

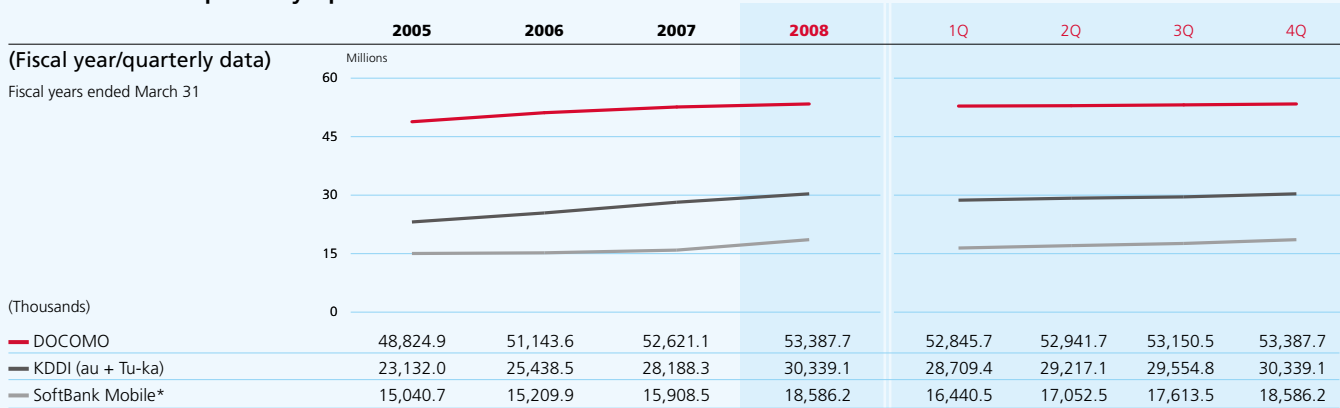
In Figures

>> DOCOMO IN THE MOBILE COMMUNICATIONS INDUSTRY

In Figures

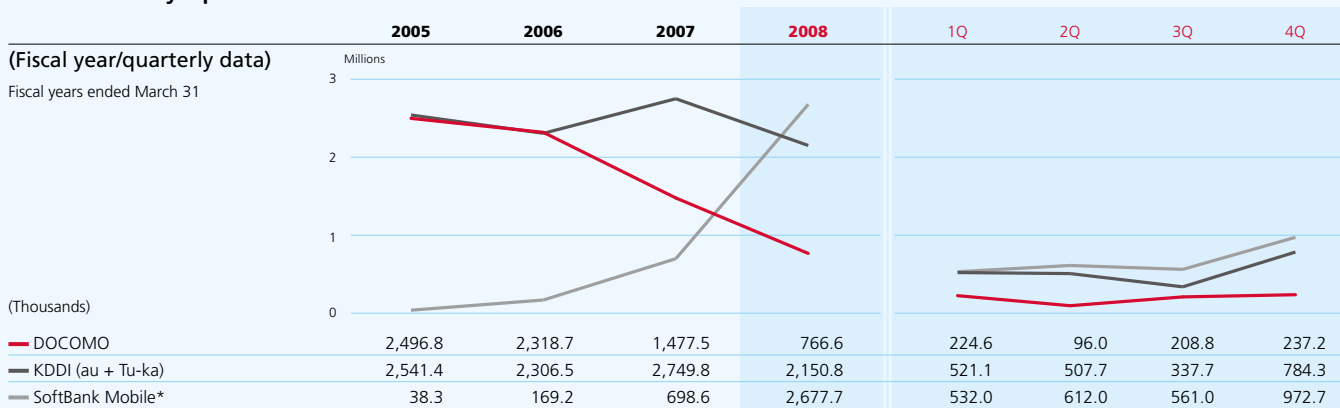
>> DOCOMO IN THE MOBILE COMMUNICATIONS INDUSTRY

Number of Subscriptions by Operator



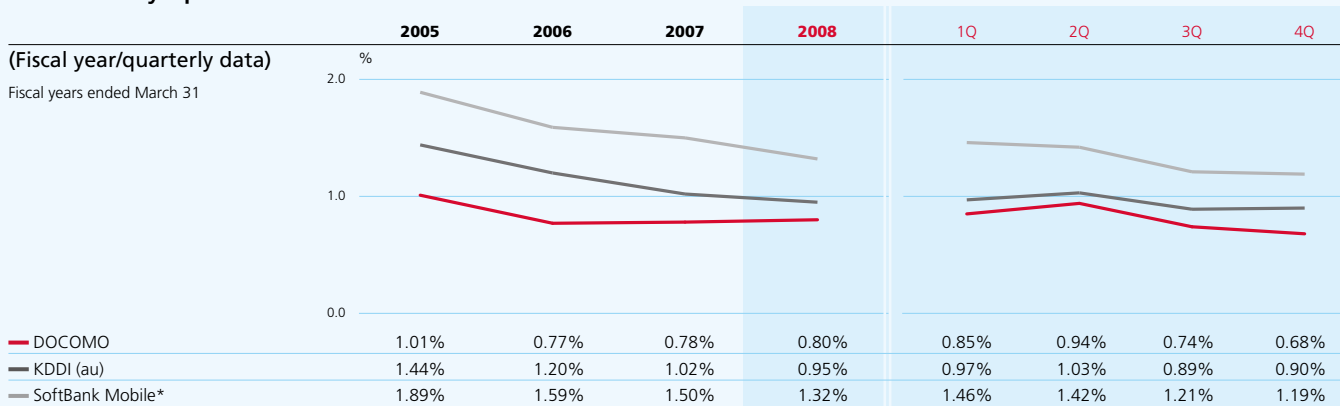
Source: Telecommunications Carriers Association
* Formerly Vodafone, through the fiscal year ended March 31, 2006

Net Addition by Operator



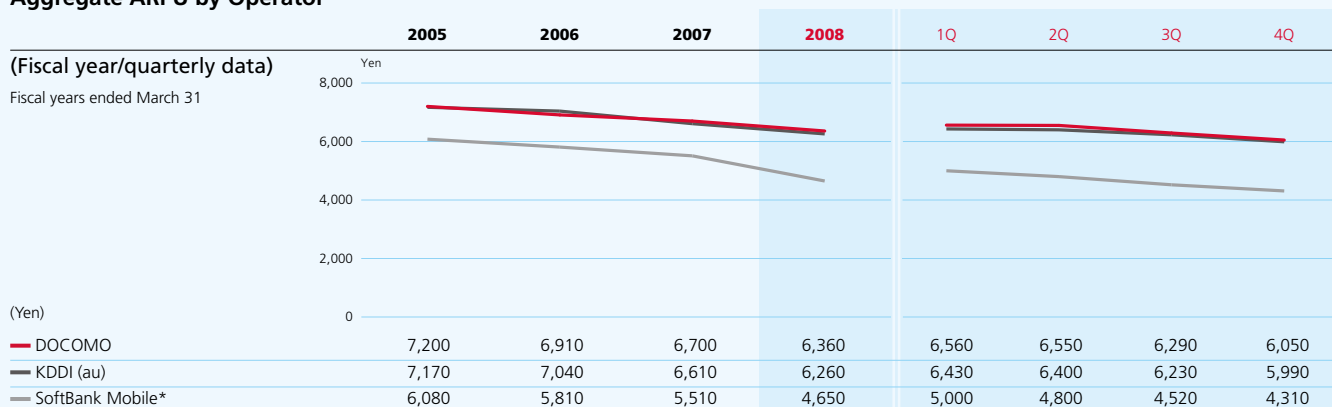
Source: Telecommunications Carriers Association
* Formerly Vodafone, through the fiscal year ended March 31, 2006

Churn Rate by Operator



Source: Public sources from each company
* Formerly Vodafone, through the fiscal year ended March 31, 2006

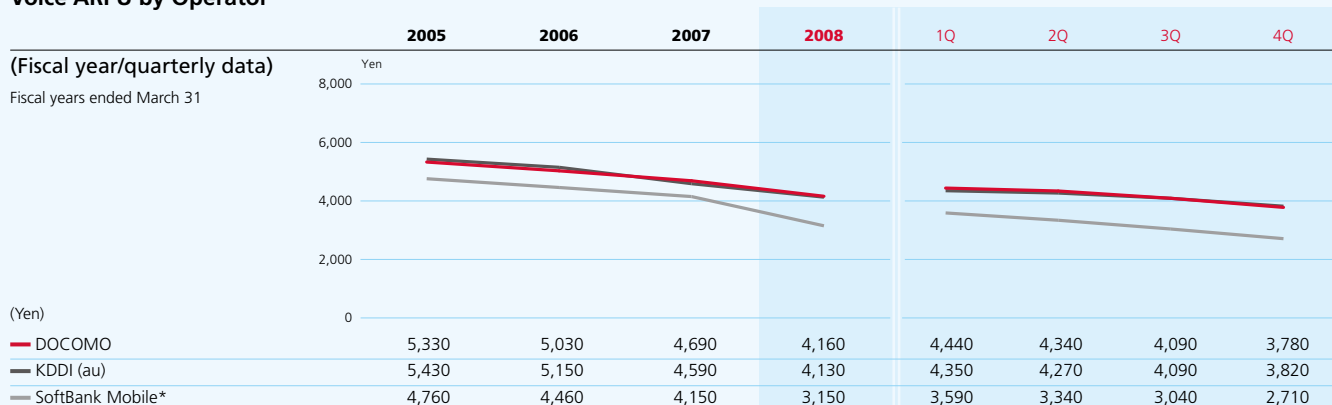
Aggregate ARPU by Operator



Source: Public sources from each company

* Formerly Vodafone, through the fiscal year ended March 31, 2006

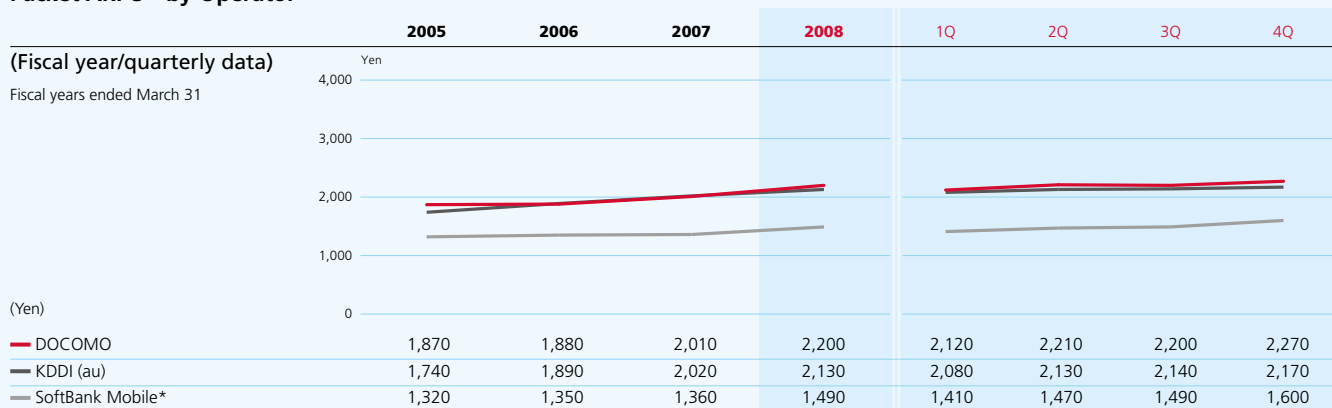
Voice ARPU by Operator



Source: Public sources from each company

* Formerly Vodafone, through the fiscal year ended March 31, 2006

Packet ARPU** by Operator

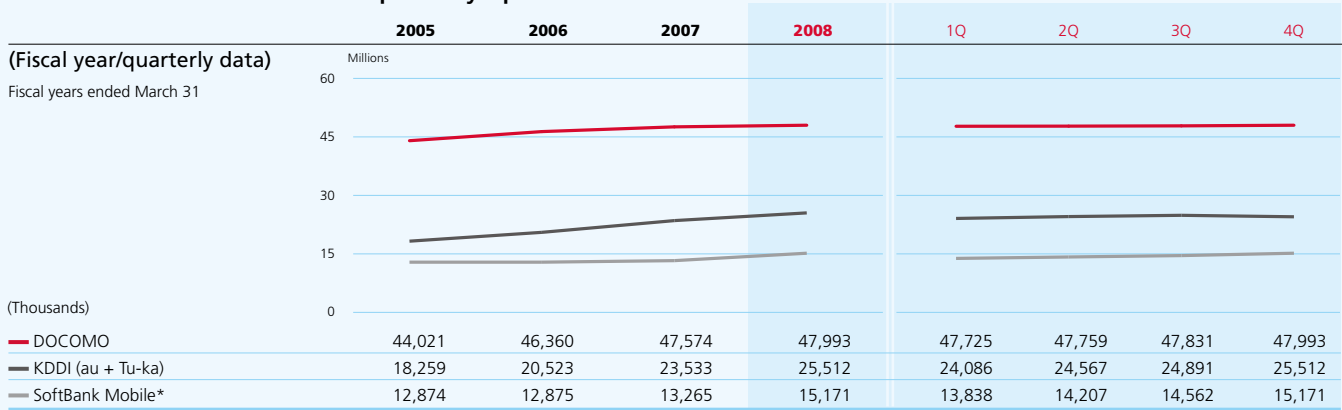


Source: Public sources from each company

* Formerly Vodafone, through the fiscal year ended March 31, 2006

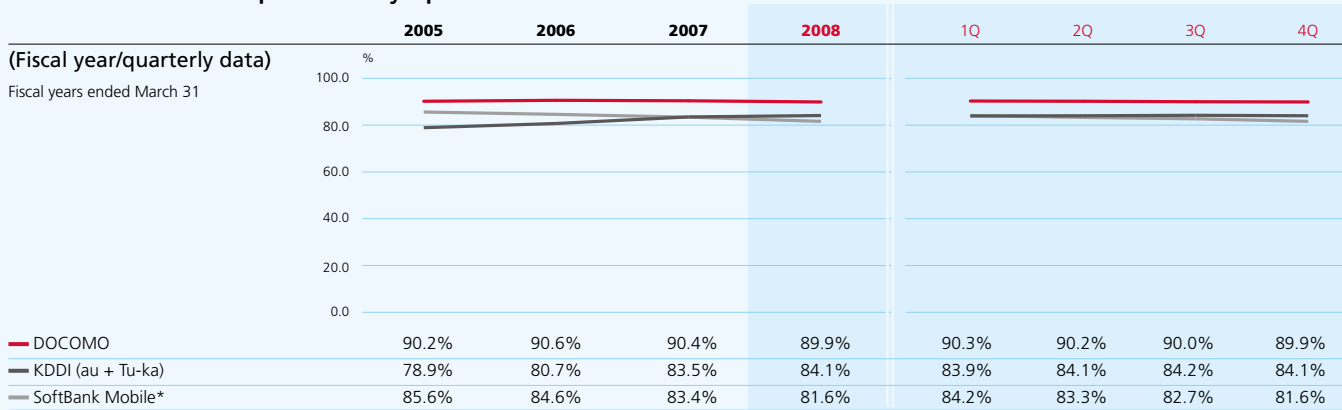
** Specific names might differ by company.

Number of Internet Service Subscriptions by Operator



Source: Telecommunications Carriers Association
* Formerly Vodafone, through the fiscal year ended March 31, 2006

Internet Service Subscription Rate by Operator



Source: Telecommunications Carriers Association
* Formerly Vodafone, through the fiscal year ended March 31, 2006

DOCOMO's Definition and Calculation Methods of ARPU and MOU**

1. Definition of 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 subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services, such as monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscriptions 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 per subscription 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 monthly communication time per subscription.

2. ARPU Calculation Methods

ARPU: Aggregate ARPU = Voice ARPU + Packet ARPU

... Voice ARPU: Voice ARPU Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscriptions

... Packet ARPU: (Packet ARPU Related Revenues (monthly charges, packet communication charges) + *i-mode* ARPU Related Revenues (monthly charges, packet communication charges)) / No. of active cellular phone subscriptions

3. Active Subscriptions Calculation Methods

No. of active subscriptions used in ARPU/MOU/Churn Rate calculations is as follows:

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

No. of active subscriptions for full-year results/forecasts: Sum of No. of active subscriptions for each month from April to March

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

** Definitions of ARPU, MOU, etc., might be different from those used by other companies.