



**NTT DOCOMO, INC.**

**New Disaster Preparedness Measures**

**Apr. 28, 2011**

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# 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, businesses or other technologies caused by Mobile Number Portability, new market entrants and other factors, or the expansion of the areas of competition 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 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) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment or software bugs, deliberate incidents induced by computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failure in our networks, distribution channels and/or other factors necessary for the provision of service, disrupting our ability to offer services to our subscribers, and may adversely affect our credibility and/or corporate image, or lead to a reduction of revenues and/or increase of costs.
- (12) Concerns about adverse health effects arising from wireless telecommunications may spread and consequently 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.

# New Disaster Preparedness Measures: Basic Approach

- **Securing communication in key areas**  
(e.g., densely populated areas, administrative centers, etc.)

- **Swift response to disaster-stricken areas**

- **Further improvement of customer convenience**

- (1) Deploy base stations using large-zone scheme separately from ordinary base stations in densely populated cities across Japan (approx. 100 locations) to efficiently secure communications broadly over densely populated areas in the event of a wide-area disaster or power outage  
⇒ Cover approx. 35% of populated areas
- (2) Promote use of uninterruptible power supply systems and ensure 24-hour autonomous power supply by extending battery hours in base stations (approx. 1,900 stations) to secure communication in prefectural/municipal government offices and other important institutions for at least 24 hours  
⇒ Cover approx. 65% of populated areas and approx. 50% of designated disaster-based hospitals

- (3) Secure communication by swift provision of satellite mobile phones (3,000 units: planned)
- (4) Quick construction of service areas using satellite system
  - Increase no. of satellite-entrance base stations (car-mount type: double from current level to 19 units, portable type: 24 new units)
- (5) Flexible area construction using entrance microwave system
  - Deployment of emergency microwave facilities (100 sections)

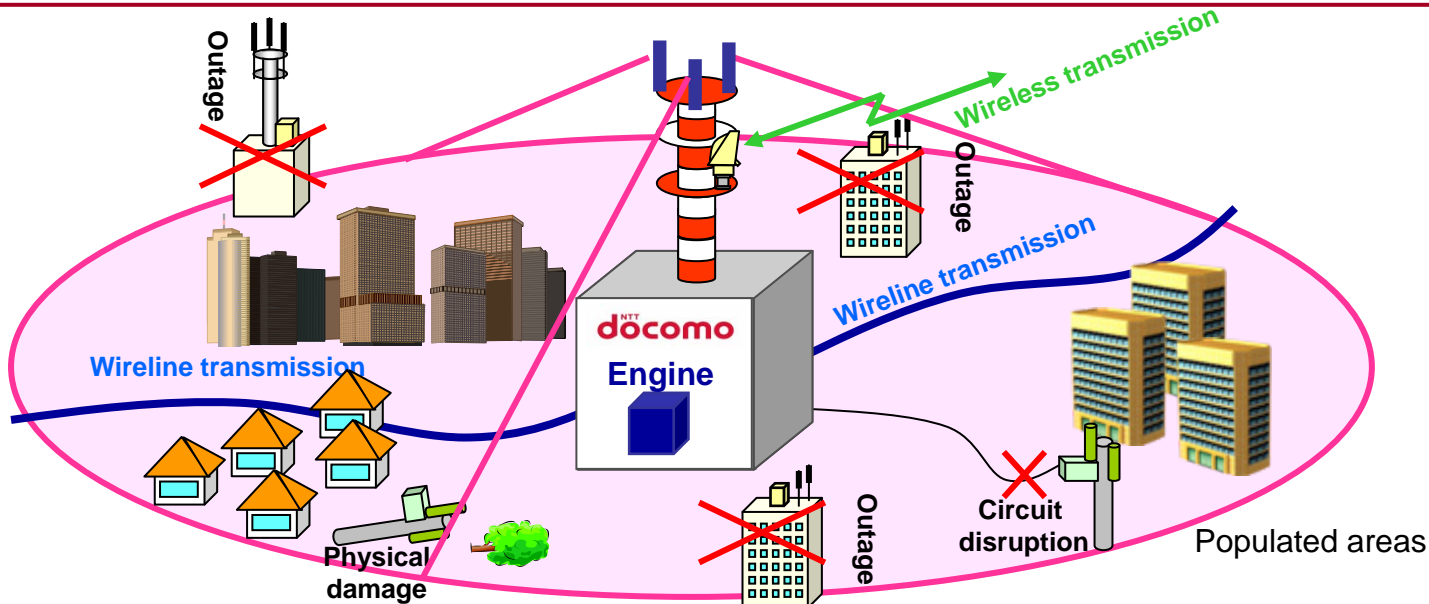
- (6) Development of voice message service using disaster-resilient packet communications technology
- (7) Enrichment of “Restoration Area Maps”
- (8) Support of voice guidance in “Disaster Message Board” service for improved ease of use
- (9) Further utilization of “Area Mail”
- (10) Further utilization of ICT through convergence with SNS, etc.

# New Disaster Preparedness Measures: Breakdown

Overview		Estimated impact	
		CAPEX	Expenses
Securing communication in key areas	(1) Construction of base stations using large-zone scheme	¥3.0 billion	¥3.0 billion
	(2) Uninterruptible power supply, 24-hour battery supply	¥14.0 billion	
Swift response to disaster-stricken areas	(3) Increase of satellite mobile phones	¥1.0 billion	
	(4) Increase of satellite entrance circuits	¥1.0 billion	
	(5) Deployment of emergency microwave entrance facilities	¥1.0 billion	
Improved convenience	(6) Provision of disaster voice message service	¥0.5 billion	
	(7) Improvement of “Restoration Area Maps”		
	(8) Support of voice guidance in “Disaster Message Board” service		
	(9) Further utilization of “Area Mail”		
	(10) Further utilization of ICT through convergence with SNS, etc.		
<b>TOTAL</b>		<b>¥20.5 billion</b>	<b>¥3.0 billion</b>

# Construction of Large-Zone Base Stations

- **Newly construct base stations using large-zone scheme separately from ordinary base stations to efficiently secure communications broadly over densely populated areas in the event of a wide-area disaster or power outage**
  - Deployment in a total of approx. 100 locations across Japan
    - Approx. 2 locations per prefecture except for Tokyo (5 locations) and Osaka (4 locations)
  - Use of large-zone scheme covering 7km radius with 360-degree antenna directivity
    - ⇒ Cover approx. 35% of populated areas
  - Utilization of disaster-resilient buildings or towers
  - Secure high reliability (Use of uninterruptible power supply systems, redundant transmission lines)



# Uninterruptible Power Supply/24-hour Battery Supply

- Promote use of uninterruptible power supply systems and ensure 24-hour autonomous power supply by extending battery hours in base stations (approx. 1,900 stations) to secure communication in prefectural/municipal government offices and other important institutions for at least 24 hours\*1
  - ⇒ Cover approx. 65% of populated areas and approx. 50% of designated disaster-base hospitals\*2

- Base stations in buildings owned by DOCOMO, etc.  
Engine-driven uninterruptible power supply
- Tower base stations: Extend battery hours to 24 hours

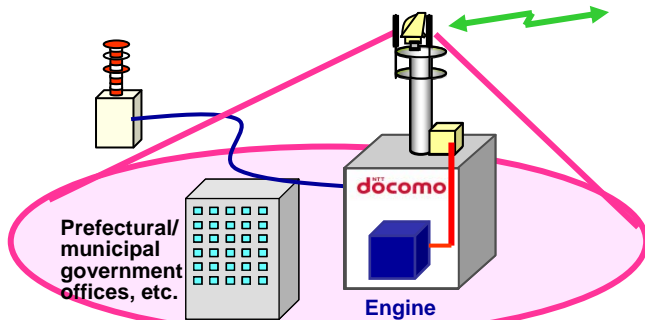
In situations where support of 24-hour battery supply is difficult ,e.g., base stations located in private buildings (approx. 80 stations), battery capacity will be reinforced to the extent possible

Prefectural government offices, etc.	61
Municipal government offices	1,917

\*1: Set at 24 hours taking into account the time required to stabilize traffic congestion after occurrence of Great East Japan Earthquake  
\*2: Designated disaster-base hospitals: 606 hospitals designated by the Ministry of Health, Labour and Welfare (As of Apr. 25, 2011)

## Engine-driven uninterruptible power supply

(Approx. 800 stations)



◆ Breakdown

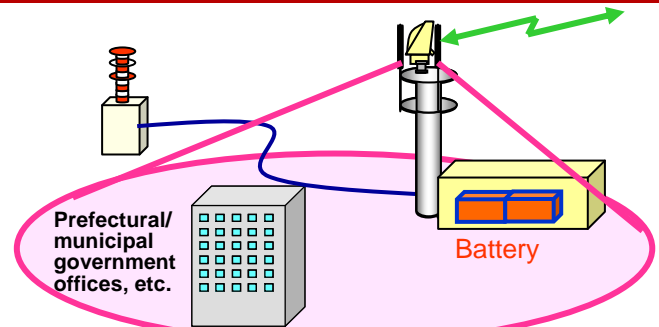
Uninterruptible PS base stations (Approx. 400)

Base stations to be covered (Approx. 400)

24-hour battery (Approx. 90)	10-hour battery (Approx. 90)	3-hour battery (Approx. 220)
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## 24-hour battery supply

(Approx. 1,100 stations)



◆ Breakdown

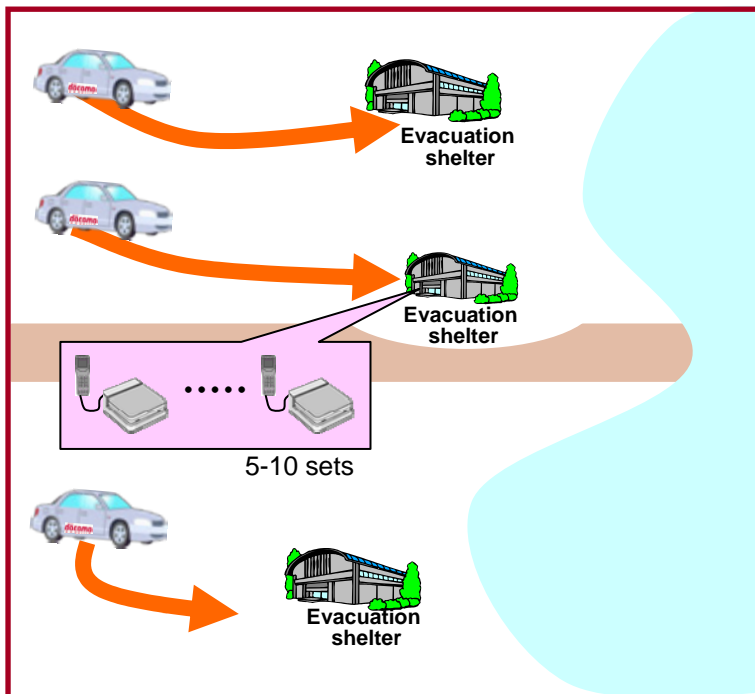
24-hour battery supply (Approx. 150)

Base stations to be covered (Approx. 950)

10-hour battery (Approx. 530)	3-hour battery (Approx. 420)
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# Swift provision of Satellite Mobile Phones to Evacuation Shelters

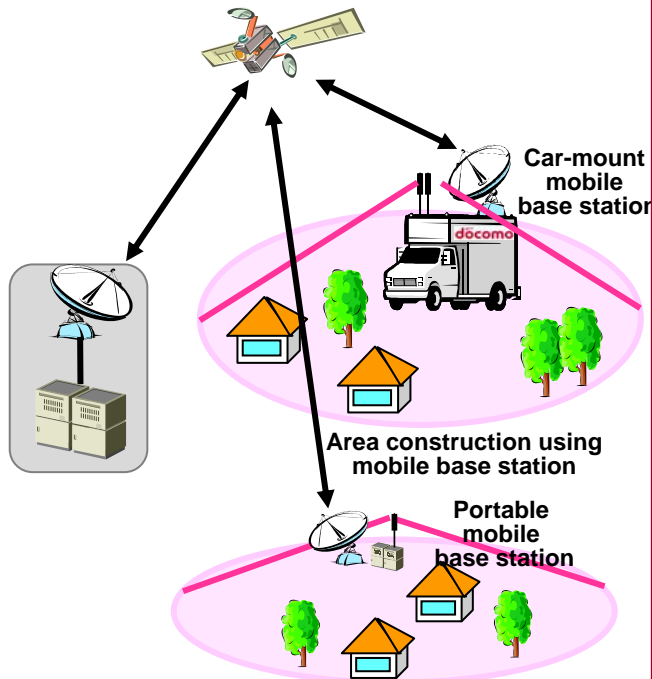
- Promptly provide each evacuation shelter, etc., with 5-10 sets\* of satellite mobile phones after occurrence of a disaster, to secure communication without delay in areas where regular mobile phone service is disrupted
  - Plan to secure 3,000 units of satellite mobile phones in preparation for a large-scale disaster
  - \* 1 set comprises a satellite mobile phone, battery, DC charger (for battery recharging using cigarette lighters in cars) and operation manual



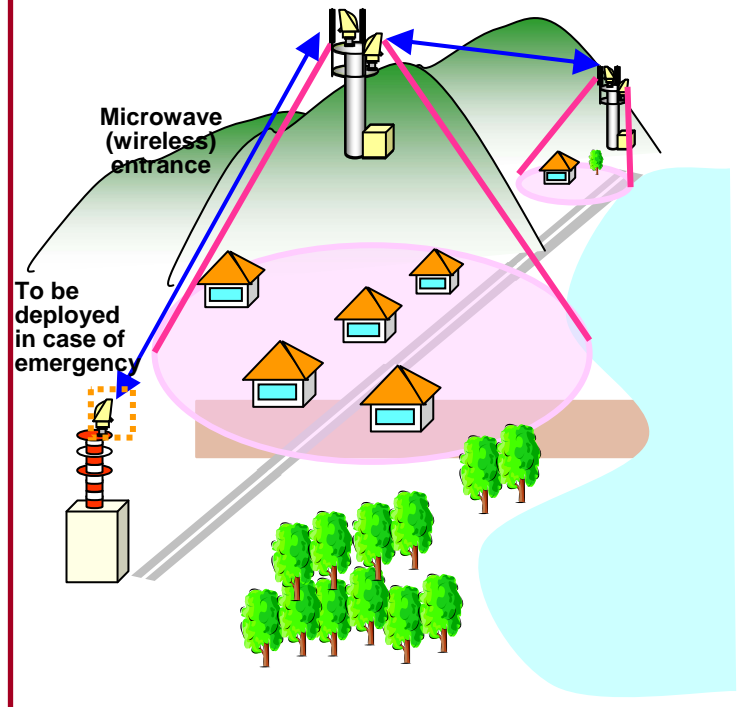
# Early Restoration of Disaster-Stricken Areas

- Effectively utilize satellite/microwave circuits that offer superior immediacy and mobility to ensure early restoration of disaster-stricken areas
  - Increase no. of satellite-entrance mobile base stations installed  
(Car-mount type: double from current level to 19 units, Portable type: 24 new units)
  - Deploy emergency microwave entrance facilities (100 sections)

## Utilization/expansion of satellite entrance circuits



## Utilization of microwave entrance circuits





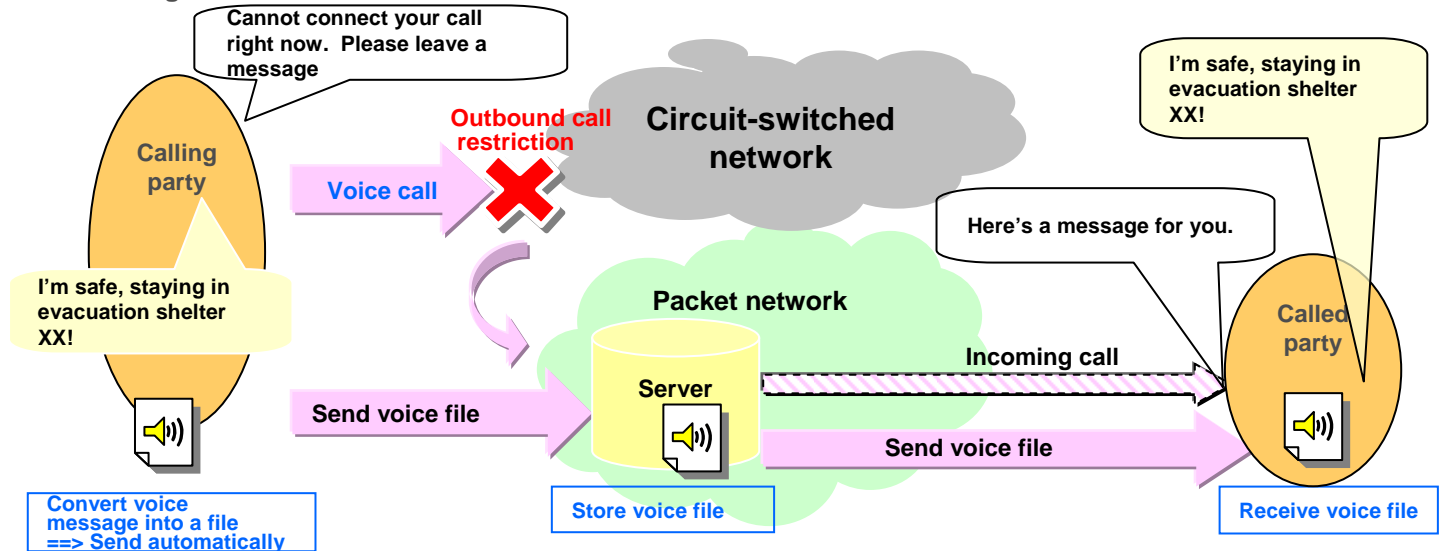
# Improved Convenience (1)

## (6) Development of disaster voice message service (planned for launch within FY2011)

- Develop a service that carries voice message to the destination by efficiently transmitting voice files over the packet network via a server, because voice calls are difficult to get through with circuit-switched networks in the event of a disaster due to congestion caused by massive outbound calls
- Plan to start service within FY2011 for calls between docomo Smartphones\*

\* Types of devices supporting this service are planned to be expanded progressively

### Service image



# Improved Convenience (2)

## (7) Improvement of Restoration Area Maps

- Activate “Restoration Area Map” of affected areas immediately after occurrence of a large-scale disaster
- Study ways to improve readability (ease of reading icons, diversification of information provided)
- Clearly indicate special areas constructed in response to disaster (e.g., information pertaining to base stations constructed using large-zone scheme, etc)

## (8) Development of a voice guidance application for Disaster Message Board service (Planned for launch in summer 2011)

- Activation of “Disaster Message Board voice guidance application” using voice recognition
- Improve ease of use through the support of voice guidance and icon touch on handset screens, to make it easier for users to use “safety information registration/confirmation” function of message board

## (9) Further utilization of Area Mail

- Provide enhanced safety/security features and convenience through the collaboration with local governments
- Increase usage opportunities and improve flexibility of operation by more meticulously controlling the areas of mail distribution

## (10) Further utilization of ICT through convergence with SNS, etc.

- Utilization of various means for prompt information dispatching linked with social networking services (SNS), in addition to information dispatch through home page
- Study introduction of search capabilities that enable timely, one-stop access to necessary information from a wide variety of information sources including SNS, etc.