PRESS RELEASE

NTT Digital

NTT Digital Launches "web3 Jam" co-creation project to connect companies and expand the possibilities of co-creation

— Discussions with 14 companies begin with the aim of supporting seamless corporate collaboration using blockchain technology —

Tokyo, Japan, May 20, 2024 --- NTT Digital, Inc. ("NTT Digital") announced today that it launches web3 Jam, a project that aims to realize seamless corporate collaboration using blockchain technology. As of May 22, 2024, we have received support from 14 companies. We will continue to recruit more supporting companies and explore new co-creation possibilities that transcend industry boundaries.

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Background

In society today, companies are expected not only to generate profits but also to fulfill their social responsibilities. However, it can be economically difficult for a single company to pursue the creation of social value. Collaboration between various companies would make it easier for companies to fulfill their social responsibility in an economically sound manner.

One of the obstacles to corporate collaboration is the fact that each company has its own database and lacks interconnection between them. Therefore, we believe that interoperable blockchain technology will provide an ideal means of enabling seamless co-creation between companies.

Details of web3 Jam initiative

In web3 Jam, we will explore methods of co-creation in social themes by utilizing blockchain technology together with multiple supporting companies.

NTT Digital will support the study and provision of web3-based tools ("these tools") necessary for the conception of web3 Jam, corporate collaboration, and implementation. These tools will make it possible to distribute, receive, utilize, and measure the effectiveness of NFTs across corporations.

web3 Jam Structure

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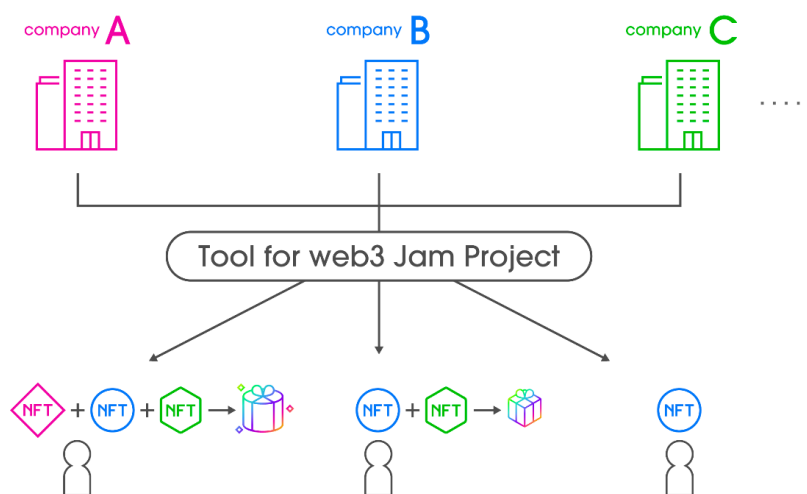
web3 Jam Social Themes

We will explore social themes that we organize corporate groups to explore the possibility of mutual collaboration. The following topics are the examples as of today.

- **Uncovering the potential of the region**

Offering hidden gems as souvenirs, or collectively promoting the famous local stores that are struggling to promote their products. Involving real stores and the assets of each locality with which a company is involved, the company will uncover the value of its local community through cross-industry collaboration. This initiative will stimulate tourism in many areas of Japan.

- **Get healthier while playing**

In the pursuit of good health, life can sometimes become too austere. But it should be possible to create a system that leads to people becoming healthy while they are having fun with playing games. The aim here is to make health enjoyable by bringing together the assets and knowledge of each company at the web3 Jam.

- **Discovering your passion among the myriad of possibilities**

The amount of information an average person today receives in a day is as much as an average person in the Edo period for a year. One idea that may filter too much information and help people find what matters is Oshi-katsu, which means enthusiastically supporting someone or something. web3 Jam provides an opportunity to connect with the experiences, things, and people through "Oshi-katsu."

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web3 Jam Social Themes

1 Uncovering the potential of the region

Offering hidden gems as souvenirs, or collectively promoting the famous local stores to uncover the value of the local community

2 Get healthier while playing

Creating a system that leads to people becoming healthy while they are having fun with playing games

3 Discovering your passion among the myriad of possibilities

Connecting with the experiences, things, and people through "Oshi-katsu" to help people find what matters and enjoyment

+ and more...

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Attachment: Project overview

- **Objective**

Study and implementation of new corporate collaboration methods using blockchain.

- **Participating Companies** 14 companies as of May 22, 2024

Ajinomoto Co., Inc.

Asahi Soft Drinks Co., Ltd.

BBF, Inc.

J. Front Retailing Co., Ltd.

Konami Digital Entertainment Co., Ltd.

Kyushu Railway Company

MITSUBISHI ESTATE CO., LTD.

NTT DOCOMO, INC.

Sanrio Company, Ltd.

SHIBUYA109ENTERTAINMENT Corporation

TOKYO DOME CORPORATION

TOKYU CORPORATION

WELCIA YAKKYOKU CO., LTD.

Yamaha Motor Co., Ltd.

*In alphabetical order based on English company names

- **Project management and support**

NTT Digital, Inc.

HAKUHODO KEY3 Inc.

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- **Project roadmap (TBC)**

From May 2024 : Study of the initiative's theme and implementation

Within Fiscal Year 2024 : Launch a proof of concept

- **Recruitment of supporting companies**

We look forward to hearing from many companies to further expand the possibilities of co-creation.

Contact info for inquiries regarding web3 Jam:
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Company overview

NTT Digital, Inc.

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As a web3 enabler, NTT Digital, Inc. will promote the creation of an environment in which individuals and companies can easily and safely use web3 services and blockchain technology toward the social implementation of cutting-edge digital technologies.