

Facilitate Cost Reduction (1) Distributor Commissions

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)

