



Results Presentation

for the Fiscal Year Ended March 31, 2016

April 28, 2016

1. FY2015 Results Highlights

- ◆ Key Financial Data, Segment Results
- ◆ Operational Performance

2. FY2016 Results Prospects, etc.

FY2015 Results Summary



Recorded YOY increase in both revenues/income
Operating income showing steady recovery

◆ Financial data

- Operating revenues: ¥4,527.1 billion (Up 3.3% year-on-year)
- Operating income: ¥783.0 billion (Up 22.5% year-on-year)

◆ Operational data

- Net additions: 4.37 million (Up 1.3-fold year-on-year)
- New billing plan subs*: 29.70 million (Up 1.7-fold year-on-year)
- “docomo Hikari” subs*: 1.57 million

Selected Financial Data

U.S.
GAAP

(Billions of yen)	FY2014 Full year (1)	FY2015 Full year (2)	Changes (2) - (1)
Operating revenues	4,383.4	4,527.1	+143.7
Operating expenses	3,744.3	3,744.1	-0.3
Operating income	639.1	783.0	+144.0
Net income attributable to NTT DOCOMO, INC.	410.1	548.4	+138.3
Capital expenditures	661.8	595.2	-66.5
Adjusted free cash flow *	295.6	598.7	+303.2

* For an explanation of the calculation processes of these numbers, please see the IR page of our website, www.nttdocomo.co.jp. Adjusted free cash flow excludes the effects of changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

Results by Segment

U.S.
GAAP

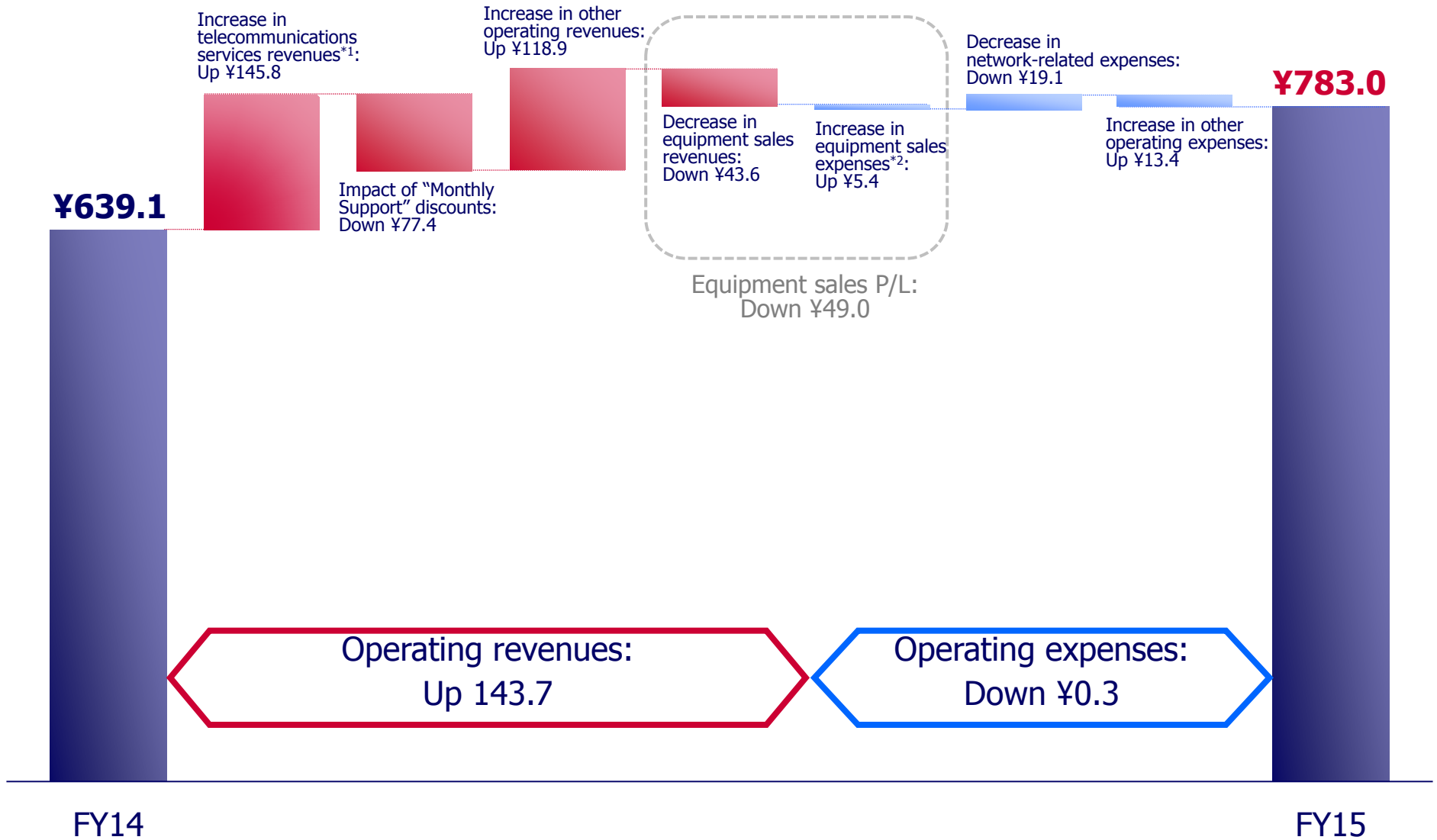
(Billions of yen)		FY2014 Full year (1)	FY2015 Full year (2)	Changes (2) –(1)
Telecommunications business	Operating revenues	3,654.6	3,689.8	+35.2
	Operating income	636.1	708.9	+72.8
Smart life business	Operating revenues	443.3	504.1	+60.8
	Operating income	-2.4	46.5	+48.8
Other businesses	Operating revenues	313.5	359.3	+45.8
	Operating income	5.4	27.7	+22.3
<Ref.> Smart life business and Other businesses	Operating revenues	756.8	863.4	+106.6
	Operating income	3.0	74.2	+71.2

- ◆ As we realigned our operating segments, former "Mobile Communications business" was changed to "Telecommunications business" beginning with the full-year results presentation for FY2014. Accordingly, certain telecommunication service items that had previously been included in "Other businesses" were reclassified into "Telecommunications business".
- ◆ In association with the change of organizational structure that took effect on July 1, 2015, certain types of Machine-to-Machine (M2M) communication services that had previously been included in "Other businesses" were reclassified into "Smart life business" beginning with the results presentation for the first six months of the fiscal year ending March 31, 2016.

Key Factors Behind YOY Changes in Operating Income (FY14→FY15)

U.S. GAAP

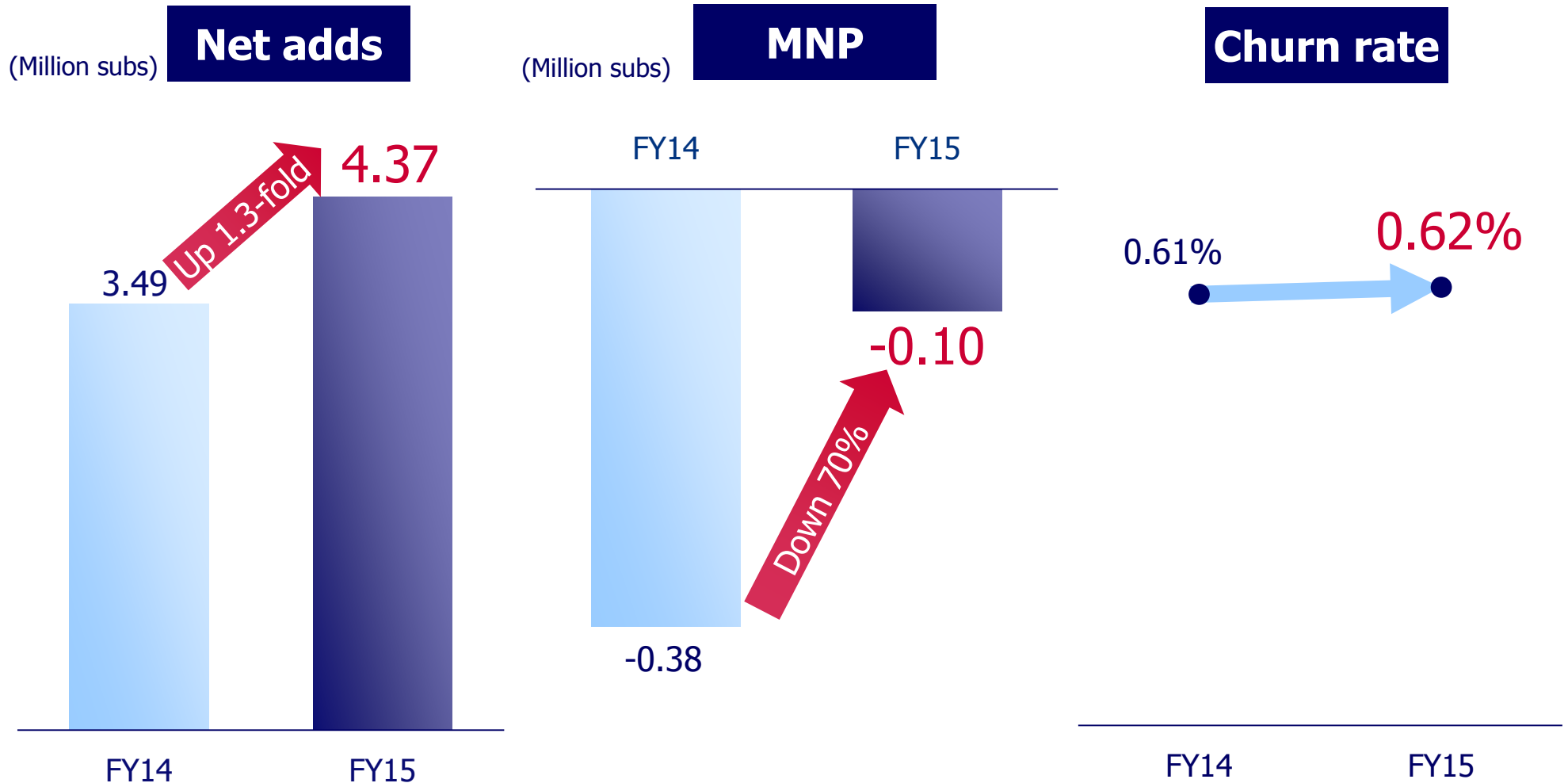
(Billions of yen)



*1: Excluding impact of "Monthly Support" discounts. *2: Sum of cost of equipment sold and commissions to agent resellers

Operational Performance (1)

Trend of improvement continues



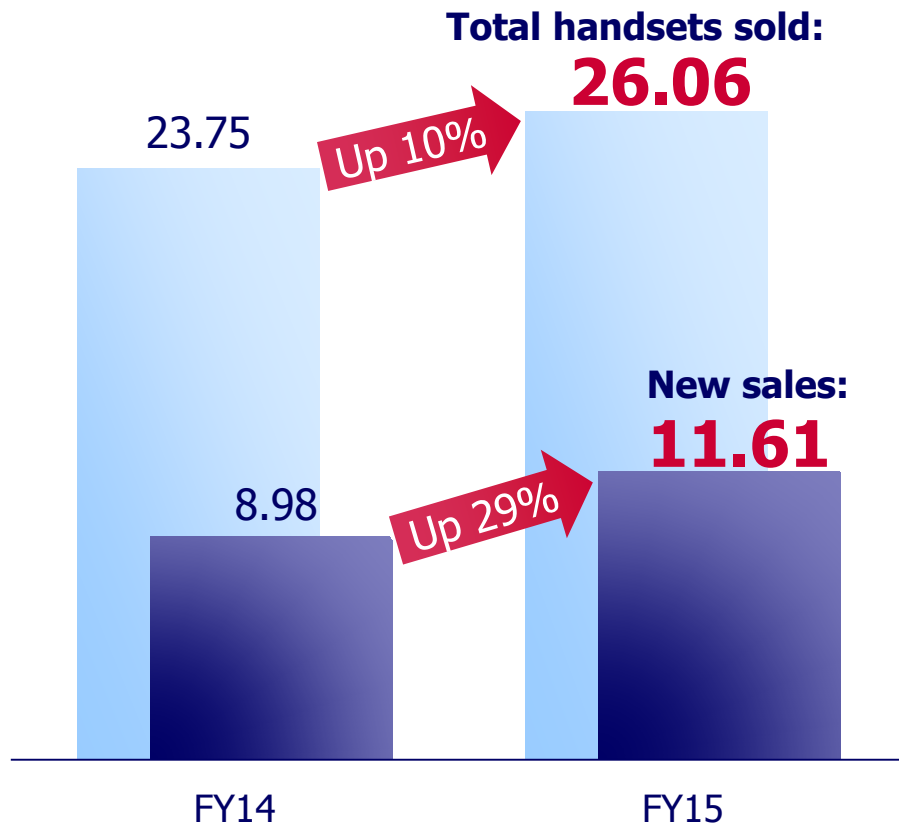
◆ The churn rate calculation method was changed from FY2015/1Q. For the churn rate calculation method used in this page, please see the slide "Churn Rate" in the presentation material for FY2015/1Q

Operational Performance (2)

Handset sales recorded YOY increase

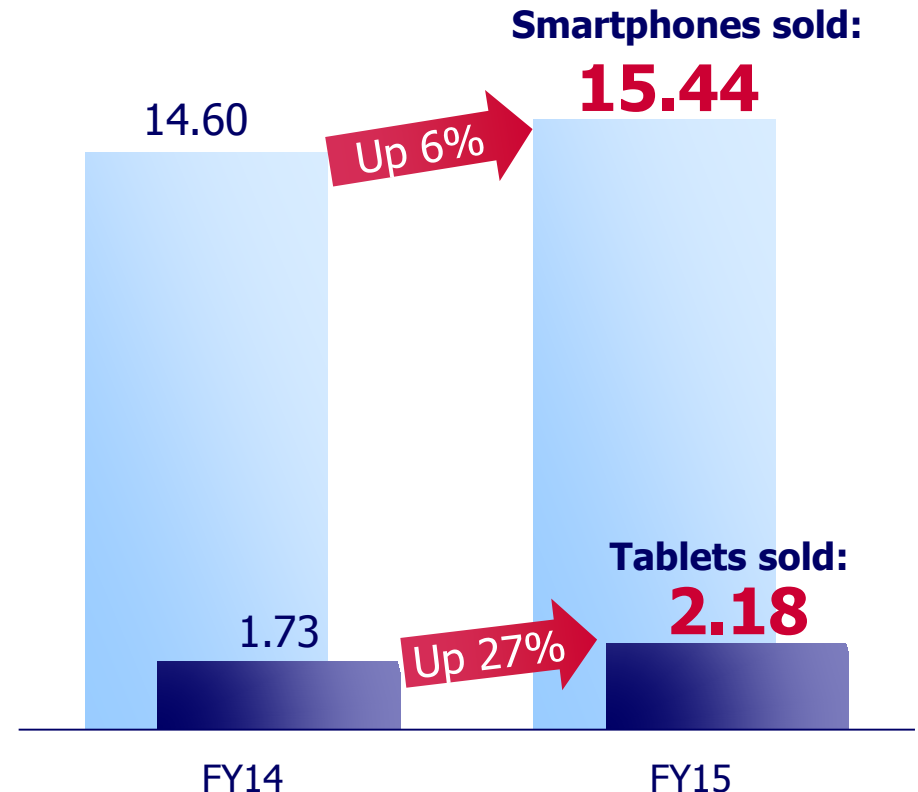
Total handsets sold

(Million units)



Total smartphones sold

(Million units)



New Billing Plan

Expanding at a favorable pace

Subscriptions

Total new billing plan subs topped **30 million** on April 12, 2016

Up-sell

% of users choosing "M pack" or larger data buckets: **Approx. 90%**

1GB data top-up purchase rate

1GB data top-up purchase rate: **Approx. 30%**

◆ % of users choosing "M Pack" or larger data buckets represents the proportion of users choosing "Data M Pack," "Data L Pack" and "Share Pack" among the total no. of subscriptions to "Data Packs" and "Share Packs" of the new billing plan. The number represents the actual performance for FY2015/4Q.

◆ 1GB data top-up purchase rate: Purchase frequency of 1GB data top-up ÷ Total no. of packet packs. The number represents the actual performance for FY2015/4Q.

Further Enrichment of New Billing Plan

Added options
for low-usage
customers

- Introduction of “Share Pack 5”
- Expanded applicability of “Kake-hodai Light”

Started Mar. 1, 2016

Choice between
two courses
(with/without
cancellation fee
after completion
of 2-year contract)

- Addition of two new courses to choose from:
“Zutto DOCOMO Discount Course” or “Free Course”

To start Jun. 1, 2016

Additional
benefits
to long-term
subscribers

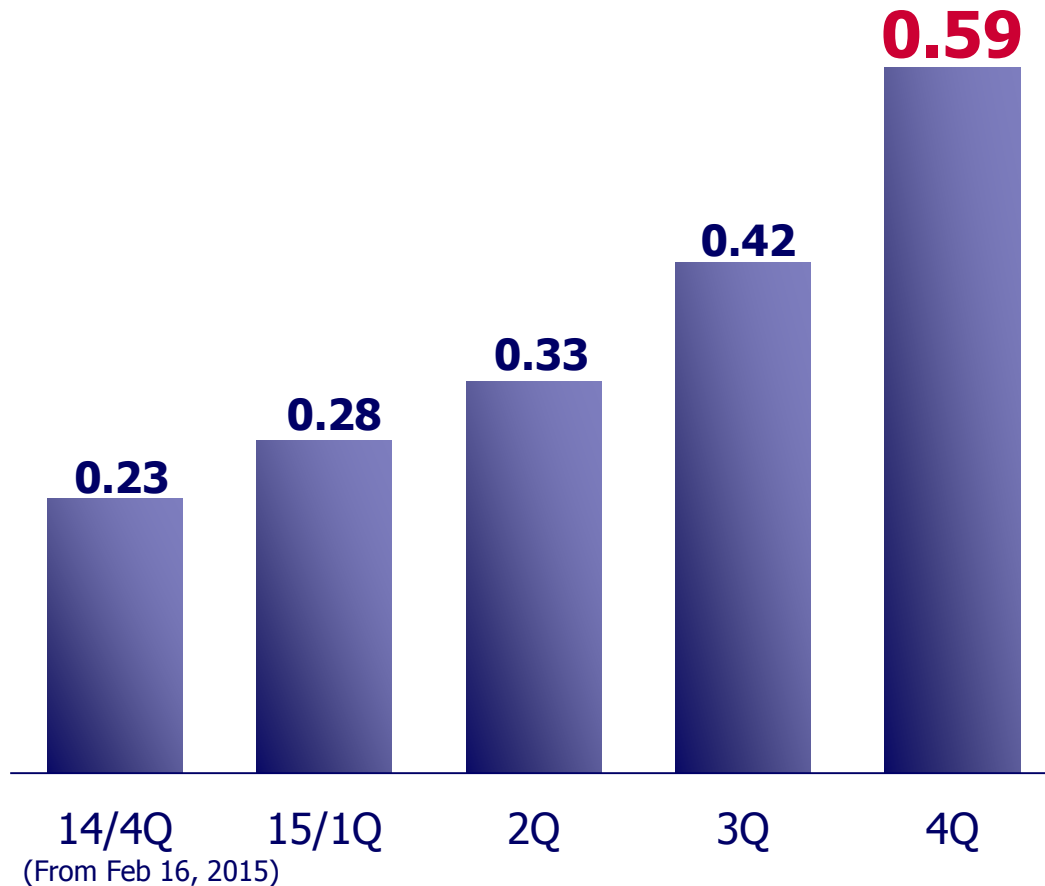
- Steeper discounts offered under
“Zutto DOCOMO Discount” scheme
- Start offering reward “dPOINT” to users
renewing subscription contract

To start Jun. 1, 2016

“docomo Hikari”

Cumulative subscription applications: 1.84 million

(Million applications)



Up-sell

Over 30% of “docomo Hikari” subs have switched to larger data buckets

New mobile sub acquisition

Over 50% of “docomo Hikari” subs are new subscribers to our mobile service

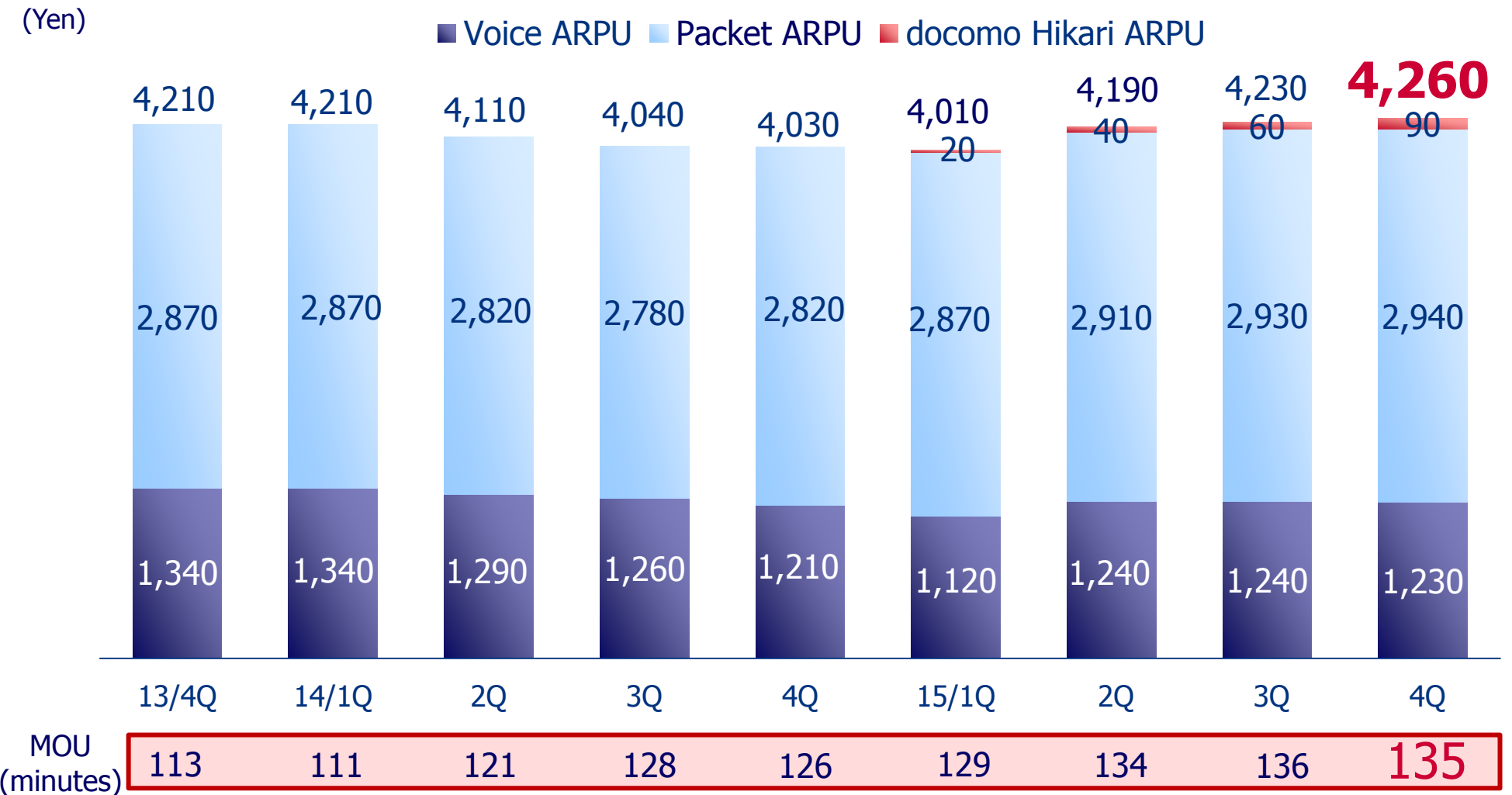
Promotion of family use

Over 60% of “docomo Hikari” subs have opted to join “Share Pack”

- ◆ The up-sell rate and “Share Pack” selection rate represent the actual data for FY2015/4Q. The new mobile sub acquisition rate is calculated based on the actual number of subscriptions applied with “Hikari Sumaho Wari” (discount program applied to new subscriptions through February 29, 2016) for the months of January and February 2016.
- ◆ The cumulative no. of subscription applications represents the cumulative data from the launch of service through March 31, 2016. The figures in the graph indicate the number of subscription applications for each quarter.

ARPU and MOU

Trend of improvement continues

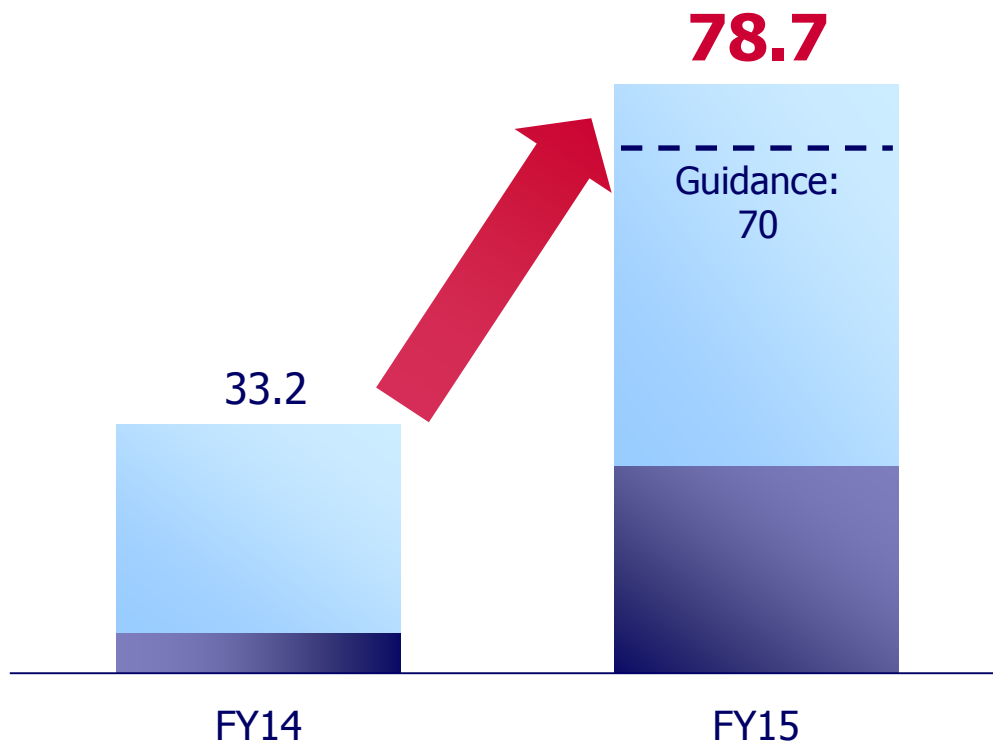


◆ For an explanation on ARPU and MOU, please see the slide "Definition and calculation methods of ARPU and MOU" in this document.

Smart Life Business & Other Businesses: Operating Income

Recorded income exceeding guidance

(Billions of yen)



Principal services, etc:

Smart Life Business

- Content services
- Finance/payment services
- Group companies

Other Businesses

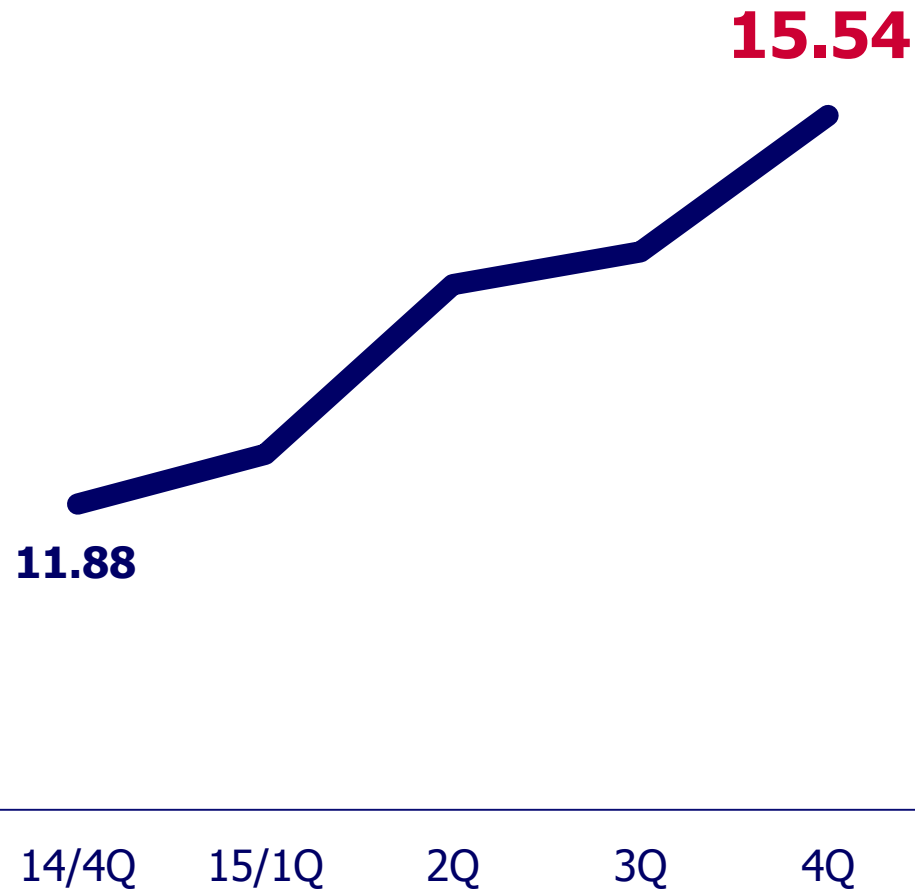
- Enterprise solutions
- Support services for customers' peace of mind, etc.

"dmarket" Subscriptions

Content
service

Growth continues

(Million subs)



No. of subs (As of Mar. 31, 2016)

"dTV"

4.99 million subs

"d anime store"

2.04 million subs

"dhits"

3.75 million subs

"dgourmet"

1.03 million subs

"dkids"

470,000 subs

"dmagazine"

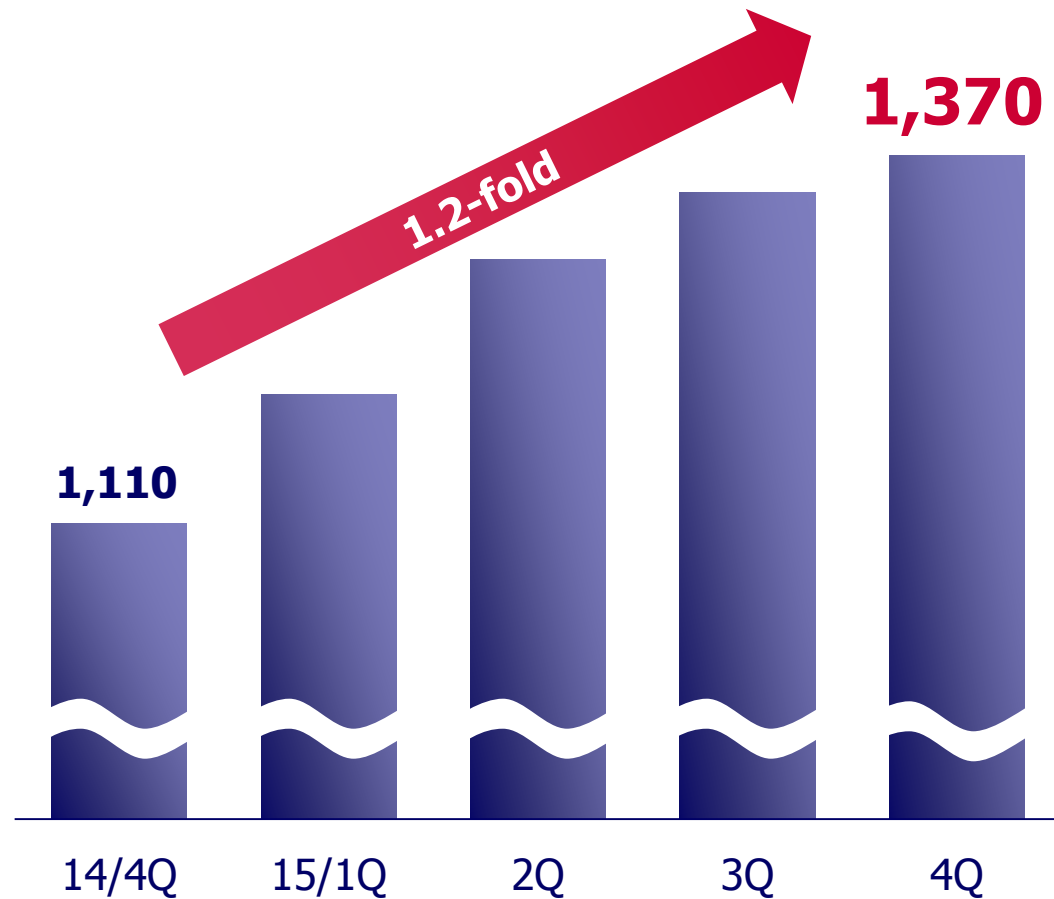
3.25 million subs

"dmarket" Usage Per Subscriber

Content
service

Growing steadily

(Yen)



◆ The quarterly "dmarket" usage per subscriber is calculated by dividing the total amount of "dmarket" transactions for the quarter by the sum of unique users for each month in the quarter. The amounts are exclusive of tax.



"dCARD" & "dPOINT"

Finance/
Payment
service

Expanding at a favorable pace

dCARD

dPOINT



Total subs :
16.43 million
 No. of net additions (FY15/4Q):
320,000

No. of "dPOINT Club" members:
Approx. 58 million
 No. of "dPOINT CARD" registrants:
3.66 million

◆ Effective November 20, 2015, "DCMX" was rebranded into "dCARD." The cumulative number of "dCARD" subscriptions represents the sum of "dCARD" and "dCARD mini" subscriptions.
 ◆ The numbers of "dCARD" subscriptions, "dPOINT Club" members and "dPOINT CARD" registrants are as of March 31, 2016.

Group Companies

Group
companies

Contributing to income growth

 **Shop Japan.**

 **OAK LAWN MARKETING**



"Wonder Core"

Over **3 million units**

"Cerafit"

Over **3 million units**

ABC Cooking Studio



No. of members

280,000

No. of studios

Over **130**

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HEALTHCARE



"Karada-no-Kimochi"
"Karada-no-Tokei"
Combined subscriptions:

1.88 million subs



"dHealth Care Pack"

Launched **Apr. 19, 2016**

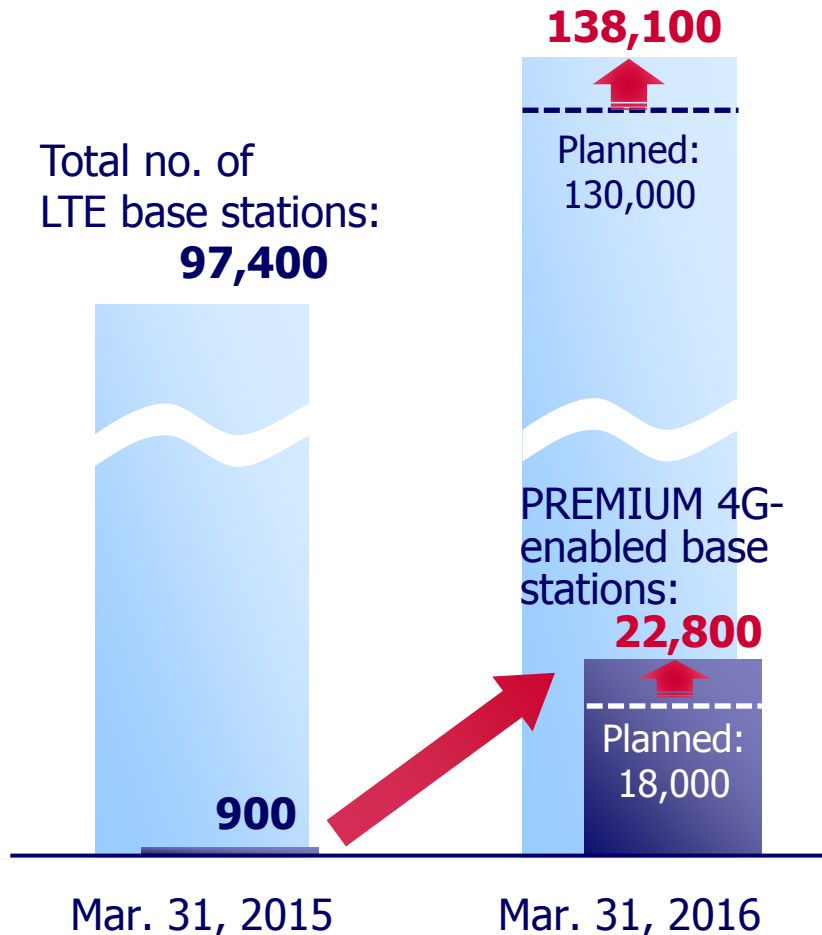
+d Initiatives

Steadily increased no. of partners



LTE Network

Rolling out PREMIUM 4G at a pace faster than planned



PREMIUM 4G service:

Expanded to **976 cities** across Japan

Japan's fastest 300Mbps service:

Expanded to **644 cities** across Japan

Further speed enhancements

(Planned from June 2016)

Addition of carrier aggregation using 3.5GHz band

▶ **370Mbps**

Increased bandwidth of 3-carrier aggregation

▶ Japan's fastest **375Mbps**

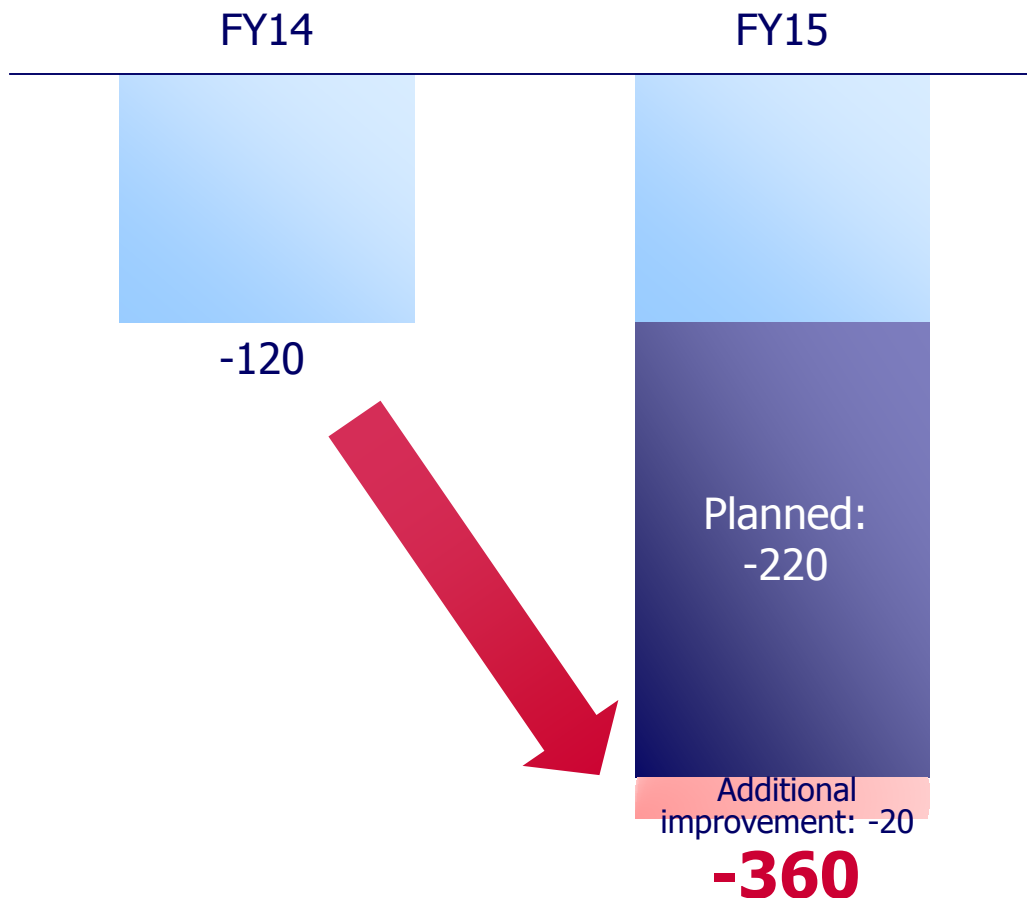
◆ The transmission speeds described herein are theoretical maximum downlink rates specified in the technical standard and the actual rate may vary depending on the propagation conditions, etc. The description "Japan's fastest" is as of March 31, 2016.

◆ Carrier Aggregation is a technology that increases the user data rate by bundling multiple RF carriers. Three frequency bands of 2GHz, 1.5GHz and 800MHz are used for the provision of 300Mbps, while two bands of 3.5GHz and 1.7GHz are planned to be used for 370Mbps service. For 375Mbps service, three bands of 2GHz, 1.7GHz and 800MHz are planned to be used.

Cost Efficiency Improvement

Achieved greater-than-expected efficiency improvement

(Billions of yen)



Focus Areas:

【Network】

Capital expenditures, maintenance outsourcing cost, etc.

【Marketing】

Sales tools, phone bill preparation/delivery expenses, etc.

【Other】

R&D, Information system, etc.

FY2015 Results Snapshot

- Recorded year-on-year increase in both revenues and income. Operating income recovered to ¥783.0 billion.
- Operating income from Smart Life business and Other businesses grew to ¥78.7* billion, serving as the main driver behind the Company's overall income growth. Successfully increased the number of "+d" value co-creation partners
- Based on the foundation the new billing plan, ARPU and other operational indicators continued to show improvement, and mobile telecommunications revenues recorded an increase over the previous year.
- Achieved greater-than-expected cost efficiency improvement of ¥240.0 billion yen
- Rolled out LTE network at a pace faster than planned. Coverage of Japan's fastest 300Mbps service offered under PREMIUM 4G expanded to 644 cities across Japan
- Announced share repurchase up to prescribed upper limit of ¥500 billion, and acquired shares worth approx. ¥307.5 billion

* Operating income result is exclusive of impairment loss related to the multimedia broadcasting business (mmbi, Inc. , etc.)

1. FY2015 Results Highlights

- ◆ Key Financial Data, Segment Results
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2. FY2016 Results Prospects, etc.

FY2016 Forecasts

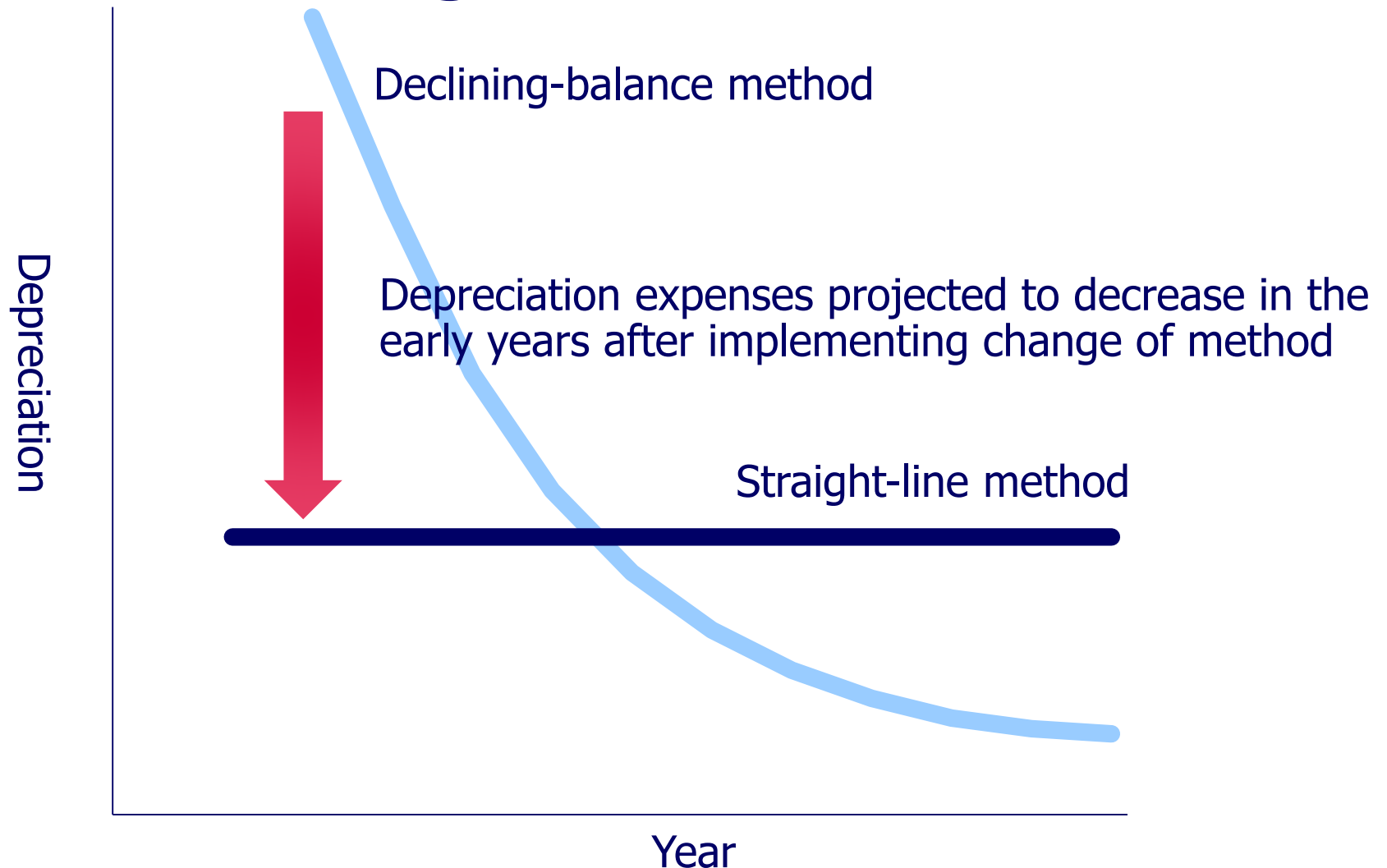
U.S.
GAAP

(Billions of yen)	FY2015 Full year (1)	FY2016 Full-year forecast (2)	Changes (2) –(1)
Operating revenues	4,527.1	4,620.0	+92.9
Operating expenses	3,744.1	3,710.0	-34.1
Operating income	783.0	910.0	+127.0
Net income attributable to NTT DOCOMO, INC.	548.4	640.0	+91.6
Capital expenditures	595.2	585.0	-10.2
Adjusted free cash flow*	598.7	600.0	+1.3

* For an explanation of the calculation processes of these numbers, please see the IR page of our website, www.nttdocomo.co.jp. Adjusted free cash flow excludes the effects of changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

Depreciation Method

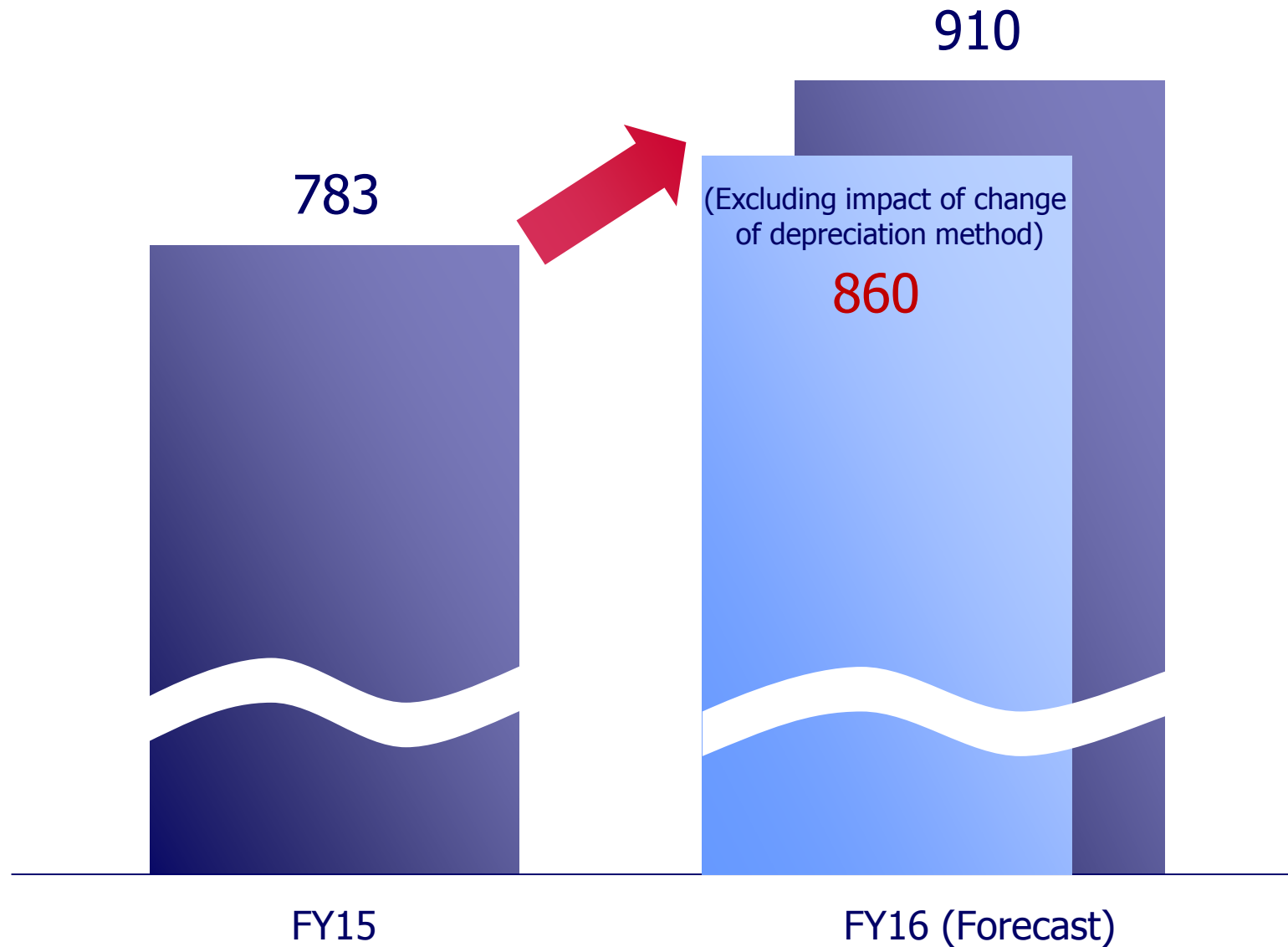
Plan to change from declining-balance to straight-line method



FY2016 Operating Income

U.S.
GAAP

(Billions of yen)



FY2016 Key Targets

Expect to achieve one year ahead of plan

(Billions of yen)	FY2016 forecasts	FY2017 Medium-term targets
Operating income (Excluding impact of change of depreciation method, etc.)	910 (860)	820 or higher
Incl.) Smart life business & Other businesses	120	Over 100
Cost efficiency improvement (Compared to FY2013 level)	-440*	-400 or more
Capital expenditures	585	FY2015-2017 650 per annum or less

Move up 1 year

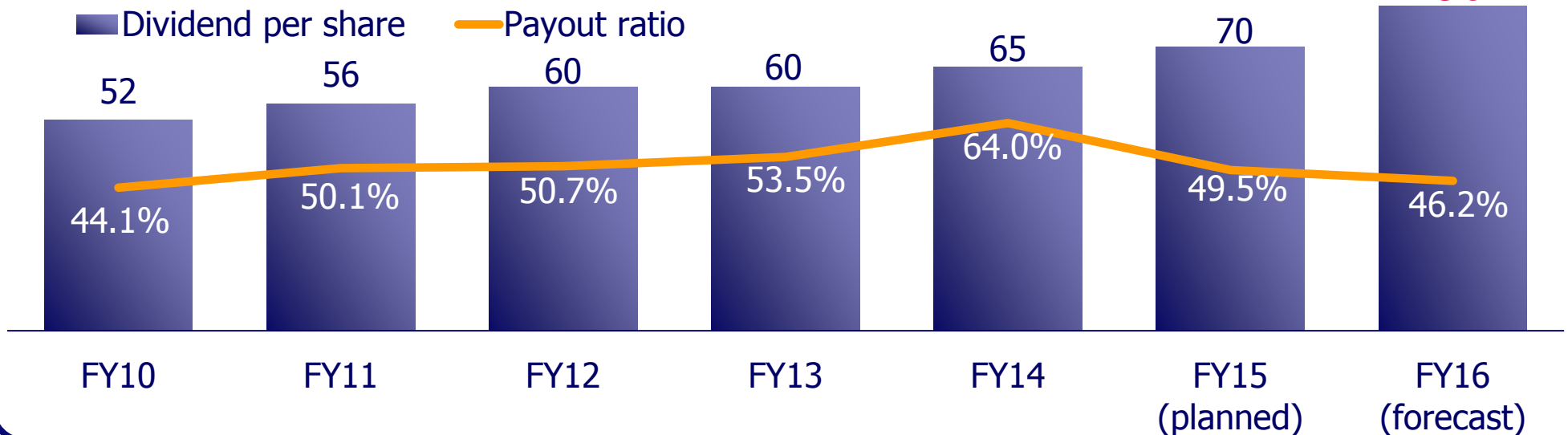
* Cumulative amount of cost efficiency improvement achieved in FY2014 (¥120 billion), FY2015 (¥240 billion) and planned for FY2016 (¥80 billion)

Shareholder Returns

Annual dividend per share

FY16 dividend (forecast): ¥80/share (Up ¥10)

(Yen)



Share repurchase (Market purchase on Tokyo Stock Exchange)

- Aggregate no. of shares to be repurchased: Approx. 99.13 million shares (Upper limit)
- Aggregate price of shares to be repurchased: Approx. ¥ 192.5 billion (Upper limit)
- Period for share repurchase: From May 2, 2016 to Dec. 31, 2016

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Appendices

Services, etc., Included in Each Reportable Segment

Telecommunications business

Mobile communications services

- Xi services (LTE)
- FOMA services (3G)
- International services
- Sales of handset/equipment for each service

Optical-fiber broadband service and other telecommunications service

- Optical-fiber broadband service
- Satellite communications services
- Overseas cable TV service etc.

Smart life business

Media/Content services ("dmarket", etc)

- Video distribution service
- Music distribution service
- Electronic book service etc.

Finance/Payment services

- Credit service
- Proxy bill collection etc.

Shopping services (Commerce)

- Home shopping service
- Music software sales
- Food delivery etc.

Life-Related services

- Cooking studio
- Health management
- Medical database etc.

Other businesses

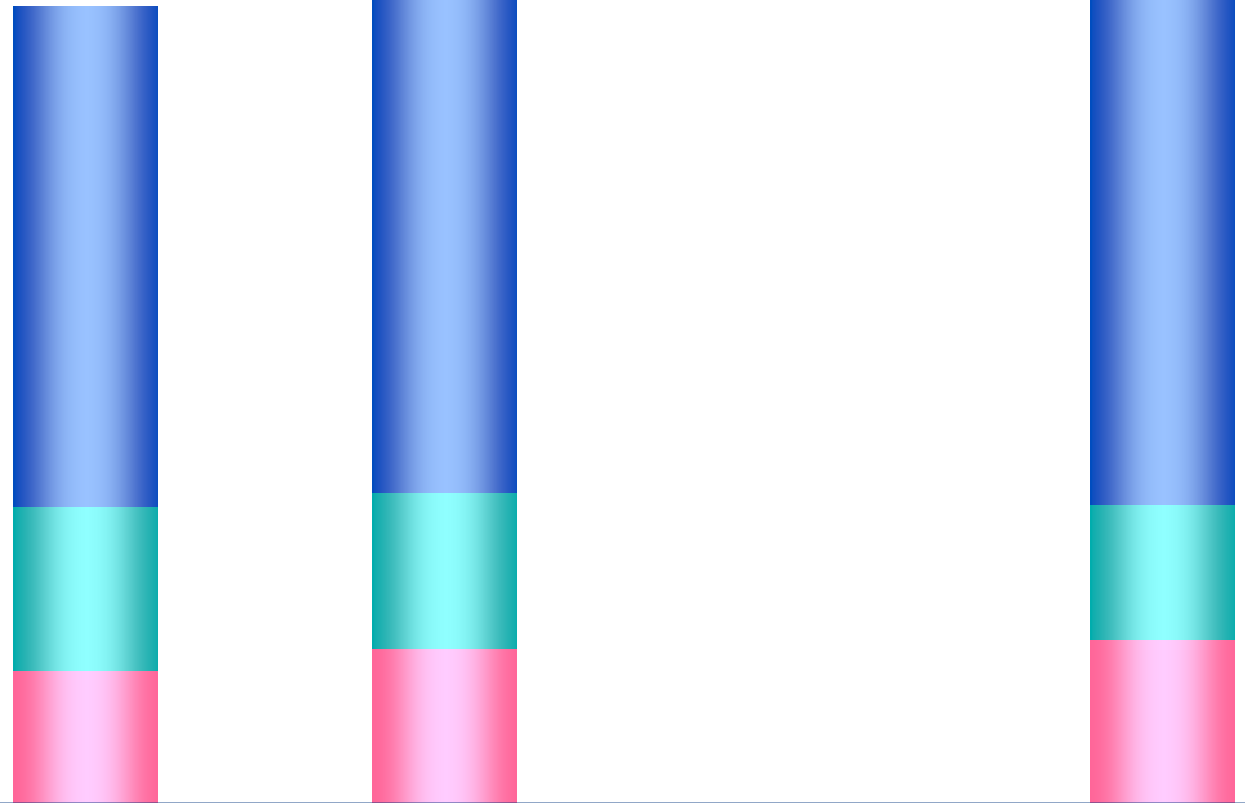
- Mobile device insurance services
- System development/sales/maintenance services etc.

Operating Revenues

U.S.
GAAP

(Billions of yen)

4,383.4 4,527.1 4,620.0



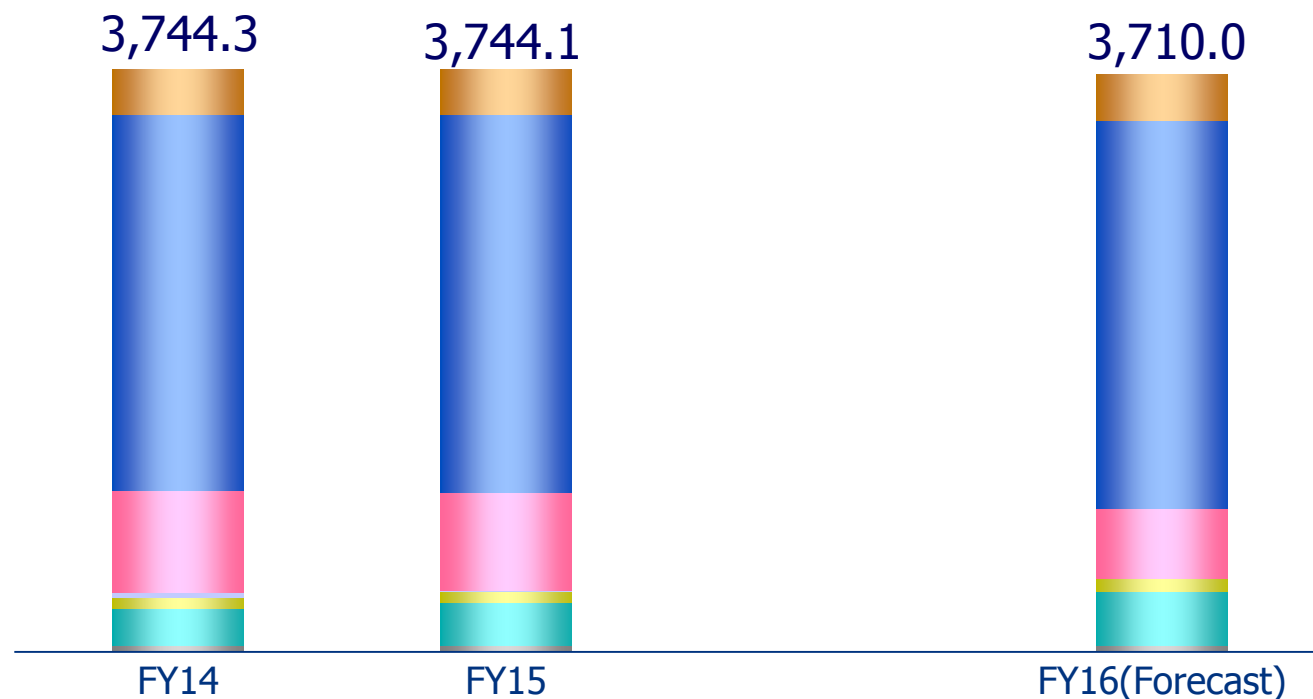
	FY14	FY15	FY16 (Forecast)
■ Telecommunications services	2,747.2	2,815.5	2,974.0
■ Equipment sales	904.1	860.5	745.0
■ Other operating revenues	732.2	851.1	901.0

◆ "International services revenues" are included in "Telecommunications services revenues"

Operating Expenses

U.S.
GAAP

(Billions of yen)



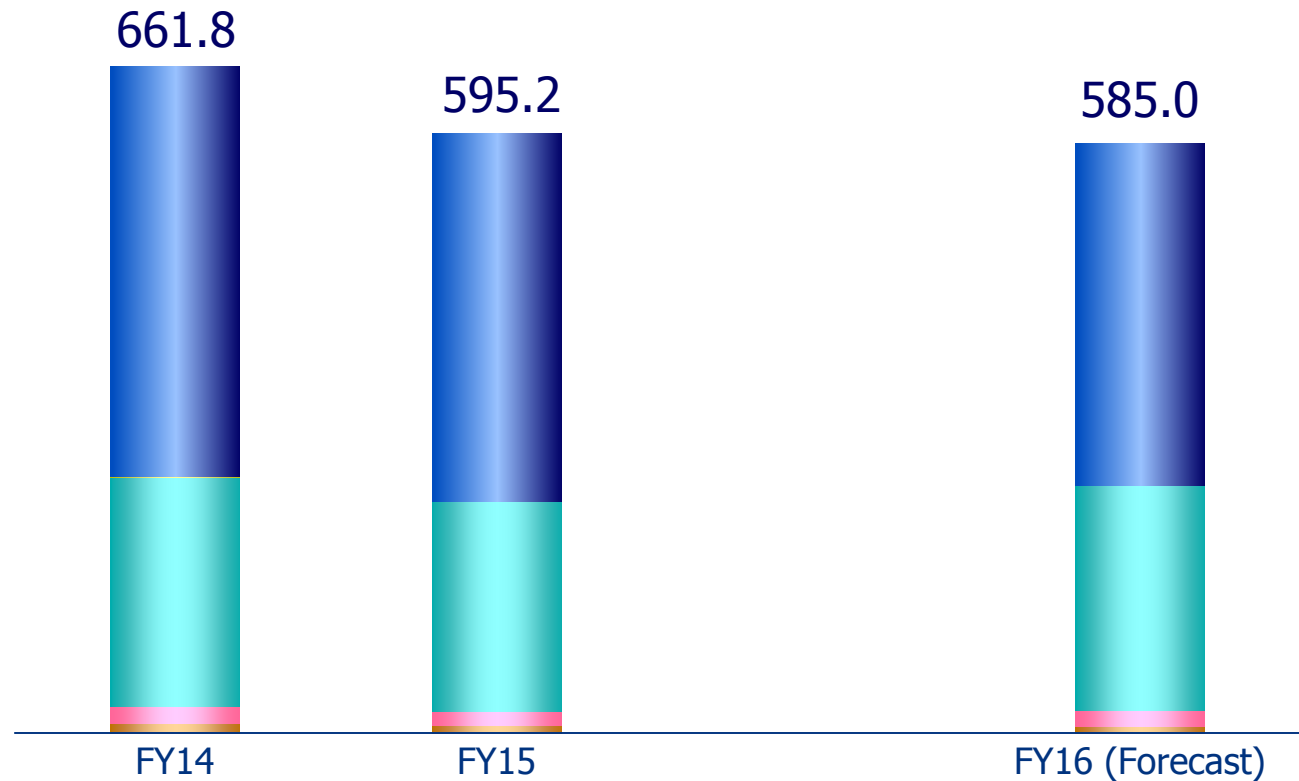
■ Personnel expenses	286.5	286.2	293.0
■ Non-personnel expenses	2,418.1	2,435.9	2,497.0
■ Depreciation & amortization	659.8	625.9	448.0
■ Impairment losses	30.2	9.1	-
■ Loss on disposal of property, plant, equipment and intangible assets	69.5	68.8	81.0
■ Communication network charges	240.3	276.9	351.0
■ Taxes and public duties	40.1	41.3	40.0
(Incl) Revenue-linked expenses*	1,281.0	1,262.4	1,204.0
(Incl) Other non-personnel expenses	1,137.0	1,173.5	1,293.0

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

Capital Expenditures

U.S.
GAAP

(Billions of yen)



■ Telecommunications business (LTE (Xi))

FY14

406.7

■ Telecommunications business (FOMA)

1.4

■ Telecommunications business (Other)

227.3

■ Smart life business

17.2

■ Others

9.1

FY15

365.4

0.3

208.2

13.9

7.5

FY16 (Forecast)

339.0

0.0

224.0

15.0

7.0

Principal Operational Data

		FY2014 (1)	FY2015 (2)	Changes (2) - (1)	FY2016 full-year forecast
Operational Data	No. of subscriptions (thousands)	66,595	70,964	+4,368	75,300
	LTE (Xi)	30,744	38,679	+7,934	44,600
	FOMA	35,851	32,285	-3,566	30,700
	Communication module service	4,176	4,807	+631	-
	sp-mode (thousands)	28,160	32,463	+4,303	35,100
	i-mode (thousands)	22,338	18,770	-3,569	16,500
	Net additional subscriptions (thousands)	3,490	4,368	+878	4,400
	Handsets sold (thousands) (Including handsets sold without involving sales by DOCOMO)	23,751	26,058	+2,307	25,400
	LTE (Xi)	17,197	20,831	+3,635	-
	FOMA	6,554	5,226	-1,328	-
	Smartphones sold (thousands)	14,595	15,443	+848	14,200
	Smartphones users (thousands)	28,748	32,914	+4,167	-
	"docomo Hikari" subscriptions (thousands)	83	1,567	+1,484	-

◆ Numbers of subscriptions are as of the end of each period.

ARPU/Financial Indicators

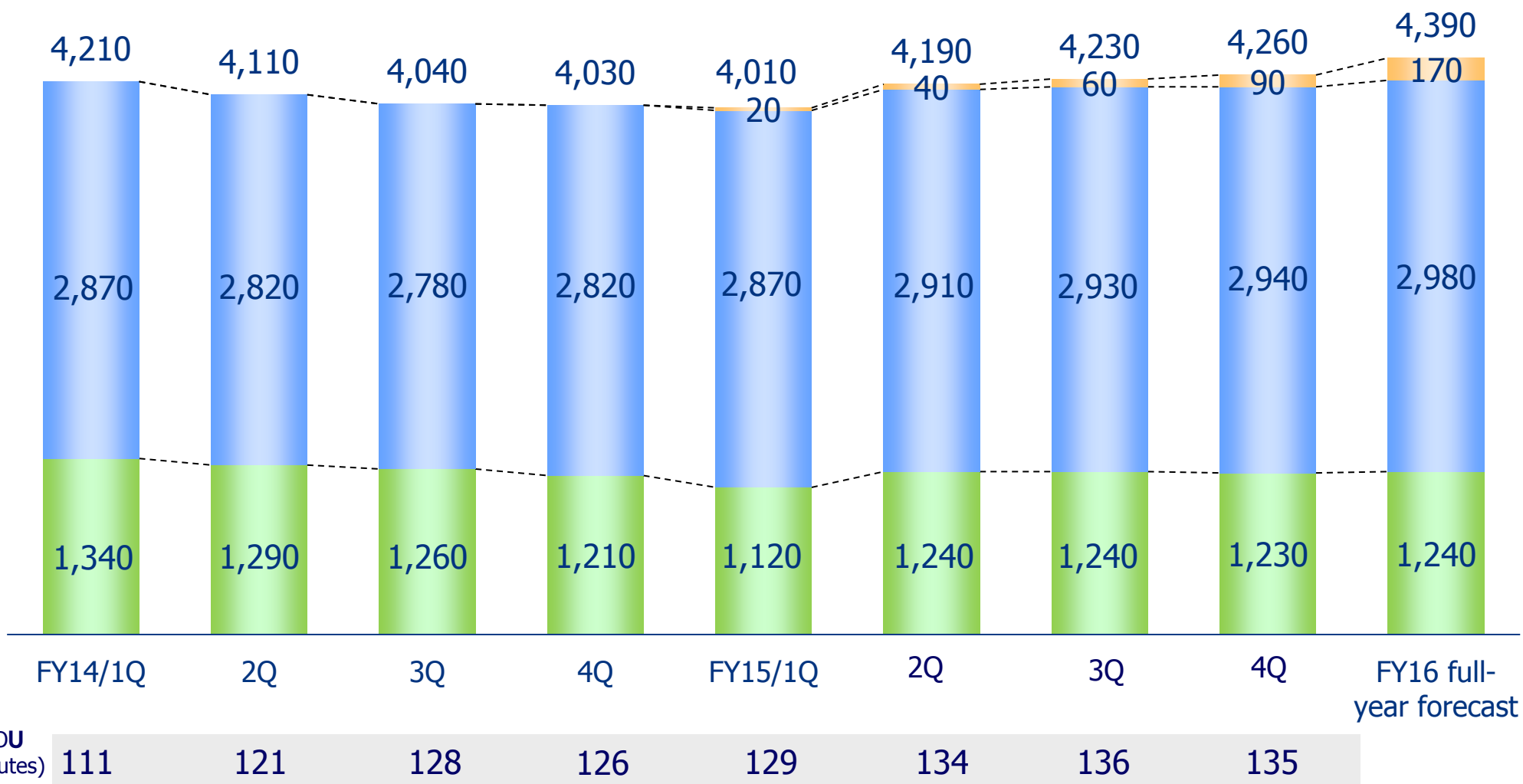
	FY2014 (1)	FY2015 (2)	Changes (2) - (1)	FY2016 full-year forecast
ARPU (yen)	4,100	4,170	+70	4,390
Voice ARPU	1,280	1,210	-70	1,240
Packet ARPU	2,820	2,910	+90	2,980
docomo Hikari ARPU	0	50	+50	170
ARPU (conventional calculation)(yen)	4,370	4,420	+50	-
Voice ARPU	1,180	1,090	-90	-
Packet ARPU	2,600	2,620	+20	-
Smart ARPU	590	710	+120	-
EBITDA margin (%) *EBITDA/operating revenues	31.2	32.1	+0.9	30.3
ROE (%) *Net income attributable to NTT DOCOMO, INC./shareholders' equity	7.4	10.3	+2.9	11.9
Shareholders' equity ratio (%) *Shareholders' equity/total assets	75.3	73.5	-1.8	74.3
Debt ratio *Interest bearing liabilities/shareholders' equity	0.041	0.042	+0.001	0.041
EPS (yen) *Net income attributable to NTT DOCOMO, INC. per share	101.55	141.30	+39.75	173.22

◆ ROE is calculated using the average end-of-period shareholders' equity for the current and previous fiscal periods.

ARPU/MOU

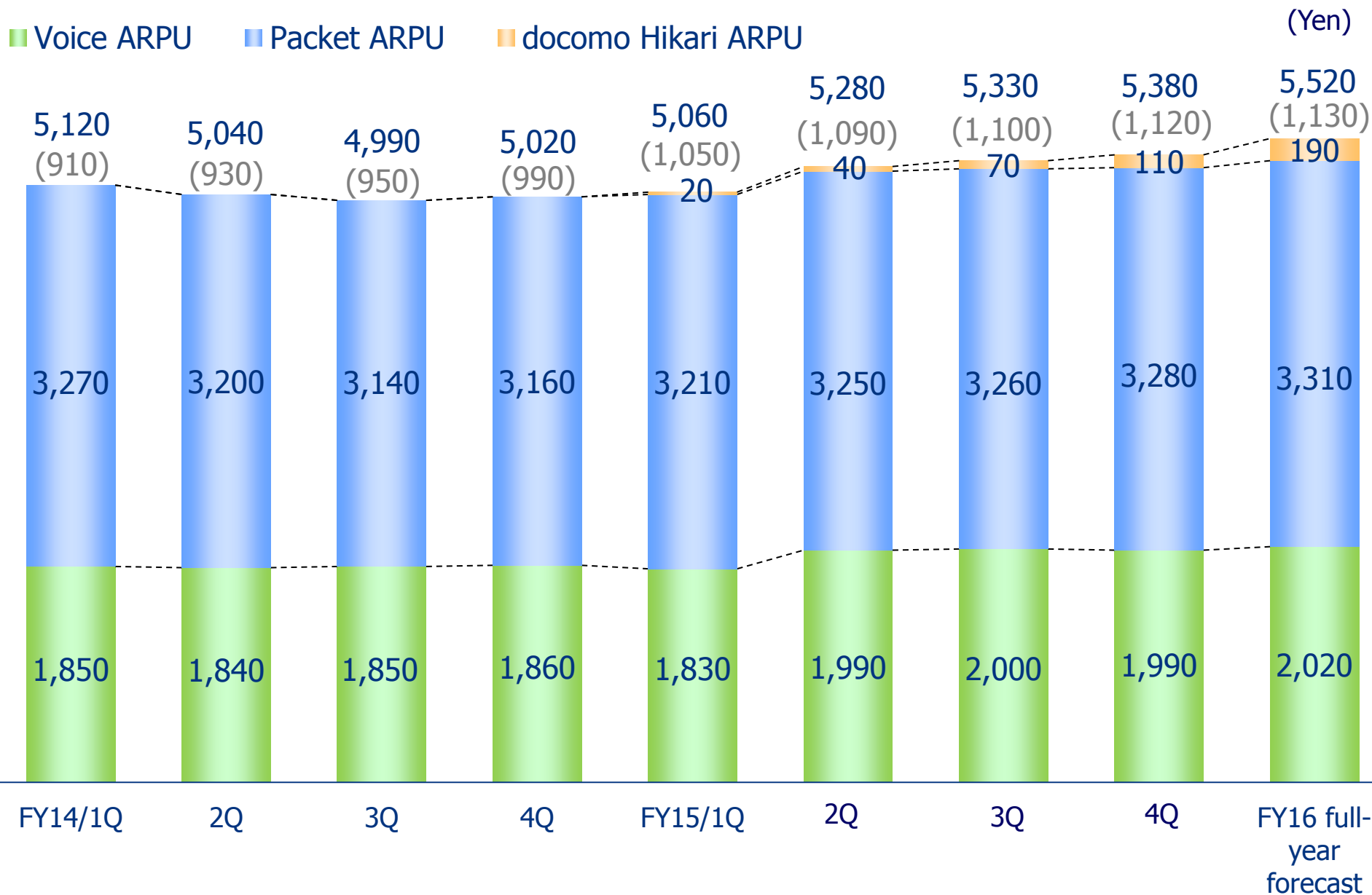
■ Voice ARPU
 ■ Packet ARPU
 ■ docomo Hikari ARPU

(Yen)



◆ For an explanation on ARPU and MOU, please see the slide "Definition and calculation method of ARPU and MOU" in this document.

ARPU (Exclusive of impacts of discounts)



*: Numbers in parentheses indicate impact of discounts.

◆ For an explanation on ARPU and MOU, please see the slide "Definition and calculation method of ARPU and MOU" in this document.

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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 user basis. ARPU is calculated by dividing telecommunications services revenues (excluding certain revenues) by the number of active users of our wireless services in the relevant periods, as shown below "ARPU Calculation Method." We believe that our ARPU figures provide useful information to analyze the average usage per user 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 user.

ii. ARPU Calculation Methods

Aggregate ARPU = Voice ARPU + Packet ARPU + "docomo Hikari" ARPU

- Voice ARPU : Voice ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active users
- Packet ARPU : Packet ARPU Related Revenues (basic monthly charges, packet communication charges) / No. of active users
- "docomo Hikari" ARPU : A part of other operating revenues (basic monthly charges, voice communication charges) / No. of active users
- In addition, the sum of Packet ARPU and "docomo Hikari" ARPU is referred to as Data ARPU.

iii. Active Users Calculation Method

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

Note:

1. The number of "users" used to calculate ARPU and MOU is the total number of subscriptions, excluding the subscriptions listed below:
 - a. Subscriptions of communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs); and
 - b. Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for "Xi" or "FOMA" services in his/her name.
2. Revenues from communication module services, "Phone Number Storage," "Mail Address Storage," "docomo Business Transceiver" and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs) are not included in the ARPU calculation.

◆ ARPU and MOU calculation methods were changed beginning with the results presentation for the first three months of the fiscal year ending March 31, 2016. Conventional ARPU calculation methods is as below. $ARPU(\text{Conventional calculation}) = (\text{Voice revenues} + \text{Packet revenues} + \text{Revenues accounted for in Smart ARPU}) / \text{No. of subscriptions after subtracting communication module and MVNO subscriptions, etc.}$

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 were 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 market environment in the telecommunications industry, such as intensifying competition from other businesses or other technologies caused by Mobile Number Portability, development of appealing new handsets, new market entrants, mergers among other service providers and other factors, or the expansion of the areas of competition could limit the acquisition of new subscriptions and retention of existing subscriptions by our corporate group, or it may lead to ARPU diminishing at a greater than expected rate, an increase in our costs, or an inability to optimize costs as expected.
- (2) If current and new services, usage patterns, and sales schemes proposed and introduced by our corporate group cannot be developed as planned, or if unanticipated expenses arise the financial condition of our corporate group could be affected and our growth could be limited.
- (3) The introduction or change of various laws or regulations inside and outside of Japan, 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 and could increase our costs.
- (5) Other mobile service providers in the world may not adopt the technologies and the frequency bands that are compatible with those used by our corporate group's mobile communications system on a continuing basis, which could affect our ability to sufficiently offer international services.
- (6) Our domestic and international investments, alliances and collaborations, as well as investments in new business fields, may not produce the returns or provide the opportunities we expect.
- (7) Malfunctions, defects or imperfections in our products and services or those of other parties may give rise to problems.
- (8) Social problems that could be caused by misuse or misunderstanding 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 a license or other use of such intellectual property rights, which may result in our inability to offer certain technologies, products and/or services, and our corporate group may also be held liable for damage compensation if we infringe the intellectual property rights of others. In addition, the illicit use by a third party of the intellectual property rights owned by our corporate group could reduce our license revenues actually obtained and may inhibit our competitive superiority.
- (11) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, the proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment, software bugs, deliberate incidents induced by computer viruses, cyber-attacks, equipment misconfiguration, 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 such incidents may adversely affect our credibility 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.

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