

# Operational Results

SLIDE No. 27

				2005/4-6 (1Q) (1)	2006/4-6 (1Q) (2)	Changes (1) →(2)	2007/3 (Full-year forecast)
Cellular phone	No. of Subscribers (1,000)			49,430	51,672	4.5 %	52,900
	mova			35,719	25,456	-28.7 %	17,900
	FOMA			13,710	26,217	91.2 %	35,000
	i-mode			44,659	46,823	4.8 %	47,900
	Communication Module Service			582	733	25.9%	990
	Market share (%)			56.1	55.6	-0.5 points	-
	Handsets sold (1,000) (Including handsets sold without involving sales by DoCoMo)	mova	New	945	345	-63.5 %	-
			Replace	1,525	468	-69.3 %	-
		FOMA	New	898	1,190	32.5 %	-
			Migration from mova	1,701	2,117	24.5 %	-
Other*			514	1,583	208.0 %	-	
Churn rate (%)			0.80	0.64	-0.16 points	-	
PHS	No. of subscribers (1,000)			1,150	679	-41.0 %	320
	ARPU (yen)			3,320	3,170	-4.5 %	-
	MOU (minutes)			74	62	-16.2 %	-

\*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, see Slide 36 of this document, "Definition and Calculation Method of MOU and ARPU".