure

**Market**
- Infrastructure market
  - Railway
  - Civil Engineering
  - Local government
  - etc.
Use case: Transportation

Provide custom-made connectivity to nationwide transportation and telecommunications networks by leveraging large-scale construction expertise and expanding applications.

- Nationwide optimization
- Advanced security
- Advanced infrastructure monitoring
- Enhancing the value of cities and local communities
Simple and Fast

Providing Services as “Multiconnectivity” through a wide variety of communication methods

Strength

- Knowledge of the properties of a wide range of networks
- Networking can coordinate and operate platforms and human resources

Market

- Retail
- Manufacture
- Local government
- Civil Engineering
- etc.
Use case: Smart Factory

- We offer a variety of connectivity in one-stop, including 5G, LTE, and LPWA.
- Comprehensively provide everything from consulting to installation and operation.
- Supporting optimized use of connectivity.

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Supporting optimized use of connectivity.
The right information for the right people and things

Extract necessary data from a large amount of data.
Providing connectivity and enhancing the value of information.

**Strength**
- Achievements handling large amounts of data
- AI
- Biometric authentication /Security

**Market**
- Retail
- Finance
- Local government etc.
Use case

With authentication and identity collaboration as the cornerstone, NEC will newly connect large amounts of data and extract valuable data from big data.

Connecting the data from various companies and local governments

Creating safe, secure communities

Connecting IDs with data from multiple stores, including e-commerce

Improvement of purchasing experience
Reinforcing business promotion structure

**Accelerate business**

**Consolidate communications assets**

**Strengthen NEC group synergies**

Integrated 500 member NEC Smart Connectivity team

500 people
Co-creation Initiatives

New social value through joint creation and promotion of creative communities

Establishment of the “NEC Smart Connectivity Lab”

5G Co-Creation Working
Since 2018 Autumn

Transportation WG
Construction WG
Retail WG

NEC Smart Connectivity Lab
Open Summer 2019

Co-create ideas
Service Realization
Create solution prototypes
Summary

Three Value Provisions

1. Flexible and Safe
2. Simple and Fast
3. The right information for the right people and things

NEC Smart Connectivity Market Expansion

500 people
Joint Innovation Activities

NEC aims to achieve net sales of 100 billion yen from NEC Smart Connectivity related business in FY 2021
Orchestrating a brighter world

NEC