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# Financial Data Book for FY2016/2Q

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## Disclaimer

This Data Book 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 report 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, but are not limited to, the Risk Factors noted in NTT DOCOMO's latest annual report on Form 20-F and NTT DOCOMO's other filings and submissions with the Securities and Exchange Commission, copies of which are available through the IR Documents section of this web site and also through the SEC's web site.

Consolidated Statements of Income

	Quarterly (Results)				Full-year	Quarterly (Results)				Full-year		
	FY2015				Results	FY2016				Results	Original Forecasts	Revised Forecasts
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar		Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar			
<b>P/L (Billions of yen, USGAAP)</b>												
Operating revenues	1,076.9	1,138.1	1,168.5	1,143.6	4,527.1	1,108.7	1,179.7				4,620.0	4,610.0
Telecommunications services	675.3	707.1	717.3	715.9	2,815.5	729.7	744.8				2,974.0	2,989.0
Mobile communications services revenues	669.4	697.2	703.6	697.4	2,767.6	704.2	712.8				2,844.0	2,850.0
Voice revenues*	196.6	217.0	219.8	216.0	849.4	215.9	219.6				868.0	878.0
Packet communications revenues	472.7	480.2	483.8	481.4	1,918.2	488.3	493.3				1,976.0	1,972.0
Optical-fiber broadband service and other telecommunications services revenues	5.9	9.9	13.7	18.5	47.9	25.5	31.9				130.0	139.0
Equipment sales	201.3	215.5	241.0	202.7	860.5	165.8	214.4				745.0	722.0
Other operating revenues	200.3	215.6	210.2	225.1	851.1	213.2	220.5				901.0	899.0
Operating expenses	841.5	910.9	945.5	1,046.1	3,744.1	809.4	893.4				3,710.0	3,670.0
Personnel expenses	72.3	72.0	72.1	69.8	286.2	72.3	72.8				293.0	291.0
Non-personnel expenses	537.5	597.9	619.4	681.2	2,435.9	531.5	600.6				2,497.0	2,463.0
Revenue-linked expenses	265.1	312.6	337.1	347.7	1,262.4	242.2	300.3				1,204.0	1,175.0
Other expenses	272.4	285.3	282.3	333.5	1,173.5	289.3	300.2				1,293.0	1,288.0
Depreciation	145.6	151.5	160.0	168.8	625.9	109.7	110.8				448.0	449.0
Impairment loss	—	—	—	9.1	9.1	—	—				—	—
Loss on disposal of property, plant and equipment and intangible assets	11.3	11.2	12.2	34.0	68.8	7.9	16.8				81.0	84.0
Communication network charges	64.6	68.3	71.8	72.2	276.9	76.7	82.1				351.0	342.0
Taxes and public dues	10.3	10.0	10.1	11.0	41.3	11.2	10.3				40.0	41.0
Operating income	235.4	227.2	222.9	97.5	783.0	299.3	286.3				910.0	940.0

\* Voice revenues include data communications revenues through circuit switching systems.

Capital Expenditures

	Quarterly (Results)				Full-year	Quarterly (Results)				Full-year		
	FY2015				Results	FY2016				Results	Original Forecasts	Revised Forecasts
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar		Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar			
<b>Capital Expenditures (Billions of yen)</b>												
Capital expenditures	93.1	126.3	143.0	232.8	595.2	97.1	148.9				585.0	585.0
Telecommunications business	89.1	121.1	137.9	225.8	573.9	93.8	143.8				563.0	560.0
Smart life business	2.6	3.5	2.9	4.8	13.9	2.2	3.6				15.0	17.0
Other businesses	1.5	1.7	2.2	2.1	7.5	1.1	1.6				7.0	8.0

Financial Indicators

	Quarterly (Results)				Full-year	Quarterly (Results)				Full-year		
	FY2015				Results	FY2016				Results	Original Forecasts	Revised Forecasts
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar		Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar			
<b>Financial Indicators</b>												
Earnings per Share Attributable to NTT DOCOMO, INC. (Yen)	43.48	38.22	45.17	14.43	141.30	55.10	53.21				173.22	176.68
Payout ratio (%)	–	–	–	–	49.5	–	–				46.2	45.3
EBITDA (Billions of yen) *1	387.3	384.0	388.8	294.4	1,454.6	413.0	408.0				1,398.0	1,438.0
EBITDA margin (%) *2	36.0	33.7	33.3	25.7	32.1	37.2	34.6				30.3	31.2
ROE (%) *3	–	–	–	–	10.3	–	–				11.9	12.1
Shareholders' equity ratio (%) *4	76.5	76.7	76.8	73.5	73.5	76.5	75.3				74.3	73.7
Debt to equity ratio (multiple) *5	0.058	0.040	0.040	0.042	0.042	0.042	0.041				0.041	0.040
Free cash flow (Billions of yen) excluding changes in investments for cash management purposes*6	65.4	232.9	89.9	210.5	598.7	34.9	306.8				600.0	640.0

\*1 Operating income+Depreciation+Loss on disposal of property, plant and equipment and intangible assets+Impairment loss

\*2 EBITDA/Operating revenue

\*3 Net income attributable to NTT DOCOMO, INC. / Shareholders' equity

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

\*4 NTT DOCOMO, INC. shareholders' equity / Total assets

\*5 Interest bearing liabilities / Shareholders' equity

\*6 Changes by purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months

Operating Income in Each Segment

	Quarterly (Results)					Full-year	Quarterly (Results)					Full-year	
	FY2015					Results	FY2016					Results	Forecast
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	Apr-Jun		Jul-Sep	Oct-Dec	Jan-Mar				
<b>Telecommunications business (Billions of yen)</b>													
Operating revenues	878.6	928.4	955.8	927.0	3,689.8	894.9	961.7					—	
Operating income (loss)	212.4	207.7	196.2	92.5	708.9	270.4	254.3					—	
Operating margin (%)	24.2	22.4	20.5	10.0	19.2	30.2	26.4					—	
<b>Smart life business (Billions of yen)</b>													
Operating revenues	118.4	127.9	127.5	130.3	504.1	125.2	125.1					—	
Operating income (loss)	16.9	16.6	15.5	(2.5)*	46.5	17.2	19.8					—	
Operating margin (%)	14.3	12.9	12.2	(1.9)	9.2	13.7	15.8					—	
* Operating income result is inclusive of impairment loss related to the multimedia broadcasting business (mmbi, Inc., etc.)													
<b>Other businesses (Billions of yen)</b>													
Operating revenues	85.9	87.6	92.1	93.7	359.3	94.8	98.6					—	
Operating income (loss)	6.1	2.9	11.2	7.5	27.7	11.7	12.2					—	
Operating margin (%)	7.1	3.3	12.2	8.1	7.7	12.3	12.4					—	

Segment	Principal Services 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, etc. Optical-fiber broadband services and other telecommunications services: Optical-fiber broadband services, Satellite communications services, etc.
Smart life business	Content services: "dmarket," "Anshin Net Security," "Sugotoku-Contents," "Cloud Storage Options," etc. Finance/Payment services: Credit service, Proxy bill collection, "docomo Mobile Payment," etc. Group companies: OAK LAWN MARKETING, INC., ABC Cooking Studio Co., Ltd., docomo Healthcare, Inc., etc.
Other businesses	Enterprise solutions: Enterprise M2M solutions(IoT), System development/sales/maintenance services, etc. Support services for customers peace of mind: "Mobile Device Protection Service," "Anshin Remote Support," etc.

No. of Subscriptions/Handsets Sold

	Quarterly (Results)				Full-year
	FY2015				Results
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar	
<b>Subscriptions (Thousand subs)</b>					
Mobile telecommunications services	67,532	68,494	69,602	70,964	70,964
Telecommunications services (LTE (Xi))	32,609	34,504	36,293	38,679	38,679
(Incl.) LTE Modules	3	3	3	4	4
Telecommunications services (FOMA (3G))	34,923	33,989	33,309	32,285	32,285
(Incl.) FOMA Modules	4,328	4,461	4,630	4,803	4,803
(Ref.) Net increase from previous period	936	962	1,108	1,362	4,368
(Ref.) Churn rate (%) <sup>*1</sup>	0.59	0.57	0.60	0.71	0.62
i-mode subscriptions	21,512	20,581	19,862	18,770	18,770
sp-mode subscriptions	29,094	30,209	31,126	32,463	32,463
docomo Hikari	408	717	1,085	1,567	1,567

	Quarterly (Results)				Full-year		
	FY2016				Results	Original Forecasts	Revised Forecasts
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar			
<b>Subscriptions (Thousand subs)</b>							
Mobile telecommunications services	71,614	72,943				75,300	74,800
Telecommunications services (LTE (Xi))	39,893	41,281				44,600	45,100
(Incl.) LTE Modules	5	7				-	-
Telecommunications services (FOMA (3G))	31,721	31,662				30,700	29,700
(Incl.) FOMA Modules	4,932	5,567				-	-
(Ref.) Net increase from previous period	650	1,330				4,400	3,800
(Ref.) Churn rate (%) <sup>*1</sup>	0.62	0.53				-	-
i-mode subscriptions	18,136	17,416				16,500	15,400
sp-mode subscriptions	33,082	33,809				35,100	35,900
docomo Hikari	2,068	2,530				-	-

<b>dmarket and dCARD Subscriptions (Million subs)</b>					
dmarket	12.35	13.95	14.26	15.54	15.54
dTV	4.53	4.76	4.80	4.99	4.99
danime store	1.92	2.13	2.00	2.04	2.04
dhits	3.05	3.37	3.45	3.75	3.75
dkids	0.51	0.61	0.51	0.47	0.47
dmagazine	2.05	2.51	2.76	3.25	3.25
dgourmet	0.28	0.57	0.74	1.03	1.03
dhealthcare pack	-	-	-	-	-
dliving	-	-	-	-	-
d CARD <sup>*2</sup>	15.97	15.92	16.11	16.43	16.43

	14.48	15.34				-	-
	4.58	4.62				-	-
	1.87	1.87				-	-
	3.40	3.50				-	-
	0.41	0.40				-	-
	3.06	3.31				-	-
	0.93	1.05				-	-
	0.22	0.37				-	-
	-	0.22				-	-
	16.68	16.97				-	-

<b>Number of Subscribers (Thousand subs)</b>					
Total smartphone/ tablet users	29,669	30,752	31,629	32,914	32,914

	33,443	34,088				-	-
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<b>Usage per Subscriber (Yen)</b>					
"dmarket" usage per subscriber <sup>*3</sup>	1,160	1,280	1,320	1,340	1,280

	1,350	1,450				-	-
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<b>Handsets Sold (Thousand units)</b>					
Number of handsets sold	5,766	6,276	6,484	7,532	26,058
(Incl.) new sales	2,520	2,634	2,920	3,535	11,608
(Incl.) Total smartphones and tablets sold	3,282	3,791	3,906	4,464	15,443
(Incl.) Tablets sold	453	568	583	581	2,185

	6,165	7,285				25,400	26,600
	3,092	3,433				-	-
	3,061	3,850				14,200	14,600
	449	565				-	-

\*1 Churn rate is calculated excluding the subscriptions and cancellations of subscriptions of Mobile Virtual Network Operators (MVNOs).

\*2 The cumulative number of "d CARD" subscriptions represents the sum of "d CARD" and "d CARD mini" subscriptions.

\*3 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.

ARPU·MOU

	Quarterly (Results)				Full-year	Quarterly (Results)				Full-year		
	FY2015				Results	FY2016				Results	Original Forecasts	Revised Forecasts
	Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar		Apr-Jun	Jul-Sep	Oct-Dec	Jan-Mar			
<b>ARPU (Yen)</b>												
Aggregate ARPU	4,010	4,190	4,230	4,260	4,170	4,330	4,420				4,390	4,430
Voice ARPU	1,120	1,240	1,240	1,230	1,210	1,240	1,250				1,240	1,250
(Incl.) Impact of discount	(710)	(750)	(760)	(760)	(740)	(780)	(780)				(780)	(780)
Data ARPU	2,890	2,950	2,990	3,030	2,960	3,090	3,170				3,150	3,180
Packet ARPU	2,870	2,910	2,930	2,940	2,910	2,960	2,990				2,980	2,980
(Incl.) Impact of discount	(340)	(340)	(330)	(340)	(340)	(360)	(350)				(330)	(340)
"docomo Hikari" ARPU	20	40	60	90	50	130	180				170	200
(Incl.) Impact of discount	0	0	(10)	(20)	(10)	(20)	(10)				(20)	(10)
MOU (Minutes)	129	134	136	135	133	136	136				140	137

Definition and Calculation Methods of ARPU and MOU

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."

The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.

MOU (Minutes Of Use) : Average monthly communication time per user.

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 : "docomo Hikari" ARPU Related 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.

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

The number of "users" used to calculate ARPU and MOU is the total number of subscriptions, excluding the subscriptions listed below:

Subscriptions of communication modules 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 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.

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.