

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):

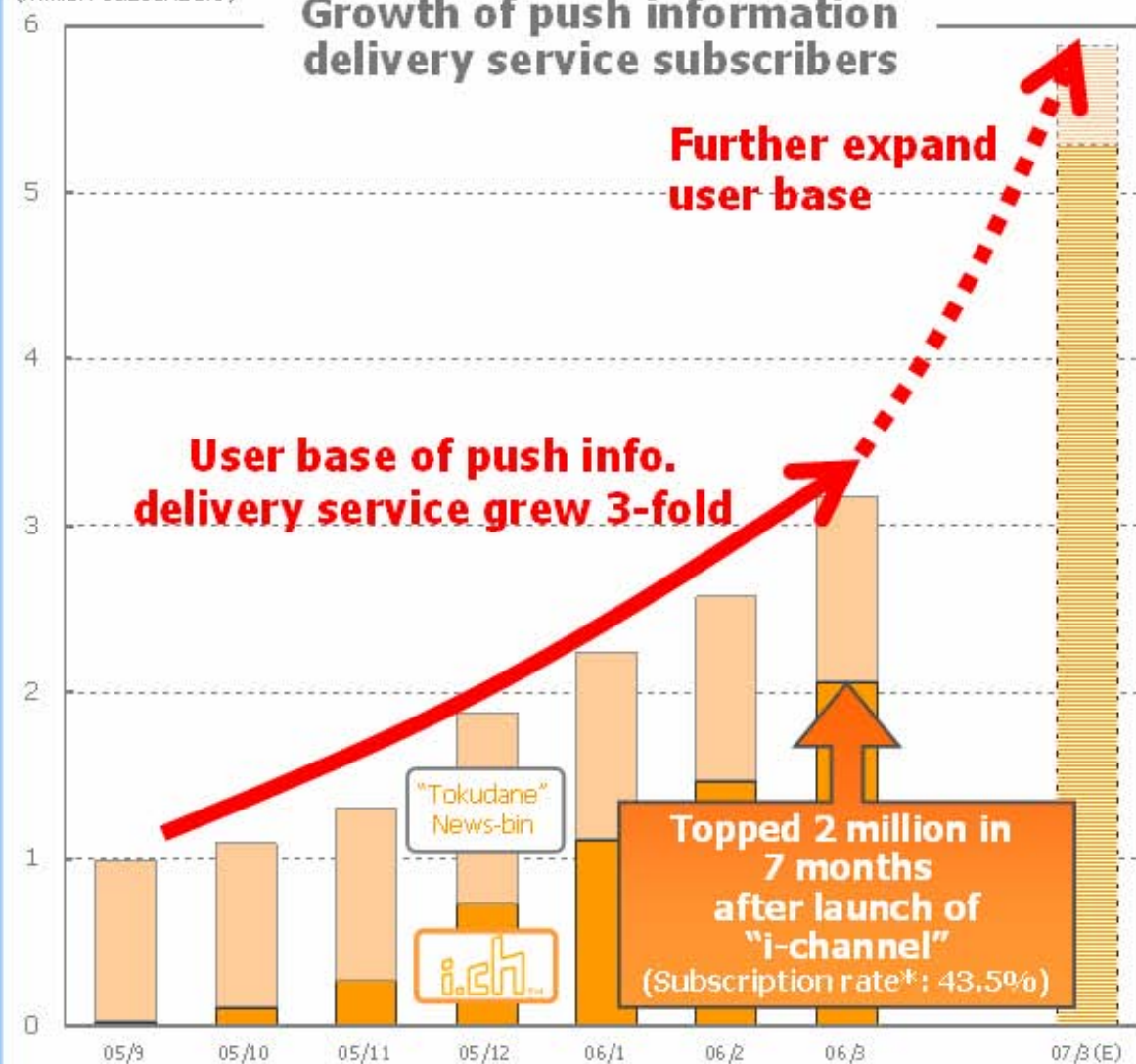
Add more compatible models primarily in the 90X & 70X series

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