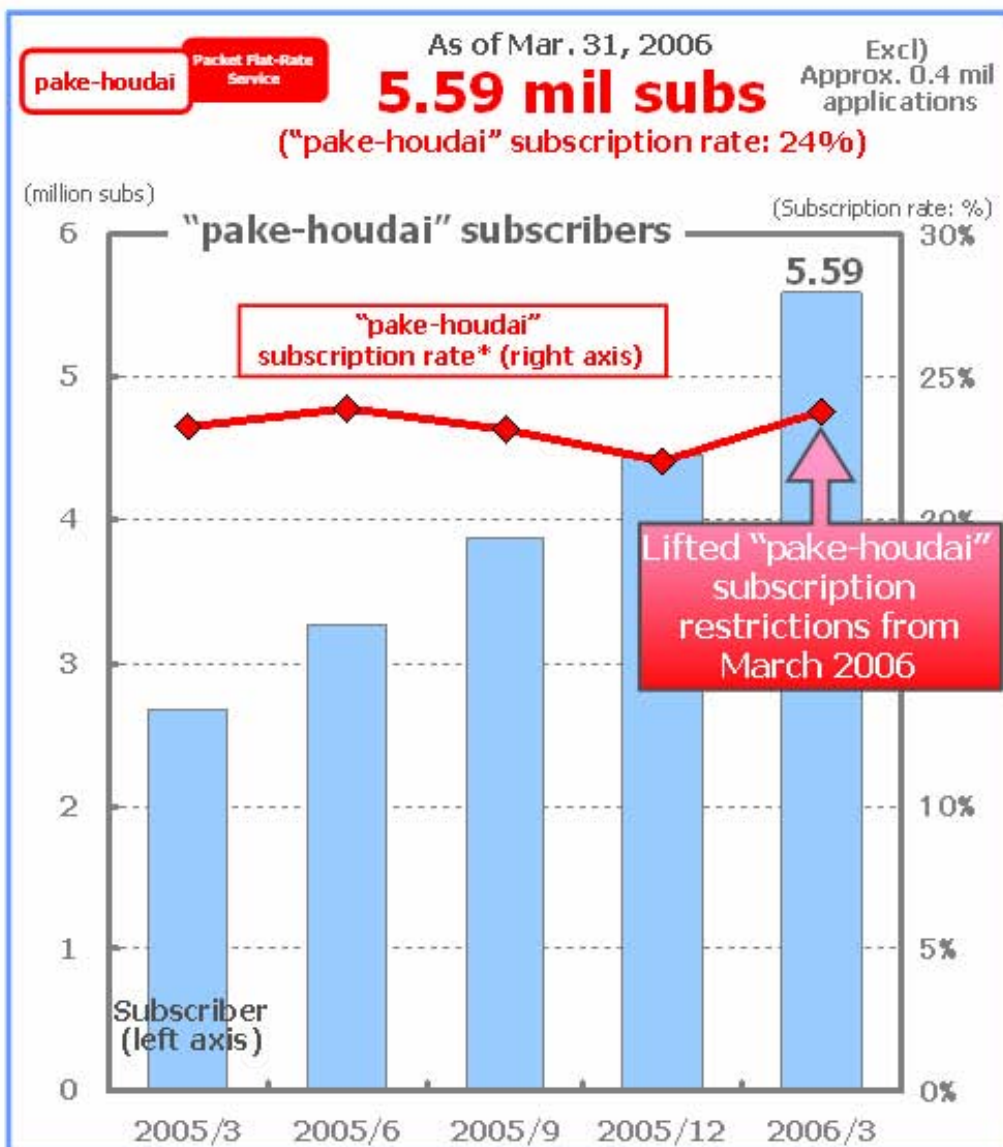
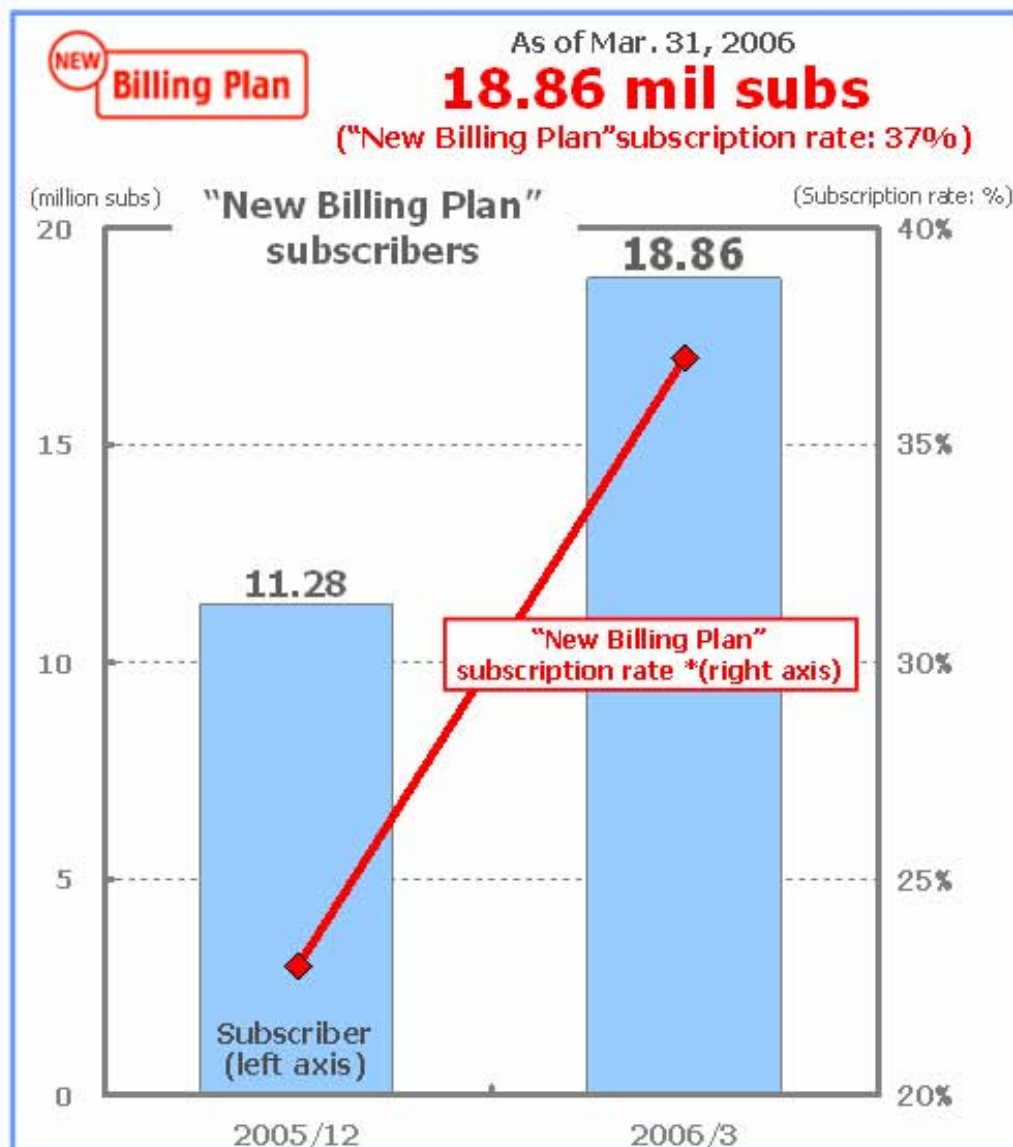


13 Strengthen Core Business Even Further (1) Pricing Measures

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)