NTT DOCOMO, INC.

Annual Operating Data

		Fiscal 2007 (Ended Mar. 31, 2008)	Fiscal 2008 (Ended Mar. 31, 2009)	Fiscal 2009 (Ended Mar. 31, 2010)	Fiscal 2010 (Ended Mar. 31, 2011)	Fiscal 2011 (Ended Mar. 31, 2012)	Fiscal 2012 (Ended Mar. 31, 2013)	Fiscal 2013 (Ended Mar. 31, 2014)	Fiscal 2014 (Ended Mar. 31, 2015)	Fiscal 2015 (Ended Mar. 31, 2016)	Fiscal 2016 (Ended Mar. 31, 2017)	Fiscal 2017 (Ended Mar. 31, 2018)	Fiscal 2018 (Ending Mar. 31, 2019) Forecasts
Number of Subscriptions and Other Operating Data													
Cellular Subscriptions (1)	thousands	53,388	54,601	56,082	58,010	60,129	61,536	63,105	66,595	70,964	74,880	76,370	78,100
(Incl.) "Kake-hodai & Pake-aeru"	thousands	—	—	—	—	—	—	—	17,827	29,704	37,066	41,964	—
LTE(Xi)	thousands	—	—	—	26	2,225	11,566	21,965	30,744	38,679	44,544	50,097	55,500
FOMA (2)	thousands	43,949	49,040	53,203	56,746	57,905	49,970	41,140	35,851	32,285	30,336	26,273	22,600
Communication Module Service (1)	thousands	698	858	1,081	1,606	2,330	3,169	3,338	4,173	4,803	6,084	6,183	—
Market Share (3) (4)	%	52.0	50.8	50.0	48.5	46.9	45.2	43.8	43.6	45.3	46.0	-	-
Net Increase from Previous Period (1) (4)	thousands	767	1,213	1,481	1,928	2,120	1,407	1,569	3,490	4,368	3,916	1,491	1,700
Churn Rate (4)(5)	%	0.80	0.50	0.46	0.47	0.60	0.82	0.82	0.61	0.62	0.59	0.65	-
Handset Churn Rate (6)	%	—	—	—	—	—	—	—	—	0.54	0.47	0.51	-
Number of Handsets Sold (7)	thousands	25,739	20,129	18,037	19,055	22,089	23,555	22,514	23,751	26,058	27,482	25,460	26,500
sp-mode Subscriptions	thousands	—	—	—	2,095	9,586	18,285	23,781	28,160	32,463	35,921	38,998	-
i-mode Subscriptions	thousands	47,993	48,474	48,992	48,141	42,321	32,688	26,415	22,338	18,770	15,493	12,111	-
Newly Defined ARPU and MOU (8)													
Aggregate ARPU (9) (10)	yen/month/subscription	—	—	—	—	—	—	—	—	—	4,440	4,710	4,780
Mobile ARPU (11)	yen/month/subscription	—	—	—	—	—	—	—	—	—	4,250	4,370	4,340
"docomo Hikari" ARPU	yen/month/subscription	—	—	—	—	—	—	—	—	—	190	340	440
MOU (10) (12)	minute/month/subscription	—	—	—	—	—	—	—	—	—	137	136	134
ARPU and MOU (Fiscal 2015~Fiscal 2017)													
Aggregate ARPU (9) (10)	yen/month/subscription	—	—	—	—	—	—	4,370	4,100	4,170	4,430	4,680	—
Voice ARPU (11)	yen/month/subscription	—	—	—	—	—	—	1,490	1,280	1,210	1,250	1,370	—
Data APRU	yen/month/subscription	—	—	—	—	—	—	2,880	2,820	2,960	3,180	3,310	—
Packet ARPU	yen/month/subscription	—	—	—	—	—	—	2,880	2,820	2,910	2,990	2,970	—
"docomo Hikari" ARPU	yen/month/subscription	—	—	—	—	—	—	—	—	50	190	340	—
MOU (10) (12)	minute/month/subscription	—	—	—	—	—	—	116	122	133	137	136	—
ARPU and MOU (~Fiscal 2014)													
Aggregate ARPU (9) (13) (14)	yen/month/subscription	6,360	5,840	5,540	5,320	5,140	4,900	4,610	4,370	4,420	—	—	—
Voice ARPU (11)	yen/month/subscription	4,160	3,330	2,900	2,530	2,200	1,760	1,410	1,180	1,090	—	—	—
Packet ARPU (13)	yen/month/subscription	2,200	2,330	2,380	2,460	2,590	2,720	2,700	2,600	2,620	—	—	—
Smart ARPU	yen/month/subscription	—	180	260	330	350	420	500	590	710	—	—	—
MOU (10) (12)	minute/month/subscription	138	137	136	134	126	118	109	112	120	—	—	—

* Please refer to the following "Newly defined Definition and Calculation Methods of ARPU and MOU" and "Definition and Calculation Methods of ARPU and MOU"for the definition of ARPU and MOU, explanation of the methods used to calculate ARPU and the number of active users /active subscriptions.

(1)   Fiscal year ended March 31, 2006 to 2012 results include mova service which was terminated at the end of March 2012.
(2)   Effective March 3, 2008, FOMA subscription became mandatory for subscription to "2in1" services, and those FOMA subscriptions are included in the number of FOMA subscribers.
(3)   Source for subscriptions of other cellular telecommunications operators: Data announced by Telecommunications Carriers Association and/or each company.
(4)   Data are calculated including communication module services subscriptions.
(5)   Calculation methods have been changed from the first quarter of the fiscal year ending March 31, 2016 (Accordingly, Churn Rate of the fiscal year ended March 31, 2014 and 2015 results have also been changed). Data are calculated excluding the subscriptions and cancellations of subscriptions of Mobile Virtual Network Operators (MVNOs).
(6)   Churn rate in Basic Plans (excluding Data Plans and Device Plus 500), Xi/FOMA Billing Plans and Type Limit Value / Type Limit for smartphones and feature phones etc.
(7)   Sum of new subscriptions which include mobile line subscriptions of MVNOs and Communication Module subscription, change of subscription from FOMA to LTE(Xi),LTE(Xi) to FOMA,LTE(Xi) handset upgrade by LTE(Xi) subscribers, FOMA handset upgrade by FOMA subscribers.
(8)   Calculation methods have been changed from the 1st Quarter of the fiscal year ending March 31, 2019.
(9)   Data are calculated excluding revenues and subscriptions from communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs).
(10) Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for "Xi" or "FOMA" services in his/her name are not included in the calculation.
(11) Inclusive of circuit-switched data communication
(12) Data are calculated excluding subscriptions for communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs).
(13) With the introduction of "Smart ARPU" in the second quarter of the fiscal year ended March 31, 2013, "Aggregate ARPU"of the fiscal year ended March 31, 2009, 2010, 2011, 2012, 2013 , 2014, 2015 results contains "Smart ARPU".
        In addition, some elements (revenues from content etc.) included in conventional "Packet ARPU" of the fiscal year ended March 31, 2009, 2010, 2011 and 2012 results have been retroactively reclassified into "Smart ARPU". The impact of the reclasssification of those periods are 50 yen, 70 yen, 80 yen and 80 yen respectively.
(14) Calculation Methods has been changed from the 2nd quarter of the fiscal year ending March 31, 2015. (Accordingly, ARPU and MOU of the fiscal year ended March 31, 2013 and 2014 results have also been changed.)

i. Definition of Newly Defined ARPU and MOU
  a. ARPU (Average monthly Revenue Per Unit) :
    Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per user basis. ARPU is calculated by dividing telecommunications services revenues (excluding certain revenues) by the number of active users of our wireless services in the relevant periods, as shown below
    "ARPU Calculation Method." We believe that our ARPU figures provide useful information to analyze the average usage per user and the impacts of changes in our billing arrangements.
  b. MOU (Minutes of Use) : Average monthly communication time per user.

ii. Newly defined ARPU Calculation Methods
    Aggregate ARPU = Mobile ARPU + "docomo Hikari" ARPU
    Mobile ARPU   : Mobile ARPU-related revenues (voice-related revenues (basic monthly charges, voice communication charges) + packet-related revenues (basic monthly charges, packet communication charges) / No. of active users
    "docomo Hikari" ARPU   : "docomo Hikari"-related revenues (basic monthly charges, voice communication charges) / No. of active users

iii. Active Users Calculation Method
    Sum of No. of active users for each month ((No. of users at the end of previous month + No. of users at the end of current month) / 2) during the relevant period
    1. The number of "users" used to calculate ARPU and MOU is the total number of subscriptions, excluding the subscriptions listed below :
       a. Subscriptions of communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs); and
       b. Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for "Xi" or "FOMA" services in his/her name.
    2. Revenues from communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs) ,
       and impact on revenues from "dPOINT" program, etc., are not included in the ARPU calculation.

i. Definition of ARPU and MOU (Fiscal 2015 – Fiscal 2017)
  a. ARPU (Average monthly Revenue Per Unit) :
    Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per user basis. ARPU is calculated by dividing telecommunications services revenues (excluding certain revenues) by the number of active users of our wireless services in the relevant periods, as shown below
    "ARPU Calculation Method." The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.
  b. MOU (Minutes of Use) : Average monthly communication time per user.

ii. ARPU Calculation Methods
    Aggregate ARPU = Voice ARPU + Packet ARPU + "docomo Hikari" ARPU
    Voice ARPU   : Voice ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active users
    Packet ARPU   : Packet ARPU Related Revenues (basic monthly charges, packet communication charges) / No. of active users
    "docomo Hikari" ARPU   : "docomo Hikari" ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active users
    In addition, the sum of Packet ARPU and "docomo Hikari" ARPU is referred to as Data ARPU.

iii. Active Users Calculation Method
    Sum of No. of active users for each month ((No. of users at the end of previous month + No. of users at the end of current month) / 2) during the relevant period
    1. The number of "users" used to calculate ARPU and MOU is the total number of subscriptions, excluding the subscriptions listed below :
       Subscriptions of communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs) and
       Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for "Xi" or "FOMA" services in his/her name.
    2. Revenues from communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs) are not included in the ARPU calculation.

i. Definition of ARPU and MOU (~Fiscal 2014)
  a. ARPU (Average monthly Revenue Per Unit):
    Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our mobile communications services revenues and a part of other operating revenues by the number of active subscriptions to our wireless services in the relevant periods.
    The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.
  b. MOU (Minutes of Use): Average monthly communication time per subscription.

ii. ARPU Calculation Methods
    Aggregate ARPU = Voice ARPU + Packet ARPU + Smart ARPU
    Voice ARPU   : Voice ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active subscriptions
    Packet ARPU   : Packet ARPU Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions
    Smart ARPU   : A part of other operating revenues (revenues from content, collection of charges, mobile phone insurance service, advertising and others) / No. of active subscriptions

iii. Active Subscriptions Calculation Methods
    Sum of No. of active subscriptions for each month ((No. of subscriptions at the end of previous month + No. of subscriptions at the end of current month) / 2) during the relevant period

Note: Subscriptions for and revenues from communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities