FY2025/1Q Financial Results

August 6, 2025

NTT DOCOMO, INC.

*The financial figures contained in this material are unaudited reference information prepared for internal management purposes.

1 FY2025/1Q Results highlights

Results Overview

Recorded YOY increase in revenues but decrease in profit.

IFRS (Billions of yen)	FY2024/1Q	FY2025/1Q	Year-on-year	
			Changes	%
Operating revenues	1,476.9	**1,490.1**	+13.3	+0.9%
Operating profit	275.4	**239.7**	-35.7	-13.0%
Profit attributable to shareholders of NTT DOCOMO, INC.	194.9	**174.9**	-20.0	-10.2%
EBITDA	455.0	**428.0**	-27.0	-5.9%
Capital expenditures	120.0	**184.9**	+64.9	+54.1%

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Results by Segment: Operating Revenues

Smart Life and Enterprise segments recorded YOY increase.
Consumer communications posted YOY decrease.

IFRS (Billions of yen)

		FY2024/1Q	FY2025/1Q	Year-on-year	
				Changes	%
Consumer	**Operating revenues**	**1,098.9**	**1,090.1**	-8.8	-0.8%
	Smart Life	288.6	301.1	+12.5	+4.3%
	Consumer communications	819.7	799.7	-20.0	-2.4%
Enterprise	**Operating revenues**	**430.3**	**456.0**	+25.7	+6.0%

*The breakdown data under Consumer business are provided for reference purpose only

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Results by Segment: Operating Profit

Consumer communications recorded YOY decrease, but Enterprise YOY increase.

IFRS (Billions of yen)

		FY2024/1Q	FY2025/1Q	Year-on-year	
				Changes	%
Consumer	**Operating profit**	**206.7**	**163.9**	-42.7	-20.7%
	Smart Life	62.3	59.4	-2.9	-4.7%
	Consumer communications	144.4	104.6	-39.8	-27.6%
	EBITDA	**347.9**	**310.6**	-37.3	-10.7%
	Smart Life	77.5	75.9	-1.6	-2.1%
	Consumer communications	270.4	234.7	-35.7	-13.2%
Enterprise	**Operating profit**	**68.7**	**75.8**	+7.1	+10.3%
	EBITDA	**107.1**	**117.4**	+10.3	+9.6%

*The breakdown data under Consumer business are provided for reference purpose only

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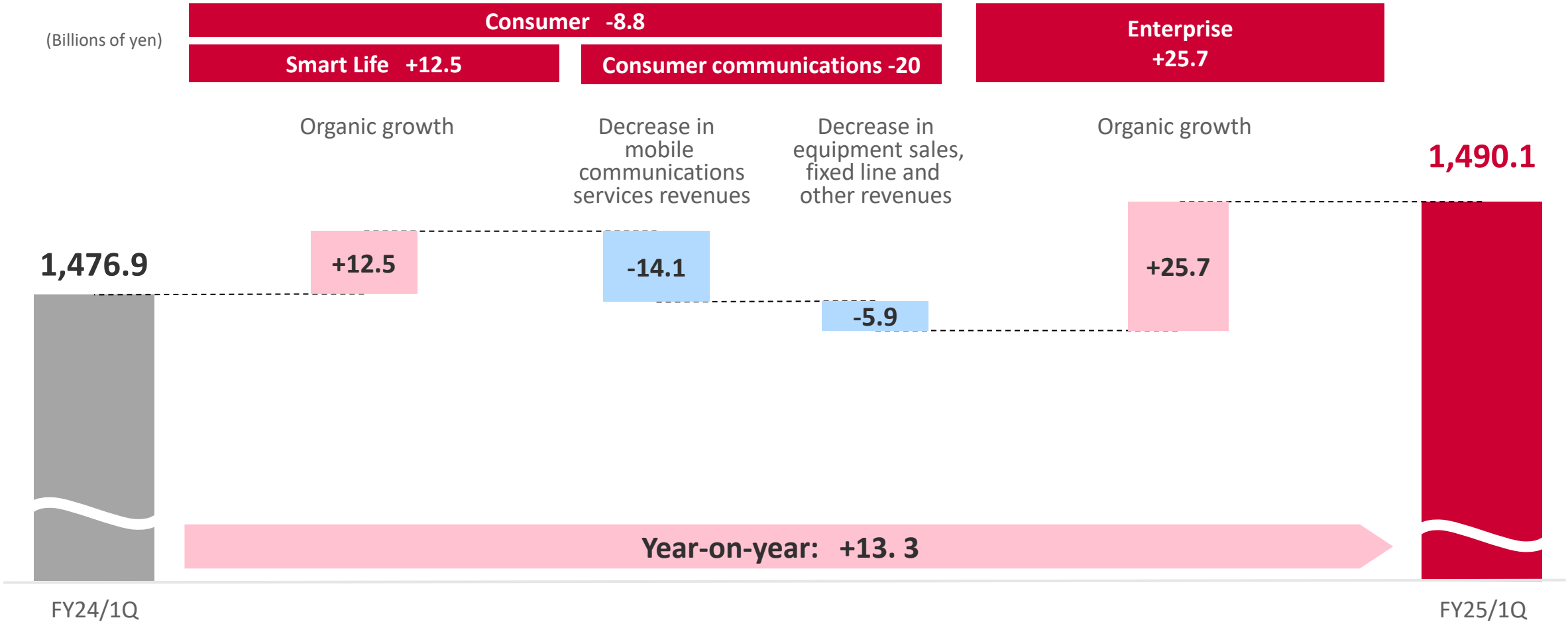
Key Factors behind Changes in Operating Revenues

Growth areas continued to achieve revenue increase. Downtrend of consumer communications revenues continued despite improved momentum (e.g., customer base and ARPU, etc.).



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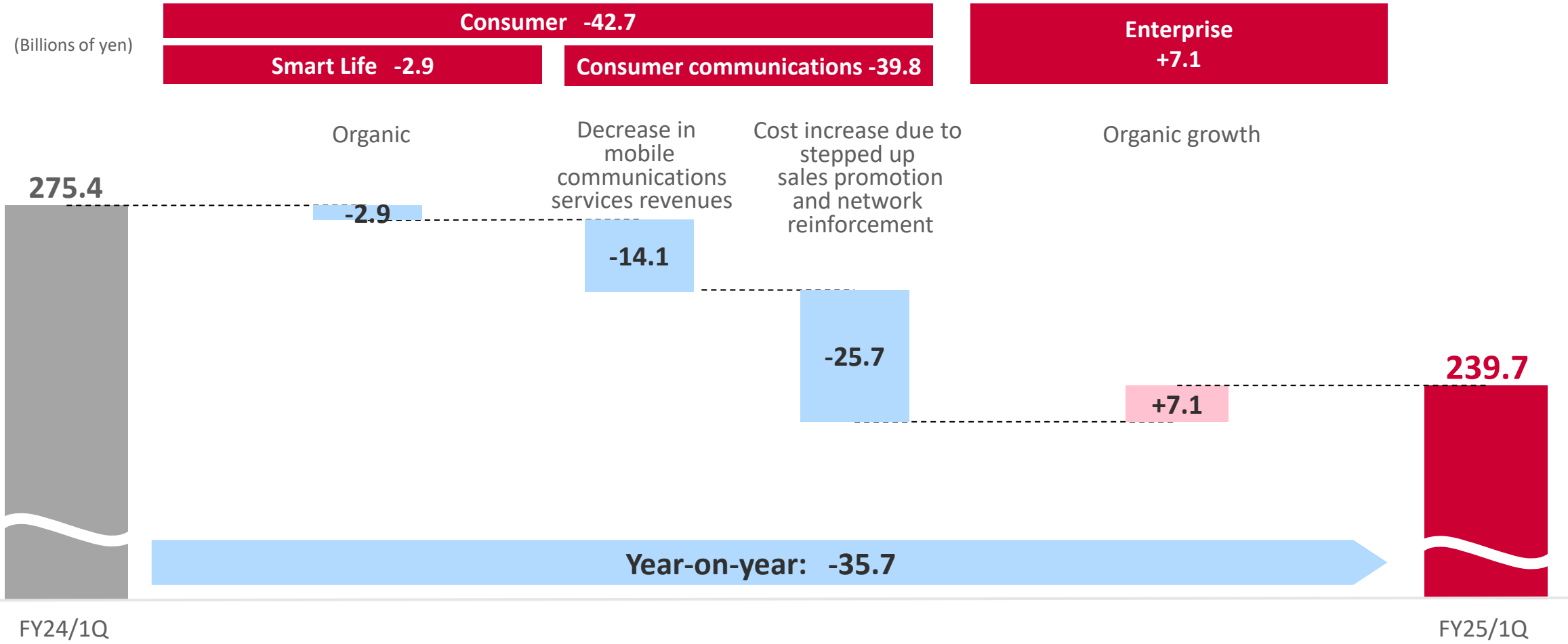
Key Factors behind Changes in Operating Profit

Enterprise delivered solid performance. But operating profit recorded YOY decrease due to continued cost injection for reinforcement of customer base and communication quality, etc.



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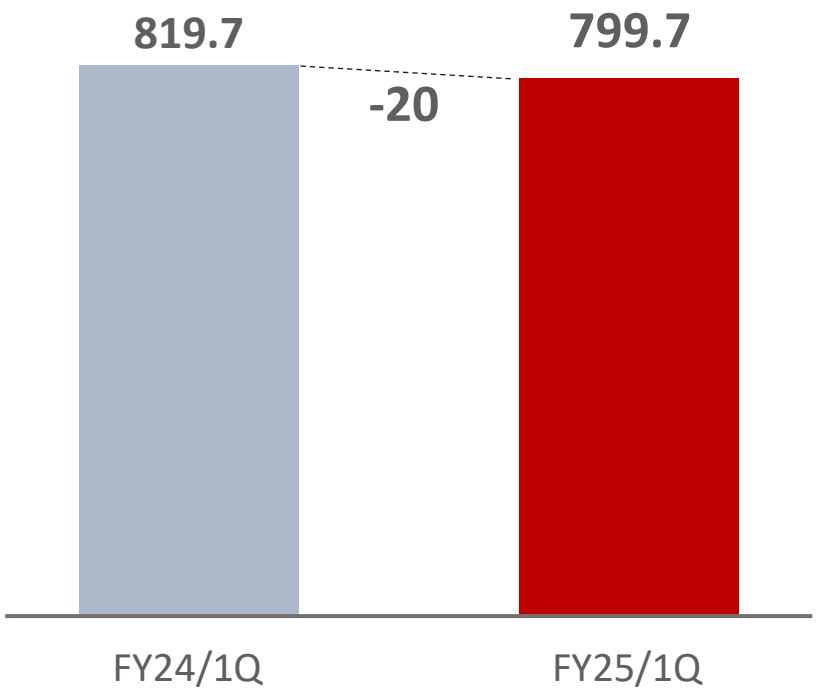
2 Consumer

Consumer Communications: Operating Revenues

Upsells and downsells getting close to equilibrium following the launch of new rate plan, but mobile communications services revenues recorded YOY decrease due to impact of customer loss in FY24/1H, etc.

Operating revenues

(Billions of yen)



Highlights

➢ **Factors behind change**

-) Decrease in mobile communications services revenues: **-14.1 billion**

-) Decrease in equipment sales, fixed line and other revenues: **-5.9 billion**

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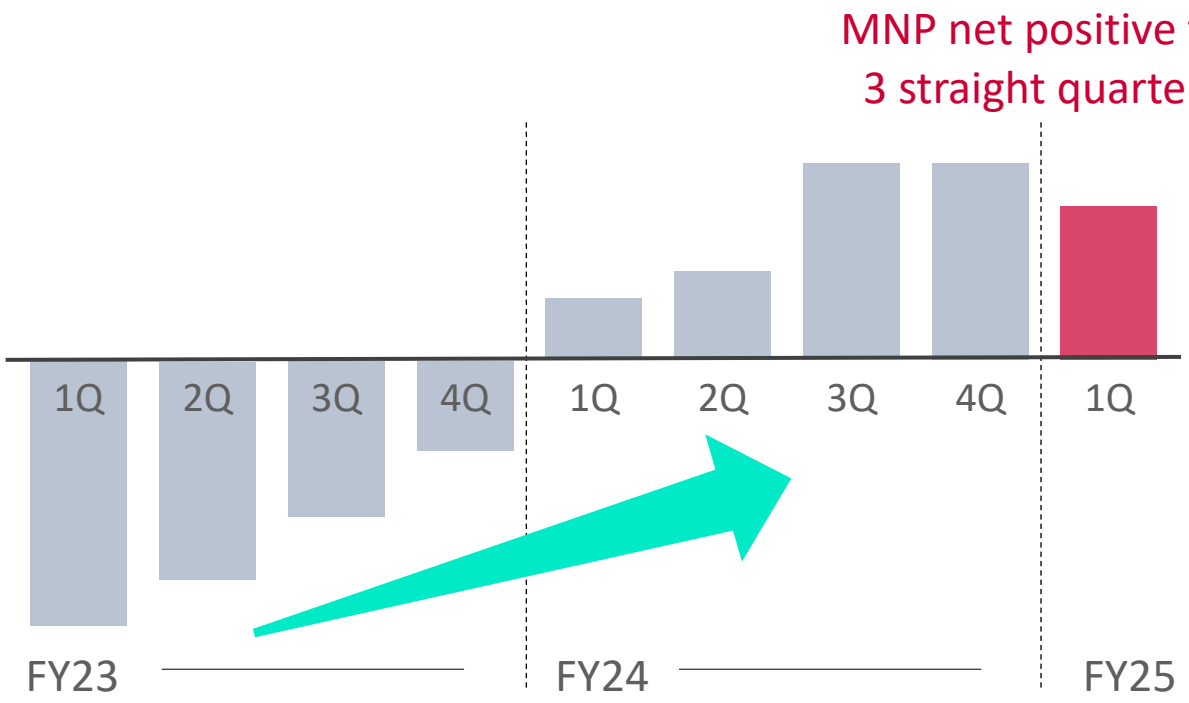
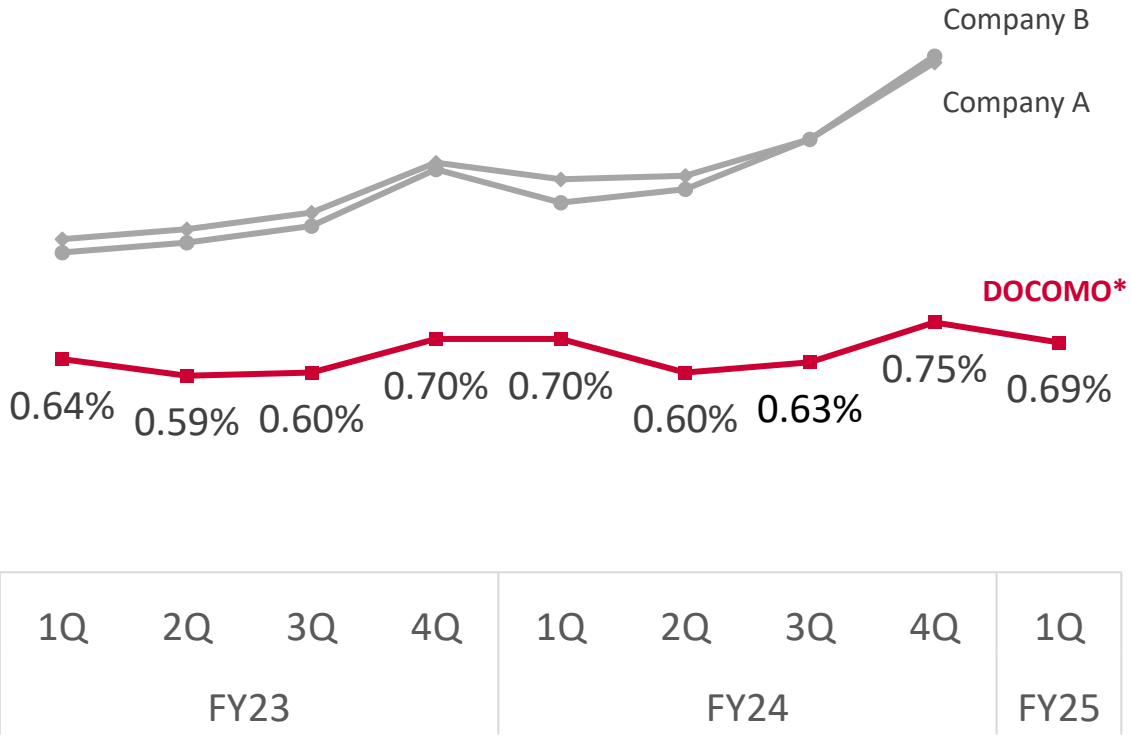
Customer Base

Net adds performance continues to improve, with MNP recording net inflows for three straight quarters. Churn rate maintained at low levels.

YOY changes in individual handset net adds



Churn rate



*Handset churn rate (enterprise accounts included)

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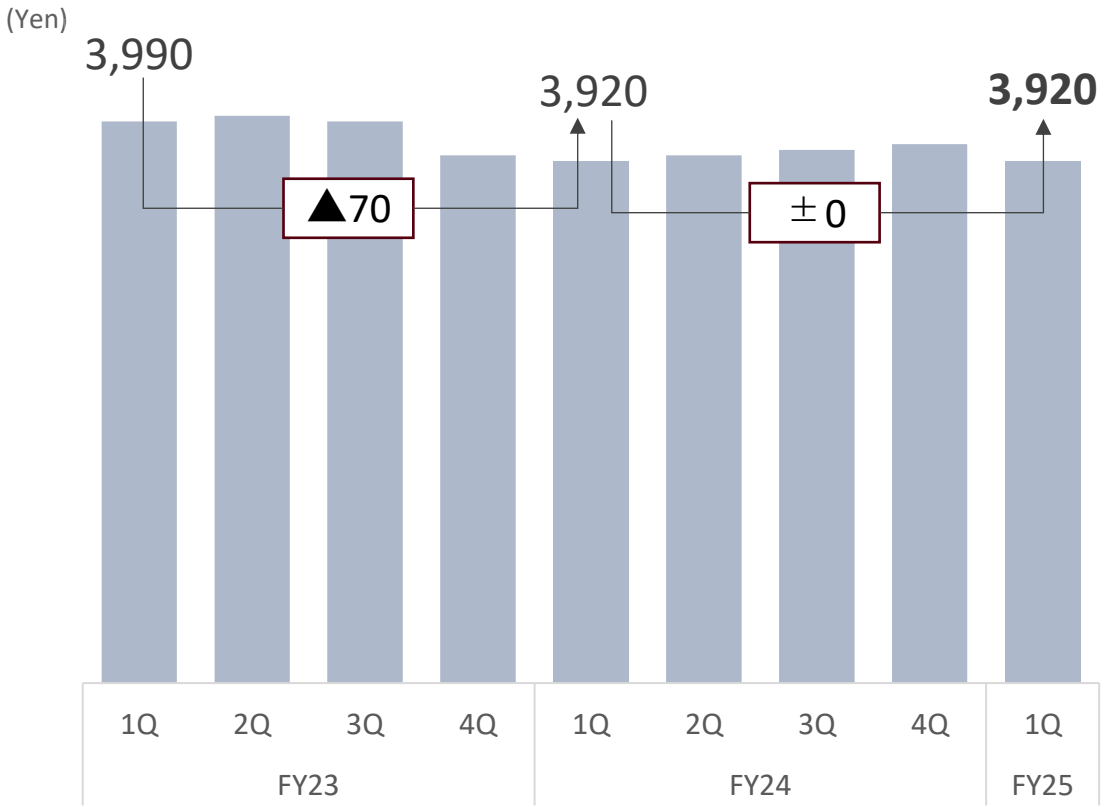
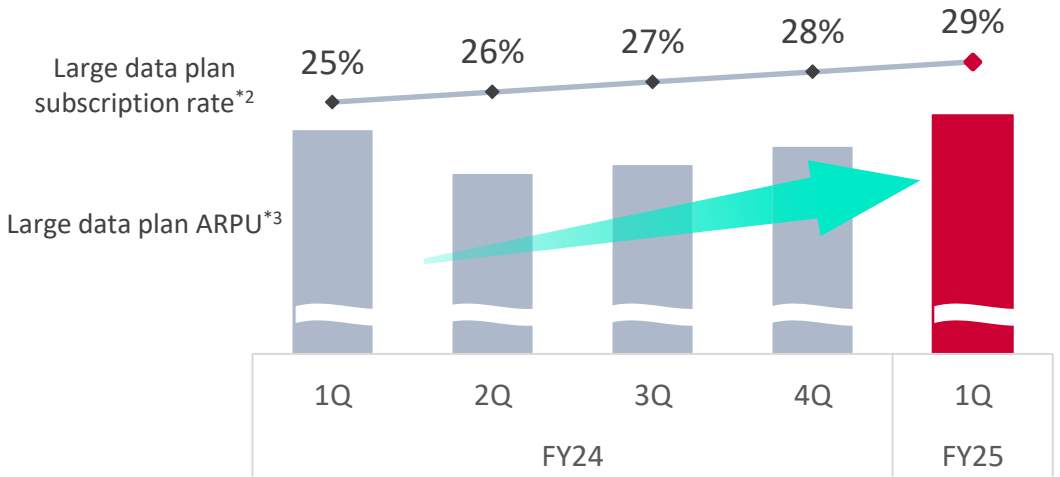
ARPU

ARPU remained flat YOY. Aim to raise proportion of large data plan users by expanding the adoption of “MAX” plan, thereby boosting ARPU .

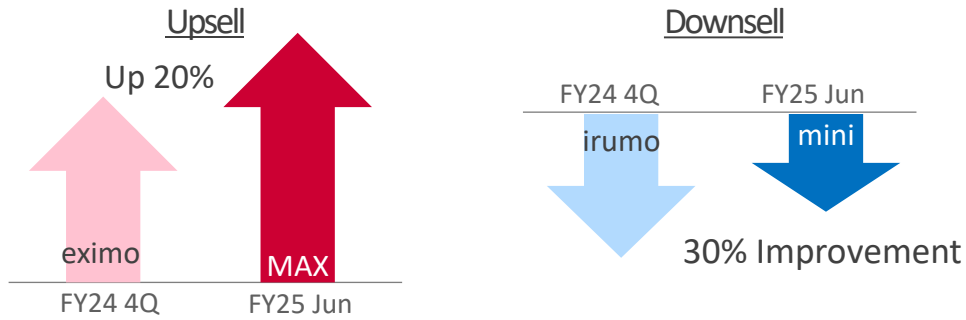
Mobile communication ARPU*1



Expansion of large data plan subscription rate and ARPU



ARPU change before and after migration *4



*1: Enterprise accounts included. *2: No. of large data plan subscriptions (“MAX”, “Poikatsu MAX”, “eximo”,” eximo poikatsu”, etc) / Total handset subscriptions
*3: ARPU of large data plan subscribers. *4:Subscsribers switching from “Gigalight” plan.

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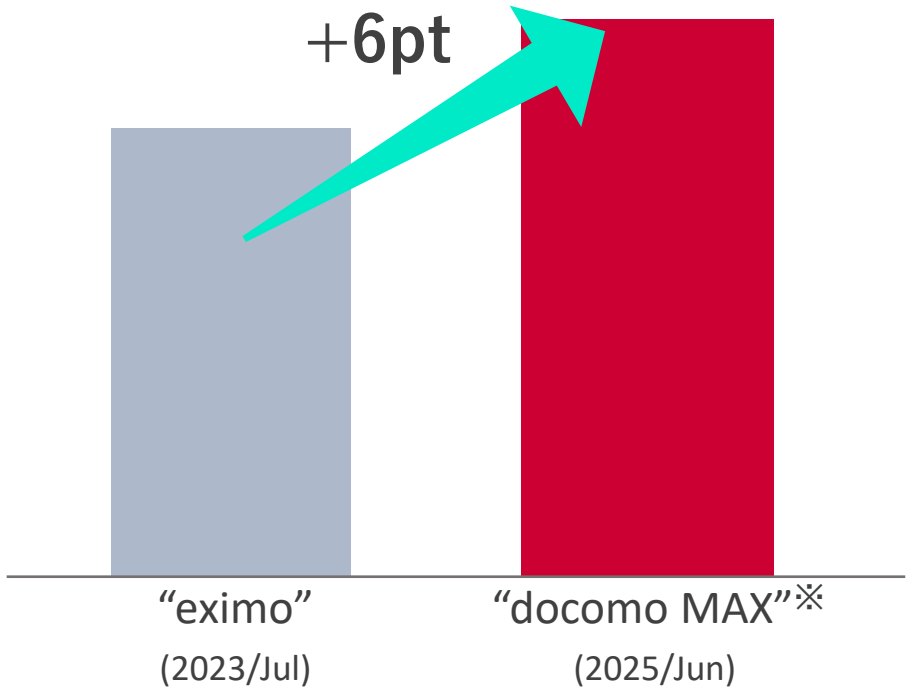
“docomo MAX”: Initial Uptake and Planned Future Actions

Initial uptake almost in line with plan. Potential to further improve acquisition of new/port-in customers. Plan to strengthen collaboration with partners to accelerate customer base expansion.

docomo MAX Initial Uptake

■ Migration rate in the launch month



*Poikatsu MAX” subscriptions included

Partner collaboration

Expand customer touchpoints and strengthen proposals in collaboration with web channels (e.g., DAZN) and clubs.

Further evolution of “docomo MAX”

Special experiences like NBA games and content at no extra charge

Enhance value accommodating diverse customer needs, e.g., music, movies and drama, etc., in addition to sports.

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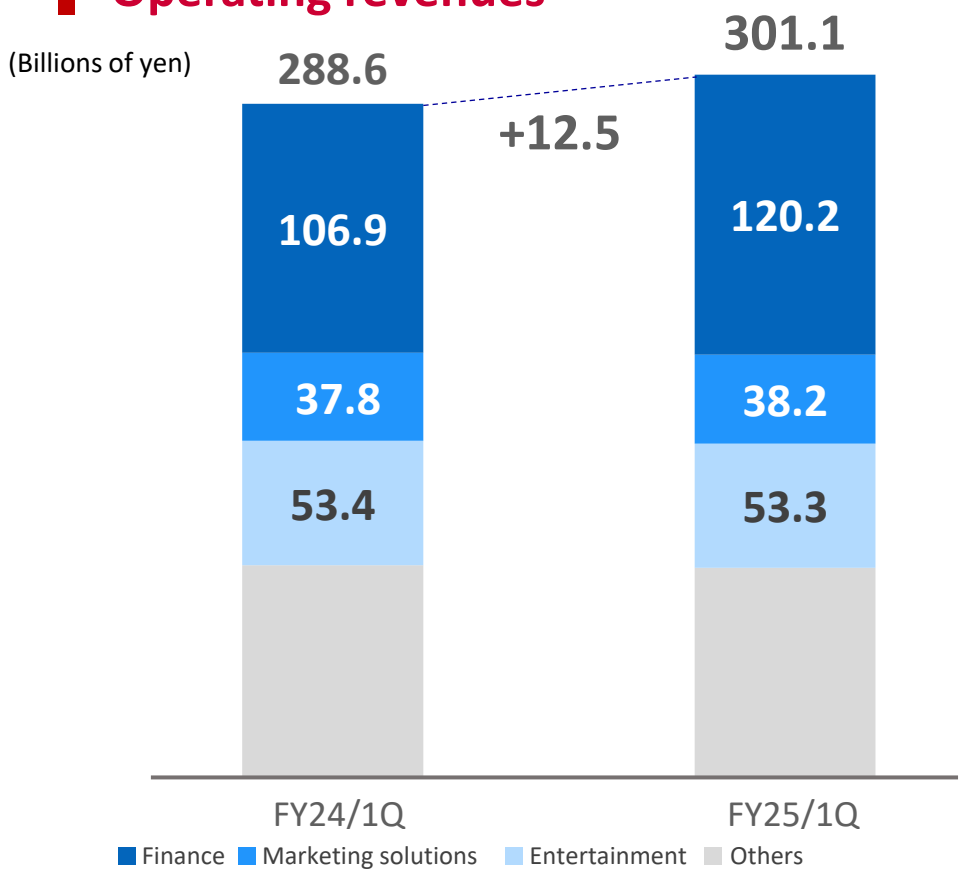
Smart Life: Operating Revenues

Steady expansion of finance business driving revenue growth.

Operating revenues



Highlights

➢ **Factors behind change**

+) Finance: +13.4 billion

✓Growth of “d CARD” members
Increased “d-Barai” usage

+) Marketing solutions: +0.4 billion

✓Expansion of “d POINT” sales revenues

-) Entertainment: -0.1 billion

✓Decrease of “Hikari TV”-related revenues

✓Increased revenues from subsidiary/venue businesses

*The breakdown is management accounting value. “Others” include consolidation journal entries and eliminations between segments.

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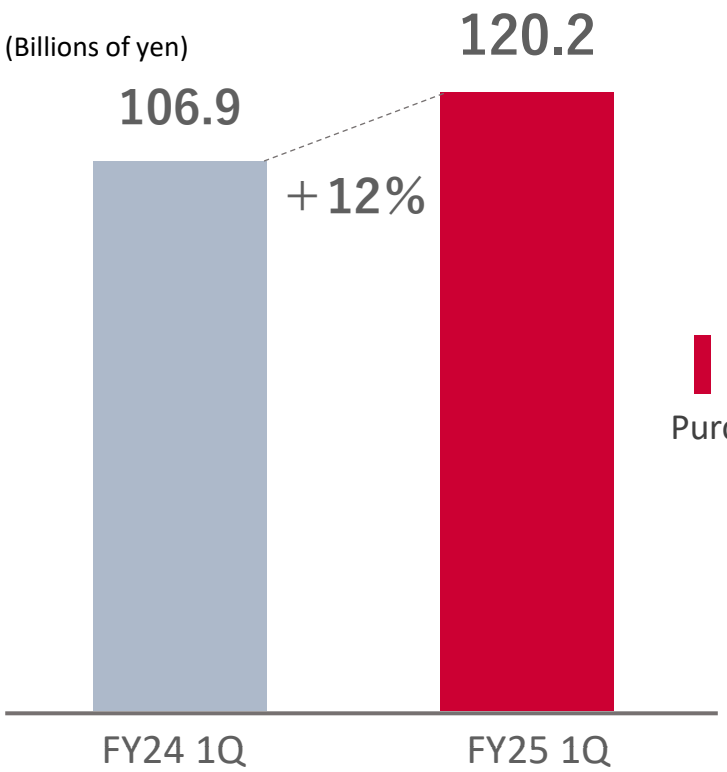
Finance

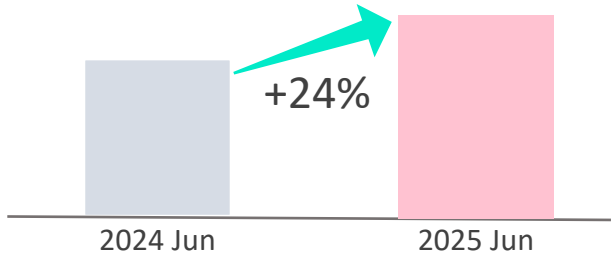
Accelerate growth of finance/payment transactions, leveraging “d CARD PLATINUM” and investment services. Expand our economic sphere through one-stop provision of various finance services.

Finance revenues



Growth of finance/payment transactions

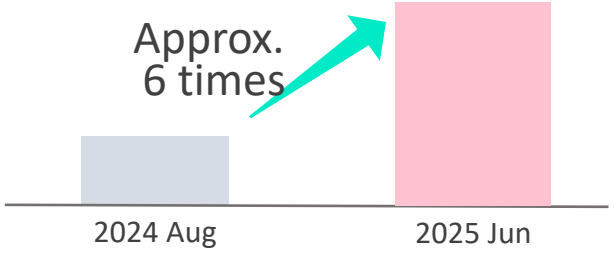
Average usage of “d CARD PLATINUM” members*1



*1: Comparison of actual usage of “d CARD PLATINUM” in Jun. 2025 and “d CARD” or “d CARD GOLD” in Jun. 2024 by the same member.

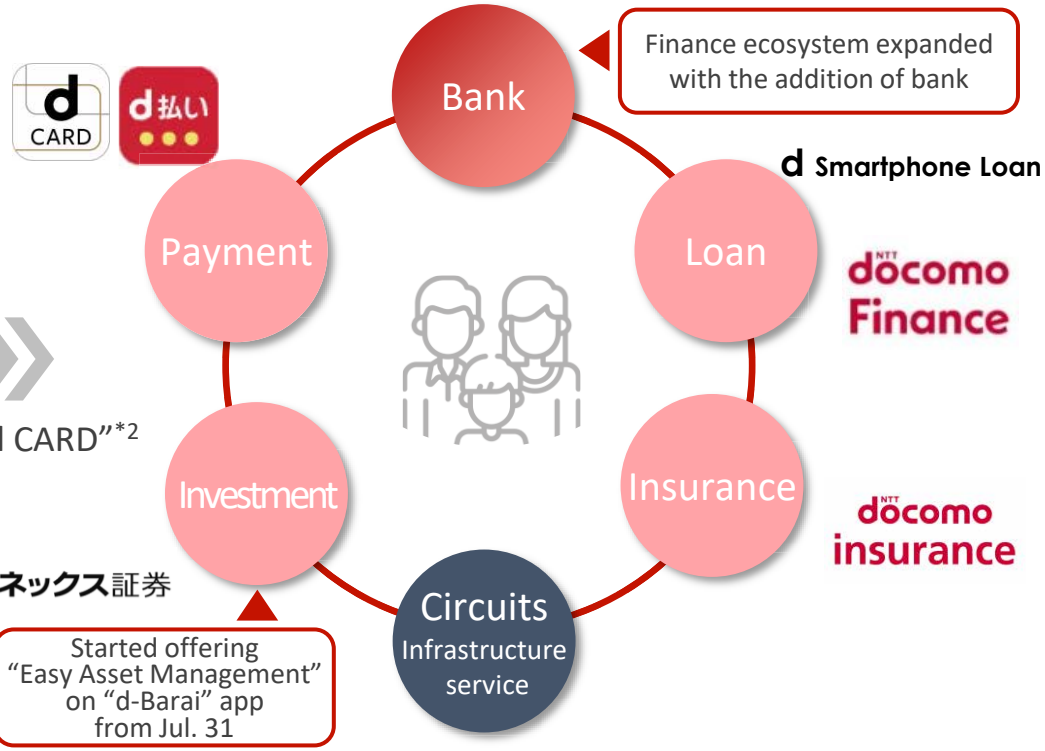
Linkage with investment service

Purchase of MONEX systematic investment plan via “d CARD”*2



Enrichment of finance services

Provide and propose multiple products catered to the needs of individuals/families in one stop.



*Numbers based on managerial accounting.

*2: Purchase amount settled. Service launched in Jul. 2024 and first purchases made in Aug.2024.

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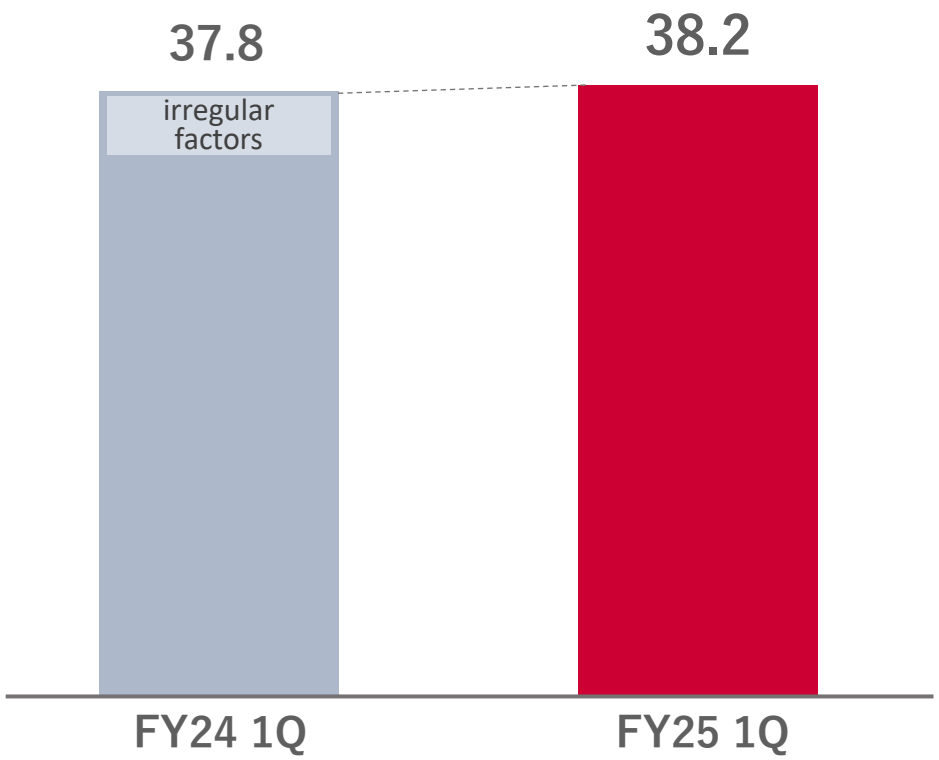
Marketing Solutions

Enlarge “d POINT” economic sphere by expanding and diversifying usage opportunities.
Create new value by realizing media DX through data linkage.

Marketing solution revenues

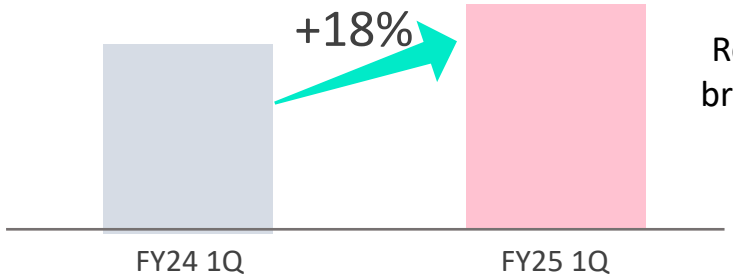
(Billions of yen)



*Numbers based on managerial accounting.

Expansion of “d POINT” economic sphere

“d POINT” sales revenues



Revenues increased driven by usage at both brick and mortar merchant stores and online.

Realization of media DX through data linkage

Expand to various other mass media in future to further grow revenues

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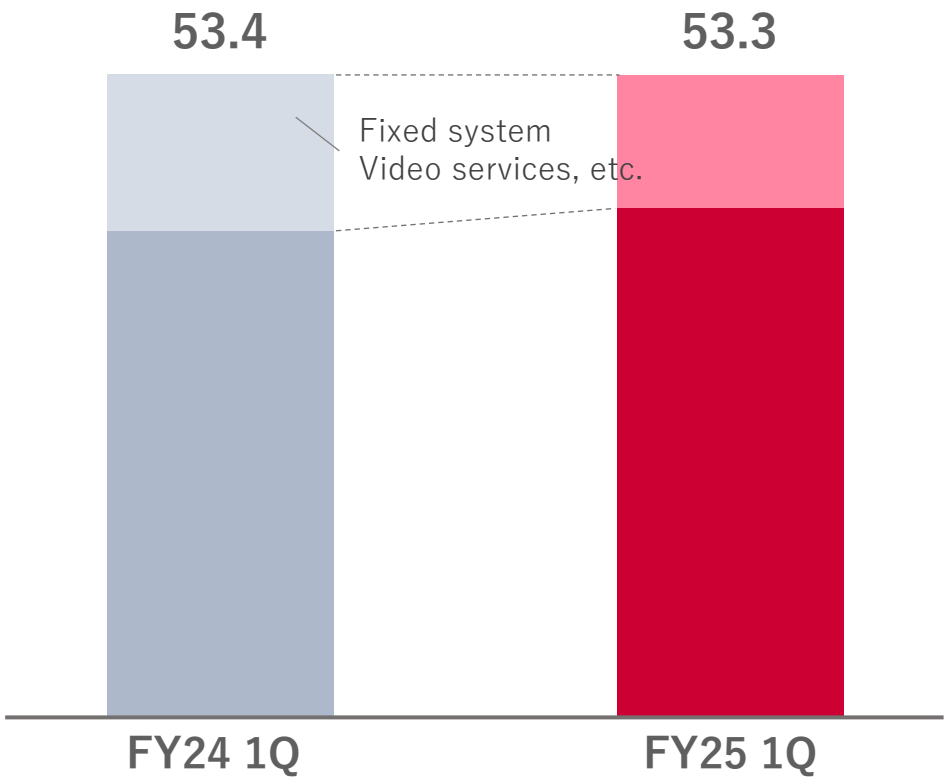
Entertainment

Create new revenue sources with the full-scale launch of venue business.
Continue to expand business leveraging original IP and synergies with other services.

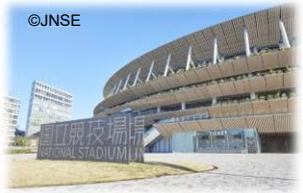
Entertainment revenues

(Billions of yen)



Expansion of venue business

Japan National Stadium (Started Apr. 2025)

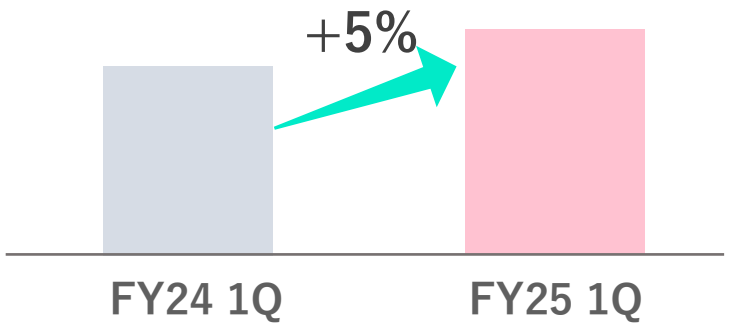


- ✓ Apr-May: J.LEAGUE "THE NATIONAL STADIUM DAY"
- ✓ Jun. 1 Japan Rugby League One Final

IG Arena (Started Jul. 2025)

- ✓ Sept. 14 Naoya Inoue: World title fight

Profits from IP development and venues



Sponsorship

Venue rental

Suite room

Performance/shows

*Numbers based on managerial accounting.

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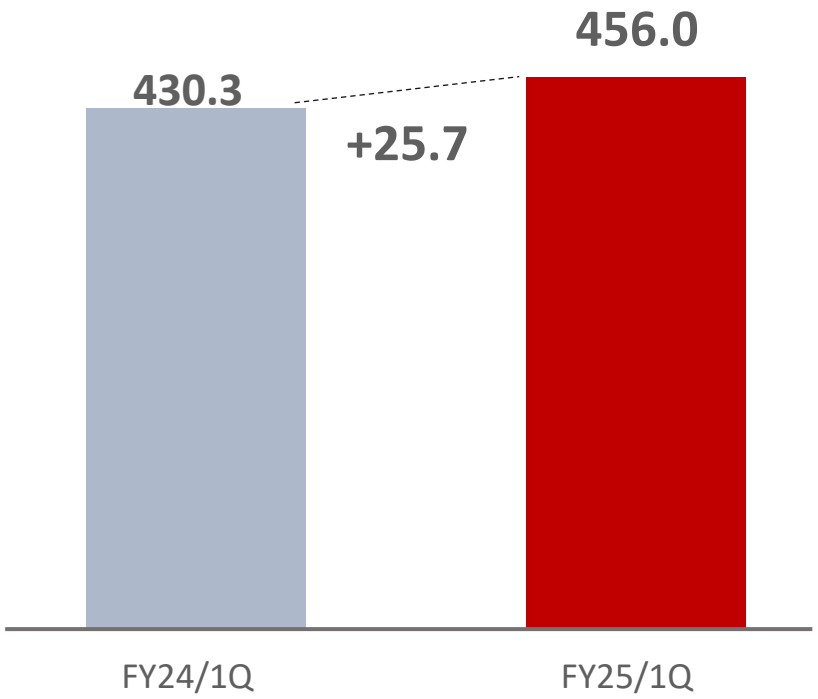
3 Enterprise

Enterprise: Operating Revenues

Got off to a good start capturing DX demand.

Operating revenues

(Billions of yen)



Highlights

➢ Factors behind change

+) Organic growth: +25.7 Billion

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Growth of Solutions Domain

Lead organic growth in integration and platform areas.

Actions for expansion of solutions

Providing New Value to All Corporate Customers

Finance | IT Services | Manufacture | Distribution | Medical Care | Public/ Municipalities

Integration ✖ **Platform**

Consulting | Managed & Security | Software Development | Partner Collaboration

Communication | AI | NaaS | Cloud / Data Center | IoT

Driving growth

✖

Core | Fixed Network | Mobile Network

Foundation for growth

Industry-specific solutions

Solid demand for security measures and contact centers

Solutions for local governments/SMEs

GIGA school-related offerings and “DOCOMO Business Package” recording brisk sales

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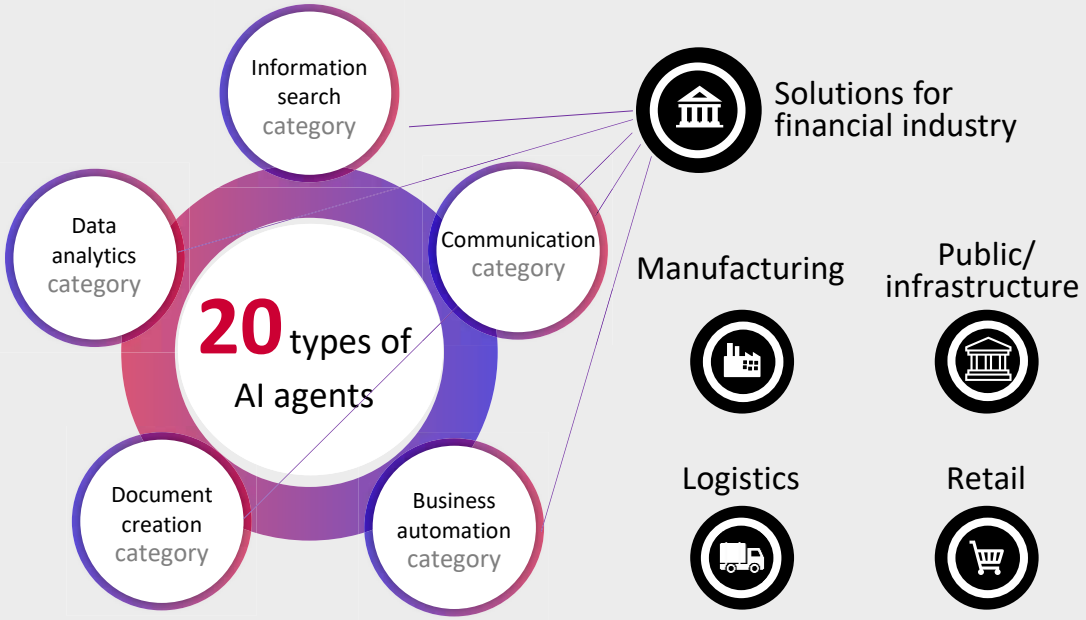
AI

Accelerate initiatives in the AI space toward business expansion.
Step up partnering activities.

Agentic AI

docomo Business × EXAWIZARDS

Industry-specific solutions incorporating AI agents.



Generative AI

docomo Business × SUPERNOVA

Support DX with generative AI that does not require special knowledge/technology

Stella AI for Biz

Equipped with the latest AI

- Choose and try from various AI options
- Extensions for business office tools
- Study sessions / User support provided

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Bridging Worlds for Wonder & Happiness

NTT DOCOMO Group

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Special Note Regarding Forward-Looking Statements

All forward-looking statements and projected figures concerning our future performance contained or referred to in this document are based on a series of assumptions, projections, estimates, judgments and beliefs of the management that have been made in light of the information currently available to it. 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 projections and estimates may be affected by our future business operations, the state of the economy in Japan and abroad, possible fluctuations in the securities markets or other changes in circumstances that could cause the actual results to differ materially from the forecasts contained or referred to herein.

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