Operating Data
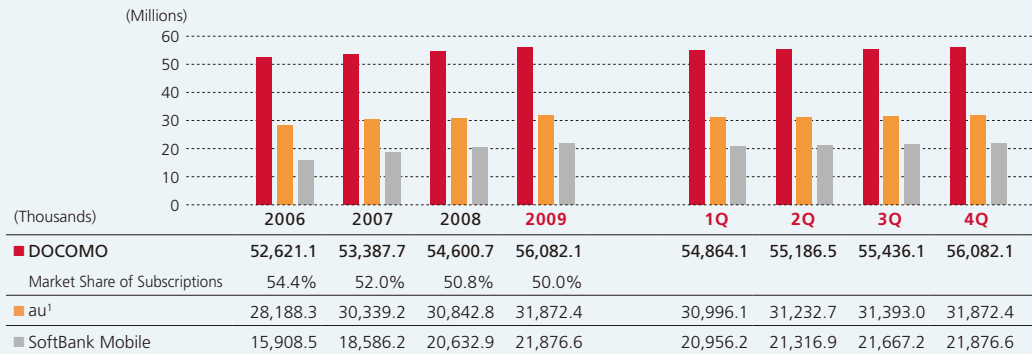
Number of Subscriptions

(Fiscal year/quarterly data)
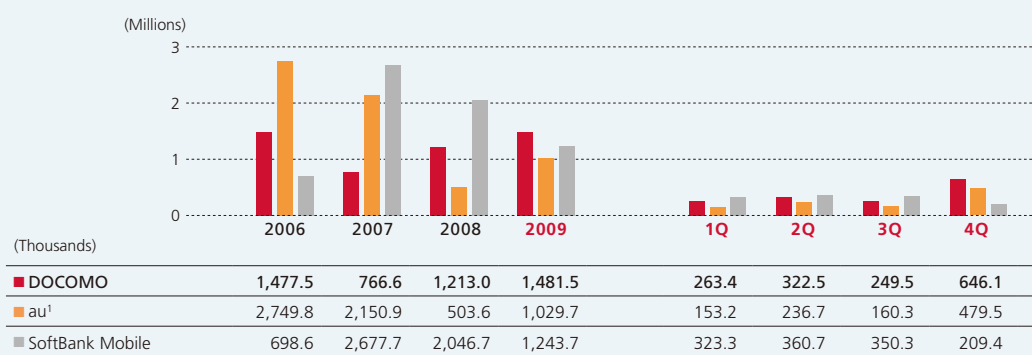
Source: Telecommunications Carriers
Association

(Millions)

(Thousands)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	52,621.1	53,387.7	54,600.7	56,082.1	54,864.1	55,186.5	55,436.1	56,082.1
Market Share of Subscriptions	54.4%	52.0%	50.8%	50.0%				
■ au[1]	28,188.3	30,339.2	30,842.8	31,872.4	30,996.1	31,232.7	31,393.0	31,872.4
■ SoftBank Mobile	15,908.5	18,586.2	20,632.9	21,876.6	20,956.2	21,316.9	21,667.2	21,876.6

Net Additions

(Fiscal year/quarterly data)

Source: Telecommunications Carriers
Association

(Millions)

(Thousands)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	1,477.5	766.6	1,213.0	1,481.5	263.4	322.5	249.5	646.1
■ au[1]	2,749.8	2,150.9	503.6	1,029.7	153.2	236.7	160.3	479.5
■ SoftBank Mobile	698.6	2,677.7	2,046.7	1,243.7	323.3	360.7	350.3	209.4

Churn Rate

(Fiscal year/quarterly data)

Source: Public sources from each company

(%)

	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	0.78%	0.80%	0.50%	0.46%	0.44%	0.46%	0.45%	0.49%
■ au[1]	1.02%	0.95%	0.76%	0.72%	0.64%	0.72%	0.67%	0.85%
■ SoftBank Mobile	1.50%	1.32%	1.00%	1.37%	1.05%	1.24%	1.16%	2.01%
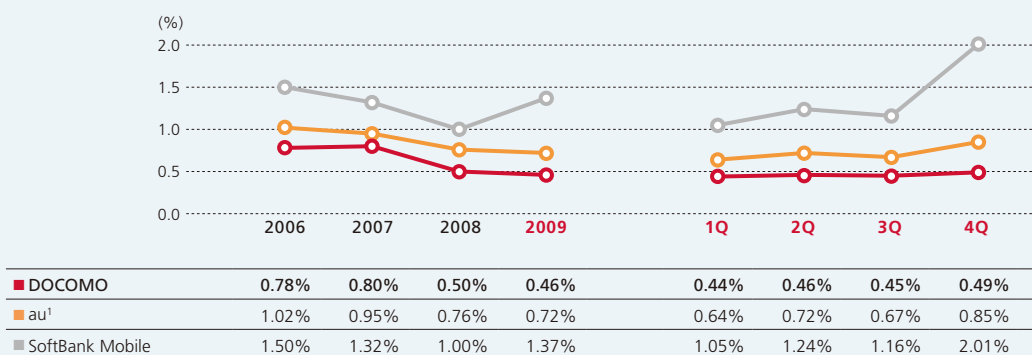
Number of Handsets Sold

(Fiscal year/quarterly data)

Source: Public sources from each company

(Millions)

(Millions)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
☐ Total Sales for the Entire Market[2] (DOCOMO+au+SoftBank Mobile)	49.90	51.44	39.36	37.37	8.61	9.32	8.61	10.83
■ DOCOMO	26.05	25.74	20.13	18.04	4.34	4.46	4.20	5.03
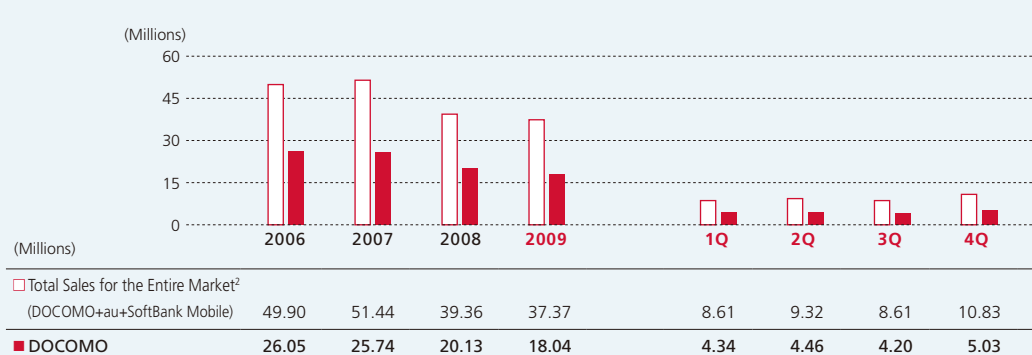
Aggregate ARPU

(Fiscal year/quarterly data)
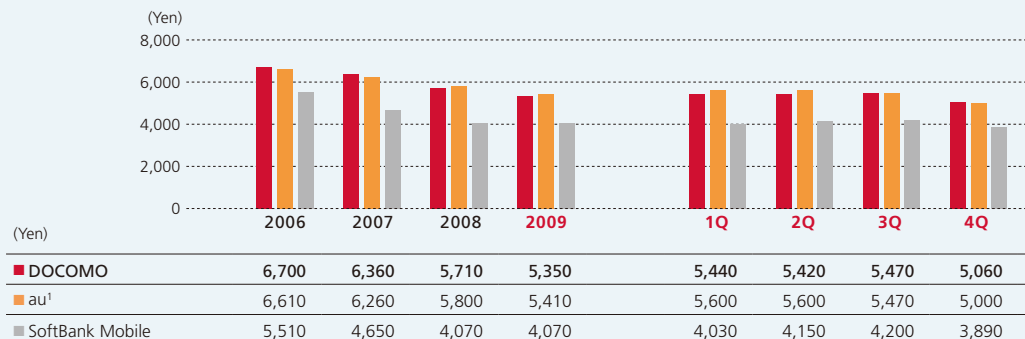
Source: Public sources from each company

(Yen)

(Yen)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	6,700	6,360	5,710	5,350	5,440	5,420	5,470	5,060
■ au[1]	6,610	6,260	5,800	5,410	5,600	5,600	5,470	5,000
■ SoftBank Mobile	5,510	4,650	4,070	4,070	4,030	4,150	4,200	3,890

Voice ARPU

(Fiscal year/quarterly data)

Source: Public sources from each company

(Yen)

(Yen)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	4,690	4,160	3,330	2,900	3,010	2,970	3,030	2,590
■ au[1]	4,590	4,130	3,590	3,150	3,350	3,330	3,210	2,730
■ SoftBank Mobile	4,150	3,150	2,320	2,050	2,150	2,160	2,150	1,750
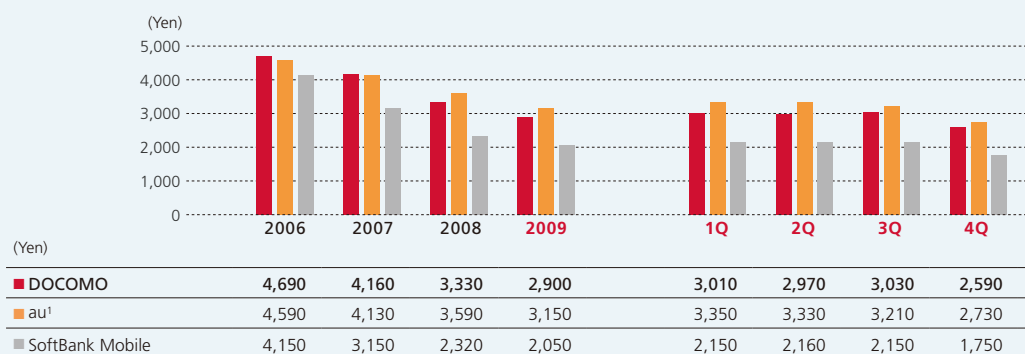
Packet ARPU[3]

(Fiscal year/quarterly data)

Source: Public sources from each company

(Yen)

(Yen)	2006	2007	2008	2009	1Q	2Q	3Q	4Q
■ DOCOMO	2,010	2,200	2,380	2,450	2,430	2,450	2,440	2,470
■ au[1]	2,020	2,130	2,210	2,260	2,250	2,270	2,260	2,270
■ SoftBank Mobile	1,360	1,490	1,740	2,020	1,880	1,990	2,060	2,140
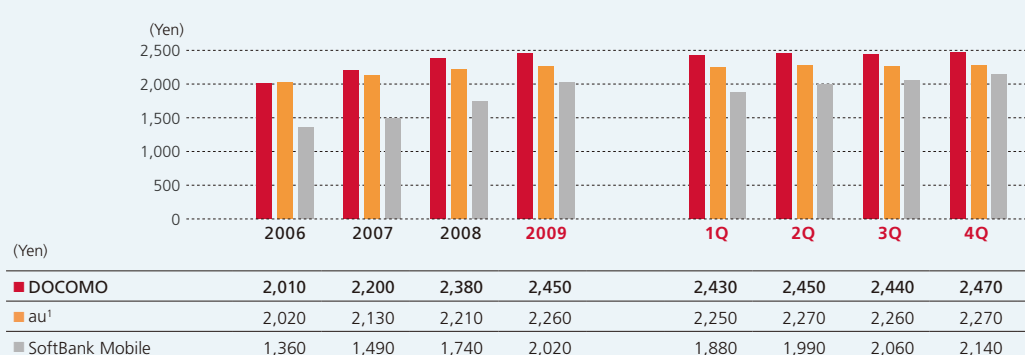
DOCOMO's Definition and Calculation Methods of ARPU and MOU

Definition of ARPU and MOU

(1) ARPU (Average monthly Revenue Per Unit)[4]:

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 basic 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 Use): Average monthly communication time per subscription.

ARPU Calculation Methods

(1) Aggregate ARPU = Voice ARPU + Packet 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) + i-mode ARPU Related Revenues (basic monthly charges, packet communication charges)} / No. of active subscriptions

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:

Sum of No. of active subscriptions for each month from April to March

1 Includes TU-KA (TU-KA was phased out at the end of March 2008)

2 Figures do not include EMOBILE

3 Specific names might differ by company.

4 Communication module services 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.