

Review of Financial and Operational Results

11-Year Summary of Selected Financial Data

NTT DOCOMO, INC. and Subsidiaries
Fiscal years

	2003	2004	2005	2006
Operating results:				
Operating revenues	¥5,048,065	¥4,844,610	¥4,765,872	¥4,788,093
Mobile communications services ¹	4,400,119	4,207,261	4,196,971	4,194,069
Equipment sales	560,153	548,073	470,016	473,953
Other operating revenues ¹	87,793	89,276	98,885	120,071
Operating expenses	3,945,147	4,060,444	3,933,233	4,014,569
Operating income	1,102,918	784,166	832,639	773,524
Net income attributable to NTT DOCOMO, INC. ²	650,007	747,564	610,481	457,278
Comprehensive income attributable to NTT DOCOMO, INC. ²	668,425	723,818	579,653	448,214
Total assets ²	6,262,266	6,136,521	6,365,257	6,116,215
Total interest-bearing liabilities	1,091,596	948,523	792,405	602,965
Total shareholders' equity ²	3,704,695	3,907,932	4,052,017	4,161,303
Debt ratio ^{2,3}	22.8%	19.5%	16.4%	12.7%
Shareholders' equity ratio ²	59.2%	63.7%	63.7%	68.0%
Net cash provided by operating activities	¥1,710,243	¥1,181,585	¥1,610,941	¥ 980,598
Net cash used in investing activities	(847,309)	(578,329)	(951,077)	(947,651)
Adjusted free cash flows ^{4,5}	862,934	1,003,583	510,905	192,237
Capital expenditures	805,482	861,517	887,113	934,423
Research and development expenses	124,514	101,945	110,509	99,315
Depreciation and amortization	720,997	735,423	738,137	745,338
Operating income margin	21.8%	16.2%	17.5%	16.2%
EBITDA ⁵	¥1,858,920	¥1,625,661	¥1,606,776	¥1,574,570
EBITDA margin ⁵	36.8%	33.6%	33.7%	32.9%
ROE	18.1%	19.6%	15.3%	11.1%
ROCE before tax effect ^{2,6}	22.9%	16.2%	17.2%	16.1%
Payout ratio ²	11.5%	12.7%	29.6%	38.5%
Per share data⁷ (Yen):				
Earnings per share ²	¥ 130.99	¥ 157.71	¥ 134.91	¥ 103.96
Shareholders' equity per share ²	762.34	844.55	911.09	954.57
Cash dividends declared per share ⁸	15	20	40	40
Shares⁷:				
Average common shares outstanding	4,962,259,500	4,740,115,400	4,525,003,100	4,398,508,200

1 With the expansion of initiatives regarding the new business areas, presentation methods of operating revenues in the consolidated statements of income have been changed. Some elements which were included in the conventional "Wireless services" have been reclassified into "Other operating revenues," and the title "Wireless services" has been changed to "Mobile communications services."

2 The consolidated financial statements for the fiscal year ended March 31, 2013 have been revised due to the reinstatement of the equity method for an investee.

3 Debt ratio = Interest-bearing liabilities / (Shareholders' equity + Interest-bearing liabilities)

4 Adjusted free cash flows exclude the effects of uncollected revenues due to bank holidays at the end of the period, the effects of the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION, and changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

5 For the reconciliations of these Non-GAAP Financial Measures, see page 70.

6 ROCE (Return on capital employed) = Operating income / (Shareholders' equity + Interest-bearing liabilities)

ROCE ratios are calculated using the simple average of the balance sheet figures for the applicable fiscal year-end and those of the prior fiscal year-end.

7 In the calculation of per share data, treasury stocks are not included in the number of issued shares during or at the end of the year.

As we conducted a 1:100 stock split with an effective date of October 1, 2013, "Per share data" and "Shares" are calculated on the assumption that the stock split was conducted at the beginning of the fiscal period of 2012.

8 Cash dividends declared per share are presented in the fiscal year to which each record date for the dividends belongs.

(Millions of yen)

2007	2008	2009	2010	2011	2012	2013
¥4,711,827	¥4,447,980	¥ 4,284,404	¥4,224,273	¥4,240,003	¥4,470,122	¥4,461,203
4,001,533	3,624,857	3,456,544	3,354,634	3,326,493	3,168,478	2,955,788
546,593	606,898	507,495	477,404	498,889	758,093	872,000
163,701	216,225	320,365	392,235	414,621	543,551	633,415
3,903,515	3,617,021	3,450,159	3,379,544	3,365,543	3,632,942	3,642,004
808,312	830,959	834,245	844,729	874,460	837,180	819,199
491,202	471,873	494,781	490,485	463,912	491,026	464,729
478,738	405,774	523,091	450,909	436,338	546,443	523,431
6,210,834	6,488,220	6,756,775	6,791,593	6,948,082	7,169,725	7,508,030
478,464	639,233	610,347	428,378	256,680	253,766	230,346
4,276,496	4,341,585	4,635,877	4,850,436	5,062,527	5,368,475	5,643,366
10.1%	12.8%	11.6%	8.1%	4.8%	4.5%	3.9%
68.9%	66.9%	68.6%	71.4%	72.9%	74.9%	75.2%
¥1,560,140	¥ 1,173,677	¥ 1,182,818	¥1,287,037	¥1,110,559	¥ 932,405	¥1,000,642
(758,849)	(1,030,983)	(1,163,926)	(455,370)	(974,585)	(701,934)	(703,580)
442,410	93,416	416,878	589,777	503,479	225,589	257,209
758,743	737,606	686,508	668,476	726,833	753,660	703,124
100,035	100,793	109,916	109,108	108,474	111,294	102,039
776,425	804,159	701,146	693,063	684,783	700,206	718,694
17.2%	18.7%	19.5%	20.0%	20.6%	18.7%	18.4%
¥1,639,096	¥ 1,678,422	¥ 1,568,126	¥1,565,728	¥1,583,298	¥1,569,264	¥1,572,196
34.8%	37.7%	36.6%	37.1%	37.3%	35.1%	35.2%
11.6%	11.0%	11.0%	10.3%	9.4%	9.4%	8.4%
17.0%	17.1%	16.3%	16.1%	16.5%	15.3%	14.3%
42.1%	43.0%	43.8%	44.1%	50.1%	50.7%	53.5%
¥ 113.91	¥ 111.72	¥ 118.64	¥ 117.97	¥ 111.87	¥ 118.41	¥ 112.07
1,003.21	1,039.66	1,114.24	1,169.69	1,220.84	1,294.62	1,360.91
48	48	52	52	56	60	60
4,312,058,600	4,223,871,500	4,170,573,800	4,157,685,900	4,146,760,100	4,146,760,100	4,146,760,100

Please refer to Form 20-F for more information.

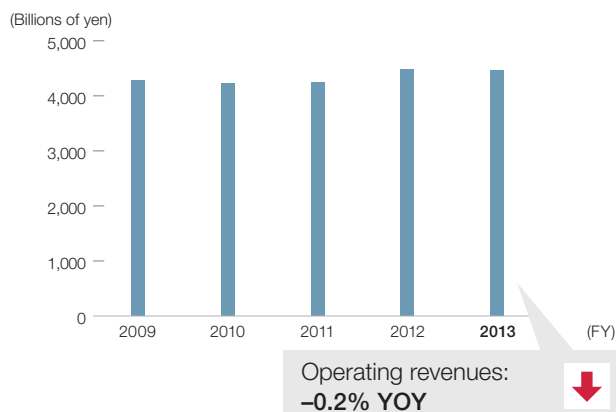
Form 20-F is also available at DOCOMO's IR website:

<https://www.nttdocomo.co.jp/english/corporate/ir/library/sec/index.html>

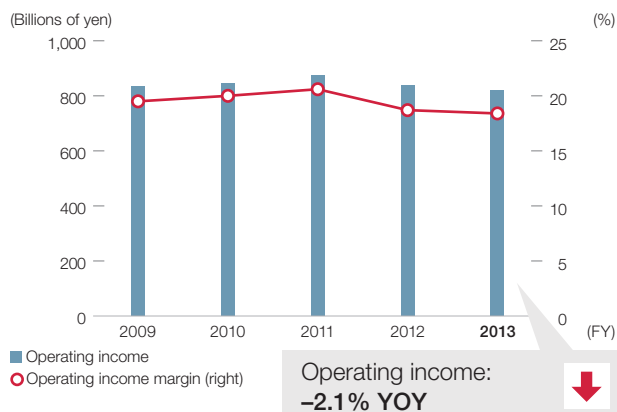
Financial Highlights

Growth potential

Operating Revenues

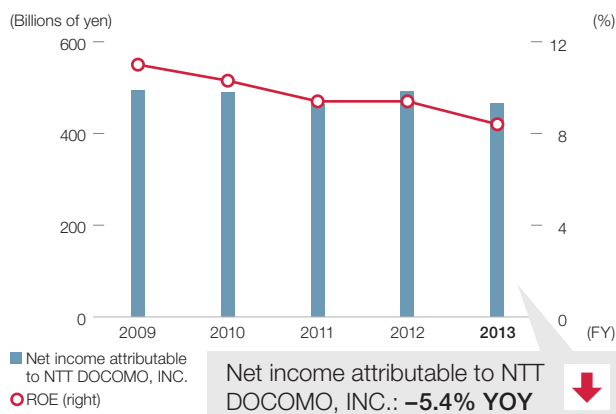


Operating Income / Operating Income Margin

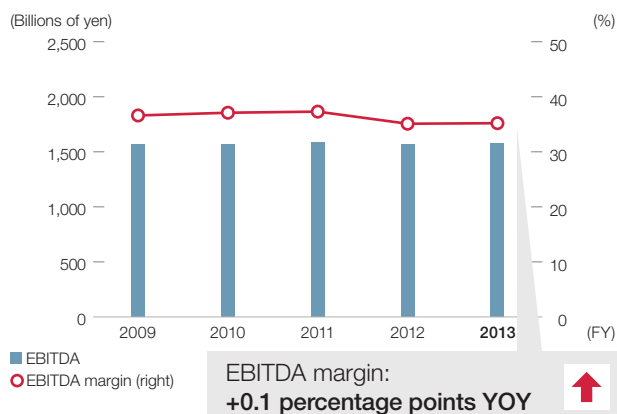


Profitability

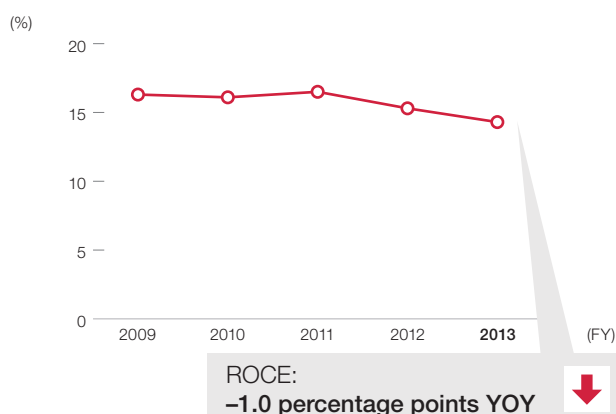
Net Income Attributable to NTT DOCOMO, INC. / ROE



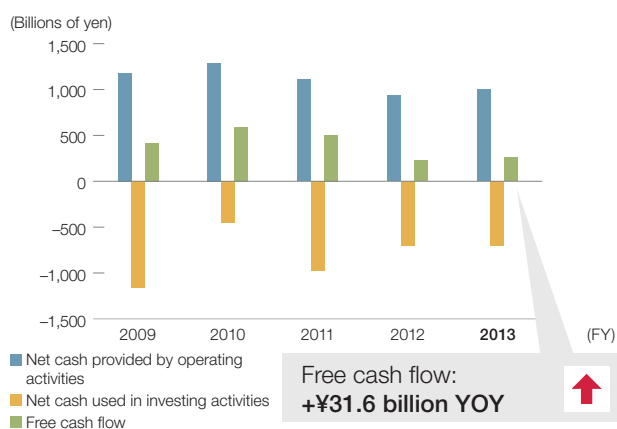
EBITDA / EBITDA Margin



ROCE before Tax Effect



Cash Flows

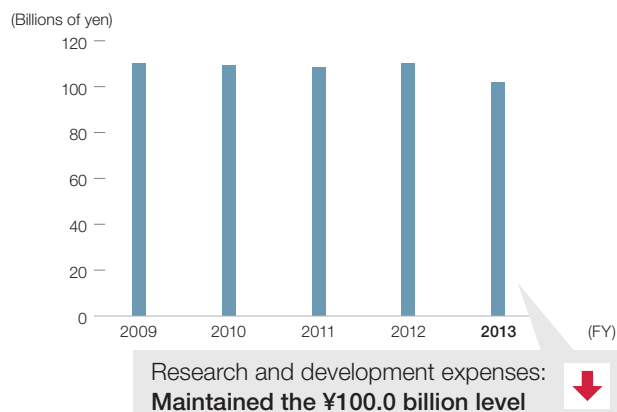


Growth investment

Capital Expenditures / Depreciation and Amortization

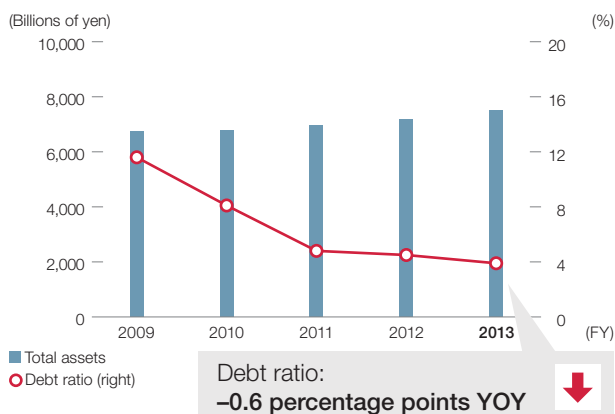


Research and Development Expenses



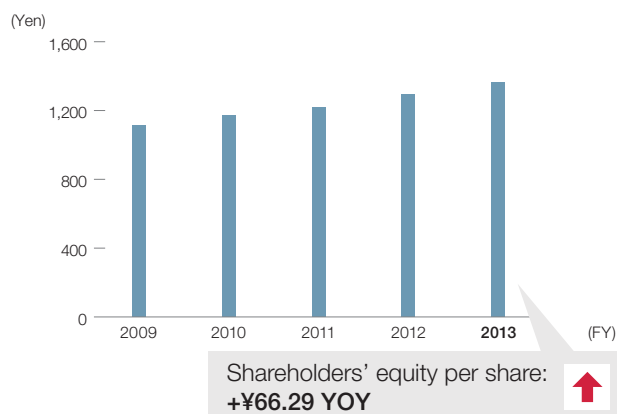
Stability

Total Assets / Debt Ratio



Shareholder value / Return

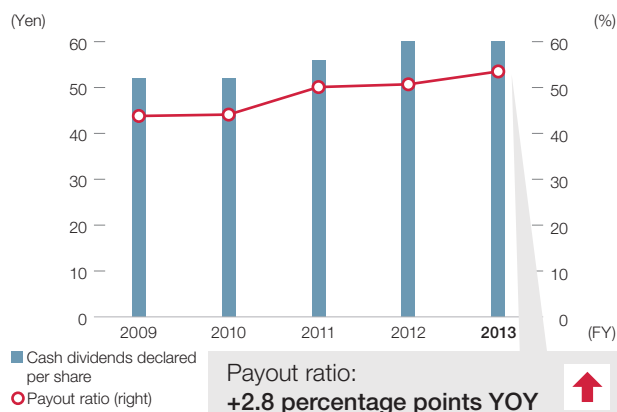
Shareholders' Equity per Share*



Earnings per Share*



Cash Dividends Declared per Share* / Payout Ratio



* Graph data takes into account the stock split (1:100) conducted on October 1, 2013.

Financial Review from the CFO



Hirotaka Sato

Executive Vice President,
Chief Financial Officer

Operating Revenues

In fiscal 2013, DOCOMO made progress in a wide range of areas. We continued to expand our LTE network, introduced the iPhone and took other steps to enhance our handset lineup, and provided an array of services, centered on *dmarket*. We also expanded the functionality of the *docomo ID*, a customer ID system. Nonetheless, competition in the mobile services market continued to intensify as the mobile phone penetration rate reached 112.5%¹ at the end of March 2014 and the smartphone household penetration rate reached 62.6%² at the end of December 2013. DOCOMO's operating revenues decreased ¥8.9 billion (0.2%) year on year, to ¥4,461.2 billion, which was ¥178.8 billion (3.9%) less than the initial operating revenues forecast of ¥4,640.0 billion.

The principal reasons for the decrease in operating revenues were a decline in voice revenues and an increase in the impact of the Monthly Support discount program, which offset gains in packet communications revenues, equipment sales revenues, and other operating revenues.

In mobile communications services, growth in the number of smartphone users led to an increase in packet communications revenues. Excluding the impact of Monthly Support discounts, packet communications revenues rose ¥121.2 billion (6.2%). Equipment sales revenues rose ¥113.9 billion (15.0%), due to 3.7% increase in the number of smartphone units sold. Revenues in new business areas recorded favorable growth, rising ¥97.0 billion (18.1%), centered on media and content revenues, which increased 36.6% year on year. These revenues from new business areas were the primary contributor to a gain of ¥89.9 billion (16.5%) in other operating revenues.

On the other hand, billable minutes of use (MOU) continued to decline (see page 61) against a background of growing use of social networking services (SNS) and free voice applications, and voice revenues declined ¥80.3 billion year on year, excluding the impact of the Monthly Support discount program. In addition, the impact of Monthly Support discounts increased ¥253.6 billion.

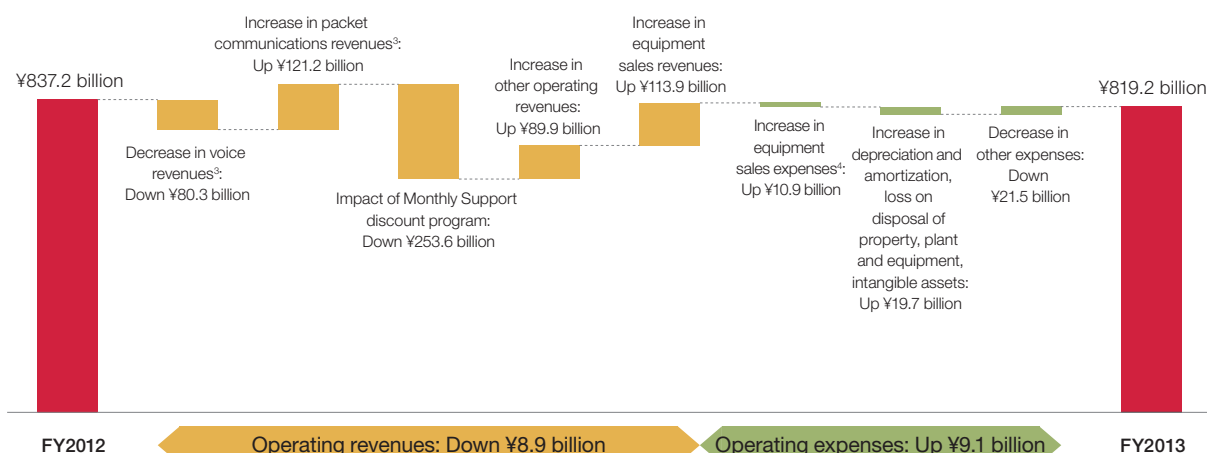
¹ Information & Communications Statistics Database of the Ministry of Internal Affairs and Communications

² Communications Usage Trend Survey in FY2013, compiled by the Ministry of Internal Affairs and Communications

Operating Expenses

Operating expenses increased ¥9.1 billion (0.2%), to ¥3,642.0 billion. Equipment sales expenses, such as agent reseller commissions and cost of equipment sold, rose ¥10.9 billion as a result of increased sales of smartphones. Due to capital investment to strengthen the LTE *Xi* network, depreciation and amortization rose ¥18.5 billion and loss on disposal of

Key Factors behind YOY Change in Operating Income



³ Excluding impact of Monthly Support discounts

⁴ Sum of cost of equipment sold and commissions to agent resellers

property, plant and equipment and intangible assets increased ¥1.2 billion. We continued to record upfront investment, such as investment to bolster the foundation for cloud services to support growth in revenues from new business areas.

We also took steps to increase efficiency in order to strengthen our management constitution. At the end of fiscal 2011, we formulated a structural reform project and identified certain items as targets for increased cost efficiency. On that basis, we worked to reduce costs, such as network maintenance expenses, handset testing expenses, and sales-related expenses. In fiscal 2013, we continued to make favorable progress in reducing costs. In comparison with fiscal 2012, we achieved cost cuts of ¥175.0 billion, exceeding the planned level by ¥65.0 billion. In this way, our cumulative cost cuts over two years—fiscal 2012 and fiscal 2013—totaled ¥225.0 billion.

Financial Highlights of FY2013

(Billions of yen)

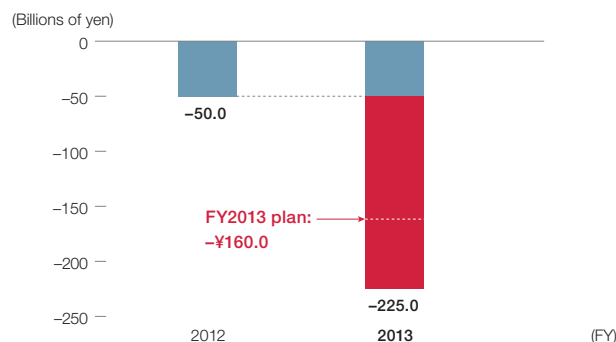
	FY2012	Forecast	FY2013	YOY		vs. forecast	
				Billions of yen	%	Billions of yen	%
Operating revenues	4,470.1	4,640.0	4,461.2	-8.9	-0.2	-178.8	-3.9
Operating expenses	3,632.9	3,800.0	3,642.0	9.1	0.2	-158.0	-4.2
Operating income	837.2	840.0	819.2	-18.0	-2.1	-20.8	-2.5

Impact of Monthly Support Discounts

Under the Monthly Support discount program, a portion of the cost of purchasing a feature phone or smartphone is deducted from the monthly usage charges for a period of up to 24 months. DOCOMO implemented Monthly Support discounts as a marketing program to offer billing plans that appeal to new customers and to promote the transition to smartphones by existing customers that have feature phones. However, this program has an adverse influence on voice revenues and packet communications revenues.

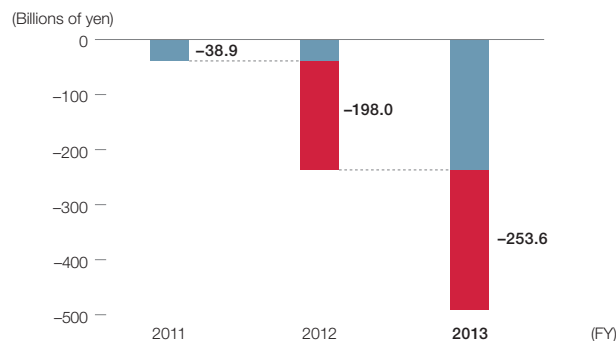
The impact of the Monthly Support discount program on operating revenues continued to increase in fiscal 2013, rising ¥253.6 billion from fiscal 2012. Customers can use the program for 24 months, and the number of users is growing. As a result, we expect the impact on revenues to increase through fiscal 2014. Moving forward, we will take steps to raise customer satisfaction in areas other than the Monthly Support discount program while working to control costs and achieve greater cost efficiency.

Achieved Greater Cost Efficiency Improvement than Initially Planned⁵



⁵ Amounts of cost reduction are in comparison with the level of FY2011. The amounts of FY2013 in the graph are the cumulative amounts from FY2012.

Impact of Monthly Support Discounts (YOY increase)



Operating Income

Operating income was down ¥18.0 billion (2.1%), to ¥819.2 billion, which was ¥20.8 billion (2.5%) less than the initial forecast. EBITDA rose ¥2.9 billion, to ¥1,572.2 billion, and the EBITDA margin, a profitability indicator, increased 0.1 points, to 35.2%. We therefore maintained the EBITDA margin above the target level of 35%.

Financial Position

Total assets at the end of fiscal 2013 were up ¥338.3 billion (4.7%) from the previous year-end, to ¥7,508.0 billion. This increase was principally attributable to a rise in total current assets, which resulted mainly from higher receivables held for sale and inventories.

Long-term liabilities decreased but current liabilities increased, and as a result total liabilities at the end of fiscal 2013 were up ¥55.4 billion (3.1%), to ¥1,814.5 billion. This total included interest-bearing liabilities of ¥230.3 billion, a decline of ¥23.4 billion (9.2%).

With consideration for increasing capital efficiency, we regard ROCE to be an important management indicator. Accordingly, we strive to achieve ROCE of at least 20%. In fiscal 2013, ROCE before tax effect was down 1.0 points, to 14.3%, and ROCE after tax effect was down 0.7 points, to 8.8%. This result is below the target level, and moving forward we will continue working to improve ROCE through growth in profits and improved capital efficiency.

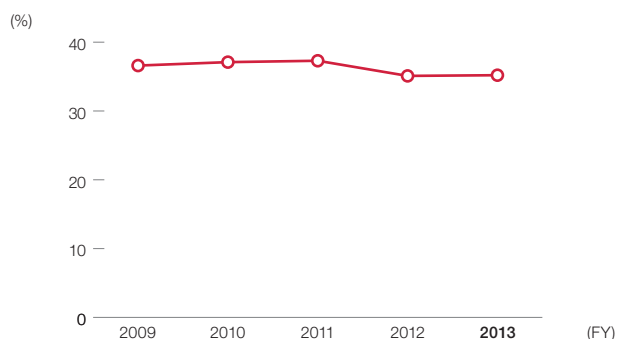
DOCOMO's long-term debt obligations have been rated Aa2 by Moody's and AA by Standard and Poor's, reflecting the positive evaluations of the Company's financial soundness, which is one of the highest among the world's telecommunications operators.

Cash Flows

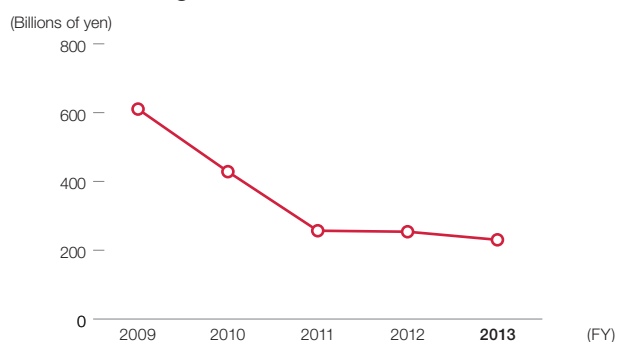
Net cash provided by operating activities rose ¥68.2 billion (7.3%), to ¥1,000.6 billion, principally due to an increase in collections of installment receivables for customers' hand-set purchases, a decrease in agent reseller commissions, and a decline in income taxes paid.

Net cash used in investing activities increased ¥1.6 billion (0.2%), to ¥703.6 billion. This increase was attributable mainly to a decrease in cash inflow resulting from the redemption of short-term investments, which offset a

EBITDA Margin



Interest-Bearing Liabilities



DOCOMO's Ratings

(As of March 31, 2014)

Rating agency	Long-term bonds	Short-term bonds
Moody's	Aa2	P-1
Standard and Poor's (S&P)	AA	A-1+
Japan Credit Rating Agency, Ltd. (JCR)	AAA	—
Rating & Investment Information, Inc. (R&I)	AA+	a-1+

decline in purchases of property, plant and equipment as a result of efficient network construction and decreases in cash outflows for purchases of short-term investments for cash management purposes and for purchases of long-term bailment for consumption to a related party.

Net cash used in financing activities increased ¥8.8 billion (3.4%), to ¥269.8 billion, mainly due to an increase in cash outflows for repayments of short-term debt and for dividends paid.

As a result, the balance of cash and cash equivalents was ¥526.9 billion as of March 31, 2014, an increase of ¥33.2 billion (6.7%) from the previous fiscal year-end. Free cash flow⁶ in fiscal 2013 was up ¥31.6 billion (14.0%), to ¥257.2 billion.

6 Adjusted free cash flows exclude the effects of uncollected revenues due to bank holidays at the end of the period, the effects of the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION, and changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

Outlook for Fiscal 2014

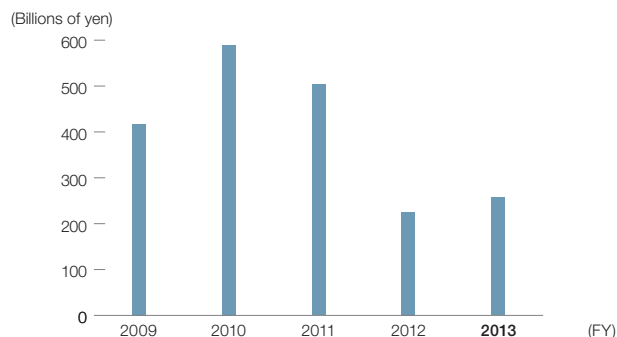
For fiscal 2014, we are forecasting an increase in operating revenues but a decrease in operating income due to a rise in operating expenses.

We are anticipating an increase of ¥128.8 billion (2.9%) in operating revenues, to ¥4,590.0 billion. For mobile communications services revenues, we expect a continued decline in Voice ARPU and continued growth in the impact of Monthly Support discounts. On the other hand, we are forecasting increases in packet communications revenues due to the accelerating shift to smartphones, in equipment sales revenues stemming from bolstered smartphone sales, and in other operating revenues, such as revenues from *dmarket*. Overall, we are forecasting higher operating revenues.

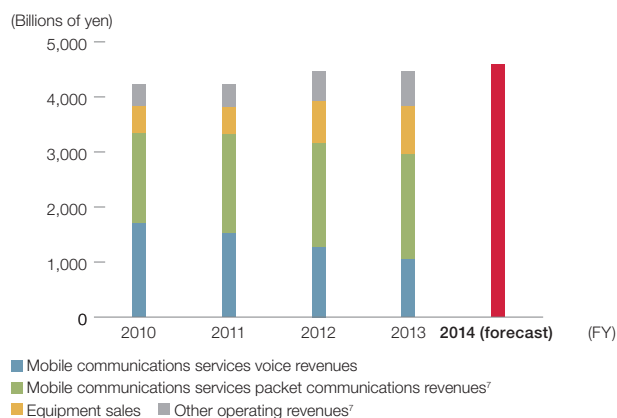
Operating expenses are expected to increase ¥198.0 billion (5.4%), to ¥3,840.0 billion. The primary reasons for the rise in costs, despite ongoing efforts to cut expenses, are the installation of base stations to bolster the LTE *Xi* network, the implementation of initiatives for future earnings growth, and higher cost of equipment sold due to an increase in unit sales.

Accordingly, we are forecasting operating income in fiscal 2014 of ¥750.0 billion, a decrease of ¥69.2 billion (8.4%).

Free Cash Flow⁶

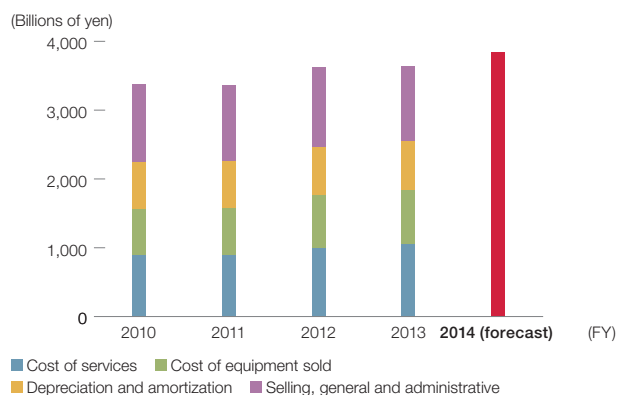


Operating Revenues



7 With the introduction of other operating revenues in the fiscal year ended March 31, 2013, some elements (revenues from content and other services) previously included in packet communications revenues for fiscal 2010 and 2011, have been retroactively reclassified into other operating revenues.

Operating Expenses



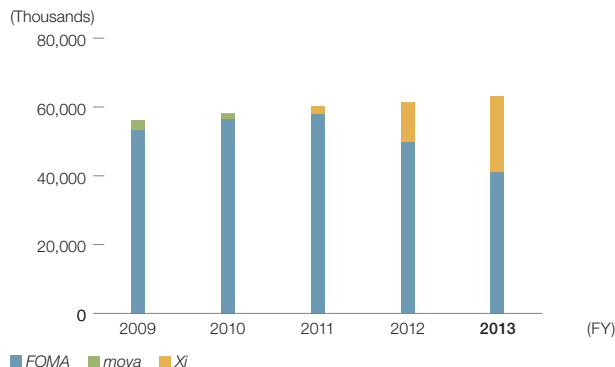
Management Indicators in Fiscal 2013

Number of Subscriptions

As of the end of fiscal 2013, the number of mobile phone subscriptions was 63.11 million, up 1.57 million from the previous year-end. This total included 24.35 million smartphone users, a year-on-year increase of 30.0%. Smartphones accounted for 38.6% of all subscriptions, compared with 30.4% a year earlier. The number of LTE *Xi* service subscriptions rose to 21.97 million at year-end, an increase of 89.9% from the year-earlier level. LTE *Xi* subscriptions accounted for 79.5% of all smartphone subscriptions. In number of LTE subscriptions, DOCOMO is ranked number one in Japan and number three¹ worldwide, after Verizon and AT&T.

¹ Source: World Cellular Information Service
Number of LTE subscriptions by carrier for each country

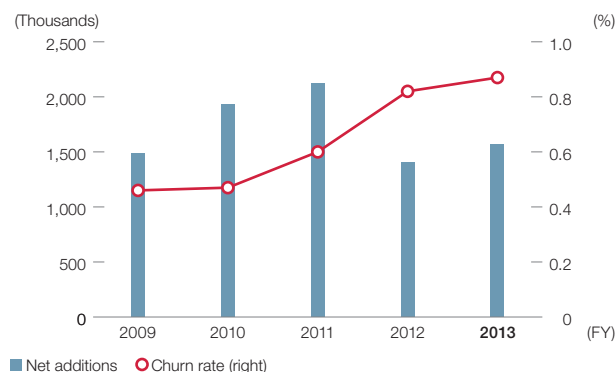
Number of Subscriptions



Net Additions, MNP, and Churn Rate

In fiscal 2013, DOCOMO secured 1.57 million net additions. We did not reach the level of 1.85 million called for in our initial plans, but in the second half of the fiscal year our net additions were up 77.9% year on year, due to the addition of the iPhone to our handset lineup in September 2013. In regard to MNP port-outs, in the first half of the fiscal year the number of port-outs was up year on year; however, following the introduction of the iPhone, the number of port-outs in the second half of the fiscal year fell to less than half of the corresponding number of the previous year. For the full fiscal year, the number of port-outs improved more than 10% year on year. On the other hand, due to intensified competition, the churn rate rose for the fifth consecutive year, reaching 0.87% for fiscal 2013, an increase of 0.05 points year on year.

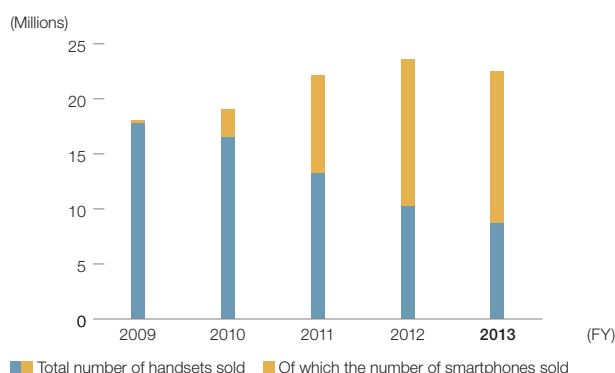
Net Additions / Churn Rate



Handset Sales

Total unit sales of handsets, which comprise new and upgrade sales of smartphones and feature phones, were down 4.4%, to 22.51 million. The number of port-outs increased due to intensifying competition. In addition, we were unable to secure sufficient inventory immediately following the launch of the iPhone. Consequently, the total number of handsets sold decreased for the first time in five years. Unit sales of smartphones totaled 13.78 million, an increase of 3.7%, accounting for 61.2% of the total number of handsets sold. Overall, however, growth in unit sales of smartphones has tapered off as the smartphone market has begun to mature and feature phones still retain strong popularity.

Total Number of Handsets Sold



ARPU and MOU

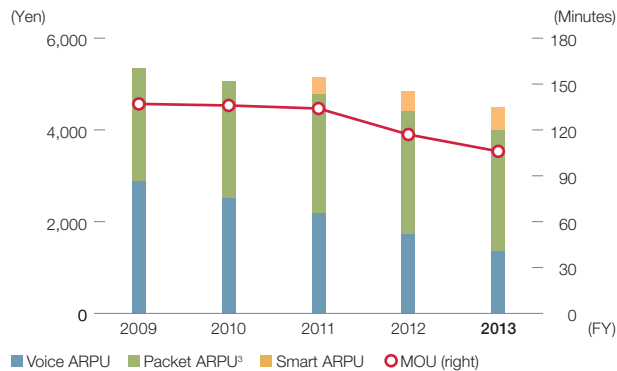
In fiscal 2013, an increase was recorded in Smart ARPU, which is related to revenues in new business areas, but Voice ARPU declined substantially. As a result, Aggregate ARPU was down 7.0%, to ¥4,500.

Voice ARPU declined 20.8%, to ¥1,370, due to a continued downward trend in billable MOU² and to the impact of Monthly Support discounts. Packet ARPU was down 1.9%, to ¥2,640. This decrease was due to the impact of Monthly Support discounts and to lower packet usage among users of feature phones, which offset an increase in communications revenues stemming from growth in the number of smartphone users. Smart ARPU rose 16.7%, to ¥490, as a result of a higher number of *dmarket* users and initiatives to promote sales of two monthly billable service packs, the *Recommendation Pack* and the *Peace-of-mind Pack*.

MOU continued to decline, and the pace of that decline accelerated. For the year, MOU was down 9.4%, to 106 minutes.

² Average monthly communication time per subscription.

ARPU / MOU²

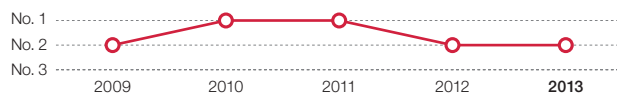


Customer Satisfaction

To counter the trends toward a declining share of subscriptions and intensifying competition, we are working on a Company-wide basis to increase customer satisfaction. For example, we are enhancing our LTE network and improving customer service at DOCOMO shops. J.D. Power Asia Pacific, an international specialist in customer satisfaction surveys and consulting, announced the results of its Japan Mobile Phone Service Study⁴ in October 2013. DOCOMO received high evaluations for network quality and after-sales service, garnering the number two position for the second year in a row. As we continue working to improve customer satisfaction, we will draw on the lessons learned from these types of surveys conducted by external parties and from the feedback that we receive directly from customers.

For business customers, in a survey of business customer satisfaction with mobile phone / PHS services⁵, also conducted by J.D. Power Asia Pacific, DOCOMO was rated number one for the fifth consecutive year. Moving forward, we will work to further enhance our strengths by reinforcing customer service, including problem resolution, and offering handsets that provide the optimal functionality for business customers. In these ways, we will strive to earn the trust of a wide range of customers.

J.D. Power Asia Pacific 2013 Japan Mobile Phone Service Study



J.D. Power Asia Pacific 2013 Japan Business Mobile Phone Service Satisfaction Study



⁴ 2013 Japan Mobile Phone Service StudySM, J.D. Power Asia Pacific 2009–2013. Study based on a total of 31,200 responses from mobile phone subscribers in Japan. japan.jdpower.com

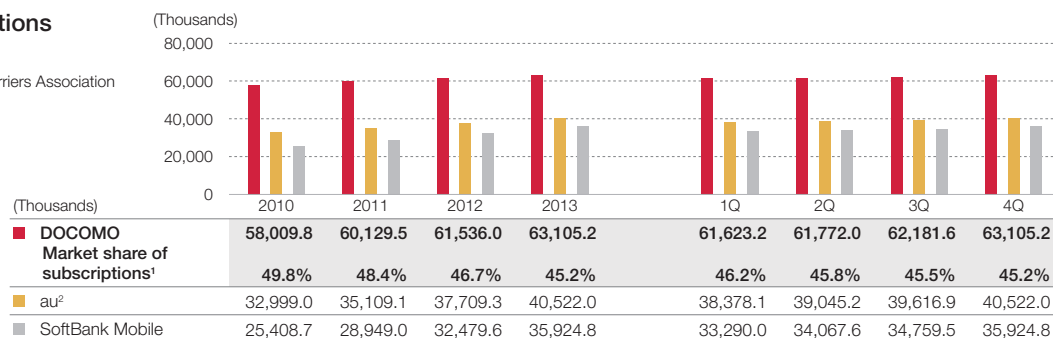
⁵ 2013 Japan Business Mobile Phone Service Satisfaction StudySM, J.D. Power Asia Pacific 2009–2013. Based on a 2013 survey regarding providers of mobile phone / PHS services, which had a total of 3,129 responses from 2,465 companies throughout Japan with 100 or more employees (up to two responses from one company about firms who provide mobile phone / PHS services).

Operating Data

Number of Subscriptions

(Fiscal year / quarterly data)

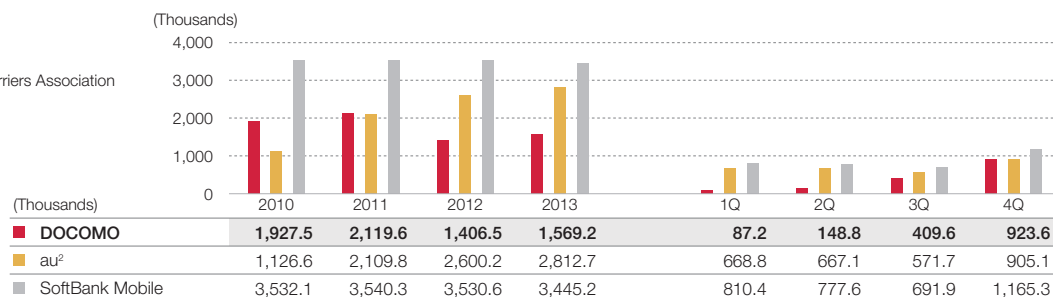
Source: Telecommunications Carriers Association



Net Additions

(Fiscal year / quarterly data)

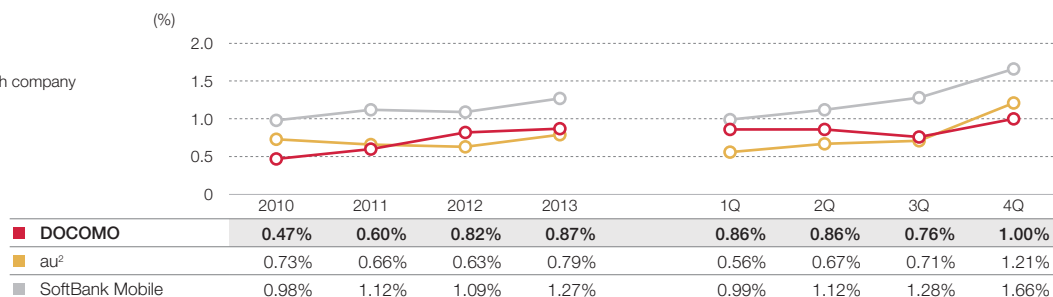
Source: Telecommunications Carriers Association



Churn Rate

(Fiscal year / quarterly data)

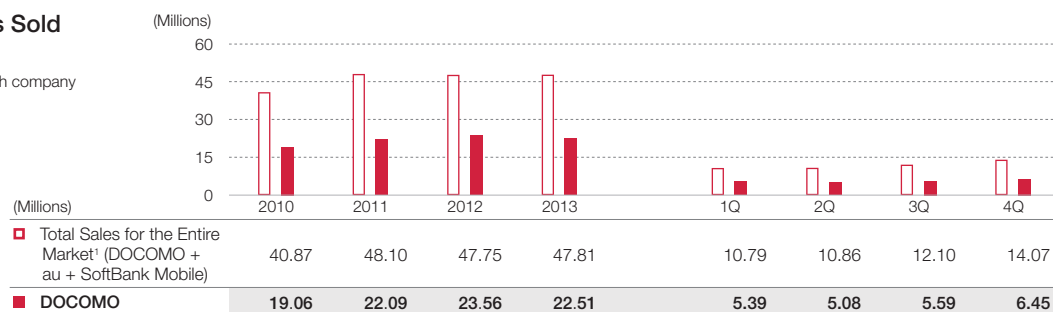
Source: Public sources from each company



Number of Handsets Sold

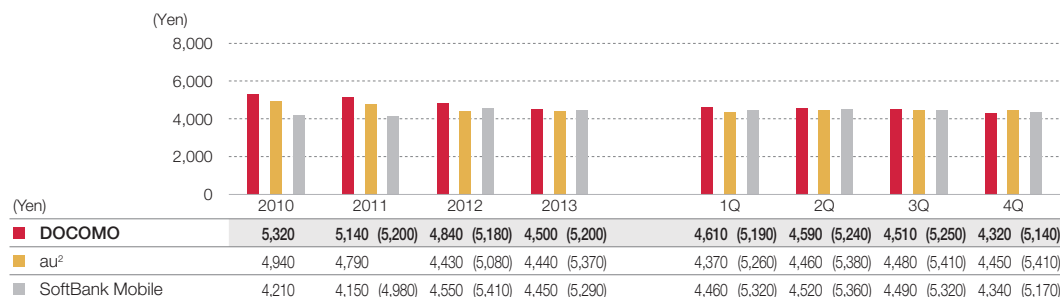
(Fiscal year / quarterly data)

Source: Public sources from each company



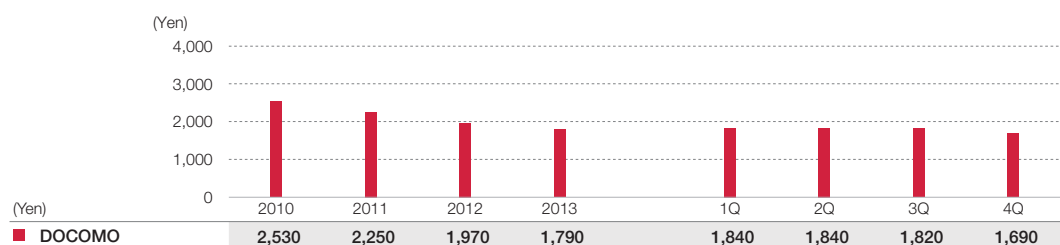
Aggregate ARPU³

(Fiscal year / quarterly data)



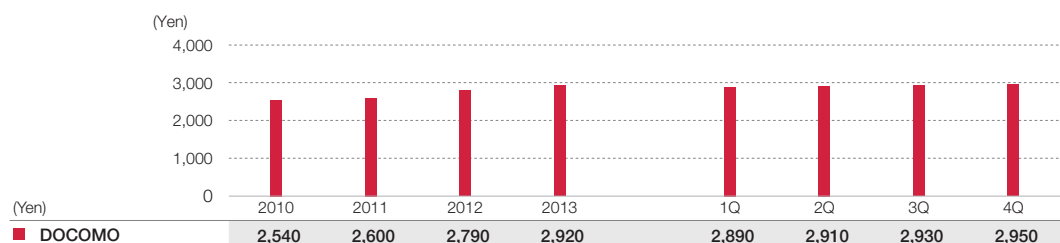
Voice ARPU⁴

(Fiscal year / quarterly data)



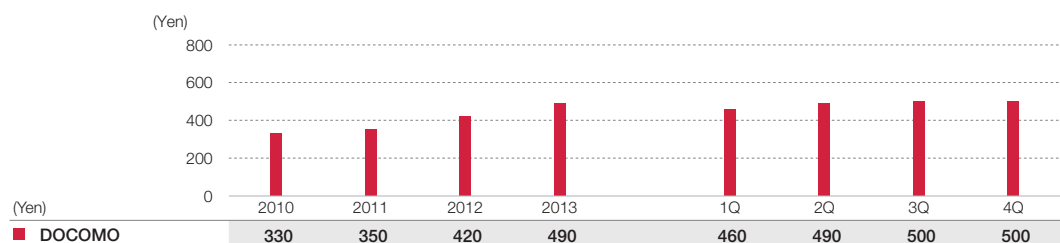
Packet ARPU⁴

(Fiscal year / quarterly data)



Smart ARPU

(Fiscal year / quarterly data)



DOCOMO's Definition and Calculation Methods of ARPU and MOU

Definition of ARPU and MOU

(1) ARPU (Average monthly Revenue Per Unit): 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 mobile communications services and a part of other operating revenues by the number of active subscriptions to our wireless services in the relevant periods. 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

Aggregate ARPU = Voice ARPU + Packet ARPU + Smart 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) / No. of active subscriptions
- Smart ARPU: A part of other operating revenues (revenues from content, collection of charges, mobile phone insurance service, advertising, and others) / No. of active subscriptions

Active Subscriptions Calculation Method

Sum of 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) during the relevant period.

Note: Subscriptions and revenues for Communication Module Services and Phone Number Storage and Mail Address Storage services are not included in the ARPU and MOU calculations.

1 Total figures do not include EMOBILE

2 Personal segment and Value segment

3 Includes Smart ARPU for DOCOMO.

For au, added value ARPU is included in Aggregate ARPU from fiscal 2011.

For all companies, after application of discounts. () indicates before application of discounts.

4 Before application of discounts.

• Definitions of ARPU, MOU, etc., might be different from those used by other companies.

• ARPU for SoftBank from fiscal 2012 is in accordance with IFRS.