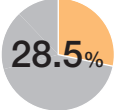
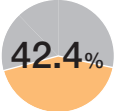
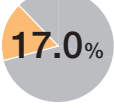



At a Glance

DOCOMO is committed to achieving continued growth. To that end, we will foster ongoing progress in the technologies and know-how acquired in our core business of mobile communications services, and we will develop businesses in new fields.

Guided by its commitment to being a Smart Life Partner, DOCOMO will create new value by providing services that make consumer lifestyles and businesses more secure, safe, convenient, and efficient.

Operating revenues		Principal components of revenues	ARPU categories
Mobile communications services	Voice revenues	Basic monthly charges Calling charges Packet communications charges	Voice ARPU
	Packet communications revenues		Packet ARPU
Equipment sales		Revenues from sales of mobile phone handsets and others	
Other operating revenues		<i>dmarket</i> -related revenues “Mobile Phone Protection & Delivery Service”-related revenues Revenues from other new business areas developed on the mobile phone platform	Smart ARPU
		Revenues of consolidated subsidiaries Credit services business revenues Others	

Results of fiscal year ended March 2013	Forecasts for fiscal year ending March 2014	Business overview and initiatives	Main initiatives
<p>¥1,274.6 billion Decreased 17.3% YOY</p> 		<p>Networks and billing plans Communications networks and billing plans</p> <ul style="list-style-type: none"> • Accelerating <i>Xi</i> service development • Promoting the use of Wi-Fi • Billing plan strategy • LTE-Advanced • Disaster preparedness 	P38 ▶
<p>¥1,893.9 billion Increased 6.1% YOY</p> 	¥2,990.0 billion		
<p>¥758.1 billion Increased 52.0% YOY</p> 	¥986.0 billion	<p>Handsets Development and sales of mobile phone handsets</p> <ul style="list-style-type: none"> • Enhancing handset competitiveness • Characteristics of summer 2013 lineup • Implementing selection and concentration in our handset lineup 	P41 ▶
<p>¥543.6 billion Increased 31.1% YOY</p> 	¥664.0 billion	<p>New business fields: Services New business fields developed on DOCOMO's mobile phone platform</p> <ul style="list-style-type: none"> • <i>dmarket</i> • Multiple device framework • Cloud services • Media content • <i>DOCOMO Service Packs</i> • Medical / healthcare • Education 	P43 ▶
		<p>New business fields: Partnerships New businesses provided through collaboration with the businesses of subsidiaries and partners</p> <ul style="list-style-type: none"> • Commerce • Finance / credit services • Global business strategy 	P47 ▶