



NTT DOCOMO, INC.

IR PRESENTATION

December, 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.

DOCOMO's "Change and Challenge"

- Aim to achieve new growth through "Change and Challenge" programs
- "Challenge" programs—entered execution phase

Change

Further improvement of customer satisfaction
—Receive No. 1 rating —

Challenge

Increase packet ARPU

- Increase no. of packet flat-rate subs
- Boost packet usage of medium/light-users
- Promote adoption of smartphones
- Reinforce sales of PC data communications devices

Accommodate packet traffic growth

- Introduce LTE
- Traffic control

Create new revenue sources

- Promote e-book services
- Realize multimedia broadcasting service for mobile devices
- Global expansion, etc.



DOCOMO's "Change"

After-Sales Support

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

Field staff dispatch within 48 hours



つながること、
かなるトコモ

- FY2010/1H:**
Approx. 31,000 visits
- Cumulative after launch:**
(Since Oct. 1, 2008)
Approx. 99,000 visits

“Mobile Phone Checking Service”



Tester

- FY2010/1H:**
Approx. 3.56 million cases
- Cumulative after launch:**
(Since Jul. 1, 2009)
Approx. 7.08 million cases

Free battery pack/portable charger



Battery pack

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



Portable charger

- Cumulative after revamping program:**
(Since Jul. 1, 2009)
Approx. 10.33 million units

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%

Action Results (1)

- In FY2007, we changed our strategy to attach greater emphasis on existing customers. As a result of our actions in the last 3 years, we received the highest marks among Japan's mobile phone operators in the 2010 Japan Mobile Phone Service StudySM, a customer-satisfaction study conducted by J.D. Power Asia Pacific*1

Set a target to achieve
“No. 1 customer satisfaction ranking in FY2010”
 as part of our medium-term vision
 announced in October 2008

Executed “change” in all fronts



Achieved FY2010 Target:
**“Receive No. 1 ranking
 in customer satisfaction”**

FY2010 study

Overall score No. 1



Customer contact

Handsets

Costs

Call quality/area

Non-voice functions/services

Action Results (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

Business Users



Overall score **No. 1**

Responsiveness of sales contact

Service content

Service quality

Cost

Overall satisfaction score

docomo

641

Industry average

609

Data users

Data card users

No. 1
satisfaction scores for:

- Service area
- Communication quality
- Overall rating

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

*2

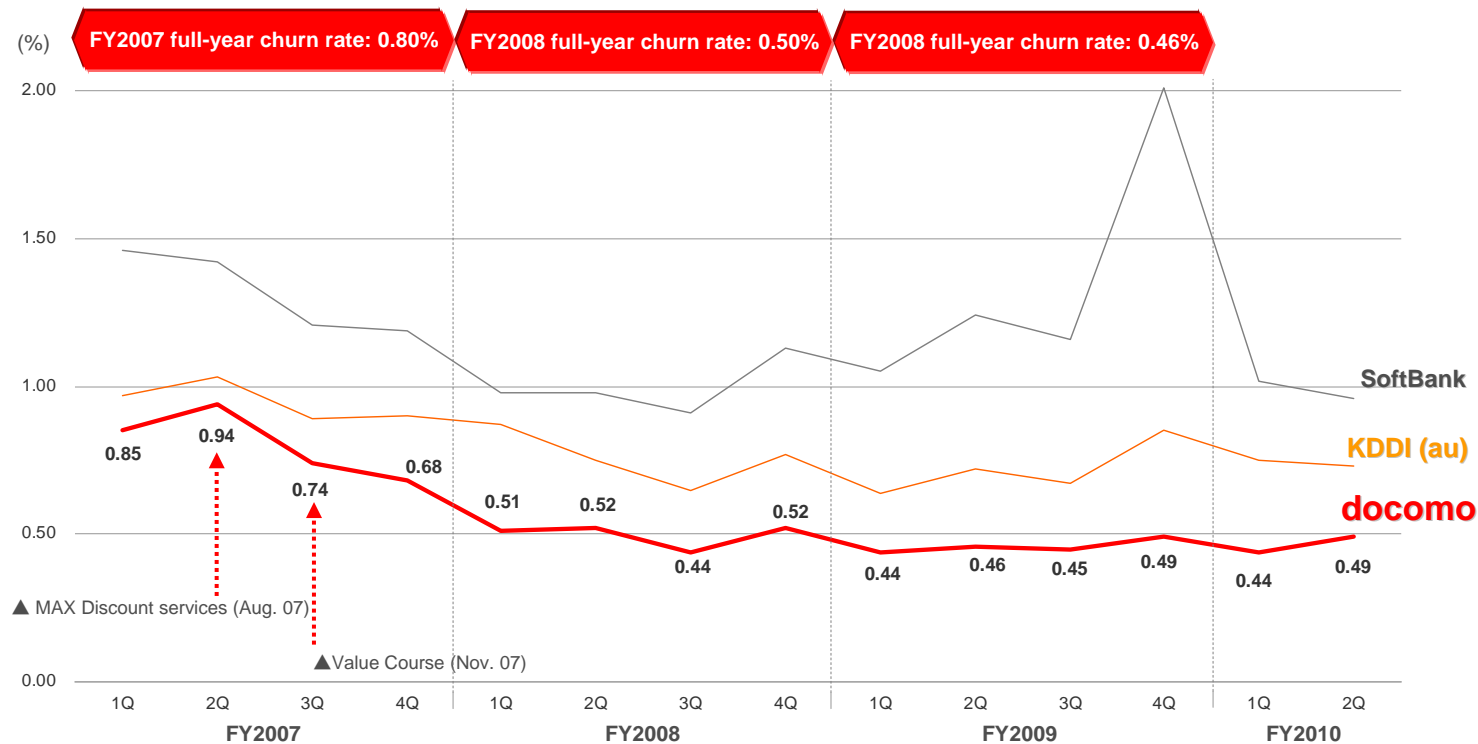
*1 Source: J.D. Power Asia Pacific 2009-2010 Japan Business Mobile Phone/PHS Service Customer Satisfaction Index StudySM. Study results was based on 3,222 responses from individuals responsible for supervising or deciding upon telephone services at 2,345 businesses with more than 100 employees. (Each 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"

Churn Rate

- FY2010/1H churn rate: 0.46%

■ Cellular (FOMA+mova) Churn Rate

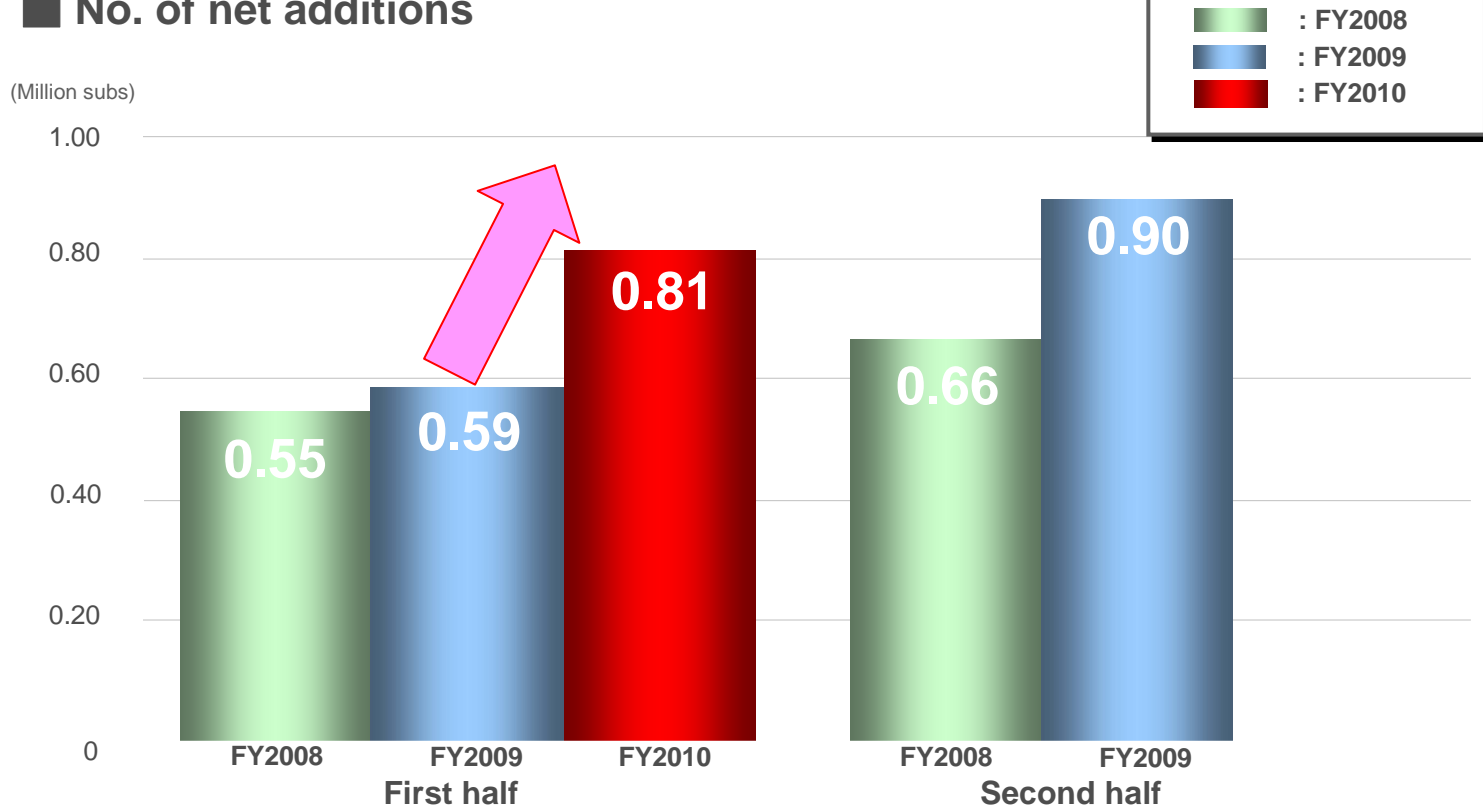


◆ Based on financial results materials of each company

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



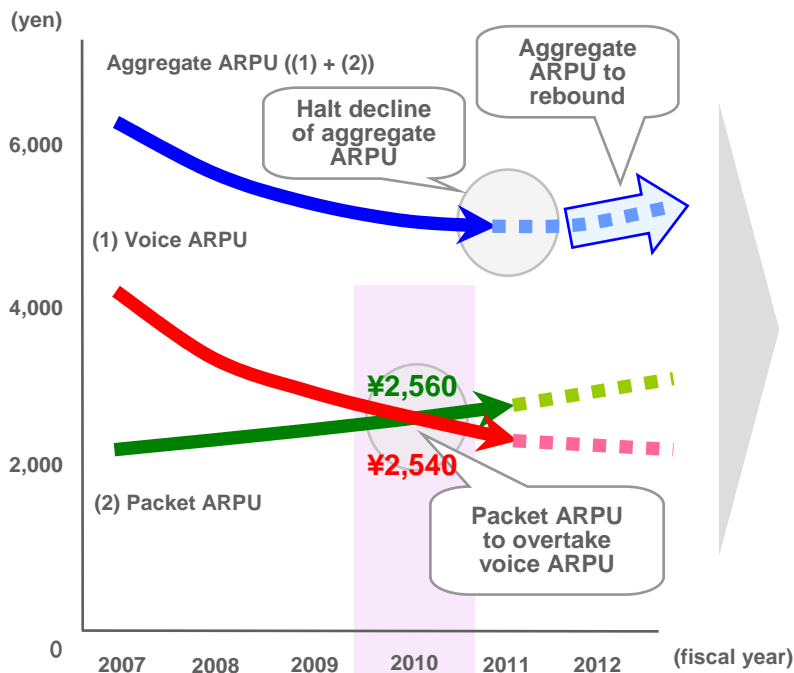


Actions to Achieve New Growth

Reversal of Voice and Packet ARPU

- Aim to grow FY2010 (full-year) packet ARPU by ¥110 (up 4.5% year-on-year)
- Achieve reversal of voice and packet ARPU within FY2010 by accelerating the growth of packet ARPU

ARPU Growth



Target for FY2012

Halt the decline in aggregate ARPU within FY2011, and achieve a rebound in FY2012 or beyond

Boost packet usage and expand user base of flat-rate services

FY2012 Targets:

Packet flat-rate services subscription rate*: 70%

Grow no. of users consuming packets up to monthly upper limit of two-tier plan to over 50% of total "Pake-hodai double" subs

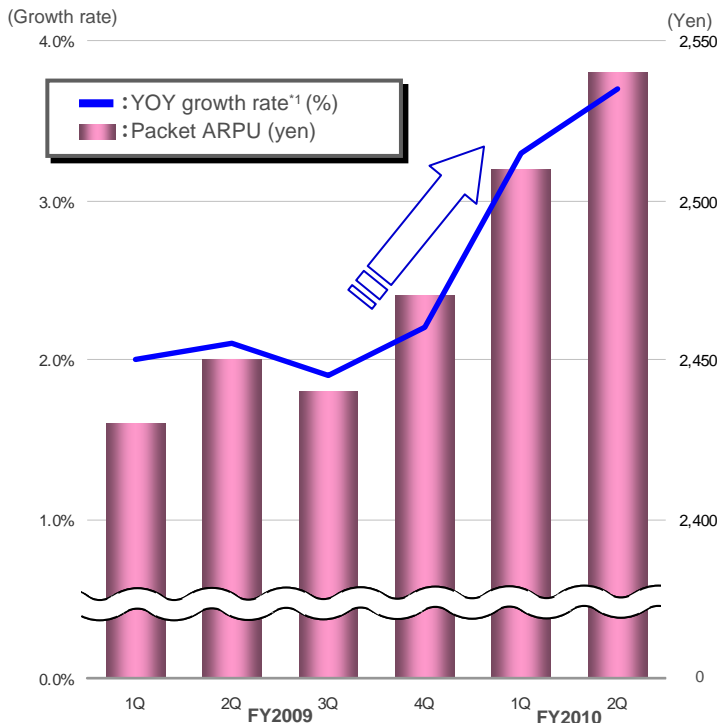
* Include subscriptions to "Pake-hodai", "Pake-hodai full", "Pake-hodai double", "Pake-hodai simple", "Biz-hodai" services and flat-rate data plans

* Packet flat-rate services subscription rate=No. of packet flat-rate services subscriptions/(Total FOMA i-mode subscriptions + No. of "Biz-hodai" subs + No. of data plan subs)

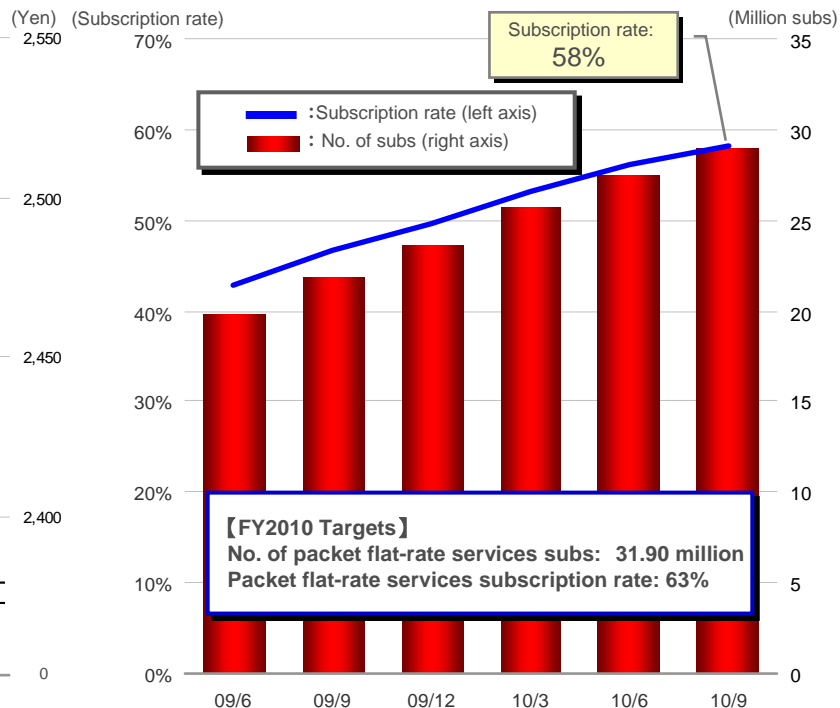
Growth of Packet ARPU

- 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)

Measures for Boosting Packet ARPU

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

Smartphones

■ Prepare environment for expanding user base

- Enrichment of product lineup
- Enrichment of content/services



PC data devices, etc.

■ Appeal wide coverage & high data speeds

- ### ■ Prepare a product lineup that allows customers to use data services with various devices, e.g., tablet PCs, Wi-Fi routers, etc.



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"

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”

(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

Guide to “docomo map navi”



Newly add “map” to iMenu to enable quick display of current location



Displays map with one click



powered by i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)

- 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

“i-concier” 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

Posting on DOCOMO's mobile site

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



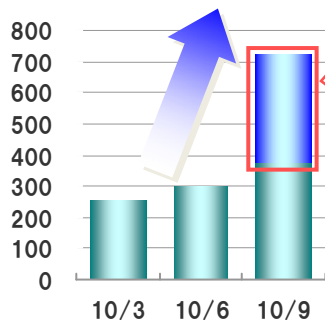
Messages can be displayed on standby screen



Coupons delivered can be updated anytime



No. of “i-concier” content providers



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

<Use ranking by industry>

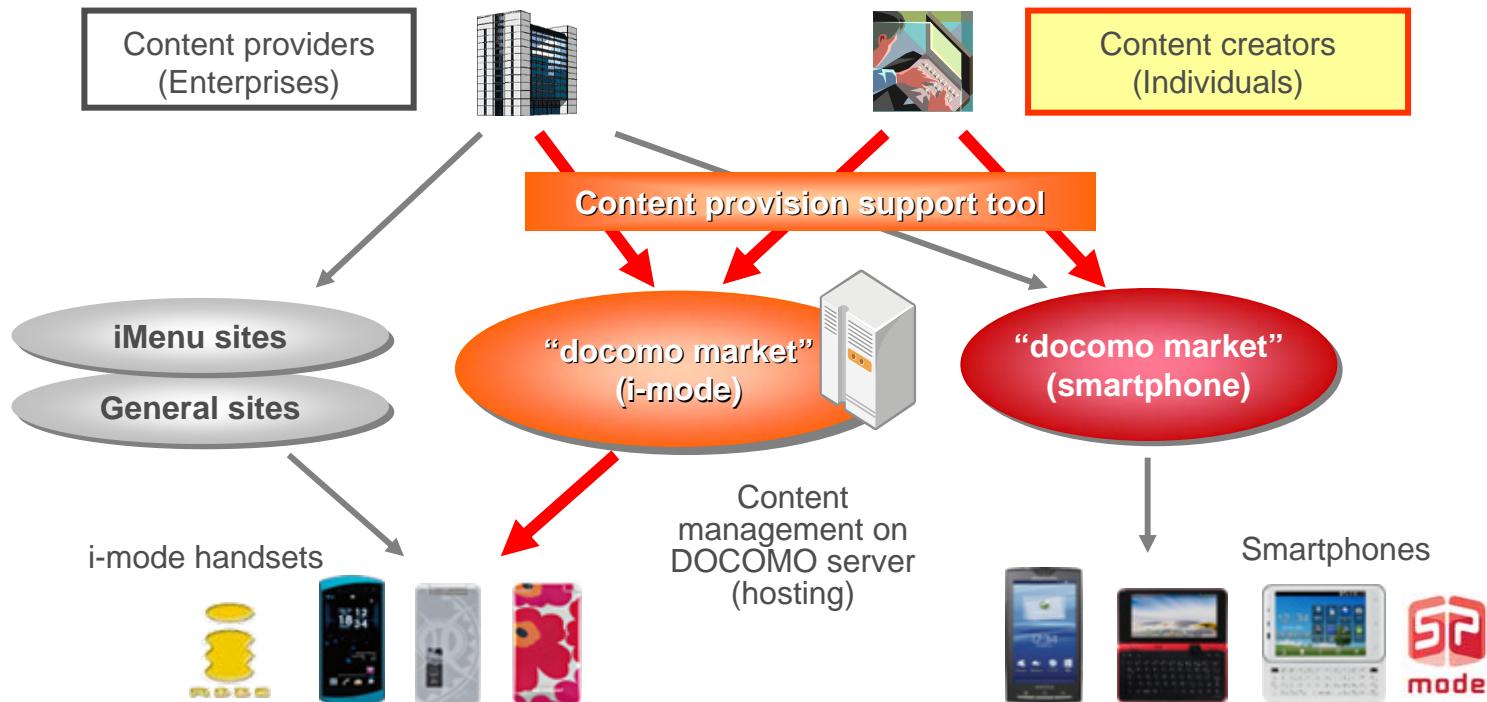
No. 1: Restaurants/bars

No. 2: Supermarkets/drug stores

No. 3: Hair/nail salons

“docomo market” (i-mode)

- Prepare an open environment for i-mode to capture individual creators, with the aim of further enriching and diversifying i-mode content portfolio



“docomo market” (i-mode)

- Plan to launch i-mode version of “docomo market” portal
- Aim to stimulate usage of medium/light users by directly appealing individual content to guide users to wanted content in a shorter process

i-mode version of “docomo market”

(Planned launch; Dec. 6, 2010)

App store

Open applications store



Music store

Distributes approx. 1.00 million songs



Book store

Rich variety of popular comics, novels and practical books



Smartphones

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

1Q

2Q

3Q and beyond

Products



Xperia™



LYNX



dynapocket

BlackBerry®
Bold™ 9700

(Portal site for smartphones)

Content

“sp-mode” launch
(Sept. 1, 2010)



390,000 subs

(As of Oct. 31, 2010)

Mail service
(@docomo.ne.jp)



Content payment
service

Access restriction
service

Winter/Spring: 7 models
(planned)



GALAXY S



GALAXY Tab

Enrich product lineup to
respond to customer needs

REGZA
Phone

LYNX 3D

Optimus
ChatBlackBerry®
Curve™ 9300Tablet type
device

GALAXY

- Released GALAXY S on Oct. 28, 2010 and GALAXY Tab on Nov. 26 2010



GALAXY S

“Super high-resolution smartphone”

SUPER AMOLED (super organic EL) display
 4-inch large touch panel screen
 Full high-vision video playback
 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



e-book
 trial service

“docomo market”

- Launched “docomo market”, a simple and easy-to-use portal for smartphones



Weather, news, sports, music, game, entertainment, travel, gourmet, video, etc.

Recommends selected high-quality content

Approx. **500** content titles
(As of Oct. 31, 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

docomo original content



Kisekae application:

“Smart Home”

Enables users to change wall paper or icons easily in one batch



“Deco-mail Tori-hodai”

Offers 10,000 pieces of deco-mail pictograms for free!
Up to Jan. 15, 2011



“Sekai-no-appli-kata”

Introduces world’s entertaining and/or practical applications with fun!

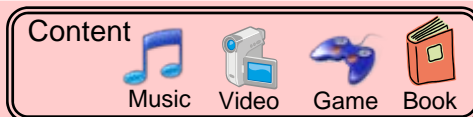
Evolution of Smartphones

- Advance smartphones by incorporating various popular i-mode services and installing services uniquely available on smartphones

Actions undertaken

FY2011 and beyond

i-mode handsets



Incorporate progressively



“sp-mode”



(Launched Sept. 2010)

Various content

Compatible with “OsaiFu-Keitai” e-wallet service

Compatible with one-seg broadcasting

Incorporate various popular i-mode services in smartphones



Install services “uniquely available on smartphones”



“docomo market”
(Launched Apr. 2010)

Compatible with content payment capability



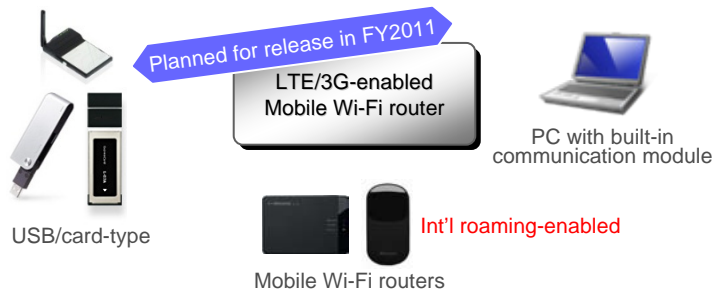
Smartphones

Reinforcement of PC Data Devices Sales

- Continually strengthen sales perceiving PC data communications as a growth market
- Increase our market share of net additions leveraging our superb network quality (high transmission speeds and wide area coverage)

Rich lineup of products

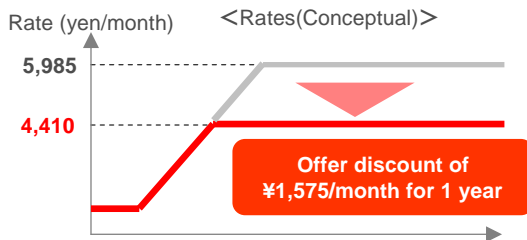
Product lineup that allows use of service with various devices



Billing plan

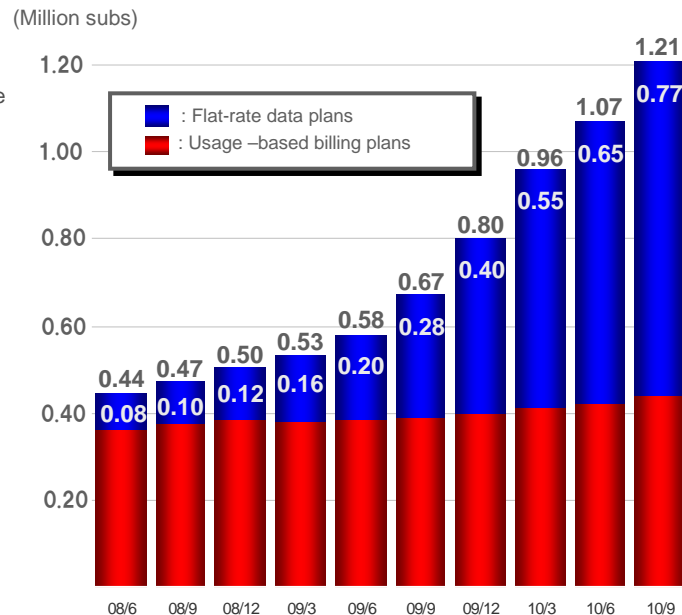
Extend period of discount campaign for new subscribers

(Until Dec. 31, 2010)



Data plan* subscriptions

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

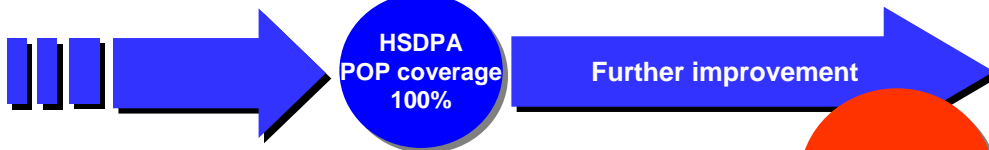
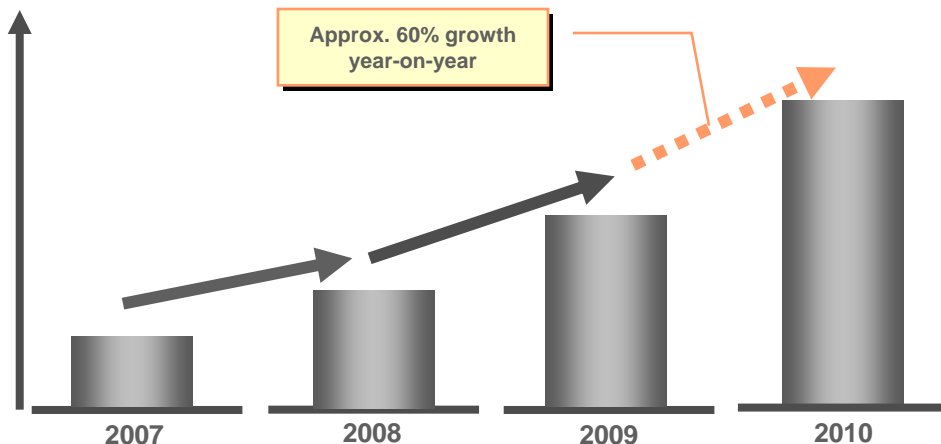


* Total number of subscriptions to usage-based billing plans, "Flat-Rate Data Plan Standard" and "Flat-Rate Data Plan 64K" (including "Value Plans")

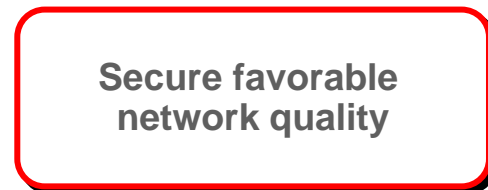
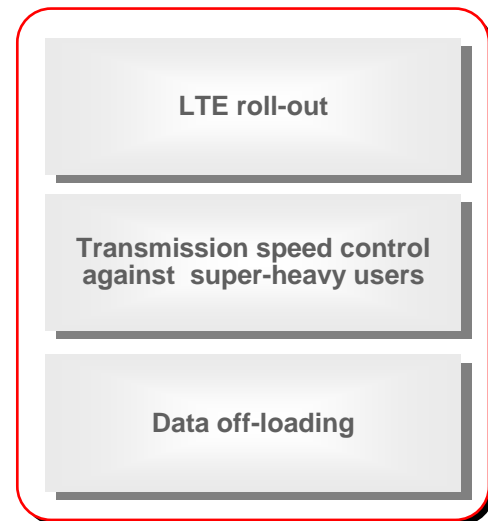
Measures Against Growing Packet Traffic

- Continue steadfast facility roll-out to accommodate constant growth of traffic
- Maintain and improve network quality by introducing LTE, employing traffic control and data off-loading

(Total traffic)



Shift from “FOMA coverage expansion” to “transmission speed enhancement/capacity buildup”



- Steadily moved ahead with preparations for planned service launch in Dec. 24, 2010
- Provide brand-new services leveraging LTE's distinctive features—"high-speed", "large-capacity" and "low-latency" transmission

■ LTE's distinctive features

High-speed

Transmission rate

Approx.
10-fold*

Large-capacity

Spectrum
efficiency

Approx.
3-fold

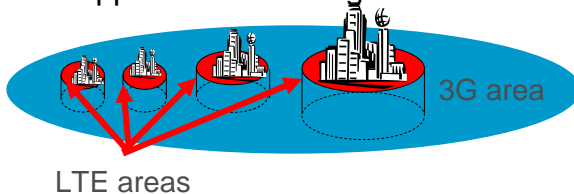
Low-latency

Transmission
latency
(maximum effect)

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.

■ Devices (Data-only)

- ▷ Max. downlink speed: 75Mbps
- ▷ HSPA (max. downlink speed: 7.2Mbps) connectivity in areas outside LTE coverage



USB type

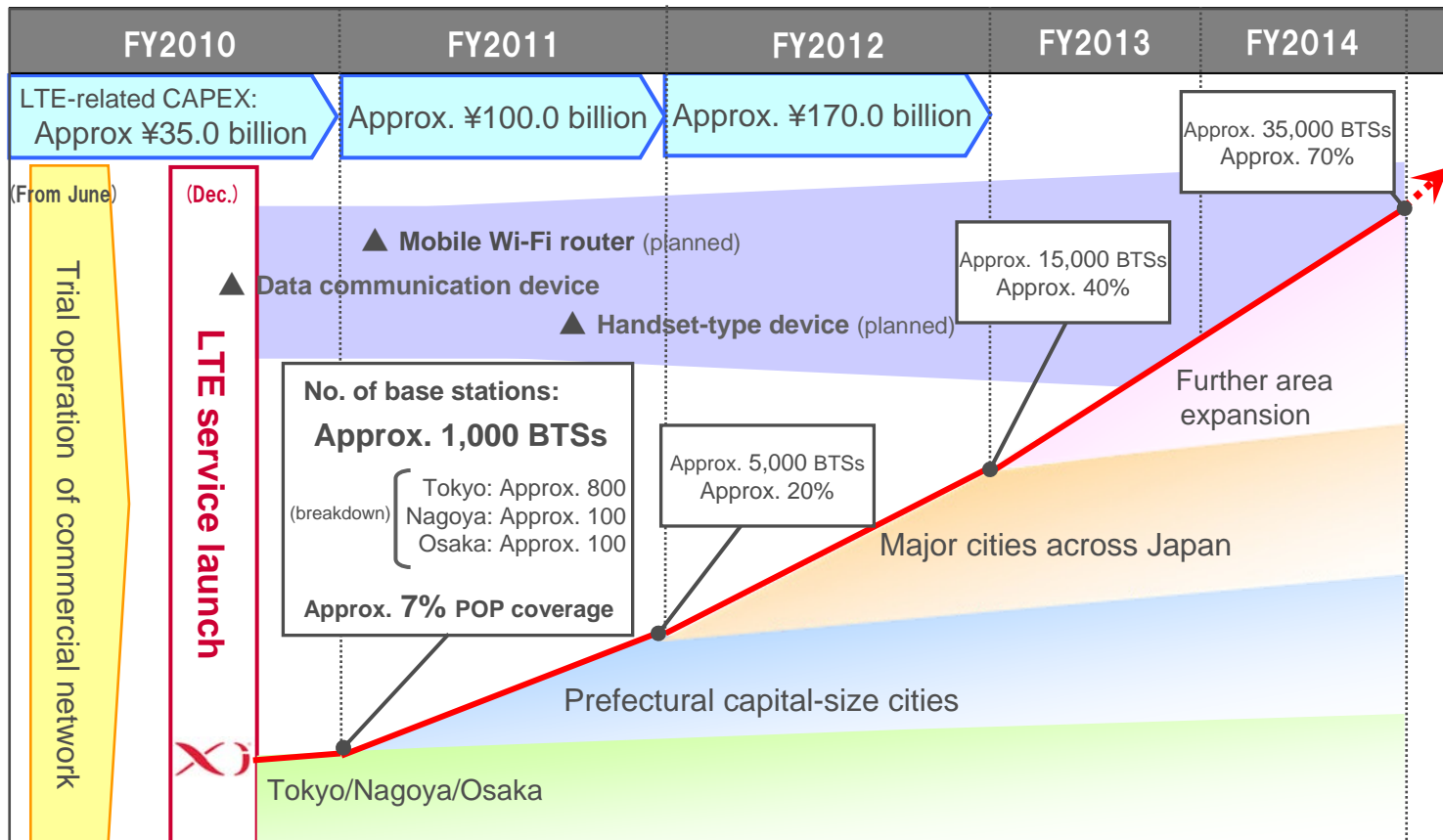


ExpressCard type

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

LTE (2)

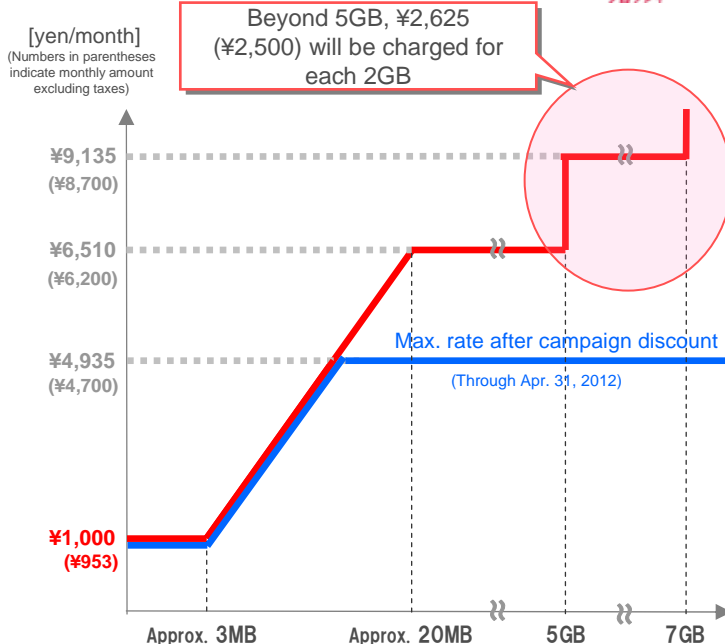
- Planned base station deployment in FY2010: Approx. 1,000 BTSs in Tokyo/Nagoya/Osaka



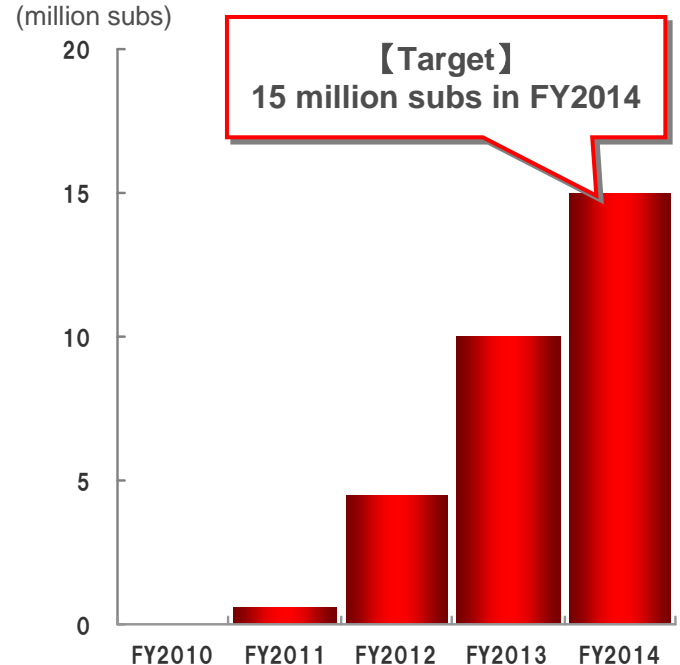
- Offer discounts under “Xi Start Campaign” through April 2012, in view of LTE’s limited area coverage in the initial phase
- Aim to grow no. of LTE subscriptions to 15.00 million by Mar. 31, 2015

■ Billing plan

(“Xi Data Plan Ninen”)



■ Subscriber expansion plan (conceptual)



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
- Launched E-book trial service for smartphones

DNP

Provision of original content at book stores



Coexistence of real & cyber services

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

Digital books purchased at electronic stores

Books purchased at physical stores



NTT docomo

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)

Smartphones

Tablet devices



bookreader

Use on various devices (multi-device)

In your favorite place

At a time of your convenience

In a style you like



Use in various locations (multi-access)

“docomo Drive Net”

- Launched “docomo Drive Net” information delivery service for car navigation systems
- Aim to invigorate the wireless navigation market through the convergence with mobile devices and functional advancement of “docomo Drive Net”

“docomo Drive Net”

Delivers a wide range of information to navigation systems with built-in communication modules and smartphones



Latest map

Latest area info.

Traffic info.

Planned service expansion

- Increase no. of compatible devices



Mobile phones



Tablet devices, etc.

- Expand variety of information provided

Various recommendations

Navigation system with built-in communication module



Launched Nov. 19, 2010

SANYO

Smartphone + car-mount cradle



Car-mount cradle

Smartphone

Applications compatible with Drive Net (Car navigation & map)

Planned

Pioneer

Mobile Multimedia Broadcasting Service

- Multimedia Broadcasting, Inc., an investee of DOCOMO, won the approval for undertaking commissioned business for multimedia broadcasting services 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 242 ニッポン放送

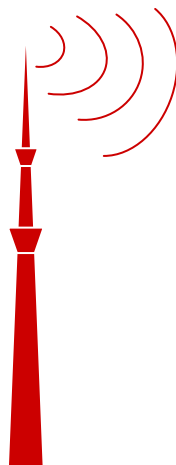
ITOCU **スカパーJSAT**

ロテレ

tv asahi

TBSホールディングス

dentsu 住友商事株式会社



Base station

File casting service



Movies



Newspaper



Drama



Music



Book



Game



Automatic data storage

Streaming service



Sports



News



Concert



Live broadcast viewing

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

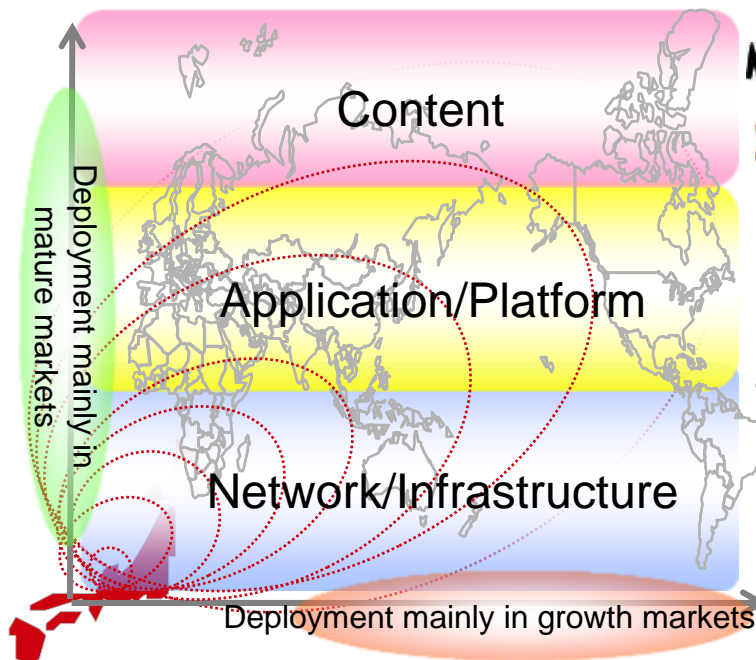
Broad adoption of compatible devices at an early date

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

Foundation for Overseas Business

- Deploy value-added businesses in mature markets and in parallel offer “3G network and value-added services” in growth markets through the collaboration with other carriers

Enhance added value



Accelerate growth by providing know-how on network roll-out, etc.

Comic delivery

Info. delivery

New content

MANGA MODE™

DOCOMICS

i.ch.



net-m

Expand and strengthen value-added service business leveraging net mobile AG

TATA

robi

PLDT

alleh kt

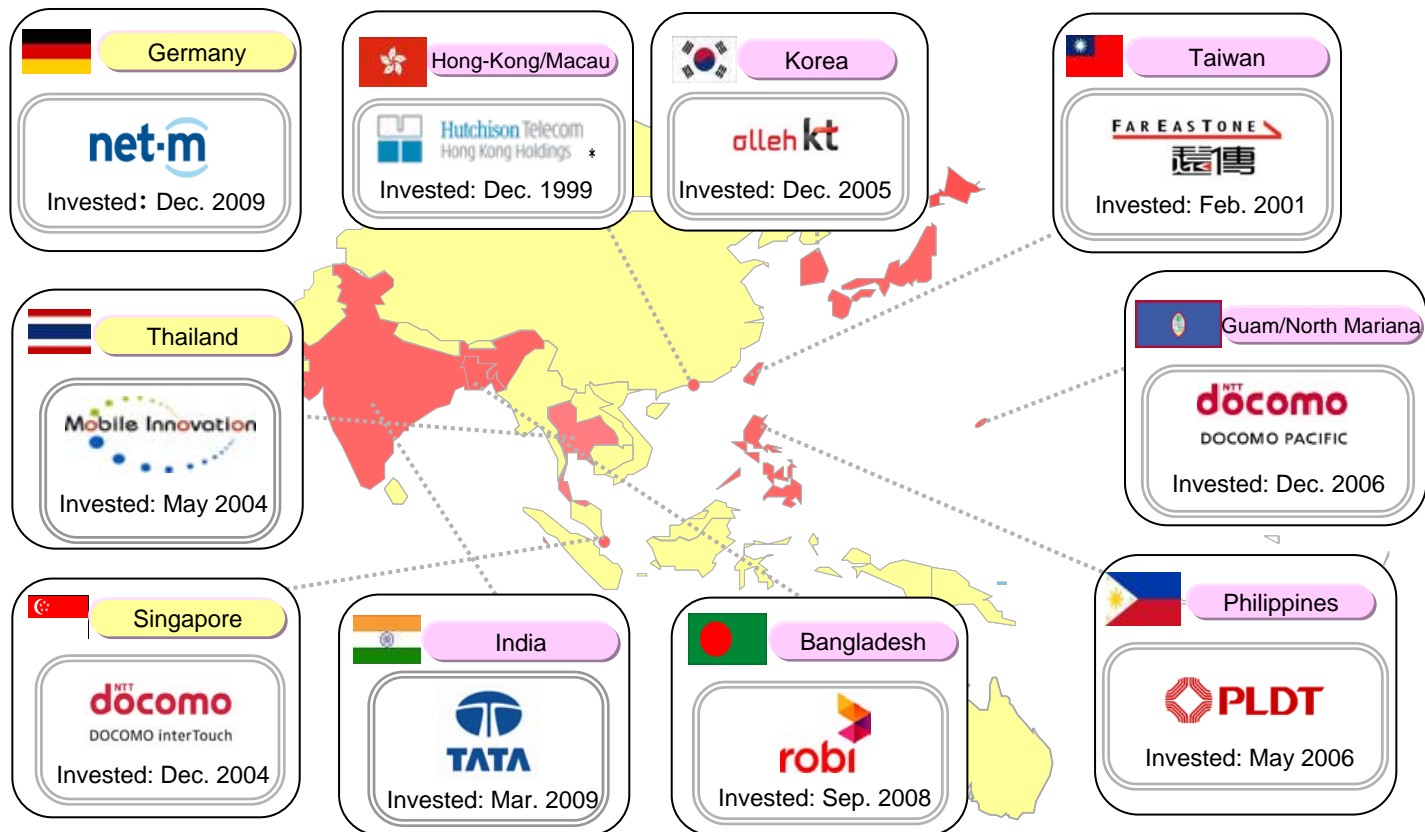
docomo
DOCOMO PACIFIC

Enhance enterprise value through network construction support, etc.
Capture growth of investee

Enhance enterprise values through business cooperation committee activities, etc.

Principal Overseas Investees

- Invested in carriers and other new businesses mainly in the Asia Pacific region
- Objectives of investment: Enhance enterprise value of investee, create synergies and capture revenue contributions through technical cooperation and provision of business know-how leveraging our strength



* The logo is the corporate logo of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH); DOCOMO invested in HTHKH's subsidiary Hutchison Telephone Company Ltd.

Global Expansion – TTSL/TTML (India)

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

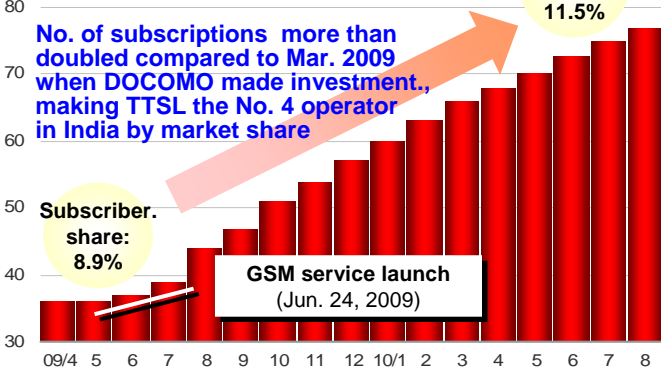
TTSL/TTML (India)

Total subscriptions: Topped 80 million

(October 2010)

No. of subscriptions*2

(Million subs)



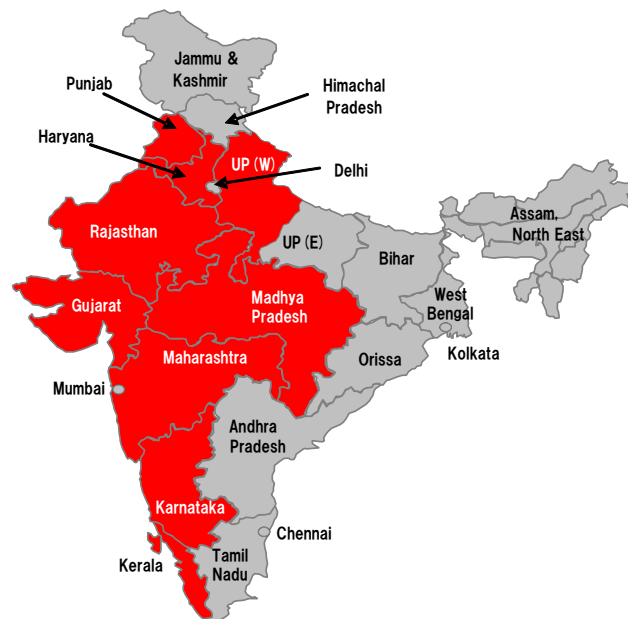
GSM roll-out (brand: TATA DOCOMO)

Service areas
(As of Aug. 2010)

18 circles
(Out of India's total 22 circles)

3G service

Launched 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)

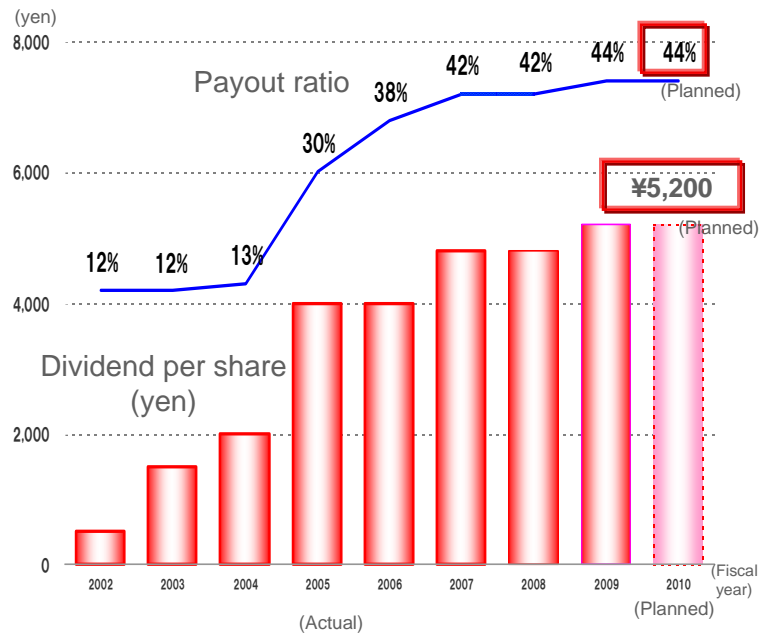
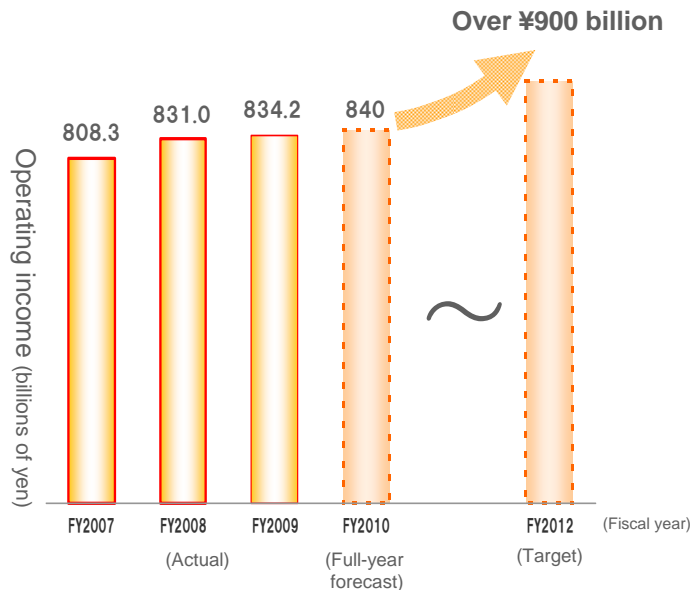
Income Target and Returns to Shareholders

FY2012
operating income

Over ¥900 billion

Return to
shareholders

- Maintain highest level of payout ratio in Japan
- Continue stable dividend payment



Our Aspirations Ahead

To bring *HEART* into reality,
DOCOMO will continue to pursue
"Smart Innovation"

"Pursuing Smart Innovation"

HEART

Challenging the Mobile Frontier

MAGIC

Mobile Multimedia

An anytime, Anywhere, Anyone

Global Mobility Support

Integrated Wireless Solution

Customized Personal Service

Harmonize

Social contribution beyond
borders, across generations

Evolve

Evolution of service
and network

Advance

Advance industries through
convergence of services

Relate

Creating joy through
connections

Trust

Support for safe, secure,
and comfortable living

What we would like to achieve through "HEART"

Social contribution beyond borders, across generations [Harmonize]

During this decade DOCOMO will continue to enhance and add values to industries and to our daily lives through further evolution of mobile technologies. A society where the hearts of people resonate and they can feel the richness of life – DOCOMO will contribute toward the realization of this vision.

Evolution of service and network [Evolve]

Leveraging the vast array of technologies and knowhow we have accumulated in the mobile sector, DOCOMO will continue to bring evolution to the high-speed, high-capacity broadband network, provide easy-to-use services, and deliver seamless comfort where you are not even aware of devices or connections.

Advance industries through convergence of services [Advance]

A vast range of devices will be connected to the network in diverse ways in the coming years, bringing ever-increasing convenience. DOCOMO will continue to help connect industries and services in the network, and contribute toward smart innovation and advancement of industries and infrastructure through convergence of services.

Creating joy through connections [Relate]

People, materials and information connected freely and flexibly beyond time and space – through this visionary world, DOCOMO will help people each day to express, enjoy and create knowledge and fun that fit individual lifestyles, anywhere, anytime.

Support for safe, secure, and comfortable living [Trust]

Environment, healthcare, and education will continue to attract more attention in future society. DOCOMO will connect expert knowledge and knowhow from diverse specialized fields to provide timely assistance and support for greater safety, security and comfort in a broad range of daily activities.

Pursuing Smart Innovation

Smart Innovation is

Continuous change (innovation)
for realization of a society
where everyone can live a safe,
secure, and comfortable life, filled
with richness, beyond borders, and
across generations



Appendices

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

	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%

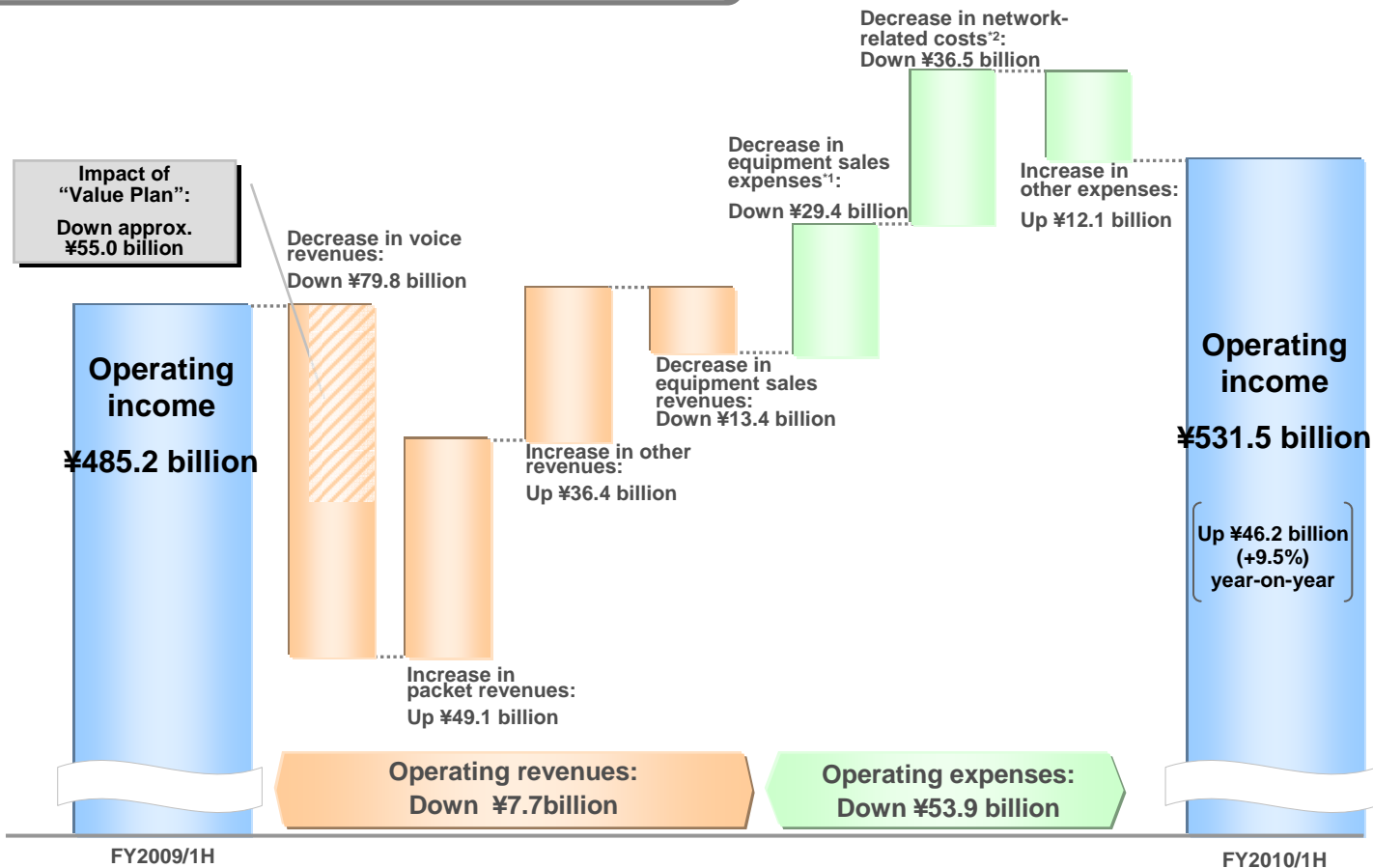
◆ Consolidated financial statements in this document are unaudited.

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

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

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

FY2009 Results/FY2010 Forecasts

	FY2008 (Full-year) (1)	FY2009 (Full-year) (2)	Changes (1) →(2)	FY2010 (Full-year forecast) (3)	Changes (2) →(3)
Operating Revenues (Billions of yen)	4,448.0	4,284.4	-3.7%	4,209.0	-1.8%
Cellular Services Revenues (Billions of yen)	3,661.3	3,499.5	-4.4%	3,405.0	-2.7%
Operating Expenses (Billions of yen)	3,617.0	3,450.2	-4.6%	3,369.0	-2.4%
Operating Income (Billions of yen)	831.0	834.2	+0.4%	840.0	+0.7%
Income Before Income Taxes (Billions of yen)	780.5	836.2	+7.1%	838.0	+0.2%
Net Income Attributable to NTT DOCOMO, INC. (Billions of yen)	471.9	494.8	+4.9%	497.0	+0.4%
EBITDA Margin (%)*	37.7	36.6	-1.1 points	36.8	+0.2 points
Adjusted Free Cash Flow (Billions of yen) *	93.4	416.9	+346.3%	480.0	+15.1%

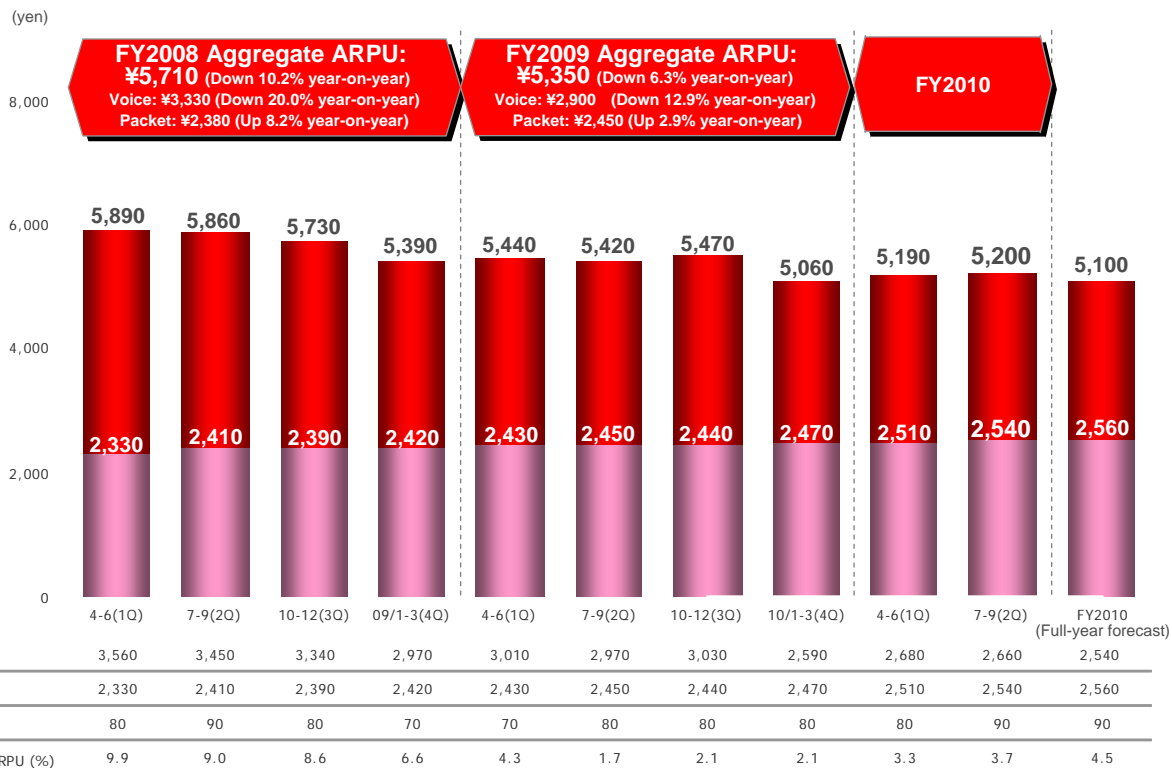
◆ Consolidated financial statements in this document are unaudited.

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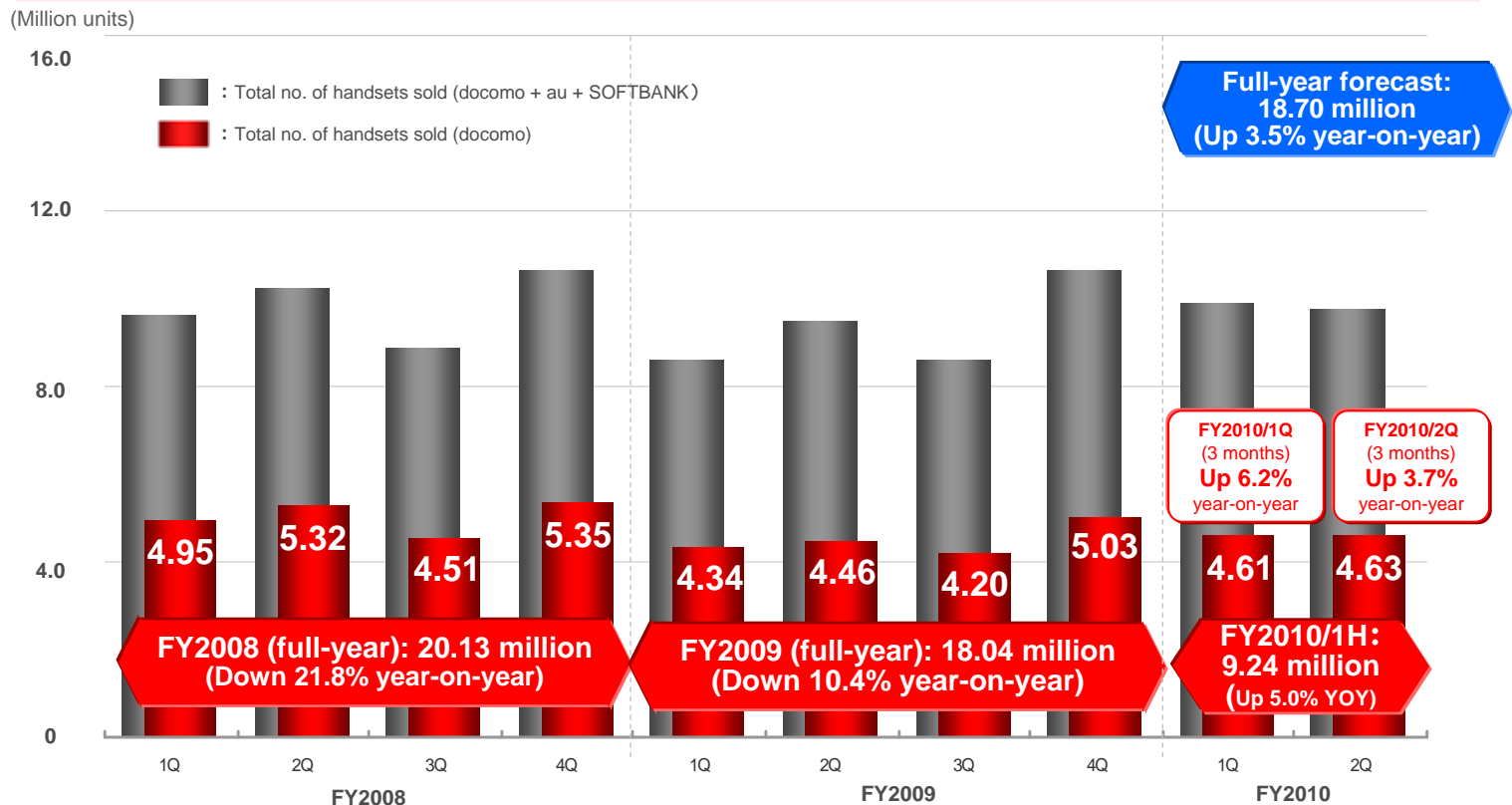
Cellular (FOMA+mova) ARPU

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



Total Handset Sales

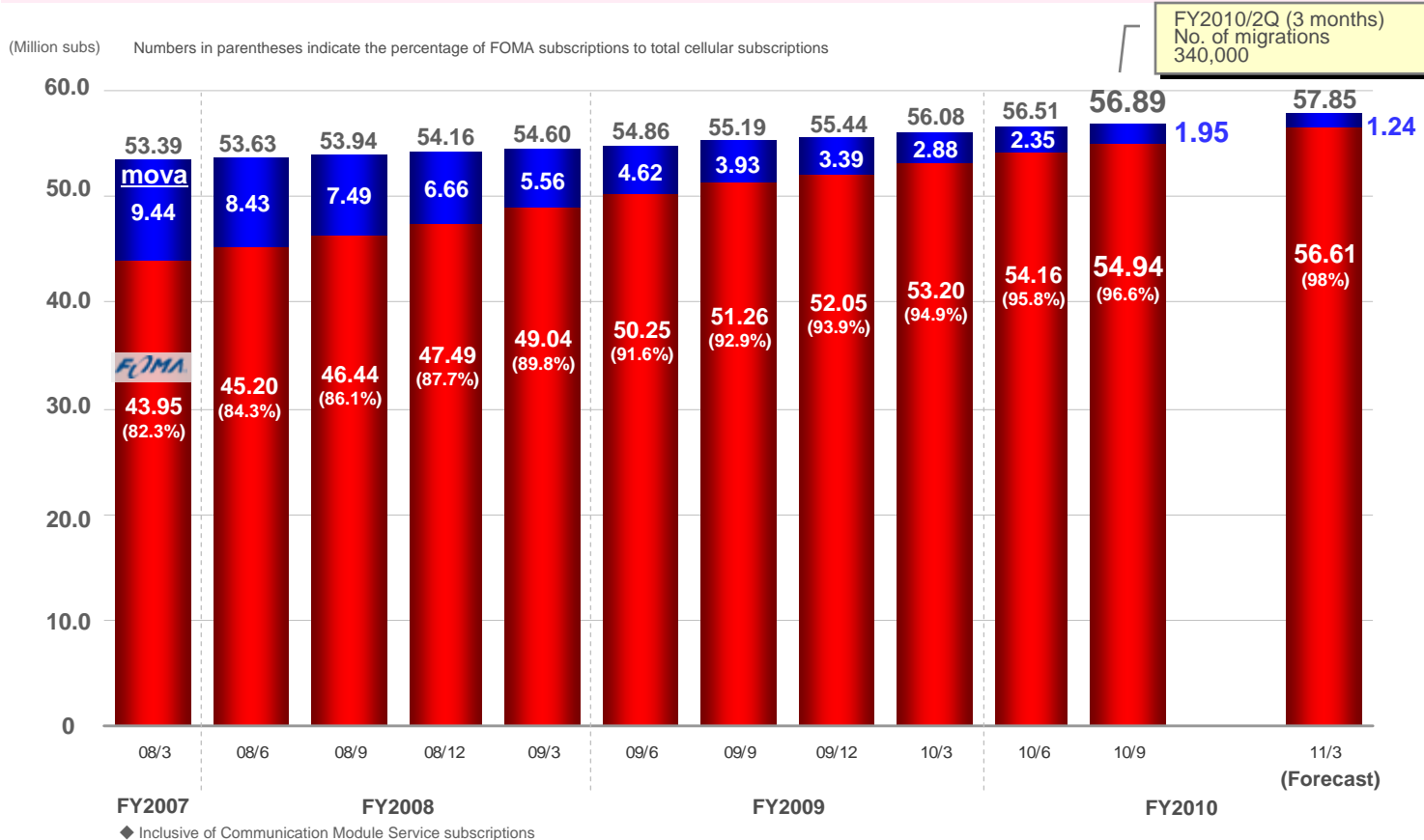
- Total no. of handsets sold in FY2010/1H: 9.24 million units (Up 5.0% year-on-year)
- Full-year forecast: 18.70 million units



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

Subscriber Migration to FOMA

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





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