



NTT DOCOMO, INC.

**Results for the first six months
of the fiscal year ending March 31, 2012**

November 2, 2011

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.



FY2011/1H (1+2Q cumulative) Financial Results Highlights

■ FY2011/1H (1Q+2Q cumulative) results highlights

- Achieved favorable results due to brisk smartphone sales and increased packet ARPU
- Made upward revisions to FY2011 full-year forecasts in view of 1H trends

- FY2011/1H cumulative smartphone sales: 3.63 million units (up 44% compared to FY2010 full-year sales)
- FY2011/2Q (3-months) packet ARPU : Up ¥150 year-on-year
- FY2011/2Q (3-months) operating revenues: Up ¥16.8 billion (1.6%) year-on-year
- FY2011/1H (1Q+2Q) operating income excluding the impact of system change* grew by ¥32.0 billion (6.7%) year-on-year

* Decrease in allowances due to revision of point program/handset repair system, etc. of ¥55.0 billion

FY2011 full-year forecasts

Operating revenues: ¥4,240.0 billion
(Up ¥10.0 billion compared to initial forecast)

Smartphone sales: 8.50 million units
(Up 2.50 million units compared to initial forecast)

Operating income: ¥870.0 billion
(Up ¥20.0 billion compared to initial forecast)

YOY increase in packet ARPU (full-year): ¥170*
(Up ¥30 compared to initial forecast)

* Excluding impact of "Monthly Support" discounts

FY2011/1H (1Q+2Q cumulative) Financial Results

	2010/4-9 (1H) (1)	2011/4-9 (1H) (2)	Changes (1)→(2)	2012/3 (Full-year forecast) (3) Revised	Progress to forecast (2) / (3)
Operating revenues (Billions of yen)	2,138.2	2,113.0	-1.2%	4,240.0	49.8%
Cellular services revenues (Billions of yen)	1,735.5	1,708.8	-1.5%	3,373.0	50.7%
Operating expenses (Billions of yen)	1,606.7	1,604.5	-0.1%	3,370.0	47.6%
Operating income (Billions of yen)	531.5	508.5	-4.3%	870.0	58.4%
Income before income taxes (Billions of yen)	527.0	511.9	-2.9%	874.0	58.6%
Net income attributable to NTT DOCOMO, INC. (Billions of yen)	309.7	299.0	-3.5%	514.0	58.2%
EBITDA margin (%)*	40.3	39.5	-0.8Points	37.3%	-
Adjusted free cash flow (Billions of yen)*	284.9	272.8	-4.3%	460.0	59.3%

◆ 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.

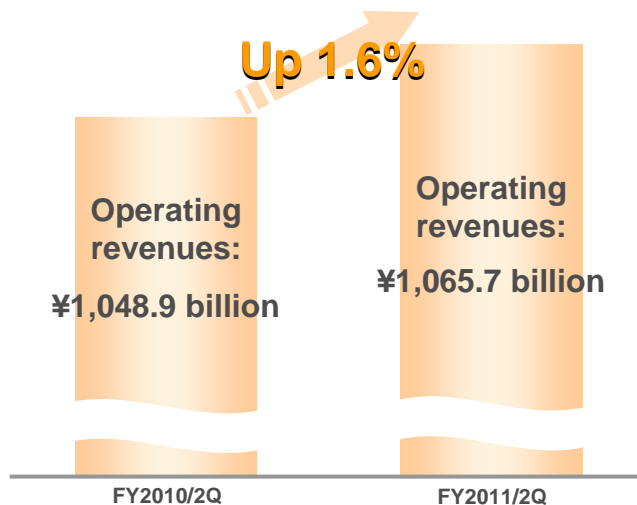
* For an explanation of the calculation processes of these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with U.S. GAAP and the IR page of our website, www.nttdocomo.co.jp

RESULTS FOR 2Q OF FY2011

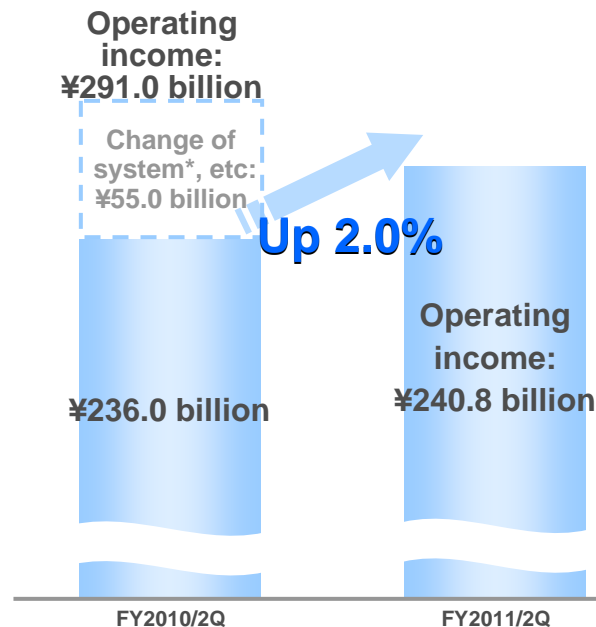
FY2011/2Q (Jul-Sept) Financial Results

- Achieved increase in both operating revenues and income excluding the temporary impact of the system change implemented in FY2010

Operating revenues



Operating income

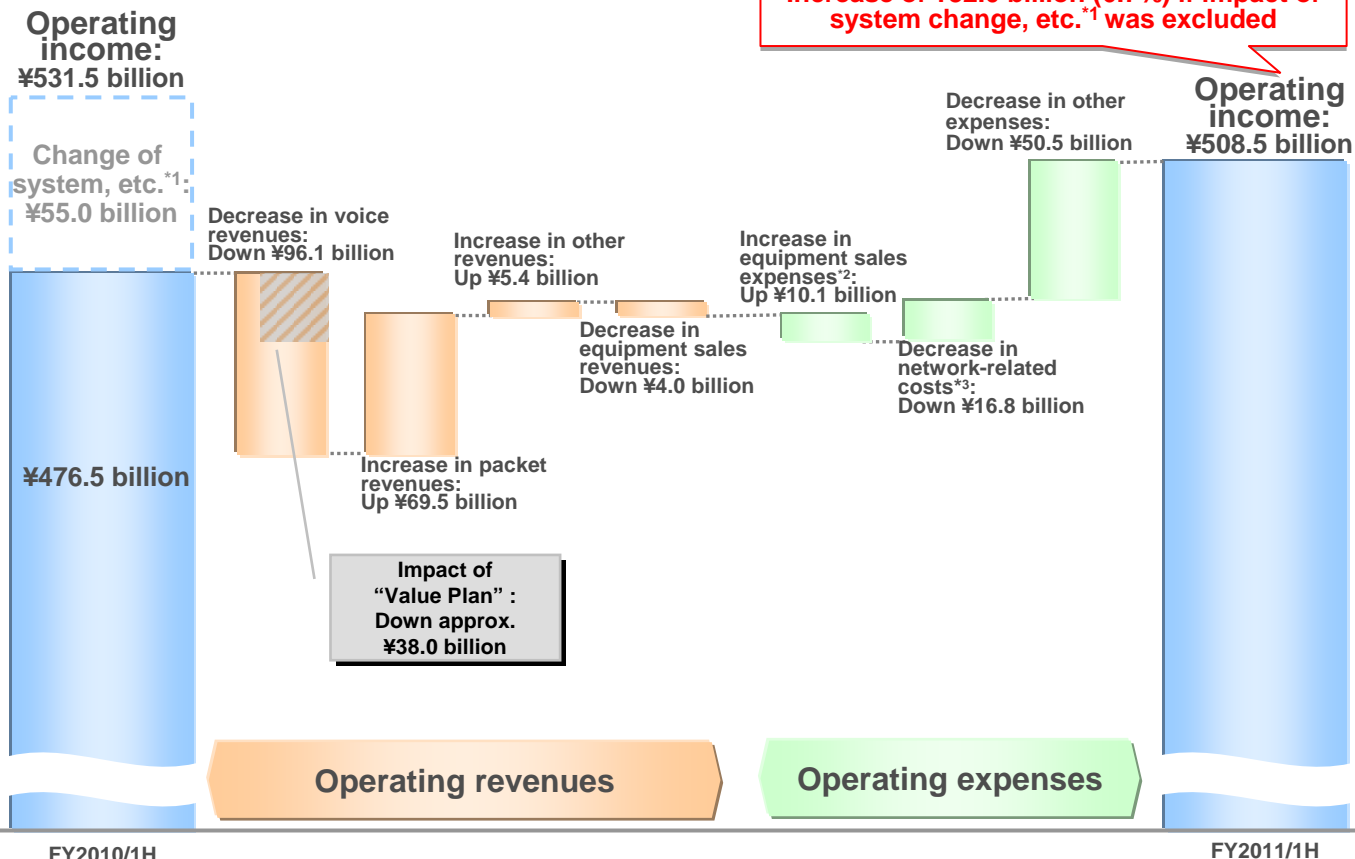


*: Decrease in allowances due to changes made to point program/handset repair system, etc.

6 FY2011/1H (1Q+2Q cumulative) Financial Results Analysis

Key factors behind YOY changes in operating income

Increase of ¥32.0 billion (6.7%) if impact of system change, etc.*1 was excluded



*1: Reduction in allowances due to revisions made to point program/handset repair system, etc.

*2: Sum of cost of equipment sold and distributor commissions

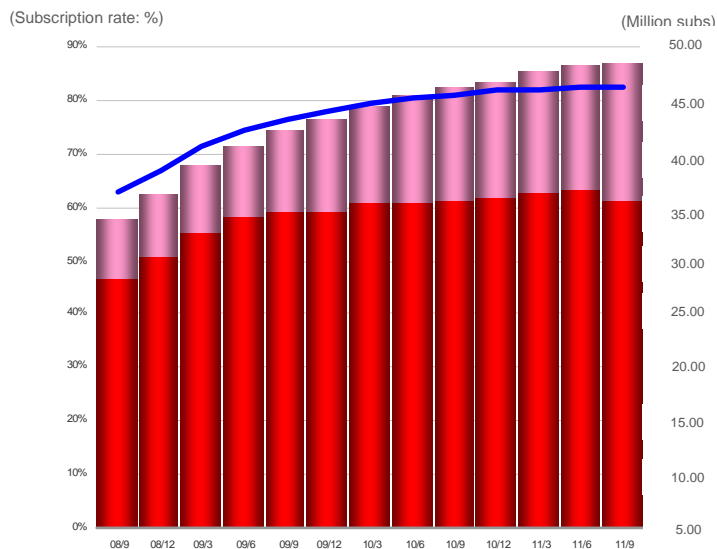
*3: Sum of communication networks charges, depreciation and amortization, loss on disposal of property, plant and equipment, and other costs

7 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
- No. of “Value Plan” subs continues to expand after topping 44.00 million (70% subscription rate)

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

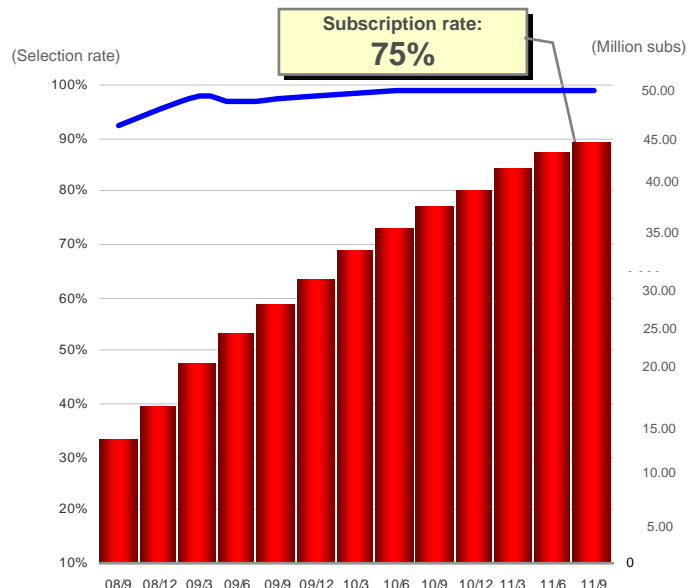


*1: Inclusive of “Office Discount” and “Business Discount” subscriptions

*2: “Fami-wari MAX 50”, “Hitoridemo Discount 50” and “Office-wari MAX 50”

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

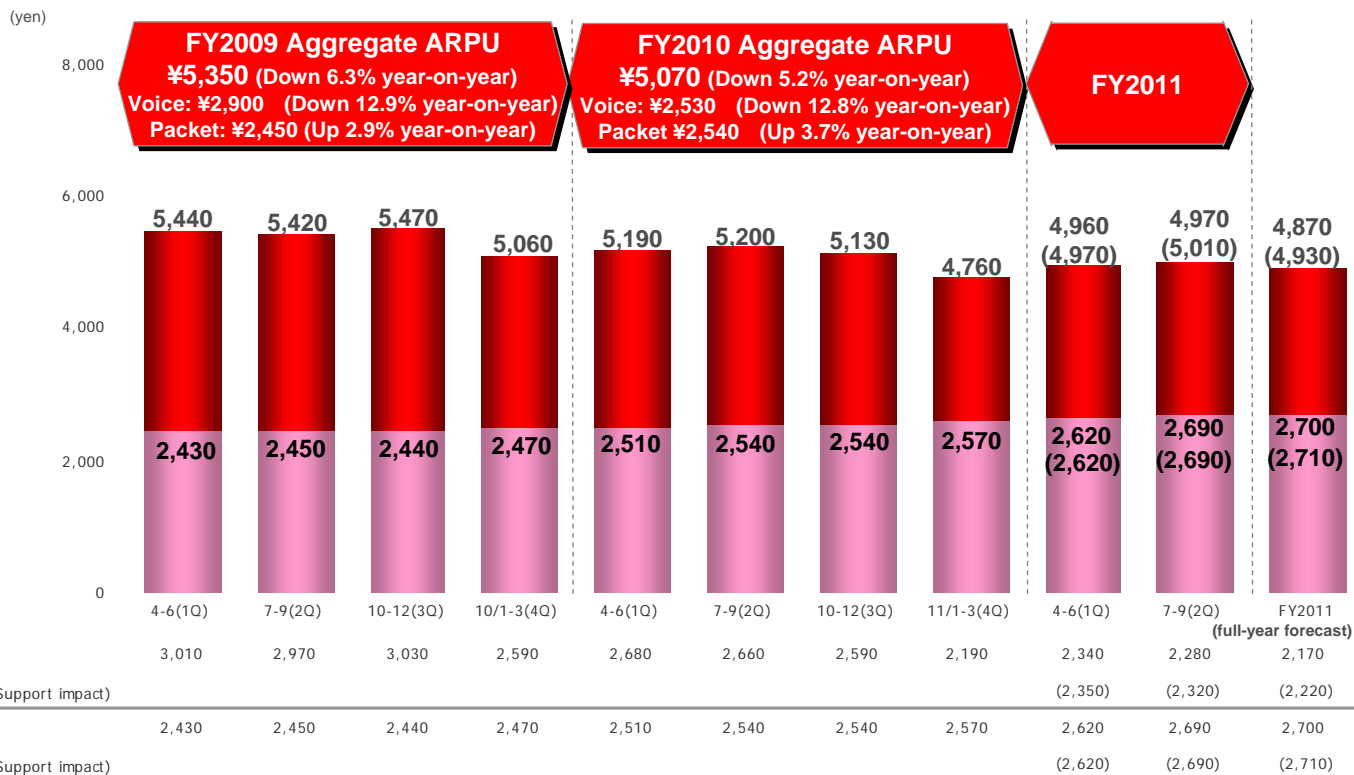
- : “Value Course” selection rate^{*3}
- : No. of “Value Plan” subscriptions



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

Cellular (Xi+FOMA+mova) ARPU

- FY2011/2Q (3 months) aggregate ARPU: ¥4,970 (down 4.4% year-on-year)
- Packet ARPU recorded a steady increase of ¥150 (5.9%) year-on-year



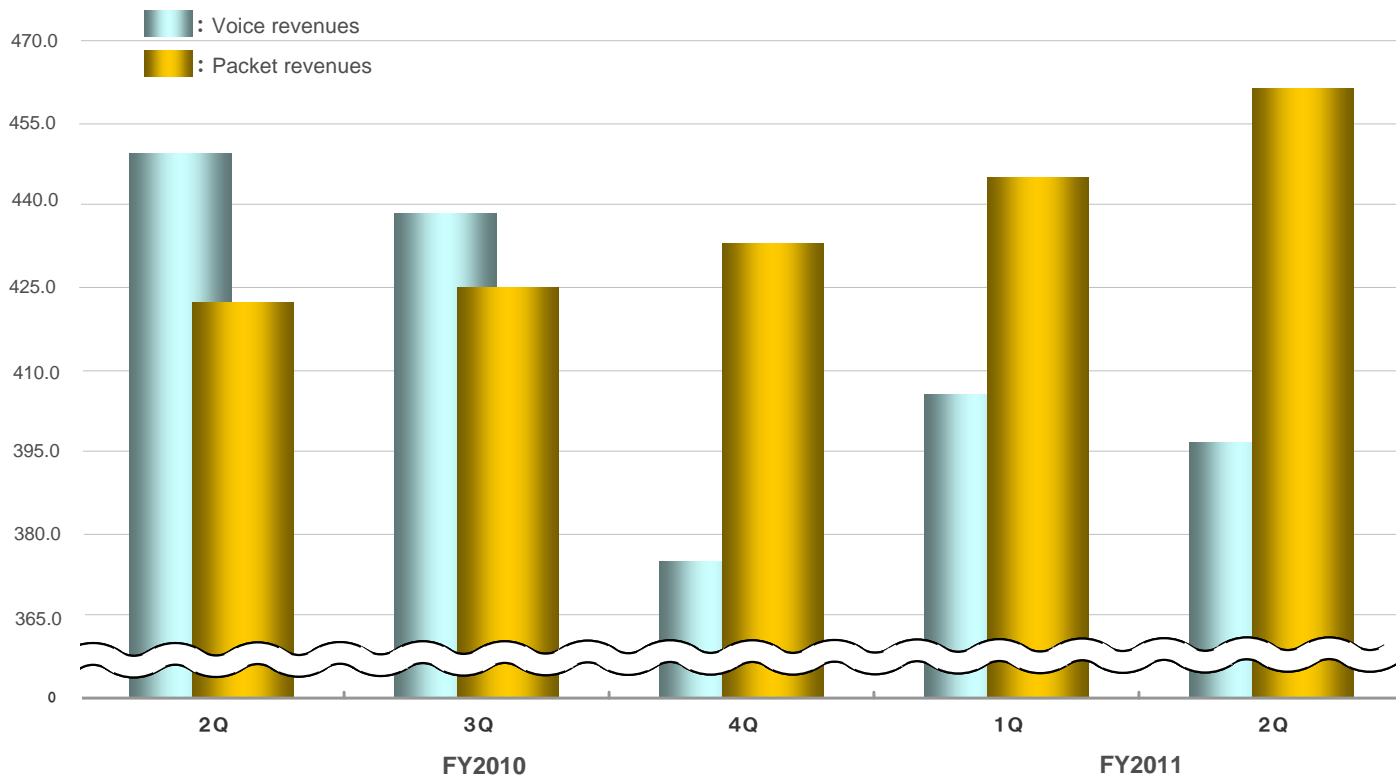
◆ Numbers in parentheses indicate the ARPU amounts excluding the impact of Monthly Support discounts.

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

9 Cellular Services Revenues (Voice + Packet)

- Packet revenues grew to a level higher than voice revenues in FY2010/4Q
- Ever since, packet revenues has continued to overwhelm voice revenues

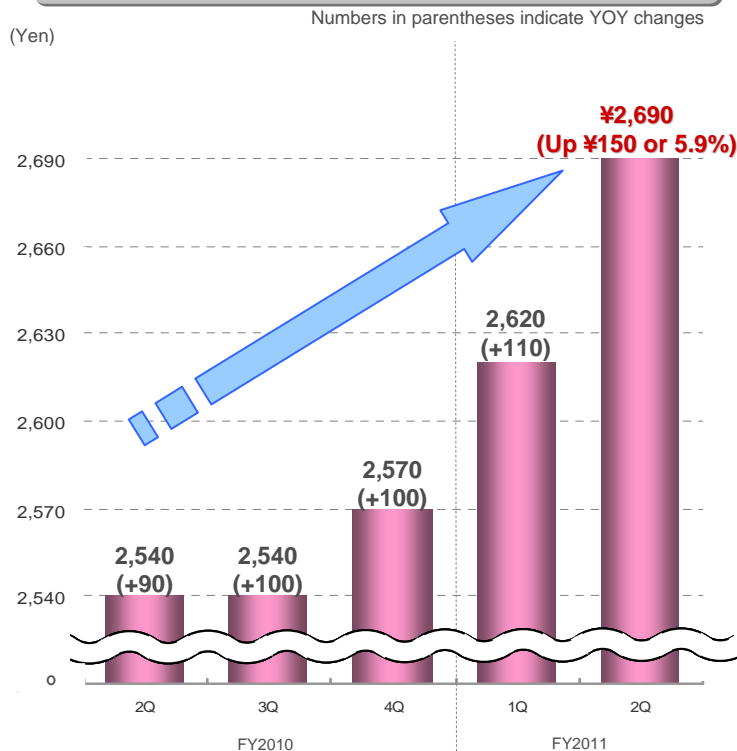
(Billions of yen)



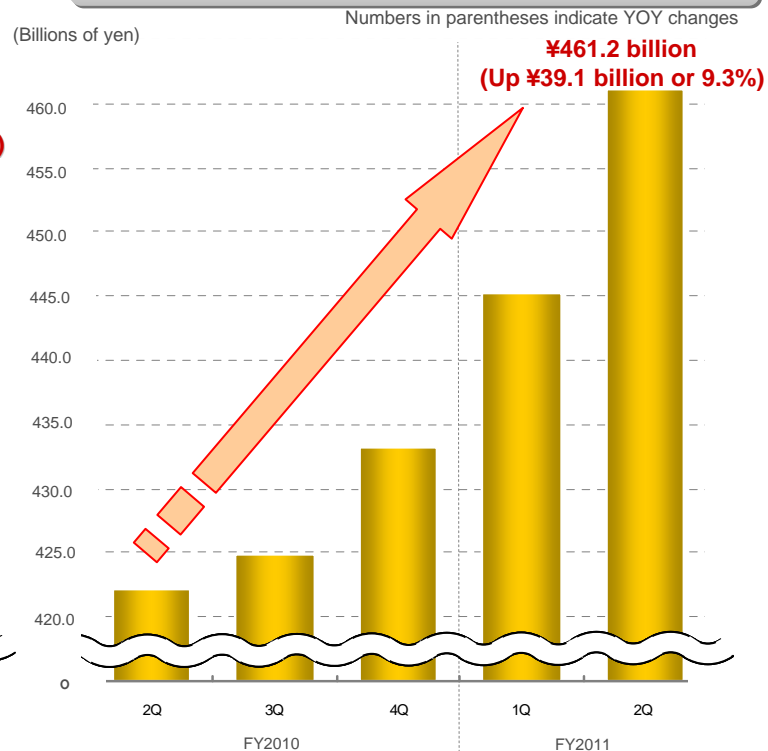
Growth of Packet ARPU/Revenues

- FY2011/2Q (3 months) packet ARPU increased by ¥150 (5.9%) year-on-year
- FY2011/2Q (3 months) packet revenues increased by ¥39.1 billion (9.3%) year-on-year

YOY changes in packet ARPU



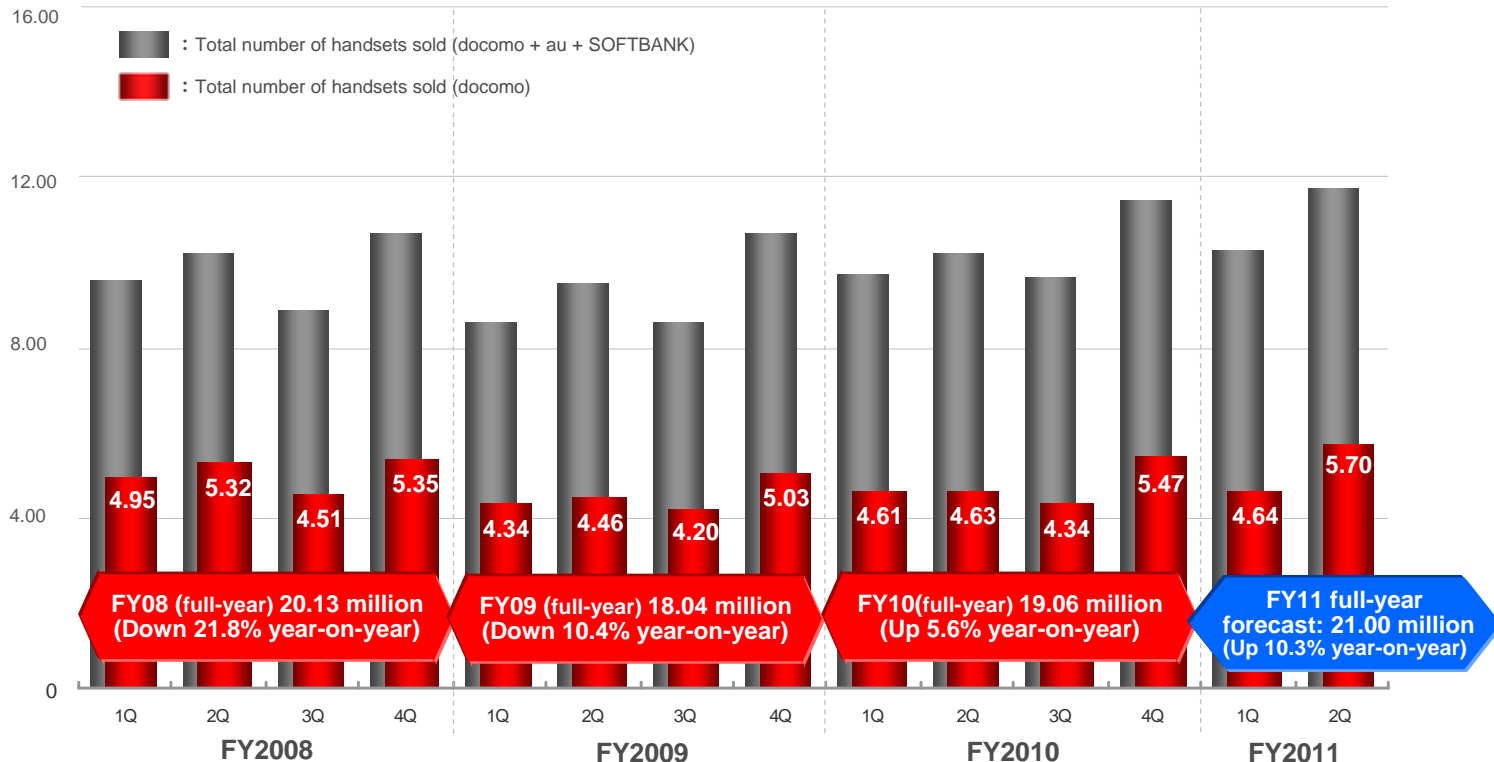
Historical growth of packet revenues



Total Handset Sales

- Total number of handsets sold in FY2011/1H reached 10.35 million, up 1.10 million (11.9%) year-on-year, owing mainly to expanded smartphone sales

(Million units)



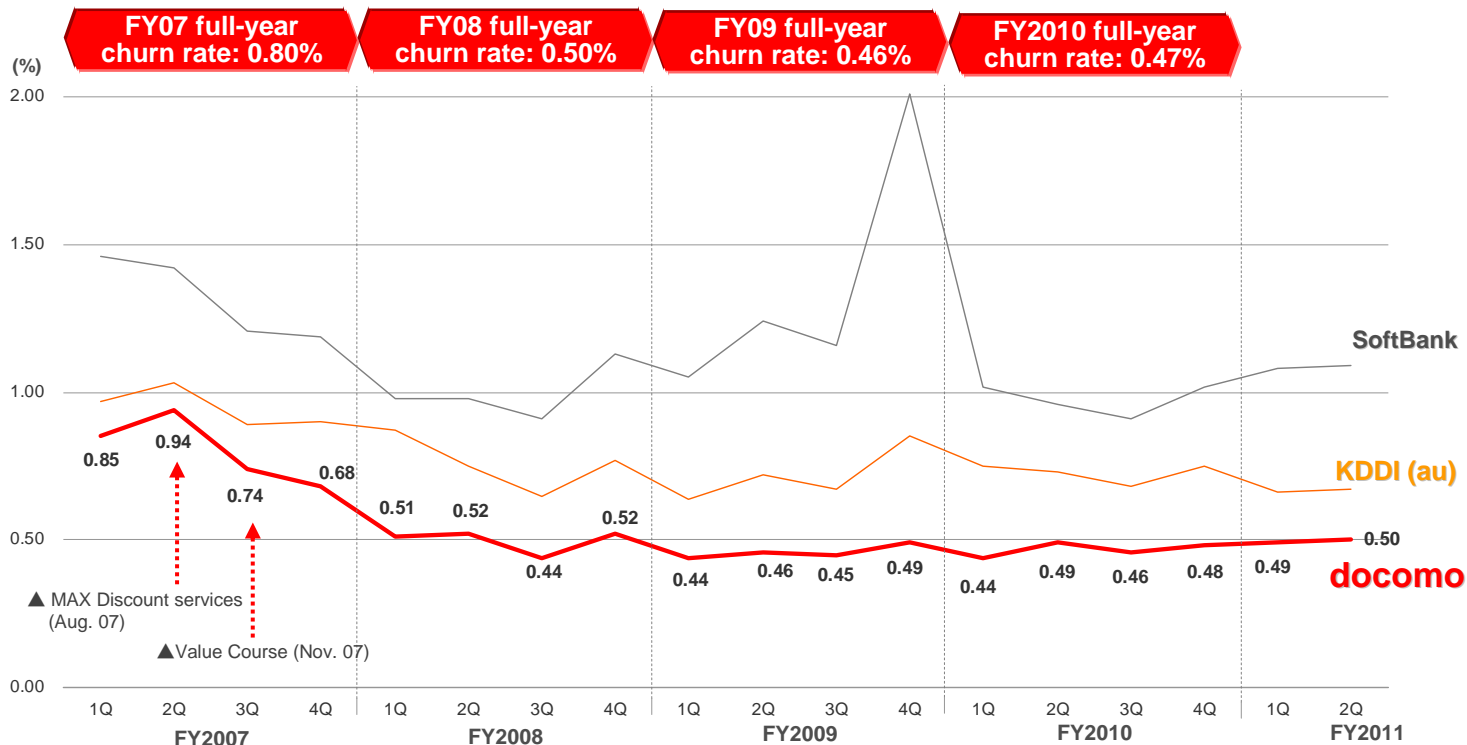
◆ Calculated based on financial results materials, etc., of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

RESULTS FOR 2Q OF FY2011

Churn Rate

- FY2011/1H cellular churn rate maintained very low at 0.50%

■ Cellular (Xi+FOMA+mova) Churn Rate



◆ Based on financial results materials, etc. of each company

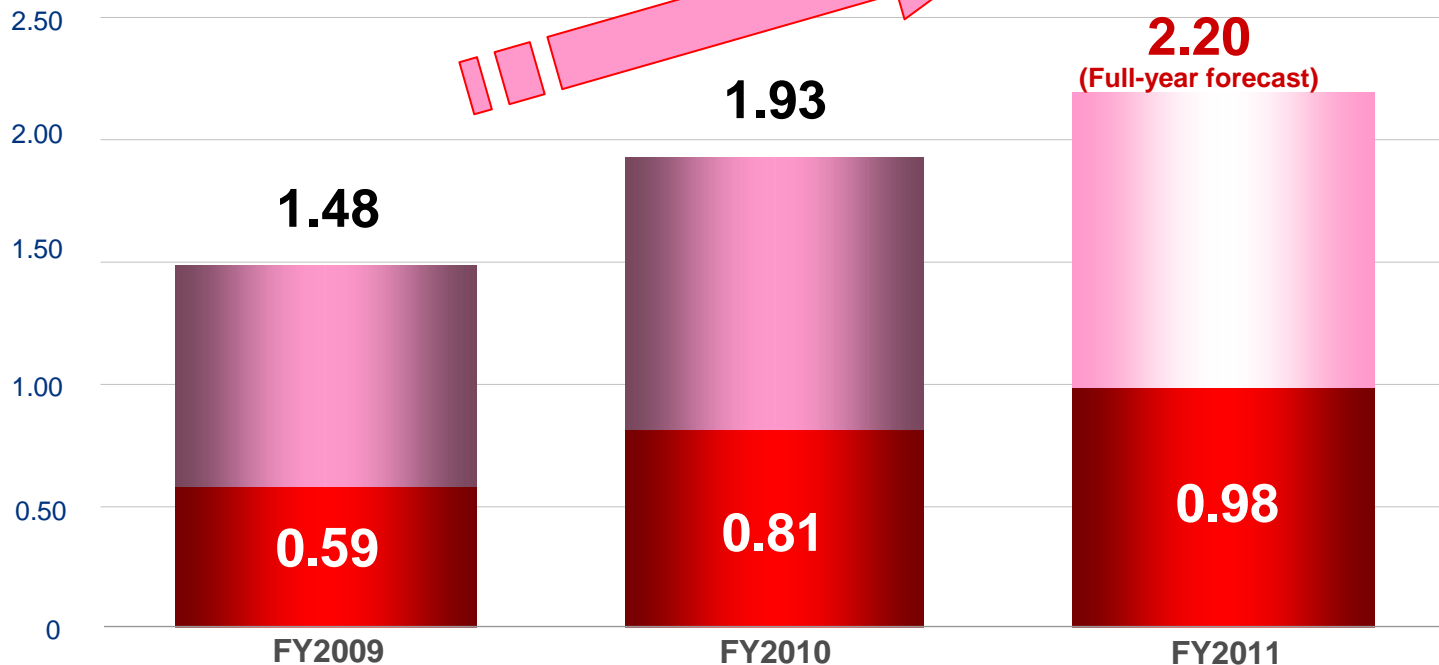
RESULTS FOR 2Q OF FY2011

Net Additions

- No. of net additions acquired in FY2011/1H increased significantly by 980,000 or 21.0% year-on-year
- Full-year net adds forecast was revised upwards to 2.20 million

■ No. of net additions

(Million subs)

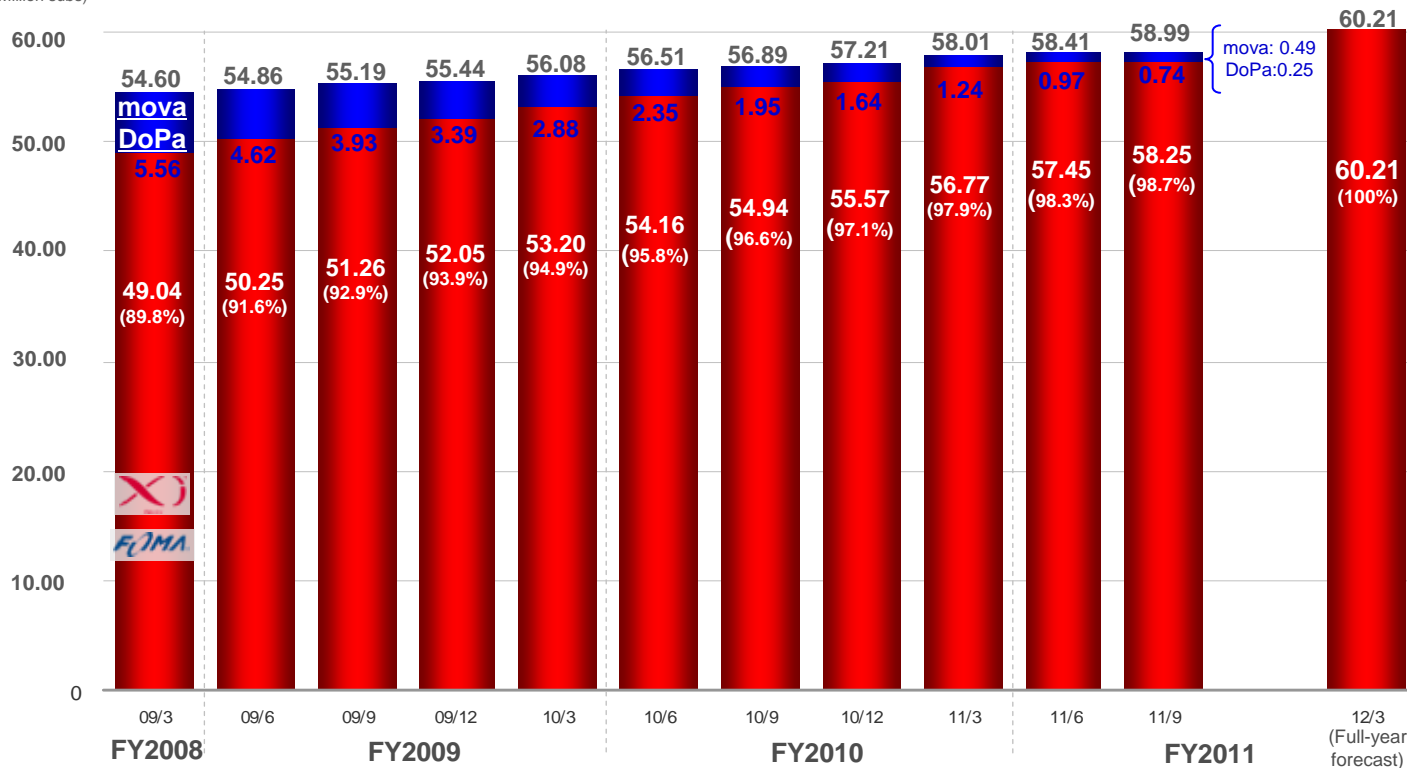


Subscriber Migration to FOMA/Xi

- Achieved steadfast progress migrating 380,000 subscribers in FY2011/1H, and reducing combined mova/DoPa subscriptions to 740,000 as of Sept. 30, 2011

(Million subs)

Numbers in parentheses indicate the percentage of FOMA+Xi subscriptions to total cellular subscriptions



◆ Inclusive of Communication Module Service subscriptions

Improved Customer Satisfaction (External Evaluations)

- Received No. 1 ranking in the business customer satisfaction studied by J.D. Power for three straight years*¹
- Received No. 1 ranking in mobile data device customer satisfaction survey by Nikkei BP Consulting for three straight years*²



Awarded No. 1
for 3 straight years

(Sept. 15, 2011)

Overall
satisfaction

No. 1

Responsiveness
of sales contact

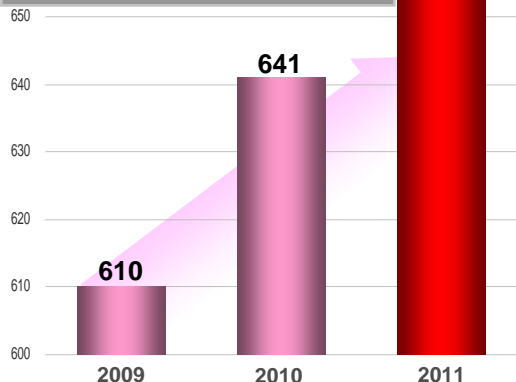
Service content

Service quality

Cost

Overall satisfaction scores

653



Awarded No. 1
for 3 straight years

(May 16, 2011)

Won No. 1 ranking in 8 out of 15 survey items including "overall satisfaction"

Overall
satisfaction

Performance/
features/ease of
use of devices

Area coverage
(outdoor)

Area coverage
(indoor)

Communication
quality
(dropped connection)

Communication
quality
(connection time)

Responsiveness
of shop
attendants

After-sales
support

*1: J.D. Power Asia Pacific 2009-2011 Japan Business Mobile Phone Service StudiesSM. Study results were compiled based on 3,214 responses to the 2011 survey on carriers providing mobile/PHS services obtained from 2,466 businesses with more than 100 employees. (Each company evaluated up to two mobile telephone/PHS providers). www.jdpower.co.jp

*2: Nikkei BP Consulting "3rd Mobile data devices customer satisfaction survey", which evaluates the overall satisfaction level of users using mobile data communications services of carriers offering mobile data services (LTE, 3G, WiMAX, etc.). Ranking results derived from the following scores: overall satisfaction score, area coverage (outdoor), area coverage (indoor), communications quality (connection time), communications quality (disruption of connection), performance/features/ease of use of devices, responsiveness of retailer/shop attendants, after-sales support scoresSM

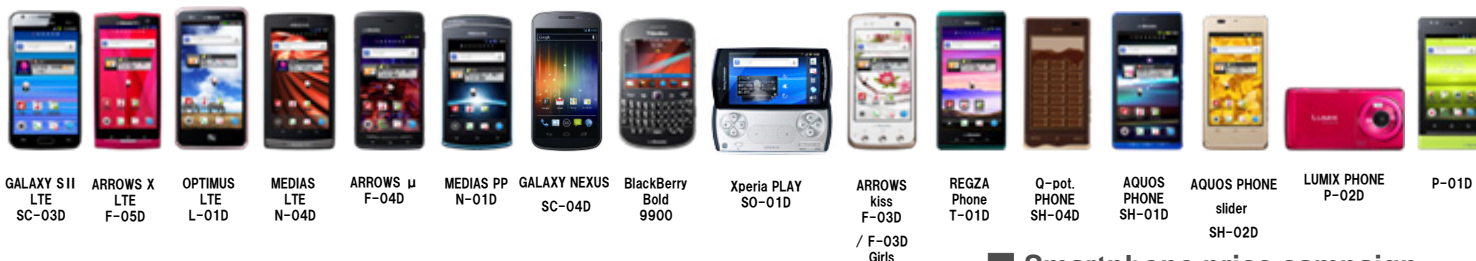


Principal Actions and Results

Smartphones (Product Lineup)

- Plan to release a total of 16 smartphone models in FY2011/winter-spring lineup including the 14 models unveiled on Oct. 14, 2011

FY2011 Winter-Spring: 16 models



Principal features of FY2011/winter-spring models

“Xi” LTE-enabled

4
models

FOMA 14Mbps

14
models

Dual-core CPU

8
models

Waterproof

10
models

Osaifu-Keitai e-wallet

11
models

Infrared data exchange

11
models

One-seg broadcasting

11
models

Tethering

16
models

Emergency earthquake warning

16
models

Design collaboration

2
models

Okudake-Juden wireless recharging

4
models

Smartphone price campaign

From Oct. 19, 2011-Jan. 31, 2012

Upon purchase of a
DOCOMO
smartphone

Increase
“Monthly Support”
discounts to reduce
actual customer
payment by:

¥5,040

For users switching
from
smartphone
models
prior to Xperia

Cash rebate

equaling cancellation
charges to be provided to
support purchase of
a new handset

Smartphones (Review of Product Series)

- Newly created two series, i.e., “docomo with series” and “docomo NEXT series” under “docomo smartphone” category

New smartphone series

User friendly & brings more fun to life

Rich color variations
Wide variety of designs & form factors
Collaboration models
Rich set of features
(waterproof, e-wallet, etc.)

docomo
with
series

docomo
NEXT
series

Innovative & broadens your potential

Specifications of great utility
Innovative designs and features
Functions useful for business



*FY2011 Winter-spring models

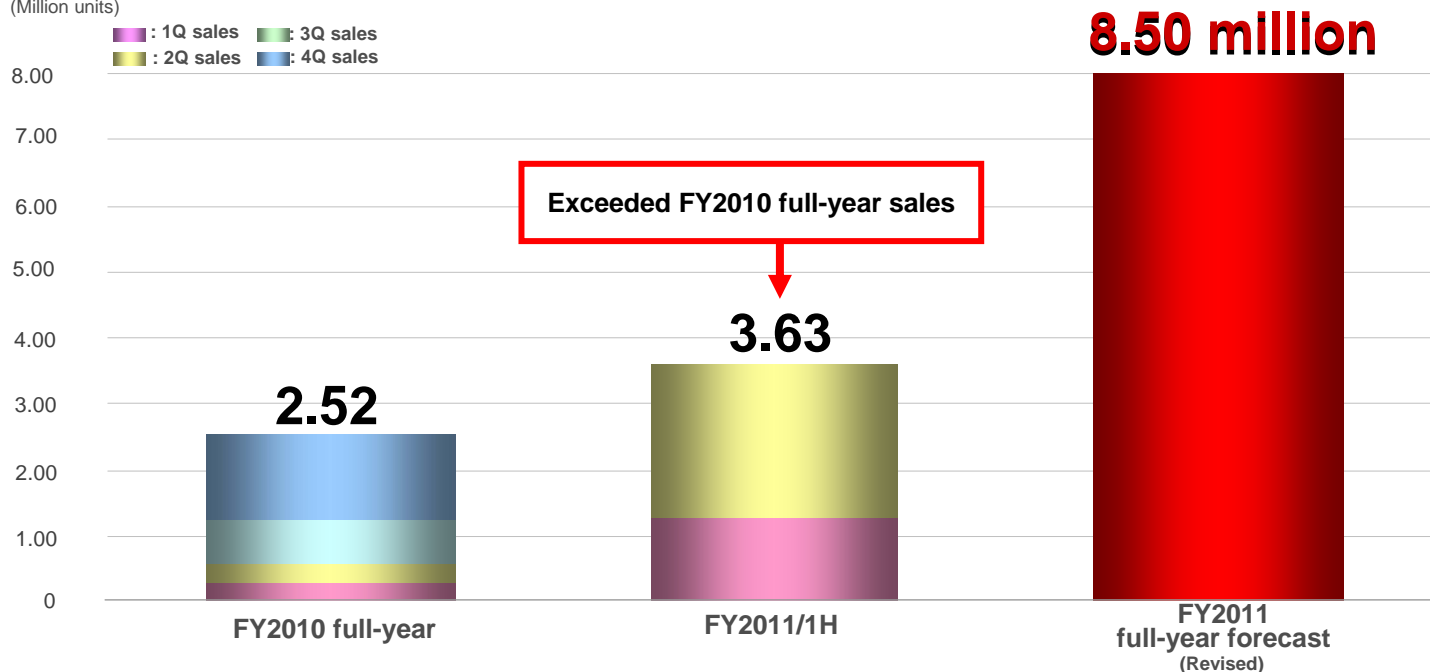
Smartphones (No. of Units Sold-1)

- No. of smartphone units sold in FY2011/1H: 3.63 million
- Full-year sales forecast revised upwards to 8.50 million units

Smartphone sales

(Million units)

■ : 1Q sales ■ : 3Q sales
■ : 2Q sales ■ : 4Q sales

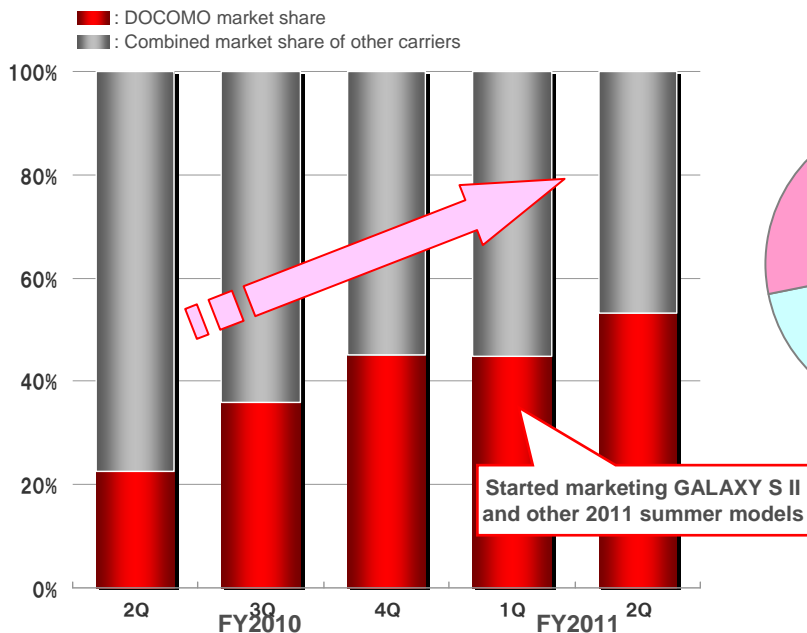


Smartphones (No. of Units Sold -2)

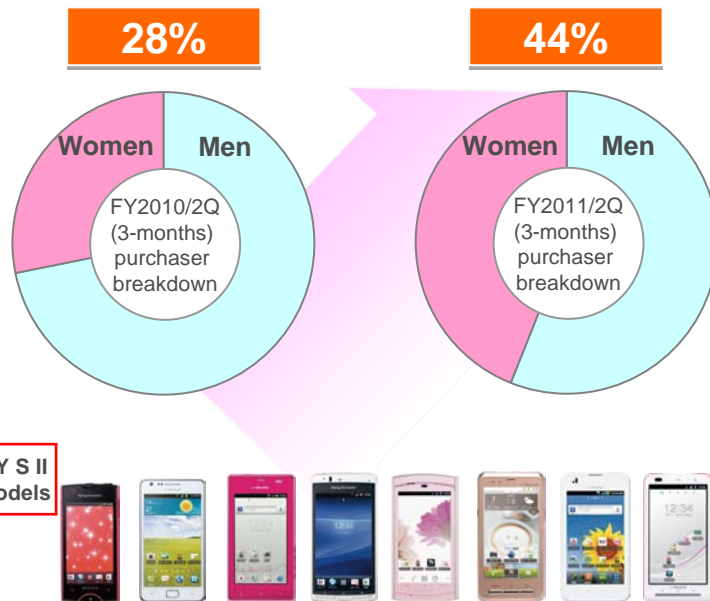
- DOCOMO's market share of smartphones sold at mass retailers exceeded 50% (FY2011/2Q) after introduction of FY2011 summer models
- The percentage of women to total smartphone purchasers has risen after releasing multiple models targeted at women to further expand the user base of smartphones

Historical changes in market share of smartphones sold at mass retailers

(Based on survey by GfK Japan*)



% of women to total smartphone purchasers



* Market share comparison of mobile carriers in mobile phone sales category. Based on survey by GfK Japan that aggregates the sales records of devices installing either of the 4 OSs (Android/i OS/Windows Mobile/BlackBerry: tablet-type devices not included) at major mass retailers across Japan.

RESULTS FOR 2Q OF FY2011

21 New Services for Smartphones -1 (“dmenu”)

- Launched a new portal site, “dmenu”, as part of our new challenges in smartphone business
- Introducing i-mode’s billing/authentication schemes in smartphones

“dmenu”

Planned for launch
Mid-Nov 2011

Rich portfolio comprising popular i-mode content and those uniquely available on smartphones



A new first-of-its-kind portal
for smartphones

dmenu

Upon service launch:
Approx. 700 content providers
offering approx. 3,600 sites
(projected to increase in future)



22 New Services for Smartphones -2 (“dmarket”)

- Launched a new DOCOMO-operated content market, “dmarket”, for smartphones
- Offers an overwhelming quantity of high-quality content in the four categories of “VIDEO”, “MUSIC”, “BOOK” and “APPLI”

“dmarket”

Planned for launch
Mid-Nov 2011



dmarket

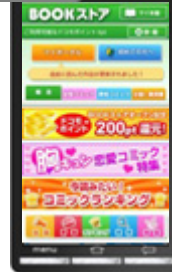
A DOCOMO-operated content market
that offers new “enjoyment”



Approx.
5,000 titles



Approx.
1.00 million
songs



Approx.
30,000 titles



Carefully
selected by
DOCOMO
from
Android
market

*Screen images are conceptual

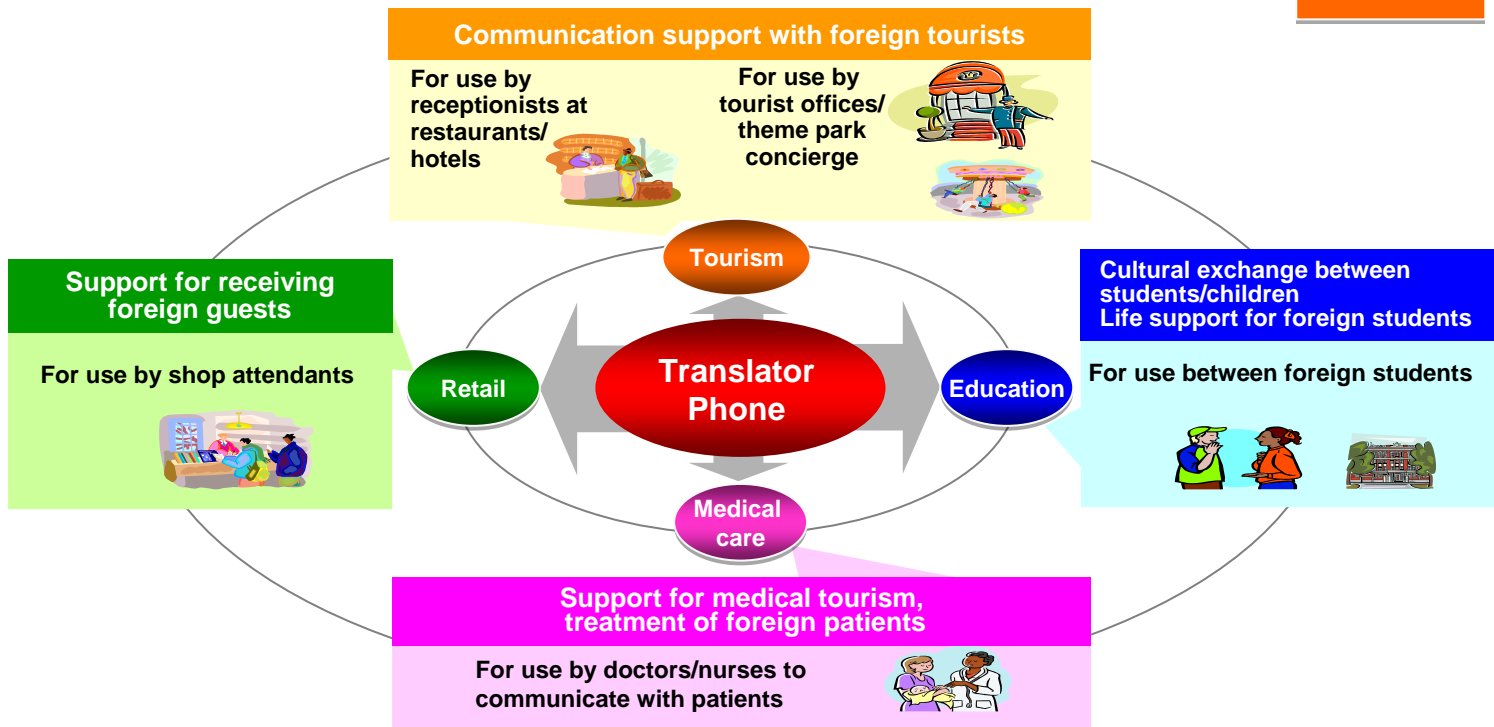
RESULTS FOR 2Q OF FY2011

23 New Services for Smartphones-3 (Translator Phone Service)

- Trial service to be carried out in collaboration with various service providers, with the aim of cultivating diverse usage opportunities & new customer demand

Examples of services offered in trial

Planned for launch within Nov. 2011



Data Communications

- Sold a total of 760,000 units of data communication devices in FY2011/1H as a result of stepped up promotion of Xi-enabled data devices, etc.

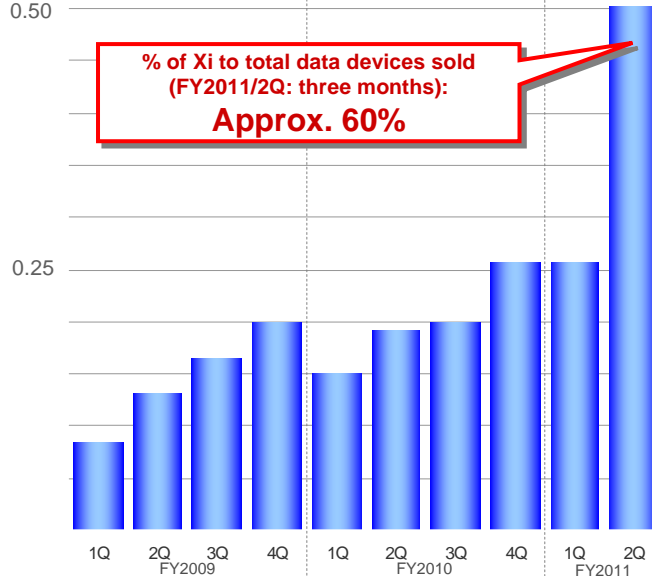
Data communication device sales

FY2011/1H: 760,000 units



Awarded No. 1
for 3 straight years

(Million units)



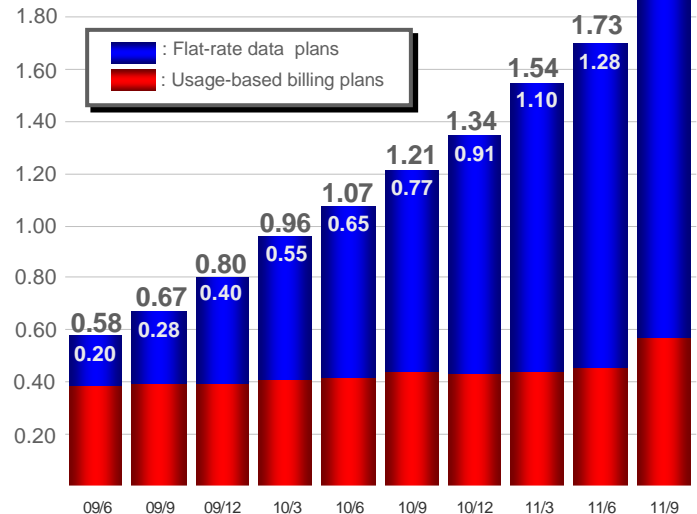
% of Xi to total data devices sold
(FY2011/2Q: three months):
Approx. 60%

Data plan^{*2} subscriptions

As of Sept. 30, 2011: 2.14 million



(Million subs)



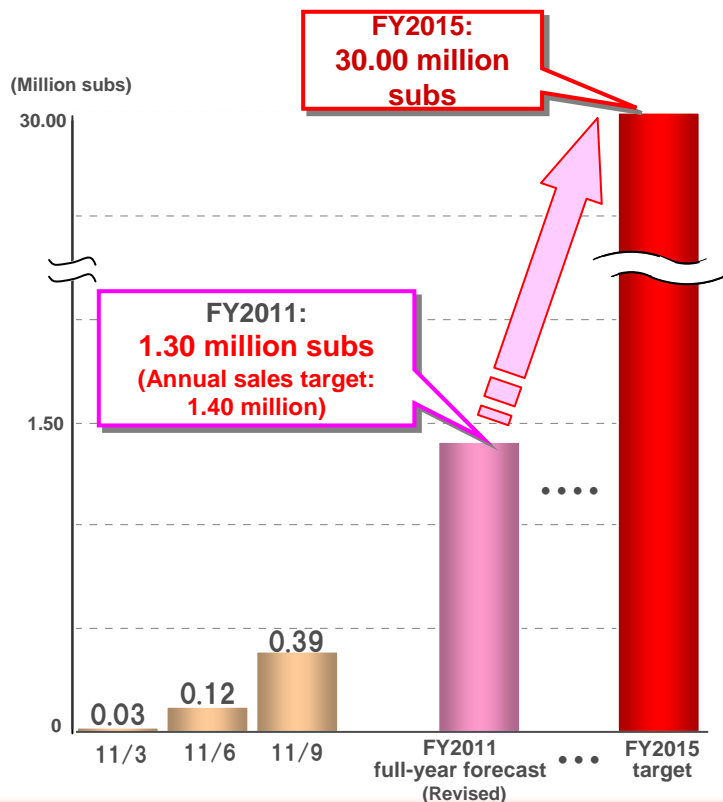
*1: Based on the scores of Nikkei BP Consulting "3rd Mobile data devices customer satisfaction survey" comparing overall satisfaction, area coverage (outdoor), area coverage (indoor), communications quality (connection time), communications quality (disruption of connection), performance/features/ease of use of devices, responsiveness of retailer/shop attendants, after-sales support

*2: Total number of subscriptions to usage-based billing plans, "Flat-rate Data Plan Standard", "Flat-rate Data Plan Standard 2", "Flat-rate Data Plan Flat", "Flat-rate Data Plan 64K", and "Xi data plans (including Value Plans"

Growth of Xi (“crossy”) Subscriptions

- No. of “Xi” LTE subscriptions as of Sept. 30, 2011: 390,000
(Xi accounted for approx. 60% of total net additional data plan subs acquired in FY2011/1H)

Subscriptions growth



Enrichment of Xi devices



FY2011 Winter-spring
4 models planned for release

Further enrichment

Xi (“crossy”) Smartphones

- Plan to release 4 models of Xi-enabled smartphones as part of FY2011/winter-spring lineup
- All models compatible with max. downlink speed of 75Mbps and dual-core CPU

GALAXY S II^{LTE} SC-03D

Xi-enabled smartphone equipped with super high-resolution, large display featuring quick response

Planned for release in Nov-Dec. 2011

- Equipped with large & vivid **4.5-inch SUPER AMOLED display**, **1.5GHz dual-core CPU**
- **Compatible with Xi next-generation communication service** for comfortable broadband access
- Rich set of multimedia functions allowing use of apps, video and SNS
- Equipped with **1,850mAh large-capacity battery**



ARROWS X^{LTE} F-05D

All-in-one, high-spec, waterproof Xi-enabled smartphone

Planned for release in Dec. 2011

- **Xi, waterproof/dustproof, Osaifu-Keitai e-wallet, one-seg TV, infrared data exchange capabilities** all incorporated
- All-in-one, yet compact (**129x64x9.8mm**), and elegant body winning Good Design Award
- Equipped with **1.2GHz dual-core CPU** and **4.3-inch high-resolution HD display**
- Built in with **13.10 Mpixel** camera and full-scale electronic dictionaries (e.g., Kojien)



OPTIMUS L^{TPE} L-01D

High-spec Xi-enabled smartphone with 4.5-inch True HD IPS display and 1.5GHz dual-core CPU

Planned for release in Dec. 2011

- Equipped with **4.5-inch True HD IPS display**
- Stress-free web browsing realized by **Xi high-speed service** and **1.5GHz dual-core CPU**
- **1,800mAh large-capacity battery**
- Enhanced convenience of global model with the addition of **Osaifu-Keitai, One-seg TV**
- “Web browsing UI” enabling zoom up/back operations by changing tilt angle



MEDIAS^{LTE} N-04D

Xi-enabled waterproof smartphone with large screen that can be operated with overwhelming speed

Planned for release in Feb. 2012

- **4.3-inch high-resolution HD display**
 - **Compatible with Xi & Wi-Fi tethering, 1.2GHz dual-core CPU** for comfortable browsing
 - **16GB large-capacity memory**
 - Auto-synchronization with G-Shock, DLNA/wireless PC
 - **Waterproof/dustproof, one-seg TV, Osaifu-Keitai, infrared data exchange**
- Other convenient features, e.g. quick-shot camera



27 New Billing Plans for Xi (“crossy”) Smartphones -1

- Launch “Xi Talk 24”, a flat-rate voice plan offering 24-hour unlimited domestic voice calls to all DOCOMO users
- Provide simple, attractive and easy-to-understand billing plans

“Xi Talk 24”

To be launched in conjunction with release of Xi smartphones in Nov. 2011

Billing plan

Type Xi Ninen

¥780/month

Voice charge: ¥21/30sec



Voice discount service

“Xi Kake-hodai”

Unlimited voice calls 24x7

¥700/month

“Xi Talk 24”

**Unlimited domestic voice calls to all DOCOMO users
(including both FOMA and mova users)
24 hours/day**

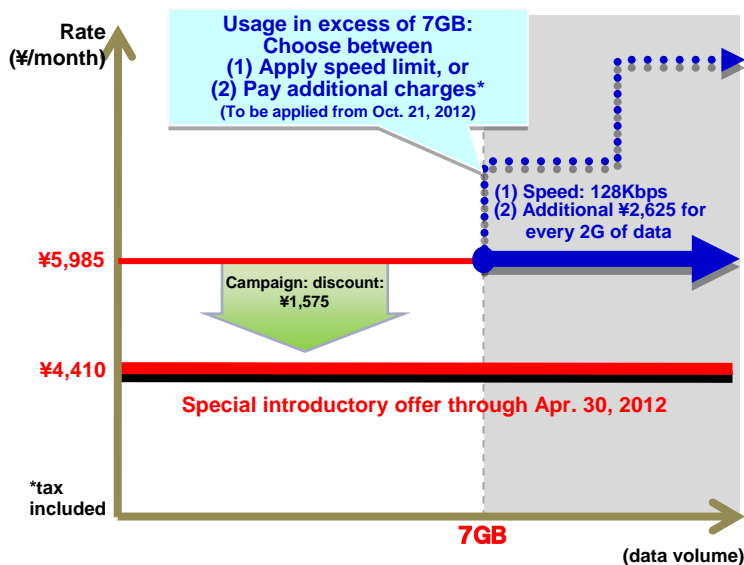
For ¥1,480/month

28 New Billing Plans for Xi (“crossy”) Smartphones -2

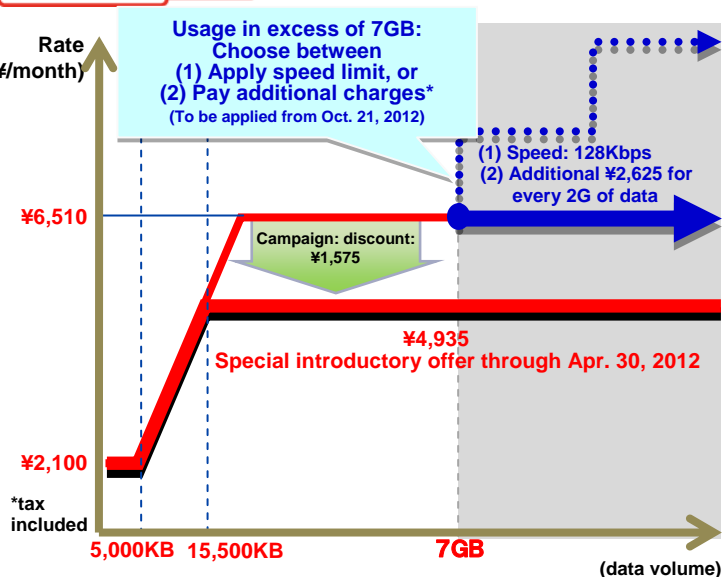
- Launch new packet flat-rate plans in conjunction with the release of Xi smartphones
- Respond to surge of traffic while ensuring fair use of network

New packet flat-rate services for Xi smartphones

Xiパケ・ホーダイ フラット “Xi Pake-hodai flat” plan



Xiパケ・ホーダイ ダブル “Xi Pake-hodai double” plan

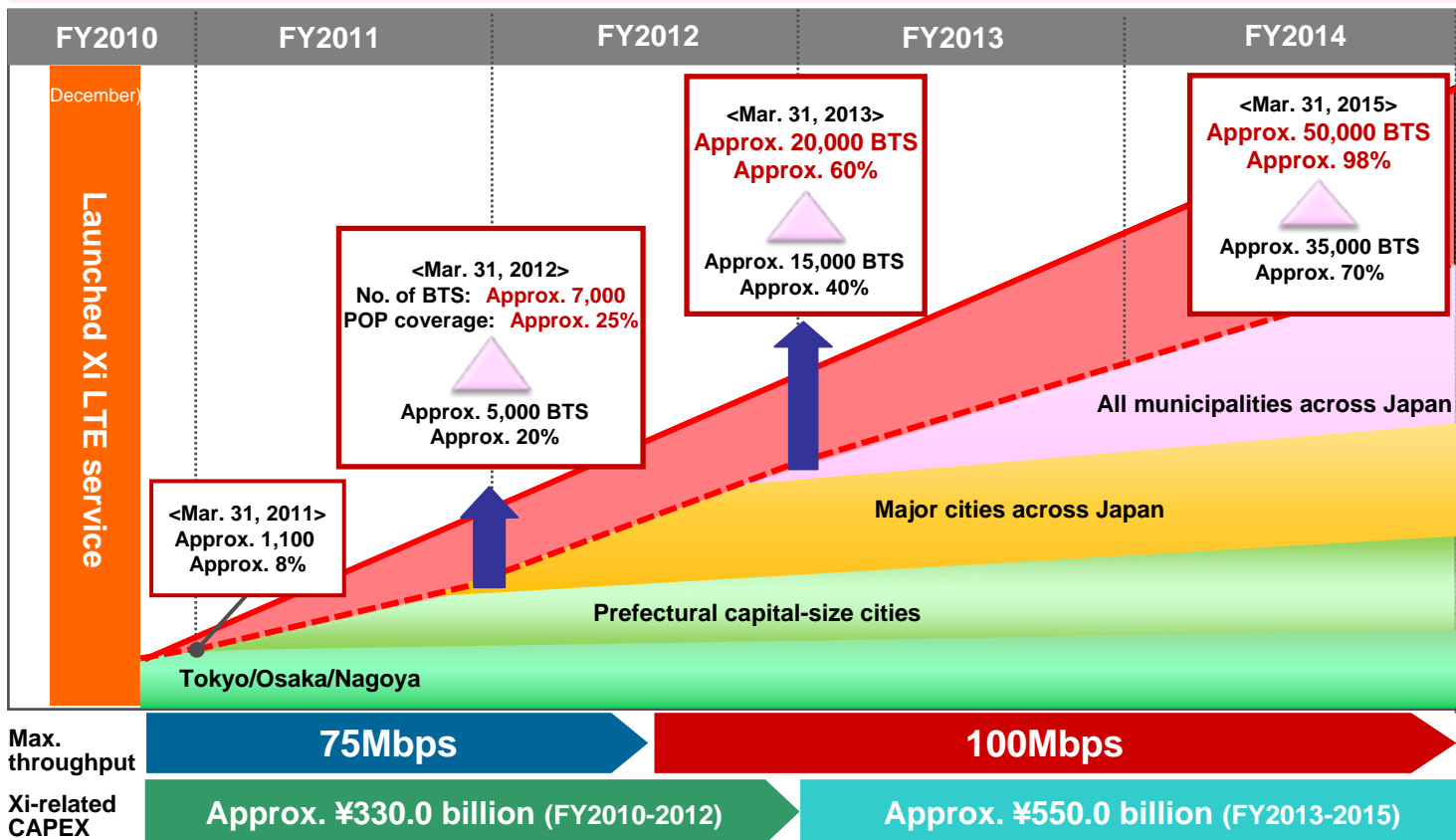


* Mail notice will be given when monthly data usage reaches 6GB and 7GB (Data volume notice service)

◆ No changes to monthly upper limit charge even when tethering is used

Xi (“crossy”) Area Expansion Plans

- Accelerate Xi roll-out to increase no. of base stations to 7,000 (approx. 25% POP coverage) by Mar. 31, 2012
- Aim to achieve POP coverage of approx. 98% by Mar. 31, 2015
- Total Xi-related CAPEX for FY2010-2012 revised upwards from previously ¥300.0 billion to ¥330.0 billion



30 Improved Convenience of Public Wireless LAN

- Promotional campaign in progress to allow users to use public wireless LAN service—an optional service of sp mode or mopera U—without any monthly charges
- Plan to increase no. of access points of public wireless LAN service to 30,000 within FY2012/1H

Free connection options

Smartphones



Data devices



Public wireless LAN options

Sp mode
“Public wireless LAN service”
(¥315/month)

U “Public wireless LAN”
course
(¥315/month)

Exemption of monthly charge*
(From Oct. 1, 2011-Mar. 31, 2013)

* Provided to customers subscribing to packet flat-rate services or billing plans designated by DOCOMO, such as “Pake-hodai flat”, “Pake-hodai doule 2”, “Xi Data Plan Flat”, “Xi Data Plan 2”, etc.

Increase of access points



Cafes

DOCOMO
public wireless LAN



Airports, subway stations



Fast food shops

Approx. 3,300 areas/6,800 access points nationwide

Approx. 4-fold increase in 1 year

30,000 access points within FY2012/1H

May further increase to 100,000 access points
in the future in view of actual demand



Railway, bullet train
stations



Cafes & bars











Convenience stores, etc.

RESULTS FOR 2Q OF FY2011

31 New Disaster Preparedness Measures: Progress

- Aggressively bring forward and complete implementation of individual measures earlier than the original plan (i.e., by Mar. 31, 2012) in view of possible occurrence of a large-scale earthquake in Tokai

Measure	Progress					Investment amount
	Apr. 2011	Jun. 30, 2011	Sept. 30, 2011	Dec. 31, 2011	Mar. 31, 2012	
Large-zone base station roll-out						¥3.0 billion
Complete roll-out of total 104 stations in Dec. 2011.						
Complete Uninterruptible power supply systems						¥14.0 billion
Almost completed installation in approx. 700 stations by Jun. 30, 2011						
24-hour battery supply						¥1.0 billion
Installation in approx. 1,200 stations to be completed by Dec. 31, 2011. Prioritize deployment in Tokai						
Swift provision of satellite mobile phones						¥1.0 billion
Complete deployment of 1,700 units within Sept. 2011 and total 3,000 units within Feb. 2012						
Portable: complete Increase of satellite entrance circuits						¥1.0 billion
Completed deployment of total 24 units of portable type. Start introduction of car-mount type from Oct. 2011 and complete deployment of total 9 units within Dec. 2011						
Complete Deployment of emergency microwave facilities						¥1.0 billion
Completed deployment in total 100 sections within Sept. 2011						
Provision of disaster voice message service						¥0.5 billion
Plan to launch service within FY2011. To be launched first with smartphones.						
Complete Further utilization of "Area Mail"	 Free provision of Area Mail for use by national/local governments for delivery of information (Jul. 1, 2011)					-

Installation of Large-Zone Base Stations -1

- Prioritized installation in Tokai area in light of possible occurrence of a major earthquake in the area (Completed installation of 2 stations on Sept. 28, 2011)
- Completed installation in 23 base stations in Kanto, Shin-etsu and other regions across Japan (As of Oct. 31, 2011)

【Tokai region (2 stations installed)】

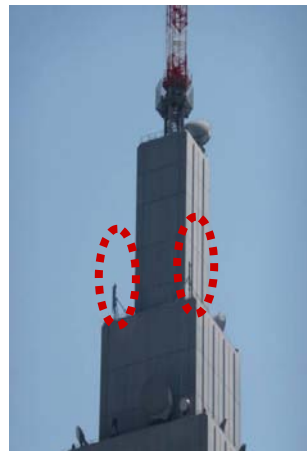


(Nagoya)



(Gifu)

【Kanto-Shinetsu region, etc. (23 stations installed)】

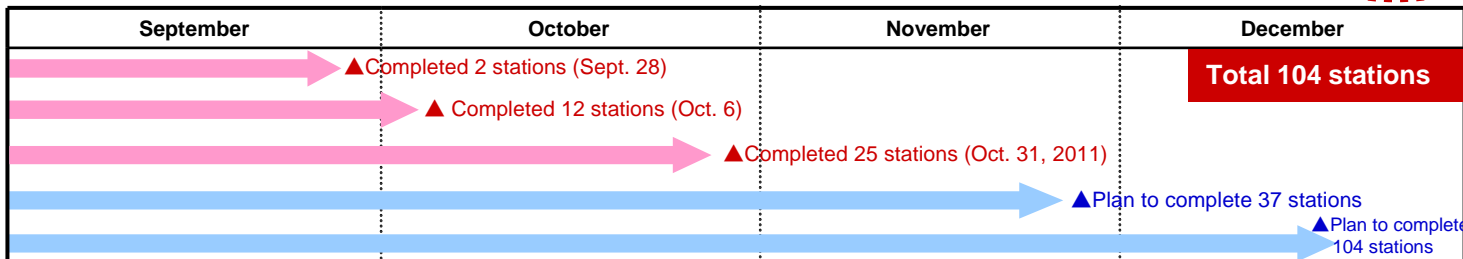


(Shibuya)



(Chiyoda)

Rollout schedule



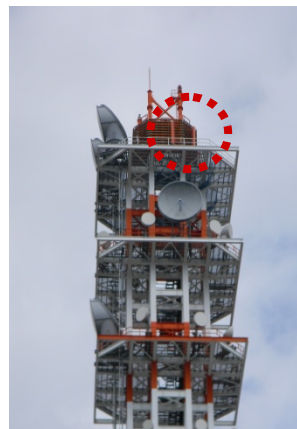
Installation of Large-Zone Base Stations -2



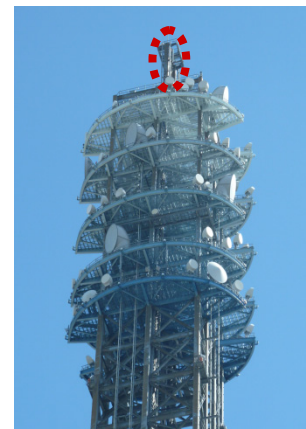
(Minato-Ku, Tokyo)



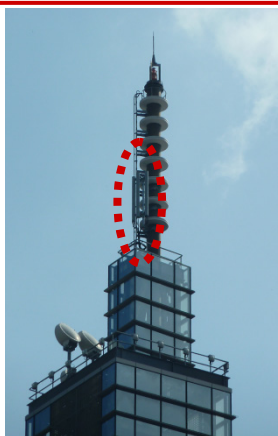
(Sumida-ku, Tokyo)



(Tachikawa)



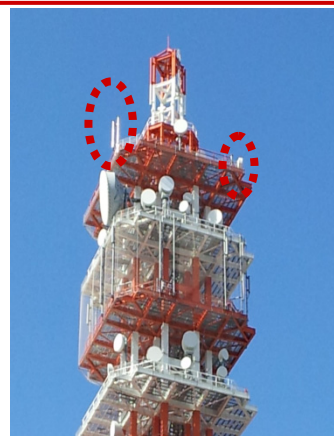
(Yokohama)



(Kawasaki)



(Saitama)



(Niigata)



(Nagano)

24-Hour Battery Supply

- Moving ahead with the installation of large-capacity battery (e.g., approx. 6 tons with 1,000Ah battery x 2) attaching priority to base stations in Tokai area



Additional Disaster Preparedness Measures (Dispersing important facilities)

- Accelerate the dispersion of important facilities concentrated in the Metropolitan area aiming to complete their transfer to Kansai/Kyushu within FY2012 in view of the possibility of a major earthquake directly striking Tokyo

Basic approach

Disperse important facilities
required for continual provision
of services to customers
between East/West Japan

Nationwide
customer
information
management
system

Packet
communications
platform
(for smartphones)

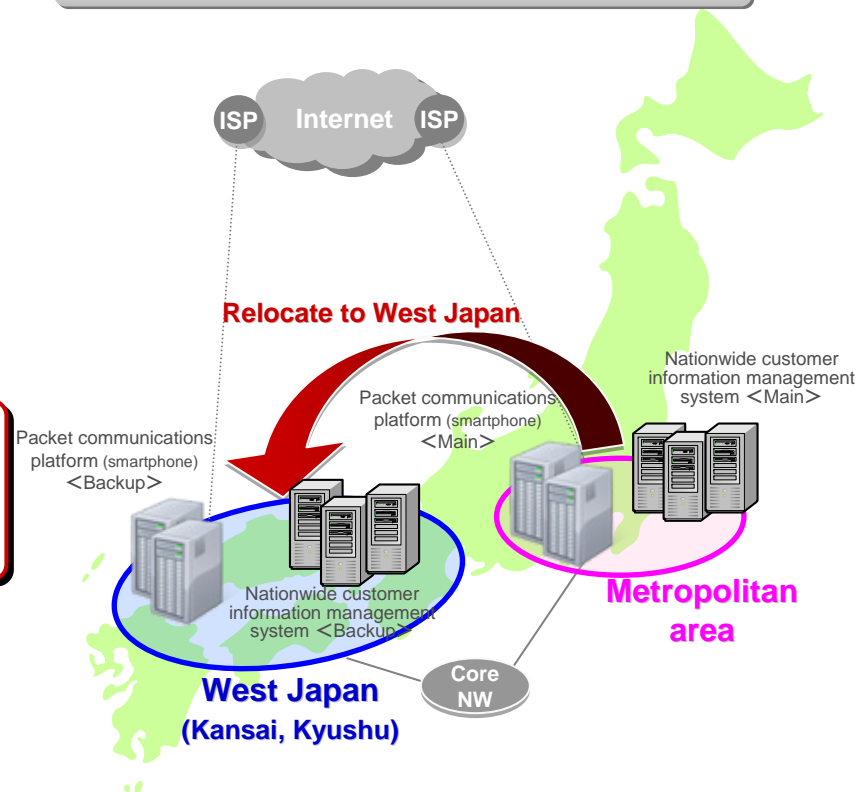
Dispersion of
point of
interface with
Internet

Kansai

Kyushu

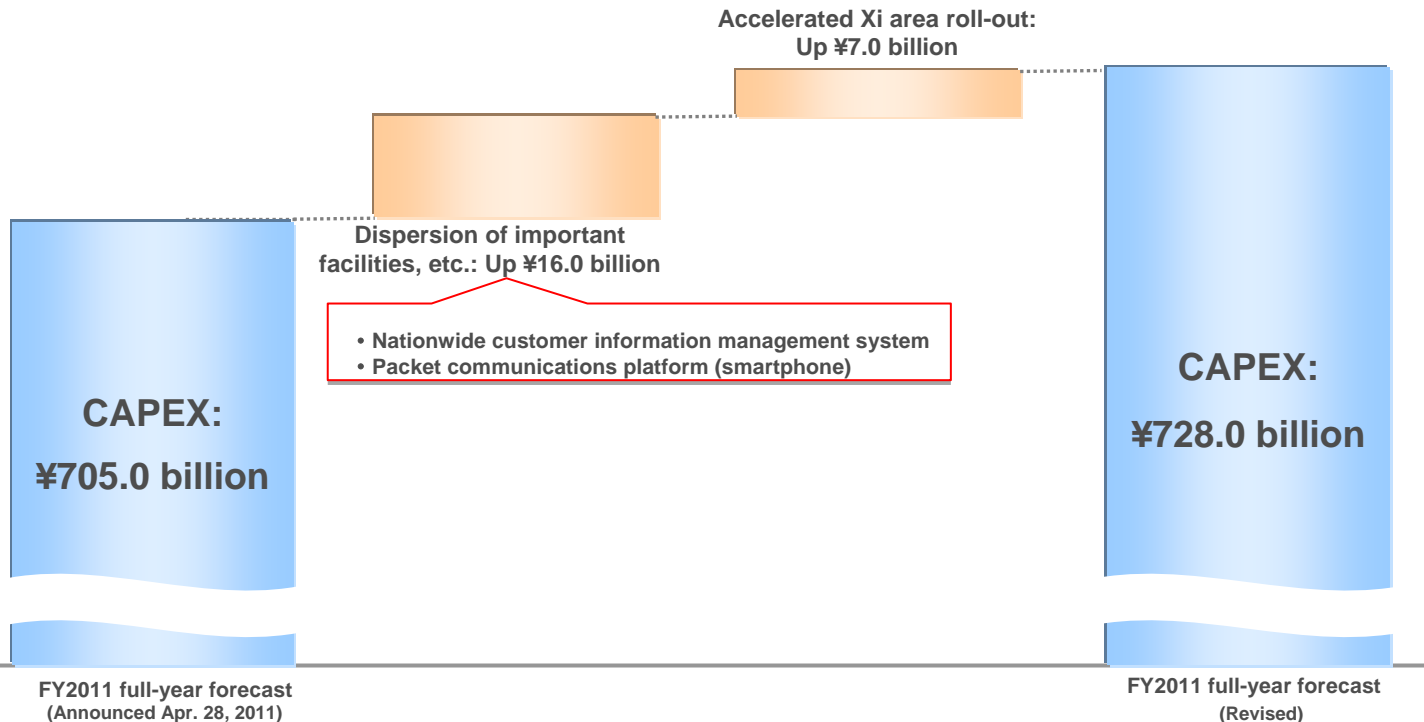
Kyushu

Dispersing important facilities (conceptual)



Capital Expenditures: Revised Forecast

- Total annual CAPEX for FY2011 revised upwards to ¥728.0 billion, including the costs for dispersing important facilities and accelerating Xi roll-out



(Revised) FY2011 Full-Year Forecasts

- Made upward revisions to operating revenues/income forecasts in light of favorable results achieved in FY2011/1H

	2012/3 (full-year) Initial forecast (1) (Announced Apr. 28, 2011)	2012/3 (full-year) (Revised forecast) (2)	Changes (1) → (2)
Operating revenues (Billions of yen)	4,230.0	4,240.0	+10.0
Operating expenses (Billions of yen)	3,380.0	3,370.0	-10.0
Operating income (Billions of yen)	850.0	870.0	+20.0
Adjusted free cash flow (Billions of yen)	480.0	460.0	-20.0

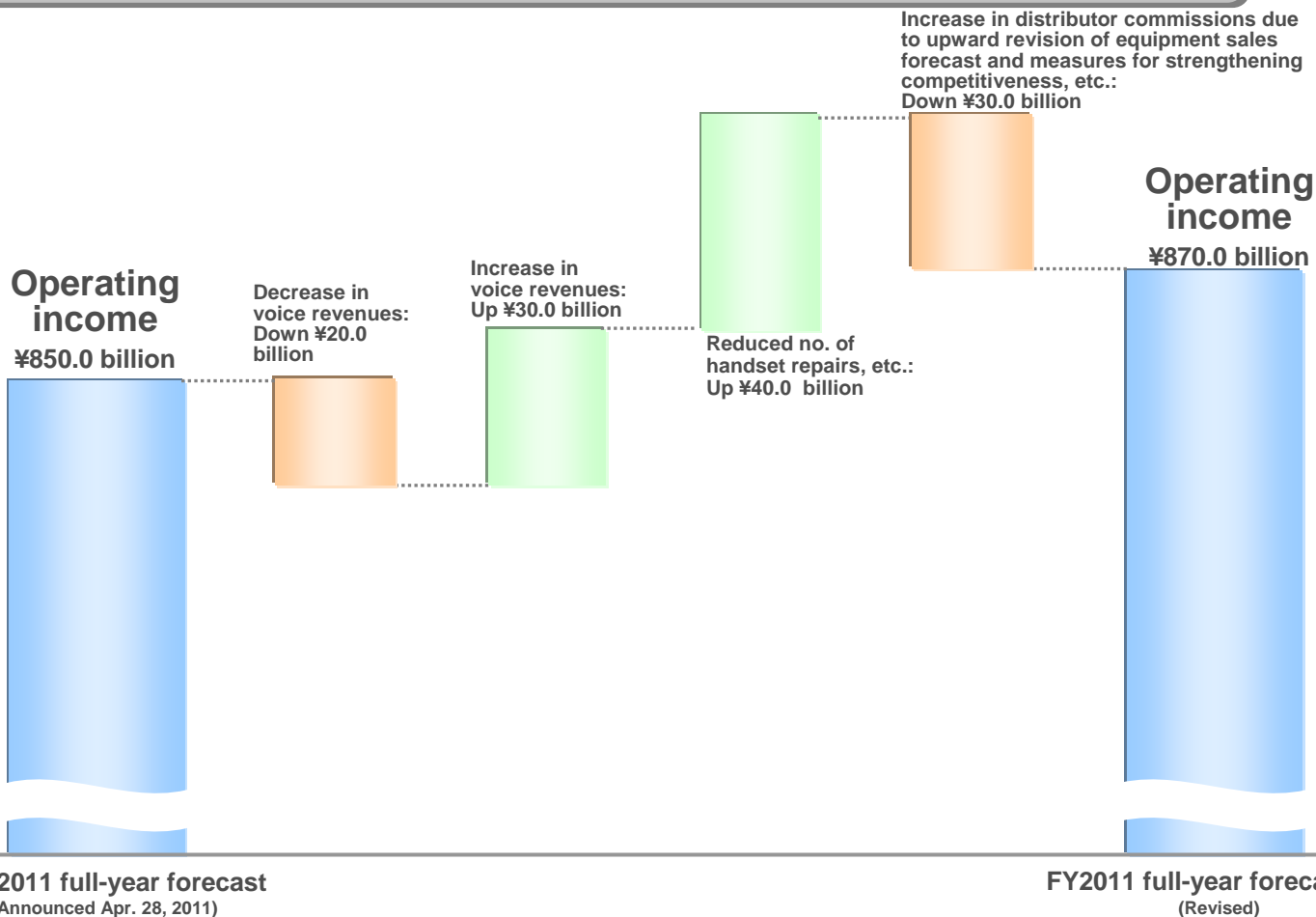


Projected year-on-year changes

- Operating revenues: Up ¥15.7 billion (0.4%)
- Operating income: Up ¥25.3 billion (3.0%)

Revised FY2011 Full-Year Forecasts: Highlights

Changes in operating income (compared with FY2011 initial forecast announced Apr. 28, 2011)



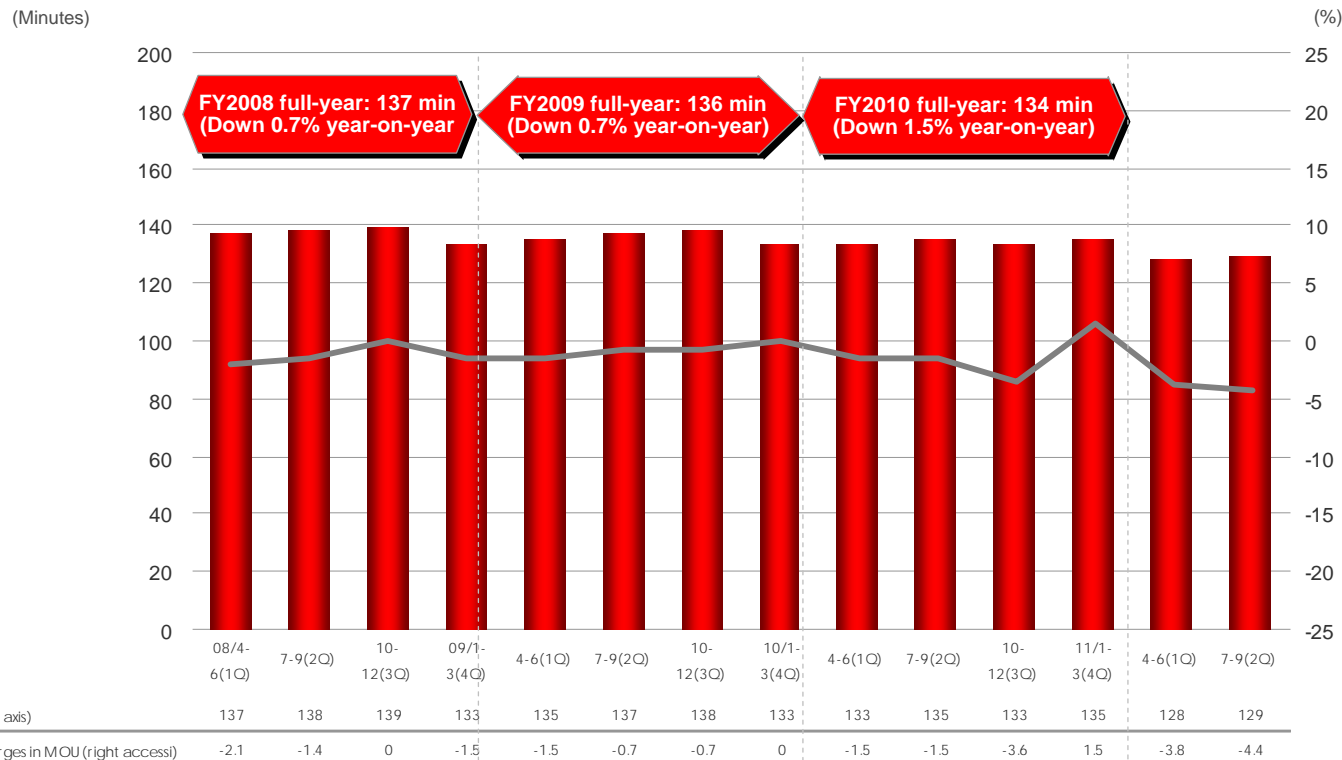




Appendices

Cellular (Xi+FOMA+movia) MOU

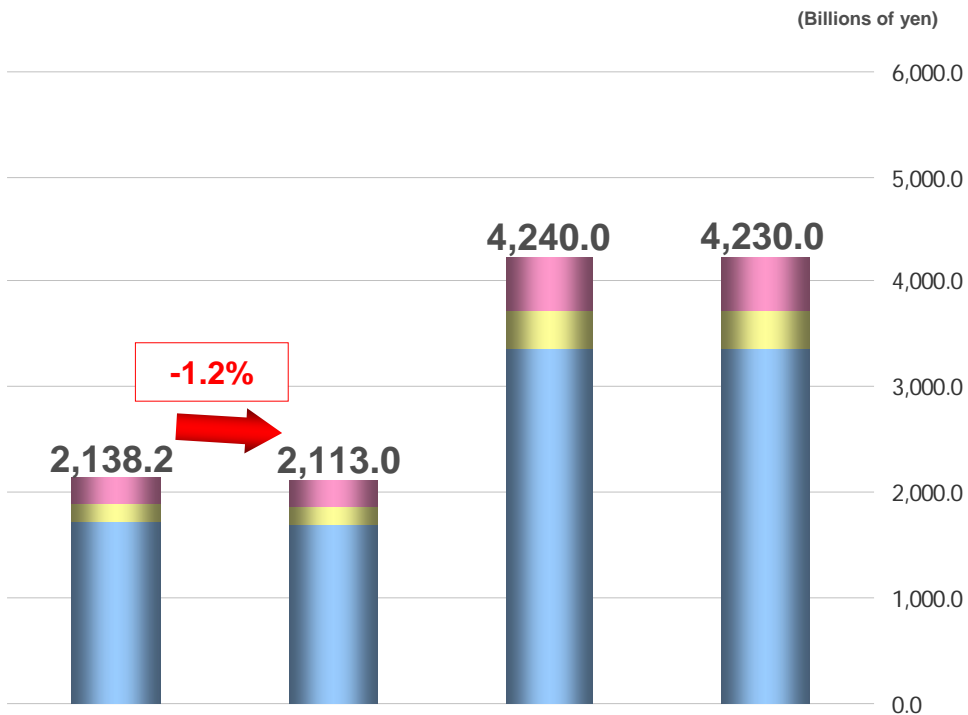
- FY2011/1H MOU: 128 minutes (Down 4.5% year-on-year)



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

Operating Revenues

US GAAP



(Billions of yen)

■ Equipment sales revenues

■ Other revenues

■ Cellular Services Revenues (voice, packet)

239.2

235.2

498.0

493.0

163.5

168.9

369.0

369.0

1,735.5

1,708.8

3,373.0

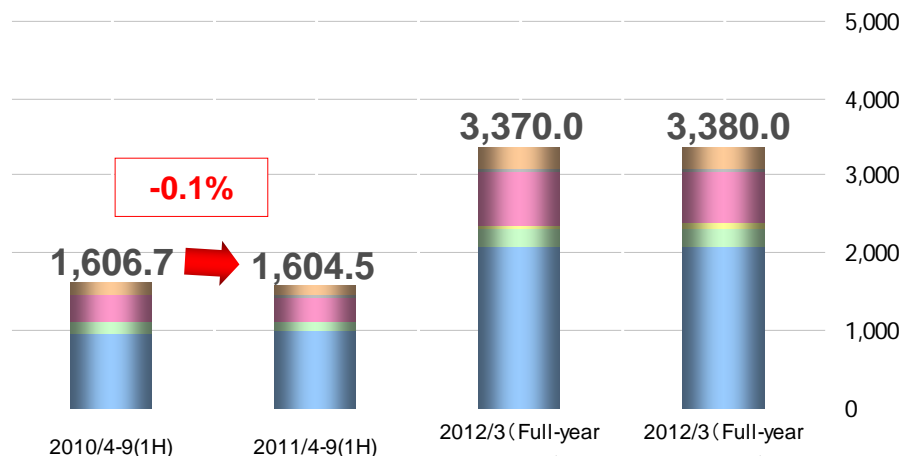
3,368.0

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

Operating Expenses

US GAAP

(Billions of yen)



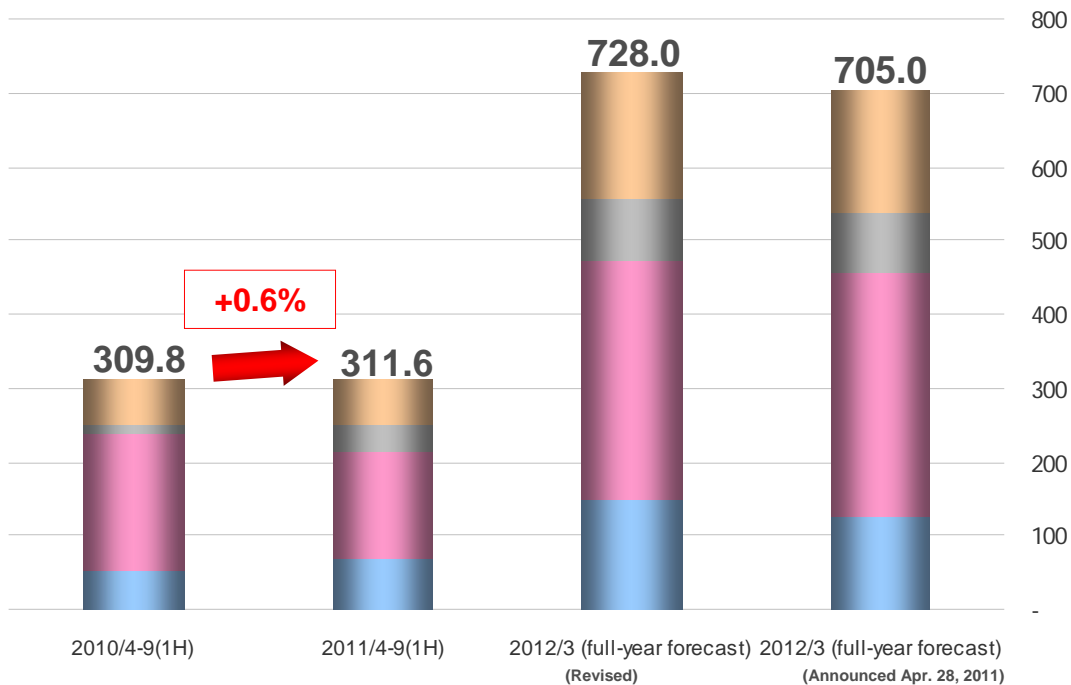
(Billions of yen)

■ Personnel expenses	129.4	135.5	273.0	275.0
■ Taxes and public duties	19.5	19.3	39.0	39.0
■ Depreciation and amortization	322.0	318.4	684.0	687.0
■ Loss on disposal of property, plant and equipment and intangible assets	12.6	11.6	49.0	54.0
■ Communication network charges	141.1	128.9	219.0	223.0
■ Non-personnel expenses	982.1	990.8	2106.0	2102.0
(Incl.) Revenue-linked expenses*	542.7	557.0	1,144.0	1,117.0
(Incl.) Other non-personnel expenses	439.4	433.8	962.0	985.0

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

Capital Expenditures

(Billions of yen)



(Billions of yen)

Other (information systems, etc.)	59.9	59.9	170.0	168.0
Mobile phone business (LTE)	10.5	35.4	86.0	79.0
Mobile phone business (FOMA)	185.7	148.8	323.0	331.0
Mobile phone business (movi)	2.6	0.7	1.0	2.0
Mobile phone business (other)	51.1	66.8	148.0	125.0

Operational Results and Forecasts

			2010/4-9 (1)	2011/4-9 (2)	Changes (1) → (2)	2012/3 (Revised full-year forecast)	
Cellular Phone	No. of Subscriptions (thousands)* ¹		56,895	58,993	+3.7%	60,212	
	mova		1,954	743	-62.0%	-	
	FOMA		54,940	57,862	+5.3%	58,886	
	Xi		-	389	-	1,326	
	i-mode		48,914	46,183	-5.6%	43,305	
	sp-mode		270	5,375	+1,888.8%	9,452	
	Communication Module Services		1,803	2,125	+17.8%	2,374	
	Market share (%)		49.3	47.9	-1.4Points	-	
	Handsets sold (thousands) (Including handsets sold without involving sales by DOCOMO)	Total handsets sold		9,245	10,345	+11.9%	-
		mova	New	4	1	-78.7%	-
			Replacement	2	1	-67.7%	-
		FOMA	New	2,376	2,354	-1.0%	-
			Migration from mova	792	383	-51.7%	-
			Other* ²	6,070	7,229	+19.1%	-
Churn rate (%)			0.46	0.50	+0.04Points	-	
ARPU (Xi+FOMA+mova) (yen)* ³			5,190	4,960	-4.4%	4,870	
MOU (Xi+FOMA+mova) (minutes)* ³			134	128	-4.5%	-	

*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. **RESULTS FOR 2Q OF FY2011**

FY2011/2Q Financial Results

US GAAP

	2010/7-9 (2Q) ⁽¹⁾	2011/7-9 (2Q) ⁽²⁾	Changes (1) →(2)
Operating revenues (Billions of yen)	1,048.9	1,065.7	+1.6%
Cellular services revenues (Billions of yen)	871.3	858.2	-1.5%
Operating expenses (Billions of yen)	758.0	824.9	+8.8%
Operating income (Billions of yen)	291.0	240.8	-17.2%
Income before income taxes (Billions of yen)	286.4	241.6	-15.7%
Net income attributable to NTT DOCOMO, INC. (Billions of yen)	167.6	140.3	-16.3%
EBITDA margin (%) *	43.8	38.2	-5.6Points
Adjusted free cash flow (Billions of yen)*	237.7	190.3	-20.0%

◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects of changes in investments for cash management purposes derived from purchases, redemption at maturity and disposal of financial instruments 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

RESULTS FOR 2Q OF FY2011

47 Definition and Calculation Methods of MOU and ARPU

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

◆ **ARPU (Average monthly Revenue Per Unit):**

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services, such as basic monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscriptions to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures provide useful information to analyze the average usage per subscription and the impacts of changes in our billing arrangements. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations. This definition applies to all ARPU figures herein.

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

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

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

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

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

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

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

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

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

◆ **Active Subscriptions Calculation Methods:**

Sum of No. of active subscriptions for each month ((No. of subscriptions at the end of previous month +
No. of subscriptions at the end of current month) / 2) during the relevant period

Note: Subscriptions and revenues for communication module service, Phone Number Storage and Mail Address Storage service are not included in the ARPU and MOU calculations.

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, 2012 (Revised Forecasts)	Year ended March 31, 2011	Six months ended September 30, 2010	Six months ended September 30, 2011
a. EBITDA	¥ 1,581.0	¥ 1,565.7	¥ 860.7	¥ 834.1
Depreciation and amortization	(684.0)	(693.1)	(322.0)	(318.4)
Loss on sale or disposal of property, plant and equipment	(27.0)	(27.9)	(7.2)	(7.2)
Operating income	870.0	844.7	531.5	508.5
Other income (expense)	4.0	(9.4)	(4.5)	3.4
Income taxes	(354.0)	(337.8)	(213.2)	(207.6)
Equity in net income (losses) of affiliates	(6.0)	(5.5)	(3.0)	(5.8)
Less: Net (income) loss attributable to noncontrolling interests	0.0	(1.5)	(1.1)	0.5
b. Net income attributable to NTT DOCOMO, INC.	514.0	490.5	309.7	299.0
c. Operating revenues	4,240.0	4,224.3	2,138.2	2,113.0
EBITDA margin (=a/c)	37.3%	37.1%	40.3%	39.5%
Net income margin (=b/c)	12.1%	11.6%	14.5%	14.2%

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. ROCE after tax effect

	Billions of yen			
	Year ending March 31, 2012 (Revised Forecasts)	Year ended March 31, 2011	Six months ended September 30, 2010	Six months ended September 30, 2011
a. Operating income	¥ 870.0	¥ 844.7	¥ 531.5	¥ 508.5
b. Operating income after tax effect {=a*(1-effective tax rate)}	515.0	500.1	314.6	301.0
c. Capital employed	5,339.2	5,262.5	5,336.0	5,316.7
ROCE before tax effect (=a/c)	16.3%	16.1%	10.0%	9.6%
ROCE after tax effect (=b/c)	9.6%	9.5%	5.9%	5.7%

Notes: Capital employed (for annual period) = The average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities), each as of March 31, 2011 (or 2010) and 2012 (or 2011)

Capital employed (for six months) = The average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities), each as of March 31, 2010 (or 2011) and September 30, 2010 (or 2011)

Interest bearing liabilities = Current portion of long-term debt + Short-term borrowings + Long-term debt

Effective tax rate:40.8%

iii. Free cash flows excluding irregular factors and changes in investments for cash management purposes

	Billions of yen			
	Year ending March 31, 2012 (Revised Forecasts)	Year ended March 31, 2011	Six months ended September 30, 2010	Six months ended September 30, 2011
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 460.0	¥ 589.8	¥ 284.9	¥ 272.8
Irregular factors (1)	(170.0)	-	-	-
Changes in investments for cash management purposes(2)	-	241.9	(0.3)	(310.2)
Free cash flows	290.0	831.7	284.6	(37.4)
Net cash used in investing activities	(759.0)	(455.4)	(348.7)	(661.8)
Net cash provided by operating activities	1,049.0	1,287.0	633.3	624.4

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

(2) Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months. Net cash used in investing activities includes changes in investments for cash management purposes except for the year ending March 31, 2012. 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, 2012 due to the difficulties in forecasting such effect.



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