

Results for the Fiscal Year Ended March 31, 2013, and Principal Actions Planned for the Fiscal Year Ending March 31, 2014

April 26, 2013

I FY2012 Results Highlights

II FY2013 Prospects and Principal Actions

- **Ⅲ** | Toward Medium-Term Growth
 - 1 Become a "Smart Life Partner"
 - 2 | Further Income Expansion

FY2012 Full-Year Results Highlights



- Recorded an increase in operating revenues, but a decrease in operating income over the previous fiscal year
- Significantly expanded smartphone and Xi LTE user base

Operating revenues: ¥4,470.1 billion (Up 5.4% year-on-year)

Operating income : ¥ 837.2 billion (Down 4.3% year-on-year)

(Results Highlights)

- > Packet revenues*2: ¥1,893.9 billion (Up 6.1% year-on-year)
- Total handsets sold: 23.55 million units (Up 6.6% year-on-year)
- No. of smartphones sold: 13.29 million units (Up 50.7% year-on-year)
- Xi LTE subscriptions: 11.57 million (Up 5.2-fold compared to the number as of Mar. 31, 2012)

Consolidated financial statements in this document are unaudited

^{*1:} Net income attributable to NTT DOCOMO, INC. *2: Definition of items comprising the packet revenues was changed beginning with this financial results presentation. For details, please see "Reclasification of P/L items" in this document.

FY2012 Selected Financial Results

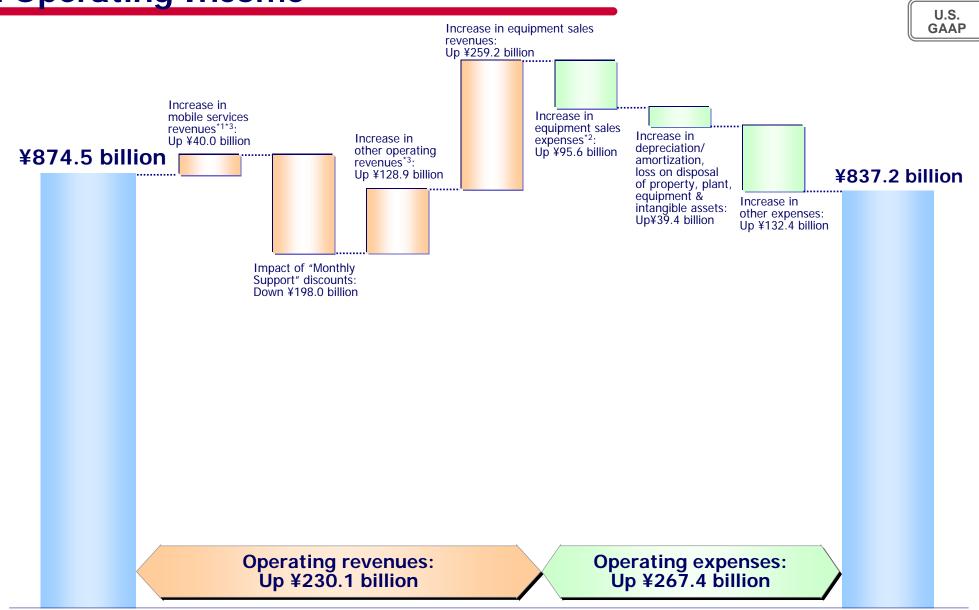
U.S. **GAAP**

(Billions of yen)	FY2011 Full year (1)	FY2012 Full year (2)	Changes (1) → (2)
Operating revenues	4,240.0	4,470.1	+230.1
Operating expenses	3,365.5	3,632.9	+267.4
Operating income	874.5	837.2	-37.3
Net income attributable to NTT DOCOMO, INC.	463.9	495.6	+31.7
EBITDA margin (%)*1	37.3	35.1	-2.2
Capital expenditures	726.8	753.7	+26.8
Adjusted free cash flow*1*2	503.5	225.6	-277.9

^{*1:} 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

^{*2:} Adjusted free cash flow excludes the effects of uncollected revenues caused by bank holidays at the end of the fiscal term or the of transfer of recievables of telephone charges to NTT FINANCE CORPORARION, and changes in investments for cash management purposes with original maturities of longer than three months.

Key Factors Behind YOY Changes in Operating Income



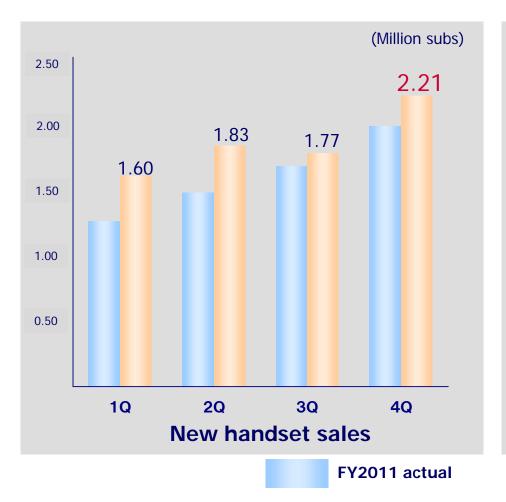
FY2011 FY2012

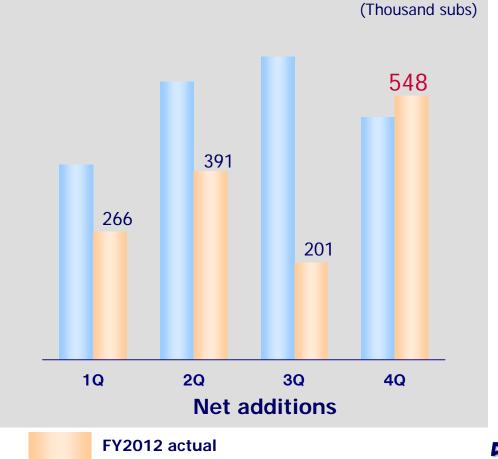
^{*1:} Excluding impact of "Monthly Support" discounts
*2: Sum of cost of equipment sold and commissions to agent resellers

^{*3:} Definitions of some operating revenues items were changed beginning with this financial results presentation. For details, please see "Reclassification of P/L Items" in this document.

Net Adds Acquisition

Struggled with the acquisition of net adds due to increased MNP outflows, despite brisk new handset sales





Smartphone Sales & User Base

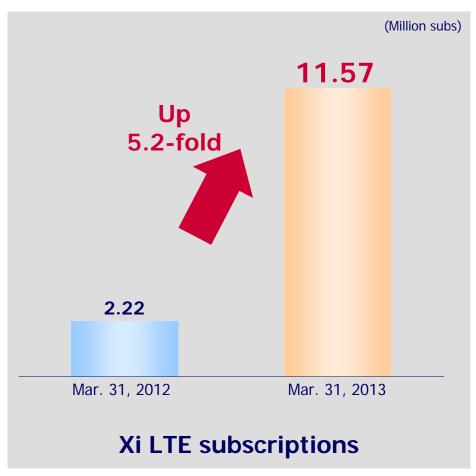
No. of smartphone users almost doubled in 1 year

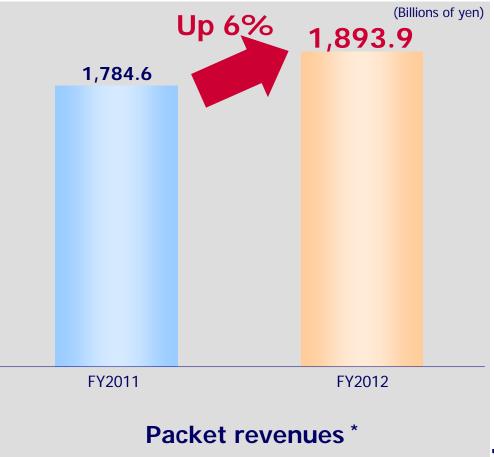




Xi LTE Subscriptions/Packet Revenues

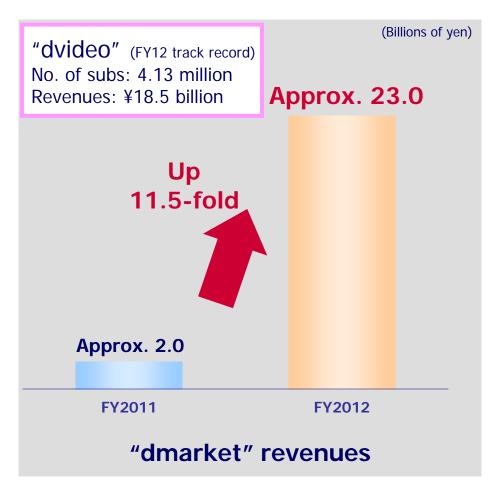
- Xi LTE subs topped 12 million (Apr. 20, 2013)
- Packet revenues grew by ¥109.3 billion year-on-year

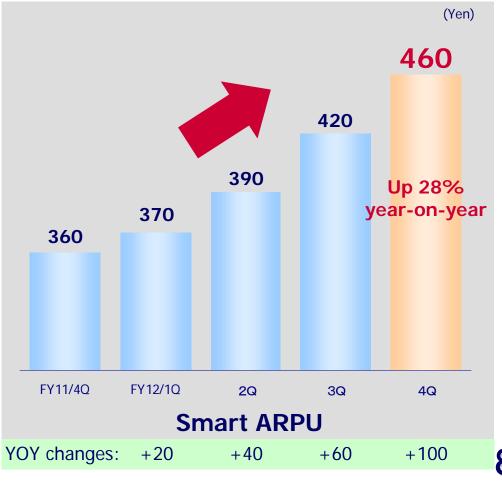




"dmarket"/Smart ARPU

- "dmarket" portal expanding at a favorable pace
- Smart ARPU (FY12/4Q): Up ¥100 year-on-year





FY2012: Summary

- Established a solid user base of smartphones toward the future as a result of successful implementation of various sales promotions
- Enriched "dmarket" store lineup, and steadily increased new business revenues
- ◆ Faced an uphill battle in reducing MNP port-outs and securing net adds
- Achieved revised operating income target (¥820 billion) through cost control including sales expenses

I FY2012 Results Highlights

Ⅲ Toward Medium-Term Growth

1 Become a "Smart Life" Partner

2 Further Income Expansion

FY2013 Forecasts

U.S. GAAP

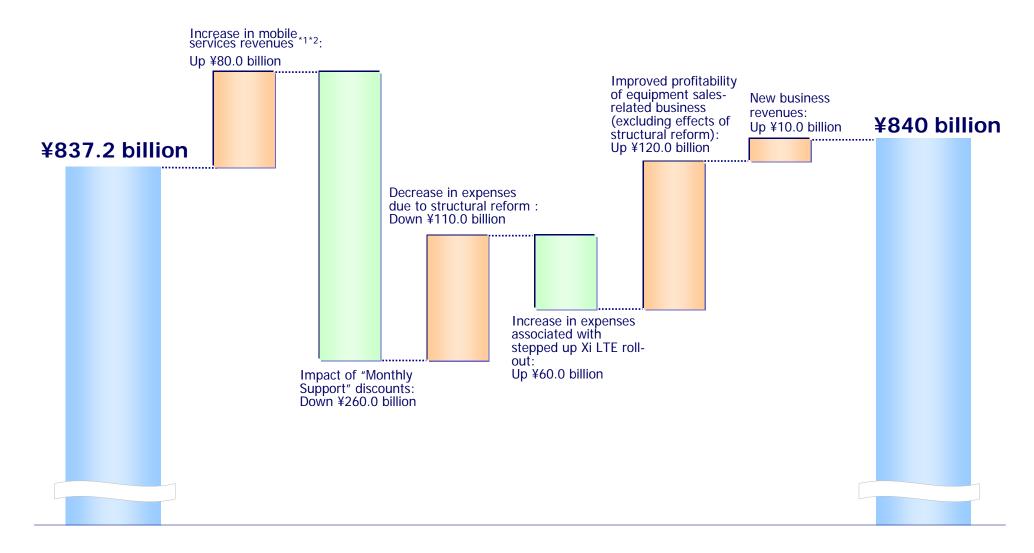
(Billions of yen)	FY2012 Full year (1)	FY2013 Full-year forecast (2)	Changes (1) → (2)
Operating revenues	4,470.1	4,640.0	+169.9
Operating expenses	3,632.9	3,800.0	+167.1
Operating income	837.2	840.0	+2.8
Net income attributable to NTT DOCOMO, INC.	495.6	510.0	-14.4
EBITDA margin (%)*1	35.1	34.2	-0.9
Capital expenditures	753.7	700.0	-53.7
Adjusted free cash flow*1*2	225.6	400.0	+174.4

^{*1:} 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

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FY2013 Operating Income Forecast (Breakdown)

U.S. GAAP



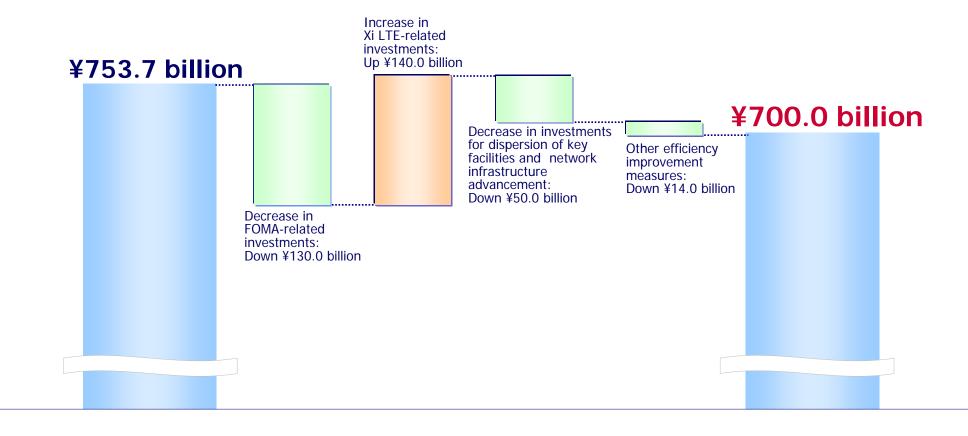
FY2012 FY2013 (forecast)

^{*1:} Excluding impact of "Monthly Support" discounts

^{*2:} Definitions of some operating revenues items were changed beginning with this financial results presentation. For details, please see "Reclassification of P/L Items" in this document.

FY2013 Capital Expenditures Forecast (Breakdown)

FY2013 CAPEX projected to decrease to ¥700-billion level, as a result of more efficient utilization of CAPEX in spite of stepped up Xi LTE investments

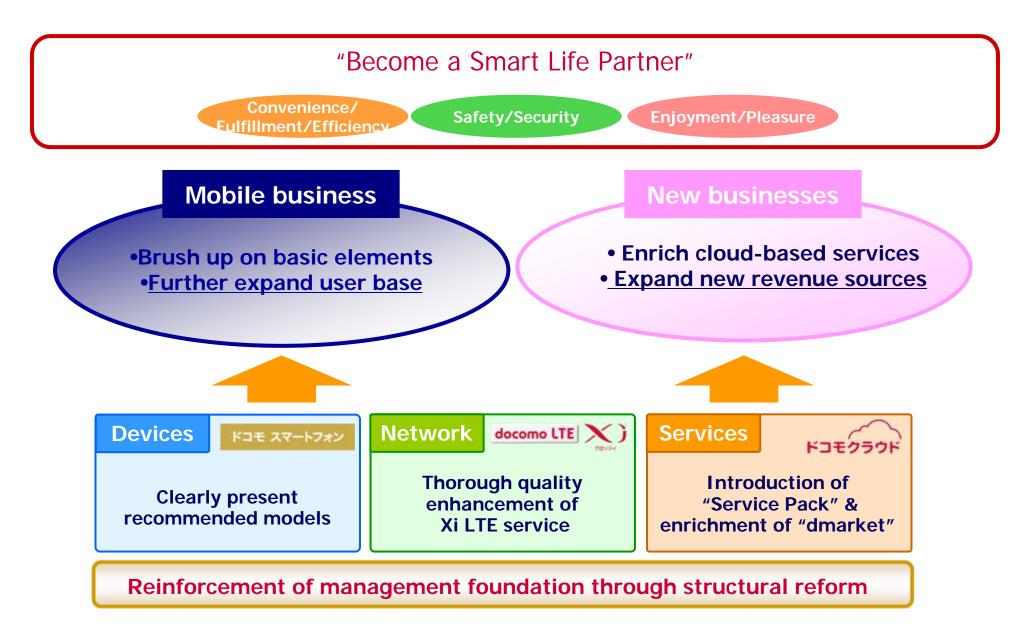


FY2012 FY2013 (forecast)

FY2013 Operational Indicators (Forecast)

	FY2012 Full year	FY2013 Full-year forecast (2)	Changes (1) → (2)
Net additions (Million subs)	1.41	1.85	+0.44
Total handsets sold (Million units)	23.55	24.50	+0.95
Smartphones sold (Million units)	13.29	16.00	+2.71
Xi LTE subs (Million subs)	11.57	25.00	+13.43
Packet Revenues (Billions of yen)	1,893.9	1,956.0	+62.1
Smart ARPU (yen)	420	510	+90

FY2013 Business Management Policies



Easy to Understand & Choose Devices

- Steadily regained product competitiveness
- Make thorough efforts to improve product strength and appeal even further

Sold approx. 600,000 units in 5 months after release

Sold approx. **630,000** units in 2.5 months after release



AQUOS PHONE ZETA SH-02F



XPERIA Z SO-02E Reinforce product appeal from the viewpoint of "innovativeness" "ease of use & sense of security"

> Concentrate resources on key models by narrowing down product lineup

Market share ranking of mobile phones sold at mass retailers*:

No. 1 for 8 straight weeks No.1 for 6 straight weeks

(From Nov. 26, 2012- Jan. 20, 2013)

(From Feb. 4, 2013 to Mar. 17, 2013)

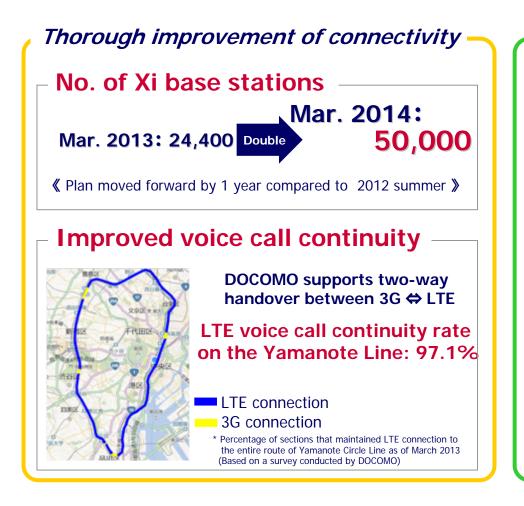
^{*}Market share ranking calculated by the number of models sold in a week

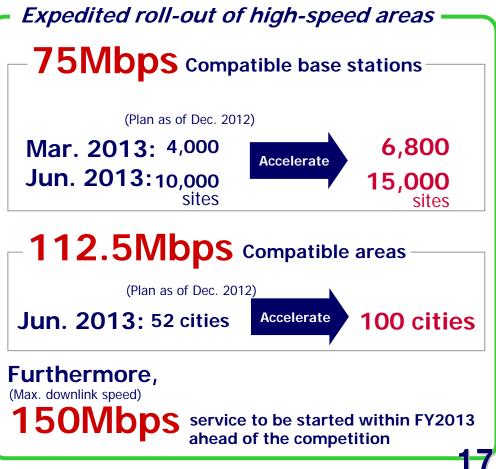
^{*}Based on a survey of cumulative number of mobile handsets sold at major mass retailers across Japan by GfK Japan

docomo LTE

Xi LTE Service Featuring Outstanding Connectivity & Usability

Double the number of Xi LTE base stations one year ahead of original schedule, and accelerate roll-out of high-speed areas







Third-Party LTE Quality Survey Results

DOCOMO ranked No. 1 in both area coverage and speed

* Quality comparison using principal handset models of each carrier

- 100% area coverage in Tohoku, Chugoku and Kyushu regions
- 100% area coverage in "business/office districts", "busy streets/meeting spots", "airports"
- No. 1 downlink speed in all 13 categories of places with heavy human traffic

[Nikkei BP Consulting: "Large-scale LTE area survey covering record-high 1,000 locations nationwide"]

Carrier	Area coverage	Average downlink speed (Mbps)
docomo XPERIA Z	97.4%	16.06
iPhone 5	87.1%	10.72
SoftBank iPhone 5	90.9%	9.49

Survey period: March 30-April 15, 2013 (By Nikkei BP Consulting)

^{*} Area coverage: The percentage of locations where LTE connection was provided among the total 1,188 locations surveyed

^{*} Average downlink speed: The average download speed of each model at locations where LTE data connection was established.

Transmission speed measurements were performed using the "RBB TODAY SPEED TEST" application.

"DOCOMO Service Pack" for Affordable and Worry-Free Use



An affordable assortment of services for convenient and worry-free use



Planned for launch Mid-May 2013



Total monthly fee: ¥525

Offers maximum enjoyment at a surprisingly affordable rate!



Unlimited access to approx. 100 popular content titles in various categories











Optional cloud capacity (Additional 50GB)



"Data Storage Box"



"Anshin Pack"

Total monthly fee: ¥630

Meticulous customer support to ensure peace of mind at all times

"Mobile Phone Protection & Delivery Service"





"Anshin Network Security"





"Smartphone Anshin Remote Support"







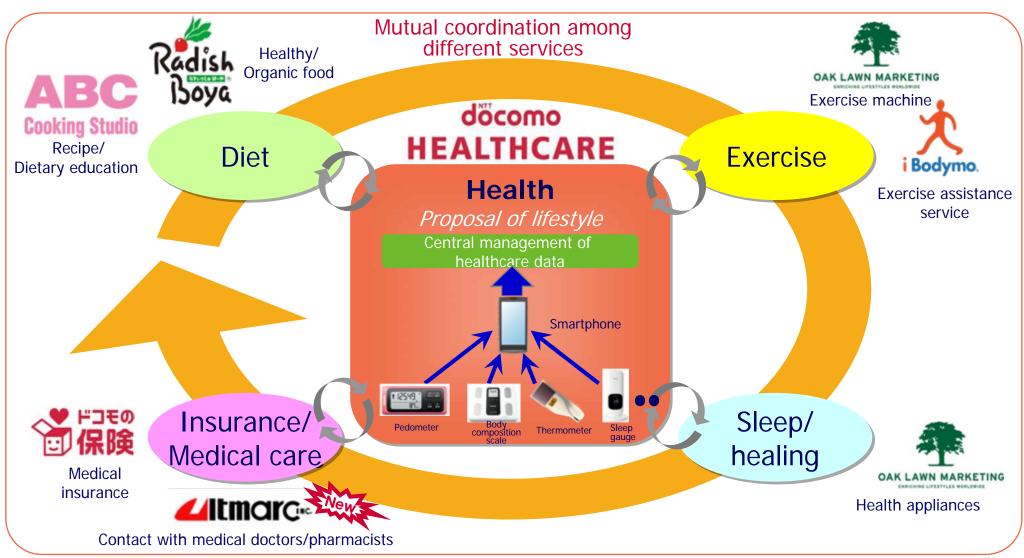
Accelerated Expansion of "dmarket"

Further increase no. of stores and items in pursuit of an attractive marketplace



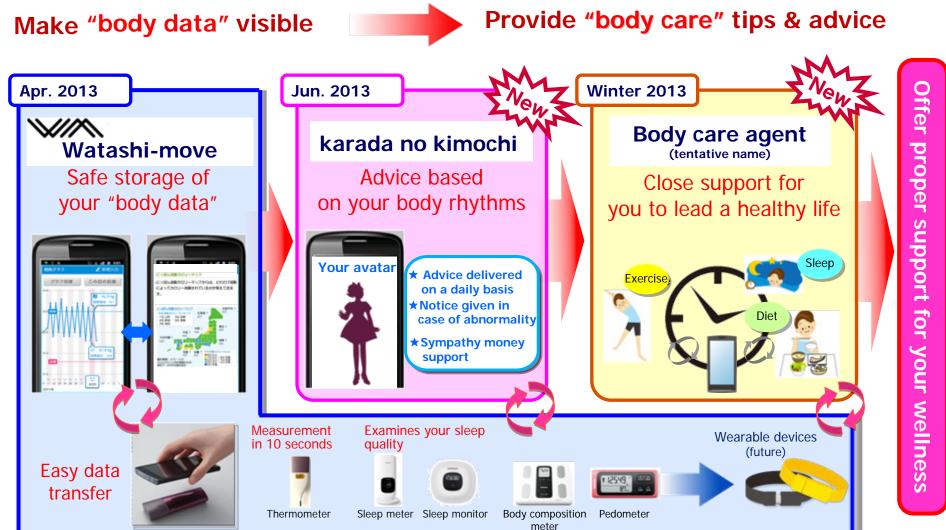
Priority Project: Health

Provide total support for customers' "wellness"



Enrichment & Expansion of Health Services

Healthcare services tailored to "your" personal needs



I FY2012 Results Highlights

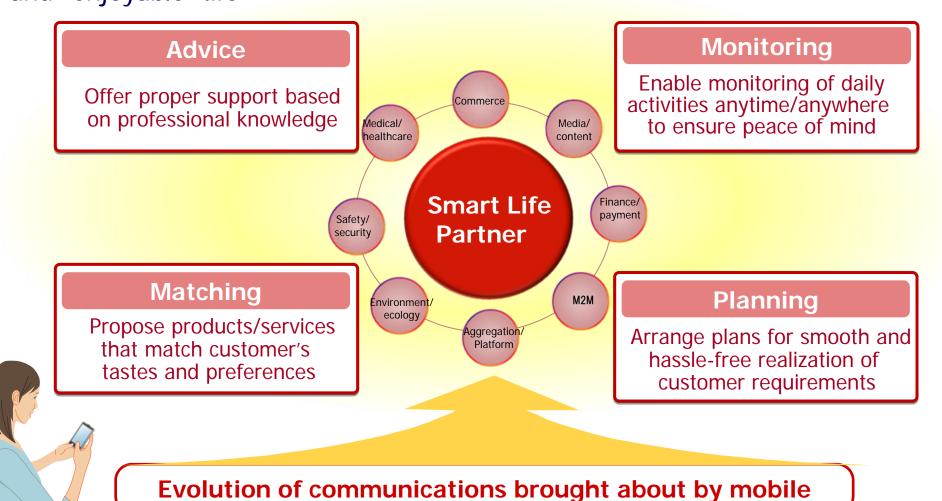
II FY2013 Prospects and Principal Actions

- **Ⅲ** Toward Medium-Term Growth
 - **1** Become a "Smart Life Partner"
 - 2 | Further Income Expansion



"Become a Smart Life Partner"

- The Values We Provide in Serving Customers
 - Deliver the right message at the right time, making a selection from massive amounts of information
 - Provide behavior assistance to help users lead a "convenient", "safe and secure" and "enjoyable" life



Evolution to "Become a Smart Life Partner" (1)

- Expansion of Usage Opportunities

Evolution that allows users to enjoy maximum value in various usage scenarios

Platform & Service Provider









• •

Transform ourselves by also functioning as a service provider leveraging "docomo cloud"



Network type-agnostic seamless environment

Free and convenient access from any device

Network-independent

Device-independent





Mobile network







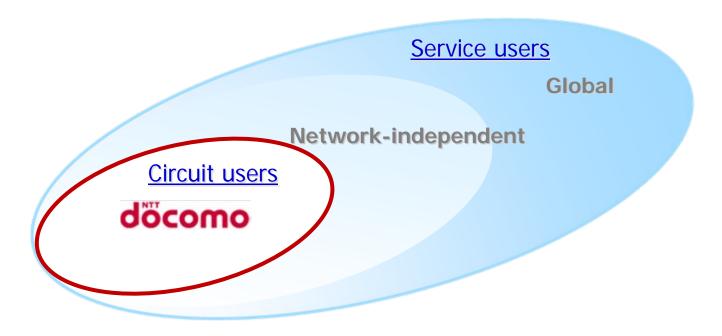




Evolution to "Become a Smart Life Partner" (2)

- Construction of Service Foundation

Prepare an environment that allows greater number of customers to use our services



Platforms underpinning expansion of service

Phone number

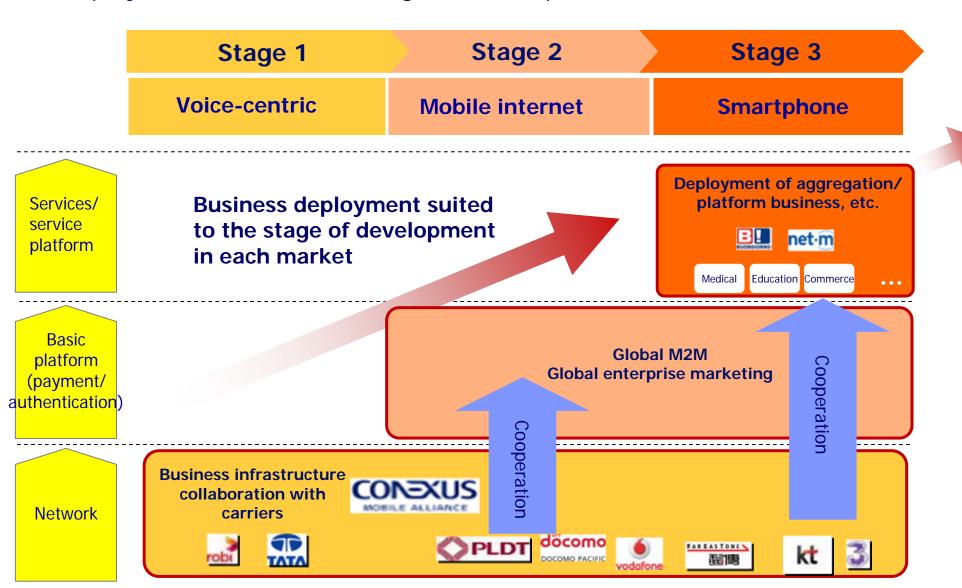
DOCOMO ID (carrier-independent)

Authentication/billing platform

"Become a Smart Life Partner"

- Global Strategies

Become a "Smart Life Partner" on a global scale by promoting business deployment suited to the stage of development in each market



"Become a Smart Life Partner"

- Organizational Change

Establishment of Smart-life Business Division

(Planned for Jul. 1, 2013)

Smart-life Business Division Objectives Media/ content Mobile Retail **Content Business** Transfer authority to Department Department Commerce business division to **Financial Business** shorten time to market Finance Department Environment/ ecology More strongly promote Medical/ **Smart-life Solutions Department** healthcare service creation/expansion Safety/ security/ education Mobile (Mail/ phonebook, etc) Promote business Smart-life Planning Department Common in eight new fields platform (Payment, etc) and strengthen alliances M2M Business Department M2M

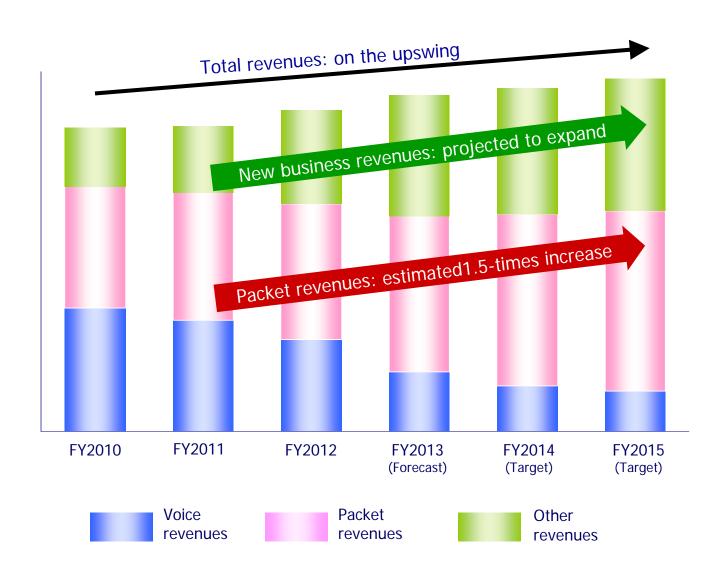
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Projected Growth of Total Revenues

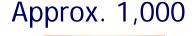
Expand total revenues by propelling the growth of packet/new business revenues

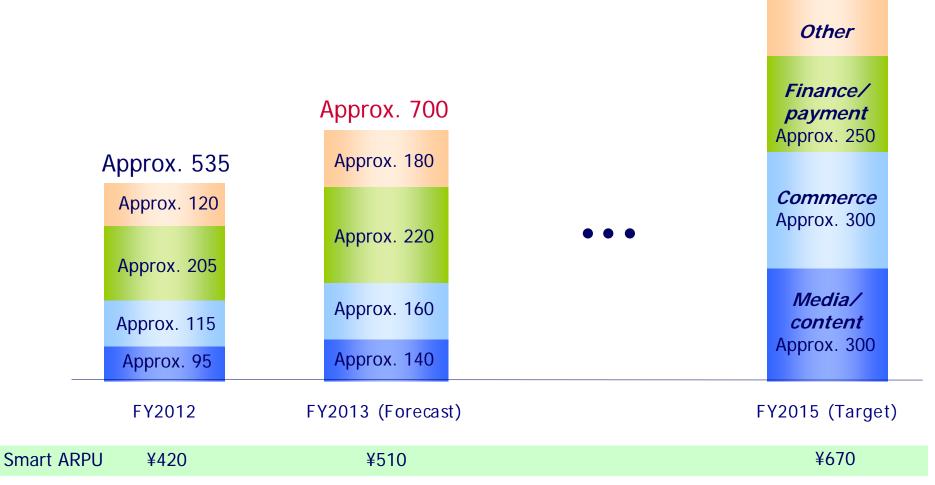


Expansion of New Business Revenues

- New business revenues expanding steadily
- Estimated to be ¥700 billion for FY2013

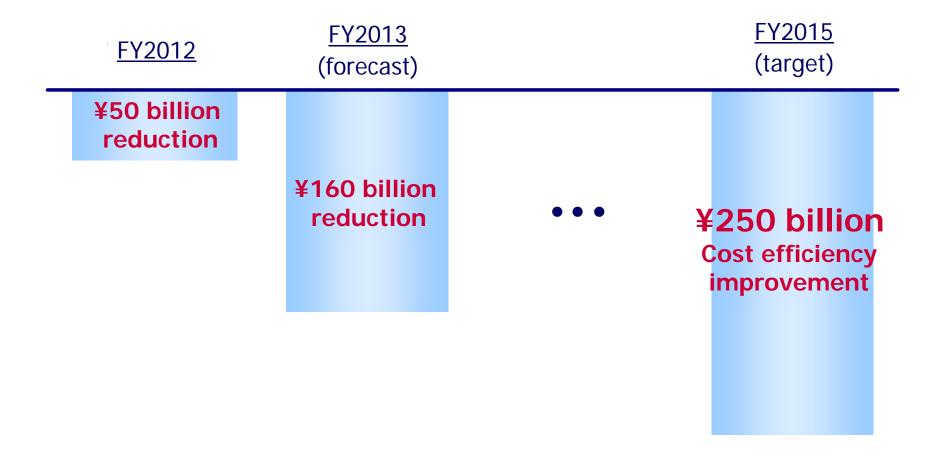
(Billions of yen)





Reinforcement of Management Foundation

- Accelerate structural reform
- Improve cost efficiency by ¥250 billion in FY2015



Return to Shareholders

Continue stable dividend payment and maintain one of the top payout ratios among Japanese companies



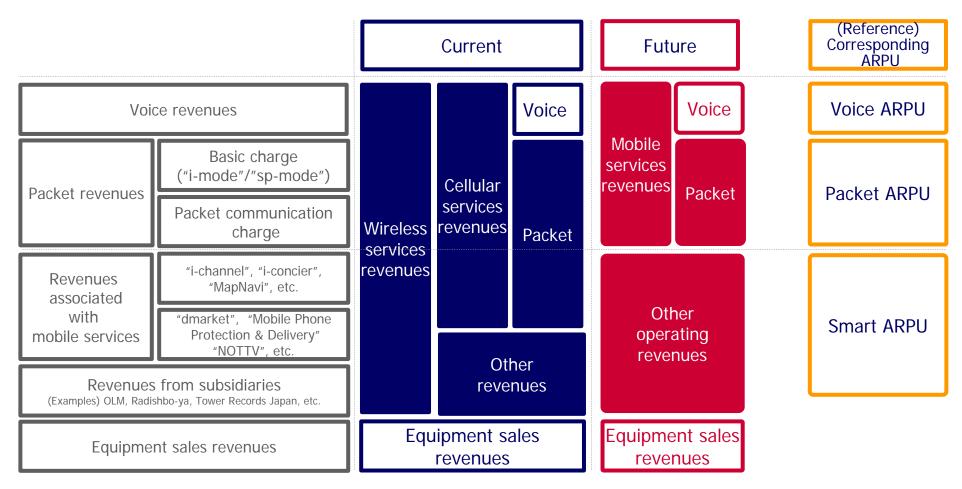
Before Concluding...

- Achieved FY2012 full-year targets through implementation of various promotions and other measures
- During this period of major transition, we will concentrate our management resources into priority areas, and review every aspect of our operations from scratch
- By propelling business expansion and structural reform, we will aim to generate over 900 billion in operating income as early as possible
- We will press ahead toward the goal of becoming a "Smart Life Partner"

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Appendices

Reclassification of P/L Items

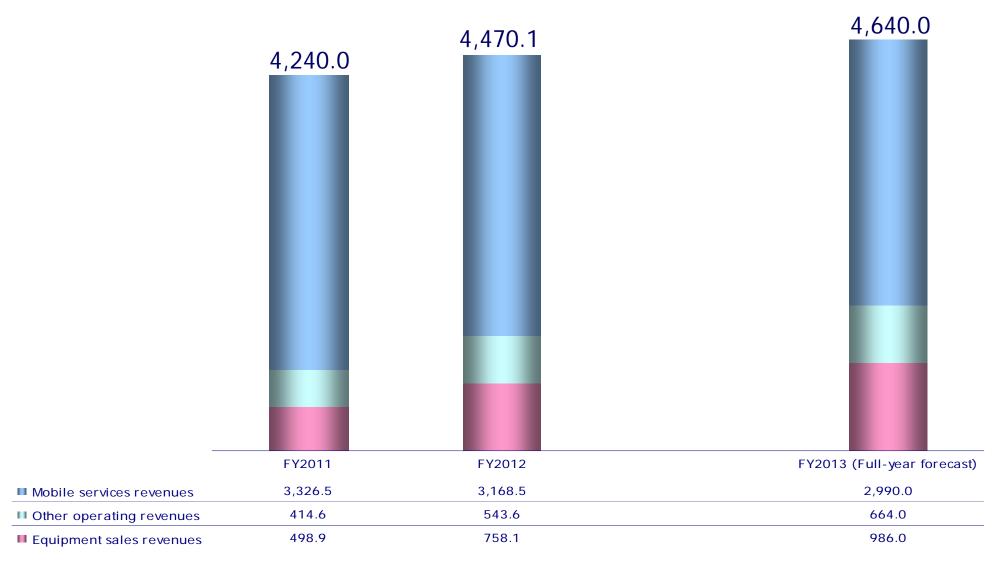


(Reference) Amounts affected by reclassification

FY2011	10	20	3Q	4Q	Full year	FY2012	10	2Q	3Q	4Q	Full year
(Former) Packet revenues	445.3	461.2	465.2	472.2	1,843.9	(Former) Packet revenues	485.1	490.5	501.3	499.0	1,975.9
(New) Packet revenues	430.8	446.9	450.4	456.6	1,784.6	(New) Packet revenues	467.4	470.4	480.0	476.1	1,893.9
Affected amount	14.5	14.3	14.8	15.6	59.2	Affected amount	17.7	20.1	21.3	22.9	82.0

Operating Revenues

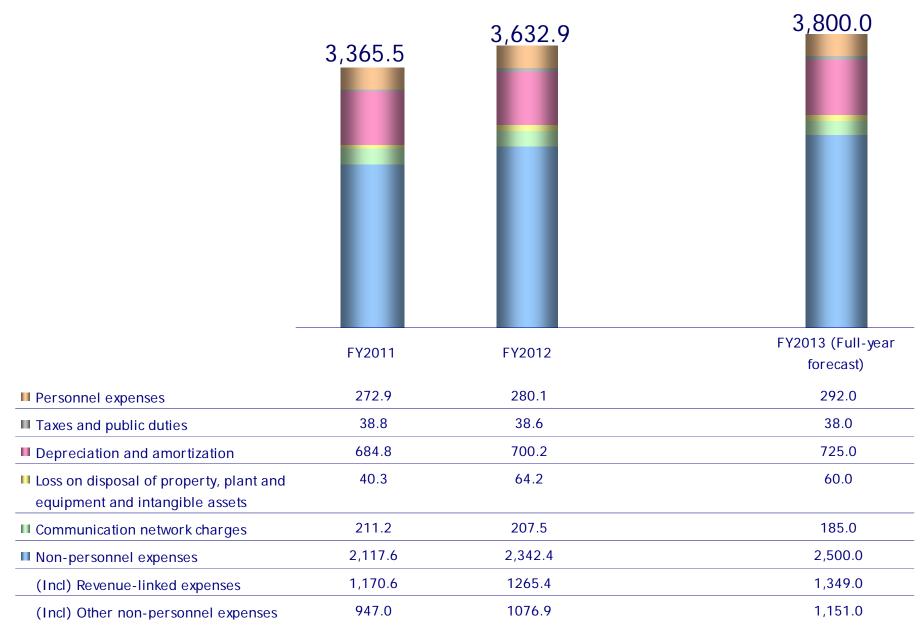
U.S. GAAP



^{◆ &}quot;International services revenues" are included in "Mobile services revenues"

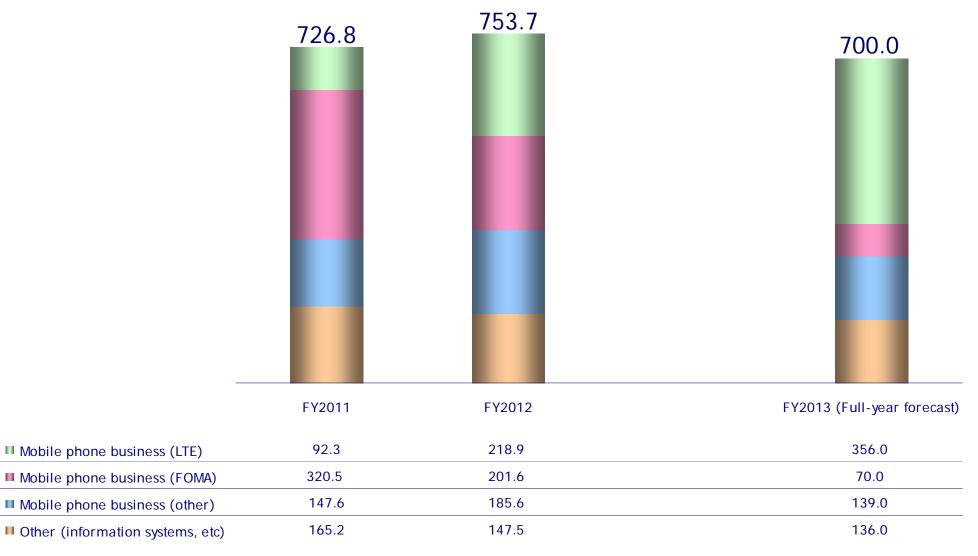
Operating Expenses





Capital Expenditures

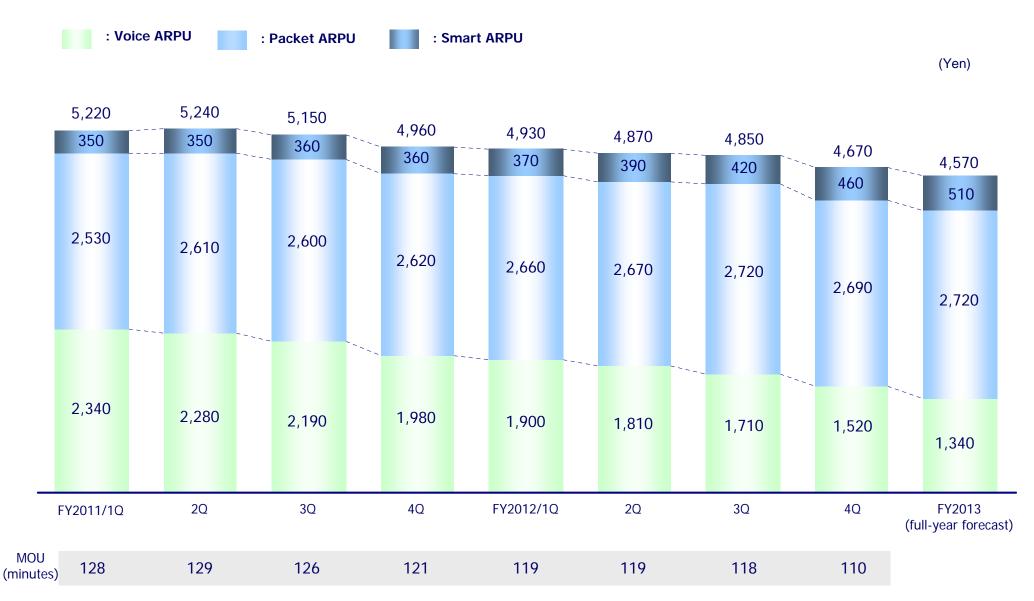
U.S. GAAP



Operational Results and Forecasts

					FY2011	FY2012	Changes (1) → (2)	FY2013 Full-year forecast
	Number of	subscri	iption	s (thousands)	60,129	61,536	1,407	63,400
	FOI	MA			57,905	49,970	-7,935	38,110
	Xi				2,225	11,566	9,341	25,300
	i-m	i-mode				32,688	-9,634	24,030
	sp-mode				9,586	18,285	8,698	27,160
	Cor	Communication module service		2,330	3,169	839	3,690	
	Net addition	nal sub	script	ions (thousands)	2,120	1,407	-713	1,870
_			Total handsets sold		22,089	23,555	1,466	-
<u>Се</u>	Handsets sold (thousands)			New Xi subscription	1,206	2,840	1,634	_
				Change of subscription from FOMA	1,056	6,995	5,939	-
Cellular phone	(Includin handsets s	<u> </u>		Xi handset upgrade by Xi subscribers	37	653	616	_
l bo	without			New FOMA subscription	5,168	4,575	-593	_
ne	involving sa		OMA	Change of subscription from Xi	833	29	-805	-
	by DOCOIV	0)		FOMA handset upgrade by FOMA subscribers	13,786	8,463	-5,323	_
	Churn rate	(%)			0.60	0.82	0.22	-
	Aggregate A	ARPU (yen)		5,140	4,840	-300	4,570
	Voice A	ARPU ((yen)		2,200	1,730	-470	1,340
	Packet	ARPU	(yen))	2,590	2,690	100	2,720
	Smart	ARPU	(yen)		350	420	70	510
	MOU (minu	tes)			126	117	-9	-

Aggregate ARPU/MOU



[◆] ARPU data contained in this document are calculated based on the new ARPU definition

[•] For an explanation regarding the definition and calculation methods of ARPU and MOU, please see slide "Definition and Calculation Methods of ARPU and MOU" in this document

Impact of "Monthly Support" **Discounts on Aggregate ARPU**

(Yen)

		FY2	011		FY2012				FY2013
	10	2Q	3Q	4Q	10	20	3Q	4Q	Full- year forecast
"Monthly Support" impact on aggregate ARPU	-10	-40	-60	-110	-180	-290	-390	-510	-700
Impact on voice ARPU	-10	-40	-60	-90	-140	-210	-280	-340	-440
Impact on packet ARPU	0	0	0	-20	-40	-80	-110	-170	-260

* Exclusive of "Monthly Support" Impact

	<u> </u>									
Aggregate ARPU		5,230	5,280	5,210	5,070	5,110	5,160	5,240	5,180	5,270
	Voice ARPU	2,350	2,320	2,250	2,070	2,040	2,020	1,990	1,860	1,780
	Packet ARPU	2,530	2,610	2,600	2,640	2,700	2,750	2,830	2,860	2,980
	Smart ARPU	350	350	360	360	370	390	420	460	510

Smart ARPU is not impacted by "Monthly Support" discounts
ARPU data contained in this document are calculated based on the new ARPU definition

For an explanation of ARPU, please see slide "Definition and Calculation Methods of ARPU and MOU" in this document

Definition and Calculation Methods of ARPU and MOU

i. Definition of ARPU and MOU

a. 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 mobile communications services and a part of other operating revenues by the number of active subscriptions to our wireless services in the relevant periods. 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.

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

ii. ARPU Calculation Methods

Aggregate ARPU = Voice ARPU + Packet ARPU + Smart ARPU

- Voice ARPU : Voice ARPU Related Revenues (basic monthly charges, voice communication charges)
 / No. of active subscriptions
- Packet ARPU : Packet ARPU Related Revenues (basic monthly charges, packet communication charges)

/ No. of active subscriptions

- Smart ARPU: A part of other operating revenues (revenues from content services, proxy bill collection commissions, mobile phone insurance service, advertising and others) / No. of active subscriptions

iii. 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: Subscriptions and revenues for communication module services, "Phone Number Storage" and "Mail Address Storage" services 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 ending March 31, 2014 (Forecasts)	Year ended March 31, 2012	Year ended March 31, 2013			
¥ 1,588.0	¥ 1,583.3	¥ 1,569.3			
(725.0)	(684.8)	(700.2)			
(23.0)	(24.1)	(31.9)			
840.0	874.5	837.2			
10.0	2.5	4.5			
(335.0)	(402.5)	(337.6)			
(13.0)	(13.5)	(18.8)			
8.0	3.0	10.3			
510.0	463.9	495.6			
4,640.0	4240.0	4,470.1			
34.2%	37.3%	35.1%			
11.0%	10.9%	11.1%			
	March 31, 2014 (Forecasts) ¥ 1,588.0 (725.0) (23.0) 840.0 10.0 (335.0) (13.0) 8.0 510.0 4,640.0 34.2%	Year ending March 31, 2014 (Forecasts) Year ended March 31, 2012 ¥ 1,588.0 ¥ 1,583.3 (725.0) (684.8) (23.0) (24.1) 840.0 874.5 10.0 2.5 (335.0) (402.5) (13.0) (13.5) 8.0 3.0 510.0 463.9 4,640.0 4240.0 34.2% 37.3%			

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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 effect by transfer of receivables and changes in investments for cash management purposes

	Billions of yen				
_	Year ended March 31, 2014 (Forecasts)	Year ended March 31, 2012	Year ended March 31, 2013		
"Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes"	¥ 400.0	¥ 503.5	¥ 225.6		
Irregular factors (1)	-	(147.0)	147.0		
Effect of transfer of receivables(2)	-	-	(242.0)		
Changes in investments for cash management purposes(3)	-	(220.5)	99.9		
Free cash flows	400.0	136.0	230.5		
Net cash used in investing activities	(703.0)	(974.6)	(701.9)		
Net cash provided by operating activities	1,103.0	1,110.6	932.4		

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

⁽²⁾ Effect of transfer of receivables represents the effect caused by the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION. Since the payment conditions of the consideration of claims transferred to NTT FINANCE CORPORATION are set approximately equivalent to our cash collection cycle history, an impact derived from the transfer of receivables is not significant.

⁽³⁾ 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. Net cash used in investing activities for the year ended March, 2012 and 2013 includes changes in investments for cash management purposes. The effect of changes in investments for cash management purposes is not taken into account when we forecasted net cash used in investing activities for the year ending March 31, 2014 due to the difficulties in forecasting such effect.



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Special Note Regarding Forward-Looking Statements

This earnings release contains forward-looking statements such as forecasts of operations, management strategies, objectives and plans, forecasts of operational data such as the expected number of subscription, 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 earnings release

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 market environment in the telecommunications industry, such as intensifying competition from other businesses or other technologies caused by Mobile Number Portability, development of appealing new handsets, new market entrants, mergers among other service providers and other factors, or the expansion of the areas of competition could limit the acquisition of new subscriptions and retention of existing subscriptions by our corporate group or it may lead to ARPU diminishing at a greater than expected rate, an increase in our costs or an inability to reduce expenses as expected.
- (2) If current and new services, usage patterns, and sales schemes proposed and introduced by our corporate group cannot developed as planned, or if unanticipated expenses arise the financial condition of our corporate group could be affected and our growth could be limited.
- (3) The introduction or change of various laws or regulations inside and outside of Japan, 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 and could increase our costs.
- (5)Other mobile service providers in the world may not adopt the technologies and the frequency bands that are compatible with those used by our corporate group's mobile communications system on a continuing 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) Malfunctions, defects or imperfection in our products and services or those of other parties may give rise to problems.
- (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 a license or other use of such intellectual property rights, which may result in our inability to offer certain technologies, products and/or services, and our corporate group may also be held liable for damage compensation if we infringe upon the intellectual property rights of others. In addition, the illicit use of the intellectual property rights owned by our corporate group could reduce the license revenues actually obtained and may inhibit our competitive superiority.
- (11)Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment, software bugs, deliberate incidents induced by computer viruses, cyber attacks, equipment misconfiguration, hacking, unauthorized access and other problems could cause failure in our networks, distribution channels and/or other factors necessary for the provision of service, disrupting our ability to offer services to our subscribers, and such incidents may adversely affect our credibility or corporate image, or lead to a reduction of revenues and/or increase of costs.
- (12)Concerns about adverse health effects arising from wireless telecommunication may spread and consequently 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.

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