# **Financial Statements**

For the Three Months Ended June 30, 2008



Name of registrant:

Code No .:

Stock exchange on which the Company's shares are listed:

Representative:

Contact:

Scheduled date for filing of quarterly report:

NTT DoCoMo, Inc. (URL http://www.nttdocomo.co.jp/)

Tokyo Stock Exchange-First Section

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August 5, 2008

### 1. Consolidated Financial Results for the Three Months Ended June 30, 2008 (April 1, 2008 - June 30, 2008)

#### (1) Consolidated Results of Operations

Amounts are rounded off to the nearest 1 million yen.

(Millions of yen, except per share amount)

|                                  | Operating I | Revenues | Operating | g Income |         | e before<br>e Taxes | Net In  | come    |
|----------------------------------|-------------|----------|-----------|----------|---------|---------------------|---------|---------|
| Three months ended June 30, 2008 | 1,170,246   | 1        | 296,488   | _        | 288,419 | -                   | 173,509 | _       |
| Three months ended June 30, 2007 | 1,182,864   | (2.9)%   | 203,881   | (25.2)%  | 205,466 | (25.1)%             | 122,810 | (24.9)% |

|                                  | Basic Earnings<br>per Share | Diluted Earnings per<br>Share |
|----------------------------------|-----------------------------|-------------------------------|
| Three months ended June 30, 2008 | 4,082.16 (yen)              | _                             |
| Three months ended June 30, 2007 | 2,825.21 (yen)              | _                             |

(Percentages above represent changes compared to the corresponding previous quarterly period)

#### (2) Consolidated Financial Position

(Millions of yen, except per share amount)

|                | Total Assets | Shareholders' Equity | Equity Ratio (Ratio of Shareholders' Equity to Total Assets) | Shareholders' Equity<br>per Share |
|----------------|--------------|----------------------|--|-----------------------------------|
| June 30, 2008  | 6,082,339    | 4,277,960            | 70.3%  | 101,094.12 (yen)                  |
| March 31, 2008 | 6,210,834    | 4,276,496            | 68.9%  | 100,321.46 (yen)                  |

### 2. Dividends

|  | Cash dividends per share (yen) |                           |                             |          |          |  |
|--|--------------------------------|---------------------------|-----------------------------|----------|----------|--|
| Date of record                         | End of the first quarter       | End of the second quarter | End of the third<br>quarter | Year-end | Total    |  |
| Year ended March 31, 2008              | _                              | 2,400.00                  | _                           | 2,400.00 | 4,800.00 |  |
| Year ending March 31, 2009             | _                              | _                         | _                           | _        | _        |  |
| Year ending March 31, 2009 (Forecasts) | _                              | 2,400.00                  | _                           | 2,400.00 | 4,800.00 |  |

Change in forecasts of dividends during the three months ended June 30, 2008: None

### 3. Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2009 (April 1, 2008 - March 31, 2009)

(Millions of yen, except per share amount)

|   | Operat<br>Revent | _    | Operating | Income | Income<br>Income |      | Net In  | come | Earnings pe | r Share |
|---|------------------|------|-----------|--------|------------------|------|---------|------|-------------|---------|
| Six months ending<br>September 30, 2008 | _                | -    | _         | -      | _                | -    | _       | -    | -           | _       |
| Year ending March 31, 2009              | 4,768,000        | 1.2% | 830,000   | 2.7%   | 835,000          | 4.3% | 503,000 | 2.4% | 11,799.78   | (yen)   |

(Percentages above represent changes compared to the corresponding previous period)

Change in earnings forecasts for the fiscal year ending March 31, 2009 during the three months ended June 30, 2008: None

Note: We do not formulate consolidated financial results forecasts for six months ending September 30, 2008. (See more information on page 8.)

### 4. Others

(1) Changes in significant consolidated subsidiaries (which resulted in changes in scope of consolidation) None

(2) Application of accounting which is simplified or exceptional for quarterly consolidated financial statements None

(3) Change in significant accounting policies, procedures and presentation in quarterly consolidated financial statements (Items to be disclosed in "Significant Changes in Preparation Basis for Quarterly Consolidated Financial Statements")

(i) Changes due to revision of accounting standards and other regulations:

None

(ii) Others:

(See more information on page 9.)

(4) Number of issued shares (common stock)

(i) Number of issued shares (inclusive of treasury stock):

44,870,000 shares

As of June 30, 2008: As of March 31, 2008:

44,870,000 shares

(ii) Number of treasury stock:

2,553,396 shares

As of June 30, 2008: As of March 31, 2008:

2,242,073 shares

(iii) Number of weighted average common shares outstanding:

For the three months ended June 30, 2008: For the three months ended June 30, 2007: 42,504,235 shares 43,469,272 shares

\* Explanation for forecasts of operation and other notes:

With regard to the assumptions and other related matters concerning consolidated financial results forecasts for the fiscal year ending March 31, 2009, please refer to page 8 and 19.

Consolidated financial statements in this earnings release are unaudited.



### Earnings Release for the Three Months Ended June 30, 2008

### << 1. Operating Results >>

### 1. Business Overview

Competition among the network operators in the mobile communications market in Japan, which already entered a phase of maturity given the high penetration rate, has been fueled by recent price competitions and market entry by new competitors such as MVNO\*.

In such market environment, we started to offer free of charge calls for 24 hours among family members with FOMA subscription in the same "Fami-wari MAX50" account. We decided to discount the basic monthly charge of a billing plan called "Type SS Value". We also released "FOMA 906i" series handsets and launched a new service called "Home U" which enables subscribers to make/receive a call and transmit data via local broadband connection with a compatible FOMA handset. We strived for further penetration of our new discount programs and new handset sales methods, which we believe are appropriate for the current market conditions.

In April 2008, we announced the "New DOCOMO Commitments," which sets forth the vision for reforming DOCOMO, and upgraded privilege for membership of DOCOMO premium club in order to further promote sustainable loyalty from our valued customers.

As a result, for the three months ended June 30, 2008, operating revenues were \(\frac{\pma}{1}\),170.2 billion, operating income was \(\frac{\pma}{2}\)296.5 billion, income before income taxes was \(\frac{\pma}{2}\)8.4 billion and net income was \(\frac{\pma}{1}\)73.5 billion.

\* MVNO (Mobile Virtual Network Operator): a service provider who leases the physical wireless communication infrastructure from other network operators to provide wireless services.

Consolidated results of operations for the three months ended June 30, 2008 were as follows.

### <Results of operations>

|   | Billions of yen |   |              |   |  |
|---|-----------------|---|--------------|---|--|
|   | Three           | NAUDITED)<br>e months ended<br>une 30, 2008 | (UN<br>Three | Reference) IAUDITED) months ended ne 30, 2007 |  |
| Operating revenues                                  | ¥               | 1,170.2                                     | ¥            | 1,182.9                                       |  |
| Operating expenses                                  |                 | 873.8                                       |              | 979.0   |  |
| Operating income                                    |                 | 296.5                                       |              | 203.9   |  |
| Other income (expense)                              |                 | (8.1)                                       |              | 1.6   |  |
| Income before income taxes                          |                 | 288.4                                       |              | 205.5   |  |
| Income taxes  |                 | 118.0                                       |              | 82.6  |  |
| Equity in net income (losses) of affiliates, net of |                 |   |              |   |  |
| applicable taxes                                    |                 | 3.1   |              | (0.1)   |  |
| Minority interests                                  |                 | ( <b>0.0</b> )                              |              | (0.0)   |  |
| Net income  | ¥               | 173.5                                       | ¥            | 122.8   |  |
| EBITDA margin*                                      |                 | 40.1%                                       |              | 32.7%   |  |

<sup>\*</sup> EBITDA and EBITDA margin, as we refer to in this earnings release, 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. For an explanation of our definitions of EBITDA and EIBITDA margin, see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on page18.

#### Notes:

<sup>1.</sup> Consolidated financial statements for the three months ended June 30, 2008 in this release are unaudited.

<sup>2.</sup> Amounts in this release are rounded.



### <Operating revenues>

|  | Billions of yen |   |   |         |  |
|--|-----------------|---|---|---------|--|
|  | Three           | AUDITED)<br>months ended<br>ne 30, 2008 | (Reference)<br>(UNAUDITED)<br>Three months ended<br>June 30, 2007 |         |  |
| Wireless services                                  | ¥               | 977.5                                   | ¥   | 1,062.3 |  |
| Cellular services revenues                         |                 | 936.4                                   |   | 1,032.7 |  |
| - Voice revenues                                   |                 | 570.3                                   |   | 702.8   |  |
| Including: FOMA services                           |                 | 486.6                                   |   | 521.3   |  |
| <ul> <li>Packet communications revenues</li> </ul> |                 | 366.1                                   |   | 329.8   |  |
| Including: FOMA services                           |                 | 347.7                                   |   | 291.1   |  |
| PHS services                                       |                 | _                                       |   | 3.8     |  |
| Other revenues                                     |                 | 41.1                                    |   | 25.8    |  |
| Equipment sales                                    |                 | 192.8                                   |   | 120.6   |  |
| Total operating revenues                           | ¥               | 1,170.2                                 | ¥   | 1,182.9 |  |

Note:

### <Operating expenses>

|   | Billions of yen                  |          |                                  |           |
|---|----------------------------------|----------|----------------------------------|-----------|
|   |                                  |          | (Re                              | eference) |
|   | (UNA                             | AUDITED) | (UN                              | AUDITED)  |
|   | Three months ended June 30, 2008 |          | Three months ended June 30, 2007 |           |
| Personnel expenses                      | ¥                                | 63.2     | ¥                                | 62.8      |
| Non-personnel expenses                  |                                  | 544.0    |                                  | 633.5     |
| Depreciation and amortization           |                                  | 168.5    |                                  | 177.1     |
| Loss on disposal of property, plant and |                                  |          |                                  |           |
| equipment and intangible assets         |                                  | 6.0      |                                  | 7.6       |
| Communication network charges           |                                  | 82.3     |                                  | 88.1      |
| Taxes and public dues                   |                                  | 9.7      |                                  | 9.8       |
| Total operating expenses                | ¥                                | 873.8    | ¥                                | 979.0     |

### 2. Segment information

### (1) Mobile phone business

As of June 30, 2008, the number of cellular (FOMA+mova) services subscriptions was 53.63 million (an increase of 0.78 million compared to the number as of June 30, 2007), 84.3% of which was represented by FOMA services subscriptions of 45.20 million. The aggregate number of subscriptions to the new discount programs introduced in August 2007 such as "Fami-wari MAX50" reached approximately 25.90 million while the number of subscriptions to the "Value Plan" surpassed approximately 8.90 million as of June 30, 2008, respectively. As a result, aggregate ARPU of cellular (FOMA+mova) services decreased to ¥5,890 for the three months ended June 30, 2008 (down 10.2% compared to the same period of the prior year).

The number of handsets sold (FOMA+mova) decreased to 4.95 million units for the three months ended June 30, 2008 (a decrease of 1.29 million units compared to the same period of the prior year). "Value Course", which was introduced in November 2007, was applied to more than 90% of the aggregate number of handsets sold through our new handset sales methods.

Our cellular churn rate for the three months ended June 30, 2008 improved significantly to 0.51% compared to 0.85% during the same period of the prior year.

For the three months ended June 30, 2008, operating revenues and operating income from mobile phone business were \(\frac{\pma}{1}\),154.8 billion and \(\frac{\pma}{3}\)301.0 billion, respectively.

Voice revenues include data communications revenues through circuit switching systems.



Number of subscriptions by services, trend of ARPU and other operation date are as follows:

| <number by="" of="" services="" subscriptions=""></number> | Thousand subscriptions |                |  |  |
|--|------------------------|----------------|--|--|
|  | June 30, 2008          | March 31, 2008 |  |  |
| Cellular (FOMA+mova) services                              | 53,629                 | 53,388         |  |  |
| Cellular (FOMA) services                                   | 45,200                 | 43,949         |  |  |
| Including: i-channel services                              | 15,823                 | 15,649         |  |  |
| Including: flat-rate services                              |                        |                |  |  |
| for unlimited i-mode usage                                 | 13,395                 | 12,744         |  |  |
| Cellular (mova) services                                   | 8,429                  | 9,438          |  |  |
| i-mode services  | 48,061                 | 47,993         |  |  |

Notes:

- Number of subscriptions of Cellular (FOMA+mova) services and Cellular (FOMA) services includes Communication Module services subscriptions.
- Effective March 3, 2008, FOMA services subscription became mandatory for subscription to "2in1" service. Such FOMA services subscriptions to "2in1" services are included in the above numbers of Cellular (FOMA+mova) services subscriptions and Cellular (FOMA) services subscriptions.
- 3. Number of subscriptions to flat-rate services for unlimited i-mode usage: "pake-hodai" subscriptions + "pake-hodai full" subscriptions
- 4. Number of i-mode subscriptions = Cellular (FOMA) i-mode subscriptions + Cellular (mova) i-mode subscriptions

<sup>\* &</sup>quot;2in1" refers to an optional network service which enables a subscriber to subscribe an additional phone number and an e-mail address into a single compatible handset.

| <number and="" churn="" handsets="" of="" rate="" sold=""></number> | Thousan            | d units            |
|---|--------------------|--------------------|
| _   | Three months ended | Three months ended |
|   | June 30, 2008      | June 30, 2007      |
| Cellular (FOMA+mova) services                                       | 4,946              | 6,238              |
| Cellular (FOMA) services  |                    |                    |
| New FOMA subscription   | 1,039              | 1,492              |
| Change of subscription from mova to FOMA                            | 836                | 1,780              |
| FOMA handset upgrade by FOMA subscribers                            | 3,032              | 2,791              |
| Cellular (mova) services  |                    |                    |
| New mova subscription   | 23                 | 78                 |
| mova handset upgrade by mova subscribers and                        |                    |                    |
| change of subscription from FOMA to mova                            | 17                 | 97                 |
| Churn Rate  | 0.51%              | 0.85%              |

| <trend and="" arpu="" mou="" of=""></trend> | Yen/Minutes          |                    |  |  |  |
|---|----------------------|--------------------|--|--|--|
|   | Three months ended   | Three months ended |  |  |  |
|   | <b>June 30, 2008</b> | June 30, 2007      |  |  |  |
| Aggregate ARPU* (FOMA+mova)                 | ¥ 5,890              | ¥ 6,560            |  |  |  |
| Voice ARPU                                  | 3,560                | 4,440              |  |  |  |
| Packet ARPU                                 | 2,330                | 2,120              |  |  |  |
| Aggregate ARPU (FOMA)                       | 6,260                | 7,370              |  |  |  |
| Voice ARPU                                  | 3,630                | 4,710              |  |  |  |
| Packet ARPU                                 | 2,630                | 2,660              |  |  |  |
| Aggregate ARPU (mova)                       | 3,890                | 4,600              |  |  |  |
| Voice ARPU                                  | 3,220                | 3,800              |  |  |  |
| i-mode ARPU                                 | 670                  | 800                |  |  |  |
| MOU* (FOMA+mova) (minutes)                  | 137                  | 140                |  |  |  |

<sup>\*</sup> See "Definition and Calculation Methods of ARPU and MOU" on page 17 for details of definitions and calculation methods of ARPU and MOU.

| <results of="" operations=""></results>       | Billions of yen      |                    |  |
|---|----------------------|--------------------|--|
|   |                      | (Reference)        |  |
|   | (UNAUDITED)          | (UNAUDITED)        |  |
|   | Three months ended   | Three months ended |  |
|   | <b>June 30, 2008</b> | June 30, 2007      |  |
| Operating revenues from mobile phone business | ¥ 1,154.8            | ¥ 1,168.9          |  |
| Operating income from mobile phone business   | 301.0                | 213.2              |  |



### (2) Miscellaneous businesses

Operating revenues from miscellaneous businesses for the three months ended June 30, 2008 were ¥15.5 billion, which represented 1.3% of the total operating revenues. The revenues derived mainly from high-speed internet connection services for hotel facilities, video-clip casting services, advertisement services, development, sales and maintenance of IT system and credit services. Operating expenses and operating losses from miscellaneous businesses were ¥20.0 billion and ¥4.5 billion, respectively.

| <results of="" operations=""></results>          | Billions of yen    |          |                    |          |
|--|--------------------|----------|--------------------|----------|
|  |                    |          | (Re:               | ference) |
|  | (UNA               | UDITED)  | (UNA               | UDITED)  |
|  | Three months ended |          | Three months ended |          |
|  | June               | 30, 2008 | June               | 30, 2007 |
| Operating revenues from miscellaneous businesses | ¥                  | 15.5     | ¥                  | 14.0     |
| Operating losses from miscellaneous businesses   |                    | (4.5)    |                    | (9.3)    |
| Note:  |                    |          |                    |          |

For the three months ended June 30, 2007, "PHS business", which was presented separately in the past, has been reclassified into "miscellaneous businesses".

### 3. Trend of capital expenditures

We continued quality improvement of our FOMA service area and reinforced its network capacity to meet an increase in traffic demand, together with our efforts to make capital expenditure more efficient and less costly by saving on equipment purchase costs and improving our design and construction process. Total capital expenditures for the three months ended June 30, 2008 were \forall 163.8 billion.

| Billions of yen      |  |
|----------------------|--|
|                      | (Reference)  |
| (UNAUDITED)          | (UNAUDITED)  |
| Three months ended   | Three months ended   |
| <b>June 30, 2008</b> | June 30, 2007  |
| ¥ 138.6              | ¥ 126.2  |
| _                    | 0.1  |
| 25.2                 | 24.9   |
| ¥ 163.8              | ¥ 151.2  |
|                      | (UNAUDITED) Three months ended June 30, 2008 ¥ 138.6  - 25.2 |



### << 2. Financial Position >>

### (1) Financial position

|                              | Billions of yen |               |   |               |
|------------------------------|-----------------|---------------|---|---------------|
|                              | No.             | NAUDITED)     |   |               |
|                              | Jı              | June 30, 2008 |   | arch 31, 2008 |
| Total assets                 | ¥               | 6,082.3       | ¥ | 6,210.8       |
| Shareholders' equity         |                 | 4,278.0       |   | 4,276.5       |
| Liabilities                  |                 | 1,802.8       |   | 1,933.1       |
| Interest bearing liabilities |                 | 525.9         |   | 478.5         |
| Equity ratio (1)             |                 | 70.3%         |   | 68.9%         |
| Debt ratio (2)               |                 | 10.9%         |   | 10.1%         |
| Notes:                       |                 |               |   |               |

- (1) Equity ratio = Shareholders' equity / Total assets
- (2) Debt ratio = Interest bearing liabilities / (Shareholders' equity + Interest bearing liabilities)

### (2) Cash flow conditions

Net cash provided by operating activities was ¥135.3 billion, reflecting the payment for income taxes of ¥203.6 billion and an increase in account receivables due to the effect of advance payment for handsets purchased in installments.

Net cash used in investing activities was ¥190.4 billion. Our expenditures for purchases of property, plant and equipment of ¥163.7 billion and purchases of intangible and other assets of ¥72.0 billion in total were partially offset by proceeds from redemption of long-term bailment for consumption to a related party of ¥50.0 billion.

Net cash used in financing activities was ¥102.7 billion. We spent ¥50.0 billion for acquisition of treasury stock, ¥27.8 billion for repayment for outstanding long-term debt and ¥102.3 billion for payment for cash dividends while financing ¥79.9 billion through issuance of corporate bonds.

The balance of cash and cash equivalents was ¥487.0 billion as of June 30, 2008.

|  | Billions of yen |  |              |   |  |
|--|-----------------|--|--------------|---|--|
|  | Three           | IAUDITED)<br>months ended<br>ne 30, 2008 | (UN<br>Three | Reference) IAUDITED) months ended ne 30, 2007 |  |
| Net cash provided by operating activities  | ¥               | 135.3                                    | ¥            | 300.7   |  |
| Net cash used in investing activities Net cash used in financing activities                                  | -               | (190.4)<br>(102.7)                       |              | (157.8)<br>(259.3)                            |  |
| Free cash flows (1)  |                 | (55.2)                                   |              | 142.9   |  |
| Adjusted free cash flows* excluding the effects of irregular factors (2) and changes in investments for cash |                 |  |              |   |  |
| management purposes (3)  |                 | (105.6)                                  |              | 49.2  |  |

### Notes:

- (1) Free cash flows = Net cash provided by operating activities + Net cash used in investing activities
- (2) Irregular factors = Effects of uncollected revenues due to bank closures at the end of the fiscal period
- (3) Changes in investments for cash management purposes = Changes by purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than 3 months
- \* See the reconciliations to the most directly compatible financial measures calculated and presented in accordance with GAAP on page 18.



### <<3. Prospects for the Fiscal Year Ending March 31, 2009 >>

Competition in the Japanese mobile communications market has become fiercer due to recent price competitions, market entry by new competitors such as MVNO and other factors.

Under such market condition, we projected our operating revenues for the fiscal year ending March 31, 2009 to be ¥4,768.0 billion, in which a decrease in ARPU due to an adverse impact of revision of billing plans and discount programs would be offset by an increase in equipment sales due to further penetration of new handset sales methods. We will continue our cost saving efforts including efficient allocation of sales commission and reduction of network cost through improvement of administrative processes, which we expect will result in an increase in operating income by ¥21.7 billion to ¥830.0 billion from the prior fiscal year. As we are currently not aware of any factors which may have a material impact on our projected results of operations, we have not revised our projection which was announced on April 25, 2008.

### \* Explanation for forecasts of operation and other notes:

The mobile communications market in Japan is characterized by rapid changes in the market environment due to technical innovations, market entry by new competitors and other factors. To respond to such changes, our corporate group may introduce new billing plans or other measures that could potentially have a significant impact on our revenues and income. The timing of introduction of such measures will be decided after comprehensively taking into consideration our operational circumstances and the actions of our competitors, and therefore, is not necessarily decided beforehand. Such measures, depending on the timing of implementation, may significantly affect our results forecasts to be made at the time of our first-quarterly results announcement. Providing such prospects on a quarter-year basis, therefore, may not be adequate or useful as information to be disclosed to investors. Accordingly, we will provide prospects for the full year only, and report the progress vis-à-vis the projected full-year forecasts by disclosing actual results on a quarterly basis.



### <<4. Other >>

- (1) Changes in significant subsidiaries for the three months ended June 30, 2008 (which resulted in changes in scope of consolidation): None
- (2) Application of accounting which is simplified or exceptional for quarterly consolidated financial statements: None
- (3) Changes in significant accounting policies, procedures and presentation in quarterly consolidated financial statements

### **Fair Value Measurements**

Effective April 1, 2008, DOCOMO adopted Statement of Financial Accounting Standards ("SFAS") No. 157 "Fair Value Measurements". SFAS No. 157 defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles and expands disclosures about fair value measurements. Although the definition of fair value retains the exchange price notion in earlier definitions of fair value, SFAS No. 157 clarifies that the exchange price is the price in an orderly transaction between market participants to sell the asset or transfer the liability in the market and emphasizes that fair value is a market-based measurement, rather than an entity-specific measurement. SFAS No. 157 also expands disclosures about the use of fair value to measure assets and liabilities subsequent to initial recognition through fair value hierarchy as a framework for measurement. The initial adoption of SFAS No. 157 did not have a material impact on DOCOMO's results of operations and financial position. The disclosure required by SFAS No. 157 was omitted in this earnings release.



# << 5. Consolidated Financial Statements >>

# (1) Consolidated Balance Sheets

|   | Millions of yen   |  |  |
|---|---|--|--|
| (UNAUDITED)<br>June 30, 2008  | March 31, 2008  |  |  |
|   |   |  |  |
|   |   |  |  |
| ¥ 487,047   | ¥ 646,905   |  |  |
| ,   | 52,208  |  |  |
|   | 686,673   |  |  |
|   | (15,037)  |  |  |
|   | 146,584   |  |  |
|   | 108,037   |  |  |
|   | 142,410   |  |  |
|   | 1,767,780   |  |  |
|   | -,, -,,   |  |  |
| 5.391.939   | 5,346,486   |  |  |
|   | 797,904   |  |  |
|   | 536,718   |  |  |
|   | 198,958   |  |  |
|   | 128,042   |  |  |
|   | (4,173,501)   |  |  |
|   | 2,834,607   |  |  |
| 2,020,140   | 2,034,007   |  |  |
| 329 222   | 349,488   |  |  |
|   | 187,361   |  |  |
|   | 555,259   |  |  |
|   | 158,889   |  |  |
|   | 234,047   |  |  |
|   | 123,403   |  |  |
| 1,617,507   | 1,608,447   |  |  |
| 1,017,507   |   |  |  |
| ¥ 6,082,339   | ¥ 6,210,834   |  |  |
| ¥ 6,082,339   |   |  |  |
| ¥ 6,082,339   |   |  |  |
|   |   |  |  |
| ¥ 6,082,339<br>¥ 64,346   |   |  |  |
| ¥ 64,346<br>46  | ¥ 6,210,834   |  |  |
| ¥ 64,346  | ¥ 6,210,834<br>¥ 75,662   |  |  |
| ¥ 64,346<br>46  | ¥ 6,210,834<br>¥ 75,662<br>1,712  |  |  |
| ¥ 64,346<br>46<br>631,726   | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453   |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208   | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453<br>53,538   |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211  | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453<br>53,538<br>710  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208   | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645   |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653  | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653  | ¥ 6,210,834<br>¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757   |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829  | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050   |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550   | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550<br>949,680<br>948,571                                       | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288<br>949,680<br>948,571                                  |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550<br>949,680<br>948,571<br>2,865,016                          | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288<br>949,680<br>948,571<br>2,793,814                     |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550<br>949,680<br>948,571<br>2,865,016<br>(19,330)              | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288<br>949,680<br>948,571<br>2,793,814<br>410              |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550<br>949,680<br>948,571<br>2,865,016<br>(19,330)<br>(465,977) | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288<br>949,680<br>948,571<br>2,793,814<br>410<br>(415,979) |  |  |
| ¥ 64,346<br>46<br>631,726<br>38,790<br>1,211<br>102,208<br>186,653<br>1,024,980<br>461,460<br>119,297<br>197,092<br>777,849<br>1,802,829<br>1,550<br>949,680<br>948,571<br>2,865,016<br>(19,330)              | ¥ 75,662<br>1,712<br>717,453<br>53,538<br>710<br>203,645<br>181,595<br>1,234,315<br>401,090<br>116,888<br>180,757<br>698,735<br>1,933,050<br>1,288<br>949,680<br>948,571<br>2,793,814<br>410              |  |  |
|   | \$\frac{1}{1,618}\$ 724,533 (15,462) 196,173 79,928 167,850 1,641,687  5,391,939 800,383 536,664 198,988 142,082 (4,246,911) 2,823,145  329,222 177,997 554,695 157,479 255,538 142,576                   |  |  |



# (2) Consolidated Statement of Income and Comprehensive Income

|  | Millions of yen |  |
|--|-----------------|--|
|  | Thre            | NAUDITED)<br>se months ended<br>une 30, 2008 |
| Operating revenues:  |                 | 0== 464                                      |
| Wireless services  | ¥               | 977,464                                      |
| Equipment sales  |                 | 192,782                                      |
| Total operating revenues   |                 | 1,170,246                                    |
| Operating expenses:  |                 | 202 (15                                      |
| Cost of services (exclusive of items shown separately below) Cost of equipment sold (exclusive of items shown separately below)  |                 | 203,615                                      |
| Depreciation and amortization  |                 | 242,048                                      |
| Selling, general and administrative  |                 | 168,480<br>259,615                           |
| Total operating expenses   |                 | 873,758                                      |
| Operating income   |                 | 296,488                                      |
| Other income (expense):  |                 | 290,400                                      |
| Interest expense   |                 | (1,140)                                      |
| Interest income  |                 | 566  |
| Other, net   |                 | (7,495)                                      |
| Total other income (expense)   |                 | (8,069)                                      |
| Income before income taxes   |                 | 288,419                                      |
| Income taxes:  |                 | ,  |
| Current  |                 | 102,531                                      |
| Deferred   |                 | 15,467                                       |
| Total income taxes   |                 | 117,998                                      |
| Equity in net income of affiliates, net of applicable taxes  |                 | 3,123  |
| Minority interests   |                 | (35)   |
| Net income   | ¥               | 173,509                                      |
| Other community in |                 |  |
| Other comprehensive income (loss): Unrealized holding losses on available-for-sale securities, net of applicable taxes   |                 | (950)  |
| Net revaluation of financial instruments, net of applicable taxes  |                 | (18)   |
| Foreign currency translation adjustment, net of applicable taxes   |                 | (18,522)                                     |
| Pension liability adjustment, net of applicable taxes  |                 | (250)  |
| Comprehensive income   | ¥               | 153,769                                      |
| •  |                 | /  |
| PER SHARE DATA   |                 |  |
| Weighted average common shares outstanding   |                 | 42 504 225                                   |
| - basic and diluted (shares)   | <b>3</b> 7      | 42,504,235                                   |
| Basic and diluted earnings per share (yen)   | ¥               | 4,082.16                                     |



# (3) Consolidated Statement of Cash Flows

| (3) Consolidated Statement of Cash Flows                              |                             |                 |
|---|-----------------------------|-----------------|
|   | Millions of yen (UNAUDITED) |                 |
|   |                             |                 |
|   | Thre                        | ee months ended |
|   | J                           | une 30, 2008    |
| Cash flows from operating activities:                                 |                             |                 |
| Net income  | ¥                           | 173,509         |
| Adjustments to reconcile net income to net cash provided by operating |                             |                 |
| activities-   |                             |                 |
| Depreciation and amortization   |                             | 168,480         |
| Deferred taxes  |                             | 17,673          |
| Loss on sale or disposal of property, plant and equipment             |                             | 4,718           |
| Equity in net income of affiliates                                    |                             | (5,288)         |
| Minority interests  |                             | 35              |
| Changes in assets and liabilities:                                    |                             |                 |
| (Increase) in accounts receivable                                     |                             | (37,828)        |
| Increase in allowance for doubtful accounts                           |                             | 421             |
| (Increase) in inventories   |                             | (49,510)        |
| (Increase) in prepaid expenses and other current assets               |                             | (20,370)        |
| (Decrease) in accounts payable, trade                                 |                             | (13,272)        |
| (Decrease) in accrued income taxes                                    |                             | (101,437)       |
| Increase in other current liabilities                                 |                             | 4,619           |
| Increase in liability for employees' retirement benefits              |                             | 2,409           |
| Increase in other long-term liabilities                               |                             | 17,484          |
| Other, net  |                             | (26,365)        |
| Net cash provided by operating activities                             |                             | 135,278         |
| Cash flows from investing activities:                                 |                             |                 |
| Purchases of property, plant and equipment                            |                             | (163,740)       |
| Purchases of intangible and other assets                              |                             | (72,033)        |
| Purchases of non-current investments                                  |                             | (1,122)         |
| Proceeds from sale of non-current investments                         |                             | 410             |
| Purchases of short-term investments                                   |                             | (1,611)         |
| Redemption of short-term investments                                  |                             | 2,036           |
| Proceeds from redemption of long-term bailment for consumption        |                             | ,               |
| to a related party  |                             | 50,000          |
| Other, net  |                             | (4,386)         |
| Net cash used in investing activities                                 |                             | (190,446)       |
| Cash flows from financing activities:                                 |                             | (150)110)       |
| Proceeds from long-term debt  |                             | 79,944          |
| Repayment of long-term debt   |                             | (27,767)        |
| Repayment of short-term borrowings                                    |                             | (1,712)         |
| Principal payments under capital lease obligations                    |                             | (814)           |
| Payments to acquire treasury stock                                    |                             | (49,998)        |
| Dividends paid  |                             | (102,307)       |
| Other, net  |                             | (3)             |
| Net cash used in financing activities                                 |                             | (102,657)       |
| Effect of exchange rate changes on cash and cash equivalents          |                             | (2,033)         |
| Net increase (decrease) in cash and cash equivalents                  |                             | (159,858)       |
| ` ' ' <b>.</b>  |                             | 646,905         |
| Cash and cash equivalents at beginning of period                      | <b>X</b> 7                  |                 |
| Cash and cash equivalents at end of period                            | ¥                           | 487,047         |
| Supplemental disclosures of cash flow information:                    |                             |                 |
| Cash received during the period for:                                  |                             |                 |
| Income taxes  | ¥                           | 18              |
| Cash paid during the period for:                                      |                             |                 |
| Interest, net of amount capitalized                                   |                             | 638             |
| Income taxes  |                             | 203,606         |
|   |                             |                 |



# (4) Going Concern Assumption

None

# (5) Segment Reporting

Segment information for the three months ended June 30, 2008 was as follows:

|                                     |        |                  | N                        | Millions of yen |              |           |
|-------------------------------------|--------|------------------|--------------------------|-----------------|--------------|-----------|
| Three months ended<br>June 30, 2008 | Mobile | e phone business | Miscellaneous businesses |                 | Consolidated |           |
| Operating revenues                  | ¥      | 1,154,771        | ¥                        | 15,475          | ¥            | 1,170,246 |
| Operating expenses                  |        | 853,756          |                          | 20,002          |              | 873,758   |
| Operating income (losses)           | ¥      | 301,015          | ¥                        | (4,527)         | ¥            | 296,488   |

PHS services were terminated on January 7, 2008.

DOCOMO does not disclose geographical segments since the amounts of operating revenues generated outside Japan are immaterial.

# (6) Significant Changes in Shareholders' Equity

None



# (Reference)

# 1. Consolidated Statement of Income and Comprehensive Income

|  | N    | Iillions of yen                                |
|--|------|--|
|  | Thre | UNAUDITED)<br>ee months ended<br>fune 30, 2007 |
| Operating revenues:  |      |  |
| Wireless services  | ¥    | 1,062,279                                      |
| Equipment sales  |      | 120,585  |
| Total operating revenues   |      | 1,182,864                                      |
| Operating expenses:  |      |  |
| Cost of services (exclusive of items shown separately below)                       |      | 184,855  |
| Cost of equipment sold (exclusive of items shown separately below)                 |      | 315,727  |
| Depreciation and amortization  |      | 177,071  |
| Selling, general and administrative  |      | 301,330  |
| Total operating expenses   |      | 978,983  |
| Operating income   |      | 203,881  |
| Other income (expense):  |      |  |
| Interest expense   |      | (1,557)  |
| Interest income  |      | 455  |
| Other, net   |      | 2,687  |
| Total other income (expense)   |      | 1,585  |
| Income before income taxes   |      | 205,466  |
| Income taxes   |      | 82,550   |
| Equity in net losses of affiliates, net of applicable taxes                        |      | (80)   |
| Minority interests   |      | (26)   |
| Net income   | ¥    | 122,810  |
| Other comprehensive income (loss):   |      |  |
| Unrealized holding gains on available-for-sale securities, net of applicable taxes |      | 2,068  |
| Net revaluation of financial instruments, net of applicable taxes                  |      | 20   |
| Foreign currency translation adjustment, net of applicable taxes                   |      | (602)  |
| Pension liability adjustment, net of applicable taxes                              |      | (182)  |
| Comprehensive income   | ¥    | 124,114  |
| Comprehensite income   | т    | 127,117  |
| PER SHARE DATA   |      |  |
| Weighted average common shares outstanding   |      |  |
| <ul><li>basic and diluted (shares)</li></ul>                                       |      | 43,469,272                                     |
| Basic and diluted earnings per share (yen)   | ¥    | 2,825.21                                       |



# (Reference)

# 2. Consolidated Statement of Cash Flows

| Millions of yen  |
|--|
| (UNAUDITED)  |
| Three months ended   |
| June 30, 2007  |
|  |
| 122,810  |
|  |
|  |
| 177,071  |
| 3,467  |
| 5,661  |
| 21   |
| 26   |
|  |
| 9,941  |
| (168)  |
| (22,880)   |
| (13,560)   |
| 28,963   |
| (14,457)   |
| 8,200  |
| 1,909  |
| 7,722  |
| (13,990)   |
| 300,736  |
| 300,730  |
| (143,705)  |
| (80,927)   |
| (31,259)   |
| 50,452   |
| (2,416)  |
| (2,410)  |
| 141  |
| 50,000   |
| (126)  |
| (157,840)  |
| (137,840)  |
| (98,200)   |
| 60   |
|  |
| (52)<br>(905)  |
| * *  |
| (72,998)<br>(87,187)                                       |
| 10/10/1  |
|  |
| (2)  |
| (2)<br>(259,284)   |
| (2)<br>(259,284)<br>292                                    |
| (2)<br>(259,284)<br>292<br>(116,096)                       |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062            |
| (2)<br>(259,284)<br>292<br>(116,096)                       |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062            |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062<br>226,966 |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062            |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062<br>226,966 |
| (2)<br>(259,284)<br>292<br>(116,096)<br>343,062<br>226,966 |
|  |

# Operation Data for 1st Quarter of Fiscal Year Ending March 31, 2009

|   |                       | [Ref.]<br>Fiscal Year<br>Ended Mar. 31, 2008<br>Full-year Results | [Ref.]<br>First Quarter<br>(AprJun.2007)<br>Results | Fiscal Year<br>Ending Mar. 2009<br>First Quarter<br>(AprJun. 2008)<br>Results | [Ref.]<br>Fiscal Year<br>Ending Mar. 31, 2009<br>Full-year Forecast |
|---|-----------------------|---|---|---|---|
| llular  |                       |   |   |   |   |
| Subscriptions   | thousands             | 53,388  | 52,846  | 53,629  | 54,470  |
| FOMA (1)  | thousands             | 43,949  | 37,854  | 45,200  | 49,520  |
| mova  | thousands             | 9,438   | 14,991  | 8,429   | 4,950   |
| Market share (2) (3)  | %                     | 52.0  | 53.9  | 51.7  | _   |
| Net increase from previous period                             | thousands             | 767   | 225   | 241   | 1,080   |
| FOMA (1) (3)  | thousands             | 8,420   | 2,325   | 1,251   | 5,570   |
| mova (3)  | thousands             | (7,653)   | (2,100)   | (1,010)   | (4,490  |
| Churn Rate (3)  | %                     | 0.80  | 0.85  | 0.51  | _   |
| Number of handsets (FOMA+mova) sold (4)                       | thousands             | 25,739  | 6,238   | 4,946   | _   |
| Aggregate ARPU (FOMA+mova) (5)                                | yen/month/contract    | 6,360   | 6,560   | 5,890   | 5,640   |
| Voice ARPU (6)  | yen/month/contract    | 4,160   | 4,440   | 3,560   | 3,280   |
| Packet ARPU   | yen/month/contract    | 2,200   | 2,120   | 2,330   | 2,360   |
| i-mode ARPU   | yen/month/contract    | 2,170   | 2,090   | 2,290   | 2,320   |
| ARPU generated from international services (7)                | yen/month/contract    | 70  | 60  | 80  | 90  |
| ARPU generated purely from i-mode (FOMA+mova) (5)             | yen/month/contract    | 2,350   | 2,270   | 2,480   | 2,520   |
| Aggregate ARPU (FOMA) (5)                                     | yen/month/contract    | 6,990   | 7,370   | 6,260   | 5,920   |
| Voice ARPU (6)  | yen/month/contract    | 4,340   | 4,710   | 3,630   | 3,310   |
| Packet ARPU   | yen/month/contract    | 2,650   | 2,660   | 2,630   | 2,610   |
| i-mode ARPU   | yen/month/contract    | 2,610   | 2,630   | 2,590   | 2,560   |
| ARPU generated from international services (7)                | yen/month/contract    | 90  | 80  | 90  | 100   |
| ARPU generated purely from i-mode (FOMA) (5)                  | yen/month/contract    | 2,720   | 2,730   | 2,730   | 2,710   |
| Aggregate ARPU (mova ) (5)                                    | yen/month/contract    | 4,340   | 4,600   | 3,890   | 3,680   |
| Voice ARPU (6)  | yen/month/contract    | 3,590   | 3,800   | 3,220   | 3,050   |
| i-mode ARPU   | yen/month/contract    | 750   | 800   | 670   | 630   |
| ARPU generated from international services (7)                | yen/month/contract    | 10  | 10  | 10  | 10  |
| ARPU generated purely from i-mode (mova) (5)                  | yen/month/contract    | 930   | 970   | 860   | 830   |
| MOU (FOMA+mova) (5)   | minute/month/contract | 138   | 140   | 137   | _   |
| MOU (FOMA) (5)  | minute/month/contract | 156   | 161   | 150   | _   |
| MOU (mova) (5)  | minute/month/contract | 82  | 89  | 69  | -   |
| 2in1 Subscriptions (8)  | thousands             | 240   | 67  | 304   | _   |
| Communication Module Service Subscriptions (9)                | thousands             | 1,433   | 1,140   | 1,466   | 1,570   |
| FOMA Ubiquitous plan (10)                                     | thousands             | 698   | 392   | 741   | -   |
| DoPa Single Service (11)                                      | thousands             | 735   | 748   | 726   | _   |
| Prepaid Subscriptions (11)                                    | thousands             | 40  | 43  | 40  | -   |
| node  |                       |   |   |   |   |
| Subscriptions   | thousands             | 47,993  | 47,725  | 48,061  | 48,650  |
| FOMA  | thousands             | 41,213  | 36,089  | 42,118  | 45,610  |
| i-mode Subscription Rate (3)                                  | %                     | 89.9  | 90.3  | 89.6  | 89.3  |
| Net increase from previous period                             | thousands             | 419   | 151   | 68  | 660   |
| i-mode Flat-rate Packet Communication Plan Subscriptions (12) | thousands             | 12,744  | 10,455  | 13,395  | _   |
| i-channel Subscriptions                                       | thousands             | 15,649  | 12,272  | 15,823  | _   |
| hers  |                       |   |   |   |   |
| DCMX Subscriptions (13)                                       | thousands             | 5,640   | 2,850   | 6,440   | 9,000   |

<sup>\*</sup> Please refer to the attached sheet (P.17) for the definition of ARPU and MOU, and an explanation of the methods used to calculate ARPU and the number of active subscriptions used in calculating ARPU, MOU and Churn Rate.

- (1) From March 3, 2008 onward, another FOMA subscription is a prerequisite for the application of 2in1 in principle, and those FOMA subscriptions are included in the number of FOMA subscribers.
- (2) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association
- (3) Data is calculated including Communication Module Services subscriptions.
- (4) Sum of new FOMA/mova subscriptions, change of subscription from mova to FOMA, FOMA handset upgrade by FOMA subscribers, mova handset upgrade by mova subscribers, and change of subscription from FOMA to mova
- (5) Data is calculated excluding Communication Module Services-related revenues and Communication Module Services subscriptions.
- (6) Inclusive of circuit-switched data communications
- (7) Inclusive of Voice Communications and Packet Communications
- (8) Inclusive of users who applied for  $2\mathrm{i} n1$  after March 3, 2008
- (9) Included in total cellular subscriptions
- (10) Included in FOMA subscriptions
- (11) Included in mova subscriptions
- (12) Sum of "pake-hodai" subscriptions and "pake-hodai full" subscriptions
- (13) Inclusive of DCMX mini subscriptions

#### Definition and Calculation Methods of ARPU and MOU

# 1. Definition of ARPU and MOU

i) ARPU (Average monthly Revenue Per Unit)<sup>1</sup>:

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, such as monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscriptions to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. 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. This definition applies to all ARPU figures hereinafter.

ii) MOU (Minutes of Usage): Average monthly communication time per subscription.

### 2. ARPU Calculation Methods

### i) ARPU (FOMA + mova)

Aggregate ARPU (FOMA+mova) = Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)

Voice ARPU (FOMA+mova): Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscriptions (FOMA+mova)

Packet ARPU (FOMA+mova): {Packet ARPU (FOMA) Related Revenues (monthly charges, packet communication charges)+ i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges)}/ No. of active cellular phone subscriptions (FOMA+mova)

i-mode ARPU (FOMA+mova)<sup>2</sup>: i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet

communication charges) / No. of active cellular phone subscriptions (FOMA+mova) ARPU generated purely from i-mode (FOMA+mova) 3: i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet communication charges) / No. of active i-mode subscriptions (FOMA+mova)

#### ii) ARPU (FOMA)

Aggregate ARPU (FOMA) = Voice ARPU (FOMA) + Packet ARPU (FOMA)

Voice ARPU (FOMA): Voice ARPU (FOMA) Related Revenues (monthly charges, voice communication charges) No. of active cellular phone subscriptions (FOMA)

Packet ARPU (FOMA): Packet ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) No. of active cellular phone subscriptions (FOMA)

i-mode ARPU<sup>2</sup> (FOMA): i-mode ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscriptions (FOMA)

ARPU generated purely from i-mode (FOMA)<sup>3</sup>: i-mode ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) / No. of active i-mode subscriptions (FOMA)

### iii) ARPU (mova)

Aggregate ARPU (mova) = Voice ARPU (mova) + i-mode ARPU (mova)

Voice ARPU (mova): Voice ARPU (mova) Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscriptions (mova)

i-mode ARPU (mova)<sup>2</sup>: i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscriptions (mova)

ARPU generated purely from i-mode (mova) 3: i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges) / No. of active i-mode subscriptions (mova)

### 3. Active Subscriptions Calculation Methods

No. of active subscriptions used in ARPU/MOU/Churn Rate calculations is as follows:

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

No. of active subscriptions for full-year results/forecasts:

Sum of No. of active subscriptions for each month from April to March

<sup>1</sup> Communication Module service subscriptions and the revenues thereof are not included in the ARPU and MOU calculations.

<sup>2</sup> The denominator used in calculating i-mode ARPU (FOMA+mova, FOMA, mova) is the aggregate number of cellular subscriptions to each service (FOMA+mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.

<sup>3</sup> ARPU generated purely from i-mode (FOMA+mova, FOMA, mova) is calculated using only the number of active i-mode subscriptions as a denominator.

# (APPENDIX 3)

# Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures

| . EBITDA and EBITDA margin                                  | Billions o                          | f yen / %                                    |
|---|-------------------------------------|--|
|   | Three months ended<br>June 30, 2008 | (Reference) Three months ended June 30, 2007 |
| a. EBITDA   | ¥ 469.7                             | ¥ 386.6                                      |
| Depreciation and amortization                               | (168.5)                             | (177.1)                                      |
| Losses on sale or disposal of property, plant and equipment | (4.7)                               | (5.7)  |
| Operating income  | 296.5                               | 203.9  |
| Other income (expense)                                      | (8.1)                               | 1.6  |
| Income taxes  | (118.0)                             | (82.6)                                       |
| Equity in net income (losses) of affiliates                 | 3.1                                 | (0.1)  |
| Minority interests  | (0.0)                               | (0.0)  |
| b. Net income   | 173.5                               | 122.8  |
| c. Total operating revenues                                 | 1,170.2                             | 1,182.9                                      |
| EBITDA margin (=a/c)  | 40.1%                               | 32.7%  |
| Net income margin (=b/c)                                    | 14.8%                               | 10.4%  |

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.

### 2. Free cash flows excluding irregular factors and changes in investments for cash management purposes

|  | Billions of yen                     |  |
|--|-------------------------------------|--|
|  | Three months ended<br>June 30, 2008 | (Reference) Three months ended June 30, 2007 |
| Free cash flows excluding irregular factors and changes in investments |                                     |  |
| for cash management purposes   | ¥ ( 105.6)                          | ¥ 49.2                                       |
| Irregular factors (1)  | _                                   | (4.0)  |
| Changes in investments for cash management purposes (2)                | 50.4                                | 97.7   |
| Free cash flows  | (55.2)                              | 142.9  |
| Net cash used in investing activities                                  | (190.4)                             | (157.8)                                      |
| Net cash provided by operating activities                              | 135.3                               | 300.7  |
|  |                                     |  |

Note: (1) Irregular factors represent the effects of uncollected revenues due to a bank closure at the end of the fiscal period.

Irregular factors during the three months ended June 30, 2007 were the net effects of bank closures as of March 31, 2007 and June 30, 2007.

<sup>(2)</sup> 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.



### **Special Note Regarding Forward-Looking Statements**

This Earnings Release contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as expected number of subscribers, and 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 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:

- As competition in the market becomes more fierce due to changes in the business environment caused by Mobile Number Portability, new market entrants, competition from other cellular service providers or other technologies, and other factors, could limit our acquisition of new subscribers, retention of existing subscribers, 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. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers.
- 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, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects or loss of handsets, 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 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 other factors, 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. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of service, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image.
- 12. Concerns about wireless telecommunications health risks may 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