# NTT DOCOMO, INC.

## Results for the first six months of the fiscal year ending Mar. 31, 2011

## October 28, 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) Other mobile service providers in the world may not adopt the technologies that are compatible with those used by our corporate group's mobile communications system on a continual basis, which could affect our ability to sufficiently offer international services.

(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/devices, and services of parties other than those belonging to our corporate group are provided through our cellular handsets/devices, potential problems resulting from malfunctions, defects or loss of handsets/devices, 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 others, 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) Natural disasters, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failures in the networks, distribution channel and/or other factors 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.

# FY2010/1H (1Q+2Q cumulative)
# Financial Results Highlights

# FY2010/1H (1Q+2Q cumulative) Financial Results

U.S. GAAP

| | 2009/4-9 (1H) (1) | 2010/4-9 (1H) (2) | Changes (1) → (2) | FY2010 (Full-year forecast) (3) Revised | Progress to forecast (2) / (3) |
|---|---|---|---|---|---|
| Operating Revenues (Billions of yen) | 2,145.8 | 2,138.2 | -0.4% | 4,209.0 | 50.8% |
| Cellular Services Revenues (Billions of yen) | 1,766.2 | 1,735.5 | -1.7% | 3,405.0 | 51.0% |
| Operating Expenses (Billions of yen) | 1,660.6 | 1,606.7 | -3.2% | 3,369.0 | 47.7% |
| Operating Income (Billions of yen) | 485.2 | 531.5 | +9.5% | 840.0 | 63.3% |
| Income Before Income Taxes (Billions of yen) | 479.9 | 527.0 | +9.8% | 838.0 | 62.9% |
| Net Income Attributable to NTT DOCOMO, INC. (Billions of yen) | 284.7 | 309.7 | +8.8% | 497.0 | 62.3% |
| EBITDA Margin (%)* | 39.0 | 40.3 | +1.3 Points | 36.8 | - |
| Adjusted Free Cash Flow (Billions of yen) * | 94.5 | 284.9 | +201.6% | 480.0 | 59.4% |

◆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 investments for cash management purposes with original maturities of longer than three months.

* For an explanation of the calculation processes of these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with U.S. GAAP and the IR page of our website, www.nttdocomo.co.jp

# FY2010/1H (1Q+2Q cumulative) Financial Results Highlights (1)

## FY2010/1H (1Q+2Q cumulative) Financial Results Highlights:

**Initiatives to address new markets e.g., smartphones, PC data devices, digital photo frames, etc.**

**Expansion of packet flat-rate services subscriptions**

**Growth of new business domains**
**(Overseas platform/home shopping/credit services)**

**Continual efficiency improvement of network-related costs**

**Reduction of general expenses**

**Favorable growth of net additions**
No. of net adds: 810,000
(Up 230,000 (39%) year-on-year)

**Achieved YOY increase (up 5.0%) in total handset sales for the first time in 3 years**

**Accelerated growth of packet ARPU**

Up ¥90 year-on-year (FY2010/2Q)

Packet revenues: Up ¥49.1 billion (6.2%) year-on-year

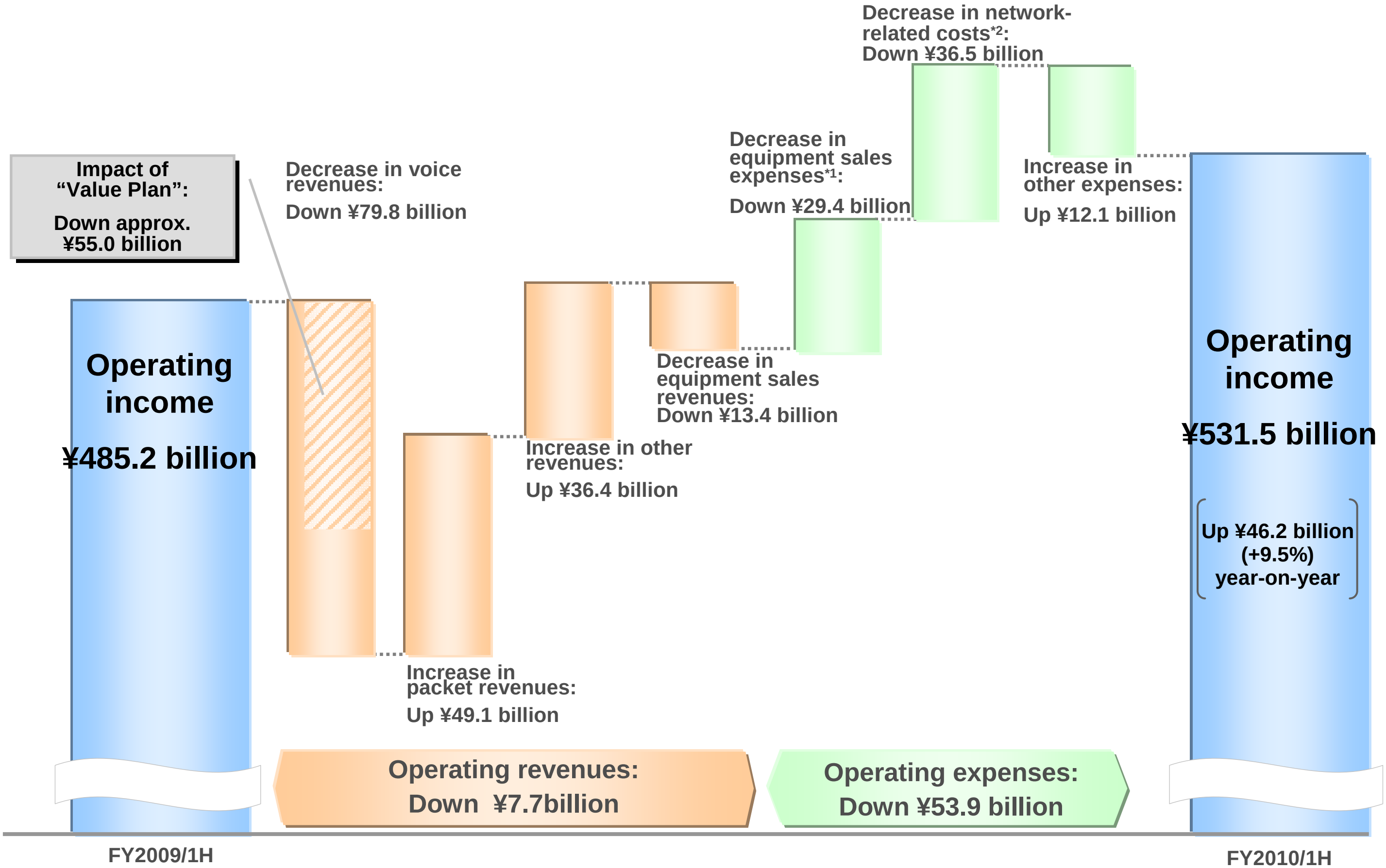
**Expansion of "other revenues"**

Up ¥36.4 billion year-on-year

**Decreased operating expenses**
Down ¥53.9 billion year-on-year

# FY2010/1H(1Q+2Q cumulative) Financial 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 networks charges, depreciation and amortization , and loss on disposal of property, plant and equipment

# 50%-OFF Monthly Charge Discount Plans/“Value Plan”

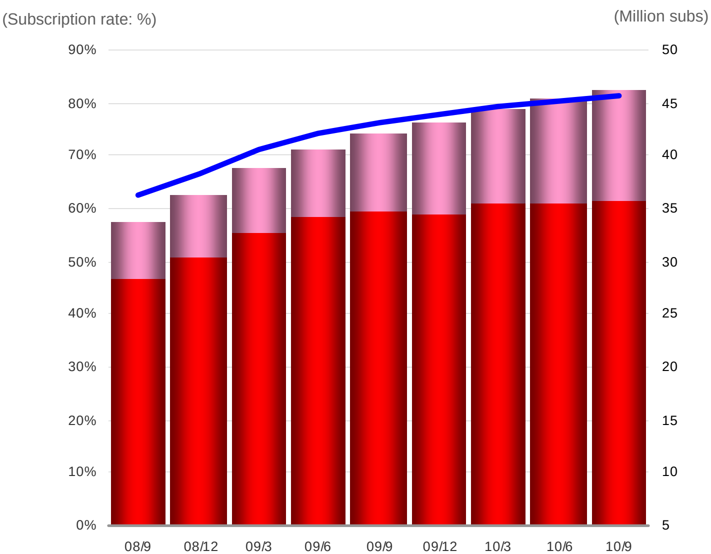
- **Subscription rate of billing plans offering 50% discount on basic monthly charge grew to over 80% → Negative impact on revenues became insignificant**
- **Number of “Value Plan” subscriptions continued to increase**

## 50%-Off Monthly Charge Discount Plans
No. of subs & subscription rate

: 50%-OFF monthly charge discount plan subscription rate

:No. of users subscribing to “Family Discount”*1+“Ichinen Discount” for over 10 years

:No. of “MAX Discount”*2 subscriptions

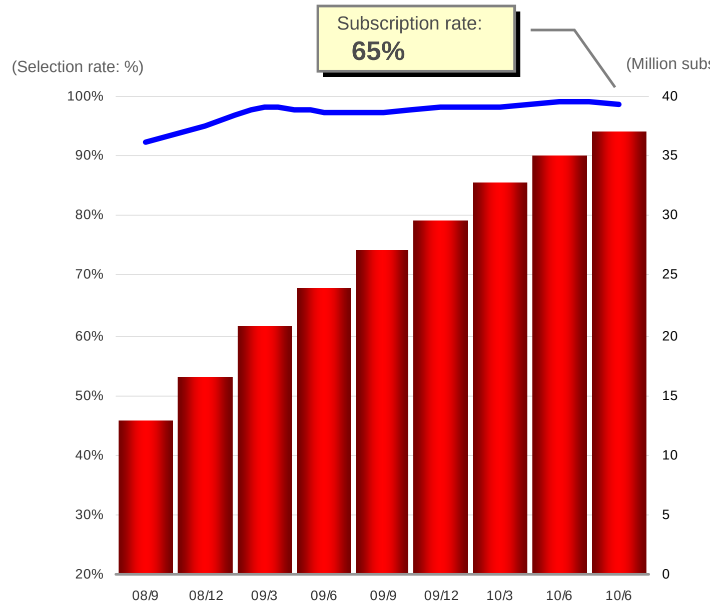



*1: Inclusive of “Office Discount” and “Business Discount” subscriptions
*2: “Fami-wari MAX 50”, “Hitoridemo Discount 50” and “Office-wari MAX 50”

## “Value Plan” subscriptions/ “Value Course” selection rate

: “Value Course” selection rate*3

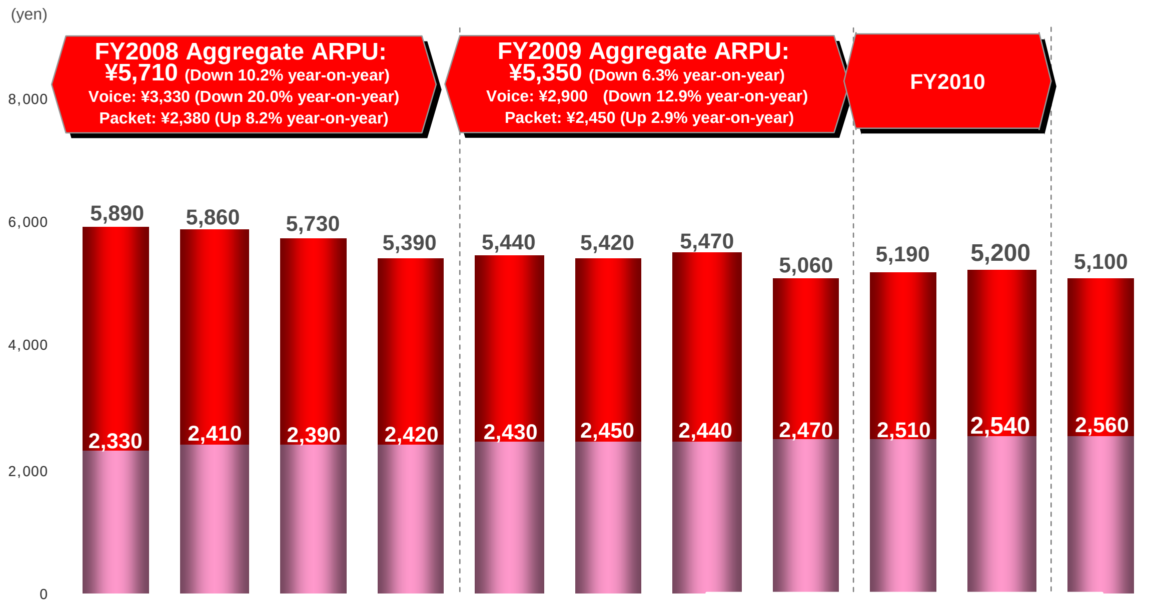
: No. of “Value Plan” subscriptions




*3: Percentage of users who chose “Value Course” among total users who purchased a handset using new handset purchase methods

# Cellular（FOMA+mova）ARPU

- **FY2010/2Q aggregate ARPU: ¥5,200 (down 4.1% year-on-year)**
  **packet ARPU: ¥2,540 (up 3.7% year-on-year)**

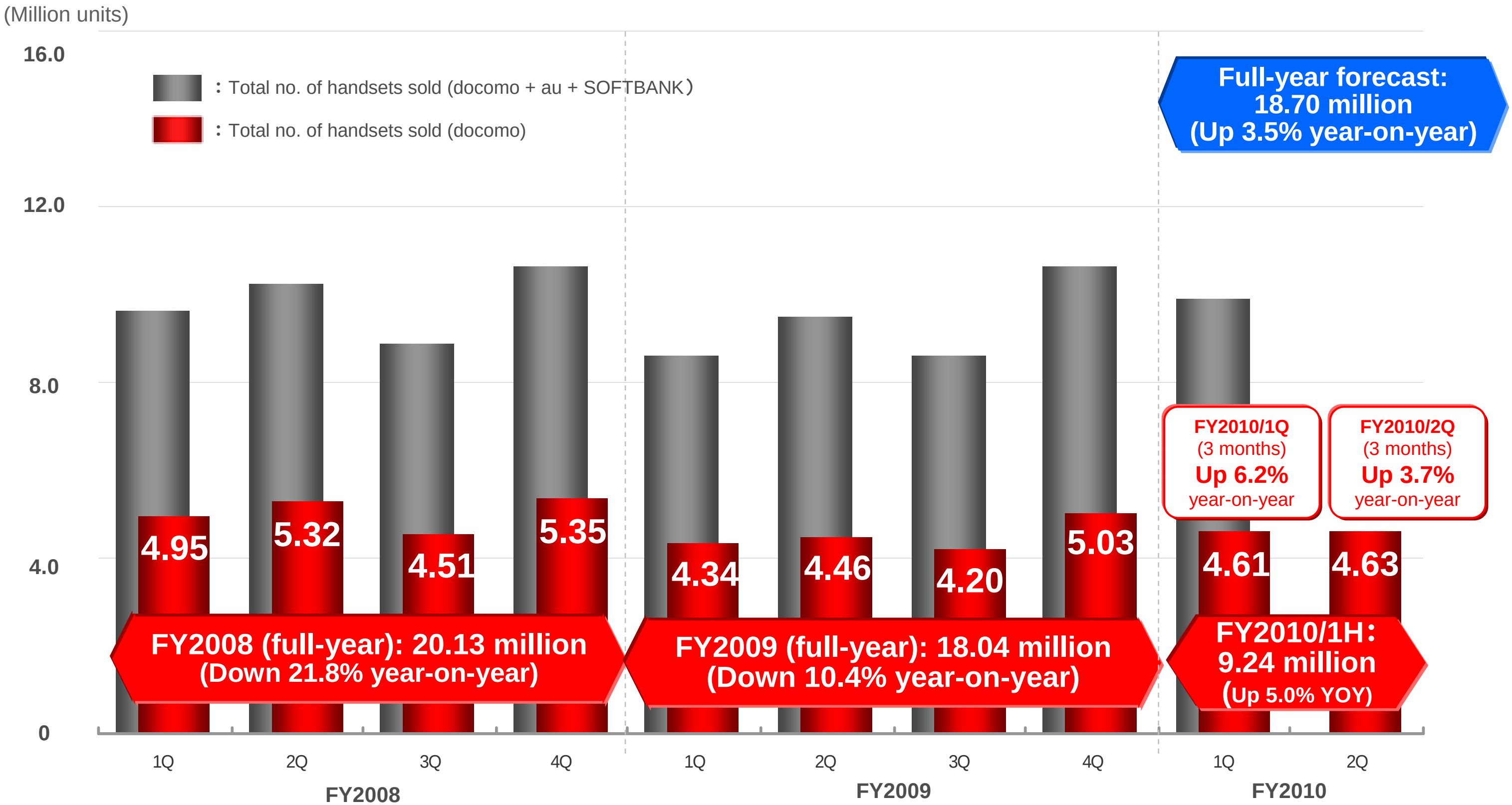



| | 4-6(1Q) | 7-9(2Q) | 10-12(3Q) | 09/1-3(4Q) | 4-6(1Q) | 7-9(2Q) | 10-12(3Q) | 10/1-3(4Q) | 4-6(1Q) | 7-9(2Q) | FY2010 (Full-year forecast) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Voice ARPU | 3,560 | 3,450 | 3,340 | 2,970 | 3,010 | 2,970 | 3,030 | 2,590 | 2,680 | 2,660 | 2,540 |
| Packet ARPU | 2,330 | 2,410 | 2,390 | 2,420 | 2,430 | 2,450 | 2,440 | 2,470 | 2,510 | 2,540 | 2,560 |
| (Incl.) Int'l services ARPU | 80 | 90 | 80 | 70 | 70 | 80 | 80 | 80 | 80 | 90 | 90 |
| YOY changes in packet ARPU (%) | 9.9 | 9.0 | 8.6 | 6.6 | 4.3 | 1.7 | 2.1 | 2.1 | 3.3 | 3.7 | 4.5 |

◆ For an explanation on ARPU, please see slide “Definition and Calculation Methods of MOU and ARPU” in this document

# Total Handset Sales

- **Total no. of handsets sold in FY2010/1H: 9.24 million units (Up 5.0% year-on-year)**
- **Full-year forecast: 18.70 million units**

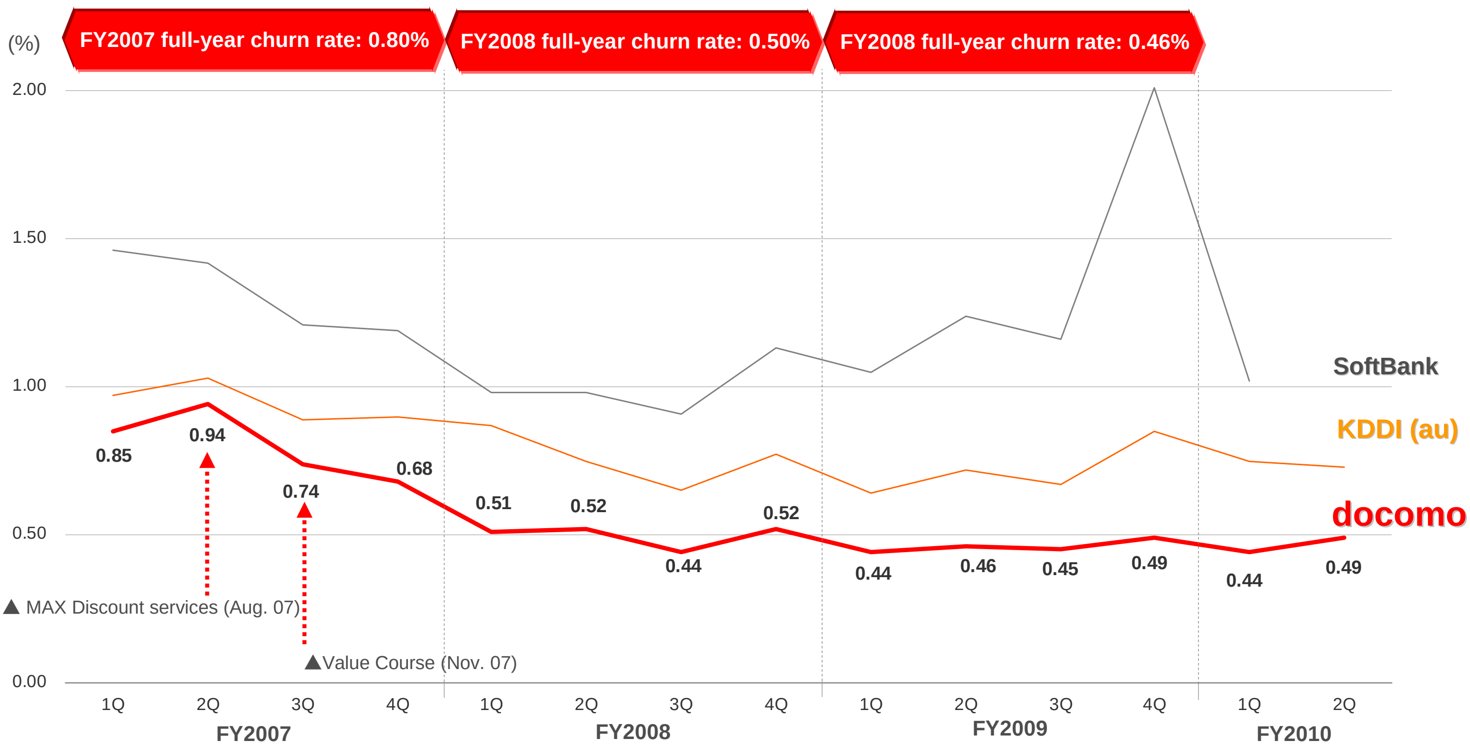



◆ Calculated based on financial results materials of each company ◆Handsets sold by TU-KA and EMOBILE are not included

# Churn Rate

- **FY2010/1H churn rate: 0.46%**

## ■ Cellular (FOMA+mova) Churn Rate

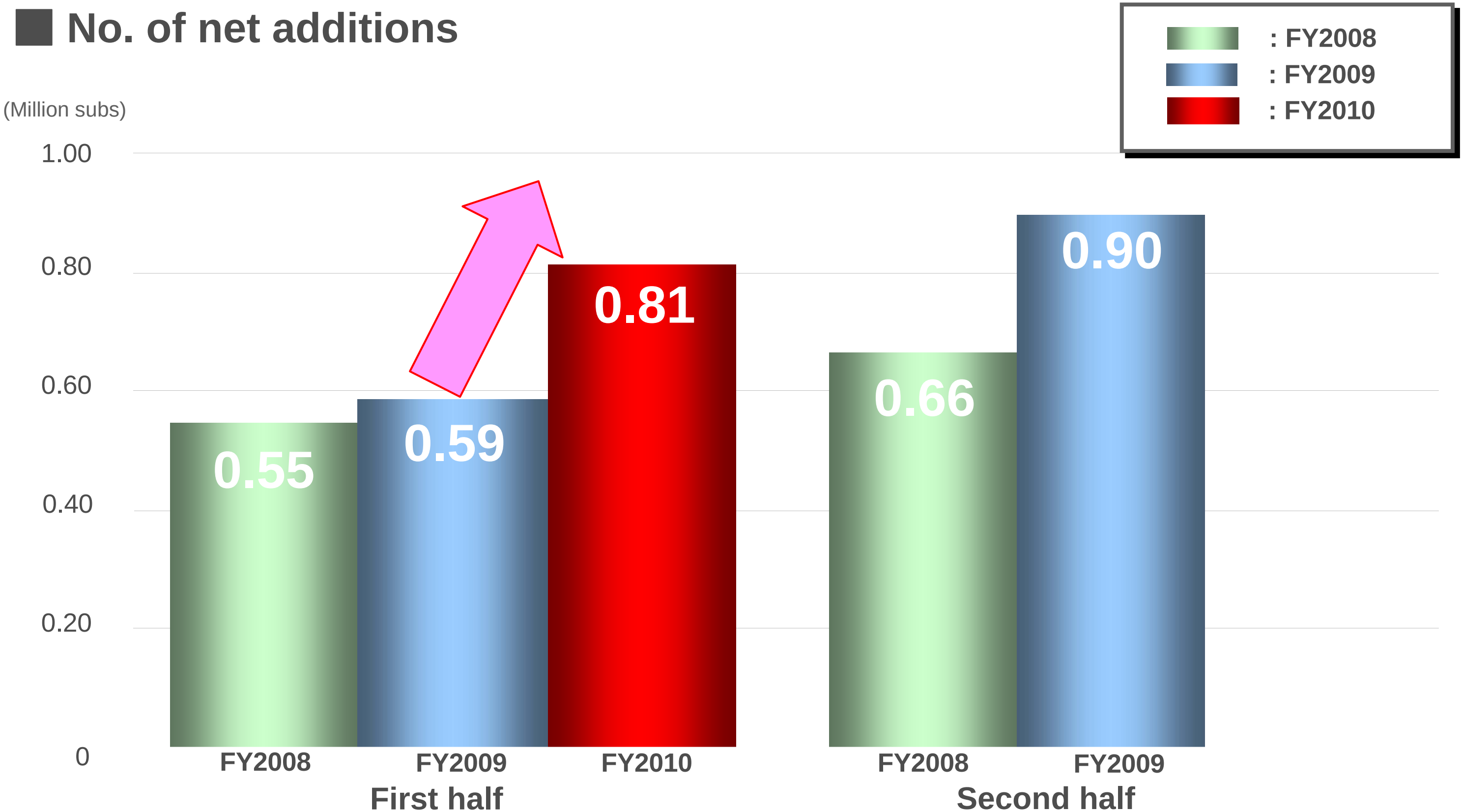



◆ Based on financial results materials of each company

# No. of Net Additions

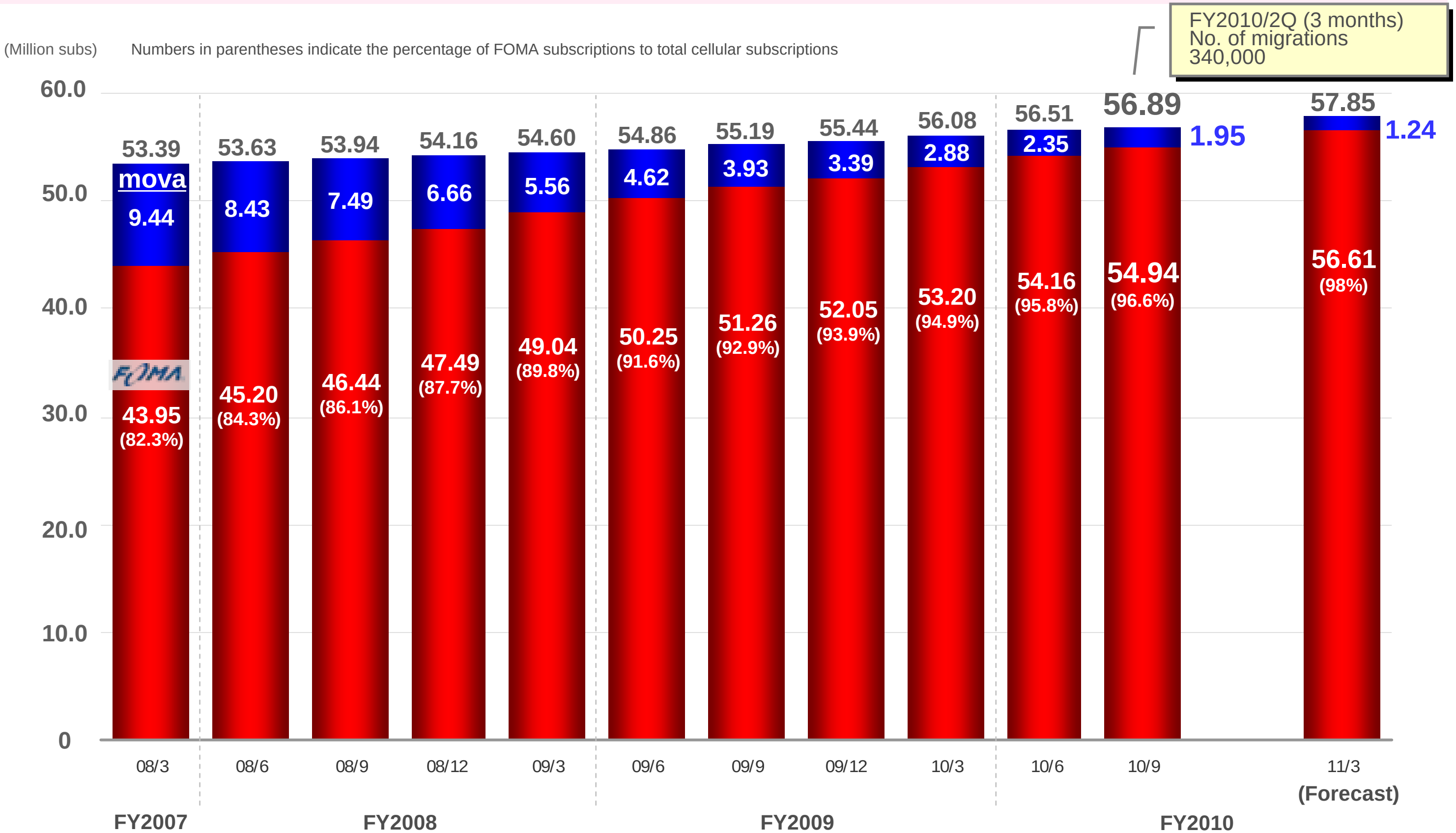
- **Total no. of net additions for FY2010/1H: 810,000** (Up 230,000 (39%) year-on-year)
- **FY2010 full-year forecast revised to 1.77 million** (Up 400,000 from initial forecast)

## ■ No. of net additions



# Subscriber Migration to FOMA

- **No. of subscribers who have migrated to FOMA in FY2010/1H : 0.79 million**




◆ Inclusive of Communication Module Service subscriptions

# Principal Actions and Results

# Principal Actions for FY2010

## Actions for customer satisfaction improvement

**Brush up quality of all customer interfaces joining forces of the entire company**

(After-sales support, billing plans, customer treatment at shops, etc.)

## Actions for increasing packet usage

**Expansion of smartphone market**

**Growth of flat-rate subscriptions**

**Expanded sales of new devices**

**[PC data devices, mobile Wi-Fi router, digital photo frame, etc.]**

**Execution of measures for boosting packet usage of medium/light users**

## New actions

**LTE service launch**

**E-books, car navigation service**

# Customer Satisfaction Improvement (1)

• Continued/implemented various measures aimed at improving area quality and after-sales support

## Field staff dispatch within 48 hours

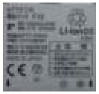
Visit & Investigate

つながることに、こだわるドコモ

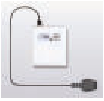
■ **FY2010/1H:**
Approx. 31,000 visits

■ **Cumulative after launch:** (Since Oct. 1, 2008)
Approx. 99,000 visits

## Free battery pack/portable charger



Battery pack



Portable charger

■ **FY2010/1H:**
Approx. 4.21 million units

■ **Cumulative after revamping program:** (Since Jul. 1, 2009)
Approx. 1033 million units

## "Mobile Phone Checking Service"

Tester

■ **FY2010/1H:**
Approx. 3.56 million cases

■ **Cumulative after launch:** (Since Jul. 1, 2009)
Approx. 7.08 million cases

## Water-logged handset data restoration service

■ **FY2010/1H:**
No. of cases accepted: Approx. 48,000
Successful restoration rate: Approx. 81%

■ **Cumulative after launch:** (Since Nov. 1, 2008)
No. of cases accepted: Approx. 137,000
Successful restoration rate: Approx. 78%

# Customer Satisfaction Improvement (2)

- **Received No.1 rating in J.D. Power Asia Pacific Japan Business Mobile Phone/PHS Service Customer Satisfaction Index Study for 2 straight years (Sept. 16, 2010)*1**
- **Received No. 1 rating in Nikkei BP Consulting customer satisfaction survey on mobile data communications services users for 2 straight years*2**
- **Aim to receive No. 1 customer satisfaction rating also for consumer services**

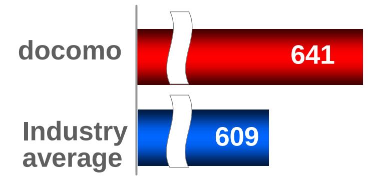
JAPAN BUSINESS CUSTOMER SATISFACTION
J.D.POWER ASIA PACIFIC
MOBILE PHONE SERVICE • 2010

Awarded No.1 for 2 straight years

**Overall score** | **No. 1**

- Responsiveness of sales contact
- Service content
- Service quality
- Cost

Overall satisfaction score




**Scores improved in all elements**

**Data card users**

**No. 1 satisfaction scores for:**
- Service area
- Communication quality
- Overall rating

*2

Received highest score in 6 items out of total 15 items including "overall satisfaction"

- Area coverage (Outdoor & indoor)
- Communication quality
- Responsiveness of retailer/shop attendants
- After-sales support

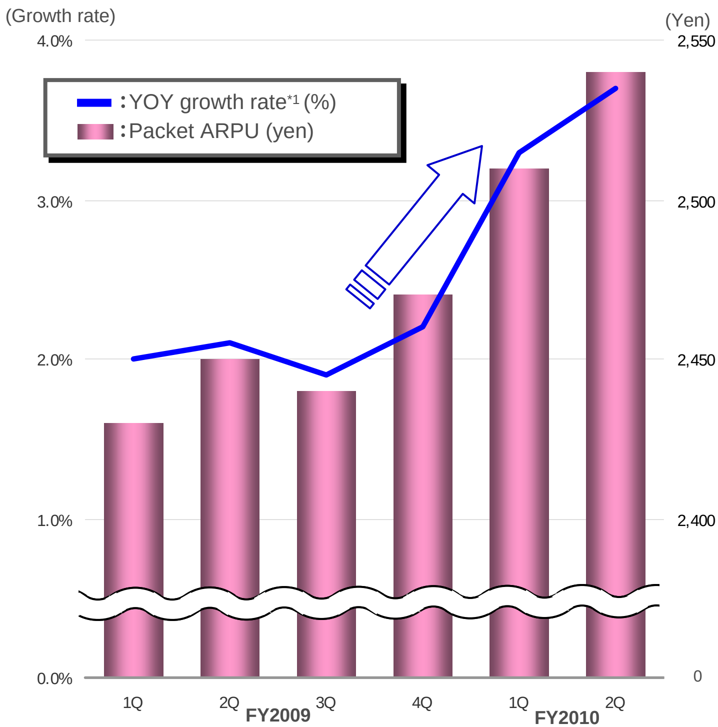
**Aim to achieve No. 1 customer satisfaction rating**

*1 Source: J.D. Power Asia Pacific 2009-2010 Japan Business Mobile Phone/PHS Service Customer Satisfaction Index Study[SM]. Study results was based on 3,222 responses from individuals responsible for supervising or deciding upon telephone services at 2,345 businesses with more than 100 employees. (Each respondent evaluated up to two mobile telephone/PHS providers). www.jdpower.co.jp
*2 Source; Nikkei BP Consulting "2nd Mobile data devices customer satisfaction survey: area coverage (outdoor), area coverage (indoor) , communications quality (disruption of connection), responsiveness of retailer/shop attendants, after-sales support scores"

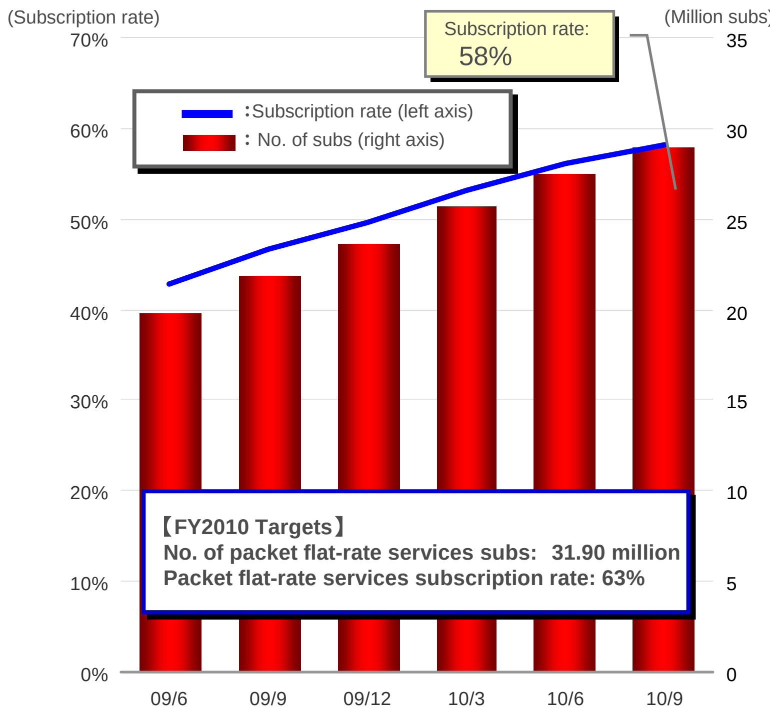
# Growth of Packet ARPU

- Year-on-year growth rate of packet ARPU has accelerated
- No. of packet flat-rate services subscriptions grew to approx. 28.90 million as a result of aggressive promotion

## YOY packet ARPU comparison




## No. of packet flat-rate services subs*2/Subscription rate*3




*1: Excludes impact of i-mode monthly charge hike applied from June 2008
*2: Include subscriptions to “Pake-hodai”, “Pake-hodai full”, “Pake-hodai double”, “Pake-hodai simple”, “Biz-hodai” services and flat-rate data plans
*3: Packet flat-rate services subscription rate=No. of packet flat-rate services subscriptions/(Total FOMA i-mode subscriptions + No. of flat-rate subs without i-mode subscription+ No. of data plan subs)

# i-mode Packet Usage Expansion (1)

- Actively guide users to "docomo map navi" navigation service from the location information contained in iMenu, i-concier and other service.
- Provide maps by DOCOMO and allow free access by content providers, to stimulate the use of maps by end users and thereby increase packet usage

## "docomo map navi"

(Planned launch; Oct. 29, 2010)

**Location information contained in i-mode sites, etc.**

**Current location/Address info**

- iMenu
- i-mode sites
- i-concier & various other services


Newly add "map" to iMenu to enable quick display of current location

Displays map with one click

Guide to "docomo map navi"

ドコモ地図ナビ TM
powered by いつもNAVI

Display map

Display route

Linkage between map apps and navigation service


Link

**Capture medium/light users who had been reluctant to use application maps**

# i-mode Packet Usage Expansion (2)

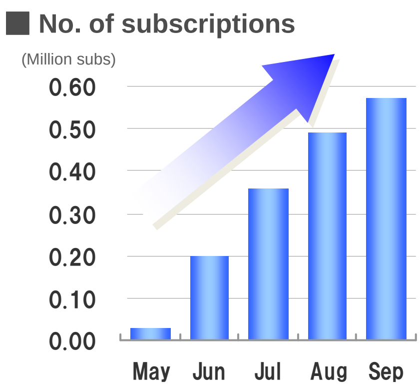
- Enrich variety of services and content that can be used by medium/light users

## i Bodymo

**Mobile phone carried by user all the time assists user's health management with fun**

| Exercise support | Diet support | Continue with fun |
|---|---|---|
| Daily step count management<br>Walking/jogging<br>Fitness check | Calorie intake & nutrition balance check<br>Daily diet management | Game that progresses based on step count<br>Exchange medals earned based on exercise/meal records with various prizes |

i Bodymo




**No. of subscriptions topped 500,000 and continues to grow steadily**

## "docomo-no-omake"

Gives complimentary original content gifts(="*Omake*") created from our advertisement frame "Walk with you" to the winners of lottery among the i-mode users who accessed our specially developed web site


Gives away original standby screen, "*chaku-uta*" songs and other original goods available only on this site

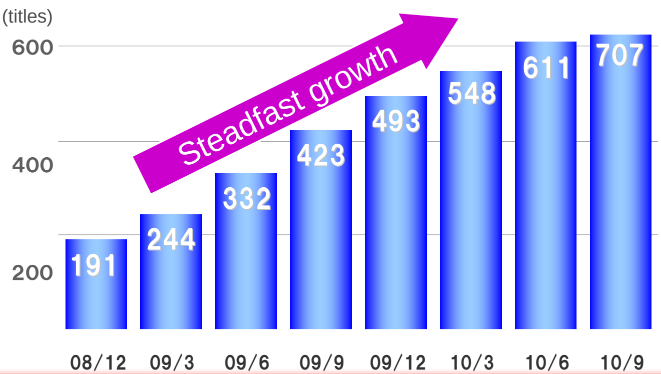
**Boost content usage of medium/light users**

# “i-concier” (1)

- **Total “i-concier” subscriptions topped 5.40 million, and no. of content titles continued to increase steadily**

## ■ No. of subscriptions


## ■ No. of content posted on iMenu




## “Pre-Colle” Premium Collection

**Delivers information concerning new products, sale and complimentary gifts of prominent brands**


**ToruCa coupon of each brand**


**Information**

# "i-concier" (2) - Information Sites Powered by "i-concier" -

- No. of content providers increased significantly after launch of B-to-B-to-C model
- Information unique and relevant to each region delivered by local businesses/retailers

**Assists attraction of customers and sales promotion with "i-concier" based on B-to-B-to-C model**

## Easy

Content provider only need to prepare a PC with Internet connection

## Low cost

Service provided for ¥630/month (tax included)

Server required for information delivery to be prepared by DOCOMO

## Effective

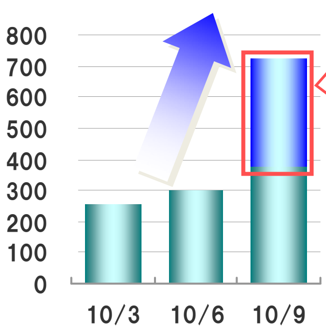
Messages can be displayed on standby screen

Coupons delivered can be updated anytime

Posting on DOCOMO's mobile site

Shop information can be posted as part of search results of shops near user's current location, etc.

### No. of "i-concier" content providers




Types of content delivered using information sites powered by "i-concier"

＜Use ranking by industry＞

No. 1: Restaurants/bars

No. 2: Supermarkets/drug stores

No. 3: Hair/nail salons

# Smartphones (1)

- Released Galaxy S, which sold more than 5.00 million units worldwide, on Oct. 28, 2010
- Galaxy Tab scheduled to go on sale in late November 2010

## GALAXY S

"Super high-resolution smartphone"

SUPER AMOLED (super organic EL) display

4-inch large touch panel screen

Full high-vision video playback, high-vision video shooting

Light (118g) and slim (less than 10 mm)

## GALAXY Tab

All-around
"exceptionally portable tablet"

7-inch large touch panel screen

Weight: 382g, Thickness: 12.1mm

Exceptionally portable tablet device that can be held easily with one hand

**Android Ver. 2.2 OS**

Flash Player 10.1

Multi-touch

**Support of docomo services**

sp mode

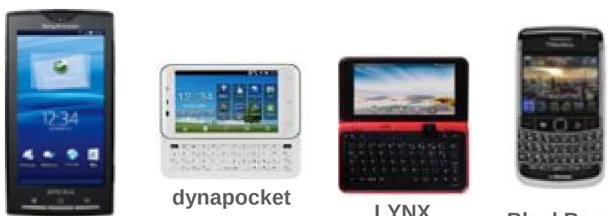
ドコモマーケット
docomo market

e-book
trial service

# Smartphones (2)

- Further enrich product lineup, content and services
- Sales accelerated following the launch of “sp-mode”. Smartphone adoption expected to expand in full scale

## Rich lineup of products



Xperia™ dynapocket LYNX BlackBerry Bold 9700

## 2010 Winter/Spring: 7 new models (planned)

Galaxy S Galaxy Tab

Enrich product lineup to cater to diverse customer needs

Model compatible with *Osaifu-keitai* e-walllet

Model compatible with one-seg broadcasting

## Enrichment of content/services

### “sp-mode” (Launched Sept. 1, 2010)

(ISP for smartphones)

Mail service (@docomo.ne.jp)

Pictogram | Deco-mail

Content payment service

Access restriction service

sp mode

**340,000 subs**

(As of Oct. 24, 2010)

### “docomo market”

(Portal site for smartphones)

ドコモマーケット

**353 content titles (As of Oct. 1, 2010)**

**Android market content: Over 135,000 content titles (As of Sept. 30, 2010)**

**Targets for Mar. 31, 2011:**

Selected high-quality content

**Approx. 700**

Music/video: 1,000 titles

Deco-mail content: 10,000 pcs

E-books: 100,000 titles

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

# PC Data Communications (1)

- **Both no. of devices sold and subscriptions achieving favorable growth**

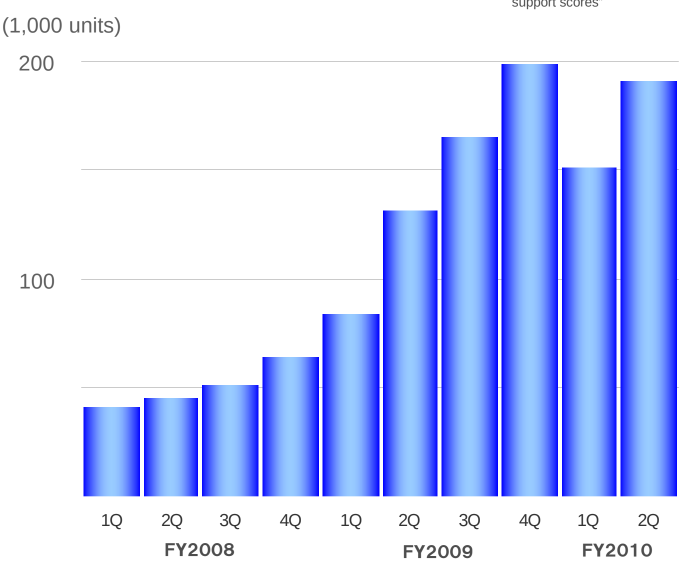
## PC data device sales

**FY10 full-year sales target: Approx. 700,000**

**Data card users**

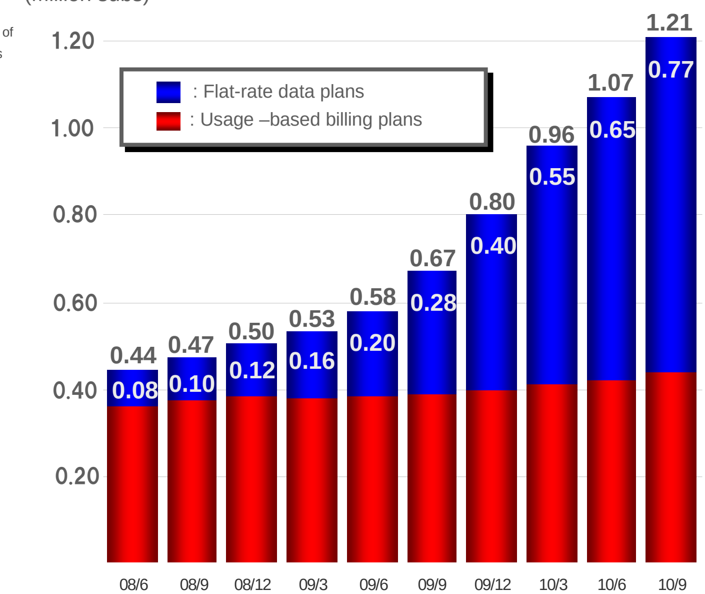
**No. 1 satisfaction scores for:**
- Service area
- Communication quality
- Overall rating

•Source: Nikkei BP Consulting "2nd Mobile data devices customer satisfaction survey: area coverage (outdoor), area coverage (indoor), communications quality (disruption of connection), responsiveness of retailer/shop attendants, after-sales support scores"




## Data plan* subscriptions

**Forecast as of Mar. 31, 2011: Approx. 1.50 million**


* Total number of subscriptions to usage-based billing plans, "Flat-Rate Data Plan Standard" and "Flat-Rate Data Plan 64K" (including "Value Plans")

# PC Data Communications (2)

- Prepare proper environment to have customers choose our services, with the aim of further reinforcing data device sales

## Create environment to have customers choose DOCOMO

### Product lineup

Product lineup that allows use of service with various devices

Planned for release in FY2011

LTE/3G-enabled mobile Wi-Fi router

PC with built-in communication module

USB/card-type

Planned for release within 2010

Int'l roaming-enabled

Mobile Wi-FI router

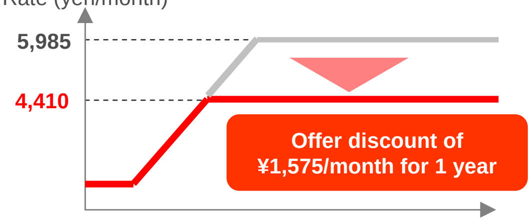
### Billing plan

Extend period of discount campaign for new subscribers

(Until Dec. 31, 2010)

<Rates(Conceptual)>

Rate (yen/month)




## Broad area coverage/Favorable data speeds

# LTE (1)

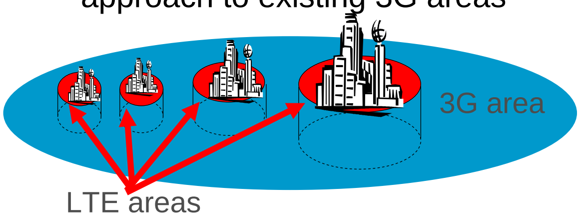
- **Steadily moved ahead with preparations for planned service launch in Dec. 2010**
- **Provide brand-new services leveraging LTE's distinctive features—"high-speed", "large-capacity" and "low-latency" transmission**

## ■ LTE's distinctive features

| High-speed | Large-capacity | Low-latency |
|---|---|---|
| Transmission rate | Spectrum efficiency | Transmission latency (maximum effect) |
| Approx. 10-fold* | Approx. 3-fold | Approx. 1/4 |

(Comparison with FOMA (HSPA) service)

Area expansion using an overlay approach to existing 3G areas




## ■ Service brand/logo

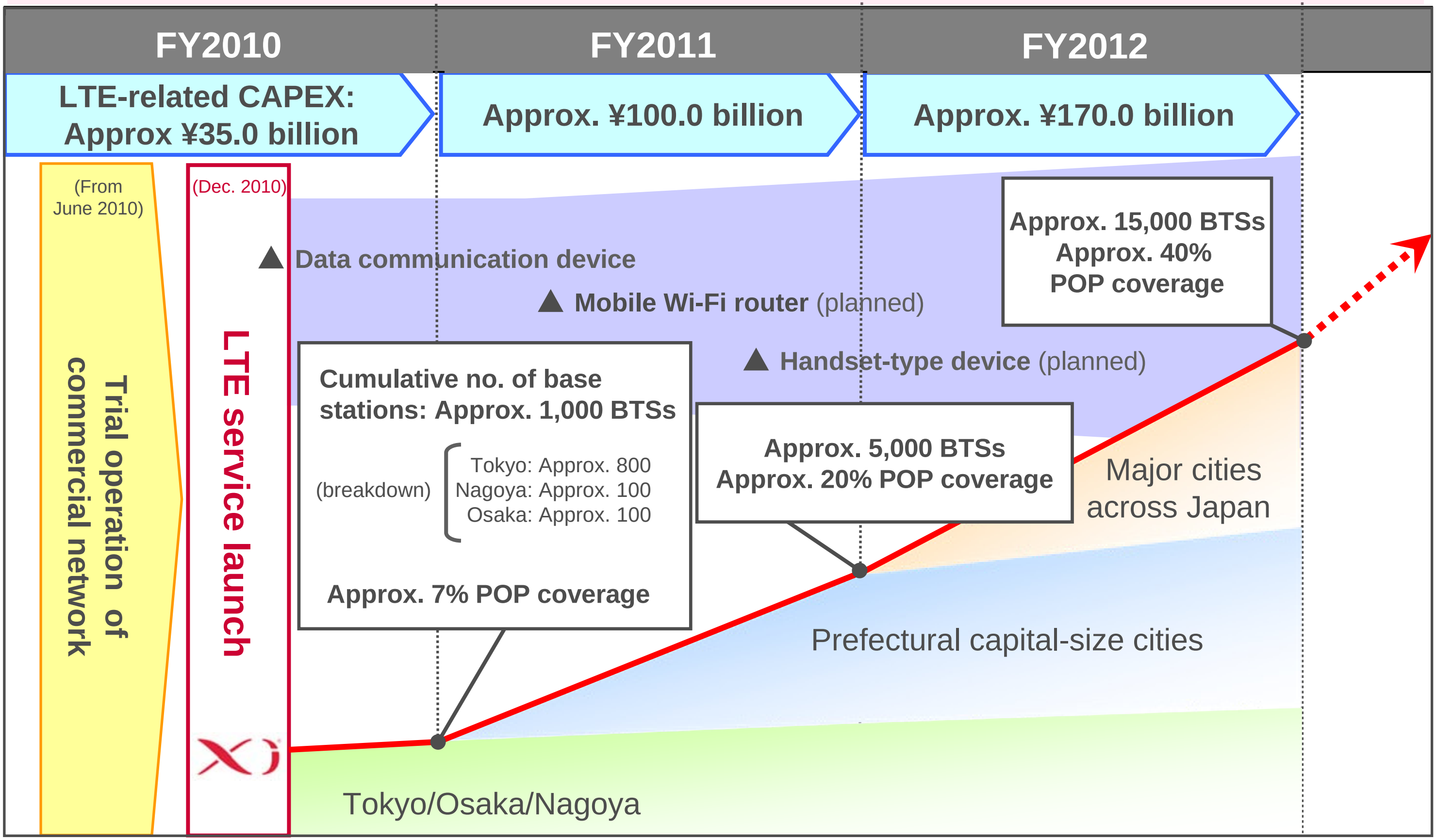
**X i** (Pronounced "Crossy")

The "X" denotes both "connection" and "infinite possibility", and the "i" both individual user" and "innovation.

* Comparison of LTE max. downlink speed of 75Mbps with HSPA max. downlink speed of 7.2Mbps

# LTE (2)

- Planned base station deployment in FY2010: Approx. 1,000 BTSs in Tokyo/Nagoya/Osaka
- Details concerning devices/billing plans to be announced on Nov. 8, 2010



# E-Book Service

- **Promote E-publishing and retail business jointly with Dai Nippon Printing, Co., Ltd (DNP). Study possible formation of a joint-venture company.**
- **E-book trial service for smartphones launched on Oct. 28, 2010.**

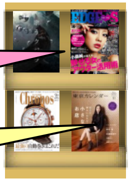
DNP — **Coexistence of real & cyber services** — NTT docomo

Provision of original content at book stores

One-stop management of physical and electronic books (Bookshelf service)

Digital books purchased at electronic stores

Books purchased at physical stores



Point sharing with physical stores

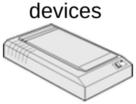
**A new service leveraging DOCOMO's communications technologies, DNP's publishing know-how and customer base of two companies**

**Trial e-book service for smartphones**

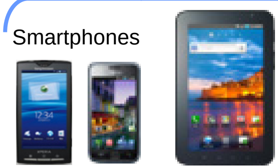
| | |
|---|---|
| Wide array of content (Plan to offer approx. 60 types) | No content fee (free)* |

(Trial period: Until Dec. 27, 2010)

Dedicated e-reader devices



Smartphones



Tablet devices

In your favorite place

At a time of your convenience

In a style you like

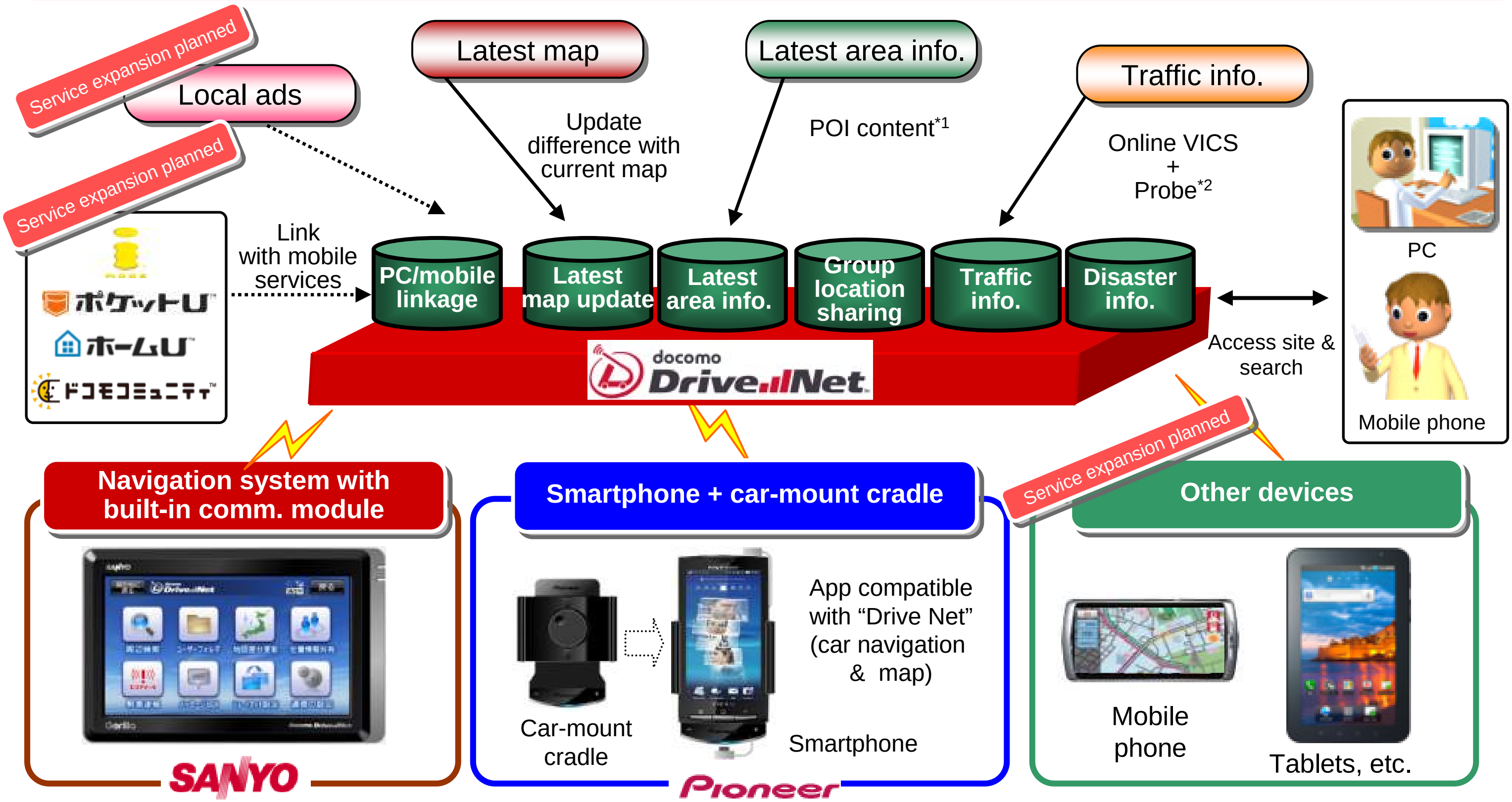

Use on various devices (multi-device)

Use in various locations (multi-access)

* Free service provided to customers who agree to reply to survey. Packet communications fee to be charged separately.

# docomo Drive Net

- Plan to start “docomo Drive Net” information delivery service for car navigation systems in November 2010
- Aim to invigorate the wireless navigation market through the convergence with mobile services and advancing the functional capabilities of “docomo Drive Net” service



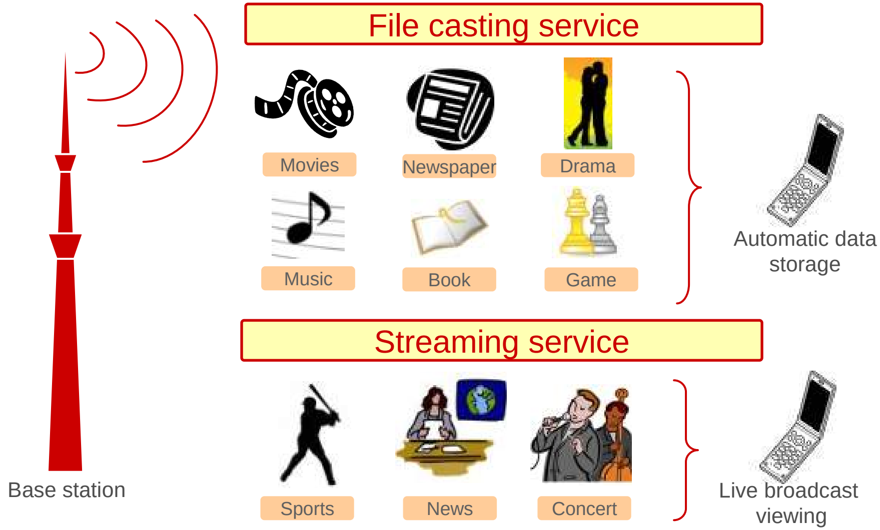

*1: POI (Point of Interest): Information on various facilities linked with current location or drive route, etc.  *2 Probe: Location information obtained from traveling vehicles

# Mobile Multimedia Broadcasting Service

- Multimedia Broadcasting, Inc., an investee of DOCOMO, won the approval for building the infrastructure for multimedia broadcasting service for mobile devices
- Aim to realize unprecedented services converging broadcasting and telecommunications

mmbi
(Multimedia Broadcasting, Inc.)

docomo
フジテレビジョン　ニッポン放送
ITOCHU　スカパーJSAT
日テレ
tv asahi
TBSホールディングス
dentsu　住友商事株式会社




**Rich portfolio of content**

Ally with partner who owns strength in content business (e.g., broadcasters)

**Affordable rates**

Plan to offer services at reasonable rates starting from approx. ¥300/month

**Broad adoption of compatible devices at an early date**

Over 50.00 million units of devices expected to be adopted (In 5th year after service launch)

# Global Expansion –TTSL/TTML (India)

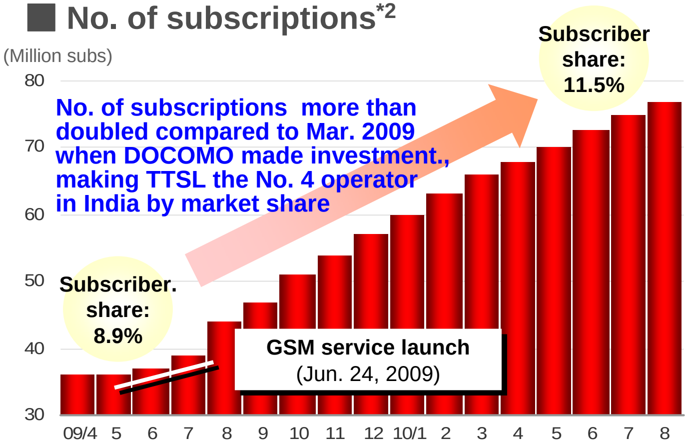
- Grew to India's 4th largest mobile operator with over 80 million subscribers
- Plan to launch 3G services in Nov. 2010, ahead of other carriers who won 3G license as a result of spectrum auction*1

## TTSL/TTML (India)

**Total subscriptions: Topped 80 million**

(October 2010)

### No. of subscriptions*2

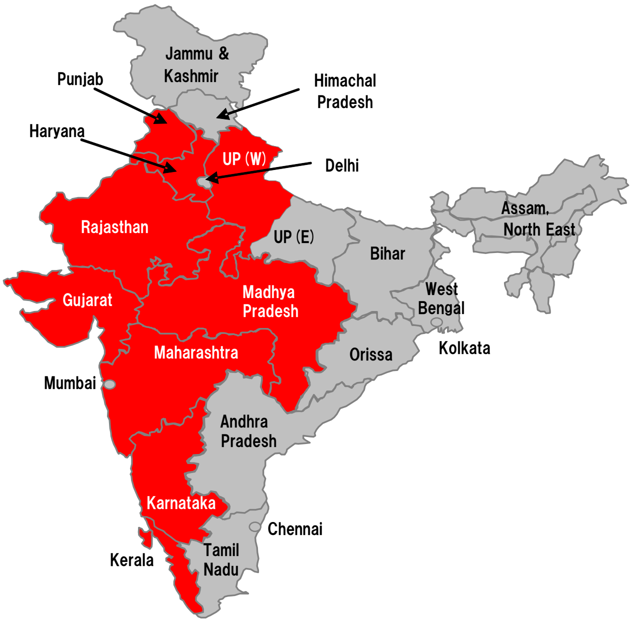



### GSM roll-out (brand: TATA DOCOMO)

Service areas (As of Aug. 2010) ▶ **18 circles** (Out of India's total 22 circles)

### 3G service

Plan to launch services progressively from Nov. 5, 2010, in 9 circles where TTSL/TTML won license

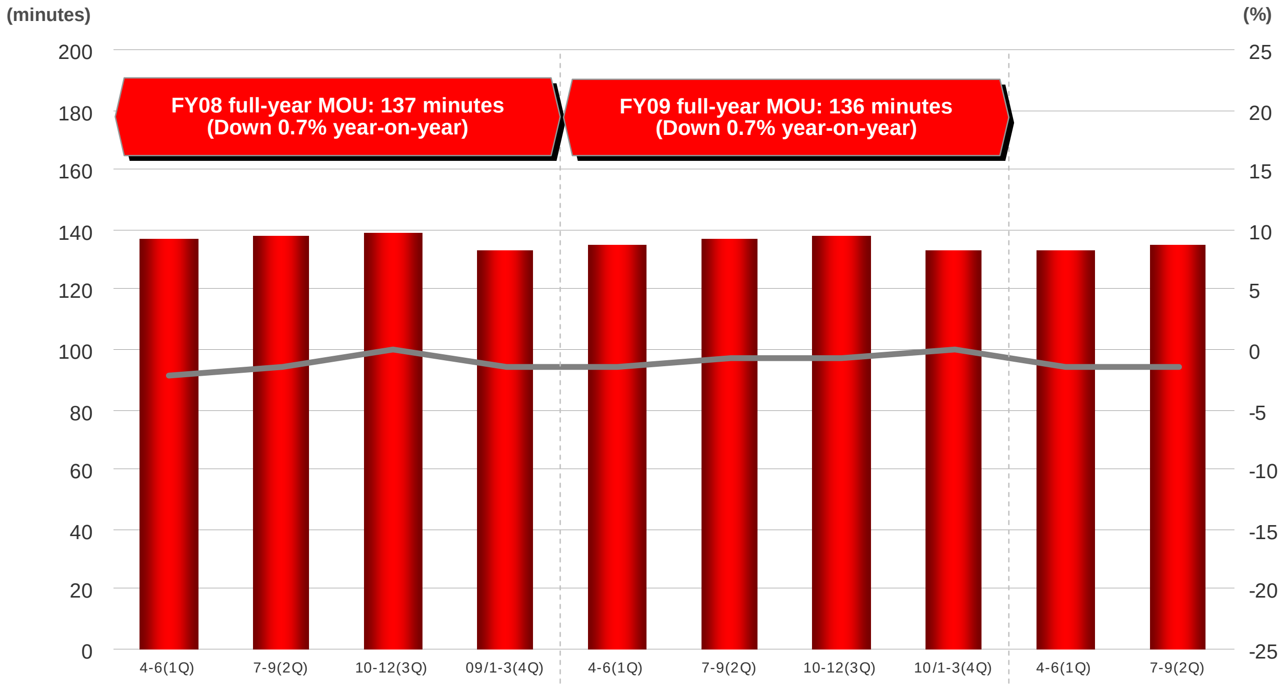



*1: BSNL/MTNL launched 3G services in 2009. *2: No. of subscriptions and market share are the total of GSM and CDMA services of TTSL and TTML (Source: TRAI)

# Appendices

# Cellular（FOMA+mova）MOU

- **MOU for FY2010/1H was 134 minutes (Down 1.5% year-on-year)**

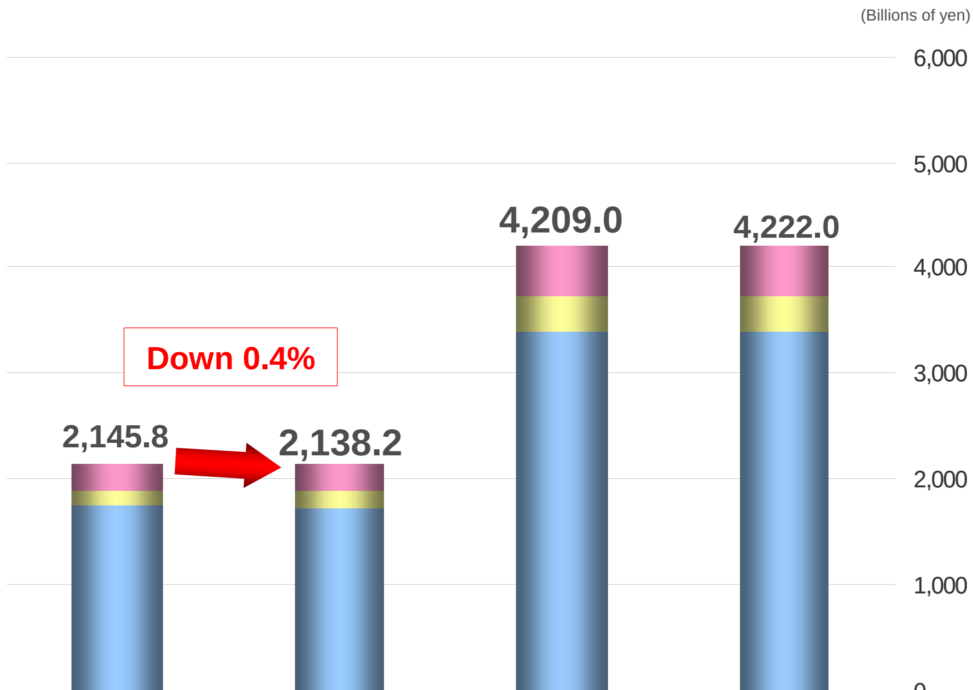



| | 4-6(1Q) | 7-9(2Q) | 10-12(3Q) | 09/1-3(4Q) | 4-6(1Q) | 7-9(2Q) | 10-12(3Q) | 10/1-3(4Q) | 4-6(1Q) | 7-9(2Q) |
|---|---|---|---|---|---|---|---|---|---|---|
| MOU (left axis) | 137 | 138 | 139 | 133 | 135 | 137 | 138 | 133 | 133 | 135 |
| YOY changes in MOU (right axis) | -2.1 | -1.4 | 0 | -1.5 | -1.5 | -0.7 | -0.7 | 0 | -1.5 | -1.5 |

◆For an explanation on MOU, please see “Definition and Calculation Methods of MOU and ARPU” in this presentation.

# Operating Revenues

U.S. GAAP



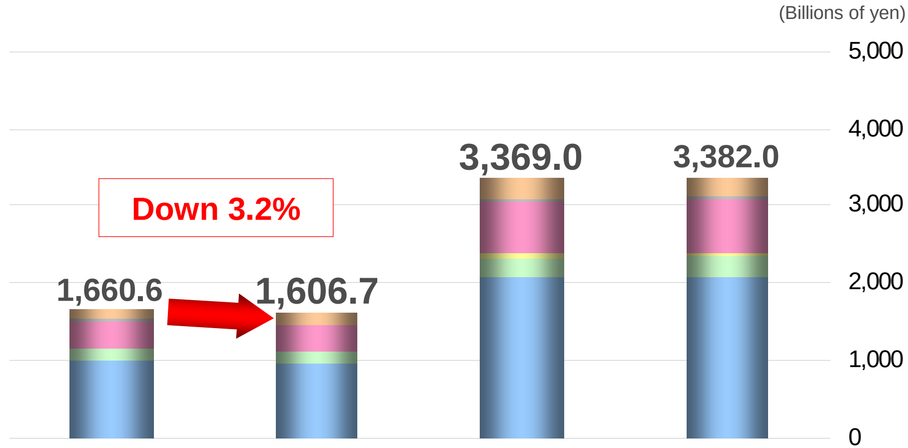

(Billions of yen)

| | 2009/4-9（1H) | 2010/4-9（1H) | 2011/3 (Full year forecast) (Announced 10/28/2010) | 2011/3 (Full year forecast) (Announced 4/28/2010) |
|---|---|---|---|---|
| Equipment sales revenues | 252.5 | 239.2 | 464.0 | 477.0 |
| Other revenues | 127.1 | 163.5 | 340.0 | 340.0 |
| Cellular services revenues (voice, packet) | 1,766.2 | 1,735.5 | 3,405.0 | 3,405.0 |

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

# Operating Expenses

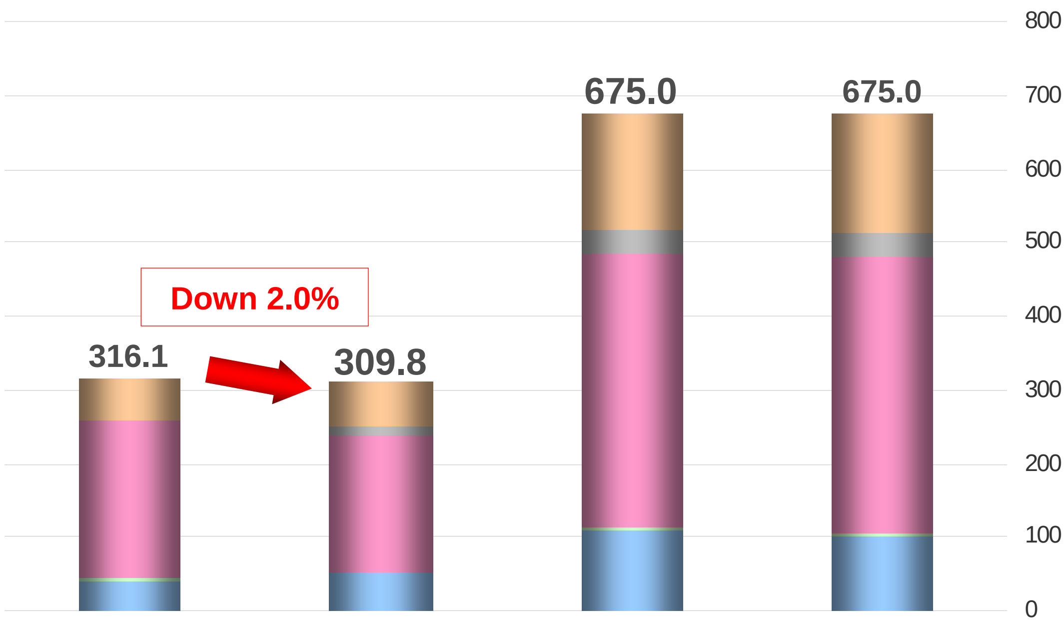
U.S. GAAP




| (Billions of yen) | 2009/4-9（1H) | 2010/4-9（1H) | 2011/3 (Full year forecast) (Announced 10/28/2010) | 2011/3 (Full year forecast) (Announced 4/28/2010) |
|---|---|---|---|---|
| Personnel expenses | 126.8 | 129.4 | 265.0 | 267.0 |
| Taxes and public duties | 19.6 | 19.5 | 39.0 | 40.0 |
| Depreciation and amortization | 337.8 | 322.0 | 683.0 | 682.0 |
| Loss on disposal of property, plant and equipment and intangible assets | 18.6 | 12.6 | 44.0 | 49.0 |
| Communication network charges | 155.8 | 141.1 | 267.0 | 271.0 |
| Non-personnel expenses | 1,001.9 | 982.1 | 2,071.0 | 2,073.0 |
| (Incl.) Revenue-linked expenses* | 597.2 | 542.7 | 1,123.0 | 1,124.0 |
| (Incl.) Other non-personnel expenses | 404.7 | 439.4 | 948.0 | 949.0 |

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

# Capital Expenditures




(Billions of yen)

| | 2009/4-9（1H） | 2010/4-9（1H） | 2011/3 (Full year forecast) (Announced 10/28/2010) | 2011/3 (Full year forecast) (Announced 4/28/2010) |
|---|---|---|---|---|
| Other (information systems, etc.) | 58.2 | 59.9 | 160.0 | 160.0 |
| Mobile phone business (LTE) | - | 10.5 | 32.0 | 35.0 |
| Mobile phone business (FOMA) | 215.5 | 185.7 | 371.0 | 375.0 |
| Mobile phone business (mova) | 3.1 | 2.6 | 5.0 | 3.0 |
| Mobile phone business (Other) | 39.4 | 51.1 | 108.0 | 102.0 |

# Operational Results and Forecasts

| | | | | 2009/4-9 (1H) (1) | 2010/4-9 (1H) (2) | Changes (1) →(2) | 2011/3 (Full-year forecast) |
|---|---|---|---|---|---|---|---|
| Cellular Phone | No. of Subscriptions (thousands)*1 | | | 55,186 | 56,895 | +3.1% | 57,850 |
| | | mova | | 3,928 | 1,954 | -50.3% | 1,240 |
| | | FOMA | | 51,258 | 54,940 | +7.2% | 56,610 |
| | | i-mode | | 48,670 | 48,914 | +0.5% | 48,870 |
| | | sp-mode | | - | 270 | - | - |
| | | Communication Module Services | | 1,536 | 1,803 | +17.4% | 1,920 |
| | Market share (%) | | | 50.3 | 49.3 | -1.0 Points | - |
| | Handsets sold (thousands) (including handsets sold without involving sales by DOCOMO) | Total handsets sold | | 8,808 | 9,245 | +5.0% | - |
| | | mova | New | 8 | 4 | -52.9% | - |
| | | | Replacement | 4 | 2 | -57.1% | - |
| | | FOMA | New | 2,057 | 2,376 | +15.5% | - |
| | | | Migration from mova | 1,400 | 792 | -43.4% | - |
| | | | Other*2 | 5,339 | 6,070 | +13.7% | - |
| | Churn rate (%) | | | 0.45 | 0.46 | +0.01 Points | - |
| | ARPU（FOMA+mova）(yen)*3 | | | 5,430 | 5,190 | -4.4% | 5,100 |
| | MOU（FOMA+mova）(minutes)*3 | | | 136 | 134 | -1.5% | - |

*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 "Definition and Calculation Methods of MOU and ARPU" in this presentation.

# FY2010/2Q Financial Results

US GAAP

| | 2009/7-9 (2Q) (1) | 2010/7-9 (2Q) (2) | Changes (1) →(2) |
|---|---|---|---|
| Operating Revenues (Billions of yen) | 1,061.1 | 1,048.9 | -1.1% |
| Cellular Services Revenues (Billions of yen) | 884.3 | 871.3 | -1.5% |
| Operating Expenses (Billions of yen) | 827.6 | 758.0 | -8.4% |
| Operating Income (Billions of yen) | 233.4 | 291.0 | +24.7% |
| Income Before Income Taxes（Billions of yen） | 232.4 | 286.4 | +23.2% |
| Net Income attributable to NTT DOCOMO, INC. (Billions of yen) | 137.3 | 167.6 | +22.0% |
| EBITDA Margin (%) * | 38.6 | 43.8 | +5.2 Points |
| Adjusted Free Cash Flow (Billions of yen) ** | 185.3 | 237.7 | +28.3% |

◆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 and the IR page of our website, www.nttdocomo.co.jp.

# 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) + Packet ARPU (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)

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

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

◇ **Packet ARPU (mova):** Packet 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

## ⅰ. EBITDA and EBITDA margin

Billions of yen

| | Year ending March 31, 2011 (Revised Forecasts) | Year ended March 31, 2010 | Six months ended September 30, 2009 | **Three months ended September 30, 2010** | **Six months ended September 30, 2010** |
|---|---|---|---|---|---|
| a. EBITDA | ¥ 1,550.0 | ¥ 1,568.1 | ¥ 836.0 | **¥ 459.1** | **¥ 860.7** |
| Depreciation and amortization | (683.0) | (701.1) | (337.8) | **(163.9)** | **(322.0)** |
| Loss on sale or disposal of property, plant and equipment | (27.0) | (32.7) | (13.0) | **(4.3)** | **(7.2)** |
| Operating income | 840.0 | 834.2 | 485.2 | **291.0** | **531.5** |
| Other income (expense) | (2.0) | 1.9 | (5.3) | **(4.5)** | **(4.5)** |
| Income taxes | (338.0) | (338.2) | (194.1) | **(116.1)** | **(213.2)** |
| Equity in net income (losses) of affiliates | (4.0) | (0.9) | 0.3 | **(2.1)** | **(3.0)** |
| Less: Net (income) loss attributable to noncontrolling interests | 1.0 | (2.3) | (1.3) | **(0.6)** | **(1.1)** |
| b. Net income attributable to NTT DOCOMO, INC. | 497.0 | 494.8 | 284.7 | **167.6** | **309.7** |
| c. Operating revenues | 4,209.0 | 4,284.4 | 2,145.8 | **1,048.9** | **2,138.2** |
| EBITDA margin (=a/c) | 36.8% | 36.6% | 39.0% | **43.8%** | **40.3%** |
| Net income margin (=b/c) | 11.8% | 11.5% | 13.3% | **16.0%** | **14.5%** |

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.

## ⅱ. Free cash flows excluding changes in investments for cash management purposes

Billions of yen

| | Year ending March 31, 2011 (Revised Forecasts) | Year ended March 31, 2010 | Six months ended September 30, 2009 | **Three months ended September 30, 2010** | **Six months ended September 30, 2010** |
|---|---|---|---|---|---|
| Free cash flows excluding changes in investments for cash management purposes | ¥ 480.0 | ¥ 416.9 | ¥ 94.5 | **¥ 237.7** | **¥ 284.9** |
| Changes in investments for cash management purposes * | - | (398.0) | (27.0) | **(192.1)** | **(0.3)** |
| Free cash flows | 480.0 | 18.9 | 67.4 | **45.6** | **284.6** |
| Net cash used in investing activities | (686.0) | (1,163.9) | (441.1) | **(346.3)** | **(348.7)** |
| Net cash provided by operating activities | 1,166.0 | 1,182.8 | 508.5 | **392.0** | **633.3** |

Note: * 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, 2011. 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, 2011 due to the difficulties in forecasting such effect.