

# 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".