



NTT DoCoMo, Inc.
IR Presentation
January, 2008

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.

-  **New Business Model**

-  **Directions of Middle-Term Service Development**

- Shift to a business model suitable for a mature market by offering “new discount services and new sales schemes” as a set

New Discount Services

Time-binding contracts
for use of network service

ファミ割 ★ MAX 50
Just for family

ひとりでも割 ★ 50
Just for you

オフィス割 ★ MAX 50
for business

New Sales Schemes

Time-binding contracts
for use of cellular handset

バリューコース

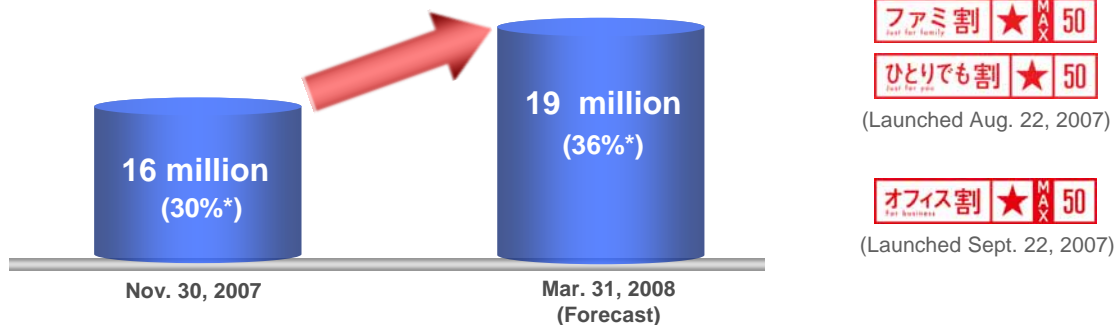
ベーシックコース

Introduction of New Business Model -2-

- New discount services have been well accepted. Combined no. of new discount services subscribers expected to reach 19 million by Mar. 31, 2008

- Combined subscriber count of “Fami-wari MAX 50”, “Hitoridemo Discount 50” & “Office-wari MAX 50” billing plans:

As of Nov. 30, 2007: approx. 16 million



Increase time-binding contracts

Contribute to future reduction of churns

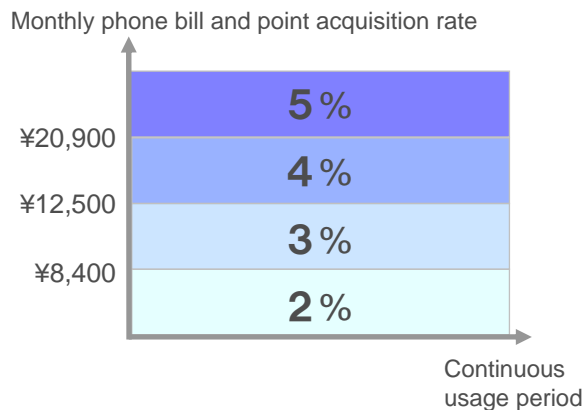
* Percentage of “Fami-wari MAX 50”, “Hitoridemo Discount 50” and “Office-wari MAX 50” subscribers to total cellular subscribers

- “DoCoMo Premier Club” point program to be revised from Apr. 1, 2008, to provide greater benefits to long-term subscribers

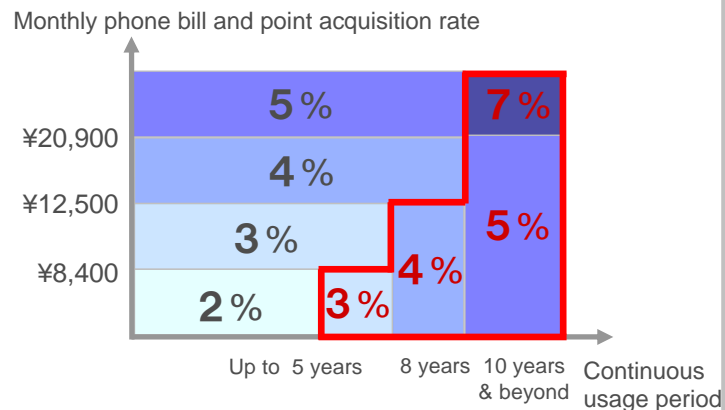
■ Revised point program (planned)

- Add “continuous usage period” to conditions for point acquisition

Before revision



After revision



- Introduced two new handset sales schemes
- New sales schemes are applied to 905i series (on sales from Nov. 26, 2007) and subsequent models

“Value Course”

A plan that offers cheaper monthly charges in return for asking subscribers to shoulder initial cost of handset

- Handset market price designed for “Value Course”

- “Value Plan” rates to be applied

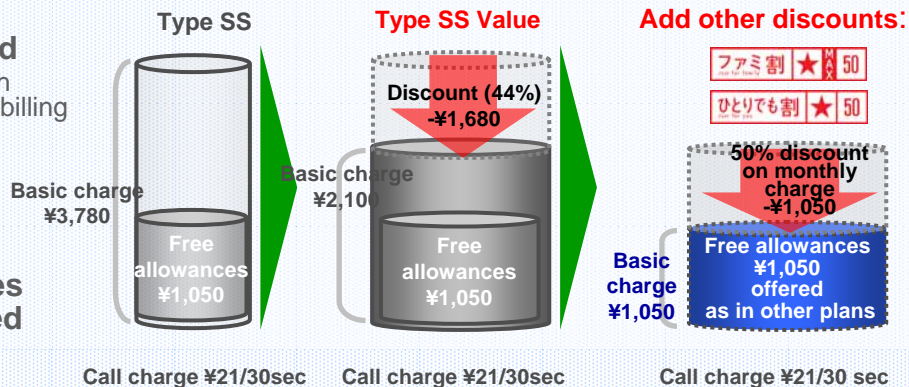
Provides uniform discount of ¥1,680/month on basic monthly charges of conventional billing plans (before other discounts are applied)

- Provides subscribers with option to pay handset price in installments

- Free communication allowances & DoCoMo Points to be provided as in conventional plans

- Other special limited-time offers

《Basic charge comparison: Case of “Type SS” plan》



“Basic Course”

Lower upfront costs but no discounts on monthly charges

- Offers ¥15,750 discount on handset price (basic handset purchase support)
- Conventional billing plans to be applied
- Time-binding contract for 2-year handset use
- Other special limited-time offers

- Plan to release a total of 23 new models of 905i/705i handsets in 75 different colors during FY2007/2H.
- The 905i series, dubbed “ALL-IN global phone”, are reporting brisk sales



Developments following the launch of new sales schemes

(As of Dec. 19, 2007)

■ 905i series handsets reporting brisk sales

⇒ Sales quantity approx. 1.6 times higher than 904i series phones

■ High rate of “Value Course” selection

⇒ Approx. 90% of customers buying a handset using the new sales schemes have chosen “Value Course”

■ Approx. 20-30% of customers choosing “Value Course” have purchased a handset in one-time lump-sum payment

Directions of Middle-Term Service Development

- Aim to develop business in the three key directions of “flat-rate”, “life assistant” and “international” businesses

Personal

Ubiquitous & Seamless

Flat-rate

Life Assistant

Int'l Services



Music



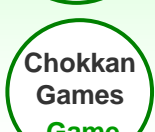
Movie



Auction



Music



Game



Search/ads



GPS



iD



Osaifu-keitai e-wallet



broadcast



DCMX



ToruCa



STEP UP



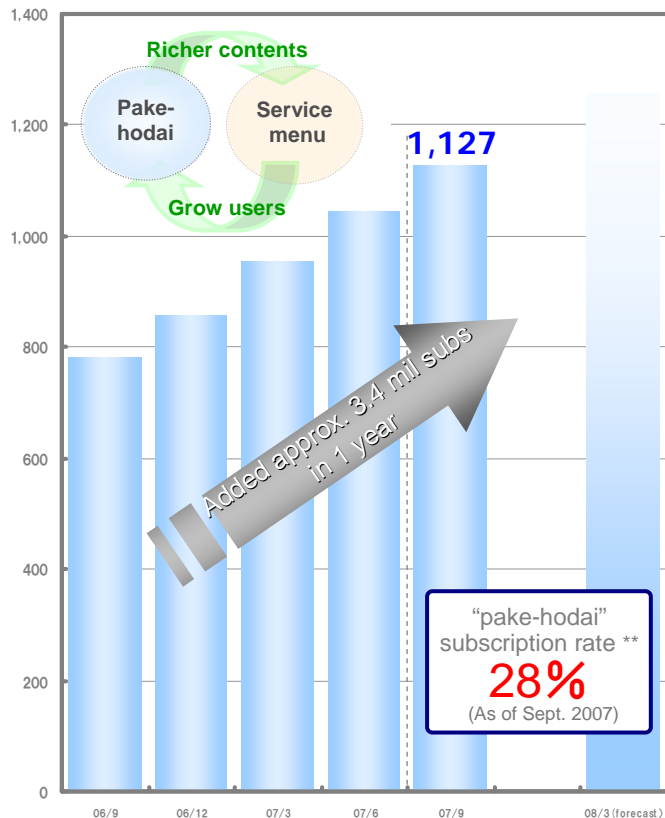
From “Telecommunications Infrastructure” to “Lifestyle Infrastructure”

Telecommunications Infrastructure

Flat-Rate Business -1-

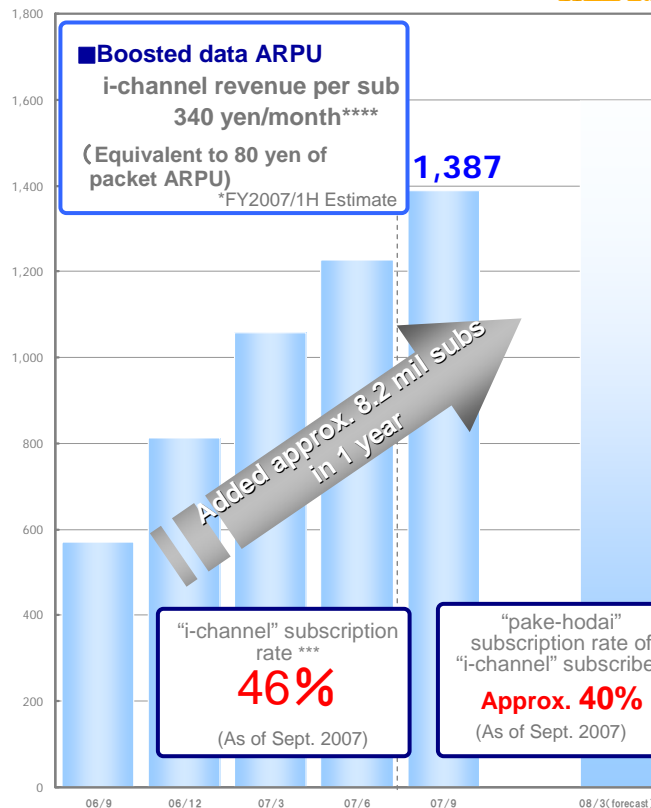
No. of "pake-hodai" subscribers * : Billing plan

(10,000 subscribers)



No. of "i-channel" subscribers : Contents

(10,000 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

****: Sum of monthly subscription fee (¥150) and usage-based communication charges

“Usage behavior development” of volume-based billing users

■ Growth of packet bill of “pake-hodai” users before joining flat-rate package (image)

■ ARPU growth of volume-based billing users

- ⇒ Contribute to migration to flat-rate package
- ⇒ Contribute to boosting packet ARPU

¥3,900

Contribute to ARPU growth

Enrichment of content
⇒ “Usage behavior development” of volume-based billing users

1 year before joining flat-rate package

Month of joining flat-rate package

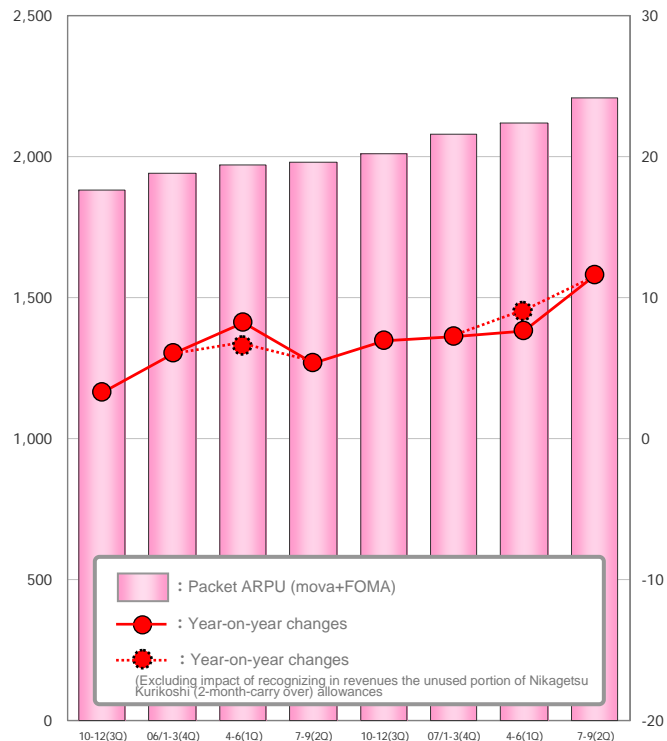
* Estimate derived from DoCoMo's sample data

Growth of Packet ARPU

■ Historical growth of Packet ARPU (mova+FOMA)

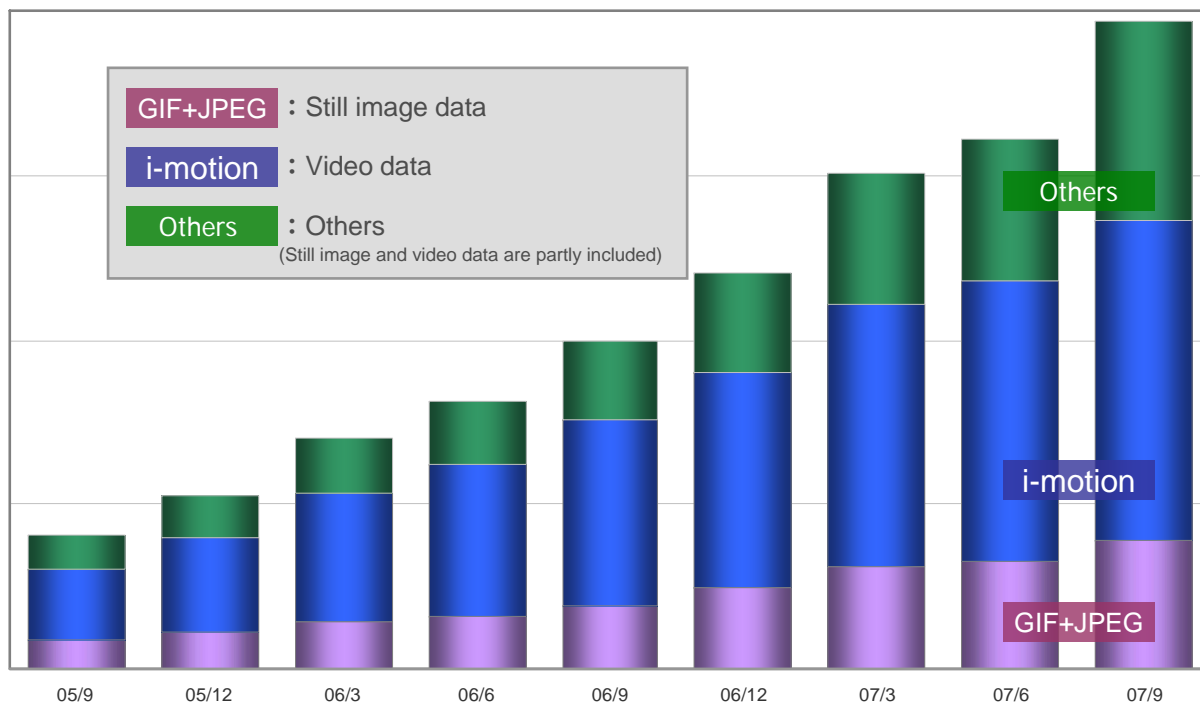
(Packet ARPU (yen))

(Year-on-year changes (%))



- Expanded video content usage has contributed to the growth of flat-rate service subscriptions and boosting packet ARPU

Growth of data traffic (FOMA)



- Pace of DCMX subscriber growth has accelerated. Revised upwards projected subscriber count as of Mar. 31, 2008 to 5 million.

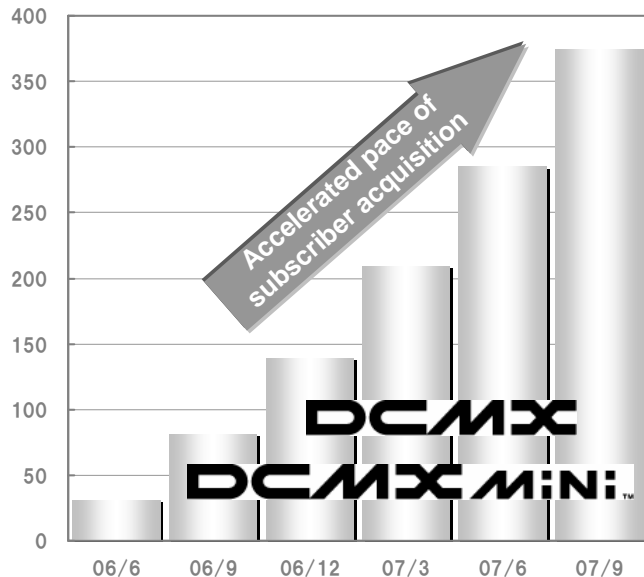
No. of DCMX subs/iD payment terminals

DCMX subs : Topped 3.7 million

No. of iD payment terminals installed:
Approx. 210,000

(10,000 subscribers)

(As of Sept. 30, 2007)



Targets for Mar. 31, 2008

(Announced 4/27/2007)

(Revised targets)

DCMX subs:	4 mil	→	5 mil
No. of iD terminals:	250,000	→	250,000

Principal actions taken in FY2007/1H

Sales channel Started accepting DCMX members at DoCoMo Shops

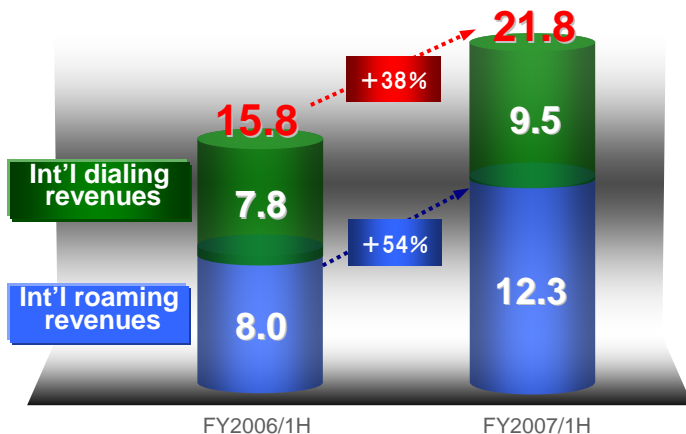
Card lineup Issued Family Card/ETC Card/Gold Card

Expanded shops supporting iD credit service Principal convenience store chains
Fast food chains
Small/mid-sized retailers

- International services revenues grew 38% year-on-year
- No. of roaming-enabled handset users topped 10 million

Int'l services revenues

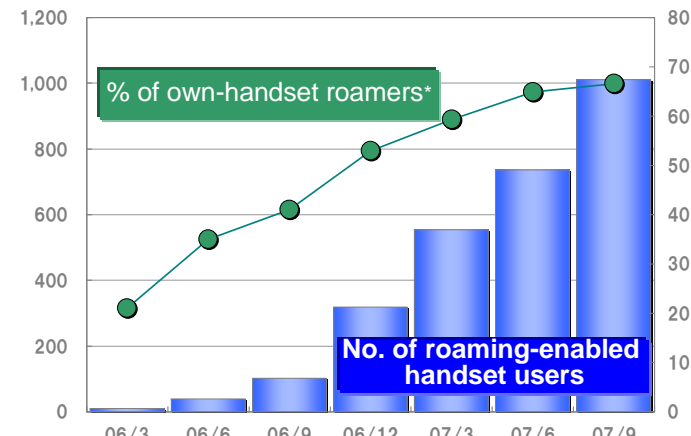
(Billions of yen)



% of own-handset roamers *

(10,000 subscribers)

(%)



GSM + 3G roaming capability installed in FOMA905i series as a standard feature

Further expansion of international roaming revenues

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

Projected Growth of Each Business Line

Flat-rate
business

FY2006 (Estimated)

Revenue size
¥400 billion

x1.5 times

FY2007 (Estimated)

Revenue size
¥600 billion
Projected revenue
boosting effect
¥60 billion

Life Assistant
Business

FY2006 (Actual)

DCMX
membership
2.1 million

x2.4 times

FY2007 (forecast)

DCMX
membership
5 million

International
Business

FY2006 (Actual)

Service revenues
¥34.1 billion

x1.3 times

FY2007 (forecast)

Service revenues
¥46 billion

