



# **NTT DOCOMO, INC.**

**Results for the nine months  
of the fiscal year ending Mar. 31, 2011**

**January 28, 2011**

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# Forward-Looking Statements

**This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as the expected number of subscriptions, and the expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this presentation were derived using certain assumptions that 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:**

- (1) Changes in the business environment in the telecommunications industry, such as intensifying competition from other service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions and retention of existing subscriptions, 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) Other mobile service providers in the world may not adopt the technologies that are compatible with those used by our corporate group's mobile communications system on a continual basis, which could affect our ability to sufficiently offer international services.
- (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/devices, and services of parties other than those belonging to our corporate group are provided through our cellular handsets/devices, potential problems resulting from malfunctions, defects or loss of handsets/devices, 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 others, may adversely affect our credibility or corporate image.
- (10) Owners of intellectual property rights that are essential for our business execution may not grant us 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) Natural disasters, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failures in the networks, distribution channel and/or other factors 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 telecommunication 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.



**FY2010/1Q-3Q (cumulative)  
Financial Results Highlights**

# FY2010/1Q-3Q (cumulative) Financial Results

	2009/4-12 (1Q-3Q) (1)	2010/4-12 (1Q-3Q) (2)	Changes (1) → (2)	FY2010 (Full-year forecast) (3) (Announced 10/28/2010)	Progress to forecast (2) / (3)
<b>Operating Revenues</b> (Billions of yen)	<b>3,242.4</b>	<b>3,209.1</b>	<b>-1.0%</b>	<b>4,209.0</b>	<b>76.2%</b>
<b>Cellular Services Revenues</b> (Billions of yen)	<b>2,662.7</b>	<b>2,598.8</b>	<b>-2.4%</b>	<b>3,405.0</b>	<b>76.3%</b>
<b>Operating Expenses</b> (Billions of yen)	<b>2,539.7</b>	<b>2,450.6</b>	<b>-3.5%</b>	<b>3,369.0</b>	<b>72.7%</b>
<b>Operating Income</b> (Billions of yen)	<b>702.7</b>	<b>758.5</b>	<b>+7.9%</b>	<b>840.0</b>	<b>90.3%</b>
<b>Income Before Income Taxes</b> (Billions of yen)	<b>701.7</b>	<b>748.6</b>	<b>+6.7%</b>	<b>838.0</b>	<b>89.3%</b>
<b>Net Income Attributable to NTT DOCOMO, INC.</b> (Billions of yen)	<b>419.3</b>	<b>444.0</b>	<b>+5.9%</b>	<b>497.0</b>	<b>89.3%</b>
<b>EBITDA Margin</b> (%)*	<b>38.1</b>	<b>39.5</b>	<b>+1.4 Points</b>	<b>36.8</b>	<b>-</b>
<b>Adjusted Free Cash Flow</b> (Billions of yen) *	<b>178.1</b>	<b>394.1</b>	<b>+121.3%</b>	<b>480.0</b>	<b>82.1%</b>

◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and changes in investments for cash management purposes with original maturities of longer than three months.

\* For an explanation of the calculation processes of these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with U.S. GAAP and the IR page of our website, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp)

**RESULTS FOR 3Q OF FY2010**

## ■ FY2010/1-3Q (cumulative) Financial Results Highlights:

Simultaneous achievement of “growth”,  
“service level improvement” and “cost control”

### Actions for further growth

**Smartphone sales** (1-3Q cumulative): 1.26 million

**YOY increase of packet revenues**

(1-3Q cumulative) : Up ¥76.6 billion

**YOY increase of “other revenues”**

(1-3Q cumulative) : Up ¥54.6 billion

### Service level maintenance/improvement

**No. 1 customer satisfaction ranking**

(Consumer, enterprise & data communications sectors)

**Churn rate: 0.46%** (1-3Q cumulative)

**Launch of Xi service**

(Dec. 24, 2010)

### Proper cost control

**YOY decrease of equipment sales expenses**

(1-3Q cumulative) : Down ¥42.4 billion

**YOY decrease of network-related costs**

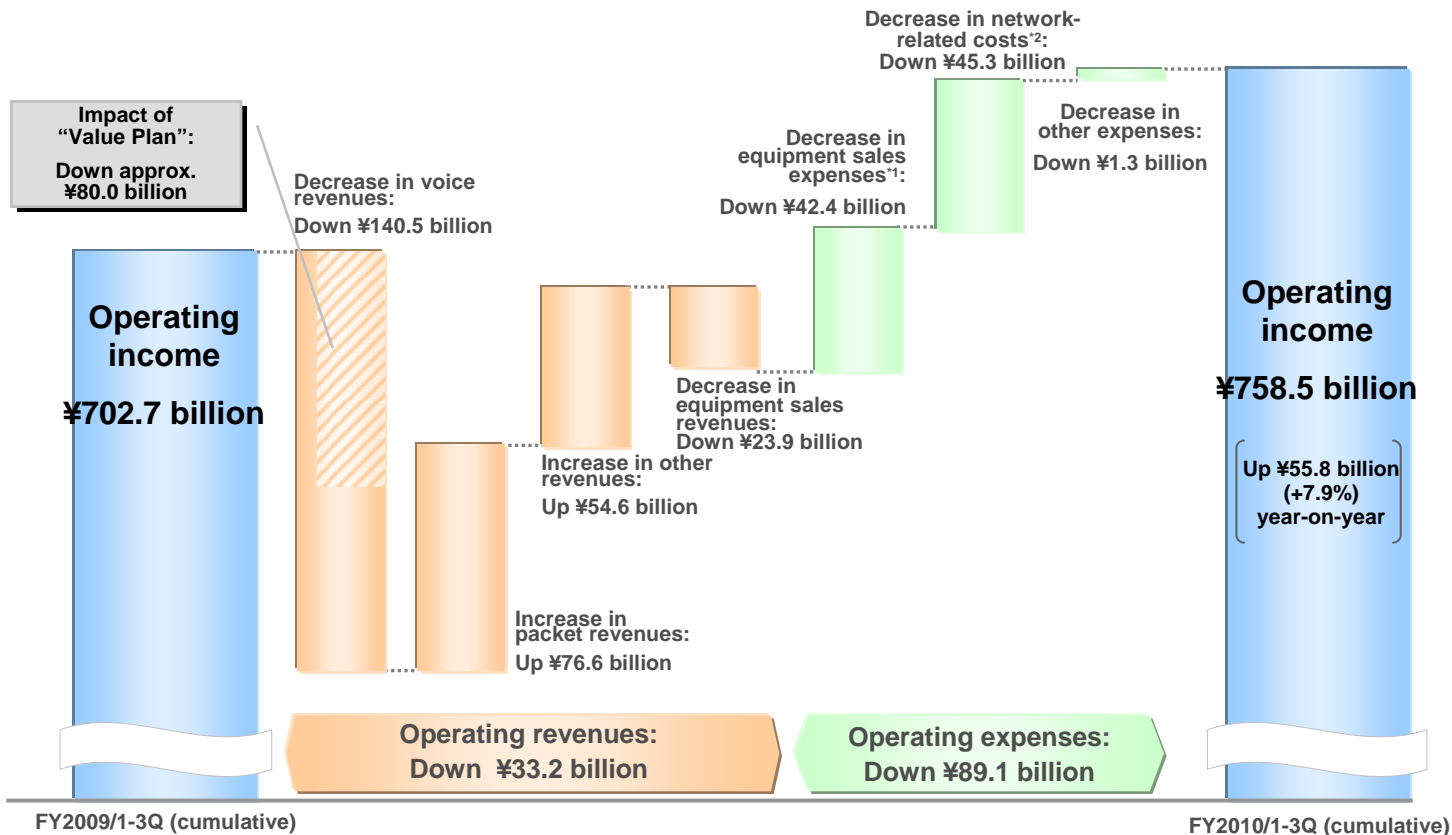
(1-3Q cumulative) : Down ¥45.3 billion

**YOY decrease of capital expenditures**

(1-3Q cumulative) : Down ¥16.2 billion

# 5 FY2010/1-3Q (cumulative) Financial Results Highlights (2)

## Key factors behind YOY changes in operating income



\*1: Sum of cost of equipment sold and distributor commissions

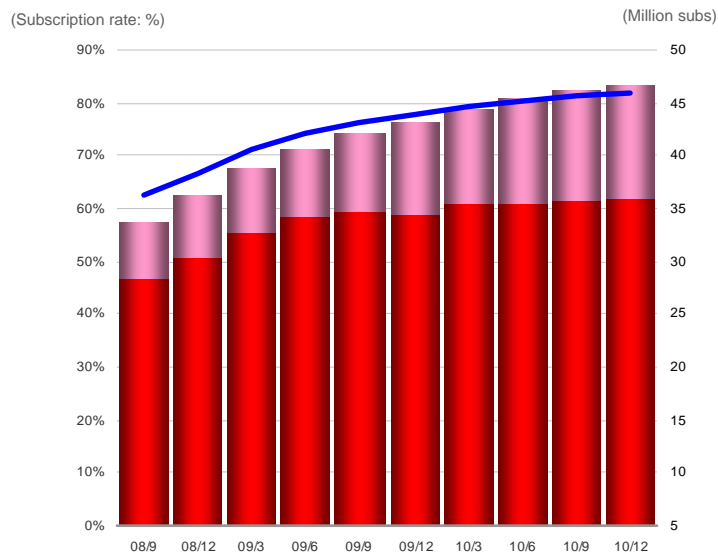
\*2: Sum of communication networks charges, depreciation and amortization, and loss on disposal of property, plant and equipment

# 50%-OFF Monthly Charge Discount Plans/“Value Plan”

- Subscription rate of billing plans offering 50% discount on basic monthly charge grew to over 80% → Negative impact on revenues became insignificant
- Number of “Value Plan” subscriptions continued to increase

## 50%-Off Monthly Charge Discount Plans No. of subs & subscription rate

- : 50%-OFF monthly charge discount plan subscription rate
- : No. of users subscribing to “Family Discount”<sup>\*1</sup>+“Ichinen Discount” for over 10 years
- : No. of “MAX Discount”<sup>\*\*2</sup> subscriptions

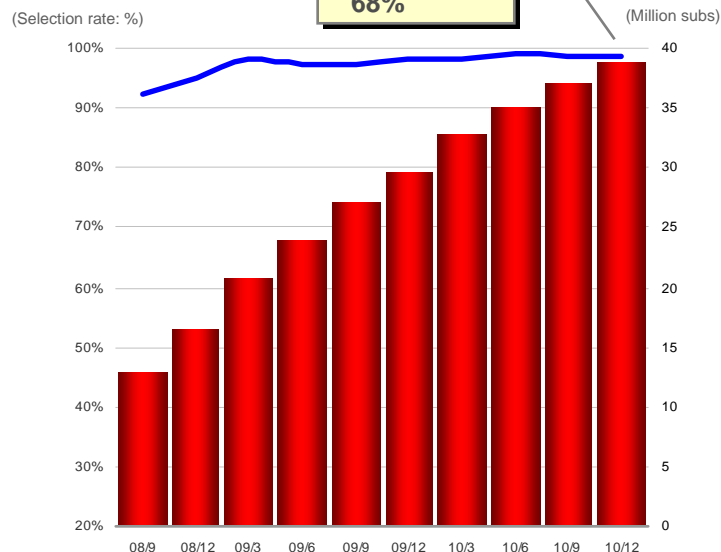


\*1: Inclusive of “Office Discount” and “Business Discount” subscriptions

\*\*2: “Fami-wari MAX 50”, “Hitoridemo Discount 50” and “Office-wari MAX 50”

## “Value Plan” subscriptions/ “Value Course” selection rate

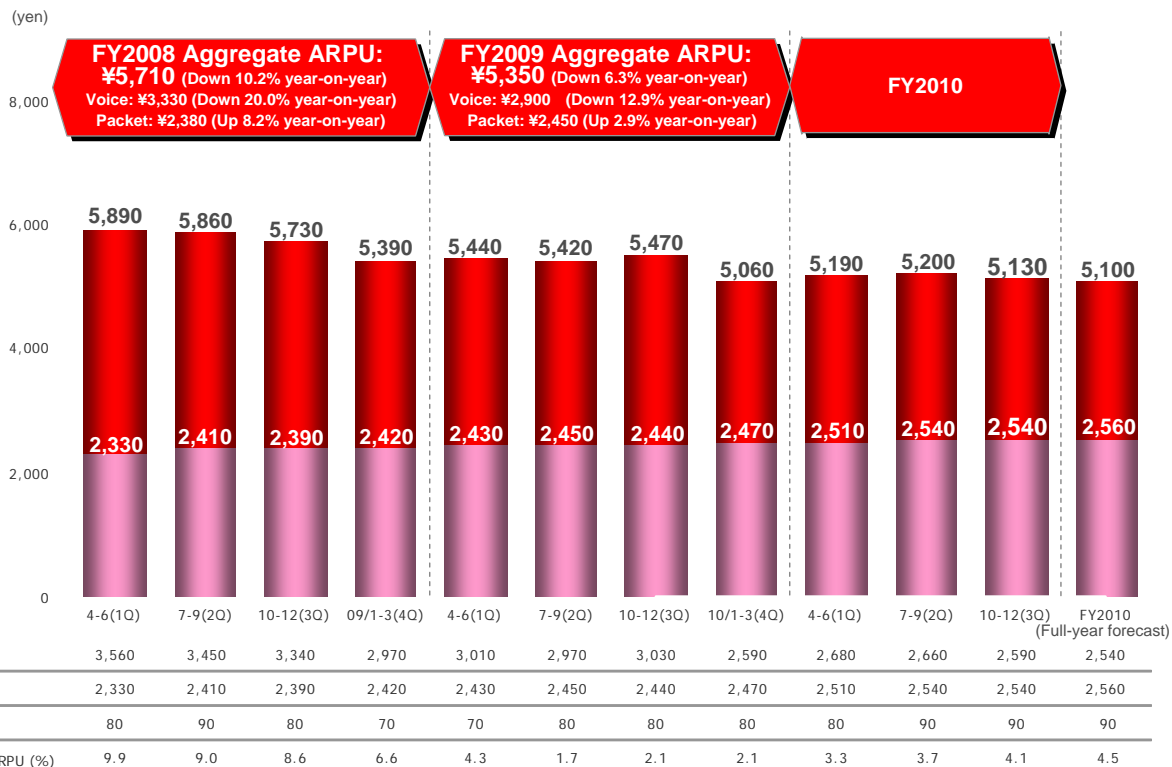
- : “Value Course” selection rate<sup>\*3</sup>
- : No. of “Value Plan” subscriptions



\*3: Percentage of users who chose “Value Course” among total users who purchased a handset using new handset purchase methods

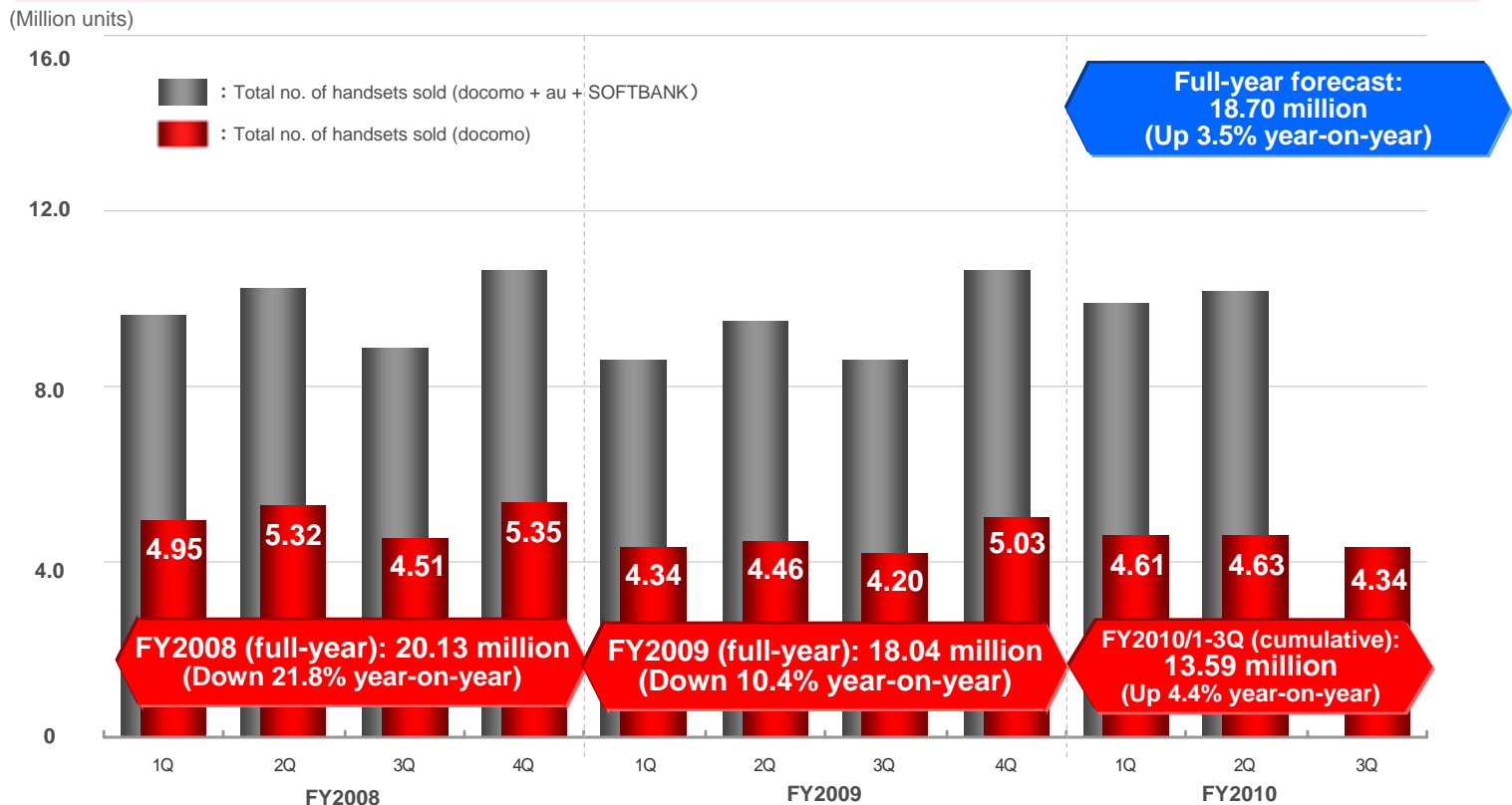
# Cellular (Xi+FOMA+mova) ARPU

- FY2010/3Q (3 months) aggregate ARPU: ¥5,130 (down 6.2% year-on-year)  
packet ARPU: ¥2,540 (up 4.1% year-on-year)



# Total Handset Sales

• Total no. of handsets sold in FY2010/1-3Q (cumulative): 13.59 million units (Up 4.4% year-on-year)

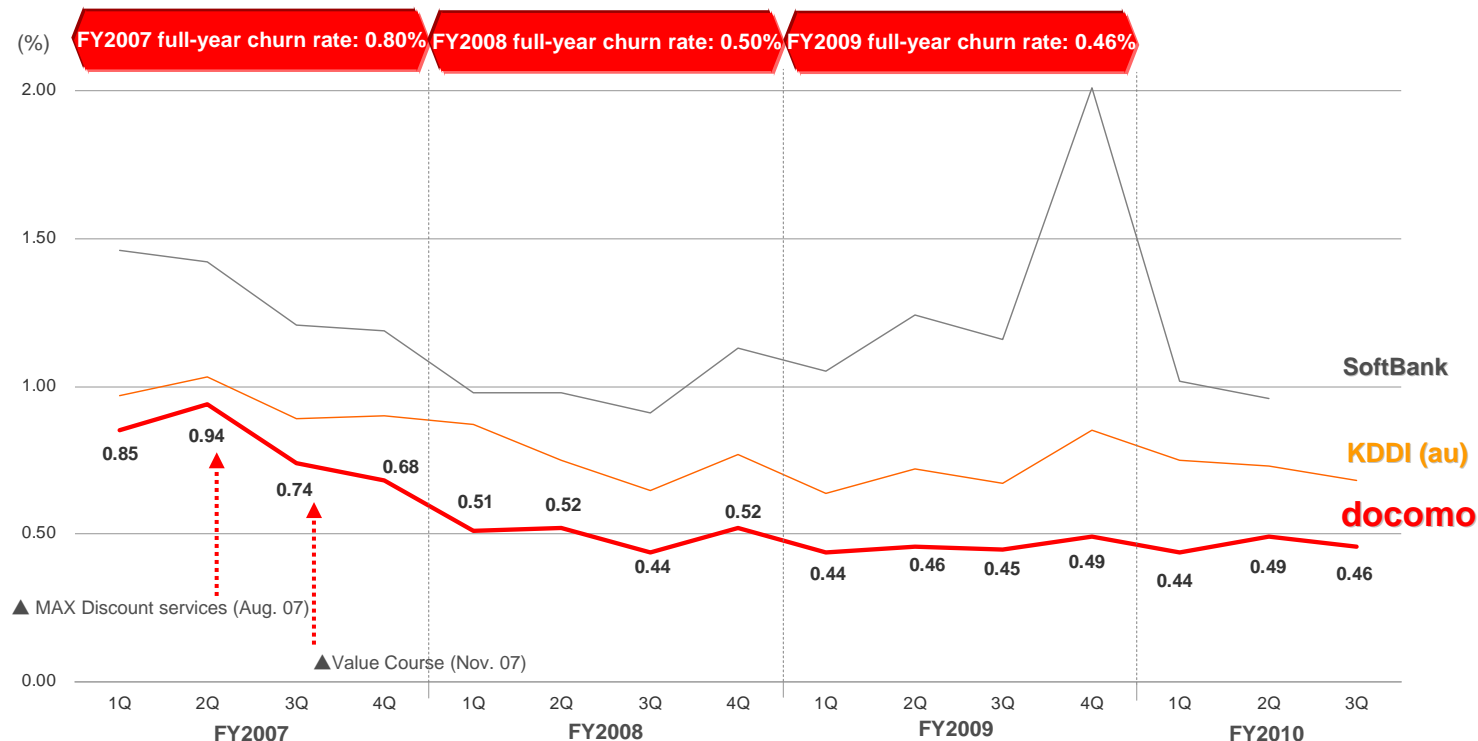


◆ Calculated based on financial results materials of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

# Churn Rate

- FY2010/1-3Q(cumulative) churn rate: 0.46%

## ■ Cellular (Xi+FOMA+mova) Churn Rate



◆ Based on financial results materials of each company

**RESULTS FOR 3Q OF FY2010**

# No. of Net Additions

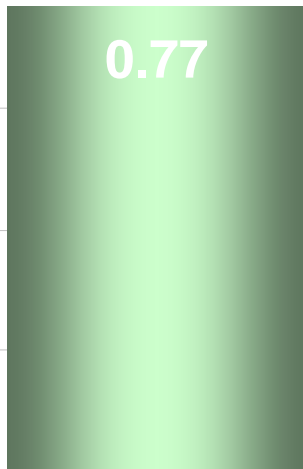
- Total no. of net additions for FY2010/1-3Q (cumulative): 1.13 million  
(Up 290,000 (+35%) year-on-year)

## ■ No. of net additions

(Million subs)

1.00  
0.80  
0.60  
0.40  
0.20  
0

■ : FY2008  
■ : FY2009  
■ : FY2010



FY2008

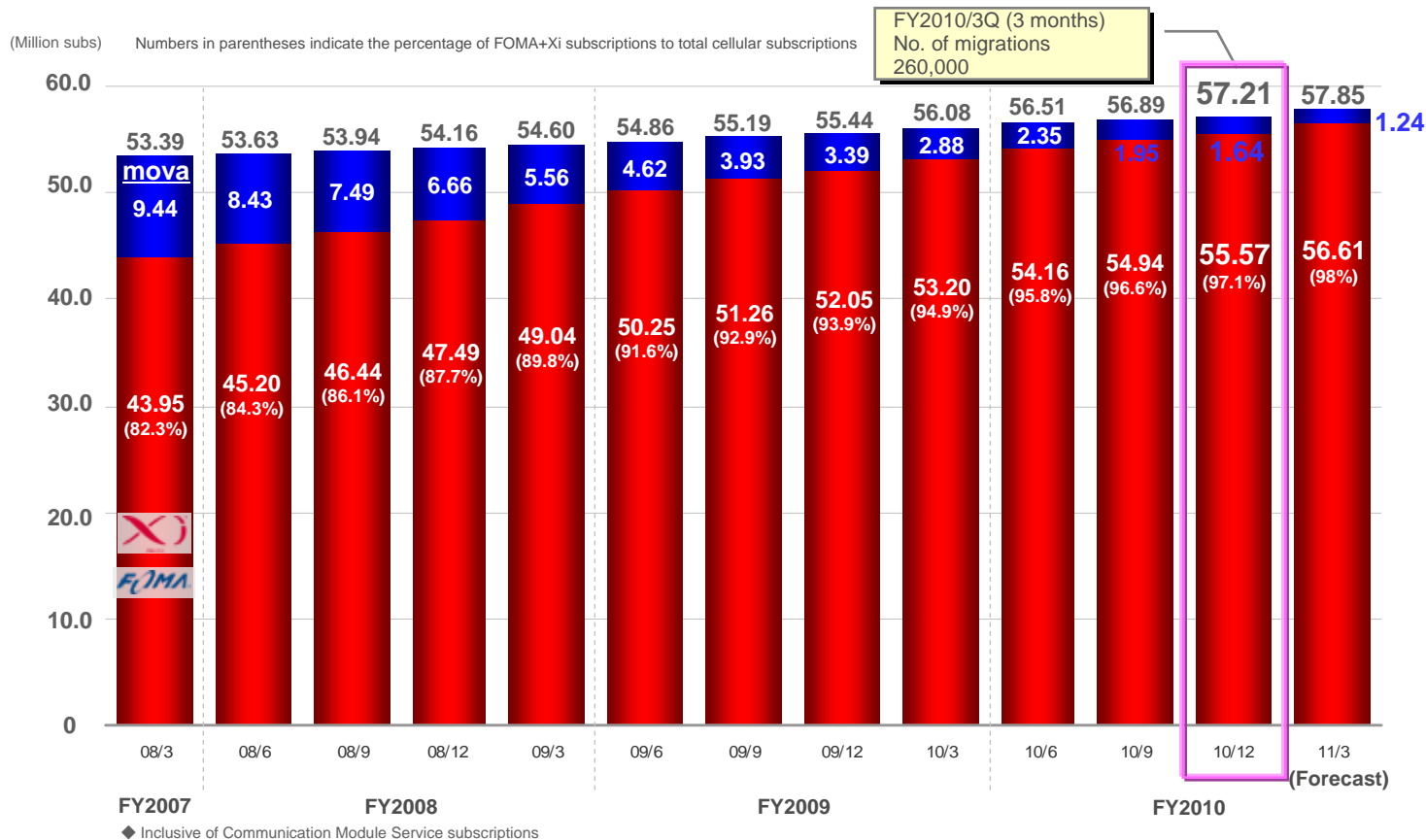
FY2009

FY2010

1-3Q (April-December) cumulative

# Subscriber Migration to FOMA / Xi

- Total number of migrations in FY2010/1-3Q (cumulative): 1.06 million





# Principal Actions and Results

# Principal Actions and Results

- Made steadfast progress toward achievement of our major action items for FY2010

Major action items	Status of achievement
Customer satisfaction improvement	Acquired No. 1 customer satisfaction ranking (Consumer, enterprise & data communications sectors)
Take-off of smartphone market	Cumulative sales for 1-3Q (9 months): 1.26 million units
Increase of packet ARPU	Achieved steadfast YOY growth 1Q: Up ¥80 2Q: Up ¥90 3Q: Up ¥100 Cumulative packet revenues for 1-3Q (9 months): Up 6.5%
Smooth launch of LTE service	Launched Xi service on Dec. 24, 2010 Base station roll-out progressing steadily
Expansion of new business domains	Launched E-book service Established operating company for commissioned multimedia broadcasting service

# Customer Satisfaction Improvement (1)

- In FY2007, we changed our strategy to attach greater emphasis on existing customers. As a result of our actions in the last 3 years, we received the highest marks among Japan's mobile phone operators in the 2010 Japan Mobile Phone Service Study<sup>SM</sup>, a customer-satisfaction study conducted by J.D. Power Asia Pacific\*1

Set a target to achieve  
**“No. 1 customer satisfaction ranking in FY2010”**  
 as part of our medium-term vision  
 announced in October 2008

Executed “change” in all fronts



**Achieved FY2010 Target:**  
**“Receive No. 1 ranking in customer satisfaction”**

FY2010 study

**Overall score No. 1**



Customer contact

Handsets

Costs

Call quality/area

Non-voice functions/services

# Customer Satisfaction Improvement (2)

- Received No.1 ranking in J.D. Power Asia Pacific Japan Business Mobile Phone/PHS Service Customer Satisfaction Index Study for 2 straight years (Sept. 16, 2010)\*<sup>1</sup>
- Received No. 1 ranking in Nikkei BP Consulting customer satisfaction survey on mobile data communications services for 2 straight years\*<sup>2</sup>

## <<Enterprise Sector>>

No. 1 ranking in FY2009-2010

customer satisfaction survey for 2 straight years

Overall score **No. 1**



Awarded No.1 for 2 straight years

Responsiveness of sales contact

Service content

Service quality

Cost

## <<Data Communications Services>>

No. 1 ranking in FY2009-2010

customer satisfaction survey for 2 straight years

Data card use

**No. 1**  
satisfaction scores for:

Service area Communication quality Overall rating <sup>\*2</sup>

Awarded No.1 for 2 straight years

Received highest score in 6 items out of total 15 items including "overall satisfaction"

Area coverage  
(Outdoor & indoor)

Communication quality

Responsiveness of  
retailer/shop attendants

After-sales support

\*1 Source: J.D. Power Asia Pacific 2009-2010 Japan Business Mobile Phone/PHS Service Customer Satisfaction Index Study<sup>SM</sup>. Study results was based on 3,222 responses from individuals responsible for supervising or deciding upon telephone services at 2,345 businesses with more than 100 employees. (Each respondent evaluated up to two mobile telephone/PHS providers). [www.jdpower.co.jp](http://www.jdpower.co.jp)

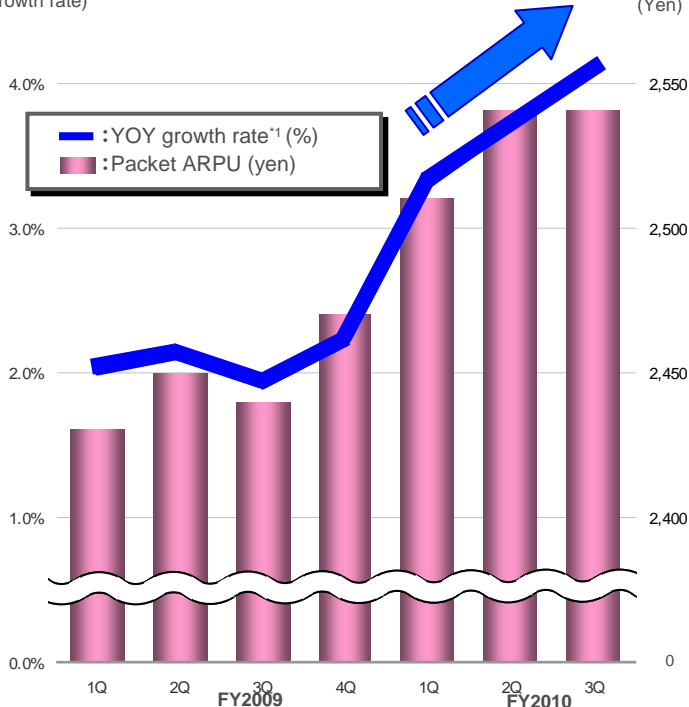
\*2 Source: Nikkei BP Consulting "2<sup>nd</sup> Mobile data devices customer satisfaction survey: area coverage (outdoor), area coverage (indoor), communications quality (disruption of connection), responsiveness of retailer/shop attendants, after-sales support scores"

# Growth of Packet ARPU

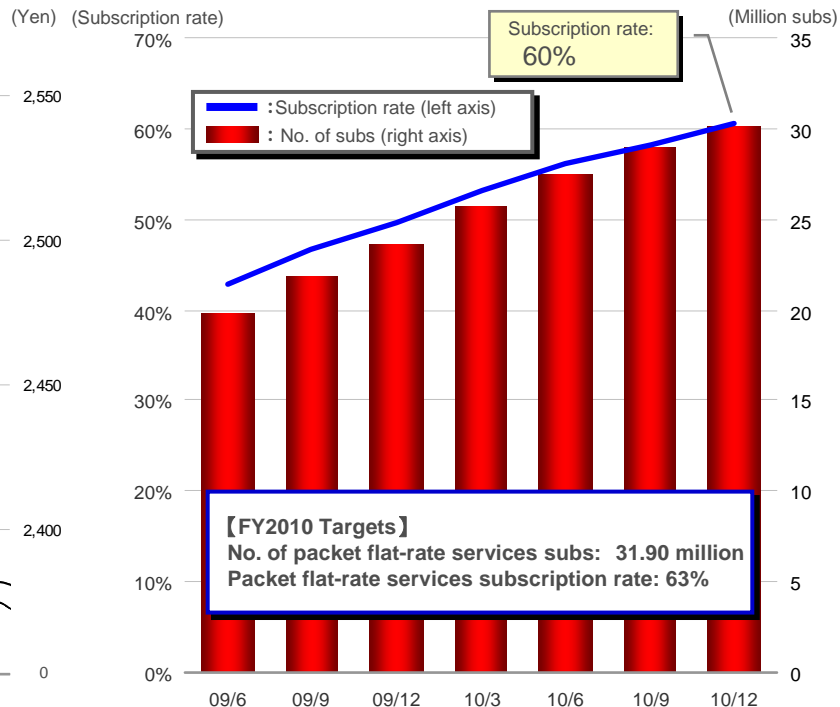
- Year-on-year growth rate of packet ARPU has accelerated
- No. of packet flat-rate services subscriptions grew to approx. 30.20 million as a result of aggressive promotion

## YOY packet ARPU comparison

(Growth rate)



## No. of packet flat-rate services subs\*2/Subscription rate\*3



\*1: Excludes impact of i-mode monthly charge hike applied from June 2008

\*2: Include subscriptions to "Pake-hodai", "Pake-hodai full", "Pake-hodai double", "Pake-hodai simple", "Biz-hodai" services, flat-rate data plans and special plan for Xi data services

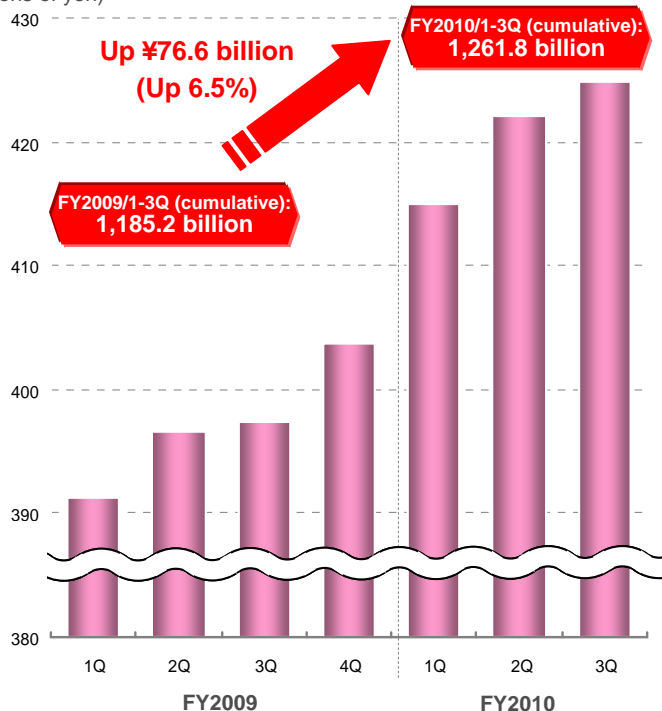
\*3: Packet flat-rate services subscription rate= No. of packet flat-rate services subscriptions/(Total FOMA i-mode subs + No. of data plan subs + No. of Xi data plan subs)

# Historical Growth of Packet Revenues

- Achieved steadfast increase in packet revenues
- Expanded uptake of smartphones/PC data services and increased i-mode revenues significantly contributed to growth of packet revenues

## Historical growth of packet revenues

(Billions of yen)



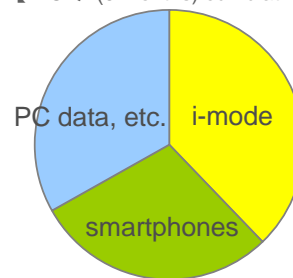
## Analysis of increased packet revenues

FY2010/1-3Q  
(9 months cumulative)

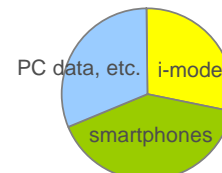
Up ¥76.6 billion  
(Up 6.5%)  
year-on-year

### Breakdown of increased packet revenues:

【1-3Q (9 months) cumulative】



【3Q (3 months)】



**To grow packet revenues,  
stronger initiatives need to be  
employed in all areas**

# Smartphones (1)

- Sales of smartphones accelerated following the release of winter/spring models
- Actively provided functional enhancements/OS version upgrades after release of devices

## Winter/spring: 7 models

Rich lineup catered to diverse needs of customers



GALAXY S



GALAXY Tab



REGZA  
Phone



LYNX 3D



Optimus  
chat



BlackBerry  
Curve 9300



Tablet-type  
device (planned)

## Functional enhancements/OS version upgrade



### Xperia

Jan. 19, 2011  
Functional upgrade  
completed

Compatibility with  
multi-touch capability



### LYNX 3D

Mar.-Apr. 2011  
(Planned)

Version upgrade to Android 2.2

Flash player 10.1  
Enhancement of app execution speed

### REGZA Phone

Apr.-May 2011  
(Planned)

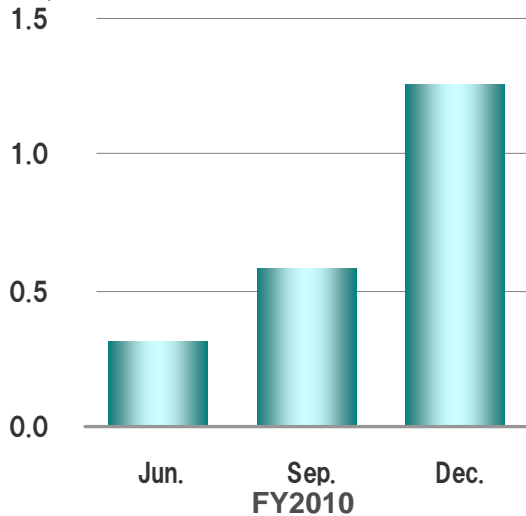


# Smartphones (2)

- FY2010/1-3Q (9 months) cumulative smartphone sales: 1.26 million units

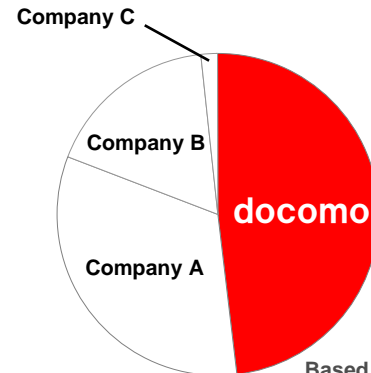
## Cumulative sales of smartphones

(Million units)



FY2010/3Q (9 months) cumulative sales:  
**1.26 million**

## Smartphone sales market share (for Dec. 2010)



Based on survey by GfK Japan

December 2010 (single month)  
No. 1 smartphone sales market share  
at major mass retailers\*

\* No. 1 market share among all carriers in mobile phone sales category for December 2010. Based on survey by GfK Japan that aggregates the sales records of devices installing either of the 4 OSs (Android/i OS/WindowsMobile/Blackberry; tablet-type devices not included) at major mass retailers across Japan.

# Content and Services for Smartphones

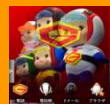
- Expand variety of content provided on docomo market
- Actively utilize service/content assets available on existing i-mode

## Content



Use of i-mode  
content assets

Smartphone  
original content



**Kisekae application:**  
“Smart Home”

Enables users to change wall paper  
or icons easily in one batch



“Deco-mail Tori-hoda”

Offers 10,000 pieces of deco-mail  
pictograms for free!  
Up to Apr. 30, 2011



“Sekai-no-appli-kata”

Introduces world's entertaining  
and/or practical applications  
with fun!



Targets for Mar. 31, 2011

**Selected high-quality content**

Music/video:  
1,000 titles

E-books:  
100,000 titles

Deco-mail content:  
10,000 pcs

## Services

Services already provided via i-mode  
to be customized for smartphones



Area map near current location  
Nearby area info. search



Pedestrian/passenger navigation  
Real-time traffic jam info.



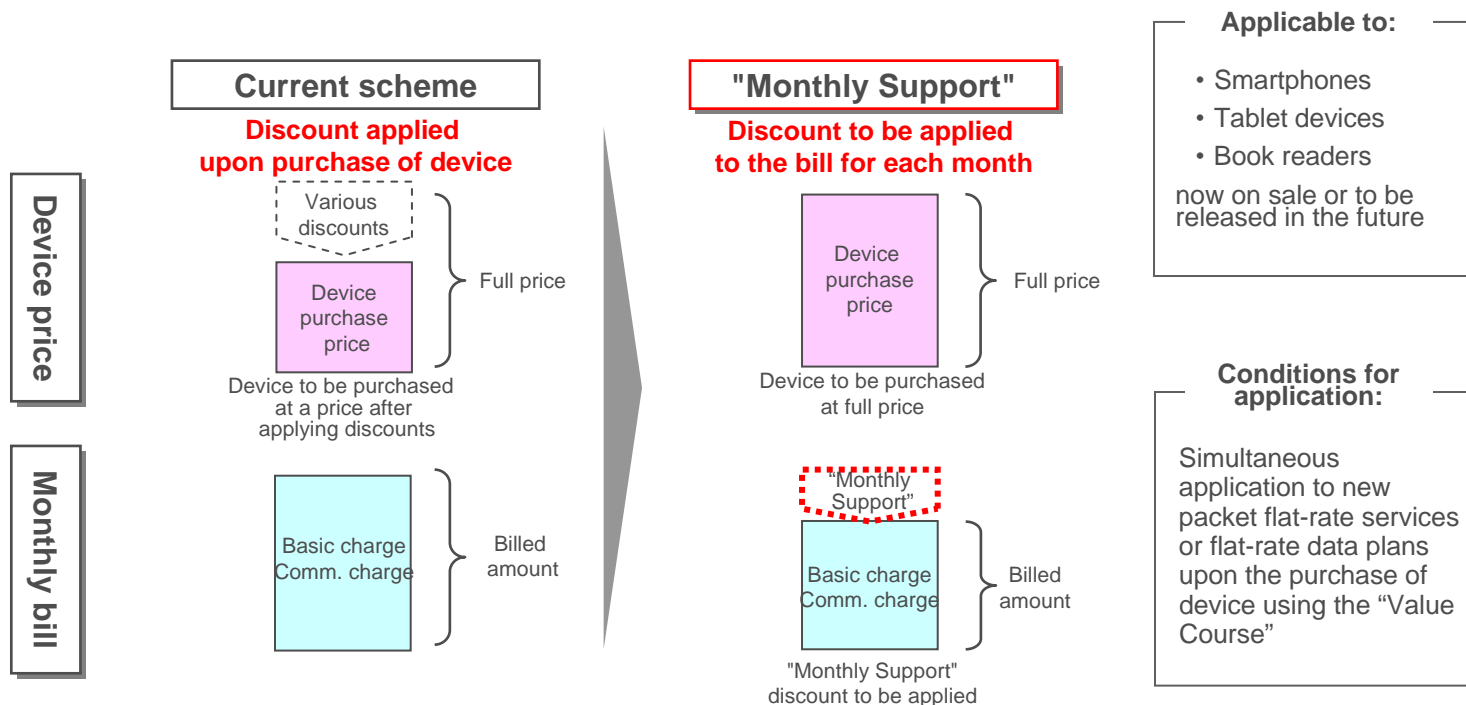
Part of “map application” functions to be  
offered for smartphones on a trial basis  
Period: Feb. 4 – Oct. 31, 2011 (planned)

# "Monthly Support"

- Plan to introduce "Monthly Support" to make it easier for customers to purchase smartphones
- A prescribed amount for each model to be discounted from the monthly bill for up to 24 months

## "Monthly Support"

(Planned for launch on Mar. 15, 2011)

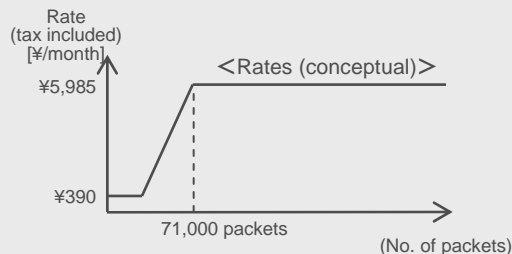


# 22 New Packet Flat-Rate Services for Smartphones

- Created new packet flat-rate services for smartphones in conjunction with the introduction of "Monthly Support"
- Selectable based on customer's own usage status

## Existing packet flat-rate service

### (existing) "Pake-hodai double"

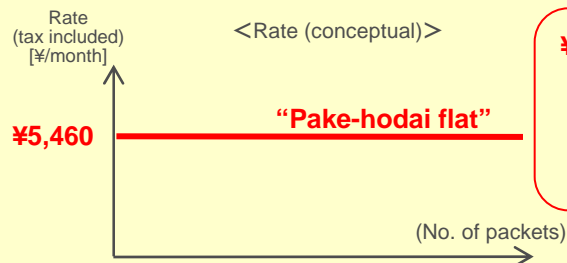


Selectable based on customer's usage status

## New packet flat-rate services

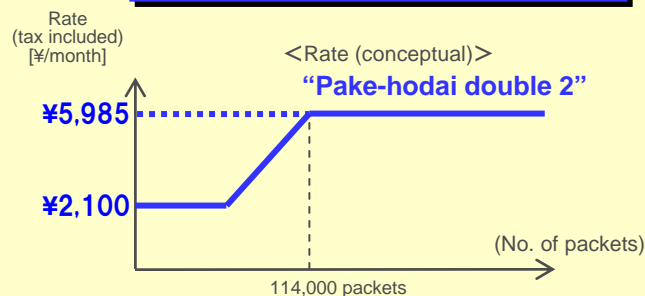
(Planned for launch Mar. 15, 2011)

### Full flat-rate service



**¥525 cheaper**  
than maximum  
monthly rate  
of existing  
"Pake-hodai  
double"

### New two-tiered flat-rate service



# “Ouen Student Discount” Campaign

- Promotional campaign for students in which the basic monthly charge will be discounted to ¥390 for up to 3 years
- Additional discounts of ¥525 to be applied to the maximum monthly rates of packet flat-rate services for smartphones

<Period for accepting applications: Jan. 28-May 31, 2011 >

## Basic monthly charge (i-mode phone/smartphone)

(Discounts to be applied from Feb. 1, 2011)

Type Simple Value  
(¥780/month)

After applying  
“Ouen  
Student  
Discount”

Basic  
monthly  
charge:

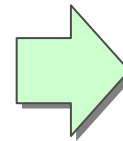
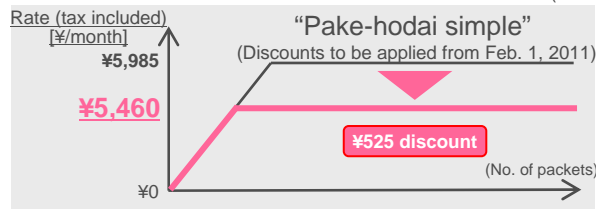
**¥390/month**

Mail service (i-mode/sp-mode) provided for free when subscribed to Type Simple together with one of the 3 packet flat-rate services:



## Packet flat-rate services for smartphones (Discounts applied only when smartphones are used)

Rate (conceptual)



## Eligible customers

Students  
(New/existing subs)

Family members  
of students  
(New subs)



## “Ouen Student Discount”

Discounts applied for up to 37 months



**Max. total savings:  
Approx. ¥33,000**

# Data Communications (1)

- Both no. of devices sold and subscriptions achieving favorable growth

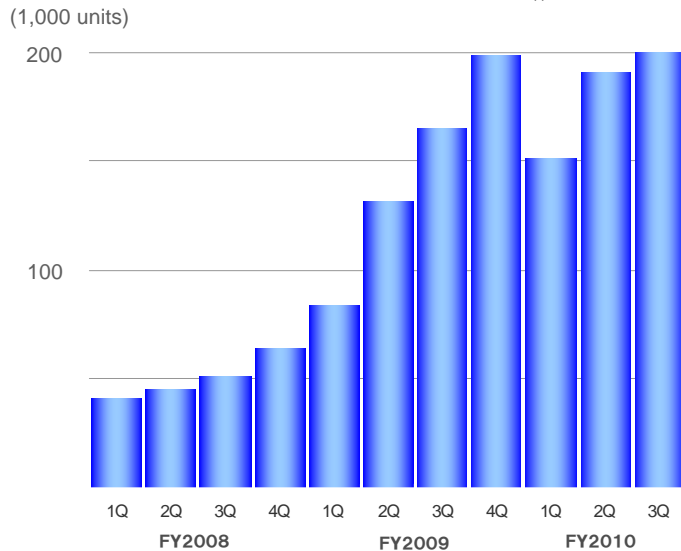
## data device sales

**FY10 full-year sales target:  
Approx. 700,000**

### Data card use

**No. 1**  
satisfaction scores for:  
- Service area  
- Communication quality  
- Overall rating

\*Source: Nikkei BP Consulting  
2nd Mobile data devices customer satisfaction survey: area coverage (outdoor), area coverage (indoor), communications quality (disruption of connection), responsiveness of retailer/shop attendants, after-sales support scores

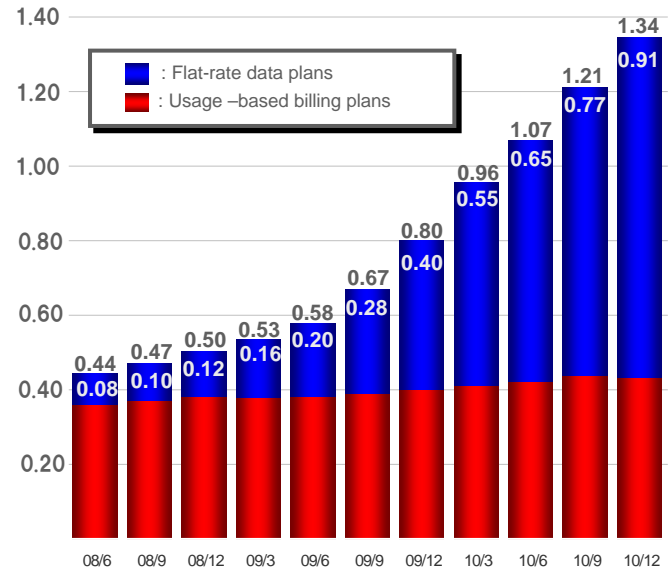


## Data plan\* subscriptions

**Forecast as of Mar. 31, 2011:  
Approx. 1.50 million**



(Million subs)



\* Total number of subscriptions to usage-based billing plans, "Flat-Rate Data Plan Standard", "Flat-Rate Data Plan 64K", and Xi data plan (including "Value Plans")

**RESULTS FOR 3Q OF FY2010**

# Data Communications (2)

- Prepare proper environment to have customers choose our services, with the aim of further reinforcing data device sales

## Create environment to have customers choose DOCOMO

### Product lineup

Product lineup that allows use of service with various devices



### Billing plan

Extended period of discount campaign for new subscribers

(Until Apr. 30, 2011)



Broad area coverage/Favorable data speeds

# i-mode Packet Usage Expansion

- Achieved steadfast increase in no. of “EveryStar” subscribers through posting on iMenu, etc. and shop-counter recommendations
- “EveryStar” has been adopted by broad segments including middle-aged and older users, which contributed to expanding the packet usage and ARPU of medium/light users

## Adoption of “EveryStar”

(Full-scale service launched on Jun. 7, 2010)

Recommendation  
at docomo Shops



Posting on  
iMenu, etc.

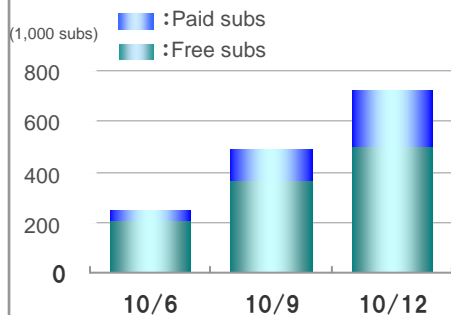


Content appealing to  
light users

Continual use of service  
through a mechanism  
that keep users unbored

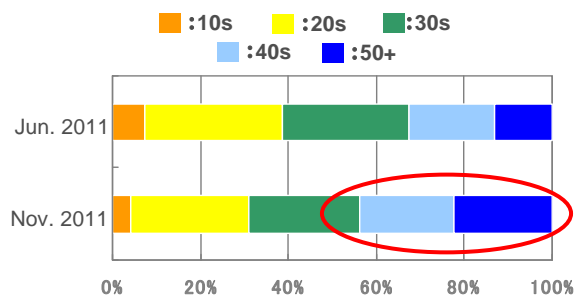
Contribution to  
packet usage expansion  
&  
packet ARPU growth

### Historical growth of subscribers



Steadfast subscriber growth

### Age distribution of paid subscribers



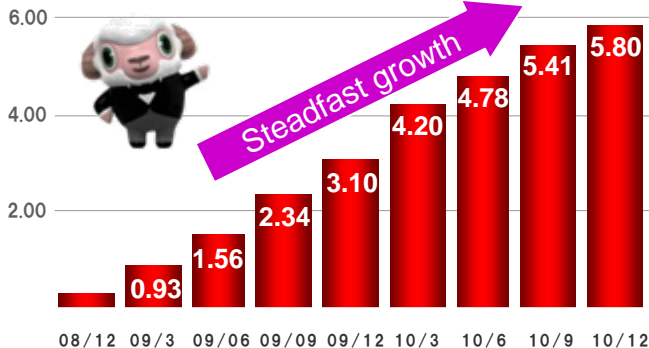
Service being used by broad age groups  
capturing middle-age & senior users

# “i-concier”

- “i-concier” subscriptions topped 5.80 million, growing in line with the increase in no. of compatible content
- Newly added memo function to further improve ease of use

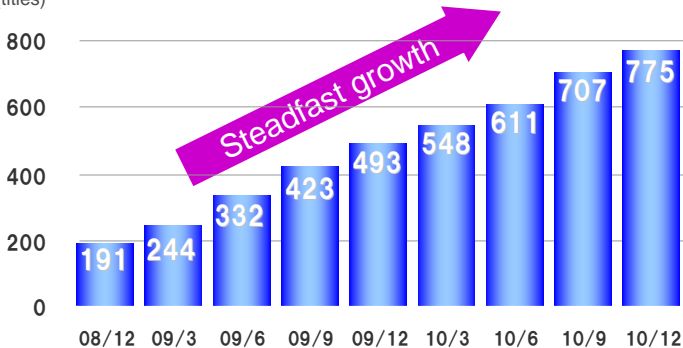
## No. of subscriptions

(Million subs)



## No. of content posted on iMenu

(titles)



## “i-concier” functional enhancement -Memo function-

Buy a new CD tomorrow night in Shibuya

### Input memo



Sends a reminder based on the set place and time

Analyzes memo, and delivers related info

Here're some tips about Shibuya Station



Map, weather, route search, link to area info, etc.

Don't forget to buy a new CD!



# docomo market (i-mode)

- No. of downloads for app and book stores increasing steadily
- User base of music store has broadened after enabling the use of docomo Points for payment of wider range of services

## “docomo market” (for i-mode)

(Launched Dec. 6, 2010)

### App store

Open applications store



Achieved over 1.00 million downloads

More than 30 applications recorded over 10,000 downloads in 1 month

### Music store

Distributes approx. 1.00 million songs

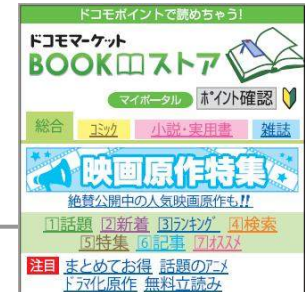


No. of paid music downloads reached approx. 500,000

Adoption expanded to broader user segments after enabling the use of docomo Points for payment of wider range of services

### Book store

A wide array of popular comics, novels and practical guides



Achieved over 1.50 million downloads, mainly for free browsing of books, etc.

Titles targeted at women draw greatest popularity, leading to acquisition of a different user segment from that of app store

Usage trends  
(For approx. one-month period)

Contributed to invigorating i-mode content market

- Launched Xi (Pronounced “Crossy”) service on Dec. 24, 2010
- Provide brand-new services leveraging LTE’s distinctive features—“high-speed”, “large-capacity” and “low-latency” transmission

## ■ LTE’s distinctive features

### High-speed

Transmission rate

Approx.  
10-fold\*

### Large-capacity

Spectrum  
efficiency

Approx.  
3-fold

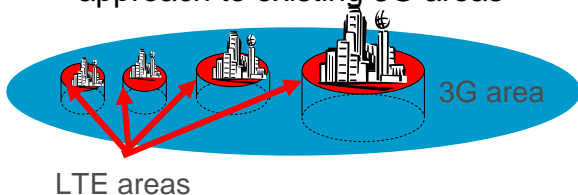
### Low-latency

Transmission  
latency  
(maximum effect)

Approx.  
1/4

(Comparison with FOMA (HSPA) service)

Area expansion using an overlay  
approach to existing 3G areas



## ■ Service brand/logo



**Xi** (Pronounced “Crossy”)

The “X” denotes both “connection” and “infinite possibility”, and the “i” both individual user” and “innovation.

## ■ Devices (Data-only)

- ▷ Max. downlink speed: 75Mbps
- ▷ HSPA (max. downlink speed: 7.2Mbps) connectivity in areas outside LTE coverage



USB type



ExpressCard type

\* Comparison of LTE max. downlink speed of 75Mbps with HSPA max. downlink speed of 7.2Mbps

# Xi Launch Ceremony

- Launched LTE service on Dec. 24, 2010

## ■ Xi launch ceremony



## ■ Services to be realized by Xi (conceptual)

### Mobile theater

Xi's high-speed video downloading capability can transform your living room into a theater



### History view

Augmented Reality (AR) realized by Xi's high-speed, large-capacity & low-latency transmission combined with cloud computing techniques makes it possible to project an ancient view of a town on the mobile screen held against the scenery



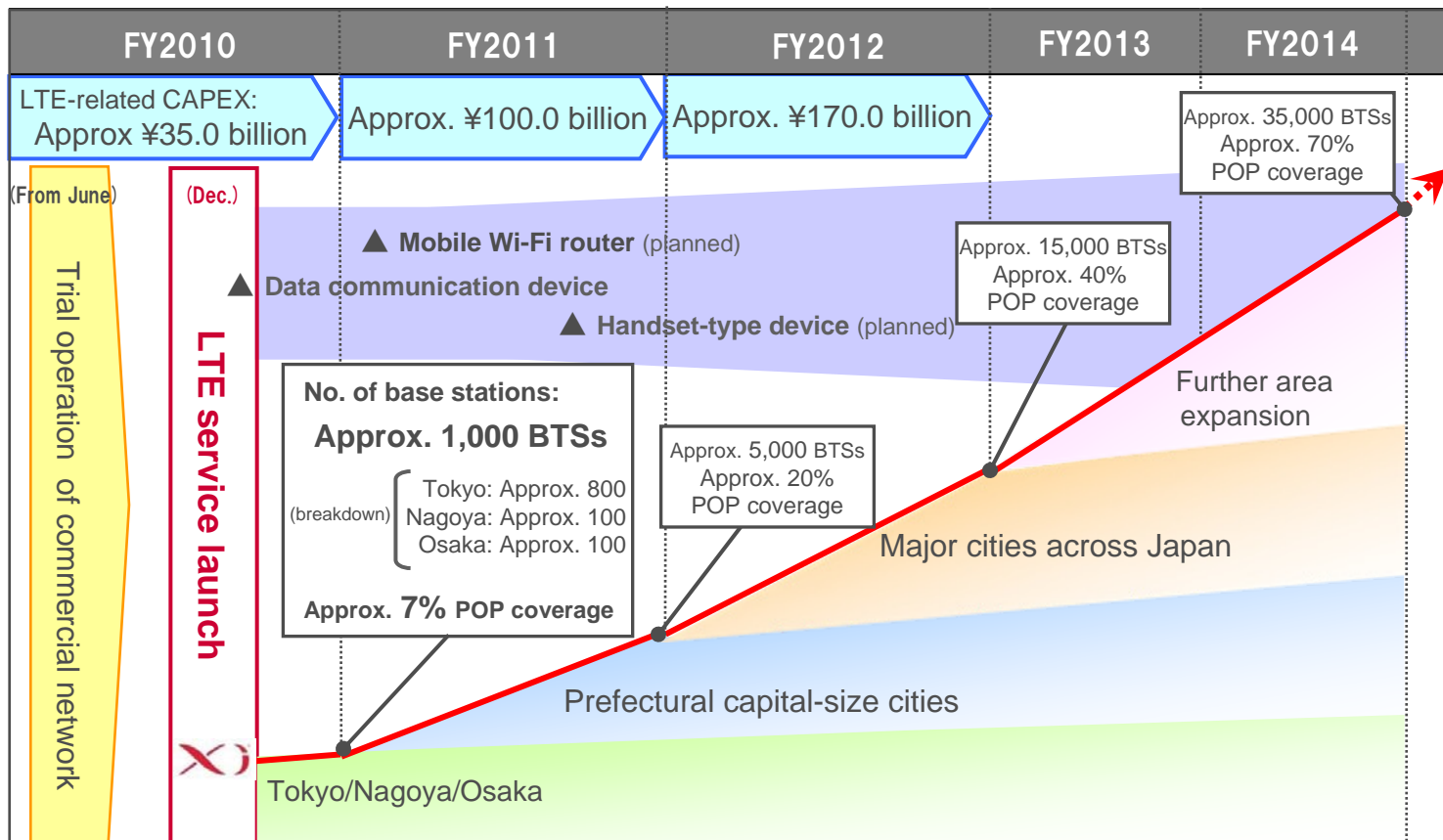
### Simultaneous translation

Simultaneous translation service can be provided over Xi network by installing a foreign language translation function on the network side



## LTE (2)

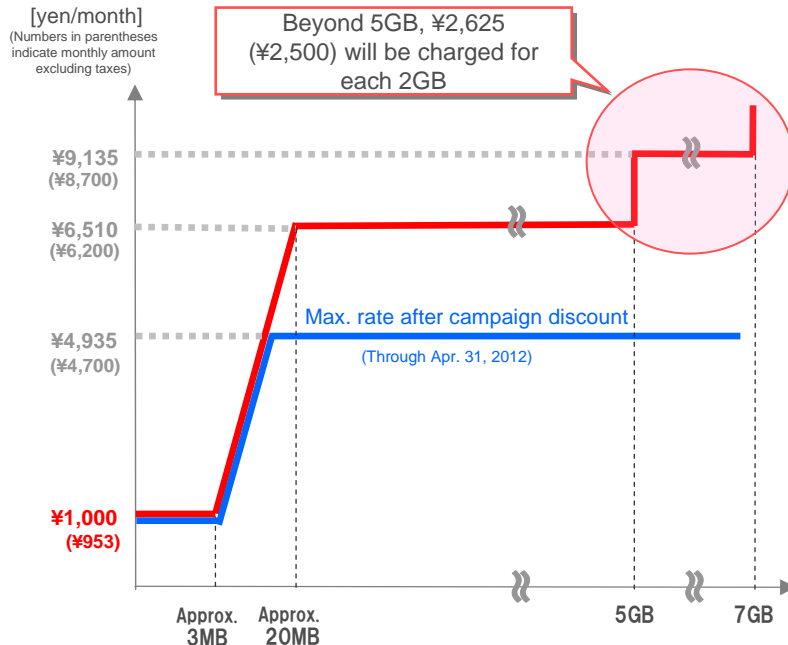
- Achieving steadfast progress in base station roll-out
- Planned base station deployment in FY2010: Approx. 1,000 BTSs in Tokyo/Nagoya/Osaka



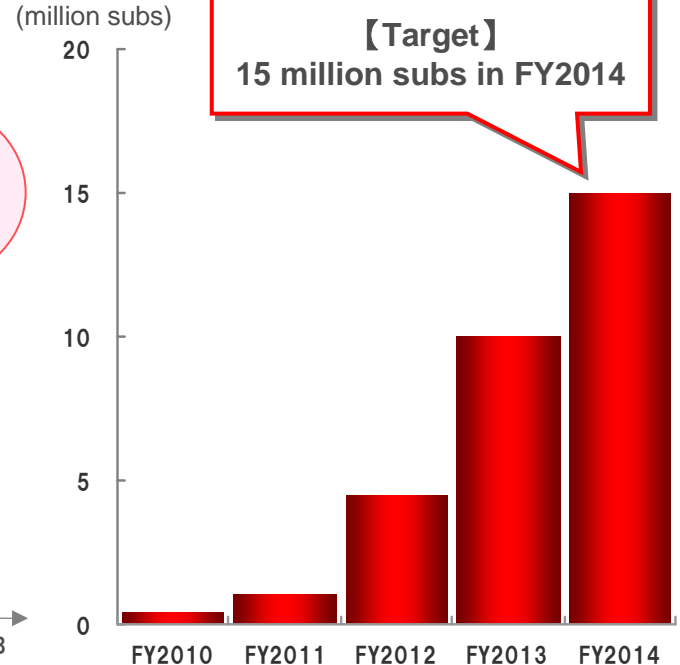
- Launched “Xi Start Campaign” to offer discounts through April 2012, in view of LTE’s limited area coverage in the initial phase
- Aim to grow no. of LTE subscriptions to 15.00 million by Mar. 31, 2015

## ■ Billing plan

（“Xi Data Plan Ninen”）



## ■ Subscriber expansion plan (conceptual)



# E-Book Service

- Established a joint-venture company, 2Dfacto, Inc., together with Dai Nippon Printing Co., Ltd. and CHI Group Co., Ltd.
- Opened e-book store with the aim of offering hybrid service integrating physical and online book shops
- Compatible with book readers and various smartphone models



(Launched Jan. 12, 2011)

## Content

Prepare wider variety of content

New titles

Newspapers/  
magazines

Video and other  
rich content

etc.

Plan to increase to  
**Approx. 100,000**  
by 2011/spring

Start with  
**approx. 20,000** books

Literary works

Comics

etc.

## Compatible devices

### Smartphones: 6 models

- Xperia •GALAXY S
- GALAXY Tab •LYNX 3D
- REGZA Phone •Optimus chat

### Bookreader: 1 model

- SH-07C



**E-book service to be supported also by smartphones/book readers to be released in future**

**Evolve into a more convenient e-book store in the future**

Payment via sp mode

Convergence of online/physical shops

Multi-device 1 content

Bookmark sharing

# 34 Multimedia Broadcasting Service For Mobile Devices

- Achieving steadfast progress toward the launch of multimedia broadcasting service for mobile devices

**mmbi**

Multimedia Broadcasting, Inc.  
(preparatory company)

Commissioned broadcasting business  
operating company (planned)

2012/spring

Service launch (planned)

Jan. 11, 2011

JAPAN MOBILECASTING, Inc.  
(Commissioned broadcasting business operating company)  
Facility roll-out /operations relating to broadcasting business



## Base station roll-out plan

(No. of  
base stations)

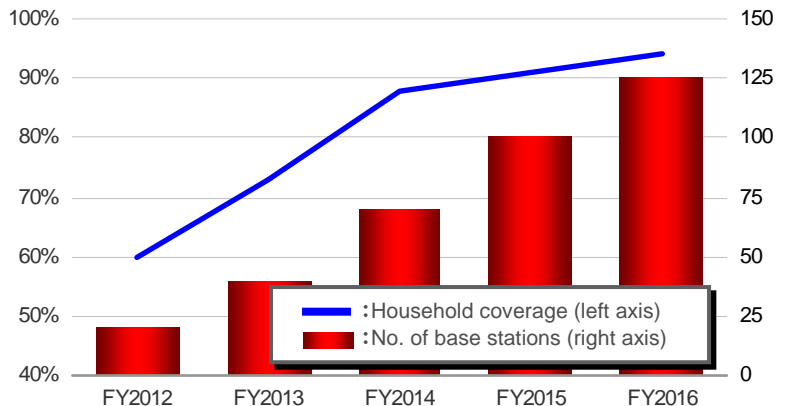
Upon service launch

Household  
coverage:  
Approx. 60%

Use of existing broadcast  
towers, e.g., Tokyo Sky Tree  
to realize early area expansion

3 years after launch

Expand to  
over 90%



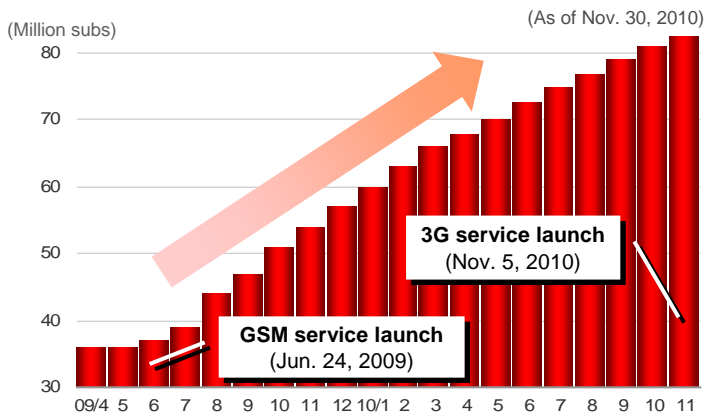
RESULTS FOR 3Q OF FY2010

# Global Expansion (1) –TTSL/TTML (India)

- Subscriptions increasing steadily. 3G service launched in all circles where TTSL/TTML won license
- Plan to enrich variety of value-added services (VAS) provided on 3G network, with the aim of generating incremental revenues other than data communications charges

## No. of subscriptions\*

**Total subscriptions: 82.60 million**  
**Market share: 11.3%\***



## 3G billing plans



highlights

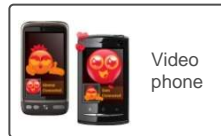
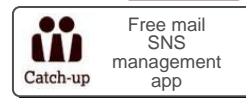
- Introduced rate plans to bill subscribers for use of data
- Introduced bundled plans for voice/data
 

<b>Rate</b>	INR 350-2,000
-------------	---------------
- Introduced flat-rate plan for data-only devices
 

<b>Flat-rate fee</b>	INR 1,000-2,000
----------------------	-----------------

## Examples of 3G VAS

(Value-Added Services)



## 3G/GSM roll-out (brand: TATA DOCOMO)

**Service areas**  
(As of Jan. 2011)

**3G: 9 circles**  
**GSM: 18 circles**  
 (Out of India's total 22 circles)

# Global Expansion (2) –Northeast Asia-

- Pursue close cooperation with China Mobile (China) and KT (Korea) in view of changes in business environment, e.g., progress of globalization and growing adoption of smartphones, etc.

## 3-party business collaboration with China Mobile and KT

(Announced Jan. 19, 2011)



### Areas for business cooperation:

- (1) International roaming
- (2) Enterprise services
- (3) LTE and other network technologies
- (4) Smartphones
- (5) Common service platform

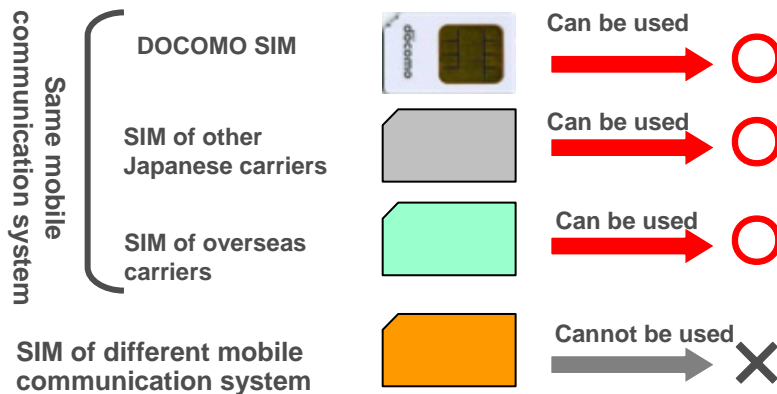
**Future-oriented studies on business cooperation**

Aim to enhance customer convenience and expand the mobile communications market in the fast-growing Northeast Asian countries that have close exchanges with one another

# Preparations for SIM Unlock

- Preparations in progress to install a function that can disable SIM lock in the new handsets to be released after Apr. 1, 2011
- SIM lock to be disabled after receiving subscriber's application at docomo Shop and consent on the important matters to be informed

## What is SIM unlock?



## Items to be studied for SIM unlock

Items to be explained to customer upon disabling SIM lock

Disclosure of reference information concerning handset operations after disabling SIM lock

A customer-oriented arrangement between carriers for repair of handsets

## SIM unlocking procedures (plan under study)



<SIM locked>

Application by customer at docomo Shop



Explanation of important matters  
Unlock SIM



<SIM lock disabled>

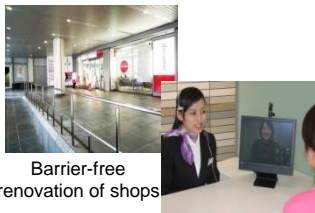
# Corporate Social Responsibility (CSR)

Worked for conservation of environment and solution of social issues, to contribute to the development of sustainable society

## “For everyone” Promotion of universal design

### Barrier-free shops

- Renovation expected to be completed by Mar. 31, 2011
- \* Except for shops where renovation is physically difficult, etc.



Barrier-free renovation of shops

Expanded no. of shops installed with videophone facility for language support

### To improve customer responsiveness

- Customer treatment training



## “Ensure stable quality” Various responses to natural disasters

### Roll-out of disaster-prepared equipment compatible with upgraded network

- Increased no. of mobile base station vehicles equipped with satellite links (9 units deployed nationwide)
- Disaster response drills in view of actual operations simulating a major disaster. Publication of disaster response manual



### Functional enhancement of i-mode disaster message board service

- Introduction of “multi-company search” function, enabling confirmation of messages across different operators (started Mar. 1, 2010)
- Functional improvement to make the message board easier to use

## “Safety & security” Realization of safe & secure mobile society

### Mobile Phone Safety Program classes

- Held approx. 5,500 classes in FY2010. Plan to hold cumulative 36,000 classes by Mar. 31, 2014
- Distributed educational videos to all elementary/junior high schools in Japan for free (Approx. 32,000 schools as of Dec. 31, 2010)
- Lectures to school teachers/staff
- Enrichment and expansion of handset operation menus for improved ease of use by the elderly



Mobile Phone Safety Class

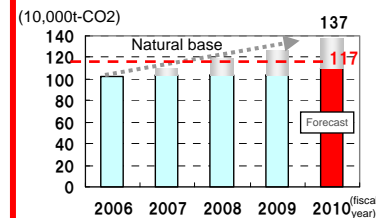


Educational video (DVD)

## “Protecting the earth environment” Environmental protection initiatives

### Medium-term environmental target

- Reduce greenhouse gas emissions to less than 1.17 million t-CO2 by FY2010 → **Likely to achieve**



\* Calculated with a conversion coefficient of 0.378kg-CO2/kwh

- Aim to achieve environmental contribution through the use of ICT services of over 5.3 million t-CO2 for FY2010 → **Likely to achieve**

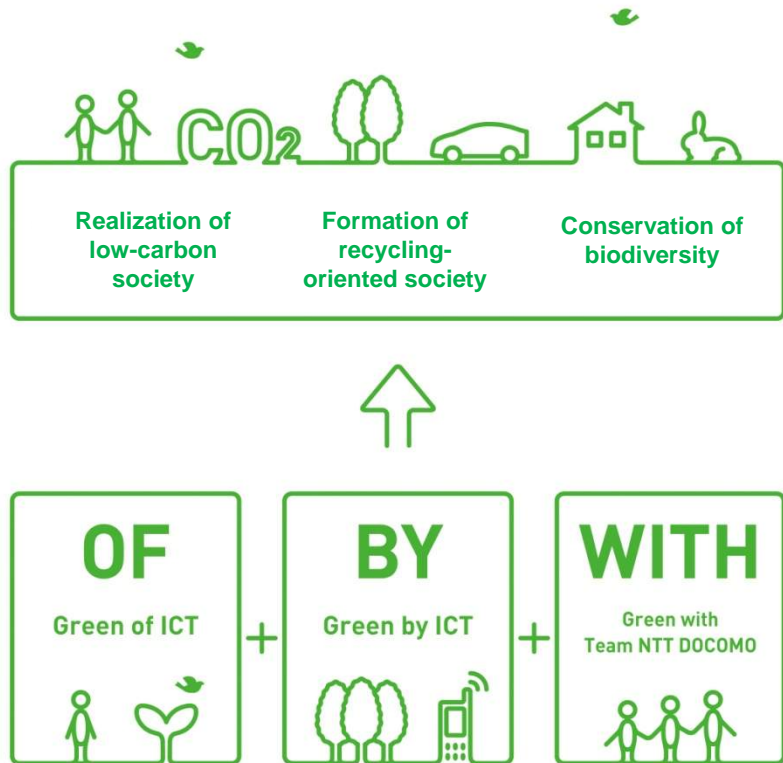
### Establish “docomo Woods” in all prefectures

- Completed in June 2010



# “SMART for GREEN 2020” Concept Image

# SMART for GREEN 2020



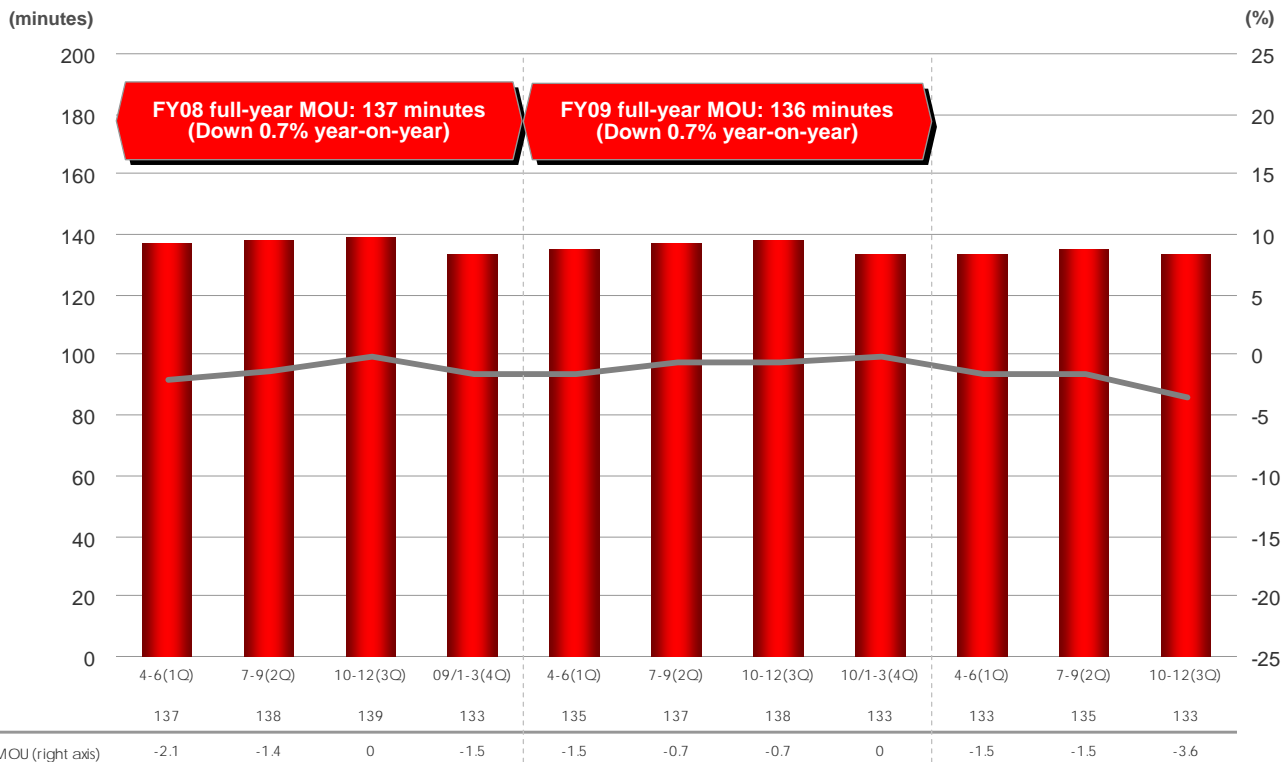
**NTT**  
**docomo**



# Appendices

# Cellular (Xi+FOMA+mova) MOU

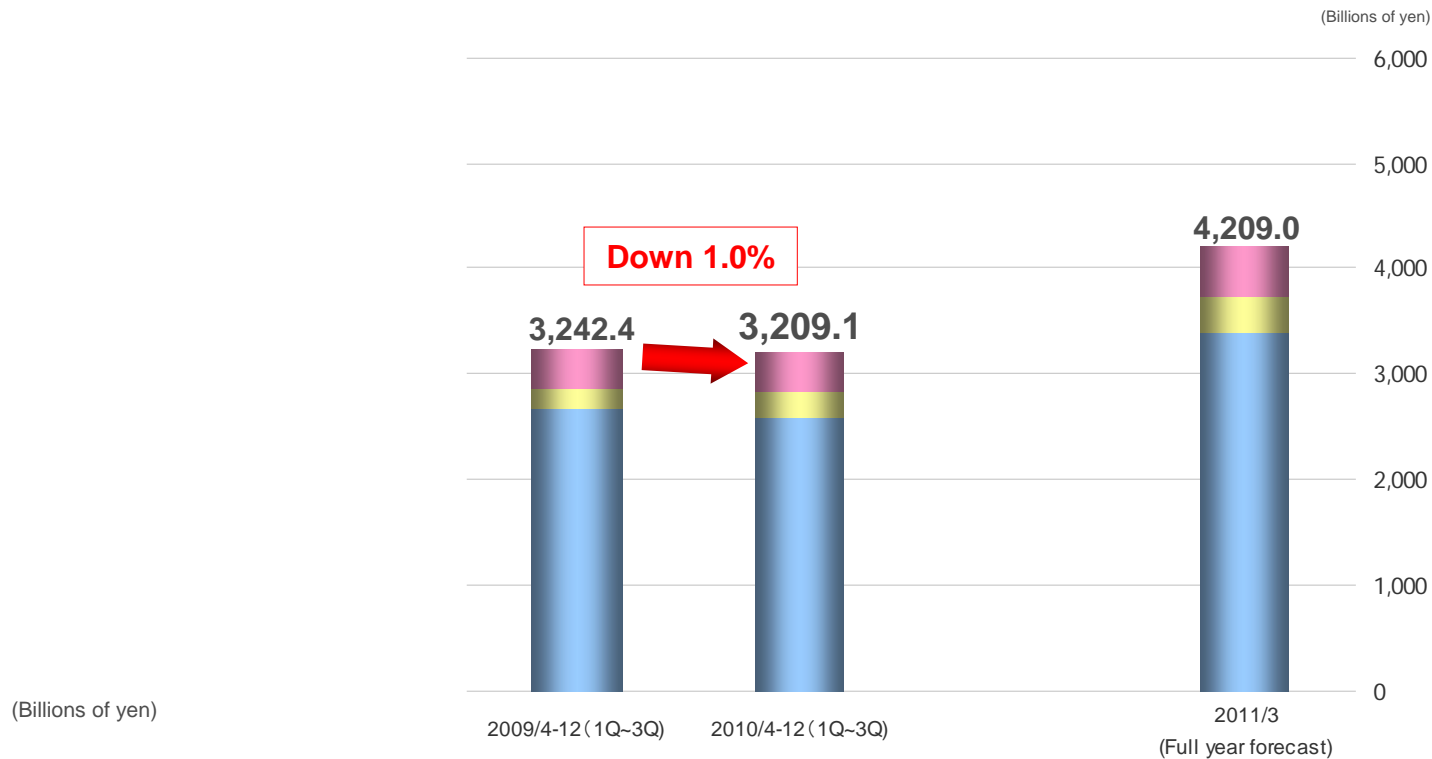
- FY2010/1-3Q(cumulative) MOU: 134 minutes (Down 2.2% year-on-year)



◆ For an explanation on MOU, please see "Definition and Calculation Methods of MOU and ARPU" in this presentation.

# Operating Revenues

U.S. GAAP



■ Equipment sales revenues	382.9	359.0	464.0
■ Other revenues	196.8	251.3	340.0
■ Cellular services revenues (voice, packet)	2,662.7	2,598.8	3,405.0

◆ "International services revenues" are included in "Cellular services revenues (voice, packet)".

# Operating Expenses

U.S. GAAP

(Billions of yen)

5,000

4,000

3,000

2,000

1,000

0

Down 3.5%

2,539.7

2,450.6

3,369.0

(Billions of yen)

2009/4-12 (1Q~3Q)

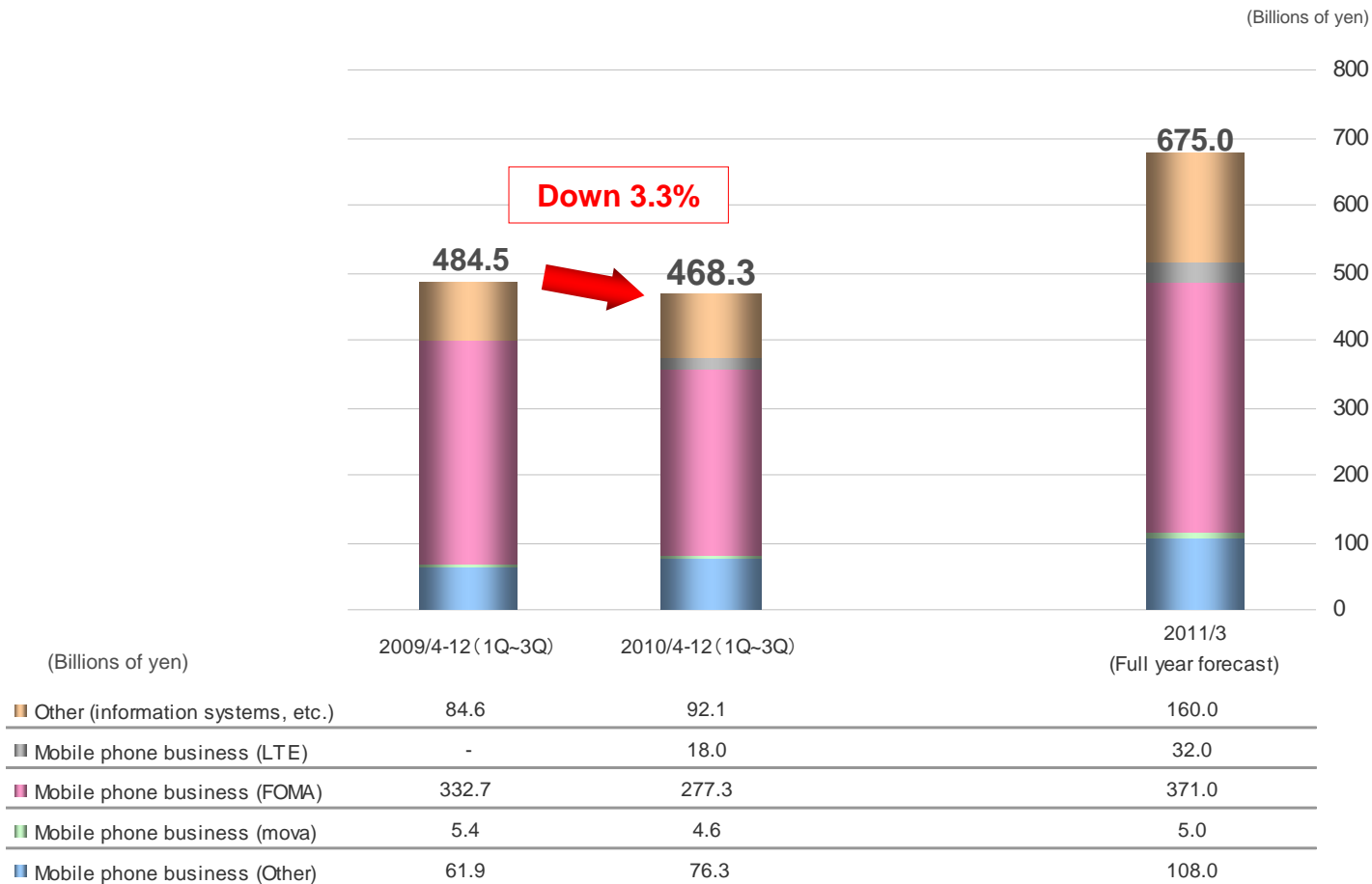
2010/4-12 (1Q~3Q)

2011/3  
(Full year forecast)

■ Personnel expenses	191.5	195.7	265.0
■ Taxes and public duties	29.2	29.1	39.0
■ Depreciation and amortization	511.5	496.1	683.0
■ Loss on disposal of property, plant and equipment and intangible assets	30.4	23.1	44.0
■ Communication network charges	234.3	211.6	267.0
■ Non-personnel expenses	1542.8	1,495.0	2,071.0
(Incl.) Revenue-linked expenses*	925.0	828.7	1,123.0
(Incl.) Other non-personnel expenses	617.8	666.3	948.0

\* Revenue-linked expenses: Cost of equipment sold + distributor commissions + loyalty program expenses

# Capital Expenditures



# Operational Results and Forecasts

			2009/4-12 (1Q~3Q) (1)	2010/4-12 (1Q~3Q) (2)	Changes (1) → (2)	2011/3 (Full-year forecast) (Announced 10/28/2010)	
Cellular Phone	No. of Subscriptions (thousands)*1		55,436	57,210	+3.2%	57,850	
		mova	3,391	1,636	-51.7%	1,240	
		FOMA	52,045	55,572	+6.8%	56,610	
		Xi	-	1	-	-	
		i-mode	48,688	48,530	-0.3%	48,870	
		sp-mode	-	936	-	-	
		Communication Module Services	1,554	1,878	+20.8%	1,920	
	Market share (%)		50.1	48.9	-1.2 Points	-	
	Handsets sold (thousands) (including handsets sold without involving sales by DOCOMO)	Total handsets sold		13,009	13,587	+4.4%	-
		mova	New	9	5	-43.0%	-
			Replacement	6	3	-55.4%	-
		FOMA	New	3,044	3,478	+14.3%	-
			Migration from mova	1,850	1,056	-42.9%	-
	Other*2		8,101	9,044	+11.6%	-	
Churn rate (%)		0.45	0.46	+0.01 Points	-		
ARPU (Xi+FOMA+mova) (yen)*3		5,440	5,170	-5.0%	5,100		
MOU (Xi+FOMA+mova) (minutes)*3		137	134	-2.2%	-		

\*1 Communication Module Service subscriptions are included in the number of cellular phone subscriptions in order to align the calculation method of subscribers with that of other cellular phone carriers. (Market share, the number of handsets sold and churn rate are calculated inclusive of Communication Module Service subscriptions.)

\*2 Other includes purchases of additional handsets by existing FOMA subscribers.

\*3 For an explanation of MOU and ARPU, please see "Definition and Calculation Methods of MOU and ARPU" in this presentation.

## FY2010/3Q Financial Results

	2009/10-12 (3Q) <sup>(1)</sup>	2010/10-12 (3Q) <sup>(2)</sup>	Changes (1) → (2)
<b>Operating Revenues (Billions of yen)</b>	<b>1,096.6</b>	<b>1,071.0</b>	<b>-2.3%</b>
Cellular Services Revenues (Billions of yen)	896.6	863.3	-3.7%
<b>Operating Expenses (Billions of yen)</b>	<b>879.1</b>	<b>843.9</b>	<b>-4.0%</b>
<b>Operating Income (Billions of yen)</b>	<b>217.4</b>	<b>227.0</b>	<b>+4.4%</b>
Income Before Income Taxes (Billions of yen)	221.8	221.6	-0.1%
Net Income attributable to NTT DOCOMO, INC. (Billions of yen)	134.6	134.2	-0.3%
<b>EBITDA Margin (%) *</b>	<b>36.3</b>	<b>38.1</b>	<b>+1.8 Points</b>
<b>Adjusted Free Cash Flow (Billions of yen) *</b>	<b>83.6</b>	<b>109.2</b>	<b>+30.7%</b>

◆ Consolidated financial statements in this document are unaudited.

◆ Adjusted free cash flow excludes the effects of changes in investment for cash management purposes derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

\* For an explanation of the calculation processes for these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP and the IR page of our website, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

# 48 Definition and Calculation Methods of MOU and ARPU

## ◆ MOU (Minutes of Use): Average monthly communication time per subscription.

## ◆ ARPU (Average monthly Revenue Per Unit):

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services, such as basic 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.

## ◆ Aggregate ARPU (Xi+FOMA+mova): Voice ARPU (Xi+FOMA+mova) + Packet ARPU (Xi+FOMA+mova)

◇ **Voice ARPU (Xi+FOMA+mova):** Voice ARPU (FOMA+mova) Related Revenues (basic monthly charges, voice communication charges) /  
No. of active subscriptions (Xi+FOMA+mova)

◇ **Packet ARPU (Xi+FOMA+mova):** Packet ARPU (Xi+FOMA+mova) Related Revenues (basic monthly charges, packet communication charges) /  
No. of active subscriptions (Xi+FOMA+mova)

## ◆ Aggregate ARPU (FOMA): Voice ARPU (FOMA) + Packet ARPU (FOMA)

◇ **Voice ARPU (FOMA):** Voice ARPU (FOMA) Related Revenues (basic monthly charges, voice communication charges) /  
No. of active subscriptions (FOMA)

◇ **Packet ARPU (FOMA):** Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) /  
No. of active subscriptions (FOMA)

## ◆ Aggregate ARPU (mova): Voice ARPU (mova) + Packet ARPU (mova)

◇ **Voice ARPU (mova):** Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges) /  
No. of active subscriptions (mova)

◇ **Packet ARPU (mova):** Packet ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) /  
No. of active subscriptions (mova)

## ◆ Active Subscriptions Calculation Methods:

Sum of 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) during the relevant period

Note: Communication module services subscriptions and the revenues thereof are not included in the ARPU and MOU calculations.

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

## i . EBITDA and EBITDA margin

	Billions of yen			
	Year ended March 31, 2010	Nine months ended December 31, 2009	Three months ended December 31, 2010	Nine months ended December 31, 2010
a. EBITDA	¥ 1,568.1	¥ 1,234.6	¥ 407.6	¥ 1,268.3
Depreciation and amortization	(701.1)	(511.5)	(174.1)	(496.1)
Loss on sale or disposal of property, plant and equipment	(32.7)	(20.4)	(6.4)	(13.7)
Operating income	834.2	702.7	227.0	758.5
Other income (expense)	1.9	(1.0)	(5.4)	(9.9)
Income taxes	(338.2)	(283.8)	(90.2)	(303.4)
Equity in net income (losses) of affiliates	(0.9)	3.2	3.4	0.4
Less: Net (income) loss attributable to noncontrolling interests	(2.3)	(1.7)	(0.6)	(1.7)
b. Net income attributable to NTT DOCOMO, INC.	494.8	419.3	134.2	444.0
c. Operating revenues	4,284.4	3,242.4	1,071.0	3,209.1
EBITDA margin (=a/c)	36.6%	38.1%	38.1%	39.5%
Net income margin (=b/c)	11.5%	12.9%	12.5%	13.8%

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.

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

	Billions of yen			
	Year ended March 31, 2010	Nine months ended December 31, 2009	Three months ended December 31, 2010	Nine months ended December 31, 2010
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 416.9	¥ 178.1	¥ 109.2	¥ 394.1
Irregular factors (1)	-	(178.0)	(171.0)	(171.0)
Changes in investments for cash management purposes (2)	(398.0)	(108.3)	11.8	11.5
Free cash flows	18.9	(108.3)	(50.0)	234.6
Net cash used in investing activities	(1,163.9)	(700.4)	(171.2)	(519.9)
Net cash provided by operating activities	1,182.8	592.1	121.3	754.5

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

(2) 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.



**NTT**  
**docomo**