







The Year in Review

2009				
Item	April	May	June	
General	April 8, 2009 <ul style="list-style-type: none"> Establishment of Fifth U.S. Advisory Board April 28, 2009 <ul style="list-style-type: none"> Announcement of results for fiscal 2008 		June 2, 2009 <ul style="list-style-type: none"> Establishment of Sixth Advisory Board announced June 19, 2009 <ul style="list-style-type: none"> 18th Ordinary General Meeting of Shareholders Executive positions are decided June 22, 2009 <ul style="list-style-type: none"> Payment of fiscal 2008 year-end dividend (¥2,400 per share) 	
Products	Models launched <i>Raku-Raku PHONE</i> Series: 1 model	May 19, 2009 <ul style="list-style-type: none"> Announcement of 18 summer models Models launched <i>docomo STYLE</i> series: 1 model <i>docomo PRIME</i> series: 2 models <div>  <p>A touchscreen handset with an 8.1 megapixel CMOS camera and capable of Wi-Fi transmission speeds of up to 54Mbps</p> </div>	Models launched <i>docomo STYLE</i> series: 5 models <i>docomo PRIME</i> series: 2 models <i>docomo SMART</i> series: 2 models <i>docomo PRO</i> series: 2 models Data Communication terminal: 1 model FOMA Ubiquitous Module: 1 model <div>  <p>Handles both FOMA HIGH-speed HSDPA 7.2Mbps standard and DOCOMO's first high speed data communication standard, HSUPA 5.7Mbps</p> </div>	
Services			June 1, 2009 <ul style="list-style-type: none"> Start of <i>Wellness Support</i> service June 1, 2009 <ul style="list-style-type: none"> Start of <i>My Infomail</i> service June 3, 2009 <ul style="list-style-type: none"> End of <i>Satellite Packet Communication Service</i> announced (scheduled end of service: March 31, 2012) June 15, 2009 <ul style="list-style-type: none"> Start of <i>Kazasu Seikyusho</i> (contactless receipt) service 	
After-sales Service			June 1, 2009 <ul style="list-style-type: none"> Start of <i>Receive Anywhere Service for Repaired Mobile Phone</i>, a service for <i>docomo Premier Club</i> members 	
Rate Structure	April 1, 2009 <ul style="list-style-type: none"> Revision of packet flat-rate service <i>Pake-hodai double</i>. (Flat rates also apply to packet communications made using PCs, etc.) 	May 1, 2009 <ul style="list-style-type: none"> Revision of <i>Pake-hodai double</i> and <i>Biz-hodai double</i> to make available packet flat-rate services that start from ¥490 per month Expanded eligibility of free <i>i-mode</i> email among members of the same <i>Family Discount</i> or <i>Office Discount</i> group to include emails with large attachments such as video files 	June 1, 2009 <ul style="list-style-type: none"> Reduction of monthly charges for <i>HOMEU</i> to less than half the previous amount 	
Investments and Alliances	April 6, 2009 <ul style="list-style-type: none"> Agreement on equity alliance with OAK LAWN MARKETING, INC. 	May 25, 2009 <ul style="list-style-type: none"> Announcement of collaboration with Telefónica in procurement of handsets 	June 10, 2009 <ul style="list-style-type: none"> Announcement of new brand for India's Tata Teleservices Limited 	
Business Outside of Japan		May 29, 2009 <ul style="list-style-type: none"> Opening of a <i>docomo Support Desk</i> in London 	June 11, 2009 <ul style="list-style-type: none"> Start of <i>manga</i> distribution service <i>MANGA MODE</i> in Europe by DOCOMO's European subsidiary 	

July	August	September
<p>July 30, 2009</p> <ul style="list-style-type: none"> ● Announcement of 1Q results for fiscal 2009 <p>July 31, 2009</p> <ul style="list-style-type: none"> ● Publication of <i>Annual Report 2009</i> 		<p>September 1, 2009</p> <ul style="list-style-type: none"> ● Basic agreement on discussion of short message service (SMS) connectivity between mobile network operators <p>September 24 to 27, 2009</p> <ul style="list-style-type: none"> ● Exhibited at "TOKYO GAME SHOW 2009" <p>September 28, 2009</p> <ul style="list-style-type: none"> ● Publication of <i>NTT DOCOMO Group CSR Report 2009</i>
<p>Models launched</p> <p><i>docomo STYLE</i> series: 1 model <i>docomo PRIME</i> series: 1 model <i>docomo PRO</i> series: 1 model</p> <div data-bbox="167 783 545 974">  <p>docomo PRO series HT-03A</p> <p>DOCOMO's first smartphone to feature open-platform, Android™, allowing users easy enjoyment of convenient Google™ mobile services</p> </div>	<p>Models launched</p> <p><i>Raku-Raku PHONE</i> series: 1 model</p> <div data-bbox="613 783 992 974">  <p>Raku-Raku PHONE 6</p> <p>First water-resistant phone in the <i>Raku-Raku</i> series offers peace-of-mind due to easy cleaning (water and dust resistant)</p> </div>	<p>Models launched</p> <p><i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 1 model</p>
<p>July 1, 2009</p> <ul style="list-style-type: none"> ● Start of <i>Otayori Photo Service</i> <p>July 21, 2009</p> <ul style="list-style-type: none"> ● Start of <i>docomo Mobile Remittance Service</i> 		<p>September 1, 2009</p> <ul style="list-style-type: none"> ● Established four plans for school-aged children to promote safe use of mobile phones among children and teenagers <p>September 30, 2009</p> <ul style="list-style-type: none"> ● Close of new applications for <i>Kake-Hodai</i> (flat rate) and <i>PushTalk plus</i> services (Planned date for end of <i>PushTalk</i> service: September 30, 2010)
<p>July 1, 2009</p> <ul style="list-style-type: none"> ● Start of <i>Keitai Tenken Service</i> ● Enhanced <i>Battery Pack Anshin Support</i> service 		
<p>July 1, 2009</p> <ul style="list-style-type: none"> ● Start of provision of <i>Flat-Rate Data Plan Standard</i> 	<p>August 1, 2009</p> <ul style="list-style-type: none"> ● Revision of <i>Pake-hodai double</i> and <i>Biz-hodai double</i> flat-rates to make available packet flat-rate services that start from ¥390 per month 	
<p>July 6, 2009</p> <ul style="list-style-type: none"> ● Announcement of agreement on business and equity alliance with PacketVideo Corporation in the U.S. <p>July 24, 2009</p> <ul style="list-style-type: none"> ● Establishment of AEON MARKETING CO.,LTD <p>July 27, 2009</p> <ul style="list-style-type: none"> ● Agreement on business and equity alliance with Primeworks Corporation 	<p>August 24, 2009</p> <ul style="list-style-type: none"> ● Agreement to strengthen business and equity alliance with ZENRIN DataCom CO., LTD. 	<p>September 11, 2009</p> <ul style="list-style-type: none"> ● Decision to launch a public tender offer for Germany's net mobile AG
		<p>September 4, 2009</p> <ul style="list-style-type: none"> ● Opening of a <i>docomo Support Desk</i> in New York

2009				
Item	October	November	December	
General	October 5 to 9, 2009 <ul style="list-style-type: none"> Exhibited at "ITU TELECOM WORLD 2009" October 6 to 9, 2009 <ul style="list-style-type: none"> Exhibited at "CEATEC JAPAN 2009" October 30, 2009 <ul style="list-style-type: none"> Announcement of 2Q results for fiscal 2009 	November 10 to 30, 2009 <ul style="list-style-type: none"> Share repurchase carried out November 20, 2009 <ul style="list-style-type: none"> Payment of interim dividends for fiscal 2009 (¥2,600 per share) 		
Products		November 10, 2009 <ul style="list-style-type: none"> Announcement of winter and spring models (20 models) Models launched <i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 3 models Data Communication terminals: 1 model	Models launched <i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 1 model <i>docomo SMART</i> series: 1 model <i>Otaylori Photo Panel</i> : 1 model	
		 <p><i>docomo PRIME</i> series P-01B</p> <p>A VIERA® mobile phone featuring a large LCD screen, touch pad and high-speed autofocus for greater ease of use</p>	 <p><i>Photo Panel 02</i></p> <p>A digital photo frame with inbuilt FOMA receiver allowing automatic reception of photo data</p>	
Services	October 1, 2009 <ul style="list-style-type: none"> Start of network access restrictions to be applied to handsets that have been obtained dishonestly October 6, 2009 <ul style="list-style-type: none"> Start of provision of pay-to-use applications for BlackBerry® paves the way for providing pay-to-use applications on the <i>docomo Smartphone Site</i> 	November 18, 2009 <ul style="list-style-type: none"> Start of <i>MyArea</i> service November 20, 2009 <ul style="list-style-type: none"> Started providing Auto-GPS functions November 20, 2009 <ul style="list-style-type: none"> Start of service for transmitting destination information from mobile phones for vehicle navigation systems of three automakers 	December 21, 2009 <ul style="list-style-type: none"> Started trials of environmental sensor network system December 22, 2009 <ul style="list-style-type: none"> Three extra functions added to <i>Otaylori Photo Service</i> allowing users to select and receive photo content of interest to them, program automatic sending of photos on a future date, and check that sent photos were received 	
After-sales Service				
Rate Structure	October 1, 2009 <ul style="list-style-type: none"> Revision of packet flat-rate service for smartphones, <i>Biz-hodai double</i> to make packet communication using a PC or other device also eligible for the upper limit amount 	November 1, 2009 <ul style="list-style-type: none"> Revision of monthly charges for data communication ISP <i>mopera U</i>. 	December 1, 2009 <ul style="list-style-type: none"> Start of new billing service <i>Mail Tsukai-hodai</i> that makes available free <i>i-mode</i> email December 1, 2009 <ul style="list-style-type: none"> Addition to features of packet flat-rate service <i>Pake-hodai double</i> allowing communication by connecting to a PC or other device at up to 128 Kbps 	
Investments and Alliances	October 5, 2009 <ul style="list-style-type: none"> Agreement with Fukuda Denshi Co., Ltd. and NSS Corporation on sales of "AED Guardian" remote monitoring system for AEDs 	November 17, 2009 <ul style="list-style-type: none"> Announcement of participation of Vietnamese mobile phone operator VinaPhone in Conexus Mobile Alliance November 24, 2009 <ul style="list-style-type: none"> Conclusion of agreement with DeNA Co., Ltd. to establish a new joint venture November 25, 2009 <ul style="list-style-type: none"> Agreement on equity alliance with Weather Service Co., Ltd. 	December 1, 2009 <ul style="list-style-type: none"> Announcement of agreement on joint promotion of bike-sharing service with Docon Co., Ltd. December 3, 2009 <ul style="list-style-type: none"> Announcement of final result of public tender offer for Germany's net mobile AG 	
Business Outside of Japan	October 29, 2009 <ul style="list-style-type: none"> Opening of a <i>docomo Support Desk</i> in Shanghai 	November 2, 2009 <ul style="list-style-type: none"> Start of <i>i-channel</i> services in the U.K. through DOCOMO Europe Limited 	December 9, 2009 <ul style="list-style-type: none"> Start of provision of <i>i-channel</i> services in Guam and Saipan through DOCOMO PACIFIC, INC. 	

2010		
January	February	March
January 29, 2010 <ul style="list-style-type: none"> Announcement of 3Q results for fiscal 2009 	February 25, 2010 <ul style="list-style-type: none"> Announcement of revised access charge 	March 31, 2010 <ul style="list-style-type: none"> Cancellation of treasury stock (160,000 ordinary shares; approximately 0.36% of issued shares before the cancellation)
January 21, 2010 <ul style="list-style-type: none"> Announcement of <i>docomo Smartphone Xperia™</i> <p>Models launched <i>docomo STYLE</i> series: 2 models</p>	<p>Models launched <i>docomo STYLE</i> series: 2 models <i>docomo SMART</i> series: 1 model <i>docomo PRO</i> series: 2 models</p>  <p>docomo STYLE series SH-05B</p> <p>A mobile phone designed to be ideal for teenagers, produced by popular models from the magazine <i>Seventeen</i></p>	<p>Models launched <i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 1 model</p>  <p>docomo PRIME series F-04B</p> <p>The world's first separable mobile handset—a high-spec model that also features a 12.2 megapixel camera</p>
	February 1, 2010 <ul style="list-style-type: none"> Start of <i>Simple Auto-GPS Introduction Service</i>, an ASP service to automatically check the position data of a mobile phone at regular intervals February 1, 2010 <ul style="list-style-type: none"> Implemented <i>Type Simple Student Discount</i>, a discount promotion targeting students and their families allowing them to use a DOCOMO mobile phone from just ¥390 a month (promotion period: February 1 to May 31, 2010) 	March 1, 2010 <ul style="list-style-type: none"> Included a function to search all mobile phone providers on the <i>i-mode Disaster Message Board Service</i> March 8, 2010 <ul style="list-style-type: none"> Renewal of <i>MyMenu/MyBox</i> in <i>iMenu</i> March 31, 2010 <ul style="list-style-type: none"> Ended <i>Information Dial</i> service March 31, 2010 <ul style="list-style-type: none"> Ended sales of <i>MOBACHEMAIL</i> service. (Sales of <i>MOBILER'S CHECK</i> prepaid cards will end on March 31, 2012)
January 1, 2010 <ul style="list-style-type: none"> Revision of special offers for <i>Mobile Phone Protection & Delivery Service</i>. Revised special offers for this service that apply when purchasing a handset and when renewing a contract 		
		March 31, 2010 <ul style="list-style-type: none"> Close of new applications for <i>Family Wide (Value)</i>, <i>Family Wide Limit (Value)</i>, and <i>Family Wide 2in1</i> billing plans March 31, 2010 <ul style="list-style-type: none"> Close of new applications for <i>mova</i> discount services, <i>Fami-wari MAX 50</i>, <i>Hitoridemo Discount 50</i>, <i>Office-wari MAX 50</i>, <i>New Ichinen Discount</i> and <i>Ichinen Discount</i>
	February 2, 2010 <ul style="list-style-type: none"> Agreement with LAWSON, INC. and ASATSU-DK INC. to establish a joint venture company to carry out advertising using digital signage February 16, 2010 <ul style="list-style-type: none"> Concluded a memorandum on participation in the Wholesale Applications Community 	March 30, 2010 <ul style="list-style-type: none"> Agreement on comprehensive business alliance with Tokio Marine & Nichido Fire Insurance Co., Ltd.
January 8, 2010 <ul style="list-style-type: none"> Start of mobile <i>manga</i> service <i>DOCOMICS</i> from Tata DOCOMO January 20, 2010 <ul style="list-style-type: none"> Opening of <i>docomo Support Desks</i> in Paris, Singapore, Hong Kong and Taipei 	February 17, 2010 <ul style="list-style-type: none"> Opening of <i>docomo Support Desks</i> in Bali and Bangkok 	March 10, 2010 <ul style="list-style-type: none"> Opening of <i>docomo Support Desks</i> in Seoul, Beijing and Guam March 13, 2010 <ul style="list-style-type: none"> Start of sales agency services in Japanese for local mobile handsets by DOCOMO China Co., Ltd. March 31, 2010 <ul style="list-style-type: none"> Integration of DOCOMO's Shanghai office operations into local subsidiary DOCOMO China Co., Ltd.