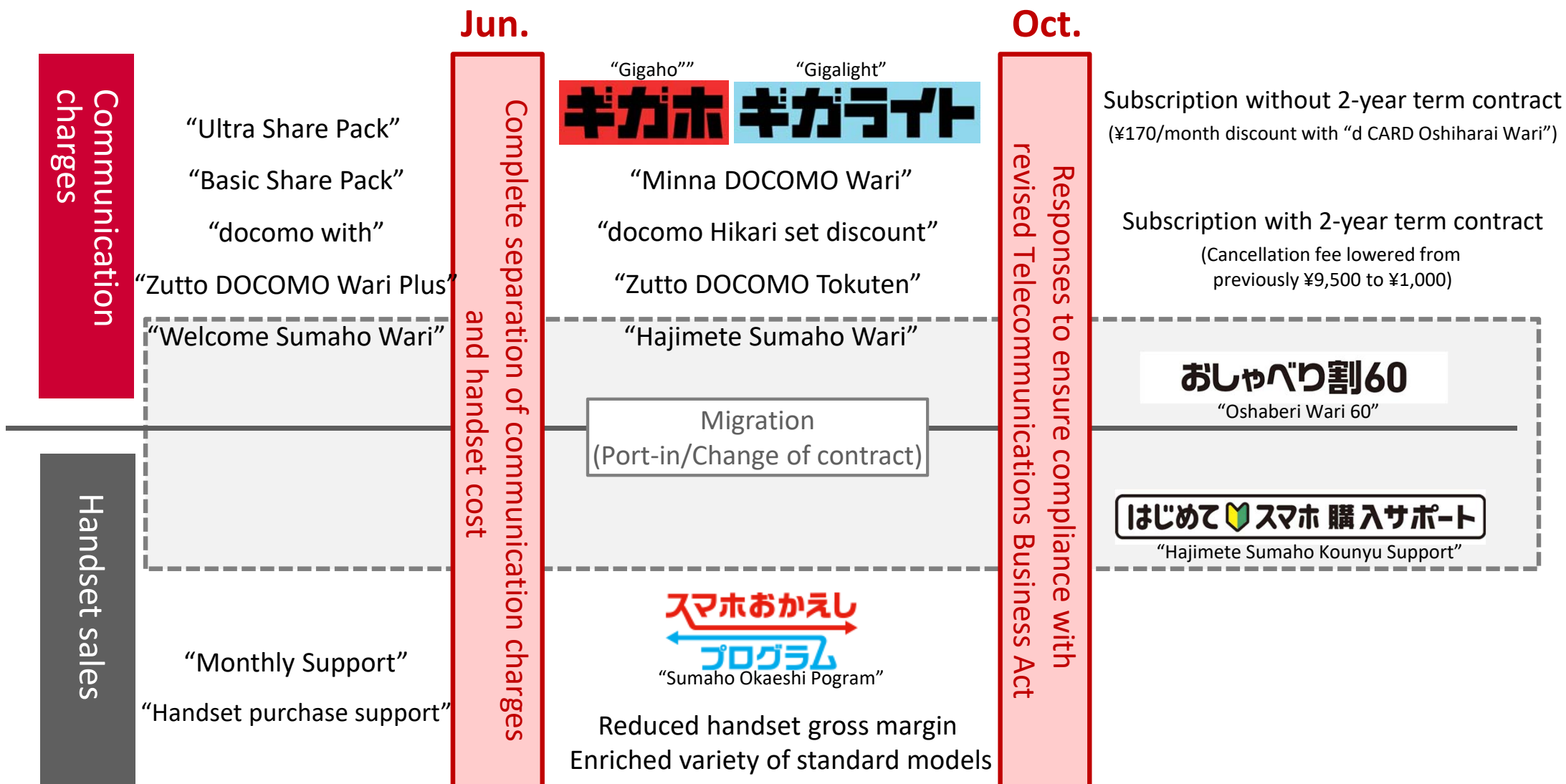

DOCOMO's Sales Strategy

- Response to Competition and Promotion of Smart Life & Other Businesses -

December 10, 2019
NTT DOCOMO, INC.
Senior Executive Vice President
Hiroshi Tsujigami

Response to Change of Competition Rules

1



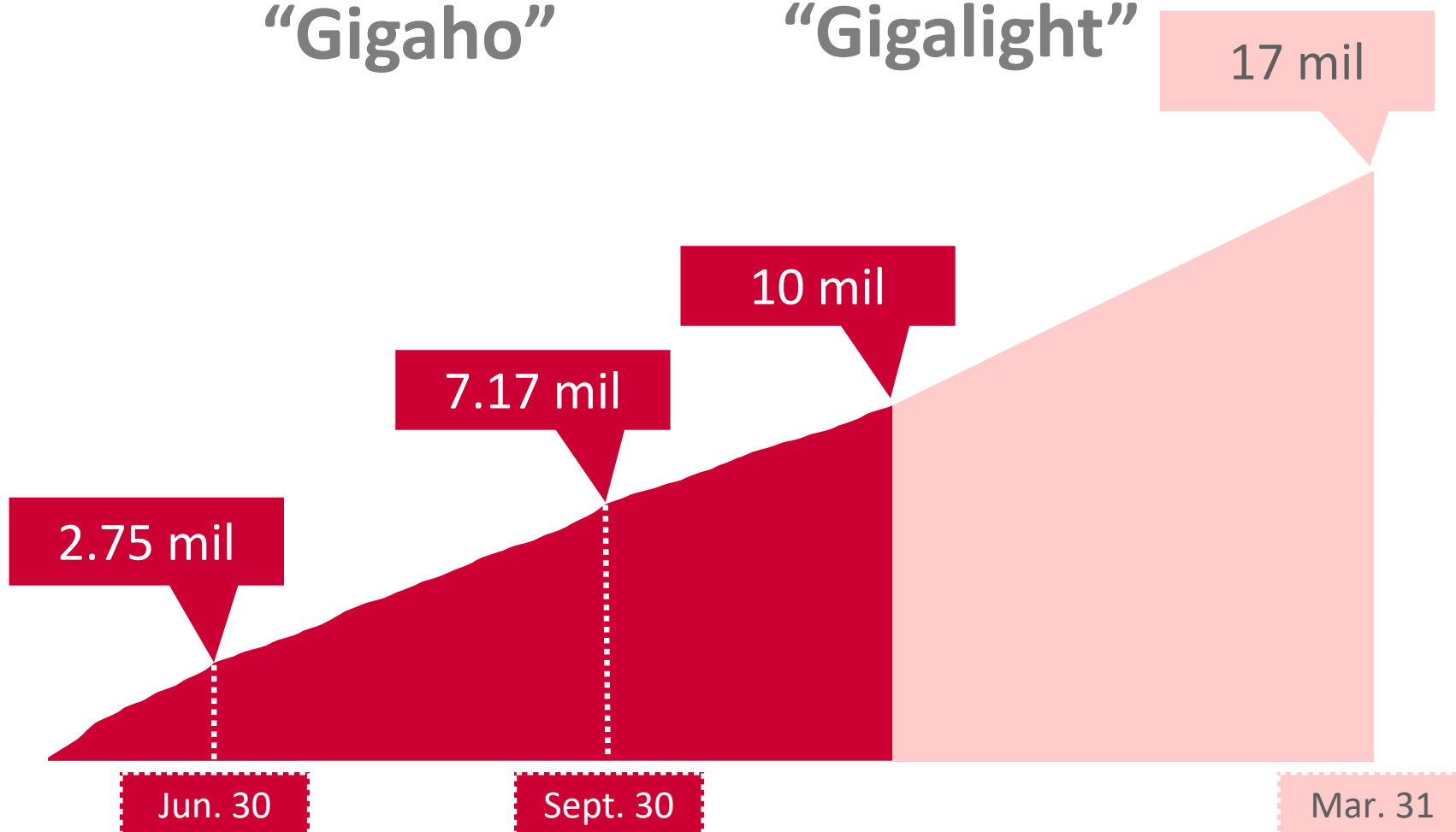
New Rate Plans

ギガホ

“Gigaho”

ギガライト

“Gigalight”

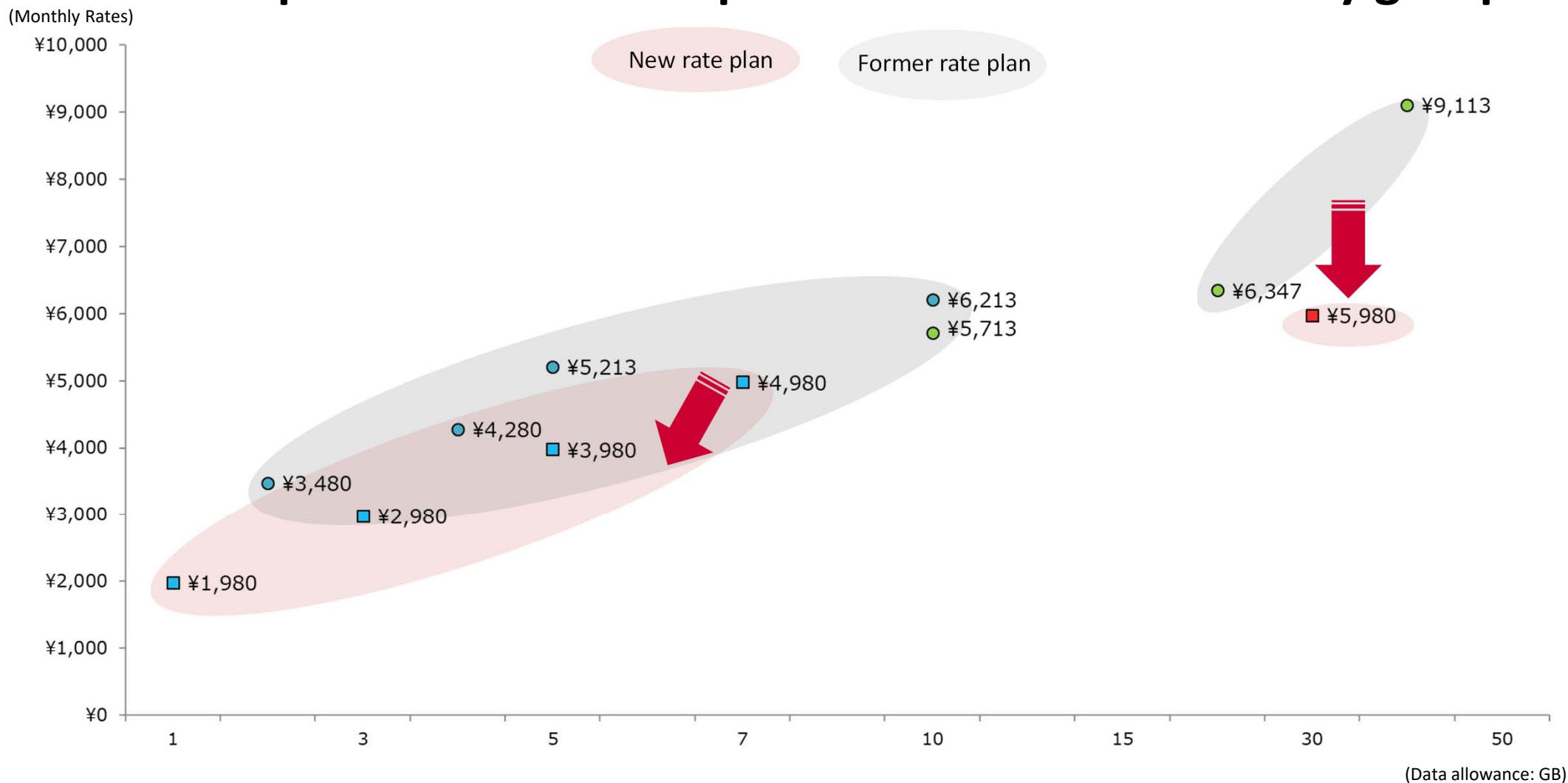


◆ New rate plans represent “Gigaho,” “Gigalight,” “Keitai Plan,” “Kids Keitai Plan” and “Data Plus.”

Monthly Rate Comparison of DOCOMO's New/Old Plans

3

Rate per user for subscription with 3-member family group

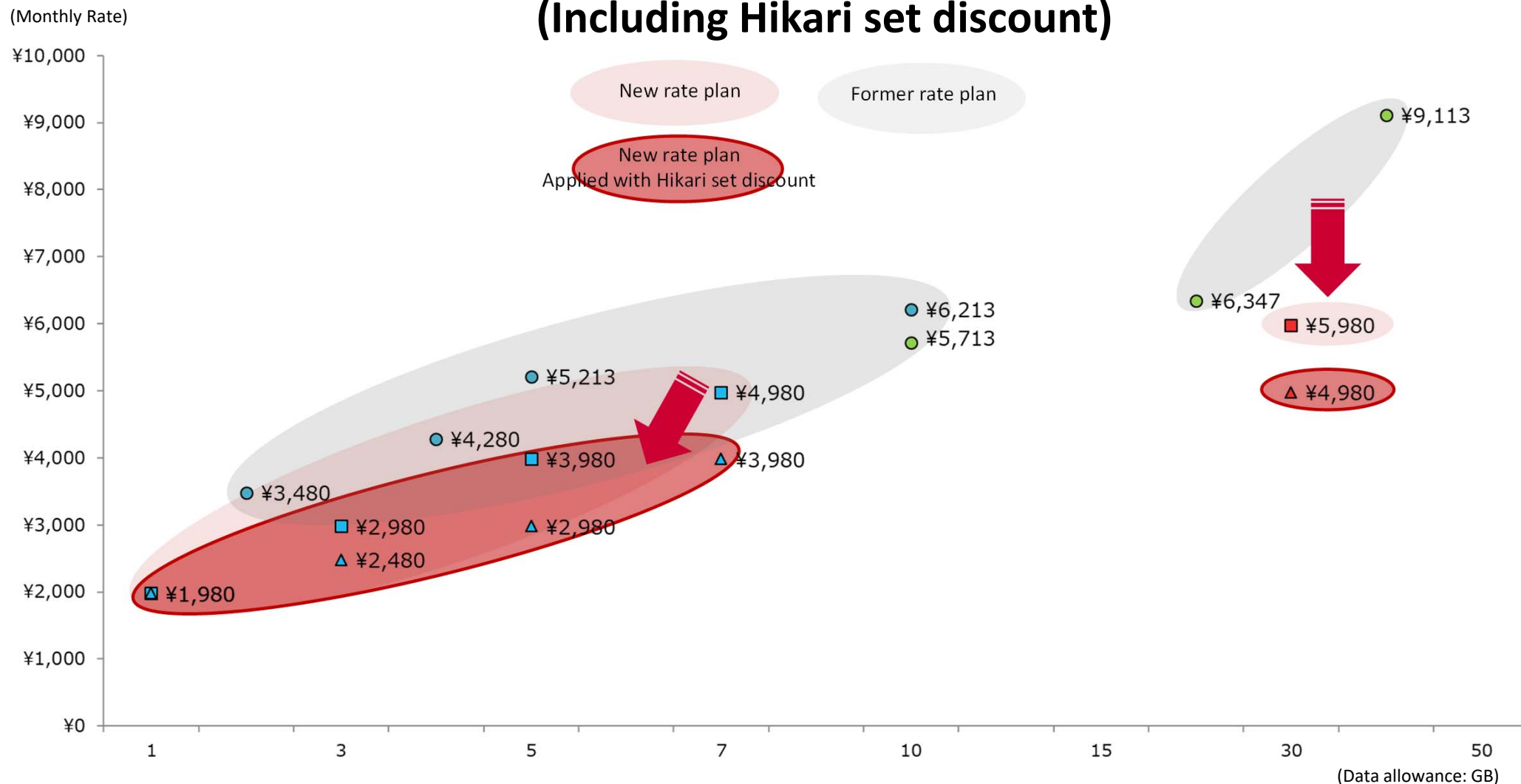


- ◆ Rates above are exclusive of taxes.
- ◆ All “Gigaho” and “Gigalight” rates represent the amount after applying “Minna DOCOMO Wari” discounts.
- ◆ “Basic Share Pack” and “Ultra Share Pack” rates all include the subscription of “Simple Plan” and ISP fees applied with “Zutto DOCOMO Wari Plus (Platinum Stage)” discounts.

Monthly Rate Comparison of DOCOMO's New/Old Plans

4

Rate per user for subscription with 3-member family group (Including Hikari set discount)



◆ Rates above are exclusive of taxes.

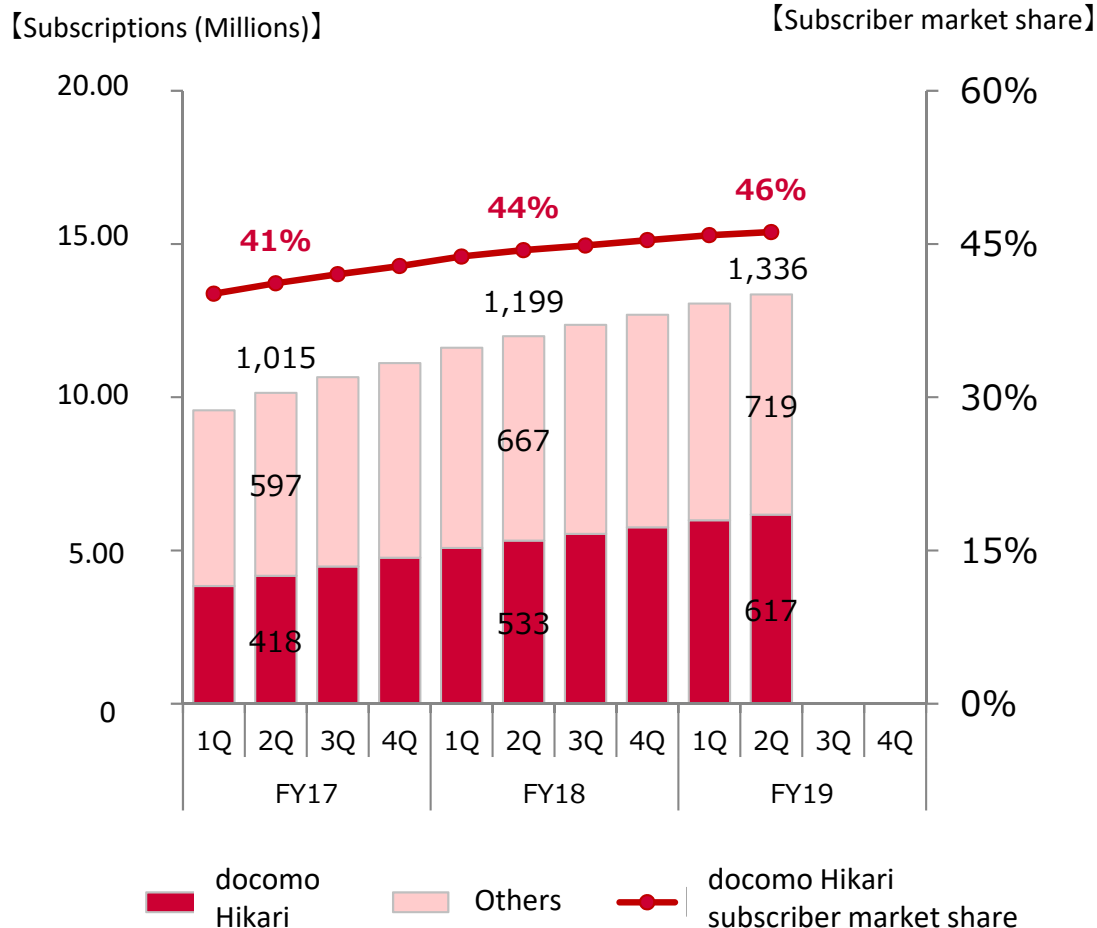
◆ All “Gigaho” and “Gigalight” rates represent the amount after applying “Minna DOCOMO Wari” discounts.

◆ “Basic Share Pack” and “Ultra Share Pack” rates all include the subscription of “Simple Plan” and ISP fees applied with “Zutto DOCOMO Wari Plus (Platinum Stage)” discounts.

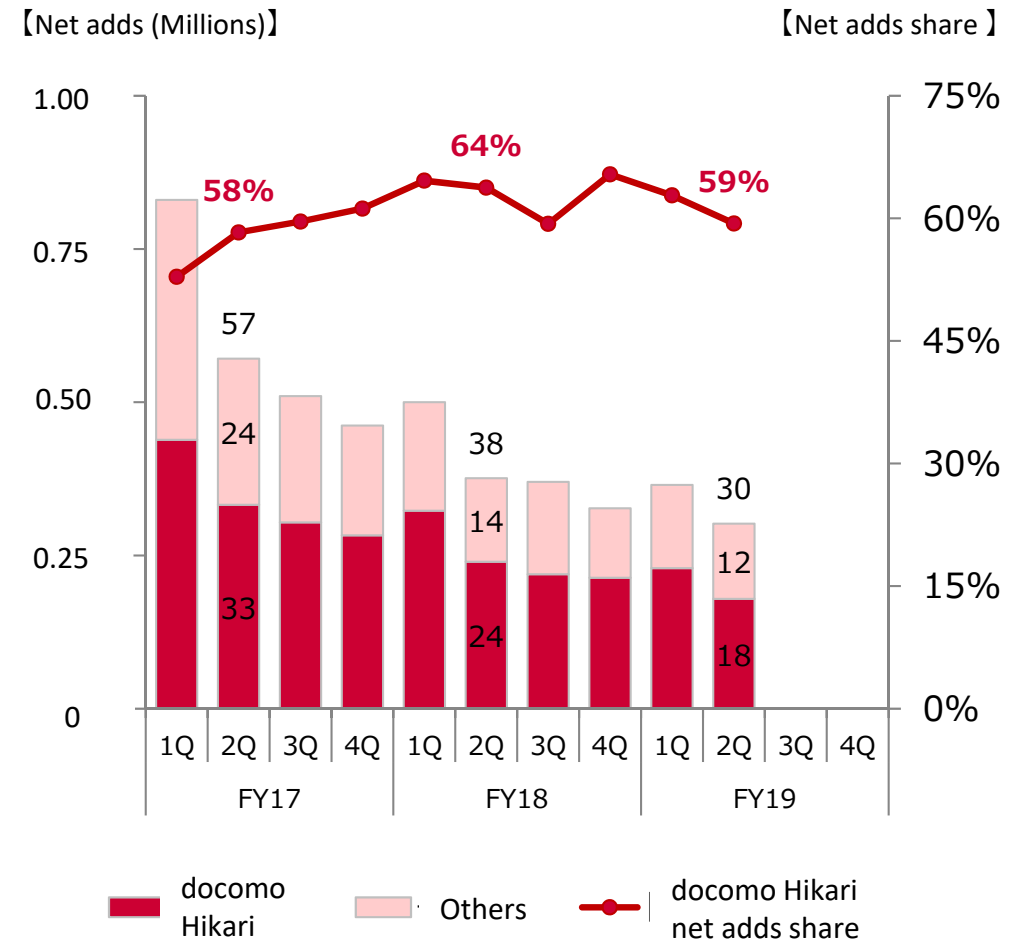
DOCOMO Hikari Subscriptions/Net Adds Share in Hikari Collaboration Market

5

No. of subscriptions/ Subscriber market share

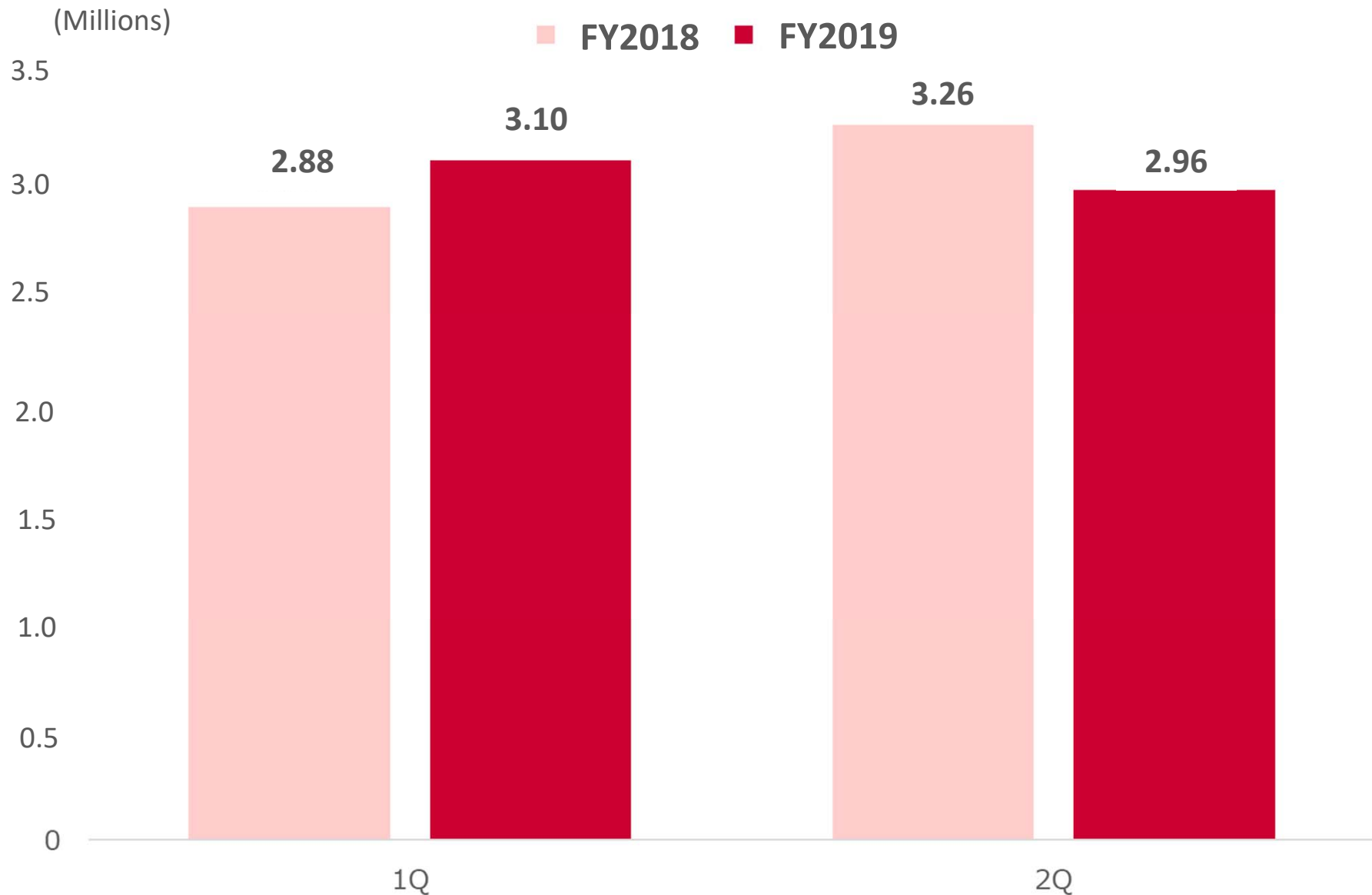


Net adds/ Net adds market share



◆ Subscriptions and net additions of Collaboration Hikari are based on numbers disclosed by NTT.

Smartphone Sales



Offering Handsets at Affordable Prices

7

Lowered handset prices through reduction of handset gross margin, etc.

iPhone 11 64GB



Galaxy A20

*Released Nov. 1



【Reference】
After applying remaining
installment waiver program

docomo	¥79,200		¥52,800		¥19,440
au	¥82,473	Approx. ¥3,000	¥54,982		¥23,564 ⇒ ¥20,000
Softbank	¥81,164	Approx. ¥2,000	¥49,942		

* The above represent the handset prices of each carrier's online shop excluding taxes (As of Dec. 6, 2019)

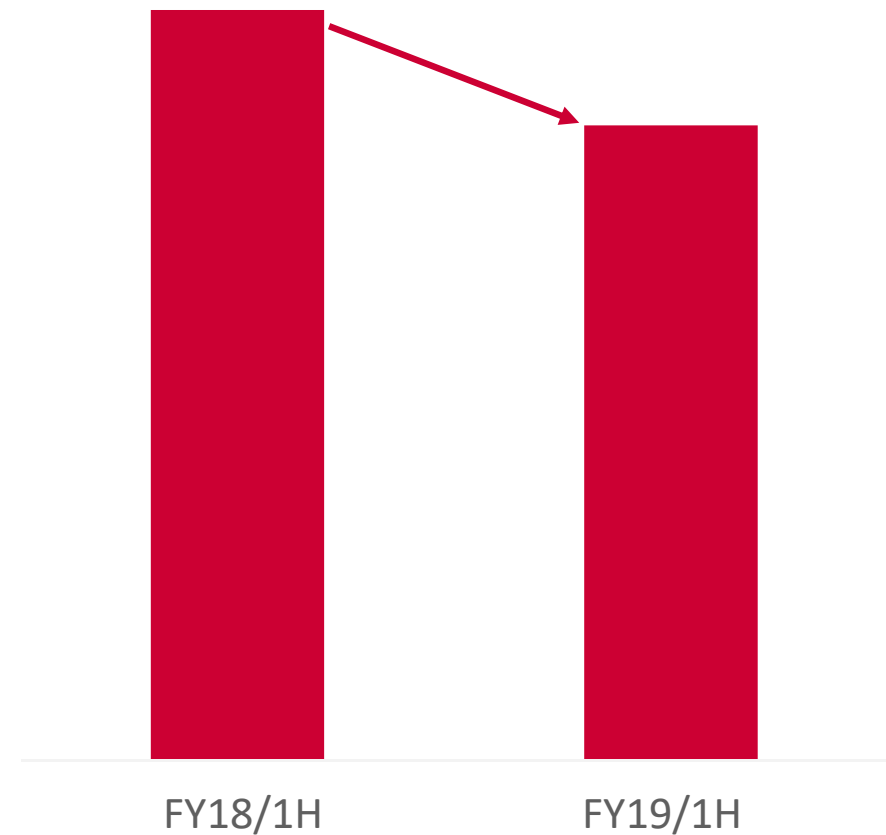
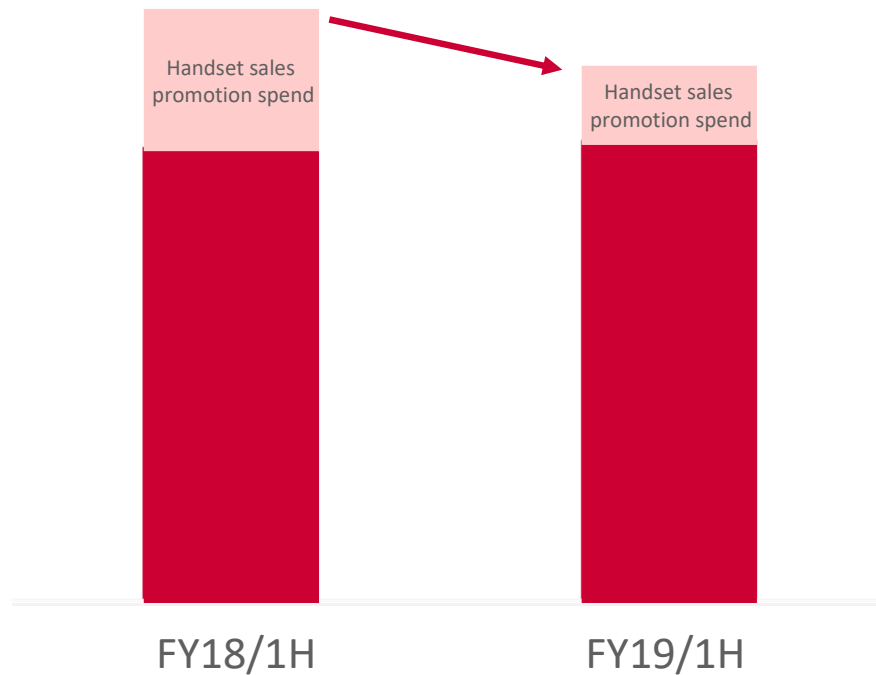
* SoftBank's price after applying remaining installment waiver program includes the program fee.

Sales-Related Expenses

8

Commissions to Agent Resellers

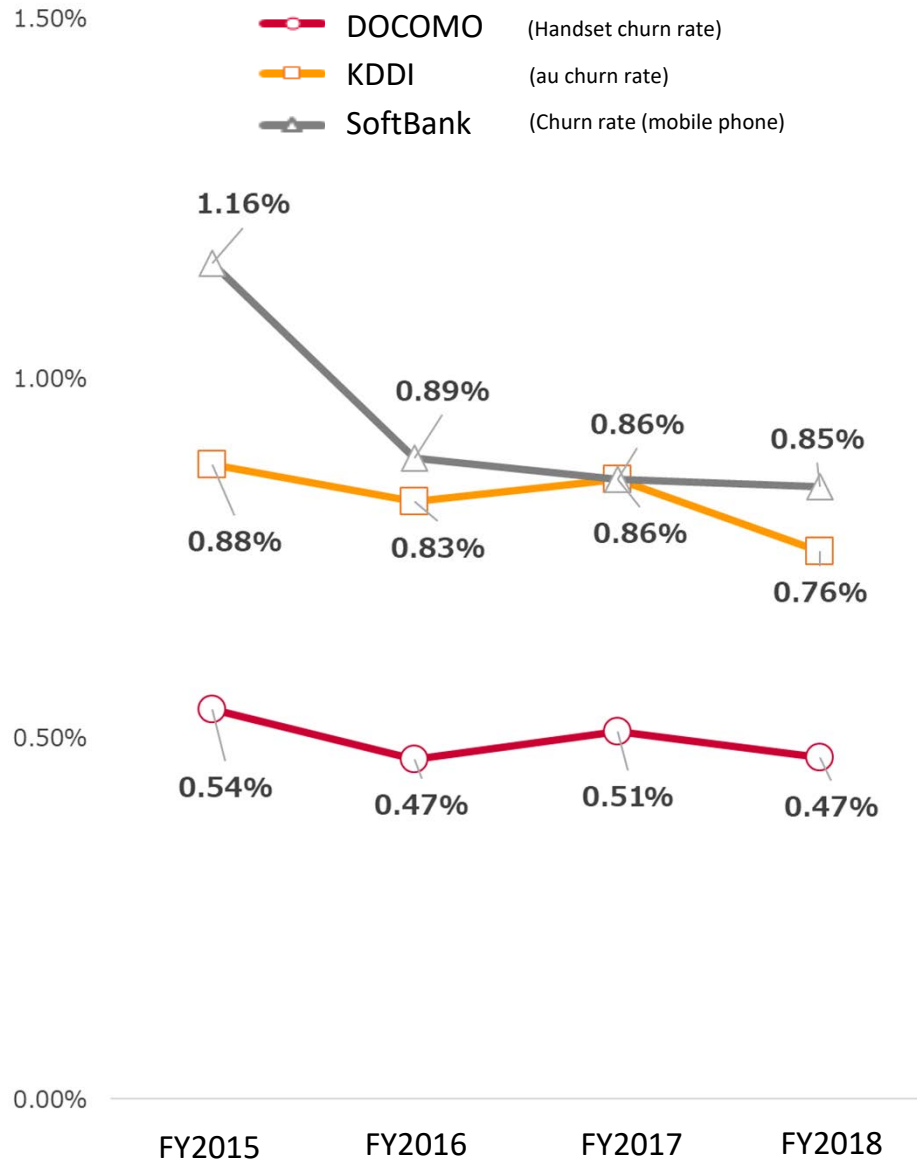
Cost of equipment sold



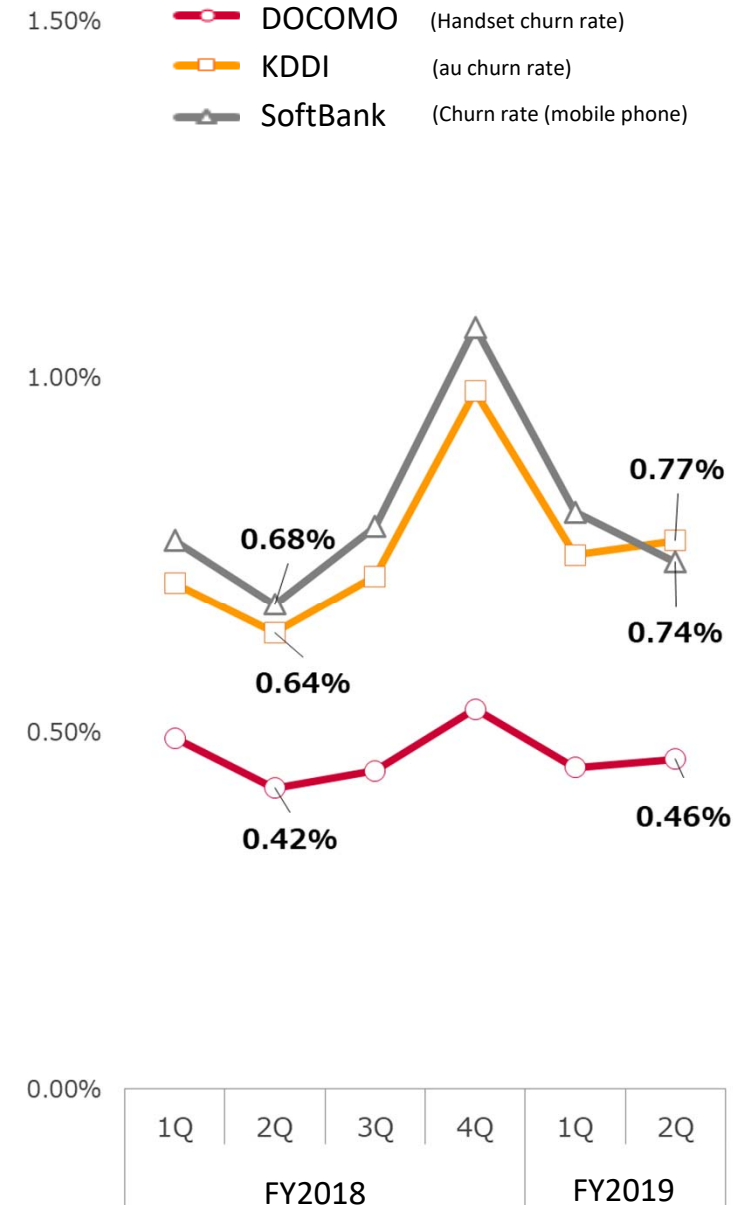
◆ The cost of equipment for FY2019/1H represents the amount after subtracting handset sales promotion spend.

Handset Churn Rate

Annual



Quarterly



Initiatives Implemented after October

10

Bundled offering of new rate plan and compelling services, etc.

Amazon Prime



ドコモに
「Amazonプライム」がやってきた。

amazon prime

ギガホ・ギガライトご契約で

「Amazonプライム」が
1年ついてくる!

※Web事前エントリーが必要
※ポイントクラブ会員が対象(無料)
※「ギガライト」は、「はじめてスマホ割」/「ドコモの学園」適用者が対象外
※「Amazonプライム」年会費4,900円(税込、2019年11月末時点)
※本件は、ドコモの主催・費用負担

Disney DELUXE



ドコモの **ギガホ** **ギガライト** ご契約者なら

1年間割引

Disney DELUXE

12月1日
スタート

Official Disney video distribution service

d CARD



d払い

「ドコモのプランについてくるAmazonプライム」
エントリー者限定!

d払いご利用で
dポイント **5倍** 還元

2019年12月1日(日)～ 要エントリー

Amazonでのお買物でdポイントがたまる!

※本キャンペーンは、NTTドコモ主催のキャンペーンです。



dカード割

お支払 **割**

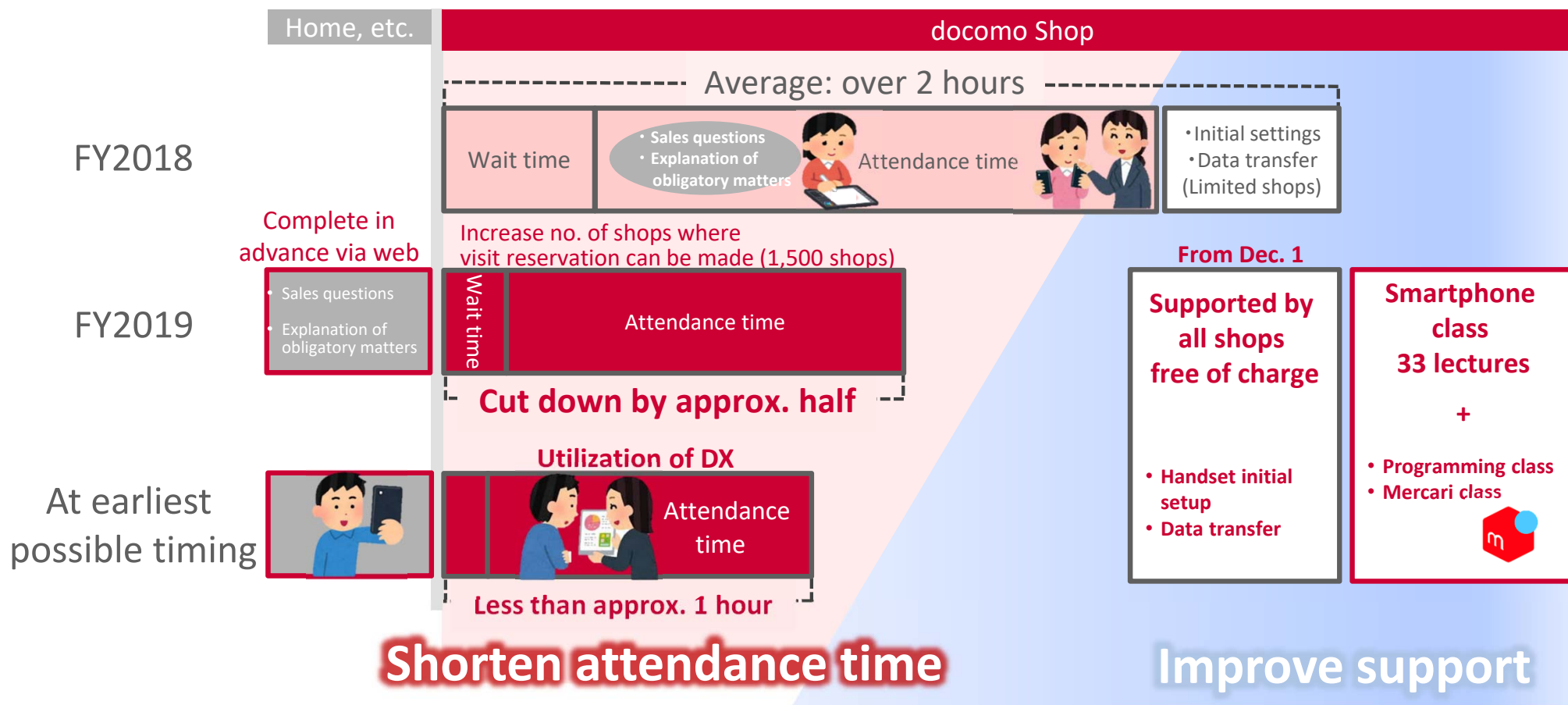
5%還元キャンペーン

d CARD d CARD

VISA VISA

2019年10月1日(火)～2020年3月31日(火)

Shorten attendance time even further and offer improved support at all shops

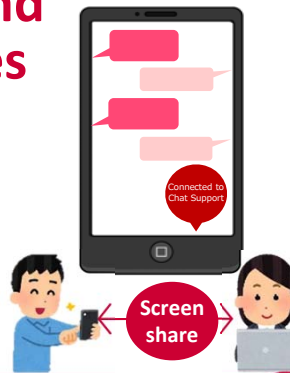


Further improve customers' web experience

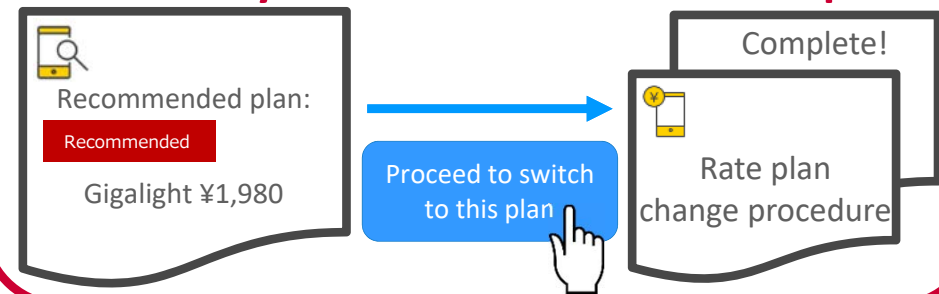
Procedures

Improved chat support for change of rate plan and other web procedures

- Extended support hours to up to 24:00
- Provide assistance sharing the same screen with customer



User can receive optimal rate plan proposal simulated based on actual usage and directly switch to recommended plan



Handset purchase

Simplified steps to save time



No. of pages for ordering cut down by half

Same day delivery (Only for Tokyo 23 wards)



Smartphone delivered on the day of order
(Started from Nov. 5)

Finance/Payment

Accelerate promotion of cashless payments through expansion of participating stores and advancement of payment wallet service

SHOWCASE GIG

M3, Inc.



S.RIDE

JapanTaxi

Transactions processed:
¥2.4 trillion

Content/Lifestyle

Create new businesses such as video experience based on 5G and XR



Ariake Arena
facility management &
operation

e-Sports

"d POINTs" used:
94.3 billion points

Marketing Solution

Enterprise CRM solutions that leverage membership base



(c) J.LEAGUE



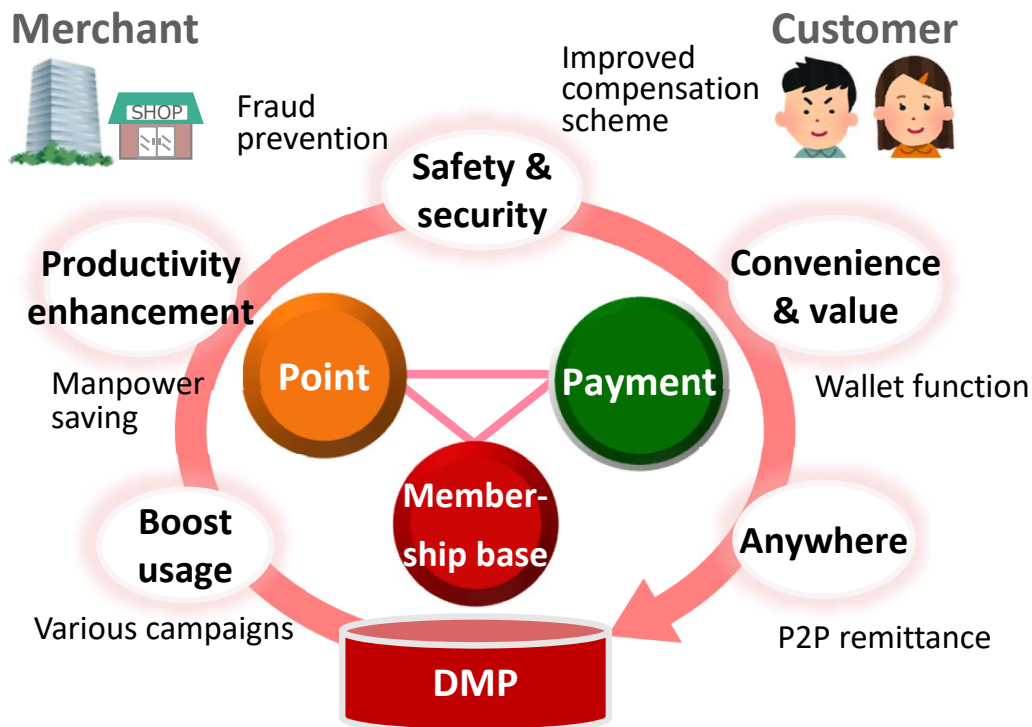
Marketing support/
joint business deployment

All About

◆ "d POINTs" used (ordinary points + limited-time/limited-use points) and transaction processed represent the actual record for FY2019/1H (April through September 2019).

◆ Members of Ariake Arena facility management & operation consortium: Dentsu, NTT DOCOMO, NIPPON KANZAI, AMUSE, Live Nation, Dentsu Live, ASICS, XROSS SPORTS MARKETING, NTT FACILITIES, Mitsubishi Research Institute.

Offer extra convenience and value to customers' everyday lives through our payment/point programs



Boost “d CARD” member acquisition & usage

Aim to make “d CARD” customer's main card for everyday payments by promoting together with “d CARD Oshiharai Wari” program.



Launch of wallet and “d Payment” mini app

Reinforce the mechanisms that offer users with greater convenience in their everyday use



Supports various capabilities from payment to charging, remittance and transfer of d POINTs



Handles reservations, ordering and coupons—all in a single app

Expansion of Smartphone Payment

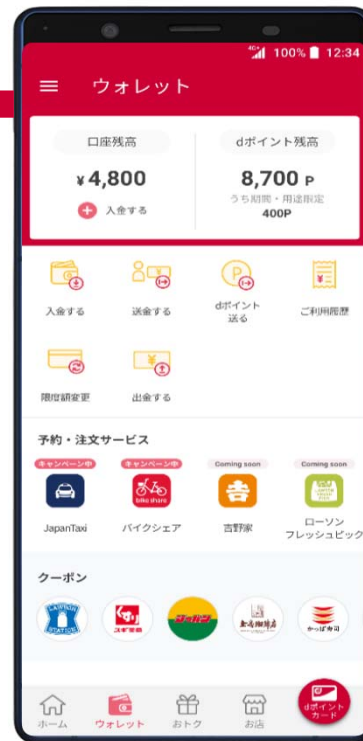
15



“d Payment” users:
Topped 20 million

Locations where payment/
point services are available:
1.22 million

Introduced a
wallet function



Launch* of
“d Payment” mini app



LAWSON



Reservation/
order

LAWSON



Coupon



* Inclusive of planned launches

◆ “d CARD mini” was integrated into “d Payment” service as “d Payment (iD)” on Nov. 19, 2019. The number of “d Payment” users on this slide includes the users of “d Payment (iD)”.

◆ Locations where payment/point services are available represent the combined no. of locations where “d POINT,” “iD” and “d Payment” services can be used.

The new of today, the norm of tomorrow

