

Financial Highlights (U.S. GAAP)

NTT DOCOMO, INC. AND SUBSIDIARIES
Years ended March 31

	Millions of yen (excluding per share data)				Millions of U.S. dollars ¹ (excluding per share data)	
	2004	2005	2006	2007	2008	2008
Operating results						
Operating revenues	¥5,048,065	¥4,844,610	¥4,765,872	¥4,788,093	¥4,711,827	\$47,189
Wireless services	4,487,912	4,296,537	4,295,856	4,314,140	4,165,234	41,715
Equipment sales	560,153	548,073	470,016	473,953	546,593	5,474
Operating income	1,102,918	784,166	832,639	773,524	808,312	8,095
Net income	650,007	747,564	610,481	457,278	491,202	4,919
Financial position						
Total assets	¥6,262,266	¥6,136,521	¥6,365,257	¥6,116,215	¥6,210,834	\$62,202
Total debt ²	1,091,596	948,523	792,405	602,965	478,464	4,792
Total shareholders' equity	3,704,695	3,907,932	4,052,017	4,161,303	4,276,496	42,829
Cash flows						
Net cash provided by operating activities	¥1,710,243	¥1,181,585	¥1,610,941	¥ 980,598	¥1,560,140	\$15,625
Net cash used in investing activities	(847,309)	(578,329)	(951,077)	(947,651)	(758,849)	(7,600)
Adjusted free cash flows (excluding irregular factors and changes in investments for cash management purposes) ^{3,4}	862,934	1,003,583	510,905	192,237	442,410	4,431
Other financial data						
Capital expenditures ⁵	¥ 805,482	¥ 861,517	¥ 887,113	¥ 934,423	¥ 758,743	\$ 7,599
Financial ratios⁶						
Operating income margin	21.8%	16.2%	17.5%	16.2%	17.2%	
EBITDA margin ⁷	36.8%	33.6%	33.7%	32.9%	34.8%	
ROCE ⁸	22.9%	16.2%	17.2%	16.1%	17.0%	
Equity ratio	59.2%	63.7%	63.7%	68.0%	68.9%	
Debt ratio ⁹	22.8%	19.5%	16.4%	12.7%	10.1%	
Per share data¹⁰ (Yen and U.S. dollars)						
Basic and diluted earnings per share	¥13,099	¥15,771	¥13,491	¥10,396	¥ 11,391	\$ 114.08
Shareholders' equity per share	76,234	84,455	91,109	95,457	100,321	1,004.72
Cash dividends declared per share ¹¹	1,500	2,000	4,000	4,000	4,800	48.07

1 Translations of the Japanese yen amounts into U.S. dollars are included solely for the convenience of readers by using the noon buying rate in New York City for cable transfers in foreign currencies as certified for customs purposes by the Federal Reserve Bank of New York on March 31, 2008, which was ¥99.85 to U.S.\$1.00.

2 Total debt = Short-term borrowings + Current portion of long-term debt + Long-term debt

3 Free cash flows = Net cash provided by operating activities + Net cash used in investing activities

4 Irregular factors represent the effects of uncollected revenues due to bank closure at the end of periods. Changes in investments for cash management purposes were derived from purchases, redemption at maturity and sales of financial instruments held for cash management purposes with original maturities of longer than three months. For the reconciliations of these Non-GAAP financial measures, see page 127.

5 Capital expenditures are calculated on an accrual basis for the purchases of property, plant and equipment, and intangible and other assets.

6 ROCE ratios are calculated using the simple average of the applicable year-end balance sheet figures.

7 EBITDA = Operating income + Depreciation and amortization + Losses on sale or disposal of property, plant and equipment
EBITDA margin = EBITDA / Total operating revenues. For the reconciliations of these Non-GAAP financial measures, see page 127.

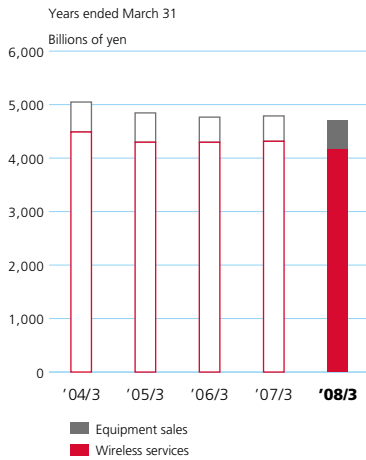
8 ROCE (Return on capital employed) = Operating income / (Shareholders' equity + Total debt)

9 Debt ratio = Total debt / (Shareholders' equity + Total debt)

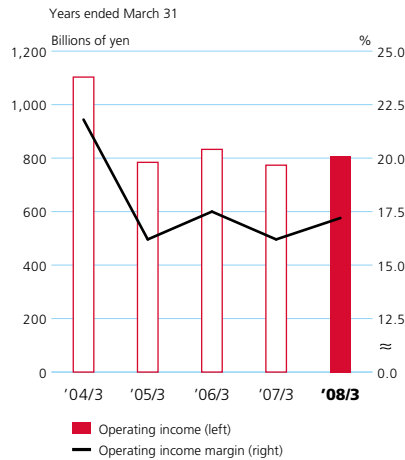
10 In the calculation of per share data, treasury stocks are not included in the number of shares outstanding during or at the end of the year.

11 Cash dividends declared per share are presented in the fiscal year to which each record date for the dividends belongs.

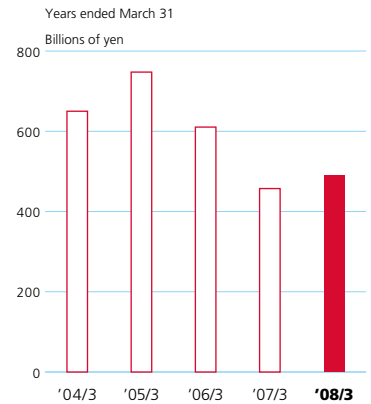
Operating Revenues



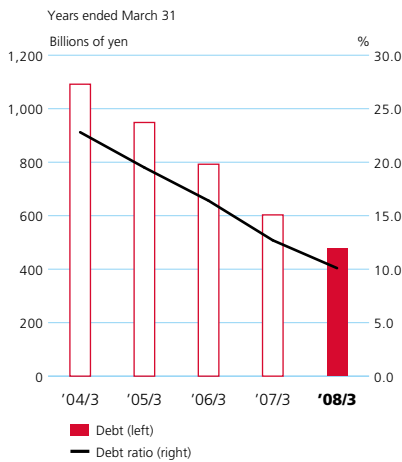
Operating Income and Operating Income Margin



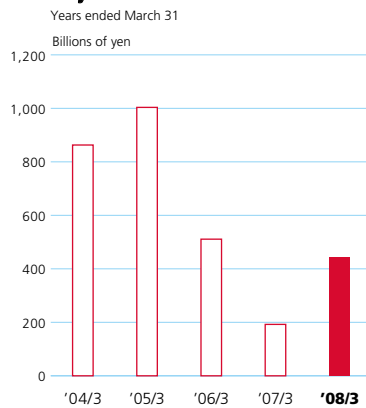
Net Income



Debt and Debt Ratio

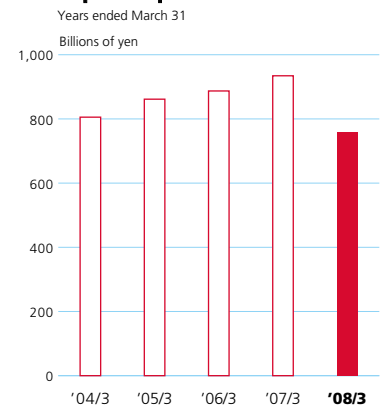


Adjusted Free Cash Flows*

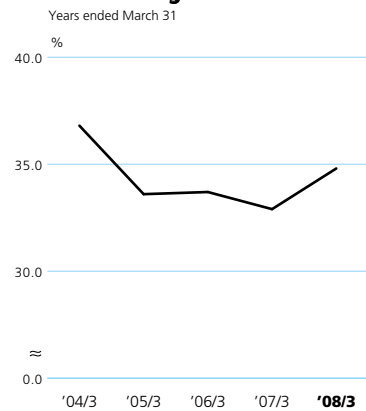


* Excluding irregular factors and changes in investments for cash management purposes.

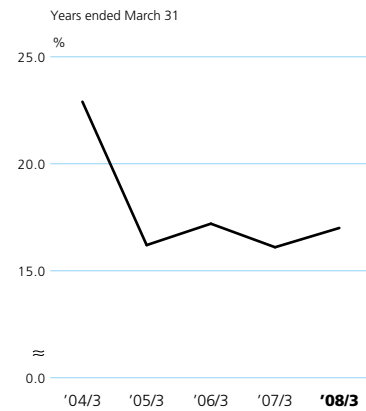
Capital Expenditures



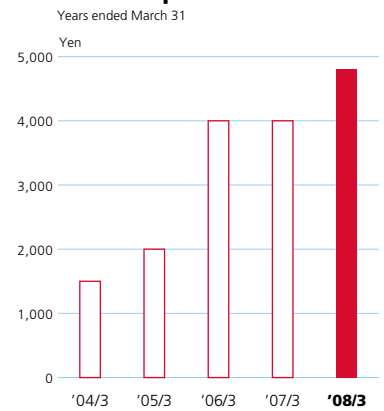
EBITDA Margin



ROCE



Dividends per Share*



* Dividends in the fiscal year to which each record date for the dividends belongs.

Market Data and DOCOMO's Operation Data

NTT DOCOMO, INC. AND SUBSIDIARIES

Years ended March 31

	2004	2005	2006	2007	2008
Market Data					
Mobile phone penetration rate ¹	64.1%	68.1%	71.9%	75.7%	80.4%
Total number of mobile phone subscriptions (thousands) ¹	81,921	86,998	91,792	96,718	102,725
DOCOMO's Operation Data					
Market share of total mobile phone subscriptions ²	56.6%	56.1%	55.7%	54.4%	52.0%
Total number of mobile phone subscriptions (thousands)					
<i>FOMA + mova</i>	46,328	48,825	51,144	52,621	53,388
<i>FOMA</i> ³	3,045	11,501	23,463	35,529	43,949
<i>mova</i>	43,283	37,324	27,680	17,092	9,438
<i>i-mode</i> ⁴	41,077	44,021	46,360	47,574	47,993
Market share of net additions ²	36.5%	48.7%	48.4%	30.0%	12.8%
Churn rate ⁵	1.21%	1.01%	0.77%	0.78%	0.80%
The number of handsets (<i>FOMA + mova</i>) sold (thousands) ⁶	27,427	26,564	25,029	26,046	25,739
Aggregate ARPU (yen) ⁷	7,890	7,200	6,910	6,700	6,360
Voice ARPU (yen) ⁸	5,920	5,330	5,030	4,690	4,160
Packet ARPU (yen)	1,970	1,870	1,880	2,010	2,200
MOU (minutes) ⁷	159	151	149	144	138
The number of <i>Pake-hodai</i> subscriptions (ten thousands) ⁹	—	268	559	956	1,274
The number of <i>i-channel</i> subscriptions (ten thousands)	—	—	207	1,058	1,565
The number of <i>DCMX</i> members (ten thousands) ¹⁰	—	—	—	209	564

Please refer to "DOCOMO's Definition and Calculation Methods of ARPU and MOU" on page 56 for the definition of and the method used to calculate ARPU and MOU, and an explanation of the number of active subscriptions used to calculate these figures.

- 1 Sources: Statistics Bureau, Ministry of Internal Affairs and Communications / Telecommunications Carriers Association
- 2 Source: Telecommunications Carriers Association
- 3 From March 3, 2008 onward, another *FOMA* subscription is prerequisite for the application of *2in1* in principle, and those *FOMA* subscriptions are included in the number of *FOMA* subscribers.
- 4 Sum of *FOMA* subscriptions and *mova* subscriptions
- 5 Data is calculated including Communication Module Services subscriptions.
- 6 Sum of new subscriptions of *FOMA* and *mova*, change of subscriptions from *mova* to *FOMA*, change of handsets from *FOMA* to *FOMA*, and change of handsets from *mova* to *mova*.
- 7 Data is calculated excluding Communication Module Services-related revenues and Communication Module Services subscriptions.
- 8 Inclusive of circuit-switched data communications
- 9 Sum of *Pake-hodai* subscriptions and *Pake-hodai Full* subscriptions
- 10 Inclusive of *DCMX mini* subscriptions