

DOCOMO's BlackBerry Strategy

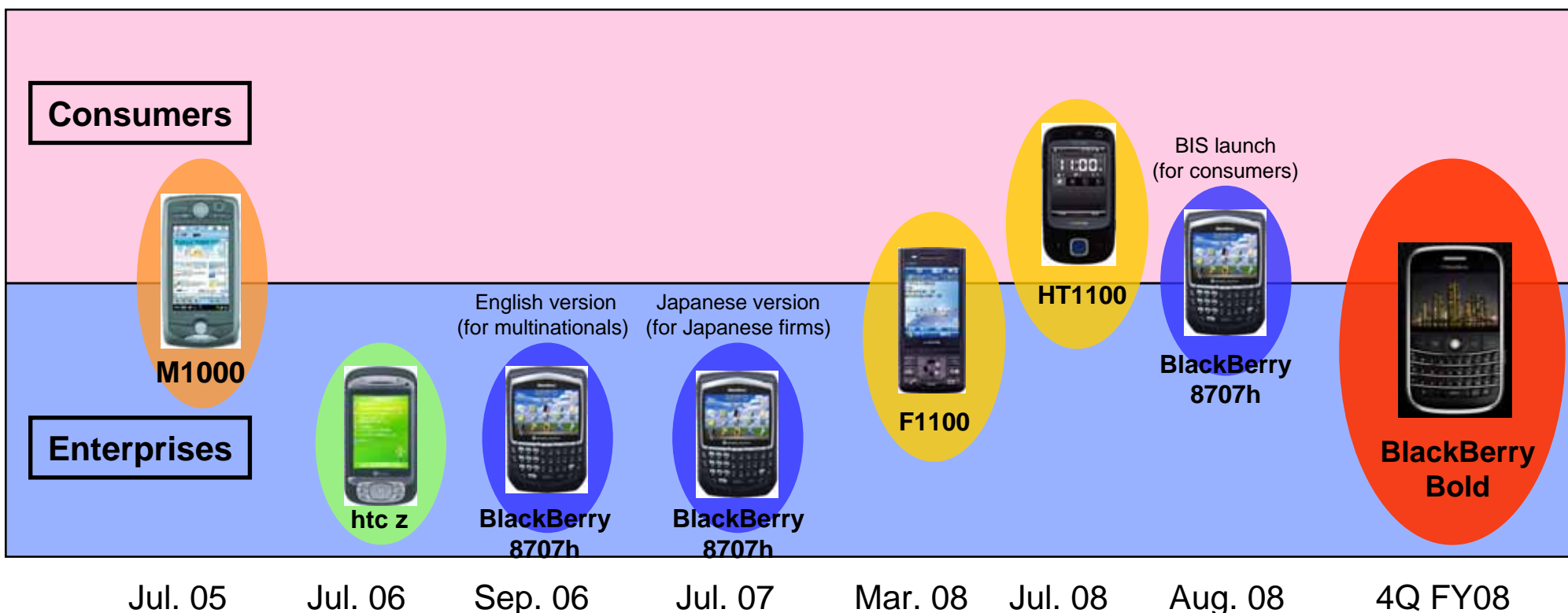
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This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as expected number of subscribers, and expected dividend payments. All 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, or may lead to decrease in ARPU or an increase in our costs and expenses.
2. Current and new services, usage patterns, and sales schemes introduced by our corporate group may not develop as planned, which could affect our financial condition and 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 service, 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.

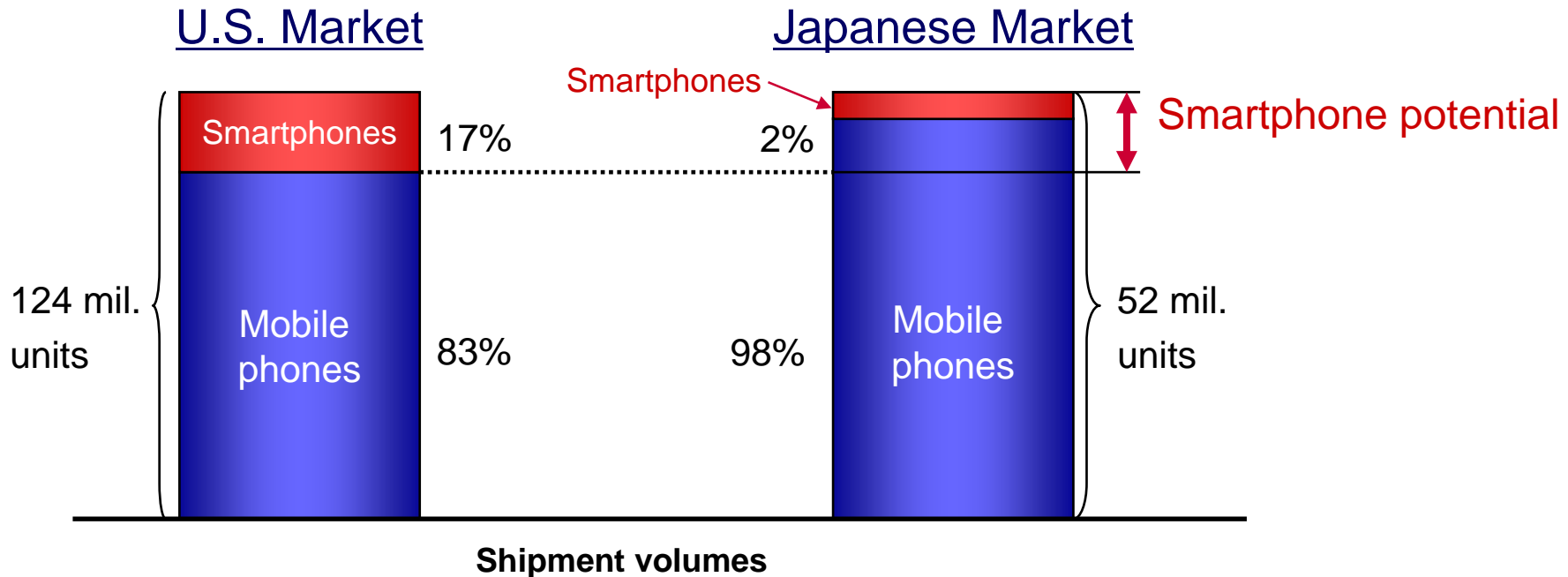
1. History of DOCOMO's Smartphone Business

- BlackBerry Bold has enhanced features for consumer market such as music, video and games along with high level of security for business market
- BlackBerry Bold enhanced features fulfill requirements from both business users and personal users



2. Strong Potential of Smartphones in Japan

- The penetration rate of smartphone in Japan is lower than that of in the U.S., because the wireless internet service (e.g. i-mode) has been very popular in Japan.
- Smartphones can be equipped easily with services and applications that provide versatile platforms to meet a wide range of customer needs.
- As wireless market in Japan saturates, smartphones will be more accepted by Japanese customers because smartphones covers a variety of customer needs

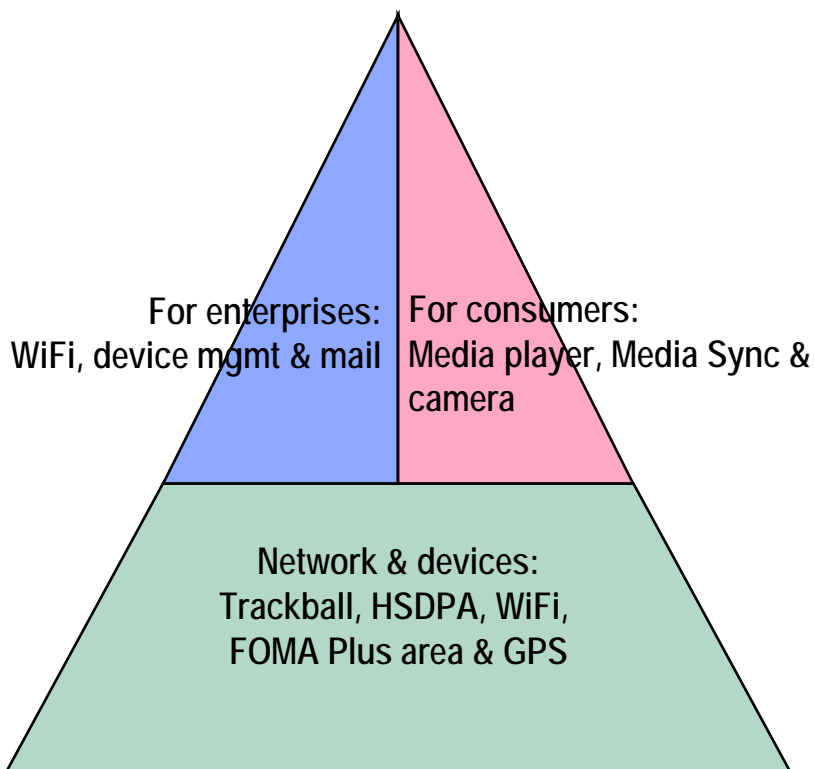


Sources: US -- NPD Group, Japan -- JEITA and ROA Group

3. New Functionality of BlackBerry Bold

- New functionality for enterprises and consumers have been added.

New Functionality



New Functions for Both Enterprises and Consumers

- ✓ FOMA High Speed (3.6 Mbps)
- ✓ WiFi (802.11 a/b/g)
- ✓ FOMA Plus Area
- ✓ GPS

Smart Packages for Enterprises

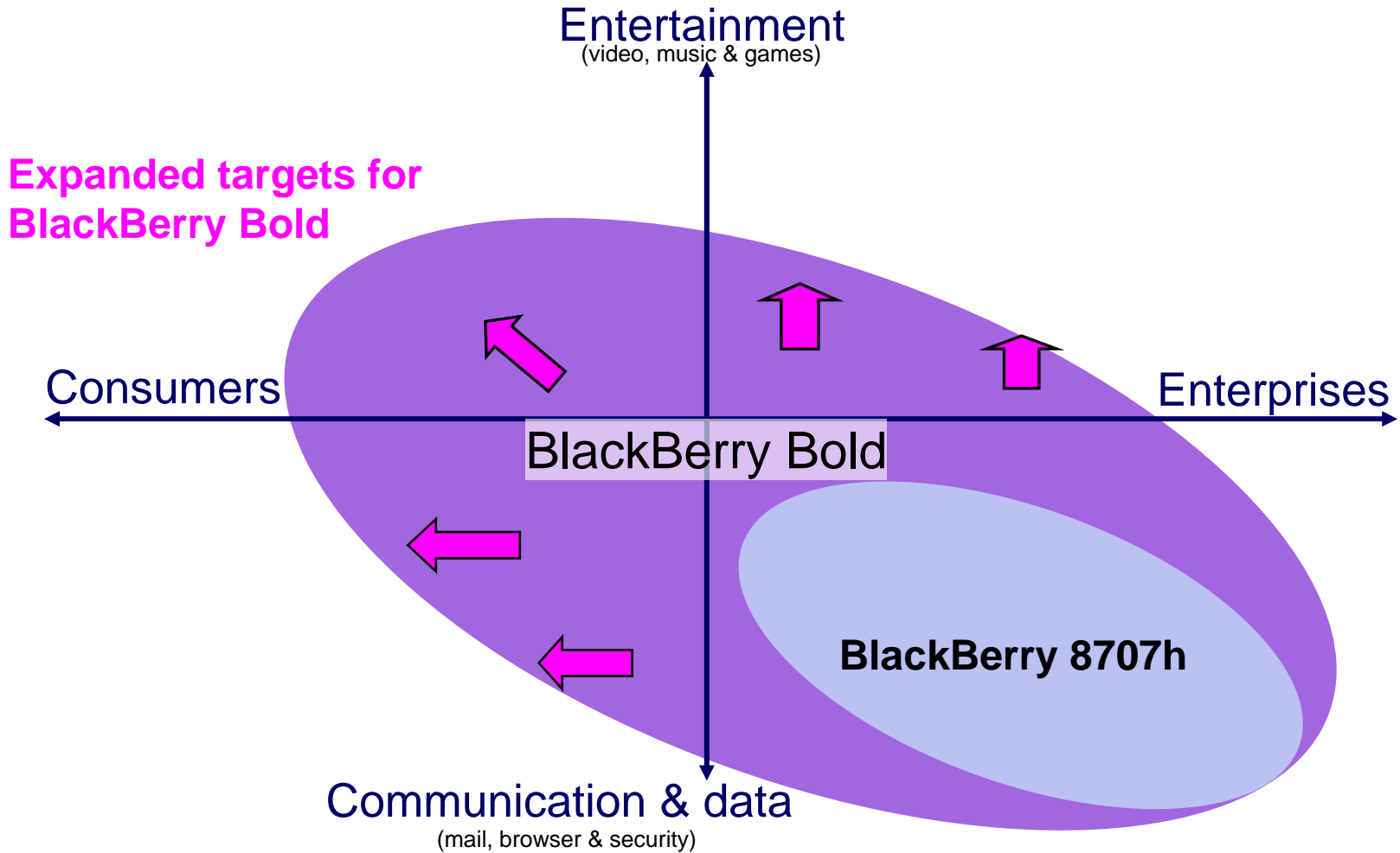
- ✓ Synchronization with In-office Wireless LAN and BlackBerry Enterprise Server
- ✓ Control of camera and external memory
- ✓ Enhanced (HTML) mail

Enhanced Functions for Consumers

- ✓ Advanced media player
- ✓ BlackBerry Media Sync application
- ✓ Camera (video & still)

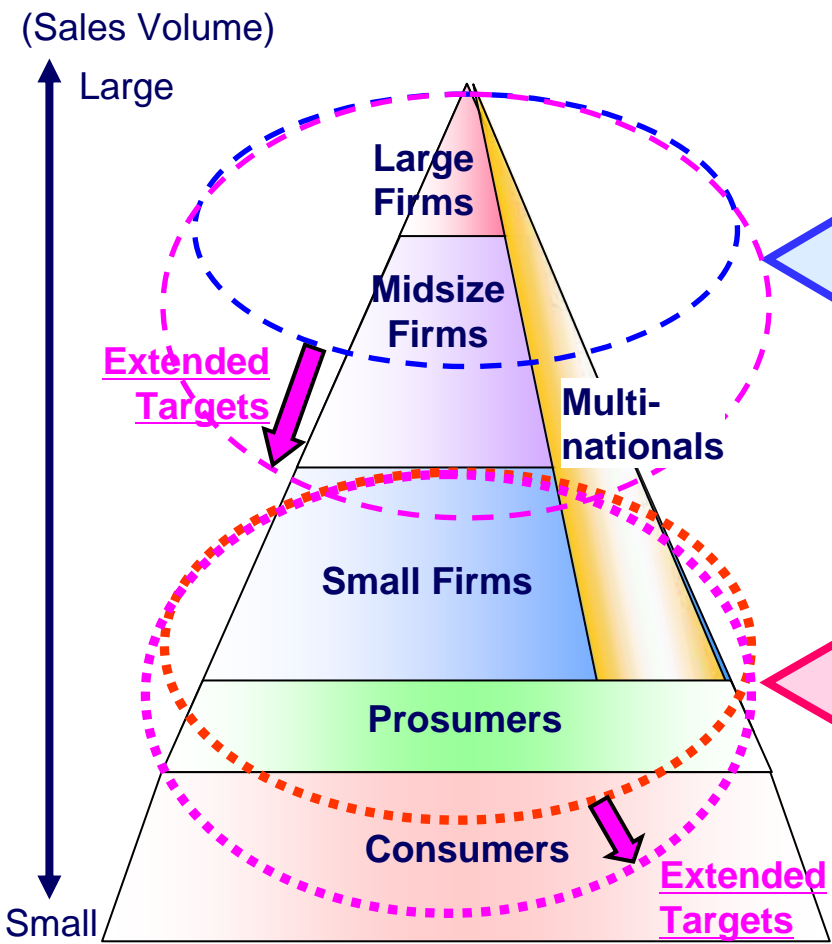
4. Product Positioning

- Enhanced entertainment functionality drastically expands target customer segments.



5. Flexible Packaging for Customer Segments

- NTT DOCOMO will provide flexible packaging for enterprises and consumers, based on each segment's needs.



BlackBerry Enterprise Solutions

- BlackBerry devices and network services with high security and for better productivity.
- Packages including BlackBerry Enterprise Server
- Targets: Large and midsize enterprises, multinationals and financial industry

BlackBerry Internet Services

- Packages with convenient communications functions (free mail, ISP mail and browsing) and powerful entertainment functions (media player, Media Sync and camera)
- Targets: Prosumers, SoHos and self-employed

6. Examples of Enterprise Application

- Enterprise solution offers a wide variety of applications tailored to the specific enterprises needs in addition to basic functions (Business mail and PIM synchronization).

Basic Functions (real-time push-based mail and PIM Synchronization)

■ Applications Packages (examples)

Workflow

Application, authorization and settlement of travel expenses

Mobile SFA/CRM

Sales force automation and access to corporate database

Real-time push-based information

Financial market information

Navigation

Efficient allocation of workforce in field

Note: BlackBerry offers special functions that enable administrators to use push-based applications.

7. Strategic Initiatives for BlackBerry Bold

- Strategic Initiatives of BlackBerry Bold will be implemented to realize 'Convenience of PC on your palm top'

1. High-Speed FOMA Network

- BlackBerry Bold is compatible with DOCOMO's FOMA High-speed network (Downlink 3.6M bps and FOMA Plus-area)

2. Unlimited Packet Package

- Unlimited Packet Package will be offered at the time of launch

3. Enhanced Customer Support

- Enhanced customer support for BlackBerry will be available via the dedicated call center and face to face support

4. Distribution of Japanese content and applications

Distribute Japanese content and applications via its smartphone portal site

5. Collaboration with system integrators and application developers

- Develop ecosystem in collaboration with system integrators and application development vendors.