

Results for the First Six Months of the Fiscal Year Ending March 31, 2014

October 25, 2013



Results Highlights

- Revenues DOWN but income UP year-on-year
- Steadfast execution of ¥840 billion full-year operating income guidance



Measures Aimed at Boosting Competitiveness

- No. 1 value proposition to customers
- Various initiatives/actions to launch an "offensive"



Actions to Propel Growth

- Become a "Smart Life Partner"
- Structural Reform

FY2013/1H Results Summary



Revenues down, Income up from the same period of prior year

Operating revenues : ¥ 2,199.0 billion (Down 0.4% year-on-year)

Operating income : ¥ 473.2 billion (Up 0.4% year-on-year)

(Highlights)

> Packet revenues: ¥949.3 billion (Up 1.2% year-on-year)

Total handsets sold: 10.47 million (Down 11.5% year-on-year)

Smartphones sold: 6.32 million (Down 1.9% year-on-year)

> Smartphone users: 21.57 million (Up 47% from Sept. 30, 2012)

Xi subscriptions: 16.40 million (Up 2.6-fold from Sept. 30, 2012)

[◆] Consolidated financial statements in this document are unaudited

^{*:} Definition of items comprising packet revenues was changed beginning with the financial result presentation for FY2012

Selected Financial Data



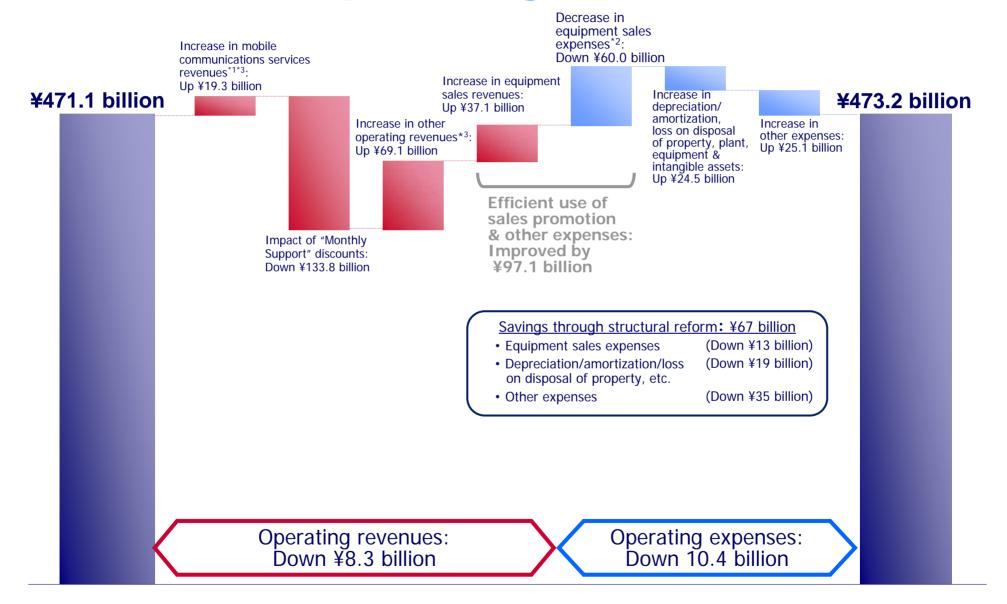
(Billions of yen)	FY2012/1H (1)	FY2013/1H (2)	Changes (1) → (2)
Operating revenues	2,207.3	2,199.0	-8.3
Operating expenses	1,736.2	1,725.8	-10.4
Operating income	471.1	473.2	+2.0
Net income attributable to NTT DOCOMO, INC.	285.9	300.4	+14.5
EBITDA margin (%) *1	36.5	37.6	+1.1
Capital Expenditures	361.0	301.8	-59.2
Free Cash Flow*1 *2	56.2	199.3	+143.1

^{*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 in this document and the IR page of our website, www.nttdocomo.co.jp

^{*2:} Free cash flows exclude the effects of uncollected revenues due to bank holidays at the end of the period, uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION and changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

Key Factors Behind YOY Changes in Operating Income

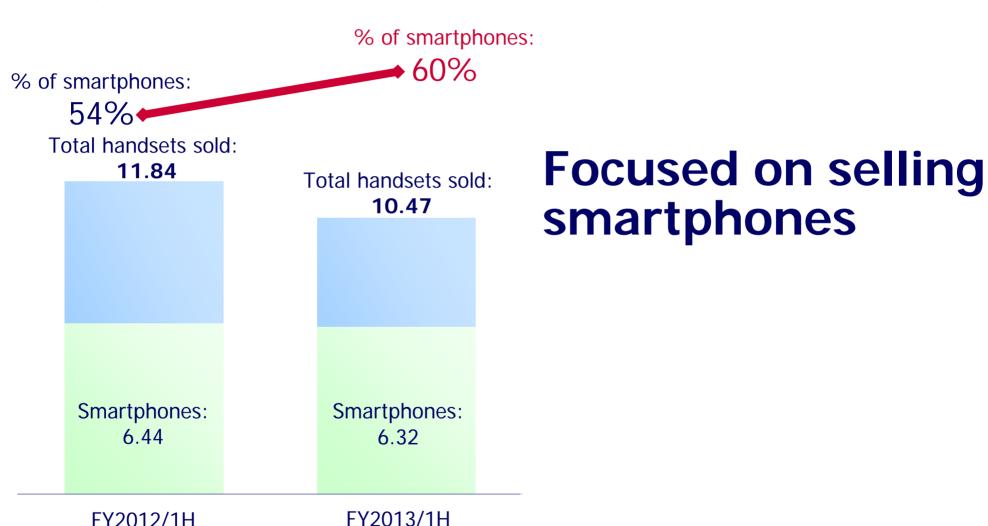
U.S. GAAP



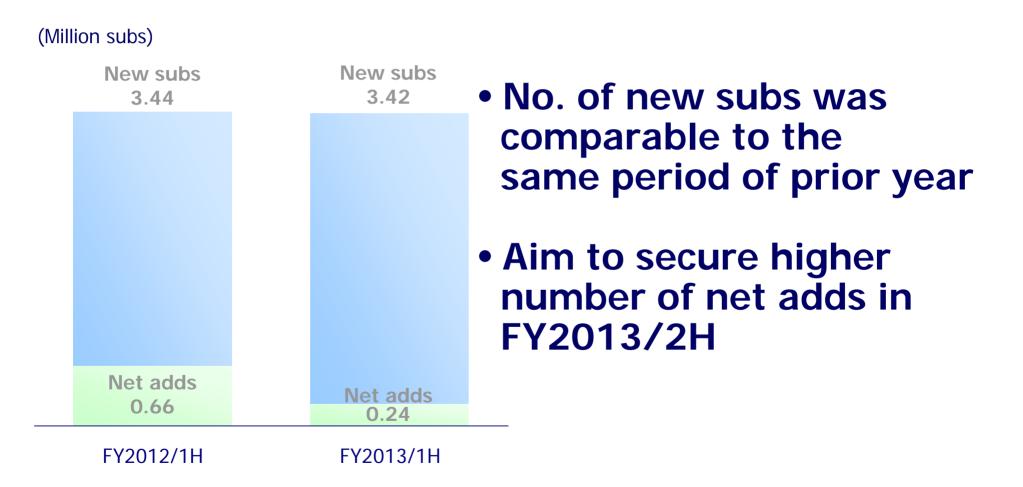
FY2012/1H FY2013/1H

Total Handsets/Smartphone Sales

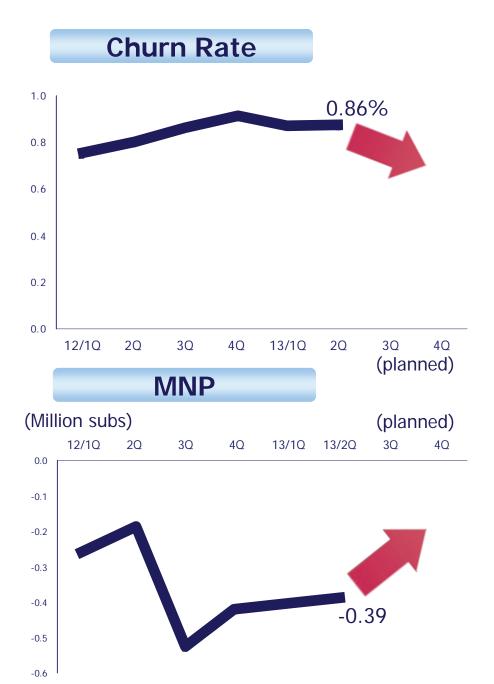




New Subscriptions/Net Adds

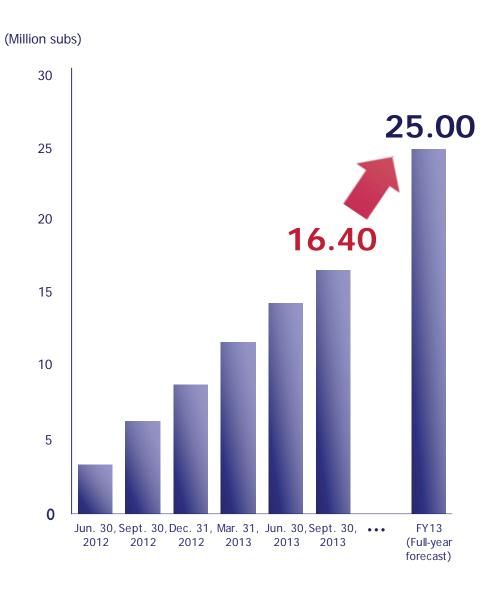


Churn Rate/MNP



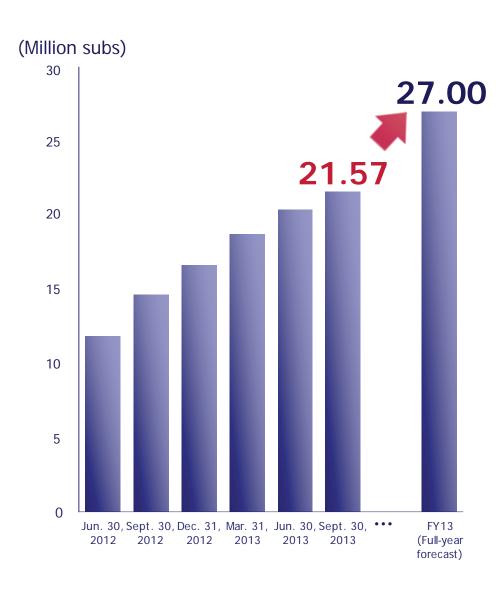
Aim for improvement of churn rate and MNP performance

Xi LTE Subscriptions



Recording steady increase

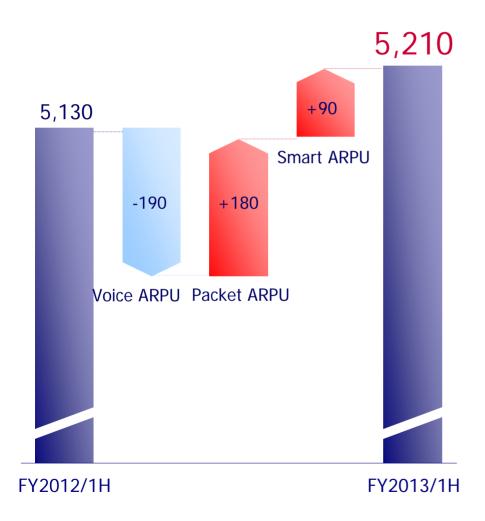
Smartphone Users



No. of smartphone users approaching almost half of our total handset users

ARPU (Exclusive of "Monthly Support" Impact)

(Yen)



Achieve a rebound leveraging smartphones

FY2013 Operating Income (Guidance)

Steadfast execution of ¥840 billion income guidance

Key factors:

- Revenue increase through expansion of smartphone user base
- Promotion of cost reduction



Results Highlights

- Revenues DOWN but income UP year-on-year
- Steadfast execution of ¥840 billion full-year operating income guidance



Measures Aimed at Boosting competitiveness

- No. 1 value proposition to customers
- Various initiatives/actions to launch an "offensive"



Actions to Propel Growth

- Become a "Smart Life Partner"
- Structural Reform

No. 1 Value Proposition to Customers

Billing plans/ sales channel

docomo Shop = No. 1 customer satisfaction

Devices

The best product lineup

Network

High-speed quad-band network

Services

Rich set of services uniquely available from DOCOMO

Promotions/Billing Measures

Prepared a rich set of programs to allow use at affordable rates

For existing subscribers

iPhone switch discount

Plus iPhone discount

Xi Kake-hodai 50% off campaign



Promotions/Billing Measures

Also enhance the offers for long-term users

Discount programs for handset upgrade





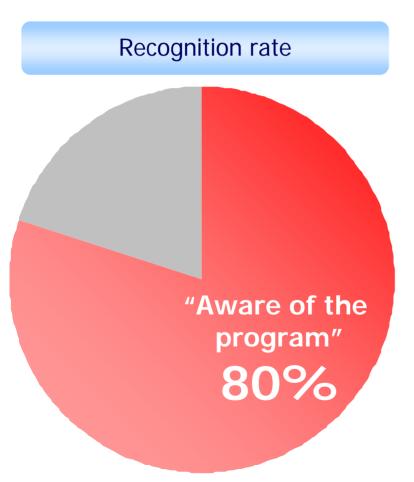
Smartphone discount program for long-term users subscribing to DOCOMO for over 10 years

The longer the subscription period, the greater the privileges

L	Condition for determining stage	Point awarded for every ¥1,000 spent				
D	OCMX Gold subscriber	100 pt				
Subscription to DOCOMO	Over 15 years	25 pt	+	Extra 5 points by subscribing to specific services*	+	Extra 20 points by subscribing to DCMX
	Over 10 years	20 pt				
	I War U Waard	15 pt				
	Over 5 years	10 pt				Extra 5 points by
	Less than 5 years	5 pt				subscribing to DCMX

Effects of "Welcome-Back-to-DOCOMO" Discount Package

Gained broad recognition and influenced user's purchase decision





^{*}Percentage of subscribers who responded that "the 'Welcome-Back-to-DOCOMO Discount' program influenced their purchase decision to total subscribers who were aware of the program Based on an in-house survey on ex-DOCOMO subscribers porting back to DOCOMO for the purchase of iPhone (Survey period: Sept. 20-Oct. 6, 2013, Sample size = 441 users)

docomo Shop: Ranked No. 1 Sales Channel

docomo Shop=No. 1 overall satisfaction

Awarded highest score in 6 out of total 7 individual satisfaction survey items

Staff attitude

Responsiveness

Speed of response

Shop pleasantness

Ease of seeing/ trying products Richness of exhibits

Waiting time





^{*} Based on an in-house survey of customers who have visited each carrier's shop during the three-month period preceding the survey (Survey period: Aug. 26-30, 2013) Survey sample size: DOCOMO=587 users, au=432 users, SoftBank= 345 users

DOCOMO Call Center Also Ranked No. 1

Newly established dedicated call center for iPhone

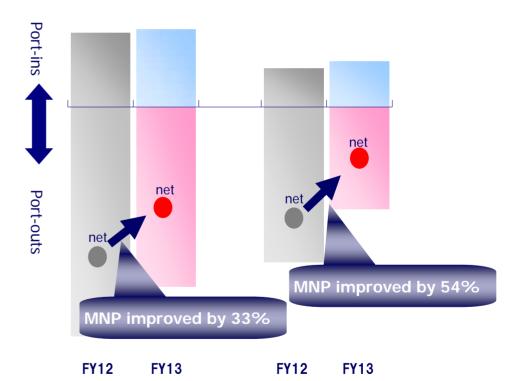


^{*} Based on an in-house survey of customers who have used the call center of each carrier during the three-month period preceding the survey (Survey period: Aug. 26-30, 2013) Survey sample size: DOCOMO=186 users, au=164 users, SoftBank= 133 users

After iPhone Launch (1)



MNP Performance (After iPhone launch)



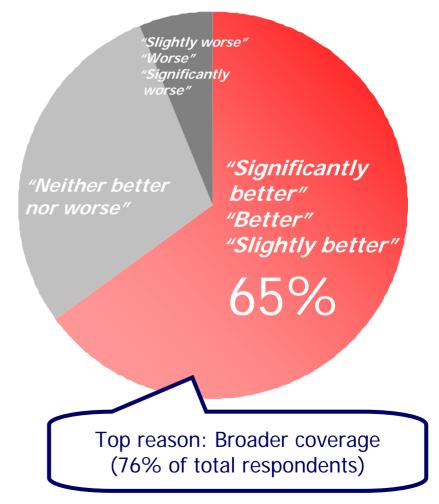
Week 1 of launch Week 3 of launch

Service enrichment (e.g., sp-mode mail, etc.)

After iPhone Launch (2)



Satisfaction of users switching to DOCOMO in comparison with previous carrier



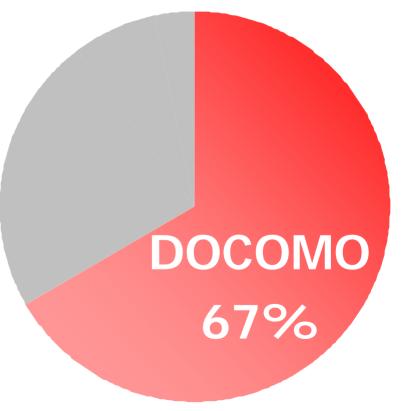
Android Device: Sales Record

DOCOMO controls a predominant market share





Market share of Android devices sold at mass retailers (Apr-Aug. 2013 cumulative)



^{*} Market share of Android devices among top 4 carriers in Japan in the mobile phone category, based on a survey of track record of sales at major mass retailers across Japan by GfK Japan (tablet devices not included)

State-of-the-Art Android Lineup Uniquely Available from DOCOMO

Advanced IGZO smartphone with full-HD 5-inch display



AQUOS PHONE ZETA SH-01F

Smartphone designed for stress-free use with WhiteMagic[™] display



ARROWS NX F-01F

Smartphone perfectly fitting your palm, equipped with super-high resolution, function-rich camera



XPERIA Z1f SO-02F

















DOCOMO's LTE Network

Quad-band LTE

2GHz 800MHz 1.7GHz 1.5GHz

World's fastest 150Mbps*

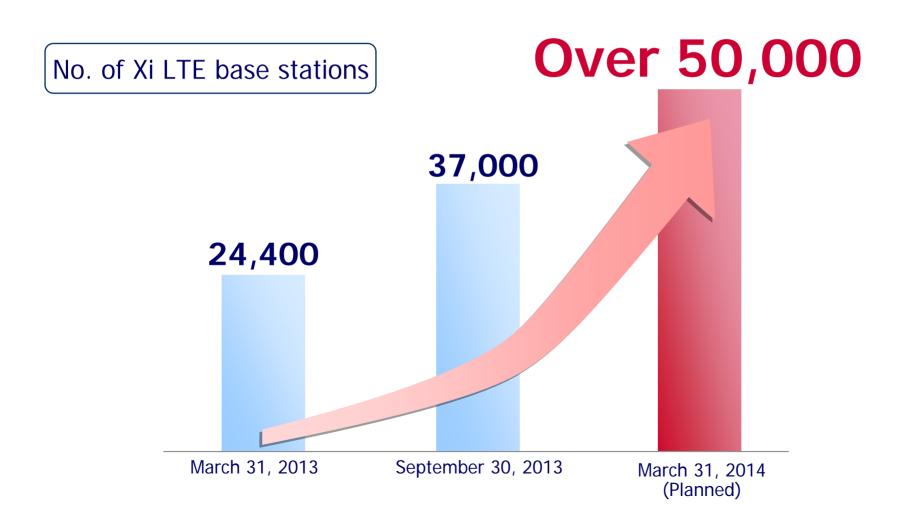




Xi LTE: Base Station Roll-Out Plan

(Doubling no. of installations in 1 year)

Rapidly expanding LTE coverage



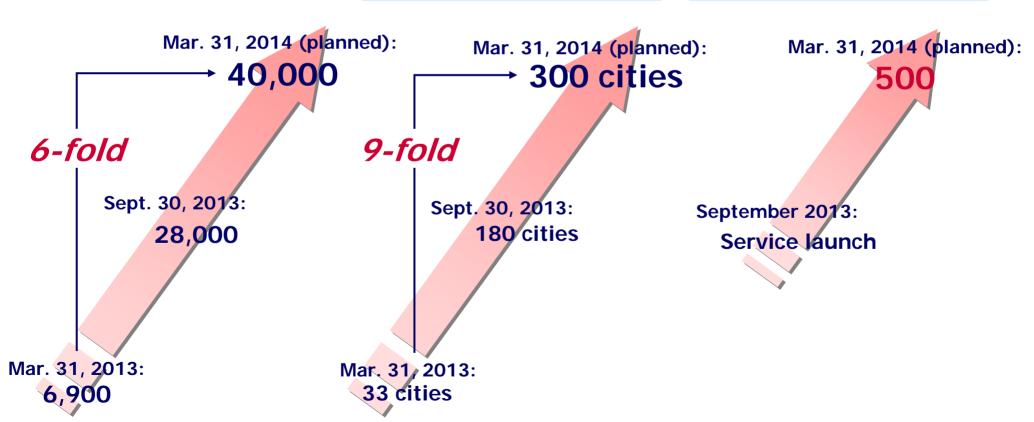
Xi LTE: Speed Enhancements

High-speed areas expanding at a rapid pace

Base stations compatible with 75Mbps or higher rates

Cities where 112.5Mbps service is introduced

Base stations compatible with 150Mbps

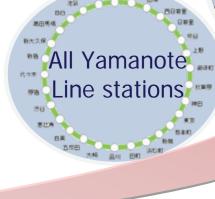


DOCOMO Xi LTE: Speed Enhancements

150Mbps service areas expanding progressively







Dec. 31, 2013

(planned)

500

DOCOMO Xi LTE: 3 Key Strengths

(1) Quad-band LTE

- Bandwidth allocated for LTE in Tokyo/Nagoya/Osaka planned to be doubled by April 2014*
- Start using an additional band in 700MHz as the "Fifth LTE spectrum band" (from January 2015)

(2) 6-sector base station

- Realizes communication capacity effectively worth 6 base stations with a single site

(3) Accumulated technological expertise

- Network optimization know-how for meticulous coverage
- Largest ownership of essential patents among all carriers in the world



Results Highlights

- Revenues DOWN but income UP year-on-year
- Steadfast execution of ¥840 billion full-year operating income guidance



Measures Aimed at Boosting competitiveness

- No. 1 value proposition to customers
- Various initiatives/actions to launch an "offensive"

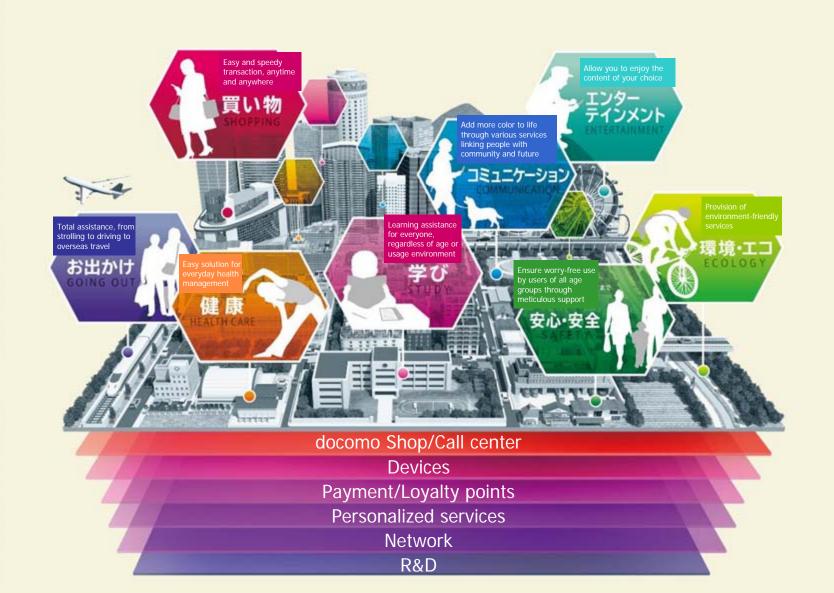


Actions to Propel Growth

- Become a "Smart Life Partner"
- Structural Reform

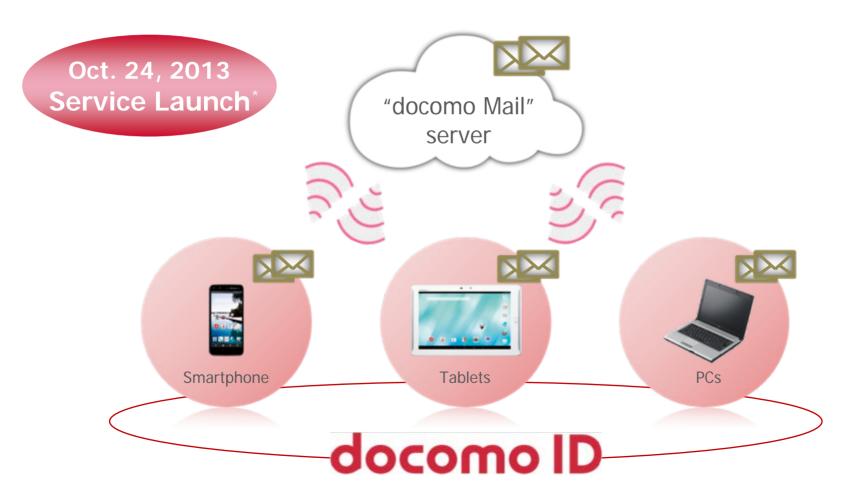
Become a "Smart Life Partner"

As a Smart Life Partner, we will help customers and their family find greater happiness in their lives and society



"docomo Mail"

Enables device-free access through the use of cloud technology



Enrichment of DOCOMO-Unique Services

All accessible from iPhone!

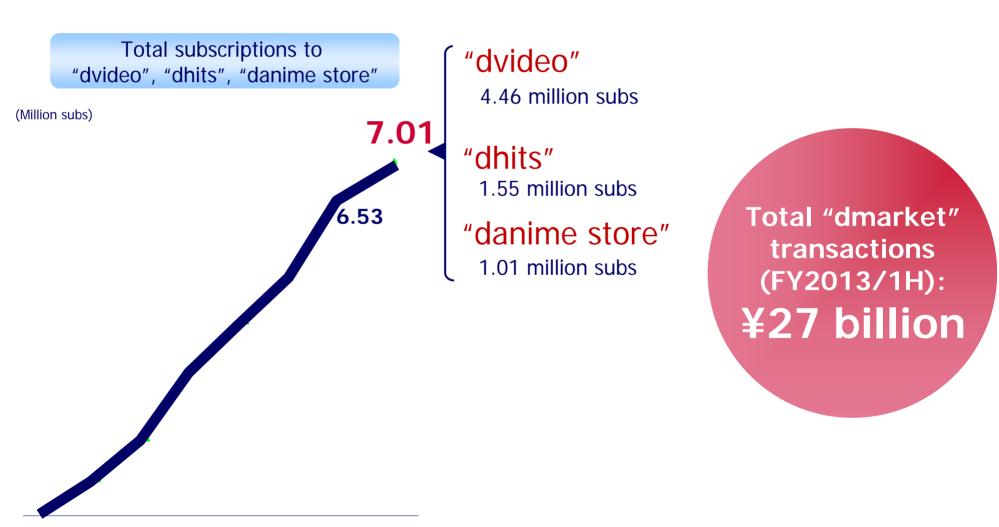


dmarket



dmarket Usage

Subscribers growing at a favorable pace



40 12/10

11/30

20

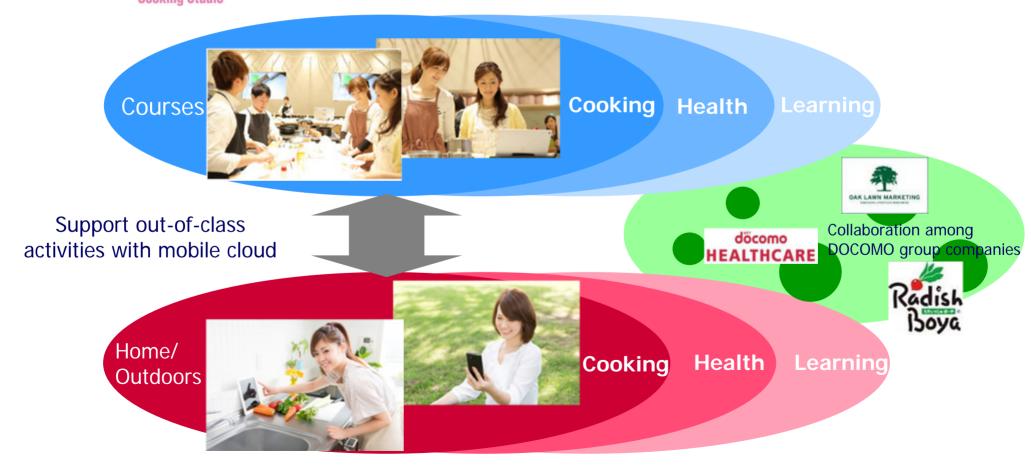
30

40 13/10 20

Capital Alliance with ABC HD*

Bring mobile innovation to learning

ABC Cooking course total membership: 290,000



^{*} Consummation of equity investment: January, 2014 (planned) Investment ratio: 51%

MOOC

Creation of new learning service

MOOC



Flipped learning

JMOOC











Univ. of Tokyo

Verify acceptability of MOOC in Japan

Verify viability of peripheral business

Verify efficacy of flipped learning

^{*} MOOC: Abbreviation for Massive Open Online Course. An education service in which the lectures of prominent universities/professors in the United States and elsewhere are publicly provided as open online courses, participated by some 200,000 people from around the world. Certificate will be granted upon successful completion of the course.

Global Business Deployment

Business deployment based on maturity of each market

Service PF

authentication, Platform (Payment

Stage 1 Voice

Stage 2 Mobile Internet

Stage 3 **Smartphone**

Overseas deployment of "Smart Life"



distribution





Global deployment of platform

e-commerce, payment business in Europe



Global enterprise support

- Enterprise marketing, M2M
- Strengthen alliance with leading carriers









- Mutual utilization of customer base
- Joint creation of smart-life services





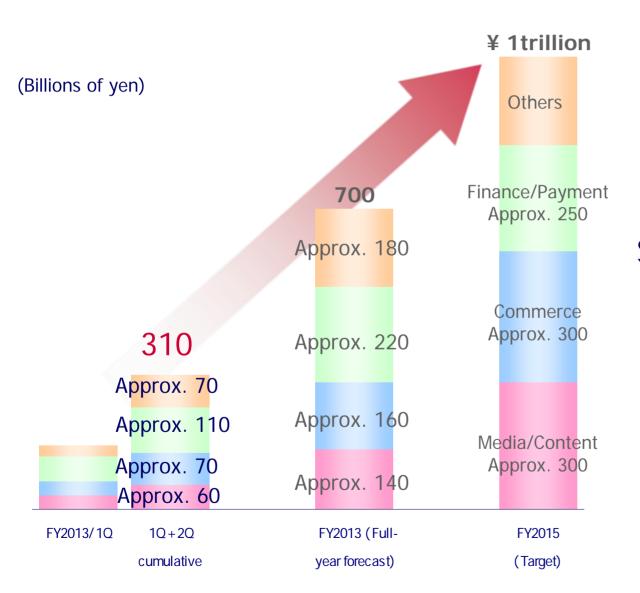








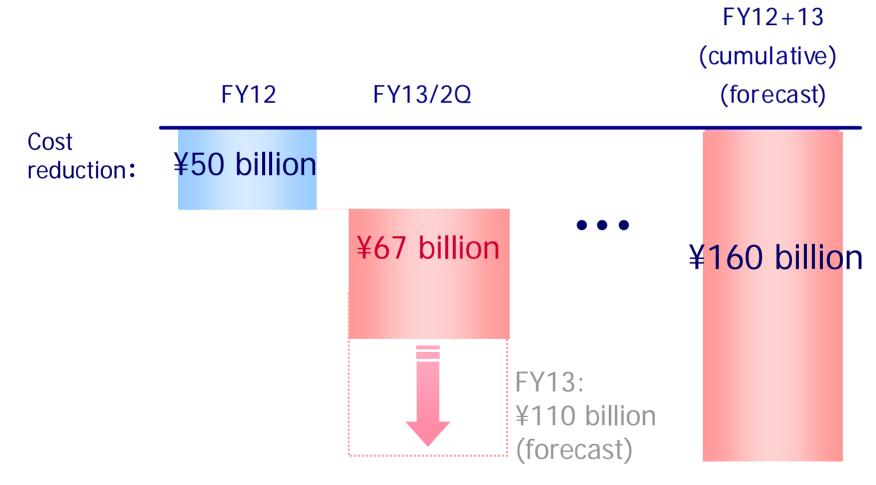
New Business Revenues: Progress



Recording steady increase

Cost Efficiency Improvement

Favorable progress so far. Continue efforts for further improvement



Business Structure Reform/Reconstruction

Group-wide restructuring to prepare for the next phase

Studies under way for implementation in FY2014/2Q or beyond

Objectives

- Faster decision making
- More efficient business management
 - Boost competitiveness of mobile business
 - Accelerate actions in new business fields





NTT DOCOMO Group 25 functionsharing subsidiaries

(Business reform)

- O Shift resources to focus areas (New business domains, corporate marketing)
- O Optimization of Group formation

Before Closing...

◆ FY2013/1H:

Recorded decrease in revenues but increase in income over the same period of previous fiscal year as a result of properly prioritized sales initiatives and cost-cutting efforts. Made favorable progress toward achievement of full-year operating income target.

◆ FY2013/2H:

Leverage our strengths to the fullest as the competitive environment enters a new stage:

- ➤ A more powerful device lineup
- Reliable network underpinned by technological expertise
- Wide variety of services and competitive billing/discount plans
- ➤ No.1-ranking sales/after-sales support channel
- ◆ Aim for robust growth over the medium term by establishing competitive advantage and further promoting structural reforms

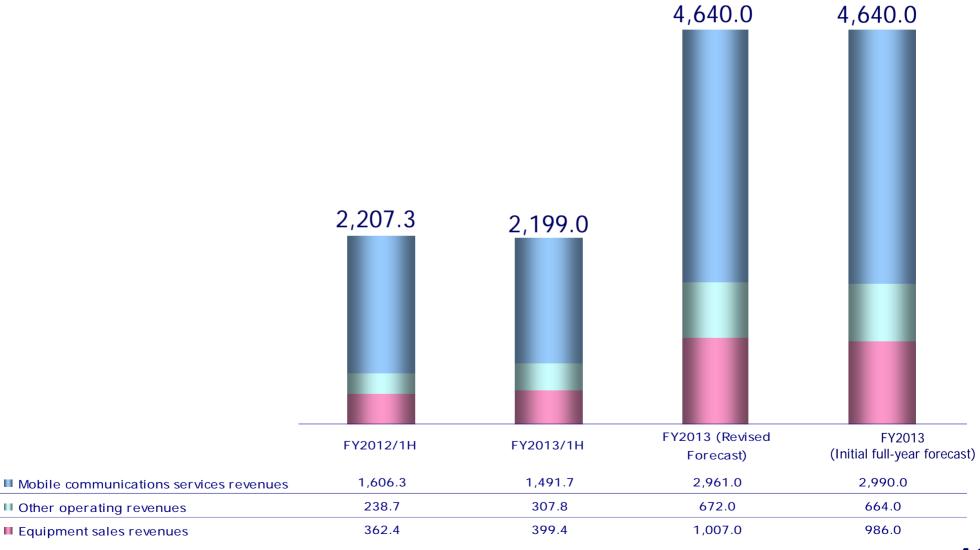
docomo

Appendices

Operating Revenues

U.S. GAAP

(Billions of yen)

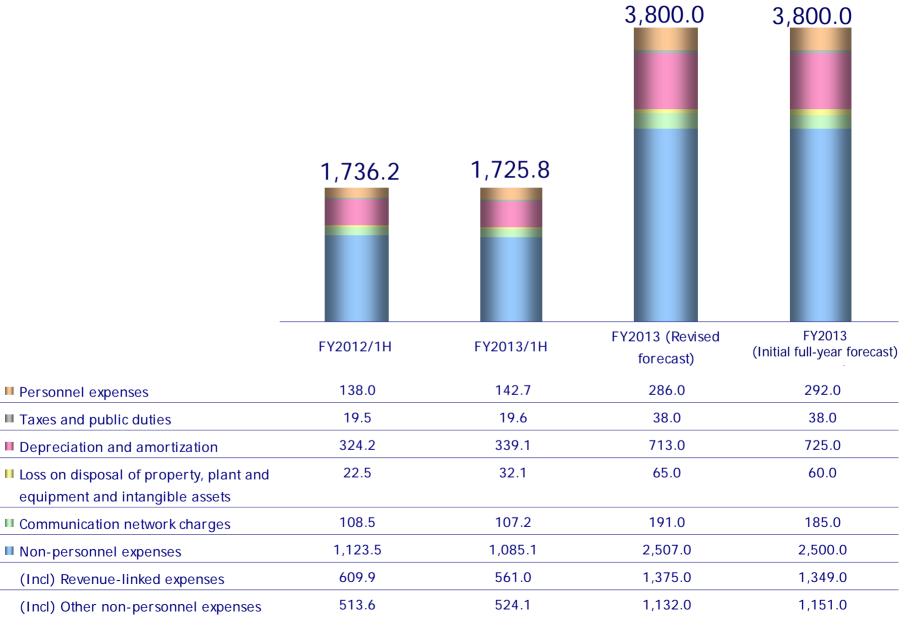


⁴²

Operating Expenses

U.S. GAAP

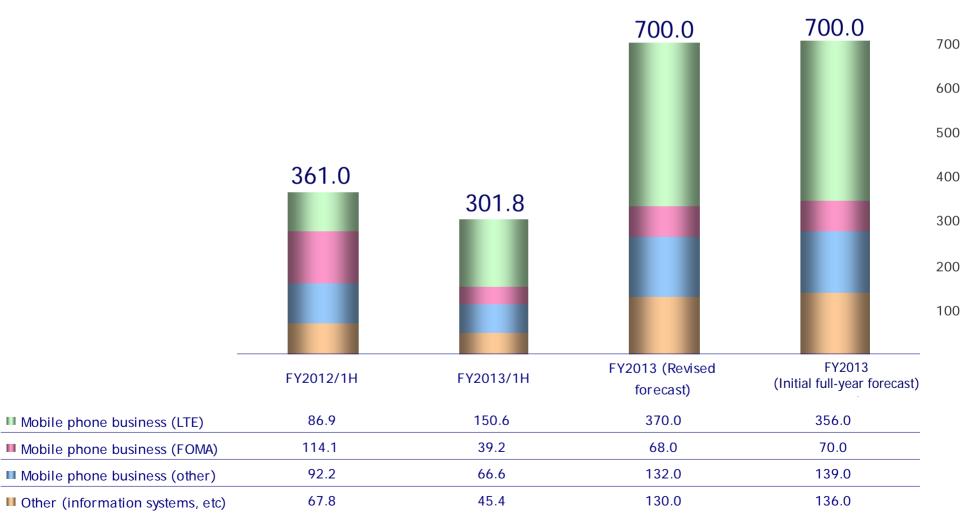
(Billions of yen)



Capital Expenditures

U.S. GAAP

(Billions of yen)



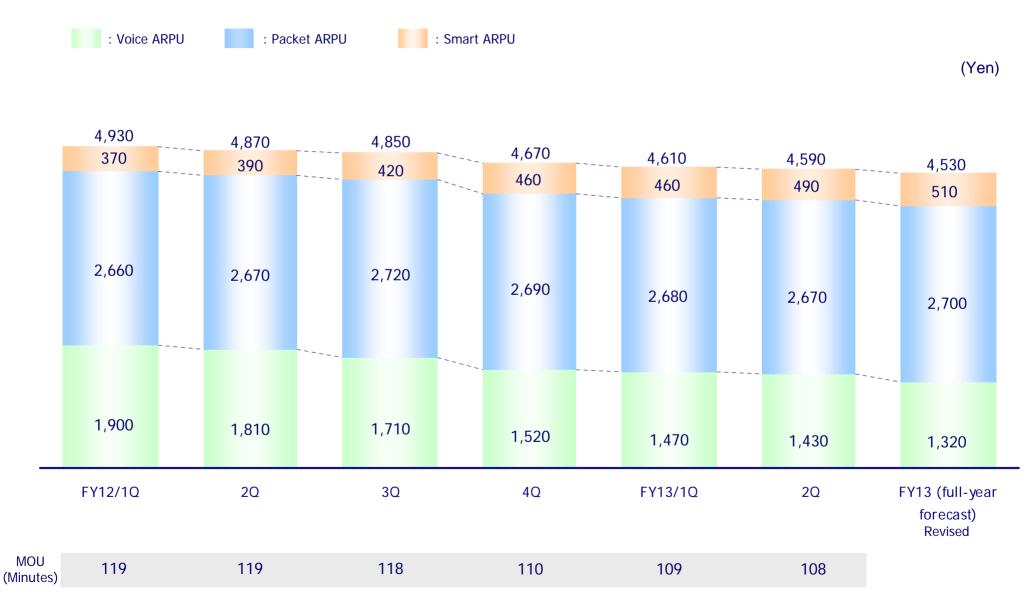
Operational Results & Forecasts

					FY2012/1H	FY2013/1H	Changes (1) → (2)	FY2013 Revised full-year forecast (Announced Oct. 25, 2013)
	Number of subscriptions (thousands)				60,787	61,772	985	63,390
	FOMA				54,588	45,374	-9,215	38,390
	Xi				6,198	16,398	10,200	25,000
	i-mode				37,356	29,228	-8,127	24,030
	sp-mode				14,289	21,079	6,790	27,160
	Communication module service			n module service	2,680	3,271	591	_
	Net additional subscriptions (thousands)				657	236	-421	1,850
		Total handsets sold			11,837	10,473	-1,364	-
Cel	Handsets sold			New Xi subscription	1,157	1,883	725	_
Cellular phone	`	(thousands) (Including handsets sold		Change of subscription from FOMA	2,994	3,604	610	_
	•			Xi handset upgrade by Xi subscribers	176	933	757	_
ੀ ਰ	witho	out		New FOMA subscription	2,280	1,533	-747	_
ne		involving sales by DOCOMO)		Change of subscription from Xi	10	30	20	_
	by Docomo))COIVIO)	FOMA handset upgrade by FOMA subscribers	5,220	2,491	-2,730	_
	Churn rate (%)				0.77	0.86	0.09	_
	Aggregate ARPU (yen)				4,900	4,600	-300	4,530
	Voice ARPU (yen)				1,850	1,450	-400	1,320
	Packet ARPU (yen)				2,660	2,670	10	2,700
	Smart ARPU (yen)				390	480	90	510
	MOU (minutes)				119	108	-11	_

Principal Services: Miscellaneous Data

		FY2013/1Q (1)	FY2013/2Q (2)	Changes (1)→ (2)
dmarket				
	dvideo subscriptions (Millions)	4.46	4.46	_
	dhits subscsiptions (Millions)	1.25	1.55	0.30
	danime store subscriptions (Millions)	0.81	1.01	0.20
	dmusic cumulative downloads (Millions)	23.72	26.50	2.78
	dbook cumulative downloads (Millions)	151.36	167.70	16.34
do	como Service Pack			
	Osusume Pack subscriptions (Millions)	0.84	1.42	0.58
	Anshin Pack subscriptions (Millions)	1.36	2.63	1.27
Ot	Other new businesses			
	Karada-no-Kimochi subs (Millions)	0.06	0.23	0.17
	NOTTV subscriptions (Millions)	1.22	1.48	0.26

Aggregate ARPU/MOU

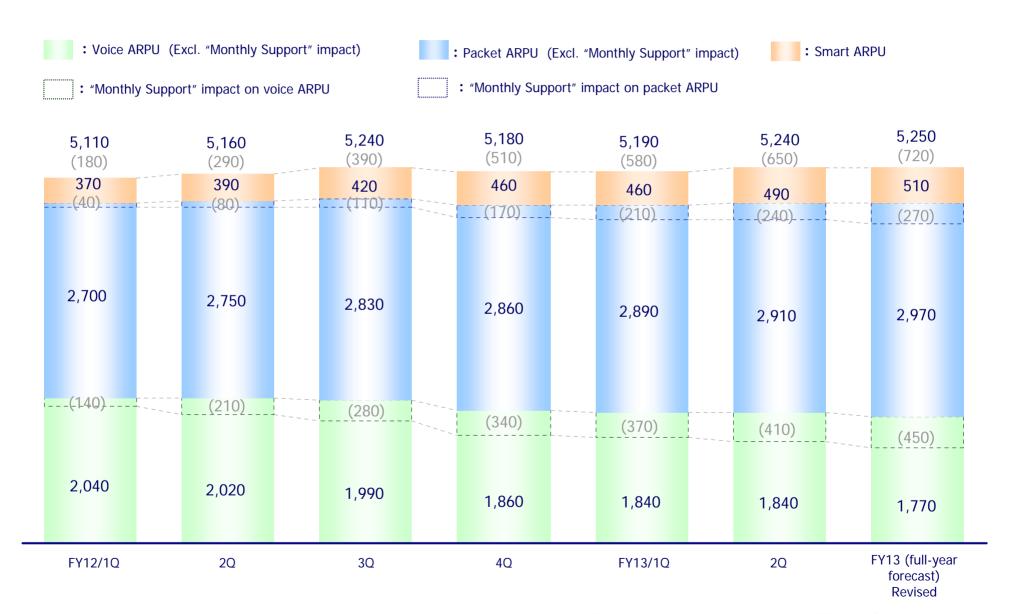


[◆] ARPU data contained in this document are calculated based on the new ARPU definition

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

Aggregate ARPU (Exclusive of "Monthly Support" Impact)

(Yen)



[▶] Smart ARPU is not impacted by "Monthly Support" discounts

^{*} Numbers in parentheses indicate impact of "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 Method

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," "Mail Address Storage" and "docomo Business Transceiver" 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 (Revised Forecasts)	Year ended March 31, 2013	Six months ended September 30,2012	Six months ended September 30,2013
a. EBITDA	¥ 1,581.0	¥ 1,569.3	¥ 806.6	¥ 826.5
Depreciation and amortization	(713.0)	(700.2)	(324.2)	(339.1)
Loss on sale or disposal of property, plant and equipment	(28.0)	(31.9)	(11.3)	(14.2)
Operating income	840.0	837.2	471.1	473.2
Other income (expense)	2.0	(3.8)	(5.5)	8.6
Income taxes	(333.0)	(334.6)	(184.2)	(184.6)
Equity in net income (losses) of affiliates	(7.0)	(18.0)	(0.5)	(0.0)
Less: Net (income) loss attributable to noncontrolling interests	8.0	10.3	5.0	3.2
b. Net income attributable to NTT DOCOMO, INC.	510.0	491.0	285.9	300.4
c. Operating revenues	4,640.0	4,470.1	2,207.3	2,199.0
EBITDA margin (=a/c)	34.1%	35.1%	36.5%	37.6%
Net income margin (=b/c)	11.0%	11.0%	13.0%	13.7%

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 ending March 31, 2014 (Revised Forecasts)	Year ended March 31, 2013	Six months ended September 30,2012	Six months ended September 30,2013
"Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes"	¥ 300.0	¥ 225.6	¥ 56.2	¥ 199.3
Irregular factors (1)	-	147.0	147.0	-
Effect of transfer of receivables (2)	-	(242.0)	(254.0)	-
Changes in investments for cash management purposes (3)	-	99.9	(20.3)	(72.0)
Free cash flows	300.0	230.5	(71.2)	127.2
Net cash used in investing activities	(741.0)	(701.9)	(458.2)	(452.4)
Net cash provided by operating activities	1,041.0	932.4	387.0	579.7

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. Net cash provided by operating activities includes the effect caused by the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION for cash management purposes except for the year ended March 31, 2013 and for the six months ended September 30, 2012.

⁽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 includes changes in investments for cash management purposes except for the year ended March 31, 2013. 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.



docomo

Special Note Regarding 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 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 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 be 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 the intellectual property rights of others. In addition, the illicit use by a third party of the intellectual property rights owned by our corporate group could reduce our 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 telecommunications 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.

Company names, product names, service names, logos and brands included in this document are the trademarks or registered trademarks of NTT DOCOMO, INC. or their respective organizations.

- •iPhone is a trademark of Apple Inc.
- •The iPhone trademark is used under a license from Aiphone K.K.