

July 19, 2021

## **NewsPicks and DOCOMO Launch “NewsPicks +d”, a New Media Service for DOCOMO’s Corporate Customers**

NewsPicks, Inc.

Tokyo, Japan – July 19, 2021 –NewsPicks, Inc. (“NewsPicks”) announced today that NewsPicks and NTT DOCOMO, INC. (“DOCOMO”) have developed “NewsPicks +d” (“the Service”), a new media service which utilizes the framework of social business media “NewsPicks” and is provided by DOCOMO to its corporate customers.

The Service is provided as a special offer to the members of DOCOMO’s membership program among its corporate customers, allowing them to access this media service by using a free single sign-on ID offered by DOCOMO. DOCOMO provides a wide range of convenient and secure solutions and services that are accessible through their ID, and the Service will now be added to this lineup.

Going forward, “NewsPicks for Business”, NewsPicks’s B2B division, and DOCOMO will establish a joint editorial team for content planning and curation.

By leveraging the original articles and video content from NewsPicks’s own editorial team, which focus on business professionals’ needs, in combination with the functionality and the know-how of NewsPicks Enterprise, which provides services for internal use by large corporations, the Service aims to produce easy-to-use and highly accessible content for business professionals.

In particular, the Service aims to provide original content that not only helps readers visualise the “now” of the business world but also leads to opportunities for deeper understanding and learning. Topics to be covered include business success stories, must-know new developments in various industries, updates on new trends, information on digital transformation (DX), and coverage of workstyles and lifestyles in the age of the “new normal”.

The service will be available via two separate plans: the free "NewsPicks +d Membership" plan, which is offered to all of the members of DOCOMO’s membership program among its corporate customers, and the paid "NewsPicks +d Premium Membership" plan (JPY 1,400 per account per month, tax included) for paying subscribers.

The free "NewsPicks +d Membership" plan will offer both free and original articles from NewsPicks and selected original articles from the NewsPicks +d editorial team. Meanwhile, the paid “NewsPicks +d Premium Membership” plan will additionally offer original feature stories and videos available to NewsPicks Premium subscribers, as well as unlimited access to all original articles from NewsPicks +d. Furthermore, customers will be able set up high-priority notifications on new developments in a particular industry or information on any fields they are interested in.

NewsPicks +d aims to provide quick access to information that can be of actual use to customers from private corporations and local governments across Japan, as a way to contribute to the promotion of DX and the adoption of “new normal” working styles, with plans to continue improving the content and functionality to enhance the Service’s usability going forward.

### **About NewsPicks**

NewsPicks is a social business media service that offers original articles from NewsPicks’s own Editorial Team alongside news articles from 100 media sources worldwide. With comments from business professionals and experts, the service provides multiple perspectives on the news to assist with their deeper

understanding and analysis.

<https://newspicks.com/about/>

#### About NewsPicks for Business

A division developing NewsPicks's B2B services, with a goal of transforming companies and developing the resources needed to promote innovation within an organization, particularly in large corporations.

#### About NewsPicks Enterprise

A B2B service that provides a custom version of NewsPicks to corporate clients as a tool for human resource and organizational development. It is used to deliver news specific to the company or organization, as well as promoting intra-company interaction in the comment section, thus contributing to organizational revitalization. The service allows employees to learn from and connect with each other using internal and external news as a starting point for conversation.

#### Company Overview

Company Name: NewsPicks, Inc.

Established: 1 April 2015

Representative(s): Daisuke Sakamoto (Chief Executive Officer)

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