

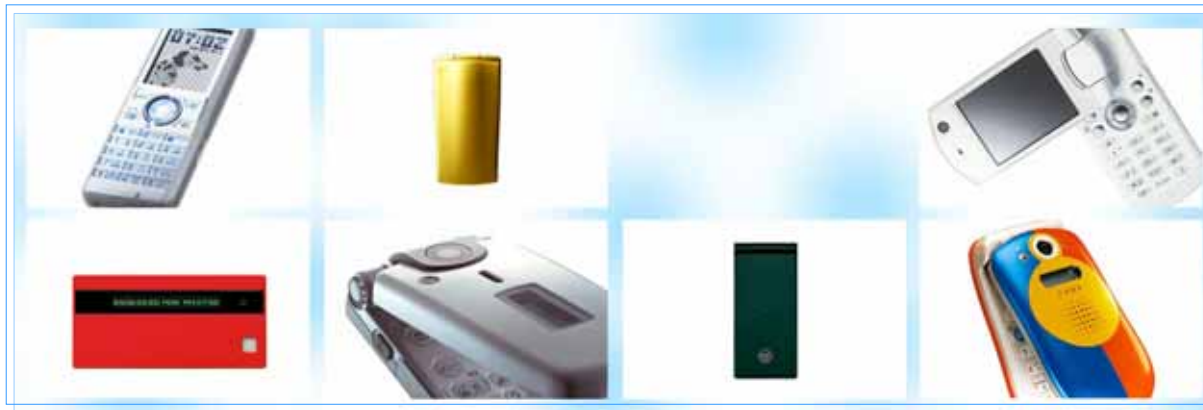


**NTT DoCoMo, Inc.**  
**Results for the Fiscal Year**  
**Ended March 31, 2006**  
**April 28, 2006**

# Forward-Looking Statements

*The forecasts presented herein are forward-looking statements within the meaning of Section 27A of the U.S. Securities Act of 1933 and Section 21E of the U.S. Securities Act of 1934. Statements made in this presentation with respect to DoCoMo's plans, objectives, projected financials, operational figures, beliefs and other statements that are not historical facts are forward-looking statements about the future performance of DoCoMo which are based on management's expectations, assumptions, estimates, projections and beliefs in light of information currently available to it. These forward-looking statements, such as statements regarding the introduction of new products and services or termination or suspension of existing services, financial and operational forecasts, dividend payments, the growth of the Japanese cellular market and the ubiquitous services market, the growth of data usage, the growth of DoCoMo's cellular phone business, the migration of users to DoCoMo's 3G services and associated improvements in 3G services, improvements in 3G and 2G coverage area, the potential for growth in the Japanese credit card business and DoCoMo's credit business, and management goals are subject to various risks and uncertainties that could cause actual results to be materially different from and worse than as described in the forward-looking statements. Potential risks and uncertainties include, without limitation, as competition in the market is expected to become more fierce due to changes in the business environment caused by the introduction of mobile number portability and new market entrants, competition from other cellular service providers or other technologies could limit our acquisition of new subscribers, retention of existing subscribers and average revenue per unit (ARPU), or may lead to an increase in our costs and expenses; the new services and usage patterns introduced by our corporate group may not develop as planned, which could limit our growth; the introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group may adversely affect our financial condition and results of operations; limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction; the W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers; our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect; as electronic payment capability and many other new features are built into our cellular phones, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects, or missing of handsets or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations; social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image; inadequate handling of subscriber information by our corporate group or contractors may adversely affect our credibility or corporate image; owners of intellectual property rights that are essential for our business execution may not grant us the right to license or otherwise use such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and/or services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others; earthquakes, power shortages, malfunctioning of equipment, and software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of service, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image; concerns about wireless telecommunications health risks may adversely affect our financial condition and results of operations; our parent, NTT, could exercise influence that may not be in the interests of our other shareholders.*

*Further information about the factors that could affect the company's results is included in "Item 3.D: Risk Factors" of its annual report on Form 20-F filed with the U.S. Securities and Exchange Commission on June 27, 2005, which is available in the investor relations section of the company's web page at [www.nttdocomo.com](http://www.nttdocomo.com) and also at the SEC's web site at [www.sec.gov](http://www.sec.gov).*



# **FY2005 Results Highlights and Prospects for FY2006**

# 3 FY2005 Results Highlights and FY2006 Results Forecasts

US GAAP

	2005/3 (Full Year) (1)	2006/3 (Full Year) (2)	Changes (1) (2)	2007/3 E (Full Year) (3)	Changes (2) (3)
Operating Revenues (Billions of yen)	4,844.6	4,765.9	-1.6 %	4,838.0	+1.5 %
Cellular Services Revenues (Billions of yen)	4,147.0	4,158.1	+0.3 %	4,176.0	+0.4 %
Operating Income (Billions of yen)	784.2	832.6	+6.2 %	810.0	-2.7 %
Income before income taxes (Billions of yen)	1,288.2	952.3	-26.1 %	815.0	-14.4 %
Net Income (Billions of yen)	747.6	610.5	-18.3 %	488.0	-20.1 %
EBITDA (Billions of yen) *	1,625.7	1,606.8	-1.2 %	1,601.0	-0.4 %
EBITDA Margin (%) *	33.6	33.7	+0.1 points	33.1	-0.6 points
Adjusted Free Cash Flows (Billions of yen) *	1,003.6	510.9	-49.1 %	280.0	-45.2 %

Consolidated financial statements in this document are unaudited.

Adjusted Free Cash Flows exclude the effects of irregular factors and changes in investments for cash management purposes.

- Irregular Factors represent the effects of uncollected revenues due to bank holidays at the end of the fiscal year ended March 31, 2006 and 2005.

- Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months

\* For an explanation of these numbers, see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on Slide 37 and the IR page of our web site, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

# FY2005 Financial Results Highlights

## Operating Income :

Grew to 832.6 billion yen, up 48.5 billion yen year-on-year  
( Forecast: 830 billion yen)

## Operating Revenues :

Decreased 78.7 billion yen year-on-year

- Cellular services revenues increased 11.2 billion yen
- Equipment sales revenues decreased 78.1 billion yen,  
due mainly to a reduction in no. of handsets sold

## Operating Expenses :

Down 127.2 billion yen year-on-year

- Equipment sales-related expenses\* decreased 68 billion yen, due mainly to a reduction in no. of handsets sold
- Negative impact of 60.4 billion yen from write-off of PHS assets incurred in FY2004

\* Equipment sales-related expenses = Cost of equipment + Distributor commissions

# FY2006 Results Forecast Highlights

**Operating Income : 810 billion yen (down 23 billion YOY)**

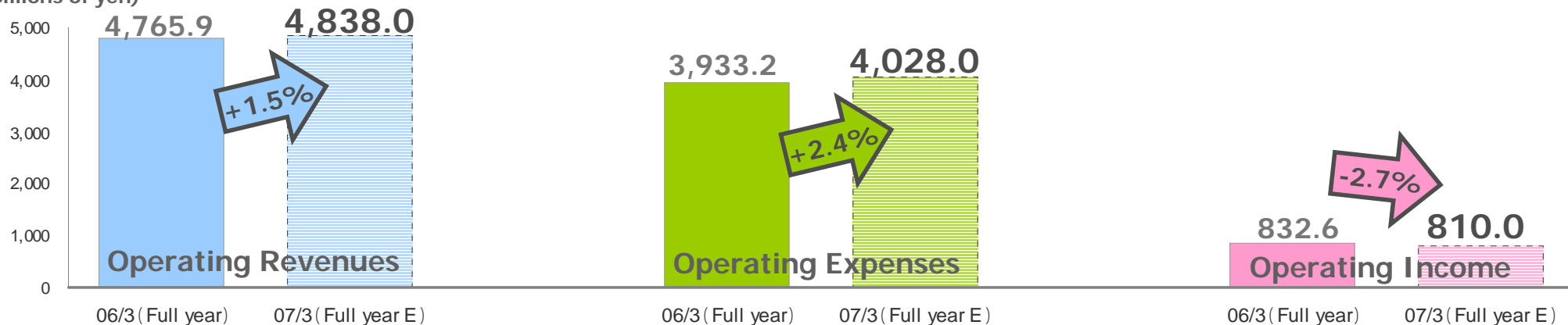
**Operating Revenues : 4,838 billion yen (up 72 billion YOY)**

- Cellular services revenues expected to increase by approx. 18 billion yen, due mainly to subscriber growth offsetting decline in ARPU resulting from rate reductions.
- Equipment sales revenues projected to increase by approx. 57 billion yen, due to growth in total no. of handsets sold, and increase in FOMA's percentage to total handset sales.

**Operating Expenses : 4,028 billion yen (up 95 billion YOY)**

- Equipment sales-related expenses projected to increase by approx. 58 billion yen, due to growth in no. of handsets sold, and increase in FOMA's percentage to total handset sales.
- Depreciation & amortization expected to increase by approx. 16 billion yen, due to FOMA coverage expansion, etc.

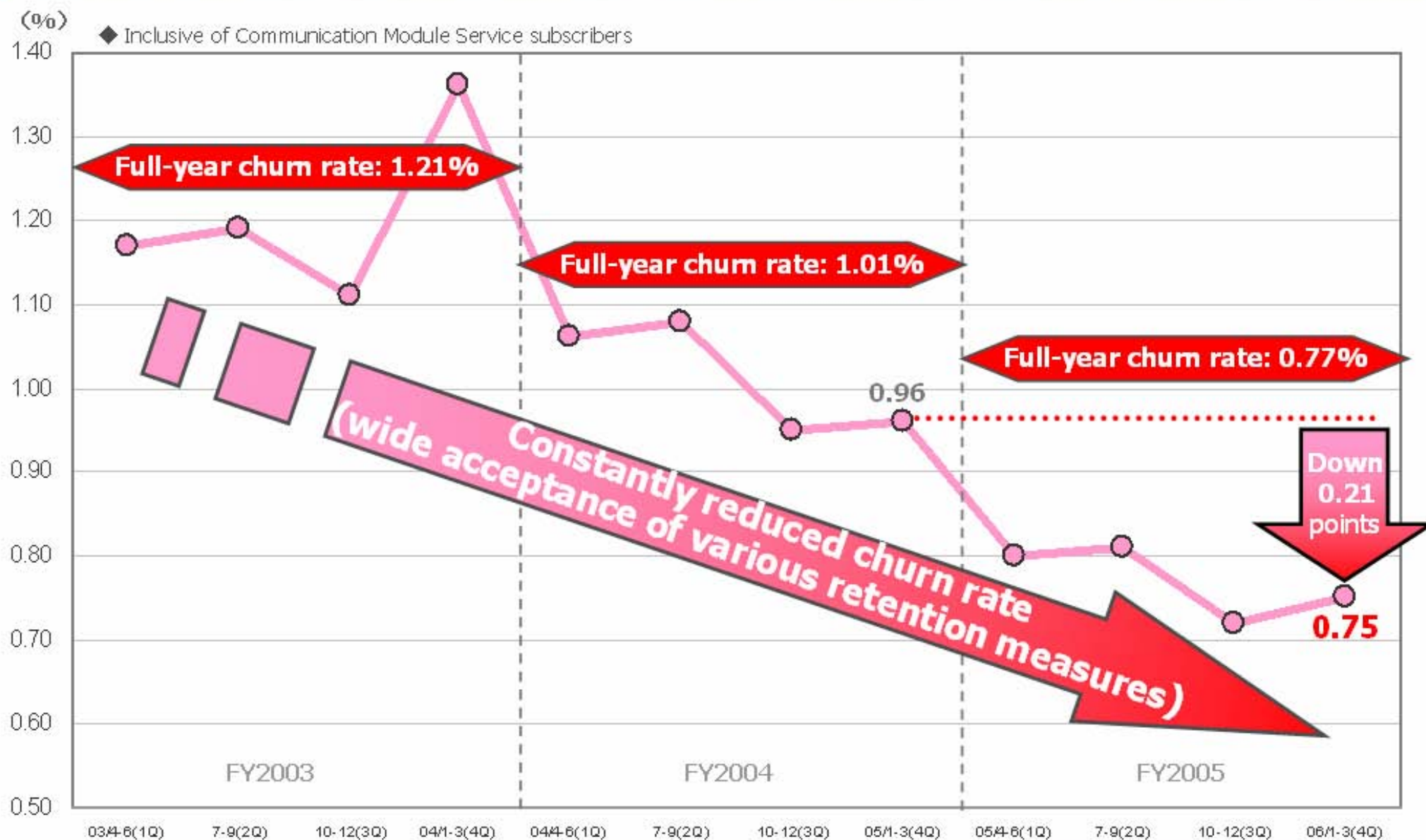
(Billions of yen)





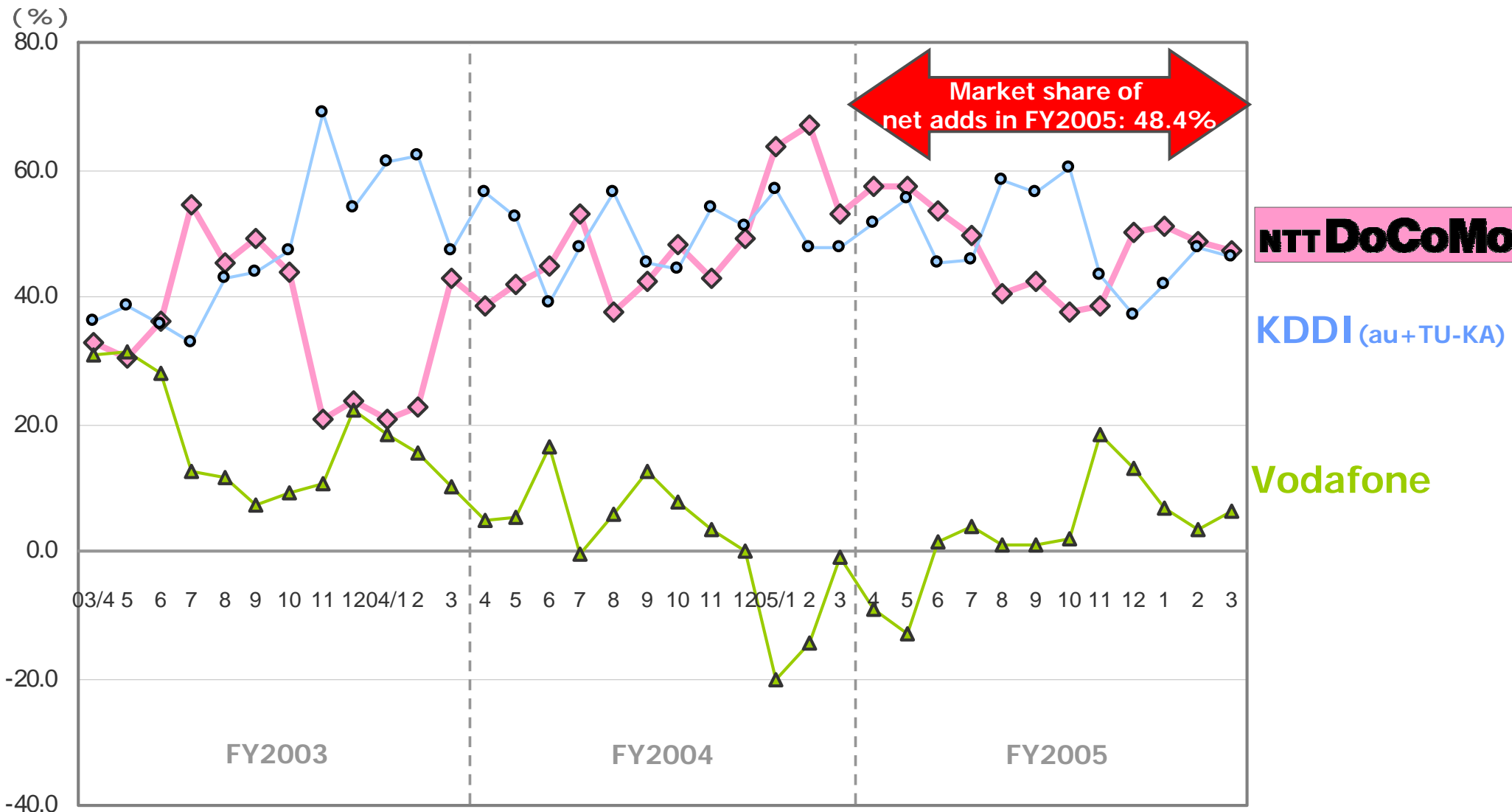
# Lower Churn Rate

Successfully maintained churn rate low, at **0.75%** in FY2005/4Q



# Monthly Market Share of Net Additions

DoCoMo acquired **No.1** market share of net additions in FY2005 at 48.4%



Source of data used in calculation : Telecommunications Carriers Association (TCA)

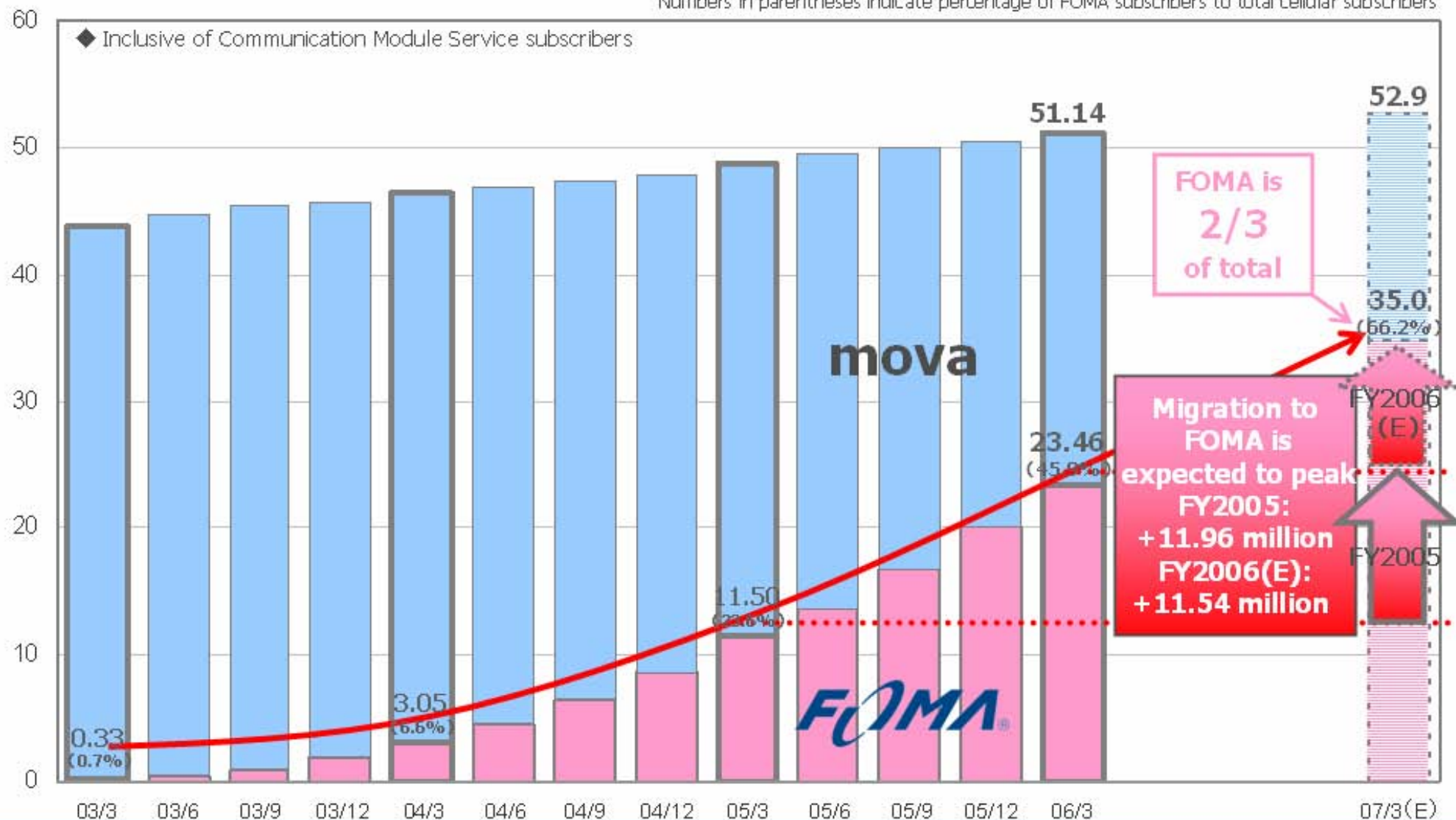


# Subscriber Migration from mova to FOMA

**No. of FOMA subs: 23.46 million (45.9% of total cellular subs) as of 06/3/31**  
**projected 35 million (66.2% of total cellular subs) as of 07/3/31**

(million subscribers)

Numbers in parentheses indicate percentage of FOMA subscribers to total cellular subscribers

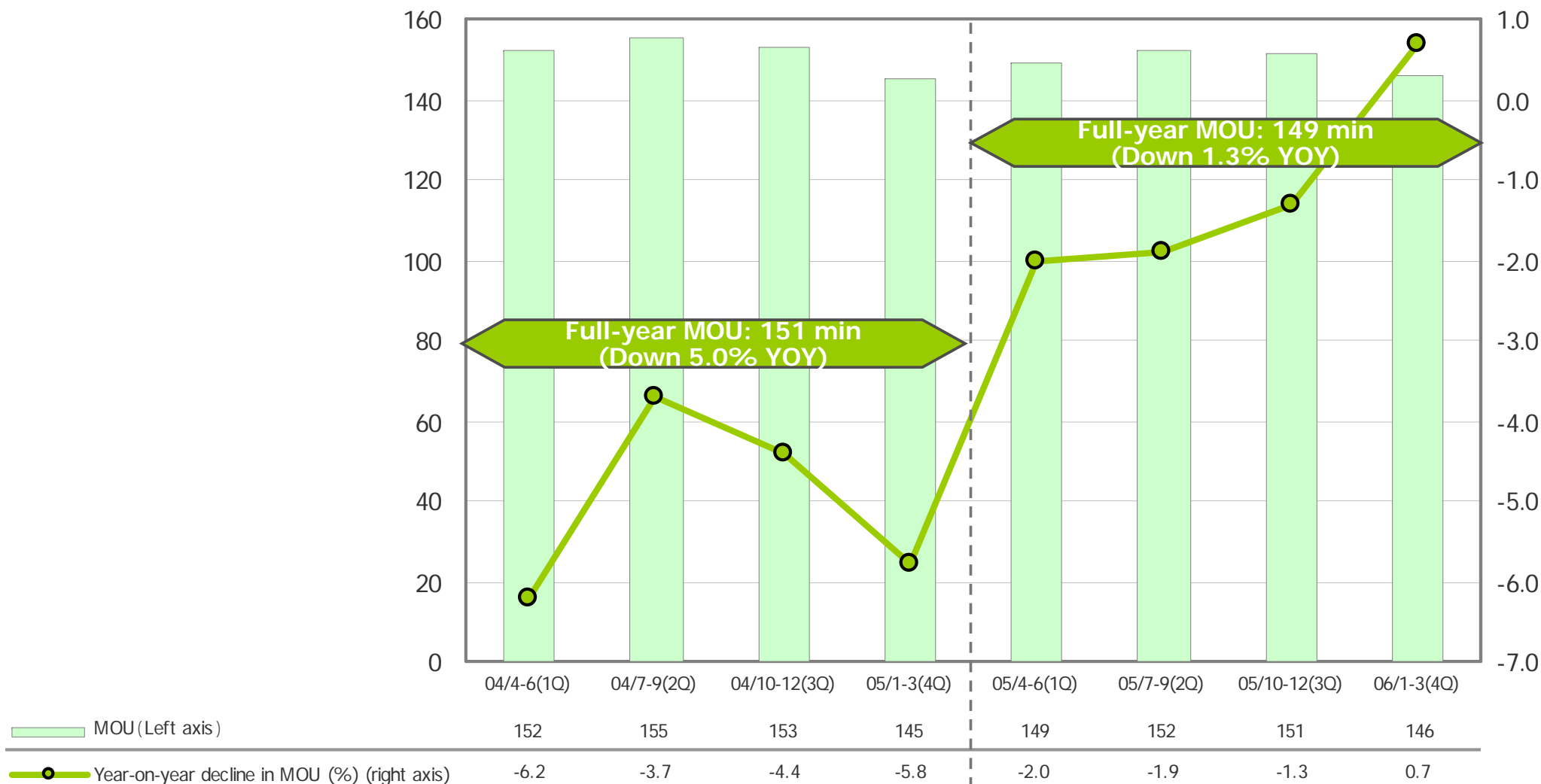


# Cellular (FOMA+mova) MOU

- Year-on-year decline in MOU has shown a constant slowdown in FY2005
- MOU for FY2005/4Q recovered to a level comparable to FY2004/4Q

(Minutes)

(%)



For an explanation of MOU, see Slide 36 of this document, "Definition and Calculation Methods of MOU and ARPU".

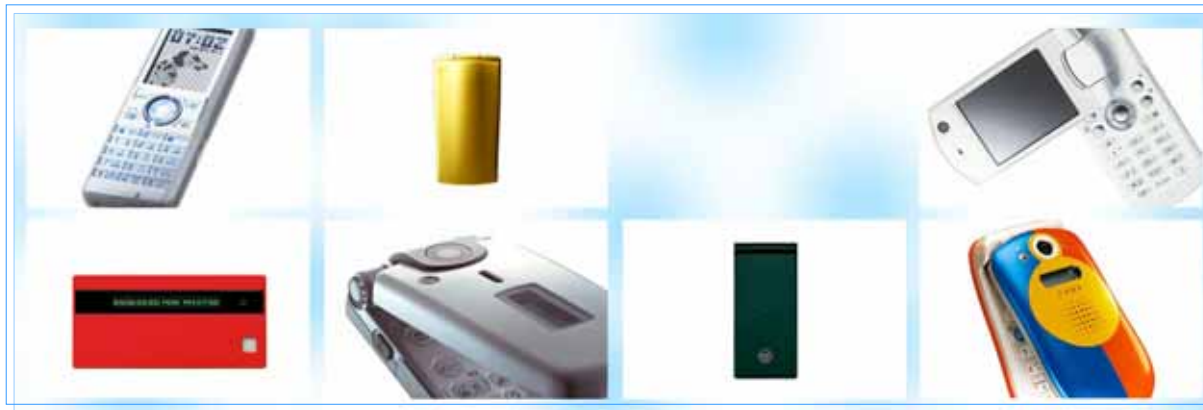
# Cellular (FOMA+mova) ARPU

- Year-on-year decline in aggregate ARPU has slowed constantly in FY2005
- Aggregate ARPU for FY2006 is estimated at 6,690 yen (down 3.2% year-on-year) factoring in the impact from lifting "pake-houdai" subscription restrictions



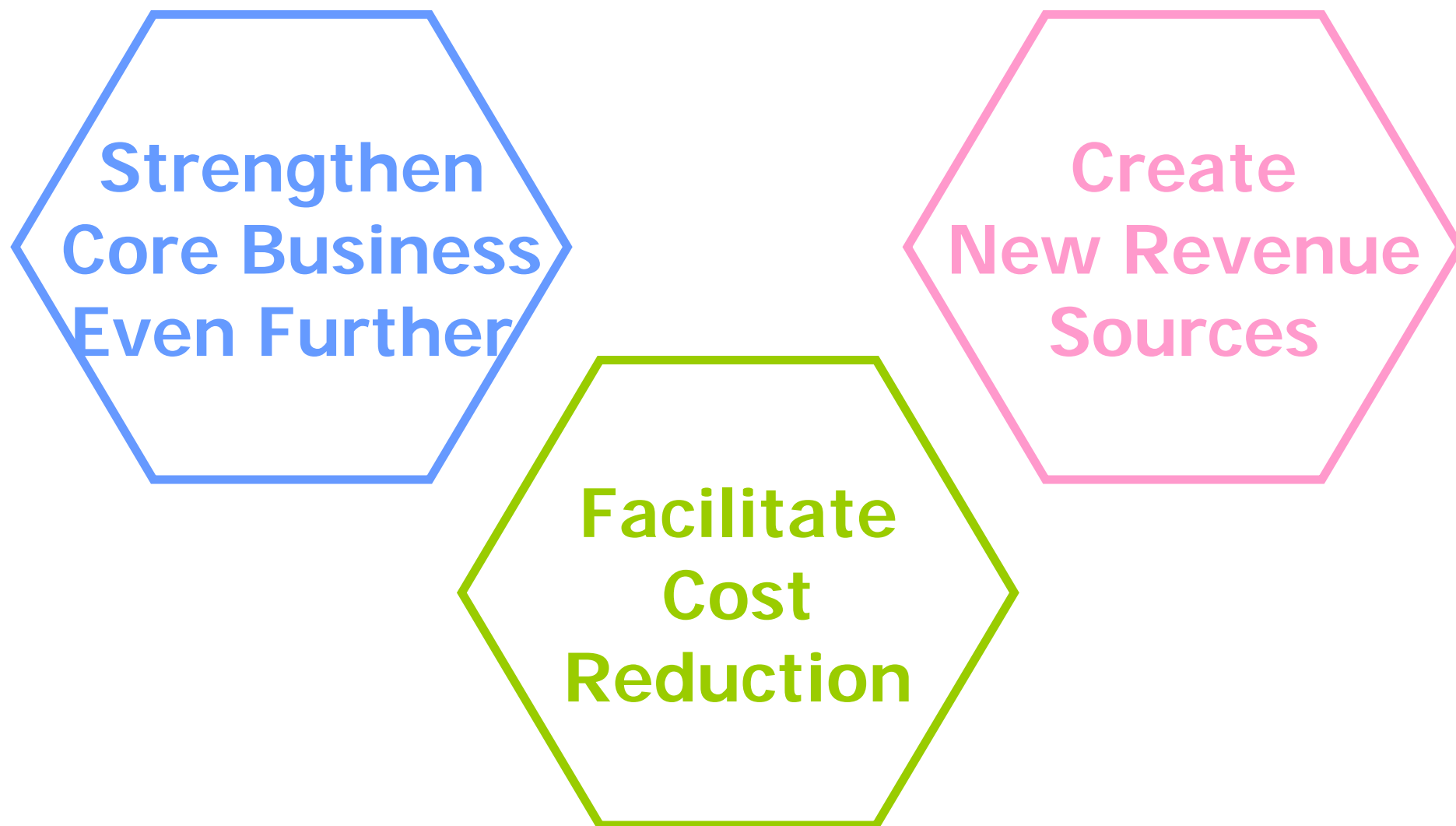
International service-related revenues, which had not been included in previous reports, have been included in the ARPU data calculations from the fiscal year ended Mar. 31, 2006, in view of their growing contributions to total revenues.

For an explanation of ARPU, see Slide 36 of this document, "Definition and Calculation Methods of MOU and ARPU".



# Business Strategies for FY2006

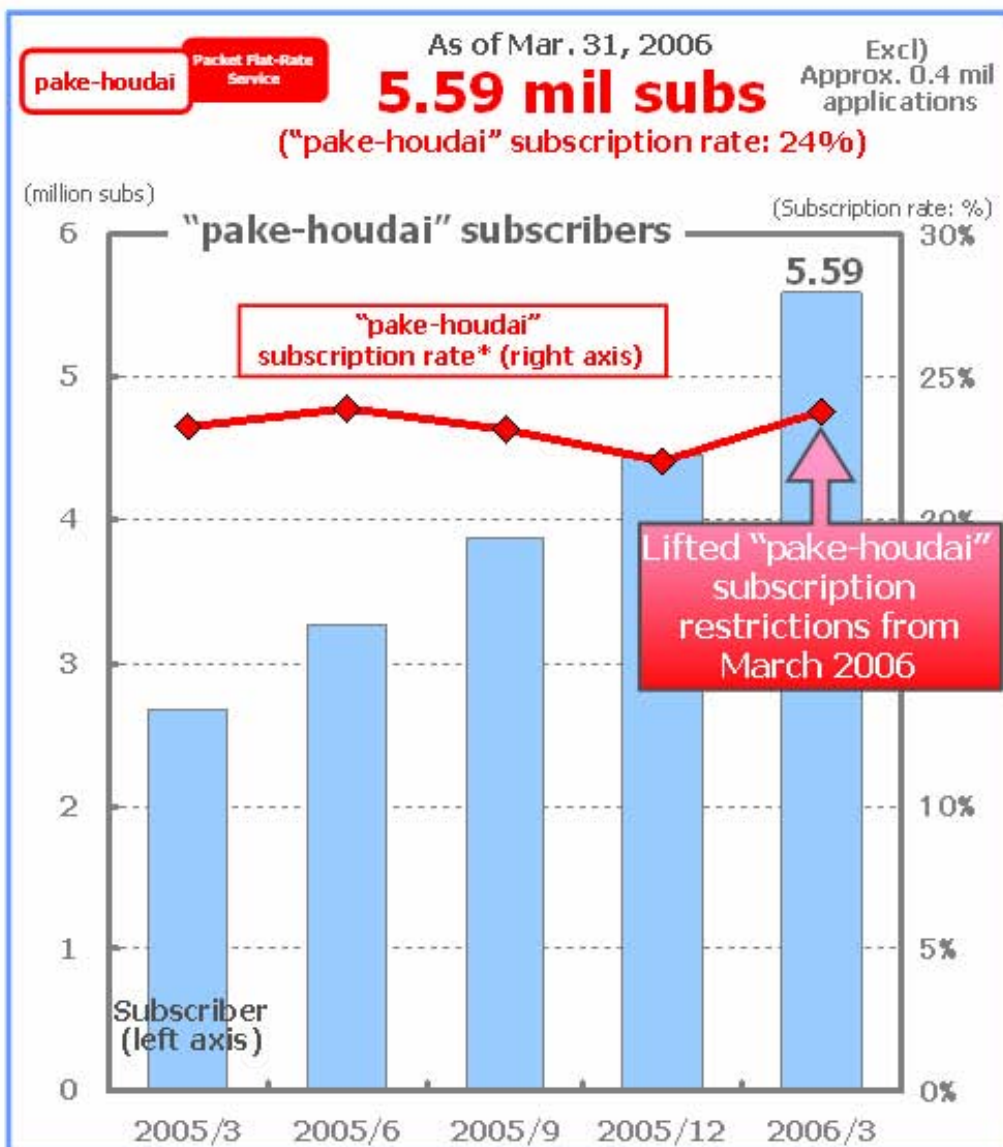
# 12 Three Main Pillars of Business Operation in FY2006



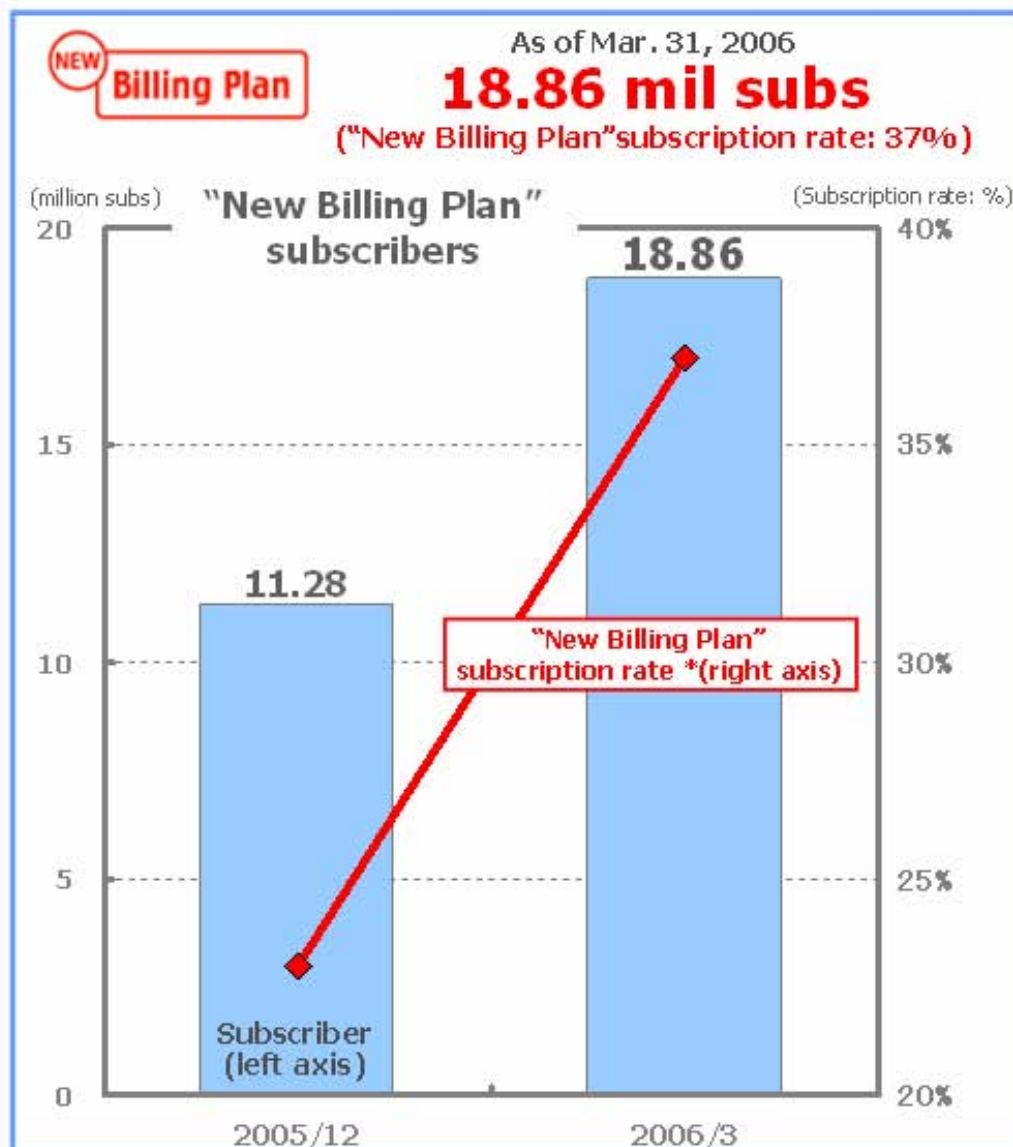


# 13 Strengthen Core Business Even Further (1) Pricing Measures

## Reinforce DoCoMo's competitiveness through "customer-oriented" billing plans



\* "pake-houdai" subscription rate: No. of "pake-houdai" subs/Total no. of FOMA subs



\* "New Billing Plan" subscription rate: No. of "New Billing Plan" subs/DoCoMo's total cellular subs (excl. Communication Module Service subs)



- Enrich FOMA's handset lineup/service portfolio tailored to user needs
- Reinforce after-sales support to achieve better customer satisfaction

### Enrich handset lineup

- **High-end models**

- FOMA "902i" series



- **Standard models**

- FOMA "702i" series



- **Simple functionality model**

- SIMPURE series



- ⇒
- Respond to users' diversified needs
  - Contribute to lower procurement costs by optimizing product mix

### Concept models

- One-segment broadcast-enabled phone: P901iTV

- Environment-friendly phone: N701iECO

- Handsets designed for child's use and safety protection: "Kids' PHONE" SA800i

% of new subscribers to total no. of "Kids' PHONE" sold:

**90%**

(As of March 2006)



### Reinforce after-sales support



Membership of  
DoCoMo Premier Club

**38.4million**

(As of Mar. 31, 2006)

### DoCoMo Premier Club Programs

- Cumulative no. of free-of-charge battery packs provided: **Approx. 1.4 million**  
(Feb. 22, 2005 ~ Mar. 31, 2006)
- Extended free warranty period of handset, etc.

# 15 Strengthen Core Business Even Further (3) Network

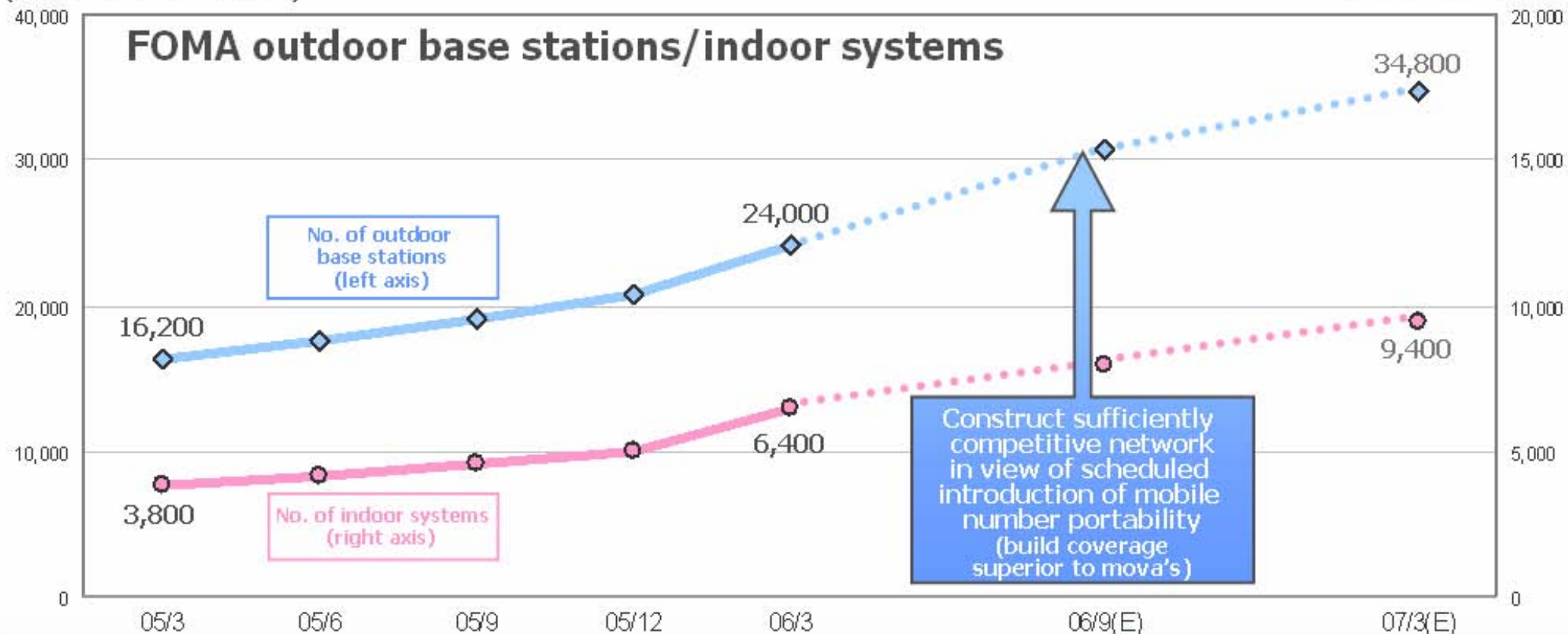
**Plan to spend 905 billion yen in CAPEX in FY2006 in a continuous effort to expand/improve FOMA's coverage and quality**

	2005/3 (full year) (1)	2006/3 (full year) (2)	Changes (1) → (2)	2007/3 (Full year forecast) (3)	Changes (2) → (3)
Capital expenditures (Billions of yen)	861.5	887.1	+3.0 %	905.0	+2.0 %

(No. of outdoor base stations)

(No. of indoor systems)

## FOMA outdoor base stations/indoor systems





## Upgrade 3G network to improve FOMA's attractiveness

### Planned service launch

**Summer 2006**

### Service area

**Start service in Metropolitan Tokyo  
(23 wards), and gradually  
expand coverage thereafter**



**Projected nationwide POP  
coverage as of Mar. 31, 2007:  
Approx. 70%**

### Max. transmission speed ( at service launch)

**3.6Mbps ( downlink )  
384kbps ( uplink )**

### Contract structure

**Allow all FOMA users  
to use service  
(HSDPA-compatible handset required)**

**Billing plan:  
common with FOMA**

Service details described above are plans as of today

Accelerate cellular service's transformation into a "lifestyle infrastructure" leveraging the synergies of core and new businesses

⇒ Achieve "third growth" after first and second phases of growth led by telecommunications/IT infrastructure businesses

### (1) Payment/commerce

- Sumitomo Mitsui Card 三井住友カード
- am/pm 
- AEON\* 
- UC Card 
- Lawson 
- FamilyMart\* 
- Tower Records 
- East Japan Railway (LLP) 

### (2) Broadcast

- Fuji Television 
- Nippon Television (LLP) 

### (3) Content/ Internet business

- Rakuten Auction 
- CA Mobile 



### (4) Global business

- KT Freetel 
- Guam Cellular 
- Guam Wireless 
- PLDT 

※ Asia Pacific Mobile Alliance (tentative name)

### (5) Mobile-related peripheral business

- ACCESS 
- Renesas Technology\* 
- Aplix 
- TI\* 

\* non-invested alliance

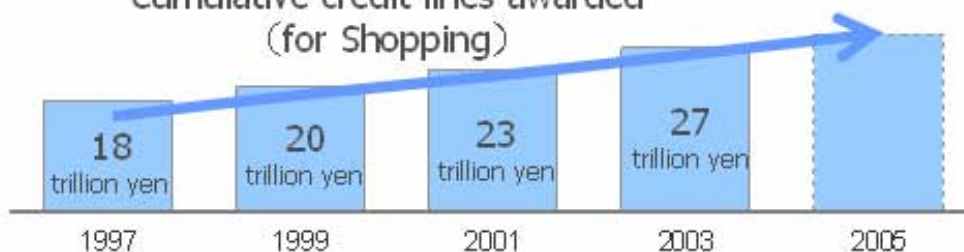


# 18 Create New Revenue Sources (2) Credit Card Business -1

## Japan's credit card market offers great potential for expansion

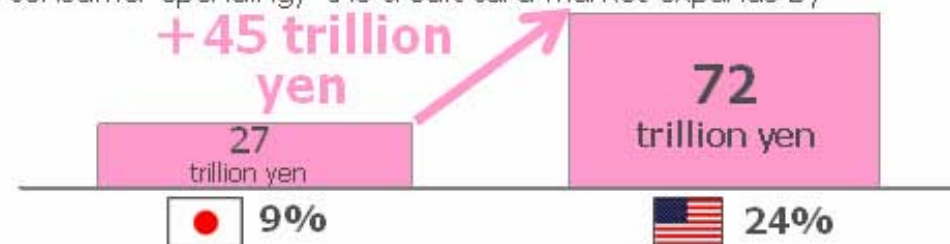
**Purchases paid by credit cards have grown steadily over last several years**

Cumulative credit lines awarded  
(for Shopping)



**Growth potential is even higher, when compared by the % of credit card payments to total consumer spending**

If credit card usage rises to the US level of 24% of total consumer spending, the credit card market expands by



(Reference) Size of small payment market in Japan

**Approx. 57 trillion yen**

(Market size of small amount payments of 3,000 yen or less)

Source:

DoCoMo's IR presentation material published April 4, 2006, entitled "DoCoMo launched mobile credit service"

## Rapid growth of i-mode FeliCa uptake

(million subscribers)

Projected user count  
as of Mar. 31, 2007

**18 million**

**No. of i-mode FeliCa  
enabled handset users  
(as of Mar. 31, 2006) :**

**11.8 million**

**iD**

No. of installed  
reader/writer machines  
(As of Mar. 31, 2007, forecast)

**150,000**



Mobile "Edy" service  
launched Jul. 10, 2004

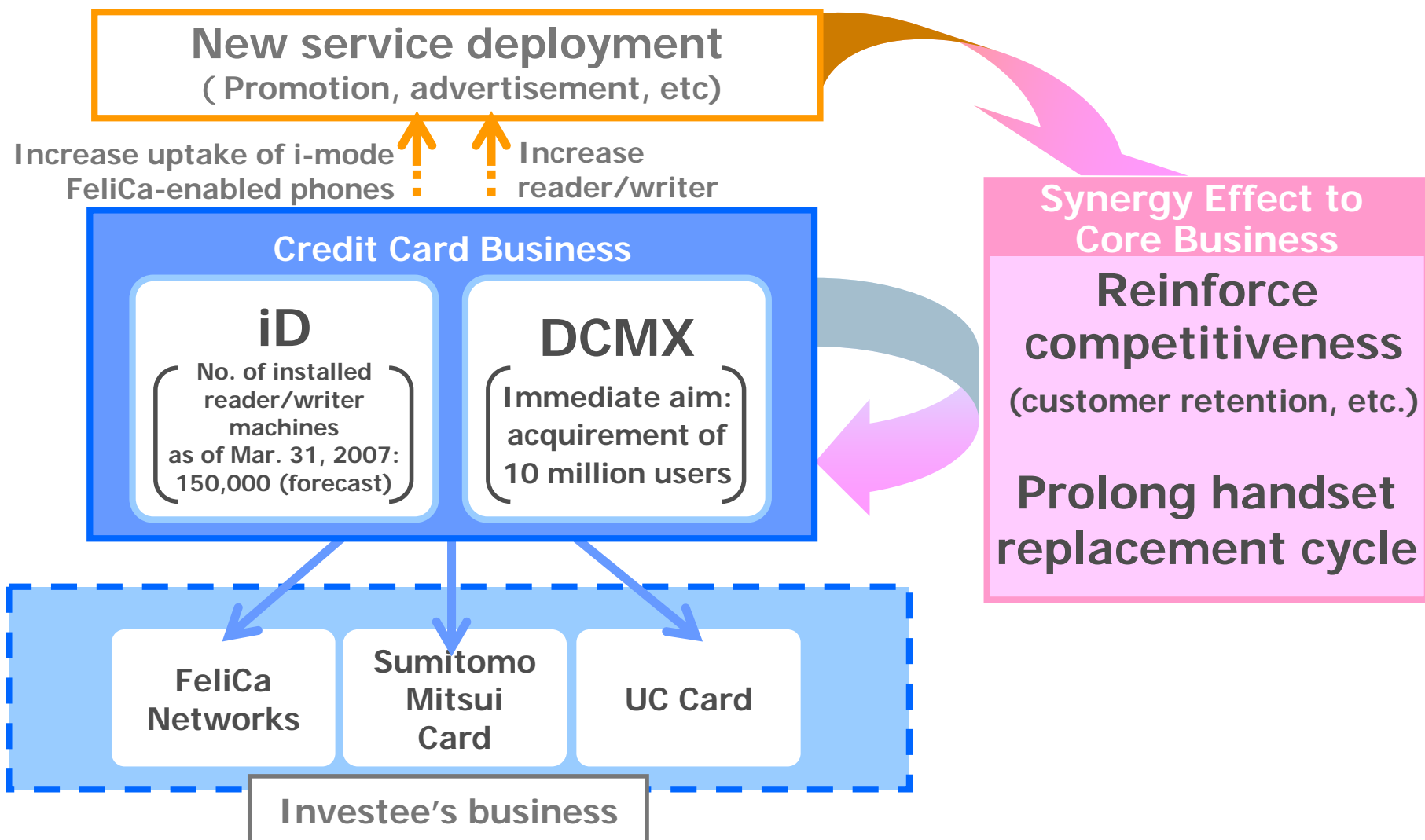


Mobile "Suica" service  
launched Jan. 28, 2006

04/9 04/12 05/3 05/6 05/8 05/12 06/3 06/6 06/8 06/12 07/3

# 19 Create New Revenue Sources (2) Credit Card Business -2

- In addition to expanding the size of credit payment business, we aim to maximize the enterprise value of investees, and develop new services leveraging the increased uptake of FeliCa-enabled handsets and reader/writer machines
- Strengthen our competitiveness in our core business, and prolong handset replacement cycle





# 20 Create New Revenue Sources (3) Enrich International Services

International service revenues have grown steadily in line with the increase of roaming destinations/roaming-enabled handset models

## Added variety of GSM/FOMA dual-mode handsets

N900iG, M1000, NM850iG, SIMPURE series

## Expanded roaming destinations (As of Mar. 31, 2006)

Voice roaming: 132 countries/regions

i-mode roaming: 69 countries/regions

## Increased handset rental counters

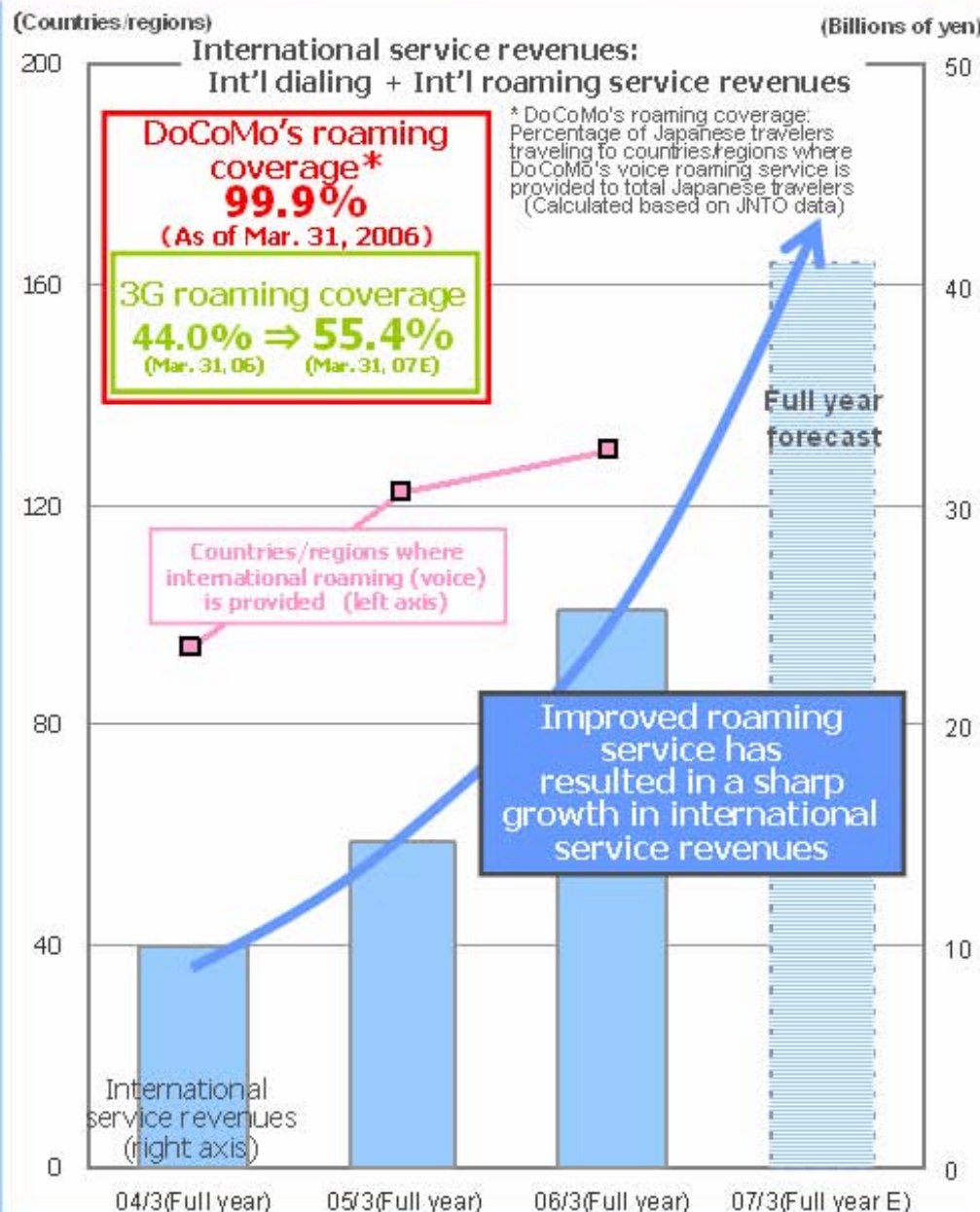
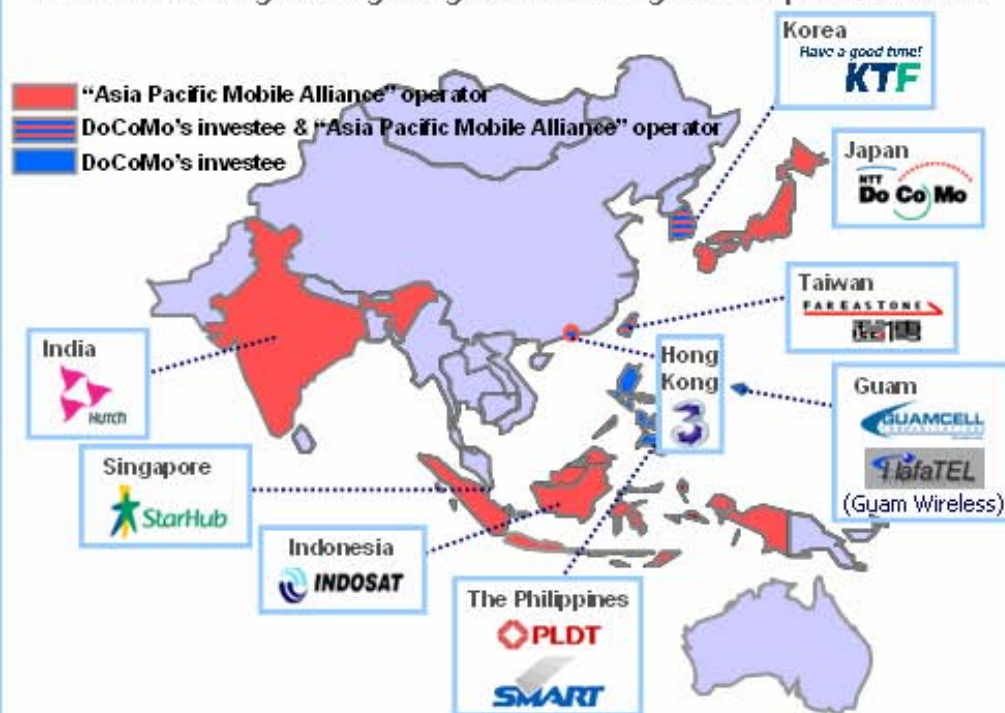
DoCoMo Shops (nationwide), DoCoMo World Counter Hawaii

## Affordable pricing structure

Reduced "WORLD CALL" international dialing charges, etc.

## Establishment of "Asia Pacific Mobile Alliance" (tentative name)

Aimed at strengthening for global roaming and corporate service





# Create New Revenue Sources (4) Boost Usage

User base of push information delivery service ("i-channel" + "Tokudane News-bin") is rapidly expanding and expected to top 5 million by Mar. 31, 2007

## Increase variety of compatible handsets

Currently marketed compatible handsets:  
701, 702, 902 series, etc.  
(Total 18 models)



FY2006(Planned):

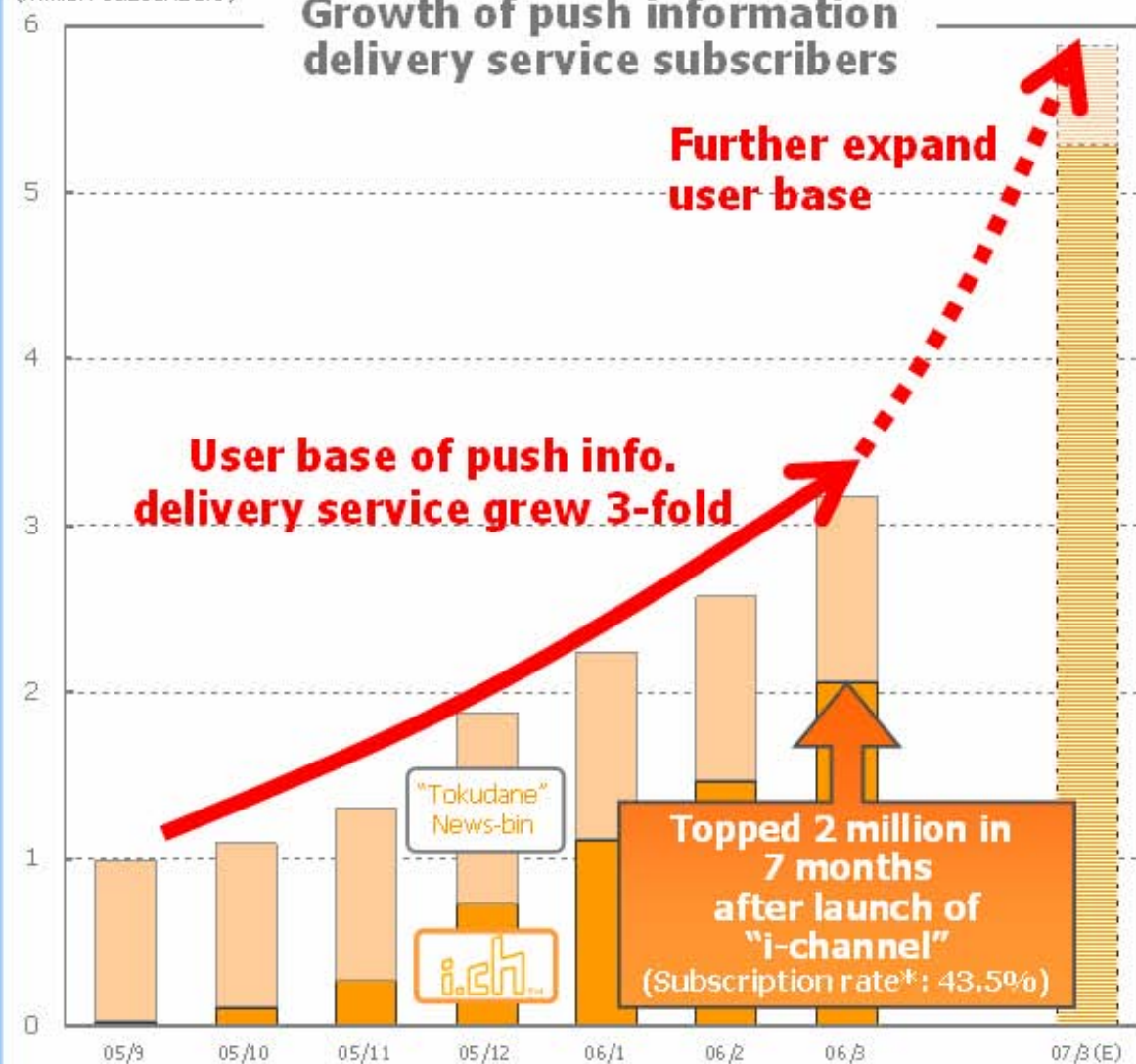
Add more compatible models primarily in the 90X & 70X series

## Enrich content

- Different content offering by DoCoMo regional subsidiaries
- Content display tailored to middle-aged & elder users
- Add variety to "My Favorite Channel" content

(million subscribers)

## Growth of push information delivery service subscribers



\* Subscription rate: No. of "i-channel" subscribers/Total users of compatible handsets

### Lower FOMA handset costs

- Single-chip CPUs, common platform, etc.
- Introduce foreign vendors' handsets
- Utilize committed purchase volume

### Optimize product mix

- Offer handset models tailored to different user segments

High-end : 90X series

Standard : 70X series

Simple : "SIMPURE" series

### Prolong replacement cycle

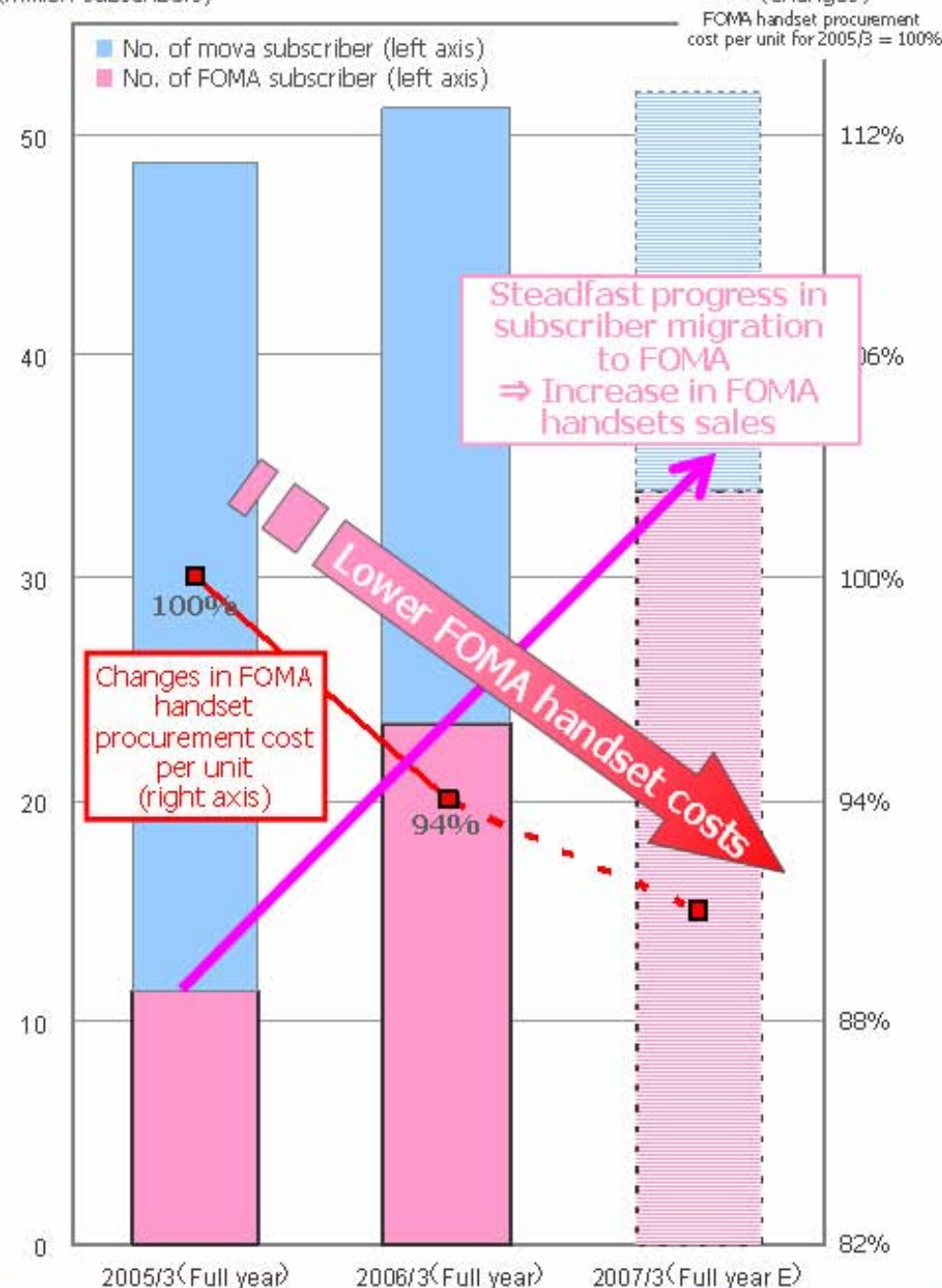
- Improve after-sales service to DoCoMo Premier Club members, e.g., free-of-charge battery packs, etc.
- Promote use of i-mode FeliCa

### Streamline distribution channel

- Improve efficiency of logistics, review shop distribution, etc.

(million subscribers)

(Changes)





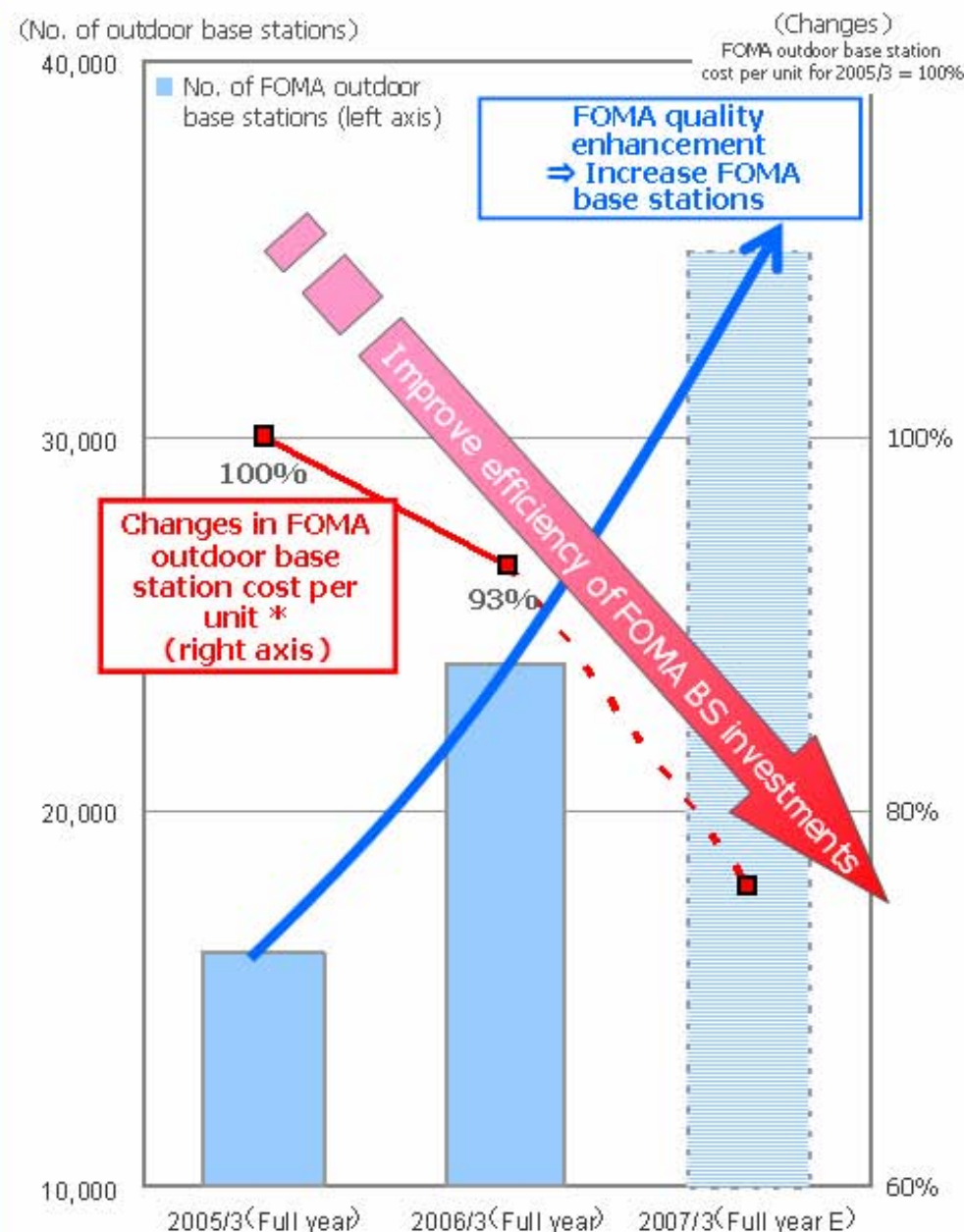
# Facilitate Cost Reduction (2) Network

## Improve efficiency of access network

- Reduce equipment costs
- Use more economical equipment  
(Diversify lineup of base station equipment)
- Reduce engineering entrustment costs

## Improve efficiency of core network

- Convert network into IP-based
- Integrate network equipment
- Expand capacity of network equipment



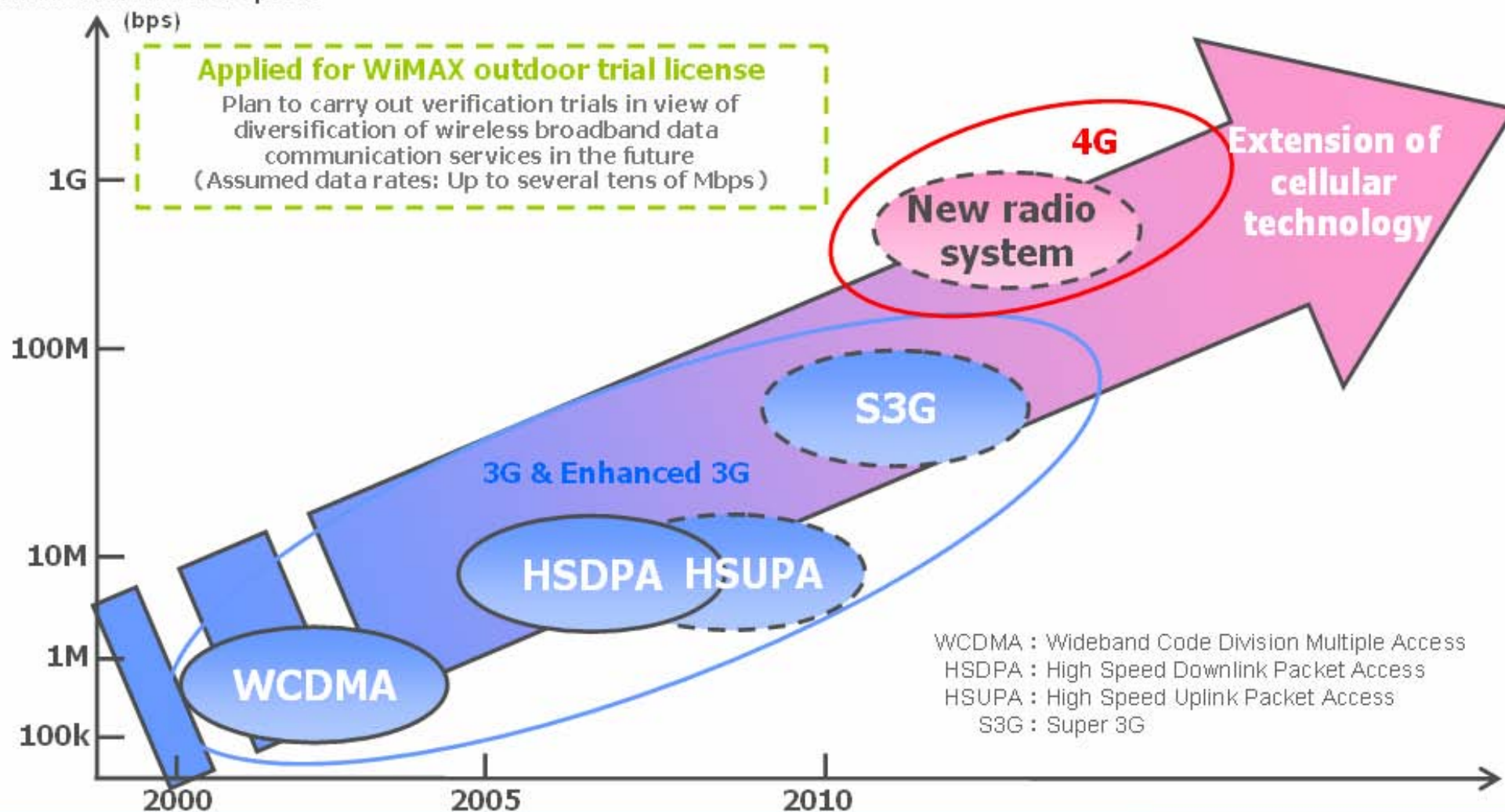
\* FOMA outdoor base station cost per unit :  
 Total FOMA outdoor base station investment in applicable year (new contraction) /  
 Total no. of FOMA outdoor base stations installed in applicable year

# Planned Network Evolution

## Evolve mobile phone service by upgrading network capabilities

- ⇒ Boost competitiveness by further enriching service portfolio, and offering richer content and more attractive handsets
- ⇒ Cost reduction and more efficient use of radio resources by improving the efficiency of radio network

Downlink transmission speeds  
(bps)



# Return to Shareholders

Returning profits to shareholders is considered one of the most important issues in our corporate agenda

## Track record

	FY ended Mar. 31, 2004	FY ended Mar. 31, 2005	FY ended Mar. 31, 2006
<b>Total dividend (Billions of yen) (1)</b>	<b>73.3</b>	<b>93.0</b>	<b>178.2*</b>
(dividend per share)	(1,500 yen) <small>Incl. ¥500 commemorative dividend</small>	(2,000 yen)	(4,000 yen)*
<b>Repurchase of own shares ( Billions of yen) (2)</b>	<b>394.9</b>	<b>425.2</b>	<b>300.1</b>
( No. of shares repurchased )	(1.58 mil shares)	(2.32 mil shares)	(1.8mil shares)
<b>Total (Billions of yen) (1)+(2)</b>	<b>468.2</b>	<b>518.3</b>	<b>478.2*</b>
* Planned			
No. of canceled treasury shares	-	1.48 mil shares	1.89 mil shares

## FY ending Mar. 31, 2007 (planned)

### Dividend per share: 4,000 yen

(Maintain a level comparable to the dividend for FY ended Mar. 31, 2006, when it was doubled from the previous fiscal year)

**Repurchase of own shares:** Plan to seek authorization to repurchase up to 1.4 million shares for up to 250 billion yen at 15th ordinary meeting of shareholders in Jun. 2006.





# Appendices

# Operating Revenues

US GAAP

(billions of yen)

## FY2005 Operating Revenues Compared to FY2004

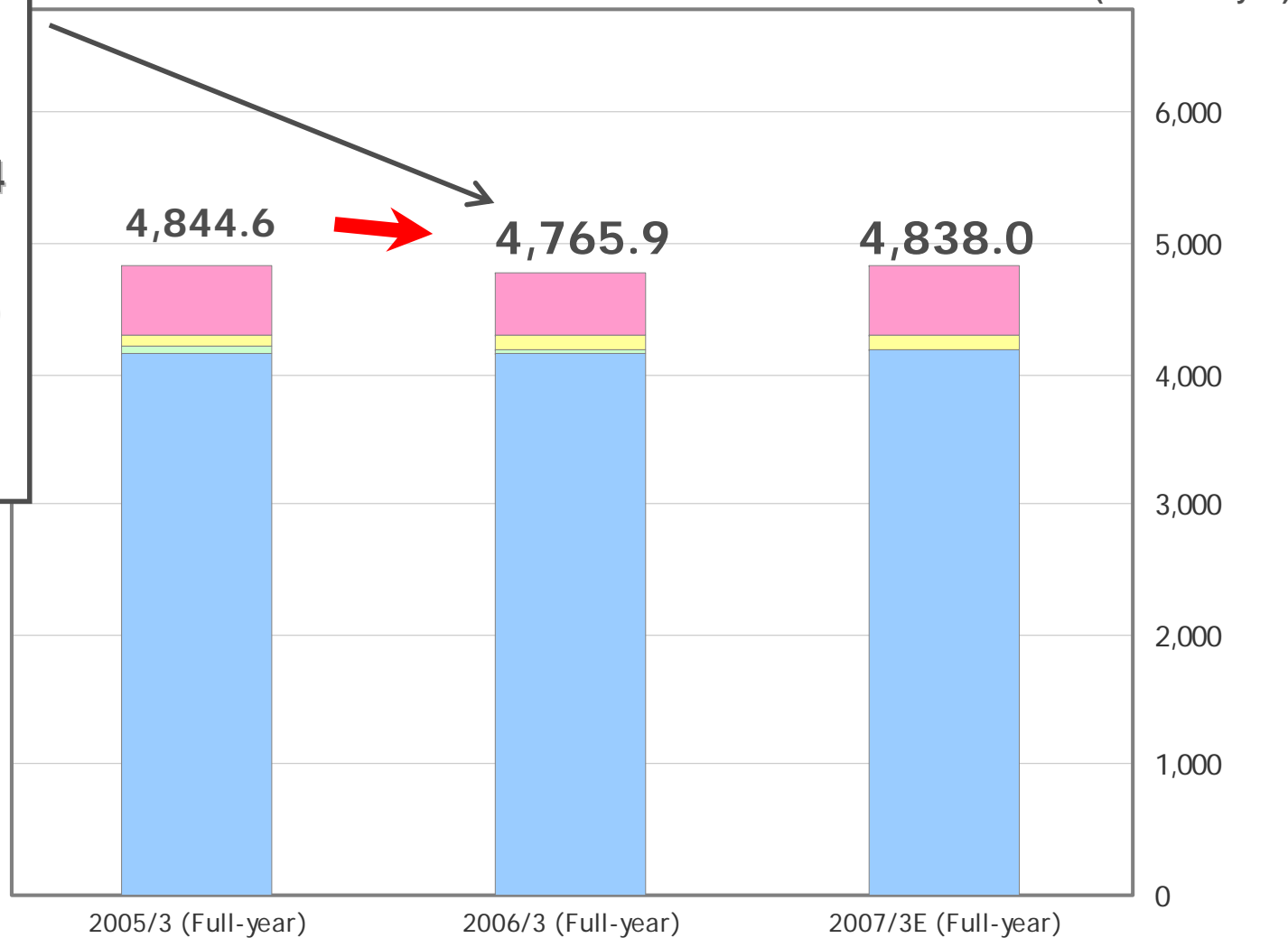
**-1.6%**

(Wireless Services Revenues)

Compared to FY2004 **+0.3%**

(Equipment Sales Revenues)

Compared to FY2004 **-14.2%**



(billions of yen)

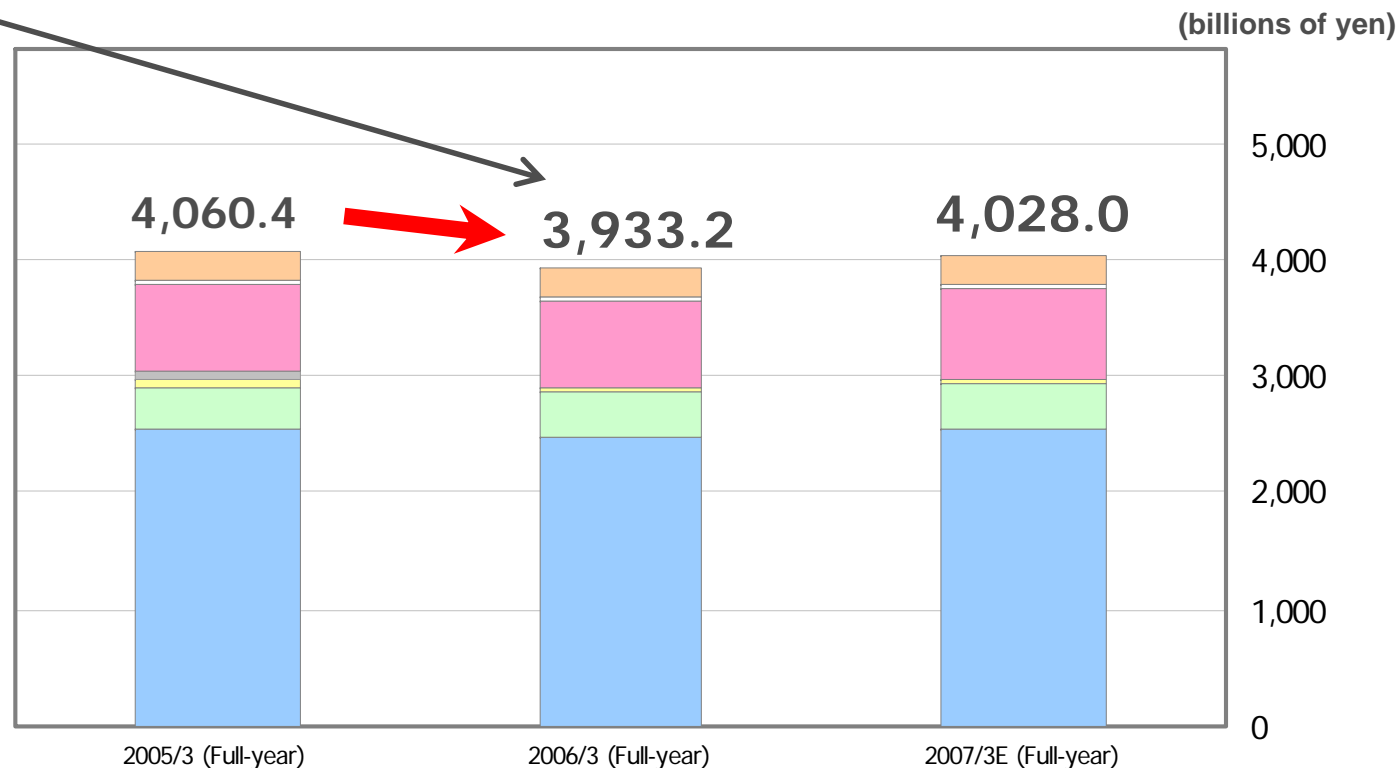
Equipment sales	548.1	470.0	527.0
Other revenues	89.3	96.8	114.0
PHS services revenues	60.3	40.9	21.0
Cellular services revenues (voice, packet)	4,147.0	4,158.1	4,176.0

“Quick services revenues” are included in “Other revenues” and international services revenues are included in “Cellular services revenues”.

# Operating Expenses

US GAAP

**FY2005 Operating Expenses**  
**Compared to FY2004**  
**-3.1%**



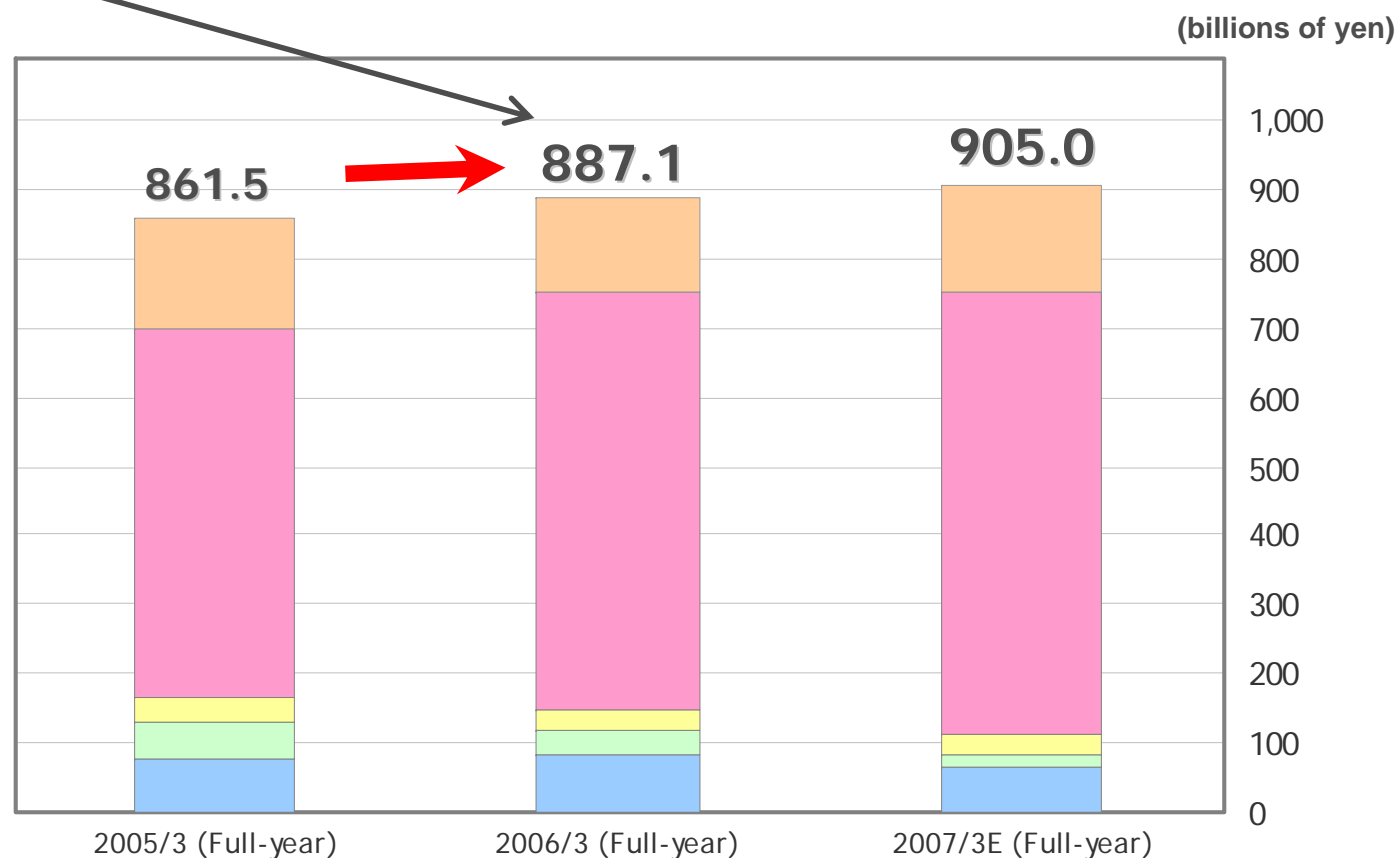
(billions of yen)

Personnel expenses	251.4	250.3	252.0
Taxes and public dues	36.1	36.7	37.0
Depreciation and amortization	735.4	737.1	753.0
Impairment loss	60.4	1.1	-
Loss on disposal of property, plant and equipment and intangible assets	65.5	54.7	52.0
Communication network charges	372.4	368.5	370.0
Non-personnel expenses	2,539.2	2,484.8	2,564.0
(incl. ) Revenue-linked expenses *	1,817.9	1,758.5	1,826.0
(incl. ) Other non-personnel expenses	721.3	726.4	738.0

\* "Revenue-linked expenses" = cost of equipment sold + distributor commissions + cost of DoCoMo Point Service

# Capital Expenditures

**FY2005 CAPEX**  
Compared to FY2004  
**+3.0%**

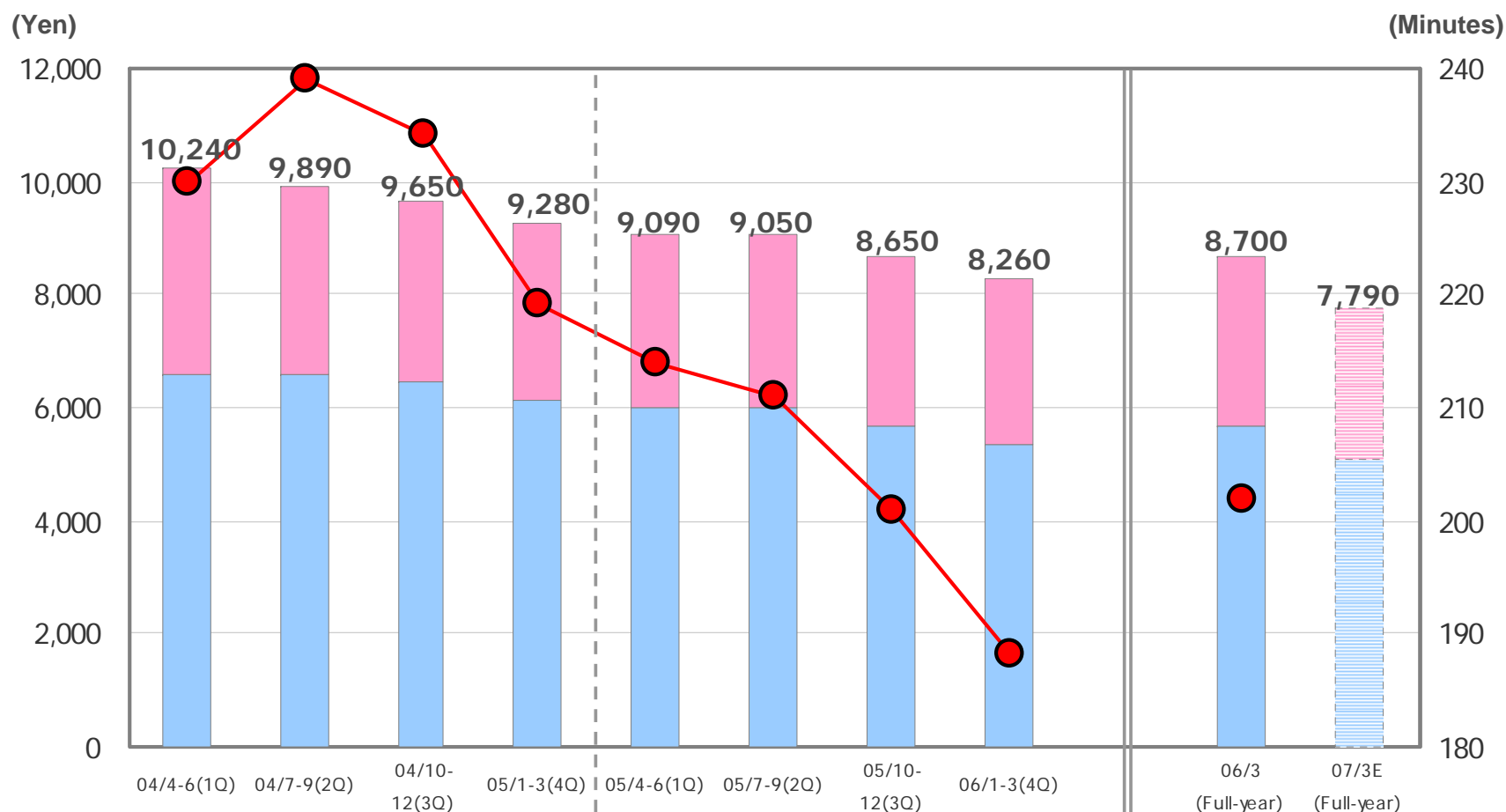


(billions of yen)

Other (information systems, etc.)	160.0	136.6	150.0
PHS business	4.8	1.1	1.0
Mobile phone business (FOMA)	529.3	602.4	639.0
Mobile phone business (i-mode, etc.)	34.6	29.0	32.0
Mobile phone business (mova)	57.7	36.8	17.0
Mobile phone business (transmission line)	75.1	81.2	66.0

"Quickcast business" is included in "Other (information systems, etc.)".

# FOMA ARPU and MOU Trends



Packet ARPU (left axis)	3,660	3,280	3,190	3,170	3,100	3,080	2,990	2,930	3,020	2,700
(incl.) i-mode ARPU	3,590	3,230	3,150	3,130	3,070	3,050	2,960	2,910	2,980	2,660
Voice ARPU (left axis)	6,580	6,610	6,460	6,110	5,990	5,970	5,660	5,330	5,680	5,090
International service-related ARPU	-	-	-	-	60 (incl.)	70 (incl.)	70 (incl.)	70 (incl.)	70 (incl.)	80 (incl.)
MOU (right axis)	230	239	234	219	214	211	201	188	202	-

International service-related revenues, which had not been included in previous reports, have been included in the ARPU data calculations from this fiscal year ending Mar. 31, 2006, in view of their growing contribution to total revenues.

For an explanation of MOU and ARPU, see Page 36 in this document, "Definition and Calculation Methods of MOU and ARPU".

# mov a ARPU and MOU Trends



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For an explanation of MOU and ARPU, see Page 36 in this document, "Definition and Calculation Methods of MOU and ARPU".



# Operational Results and Forecasts

				2005/3 (Full-year) (1)	2006/3 (Full-year) (2)	Changes (1) (2)	2007/3E (Full-year)
Cellular Phone	No. of subscribers (1,000)			48,825	51,144	4.7 %	52,900
	mova			37,324	27,680	-25.8 %	17,900
	FOMA			11,501	23,463	104.0 %	35,000
	i-mode			44,021	46,360	5.3 %	47,900
	Communication Module Service			544	665	22.3 %	990
	Market share (%)			56.1	55.7	-0.4 points	-
	Handsets sold (1,000) (Including handsets activated without involving sales by DoCoMo)	mova	New	5,458	2,557	-53.2 %	-
			Replace	10,687	4,517	-57.7 %	-
		FOMA	New	3,030	4,561	50.5 %	-
			Migration from mova	6,458	9,376	45.2 %	-
Other*			931	4,019	331.6 %	-	
Churn rate			1.01	0.77	-0.24 points	-	
PHS	No. of subscribers (1,000)			1,314	771	-41.3 %	320
	ARPU (yen)			3,360	3,280	-2.4 %	-
	MOU (minutes)			82	72	-12.2 %	-

\*Other includes purchase of additional handsets by existing FOMA subscribers.

Communication Module Service subscribers are included in the no. of cellular subscribers to align the calculation method of subscribers with other cellular phone carriers. (Market share, the no. of handsets sold and churn rate are calculated inclusive of Communication Module Service subscribers.)

For an explanation of MOU and ARPU, please see page 36 of this document, "Definition and Calculation Methods of MOU and ARPU".

# Enriched FOMA Handset Lineup

**Expand FOMA's uptake by adding handset models tailored to diversified user needs**

State-of-the-art models for high-end users

Design-oriented FOMA standard models

Niche models to cater to diversified needs



## FY2005 Fourth Quarter

- Designer collaboration: 702i series
- One-segment broadcast-enabled handset: P901iTV
- "Kids' PHONE" child-friendly phone: SA800i
- GSM dual-mode handset: NM850iG
- Environment-conscious material handset: N701iECO

90X series

· Brush up 902i series

HSDPA

· High-speed data access  
· Compatible with new services

70X series

· Brush up 702i series

4/8

MUSIC PORTER X

· Compatible with "MobaHo!" service  
· Built-in 1GB memory  
· Music-oriented phones

SIMPURE

· Simple functionality phone  
· Global roaming-enabled

Niche models

90X series

70X series

Windows Mobile OS Phone

## FY2006 and Beyond

- Music handset compatible with "MobaHO!": MUSIC PORTER X
- Foreign vendors handsets for lower handset procurement costs: "SIMPURE" series (e.g., LG Electronics, Korea)
- HSDPA available handset
- Windows Mobile OS phone (HTC, Taiwan)
- Enrichment of 70X and 90X series

# DCMX Credit Service

## Expanding uptake of mobile credit service "iD"

No of iD R/W decided for  
installation

( As of Apr. 3, 2006 )

**320,000 units**

No. of iD R/W planed  
for installation

( within CY2006 ) ( within FY2006 )

**100,000**

**150,000**

## Service overview

### DCMX mini

Simple sign up procedures via i-mode  
( 3 steps )

- Provides credit line for shopping up to 10,000 yen per month
- Billed together with monthly phone bills
- Usage log can be confirmed via i-mode

**Service provided only on  
mobile phones (iD)**

### DCMX

- For higher credit lines (200,000 yen+)
- Plan to add cashing function, too
  - Plastic cards of international brands (VISA/MASTER(planned)) will also be issued
- Linked with "DoCoMo Point" service
- Applicants need to fill in required items via i-mode or PC sites, and credit card will be sent after screening process

**Service on mobile phones (iD)**

**International brand (VISA/MASTER(planned))  
plastic card**



- Established "NTT DoCoMo Group Code of Ethics", the fundamental ethical standard to be shared and observed by all employees to ensure lawful business operations (Apr. 2005)
- Launched "*Anshin*" mission, a campaign aimed at realizing a safe and secure society (Jun. 2005~)
- Published "CSR Report" for disclosure of CSR activities (Aug. 2005)
- Won "excellent company" award of the "15<sup>th</sup> Grand Prize for the Global Environment Award" (Feb. 2006)



DoCoMo "ANSHIN" Mission  
"Safe and secure world for all with mobile"

### Actions for cellular-related social issues

- Released "Kids' PHONE" (FOMA SA800i) equipped with alarm, GPS positioning and many other safety features (Mar. 2006)
- "DoCoMo *Keitai* Safety School" for safe phone usage (600 events at elementary/junior/senior high schools and local communities nationwide)
- Measures against cellular phone viruses, development of security technologies
- Stepped up measures to eliminate unwanted bulk emails



DoCoMo *Keitai* Safety School

### Disaster rehabilitation support

- Operated "i-mode Disaster Message Board" service (2005 Miyagi off-shore earthquake, Typhoon No. 14, etc.)
- Provided donations to disaster-stricken areas following Hurricane Katrina (Sept. 2005), Pakistan earthquake (Oct. 2005) and Leyte mudslide, the Philippines (Mar. 2006)



i-mode Disaster Message Board Service

### Environment conservation activities

- Released world's first bio-plastic handset reinforced with kenaf fiber, FOMA "N701iECO" (Mar. 2006)
- Promoted collection/recycling of used phones & accessories
- "DoCoMo Woods" forestation campaign in 28 locations in Japan and overseas (Aomori Pref. (Oct. 2005), Aichi & Fukuoka Pref. (Nov. 2005))



FOMA "N701iECO"

# Definition and Calculation Methods of MOU and ARPU

**MOU (Minutes of usage):** Average communication time per one month per one user.

**ARPU (Average monthly Revenue Per Unit):**

ARPU is used to measure average monthly revenues attributable to designated services on a per user basis. ARPU is calculated by dividing various revenue items included in operating revenues, such as monthly charges, voice transmission charges, and packet transmission charges from designated services, by the number of active subscribers to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures calculated in the above way provide useful information regarding the monthly usage of our subscribers. The revenue items included in the numerators of our ARPU figures are based on our US GAAP results of operations.

**Aggregate ARPU (FOMA+mova):** Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)

**Voice ARPU (FOMA+mova) :**  $\text{Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice transmission charges)} / \text{No. of active cellular phone subscribers (FOMA+mova)}$

**Packet ARPU (FOMA+mova):**  $\{\text{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)} + \text{i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)}\} / \text{No. of active cellular phone subscribers (FOMA+mova)}$

**i-mode ARPU (FOMA+mova) :**  $\text{i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet transmission charges)} / \text{No. of active cellular phone subscribers (FOMA+mova)}$

**Aggregate ARPU (FOMA):** Voice ARPU (FOMA) + Packet ARPU (FOMA)

**Voice ARPU (FOMA):**  $\text{Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges)} / \text{No. of active cellular phone subscribers (FOMA)}$

**Packet ARPU (FOMA):**  $\text{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)} / \text{No. of active cellular phone subscribers (FOMA)}$

**i-mode ARPU (FOMA) :**  $\text{i-mode ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges)} / \text{No. of active cellular phone subscribers (FOMA)}$

**Aggregate ARPU (mova) :** Voice ARPU (mova) + i-mode ARPU (mova)

**Voice ARPU (mova):**  $\text{Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges)} / \text{No. of active cellular phone subscribers (mova)}$

**i-mode ARPU (mova) :**  $\text{i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)} / \text{No. of active cellular phone subscribers (mova)}$

**Number of active subscribers used in ARPU and MOU calculations are as follows:**

**Quarterly data:** sum of "No. of active subscribers in each month" \* of the current quarter

**Half-year data:** sum of "No. of active subscribers in each month" \* of the current half

**Full-year data:** sum of "No. of active subscribers in each month" \* of the current fiscal year

\* "No. of active subs. in each month":  $(\text{No. of subs at end of previous month} + \text{No. of subs at end of current month}) / 2$

Communication Module Service subscribers are not included in the above calculation of ARPU, MOU, revenues and no. of subscribers.



# Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures

## 1. EBITDA and EBITDA margin

	Billions of yen		
	Year ending March 31, 2007 (Forecasts)	Year ended March 31, 2006	Year ended March 31, 2005
<b>a. EBITDA</b>	¥ 1,601.0	¥ 1,606.8	¥ 1,625.7
Depreciation and amortization	(753.0)	(737.1)	(735.4)
Losses on sale or disposal of property, plant and equipment	(38.0)	(36.0)	(45.7)
Impairment loss	-	(1.1)	(60.4)
Operating income	810.0	832.6	784.2
Other income (expense)	5.0	119.7	504.1
Income taxes	(327.0)	(341.4)	(527.7)
Equity in net losses of affiliates	-	(0.4)	(12.9)
Minority interests in earnings of consolidated subsidiaries	-	(0.1)	(0.1)
<b>b. Net income</b>	488.0	610.5	747.6
<b>c. Total operating revenues</b>	4,838.0	4,765.9	4,844.6
<b>EBITDA margin (=a/c)</b>	33.1%	33.7%	33.6%
<b>Net income margin (=b/c)</b>	10.1%	12.8%	15.4%

Note: EBITDA and EBITDA margin, as we use them, are different from EBITDA as defined in Item 10(e) of regulation S-K and may not be comparable to similarly titled measures used by other companies.

## 2. Adjusted free cash flows

	Billions of yen		
	Year ending March 31, 2007 (Forecasts)	Year ended March 31, 2006	Year ended March 31, 2005
<b>Adjusted free cash flows</b>	¥ 280.0	¥ 510.9	¥ 1,003.6
Irregular factors (1)	(220.0)	-	-
Changes of investments for cash management purposes (2)	-	149.0	(400.3)
<b>Free cash flows</b>	60.0	659.9	603.3
Net cash used in investing activities	(928.0)	(951.1)	(578.3)
Net cash provided by operating activities	988.0	1,610.9	1,181.6

Note: (1) Irregular factors represent the effects of uncollected revenues due to a bank holiday at the end of the fiscal year.

(2) Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months. Changes in investments for cash management purposes for the year ending March 31, 2007 is not forecasted due to difficulties in forecasting the effect.



“FOMA”, “mova”, “Quickcast”, “i-mode”, “pake-houdai”, “iD”, “DCMX”, “ToruCa”, “i-channel”, “PushTalk”, “WORLD CALL”, “DoCoMo Premier Club”, “Fami-wari Wide”, “Kids’ keitai”, “SIMPURE”, and “MUSIC PORTER X” are trademarks or registered trademarks of NTT DoCoMo, Inc.

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