

# docomo digital

## FACT SHEET

<b>Corporate Name</b>	DOCOMO Digital	
<b>Management</b>	Hiroyuki Sato, CEO	
<b>Foundation</b>	2009	
<b>Locations</b>	<p><b>Corporate Headquarters</b> London, United Kingdom</p> <p>DOCOMO Digital's staff serves clients around the world from 35 offices in key regions including...</p> <p><b>Europe</b> AUSTRIA (Vienna) - FRANCE (Paris, Marseille) - GERMANY (Dusseldorf, Munich, Frankfurt, Hamburg) - GREECE (Athens) - ITALY (Milan, Florence, Parma) - PORTUGAL (Lisbon) - RUSSIA (Moscow) - SWITZERLAND (Zurich) - SPAIN (Madrid)</p> <p><b>Asia Pacific</b> AUSTRALIA (Sydney) - INDIA (New Delhi) - JAPAN (Tokyo) - SINGAPORE</p> <p><b>Middle East &amp; Africa</b> SOUTH AFRICA (Cape Town) - TURKEY (Istanbul)</p> <p><b>Americas</b> ARGENTINA (Buenos Aires) - BRAZIL (Sao Paulo) - MEXICO (Mexico City) - USA (New York)</p>	
<b>Employees</b>	1,000	
<b>Business Activities</b>	<b>E-Commerce Enabling Including:</b> Direct Carrier Billing, Mobile Payments, MNO White Label Solutions, Mobile Content, Native Apps, Performance Marketing, Customer Acquisition, Monetisation	
<b>References</b>	<b>Major App Stores:</b> E.g. Google Play, Windows Phone Store, Facebook, Spotify, Netflix <b>Leading Operator Groups:</b> E.g. Deutsche Telekom, Telefónica, Vodafone, Hutchison, Orange	
<b>Press Contact</b>	<p><b>Dennis Heisig</b> Press Officer DOCOMO Digital Fritz-Vomfelde-Straße 26-30 DE-40547 Düsseldorf Germany</p> <p>Dennis.Heisig@docomodigital.com Phone: +49 211 970 20 -344 Mobile: +49 162 406 32 42 www.docomodigital.com</p>	<p><b>Tom Johnson</b> Account Manager Jargon PR 140 Aldersgate Street, London, EC1A 4HY, UK United Kingdom</p> <p>Tom.Johnson@jargonpr.com Phone: +44 20 7096 9089 Mobile: +44 7960 209 361 www.jargonpr.com</p>



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## OUR VISION

Wouldn't it be amazing if everyone around the world could easily, reliably and safely carry out any transaction through their connected mobile device, at home or while travelling? Whether its to pay a utility bill or a doctor, to play a game or watch a movie, to buy groceries or a meal, to register for a school course, to buy a travel ticket or insurance, to shop, to send funds to someone, or to do anything else, we certainly think it would be an amazing step for humanity! NTT DOCOMO is a mobile industry pioneer committed to enhancing people's digital life by enabling safe mobile commerce environments in Japan and elsewhere. We recently launched DOCOMO Digital to help our mobile ecosystem partners leverage our experience through over 15 years building and operating mobile commerce environments. We are working hard with carriers, merchants and regulators around the world to build an amazing future drive universal financial inclusion through mobile commerce.

## WHO WE ARE

With over 15 years of deep expertise in building and safely operating the world's most advanced mobile commerce environment, we created DOCOMO Digital to work with partners globally to enable their mobile commerce aspirations. More than delivering sound advice, we actively address regulatory and commercial issues between participants and we operate a global technical platform on which mobile commerce ecosystems can be safely and securely built and managed. Today, our platforms are connected to over 200 mobile network operators as the foundation upon which we are developing next-generation mobile commerce for over 5 billion banked and unbanked citizens around the world.

## WHAT WE DO

Building on mobile payment solutions and services as a foundation layer, we are deploying a global payment network that is enabling mobile commerce for banked and unbanked citizens for both digital and real world products and services around the world in a safe, reliable, compliant and convenient way.

[www.docomodigital.com](http://www.docomodigital.com)



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# **SOLUTIONS**

## **FOR OPERATORS**

We are rapidly innovating and delivering to the market unique mobile payments enabling solutions for MNOs which go much further than carrier billing aggregation and integration. For instance, our mCommerce Enabler Platform is a single global solution giving MNOs new capabilities and features such as a consumer care Telco agent module, end user self-customer care tool, customised UX per merchant, pricing and promotion automatic management tool per product/merchant - to name a few. We even offer merchant and consumer financing services as well as performance-based end-customer acquisition and conversion services for better monetisation.

## **FOR DIGITAL MERCHANTS**

DOCOMO Digital offers a full range of carrier billing payment flows, from WAP and SMS to single click and in-app methods. We help digital content, entertainment and services merchants to increase their user conversion by providing our proven high-availability global technical platform as the largest provider of DCB integration for Google Play and other leading App Stores. We are rapidly innovating our DCB platform and network adding next-generation features to allow for new and exciting business models.

## **FOR REAL WORLD MERCHANTS**

We are pioneering new DCB payment flows and additional features opening up unique possibilities to safely increase end-user conversions for purchases of ticketing and non-digital goods and services. For instance, merchants and service providers that rely on ticketing see a significant increase in end-user conversions for mobile app purchases using carrier billing. Through our advanced credit risk and fraud detection modules, we provide our merchants with complete peace of mind. Merchants also benefit from our financing services.

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## **SOLUTIONS**

### FOR ONLINE SHOP MERCHANTS

Our ecommerce payments enabler, Loviit, is a provider of payment methods for online shops offering a wide range of payment options, e.g. credit/debit card, PayPal, pay on invoice and Direct Carrier Billing. Leveraging its next-generation credit risk and fraud detection engine, Loviit assumes all payment default risk for our merchants. Furthermore cross-EU commerce is made easy with Loviit's region-wide e-money license. Merchants enjoy factoring and financing options as well as being able to provide end-consumer financing for improved conversion.

### CONSULTING

Inventing, building and operating next-generation mobile commerce environments is a challenge for most ecosystem players and in particular for mobile network operators that lack experienced talent that can think in digital technology terms. For successful mCommerce implementation, well prepared strategy development, well planned and correctly executed planning is absolutely imperative. As an industrial mobile commerce ecosystem enabler DOCOMO Digital offers professional consultancy to ensure success for clients who wish to embark on, or adjust their mobile commerce strategy.

### PERFORMANCE MARKETING

For all kinds of merchants, mobile marketing and customer acquisition is the key for the successful increase of end-user conversions. With managed SMS/app mobile campaign service capability and managed performance-based customer acquisition & conversion campaign services, we offer support for this challenge. Our solution works for both mobile and desktop environments and optimises and enhances a client's commerce business for all online service opportunities.

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## MANAGEMENT



Hiroyuki Sato was born on March 7 1967 in Kanagawa, Japan. He graduated from the University of Tokyo in 1990 with a bachelor's degree in economics. In 1999, he received a Master's degree in Business Administration from New York University with an emphasis on finance and accounting.

In April 1990, following graduation from the University of Tokyo, he joined Nippon Telegraph and Telephone Corp. ("NTT"). He began his career working in a branch office and moved to NTT's head office in 1993. From 1994 to 1997 he worked in the Business Planning Section of NTT. In 1997 he enrolled in the NYU MBA program and returned to NTT in 1999 after receiving his MBA. In 2001 NTT was reorganised as a holding company and he was assigned to NTT Mediacross, Inc., a subsidiary of NTT, where his responsibilities included marketing as well as being heavily involved managing the company. From 2006 he worked as Executive Director at the Global Business Division of NTT DOCOMO. Since 2012 he has been the CEO of DOCOMO Digital GmbH and has been managing the European-based subsidiaries which provide mobile payment services and mobile content services.

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## **MEDIA REQUESTS**

We are happy to answer any questions from the media about DOCOMO Digital and mobile commerce in general. If you need a quote, expert opinion or want to do an interview for an article, please contact our press team.

### **PRESS CONTACTS**

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