



NTT DOCOMO, INC.

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

January 27, 2012

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.



FY2011/1-3Q (Cumulative) Financial Results Highlights

3 FY2011/1Q-3Q (cumulative) Financial Results

	2010/4-12 (1-3Q) (1)	2011/4-12 (1-3Q) (2)	Changes (1) →(2)	2012/3 (Full-year forecast) (3)	Progress to forecast (2) / (3)
Operating revenues (Billions of yen)	3,209.1	3,174.2	-1.1%	4,240.0	74.9%
Cellular services revenues (Billions of yen)	2,598.8	2,559.4	-1.5%	3,373.0	75.9%
Operating expenses (Billions of yen)	2,450.6	2,430.4	-0.8%	3,370.0	72.1%
Operating income (Billions of yen)	758.5	743.8	-1.9%	870.0	85.5%
Income before income taxes (Billions of yen)	748.6	744.1	-0.6%	874.0	85.1%
Net income attributable to NTT DOCOMO, INC. (Billions of yen)	444.0	394.6	-11.1%	474.0	83.3%
EBITDA margin (%) *	39.5	39.2	-0.3 Points	37.3%	-
Adjusted free cash flow (Billions of yen)*	394.1	316.0	-19.8%	460.0	68.7%

◆ Consolidated financial statements in this document are unaudited.

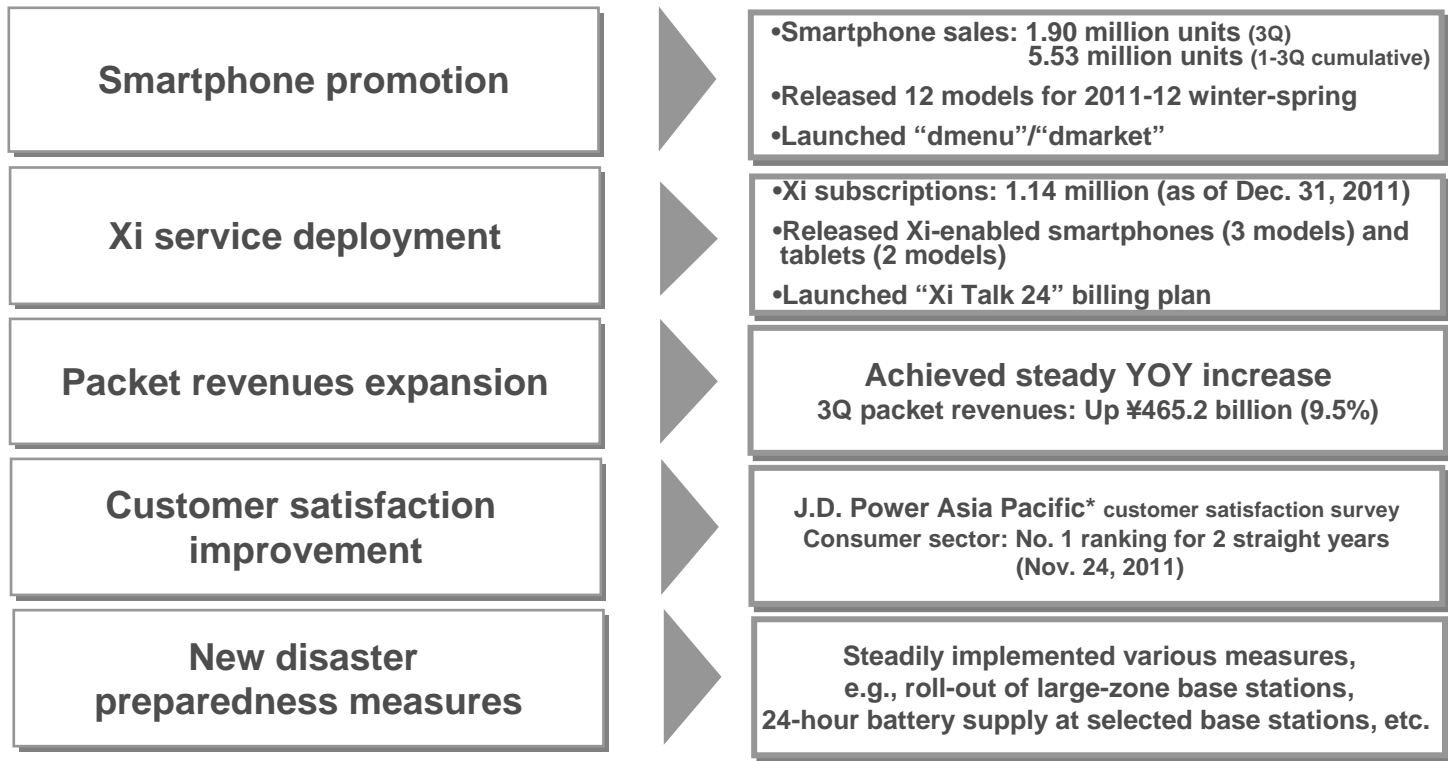
◆ Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and changes in investments for cash management purposes with original maturities of longer than three months.

* 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 3Q OF FY2011

4 FY2011/1-3Q (cumulative) Financial Results Highlights

■ FY2011/1-3Q (cumulative) financial results highlights:

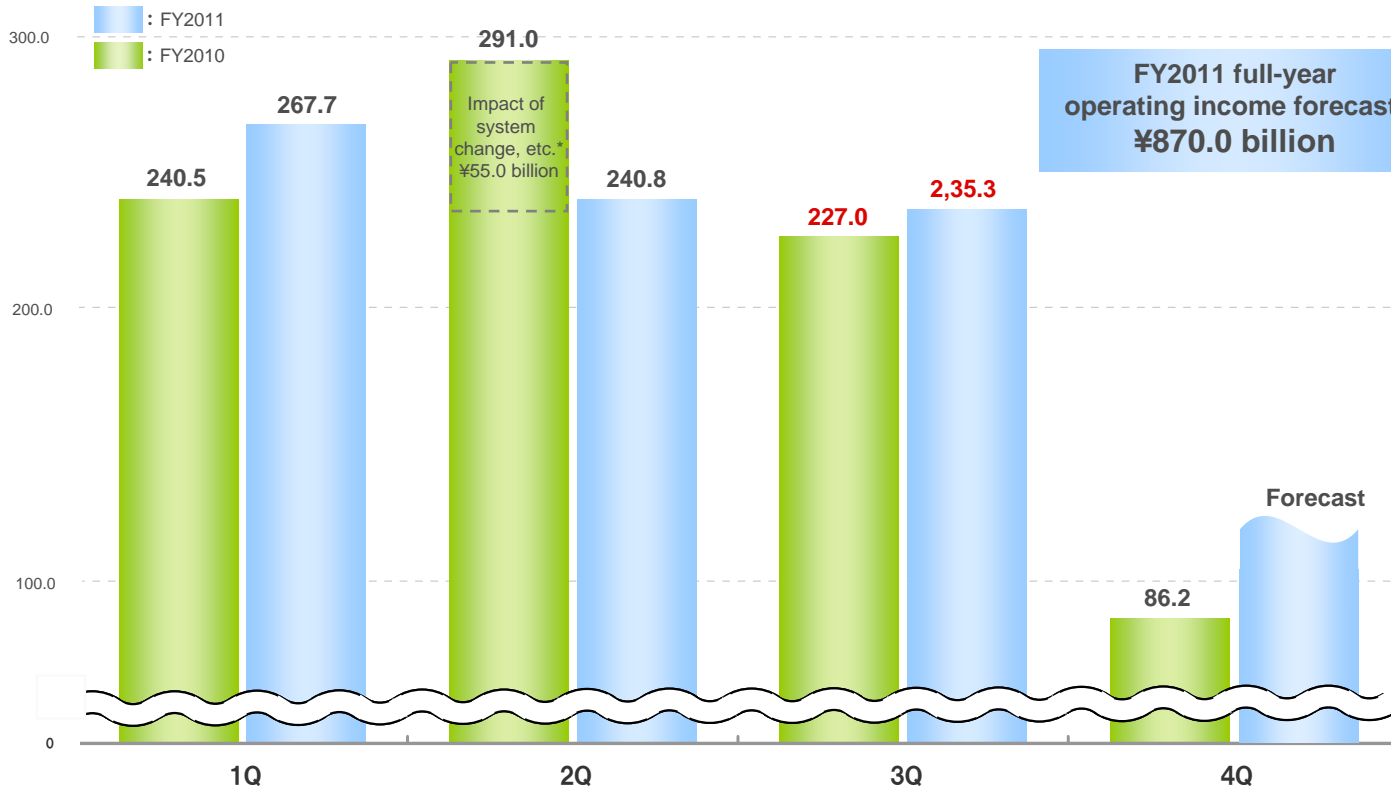


"Mobile Phone Service in Customer Satisfaction, Two Years in a Row"
J.D. Power Asia Pacific 2010-2011 Japan Mobile Phone Service StudiesSM.
2011 Study based on a total of 31,200 responses from mobile phone subscribers in Japan.

5 Changes in Operating Income (FY2010-2011)

- Excluding the impact of system change* made in FY2010/2Q, operating income essentially continued to record year-on-year gains since FY2011/1Q
- Making steady progress toward full-year operating income target of ¥870.0 billion

(Billions of yen)

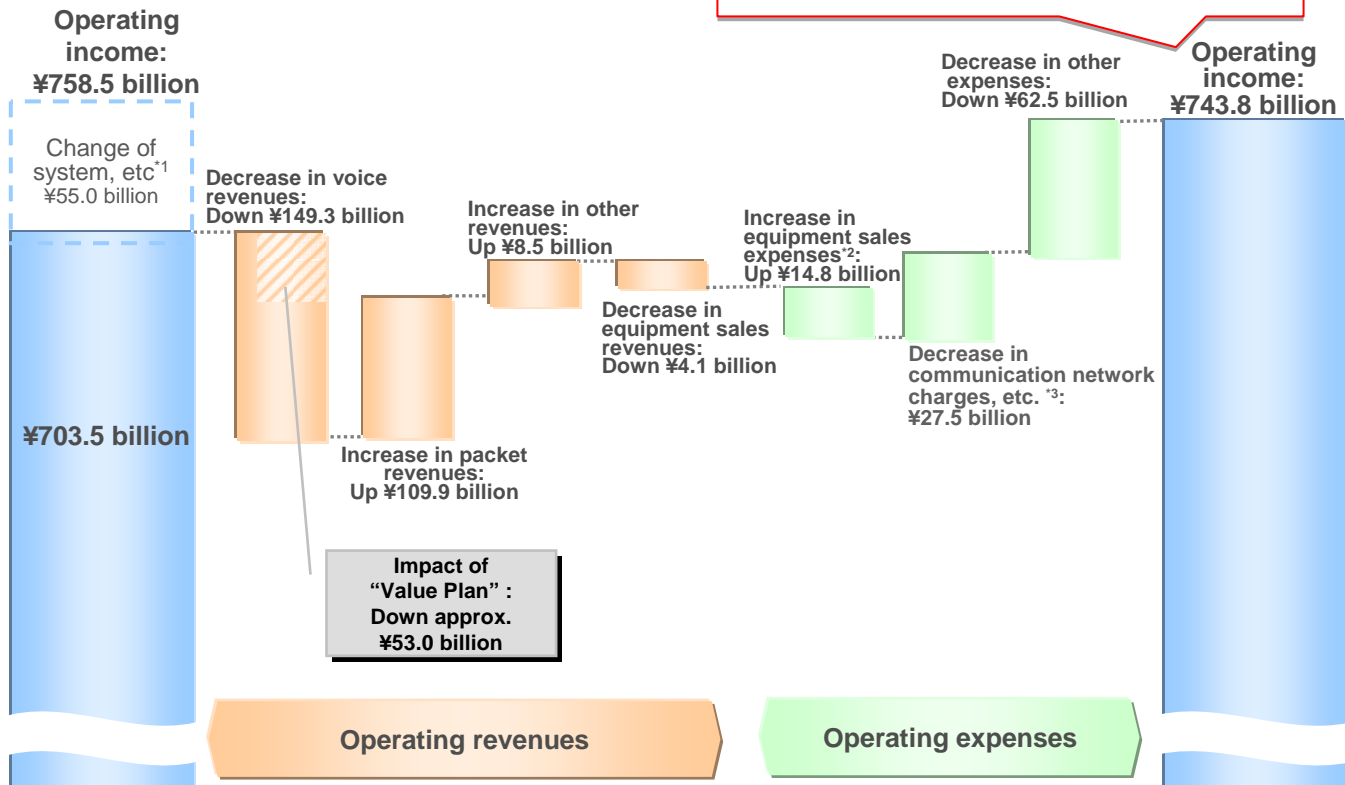


* Reduction in allowances due to revisions made to loyalty program program, handset repair system, etc.

FY2011/1-3Q (cumulative) Financial Results Analysis

Key factors behind YOY changes in operating income

Increase of ¥40.3 billion (5.7%) if impact of system change, etc.^{*1} was excluded



FY2010/1-3Q (cumulative)

FY2011/1-3Q (cumulative)

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

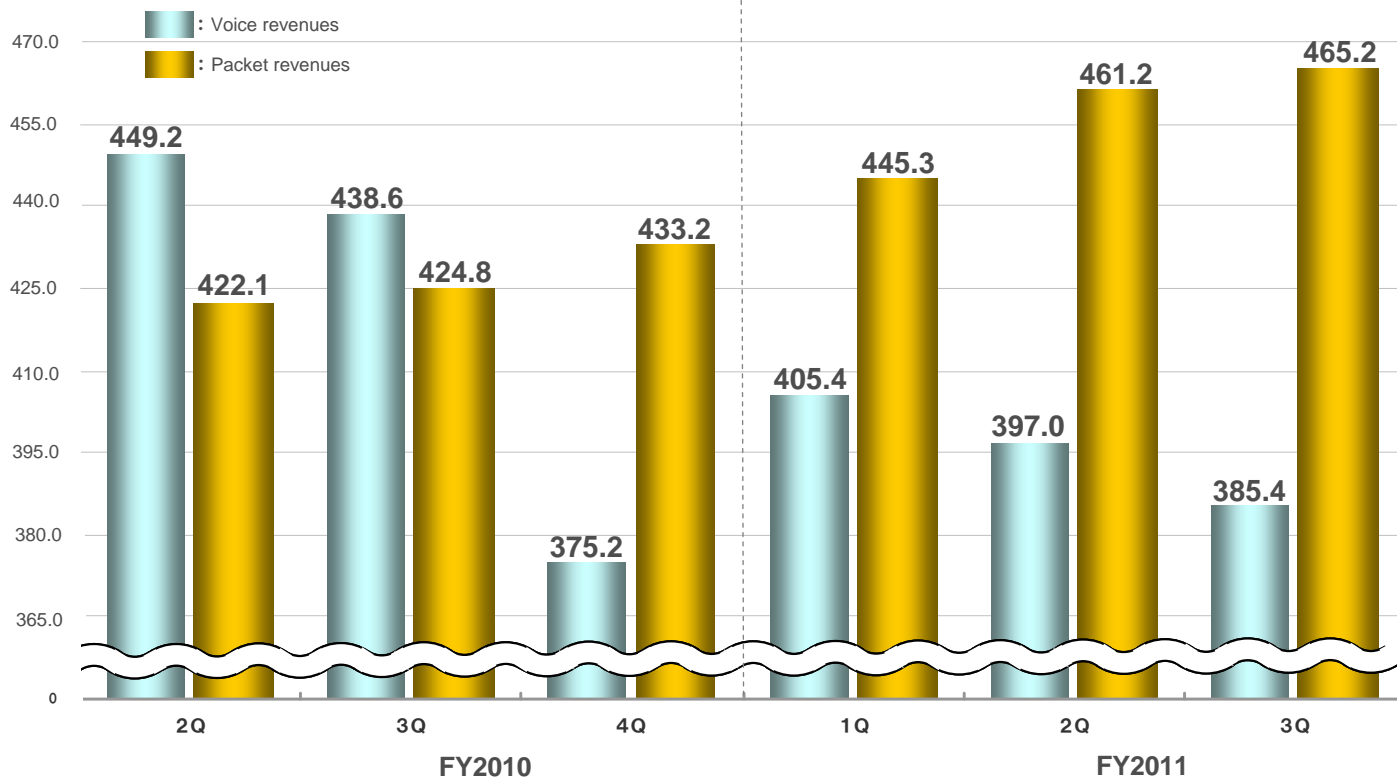
*2: Sum of cost of equipment sold and distributor commissions

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

Cellular Services Revenues (Voice+Packet)

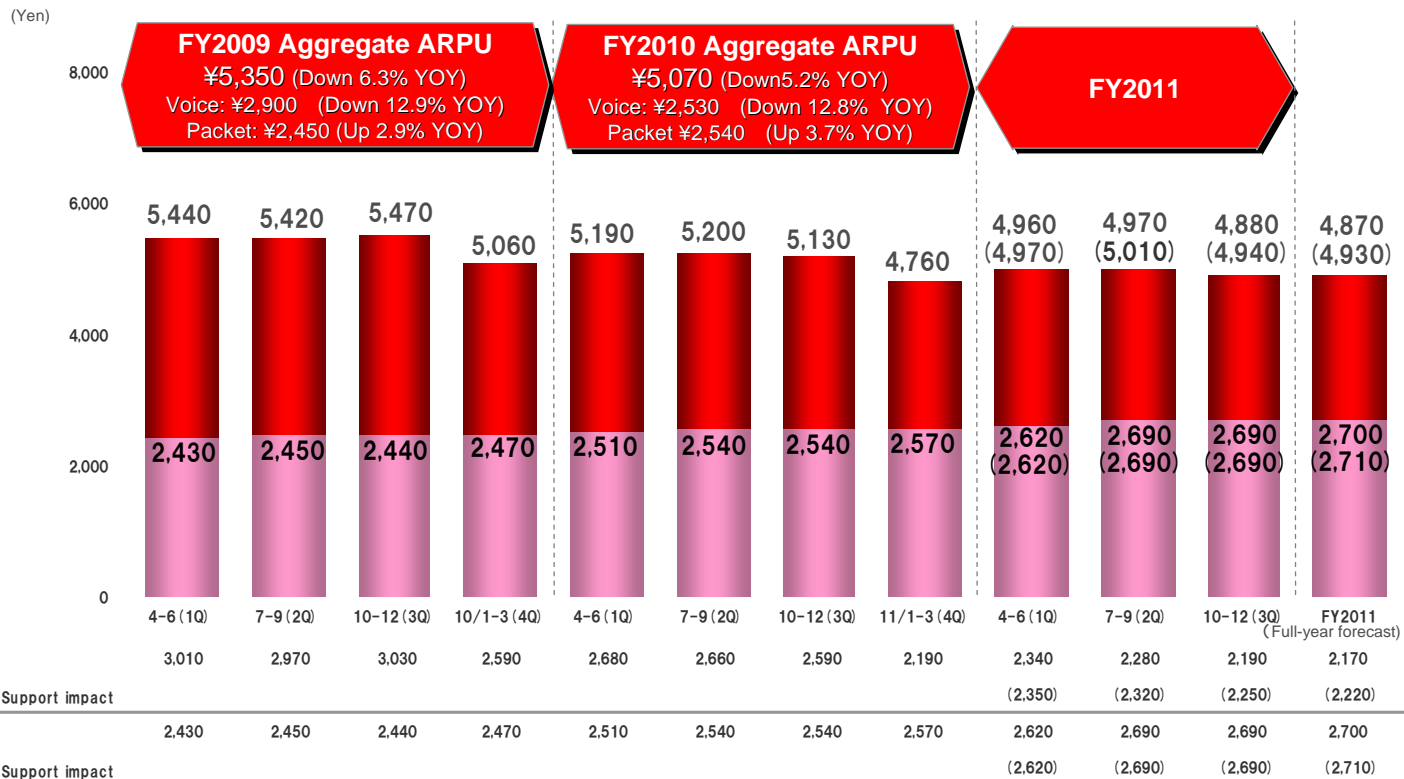
- Packet revenues grew to a level higher than voice revenues in FY2010/4Q
- Ever since, packet revenues have continued to overwhelm voice revenues

(Billions of yen)



Cellular (Xi+FOMA+mova) ARPU

- FY2011/3Q (3 months) aggregate ARPU: ¥4,880 (Down 4.9% year-on-year)
- Packet ARPU recorded an increase of ¥150 (Up 5.9% year-on-year)



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

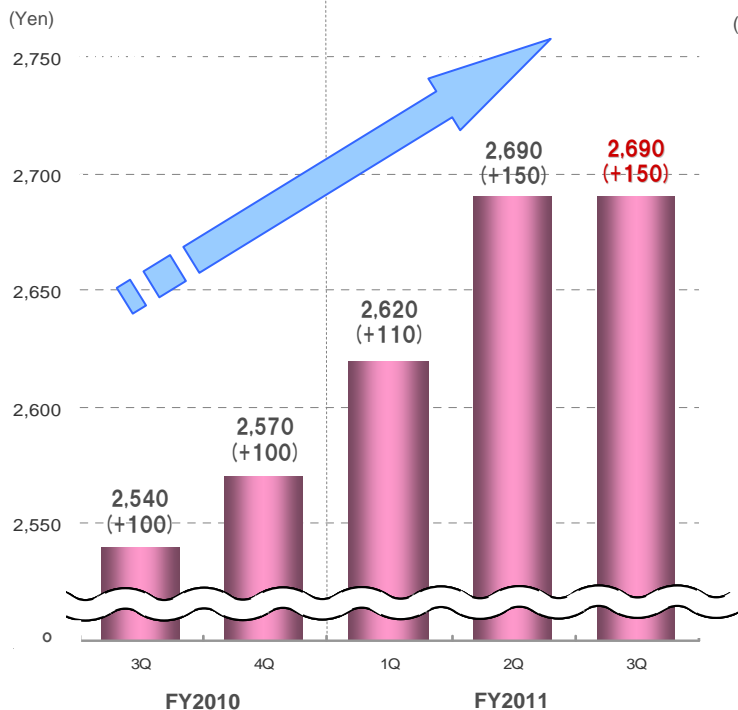
◆ For an explanation on ARPU, please see slide "Definition and Calculation Methods of MOU and ARPU" in this document

Growth of Packet ARPU/Revenues

- FY2011/3Q (3 months) packet ARPU increased by ¥150 (5.9%) year-on-year
- FY2011/3Q (3 months) packet revenues increased by ¥40.4 billion (9.5%) year-on-year

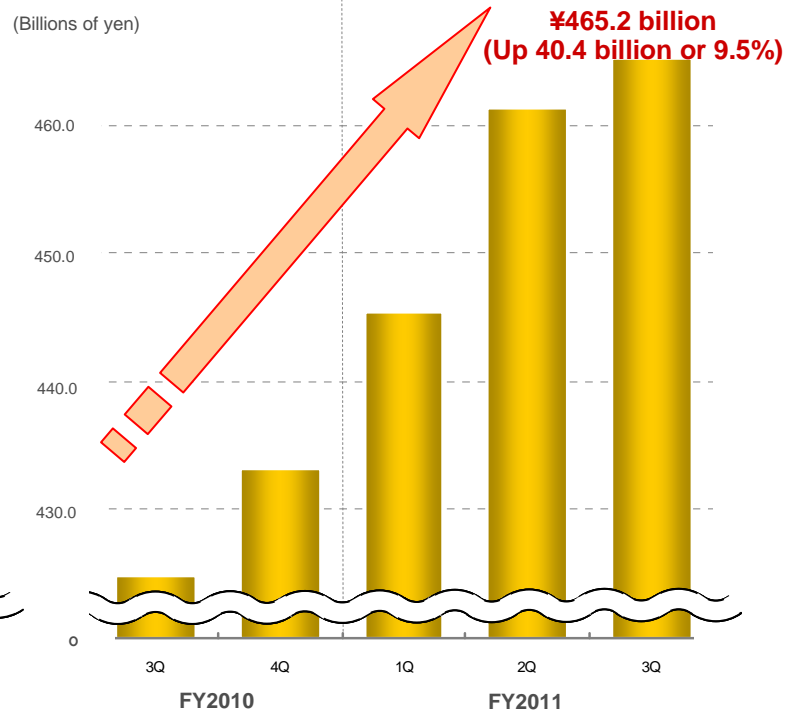
YOY changes in packet ARPU

Numbers in parentheses indicate YOY changes



Historical growth of packet revenues

Numbers in parentheses indicate YOY changes

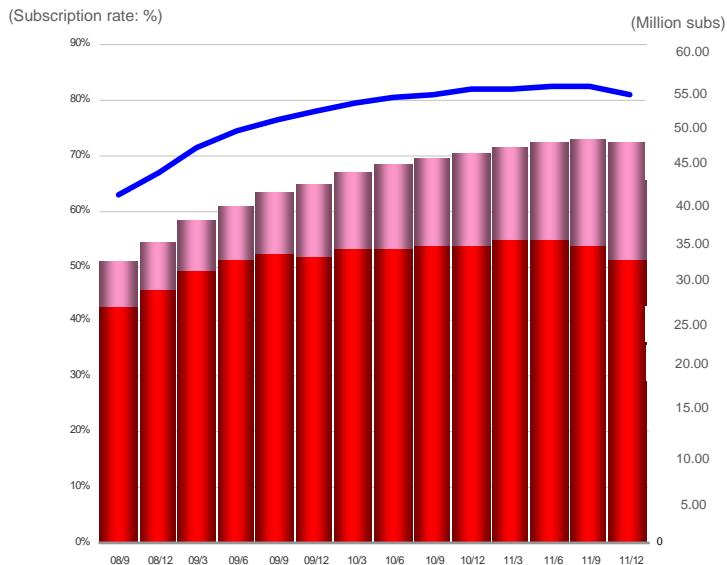


10 50%-OFF Monthly Charge Discount Plans/"Value Plan"

- Subscription rate of billing plans offering 50% discount on basic monthly charge grew to over 80% → Negative impact on revenues became insignificant
- Growth of "Value Plan" subs began to slow 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

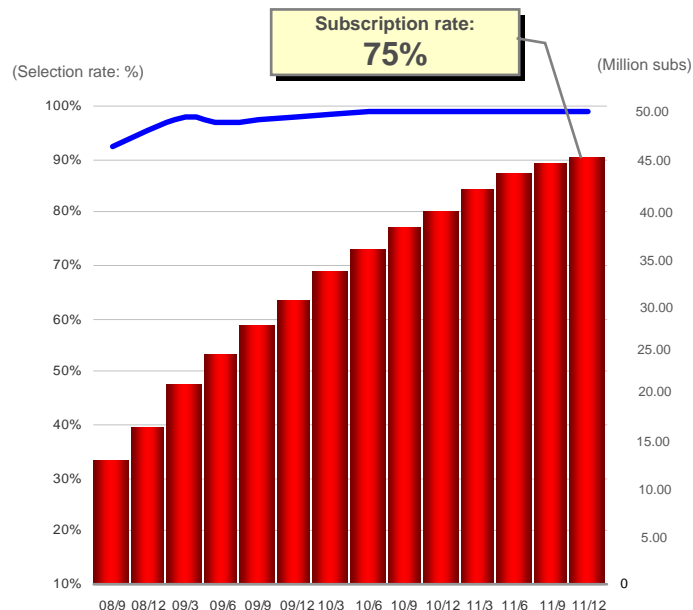


*1: Inclusive of "Office Discount" and "Business Discount" subscriptions

*2: "Fami-wari MAX 50", "Hitoridemo Discount 50", "Business Discount 50" and "Office-wari MAX 50"

"Value Plan" subscriptions/ "Value Course" selection rate

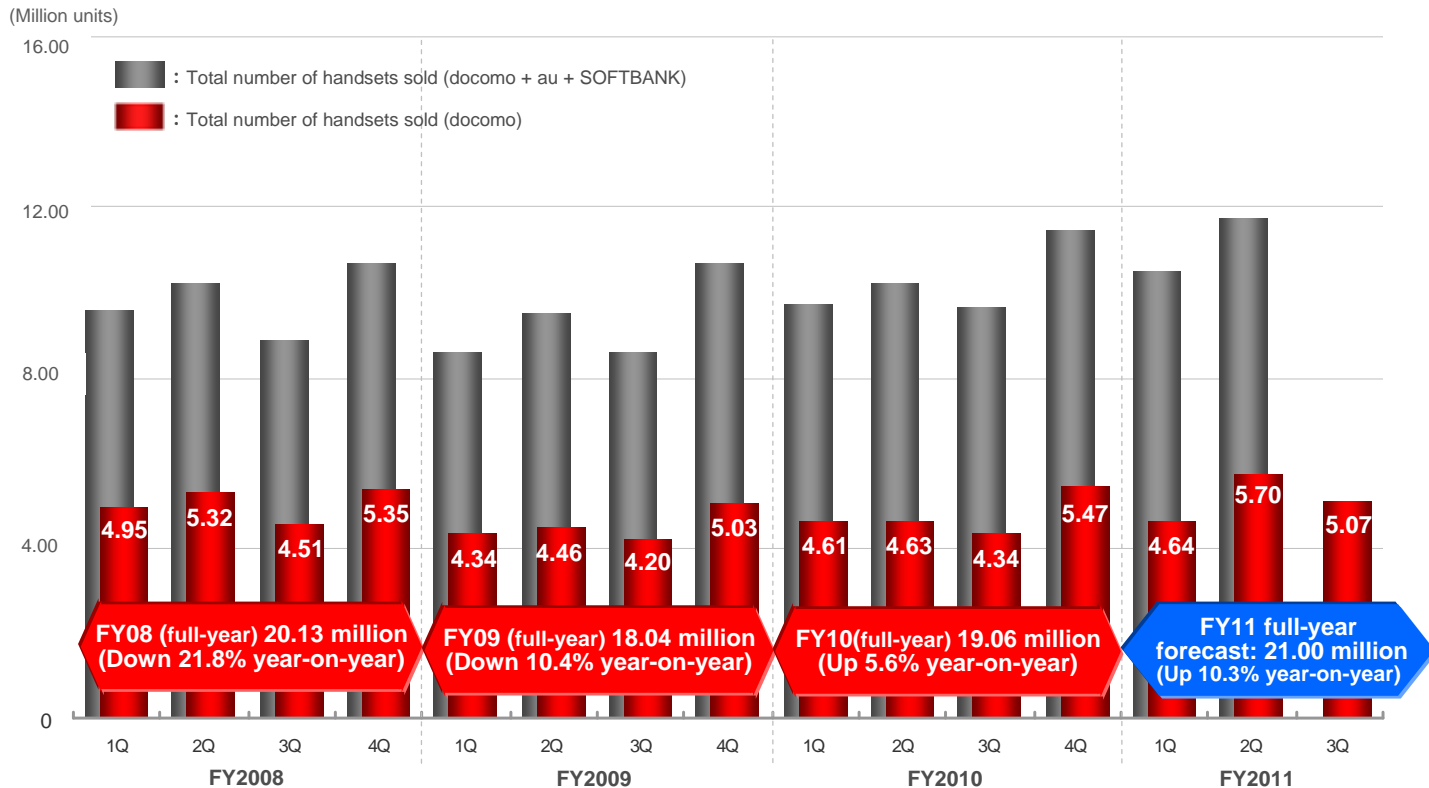
- : "Value Course" selection rate^{*3}
- : No. of "Value Plan" subscriptions



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

Total Handset Sales

- Total number of handsets sold in FY2011/1-3Q (cumulative) reached 15.41 million, up 1.82 million (13.4%) year-on-year, owing mainly to expanded smartphone sales

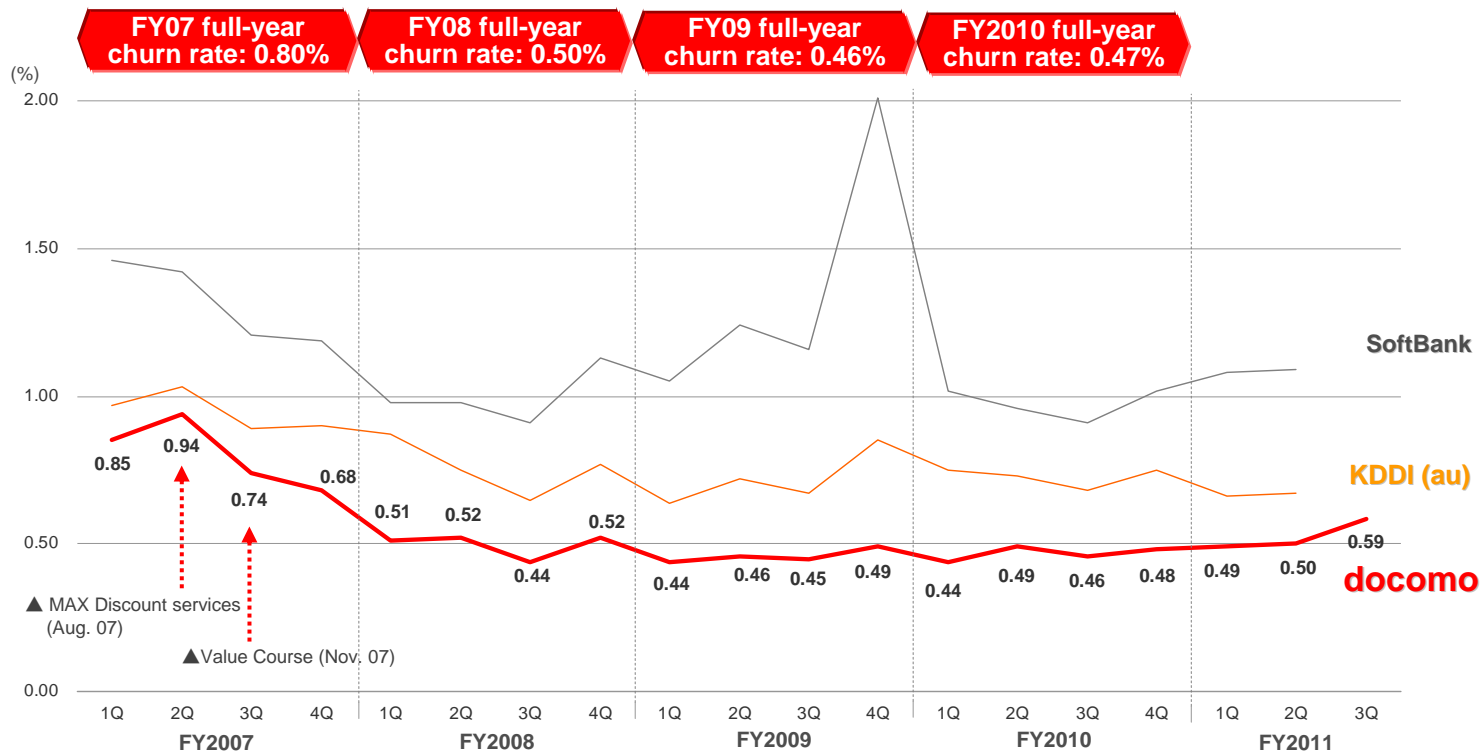


◆ Calculated based on financial results materials, etc., of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

Churn Rate

- FY2011/3Q cellular churn rate: 0.59%

Cellular (Xi+FOMA+mova) Churn Rate

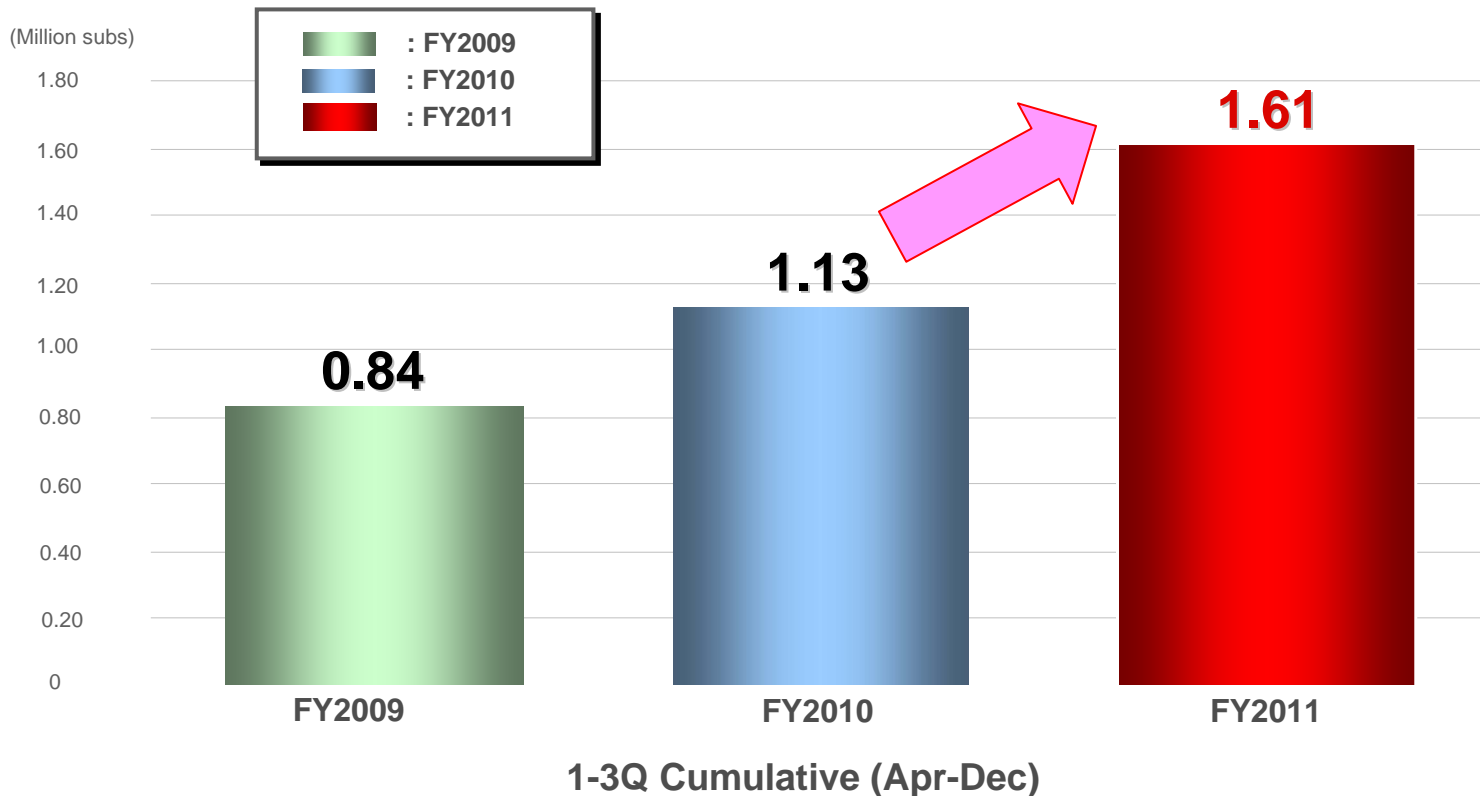


◆ Based on financial results materials, etc. of each company

Net Additions

- No. of net additions acquired in FY2011/1-3Q (cumulative): 1.61 million (Up 43.2% year-on-year)

■ No. of net additions

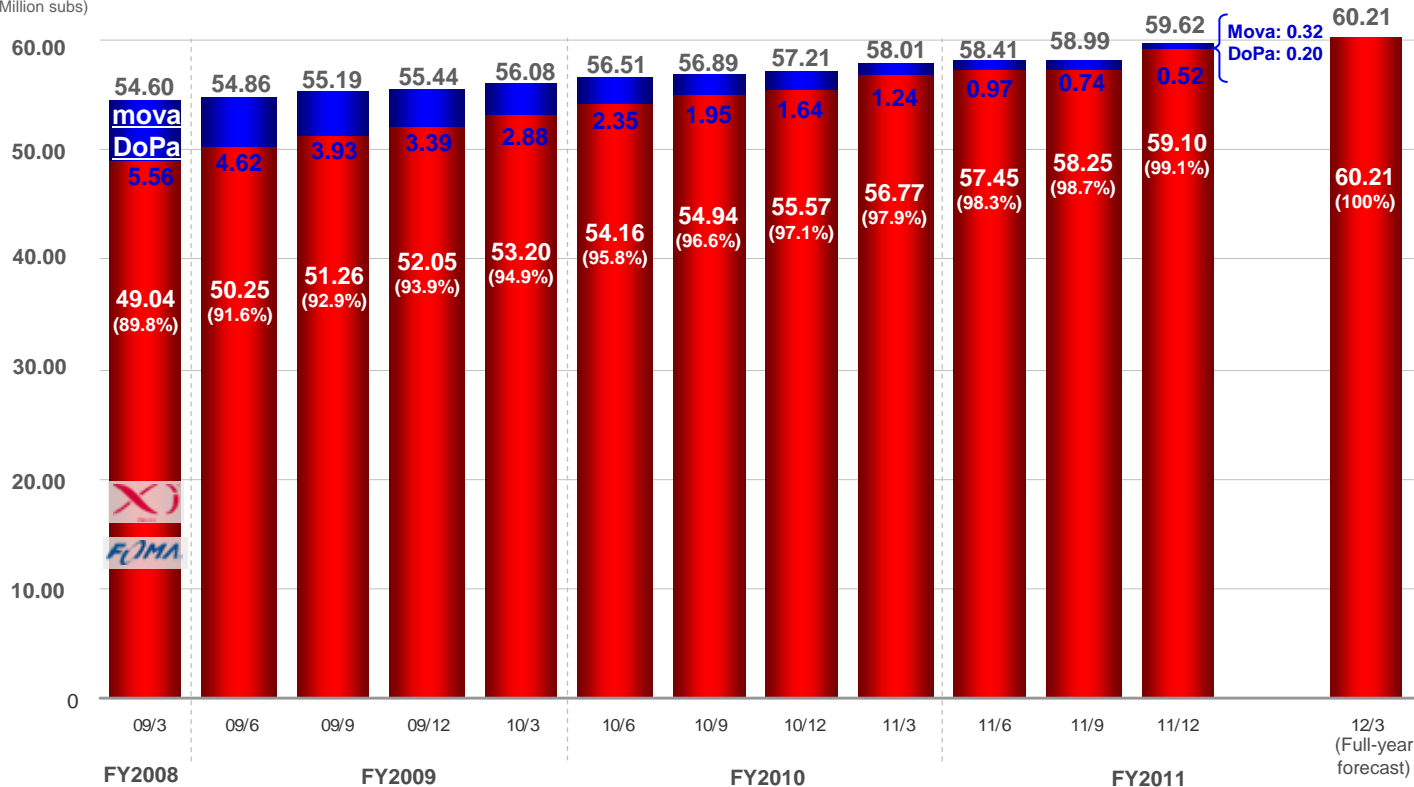


Subscriber Migration to FOMA/Xi

- Combined mova/DoPa subscriptions as of Dec. 31, 2011: 520,000

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

(Million subs)





Principal Actions and Results

- Attained 1st place for 2 straight years in individual customer satisfaction, studied by J.D. Power Asia Pacific



Awarded No. 1
for 2 straight years

(Nov. 24, 2011)

Overall
satisfaction

No. 1

Handset

Service offered

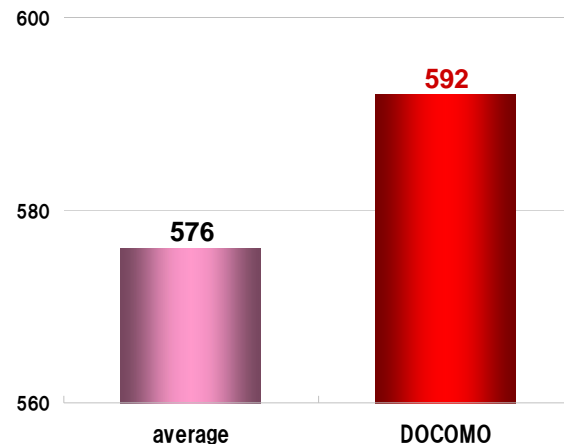
Network quality /
coverage area

Cost

Handset purchase
experience

Customer care

Overall satisfaction scores



"Mobile Phone Service in Customer Satisfaction, Two Years in a Row"
J.D. Power Asia Pacific 2010-2011 Japan Mobile Phone Service StudiesSM.
2011 Study based on a total of 31,200 responses from mobile phone
subscribers in Japan.

Smartphones (Product Lineup)

- Released 14 (including 3 Xi-enabled) smartphone models as part of 2011-2012 winter/spring collection before Jan. 27, 2012

2011-2012 winter/spring smartphone models

	FY2011/3Q						FY2011/4Q				
											...
	GALAXY SII LTE SC-03D	OPTIMUS LTE L-01D	ARROWS X LTE F-05D	Xperia PLAY SO-01D	GALAXY NEXUS SC-04D	MEDIAS PP N-01D	ARROWS II F-07D	MEDIAS LTE N-04D	BlackBerry Bold 9900	Xperia NX SO-02D	
	Released Nov. 24	Released Dec. 15	Released Dec. 17	Released Oct. 26	Released Dec. 2	Released Dec. 9	Released Jan. 20				
											...
	P-01D	REGZA Phone T-01D	ARROWS kiss F-03D	AQUOS PHONE SH-01D	AQUOS PHONE slider SH-02D	LUMIX PHONE P-02D	PRADA phone by LG L-02D	Q-pot. Phone SH-04D	Xperia acro HD SO-03D	MEDIAS ES N-05D	
	Released Nov. 10	Released Nov. 18	Released Nov. 25	Released Dec. 2	Released Dec. 7	Released Dec. 23	Released Jan. 26				

"Harutoku" spring smartphone price campaign

February 1 - March 31, 2012

For purchase of a docomo smartphone

Increase amount of "Monthly Support" discounts to reduce actual customer payment by:

¥5,040

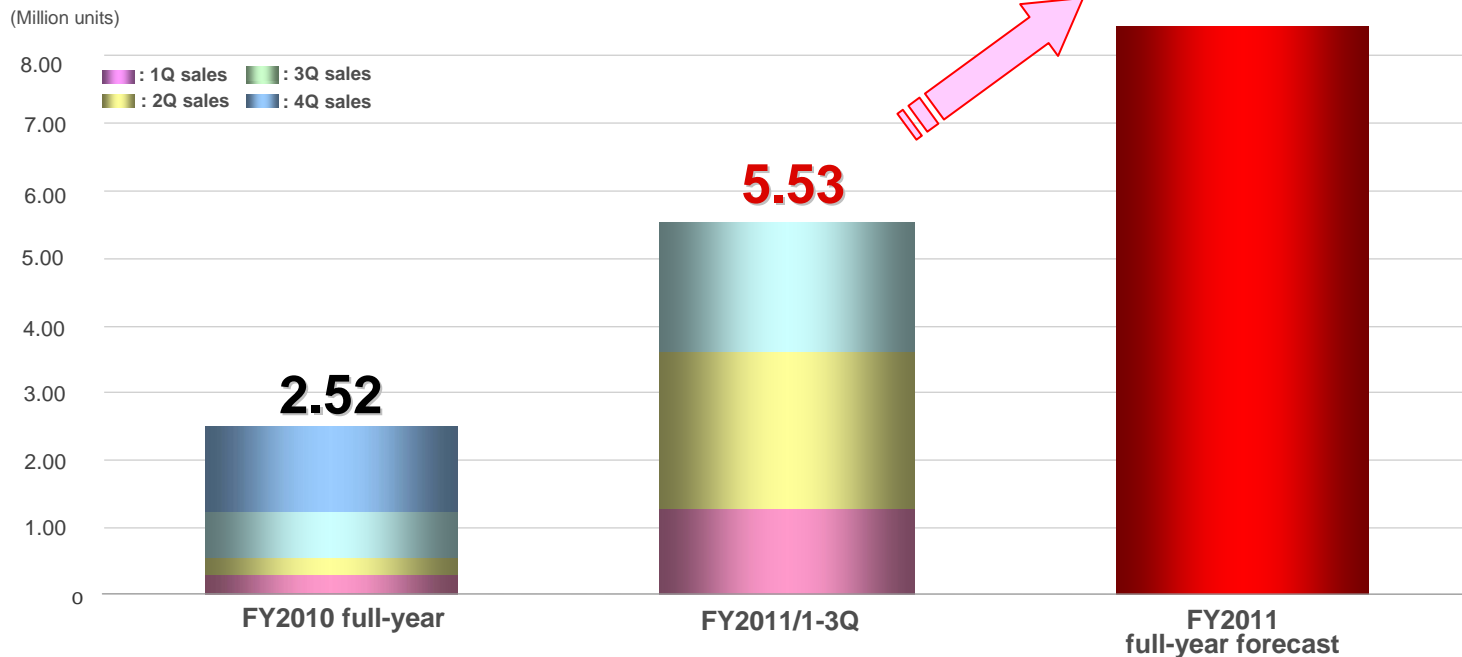
For users switching from smartphone models eligible for purchase support discount

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

Smartphones (No. of Units Sold)

- No. of smartphone units sold in FY2011/1-3Q (cumulative): 5.53 million

Smartphone sales



Billing Plans (“Ouen Student Discount”)

- Started accepting applications for “Ouen Student Discount®2012”, a promotional discount campaign for students and their families, from Jan. 20, 2012
- Eligible subscribers: student subscribers (both new and existing)

“Ouen Student Discount 2012”

キミと明日へ。

応援学割

When subscribed together with
“Type Simple Value” or “Type Xi Ninen”:

Basic monthly charge
to be waived (¥0)
for up to 37 months

For smartphone users

Packet flat-rate
upper limit charges
to be discounted by
¥1,050/month
for up to 37 months

Period for accepting applications: Jan. 20, 2012 – May 31, 2012

Conditions for application: Subscription to “Type Xi Ninen” or “Type Simple Value+ Fami-wari MAX 50”, etc., required

New Services for Smartphones (1) (“dmenu”, “dmarket”)

- For smartphones, launched a new portal site (“dmenu”) and a new DOCOMO-operated content market (“dmarket”) on Nov. 18, 2011

“dmenu”



dmenu

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

“dmarket”



dmarket

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

As of Dec. 31, 2011

Increased to
approx. 900 CPs
approx. 3,900 sites

At service launch:
(Nov. 18, 2011)

Approx. 700 CPs
Approx. 3,600 sites



■ No. of site visitors (Nov. 18-Dec. 31, 2011: cumulative)

% of subscribers who have visited “dmarket”
among total compatible smartphone users:

Approx. 80%

■ Functional/service enhancements



BOOK store

Increase no. of titles from 30,000 to 35,000



VIDEO store

To become accessible from all docomo smartphones supporting Android 2.3 or subsequent OS versions from February 2012



MUSIC store

Enabled purchase of promotional videos from January 2012



APPS & REVIEW

Plan to create a corner of application introduction by famous guests from March 2012, to boost the quality of reviews

21 New Services for Smartphones (2) (“i-concier”, “Data Security Service”)

- Plan to start offering “i-concier” and “Data Security Service”—which are favorably accepted among i-mode users—on smartphones from March 2012

“i-concier”



Plan to introduce “i-concier” on smartphones. Linkage with other applications and touch-panel operation to be enabled to offer more powerful support for users’ everyday lives

Home screen



Rain cloud alarm

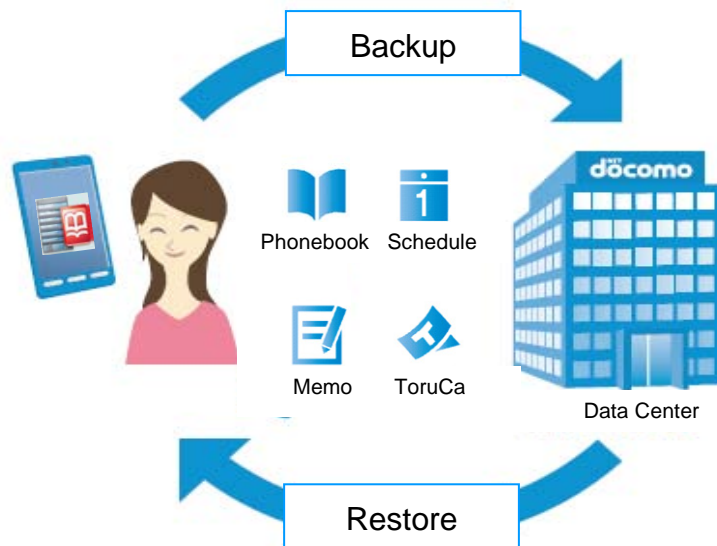


Weather report says it will begin to rain shortly I'd better head for the station immediately



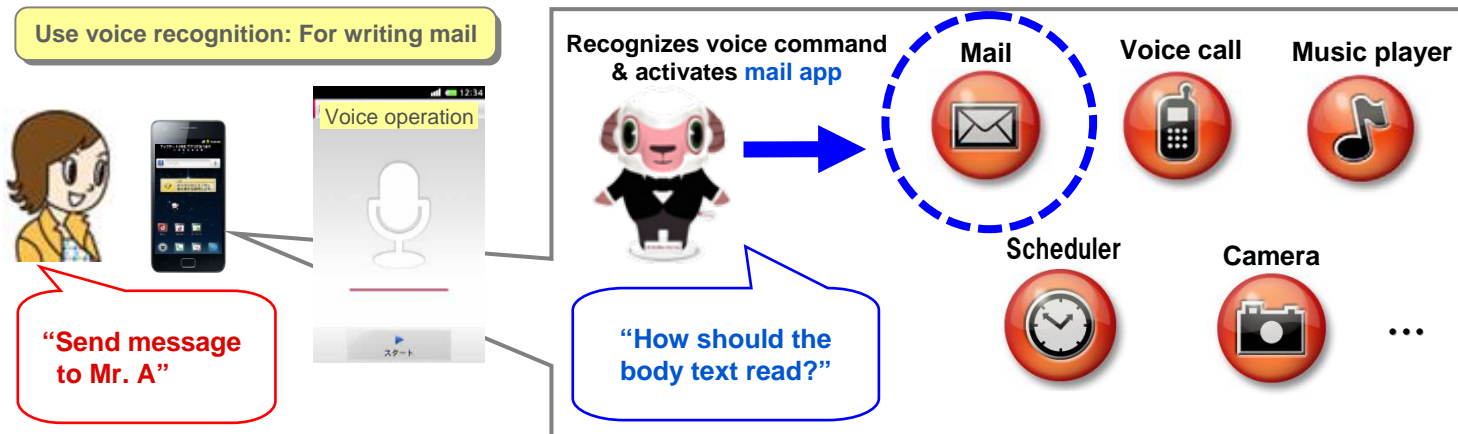
“Data Security Service”

Back up of phonebook, schedule and other data stored in smartphone will be created regularly in the Data Center, to enable easy data restoration in the event of loss or theft of handset



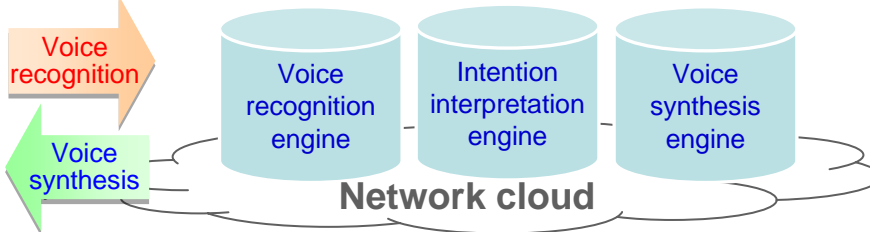
New Services for Smartphones (3) (Voice Agent Service)

- Plan to launch a voice agent service as part of efforts to improve user interface
- Enables users to use & operate devices intuitively through voice commands



【Voice agent service features: conceptual diagram】

“Send message to Mr. A”



“How should the body text read?”

Service realized by functional split between device and network

New Services for Smartphones (4) (“Memory Collection”)

- Started offering a new cloud service “Memory Collection”, which automatically sorts photographs and videos stored in smartphones/PCs and rearranges them by category, on a trial basis from Dec. 21, 2011

“Memory Collection”: Overview

- **Easy sorting by category**
Photos/videos are grouped by people/time/events/places for easy sorting
- **Displays recommended photo/video**
“Best shot” selected for each category allows users to easily keep track of fond memories
- **Multi-screen display**
Can be displayed on various devices, e.g., smartphones, PCs, “Otoyori Photo Panel” or TVs

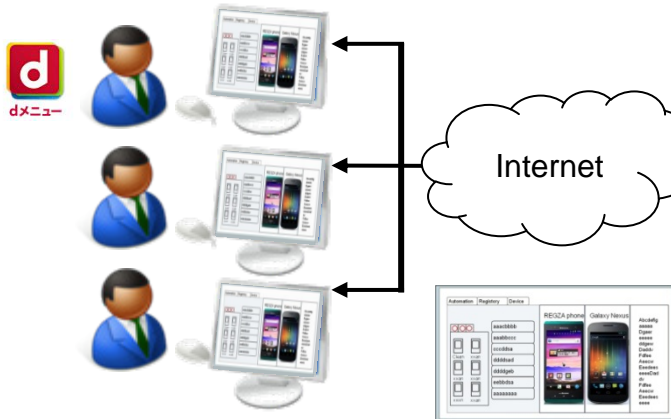


Remote Test Environment for CPs

- Plan to offer providers supplying content to “dmenu” portal with a remote, operational testing service (paid service) for development of smartphone content
 - Reduces development burden of “dmenu” content providers by lowering the expenses for purchasing actual devices, etc.
 - Enables efficient verification of content operations without constraints of time/location

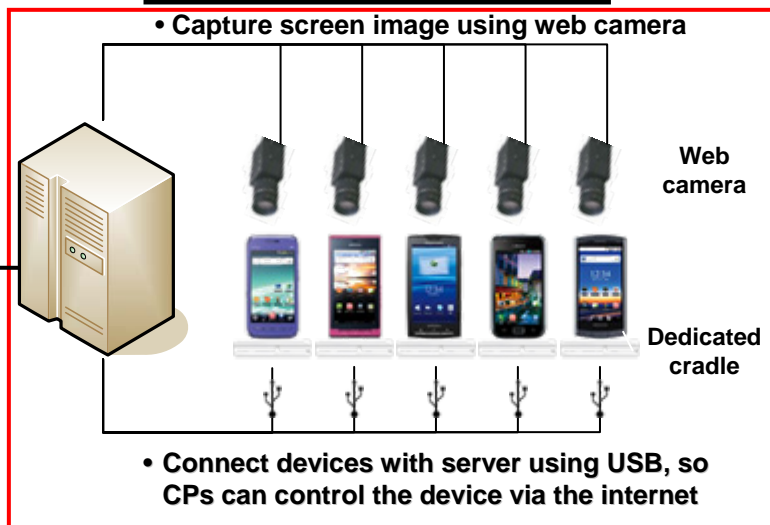
Development center of CPs supplying content to dmenu

- Possible to verify operations of content by remotely connecting with actual devices located in Remote Test Center



DOCOMO Remote Test Center

- Capture screen image using web camera



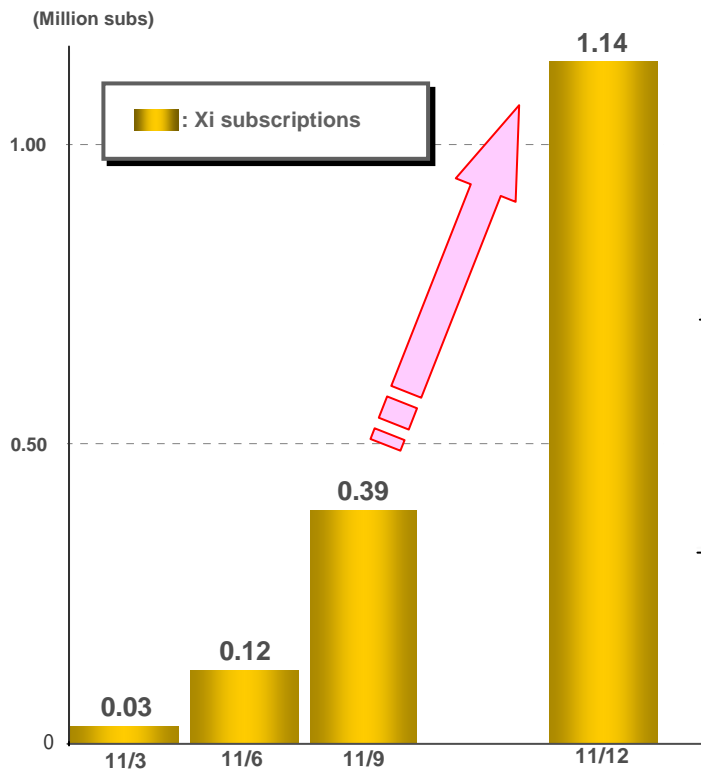
Service launch

Planned for March 2012
(trial basis)

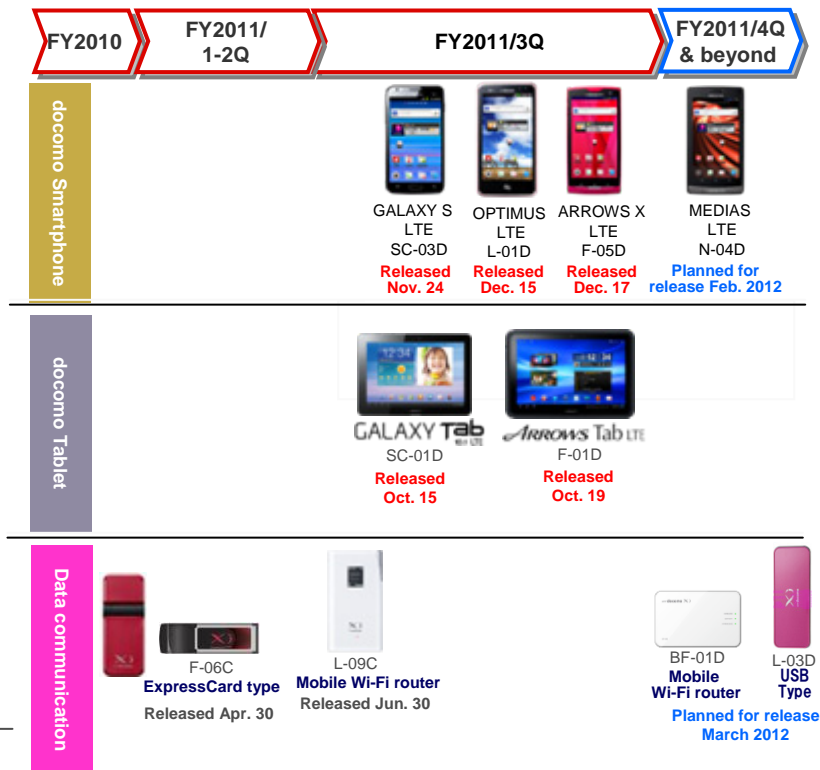
Growth of “Xi” (crossy) Subscriptions

- No. of “Xi” LTE subscriptions increased steadily to 1.14 million as of Dec. 31, 2011

Subscriptions growth



Enrichment of Xi devices



“Xi Talk 24”

- Launched “Xi Talk 24”, a flat-rate voice plan offering 24-hour unlimited domestic voice calls to all DOCOMO users on Nov. 24, 2011

“Xi Talk 24”

“Xi Talk 24”

¥1,480/month

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

Billing plan

“Type Xi Ninen”

¥780/month

Domestic voice charge
¥21/30 sec

+

Voice discount service

Xi unlimited domestic
voice calls
24 hours/day

¥700/month

% of users subscribing to “Xi Talk 24”
to total Xi comprehensive
billing plan subs
as of Dec. 31, 2011:

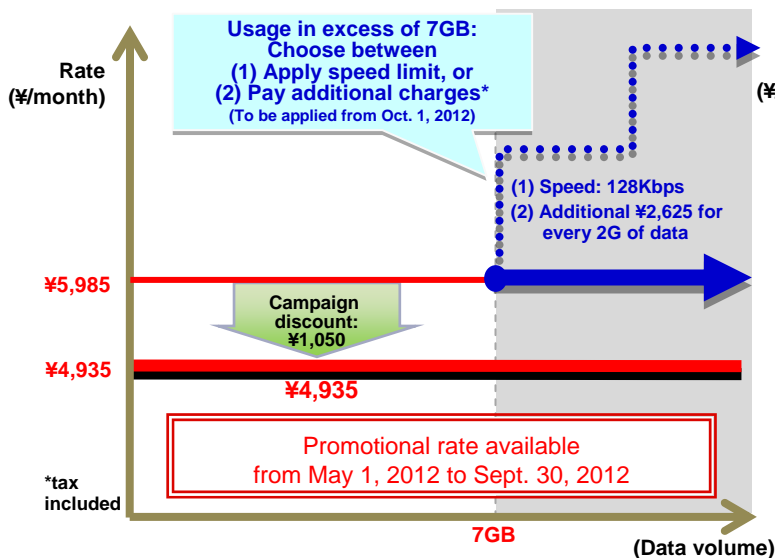
Approx. 80%

Billing Plans (“Xi Start Campaign-2”)

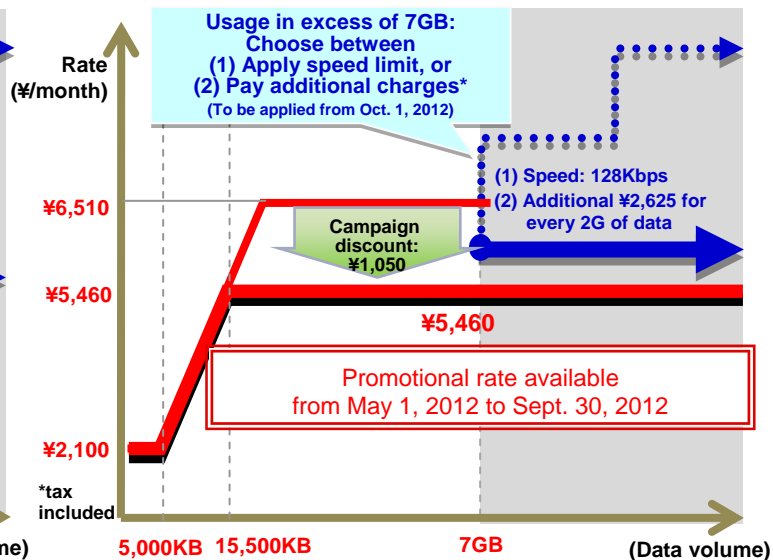
- Plan to launch “Xi Start Campaign-2”, a special offer providing subscribers to Xi packet flat-rate/Xi data plans with a discount of ¥1,050 on basic monthly charges, on May 1, 2012

“Xi Start Campaign-2”

Xiパケ・ホー・サイ フラット



Xiパケ・ホー・サイ ダブル



Data Communications

- Sold a total of 500,000 units of data communication devices in FY2011/3Q as a result of stepped up promotion of Xi-enabled data devices, etc.

Data communication device sales

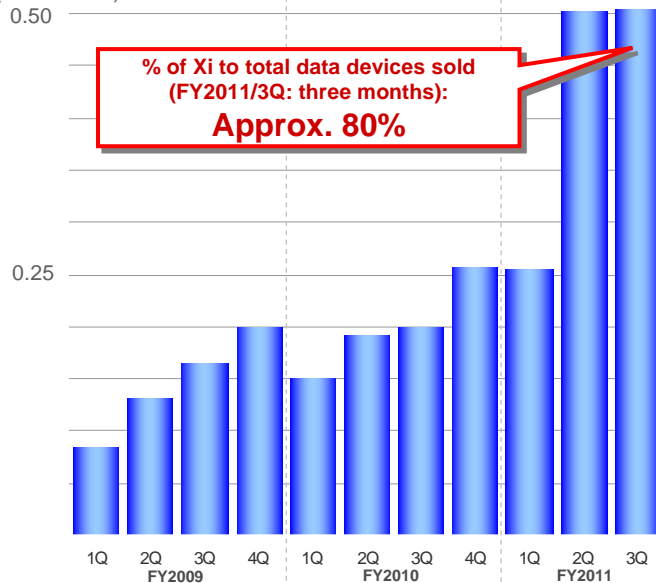
FY2011/3Q : 500,000 units
(3 months)



Awarded for 3 straight years

*1

(Million units)

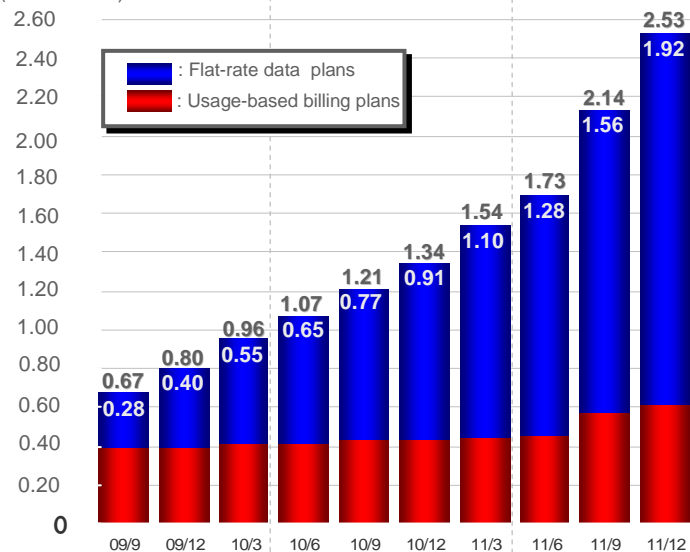


Data plan² subscriptions

As of Dec. 31, 2011: 2.53 million



(Million subs)




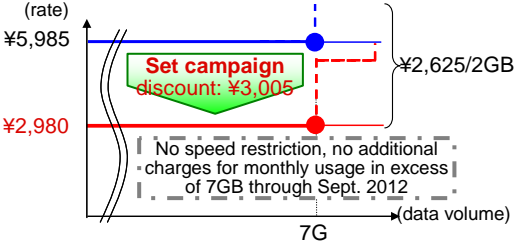
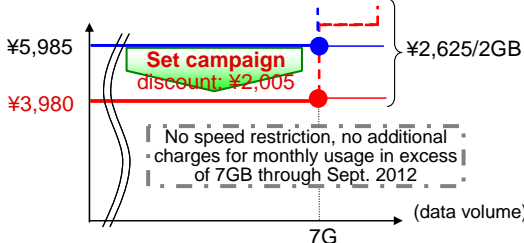

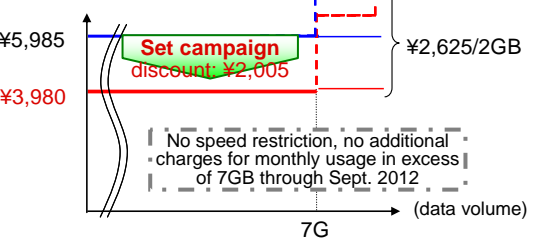
*1: Based on the scores of Nikkei BP Consulting "3rd Mobile data devices customer satisfaction survey comparing overall satisfaction, area coverage (outdoor), area coverage (indoor), communications quality (connection time), communications quality (disruption of connection), performance/features/ease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

29 Billing Plan (“Xi (crossy) 2-wari” Discount Campaign)

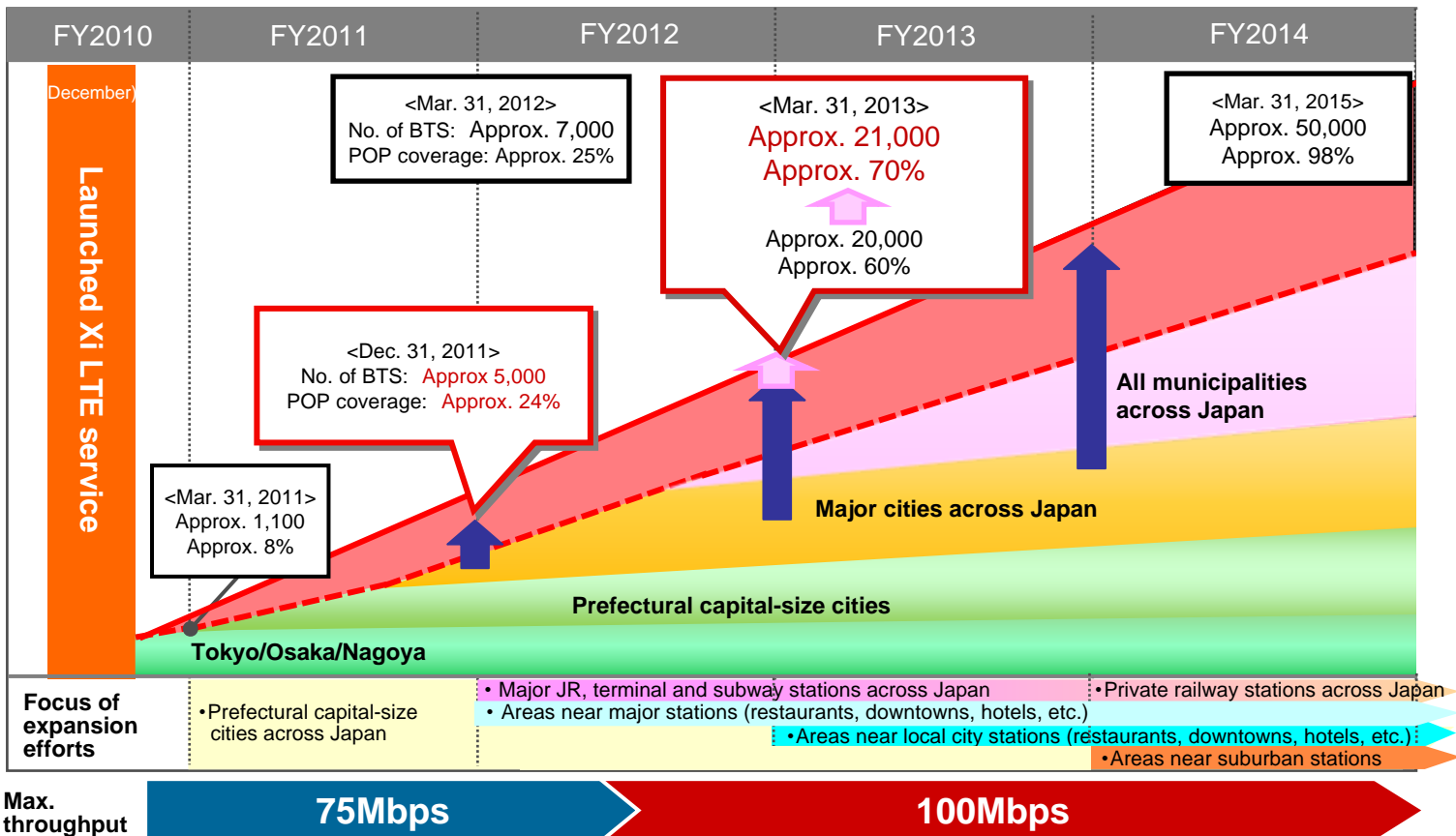
- Plan to launch a new campaign offering set discounts for Xi data billing plans
- Discounts to be applied continually so long as application conditions are satisfied
- Subscription applications to be accepted from Mar. 1, 2012 to Mar. 31, 2013

(“Xi(crossy) 2-wari” Discount Campaign

	Up to 25 months (including month of application)	26 th and subsequent months
Tablets 	<p>For the First 2 years, users subscribing to both Xi smartphone and Xi tablet can use service for: ¥2,980/month/device</p> 	<p>From third year: service will be offered for: ¥3,980/month/device</p> 
Wi-Fi router Data cards, etc. 	<p>Users subscribing to both Xi smartphone and Xi Wi-Fi router/data card can use service for: ¥3,980/month/device</p> 	

“Xi” (crossy) Area Expansion Plans

- Achieved POP coverage of approx. 24% as of Dec. 31, 2011. Plan to expand coverage to all 47 prefectures by Jan. 31, 2012
- Aim to further expand POP coverage to approx. 70% by Mar. 31, 2013
- Started offering max. throughput of 75Mbps in limited outdoor areas in addition to indoor spots from Dec. 2011



Actions for Transformation into an Integrated Service Company (NOTTV-(1))

- Japan's first broadcasting station for smartphones, "NOTTV", to commence service on Apr. 1, 2012
- Plan to launch a trial campaign renting out NOTTV-enabled devices to monitors

Distinctive features of NOTTV

Real-time (3 channels) & storage-type broadcasting services to be provided for ¥420/month (tax included)

Original programs/content to be delivered assuming interactive channel



High resolution even with mobile devices (Approx. 10 times higher than one-seg TV)

To deliver disaster broadcast service as an approved key terrestrial broadcasting business operator

Campaign with NOTTV monitors

Campaign details: NOTTV-enabled devices to be rented out to monitor users for trial

No. of rental devices: Max. 20,000 units

Device rental period: 2 weeks (No cost required for monitors)

Campaign period: 6 months

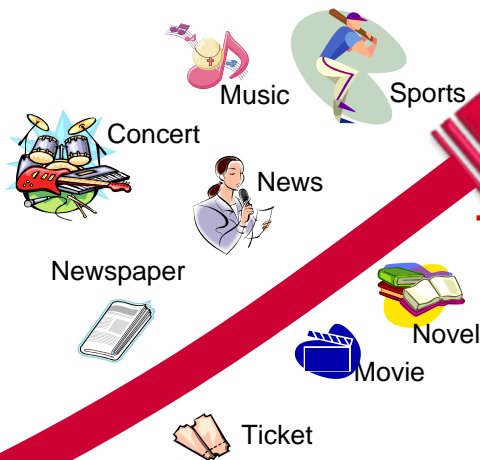
Actions for Transformation into an Integrated Service Company (NOTTV-(2))

- Compatible devices to be released in conjunction with launch of service
- Aim to invigorate mmbi service by continually increasing the variety of compatible devices

**Smartphone:
1 model**



**Tablet:
1 model**



**To expand
further**

**5 more models
to be added**

**At service launch
(April 2012)**

**FY2012/1H
(May-Sept 2012)**

Actions for Transformation into an Integrated Service Company (Enrichment of Data Plans)

- Started offering 2 new prepaid data billing plans providing 20 or 103 hours of network access on Dec. 17, 2011
- Plan to launch a new flat-rate billing plan offering data speed of 128Kbps in March 2012
- These data plans can be used for “PlayStation®Vita,” a portable gaming console of Sony Computer Entertainment, Inc. Application to various other areas to be studied in future

“Prepaid Data Plan 20h”

Launched Dec. 17, 2011

¥980

Hours of network access: 20 hours
over a 30-day period (+ 14-day renewal period)
Data speed: 128Kbps

“Prepaid Data Plan 100h”

Launched Dec. 17, 2011

¥4,980

Hours of network access:
100 hours + 3 hours with FOMA HIGH-SPEED
over 180-day period (+ 14-day renewal period)
Data speed: 128Kbps (FOMA HIGH-SPEED: 14.4Mbps)

For users who
wish to continue using service

Flat-rate Data Plan 128K Value

Planned for launch on Mar. 1, 2012

¥1,380/month*

(With 2-year usage contract)

¥2,960/month*

(Without 2-year usage contract)

Max. downlink speed: 128Kbps

Max. uplink speed; 64Kbps

* If subscription application is made during campaign period

* Separate ISP subscription contract required



PlayStation® Vita (3G/Wi-Fi model) (released Dec. 17, 2011)

Actions for Transformation into an Integrated Service Company (Education, Medical/Healthcare)

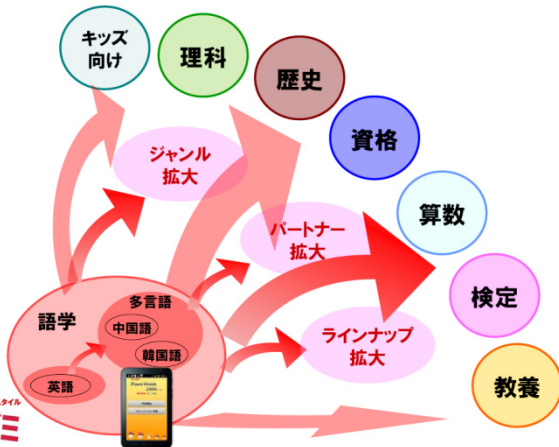
- Launched “docomo-zemi”, a learning support service using smartphones, tablets, etc.
- Launched “docomo Healthcare” information storage/delivery service for health management and disease prevention

Education-related business



Sept. 1, 2011: Service launch
Nov. 7, 2011: Announced alliance with Gakken Holdings

DOCOMO's learning service that allows users to study any time with fun, using Android applications jointly developed by DOCOMO and external companies engaged in education business



A total of 18 apps in 3 categories of foreign language, child education and professional qualification are currently provided.
Plan to progressively add more apps in various fields

Medical/healthcare business

docomo
HEALTHCARE

Dec. 1, 2011: Launched “docomo Healthcare”
Dec. 7, 2011: Announced alliance with Omron Healthcare Co. Ltd. in healthcare/medical business

A service that provides support for health management, disease prevention, etc., using mobile phones or smartphones. In addition to basic content, the service also provides individual programs to realize support tailored to individual requirements.



Basic content (free)

Body data storage

Self health check

Hospital/medicine search

Medicine pocketbook

Individual programs

Vaccination scheduler



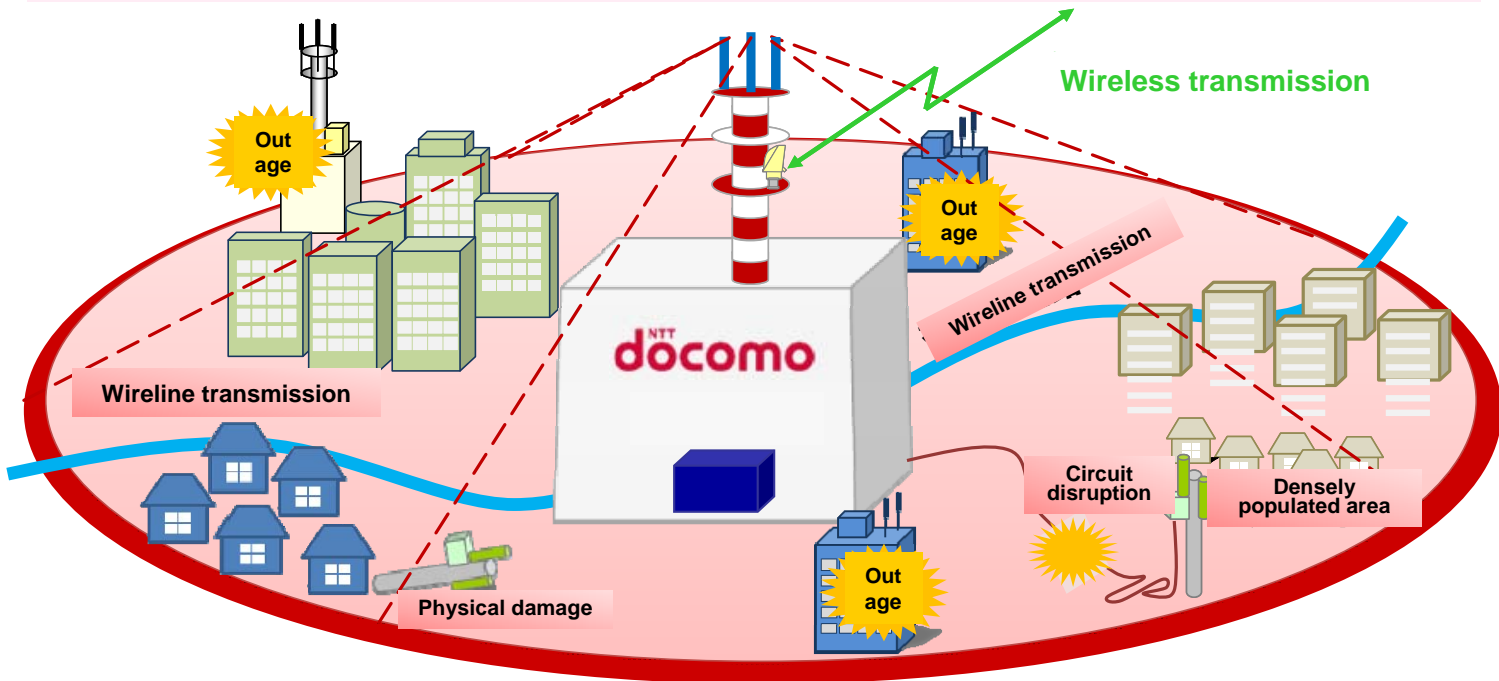
35 New Disaster Preparedness Measures: Progress

- Achieved steady progress in implementation of new disaster preparedness measures, nearly completing “roll-out of large-zone base stations”, “24-hour battery supply”, “increase of satellite systems”, “enrichment of Restoration Area Maps” by Jan. 31, 2012

Measure	Progress				
	Apr. 2011	Jun. 30, 2011	Sept. 30, 2011	Dec. 31, 2011	Mar. 31, 2012
Almost complete Large-zone base station roll-out					
	Prioritized deployment in Tokyo and Tokai areas, and completed roll-out of approx. 100 stations (out of total 104 planned) within Jan 2012. (All 104 stations to be completed within Feb. 2012)				
Complete Uninterruptible power supply systems					
	Completed installation in approx. 700 base stations				
Almost complete 24-hour battery supply					
	Almost complete, finishing installation in approx. 1,000 stations. Prioritized deployment in Tokai region				
Swift provision of satellite mobile phones					
	Work in progress toward deployment of total 3,000 units as soon as possible				
Complete Increase of satellite systems					
	Completed deployment of total 24 units of portable type. Deployment of total 9 units of car-mount type to be completed within Jan.2012				
Complete Deployment of emergency microwave facilities					
	Completed deployment in total 100 sections				
Disaster voice message service					
	Plan to launch service within FY2011. To be launched first with smartphones.				
Complete Enrichment of “Restoration Area Map”					
	Further utilization of “Area Mail”				
Free provision of Area Mail for use by national/local governments for delivery of information (Jul. 1, 2011)					

Roll-Out of Large-Zone Base Stations (1)

- Construct large-zone base stations separately from ordinary base stations to secure communications broadly over densely populated areas in the event of a wide-area disaster or power outage (Total 104 locations across Japan)
- Approx. 2 locations per prefecture except for Tokyo (6 locations) and Osaka (4 locations)



Covers approx. 7 Km radius

* Ordinary base station covers a radius between several hundred and a few kilometers

Roll-Out of Large-Zone Base Stations (2)

- Plan to complete installation in 100 locations (out of total 104 planned locations) by Jan. 31, 2012 (Approx. 96% completion rate)

【Kanto-Koshinetsu: 24 locations】



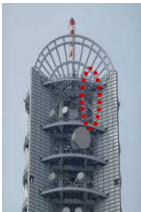
(Shibuya, Tokyo)



(Chiyoda, Tokyo)



(Yokohama)



(Saitama)



(Nagano)

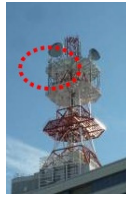


(Niigata)

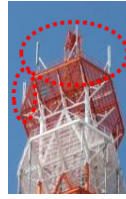
【Tokai: 10 locations】



(Nagoya)



(Shizuoka)



(Tsu)

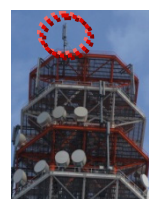


(Gifu)

【Chugoku: 10 locations】



(Hiroshima)



(Tottori)

【Kansai: 14 locations】



(Osaka)



(Kobe)



(Wakayama)



(Himeji)

【Shikoku: 8 locations】



(Takamatsu)



(Kochi)

【Hokkaido: 3 locations】

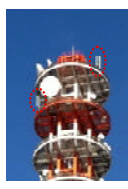


(Asahikawa)

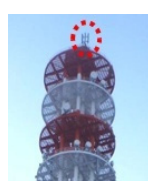


(Kushiro)

【Tohoku: 9 locations】

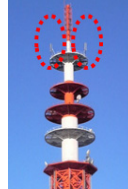


(Sendai)

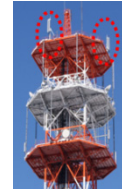


(Akita)

【Hokuriku: 6 locations】



(Kanazawa)



(Toyama)

【Kyushu: 16 locations】



(Kagoshima)



(Okinawa)

Securing Communication in Key Areas

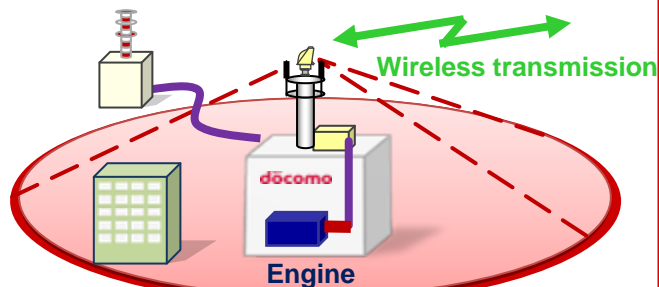
Measures for securing communication in key areas, e.g., prefectural capitals, municipal government offices, etc., to be nearly completed by Jan. 31, 2012.

- Deployment of engine-based uninterruptible power supply was nearly completed before Jun. 30, 2011
(Already completed installation in approx. 700 base stations: Approx. 99% completion rate)
- Furnishing 24-hour battery supply in base stations to be nearly completed by Jan. 31, 2012
(Already furnished in approx. 1,000 base stations: Approx. 84% completion rate)

Engine-based uninterruptible power supply

Nearly completed by Jun. 30, 2011

(Already completed in approx. 700 base stations or 99%)



Prefectural capital,
municipal government
offices, etc.

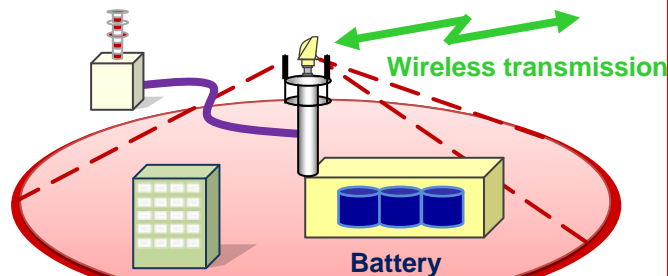


(Engine)

24-hour battery supply

To be nearly completed by Jan. 31, 2012

(Already completed in approx. 1,000 base stations or 84%)



Prefectural capital,
municipal
government offices,
etc.



(Battery cabinet)



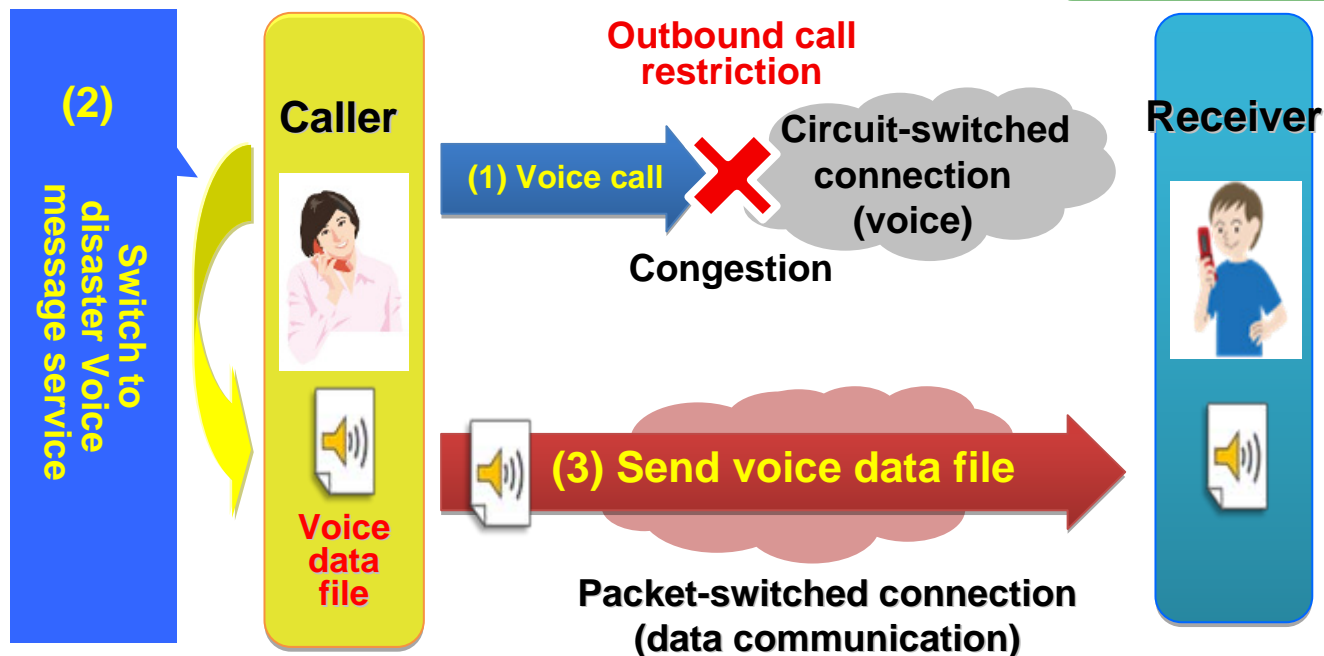
(Battery)

Disaster Voice Message Service

- Plan to launch “Disaster Voice Message Service”, which delivers voice messages after converting them into data files in case of connection difficulty due to congestion caused by a disaster, from March 2012

“Disaster Voice Message Service”

Planned for launch
in March 2012



40 Restoration Area Maps: Functional Enhancement

- Started making functional enhancements to “Restoration Area Maps” from Dec. 23, 2011, to realize “faster information disclosure”, “improved visibility” and “greater versatility”
- Study linkage with SNS and other services in the future to further improve convenience

“Restoration Area Maps”

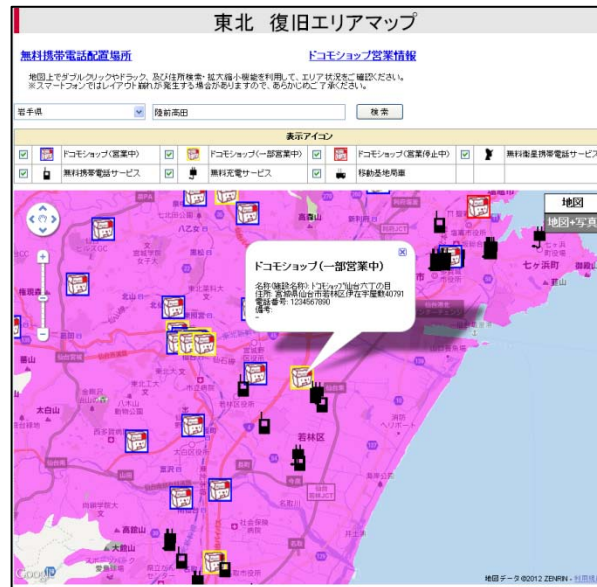


Functional
enhancement

Faster disclosure

Improved visibility

Greater versatility



NTT
docomo



Appendices

Cellular (Xi + FOMA + mova) MOU

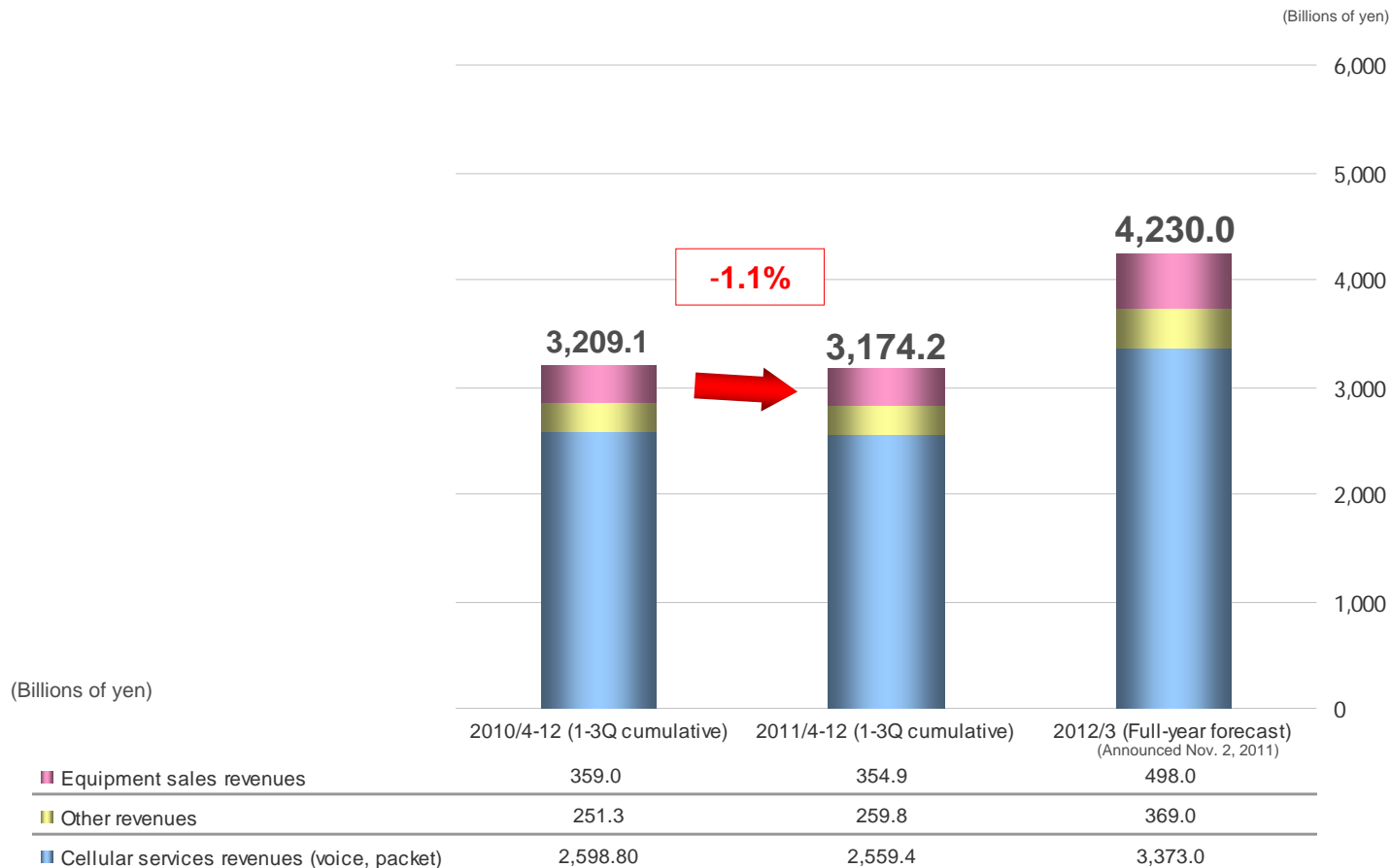
- FY2011/1-3Q (cumulative) MOU: 128 minutes (down 4.5% year-on-year)



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

Operating Revenues

U.S. GAAP



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

Operating Expenses

U.S. GAAP

(Billions of yen)

5,000

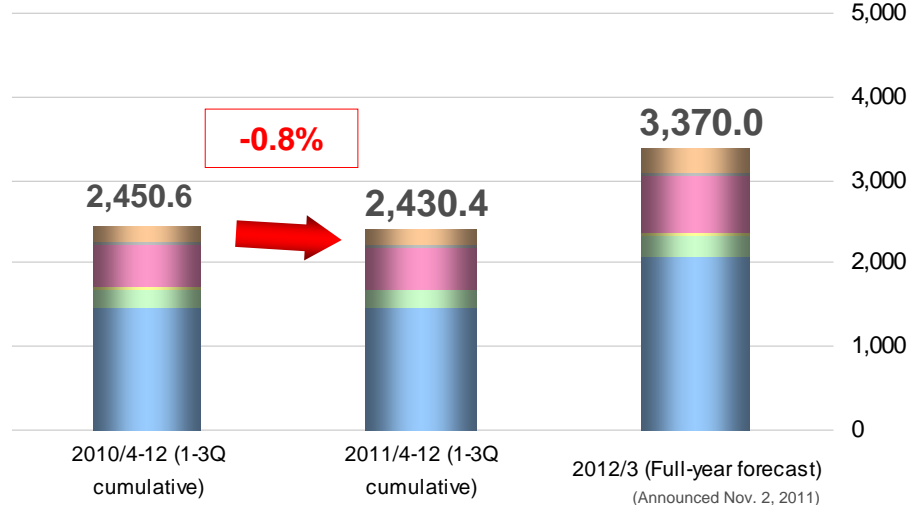
4,000

3,000

2,000

1,000

0



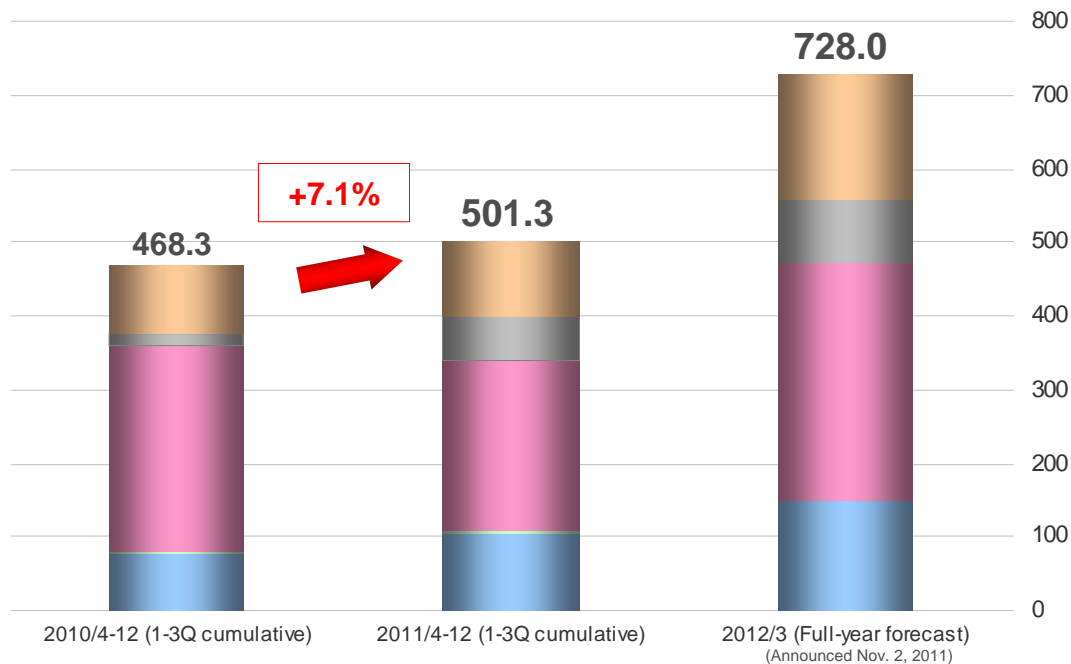
(Billions of yen)

	2010/4-12 (1-3Q cumulative)	2011/4-12 (1-3Q cumulative)	2012/3 (Full-year forecast) (Announced Nov. 2, 2011)
■ Personnel expenses	195.7	204.3	273.0
■ Taxes and public duties	29.1	29.2	39.0
■ Depreciation and amortization	496.1	488.6	684.0
■ Loss on disposal of property, plant and equipment and intangible assets	23.1	21.0	49.0
■ Communication network charges	211.6	193.8	219.0
■ Non-personnel expenses	1,495.00	1,493.5	2,106.0
(Incl.) Revenue-linked expenses*	828.7	822.7	1,144.0
(Incl.) Other non-personnel expenses	666.3	670.8	962.0

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

Capital Expenditures

(Billions of yen)



(Billions of yen)

2010/4-12 (1-3Q cumulative)

2011/4-12 (1-3Q cumulative)

2012/3 (Full-year forecast)
(Announced Nov. 2, 2011)

■ Other (information systems, etc.)

92.1

101.8

170.0

■ Mobile phone business (LTE)

18.0

59.5

86.0

■ Mobile phone business (FOMA)

277.3

232.6

323.0

■ Mobile phone business (mova)

4.6

1.1

1.0

■ Mobile phone business (Other)

76.3

106.4

148.0

Operational Results and Forecasts

			2010/4-12 (1Q-3Q) (1)	2011/4-12 (1Q-3Q) (2)	Changes (1) → (2)	2012/3 (Full-year forecast)	
Cellular phone	Number of subscriptions (thousands)* ¹		57,210	59,624	+4.2%	60,210	
	mova		1,636	523	-68.0%	-	
	FOMA		55,572	57,962	+4.3%	58,890	
	Xi		1	1,139	+92837.1%	1,330	
	i-mode		48,530	44,737	-7.8%	43,310	
	sp-mode		936	6,971	+644.9%	9,450	
	Communication module services		1,878	2,263	+20.5%	2,370	
	Handsets sold (thousands) (Including handsets sold without involving sales by DOCOMO)		Total handsets sold	13,587	15,411	+13.4%	-
	mova		New	5	1	-77.0%	-
			Replacement	3	1	-67.9%	-
	FOMA		New	3,478	3,586	+3.1%	-
			Migration from mova	1,056	555	-47.5%	-
			Other* ²	9,044	10,112	+11.8%	-
Churn rate (%)			0.46	0.53	+0.07 Points	-	
ARPU (Xi+FOMA+mova (yen))* ³			5,170	4,940	-4.4%	4,870	
MOU (Xi+FOMA+mova) (minutes))* ³			134	128	-4.8%	-	

*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.

FY2011/3Q (3 months) Financial Results

	2010/10-12 (3Q) ⁽¹⁾	2011/10-12 (3Q) ⁽²⁾	Changes (1) →(2)
Operating revenues (Billions of yen)	1,071.0	1,061.2	-0.9%
Cellular services revenues (Billions of yen)	863.3	850.6	-1.5%
Operating expenses (Billions of yen)	843.9	825.9	-2.1%
Operating income (Billions of yen)	227.0	235.3	+3.6%
Income before income taxes (Billions of yen)	221.6	232.2	+4.8%
Net income attributable to NTT DOCOMO, INC. (Billions of yen)	134.2	95.6	-28.8%
EBITDA margin (%)*	38.1	38.7	+0.6 Points
Adjusted free cash flow (Billions of yen)*	109.2	43.3	-60.4%

◆ 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

49 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 (Xi+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 ended March 31, 2011	Nine months ended December 31, 2010	Nine months ended December 31, 2011
a. EBITDA	¥ 1,565.7	¥ 1,268.3	¥ 1,244.8
Depreciation and amortization	(693.1)	(496.1)	(488.6)
Loss on sale or disposal of property, plant and equipment	(27.9)	(13.7)	(12.5)
Operating income	844.7	758.5	743.8
Other income (expense)	(9.4)	(9.9)	0.3
Income taxes	(337.8)	(303.4)	(342.5)
Equity in net income (losses) of affiliates	(5.5)	0.4	(7.9)
Less: Net (income) loss attributable to noncontrolling interests	(1.5)	(1.7)	0.9
b. Net income attributable to NTT DOCOMO, INC.	490.5	444.0	394.6
c. Operating revenues	4,224.3	3,209.1	3,174.2
EBITDA margin (=a/c)	37.1%	39.5%	39.2%
Net income margin (=b/c)	11.6%	13.8%	12.4%

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 ended March 31, 2011	Nine months ended December 31, 2010	Nine months ended December 31, 2011
a. Operating income	¥ 844.7	¥ 758.5	¥ 743.8
b. Operating income after tax effect (=a*(1-effective tax rate))	500.1	449.0	440.3
c. Capital employed	5,262.5	5,346.5	5,262.8
ROCE before tax effect (=a/c)	16.1%	14.2%	14.1%
ROCE after tax effect (=b/c)	9.5%	8.4%	8.4%

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

Capital employed (for nine months) = The average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities), each as of March 31, 2010 (or 2011) and December 31, 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 ended March 31, 2011	Nine months ended December 31, 2010	Nine months ended December 31, 2011
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 589.8	¥ 394.1	¥ 316.0
Irregular factors (1)	-	(171.0)	(163.0)
Changes in investments for cash management purposes(2)	241.9	11.5	(191.3)
Free cash flows	831.7	234.6	(38.3)
Net cash used in investing activities	(455.4)	(519.9)	(746.9)
Net cash provided by operating activities	1,287.0	754.5	708.6

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.



NTT
docomo