



NTT DOCOMO, INC.

RESULTS FOR THE SIX MONTHS
OF THE FISCAL YEAR ENDING MAR. 31, 2010

October 30, 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 the expected number of subscriptions, and the 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 presentation 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 in the telecommunications industry, such as intensifying competition from other service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions and retention of existing subscriptions, or may lead to diminishing 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 telecommunication 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.

FY2009/1H (1Q+2Q cumulative) Financial Results

US GAAP

	2008/4-9 (1H) (1)	2009/4-9 (1H) (2)	Changes (1) → (2)	2010/3 (Full-year forecast) (3) Revised	Progress to forecast (2) / (3)
Operating Revenues (Billions of yen)	2,267.8	2,145.8	-5.4%	4,276.0	50.2%
Cellular Services Revenues (Billions of yen)	1,871.9	1,766.2	-5.6%	3,461.0	51.0%
Operating Expenses (Billions of yen)	1,690.8	1,660.6	-1.8%	3,446.0	48.2%
Operating Income (Billions of yen)	576.9	485.2	-15.9%	830.0	58.5%
Income Before Income Taxes (Billions of yen)	560.2	479.9	-14.3%	825.0	58.2%
Net Income attributable to NTT DOCOMO, INC. (Billions of yen)	346.7	284.7	-17.9%	493.0	57.8%
EBITDA Margin (%) *	41.4	39.0	-2.4 points	36.6	-
Adjusted Free Cash Flow (Billions of yen) *	-64.6	94.5	-	360.0	26.2%

◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects of changes in investment for cash management purposes derived from purchases, redemption at maturity and disposals of financial instruments held 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 GAAP on Slide 39 and the IR page of our website, www.nttdocomo.co.jp.

RESULTS FOR 2Q OF FY2009

3 FY2009/1H (1Q+2Q cumulative) Results Highlights (1)**“Value Plan”**

Subscriptions grew to approx. 50% of total subs

Decrease in
voice revenues

“Pake-hodai”

“Pake-hodai” subscription rate* rose to 47%

Increase in
packet revenues

Total handset sales

8.81 million units (Down 1.46 million year-on-year)

Decrease in
equipment sales
revenues & costs

* Pake-hodai subscription rate= No. of Pake-hodai subscriptions (inclusive of “Pake-hodai full” and “Pake-hodai double” subscriptions)/Total FOMA i-mode subscriptions

FY2009/1H (1Q+2Q cumulative) Results Highlights (2)

Key factors behind YOY changes in operating income

Impact of expanded uptake of "Value Plan":

Down ¥60.0 billion

Decrease in voice revenues:

Down ¥147.1 billion

Increase in "Pake-hodai double" subscriptions

Decrease in equipment sales revenues:

Down ¥66.7 billion

Decrease in cost of equipment sold:

Down ¥55.6 billion

Increase in packet revenues:
Up ¥41.4 billion

Increase in other revenues:
Up ¥50.4 billion

Increase in other expenses:
Up ¥25.3 billion

Operating income

¥576.9 billion

Operating income

¥485.2 billion

Down
¥91.7 billion
(15.9%)
year-on-year

Operating revenues:
Down ¥122.0 billion

Operating expenses:
Down ¥30.3 billion

FY2008/1H

FY2009/1H

FY2009/1H (1Q+2Q cumulative) Results Highlights (3)

- In FY2008, large amount of income was generated in the first half, due to income-boosting effect resulting from the introduction of new handset purchase methods
- FY2009/1H operating income was almost in line with forecast

FY2008 Operating income: ¥831.0 billion

FY2009 Operating income: ¥830.0 billion (forecast)

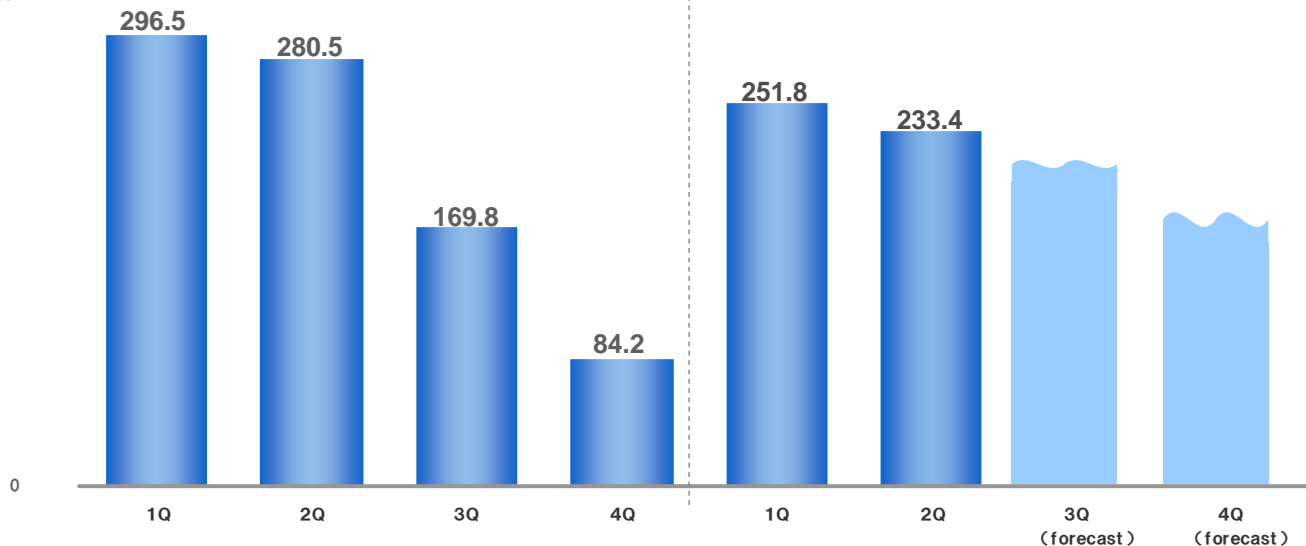
《Irregular factors for FY2008》

Impact of
income-boosting effect
of new handset
purchase methods

Accelerated
depreciation of
mova-related assets,
etc.

(Billions of yen)

300



RESULTS FOR 2Q OF FY2009

New Business Model

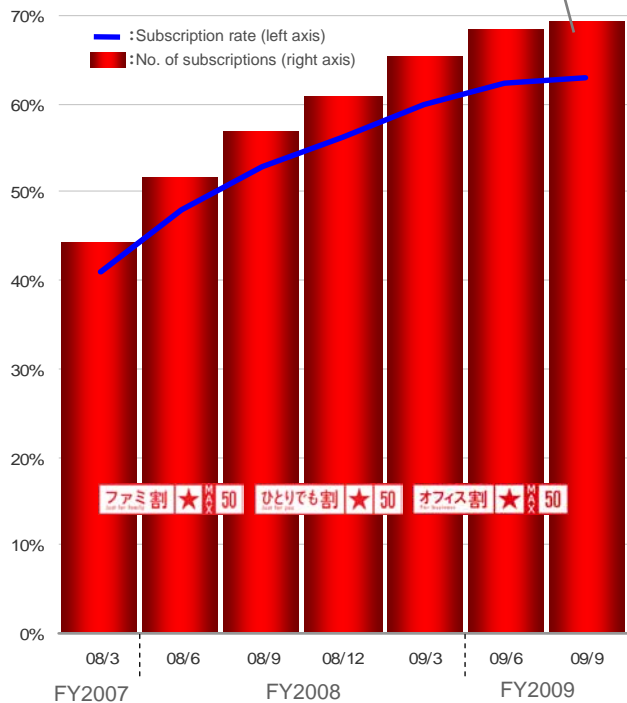
New Discount Services*1

No. of subscriptions

(Subscription rate)

Subscription rate
63%

(Million subs.)

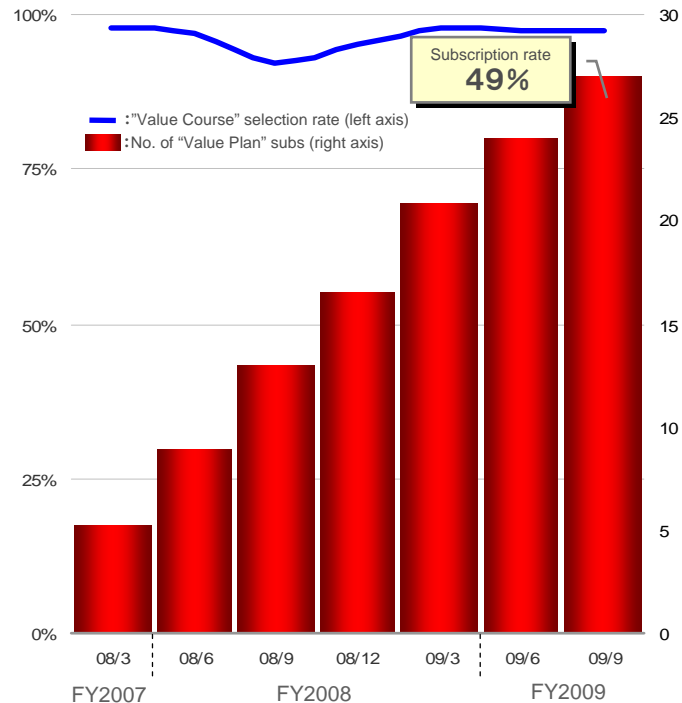


New Purchase Methods

“Value Plan” subscriptions & “Value Course” selection rate*2

(Selection rate)

(Million subs.)

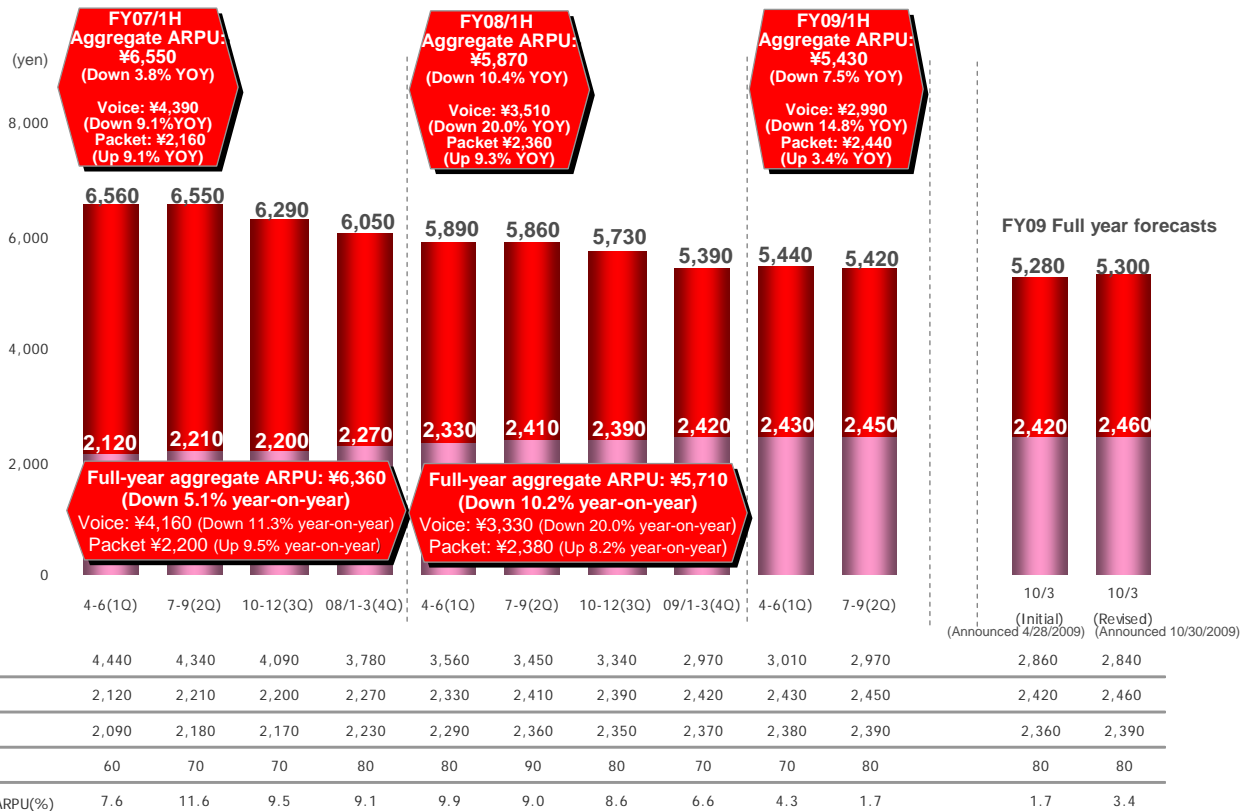


*1 : "Fami-wari MAX 50", "Hitoridemo Discount 50" and "Office-wari MAX 50"

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

Cellular (FOMA+mova) ARPU

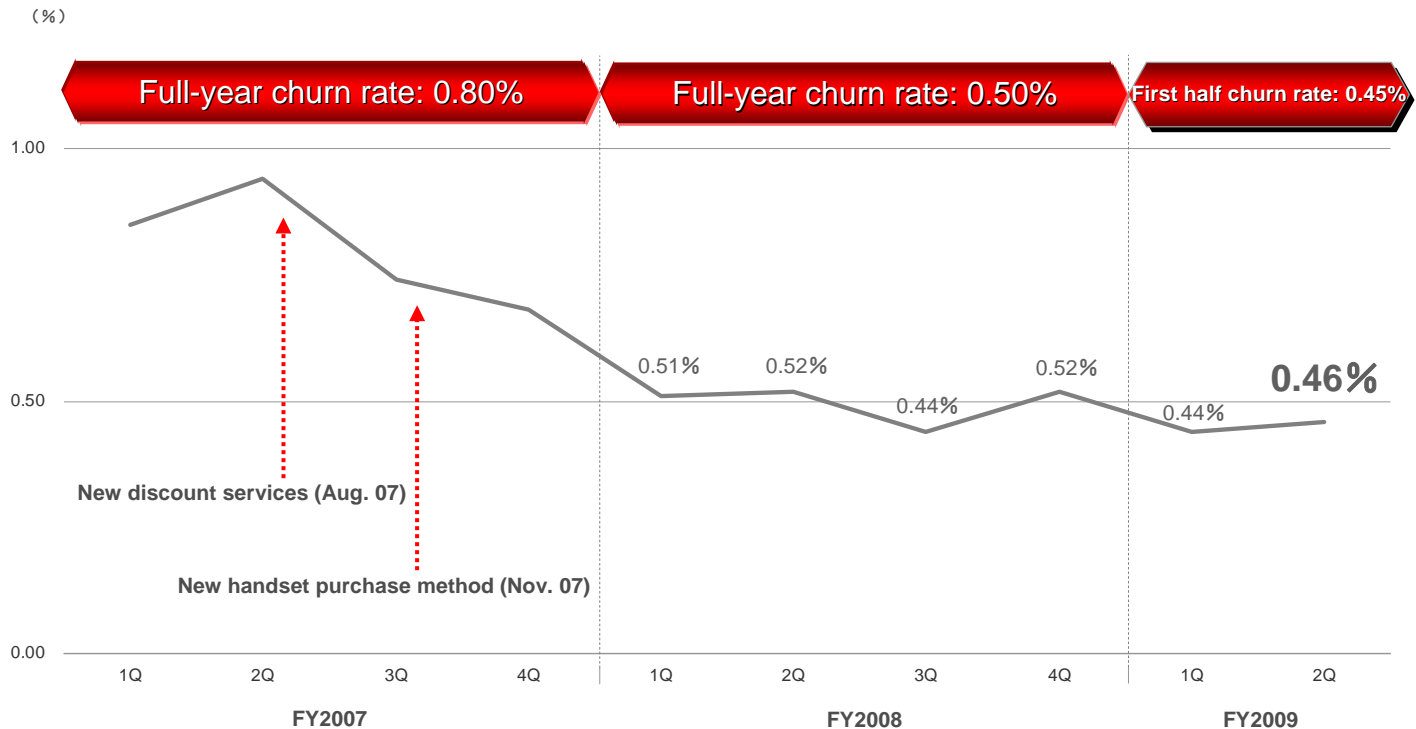
- Aggregate ARPU for FY2009/1H was 5,430 yen (Down 7.5% year-on-year)
- Packet ARPU was 2,440 yen (Up 3.4% year-on-year)



Churn Rate

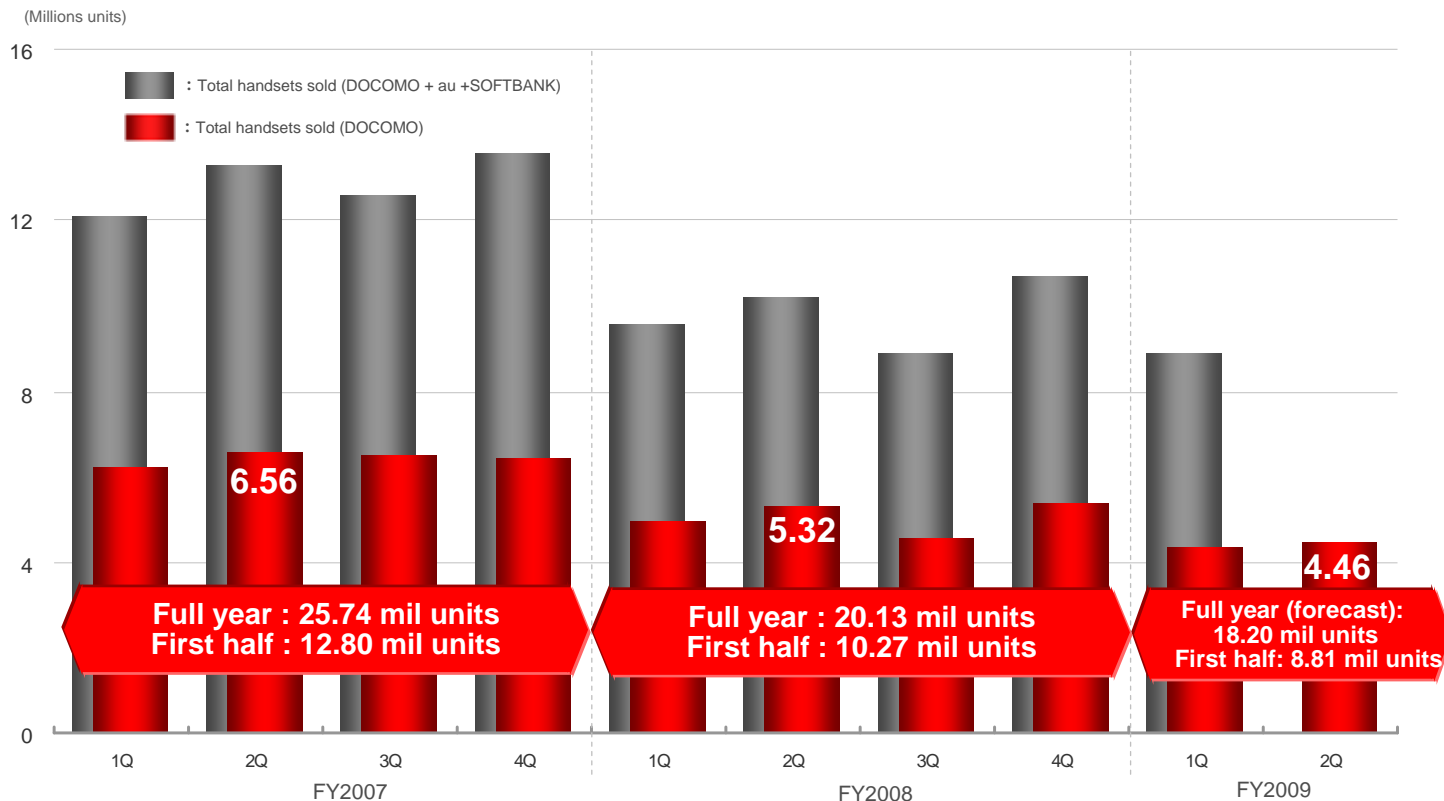
- Churn rate for FY2009/1H was 0.45%

■ Cellular (FOMA+mova) Churn Rate



Total Handset Sales

- Total no. of handsets sold in FY2009/1H: 8.81 million units (Down 14.2% year-on-year)
- FY2009 full-year sales estimated to be 18.20 million units (Down 9.6% year-on-year)



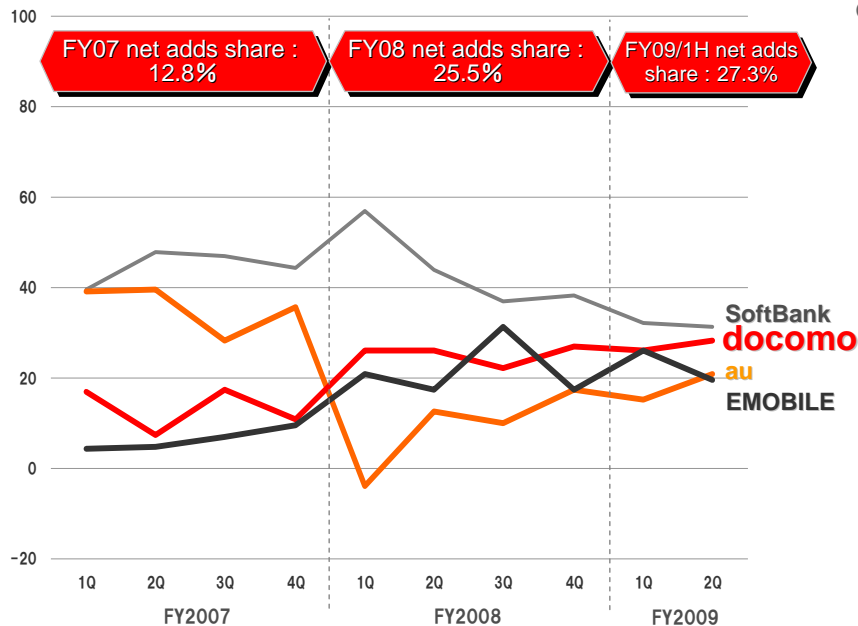
◆ Calculated based on financial results materials of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

Market Share of Net Additions/MNP

- DOCOMO's market share of net additions for FY2009/2Q was 28.2%

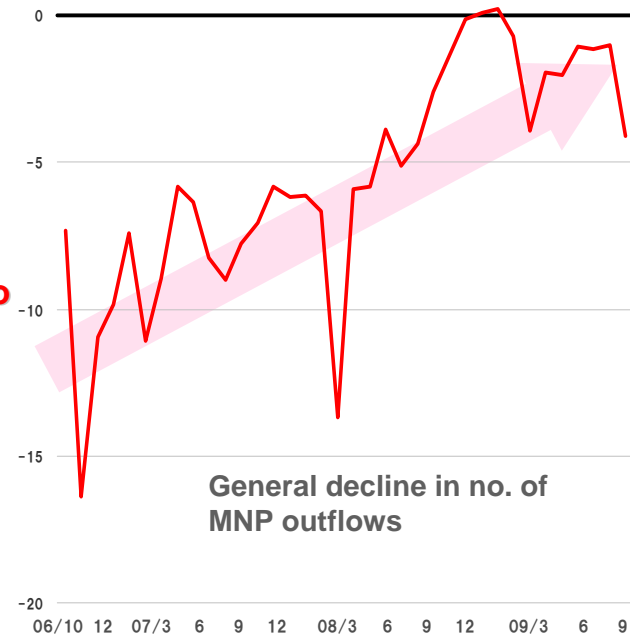
Market Share of Net Additions

(%)



Monthly Net Acquisitions/Losses of MNP Subscribers

(10,000subs)

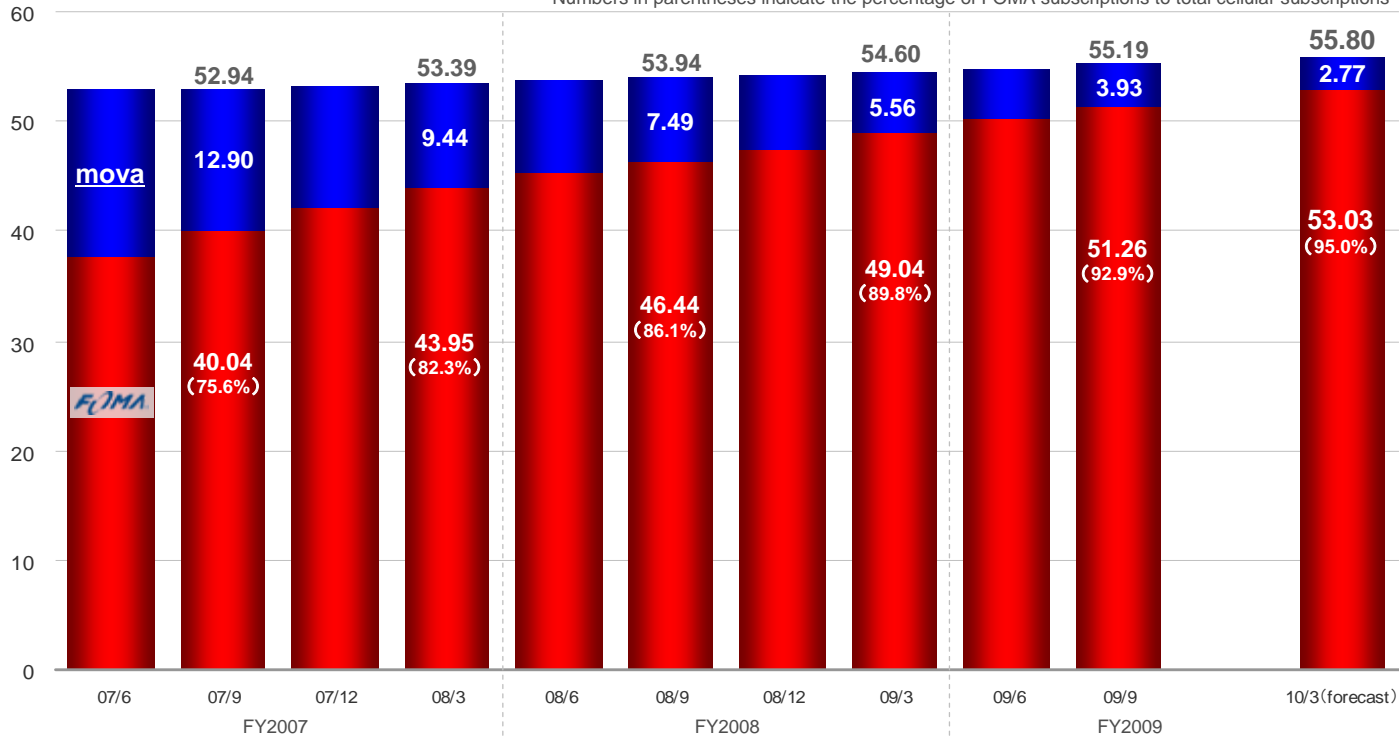


Subscriber Migration to FOMA

- No. of subscribers who have migrated to FOMA in FY2009/2Q: 590,000
- 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



Revised FY2009 Full-Year Forecasts

	2010/3 (full year) Initial Forecast (1) (Announced 4/28/2009)	2010/3 (full year) Revised Forecast (2)	Changes (1) → (2)
Operating Revenues (Billions of yen)	4,382.0	4,276.0	-106.0
Cellular Services Revenues (Billions of yen)	3,449.0	3,461.0	+12.0
Operating Expenses (Billions of yen)	3,552.0	3,446.0	-106.0
Operating Income (Billions of yen)	830.0	830.0	±0
Adjusted Free Cash Flow (Billions of yen)	380.0	360.0	-20.0

■ **Operating Revenues (Down ¥106.0 compared to initial forecast)**

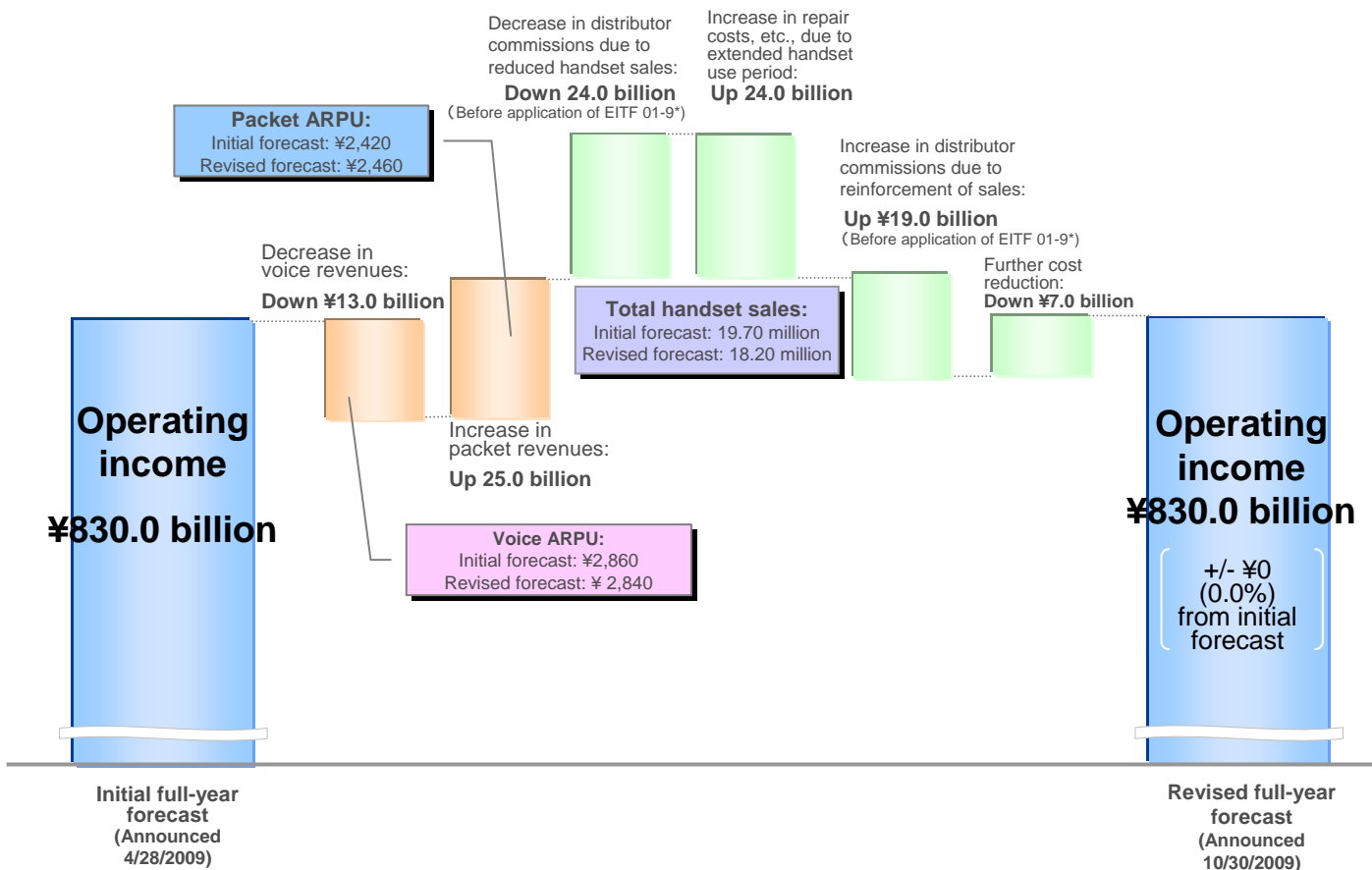
- Cellular services revenues forecast was revised upwards (up ¥12.0 billion) after reviewing projected full-year cellular ARPU, etc.
- Equipment sales revenues forecast was revised downwards (down ¥123.0 billion) after reviewing total handset sales forecast, etc.

■ **Operating Expenses (Down ¥106.0 billion compared to initial forecast)**

- Projected cost of equipment sold was decreased by ¥126.0 billion as a result of review of total handset sales forecast, etc.
- Projected DOCOMO Point Service-related costs were raised by ¥19.0 billion due to growth in repair costs resulting from extended handset use period, etc.

Revised FY2009 Full-Year Forecasts (Highlights)

Factors behind changes in operating income forecast (from FY09 initial forecast (announced 4/28/2009))



* Effective July 1, 2009, NTT DOCOMO adopted the accounting pronouncement issued by Financial Accounting Standards Board ("FASB") relating to "FASB Accounting Standards Codification" ("ASC"). This pronouncement established ASC as the single source of authoritative U.S. GAAP, and reorganized then-existing U.S. GAAP pronouncements into ASC. Although the references of accounting pronouncements are presented based on pre-Codification accounting pronouncements on this slide, the applicable standards remain effective under ASC.



Progress of Medium-Term Vision and Future Actions

Strategic Initiatives Implemented in FY2009/1H

Customer satisfaction improvement

- Visited 29,000 customers under 48-hour customer visit program for coverage improvement
(Cumulative no. of visits after service launch: Approx 42,000)
- “Mobile Phone Checking Service” and “Battery Pack Anshin Support” both enjoy good reputation

Flat-rate service

- No. of “Pake-hodai*1” subscriptions grew to 21.52 million (subscription rate: 47%)

Video service

- “BeeTV” subscriptions topped 800,000*2

Personalization/ Social support

- “i-concier” subscriptions topped 2.3 million
- Launched Mobile Remittance service
- Established AEON Marketing Co., Ltd.

PC data card/ smartphone

- No. of data plan subscriptions*3 grew to 670,000
- Smartphone sales also recorded steadfast growth

Churn rate:
maintained at low levels
FY09/1H: **0.45%**

(Down 0.06 point year-on-year)

Net additions: Improving
FY09/1H: **586,000 subs**

(Up 6.6% year-on-year)

Packet ARPU: Rising

FY09/1H: **¥2,440**

(Up 3.4% year-on-year)

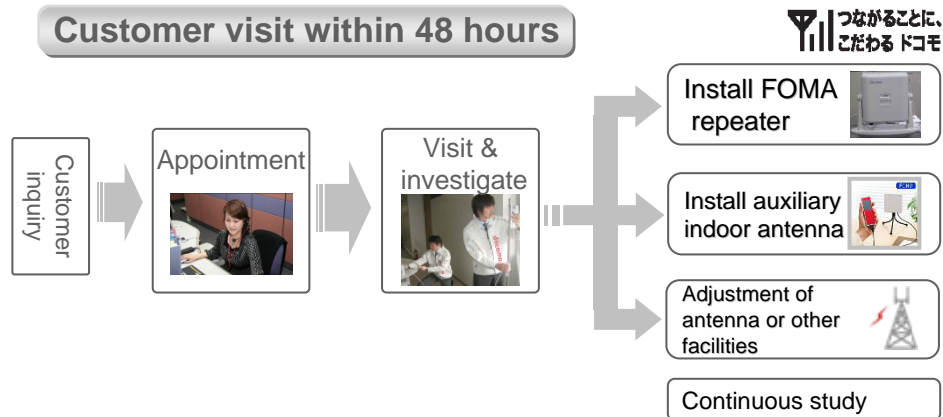
*1: Inclusive of “Pake-hodai full” and “Pake-hodai double” subscriptions *2: As of Oct. 12, 2009

*3: Total no. of subscriptions to volume-based data plans, “Flat-Rate Data Plan Standard” and “Flat-Rate Data Plan 64K” (including “Value” plans)

Improvement of Customer Satisfaction (1)

- Our customer satisfaction improvement initiatives have steadily gained recognition

Customer visit within 48 hours



FY2009/1H track record

【No. of visits】 29,000

(Cumulative no. of visits after service launch:
Approx. 42,000)

【Percentage of cases resulting in immediate improvement】 78%*

* Including some planned measures for improvement

【Percentage of customers who responded “satisfied” after visit】 97%

Expanded after-sales support

Reinforced customer support structure to assure comfortable use all the time

“Mobile Phone Checking Service”

(Started July 1, 2009)

【No. of subs who used service (FY09/2Q)】

860,000



Tester

Expanded “Battery Pack Anshin Support”

(Started July 1, 2009)

【No. of subs who used service (FY09/2Q)】

1.60 million



Free battery pack

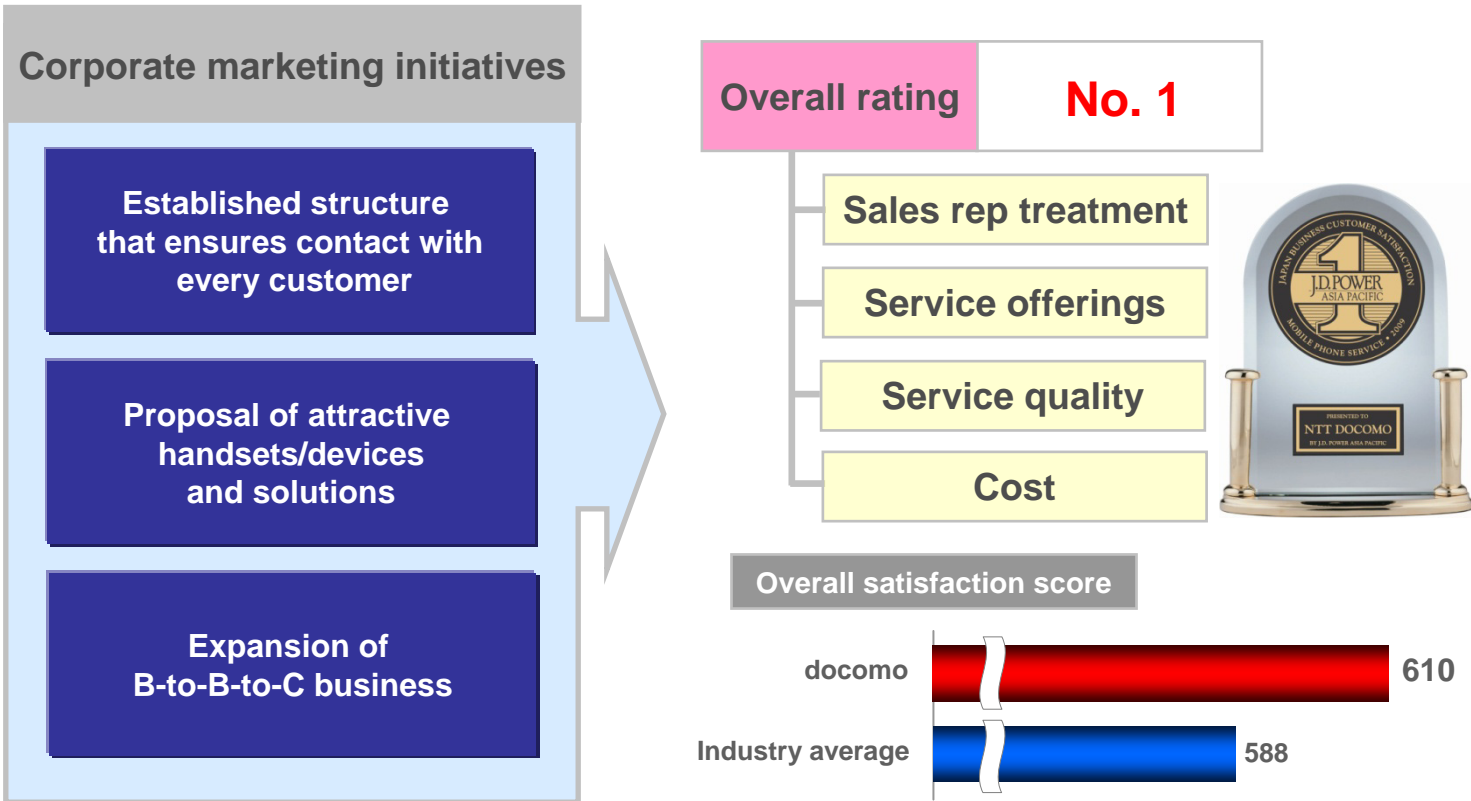
Or



Free portable charger

Improvement of Customer Satisfaction (2)

- Received No. 1 rating in enterprise customer satisfaction survey by J.D. Power Asia Pacific, Inc. (Sept. 25, 2009)



Source: J.D. Power Asia Pacific 2009 mobile phone/PHS service enterprise customer satisfaction index study for Japan. Study results compiled based on 3,309 responses on mobile phone/PHS services of Japanese carriers from 2,632 enterprises with an employee base of over 100 employees. (Up to 2 scores on mobile phone/PHS providers permitted per enterprise). See: www.jdpower.co.jp

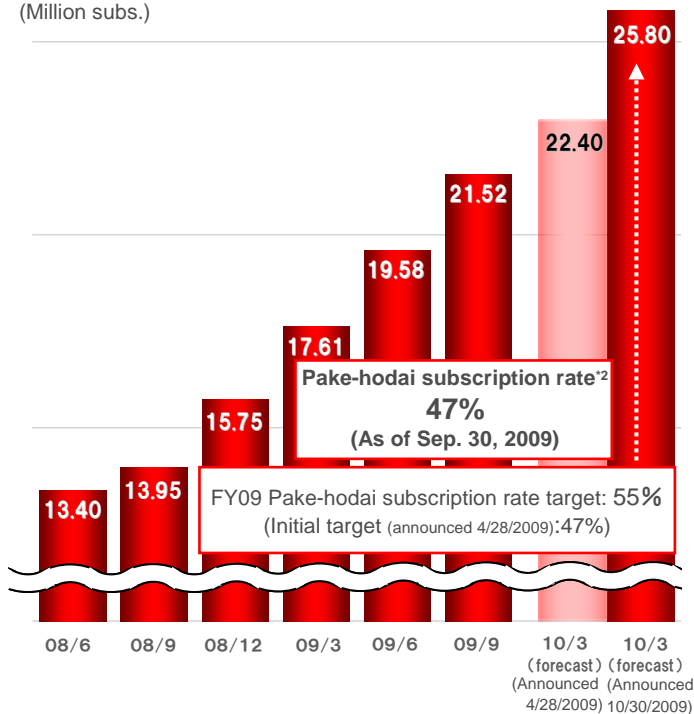
RESULTS FOR 2Q OF FY2009

Expansion of Packet Usage

- Packet usage continued to grow due to expanded uptake to flat-rate packet access plans and enrichment of video services

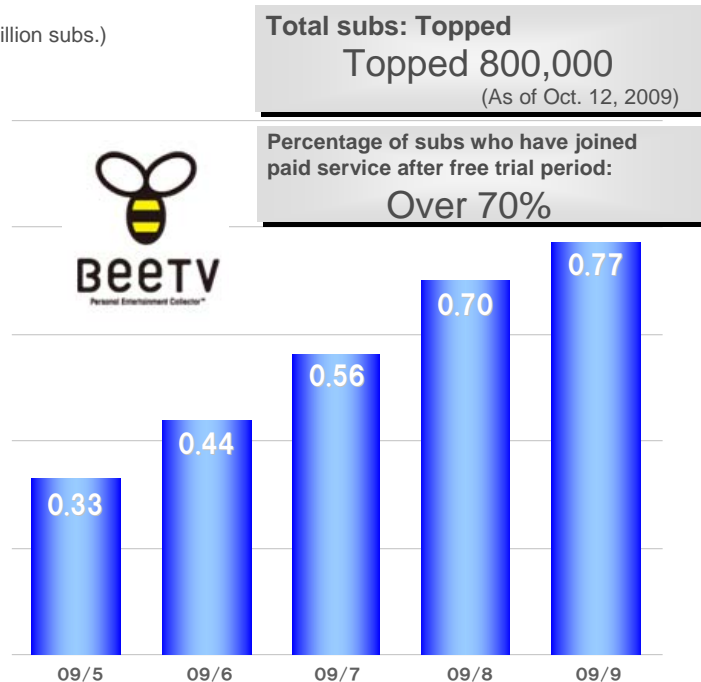
“Pake-hodai*1” subscriptions

(Million subs.)



Video content

(Million subs.)



*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

Service Personalization – i-concier –

- No. of “i-concier” subscriptions topped 2.3 million
- Aim to provide personalized services at the right timing in an optimal manner through the introduction of GPS-linkage function

“i-concier”

■ No. of subscriptions



Topped 2.30 million

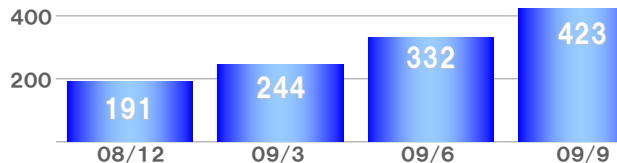
(As of Sept. 30, 2009)



■ No. of content

(content sites)

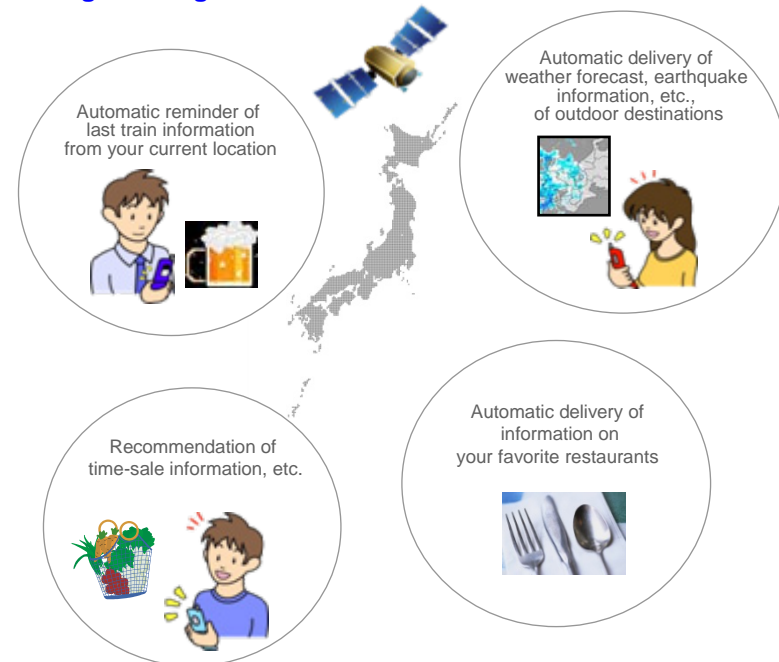
600



Introduction of GPS-linkage function

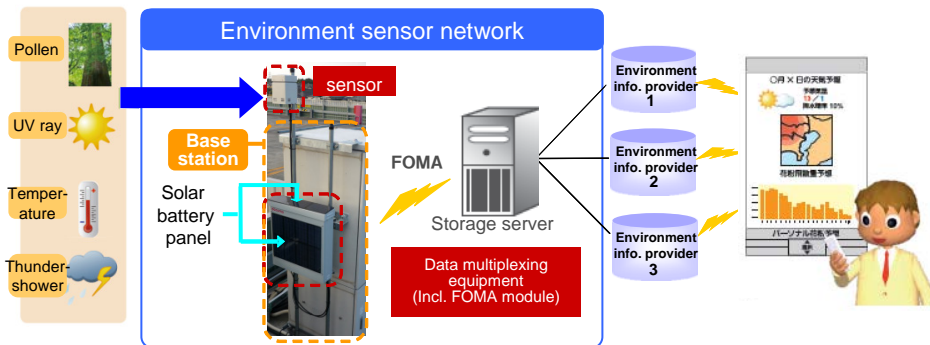
(Planned for Nov. 2009)

Information **“only available on the spot”** to be delivered **“at the right timing”**



Atmospheric data sensing

- Establish environment sensor network utilizing base stations, etc.



Observation & storage of atmospheric data

Provision of data to meteorological information providers, etc.

Respond to users' needs for environmental information

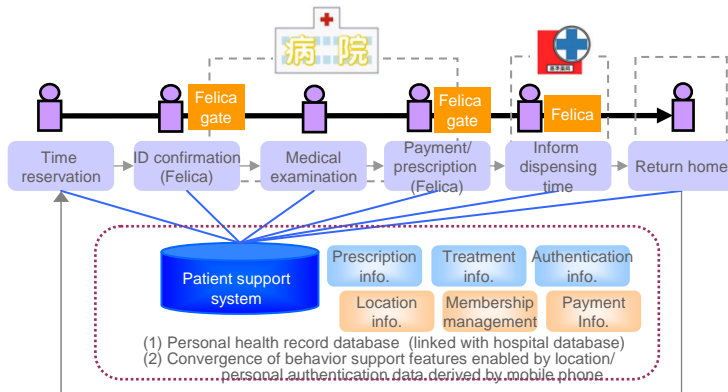
Start trial within FY09

360 sensor installments are planned in 2009

Full-scale deployment in FY10 or beyond

Joint research with Univ. of Tokyo Hospital

- Establish convenient patient support environment utilizing mobile communications



Improved convenience upon user's admission to medical institutions

Enhance efficiency of medical practice

Emergency care support

Research started from Sept. 2009

Converged Services – Femto BTS –

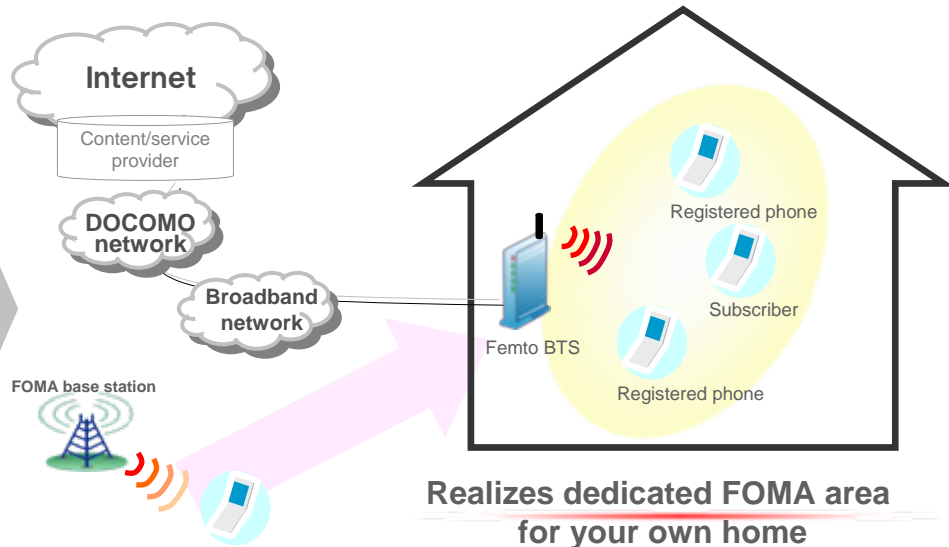
- Plan to introduce Japan's first home area service using Femto BTS in November 2009

Femto BTS



High-performance Femto BTS equipment

Install
high-performance
Femto BTS in home



To be launched in November 2009 (planned):

Stable communications environment

Comfortable access to video, music or other large-capacity content

In/out of home area alert

Provision of return-to-home confirmations linked with in/out of home area information

Future plans

Convergence with home appliances

Remote control of home appliances and equipment

Handset Lineup

- Lineup of handsets more suited to individual needs of customers
- Cumulative sales of new handset series topped 10 million

docomo
STYLE
series

“Fashionable design”
“Rich color variation”

docomo
PRIME
series

“Latest multimedia”
“Full set of features for maximum enjoyment”

docomo
SMART
series

“Sophisticated design”
“Light & slim”

docomo
PRO
series

“State-of-the-art technology”
“Latest operability”

■ New series: cumulative sales

(Million units)

Over 10 million*

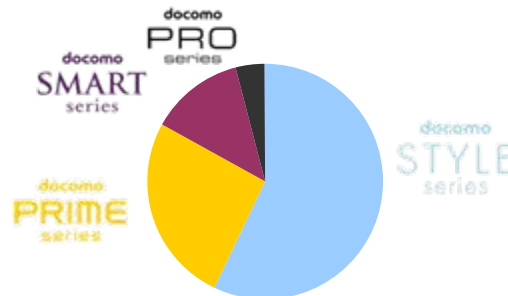
(As of Oct. 17, 2009)



* Cumulative no. of units sold after release of 2008 winter models

■ Sales breakdown by series

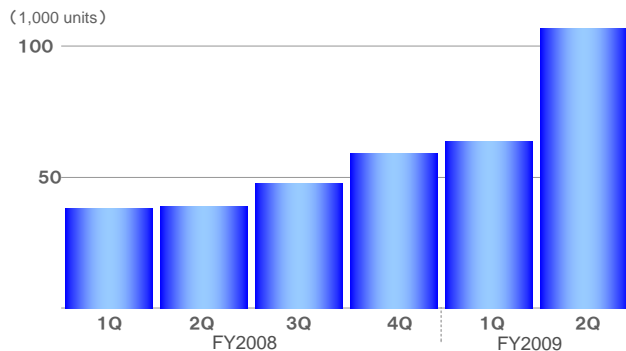
(July 09- Sept. 09 cumulative)



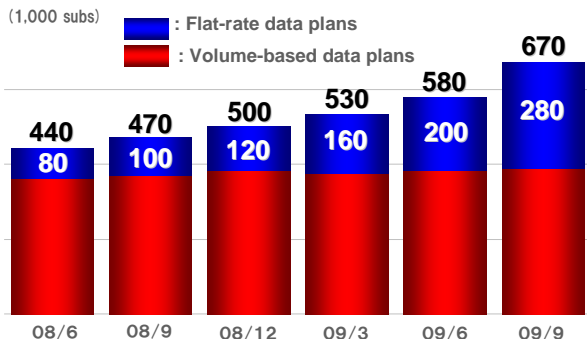
PC Data Communication Devices

- Sales has been growing steadily due to revision of flat-rate billing plans, etc.

■ PC data communication device sales



■ Data plan*1 subscriptions



■ Actions to strengthen sales of PC data communication devices

More affordable & easy-to-use billing plans

Newly created "Flat-rate Data Plan Standard", a two-tier flat-rate service starting from ¥1,000 with monthly upper limit of ¥5,985*2

Expansion of sales channels

Started sales promotion of data cards linked with sales of PCs at some docomo Shops

Reinforcement of existing sales channels

Reinforce sales at mass retailers by holding effective events and further expanding floor space, etc.

*1: Total no. of subscriptions to volume-based data plan, "Flat-rate Data Plan Standard" and "Flat-Rate Data Plan 64K (including "Value" plans)

*2: Rates applicable to subscribers joining "Flat-rate Data Plan Standard Value" together with "Flat-Rate Data Standard-Wari Discount".

Smartphone

- Plan to enrich various services to allow users to use smartphones more conveniently

Lineup



Plan to add more variety to smartphone lineup

Provision of OS updates

HT-03A: Distribute "Android 1.6" update software (Started from Oct. 23, 2009)

T-01A: Distribute "Windows Mobile® 6.5" update software (To be started in December 2009)

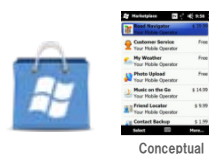
Improved operability



Browser functional enhancement

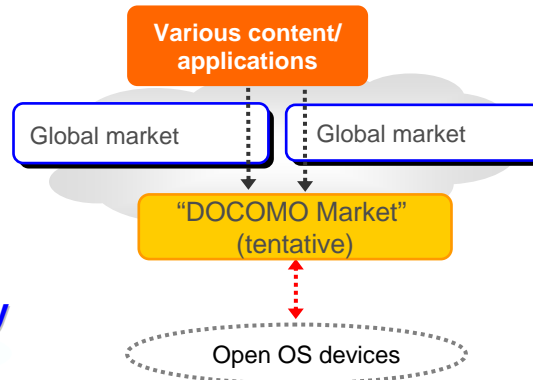


Windows Marketplace for Mobile (Application distribution platform)



Plan to continue and expand program with the aim of offering more added value

Application distribution platform for open OS devices



Aim to create within FY09

Develop DOCOMO's application distribution platform in tandem with global market

- Localization for Japanese users
- Package principal content and applications and deliver them in immediately usable format

Develop and expand open platform market

- Achieving favorable progress toward scheduled launch in Dec. 2010

Handset/Devices

■ LTE communications platform

(announced on Oct. 1, 2009)

Joint development of LTE communications platform by DOCOMO, NEC, Panasonic Mobile and Fujitsu

Characteristics:

Supports high transmission rates of 100Mbps (downlink) / 50Mbps (uplink)

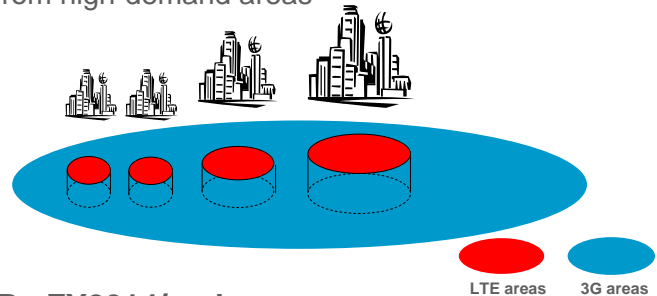
Realizes smooth handover with W-CDMA and GSM areas even on the move

Study possibility of licensing

Reduced handset development costs and shortened development period

Coverage

- LTE coverage to be expanded progressively from high-demand areas



•By FY2014/end:

Plan to complete deployment of approx. 20,000 base stations to achieve POP coverage of approx. 50%

Spectrum

Start LTE deployment using 2GHz band and then expand to 1.5GHz band

CAPEX Plan

Total CAPEX for next 5 years (FY2010-2014) estimated to be ¥300-400 billion

Global Expansion (1)

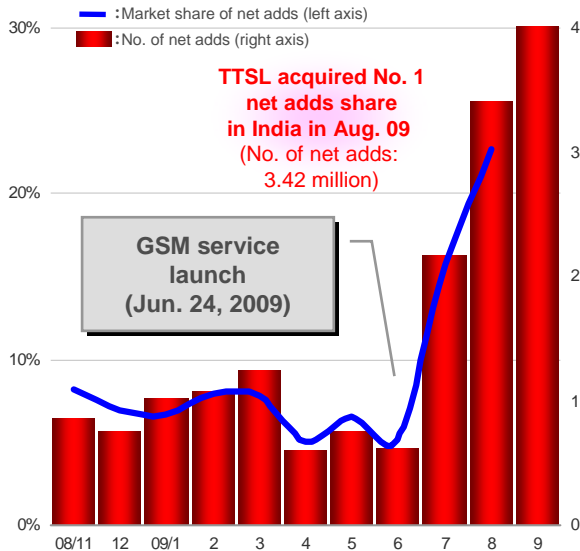
- TTSL achieves favorable growth in subscriber count, acquiring No. 1 net adds market share in India in August 2009
- GSM coverage being expanded on a continual basis

TTSL (India)

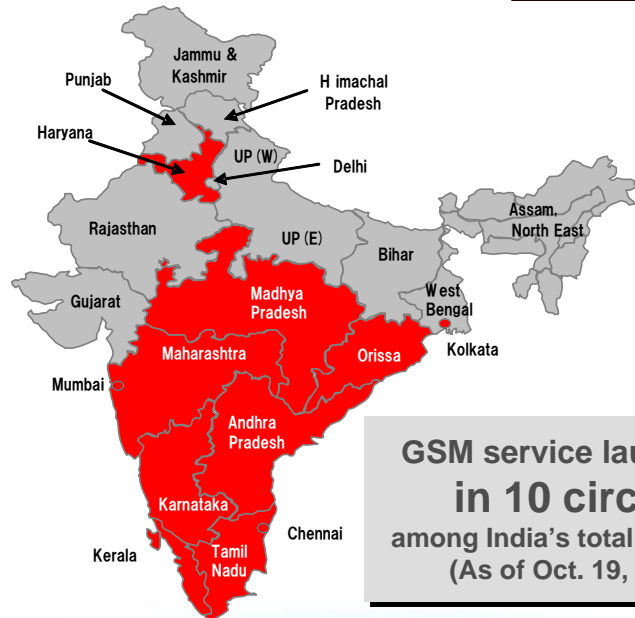


■ Number & Market Share of Net Adds *

(Millions subs)



■ GSM Deployment Status



* Number and market share of net additions are the total of GSM and CDMA services offered by TTSL and TTML (Source: TRAI)

Plan to expand coverage to nearly nationwide scale by end of 2009

Global Expansion (2)

- Promote actions aimed at expanding higher-layer businesses, e.g., content, platform, etc.
- Further enrich services for overseas travelers to expand revenues

Higher-layer businesses

Content/ services

“MANGA MODE”

Distribution of Japanese “Manga” comics through Bouygues Telecom (France)
(Launched Jun. 11, 2009)

MANGA MODE™

“i-channel”

India: Provided by TTSL
(Launched Jun. 24, 2009)

UK: Plan to launch i-channel for Japanese nationals living in UK

(Planned for launch on Nov. 2, 2009)



Platform

Present

Content distributed centrally from DOCOMO Netherlands B.V. to other overseas markets

TOB for net mobile AG in progress

Further strengthen platform for overseas content distribution

Network

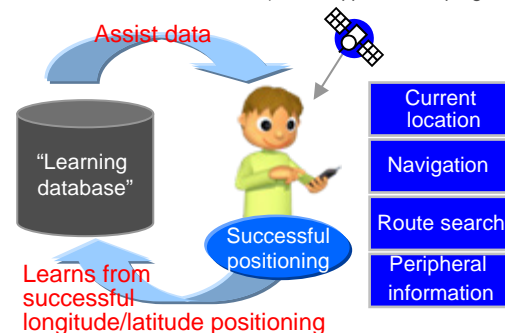
Delivery of content/services through networks of carriers in Europe, Asia, etc.

Enrich services for overseas travelers

■ GPS service at overseas destinations

Fast, high-precision GPS positioning enabled by “learning database” which stores past successful positioning data

(Patent application in progress)



■ Overseas Support Desk

Plan to add more “Support Desks” to offer enhanced convenience

Opened new service counter **in Shanghai**, in addition to existing ones in Hawaii, London and New York
(Oct. 29, 2009)

28 Progress of Priority Items of Medium-Term Vision (1)

- Results achieved in 1 year after announcement of medium-term vision were on the whole favorable
- Packet ARPU: Faster-than-expected growth, due to expanded uptake of flat-rate plans and enriched video services

Growth of packet revenues

Promotion of flat-rate subscription

Introduction and rate revisions of "Pake-hodai double" and "Biz-hodai double"

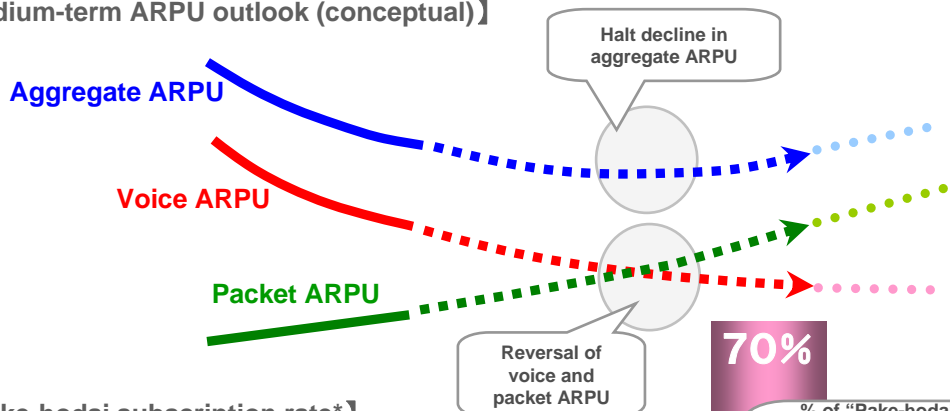
Introduced; Dec. 1, 2008
Rate revisions:
May 1, 2009 / Aug. 1, 2009

"Mail Tsukai-hodai" (unlimited domestic i-mode mail) service
(To be launched Dec. 1, 2009)

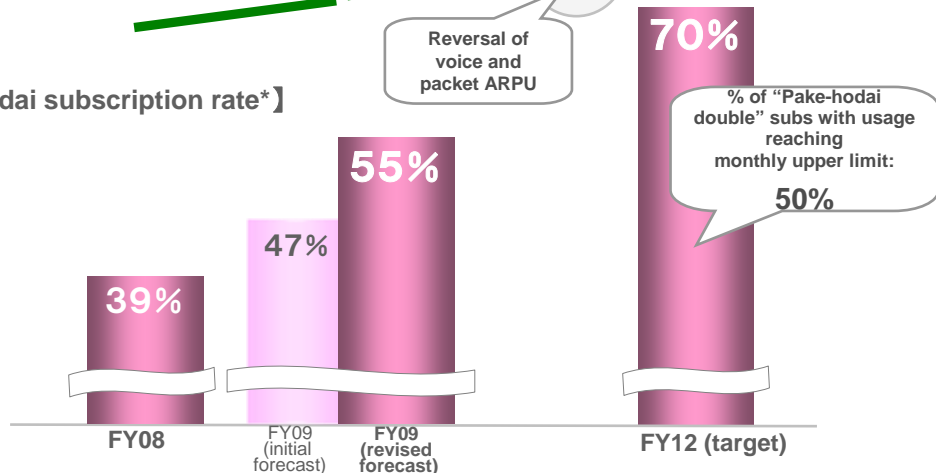
Evolution of video services

Launched "BeeTV" service
(May 1, 2009)

【Medium-term ARPU outlook (conceptual)】



【Pake-hodai subscription rate*】



*: Pake-hodai subscription rate = No. of "Pake-hodai" subscriptions (including "Pake-hodai full" and "Pake-hodai double" subs) / Total FOMA i-mode subs

29 Progress of Priority Items of Medium-Term Vision (2)

- **New revenue sources:** Aim to steadily generate revenues from the “projects in the pipeline”
- **Cost efficiency improvement:** Expect to achieve cost reduction of ¥130.0 billion in FY09 (forecast) and continue steadfast cost-cutting efforts toward the future

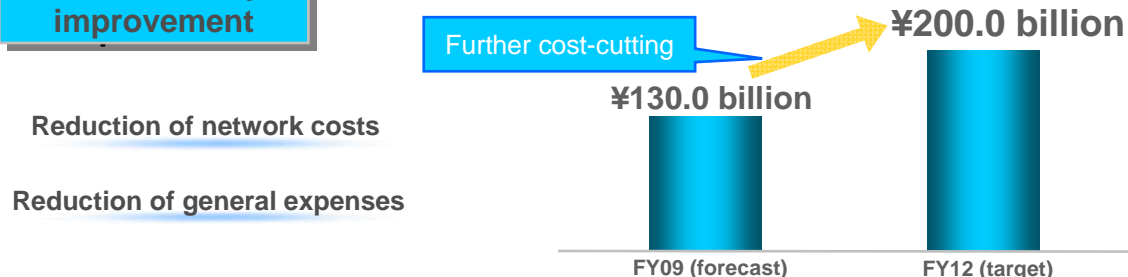
Creation of new revenue sources

FY12 (target) : ¥300 billion

Service personalization	【 “i-concier” subscriptions 】	FY09 (forecast) 3.90 million	FY12 (target) 12.00 million
Social support	【 No. of atmospheric sensors installed 】	Start trial within FY09 Full-scale deployment in FY10 or beyond	Plan to increase installations to 10,000 in the future
Converged services	【 Femto BTS sales 】	Launch in November 2009 (planned)	FY12 (target) 1.00 million units

Cost efficiency improvement

【 Projected cost reduction (compared to FY07) 】



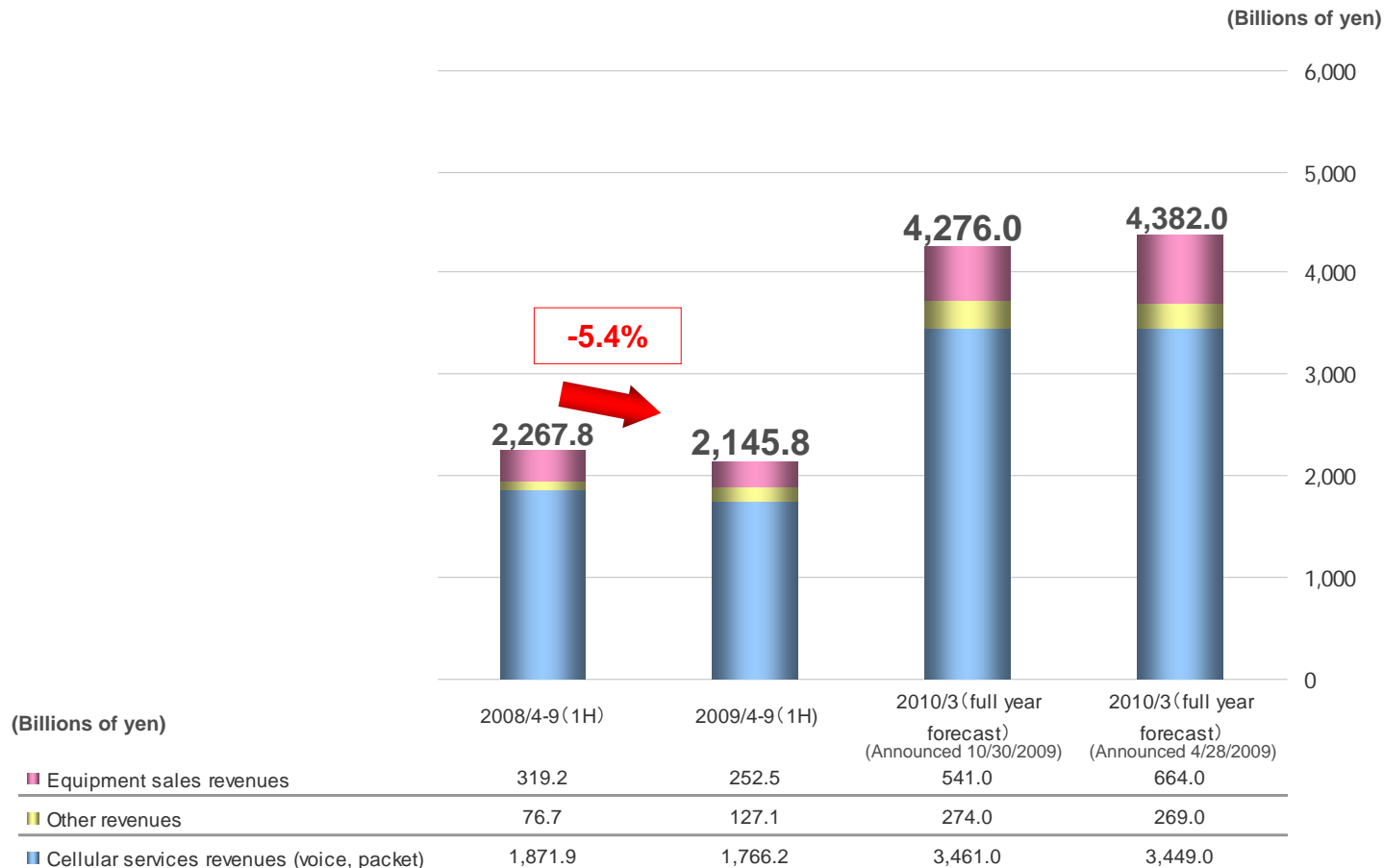
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Appendices

Operating Revenues

US GAAP

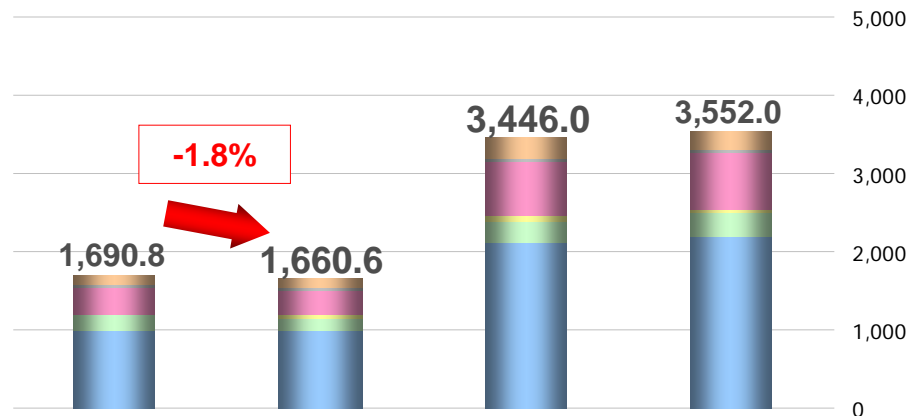


◆ "International services revenues" are included in "Cellular services revenues (voice, packet)".

Operating Expenses

US GAAP

(Billions of yen)



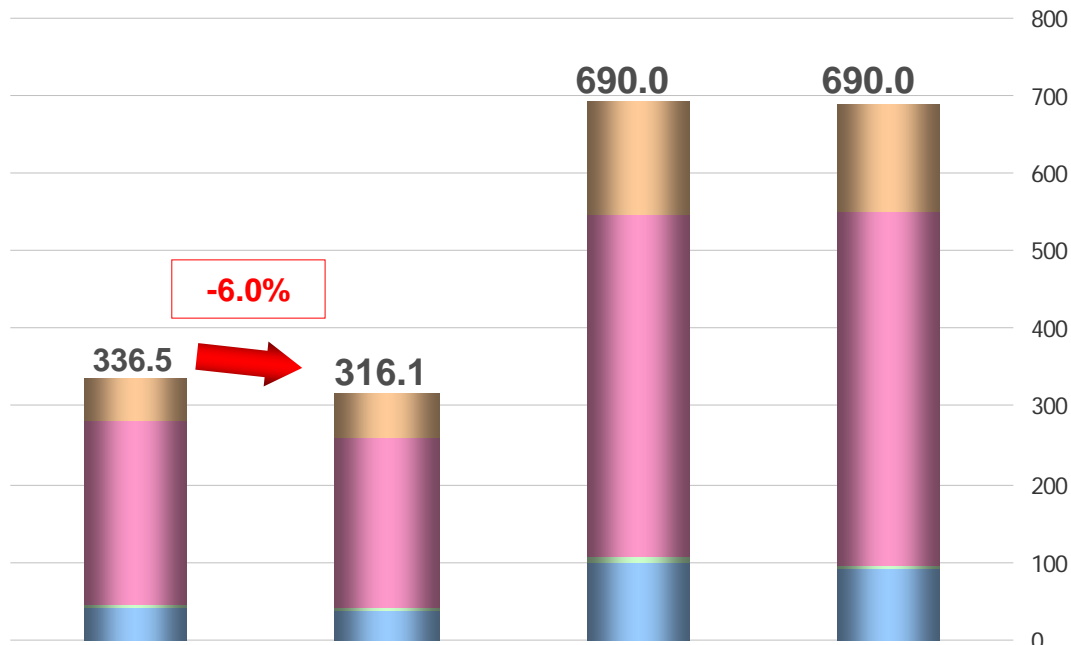
(Billions of yen)

	2008/4-9(1H)	2009/4-9(1H)	2010/3(full year forecast) (Announced 10/30/2009)	2010/3(full year forecast) (Announced 4/28/2009)
■ Personnel expenses	126.7	126.8	260.0	263.0
■ Taxes and public duties	20.0	19.6	39.0	39.0
■ Depreciation and amortization	348.4	337.8	703.0	710.0
■ Loss on disposal of property, plant and equipment and intangible assets	18.7	18.6	46.0	45.0
■ Communication network charges	165.8	155.8	295.0	302.0
■ Non-personnel expenses	1,011.3	1,001.9	2,103.0	2,193.0
(Incl.) Revenue-linked expenses*	640.0	597.2	1,226.0	1,326.0
(Incl.) Other non-personnel expenses	371.3	404.7	877.0	867.0

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

Capital Expenditures

(Billions of yen)



(Billions of yen)

	2008/4-9 (1H)	2009/4-9 (1H)	2010/3 (full year forecast) (Announced 10/30/2009)	2010/3 (full year forecast) (Announced 4/28/2009)
Other (information systems, etc.)	54.9	58.2	142.0	140.0
Mobile phone business (FOMA)	235.2	215.5	442.0	454.0
Mobile phone business (mova)	4.1	3.1	7.0	5.0
Mobile phone business (Other)	42.3	39.4	99.0	90.0

RESULTS FOR 2Q OF FY2009

Operational Results and Forecasts

			2008/4-9 (1H) (1)	2009/4-9 (1H) (2)	Changes (1) →(2)	2010/3 (full year forecast) Announced 10/30/2009	
Cellular Phone	No. of Subscriptions (1,000)*		53,937	55,186	+2.3%	55,800	
		mova	7,493	3,928	-47.6%	2,770	
		FOMA	46,444	51,258	+10.4%	53,030	
		i-mode	48,069	48,670	+1.3%	48,900	
		Communication Module Service	1,509	1,536	+1.8%	1,590	
	Market share (%)		51.5	50.3	-1.2 points	-	
	Handsets sold (1,000) (including handsets sold without involving sales by DOCOMO)	Total handsets sold		10,265	8,808	-14.2%	-
		Mova	New	45	8	-82.6%	-
			Replacement	29	4	-85.5%	-
		FOMA	New	2,157	2,057	-4.6%	-
			Migration from mova	1,632	1,400	-14.2%	-
			Other**	6,402	5,339	-16.6%	-
	Churn rate (%)		0.51	0.45	-0.06 points	-	
ARPU (FOMA+mova) (yen)***		5,870	5,430	-7.5%	5,300		
MOU (FOMA+mova) (minutes)***		138	136	-1.4%	-		

*Communication Module Service subscriptions are included in the number of cellular phone subscriptions in order to align the calculation method of subscriptions 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.)

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

***For an explanation of MOU and ARPU, please see Slide 38 of this document, "Definition and Calculation Methods of MOU and ARPU".

FY2009/2Q Financial Results

	2008/7-9 (2Q) (1)	2009/7-9 (2Q) (2)	Changes (1) →(2)
Operating Revenues (Billions of yen)	1,097.5	1,061.1	-3.3%
Cellular Services Revenues (Billions of yen)	935.5	884.3	-5.5%
Operating Expenses (Billions of yen)	817.1	827.6	+1.3%
Operating Income (Billions of yen)	280.5	233.4	-16.8%
Income Before Income Taxes (Billions of yen)	271.7	232.4	-14.5%
Net Income attributable to NTT DOCOMO, INC. (Billions of yen)	173.1	137.3	-20.7%
EBITDA Margin (%) *	42.7	38.6	-4.1 points
Adjusted Free Cash Flow (Billions of yen) **	41.0	185.3	+351.9%

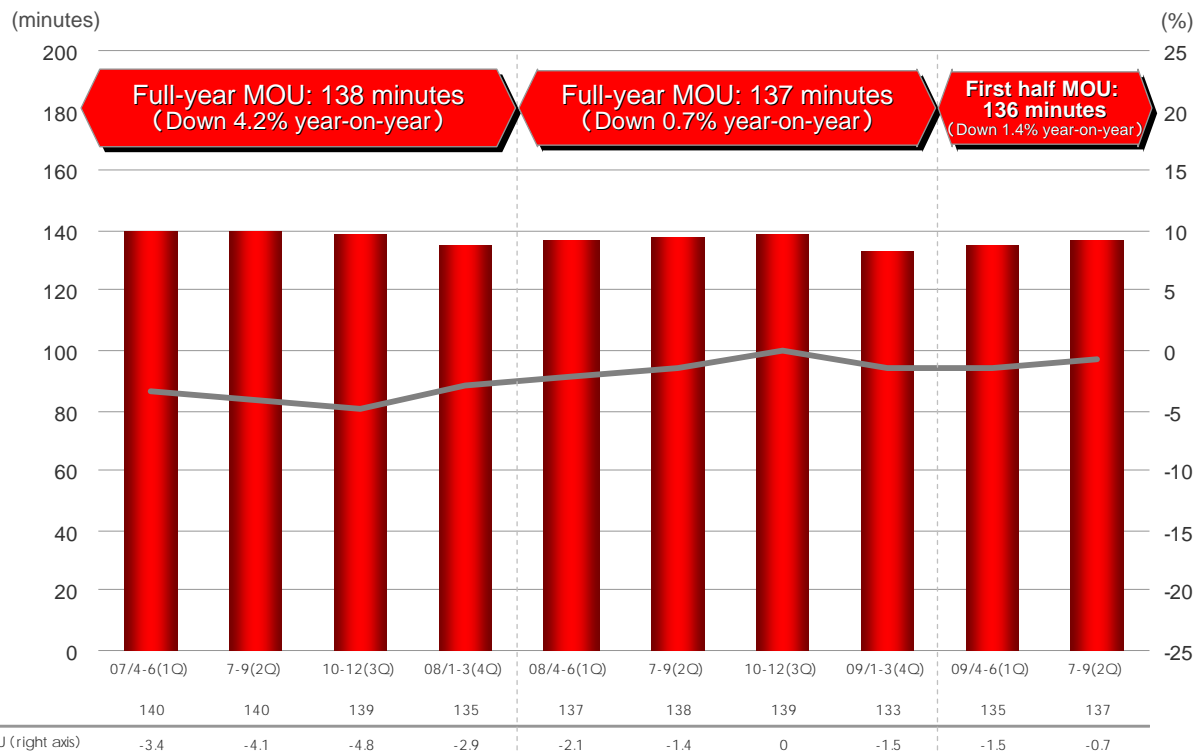
◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects of changes in investment for cash management purposes derived from purchases, redemption at maturity and disposals of financial instruments held 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 GAAP on Slide 39 and the IR page of our website, www.nttdocomo.co.jp.

Cellular (FOMA+mova) MOU

- MOU for FY2009/2Q was 137 minutes (Down 0.7% year-on-year)



◆ For an explanation of MOU, please see Slide 38 of this document, "Definition and Calculation Methods of MOU and ARPU".

Definition and Calculation Methods of MOU and ARPU

◆ **MOU (Minutes of Use):** Average monthly communication time per subscription.

◆ **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 operating revenues from our wireless services, such as basic monthly charges, voice communication charges and packet communication 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 (basic monthly charges, voice communication charges) /
No. of active subscriptions (FOMA+mova)

◇ **Packet ARPU (FOMA+mova):** {Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) +
i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges)} /
No. of active subscriptions (FOMA+mova)

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

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

◇ **Voice ARPU (FOMA):** Voice ARPU (FOMA) Related Revenues (basic monthly charges, voice communication charges) /
No. of active subscriptions (FOMA)

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

◇ **i-mode ARPU (FOMA):** i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) /
No. of active subscriptions (i-mode (FOMA))

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

◇ **Voice ARPU (mova):** Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges) /
No. of active subscriptions (mova)

◇ **i-mode ARPU (mova):** i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges) /
No. of active subscriptions (i-mode (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 Services 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				
	Year ending March 31, 2010 (Revised Forecasts)	Year ended March 31, 2009	Six months ended September 30, 2008	Three months ended September 30, 2009	Six months ended September 30, 2009
a. EBITDA	¥ 1,563.0	¥ 1,678.4	¥ 938.2	¥ 409.6	¥ 836.0
Depreciation and amortization	(703.0)	(804.2)	(348.4)	(168.8)	(337.8)
Loss on sale or disposal of property, plant and equipment	(30.0)	(43.3)	(12.8)	(7.4)	(13.0)
Operating income	830.0	831.0	576.9	233.4	485.2
Other income (expense)	(5.0)	(50.5)	(16.8)	(1.0)	(5.3)
Income taxes	(332.0)	(308.4)	(219.4)	(93.9)	(194.1)
Equity in net income (losses) of affiliates	2.0	(0.7)	5.9	(0.5)	0.3
Less: Net (income) loss attributable to noncontrolling interests	(2.0)	0.5	(0.0)	(0.7)	(1.3)
b. Net income attributable to NTT DoCoMo, Inc.	493.0	471.9	346.7	137.3	284.7
c. Operating revenues	4,276.0	4,448.0	2,267.8	1,061.1	2,145.8
EBITDA margin (=a/c)	36.6%	37.7%	41.4%	38.6%	39.0%
Net income margin (=b/c)	11.5%	10.6%	15.3%	12.9%	13.3%

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 changes in investments for cash management purposes

	Billions of yen				
	Year ending March 31, 2010 (Revised Forecasts)	Year ended March 31, 2009	Six months ended September 30, 2008	Three months ended September 30, 2009	Six months ended September 30, 2009
Free cash flows excluding changes in investments for cash management purposes	¥ 360.0	¥ 93.4	¥ (64.6)	¥ 185.3	¥ 94.5
Changes in investments for cash management purposes (*)	-	49.3	49.2	(30.2)	(27.0)
Free cash flows	360.0	142.7	(15.4)	155.1	67.4
Net cash used in investing activities	(731.0)	(1,031.0)	(423.8)	(198.9)	(441.1)
Net cash provided by operating activities	1,091.0	1,173.7	408.4	354.0	508.5

Notes: (*) Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months. Net cash used in investing activities includes changes in investments for cash management purposes except for the year ending March 31, 2010. The effect of changes in investments for cash management purposes 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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