

DoCoMo IN FIGURES

In this section we present detailed business data and indices pertaining to DoCoMo's business condition and trends in the Japanese mobile phone industry, such as the number of subscribers for each mobile phone operator, in chronological order for the convenience of our readers.

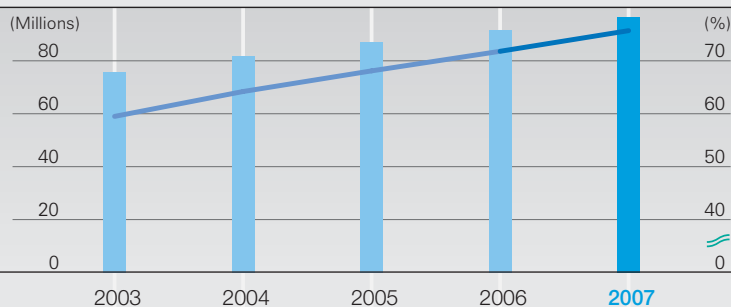
I. Performance of DoCoMo in the Mobile Communications Industry

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II. DoCoMo's Operation Data

Cumulative Number of Subscribers and Penetration Rate in Japan

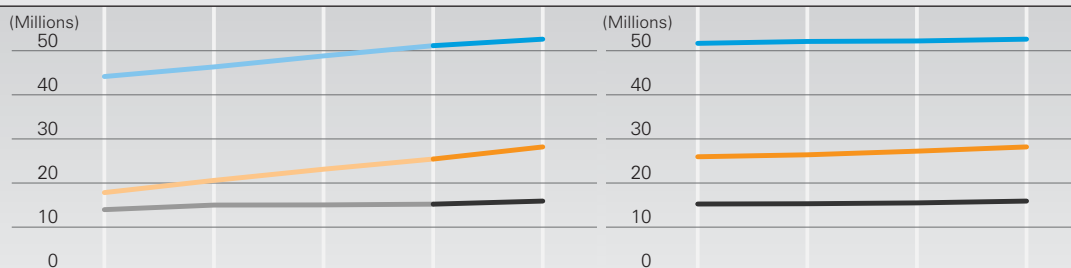


Figures for population of Japan are as of April 1st of each year, and those for total subscribers in Japan are as of March 31st of each fiscal year.

	2003	2004	2005	2006	2007
Population of Japan (Thousands)*	127,623	127,736	127,791	127,723	127,750
Total subscribers in Japan (Thousands)	75,944	81,921	86,998	91,792	96,718
Penetration rate (%)*	59.5%	64.1%	68.1%	71.9%	75.7%

Source: Statistics Bureau, Ministry of Internal Affairs and Communications (Population of Japan) / Telecommunications Carriers Association (Total mobile phone subscribers in Japan)
* Along with a revision in the population based on a population census, figures reported in previous annual reports have been revised.

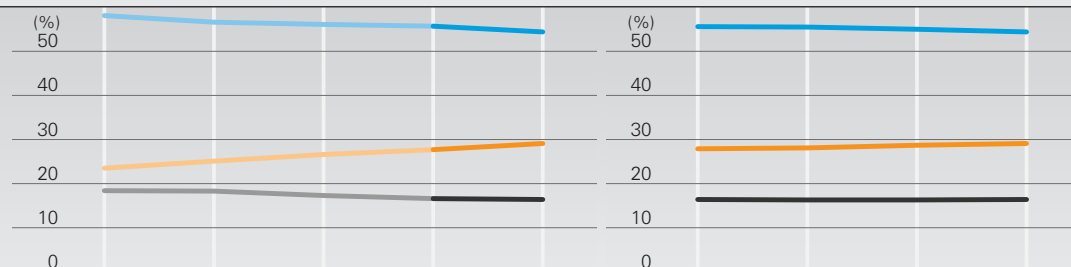
Number of Mobile Phone Subscribers, by Mobile Phone Operator
(Fiscal year/quarterly data)



Years ended March 31 (Thousands)	2003	2004	2005	2006	2007	2007			
						1Q	2Q	3Q	4Q
NTT DoCoMo	44,148.5	46,328.1	48,824.9	51,143.6	52,621.1	51,672.2	52,102.9	52,213.8	52,621.1
FOMA	330.0	3,045.1	11,500.6	23,463.4	35,529.5	26,216.5	29,098.3	32,113.7	35,529.5
mova	43,818.6	43,283.0	37,324.3	27,680.2	17,091.6	25,455.7	23,004.5	20,100.1	17,091.6
KDDI	17,832.4	20,590.6	23,132.0	25,438.5	28,188.3	25,956.9	26,402.5	27,225.6	28,188.3
au	14,049.1	16,958.8	19,542.4	22,699.3	27,316.8	23,616.3	24,486.3	25,798.1	27,316.8
TU-KA	3,783.3	3,631.8	3,589.6	2,739.2	871.5	2,340.6	1,916.2	1,427.5	871.5
Soft Bank Mobile*	13,963.3	15,002.4	15,040.7	15,209.9	15,908.5	15,240.2	15,307.0	15,496.5	15,908.5

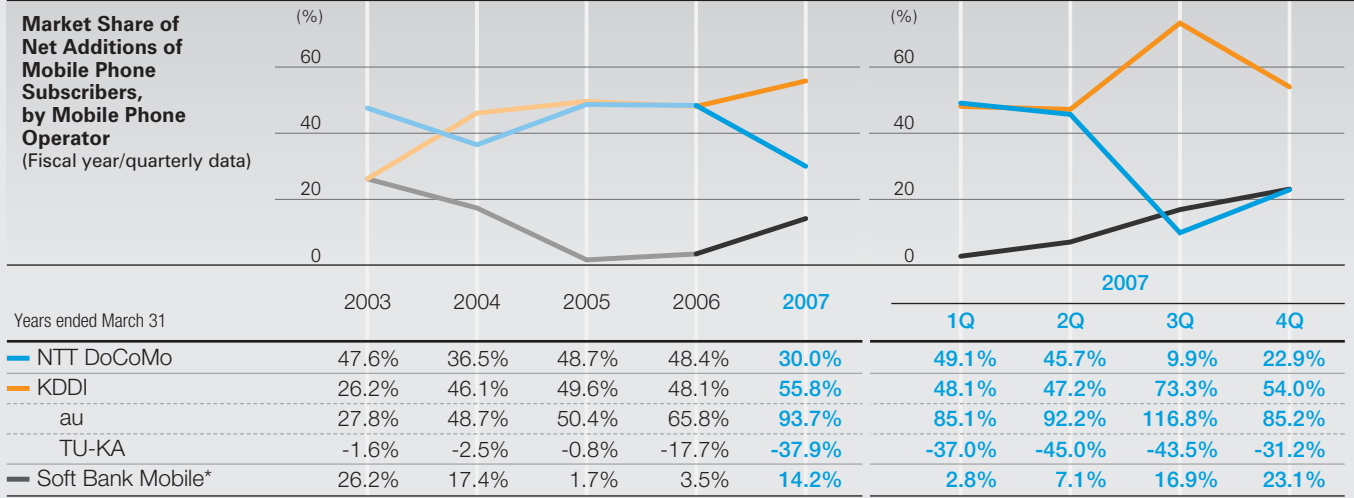
Source: Telecommunications Carriers Association
* Formerly Vodafone, through the March 2006 fiscal period.

Market share of Total Mobile Phone Subscribers, by Mobile Phone Operator
(Fiscal year/quarterly data)

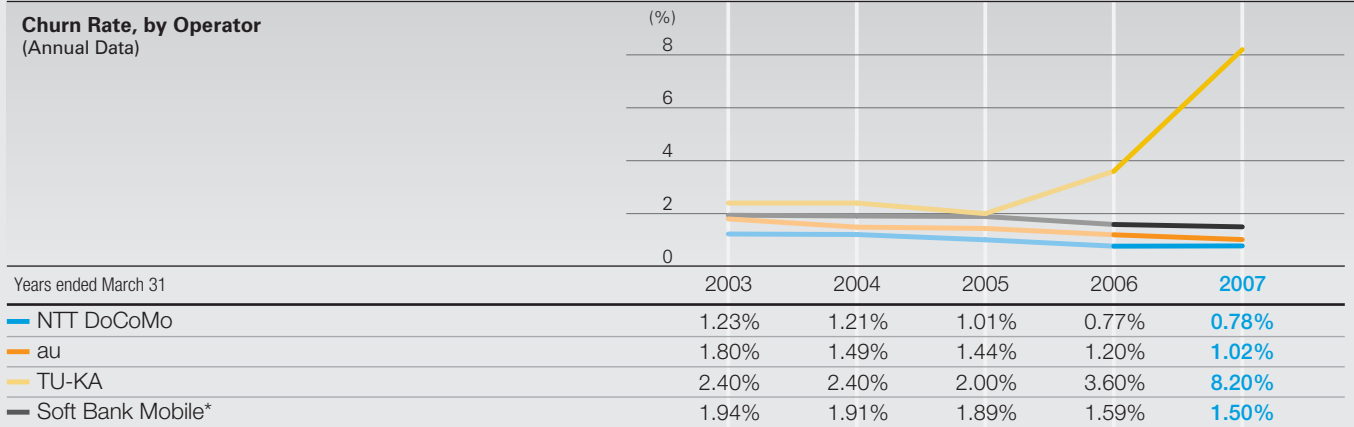


Years ended March 31	2003	2004	2005	2006	2007	2007			
						1Q	2Q	3Q	4Q
NTT DoCoMo	58.1%	56.6%	56.1%	55.7%	54.4%	55.6%	55.5%	55.0%	54.4%
KDDI	23.5%	25.1%	26.6%	27.7%	29.1%	27.9%	28.1%	28.7%	29.1%
au	18.5%	20.7%	22.5%	24.7%	28.2%	25.4%	26.1%	27.2%	28.2%
TU-KA	5.0%	4.4%	4.1%	3.0%	0.9%	2.5%	2.0%	1.5%	0.9%
Soft Bank Mobile*	18.4%	18.3%	17.3%	16.6%	16.4%	16.4%	16.3%	16.3%	16.4%

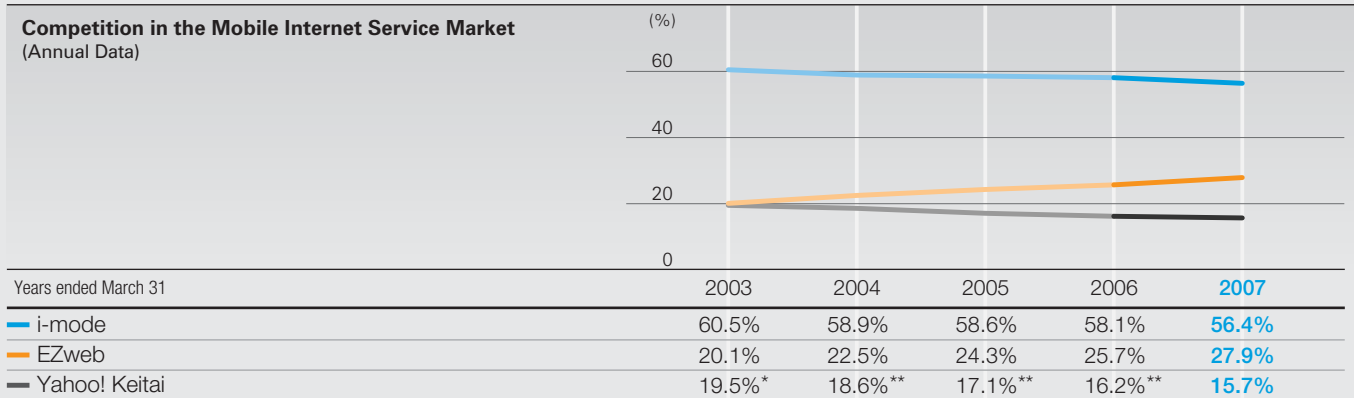
Source: Telecommunications Carriers Association
* Formerly Vodafone, through the March 2006 fiscal period.



Source: Telecommunications Carriers Association
 * Formerly Vodafone, through the March 2006 fiscal period.

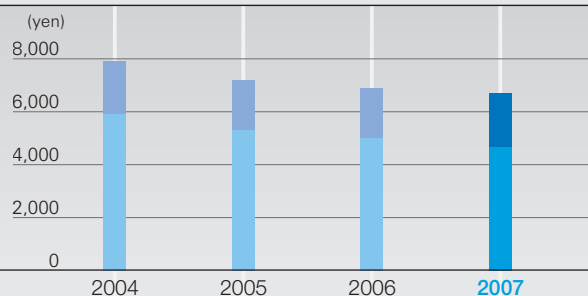


Source: Each company's data
 * Formerly Vodafone, through the March 2006 fiscal period.



Source: Telecommunications Carriers Association
 * Sales of handsets adopted to J-sky service
 ** Subscribers of vodafone live!

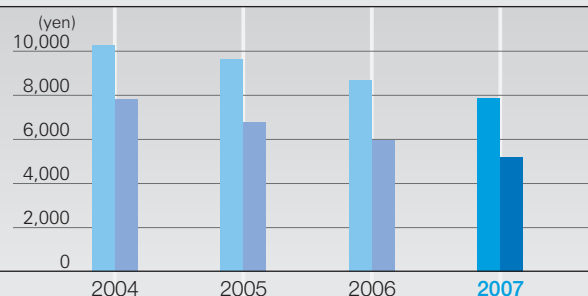
ARPU (FOMA + mova)
(Annual Data)



Years ended March 31

Aggregate ARPU (yen)	7,890	7,200	6,910	6,700
ARPU (yen) of international services*1	20*2	20*2	40*3	50*3
Voice ARPU (yen)	5,920	5,330	5,030	4,690
Packet ARPU (yen)	1,970	1,870	1,880	2,010
i-mode ARPU (yen)	1,970	1,870	1,870	1,990

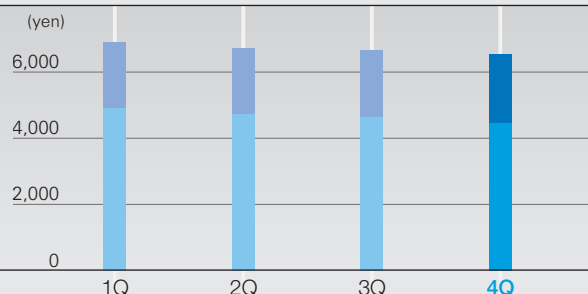
ARPU (FOMA) and ARPU (mova)
(Annual Data)



Years ended March 31

FOMA aggregate ARPU (yen)	10,280	9,650	8,700	7,860
ARPU (yen) of international services*1	—	—	70*3	80*3
Voice ARPU (yen)	6,900	6,380	5,680	5,070
Packet ARPU (yen)	3,380	3,270	3,020	2,790
i-mode ARPU (yen)	3,240	3,220	2,980	2,750
mova aggregate ARPU (yen)	7,830	6,800	5,970	5,180
ARPU (yen) of international services*1	—	—	30*3	20*3
Voice ARPU (yen)	5,890	5,160	4,680	4,190
i-mode ARPU (yen)	1,940	1,640	1,290	990

ARPU (FOMA + mova)
(Quarterly Data)



Year ended March 2007

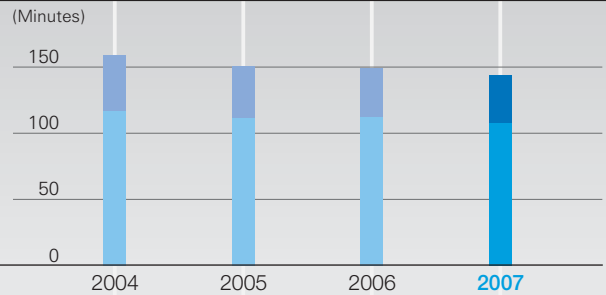
Aggregate ARPU (yen)	6,900	6,720	6,670	6,530
(As above) ARPU (yen) of international services*1	50	50	50	60
Voice ARPU (yen)	4,930	4,740	4,660	4,450
Packet ARPU (yen)	1,970	1,980	2,010	2,080
i-mode ARPU (yen)	1,950	1,960	1,990	2,060

*1 International services revenues have been included in the ARPU data calculations from the fiscal year ended March 31, 2006, in view of their growing contribution to total revenues.

*2 Not included in Aggregate ARPU

*3 Included in Aggregate ARPU

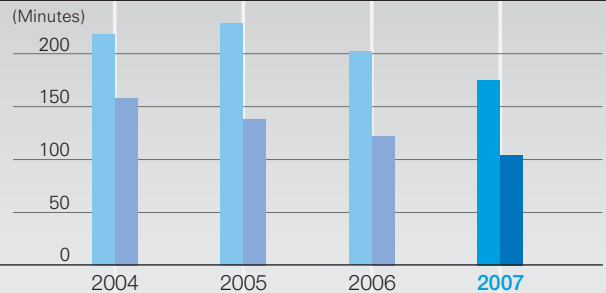
MOU (FOMA + mova)
(Annual Data)



Years ended March 31

	2004	2005	2006	2007
Total MOU (minutes)	159	151	149	144
Outbound (minutes)	117	112	112	108
Inbound (minutes)	42	39	37	36

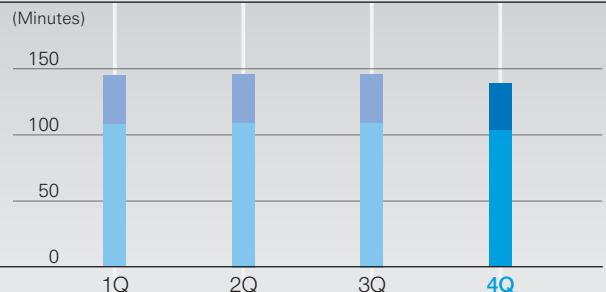
MOU (FOMA) and MOU (mova)
(Annual Data)



Years ended March 31

	2004	2005	2006	2007
Total MOU for FOMA (minutes)	219	229	202	175
Outbound (minutes)	168	176	154	132
Inbound (minutes)	51	53	48	43
Total MOU for mova (minutes)	158	138	122	104
Outbound (minutes)	116	101	89	76
Inbound (minutes)	42	37	33	28

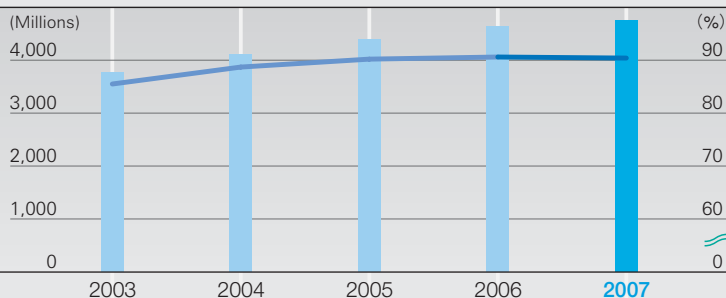
MOU (FOMA + mova)
(Quarterly Data)



Year ended March 2007

	1Q	2Q	3Q	4Q
Total MOU (minutes)	145	146	146	139
Outbound (minutes)	108	109	109	104
Inbound (minutes)	37	37	37	35

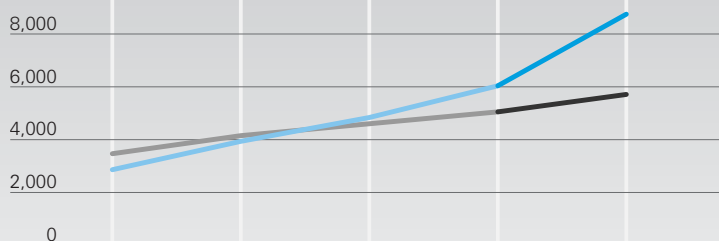
Data Related to i-mode Services
(Number of Subscribers and i-mode Subscribers Ratio, Annual Data)



Years ended March 31

Years ended March 31	2003	2004	2005	2006	2007
No. of total subscribers (Thousands)	44,149	46,328	48,825	51,144	52,621
No. of i-mode subscribers (Thousands)	37,758	41,077	44,021	46,360	47,574
i-mode subscribers ratio	85.5%	88.7%	90.2%	90.6%	90.4%

Data Related to i-mode Services
(Number of i-Menu Sites, Annual Data)



Years ended March 31

Years ended March 31	2003	2004	2005	2006	2007
i-Menu sites (FOMA)	2,857	3,930	4,830	6,028	8,735
i-Menu sites (mova)	3,462	4,144	4,594	5,043	5,702

* Beginning in fiscal year 2004 we have added the number of sites capable of handling the "individual payment collection" method to the number of sites capable of handling the traditional "monthly fixed payment collection" method.

Note 1. ARPU and MOU

(1) **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 various revenue items included in operating revenues from our Wireless services, such as monthly charges, voice transmission charges and packet transmission charges, from designated services which are incurred consistently each month, by number of active subscribers to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures provide useful information to analyze the average usage of our subscribers and the impacts of changes in our billing arrangements. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.

(2) **MOU (Minutes of usage):** Average communication time per one month per one user

2. ARPU* is calculated as follows:

(1) Aggregate ARPU (FOMA+mova)=Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)
Voice ARPU (FOMA+mova):
Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscribers (FOMA+mova)
Packet ARPU (FOMA+mova):
{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) + i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)} / No. of active cellular phone subscribers (FOMA+mova)
i-mode ARPU (FOMA+mova)*2:
i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (FOMA+mova)

(2) Aggregate ARPU (FOMA)=Voice ARPU (FOMA) + Packet ARPU (FOMA)
Voice ARPU (FOMA):

Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscribers (FOMA)

Packet ARPU (FOMA):

Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (FOMA)

i-mode ARPU (FOMA)*2:

i-mode ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (FOMA)

(3) Aggregate ARPU (mova)=Voice ARPU (mova) + i-mode ARPU (mova)

Voice ARPU (mova):

Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscribers (mova)

i-mode ARPU (mova)*2:

i-mode ARPU (mova) Related Revenues (monthly charges, transmission charges) / No. of active cellular phone subscribers (mova)

(4) ARPU (PHS): ARPU (PHS) Related Revenues (monthly charges, voice transmission charges) / No. of active PHS subscribers

3. Method for Calculating the Number of Active Subscribers

The method of calculating the number of active subscribers used in ARPU/MOU/churn rate calculations is as follows.

Sum of the No. of active subscribers [(No. of subscribers at the end of previous month + No. of subscribers at the end of current month)/2] for each month.

*1 Communication module service subscribers and the revenues thereof are not included in the ARPU and MOU calculations.

*2 The denominator used in calculating i-mode ARPU (FOMA + mova, FOMA, mova) is the aggregate number of cellular subscribers to each service (FOMA + mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.