



NTT DOCOMO, INC.

Results for the Fiscal Year Ended Mar. 31, 2009 and
Principal Actions Planned for the Fiscal Year Ending
Mar. 31, 2010

Apr. 28, 2009

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. Changes in the business environment such as intensifying competition from other cellular service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions, retention of existing subscriptions, or may lead to diminish ARPU, or may lead to 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.



FY2008 Results Highlights and Prospects for FY2009

FY2008 Results Highlights/FY2009 Forecasts

	2008/3 (Full-year) (1)	2009/3 (Full-year) (2)	Changes (1) →(2)	2010/3 (Full-year forecast) (3)	Changes (2) →(3)
Operating Revenues (Billions of yen)	4,711.8	4,448.0	-5.6%	4,382.0	-1.5%
Cellular Services Revenues (Billions of yen)	4,019.0	3,661.3	-8.9%	3,449.0	-5.8%
Operating Expenses (Billions of yen)	3,903.5	3,617.0	-7.3%	3,552.0	-1.8%
Operating Income (Billions of yen)	808.3	831.0	+2.8%	830.0	+0.1%
Income Before Income Taxes (Billions of yen)	800.7	780.5	-2.5%	832.0	+6.6%
Net Income (Billions of yen)	491.2	471.9	-3.9%	493.0	+4.5%
EBITDA Margin (%) *	34.8	37.7	+2.9 points	35.8	-1.9 points
Adjusted Free Cash Flow (Billions of yen) *	442.4	93.4	-78.9%	380.0	+306.9%

◆ Consolidated financial statements in this document are unaudited.

◆ 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.

* 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 U.S. GAAP on Slide 45 and the IR page of our website, www.nttdocomo.co.jp.

■ FY2008 Financial Results

Operating income: ¥831 billion (Up 2.8% year-on-year)

Achieved 100.1% of FY08 full-year forecast

【Highlights】

New business model

New discount services*1

Uptake expanded to approx. 60% of our total cellular subscribers

New handset purchase methods

Value Course selection rate*2 maintained at over 90%

Total no. of handsets sold

20.13 million units
(Down 5.61 million units or 21.8% year-on-year)

Depreciation/amortization

Accelerated depreciation of mova-related assets (¥75.7 billion)

Churn rate: 0.50%
(FY09/4Q churn rate: 0.52%)

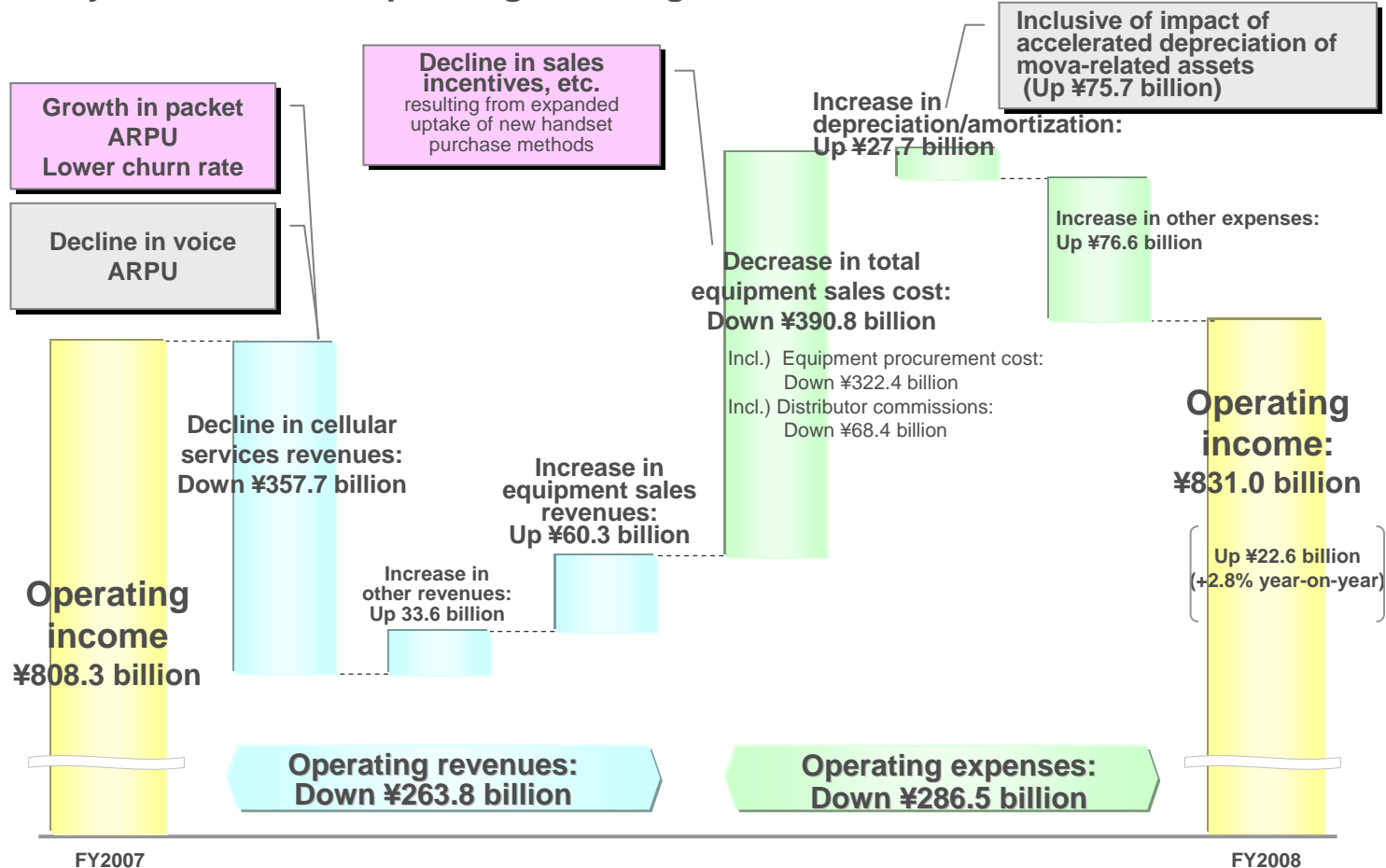
Reduced distributor commissions

*1: "Fami-wari MAX 50", "Hitoridemo Discount 50" and "Office-wari MAX 50"

*2: Percentage of users who chose "Value Course" among total users who purchased a handset using new purchase methods

FY2008 Financial Results -Key Factors-

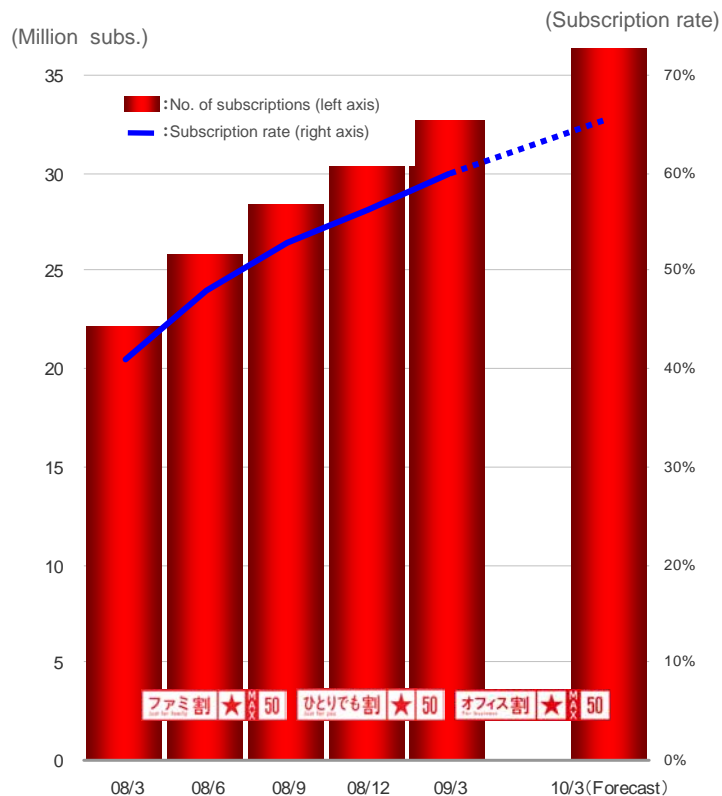
Key factors behind operating income growth <FY07⇒FY08>



New Business Model

New Discount Services*1

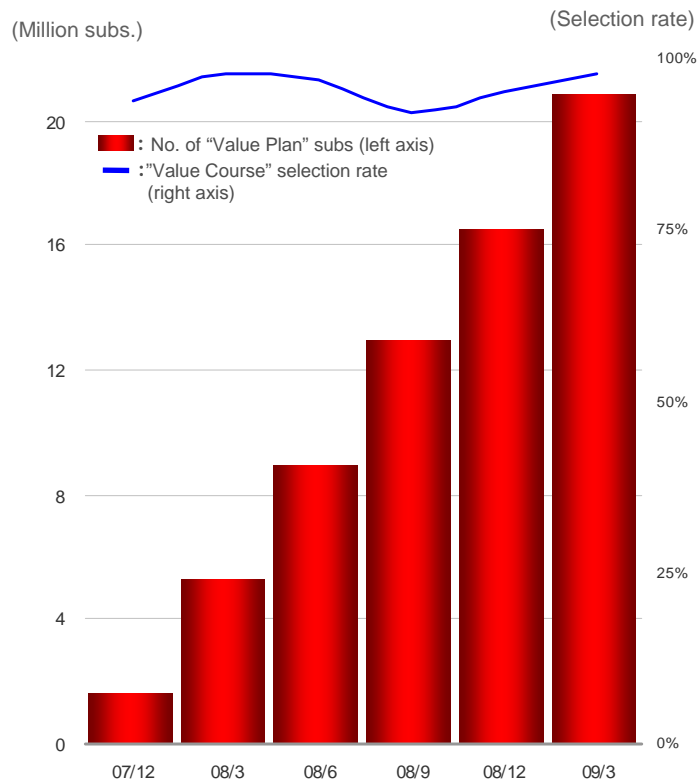
■ No. of subscriptions



*1 "Fami-wari MAX 50", "Hitoridemo Discount 50" and "Office-wari MAX 50"

New Purchase Methods

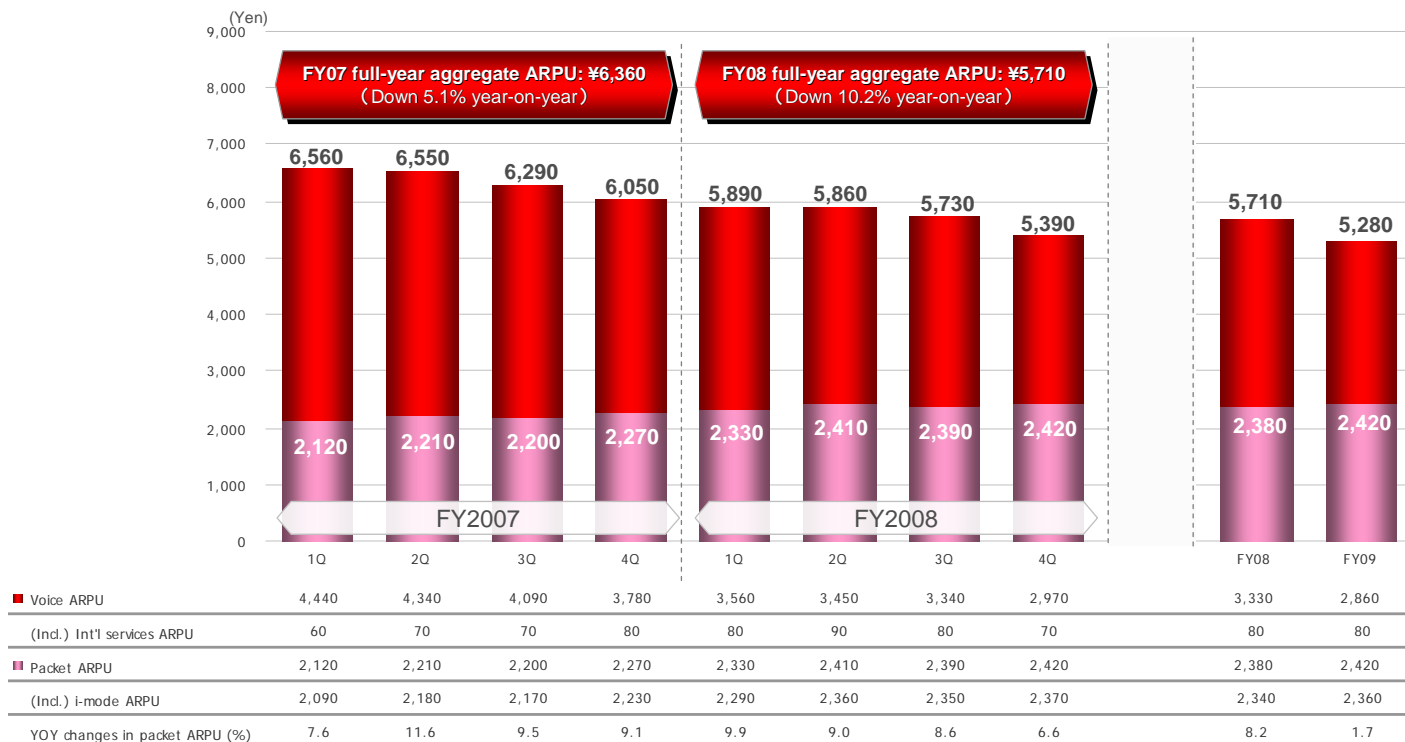
■ "Value Plan" subscriptions & "Value Course" selection rate*2



*2 Percentage of users who chose "Value Course" among total users who purchased a handset using new purchase methods

Cellular (FOMA+mova) ARPU

- Aggregate ARPU for FY2008 was ¥5,710 (Down 10.2% year-on-year)
- Data ARPU was ¥2,380 (Up 8.2% year-on-year)

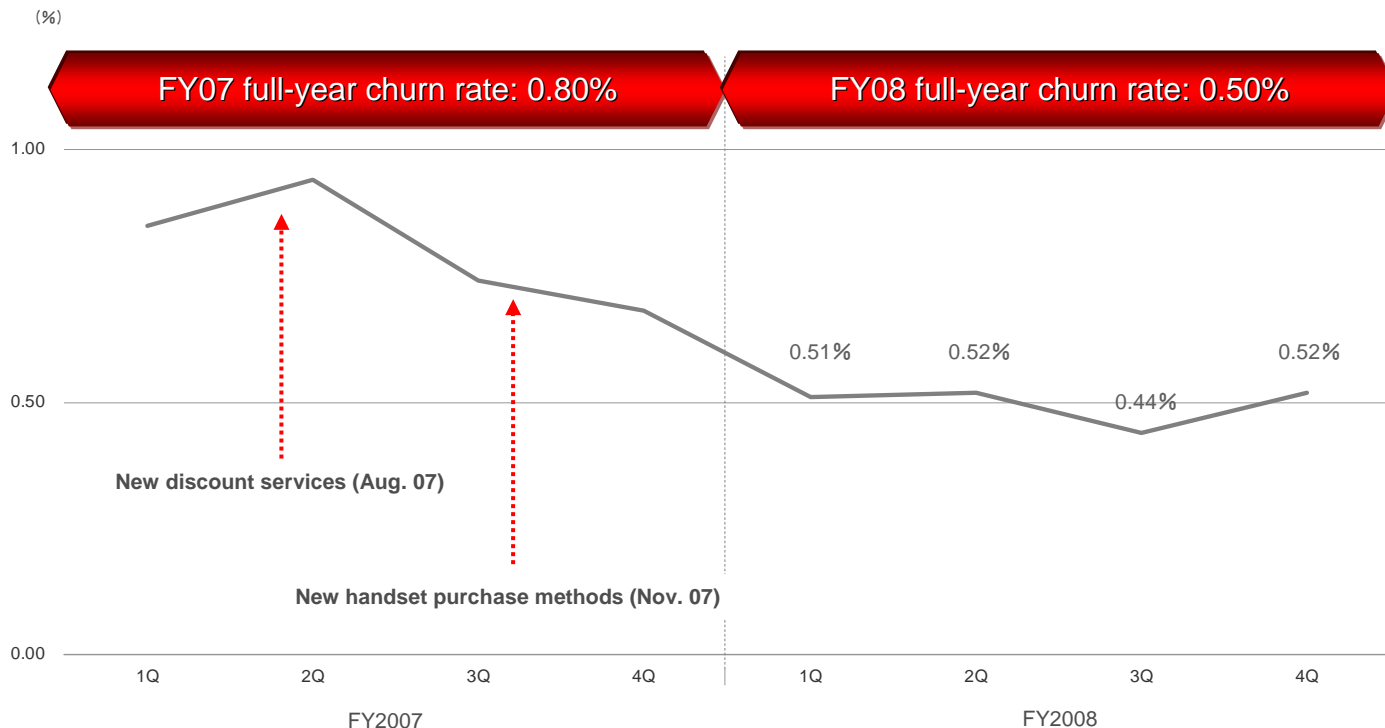


◆ For an explanation of ARPU, please see Slide 44 of this document, "Definition and Calculation Methods of MOU and ARPU".

Churn Rate

- FY2008 full-year churn rate was 0.50%

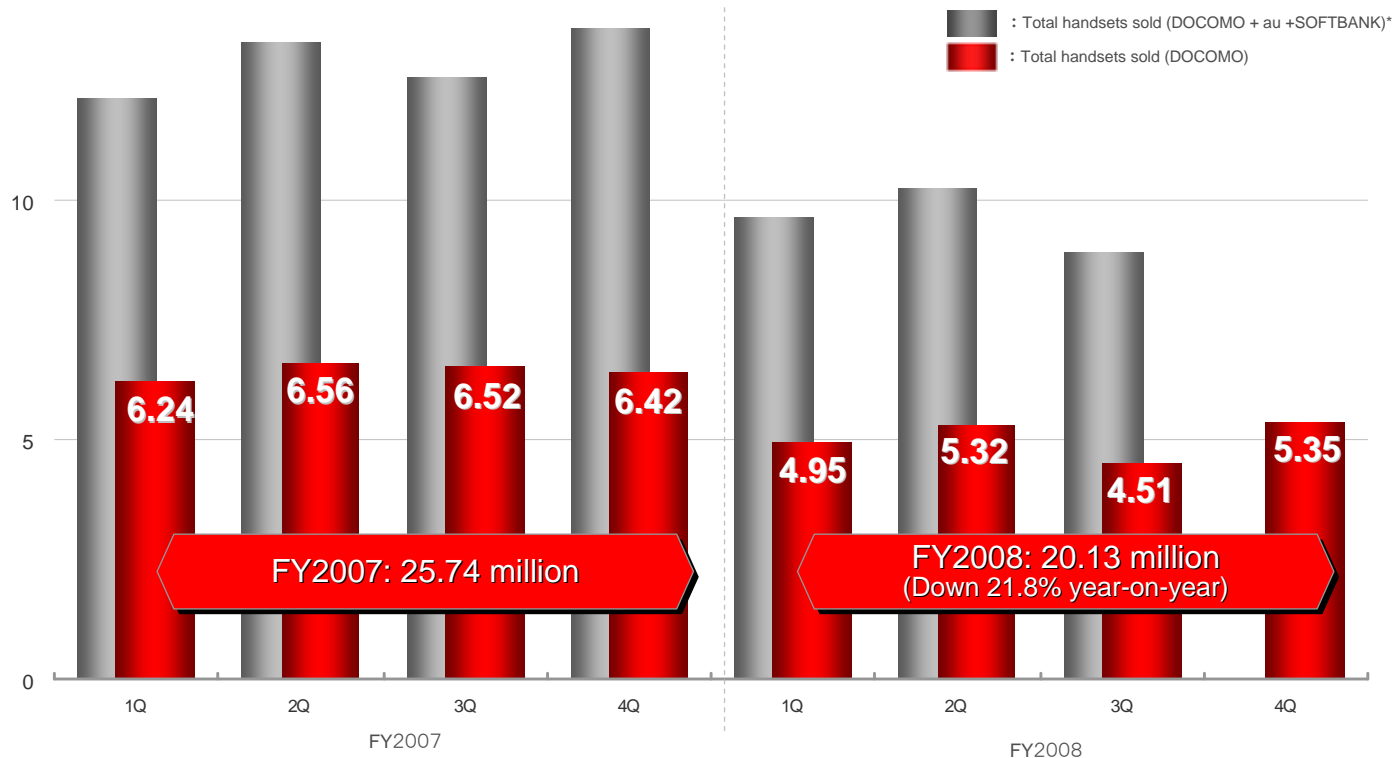
■ Cellular (FOMA+mova) Churn Rate



Total Handset Sales

- Total no. of handsets sold in FY2008: 20.13 million (Down 21.8% year-on-year)
- Total handset sales for FY2009 projected to be 19.70 million

(Million units)



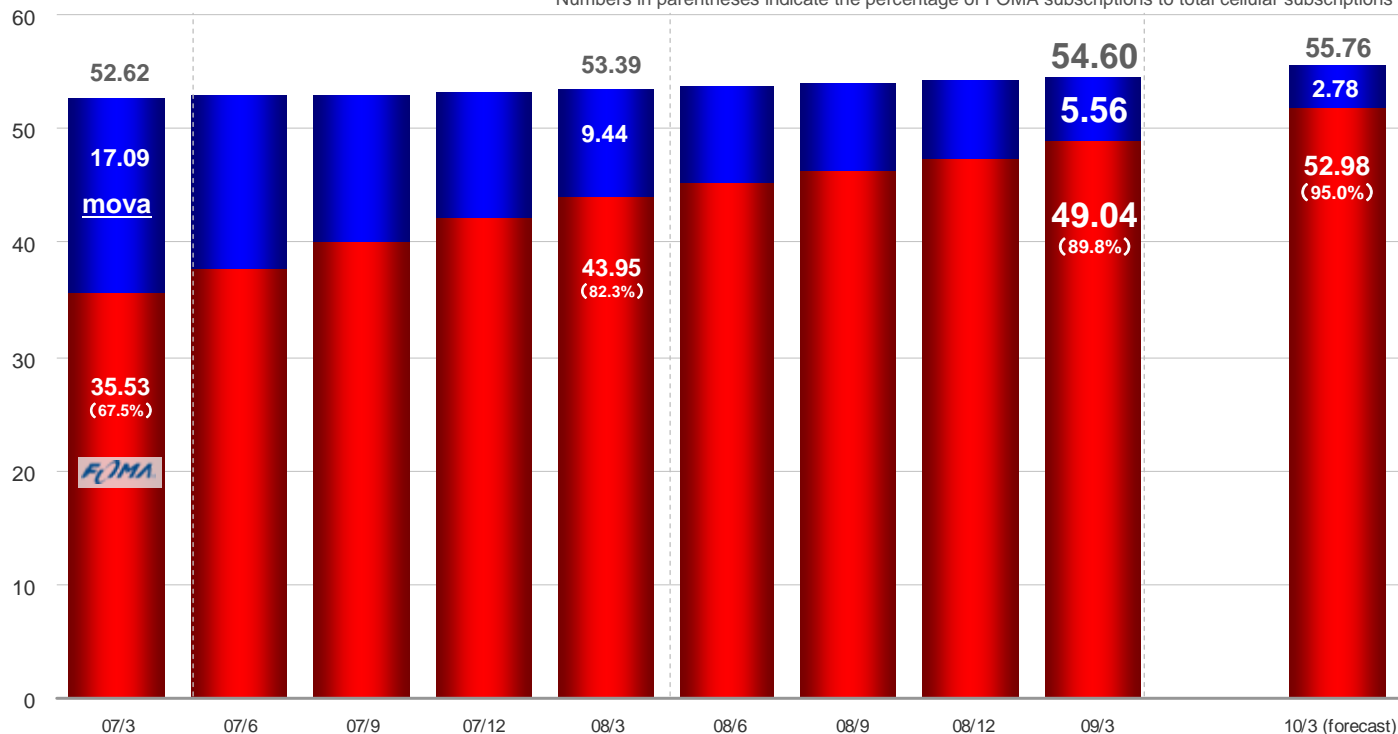
*Calculated based on financial results materials of each company

Subscriber Migration to FOMA

- Accelerate subscriber migration to FOMA in view of scheduled termination of mova services (March 31, 2010)
- Aim to grow FOMA subscriptions to 95% of total by Mar. 31, 2010

(Million subs.)

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



◆ Inclusive of Communication Module Services subscriptions

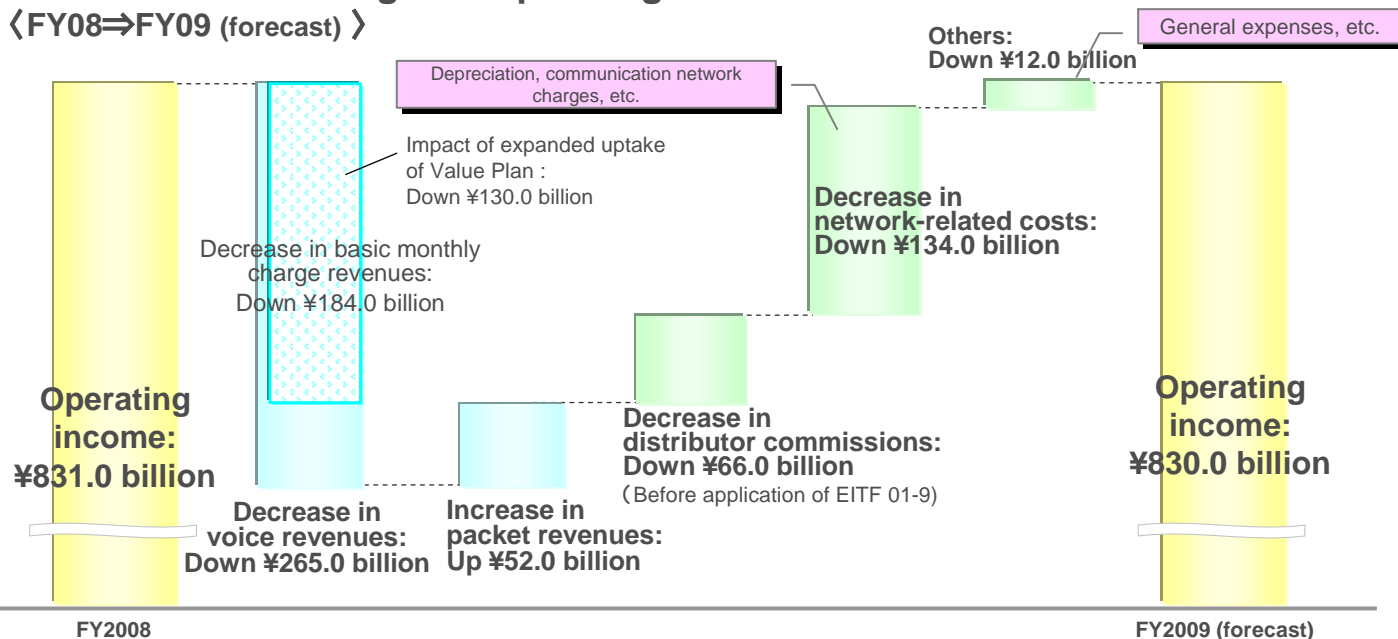
FY2009 Results Forecasts

Operating income: ¥830.0 billion

⇒ Secure operating income by making up for the decline in voice revenues by reducing network-related costs and distributor commissions, etc.

Factors behind changes in operating income

〈FY08⇒FY09 (forecast)〉





Principal Actions Planned for FY2009

FY2009 Business Operation Policies

- FY2009 is positioned as “a year to take steadfast steps” toward achieving our medium-term vision, while working to further improve customer satisfaction

“Change and Challenge”

Improvement of customer satisfaction

Enrich after-sales support

More affordable & easier-to-use billing plans

Area quality improvement

Actions to expand usage

Motivate subscribers to join flat-rate services by enriching video content portfolio, etc.

Creation of new revenue sources

Personalization

Enhancement & enrichment of services

Social support

Health care, environment/ ecology business

Converged services

“Home Area” services

Explore strategic investments & alliances

Improvement of cost efficiency

Boost efficiency of network -related costs

Further cut general expenses

CSR

Strengthen CSR activities

- Revise billing plans to make our services easier-to-use & more affordable

More affordable billing plans

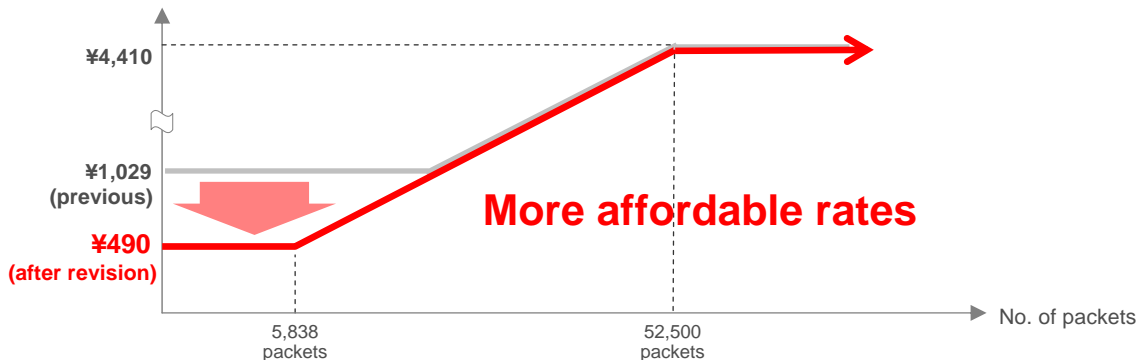
ありがとうございます
ドコモから

“Pake-hodai double”

パケホダイダブル 定額制

Entry rate: ¥490/month
(tax included)

To be applied from May 1, 2009 (planned)



Improvement of Customer Satisfaction -3-

- Revise billing plans to allow customers access video and other rich contents free of worries about phone bill

More affordable billing plans



“Biz-hodai double”

To be applied from
May 1, 2009 (planned)

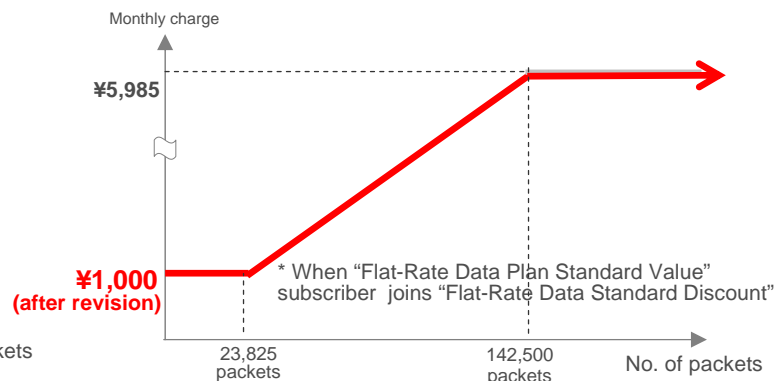
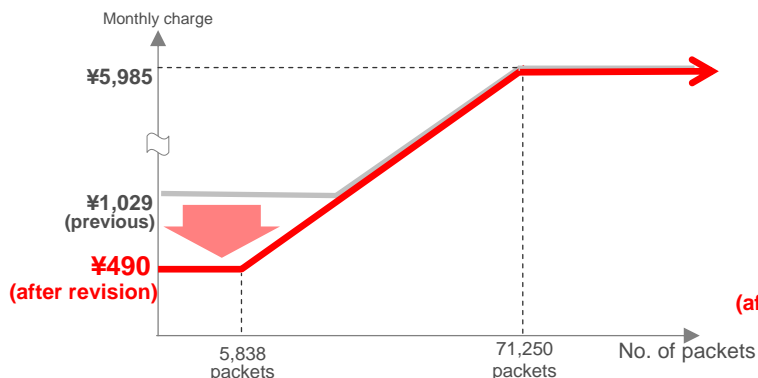
Entry rate: ¥490/month
(tax included)

“Flat-rate Data Plan Standard”

To be applied from July 1, 2009 (planned)

If “Flat-Rate Data Plan Standard Value” subscriber
joins “Flat-Rate Data Standard Discount”

¥1,000/month (tax included)



- Continually implement various measures to enhance customer satisfaction



- ▶ **Expansion of free-of-charge mail service between Family Discount/Office Discount group members**

To be applied from May 1, 2009 (planned)

- ⇒ Mail attachments such as large-capacity video, Deco-mail or other images can also be transmitted free of charge



- ▶ **Better response to coverage improvement request from customers (customer visit within 48 hours)**

- ⇒ Customer visit to be continued in FY09 to respond to more requests from customers.

Introduce new repeater compatible with FOMA Plus-Area to improve indoor area quality



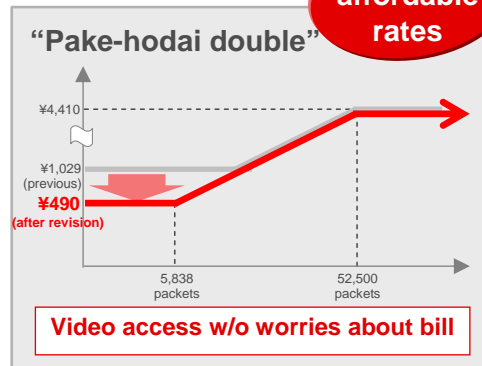
- ▶ **Improved convenience to overseas travelers, Japanese living abroad**

- ⇒ Establish new overseas customer counters in London and New York in addition to existing overseas offices (9 offices in 7 countries)

Actions for expand Usage –1–

• Expand packet usage through handset functionality enhancement and enrichment of content

■ Billing plans



■ Handsets

“Inline FLASH”

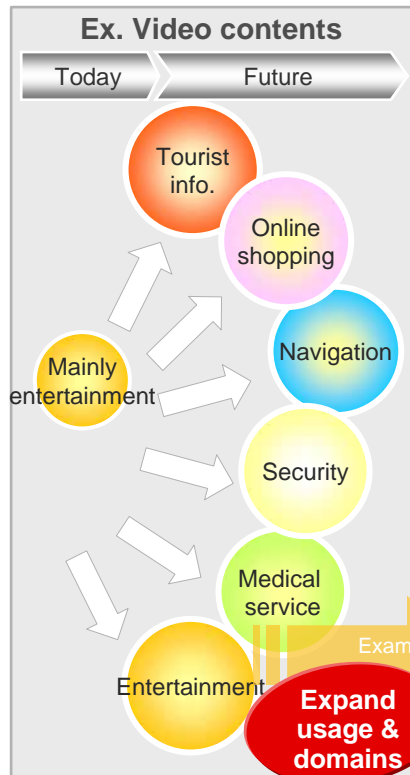
Allows users to deliver more natural expression by projecting video on a section of mobile phone screen

* Picture is conceptual

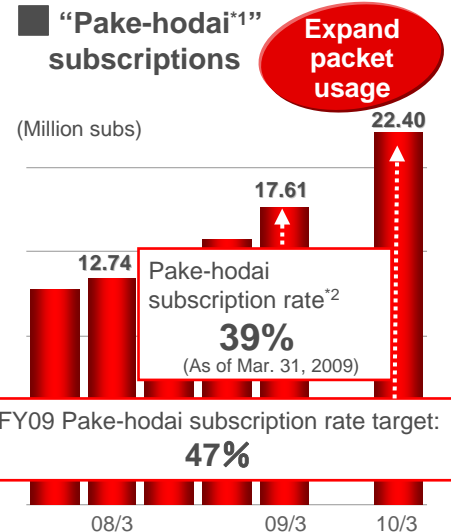
More natural use of video

Functional enhancement

■ Expansion of services & contents



■ Growing flat-rate subs



BeeTV

Planned launch: May 1, 2009

¥315/month (tax included)

What you really wanted to see is now in your hands

*1: Inclusive of “Pake-hodai full” and “Pake-hodai double” subscriptions

*2: Pake-hodai subscription rate= No. of Pake-hodai subscriptions/Total FOMA i-mode subscriptions

◆ Please confirm the details of each service at docomo Shops or on our web site.

Actions for expand Usage -2-

- Enrich lineup of smartphones/data devices and reinforce sales promotion to expand market and acquire new subscriptions

Smartphones

Enrich product lineup



HT-01A



HT-02A



BlackBerry Bold

More models to be added in future

“Biz-hodai double”



- ▷ Reduce “Biz-hodai” minimum rate to ¥490/month

Data devices (data cards/modules)

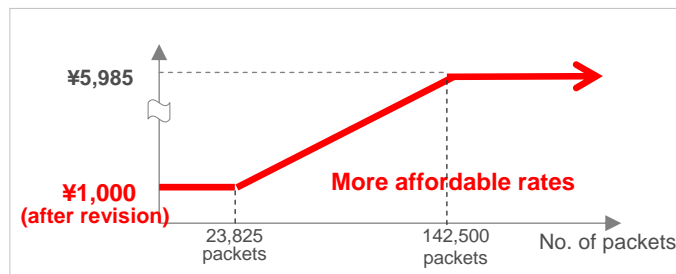
Billing plans

“Flat-rate Data Plan Standard”



- ▷ Entry rate: ¥1,000/month (tax included)

* If subscribed to “Data Plan Standard Value” together with “Flat-rate Data Standard Discount”



Sales channel

- ▷ Expand floor space at mass retailers
- ▷ Strengthen sales at docomo Shops

Data devices

- ▷ HSUPA-enabled
- ▷ Products with built-in module

- No. of “i-concier” subscriptions: Topped 1 million (Apr. 11, 2009)
- Enhance “i-concier” functions by linking it with location information (FY2009/2H)

■ “i-concier” subs

Topped 1 million

(Apr. 11, 2009)



Target subs as of Mar. 31, 2010:
3.80 million

Functional enhancement
by linking “i-concier”
with location information

Planned for FY09/2H

Enrichment of community
information content

Aim to use “B to B to C model”
for information delivery
to customers

Social Support

• Establish infrastructure that enhances efficiency of information distribution in five fields where mobile communications can make great contributions (environment, medical service, finance, safety/security and education) and develop into commercial business. In FY2009, we will focus on the three fields below, actively seeking alliance with external partners to achieve an early take-off of businesses

Health care business

Establish infrastructure for delivering personal medical information using mobile communications

- Health care/medical information delivery service
- Remote medical support

Environment/ecology business

Establish infrastructure for information collection through by combining sensing technologies with mobile communications

- Environmental sensing
- Eco-life support (energy-saving support)

Finance/payment business

Further diversify services and businesses in finance and payment fields

- Promotion of mobile CRM
- New convergence service in the field of Finance

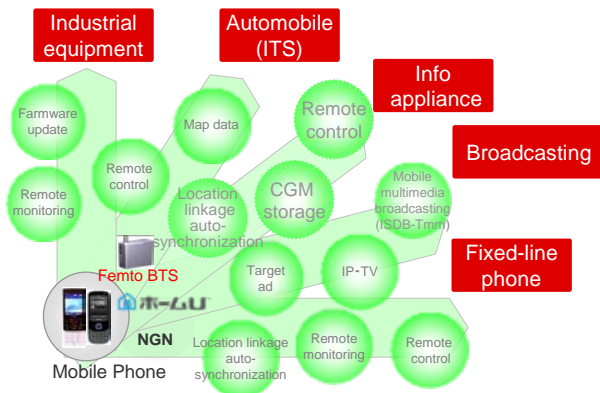
Conduct verification experiments and trials and work to create new business opportunities from a long-term perspective

Converged Services

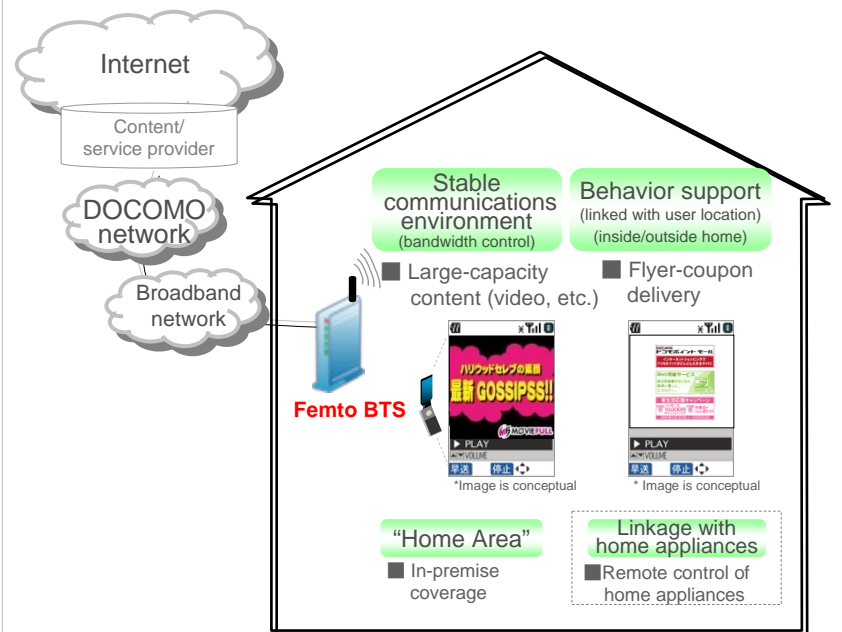
- Launch new “Home Area” services using femto cells, with the aim of expanding and proliferating converged services

(Planned for FY2009/2H)

Directions of convergence



“Home Area” services using femto cells



To be started from FY2009/2H or beyond

Investment/Alliances

- Leverage investments/alliances with the aim of expanding businesses in fields where mobile communications can make great contributions

Investment in OAK LAWN MARKETING

Invigorate mobile e-commerce market through convergence with TV shopping service



Joint venture with AEON Group

(planned in May 2009)

Mobile business

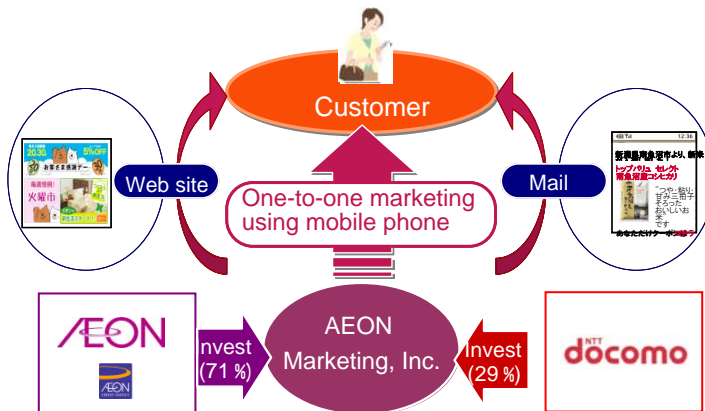
Timely information delivery based on customer attributes

Proxy sales promotion

Member data management, sales promotion by entrustment

Marketing business

Customer/shop POS data analysis, customer survey (e.g., mobile survey)



International Businesses

- Seamlessly provide Japanese and overseas customers with high-quality mobile services comparable to DOCOMO's, making full use of our own resources and leveraging alliances with overseas partners

International services

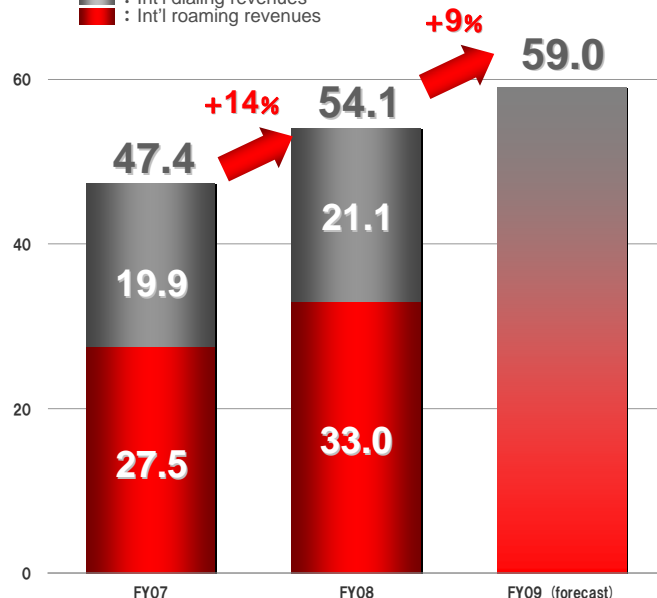
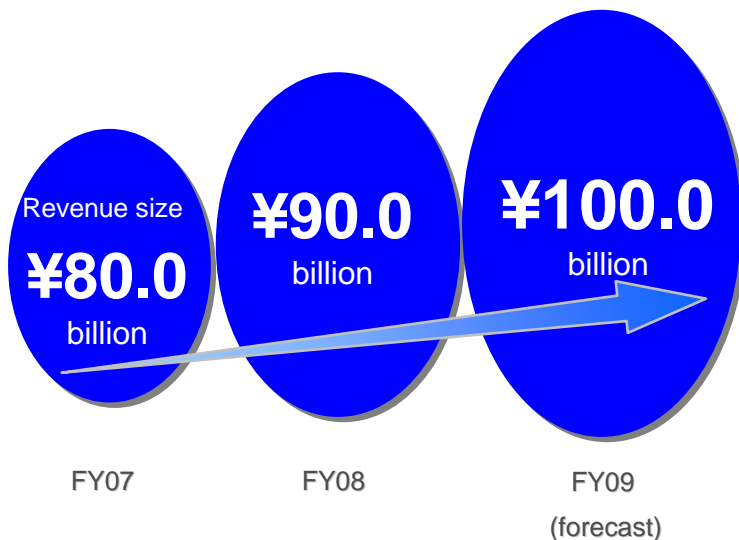
Enterprise solutions

Overseas business deployment

Revenue size of international businesses* Incl.) Int'l dialing/roaming revenues

(Billions of yen) (Inclusive of inbound roaming revenues)

■ : Int'l dialing revenues
■ : Int'l roaming revenues



* Includes international calls/roaming revenues, dividends from overseas investees and revenue contribution from overseas affiliates accounted for by equity method, etc.

- Step up efforts to capture the growing enterprise market

■ Principal actions (FY09)

Establish structure to account & contact all clients

- To grow subscriptions -

- ▶ Increase corporate subscriptions
- ▶ Expand mobile market
 - Steadfast migration to FOMA
 - Horizontal expansion of existing market (vending machines, mobile payment, etc.)
 - Cultivate & expand new markets (ITS, etc.)
- ▶ Strengthen proposals relating to safety/security and CSR
 - Expand adoption of "Area Mail" emergency alert service (for local governments)
 - CO2 emission reduction using fleet management system, etc.

Reinforce solution deployment

- To expand SI/product revenues, new businesses-

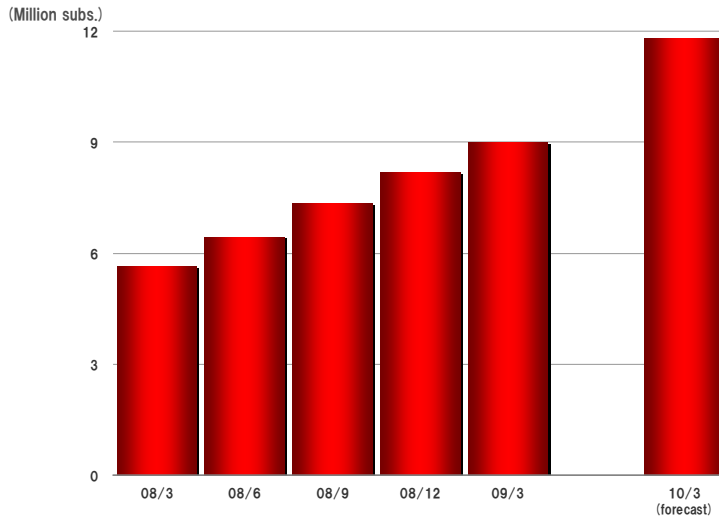
- ▶ Propose attractive devices/solutions
 - FMC solutions
 - ⇒ Nationwide office extension service "Office Link"
 - Security solutions
 - ⇒ "Anshin Manager", "Command Direct"
 - Smartphone solutions
 - ⇒ Expand BlackBerry-related services
- ▶ Expand B to B to C businesses

【FY09 Target】 No. of subscriptions (by corporate name): 7.00 million

(400,000 net additions)

- Strengthen activities to boost usage and increase mobile credit users

■ DCMX subscribers



《FY2009 targets》

DCMX subscriptions: **11.80 million**

No. of iD payment terminals installed:
430,000

■ Principal actions

Boost usage

■ Expand merchants (increase point accumulation rate)

▶ docomo Point merchants

Higher point accumulation for credit card payment



▶ DCMX docomo Point Mall

Higher point accumulation for net shopping



■ Reinforce promotions

▶ Attach emphasis on boosting credit usage

Subscriber acquisition

- Reinforce sales activities at docomo Shops

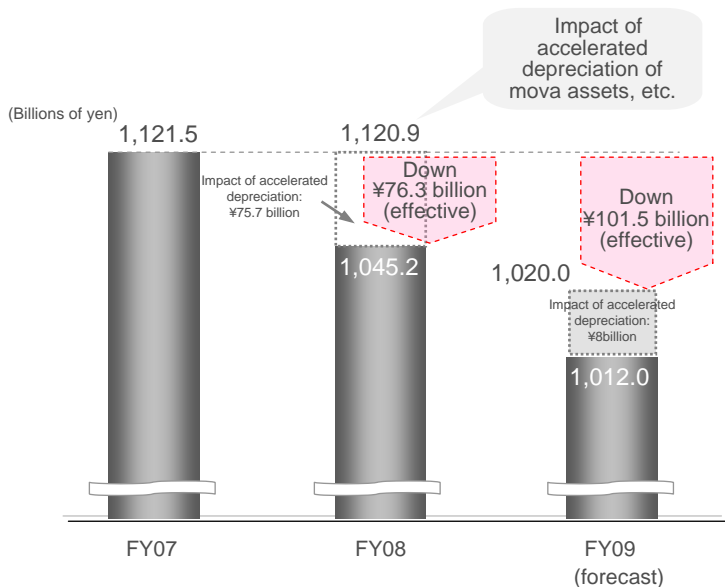


Improvement of Cost Efficiency –1–

- Improve cost efficiency to strengthen business foundation

■ Network related costs

(depreciation/communication network charges)



Measures to improve efficiency of network –related costs

Reduction of base station construction costs

- ▷ Improve efficiency by standardizing base station tower specifications
- ▷ Use of optimal equipment for each area

Streamlining of network

- ▷ Conversion into IP network
 - Use of generic equipment, integration of equipment through capacity enhancement
- ▷ Structural reform of i-mode center
 - Use of large-capacity equipment, integration of equipment by reviewing application configuration
- ▷ Simplified network

Reduction of communication network charges

- ▷ Optimization of BS transmission lines
- ▷ Construction of more economical transmission network

Improvement of Cost Efficiency -2-

■ General expenses

- ▶ Continually work to cut general expenses
- ▶ Operational efficiency improvement through integration of former regional subsidiaries
- ▶ Operational process review

FY09

**Approx.
¥40.0 billion
reduction**

【Principal actions for efficiency improvement】

Review of
handset logistics/
repair handset logistics

Integration of contractors:

Handset logistics: 5 ⇒ 1

Repair handset logistics: 9 ⇒ 2
(to be reduced to 1 contractor in FY10)

**To be completed within
FY09/2H**

Integration/
efficiency improvement
of various centers

Repair
acceptance
center

Call
center

Billing
center

**To be implemented
by FY2010**

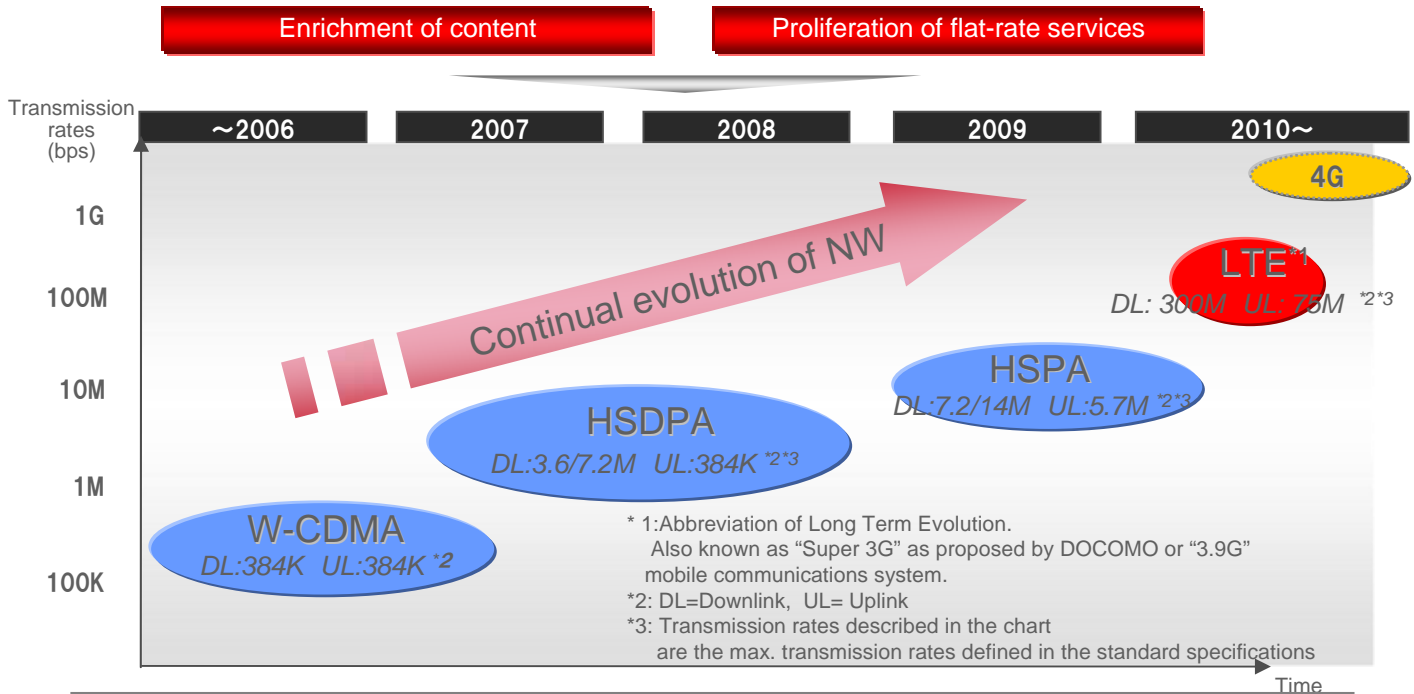
Optimal allocation of
human resources

- Streamline staff organizations
- Priority allocation of human resources to customer fronts and other growth areas

**Transfer approx.
400 employees**

Network Evolution

- Facilitate network evolution to advance services



■ HSUPA (HSPA): Planned for introduction in June 2009

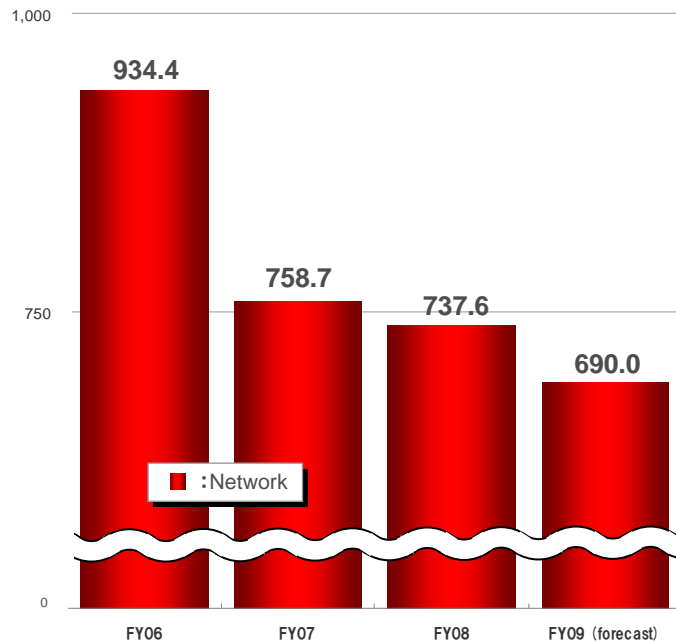
■ LTE: Planned for introduction in FY2010 as one of the first adopters in the world

Capital Expenditures/Network

- CAPEX for FY2009 is estimated to be ¥690.0 billion
- Reinforce customer response and quality improvement to further enhance customer satisfaction

■ Historical changes in CAPEX

(Billions of yen)



■ Principal actions (network)

For further quality enhancement

▷ HIGH-SPEED areas

- Achieved 100% HSDPA POP coverage (FY08)
- Introduction of HSUPA (FY09)

▷ Further quality improvement based on customer needs

▷ Capacity build-up to accommodate traffic growth

FOMA area

▷ Customer visit within 48 hours

(FY08 track record)

No. of visits : Approx. 13,000 visits

Improper radio conditions : Approx. 11,000 cases

Improvement reported in over 80% of total cases*

Improve efficiency of network-related costs

* Inclusive of some planned improvement measures

CSR Activities

- Further strengthen CSR (Corporate Social Responsibility) activities

Mobile Phone Safety Class

Plan to hold
approx. 6,000 sessions
in FY09

Added menu
for the elderly

Included
measures against
bank transfer
scams



Mobile Phone Safety Class*

Free DVD

Plan to distribute
to all elementary/
junior high schools
in Japan
(Approx. 33,000
schools)



DVD (video)*

* Include explanations on "Act on Enhanced Environment for Youth's Safe and Secure Internet Use"

"DOCOMO Woods" forestation campaign

Complete expansion of
"DOCOMO Woods"
to all prefectures of Japan
(Planned for completion in FY09)



Energy -saving technology verification center

Established center
for verifying
latest energy-saving
technologies and started
commercialization tests

Tachikawa ICT Ecology Center



Introduction of partial
air conditioning
equipment

Efficient
air stream design
technologies

Intelligent
air conditioning
equipment

Adoption of
direct current
server equipment

Actions for Safety and Security

- Aim to realize safer and more secure mobile society

Reinforce disaster response/preparedness

Mobile base station vehicle equipped with satellite entrance

Plan to deploy total 9 units across Japan

(5 units to be added within FY09)

Mobile base station vehicles

Deployed 52 units across Japan

Mobile power supply vehicle

Deployed 65 units across Japan



Mobile BS vehicle with satellite entrance

Filtering Service

to restrict access to harmful sites, etc.

Default application of filtering to protect children from harmful sites, etc.

Introduction of access customization feature



有害サイトから
子供を守る!

▶ **Default application of “i-mode Filter”**
(blacklist solution)

▶ **Introduction of “customizable access restriction” feature**

Possible to permit/reject access to sites subject to access restriction based on parent's decision

▶ **Ensure “Act on Enhanced Environment for Youth's Safe and Secure Internet Use”**

Step up actions for safe/secure use of mobile phones

Return to Shareholders

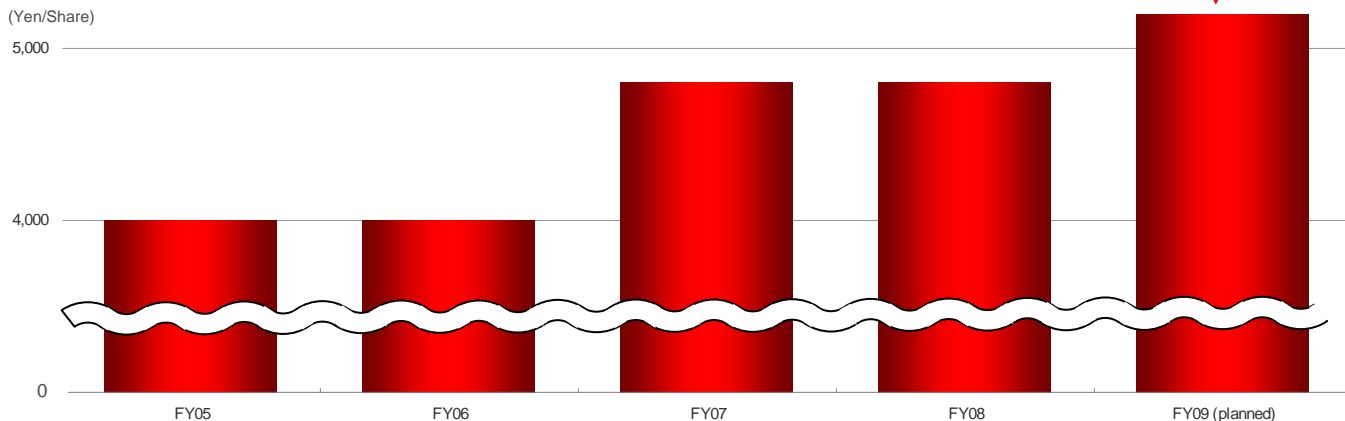
- Returning profits to shareholders is considered one of the most important issues in our corporate policies

⇒ Increase dividend: ¥5,200/share

(For fiscal year ending Mar. 31, 2010 (planned))

Dividend per share

Dividend payout ratio: 44% (forecast)



〈Repurchase of own shares〉 (As of Apr. 28, 2009)

- Repurchased shares worth ¥85.0 billion out of ¥150.0 billion budget authorized by resolution at 17th General Meeting of Shareholders*

* Resolved at Ordinary General Meeting of Shareholders on Jun. 20, 2008

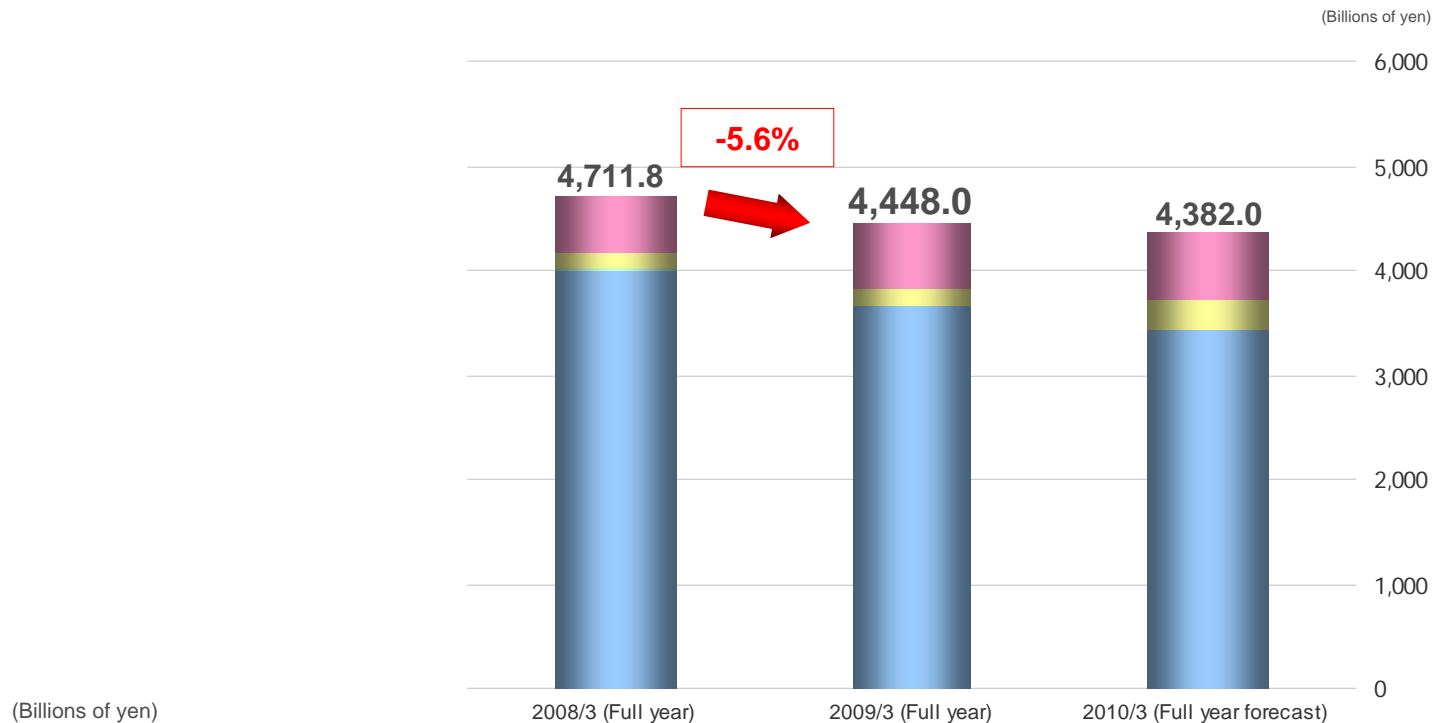
NTT
docomo



Appendices

Operating Revenues

U.S. GAAP



Equipment sales revenues

546.6

606.9

664.0

Other revenues

136.8

179.8

269.0

PHS revenues

9.5

-

-

Cellular services revenues (voice, packet)

4,019.0

3,661.3

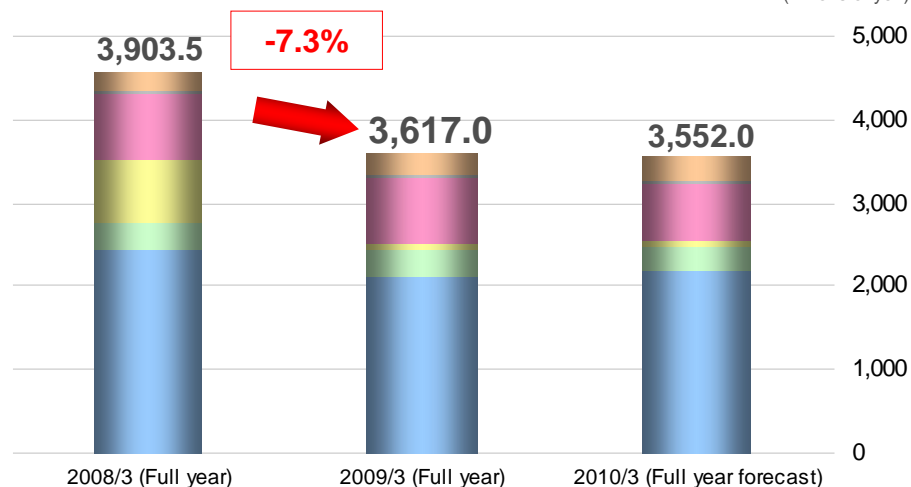
3,449.0

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

Operating Expenses

U.S. GAAP

(Billions of yen)



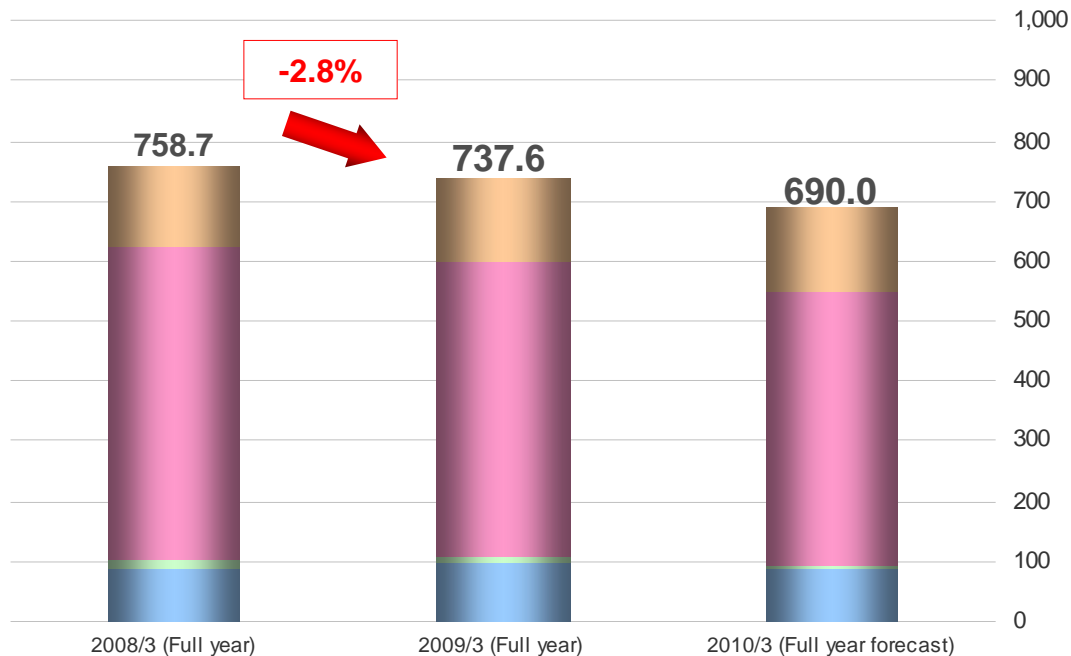
(Billions of yen)

Category	2008/3 (Full year)	2009/3 (Full year)	2010/3 (Full year forecast)
Personnel expenses	233.4	254.1	263.0
Taxes and public duties	38.8	38.7	39.0
Depreciation and amortization	776.4	804.2	710.0
Loss on disposal of property, plant and equipment and intangible assets	754.0	69.7	45.0
Communication network charges	345.1	316.7	302.0
Non-personnel expenses	2,434.4	2,133.6	2,193.0
(Incl.) Revenue-linked expenses*	1,679.2	1,333.9	1,326.0
(Incl.) Other non-personnel expenses	755.2	799.7	867.0

* Revenue-linked expenses: Cost of equipment sold + distributor commissions + cost of docomo point service

Capital Expenditure

(Billions of yen)



Other (information systems, etc.)

134.5

136.3

140.0

PHS business

0.2

-

-

Mobile phone business (FOMA)

520.4

489.9

454.0

Mobile phone business (mova)

14.6

10.7

5.0

Mobile phone business (Other)

89.0

100.7

90.0

Operational Results and Forecasts

			2008/3 (Full-year) (1)	2009/3 (Full-year) (2)	Changes (1) →(2)	2010/3 (Full-year forecast)	
Cellular Phone	No. of Subscriptions (thousands)*1		53,388	54,601	+2.3%	55,760	
	mova		9,438	5,560	-41.1%	2,780	
	FOMA		43,949	49,040	+11.6%	52,980	
	i-mode		47,993	48,474	+1.0%	48,850	
	Communication Module Services		1,433	1,527	+6.6%	1,610	
	Market share (%)		52.0	50.8	-1.2 points	-	
	Handsets sold (thousands) (including handsets sold without involving sales by DOCOMO)	Total handsets sold		25,739	20,129	-21.8%	-
		mova	New	197	59	-69.9%	-
			Replacement	243	39	-83.8%	-
		FOMA	New	5,677	4,368	-23.1%	-
			Migration from mova	6,529	3,276	-49.8%	-
	Other		13,093	12,385	-5.4%	-	
	Churn rate (%)		0.80	0.50	-0.30 points	-	
ARPU (FOMA+mova) (yen)*3		6,360	5,710	-10.2%	5,280		
MOU (FOMA+mova) (minutes)*3		138	137	-0.7%	-		

*1 Communication Module Service subscriptions are included in the number of cellular phone subscriptions in order to align the calculation method of subscribers with that of other cellular phone carriers. (Market share, the number of handsets sold and churn rate are calculated inclusive of Communication Module Service subscriptions.)

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

*3 For an explanation of MOU and ARPU, please see Slide 44 of this document, "Definition and Calculation Methods of MOU and ARPU".

FY2008/4Q Financial Results Highlights

	2008/1-3 (4Q) (1)	2009/1-3 (4Q) (2)	Changes (1) → (2)
Operating revenues (Billions of yen)	1,189.8	1,069.2	-10.1%
Cellular services revenues (Billions of yen)	958.5	870.3	-9.2%
Operating expenses (Billions of yen)	1,006.5	985.0	-2.1%
Operating income (Billions of yen)	183.3	84.2	-54.1%
Income before income taxes (Billions of yen)	172.0	71.1	-58.7%
Net income (Billions of yen)	114.7	34.2	-70.2%
EBITDA margin (%) *	36.3	30.4	-5.9 points
Adjusted free cash flow (Billions of yen) *	81.2	-73.9	-191.0%

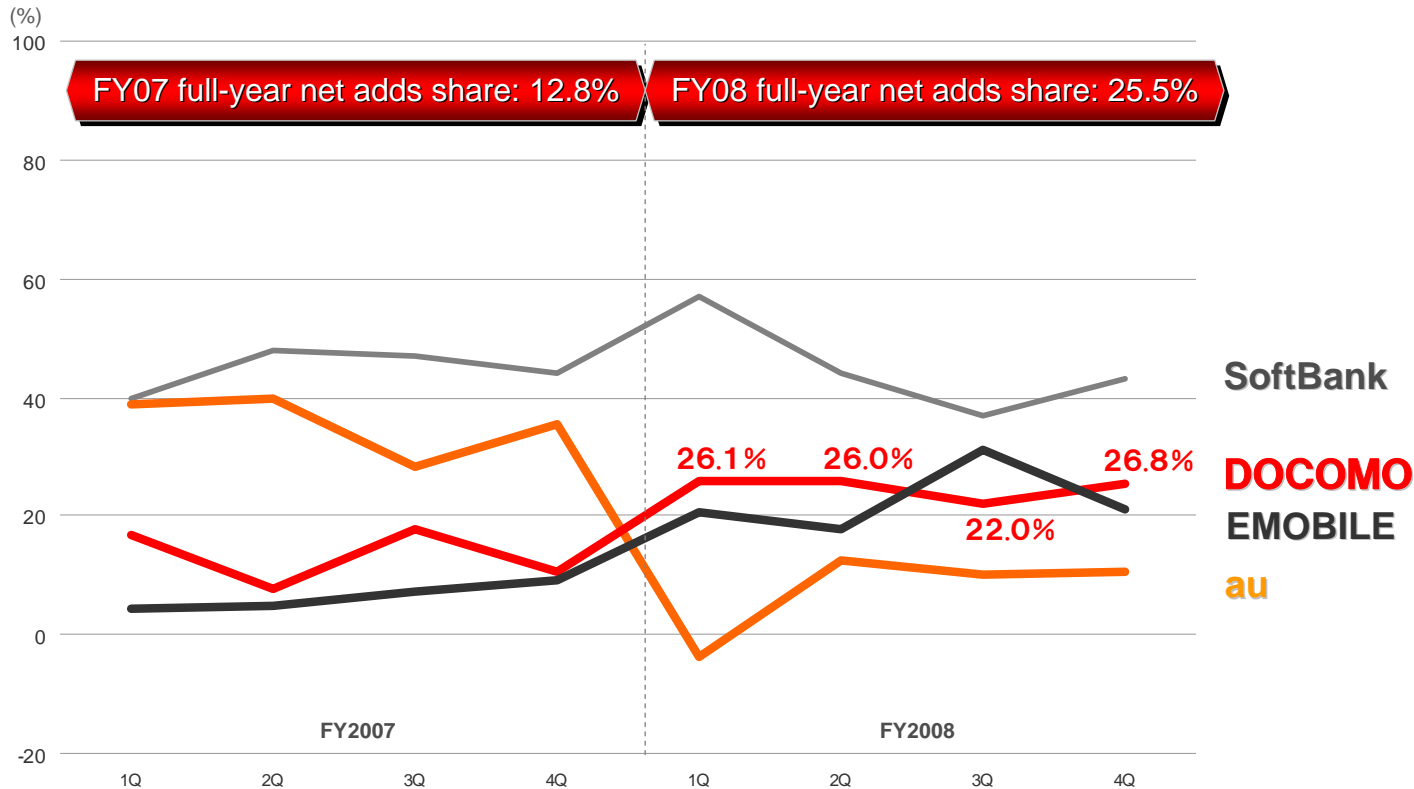
◆ Consolidated financial statements in this document are unaudited.

◆ 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.

* 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 U.S. GAAP on Slide 45 and the IR page of our website, www.nttdocomo.co.jp.

Market Share of Net Additions

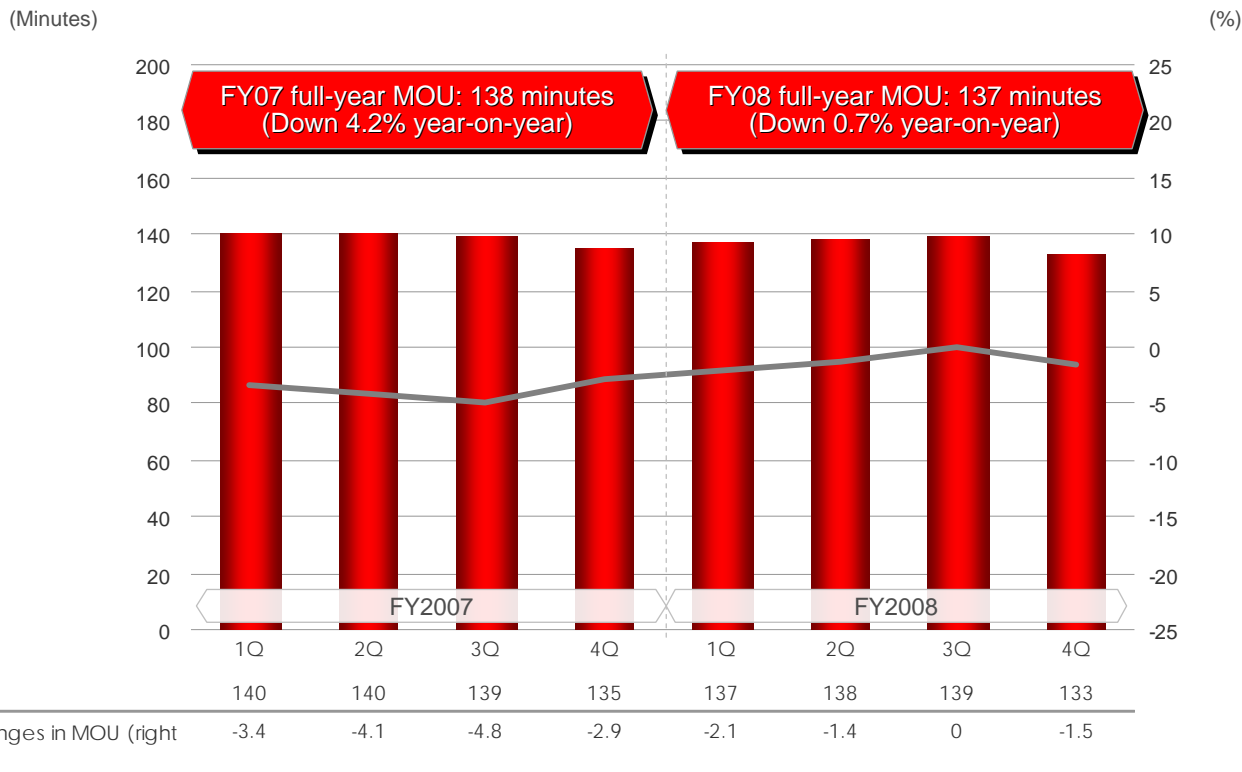
- DOCOMO's market share of net additions for FY2008 was 25.5%



◆Source: Telecommunications Carriers Association (TCA)

Cellular (FOMA+mova) MOU

- MOU for FY2008 was 137 minutes (Down 0.7% year-on-year)



◆ For an explanation on MOU, please see slide 44 of this presentation, "Definition and Calculation Methods of MOU and ARPU".

CSR (Corporate Social Responsibility) Activities

Earth environment conservation activities

- Contributed to reducing environmental burden through use of ICT services
- Introduced solar power systems and other natural energies (“Green NTT” initiatives)
- Collection and recycling of used mobile phones
(Collected cumulative 69 million units as of Mar. 31, 2009)
- Expanded DOCOMO Woods forestation campaign
(Cumulative 43 locations as of Mar. 31, 2009)
- Implemented measures for reducing greenhouse gas emissions through the use of high-efficiency rectifier and other network equipment



Solar power generation

Promotion of Universal design

- Expanded barrier-free accessibility and increased installations of sign language-enabled videoconferencing equipment at docomo Shops
- Nationwide cumulative sales of “Raku Raku” series handsets: 15 million
- “DOCOMO Mobile Phone Usage Lectures” for the elderly and handicapped
- “Iki-iki Senior Mobile Phone Usage Seminars” (52 sessions during FY08)



Raku Raku PHONE V

For a safer and more secure society

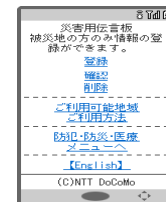
- “DOCOMO Mobile Phone Safety Classes” (4,600 sessions during FY08)
Free distribution of DVD materials: Planned to be distributed to all elementary/junior high schools in Japan in FY09.
Added programs for elderly users, including preventive measures against bank transfer scams, etc.
- Reinforced activities to facilitate uptake of access restriction (filtering) services
Launched new features, e.g., “Access Restriction Customization” “Web Access Restriction”.
Automatic application of i-mode filter to customers below 18 years of age, after confirming user’s consent to applying access filter.



Mobile Phone Safety Classes

Disaster response

- “i-mode Disaster Message Board” service
- Free-of-charge cellular phone rental/battery charging service at emergency shelters
- Deployment of mobile base station vehicles and power generators
(All above were provided following Iwate-Miyagi Nairiku Earthquake)
- Functional enhancement and promotion of “Area Mail” emergency alert service



i-mode Disaster Message Board

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 subscription 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 subscriptions 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 per subscription and the impacts of changes in our billing arrangements. 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 subscriptions (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 subscriptions (FOMA+mova)

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

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

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

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

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

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

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

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

* "No. of active subscriptions 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 subscriptions 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

The reconciliations for the year ending March 31, 2010 (forecasts) are provided to the extent available without unreasonable efforts.

1. EBITDA and EBITDA margin

	Billions of yen		
	Year ended March 31, 2008	Year ended March 31, 2009	Year ending March 31, 2010 (Forecasts)
a. EBITDA	¥ 1,639.1	¥ 1,678.4	¥ 1,569.0
Depreciation and amortization	(776.4)	(804.2)	(710.0)
Loss on sale or disposal of property, plant and equipment	(54.4)	(43.3)	(29.0)
Operating income	808.3	831.0	830.0
Other income (expense)	(7.6)	(50.5)	2.0
Income taxes	(323.0)	(308.4)	(336.0)
Equity in net income of affiliates	13.6	(0.7)	(1.0)
Minority interests	(0.1)	0.5	(2.0)
b. Net income	491.2	471.9	493.0
c. Total operating revenues	4,711.8	4,448.0	4,382.0
EBITDA margin (=a/c)	34.8%	37.7%	35.8%
Net income margin (=b/c)	10.4%	10.6%	11.3%

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 purposes

	Billions of yen		
	Year ended March 31, 2008	Year ended March 31, 2009	Year ending March 31, 2010 (Forecasts)
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 442.4	¥ 93.4	¥ 380.0
Irregular factors (1)	210.0	0.0	0.0
Changes in investments for cash management purposes (2)	148.9	49.3	0.0
Free cash flows	801.3	142.7	380.0
Net cash used in investing activities	(758.8)	(1,031.0)	(717.0)
Net cash provided by operating activities	1,560.1	1,173.7	1,097.0

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

(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. Net cash used in investing activities for the year ended March 31, 2008 and 2009 includes changes in investments for cash management purpose. However, the effect of changes in investments for cash management purpose is not taken into account when we forecasted net cash used in investing activities for the year ending March 31, 2010 due to the difficulties in forecasting such effect.



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