

docomo

Results for the first six months of the fiscal year ending March 31, 2013

October 26, 2012

Special Note Regarding 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 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.

I	FY20	12/1H (1+2Q cumulative) Results Highlights
П	DOCOMO's competition strategies	
	1	Product lineup "uniquely available" from DOCOMO
	2	Further evolution of Xi as the frontrunner of LTE
	3	Reinforcement of "docomo cloud"
Ш	Future business management	
	1	Expansion of new business areas
	2	New growth indicator: "smart ARPU"
	3	Reinforcement of business foundation
	4	Balancing business expansion and shareholder return

FY2012/1H Results Highlights



- Operating revenues increased but operating income decreased from the same period of prior year
- Smartphone sales and Xi subscriptions recorded remarkable increase

Operating revenues: \(\frac{4}{2}\),207.3 billion (Up 4.5% year-on-year) Operating income: ¥471.1 billion (Down 7.4% year-on-year)

(Results highlights)

- Packet revenues: ¥975.6 billion (Up 7.6% year-on-year)
- Total handsets sold: 11.84 million units (Up 14.4% year-on-year)
- No. of smartphones sold: 6.44 million units (Up 77.6% year-on-year)
- Xi subscriptions: 6.20 million (Up 178.6% from Mar. 31, 2012)



Selected Financial Data

U.S. **GAAP**

(Billions of yen)	FY2011/1H (1)	FY2012/1H (2)	Changes (1) → (2)
Operating revenues	2,113.0	2,207.3	+94.3
Cellular services revenues	1,708.8	1,644.1	-64.8
Operating expenses	1,604.5	1,736.2	+131.7
Operating income	508.5	471.1	-37.4
Net income attributable to NTT DOCOMO, INC.	299.0	285.9	-13.1
EBITDA margin (%)*1	39.5	36.5	-3.0
Adjusted free cash flow*1 *2	272.8	56.2	-216.6

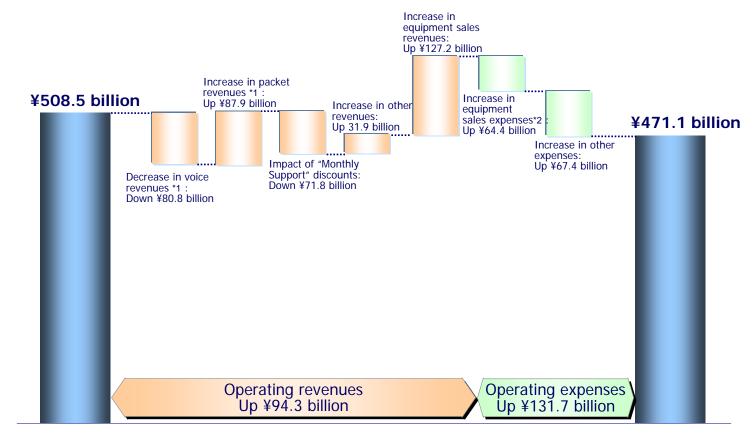
Consolidated financial statements in this document are unaudited.

^{*1} 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

^{*2} Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal term, effects caused by transfer of receivables of telephone charges to NTT FINANCE CORPORATION and changes in investments for cash management purposes with original maturities of longer than three months.

Key Factors Behind YOY Changes in Operating Income





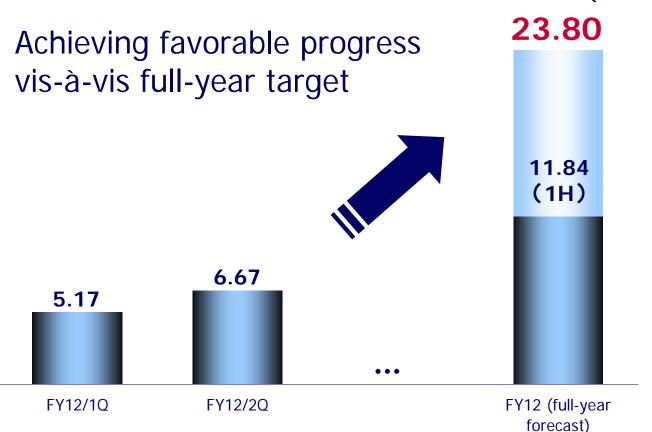
FY11/1H FY12/1H

^{*1:} Excluding impact of "Monthly Support" discounts

^{*2:} Sum of cost of equipment sold and commissions to agent resellers

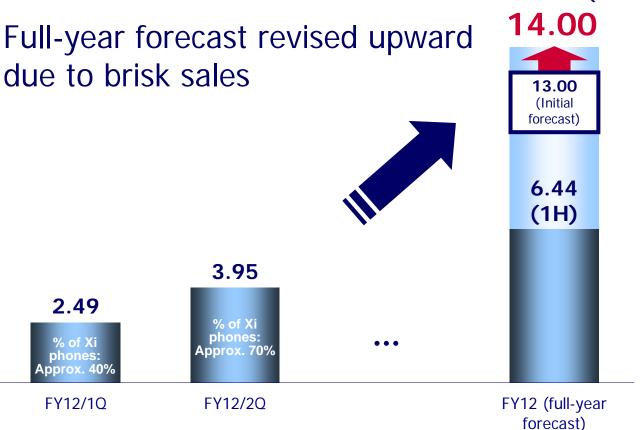
Total Handset Sales

(Million units)



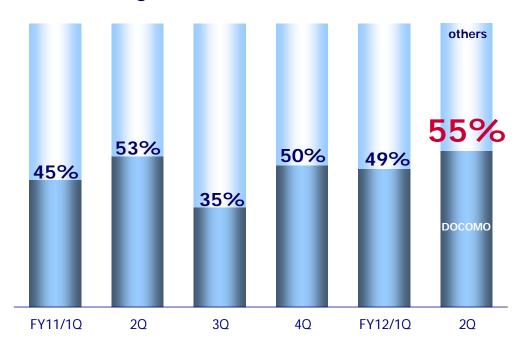
Smartphone Sales

(Million units)



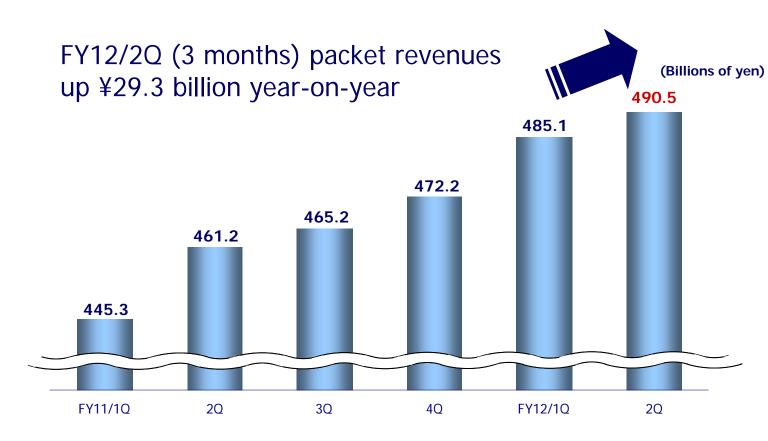
Market Share of Smartphones Sold*

DOCOMO's market share of smartphones sold maintained higher than subscriber market share



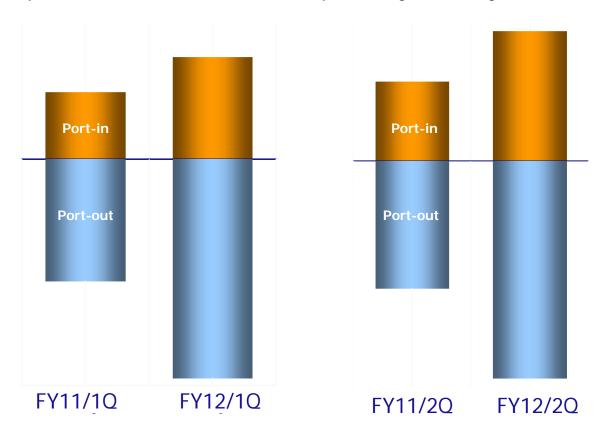
^{*} Market share distribution among top 4 carriers in Japan offering devices carrying any of the 4 OSs (Android/iOS/WindowsMobile • WindowsPhone/BlackBerry) in the mobile phone category, based on survey of track record of sales at major mass retailers across Japan by GfK Japan (Tablet devices not included)

Expansion of Packet Revenues



MNP Performance

Competition for MNP subscribers has intensified No. of port-in subs to DOCOMO: Up 60% year-on-year (Apr.-Sept. 2012)



FY2012 Forecasts < Revised>

U.S. GAAP

	FY2012 Initial forecast	FY2012 Revised forecast	Changes (1)→ (2)
Operating revenues (Billions of yen)	4,450	4,520	+70
Operating income (Billions of yen)	900	820	-80
Net Income Attributable to NTT DOCOMO, INC. (Billions of yen)	557	507	-50
Capital expenditures (Billions of yen)	735	749	+14
Adjusted free cash flow*1 *2 (Billions of yen)	440	240	-200
No. of net additions (Millions subs)	2.8	2.0	-0.8

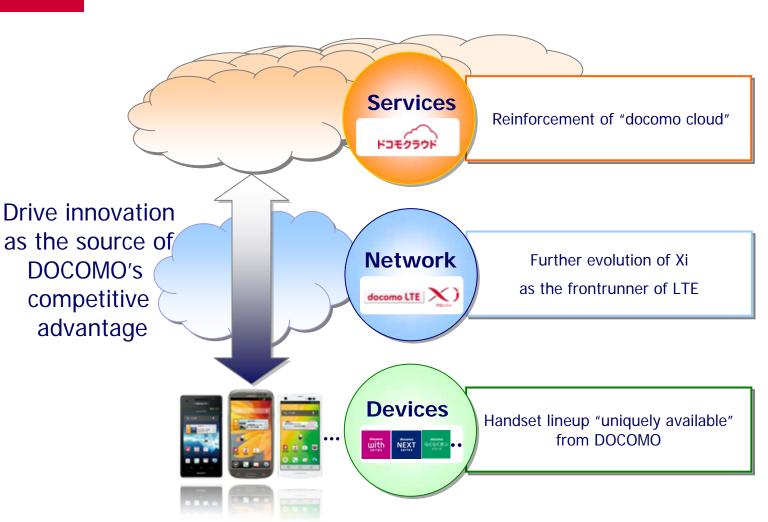
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FY2012/1H (1+2Q cumulative) Results Highlights DOCOMO's competition strategies П Product lineup "uniquely available" from DOCOMO Further evolution of Xi as the frontrunner of LTE 3 Reinforcement of "docomo cloud" \blacksquare Future business management Expansion of new business areas New growth indicator: "smart ARPU" Reinforcement of business foundation 3 Balancing business expansion and shareholder return 4

DOCOMO's Competition Strategies



Product Lineup "Uniquely Available" from DOCOMO



Sold approx. 800,000 units in 3 months after release

Sold approx. 300,000 units in 3 months after release









Global model installed with "features highly sought by Japanese users"





World's first Raku-Raku Smartphone designed in pursuit of extreme "ease of use"



Google account not required

Touch panel that prevents erroneous inputs

Customization using DOCOMO's advanced technologies

Product Lineup "Uniquely Available" from DOCOMO



2012 Winter collection

Ultra high-speed Xi smartphones best suited to lifestyle needs

Japan's fastest 100Mbps*: 11 models (All smartphones)

Quad core CPU: 6 models

Large-capacity battery: 6 models

NOTTV
V-High multimedia
broadcasting:
7 models

NFC-compatible: 5 models



^{*} Maximum downlink transmission speed supported by Xi-enabled models in 2012 winter collection

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Further evolution of Xi as the frontrunner of LTE



Extensive Coverage & Further Speed Enhancement

Population coverage* in ordinance-designated cities

100% (already achieved)

Planned population coverage

75% (As of Mar. 31, 2013)

X

Max. downlink speed 100Mbps

2012 Winter smartphones **All models compatible**

Max. downlink speed

112.5Mbps

(Within FY12)

Planned no. of Xi base stations

23,000

(As of Mar. 31, 2013)

DOCOMO stays one step ahead

* Population coverage in ordinance-designated cities is calculated based on availability of communication service in the locations of the city office (in the case of ordinance-designated cities) or ward office (in the case of 23 special wards of Tokyo)

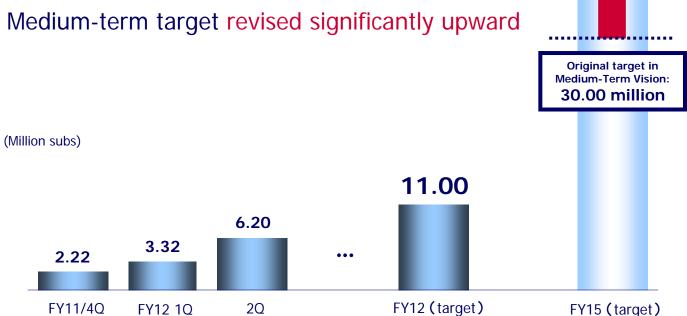
Growth of Xi Subscriptions



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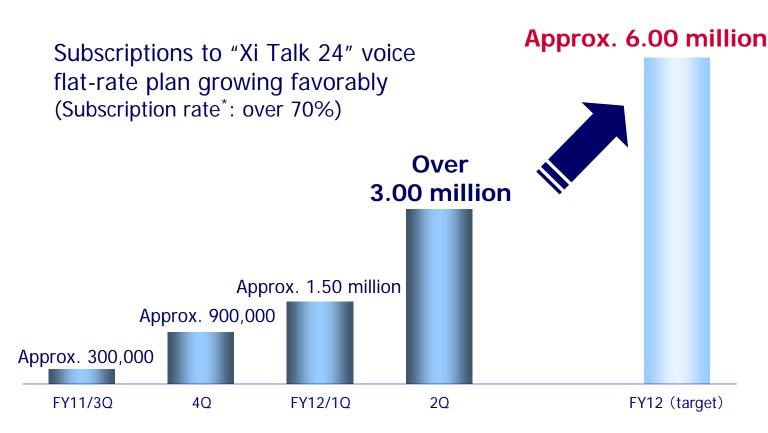
million

- Xi subscriptions growing faster than expected
- Medium-term target revised significantly upward



Expanded Adoption of "Xi Talk 24" docomo LTE XXX

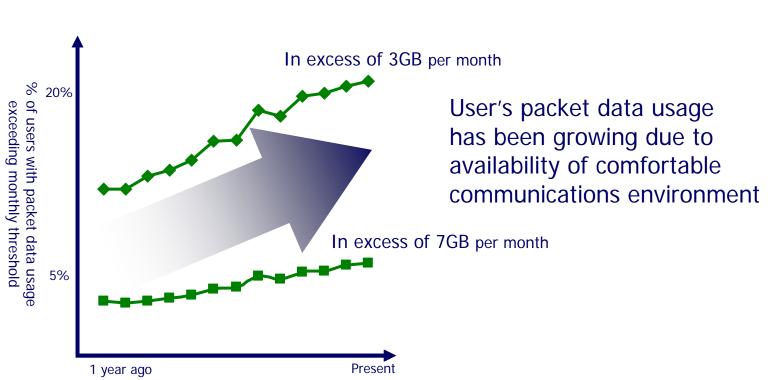




^{*} Percentage of users subscribing to "Xi Talk 24" among total number of Xi comprehensive billing plan subs (as of end of September 30, 2012)

Growth of Smartphone Packet Usage

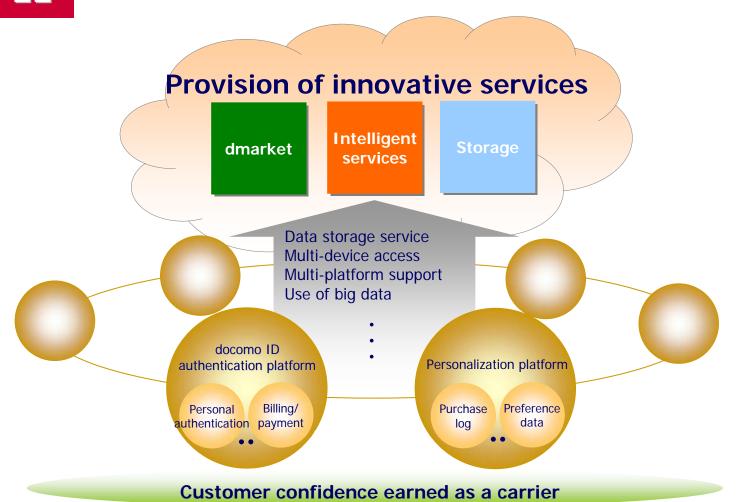
docomo LTE



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Ш		re business management
	1	re business management Expansion of new business areas

"docomo cloud" - Platform Enrichment FJE 550K





"docomo cloud" - 3 key directions





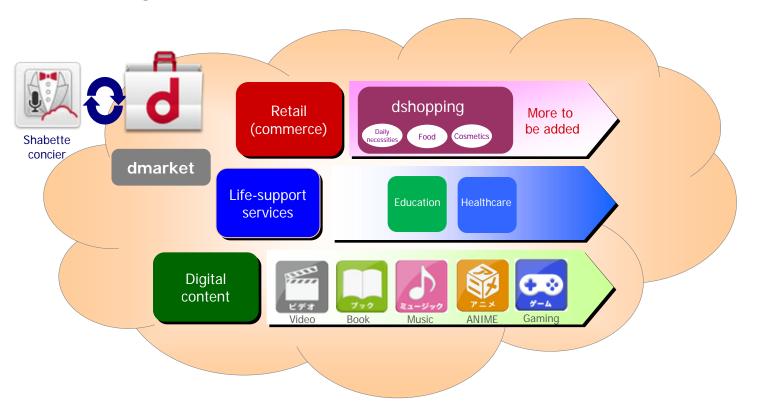
Generate new revenues through "state-of-the-art service development"



Evolution of dmarket



- Expansion into retail business -



Expand products handled by dmarket

—from digital content to physical merchandise

"dgame" (Planned for launch late November)





DOCOMO to enter gaming market as a "servicer" to provide a safe and secure usage environment



Aim to acquire 10 million users and expand revenue size to ¥15 billion (in 2 years after service launch)

:Main

merchandise

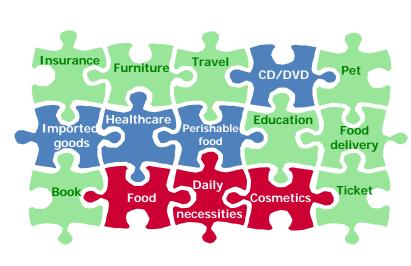
"dshopping" (Planned for launch Mid-December)

Merchandise

planned for

expansion in future





Merchandise

currently handled

Expand business by handling physical merchandise to address new revenue opportunities



Aim to grow transaction amounts to approx. 20.0 billions of yen (in 2 years after service launch)

2012 April

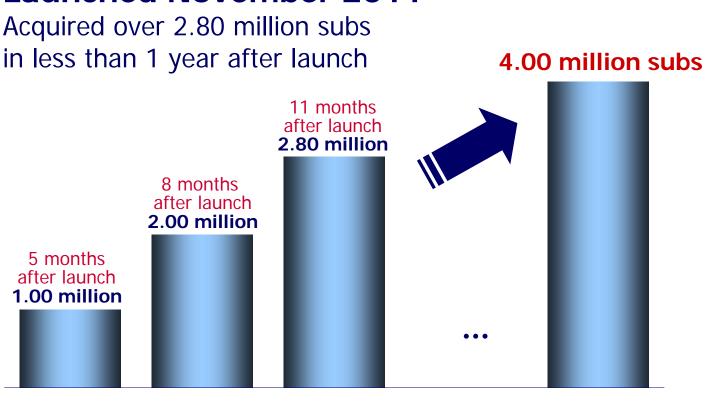
VIDEO Store



FY12 (target)

Launched November 2011

July



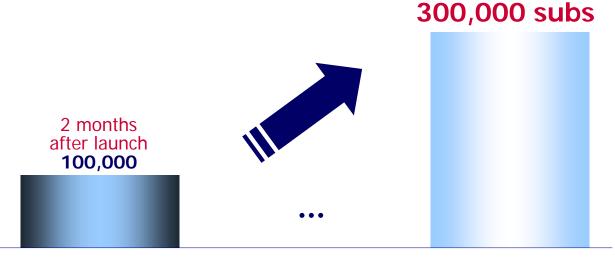
October

ANIME Store



Launched July 2012

Off to a good start toward full-year target



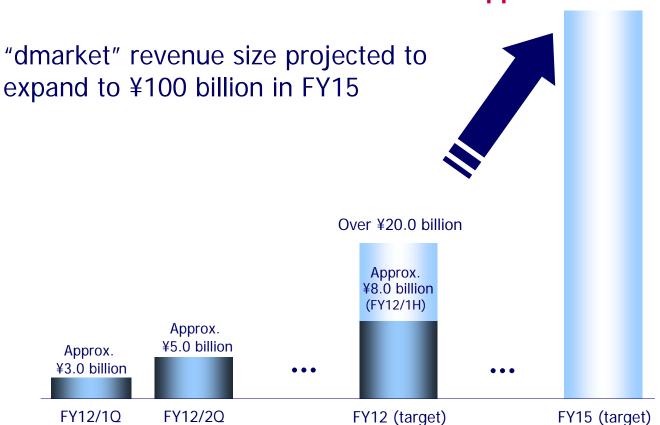
2012 September

FY12 (target)

"dmarket" Revenues Growth



Approx. ¥100 billion



Intelligent Services



Advancement of "Shabette Concier" voice agent function

- Addition of "Shabette Chara" characters
 (35 characters upon service launch; more characters to be added progressively)
- Strengthened linkage with i-concier, dmarket



- Characters lend their voice and personality to "Shabette Concier" voice-agent function
- Provided by each content provider as paid service

Intelligent Services



"Hanashite Hon'yaku" speech translation service (former "Translator Phone" service)



CEATEC JAPAN 2012

US Media Panel Innovation Award

Grand Prize

Service planned for launch on Nov. 1, 2012

"Utsushite Hon'yaku" (Translation service based on text recognition technology)

Service launched on Oct. 11, 2012

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Ш	Future 1	
Ш	1	Expansion of new business areas

Growth of New Businesses

Finance/

Payment

Commerce

Media/

Content

Dynamic shift of managerial resources (human/material/financial resources) Harvesting phase Mobile Phone insurance Proxy bill collection **Packet** Oak Lawn Marketing Voice Stable cash generation Maintain profit margin

Market injection phase

Aggregation /Platform

net, mobile Buongiorno



docomo DriveNet PS Vita



Smartphone Anshin Remote Support



docomo Healthcare



Environment/ Bicycle sharing **Environment sensing**



DOCOMO's subscriber base

Growth phase

Mobile credit

Tower Records

Radishbo-ya

dmarket

NOTTV

Target Revenues from New Businesses

Approx. ¥1 trillion

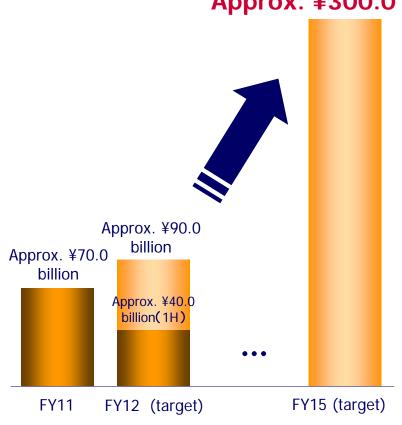


FY11 FY12 (target)

FY15 (target)

Media/Content Business

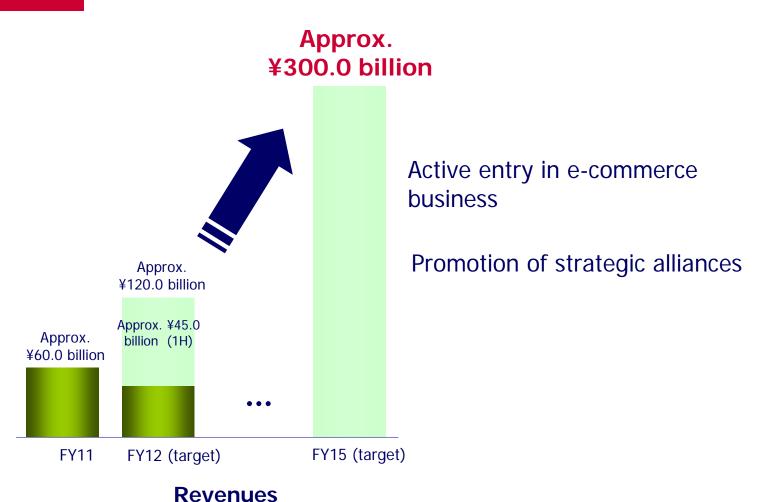




Music/book/video/gaming/ broadcasting businesses expanding steadily after a good start

Revenues

Commerce Business



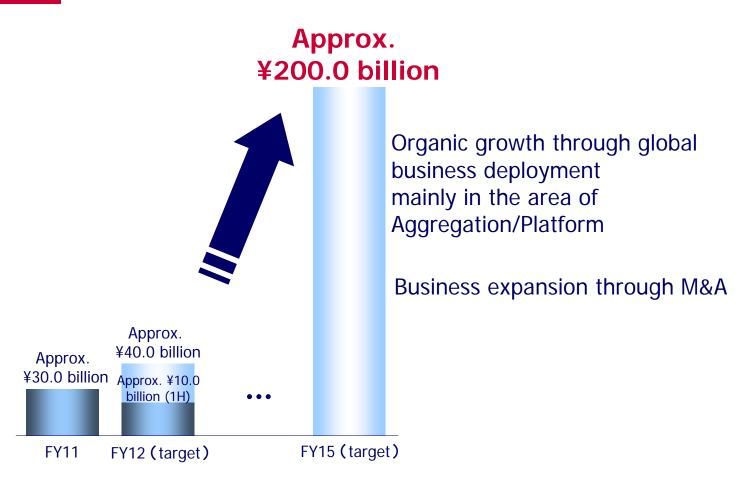
Finance/Payment Business



Steadfast increase of revenues from credit business and bill collection service

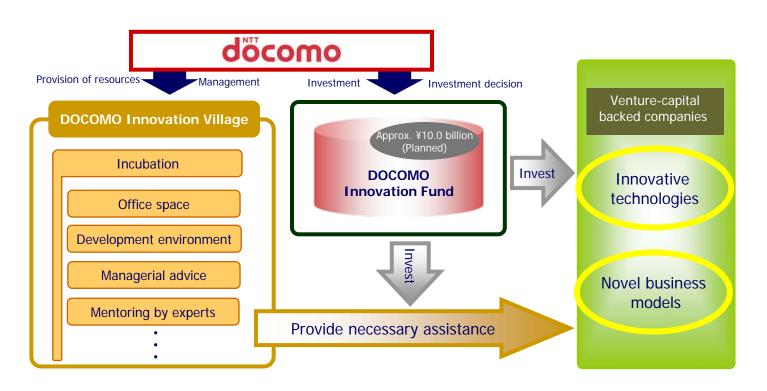
Revenues

Global Revenues from New Businesses



Revenues

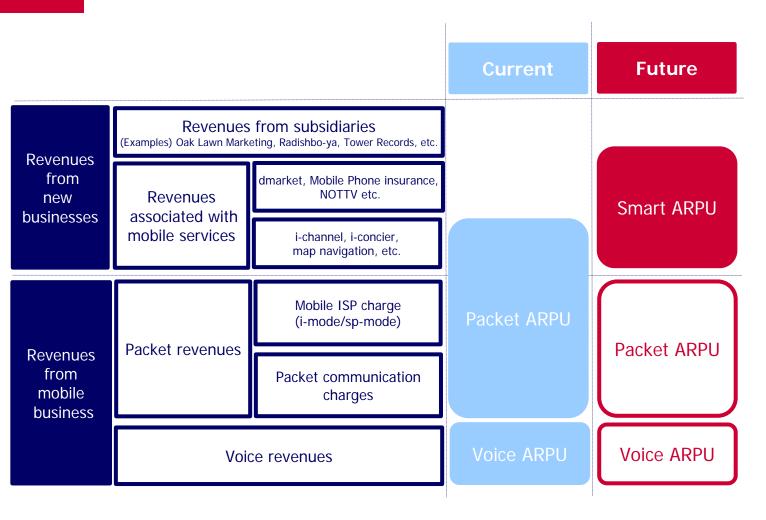
Establishment of DOCOMO Innovation Fund



Incubation/venture investments toward creation of new services

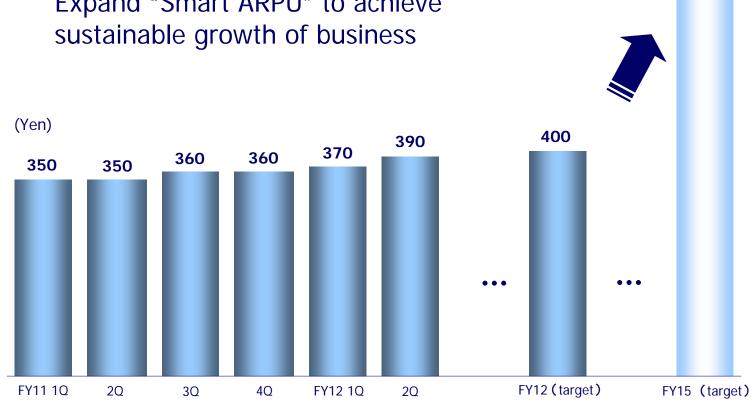
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New Growth Indicator: "Smart ARPU"



Growth of Smart ARPU





Approx. 2-fold (Compared to FY11)

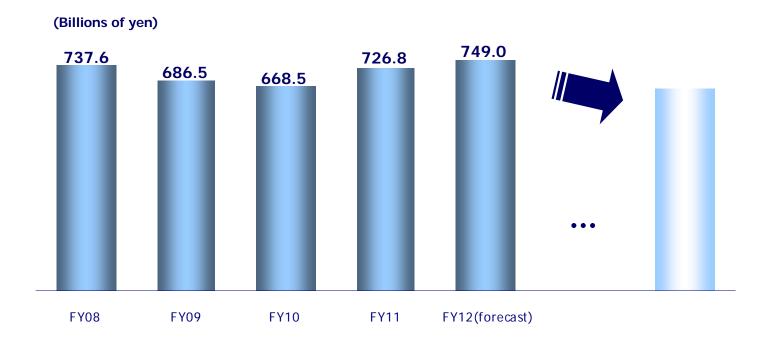
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Reinforcement of Business Structure

Cut costs by ¥200.0 billion (compared to FY11 level) Shift managerial resources to new business areas **Build up management** strength through structural reform Improve cost efficiency of core mobile business

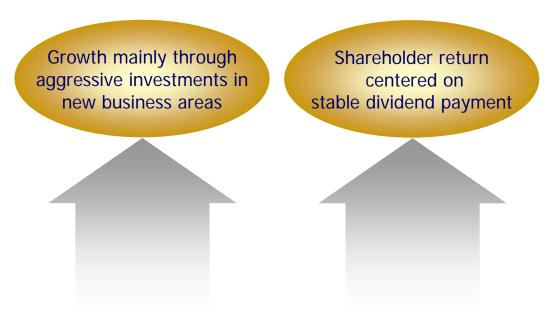
Improved Efficiency of Capital Expenditures

Reduce annual CAPEX to below ¥700.0 billion over the medium term



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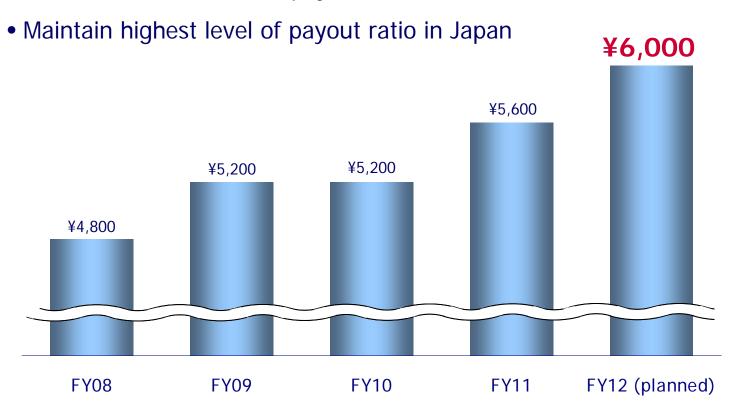
Balancing Business Expansion and Shareholder Return



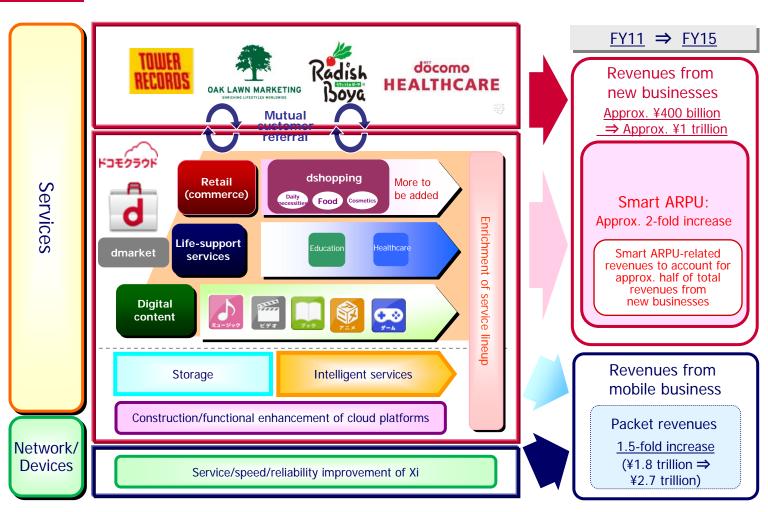
Stable generation of free cash flow

Return to Shareholders

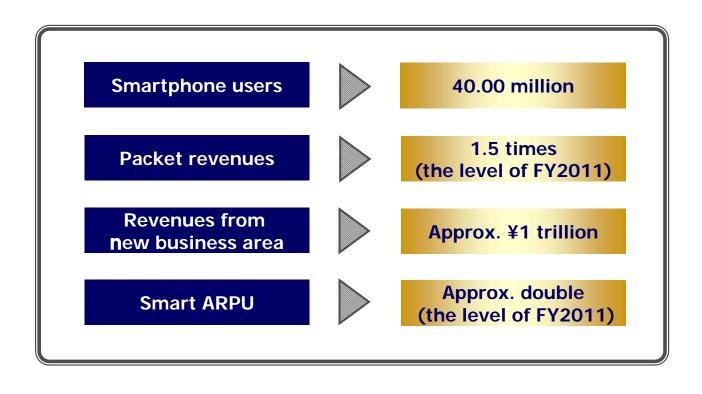
Continue stable dividend payment



Actions for Further Growth: Overview



Key Indicators: Medium-Term Targets (for FY2015)



docomo

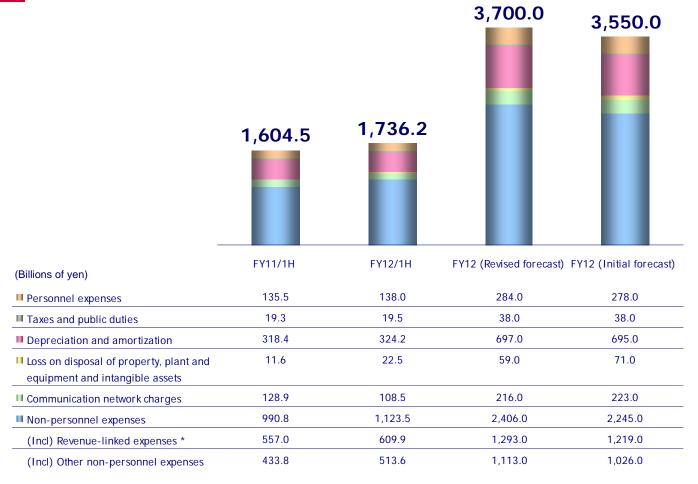
Appendices

Operating Revenues



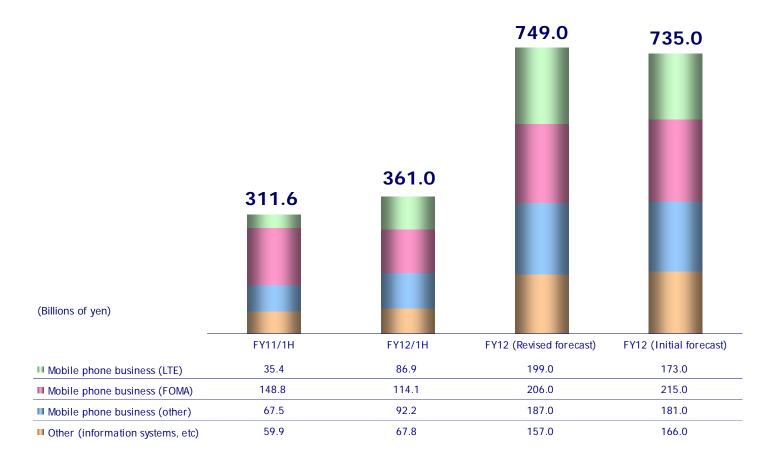
^{◆ &}quot;International services revenues" are included in "Cellular services revenues (voice, packet)"

Operating Expenses



^{*} Revenue linked expenses: Cost of equipment sold + commissions to agent resellers + cost of docomo point service

Capital Expenditures



Operational Results and Forecasts

					FY2011/1H	FY2012/1H	Changes (1) → (2)	FY2012 (Full-year forecast)
	Nun	Number of subscriptions (thousands)			58,993	60,787	+1,793	62,140
		FOMA			57,862	54,588	-3,274	50,420
		Xi			389	6,198	+5,810	11,720
		i-mode			46,183	37,356	-8,828	32,920
		sp-mode			5,375	14,289	+8,914	19,000
		Communica	ition mo	dule services	2,125	2,680	+555	-
	Net a	additional subs	scriptions	s (thousands)	983	657	-326	2,010
Cellular phone			Total	handsets sold	10,345	11,837	+1,492	-
				New	373	1,157	+784	-
lular	1	ndsets sold nousands)	Xi	Replacement	3	2,994	+2,991	-
pho.	(Inclu	ding handsets		Other*	2	176	+174	-
one		thout involving by DOCOMO)		New	2,354	2,280	-74	-
		,	FOMA	Replacement	383	10	-374	-
				Other	7,229	5,220	-2,009	-
		Churn	rate (%)	0.50	0.77	+0.27	-
		Aggregate	ARPU (yen)	5,230	4,900	-330	4,850
	\	oice ARPU (ye	e n)		2,310	1,850	-460	1,710
	F	Packet ARPU (yen)		2,570	2,660	+90	2,740
	5	Smart ARPU (y	en)		350	390	+40	400
		MOU ((minutes)	128	119	-9	-

Aggregate ARPU



- ◆ Definition of ARPU including the category of "Smart ARPU" applied retroactively
- ◆ For an explanation of ARPU, please see slide "Definition and Calculation Methods of MOU and ARPU" in this document

Impact of "Monthly Support" Discounts on Aggregate ARPU







Definition and Calculation Methods of MOU and ARPU

i. Definition of ARPU and MOU

a. 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 and other services that accompany our wireless services by the number of active subscriptions to our wireless services in the relevant periods. 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.

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

ii. ARPU Calculation Methods

Aggregate ARPU = Voice ARPU + Packet ARPU + Smart ARPU

- Voice ARPU : Voice ARPU Related Revenues (basic monthly charges, voice communication charges)
 / No. of active subscriptions
- Packet ARPU: Packet ARPU Related Revenues (basic monthly charges, packet communication charges)

/ No. of active subscriptions

- Smart ARPU : Revenues from providing services that accompany our wireless services (revenues from content and cloud services, collection of charges, mobile phone insurance service, advertising and others) / No. of active subscriptions

iii. 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 services, "Phone Number Storage" and "Mail Address Storage" services 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

The reconciliations for the year ending March 31, 2013 (Revised Forecasts) are provided to the extent available without unreasonable efforts. i. EBITDA and EBITDA margin

	Billions of yen			
	Year ending March 31, 2013 (Revised Forecasts)	Year ended March 31, 2012	Six months ended September 30, 2011	Six months ended September 30, 2012
a. EBITDA	¥ 1,546.0	¥ 1,583.3	¥ 834.1	¥ 806.6
Depreciation and amortization	(697.0)	(684.8)	(318.4)	(324.2)
Loss on sale or disposal of property, plant and equipment	(29.0)	(24.1)	(7.2)	(11.3)
Operating income	820.0	874.5	508.5	471.1
Other income (expense)	(6.0)	2.5	3.4	(5.5)
Income taxes	(310.0)	(402.5)	(207.6)	(184.2)
Equity in net income (losses) of affiliates	(5.0)	(13.5)	(5.8)	(0.5)
Less: Net (income) loss attributable to noncontrolling interests	8.0	3.0	0.5	5.0
b. Net income attributable to NTT DOCOMO, INC.	507.0	463.9	299.0	285.9
c. Operating revenues	4,520.0	4,240.0	2,113.0	2,207.3
EBITDA margin (=a/c)	34.2%	37.3%	39.5%	36.5%
Net income margin (=b/c)	11.2%	10.9%	14.2%	13.0%

Note: EBITDA and EBITDA margin, as we use them, are different from EBITDA as used in Item 10(e) of regulation S-K and may not be comparable to similarly titled measures used by other companies.

ii. Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes

	Billions of yen			
	Year ending March 31, 2013 (Revised Forecasts)	Year ended March 31, 2012	Six months ended September 30, 2011	Six months ended September 30, 2012
"Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes"	¥ 240.0	¥ 503.5	¥ 272.8	¥ 56.2
Irregular factors (1)	147.0	(147.0)	-	147.0
Effect of transfer of receivables(2)	(246.0)	-	-	(254.0)
Changes in investments for cash management purposes(3)	-	(220.5)	(310.2)	(20.3)
Free cash flows	141.0	136.0	(37.4)	(71.2)
Net cash used in investing activities	(776.0)	(974.6)	(661.8)	(458.2)
Net cash provided by operating activities	917.0	1,110.6	624.4	387.0

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

- (2) Effect of transfer of receivables represents the effect caused by the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION. Since the payment conditions of the consideration of claims transferred to NTT FINANCE CORPORATION are set approximately equivalent to our cash collection eyels history, an impact derived from the transferr receivables is not significant.
- (3) Changes in investments for each management purposes were derived from purchases, redemption at maturity and disposals of linear lain instruments held for each management purposes with original maturities of longer than three months. Net each used in investing active in investments of reach management purposes even derived from purchases, redemption at maturity and disposals of linear lain case in management purposes. Even the redemption in the case in management purposes even due in investing activities for the year ending March 31, 2013. The effect of changes in investments for each management purposes even due in investing activities for the year ending March 31, 2013 after the difficulties in forecasting used of filest.



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