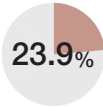
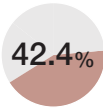
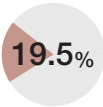
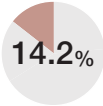


DOCOMO's Businesses

| Operating revenues | | Principal components of revenues | ARPU categories | Results of fiscal year ended March 2014 |
|---|--------------------------------|---|----------------------|--|
| Mobile communications services revenues | Voice revenues | <ul style="list-style-type: none"> Basic monthly charges Calling charges | Voice ARPU (¥1,370) | ¥1,065.2 billion Decreased 16.4% YOY  23.9% |
| | Packet communications revenues | <ul style="list-style-type: none"> Packet communications charges | Packet ARPU (¥2,640) | ¥1,890.6 billion Decreased 0.2% YOY  42.4% |
| Equipment sales | | <ul style="list-style-type: none"> Revenues from sales of mobile phone handsets that the Company purchases from manufacturers and sells to its sales agents | | ¥872.0 billion Increased 15.0% YOY  19.5% |
| Other operating revenues | | <ul style="list-style-type: none"> Revenues from content and services provided for smart-phones and tablets through <i>dmarket</i> operated by DOCOMO "Mobile Phone Protection & Delivery Service"-related revenues Revenues from services developed on platforms built for mobile communications devices, such as education and healthcare services | Smart ARPU (¥490) | ¥633.4 billion Increased 16.5% YOY  14.2% |
| | | <ul style="list-style-type: none"> Revenues from various new business areas developed by subsidiaries Revenues from <i>iD</i>, a payment system using mobile communications devices, and <i>DCMX</i>, a credit card business | | |