



NTT DoCoMo, Inc.
IR Presentation
September, 2007

Forward-Looking Statements

This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as expected number of subscribers, and expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this report were derived using certain assumptions that are indispensable for making such projections, in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following:

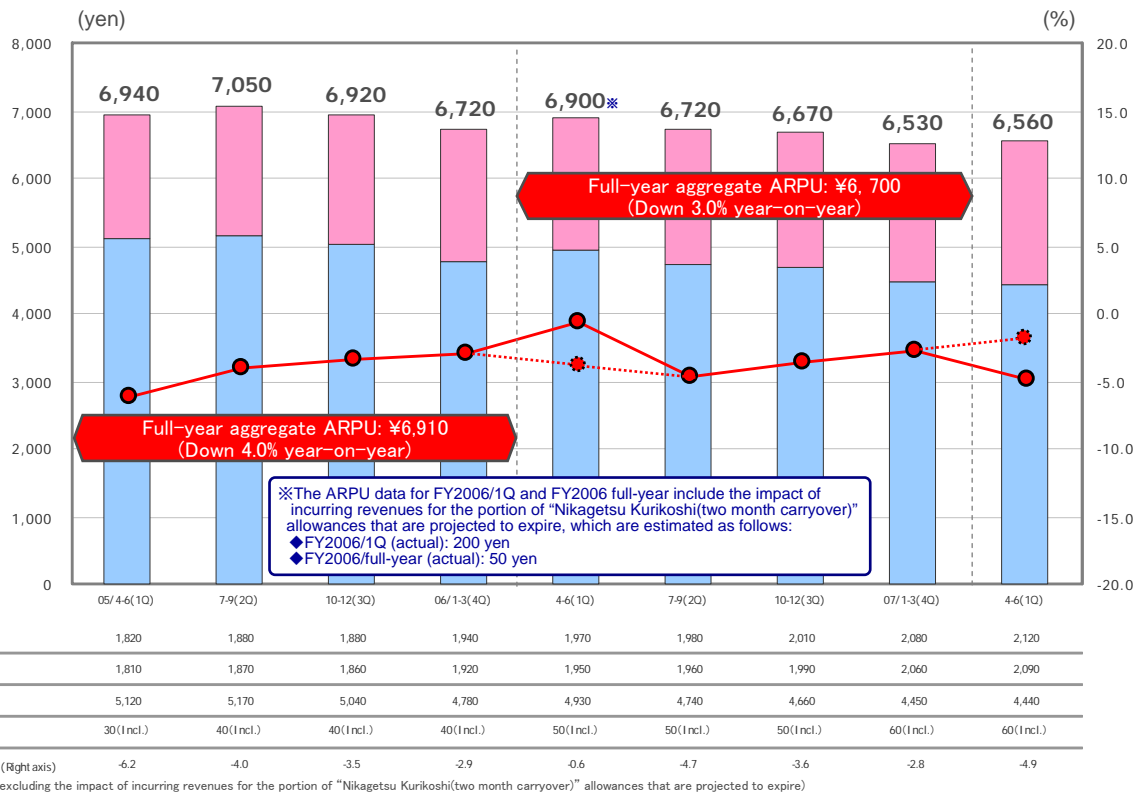
1. As competition in the market becomes more fierce due to changes in the business environment caused by Mobile Number Portability, new market entrants, competition from other cellular service providers or other technologies, and other factors, could limit our acquisition of new subscribers, retention of existing subscribers and ARPU, or may lead to an increase in our costs and expenses.
2. The new services and usage patterns introduced by our corporate group may not develop as planned, which could limit our growth.
3. The introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations.
4. Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction.
5. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers.
6. Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect.
7. As electronic payment capability and many other new features are built into our cellular phones, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects or loss of handsets, or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations.
8. Social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image.
9. Inadequate handling of confidential business information, including personal information by our corporate group, contractors and other factors, may adversely affect our credibility or corporate image.
10. Owners of intellectual property rights that are essential for our business execution may not grant us the right to license or otherwise use such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and/or services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others.
11. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of services, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image.
12. Concerns about wireless telecommunications health risks may adversely affect our financial condition and results of operations.
13. Our parent company, Nippon Telegraph and Telephone Corporation (NTT), could exercise influence that may not be in the interests of our other shareholders.



Operational Results Updates

Cellular (FOMA+mova) ARPU

- FY2007/1Q aggregate ARPU: 6,560 yen
(Excluding impact of irregular factors: Down 2.1% year-on-year)



- ◆ International service-related revenues, which had not been included in previous reports, have been included in the ARPU data calculations as of the fiscal year ended Mar. 31, 2006, in view of their growing contribution to total revenues.
- ◆ For an explanation of ARPU, please see Slide 40 of this document, "Definition and Calculation Methods of MOU and ARPU".

Subscriber Migration to FOMA

- FOMA subscribers reached 37.85 million as of June 30, 2007 (71.6% of DoCoMo's total cellular subscribers)

(10,000 subs.)

Numbers in parentheses indicate the percentage of FOMA subscribers to total cellular subscribers

6,000

◆ Inclusive of Communication Module Service subscribers

5,000

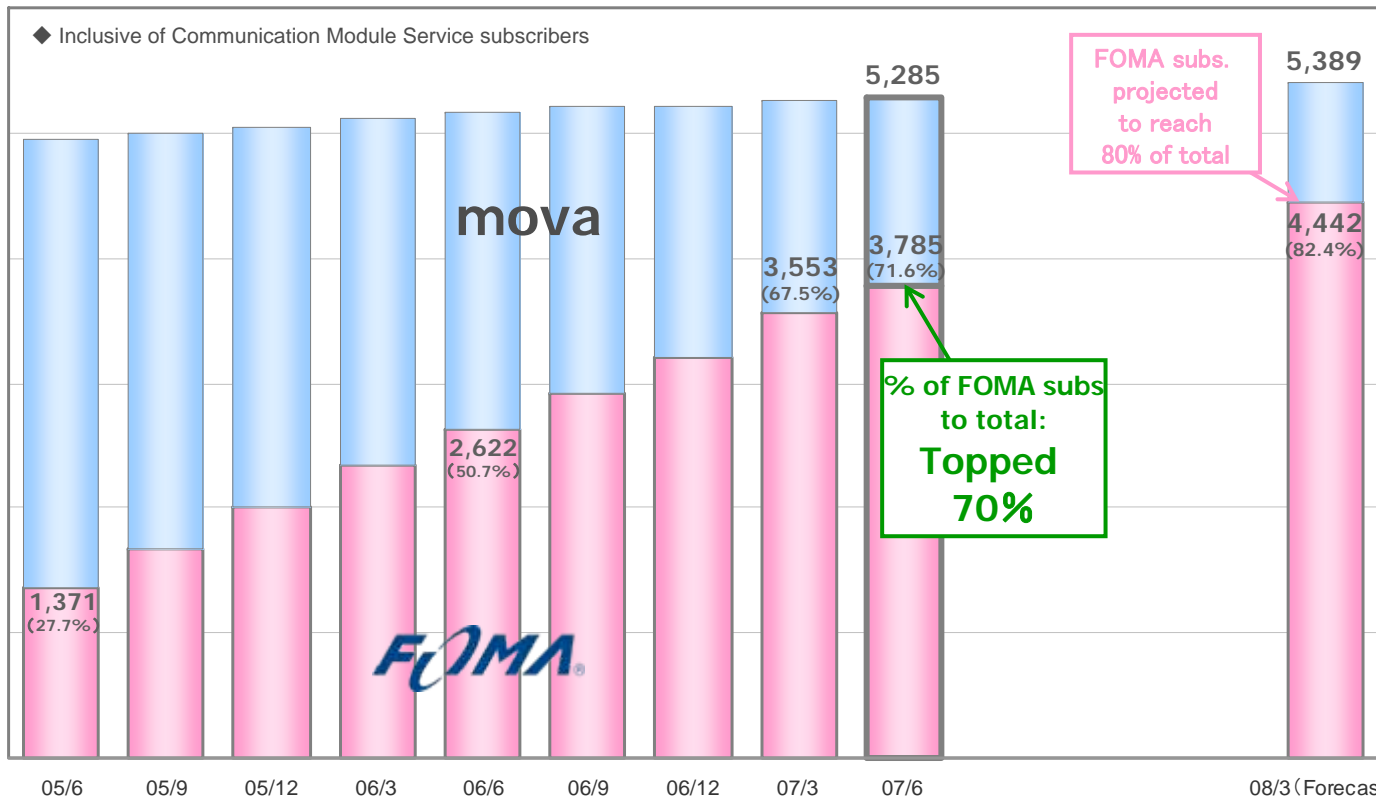
4,000

3,000

2,000

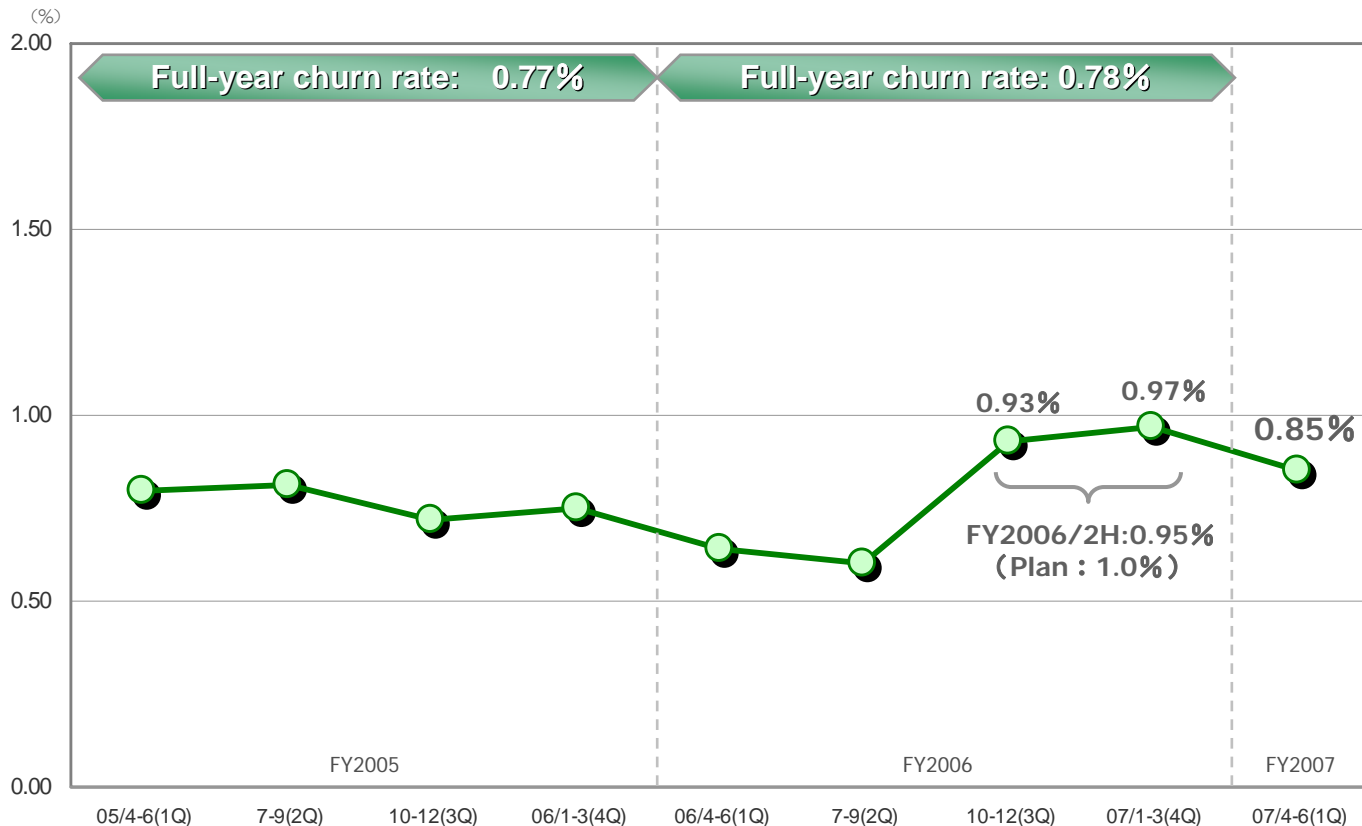
1,000

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Churn Rate

• Churn rate for FY2007/1Q was 0.85%



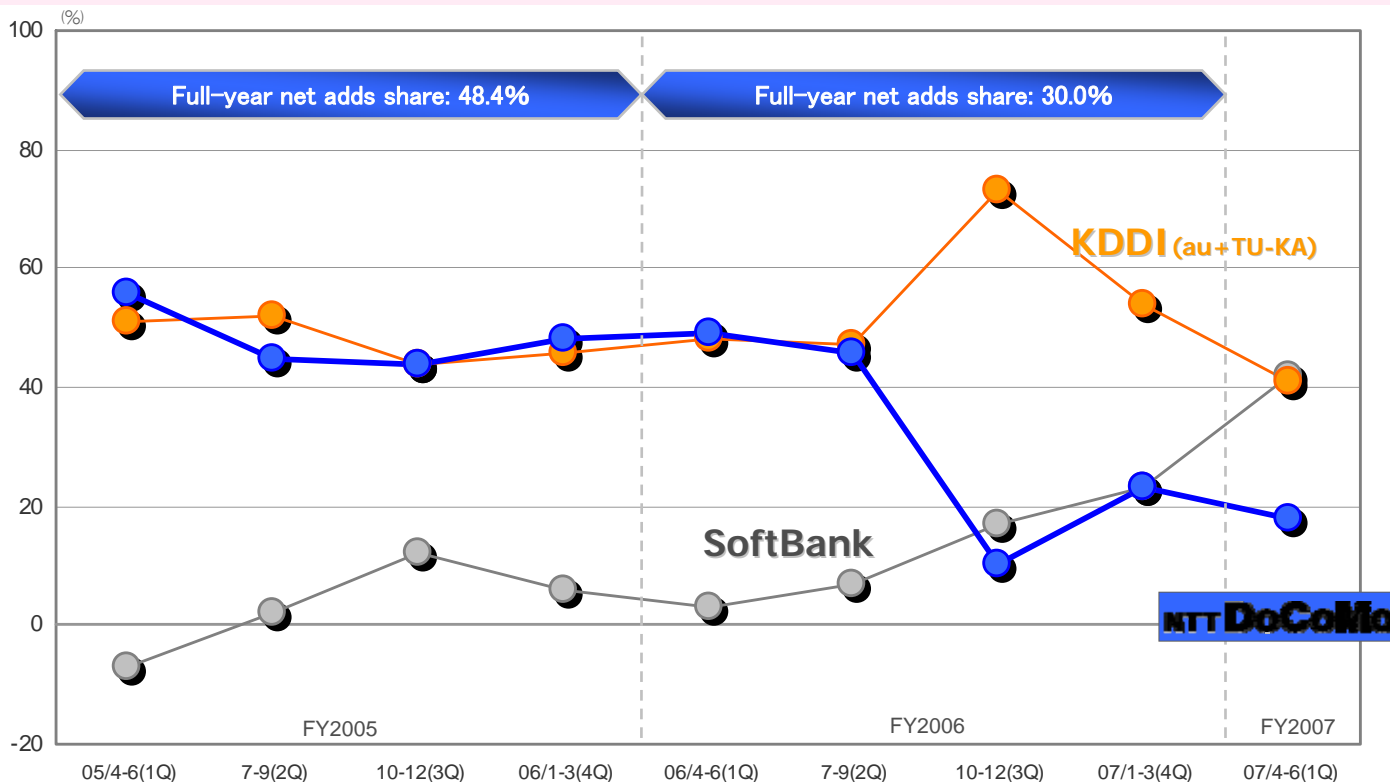
◆ Inclusive of Communication Module Service subscribers

Market Share of Net Additions

• DoCoMo's market share of net additions in FY2007/1Q was 17.6%

* No. of "2 in 1" service subscribers as of Aug. 31, 2007: Approx. 140,000

DoCoMo's market share of net adds calculated inclusive of "2 in 1" subscribers:
FY2007/Apr-Aug. cumulative: 18.9%



◆ Source of data used in calculation: Telecommunications Carriers Association (TCA)

◆ Subscribers of EMOBILE, Ltd. are not included



Future Business Directions

Continuous growth × Transformation of revenue structure

Reinforce DoCoMo's brand

Collaboration with strategic partners

Business domains

Flat-rate Business
(Broadband)

Life Assist Business
(Real/Cyber Convergence)

International Business

DoCoMo
2.0

Business Operation

Service development
Customer care

Network

R&D

Business Domain: Directions of Service Development

- Respond to needs for “personalized services” and “ubiquitous and seamless access” through the provision of lifestyle infrastructure

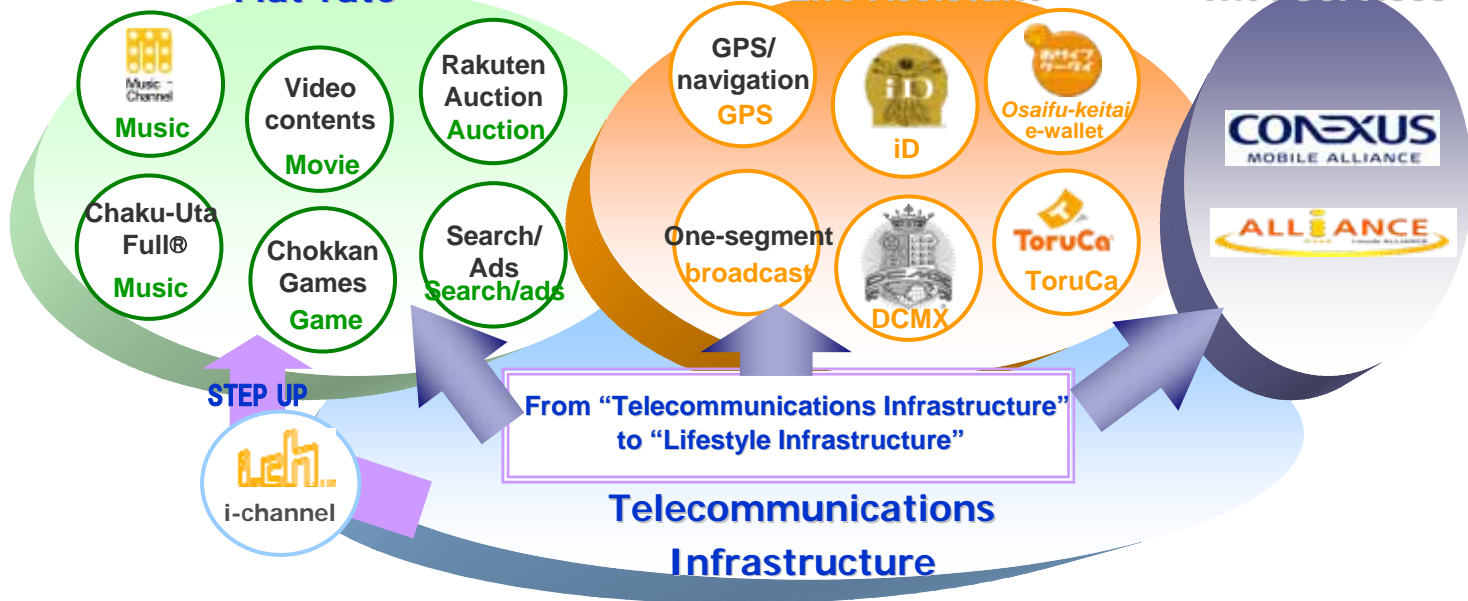
Personal

Ubiquitous & Seamless

Flat-rate

Life Assistant

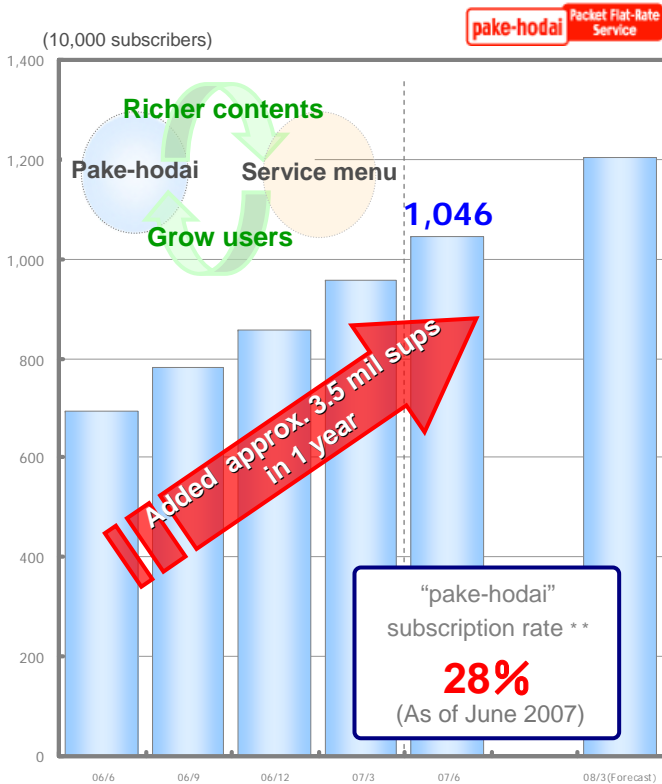
Int'l Services



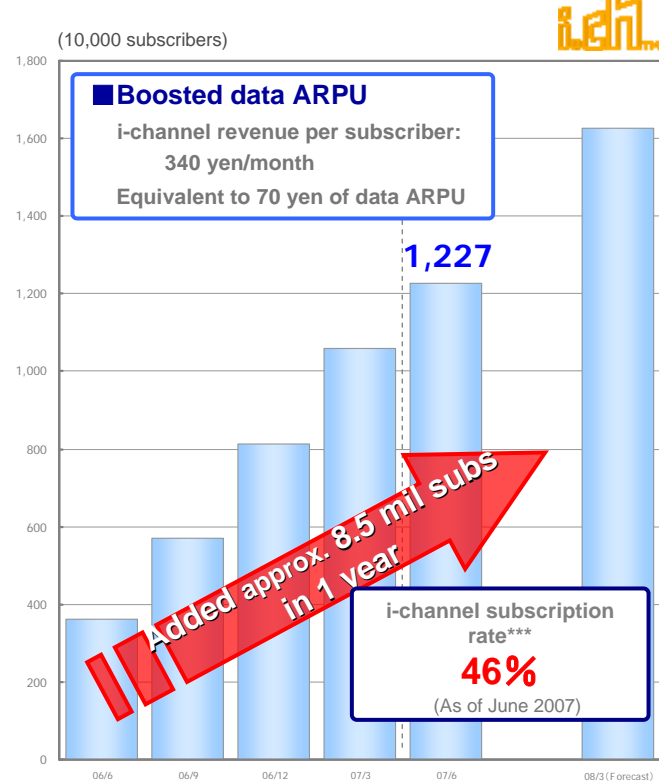
Flat-Rate Services

- Rapid growth in the uptake of flat-rate services, such as pake-hodai and i-channel ⇒ Contributed to boosting ARPU

No. of “pake-hodai” subscribers*



No. of “i-channel” subscribers



* Inclusive of “pake-hodai full” subscribers

** “pake-hodai” subscription rate=No. of “pake-hodai” subscribers/total FOMA subscribers

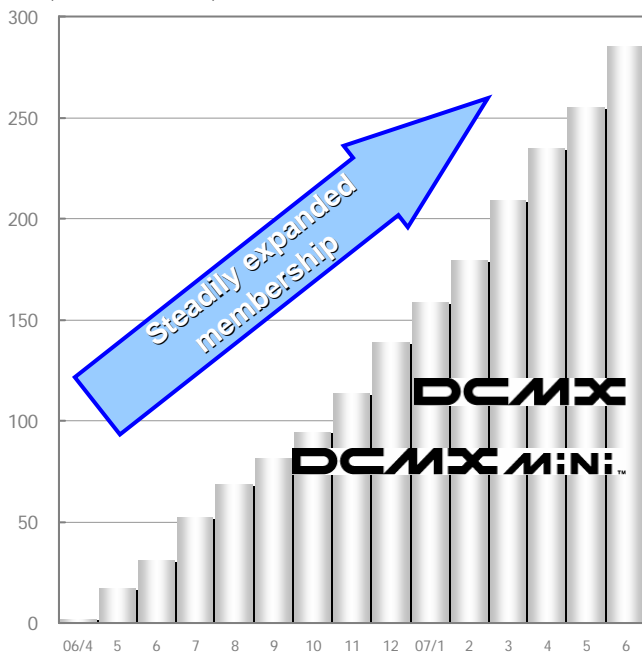
***i-channel subscription rate: No. of “i-channel” subscribers/Total users of compatible handsets

- DCMX membership topped 3 million. No. of iD payment terminals installed grew to approx. 190,000 units.

■ DCMX membership: Over 3 million

No. of iD payment terminals installed:
Approx. 190,000 (As of Jul. 26, 2007)

(10,000 subscribers)



■ As of Mar. 31, 2008:

Target no. of DCMX members: **4 million**

Target no. of iD payment terminals installed:
Approx. 250,000

• Sales channel

Started member acquisition at DoCoMo shops

• Card lineup

Added Gold card/
Family card/ETC cards



• Growth of shops supporting iD credit payment

- Principal convenience store chains

- Fast-food chains

- Small/Mid-sized retailers

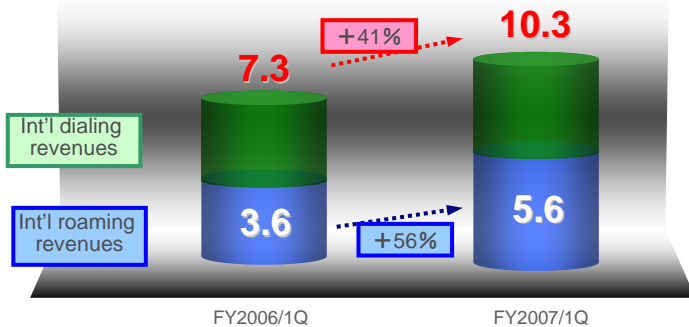
(Establishment of CXD NEXT, Co. Ltd.)



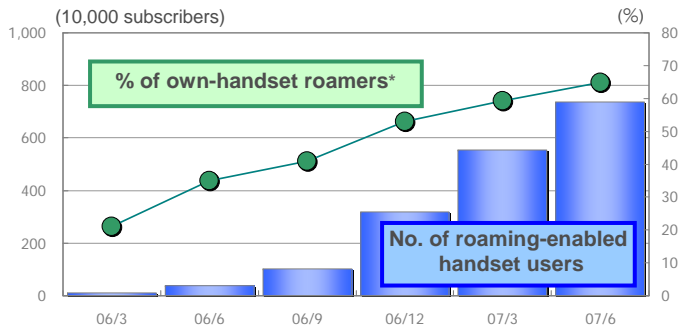
- International services revenues grew 41% year-on-year
- Expanded W-CDMA roaming coverage (effect of overseas investments/alliances)

International Services Revenues

(Billions of yen)



% of own-handset roamers*



Effects of overseas investment/ alliance becoming increasingly visible

■ Korea

Completed nationwide rollout of W-CDMA and HSDPA



■ Guam/Saipan**

Plan to launch W-CDMA and HSDPA in 2008 and beyond



■ Hawaii Islands

Plan to launch W-CDMA in 2007/2H

To enable use of DoCoMo's 3G roaming-enabled handsets

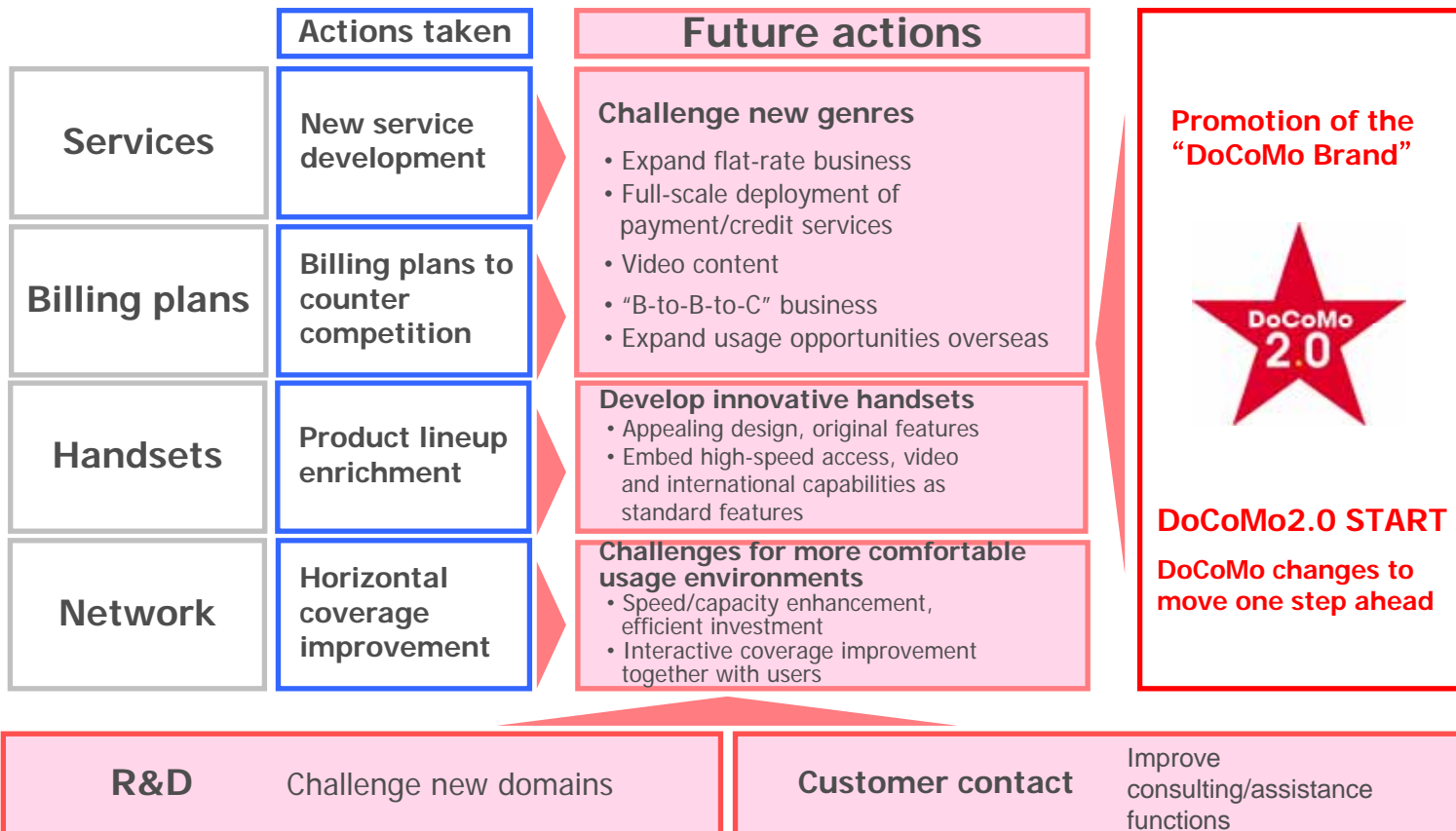
**Grow int'l roaming revenues
Boost DoCoMo's competitiveness
in home market**

* % of own-handset roamers: No. of "World Wing" roaming users using own handset/Total roaming service users

** Saipan refers to the Commonwealth of the Northern Mariana Islands (CNMI), a self-governing Commonwealth of the USA comprising 14 islands including Guam and Saipan .

Business Operation: "Move One Step Ahead"

- DoCoMo will take up the challenge of creating new values in cellular services



- Launched two new billing plans on Aug. 22, 2007



With a 2-year contract,*
Subscribers can immediately receive
**50% discount on basic
monthly charge**



(To start accepting applications from Aug. 1, 2007)

**Combine with “Family Discount”
for more benefits!**

Call charge
between family
members:
30%OFF

Carry over up to 2
months and share
allowances with
family members**

Mail between
family members:
Free
(i-mode mail)

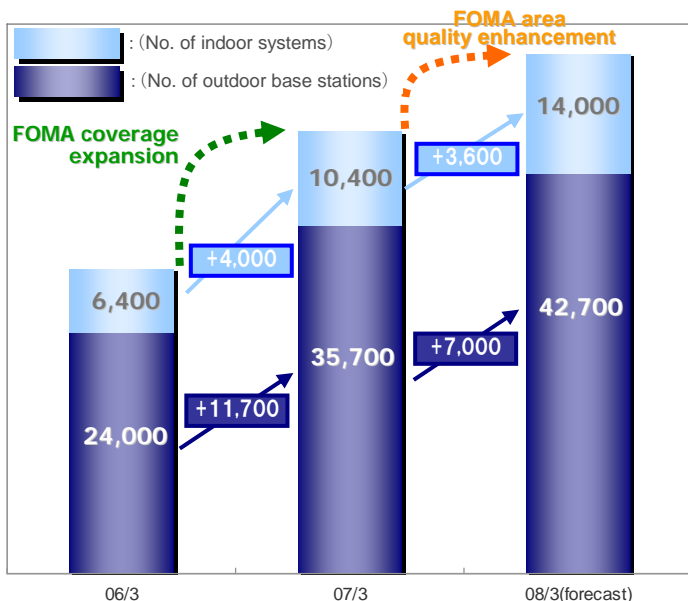
* Cancellation fee of 9,975 yen will be incurred if subscribers cancel discount service, cancel subscription or suspend use of subscribed circuit during the two-year period (except for month following the maturity of contract).

**The unused communication allowances remaining after being carried over for two months can be shared with other family members in proportion to each family member's usage in excess of the allowance provided for the applicable month.

FOMA Network

- FOMA network: Shift from horizontal coverage expansion to quality enhancement
- CAPEX for FY2007: estimated at 750 billion yen (Forecast)

	2006/3 (Full-year) (1)	2007/3 (Full-year) (2)	Changes (1)→(2)	2008/3 (Full-year forecast) (3)	Changes (2)→(3)
CAPEX (Billions of yen)	887.1	934.4	+5.3 %	750.0	-19.7 %



• FOMA area quality enhancement

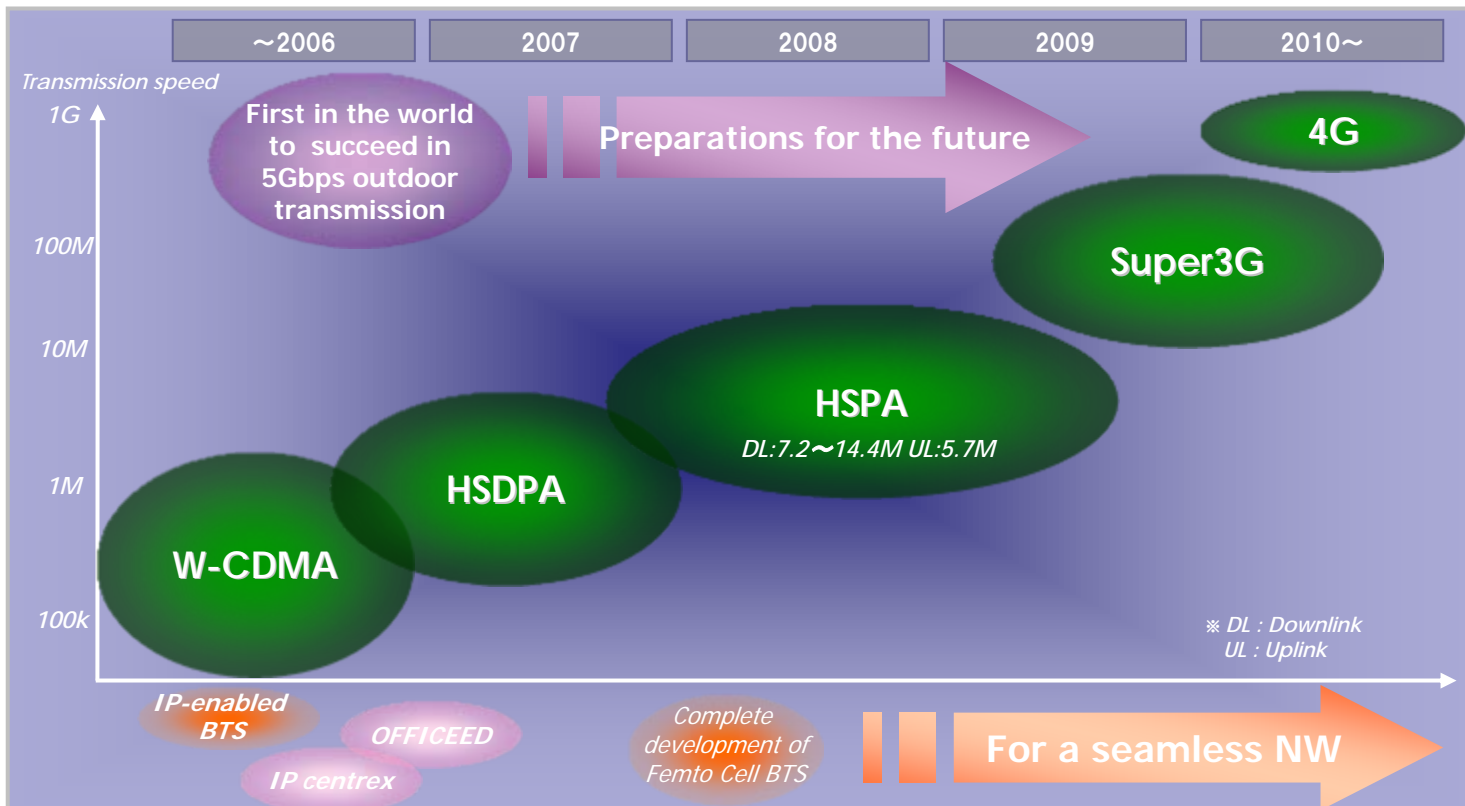
- Interactive coverage improvement responding to customers' voices
- Area tuning

• Facility build-up in response to the growth in data capacity

- Reinforce facilities to cater to an increase in data traffic resulting from the growing uptake of flat-rate service
- Expand HSDPA coverage to 90% of populated areas (planned)

Planned Network Evolution

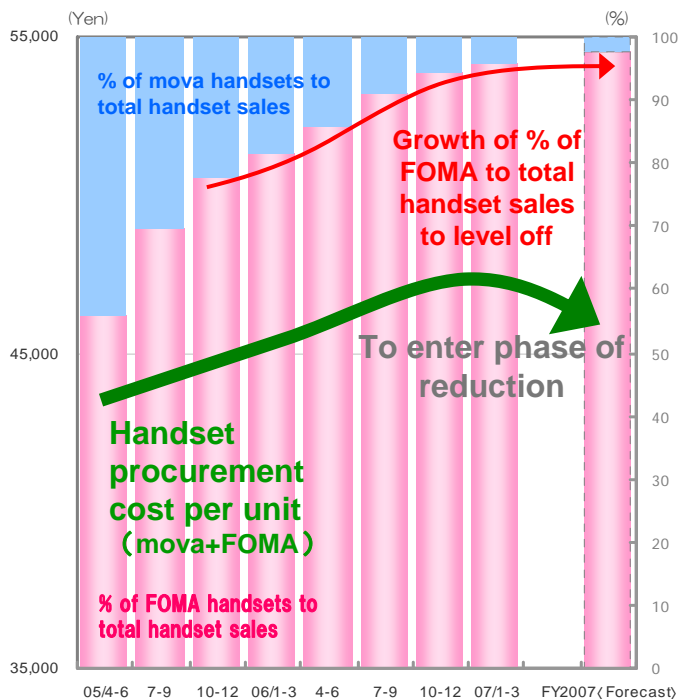
- Facilitate network enhancement to support faster transmission rates and larger capacity, responding to the need for personalization of services, and ubiquitous and seamless access



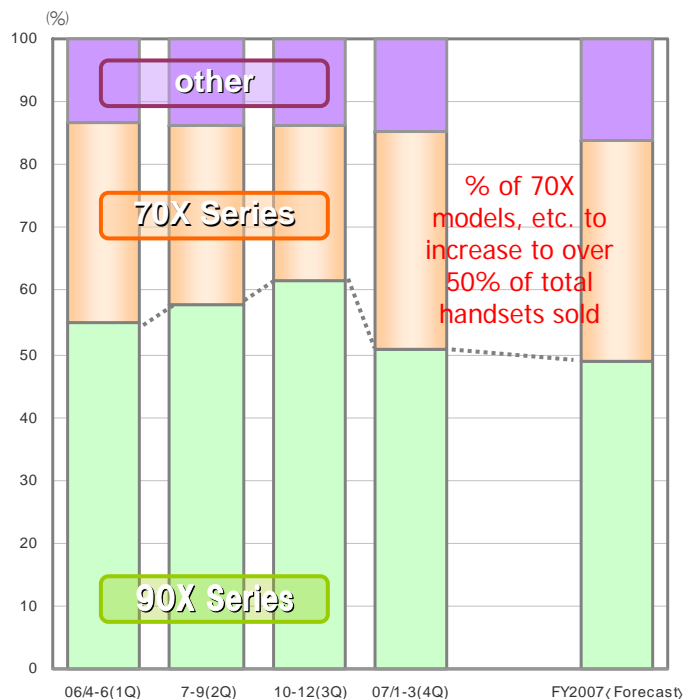
Handset Procurement Cost Reduction -1-

- Handset procurement costs to enter phase of reduction, as a result of handset cost reduction efforts and optimization of product mix

Change in handset procurement cost per unit

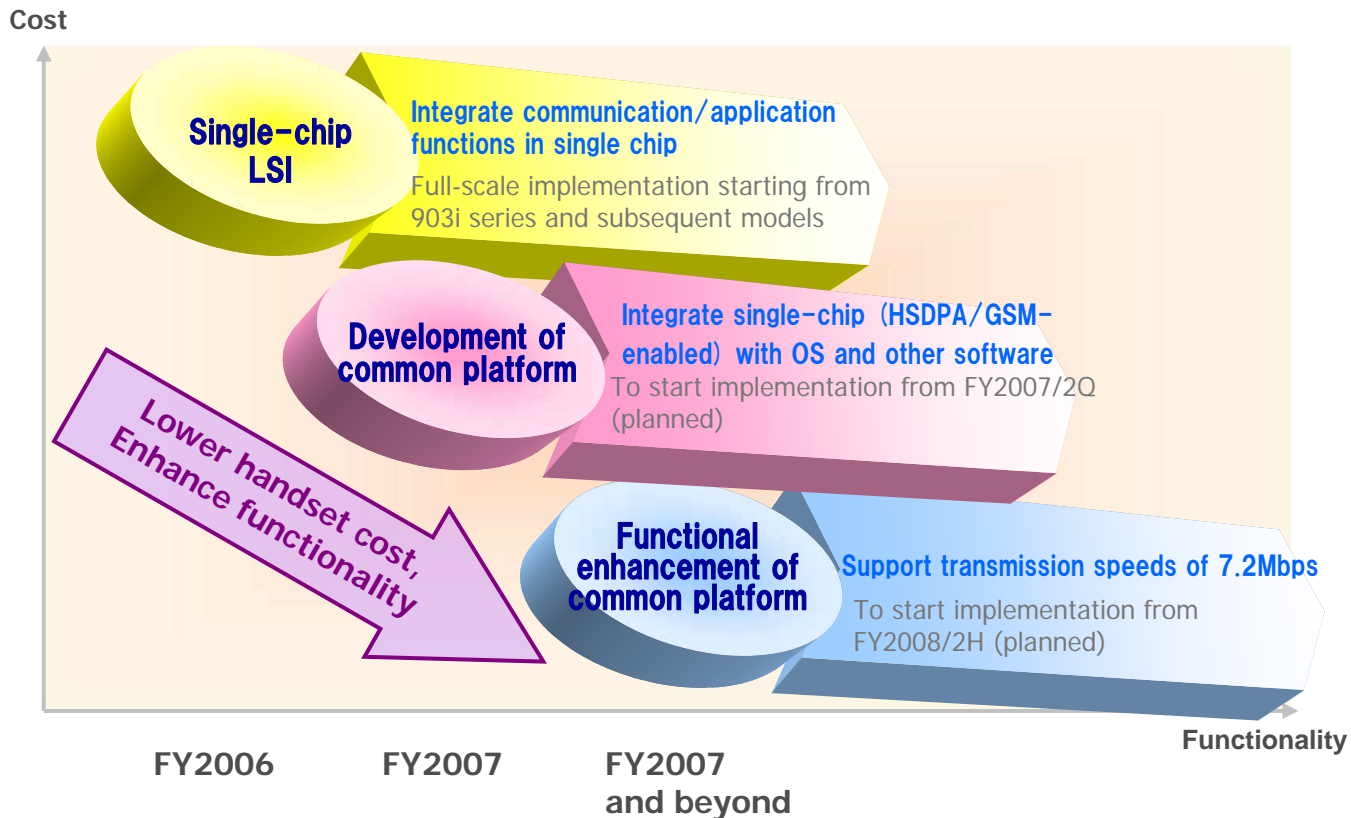


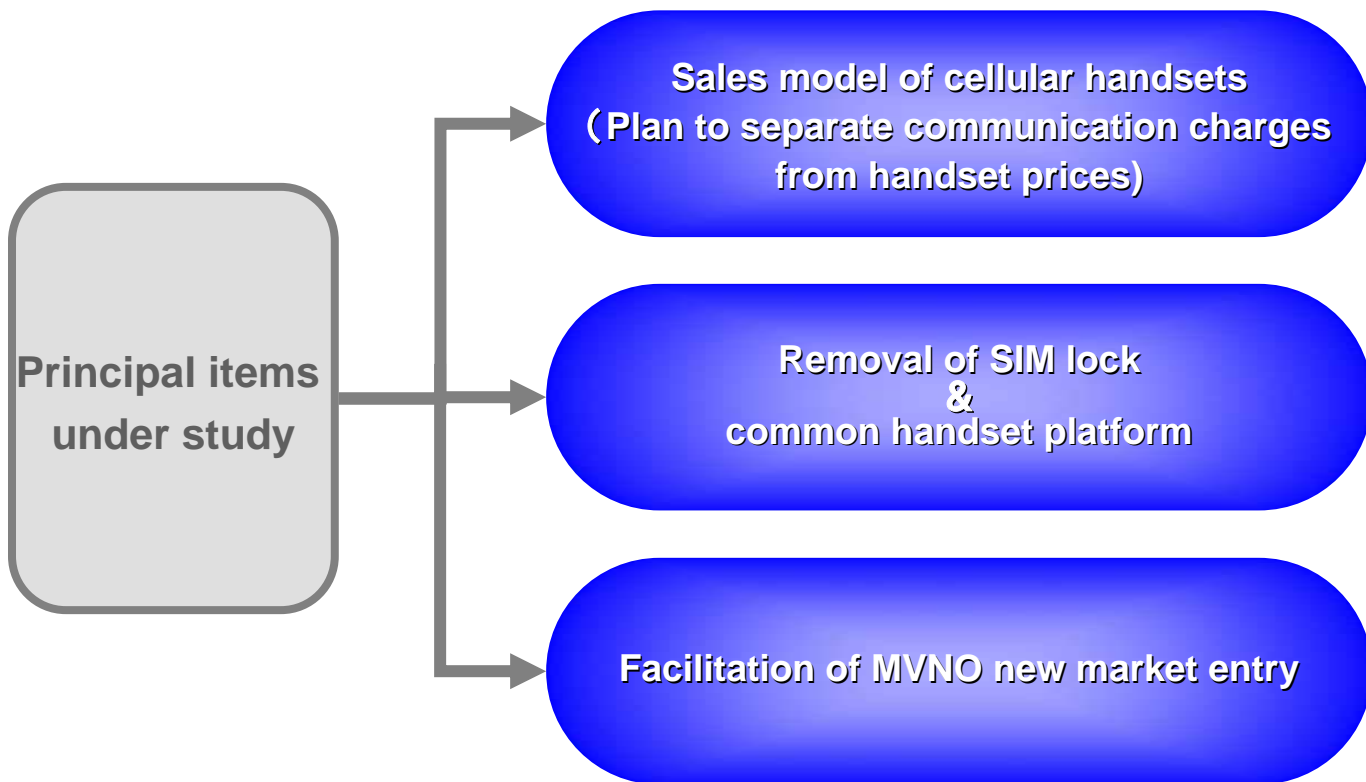
Handset sales by series



Handset Procurement Cost Reduction -2-

- Achieve handset cost reduction and functional enhancements and shorten lead time for development, etc., through the development of single-chip LSIs and common platform





- To study fundamental change of handset sales model

Sales incentive model

Suitable for growth phase

■ Propelled expansion and innovation of cellular phone market

- ★Rapid expansion of cellular phone market (by lowering initial cost)
- ★Evolution of highly functional handsets
- ★Advanced network services accessible through handsets



- ★Sense of unfairness (due to varying handset replacement cycles)
- ★Lack of transparency (handset incentives being recovered by monthly service charges)

New sales model

Suitable for mature phase

■ Introduce a new model leading to longer handset replacement cycle

- ★Rectify sense of unfairness
- ★Improve transparency (by separating communication charges from handset prices)
- ★Eliminate “0-yen handsets”
- ★Reduce risks of failing to recoup incentives



Study concrete sales model

Returns to Shareholders

• Returning profits to shareholders is considered one of the most important issues in our corporate policies

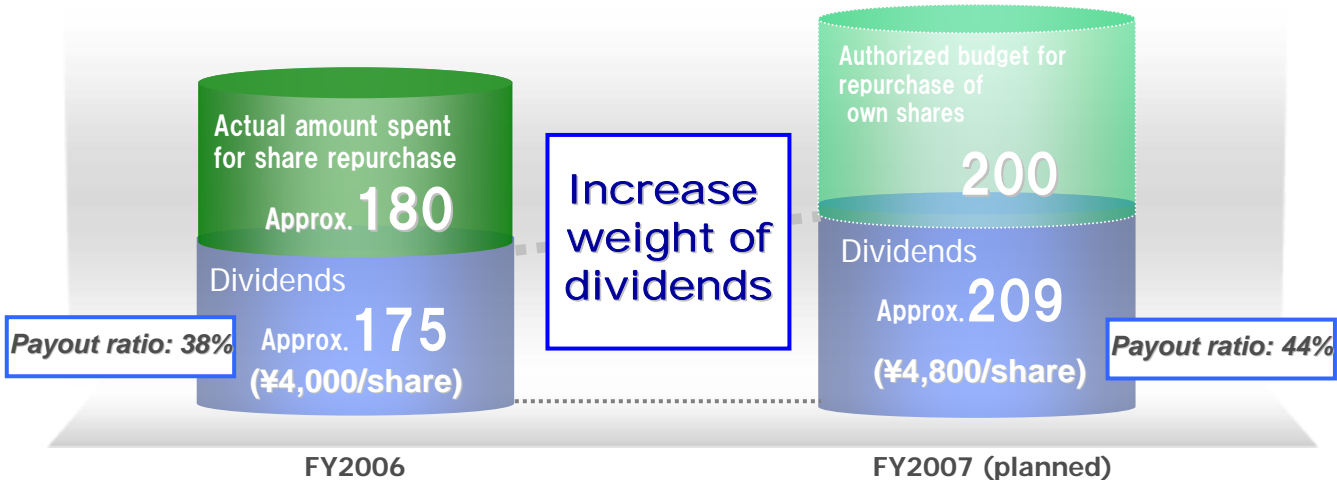
FY2007 (planned)

Dividend per share: 4,800 yen (UP20%)

Repurchase of own shares: 1 million shares for up to 200 billion yen

Amount of shareholder return

(Billions of yen)



* Amount spent for share repurchase in the period between the 15th Ordinary General Meeting of Shareholders (Jun. 20, 2006) and the 16th Ordinary General Meeting of Shareholders (Jun. 19, 2006). Budget for share repurchase authorized at 15th General Meeting of Shareholders was 250 billion yen.



Appendices

FY2007 1Q Financial Results Highlights

	2006/4-6 (1Q) (1)	2007/4-6 (1Q) (2)	Changes (1) →(2)	2008/3 (Full year forecast) (3)	Progress to forecast (2) / (3)
Operating Revenues (Billions of yen)	1,218.6	1,182.9	-2.9 %	4,728.0	25.0 %
Cellular Services Revenues (Billions of yen)	1,065.4	1,032.7	-3.1 %	4,118.0	25.1 %
Operating Income (Billions of yen)	272.7	203.9	-25.2 %	780.0	26.1 %
Income Before Income Taxes (Billions of yen)	274.4	205.5	-25.1 %	788.0	26.1 %
Net income (Billions of yen)	163.5	122.8	-24.9 %	476.0	25.8 %
EBITDA (Billions of yen)*	445.0	386.6	-13.1 %	1,573.0	24.6 %
EBITDA margin (%) *	36.5	32.7	-3.8 points	33.3	-
Adjusted Free Cash Flow (Billions of yen) **	-165.9	49.2	-	560.0	8.8 %

♦Consolidated financial statements in this document are unaudited.

* For an explanation of the calculation processes for these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on Slide 41 and the IR page of our web site, www.nttdocomo.co.jp.

**Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and changes in investment for cash management purposes with original maturities of longer than three months.

■ Operating income: 203.9 billion yen

(Down 68.8 billion yen year-on-year)

- Progress to FY2007 full-year forecast: 26.1%

■ Operating revenues:

Down 35.7 billion yen year-on-year

- Cellular services revenues decreased 32.8 billion yen year-on-year.
(Inclusive of 30.6 billion-yen impact of incurring revenues the portion of “Nikagetsu Kurikoshi” (2-month carry over) allowances that are projected to expire)

■ Operating expenses:

Up 33.2 billion yen year-on-year

- Revenue-linked expenses grew 9.5 billion yen due to increased handset sales
- Depreciation/amortization increased 7.8 billion yen (inclusive of impact of changes in depreciation methods)
- Other expenses grew 14.7 billion yen, due to increase in no. of base stations, etc.

Operating Revenues

US GAAP

(Billions of yen)

FY2007 1Q

Operating revenues

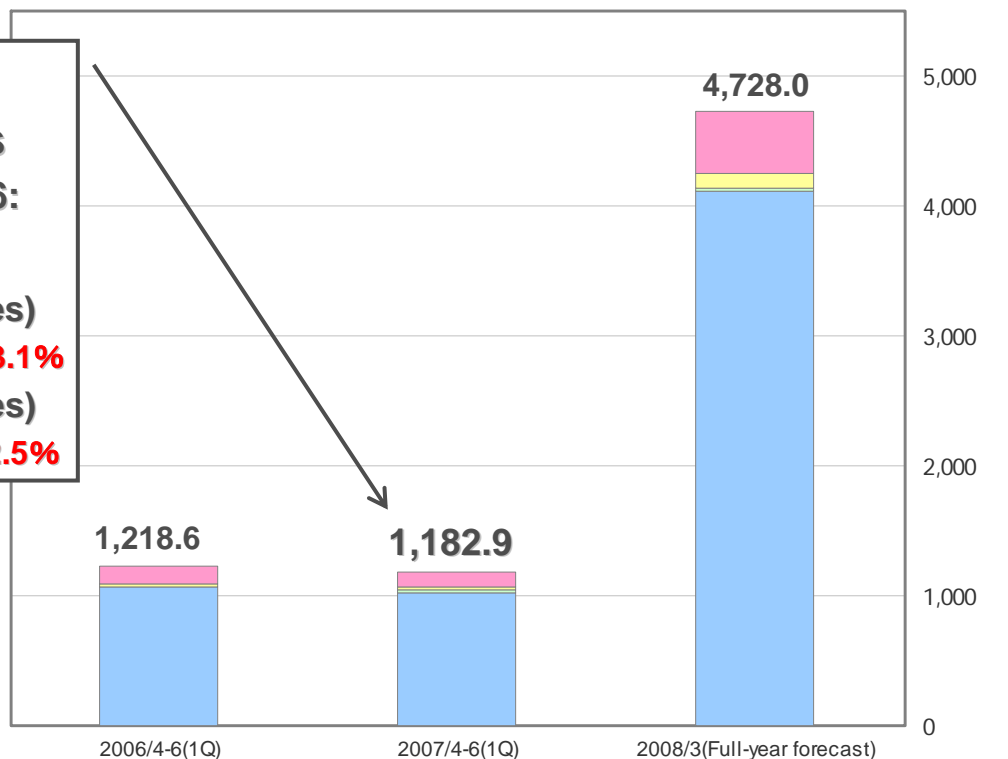
◆ Compared to FY2006:

Down 2.9%

(Cellular services revenues)

Compared to FY2006: **Down 3.1%**

(Equipment sales revenues)

Compared to FY2006: **Down 2.5%**

(Billions of yen)

Equipment sales	123.6	120.6	478.0
Other revenues	22.5	25.8	123.0
PHS revenues	7.0	3.8	9.0
Cellular services revenues (voice, packet)*	1,065.4	1,032.7	4,118.0

* "International services revenues" are included in "Cellular services revenues (voice, packet)".

Operating Expenses

US GAAP

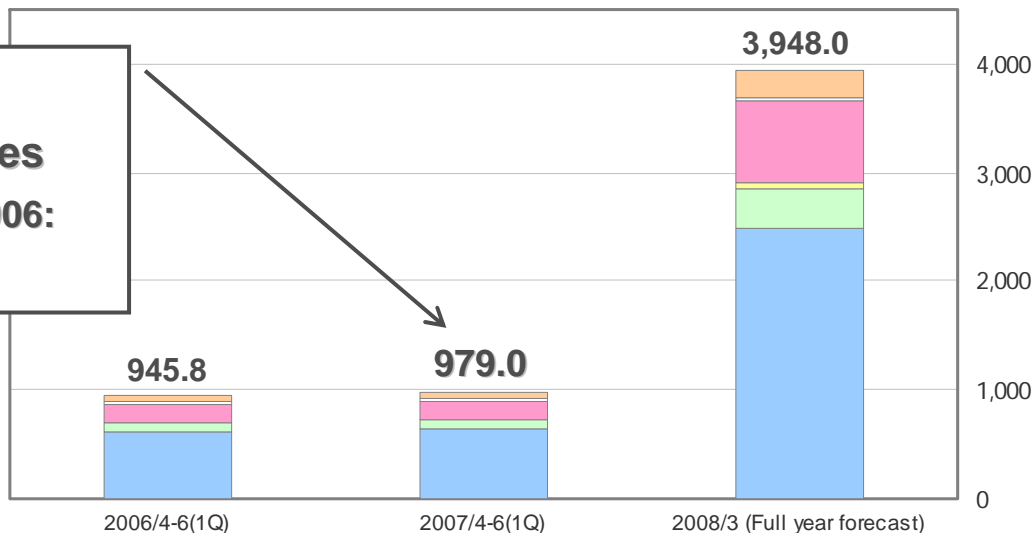
(Billions of yen)

FY2007 1Q

Operating expenses

◆ Compared to FY2006:

Up 3.5%



(Billions of yen)

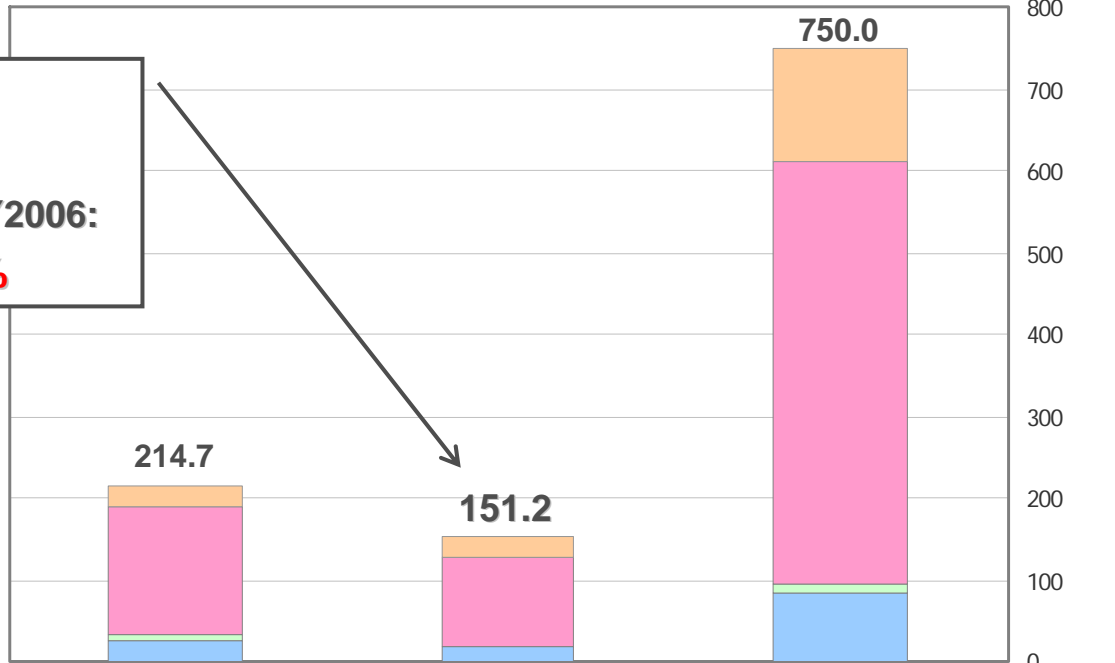
(Billions of yen)	2006/4-6(1Q)	2007/4-6(1Q)	2008/3 (Full year forecast)
Personnel expenses	62.9	62.8	253.0
Taxes and public duties	9.3	9.8	39.0
Depreciation and amortization	169.3	177.1	753.0
Loss on disposal of property, plant and equipment and intangible assets	4.3	7.6	64.0
Communication network charges	90.7	88.1	349.0
Non-personnel expenses	609.3	633.5	2,490.0
(Incl.) Revenue-linked expenses*	447.1	456.5	1,727.0
(Incl.) Other non-personnel expenses	162.3	177.0	763.0

* Revenue-linked expenses: Cost of equipment sold + distributor commissions + cost of DoCoMo Point service

Capital Expenditures

(Billions of yen)

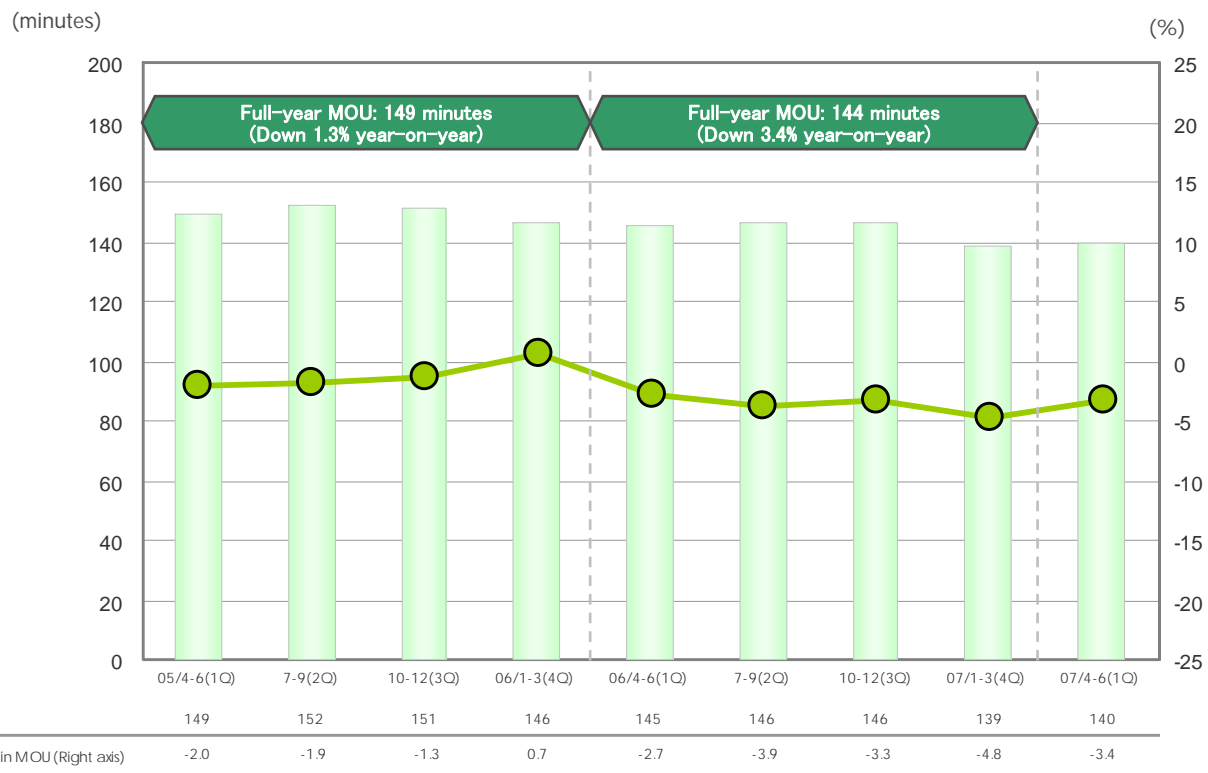
**FY2007 1Q
CAPEX**
◆ Compared to FY2006:
Down 29.6%



(Billions of yen)	2006/4-6(1Q)	2007/4-6(1Q)	2008/3(Full year forecast)
Other (information systems, etc.)*	27.1	24.9	139.0
PHS business	0.2	0.1	0.0
Mobile phone business (FOMA)	156.4	106.9	518.0
Mobile phone business (mova)	6.5	2.7	8.0
Mobile phone business (Other)	24.5	16.7	85.0

Cellular (FOMA+mova) MOU

- MOU for FY2007/1Q was 140 minutes (down 3.4% year-on-year)



◆ For an explanation of MOU, please see Slide 40 of this document, "Definition and Calculation Methods of MOU and ARPU"

Operational Results and Forecasts

			2006/4-6 (1Q) (1)	2007/4-6 (1Q) (2)	Changes (1) →(2)	2008/3 (Full year forecast)	
Cellular Phone	No. of Subscribers (1,000)*		51,672	52,846	+2.3 %	53,890	
	mova		25,456	14,991	-41.1 %	9,470	
	FOMA		26,217	37,854	+44.4 %	44,420	
	i-mode		46,823	47,725	+1.9 %	48,590	
	Communication Module Service		733	1,140	+55.5 %	1,310	
	Market share (%)		55.6	53.9	-1.7 Points	-	
	Handsets sold (1,000) (including handsets sold without involving sales by DoCoMo)	mova	New	345	78	-77.4 %	-
			Replace	468	97	-79.3 %	-
		FOMA	New	1,190	1,492	+25.4 %	-
			Migration from mova	2,117	1,780	-15.9 %	-
Other**			1,583	2,791	+76.3 %	-	
Churn rate (%)		0.64	0.85	+0.21 Points	-		
PHS	No. of Subscribers (1,000)		679	374	-44.9 %	-	
	ARPU (yen)***		3,170	3,030	-4.4 %	-	
	MOU (minutes)***		62	50	-19.4 %	-	

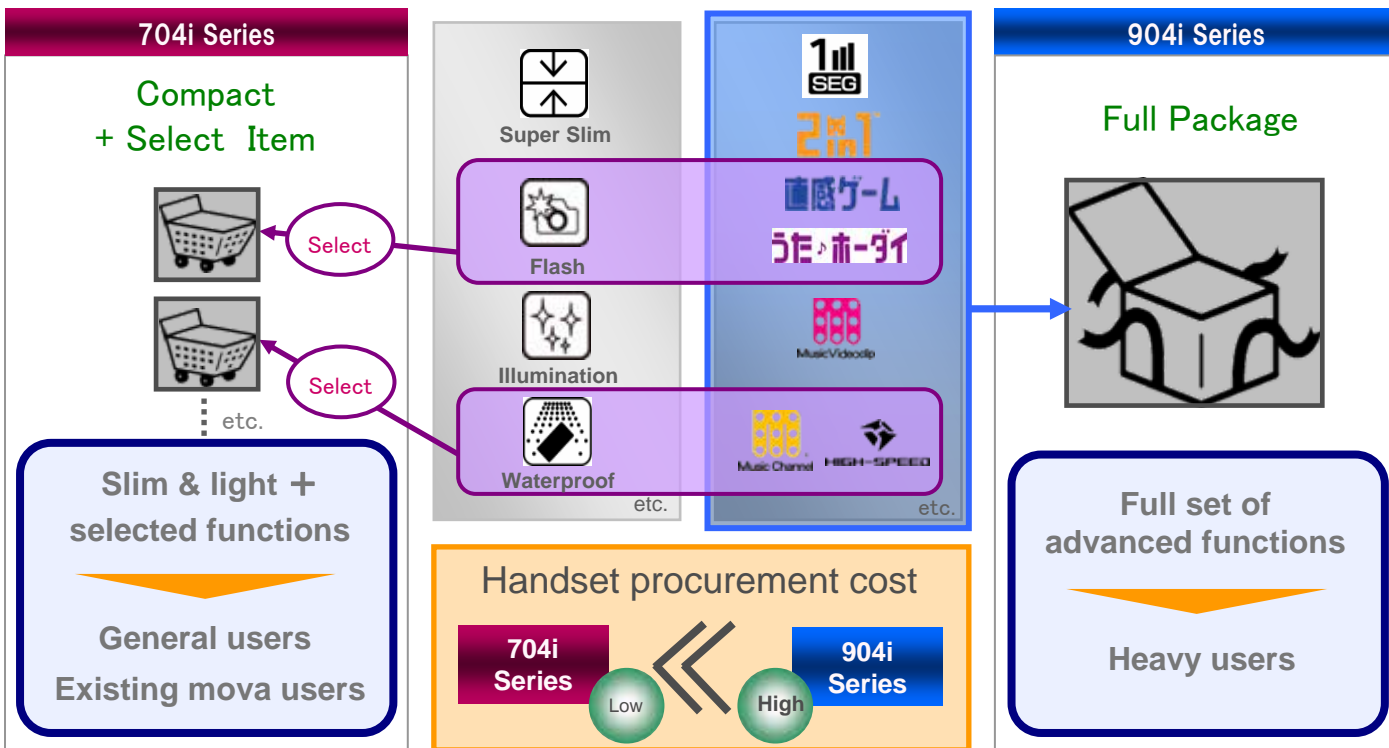
*Communication Module Service subscribers are included in the no. of cellular phone subscribers to align the calculation method of subscribers with other cellular phone carriers. (Market share, the no. of handsets sold and churn rate are calculated inclusive of Communication Module Service subscribers.)

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

*** For an explanation of MOU and ARPU, please see Slide 40 of this document, "Definition and Calculation Methods of MOU and ARPU".

Handset Concepts

- 90X series: Models equipped with “full set of state-of-the-art functions”
- 70X series: “Slim & light” handsets, with each model equipped with a selection of distinctive functions



• “2 in 1” combines the capabilities of two handsets in a single unit.

■ 3 different modes can be supported by a single phone



■ monthly fee: ¥ 945 (tax included)

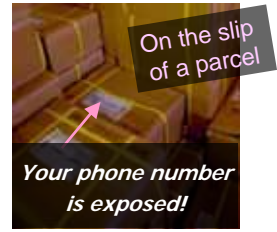
Dual mode



Both A+B modes can be used



With only one handset . . .



“2in1” allows you to use the phone separately...

depending on the destination

Mode A
Family Friends

Mode B
Club members, etc.

to enable use of only 1 mode publicly

Mode A
Family, friends business

Mode B
Delivery Mail magazine Applications, etc

or between business/private purposes

Mode A
Private

Mode B
Business

- The latest 904i series handsets transform cellular phones, defying the common perception



D904i

New usability based on intuitive motion

Slim, slide-open phone



F904i

Large 3.1-inch, full&wide screen, one-seg TV-enabled
“Yoko-motion” phone



N904i

3-inch wide VGA screen & high-quality sound

High-speed model



P904i

Evolved
Wireless music phone



SH904i

Operate by tracing touch-pad with a finger

3-inch wide LCD phone

904i
changes
common perception
of phones

Significantly enriched service lineup

MUSIC

“Uta-hodai”
Napste & WMA

GAME

“Chokkan Games
(D/P/SH)
“Mega Games”

VISUAL

Video clips
One-
segment TV
(F)

2 in 1

First-of-its
kind in
cellular
industry

DCMX

Wider
variety of
card lineup

COMMUNICATION

“Deco-mail”
& 2MB
attachments

USEFUL

“Rakuoku
Shuppin Appli”
i-appli Banking

GPS

GPS navigation
“Keitai Osagashi”
service

GLOBAL

3G roaming

- “Slim & Compact” 704i series, each model equipped with distinctive set of functions to cater to the varying needs of users

704i SERIES



D704i



Sliding style
“Compact one-segment TV”
phone



L704i



HIGH SPEED-enabled
Music phone



P704i



Smart Flash™ for clear photos
“Slim slide” phone



SH704i



“Compact one-segment
TV” phone

SO704i



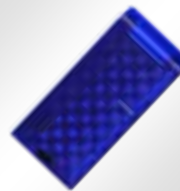
Optional illuminating
“Style Up” panel”

F704i



Waterproof slim™
“Global” phone

N704i μ



Illuminating “My Signal”™ indicator
“SuperSlim” global phone

P704i μ



Equipped with refined & tough body
“SuperSlim” global phone

* “Smart Flash” is a trademark of Matsushita Electric Industrial, Co. Ltd.

* “Waterproof slim” is a trademark of Fujitsu Limited.

* “My Signal” is a trademark of NEC Corporation

CM Popularity Survey

- “DoCoMo 2.0” ranked No.1 in CM popularity survey

【May/07 monthly CM popularity survey: Top 10】

全オンエア:3009銘柄

順位	企業/商品名	オンエア作品数	CM好感度
1	NTTドコモ/NTT DoCoMo	全10作品	144.7P%
2	江崎グリコ/ポッキー	全1作品	94.0P%
3	サントリー/ダイエットウォーター レッツ	全1作品	77.3P%
4	東京電力/Switch!	全3作品	76.7P%
5	東京ガス/ガス・パッチョ!	全7作品	74.0P%
6	サントリー/ダカラ	全3作品	68.7P%
7	ソフトバンクモバイル/SoftBank	全12作品	67.3P%
8	日本コカ・コーラ/ファンタ	全5作品	65.3P%
9	ロッテ/クーリッシュ	全1作品	60.0P%
10	日本マクドナルド/マックフルーリー	全3作品	54.7P%

【July/07 monthly CM popularity survey: Top 10】

全オンエア:3157銘柄

順位	企業/商品名	オンエア作品数	CM好感度
1	NTTドコモ/NTT DoCoMo	全14作品	369.3P%
2	ソフトバンクモバイル/SoftBank	全6作品	348.7P%
3	大塚製薬/ポカリスエット	全3作品	130.0P%
4	インテル/企業イメージ	全2作品	86.0P%
5	KDDI/au	全16作品	60.7P%
6	江崎グリコ/バビコ	全1作品	57.3P%
7	キリン/氷結	全2作品	52.7P%
8	東京電力/Switch!	全2作品	52.0P%
9	サントリー/ダカラ	全1作品	46.7P%
10	サントリー/ペプシコーラ	全10作品	43.3P%

【June/07 monthly CM popularity survey: Top 10】

全オンエア:3085銘柄

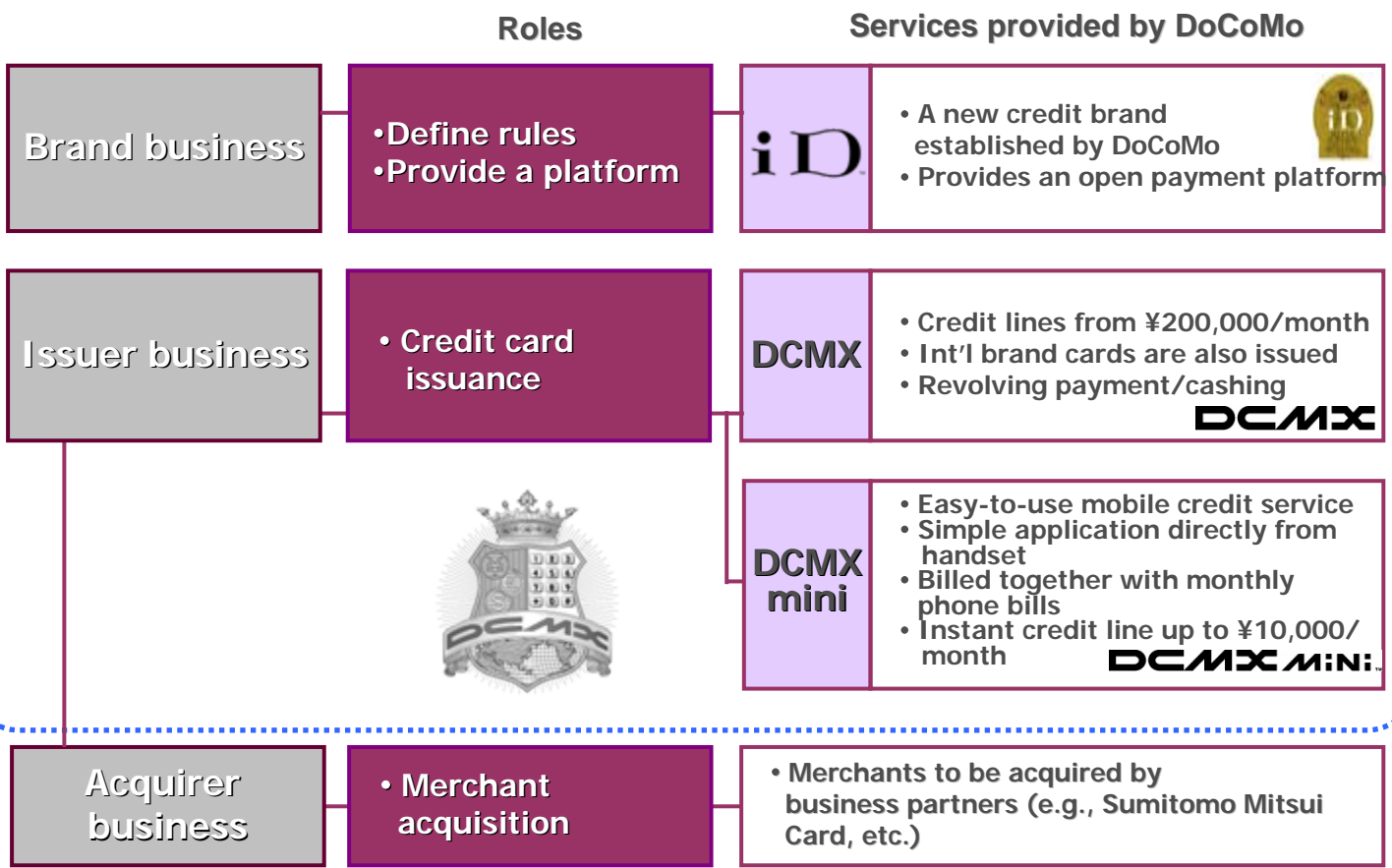
順位	企業/商品名	オンエア作品数	CM好感度
1	NTTドコモ/NTT DoCoMo	全14作品	378.0P%
2	ソフトバンクモバイル/SoftBank	全10作品	176.7P%
3	大塚製薬/ポカリスエット	全5作品	56.0P%
4	日本コカ・コーラ/ファンタ	全6作品	54.7P%
5	フマキラー/ペーパ	全2作品	53.3P%
6	トヨタ/トヨタミニバン地デジでキャッシュバック	全1作品	50.0P%
7	サントリー/ペプシコーラ	全6作品	50.0P%
8	インテル/企業イメージ	全2作品	49.3P%
9	日産/デュアリス	全2作品	48.7P%
10	リクルート/じゃらん	全2作品	44.7P%



*Source: CM DATABANK / Tokyo Kikaku, Co., Ltd.

Overview of Credit Business

Domains of DoCoMo's Credit Business



CONEXUS MOBILE ALLIANCE

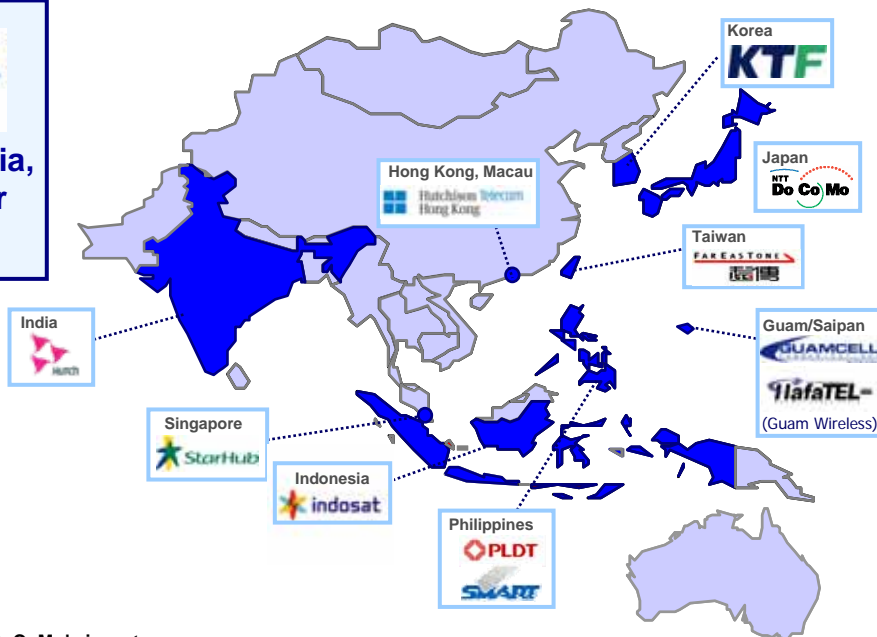
- **Enrich international roaming/corporate client services**

⇒ Territories covered by CONEXUS members +Guam/Saipan/Hawaii cover approximately 60% of destinations visited by Japanese travelers

Members of CONEXUS MOBILE ALLIANCE or DoCoMo's Investees

CONEXUS
MOBILE ALLIANCE

**Largest mobile alliance in Asia,
with a combined subscriber
base of over 130 million**

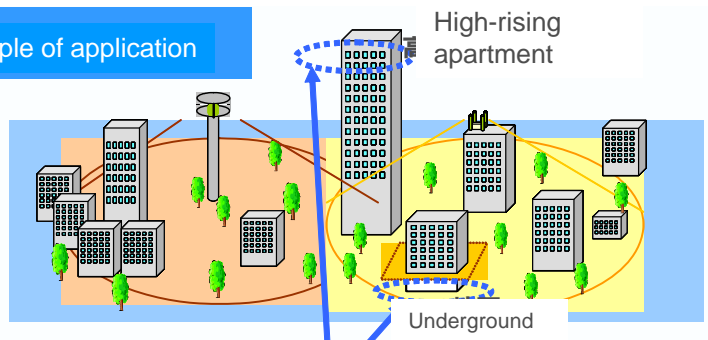


■ : Members of Conexus Mobile Alliance or DoCoMo's investee

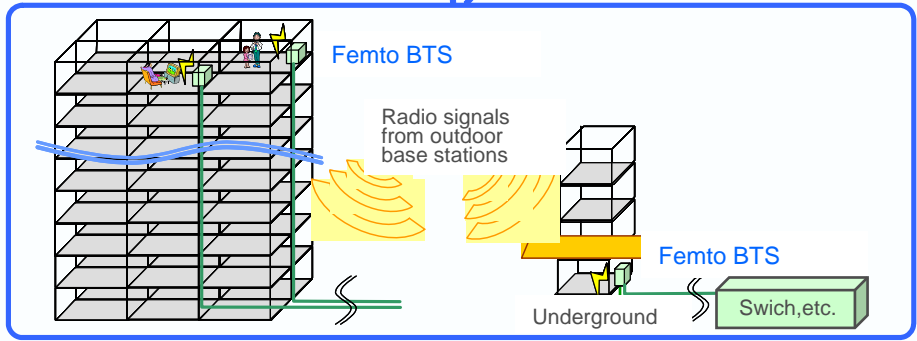
Femto Cell BTS

- Ultra-small BTS to improve coverage in general households, retail outlets, etc., at low costs
 ⇒ To start commercial operation from fall 2007

Example of application



Equipment appearance

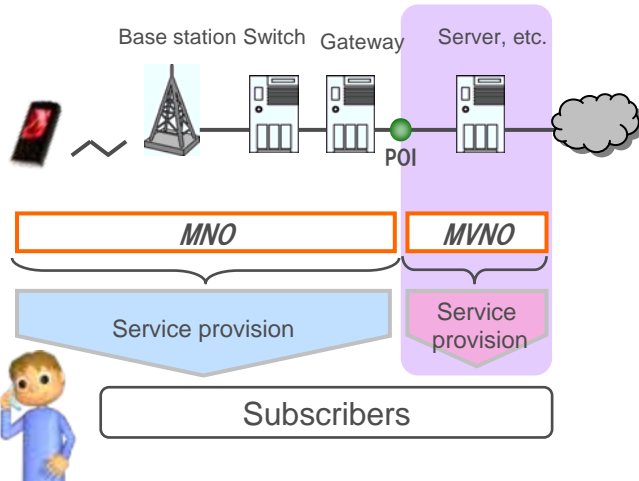


Type	Coverage
Ordinary BTS	Hundreds of meters to 2km radius
IP-BTS	Tens of meters radius
Femto BTS	Approx. 10m radius

BTS: Base Transceiver Station

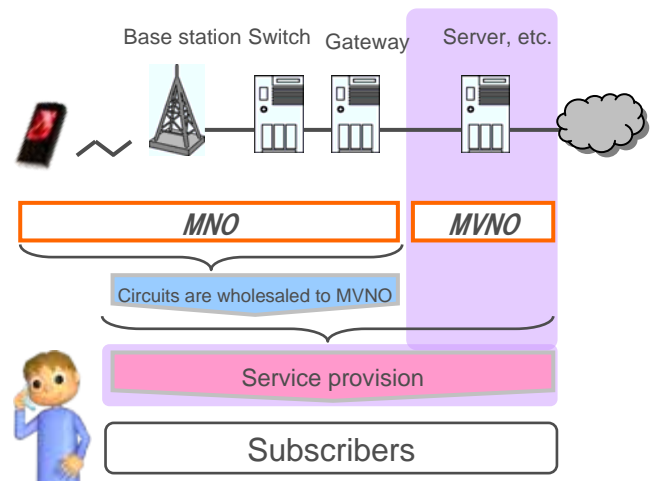
- MVNO has 2 types; “carrier interconnection model” and “wholesale model” (Globally, “wholesale model” is more widely adopted)

■ Carrier-interconnection model



- Both MNO and MVNO enter into contract with subscribers to provide service
- Subscribers' service charges are decided based on discussion between MNO and MVNO

■ Wholesale model



- MVNO enters into contract with subscriber to provide service
- Subscribers' service charges are set by MVNO

Definition and Calculation Methods of MOU and ARPU

◆ **MOU (Minutes of usage): Average communication time per one month per one user.**

◆ **ARPU (Average monthly Revenue Per Unit):**

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per user basis. ARPU is calculated by dividing various revenue items included in our wireless services revenues, such as monthly charges, voice transmission charges and packet transmission charges, from designated services which are incurred consistently each month, by the number of active subscribers to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures provide useful information to analyze the average usage of our subscribers. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.

◆ **Aggregate ARPU (FOMA+mova): Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)**

◇ **Voice ARPU (FOMA+mova):** Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice transmission charges) /
No. of active cellular phone subscribers (FOMA+mova)

◇ **Packet ARPU (FOMA+mova):** {Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) +
i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)} /
No. of active cellular phone subscribers (FOMA+mova)

◇ **i-mode ARPU (FOMA+mova):** i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet transmission charges) /
No. of active cellular phone subscribers (FOMA+mova)

◆ **Aggregate ARPU (FOMA): Voice ARPU (FOMA) + Packet ARPU (FOMA)**

◇ **Voice ARPU (FOMA):** Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges) / No. of active
cellular phone subscribers (FOMA)

◇ **Packet ARPU (FOMA):** Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active
cellular phone subscribers (FOMA)

◇ **i-mode ARPU (FOMA):** i-mode ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active
cellular phone subscribers (FOMA)

◆ **Aggregate ARPU (mova): Voice ARPU (mova) + i-mode ARPU (mova)**

◇ **Voice ARPU (mova):** Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges) / No. of active
cellular phone subscribers (mova)

◇ **i-mode ARPU (mova):** i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges) / No. of active
cellular phone subscribers (mova)

◆ **Number of active subscribers used in ARPU and MOU calculations are as follows:**

◇ Quarterly data: sum of "No. of active subscribers in each month"* of the current quarter

◇ Half-year data: sum of "No. of active subscribers in each month"* of the current half

◇ Full-year data: sum of "No. of active subscribers in each month"* of the current fiscal year

* "No. of active subscribers in each month": (No. of subs at end of previous month + No. of subs at end of current month)/2

※The revenues and no. of subscribers of Communication Module Service are not included in the above calculation of ARPU and MOU.

Reconciliation of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures

1. EBITDA and EBITDA margin

	Billions of yen	
	Three months ended June 30, 2006	Three months ended June 30, 2007
a. EBITDA	¥ 445.0	¥ 386.6
Depreciation and amortization	(169.3)	(177.1)
Losses on sale or disposal of property, plant and equipment	(3.0)	(5.7)
Operating income	272.7	203.9
Other income (expense)	1.7	1.6
Income taxes	(110.7)	(82.6)
Equity in net income (losses) of affiliates	(0.1)	(0.1)
Minority interests in consolidated subsidiaries	(0.0)	(0.0)
b. Net income	163.5	122.8
c. Total operating revenues	1,218.6	1,182.9
EBITDA margin (=a/c)	36.5%	32.7%
Net income margin (=b/c)	13.4%	10.4%

Note: EBITDA and EBITDA margin, as we use them, are different from EBITDA as used in Item 10(e) of regulation S-K and may not be comparable to similarly titled measures used by other companies.

2. Free cash flows excluding irregular factors and changes in investments for cash management purpose

	Billions of yen	
	Three months ended June 30, 2006	Three months ended June 30, 2007
Free cash flows excluding irregular factors and changes in investments for cash management purpose	(¥ 165.9)	¥ 49.2
Irregular factors (1)	-	(4.0)
Changes of investments for cash management purpose (2)	(¥ 0.4)	97.7
Free cash flows	(166.2)	142.9
Net cash used in investing activities	(264.6)	(157.8)
Net cash provided by operating activities	98.4	300.7

Note: (1) Irregular factors represent the effects of uncollected revenues due to a bank closure at the end of the fiscal period.

Irregular factors during the three months ended June 30, 2007 was net effects of bank closures as of March 31, 2007 and June 30, 2007.

(2) Changes in investments for cash management purpose were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purpose with original maturities of longer than three months.

