



# NTT DOCOMO, INC.

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

January 29, 2010

# 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.

## FY2009/1Q-3Q (cumulative) Financial Results

	2008/4-12 (1Q-3Q) (1)	2009/4-12 (1Q-3Q) (2)	Changes (1) → (2)	2010/3 (full-year forecast) (3) (Announced 10/30/2009)	Progress to forecast (2) / (3)
Operating Revenues (Billions of yen)	3,378.8	3,242.4	-4.0%	4,276.0	75.8%
Cellular Services Revenues (Billions of yen)	2,791.0	2,662.7	-4.6%	3,461.0	76.9%
Operating Expenses (Billions of yen)	2,632.0	2,539.7	-3.5%	3,446.0	73.7%
Operating Income (Billions of yen)	746.8	702.7	-5.9%	830.0	84.7%
Income Before Income Taxes (Billions of yen)	709.4	701.7	-1.1%	825.0	85.1%
Net Income attributable to NTT DOCOMO, INC. (Billions of yen)	437.7	419.3	-4.2%	493.0	85.1%
EBITDA Margin (%) *	40.1	38.1	-2.0 points	36.6	-
Adjusted Free Cash Flow (Billions of yen) *	167.3	178.1	+10.7	360.0	49.5%

◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects uncollected revenues due to bank holidays at the end of the period and changes in investment 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 38 and the IR page of our website, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

### Cellular services revenues

- Voice revenues declined due to expanded uptake of “Value Plan”, etc., but packet revenues continued to post steadfast growth

### Cost reduction to cope with decline in aggregate ARPU

- Reduced network-related costs<sup>\*1</sup> by improving efficiency of capital expenditures, etc.
- Profitability of equipment sales-related business<sup>\*2</sup> improved as a result of widespread adoption of new handset purchase methods

### Other factors affecting results

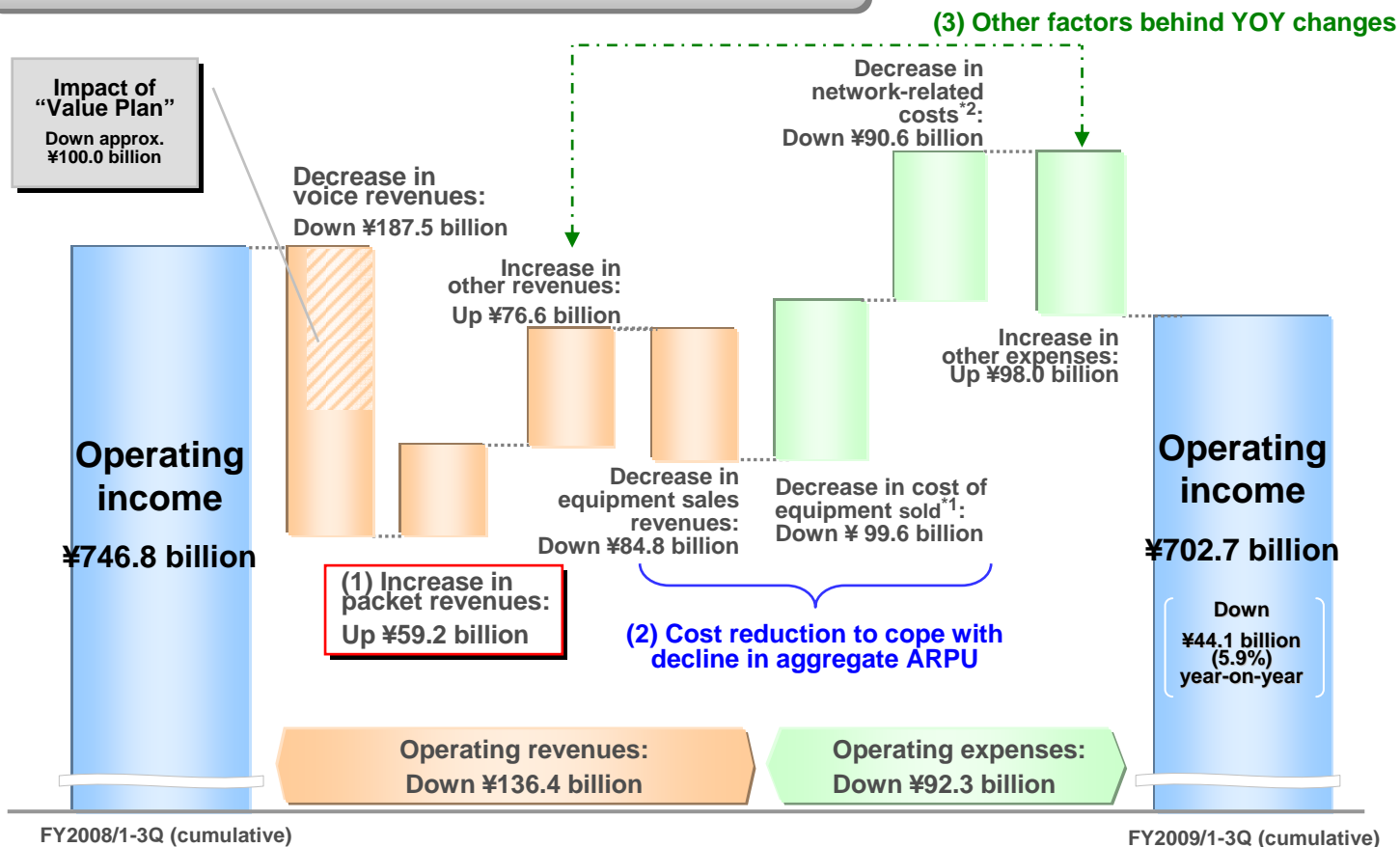
- Customer satisfaction improvement initiatives:  
“Mobile Phone Protection & Delivery” service, etc.
  - Increase in no. of consolidated subsidiaries:  
Oak Lawn Marketing, Inc., etc.
- } Increase in revenues & expenses

\*1: Sum of communication network charges, depreciation and amortization, and loss on disposal of property, plant and equipment

\*2: Equipment sales revenues net of cost of equipment sold and distributor commissions

# 4 FY2009/1-3Q (cumulative) Results Highlights (2)

## Key factors behind YOY changes in operating income



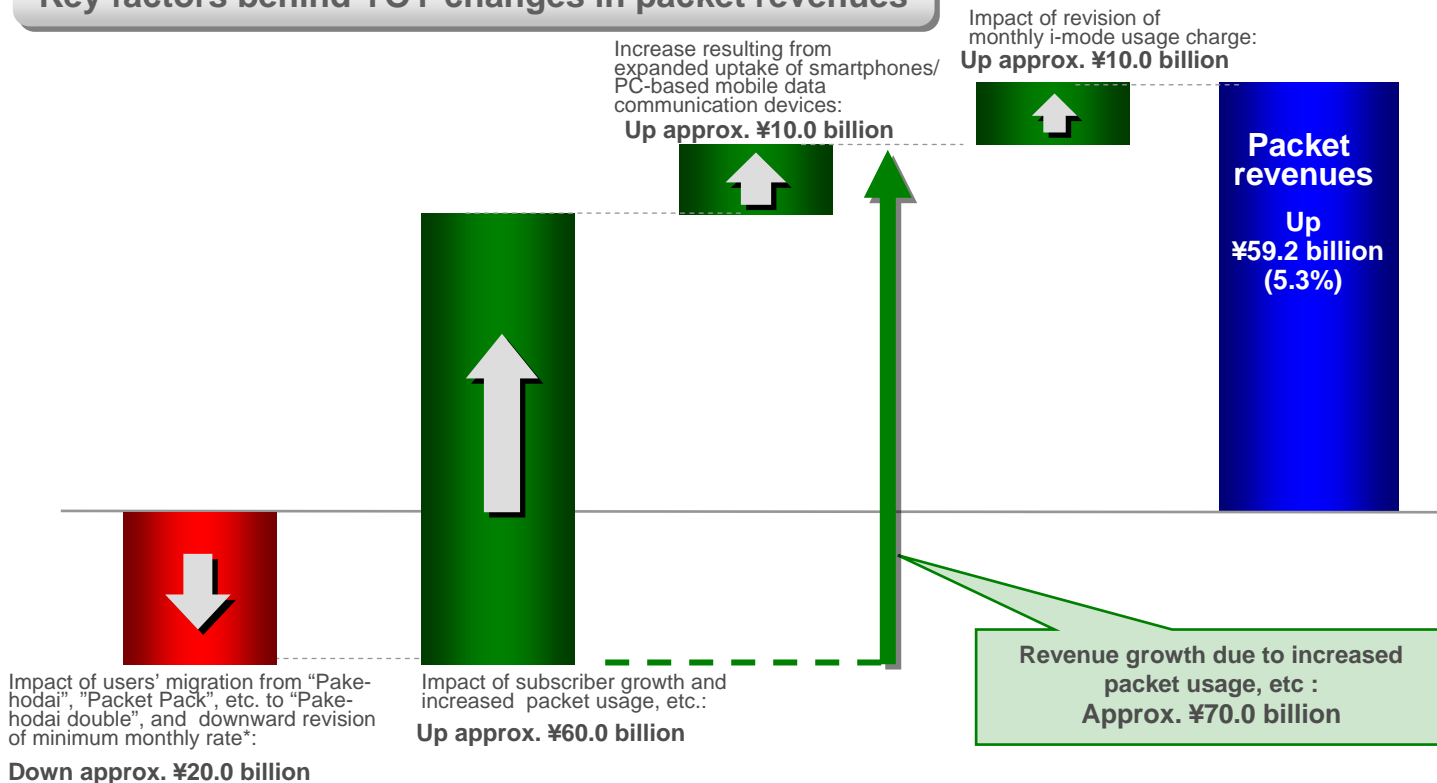
\*1: Sum of cost of equipment sold and distributor commissions

\*2: Sum of communication network charges, depreciation and amortization, and loss on disposal of property, plant and equipment

# Analysis-1: Packet Revenues Growth

- Achieved an increase in packet revenues, our No. 1 priority, of ¥59.2 billion year-on-year by growing the packet usage of mobile phone users and expanding PC-based mobile data access services, etc., making up for the negative revenue impact resulting from subscribers' migration to "Pake-hodai double" service introduced in 2008

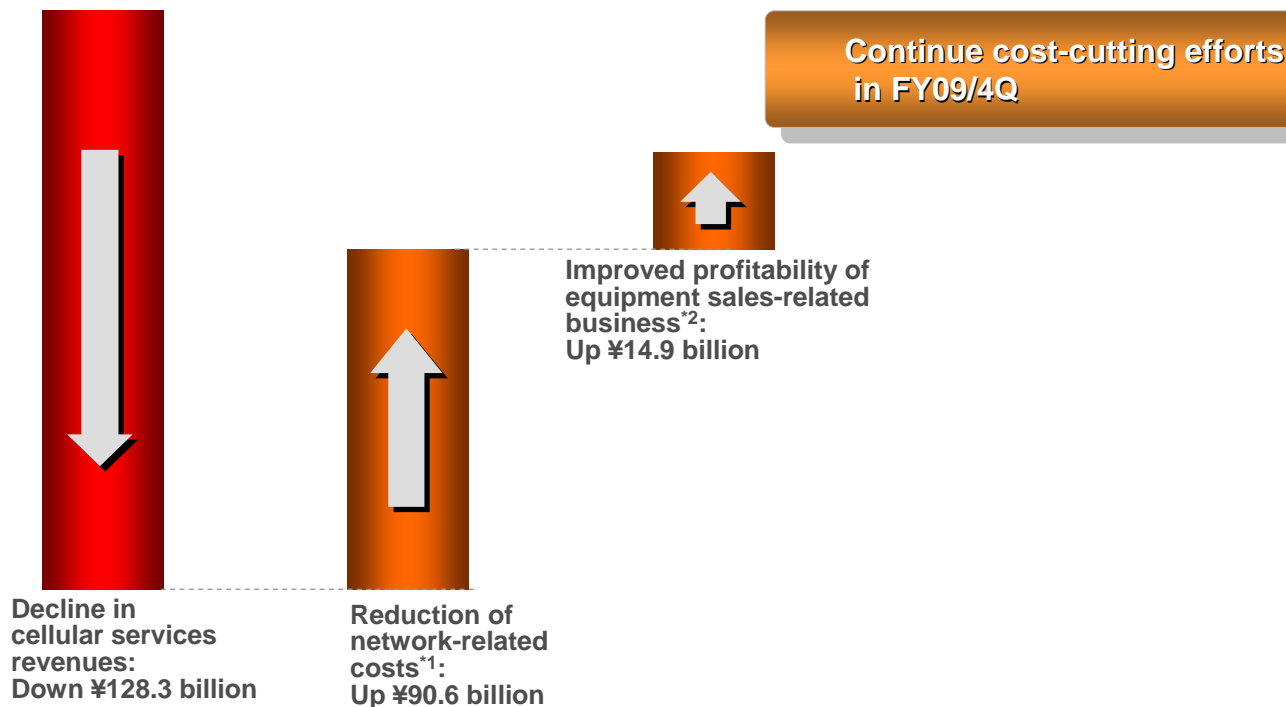
## Key factors behind YOY changes in packet revenues



\* Impact estimated internally based on users' usage status at the time of introduction of new billing rates.

## 6 Analysis-2: Cost Reduction to Cope With Decline in Aggregate ARPU

- Managed business with a focus on minimizing negative revenue impact by offsetting a large portion of the decline in cellular services revenues through reduction of network-related costs and improving profitability of equipment sales-related business



\*1: Sum of communication network charges, depreciation/amortization, loss on disposal of property, plant and equipment

\*2: Equipment sales revenues net of cost of equipment sold and distributor commissions

## Analysis-3: Other YOY Changes

### “Mobile Phone Protection & Delivery” service

Due to expanded uptake,

**Both revenues and expenses grew by approx. ¥30.0 billion year-on-year**  
(Impact on income: negligible)

### Independent business by subsidiaries

Due to inclusion of Oak Lawn Marketing, Inc. in our consolidated accounts:

**Revenues grew by approx. ¥35.0 billion and expenses increased by approx. ¥30.0 billion year-on-year**

(Impact on income: Up approx. ¥7.0 billion year-on-year)

### Handset repair-related costs

Due to increase in no. of handsets submitted for repair resulting from extended average usage period:

**Repair-related costs grew by approx. ¥20.0 billion year-on-year**



# Changes in Operating Income (FY2008/FY2009)

- Achieved an operating income growth in line with forecast of 28.0% year-on-year in FY2009/3Q (Oct.-Dec. 2009)
- Steadfast progress toward achievement of full-year income target

FY2008 Operating income: ¥831.0 billion

FY2009 Operating Income forecast: ¥830.0 billion

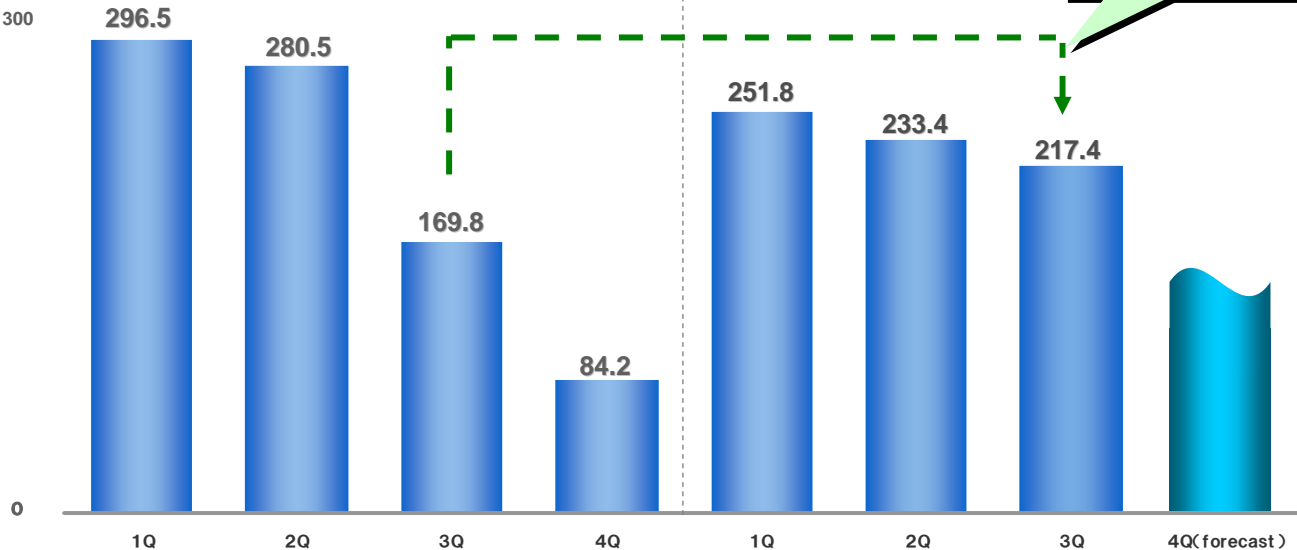
## 《FY2008 Irregular factors》

Impact of income-boosting effect of new handset purchase methods

Accelerated depreciation of mova-related assets, etc.

(Billions of yen)

300

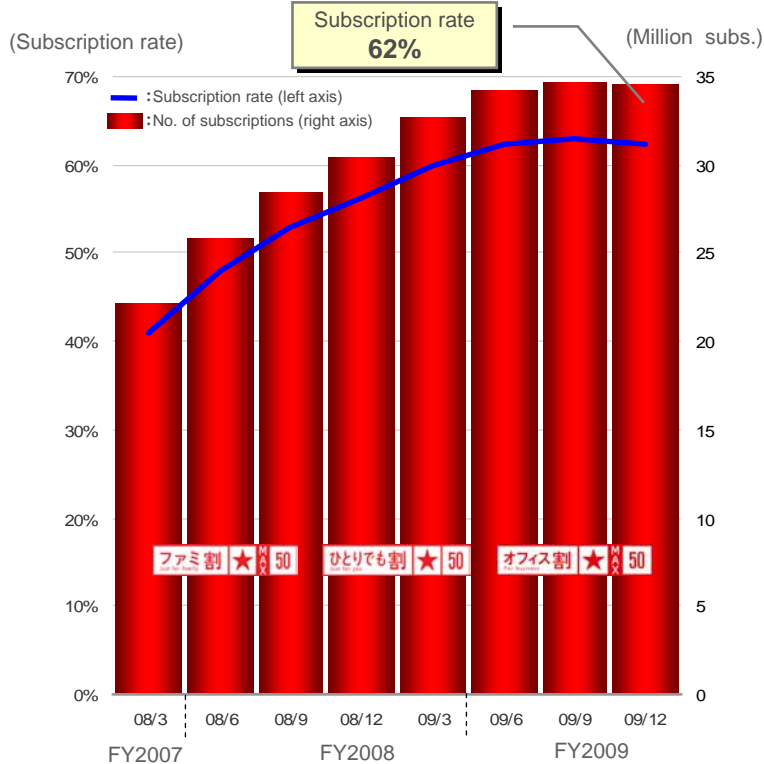


FY2009/3Q  
(Oct.-Dec. 2009):  
**Up 28.0%**  
year-on-year

# New Business Model

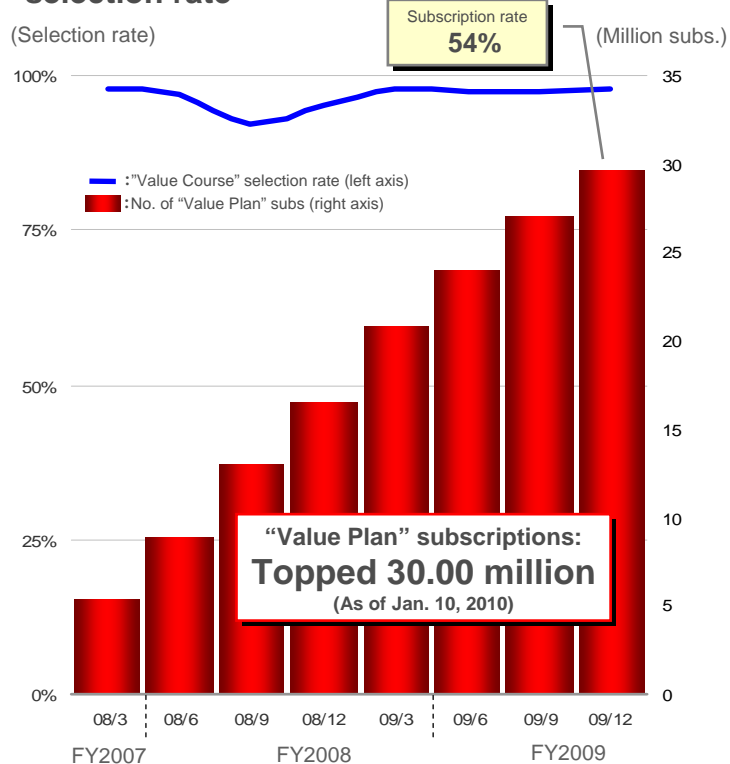
## New Discount Services\*1

### No. of subscriptions



## New Purchase Methods

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



\*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

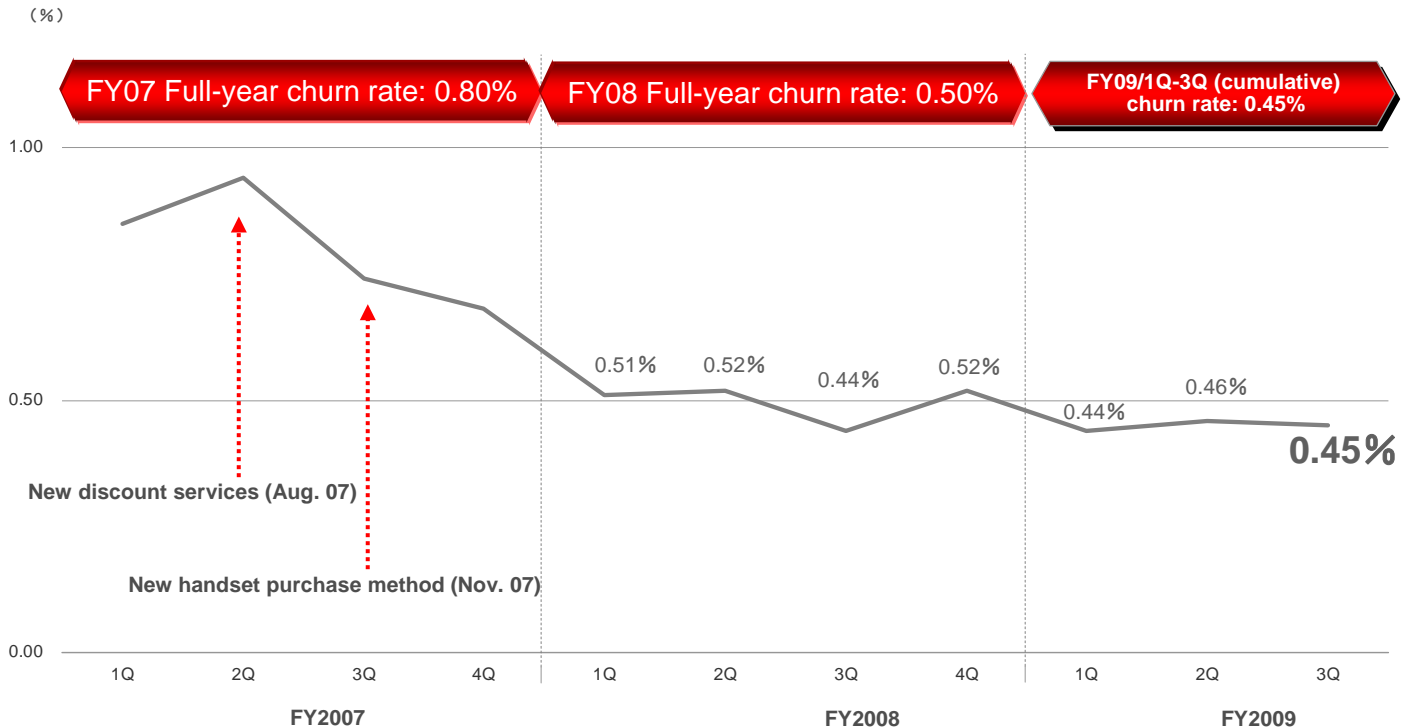
- Aggregate ARPU for FY2009/1-3Q (cumulative) was ¥5,440 (down 6.5% year-on-year)  
Packet ARPU was ¥2,440 (up 3.0% year-on-year)
- Voice ARPU for FY2009/1-3Q (cumulative) was positively affected (up ¥40) as a result of a review on “*Nikagetsu Kurikoshi*” (two-month carry over) allowances



# Churn Rate

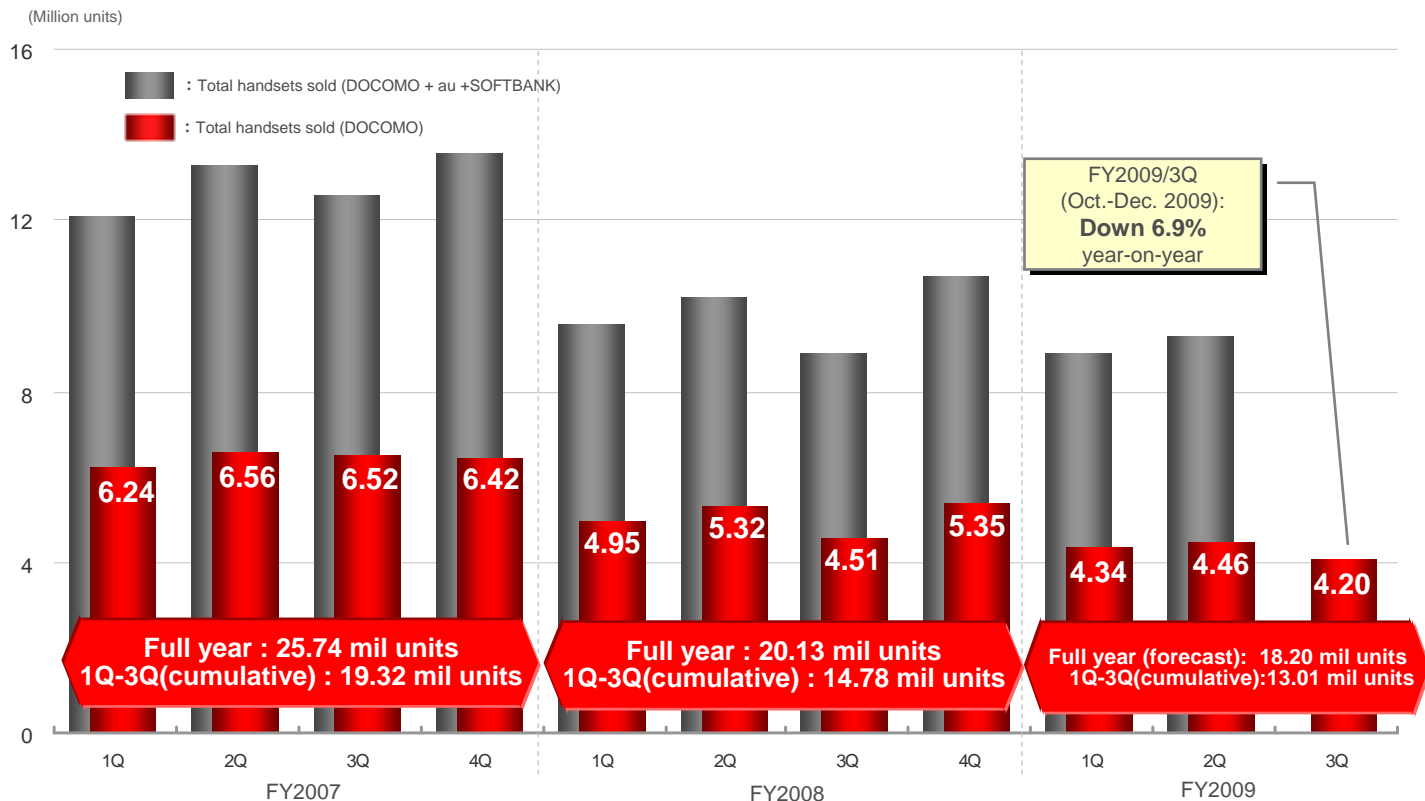
- Churn rate for FY2009/1Q-3Q (cumulative) was 0.45%

## ■ Cellular (FOMA+mova) Churn Rate



# Total Handset Sales

- Total no. of handsets sold in FY2009/1Q-3Q(cumulative): 13.01 million units (Down 12.0% year-on-year)



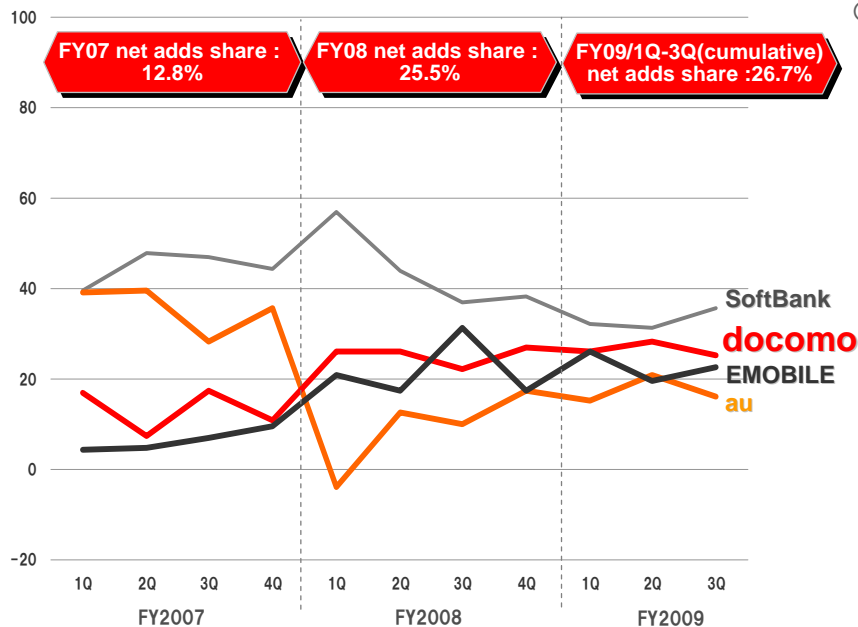
◆ Calculated based on financial results materials of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

# Market Share of Net Additions/MNP

- DOCOMO's market share of net additions for FY2009/1Q-3Q(cumulative): 26.7%

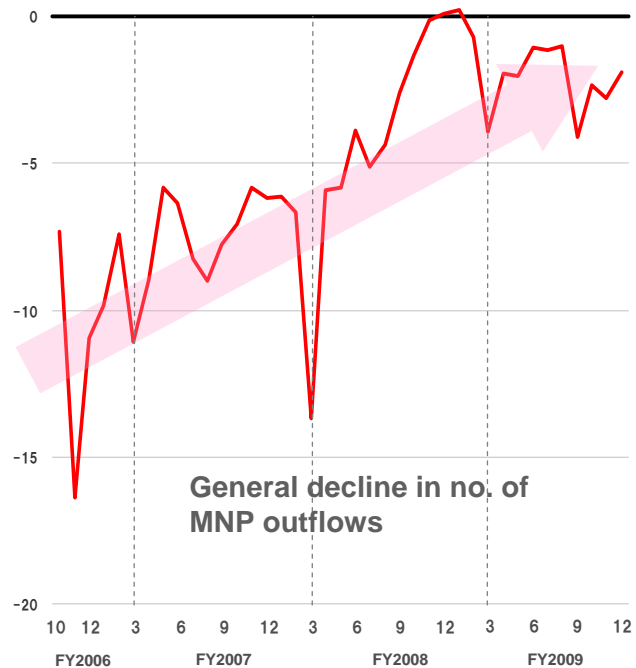
## Market Share of Net Additions

(%)



## Monthly Net Acquisitions/Losses of MNP Subscribers

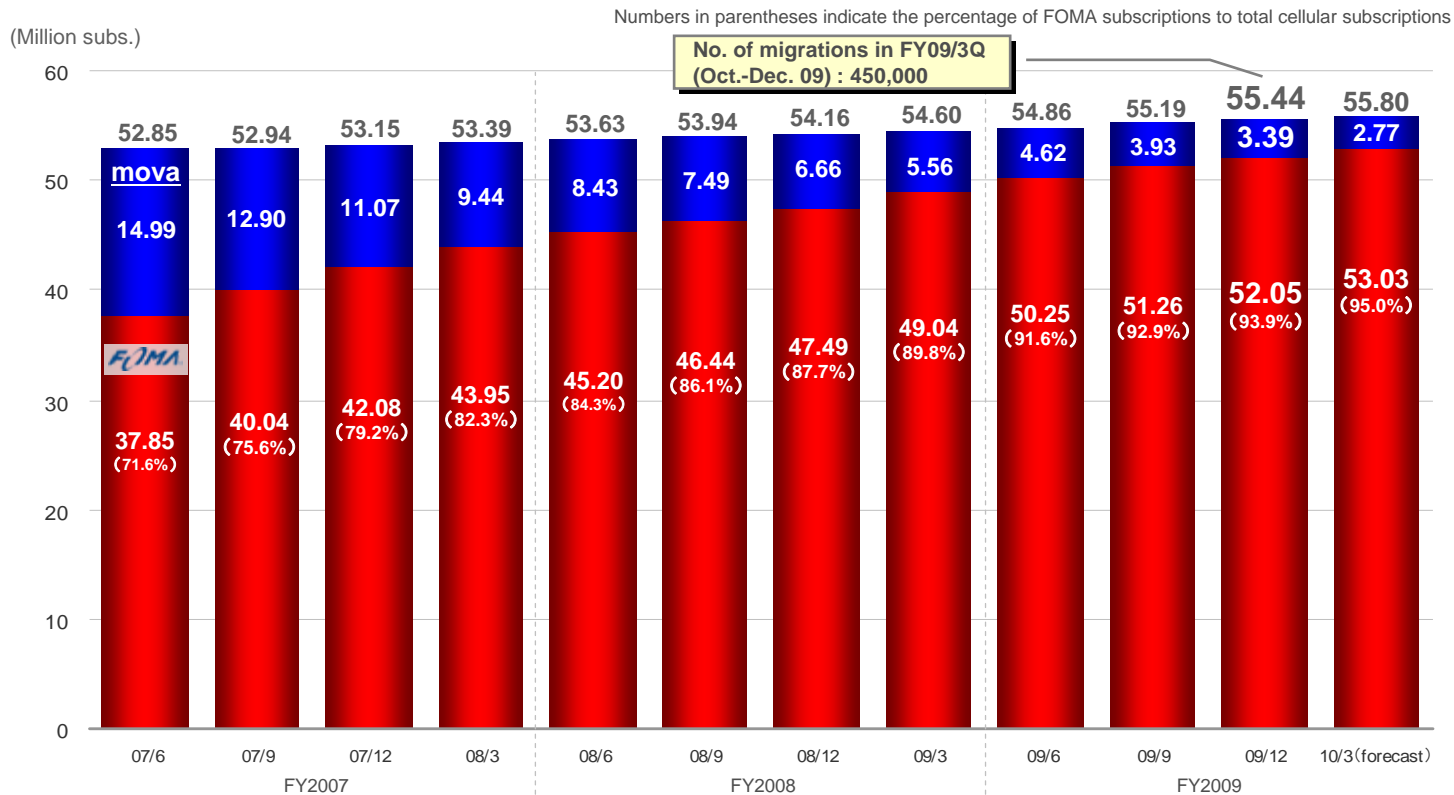
(10,000 subs)



**RESULTS FOR 3Q OF FY2009**

# Subscriber Migration to FOMA

- No. of subscribers who have migrated to FOMA in FY2009/1Q-3Q: 1.85 million





## Principal Actions and Results



# Expansion of Packet Usage

## i-mode



### ■ For heavy users:

- Offer rich variety of attractive content

### ■ For medium/light users:

- Expand user base of packet flat-rate services
- Further improve “ease of use”
- Enrich portfolio of everyday life-oriented content
- Sell service with a focus on “boosting usage”



## PC-based data access



- Appeal DOCOMO's strengths:  
wide coverage, high data speeds



## Smartphone

- Prepare environment  
(e.g., content, billing plans, etc.)  
for expanding user base



# Expansion of i-mode Packet Usage –Heavy/Medium Users

- Video usage has been growing steadily. Plan to devise new ways (e.g., easier methods to reach desired content, etc.) to further expand video usage
- Established a new joint venture with DeNA Co. Ltd. with the aim of expanding packet usage of medium users

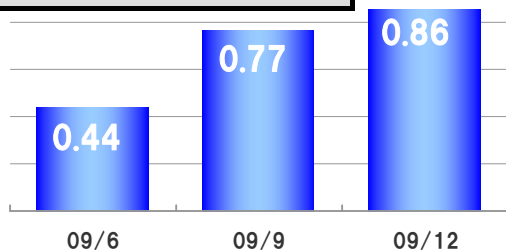
## Expansion of video usage

### “BeeTV” service

Percentage of subs who have joined paid service after free trial period: **Over 70%**



(Million subs)



## New joint venture with DeNA

New joint venture

To launch UGC\* site for mobile phones in FY2010/1H (planned)

Combine strengths of two companies

**DeNA**

Extensive know-how in operating UGC sites for broad user segments from youth to the elderly



System/service development capability

**NTT docomo**

User base

Billing system

Promotion

### Lead users to video content with less no. of clicks



Load video on top page

\* UGC: User Generated Content. i.e., content created by general users such as novels distributed over the Internet to mobile phones

- Encourage subscription to “Pake-hodai double” to create an environment for users to try out content services
- Then, implement various measures primarily in the area of “improved ease of use & convenience” and “everyday life-oriented content”

### Basic strategy

Encourage subscription to “Pake-hodai double” ⇒ Expand user base

## “Boost usage”

Everyday life-oriented content

Improved ease of use  
& convenience



Face-to-face  
recommendation

Create scheme for support

## Everyday life-oriented content

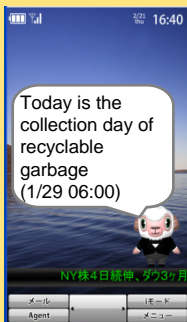
## Community-oriented content

Delivery of garbage collection day info.

あなたの街のクリーンカレンダー



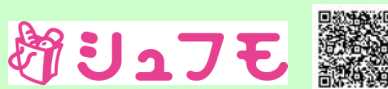
Compatible with “i-concier”

Delivery of store bargain info.

PUSH delivery of flyers/bargain info.



No. of participating stores: Over 20,000



No. of participating stores: Over 7,000

## Hobby/practical info.

Video shop guide

新年会のご予約ならストラ情報満載の  
【全国版】

**ぐるなび**  
ぐるなびを知ってる?

「まずはエリアを選ぼう」

関東 | 関西 | 中部  
北海道 | 東北 | 北陸  
中国 | 四国 | 九州 | 沖縄

ぐるなび動画特集がト!  
最新お洒落あひ特別プレゼント  
★特集)忘新年会!旬のがけ!  
【限定】がトからあげ半額

■お店を探す  
★場所やお店などで検索  
検索

2語以上は間にスペース  
【例】新宿 お好み焼き

📍近くのお店検索 (GPS)  
🏠住所で検索  
🚗駅名で検索

↑ページ上部へ

■今月の特集

Jump to video shop guide page

## Expansion of i-mode Packet Usage –Medium/Light Users (3)

## Improved ease of use &amp; convenience

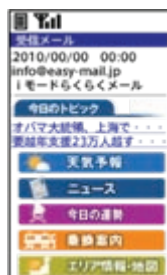
## New concept menu screen



(Ex: For middle-aged and older)

- ▶ Simple language
- ▶ Intuitive operation
- ▶ Shorten routes to reach desired site

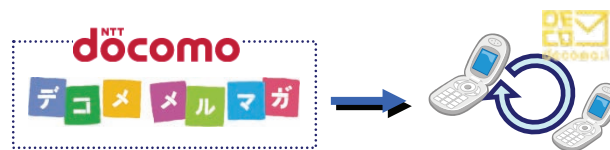
## Trigger use of i-mode through mail



(Ex: For middle-aged and older)

- ▶ Easy-to-read screen
- ▶ Practical content
- ▶ PUSH delivery

## Deliver free “Deco-mail” animation materials through mail magazine

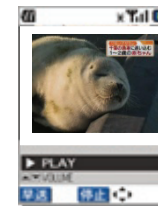


For users who find it cumbersome to fetch “Deco-mail” animation materials from network

Play with Deco-mail!



## Boost video usage through “i-channel”



Effective for face-to-face recommendation

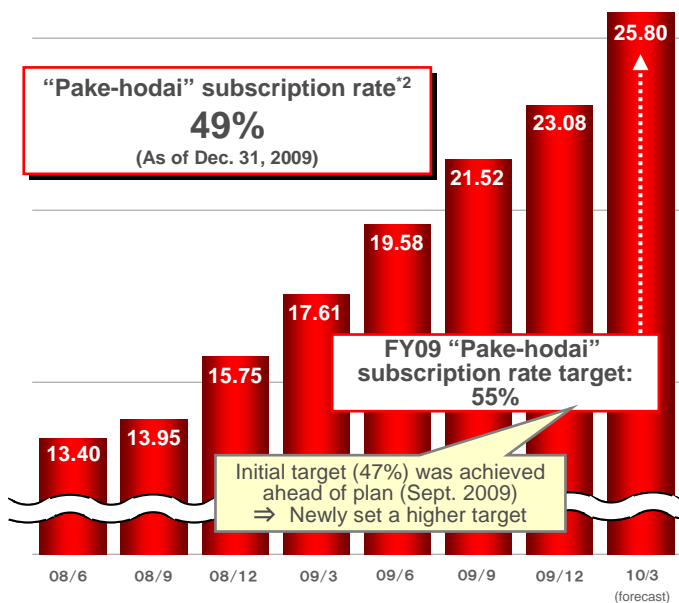


# 21 Enrichment of i-mode Packet Flat-Rate Services

- Initial “Pake-hodai” subscription rate target for FY09 (47% by Mar. 31, 2010) was achieved in September 2009. After setting a higher target (55%), no. of flat-rate subscriptions grew steadily as a result of active subscriber acquisition efforts

## “Pake-hodai”\* subscriptions\*1

(million subs)



## “Mail Tsukai-hodai” service (“Pake-hodai simple”)

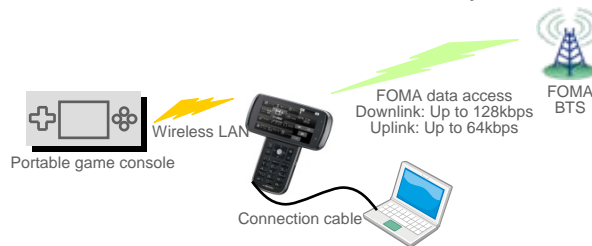
(Launched Dec. 1, 2009)

- Unlimited domestic i-mode mail for a fixed monthly fee of ¥1,095\*3
- Allows users to use other packet services without concerns about their phone bills with the addition of “Pake-hodai simple” services, which starts from a minimum monthly rate of ¥0.

## Addition of a new menu for data access via external devices to “Pake-hodai double”\*4 service

(Launched Dec. 1, 2009)

- Allows unlimited access via portable game consoles and other external devices for a maximum monthly rate of ¥5,985\*5



\*1: Inclusive of “Pake-hodai full”, “Pake-hodai double” and “Pake-hodai simple”.

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

\*3: Sum of basic monthly charge (¥780) for subscribing to Mail Tsukai-hodai Type Simple (Value) plan together with “Fami-wari MAX 50”, “Hitoridemo Discount 50” or other discount plans and monthly i-mode usage charge (¥315). Use of mail service outside Japan or via mova connections based on “Dual Network Service” are not included covered by the flat-rate package.

\*4: Inclusive of “Pake-hodai simple”.

\*5: For use at selected access points offering downlink speeds of up to 128kbps. Separate contract with service provider required.

# PC Data Communications

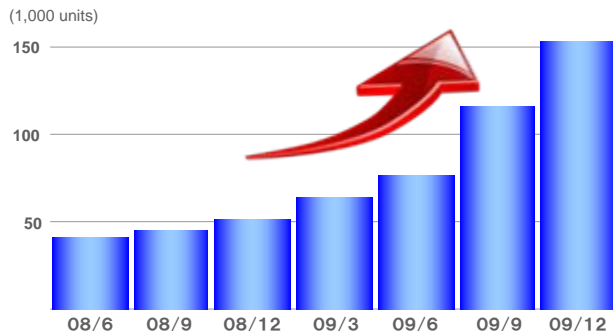
- Strategically strengthened sales viewing PC data communications market as a growth market
- Achieved favorable growth both in number and market share of devices sold

データ通信カード利用

総合評価  
満足度  
**NO.1**

Awarded No. 1 customer satisfaction rating in "15th mobile phone "personal use" survey 2009—overall satisfaction rating" by Nikkei BP Consulting.

## PC data communication devices sales



## Sales reinforcement actions

### Aggressive advertisement

- TV commercials



### Affordable prices/Reduced provider fee, etc.

- Two-tier flat-rate data package (¥1,000-¥5,985/month\*2)  
(Launched Jul, 1, 2009)
- “mopera U U Flat-Rate HIGH-SPEED” plan  
Lowered monthly rate from ¥840→¥525  
(Revised Nov. 1, 2009)

### Enriched variety of data access devices

< PC with built-in module >

(Manufacturer brand)

As of Jan. 2009:  
10 models from  
4 manufacturers

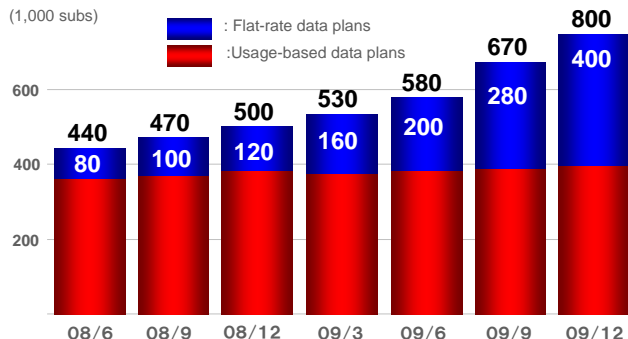
As of Jan. 2010:  
**20 models from  
5 manufacturers**

<L-07A>



- HSUPA-enabled
- ExpressCard  
(Released Nov. 11, 2009)

## Data plan\*1 subscriptions



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

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

# Smartphone

- Aim to broaden the sphere of smartphone market through the introduction of state-of-the-art devices and improvement of billing plans and content/application usage environment



◆ Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communications AB.



# Service Personalization – i-concier -

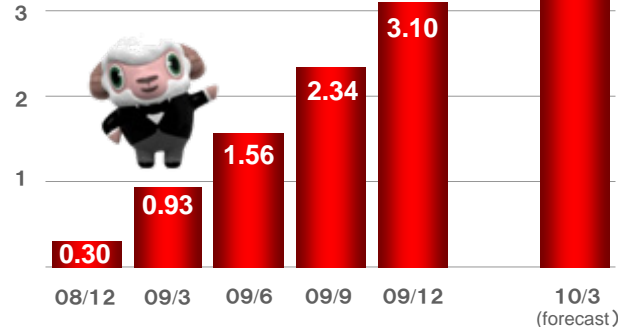
- No. of “i-concier” subscriptions topped 3.10 million as a result of active promotion upon sale of handset
- Launched more advanced behavior support services with the introduction of auto-GPS feature
- Steadily increased no. of “i-concier” content, adding variety of local content

## “i-concier”



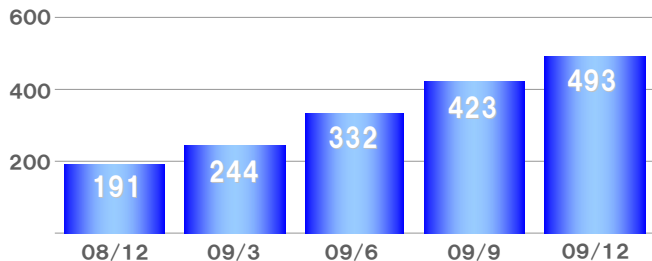
### ■ No. of subscriptions

(Million subs)



### ■ No. of content sites

(content sites)



## Introduction of auto-GPS

(Launched November 2009)

Auto GPS information

Auto GPS reminder

Last train alert

Local “machi-chara” passport

Auto GPS weather/earthquake info

**Delivery of new type of behavior support service**



## Expansion of local content

■ Kanagawa Shimbun newspaper (Launched Dec. 1, 2009)

(Ex). Extra editions, information on events/festivals held in Kanagawa Pref.

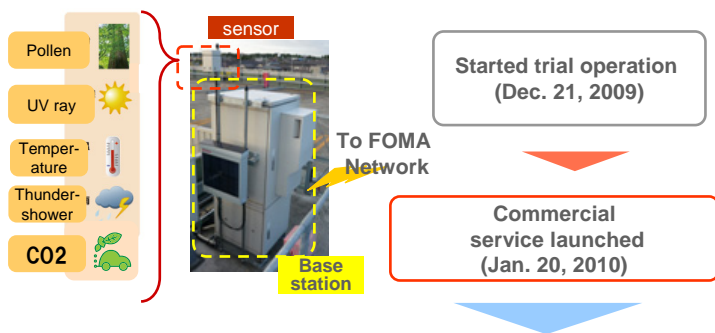
**Aim to further enrich local content**

**RESULTS FOR 3Q OF FY2009**

# 25 Social Support –Environment/Ecology Business–

- Launched commercial service using environment sensor network, and achieved steadfast progress
- Capital investment in Weather Service Inc. to utilize pollen data analysis technology in business
- Bicycle sharing business: In preparation for verification trial

## Environment sensor network business



Plan to expand to 2,500 locations in FY2010, and eventually to 9,000 locations nationwide

## Capital alliance with Weather Service Inc.

(Investment made on Jan. 6, 2010)

- Develop and provide pollen data analysis technology

**Weather Service**

## Bicycle sharing

- Joint promotion of bike-sharing service with Docon Co., Ltd.

Reservation, payment and behavior support with a single handset

Make reservation

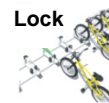
Pay, use and return



Locate current position & make reservation.  
Receive Felica key



Authentication/key unlock based on Felica.  
Navigation to destination



Reservation of drop-off spot.  
Locking at destination

Preparation in progress to start verification trial in Sapporo in June 2010

**株式会社ドーコン**  
Docon

# Converged Services

- Launched “MyArea”, Japan’s first Femto BTS-based home area service
- Started sales of “Photo Panel 02” at shops on Jan. 15, 2010, toward full-fledged sales expansion

## “MyArea”



- Launched a new value-added service, “MyArea” wireless coverage, to realize dedicated use of bandwidth and offer information service leveraging in/out of home area data

(Launched Nov. 18, 2009)

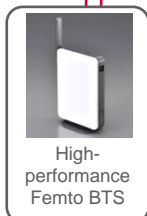
### Private FOMA area in home

#### Dedicated use of bandwidth

Constant access to  
(((high-speed communication)))

Exclusive content for  
“MyArea”

Compatible with  
long-form video



#### In/out of home area info.

イマスカ *Imasuka* function

Informs family member's departure from/return to home via e-mail

Possible to check family members' presence/absence status from outside

Message can be stored and delivered upon return to home

## “Otoyori Photo”



- Started sales of new wireless photo frame “Photo Panel 02”

(Sales via web site started on Dec. 22, 2009)

- Added new feature to “Otoyori Photo” service

(Launched Dec. 22, 2009)

Photo delivery

Transmit reservation

Delivery confirmation

Photo Panel 02



Shop sales commenced on Jan. 15, 2010

**Full-scale sales expansion to acquire more subscriptions**

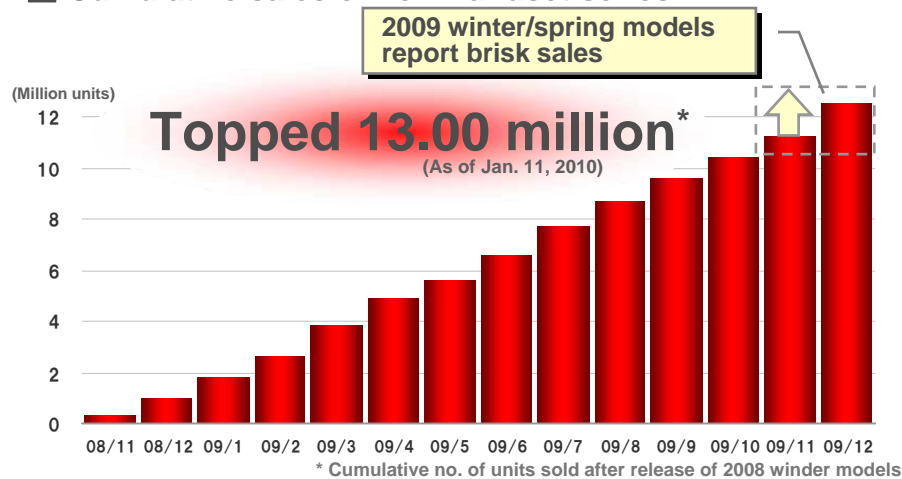
**Aim to acquire 1.00 million subs (cumulative) by FY2012**

# Handset Lineup

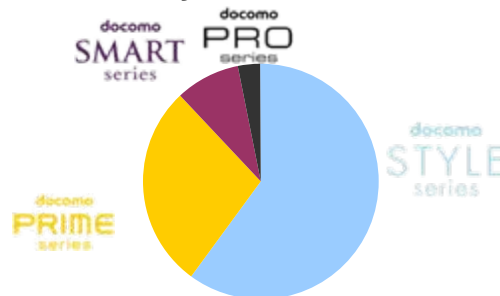
- Brisk sales reported after releasing 2009 winter/spring model handsets, which offer various “advancements” in design, functionality and services, etc.
- Cumulative sales of new handset series topped 13.00 million



## ■ Cumulative sales of new handset series



## ■ Sales breakdown by series (Oct.-Dec. 2009 cumulative)



# Global Expansion

- TTSL/TTML steadily increased no. of net adds, acquiring No. 1 net adds share in India for 5 straight months
- Launched mobile “*manga*” comics delivery service as a new value-added service

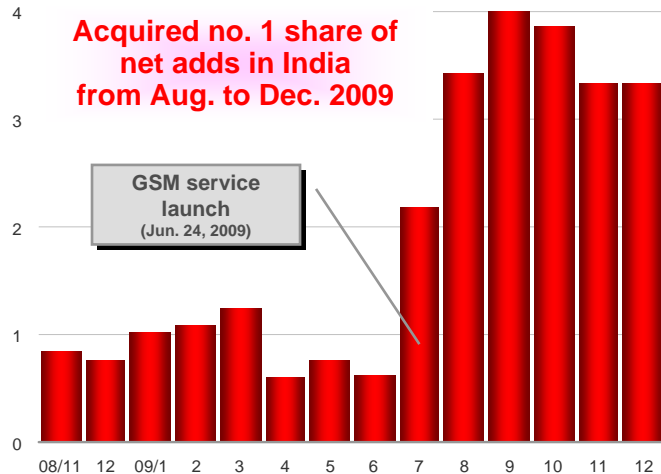
## TTSL/TTML (India)

**Total subscriptions: Over 57.00 million**  
**Market share: Topped 10%\*1**

## No. of net additions\*1

(As of Dec. 31, 2009)

(million subs)



**Acquired no. 1 share of net adds in India from Aug. to Dec. 2009**

**GSM service launch**  
(Jun. 24, 2009)

## GSM roll-out status

(Brand name: TATA DOCOMO)



### Service areas

(As of Jan. 2010)

**14 circles**

(out of India's total 22 circles)

### Value-added services

Launched mobile comics delivery service **DOCOMICS**

(Launched Jan. 8, 2009)

Launched “i-channel” service

(Launched Jun. 24, 2009)

## Completion of TOB for net mobile AG (Germany)

(Announced Dec. 3, 2009)

TOB Outcome	Acquired 79.59% (approx. 6.00 million shares) of total issued share of net mobile for approx. EUR 39.00 million (approx. ¥5.0 billion*2)
Business	Operation of platform for distributing and billing mobile content, etc.

**Establish and strengthen foundation for overseas platform business**

\*1: Number of subscribers, net additions and market share are the total of GSM and CDMA services offered by TTSL/TTML. (Source: TRAI)

\*2: Converted into Japanese yen based on exchange rate of EUR 1 = ¥130.21

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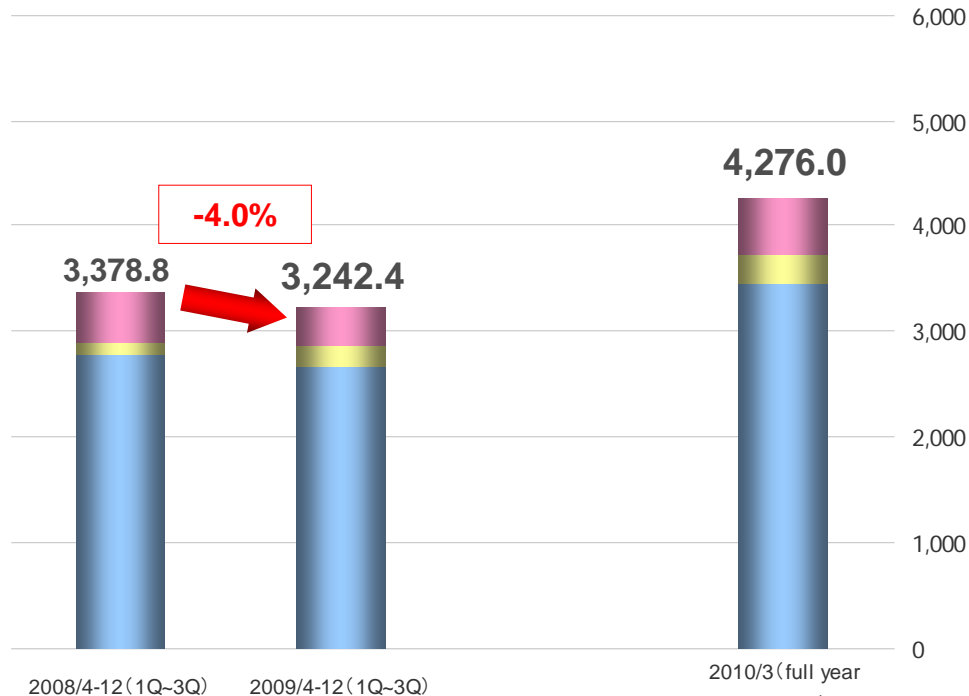


# Appendices

# Operating Revenues

US GAAP

(Billions of yen)



(Billions of yen)

	2008/4-12 (1Q-3Q)	2009/4-12 (1Q-3Q)	2010/3 (full year forecast) (Announced 10/30/2009)
Equipment sales revenues	467.6	382.9	541.0
Other revenues	120.1	196.8	274.0
Cellular services revenues (voice, packet)	2,791.0	2,662.7	3,461.0

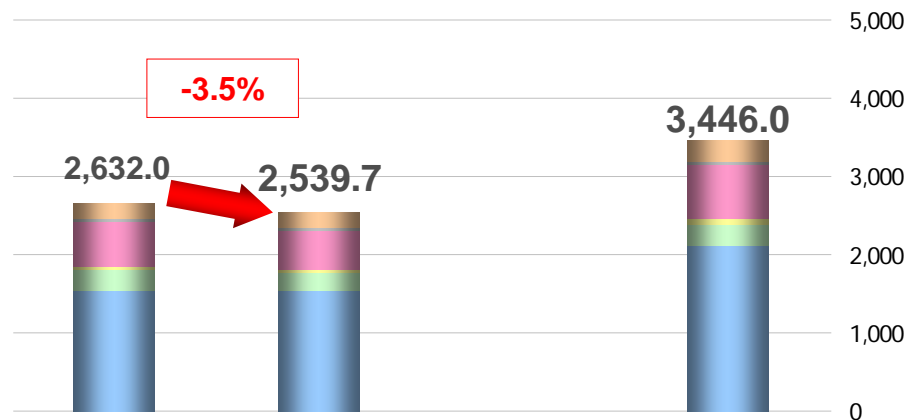
◆ "International services revenues" are included in "Cellular services revenues (voice, packet)".



# Operating Expenses

US GAAP

(Billions of yen)



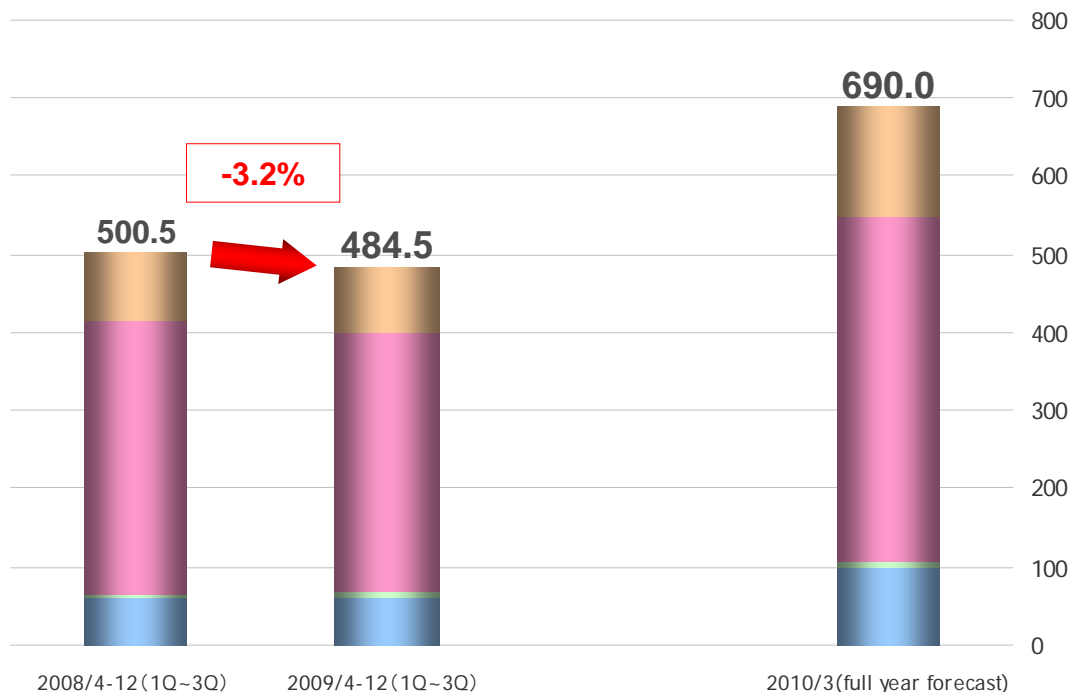
(Billions of yen)

	2008/4-12 (1Q-3Q)	2009/4-12 (1Q-3Q)	2010/3 (full year forecast) (Announced 10/30/2009)
■ Personnel expenses	190.5	191.5	260.0
■ Taxes and public duties	29.2	29.2	39.0
■ Depreciation and amortization	582.3	511.5	703.0
■ Loss on disposal of property, plant and equipment and intangible assets	35.4	30.4	46.0
■ Communication network charges	249.1	234.3	295.0
■ Non-personnel expenses	1,545.4	1,542.8	2,103.0
(Incl.) Revenue-linked expenses*	981.3	925.0	1,226.0
(Incl.) Other non-personnel expenses	564.1	617.8	877.0

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

# Capital Expenditures

(Billions of yen)



(Billions of yen)

■ Other (information systems, etc.)	87.8	84.6	142.0
■ Mobile phone business (FOMA)	346.3	332.7	442.0
■ Mobile phone business (mova)	7.4	5.4	7.0
■ Mobile phone business (Other)	59.0	61.9	99.0

## Operational Results and Forecasts

			2008/4-12 (1Q~3Q) (1)	2009/4-12 (1Q~3Q) (2)	Changes (1) →(2)	2010/3 (full year forecast) Announced 10/30/2009	
Cellular Phone	No. of Subscriptions (1,000)*		54,155	55,436	+2.4%	55,800	
		mova	6,661	3,391	-49.1%	2,770	
		FOMA	47,494	52,045	+9.6%	53,030	
		i-mode	48,150	48,688	+1.1%	48,900	
		Communication Module Service	1,536	1,554	+1.2%	1,590	
	Market share (%)		51.2	50.1	-1.1 points	-	
	Handsets sold (1,000) (including handsets sold without involving sales by DOCOMO)	Total handsets sold		14,775	13,009	-12.0%	-
		Mova	New	56	9	-83.9%	-
			Replacement	36	6	-84.3%	-
		FOMA	New	3,077	3,044	-1.1%	-
			Migration from mova	2,348	1,850	-21.2%	-
	Other**		9,258	8,101	-12.5%	-	
	Churn rate (%)		0.49	0.45	-0.04 points	-	
	ARPU (FOMA+mova) (yen)***		5,820	5,440	-6.5%	5,300	
MOU (FOMA+mova) (minutes)***		138	137	-0.7%	-		

\*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 37 of this document, "Definition and Calculation Methods of MOU and ARPU".

# FY2009/3Q (Oct.–Dec. 2009) Financial Results

	2008/10-12 (3Q) <sup>(1)</sup>	2009/10-12 (3Q) <sup>(2)</sup>	Changes (1) →(2)
<b>Operating Revenues (Billions of yen)</b>	<b>1,111.0</b>	<b>1,096.6</b>	<b>-1.3%</b>
Cellular Services Revenues (Billions of yen)	<b>919.1</b>	<b>896.6</b>	<b>-2.5%</b>
<b>Operating Expenses (Billions of yen)</b>	<b>941.1</b>	<b>879.1</b>	<b>-6.6%</b>
<b>Operating Income (Billions of yen)</b>	<b>169.8</b>	<b>217.4</b>	<b>+28.0%</b>
<b>Income Before Income Taxes (Billions of yen)</b>	<b>149.2</b>	<b>221.8</b>	<b>+48.6%</b>
<b>Net Income attributable to NTT DOCOMO, INC. (Billions of yen)</b>	<b>91.0</b>	<b>134.6</b>	<b>+47.9%</b>
<b>EBITDA Margin (%) *</b>	<b>37.4</b>	<b>36.3</b>	<b>-1.1 points</b>
<b>Adjusted Free Cash Flow (Billions of yen) **</b>	<b>231.9</b>	<b>83.6</b>	<b>-63.9%</b>

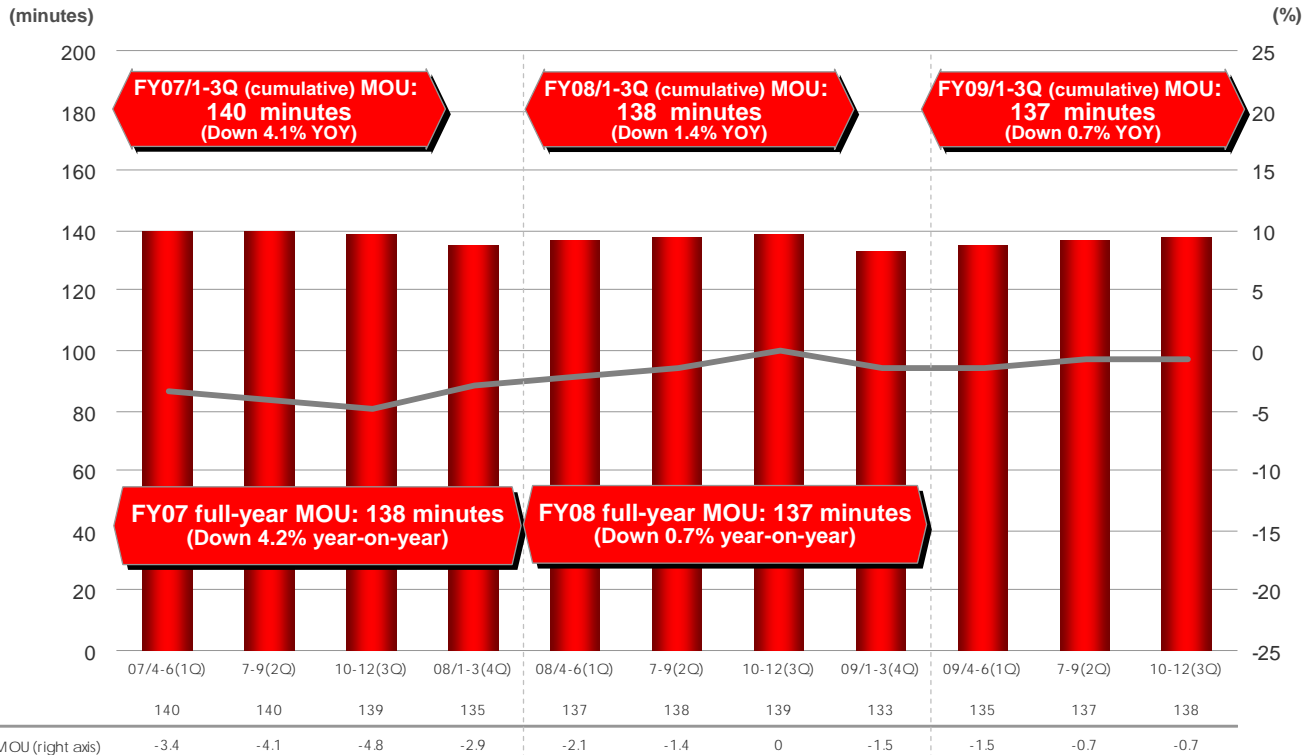
◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects uncollected revenues due to bank holidays at the end of the period and changes in investment 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 38 and the IR page of our website, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

# Cellular (FOMA+mova) MOU

- FY2009/1-3Q (cumulative) MOU: 137 minutes (down 0.7% year-on-year)



◆ For an explanation of MOU, please see Slide 37 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 ended	Nine months ended	Three months ended	Nine months ended
	March 31, 2009	December 31, 2008	December 31, 2009	December 31, 2009
a. EBITDA	¥ 1,678.4	¥ 1,353.8	¥ 398.6	¥ 1,234.6
Depreciation and amortization	(804.2)	(582.3)	(173.7)	(511.5)
Loss on sale or disposal of property, plant and equipment	(43.3)	(24.7)	(7.4)	(20.4)
Operating income	831.0	746.8	217.4	702.7
Other income (expense)	(50.5)	(37.4)	4.4	(1.0)
Income taxes	(308.4)	(279.4)	(89.7)	(283.8)
Equity in net income (losses) of affiliates	(0.7)	7.7	2.9	3.2
Less: Net (income) loss attributable to noncontrolling interests	0.5	(0.0)	(0.4)	(1.7)
b. Net income attributable to NTT DoCoMo, Inc.	471.9	437.7	134.6	419.3
c. Operating revenues	4,448.0	3,378.8	1,096.6	3,242.4
EBITDA margin (=a/c)	37.7%	40.1%	36.3%	38.1%
Net income margin (=b/c)	10.6%	13.0%	12.3%	12.9%

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	Nine months ended	Three months ended	Nine months ended
	March 31, 2009	December 31, 2008	December 31, 2009	December 31, 2009
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 93.4	¥ 167.3	¥ 83.6	¥ 178.1
Irregular factors (1)	-	(188.0)	(178.0)	(178.0)
Changes in investments for cash management purposes (2)	49.3	23.9	(81.3)	(108.3)
Free cash flows	142.7	3.2	(175.7)	(108.3)
Net cash used in investing activities	(1,031.0)	(625.0)	(259.3)	(700.4)
Net cash provided by operating activities	1,173.7	628.1	83.6	592.1

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

(2) 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.



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