



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

January 30, 2013

I**FY2012/1-3Q (cumulative) results highlights****II****Principal actions undertaken**

1

Further expansion of smartphones

2

Actions undertaken for Xi LTE service

3

Actions undertaken for new businesses

III**Other initiatives**

1

Reinforcement of business foundation

2

Return to shareholders

FY2012/1-3Q (cumulative) Results Highlights

- Recorded year-on-year increase in operating revenues but a decrease in operating income
- Smartphone sales and Xi subs increased remarkably

Operating revenues: ¥3,370.8 billion (Up 6.2% year-on-year)

Operating income: ¥702.2 billion (Down 5.6% year-on-year)

【Results highlights】

- Packet revenues: ¥1,476.9 billion (Up 7.7% year-on-year)
- Total handsets sold: 17.57 million units (Up 14.0% year-on-year)
- No. of smartphones sold: 9.69 million units (Up 75.2% year-on-year)
- Xi subscriptions: 8.68 million (Up 290% from Mar. 31, 2012)

Selected Financial Data

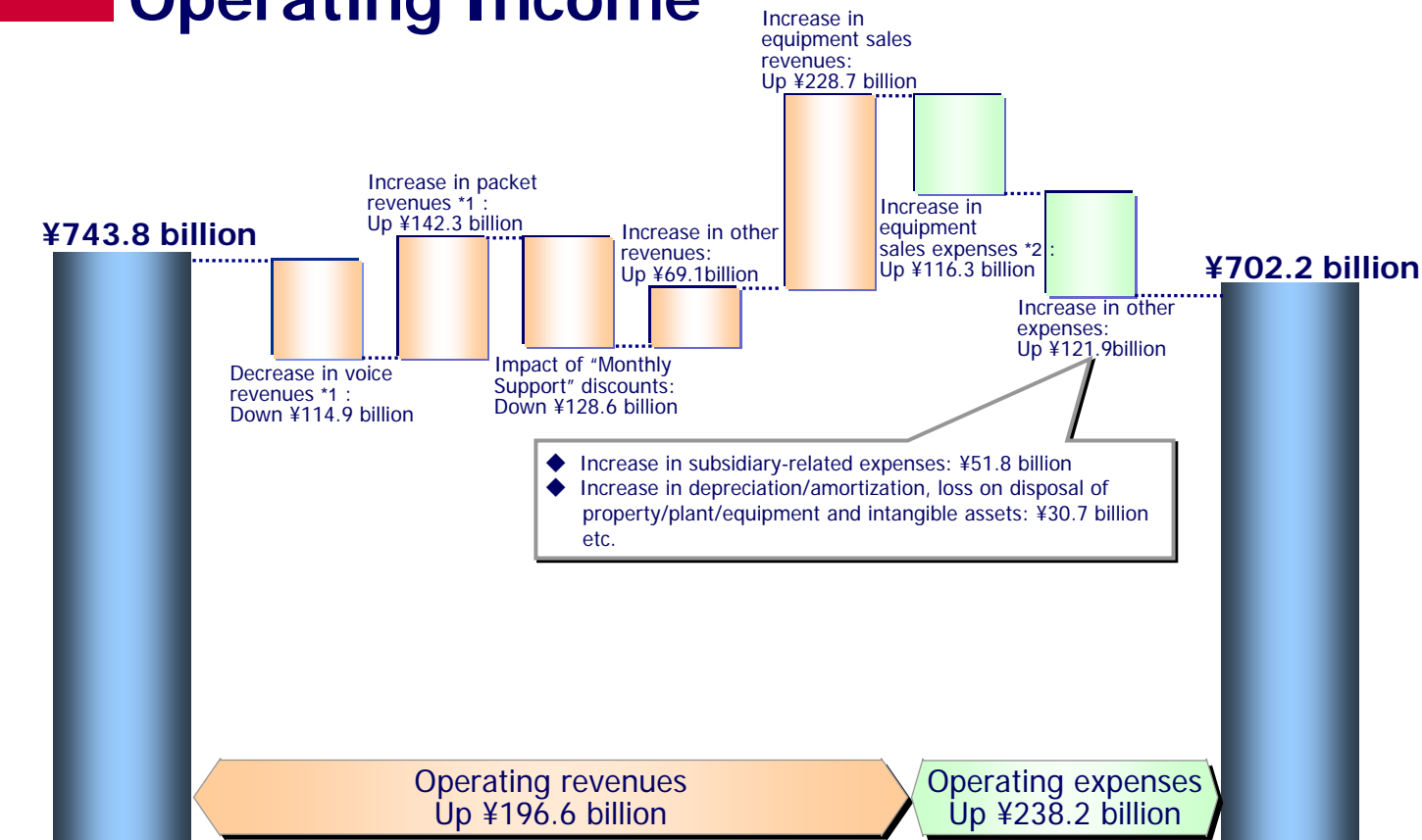
(Billions of yen)	FY2011/ Apr-Dec (1)	FY2012 Apr-Dec (2)	Changes (1) → (2)
Operating revenues	3,174.2	3,370.8	+196.6
Cellular services revenues	2,559.4	2,458.3	-101.1
Operating expenses	2,430.4	2,668.6	+238.2
Operating income	743.8	702.2	-41.6
Net income attributable to NTT DOCOMO, INC.	394.6	416.5	+21.9
EBITDA margin (%) ^{*1}	39.2	36.2	-3.0
Adjusted free cash flow ^{*1*2}	316.0	29.4	-286.6

◆ 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 caused by bank holidays at the end of the fiscal term or the 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



FY11/1-3Q
(cumulative)

FY12/1-3Q
(cumulative)

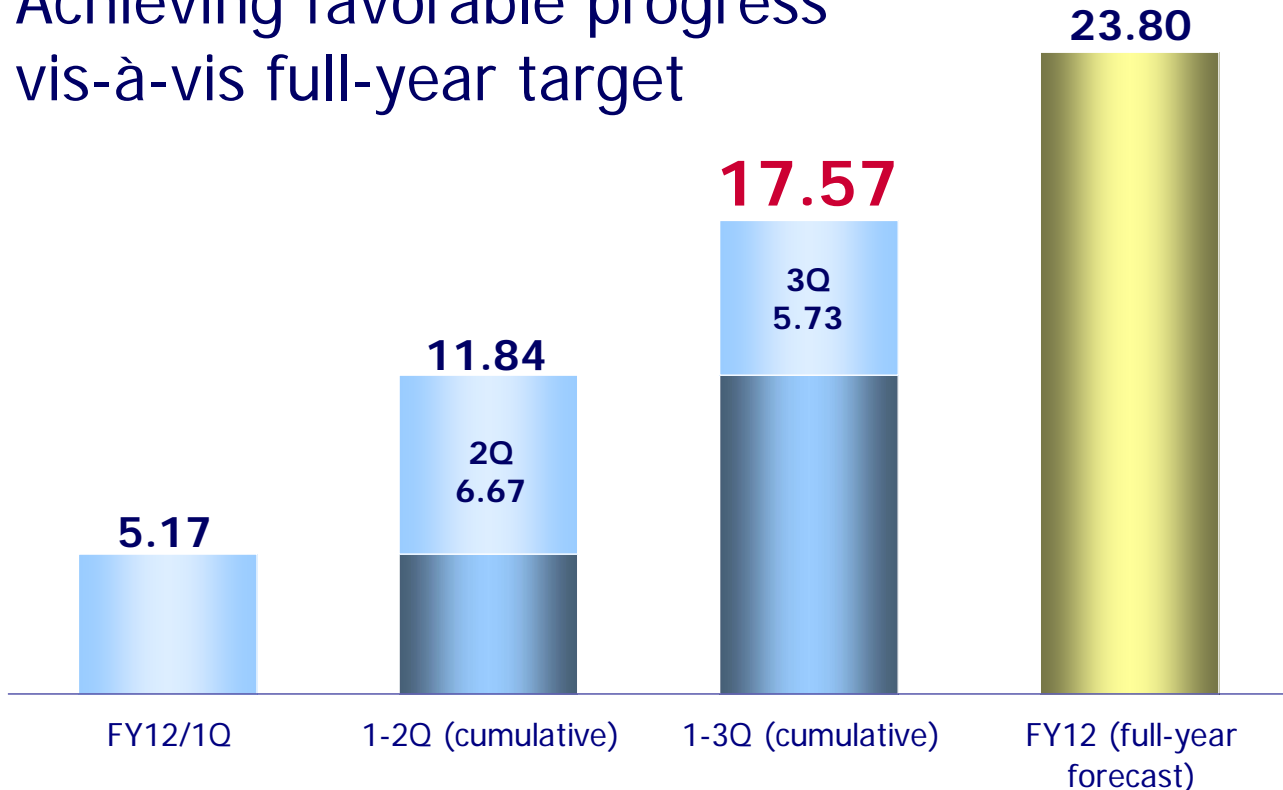
*1: Excluding impact of "Monthly Support" discounts

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

Total Handset Sales

(Million units)

Achieving favorable progress
vis-à-vis full-year target

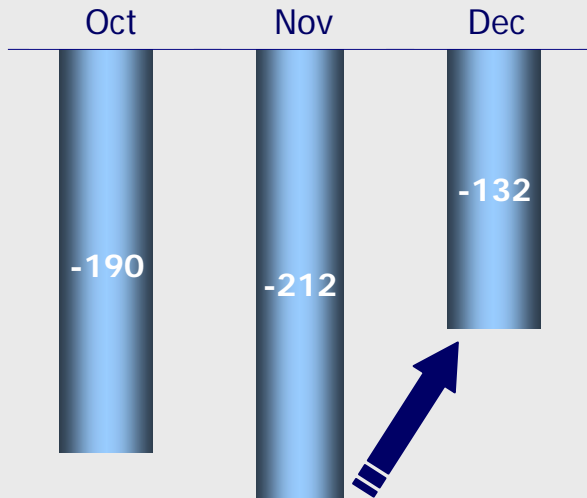


Net Adds Acquisition/MNP Performance

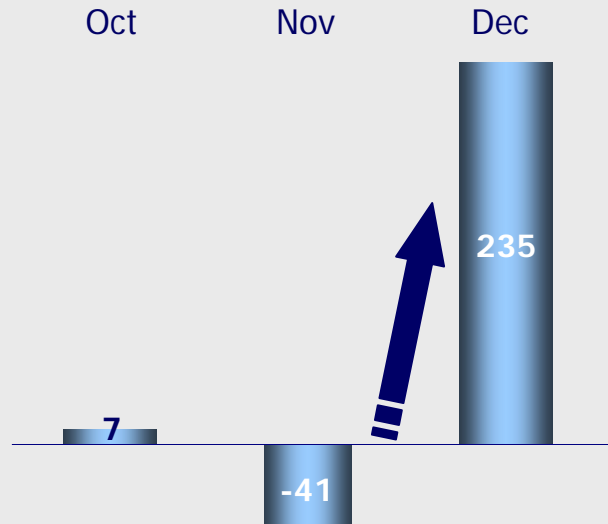
Signs of recovery after launch of
2012 winter handset models

(1,000 subs)

MNP



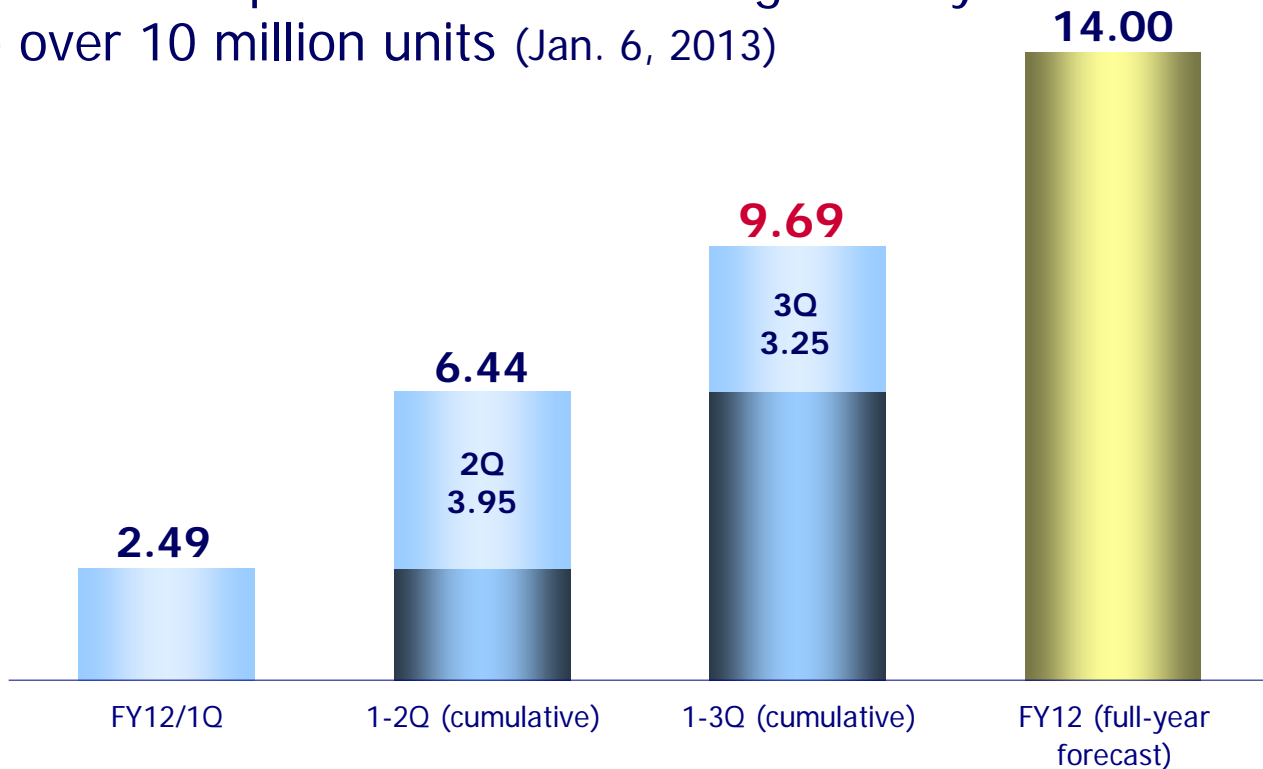
Net additions



Smartphone Sales

(Million units)

No. of smartphones sold increasing steadily to over 10 million units (Jan. 6, 2013)



Expansion of Xi Subscriptions

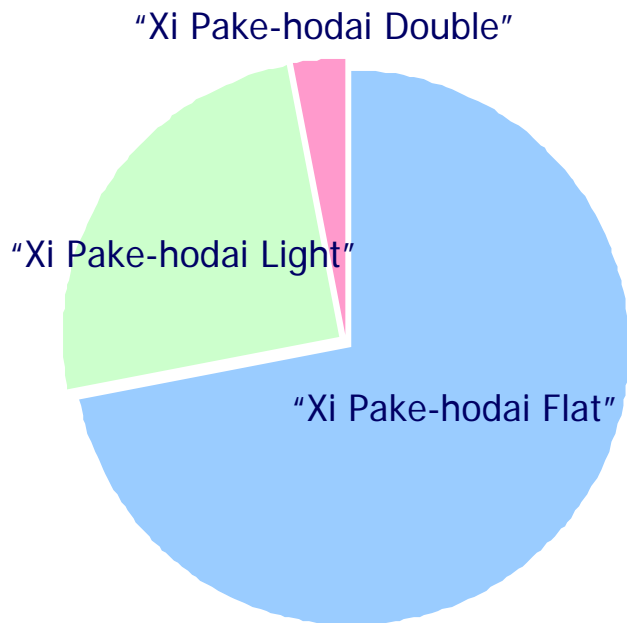
Xi subs growing faster than projected,
topping 9 million (Jan. 9, 2013)

(Million subs)

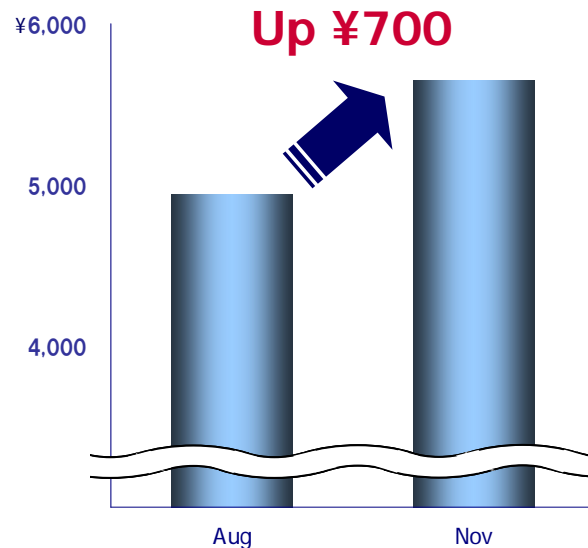


Xi Packet Flat-Rate Services

Launched new billing options in October 2012 to allow users to choose a plan best suited to their usage behavior



Subscription breakdown by plan
(As of Dec. 31, 2012)



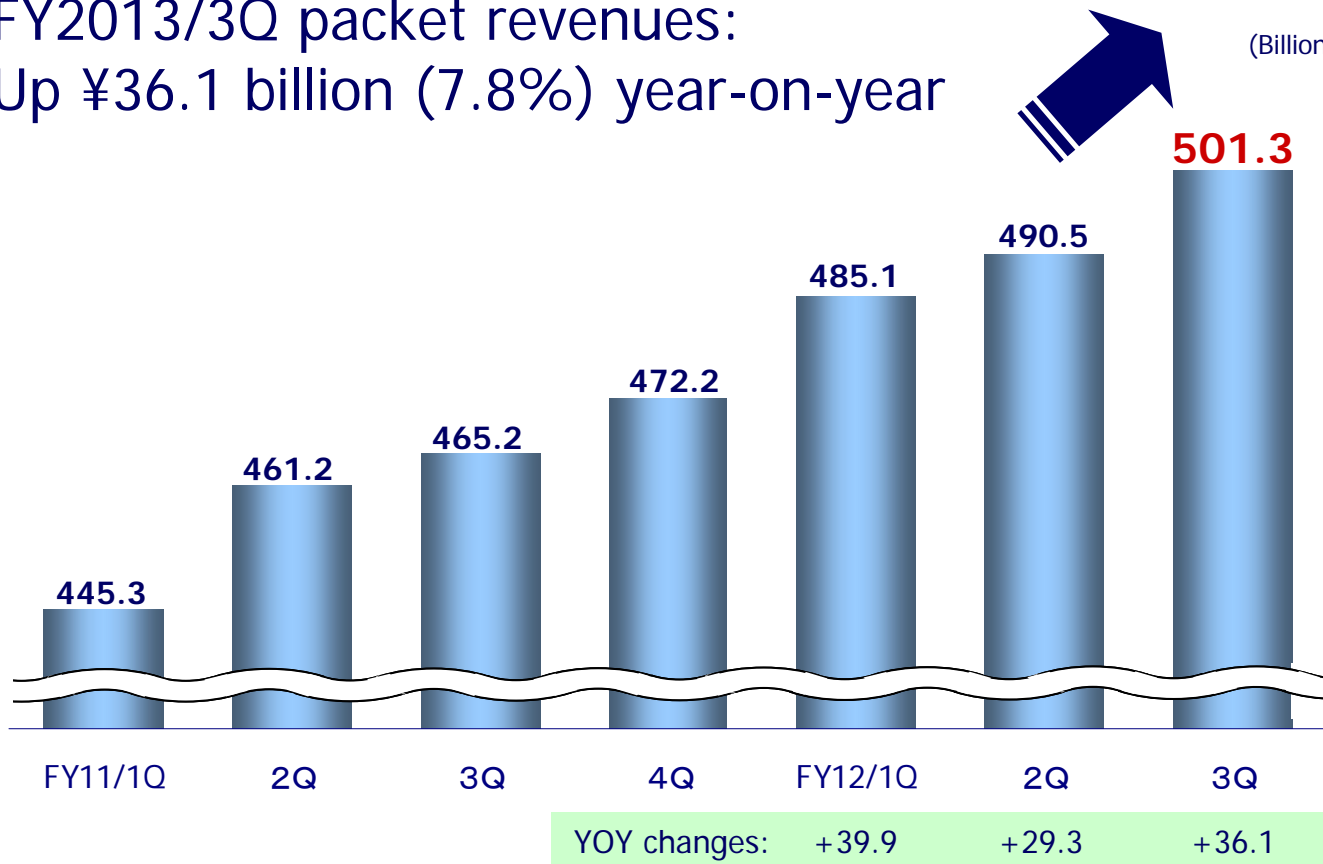
Average monthly packet revenue from Xi subs*

* Xi comprehensive plan subscribers

Expansion of Packet Revenues

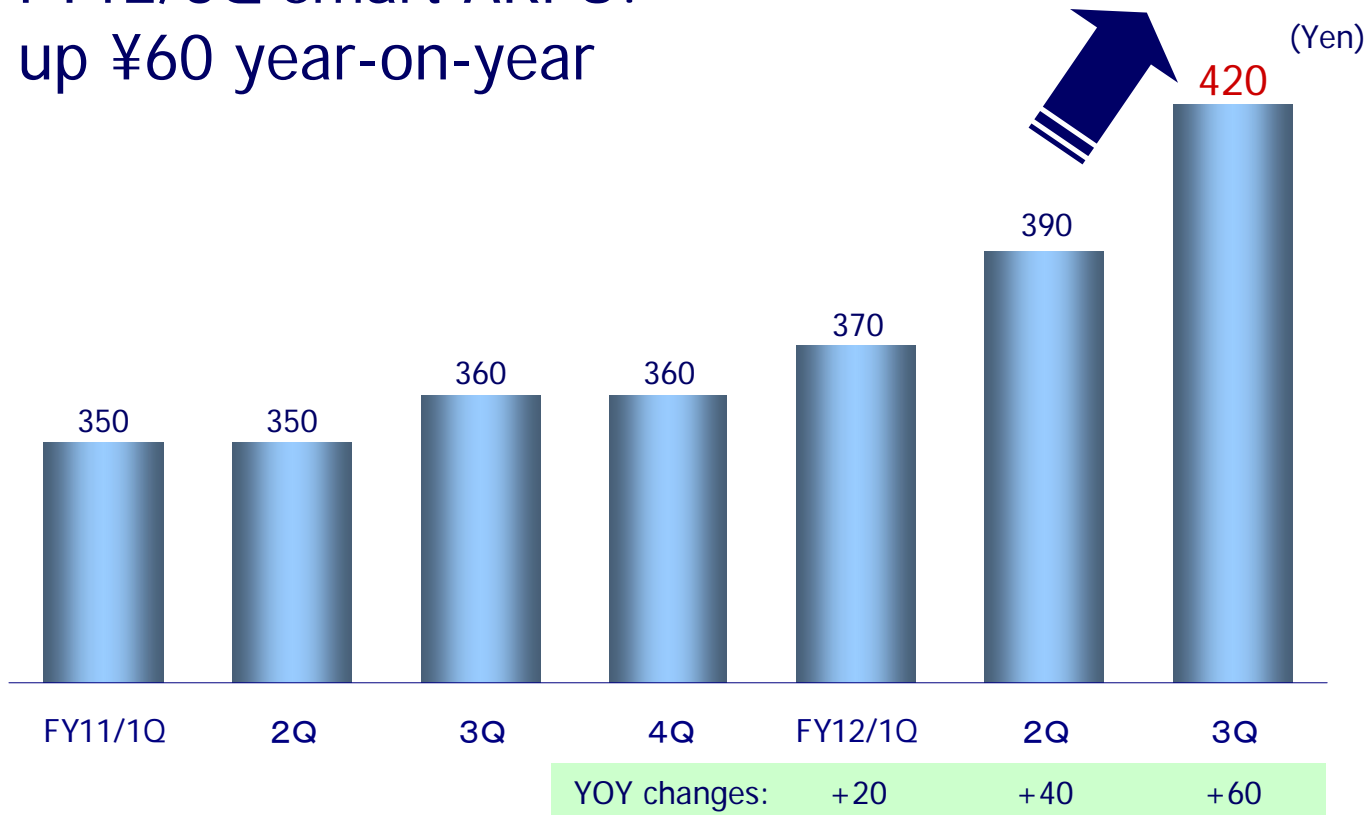
FY2013/3Q packet revenues:
Up ¥36.1 billion (7.8%) year-on-year

(Billions of yen)



Historical Growth of Smart ARPU

FY12/3Q smart ARPU:
up ¥60 year-on-year



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FY2012/1-3Q (cumulative) results highlights

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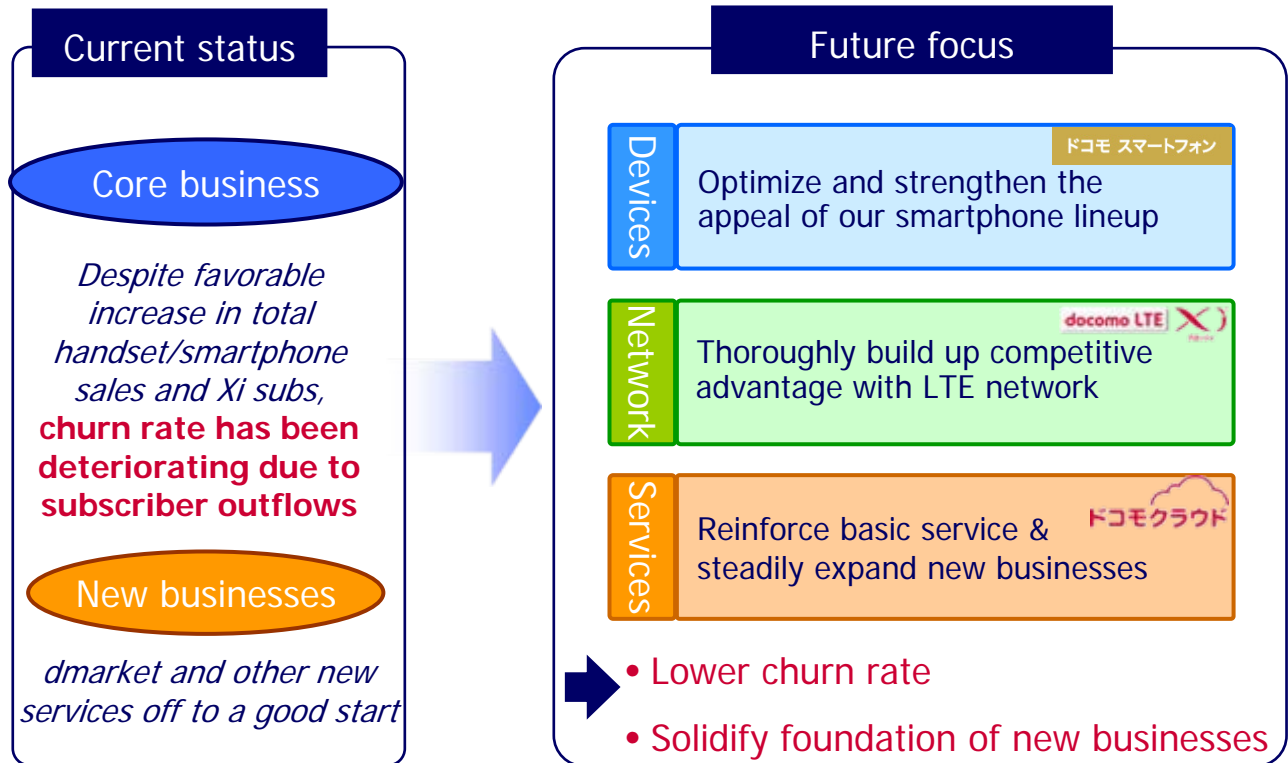
Reinforcement of business foundation

2

Return to shareholders

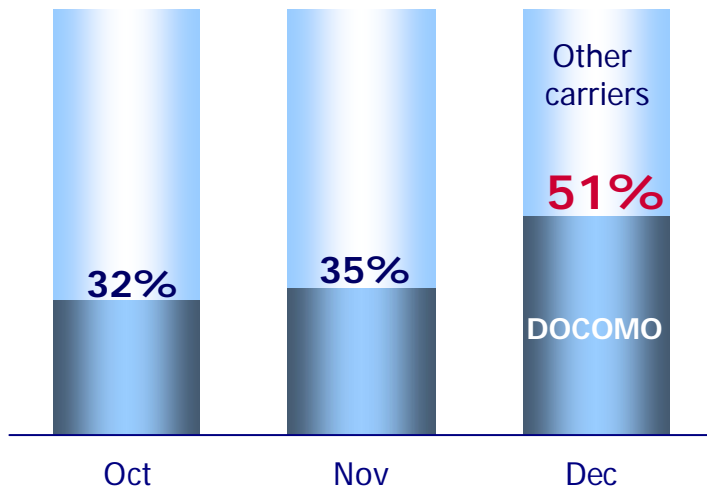
Future Focus

Refine DOCOMO's competitive edge



14 2012 Winter Models: Sales Performance

- Market share improved after release of winter collection
- Models equipped with features sought by Japanese users enjoying great reviews



Market share of smartphones sold*

In 2 months after release
Approx. 440,000 units



AQUOS PHONE ZETA SH-02E

In 2.5 months after release
Approx. 470,000 units



XPERIA AX SO-01E



Waterproof



One-seg
TV



Infra-red
data exchange



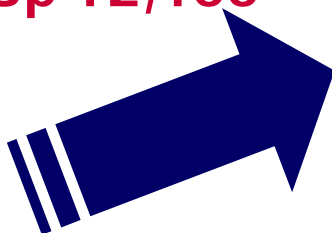
Osaifu-keitai
e-wallet

* Market share distribution among top 4 carriers in Japan offering devices carrying any of the 4 OSs (Android/iOS/WindowsMobilePhone/Blackberry) in the mobile phone category, based on a survey of track record of sales at major mass retailers across Japan by GfK Japan (tablet devices not included)

Boosting Packet Usage on Smartphones

Boost packet usage by facilitating subscriber migration to smartphones

Packet usage:
11-fold increase
Up ¥2,100*



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Nippon Animation Co. Ltd.

* Changes in monthly packet communication charges before and after migration of users who switched from a feature phone to a smartphone in the month of Nov. 2012

2013 Spring Collection (1)

A lineup featuring high-resolution screens,
high connection speeds and ultra-fast processing

Japan's
fastest LTE:

112.5 Mbps*
2 models

Full-HD
screen:

5 models

Quad core
CPU

9 models

Large-capacity battery:
9 models

World's first
smartphone for preteens
"juniSma™"



2013 Spring Collection (2)

Actively promote the much-talked-about models to outsell the competition in the spring—the season recording largest sales volume of the year

docomo
NEXT
series

XPERIA Z

SO-02E

- ☒ Full HD display
- ☒ Max. downlink speed: 100Mbps
- ☒ Quad core CPU
- ☒ NFC-compatible
- ☒ 2,330mAh large-capacity battery

ドコモ
タブレット

XPERIA Tablet Z

SO-03E

- ☒ World's slimmest: 6.9mm
- ☒ Japan's lightest*: 495g



* Among tablet products equipped with 10-inch size displays
(As of Jan. 21, 2013, according to survey by Sony Mobile Communications, Inc.)

2013 Spring Collection (3)

A new style proposal that opens up
new potential for smartphones



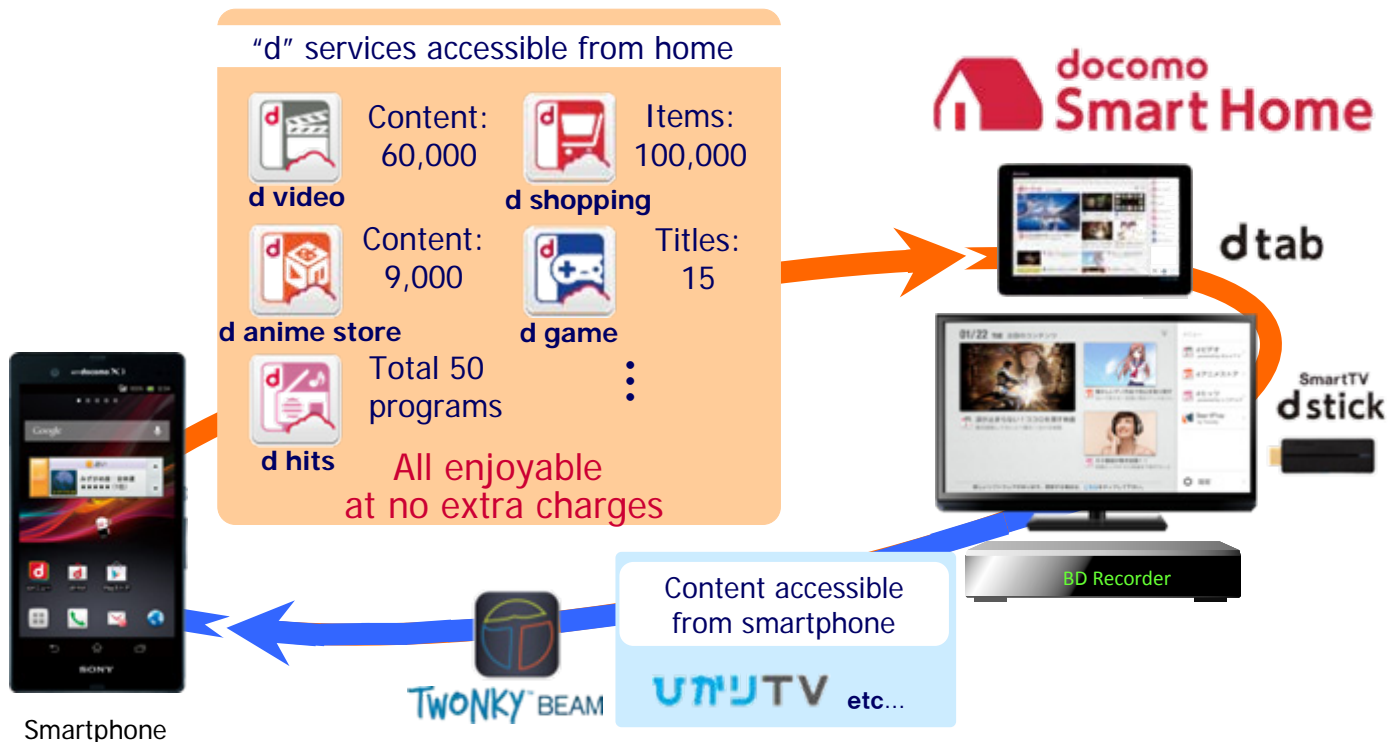
MEDIAS W

N-05E

- ✉ 5.6-inch display (when unfolded) brings 3 new usage styles:
 - 1-screen tablet style*
 - Keyboard style*
 - Double-movie style*
- ✉ Equipped with original application, "Utility Apps", enabling unrestricted and independent use of 2 different screens that are mutually linked
 - for memo, browser, gallery, etc.*
- ✉ Max. downlink speed: 100Mbps
- ✉ 2,100mAh large-capacity battery

“docomo Smart Home”

Stimulate the use of various “d” services through seamless linkage of devices



Future Device Development Plans

Reinforce competitiveness through
“select and concentrate” approach

◆ Aggressive promotion of key models

◆ Narrow down product lineup

◆ Release attractive lineup of latest models
ahead of competition

◆ Introduce devices with distinctive properties
tailored to varying needs of each segment



21 Spring 2013 Promotional Campaigns

- Support students starting new lives
- Step up measures for new acquisition and retention of existing subs

Up to Jan. 17

**ドコモの
家族セット割**

Family set discount

Xi スマホ割
ファミリー

Xi smartphone discount

ありがとう10年

Xi スマホ割

Over 10 years

Xi smartphone discount

Spring promotions (From Jan. 18)

応援学割

Students and family (new subs)
subscribing to
"Type Xi Ninen" "Type Simple Value"
Basic monthly charge:

¥0 for up to 3 years

Packet flat-rate monthly upper limit
for use of smartphone:

¥1,050 OFF/month

Continued

ありがとう10年

Xi スマホ割

**学生家族
いっしょ割**

Students purchasing handset
together with family:

Student: Up to ¥10,000 OFF

Family: Up to ¥5,000 OFF

Subscribers using DOCOMO
for over 10 years

If switched to a Xi smartphone:
"Type Xi Ninen" basic monthly charge
effectively waived

¥0 for 12 months

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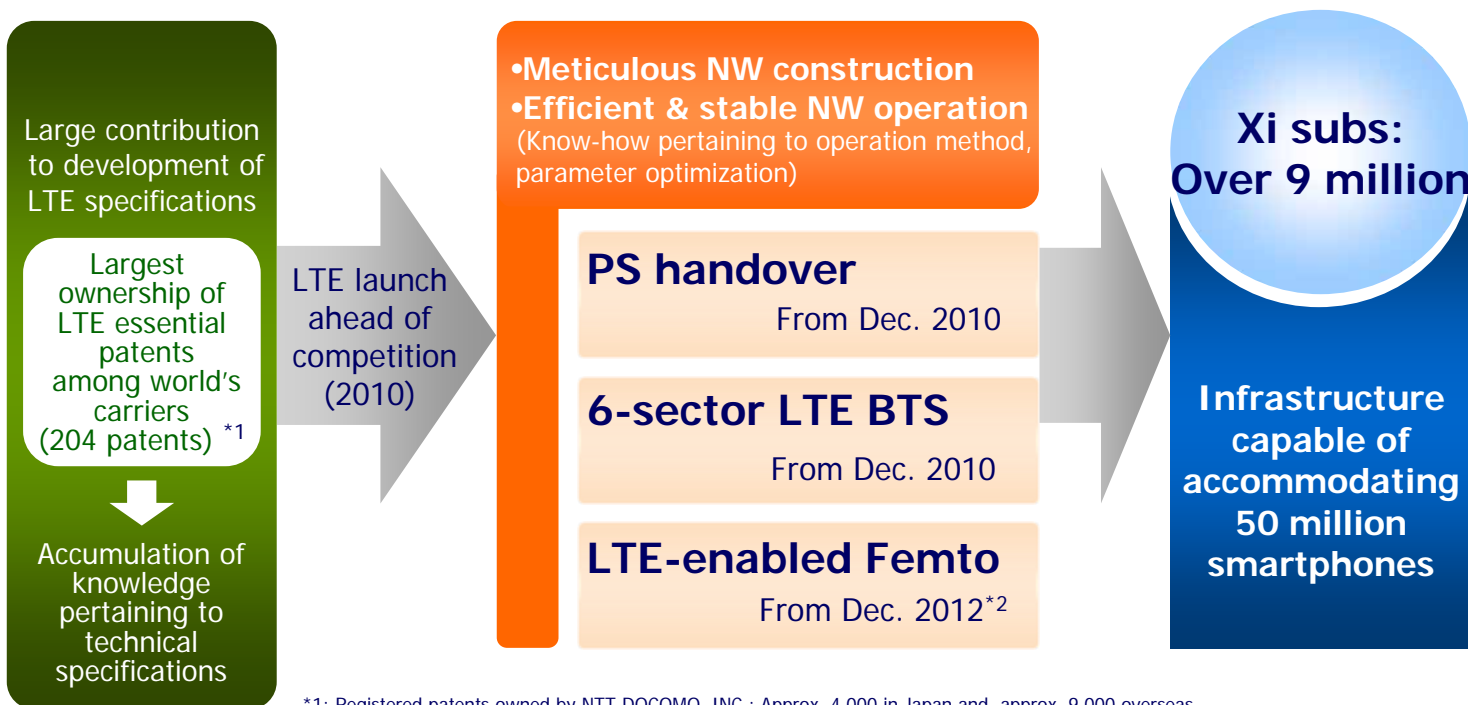
Reinforcement of business foundation

2

Return to shareholders

DOCOMO's Technologies Underpinning Xi LTE Service

Service provision backed by DOCOMO's technical prowess



^{*1}: Registered patents owned by NTT DOCOMO, INC.: Approx. 4,000 in Japan and approx. 9,000 overseas

^{*2}: Started roll-out in limited areas

Further Expansion of Xi LTE

Advance to next stage as front-runner of LTE,
offering faster connections and broader
coverage

Faster connection

Max. downlink speed
Started offering Japan's fastest **112.5Mbps** connections
To become available in 50 cities (Jun. 2013)

➡ Further speed enhancement to **150Mbps** in FY2013

Broader coverage

Max. downlink speed
75Mbps

4,000 sites (Mar. 2013)

↓
10,000 sites (Jun. 2013)

Facilities covered (As of Mar. 31, 2013)

- ◆ Top 50 airports in Japan*¹
- ◆ 9 major JR routes in Tokyo/Osaka/Nagoya regions*²
- ◆ All 97 Shinkansen (bullet train) stations
- ◆ All routes of Tokaido Shinkansen*³ and Sanyo Shinkansen (between Shin-Osaka and Mihara)
(Planned for Jun. 2013)

*1: Top 50 airports by no. of passengers for FY2010 (Exclusive of airports in some remote islands)

*2: Yamanote Line, Keihin-Tohoku Line, Tokaido Line (Tokyo-Totsuka), Chuo Line (Tokyo-Tachikawa), Sobu line (Tokyo-Chiba), Tokaido Line (Nagoya-Gifu), Chuo Line (Nagoya-Kozoji), Osaka Kanjo Line, Kobe Line (Osaka-Sannomiya)

*3: Excluding some tunnel sections

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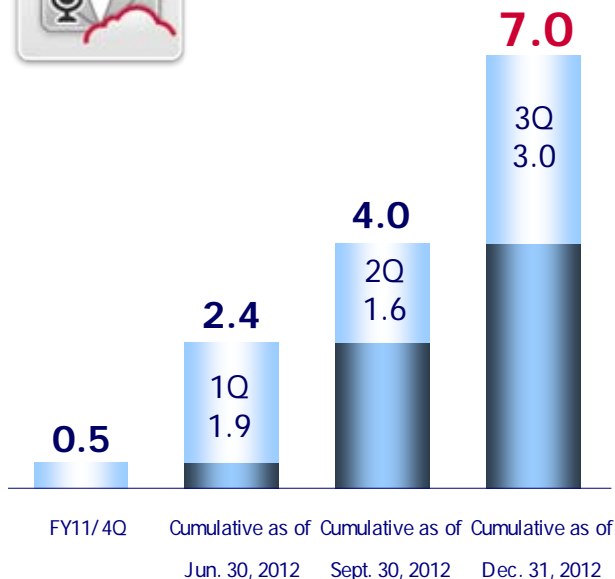
Return to shareholders

Expansion of "Shabette Concier"

- Cumulative times used: 280 million (As of Jan. 27, 2013)
- "Shabette Concier" functions as a lead wire, guiding users to various other services



(No. of installations: millions)



"Shabette Chara" characters
Over 90,000 downloads

<Character popularity ranking>

Himitsu Kessha Takanotsume:
Yoshida-kun



© Kaerutoko Shokai/
DLE Inc, Ltd.

Naomi Watanabe

Chibi Maruko-chan



© Sakura Production Co. Ltd./
Nippon Animation Co. Ltd.



© Bellrock Media Japan, Inc.

Created a new market
for mobile content

Speak to the
phone, and the
merchandise
searched for will
be displayed
on screen



dショッピング

"dvideo" Video Store

- "dvideo" subs topped 3.7 million
(As of Jan. 14, 2013)
- An assortment of 7,000 attractive titles

(Million subs)



"dgame/dshopping"

Accelerate growth by enriching service offerings

(Numbers are as of Jan. 27, 2013)

d game <Launched Dec. 13, 2012>

No. of registered games:

Over 300,000

No. of titles: 15

- Released 3 original titles
- Lineup to be expanded further

<DOCOMO original titles>

"Hero Spirits"
(Released
Dec. 25, 2012)



©NBGI

"Dokodemo Dabitsuku"
(Released
Jan. 17, 2013)



"Daifugo Monsters"
(Released
Jan. 17, 2013)



d shopping <Launched Dec. 19, 2012>

No. of visitors: Over 1.5 million

Average purchase price:

Approx. ¥3,500/transaction

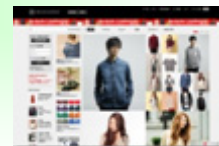
No. of items: 100,000

Expand variety of merchandise
by adding fashion items

Tender offer for MAGASseek Corporation
to be launched on Jan. 31, 2013

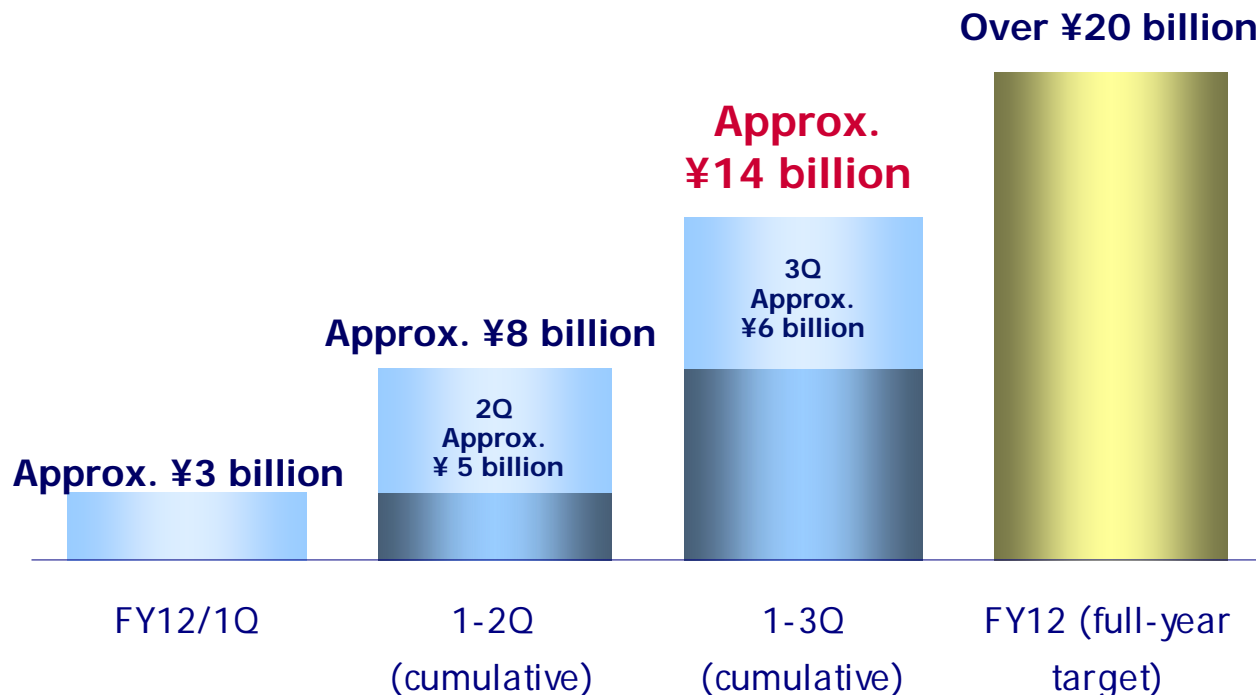


Comprehensive fashion
e-commerce site
"Specialty boutique for yourself"



Growth of “dmarket” Revenues

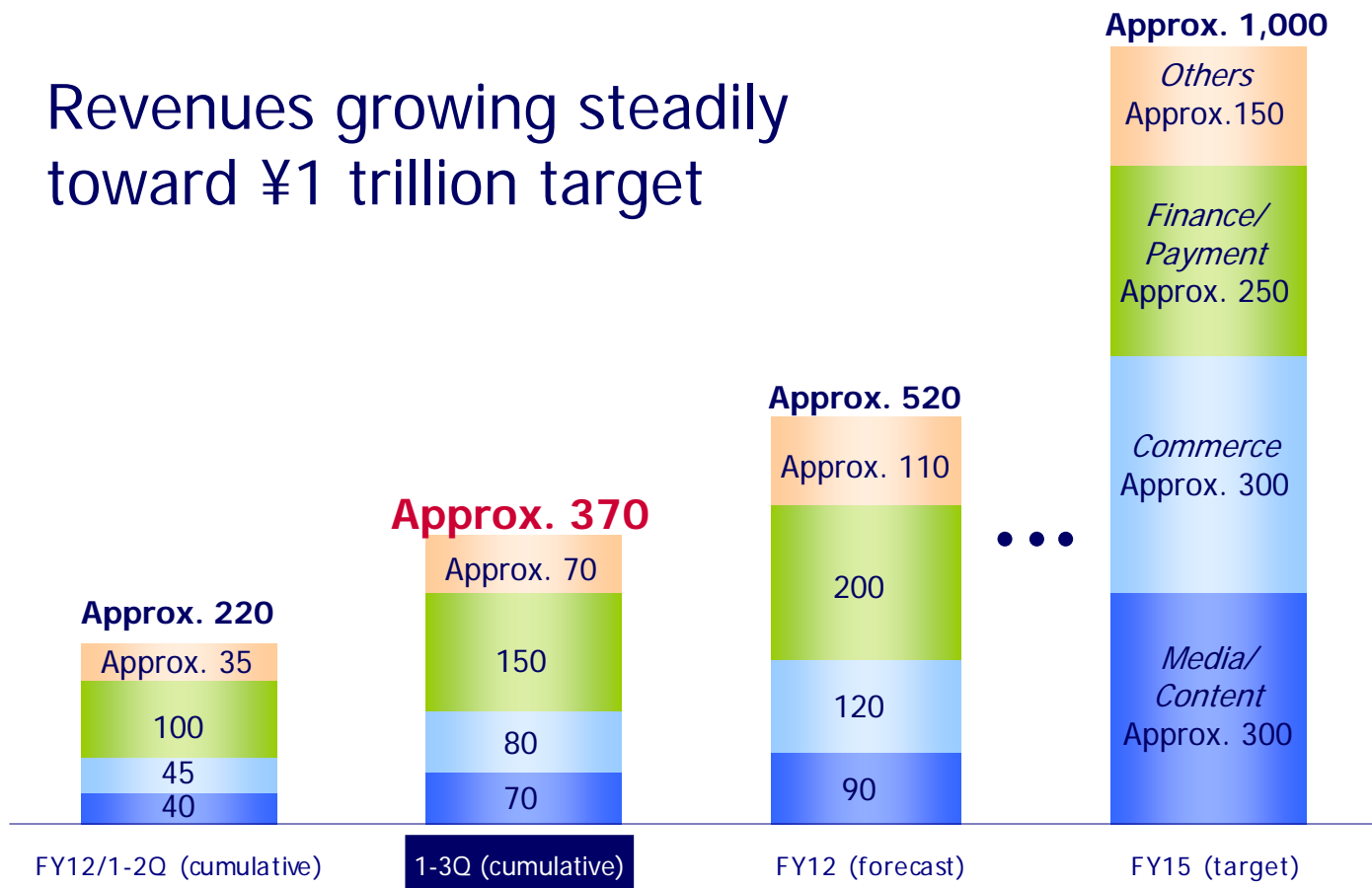
Growing steadily into
a new source of revenues



Progress in New Business Areas

(Billions of yen)

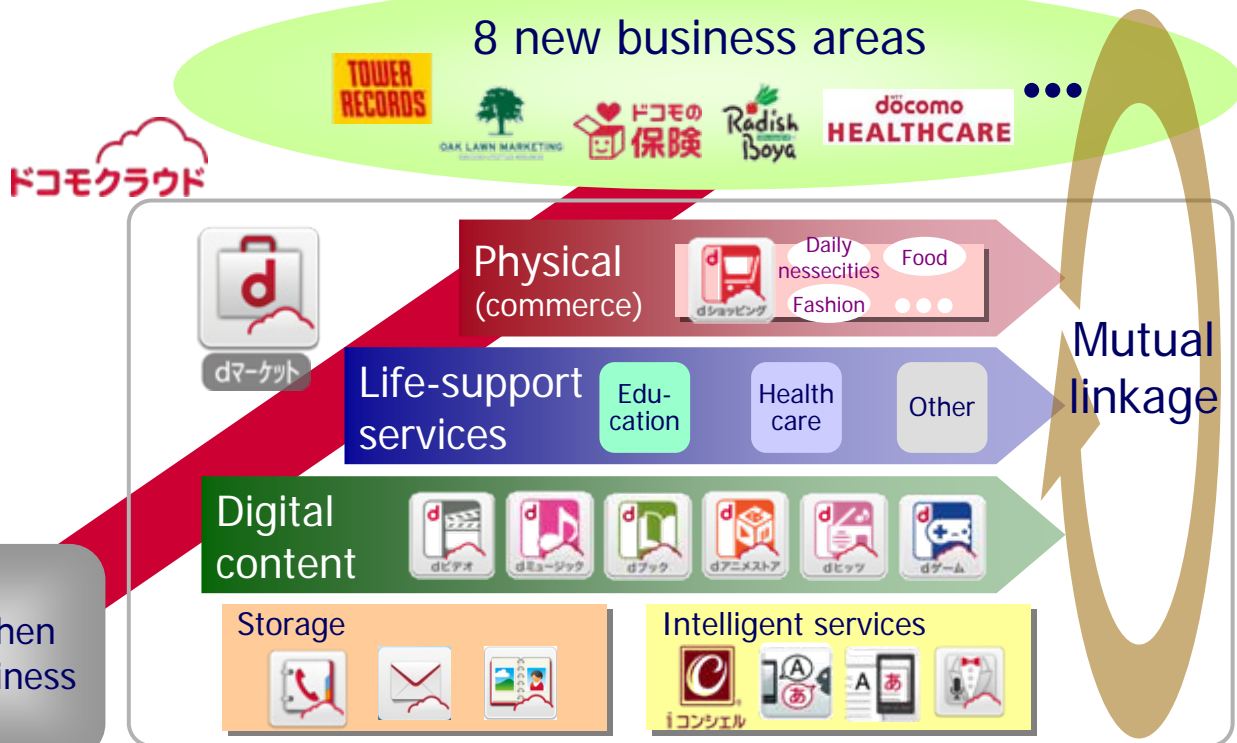
Revenues growing steadily
toward ¥1 trillion target



Service Deployment for Realizing “Smart Life”

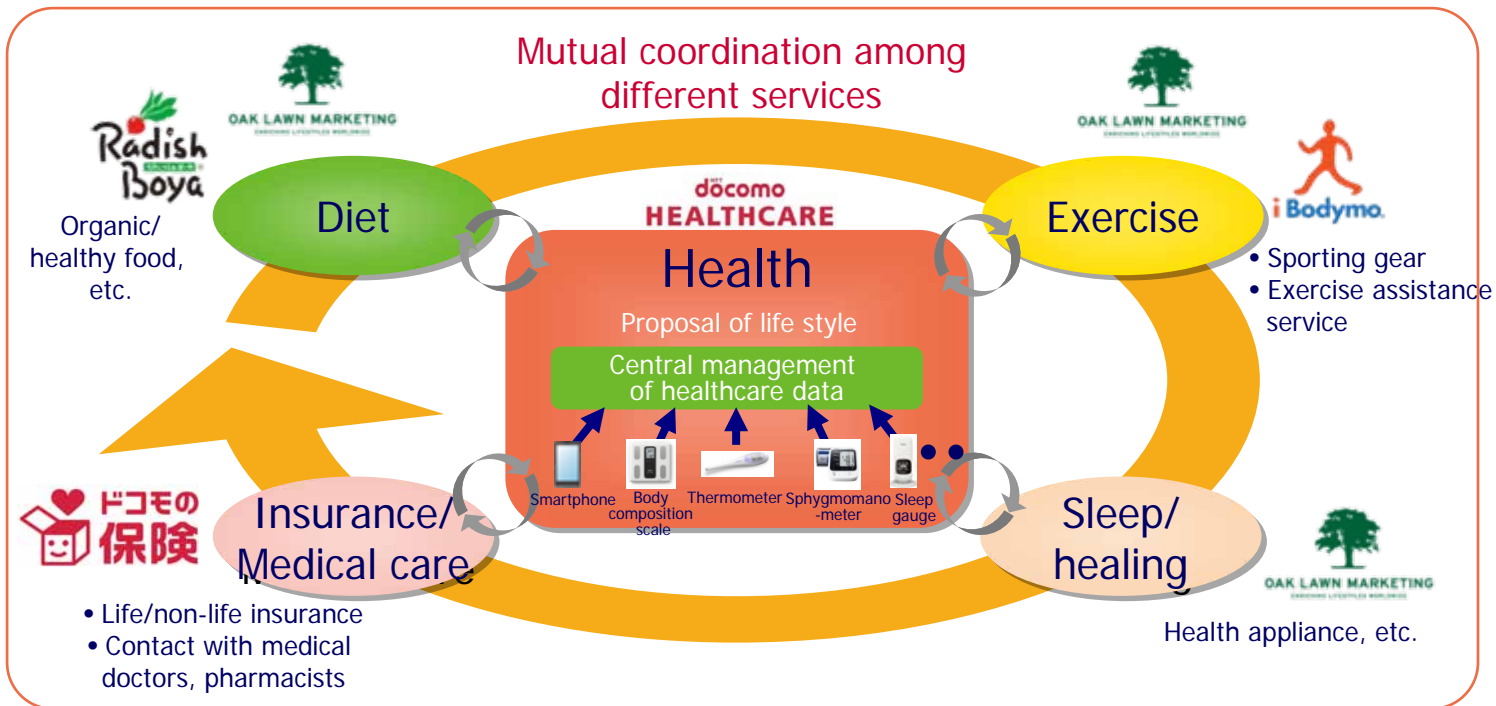
Tap into a wide variety of business areas using “docomo cloud” as a core

Bring Smart Life into reality



Priority Project: Healthcare

Provide total support for customers' "wellness"



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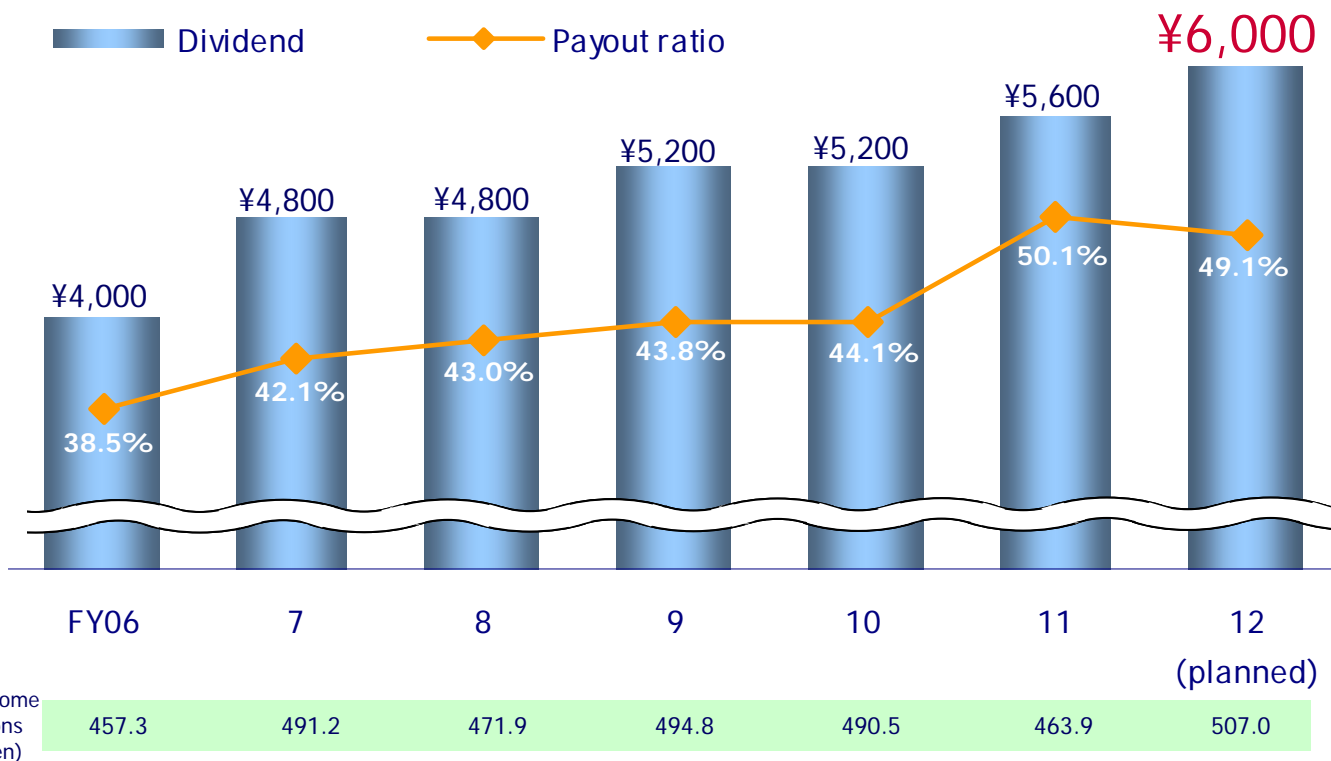
Reinforcement of Business Foundation

Strongly promote structural reform toward
¥200 billion efficiency improvement target

Structural reform projects	Category	Principal items under review
	Network	<ul style="list-style-type: none"> ◆ Seek overall efficiency improvement by reviewing development, procurement, construction and maintenance activities
	Sales/ services	<ul style="list-style-type: none"> ◆ Optimization of shop counter/call center operations <ul style="list-style-type: none"> - Use of online shops/Review of operational processes ◆ Service lineup optimization (Accelerate rate of renewal)
	R&D	<ul style="list-style-type: none"> ◆ Concentrate on a narrowed-down list of equipment development ◆ Optimization of service development
	Devices	<ul style="list-style-type: none"> ◆ Review handset strategy to lower procurement cost <ul style="list-style-type: none"> - Optimization of functionality, release cycle, procurement method; Reduction of repair costs

Return to Shareholders

Continue stable dividend payment and maintain highest level of payout ratio in Japan



To Reinforce Competitiveness

- ▶ Competitive environment remains tough
- ▶ Smartphone user base expanding steadily

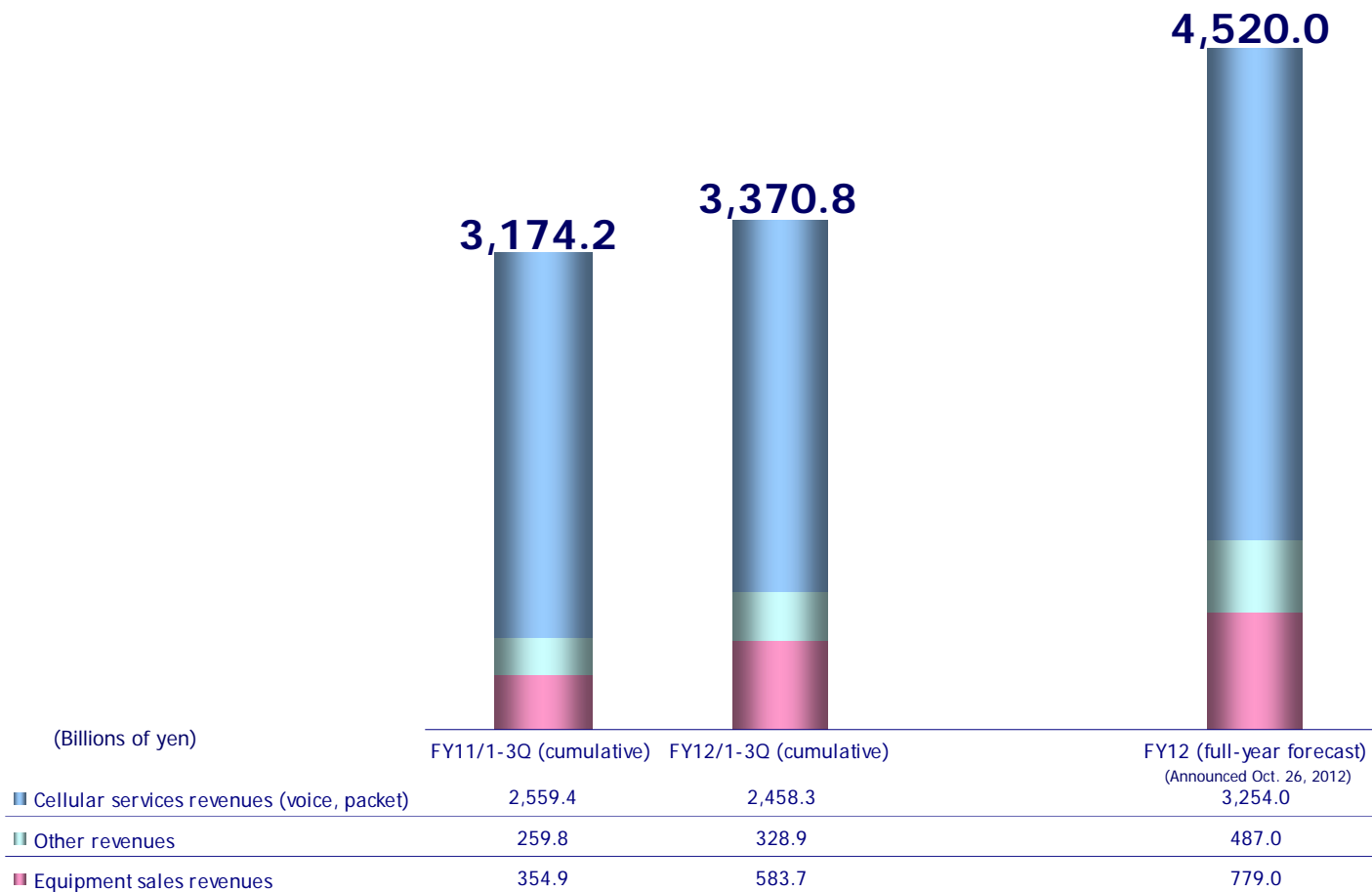


- ◆ Accelerate migration to smartphones/Xi LTE
- ◆ Revamp core business
 - Concentrate resources on key products
 - Deliver higher LTE throughput than competitors
 - Reinforce basic services and enrich the portfolio of new services
- ◆ Steadfast execution of structural reform



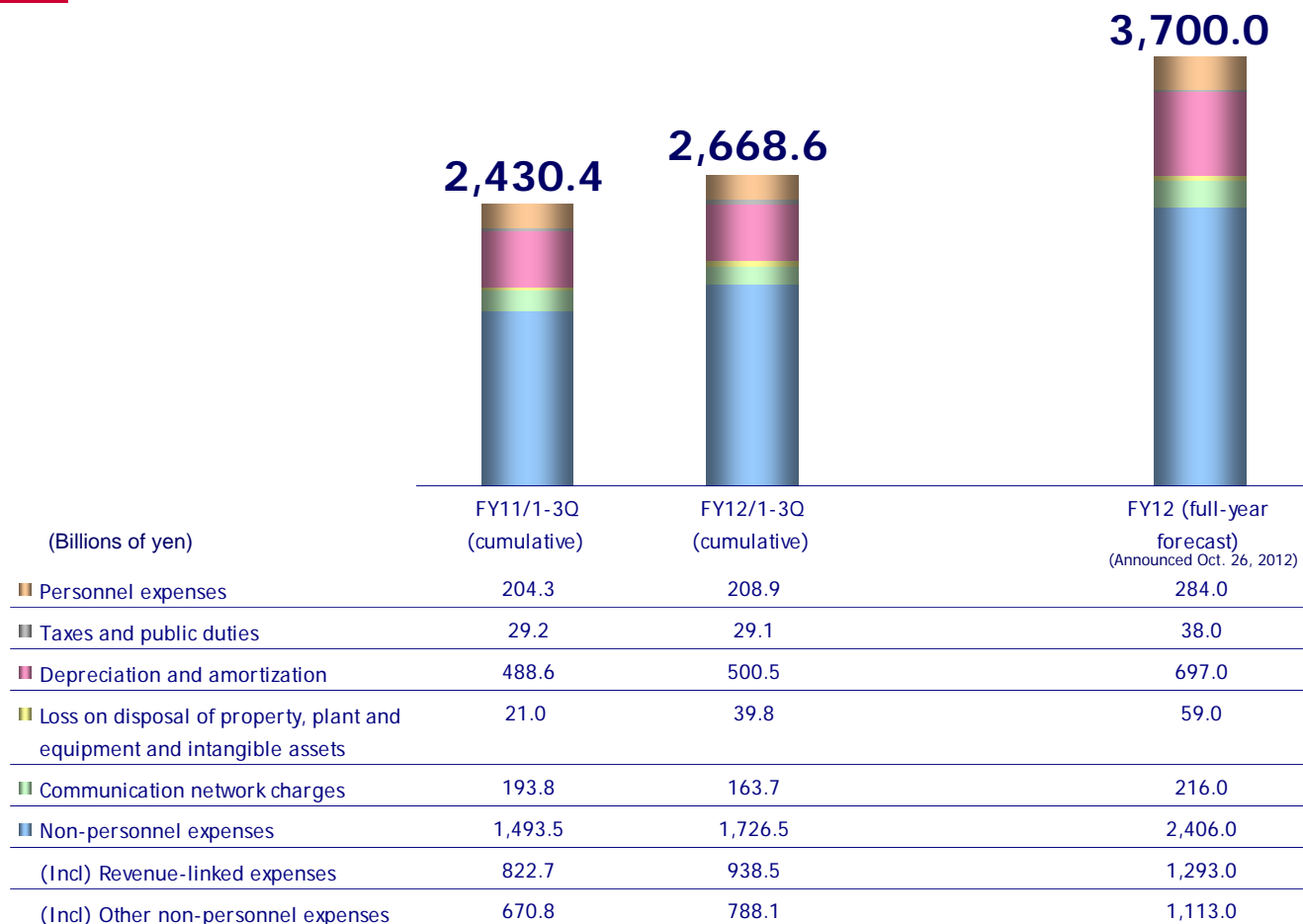
Appendices

Operating Revenues



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

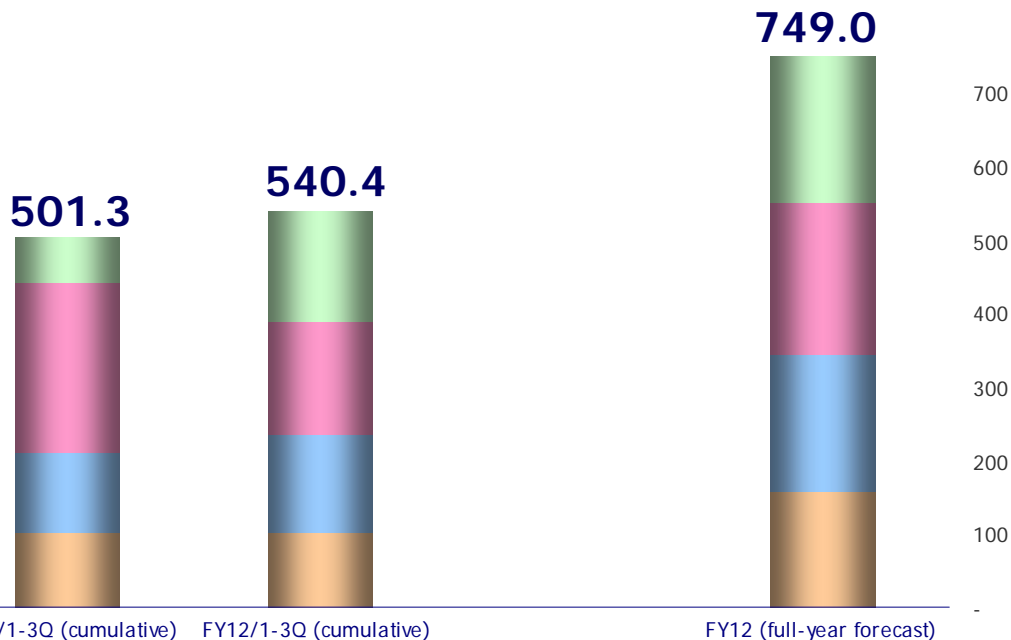
Operating Expenses



*Revenue-linked expenses: Cost of equipment sold + commissions to agent resellers + loyalty program expenses

Capital Expenditures

(Billions of yen)

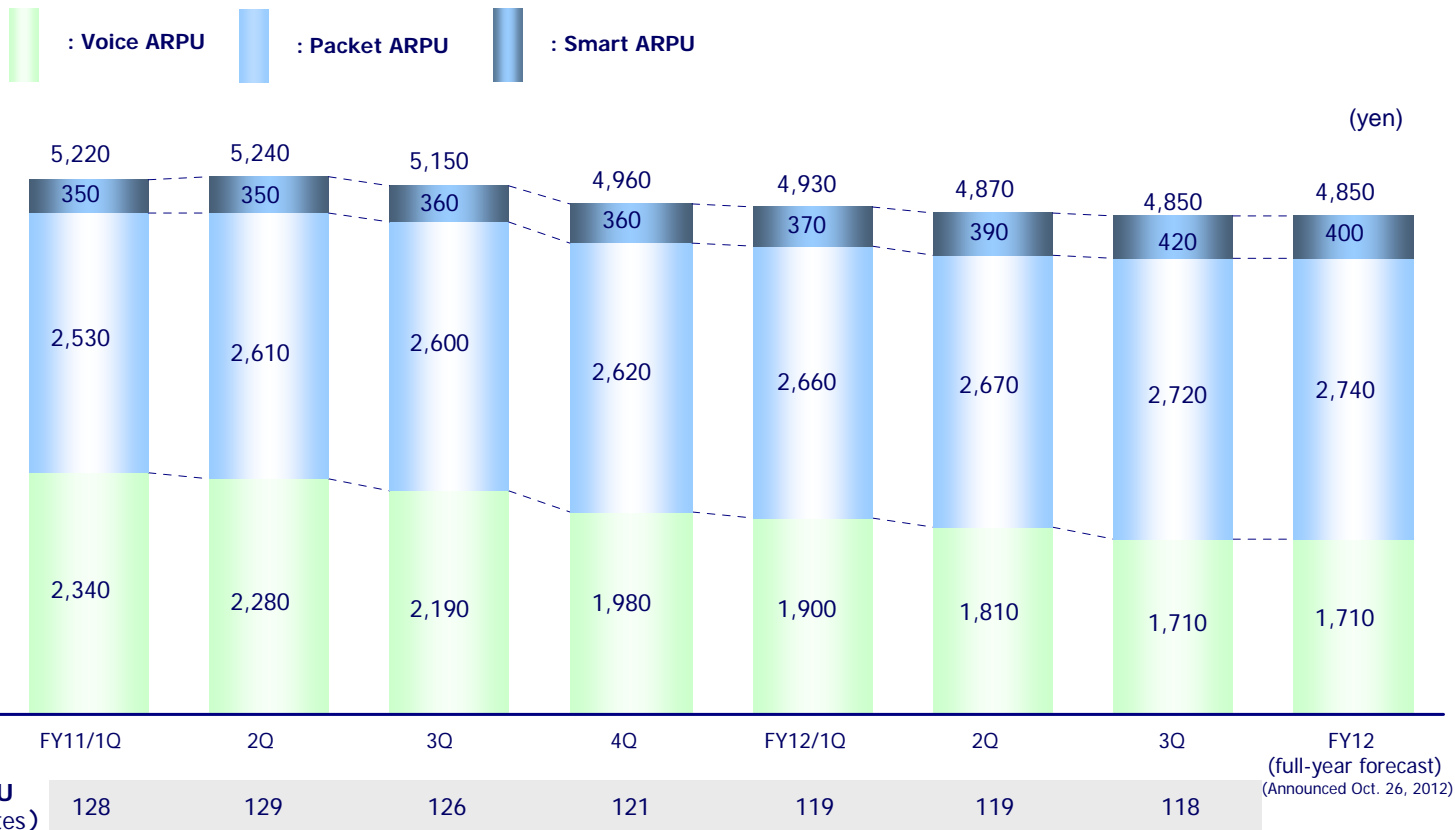


	FY11/1-3Q (cumulative)	FY12/1-3Q (cumulative)	FY12 (full-year forecast) (Announced Oct. 26, 2012)
Mobile phone business (LTE)	59.5	150.2	199.0
Mobile phone business (FOMA)	232.6	155.8	206.0
Mobile phone business (other)	107.5	132.7	187.0
Other (information systems, etc)	101.8	101.8	157.0

42 Operational Results and Forecasts

			FY2011/1-3Q cumulative (1)	FY2012/1-3Q cumulative (2)	Changes (1) → (2)	FY2012 (Full-year forecast)	
Cellular phone	Number of subscriptions (thousands)		59,624	60,988	+1,364	62,140	
	FOMA		57,962	52,310	-5,652	50,420	
	Xi		1,139	8,678	+7,539	11,720	
	i-mode		44,737	34,909	-9,828	32,920	
	sp-mode		6,971	16,193	+9,222	19,000	
	Communication module service		2,263	3,000	+737	-	
	Net additional subscriptions (thousands)		1,615	859	-756	2,010	
	Handsets sold (thousands) (Including handsets sold without involving sales by DOCOMO)	Total handsets sold		15,411	17,570	+2,159	-
		Xi	New	812	1,776	+964	-
			Handset replacement involving network change	333	5,002	+4,669	-
			Handset replacement without network change	11	379	+367	-
		FOMA	New	3,586	3,426	-161	-
			Handset replacement involving network change	555	17	-538	-
			Handset replacement without network change	10,112	6,971	-3,142	-
	Churn rate (%)		0.53	0.80	+0.27	-	
Aggregate ARPU (yen)		5,200	4,890	-310	4,850		
Voice ARPU (yen)		2,270	1,800	-470	1,710		
Packet ARPU (yen)		2,580	2,690	+110	2,740		
Smart ARPU (yen)		350	400	+50	400		
MOU (minutes)		128	119	-9	-		

Aggregate ARPU/MOU



(full-year forecast)
(Announced Oct. 26, 2012)

- ◆ ARPU data contained in this document are calculated based on the new ARPU definition
- ◆ For an explanation regarding the definition and calculation methods of ARPU and MOU, please see slide "Definition and Calculation Methods of ARPU and MOU" in this document

Impact of "Monthly Support" Discounts on Aggregate ARPU

(Yen)

	FY2011				FY2012			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	Full-year forecast
"Monthly Support" impact on aggregate ARPU	-10	-40	-60	-110	-180	-290	-390	-340
Impact on voice ARPU	-10	-40	-60	-90	-140	-210	-280	-250
Impact on packet ARPU	0	0	0	-20	-40	-80	-110	-90

* Exclusive of "Monthly Support" Impact

Aggregate ARPU	5,230	5,280	5,210	5,070	5,110	5,160	5,240	5,190
Voice ARPU	2,350	2,320	2,250	2,070	2,040	2,020	1,990	1,960
Packet ARPU	2,530	2,610	2,600	2,640	2,700	2,750	2,830	2,830
Smart ARPU	350	350	360	360	370	390	420	400

- ◆ Smart ARPU is not impacted by "Monthly Support" discounts
- ◆ ARPU data contained in this document are calculated based on the new ARPU definition
- ◆ For an explanation of ARPU, please see slide "Definition and Calculation Methods of ARPU and MOU " in this document

Definition and Calculation Methods of ARPU and MOU

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 : $\frac{\text{Voice ARPU Related Revenues (basic monthly charges, voice communication charges)}}{\text{No. of active subscriptions}}$
- Packet ARPU : $\frac{\text{Packet ARPU Related Revenues (basic monthly charges, packet communication charges)}}{\text{No. of active subscriptions}}$
- Smart ARPU : $\frac{\text{Revenues from providing services that accompany our wireless services (revenues from content services, proxy bill collection commissions, mobile phone insurance service, advertising and others)}}{\text{No. of active subscriptions}}$

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

i. EBITDA and EBITDA margin

	Billions of yen		
	Year ended March 31, 2012	Nine months ended December 31, 2011	Nine months ended December 31, 2012
a. EBITDA	¥ 1,583.3	¥ 1,244.8	¥ 1,221.4
Depreciation and amortization	(684.8)	(488.6)	(500.5)
Loss on sale or disposal of property, plant and equipment	(24.1)	(12.5)	(18.8)
Operating income	874.5	743.8	702.2
Other income (expense)	2.5	0.3	(3.0)
Income taxes	(402.5)	(342.5)	(275.7)
Equity in net income (losses) of affiliates	(13.5)	(7.9)	(13.7)
Less: Net (income) loss attributable to noncontrolling interests	3.0	0.9	6.6
b. Net income attributable to NTT DOCOMO, INC.	463.9	394.6	416.5
c. Operating revenues	4,240.0	3,174.2	3,370.8
EBITDA margin (=a/c)	37.3%	39.2%	36.2%
Net income margin (=b/c)	10.9%	12.4%	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. Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes

	Billions of yen		
	Year ended March 31, 2012	Nine months ended December 31, 2011	Nine months ended December 31, 2012
"Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes"	¥ 503.5	¥ 316.0	¥ 29.4
Irregular factors (1)	(147.0)	(163.0)	147.0
Effect of transfer of receivables(2)	-	-	(253.0)
Changes in investments for cash management purposes(3)	(220.5)	(191.3)	150.1
Free cash flows	136.0	(38.3)	73.6
Net cash used in investing activities	(974.6)	(746.9)	(474.2)
Net cash provided by operating activities	1,110.6	708.6	547.8

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 cycle history, an impact derived from the transfer of receivables is not significant.

(3) 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.



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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.