

Operational Results

				2005/4-9 (1H) (1)	2006/4-9 (1H) (2)	Changes (1) →(2)	2007/3 (Full year forecast) Announced 10/27/2006
Cellular Phone	No. of Subscribers (1,000)			49,904	52,103	+4.4%	53,000
	mova			33,134	23,004	-30.6%	18,200
	FOMA			16,770	29,098	+73.5%	34,800
	i-mode			45,139	47,186	+4.5%	47,900
	Communication Module Service			609	799	+31.2%	990
	Market share (%)			56.0	55.5	-0.5 points	-
	Handsets sold (1,000) (including handsets sold without involving sales by DoCoMo)	mova	New	1,609	558	-65.3%	-
			Replace	2,794	808	-71.1%	-
		FOMA	New	1,976	2,355	+19.2%	-
			Migration from mova	4,165	4,422	+6.2%	-
Other*			1,362	3,678	+170.0%	-	
Churn rate (%)			0.81	0.62	-0.19 points	-	
PHS	No. of Subscribers (1,000)			987	606	-38.6%	390
	ARPU (yen)			3,310	3,130	-5.4%	-
	MOU (minutes)			73	61	-16.4%	-

* Other includes purchase of additional handsets by existing FOMA subscribers.

◆ Communication Module Service subscribers are included in the number 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 33 of this document, "Definition and Calculation Method of MOU and ARPU".