

The Year in Review

2009			
Item	April	May	June
General	<p>April 8, 2009</p> <ul style="list-style-type: none"> Establishment of Fifth U.S. Advisory Board <p>April 28, 2009</p> <ul style="list-style-type: none"> Announcement of results for fiscal 2008 		<p>June 2, 2009</p> <ul style="list-style-type: none"> Establishment of Sixth Advisory Board announced <p>June 19, 2009</p> <ul style="list-style-type: none"> 18th Ordinary General Meeting of Shareholders Executive positions are decided <p>June 22, 2009</p> <ul style="list-style-type: none"> Payment of fiscal 2008 year-end dividend (¥2,400 per share)
Products	<p>Models launched</p> <p>Raku-Raku PHONE Series: 1 model</p>	<p>May 19, 2009</p> <ul style="list-style-type: none"> Announcement of 18 summer models <p>Models launched</p> <p>docomo STYLE series: 1 model docomo PRIME series: 2 models</p> <div style="text-align: center;">  <p>docomo PRIME series N-06A</p> <p>A touchscreen handset with an 8.1 megapixel CMOS camera and capable of Wi-Fi transmission speeds of up to 54Mbps</p> </div>	<p>Models launched</p> <p>docomo STYLE series: 5 models docomo PRIME series: 2 models docomo SMART series: 2 models docomo PRO series: 2 models Data Communication terminal: 1 model FOMA Ubiquitous Module: 1 model</p> <div style="text-align: center;">  <p>Data Communication terminal L-05A</p> <p>Handles both FOMA HIGH-speed HSDPA7.2Mbps standard and DOCOMO's first high speed data communication standard, HSUPA5.7Mbps</p> </div>
Services			<p>June 1, 2009</p> <ul style="list-style-type: none"> Start of <i>Wellness Support</i> service <p>June 1, 2009</p> <ul style="list-style-type: none"> Start of <i>My Infomail</i> service <p>June 3, 2009</p> <ul style="list-style-type: none"> End of <i>Satellite Packet Communication Service</i> announced (scheduled end of service: March 31, 2012) <p>June 15, 2009</p> <ul style="list-style-type: none"> Start of <i>Kazasu Seikyusho</i> (contactless receipt) service
After-sales Service			<p>June 1, 2009</p> <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	<p>April 1, 2009</p> <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.) 	<p>May 1, 2009</p> <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 	<p>June 1, 2009</p> <ul style="list-style-type: none"> Reduction of monthly charges for <i>HOMEU</i> to less than half the previous amount
Investments and Alliances	<p>April 6, 2009</p> <ul style="list-style-type: none"> Agreement on equity alliance with OAK LAWN MARKETING, INC. 	<p>May 25, 2009</p> <ul style="list-style-type: none"> Announcement of collaboration with Telefónica in procurement of handsets 	<p>June 10, 2009</p> <ul style="list-style-type: none"> Announcement of new brand for India's Tata Teleservices Limited
Business Outside of Japan		<p>May 29, 2009</p> <ul style="list-style-type: none"> Opening of a <i>docomo Support Desk</i> in London 	<p>June 11, 2009</p> <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	<p>October 5 to 9, 2009</p> <ul style="list-style-type: none"> Exhibited at "ITU TELECOM WORLD 2009" <p>October 6 to 9, 2009</p> <ul style="list-style-type: none"> Exhibited at "CEATEC JAPAN 2009" <p>October 30, 2009</p> <ul style="list-style-type: none"> Announcement of 2Q results for fiscal 2009 	<p>November 10 to 30, 2009</p> <ul style="list-style-type: none"> Share repurchase carried out <p>November 20, 2009</p> <ul style="list-style-type: none"> Payment of interim dividends for fiscal 2009 (¥2,600 per share) 			
Products		<p>November 10, 2009</p> <ul style="list-style-type: none"> Announcement of winter and spring models (20 models) <p>Models launched</p> <p><i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 3 models Data Communication terminals: 1 model</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>A VIERA® mobile phone featuring a large LCD screen, touch pad and high-speed autofocus for greater ease of use</p> </div> </div> <p><i>docomo PRIME series</i> P-01B</p>	<p>Models launched</p> <p><i>docomo STYLE</i> series: 2 models <i>docomo PRIME</i> series: 1 model <i>docomo SMART</i> series: 1 model <i>Otayori Photo Panel</i>: 1 model</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>A digital photo frame with inbuilt FOMA receiver allowing automatic reception of photo data</p> </div> </div> <p><i>Photo Panel 02</i></p>		
Services	<p>October 1, 2009</p> <ul style="list-style-type: none"> Start of network access restrictions to be applied to handsets that have been obtained dishonestly <p>October 6, 2009</p> <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> 	<p>November 18, 2009</p> <ul style="list-style-type: none"> Start of <i>MyArea</i> service <p>November 20, 2009</p> <ul style="list-style-type: none"> Started providing Auto-GPS functions <p>November 20, 2009</p> <ul style="list-style-type: none"> Start of service for transmitting destination information from mobile phones for vehicle navigation systems of three automakers 	<p>December 21, 2009</p> <ul style="list-style-type: none"> Started trials of environmental sensor network system <p>December 22, 2009</p> <ul style="list-style-type: none"> Three extra functions added to <i>Otayori 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	<p>October 1, 2009</p> <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 	<p>November 1, 2009</p> <ul style="list-style-type: none"> Revision of monthly charges for data communication ISP <i>mopera U</i>. 	<p>December 1, 2009</p> <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 <p>December 1, 2009</p> <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	<p>October 5, 2009</p> <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 	<p>November 17, 2009</p> <ul style="list-style-type: none"> Announcement of participation of Vietnamese mobile phone operator VinaPhone in Conexus Mobile Alliance <p>November 24, 2009</p> <ul style="list-style-type: none"> Conclusion of agreement with DeNA Co., Ltd. to establish a new joint venture <p>November 25, 2009</p> <ul style="list-style-type: none"> Agreement on equity alliance with Weather Service Co., Ltd. 	<p>December 1, 2009</p> <ul style="list-style-type: none"> Announcement of agreement on joint promotion of bike-sharing service with Docon Co., Ltd. <p>December 3, 2009</p> <ul style="list-style-type: none"> Announcement of final result of public tender offer for Germany's net mobile AG 		
Business Outside of Japan	<p>October 29, 2009</p> <ul style="list-style-type: none"> Opening of a <i>docomo Support Desk</i> in Shanghai 	<p>November 2, 2009</p> <ul style="list-style-type: none"> Start of <i>i-channel</i> services in the U.K. through DOCOMO Europe Limited 	<p>December 9, 2009</p> <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

January 29, 2010

- Announcement of 3Q results for fiscal 2009

January 21, 2010

- Announcement of *docomo Smartphone Xperia™*

Models launched

docomo STYLE series: 2 models

February

February 25, 2010

- Announcement of revised access charge

Models launched

docomo STYLE series: 2 models

docomo SMART series: 1 model

docomo PRO series: 2 models



docomo STYLE series
SH-05B

A mobile phone designed to be ideal for teenagers, produced by popular models from the magazine *Seventeen*

March

March 31, 2010

- Cancellation of treasury stock (160,000 ordinary shares; approximately 0.36% of issued shares before the cancellation)

Models launched

docomo STYLE series: 2 models

docomo PRIME series: 1 model



docomo PRIME series
F-04B

The world's first separable mobile handset—a high-spec model that also features a 12.2 megapixel camera

January 1, 2010

- Revision of special offers for *Mobile Phone Protection & Delivery Service*. Revised special offers for this service that apply when purchasing a handset and when renewing a contract

February 1, 2010

- Start of *Simple Auto-GPS Introduction Service*, an ASP service to automatically check the position data of a mobile phone at regular intervals

February 1, 2010

- Implemented *Type Simple Student Discount*, 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

- Included a function to search all mobile phone providers on the *i-mode Disaster Message Board Service*

March 8, 2010

- Renewal of *MyMenu/MyBox* in *iMenu*

March 31, 2010

- Ended *Information Dial* service

March 31, 2010

- Ended sales of *MOBACHEMAIL* service. (Sales of *MOBILER'S CHECK* prepaid cards will end on March 31, 2012)

March 31, 2010

- Close of new applications for *Family Wide (Value)*, *Family Wide Limit (Value)*, and *Family Wide 2in1* billing plans

March 31, 2010

- Close of new applications for *mova* discount services, *Fami-wari MAX 50*, *Hitoridemo Discount 50*, *Office-wari MAX 50*, *New Ichinen Discount* and *Ichinen Discount*

February 2, 2010

- Agreement with LAWSON, INC. and ASATSU-DK INC. to establish a joint venture company to carry out advertising using digital signage

February 16, 2010

- Concluded a memorandum on participation in the Wholesale Applications Community

March 30, 2010

- Agreement on comprehensive business alliance with Tokio Marine & Nichido Fire Insurance Co., Ltd.

January 8, 2010

- Start of mobile *manga* service *DOCOMICS* from Tata DOCOMO

January 20, 2010

- Opening of *docomo Support Desks* in Paris, Singapore, Hong Kong and Taipei

February 17, 2010

- Opening of *docomo Support Desks* in Bali and Bangkok

March 10, 2010

- Opening of *docomo Support Desks* in Seoul, Beijing and Guam

March 13, 2010

- Start of sales agency services in Japanese for local mobile handsets by DOCOMO China Co., Ltd.

March 31, 2010

- Integration of DOCOMO's Shanghai office operations into local subsidiary DOCOMO China Co., Ltd.