

NTT DOCOMO Group

CSR Report 2010

NTT DOCOMO Group CSR Report 2010

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Editorial Policy

Editorial Policy

DOCOMO issues an annual CSR Report to further dialogue with stakeholders. This report summarizes DOCOMO's philosophy and initiatives relating to corporate social responsibility (CSR). Effort is made every year to enhance the report's content.

As with last year's edition, the 2010 edition of the report is published on our website. The report consists of four features based on the CSR Message of NTT DOCOMO, "Customer Service," "Consistent Quality," "Safety and Security," and "Environmental Protection," and four sections on social contribution activities, employees, initiatives related to business partners, and management structure, for a total of eight sections.

Period Covered

The report generally covers fiscal 2009, which is from April 1, 2009 to March 31, 2010, although some information pertains to time periods before or after fiscal 2009.

Scope of Report

The report generally applies to the DOCOMO Group, which consists of NTT DOCOMO Inc. and its 26 subsidiaries that handle the Group's various functions. 'DOCOMO' refers to the DOCOMO Group. 'Consolidated' refers to NTT DOCOMO Inc., 26 functional subsidiaries and other subsidiaries. In special cases, the names of applicable companies are listed.

26 Functional Subsidiaries (as of May 1, 2010)

DOCOMO Service Inc., DOCOMO Engineering Inc., DOCOMO Mobile Inc., DOCOMO Support Inc., DOCOMO Systems, Inc., DOCOMO Business Net Inc., DOCOMO Technology, Inc., DOCOMO Service Hokkaido Inc., DOCOMO Engineering Hokkaido Inc., DOCOMO Service Tohoku Inc., DOCOMO Engineering Tohoku Inc., DOCOMO Service Tokai, Inc., DOCOMO Engineering Tokai Inc., DOCOMO Mobile Tokai, Inc., DOCOMO Service Hokuriku, Inc., DOCOMO Engineering Hokuriku Inc., DOCOMO Service Kansai Inc., DOCOMO Engineering Kansai Inc., DOCOMO Mobile Media Kansai Inc., DOCOMO Service Chugoku Inc., DOCOMO Engineering Chugoku, Inc., DOCOMO Service Shikoku Inc., DOCOMO Engineering Shikoku Inc., DOCOMO Service Kyushu Inc., DOCOMO Engineering Kyushu Inc., DOCOMO I Kyushu Inc.

Published

November 2010

(Reference: Previous report issued November 2009; Next issue planned for November 2011)

Reference Guidelines

- *Sustainability Reporting Guidelines Version 3.0 (G3)*, Global Reporting Initiative (GRI)
- *Environmental Reporting Guidelines FY2007 Version*, Japan Ministry of the Environment

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(Clicking the link will launch your e-mail software.)

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CSR Message of NTT DOCOMO

DOCOMO has established the CSR Message of NTT DOCOMO, a statement that provides stakeholders with an understanding of DOCOMO's basic approaches and stances with regard to CSR. The statement has four components, "Customer Service," "Consistent Quality," "Safety and Security," and "Environmental Protection."

Connecting people. Connecting society. Opening the doors to new worlds.

NTT DOCOMO helps to make life richer and more convenient through innovative solutions that connect people with other people, and individuals with society, anyplace and anytime. By listening both to individual customers and society as a whole, we strive to create mobile products and services that not only enrich society, but also make it more sustainable.

Customer service

Never stop striving to offer services that benefit customers and the society they live in.

Consistent quality

Provide reliable communication quality on an unbroken basis, even during natural disasters.

Enrichment.
Convenience.
Sustainability.

Safety and security

Work sincerely and proactively to address mobile-related social issues and ensure information security.

Environmental protection

In all facets of the company's business, reduce environmental impact and strengthen environmental protection.

Note: This CSR Message of NTT DOCOMO is based on the NTT Group's CSR Charter.

Top-Level Commitment

Meeting Society's Expectation with CSR

CSR is a Core Priority for DOCOMO



Ryuji Yamada
President and Chief Executive Officer

Accelerating globalization, widening environmental problems, the increasing spread of broadband and the shrinking and aging of Japan's population—these are indeed times of change, including in the field of mobile phones, where patterns of usage continue to diversify and the quality of communication continues to evolve in an age when virtually everyone now owns a mobile phone.

In such times, our plan is to look 10 and even 20 years ahead to anticipate the needs of society and contribute meaningfully to a sustainable society that brings fulfillment to as many people as possible. To ensure innovative solutions, we also listen closely to the voices of customers and society as a whole.

In the past year, I believe DOCOMO helped to make society safer, more enriched and increasingly sustainable through significant achievements in the key fields of corporate social responsibility: environmental protection, safe and secure mobile phone societies, emergency preparedness and universal design. I now would like to tell you about these achievements.

Peace of Mind for All Customers All the Time

As mobile phones spread throughout society and the methods of communication further evolve, DOCOMO remains keenly aware that in some cases such trends could have a potentially negative impact on society. We bear a responsibility as a mobile operator to help avoid such unwanted outcomes.

Our top priority is to help prevent minors from encountering problems. During the year, we organized 5,500 Mobile Phone Safety Program Classes for 800,000 students, teachers, PTA members and others to raise awareness of mobile phone etiquette and how to deal with mobile phone-related issues. Since launching this program in 2004, we have conducted 14,700 classes for nearly 2.3 million people, and we have donated educational videos to 31,500 schools nationwide.

In April 2009, we began offering classes to teach senior citizens how to protect themselves against billing fraud and other mobile-related issues. During the fiscal year, DOCOMO has conducted 600 classes for 14,800 people.

To protect children from malicious mobile websites we further enhanced our access-restriction services, which enable parents to determine the appropriate level of access to certain types of sites for their children.

Under our "docomo Hearty Style" concept, we continued to adopt universal designs for our stores and mobile phones. Barrier-free flat-surface entryways were introduced at docomo Shops and employees were further educated about the special needs of senior citizens and people with disabilities who visit docomo Shops for customer service.

To ensure mobile connectivity in times of disasters, we reinforced the DOCOMO mobile network with more dual-stream systems and seismic-reinforced communication facilities. We also expanded our multi-route transmission capacity and added more mobile base-station vehicles equipped with satellite links and other equipment for restoring network service as fast as possible in the event of natural disasters. Messages posted on our Disaster Message Board Service were made searchable from the networks of five mobile operators, and we expanded usage of our Area Mail Disaster Information Service, which relays disaster-related emergency information from public offices to individuals via mobile phone.

Countering Global Warming with ICT and Energy Savings

DOCOMO is making a comprehensive effort to help society achieve a low-carbon profile to combat global warming.

Our information and communication technologies (ICT), for example, help make the movements of people and goods more efficient, resulting in fewer greenhouse gas emissions.

We are actively reducing such emissions generated by our business, a large portion of which is from the electric power we consume to maintain our mobile communication network. Although customer expansion and service enhancement tend to drive up power consumption, we strive to balance such effects with global-warming countermeasures. At our Tachikawa ICT Ecology Center established in the fiscal 2008, we achieved 66% reduction of CO₂ emissions in tests of energy-efficient facilities fitted with DC power systems, advanced cooling technologies and low-consumption servers. We now aim to apply these technologies in actual DOCOMO communication facilities.

Under the "docomo Woods" reforestation program started in 1999, we planted trees in five new locations during the year, meaning that 48 locations with a total area of 192 hectares have been replanted so far. In fiscal 2010 we intend to plant trees in all remaining prefectures as part of this initiative to protect biodiversity.

Customers continued to support DOCOMO's mobile phone recycling program in fiscal 2009, raising the number of used handsets collected since 1998 to 72.54 million.

Enhancing CSR through Dialogue and Collaboration

In addition to the above, DOCOMO made significant progress with other important social contributions in fiscal 2009.

A good example is our cooperation with a research project to build statistical data on trends in population distribution and shifts, which we supported by contributing peta-level (10^{15}) operating data from our mobile network. The statistics will be utilized for the enhanced planning of cities, preparation for natural disasters and vitalization of local economies.

In September 2009 we introduced the NTT DOCOMO CSR Procurement Guidelines to collaborate with suppliers in socially responsible procurement practices.

As part of our tireless efforts to achieve better CSR results each year, we will continue to engage our stakeholders actively in dialogue and collaboration. Going forward, we remain committed to our CSR program covering human rights, labor, governance and a broad range of other socially significant fields in which DOCOMO wishes to make positive contributions.

June 2010

CSR Promotional Framework

Group-Wide Implementation Based on CSR Message

NTT DOCOMO's CSR Activities



Katsuhiro Nakamura
Senior Vice President
Managing Director
Corporate Citizenship Department

The CSR Message of DOCOMO, which focuses on customer service, consistent quality, safety and security, and environmental protection, was created to help stakeholders understand the company's CSR policy. The message represents a system for putting DOCOMO's philosophy, business strategies and commitments into action, aiming to reflect the opinions of stakeholders as the company proactively confronts societal issues through its business. The message also serves as a guideline for the implementation of specific CSR programs. The message defines the six categories targeted under DOCOMO's CSR program: customers, society, the environment, management, employees and business partners. Initiatives for each of these categories are developed and managed under the plan/do/check/act (PDCA) cycle.

Positioning the CSR Message

Corporate Philosophy

We will satisfy our customers.

We will create a new communication culture.

We will fully utilize individual potential.

New DOCOMO Commitments

1. We will revamp our brand and strengthen ties with our customers.
2. We will actively seek out the voices and opinions of our customers so that we can continue to exceed their expectations.
3. We will continue to drive innovation so that we can earn the respect and admiration of people worldwide.
4. We will become an organization whose energetic staff is capable of overcoming all challenges in pursuit of our corporate vision.

CSR Message of NTT DOCOMO

Connecting people. Connecting society.
Opening the doors to new worlds.

NTT DOCOMO helps to make the wider and more connected through innovative solutions that connect people with other people, and individuals with society, anytime and anywhere. By listening both to individual customers and society as a whole, we strive to create mobile products and services that not only enrich society, but also create a more sustainable.

Customer service

Have staff striving to offer services that benefit customers and the society they live in.

Consistent quality

Provide reliable communication services on various networks and integrated services.

Safety and security

Work steadily and proactively to address sophisticated social issues and ensure information security.

Environmental protection

Full focus on the company's business, environmental impact and sustainable communication services.

Good work. Good service. Good society.

NTT Group CSR Charter



[To the NTT Group CSR page](#)

Six CSR Categories

Category 1: Customers	Customer satisfaction, Universal design, and Product and service quality
Category 2: Society	Safety and security, Contributions to society, and Emergency preparedness
Category 3: Environment	Network facilities, Customer channels, and Management
Category 4: Management	Governance, Compliance, and Information security
Category 5: Employees	Diversity and Personnel development
Category 6: Business partners	Procurement

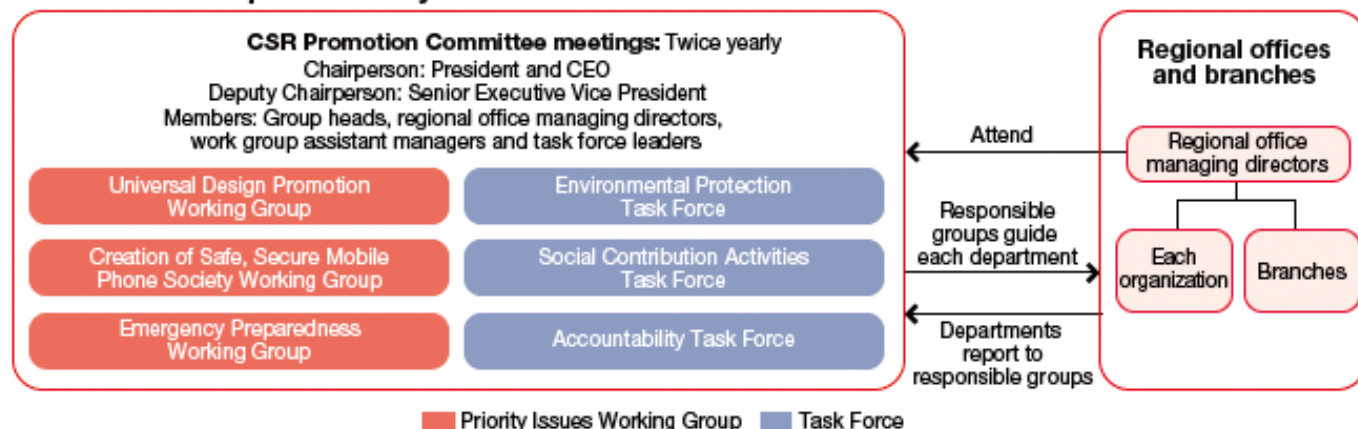
CSR Initiatives Starting from the Top

The CSR Promotion Committee chaired by DOCOMO's president strives to enhance the planning and execution of each CSR initiative.

The committee holds twice-annual plenary sessions and maintains working groups and subcommittees to manage high-priority issues, including universal design, safety and security in mobile society, disaster preparedness, global environmental protection, social contributions and accountability. A key task is the development of CSR guidelines and strategies best suited to the specific tasks and issues faced by DOCOMO offices and shops. Decisions are implemented throughout the DOCOMO group. In fiscal 2009, the committee took action in eight major areas (see below).

Going forward, DOCOMO will continue to monitor and strengthen its CSR system and initiatives in step with the needs of society.

Nationwide CSR promotion system



Achievements in Fiscal 2009

Customer Service

Universal design at docomo Shops:

- Over 90% of 2,390 docomo Shops (as of March 2010) had fully level floors, over 70% had accessible restrooms and parking, and 60 had video phones for people who require sign language.
- Approximately 1,600 people at docomo Shops were trained how to serve the special needs of seniors and people with disabilities.

Consistent Quality

Disaster preparedness:

- Added redundancy to facilities and transmission paths, and conducted seismic upgrades of structures and towers.
- Introduced all-carrier emergency bulletin board service.
- Actively promoted Area Mail Disaster Information Service.
- Introduced 9 satellite-linked mobile base-station vehicles nationwide.

Safety and Security

Mobile Phone Safety Classes:

- Held 5,500 classes nationwide for 800,000 children and guardians.
- Distributed videos based on class curriculum to 31,500 elementary and junior high schools.
- Held 600 classes for 14,800 seniors.

Access Restriction Service:

- Selectively launched Web Restriction, mainly for young schoolchildren.
- Enhanced customization feature with new time setting (April 2010).

Environmental Protection

Energy-saving infrastructure:

- In demonstration at Tachikawa ICT Ecology Center, reduced CO₂ emissions by up to 66% compared to conventional facility.

Mobile phone recycling:

- Collected 3.76 million handsets, raising total to 72.54 million.

Eco-friendly products:

- Launched handset equipped with solar panel.
- Develop highly efficient solar-powered phone charger.

docomo Woods:

- Established five new forests.

Relationship to NTT Group's CSR Priority Activities

The NTT Group has established the NTT Group CSR Priority Activities, which are to be engaged in by the group's member companies. The NTT DOCOMO Group therefore has set goals in line with these priority activities. The relationship between the NTT Group's eight priority activities and the NTT DOCOMO Group's initiatives is as follows.

NTT Group's CSR Priorities

CSR Goals	CSR Activities
Communication between people and their communities	Activities that contribute to the further evolution of an ubiquitous society
Communication between people and the global environment	Mitigation of global warming Waste reduction Reduction of paper consumption
Safe and secure communication	Ensuring information security Ensuring stable and reliable services as critical infrastructure
Team NTT communication	Activities that contribute to respect for diversity and equal opportunity Social contribution activities

NTT DOCOMO Group's CSR Initiatives

CSR Area	Initiatives
Customer Service	<ul style="list-style-type: none"> Customer satisfaction Universal design
Consistent Quality	<ul style="list-style-type: none"> Product and service quality Emergency preparedness
Safety and Security	<ul style="list-style-type: none"> Safety and Security
Environmental Protection	<ul style="list-style-type: none"> Network facilities Customer channel Management Nature conservation
Social Contribution Activities	<ul style="list-style-type: none"> Social contributions
Creating a Better Work Environment	<ul style="list-style-type: none"> Diversity Work-life balance Human resources development
Working with Business Partners	<ul style="list-style-type: none"> Relations with suppliers, docomo Shops, etc.
Management Structure	<ul style="list-style-type: none"> Corporate governance system Compliance Information security

Stakeholder Relations

Making Improvements with Stakeholder Feedback

DOCOMO's business operations are founded on relationships with a variety of stakeholders, including customers, sales agents (docomo Shops), shareholders, investors and business partners.

With business expanding and cellular subscribers increasing year on year, we have greater responsibilities to more diverse stakeholders. With society changing, the needs and concerns of stakeholders themselves have also grown more diverse.

In the light of this, DOCOMO is actively working to establish dialogue in order to meet and address stakeholders' expectations and concerns. Through dialogue we will improve our activities and forge strong relationships with stakeholders while contributing to society's sustained growth.

Stakeholders



Stakeholder Relations and Communication

Stakeholders	Stakeholder relations	Primary methods of communication
Customers	<p>DOCOMO mobile phones are used by about 56 million customers with increasingly diverse needs. Customers include all age groups and people with disabilities. We carefully consider views and requests from customers to provide safe, secure and high-quality products and services.</p>	<ul style="list-style-type: none"> ▪ docomo Shops (staff service) ▪ docomo Information Centers (customer service over the phone) ▪ Web-based opinion surveys and customer questionnaire surveys ▪ Posted examples of website improvements
Sales Agents (docomo Shops)	<p>DOCOMO provides its products and services at docomo Shops (2,390 throughout Japan as of March 31, 2010) and other sales agents. docomo Shops serve as places to meet people of the local community. We support these shops in various ways, including by training staff to provide high-quality customer service. In fiscal 2009, we focused particularly on training staff in effectively serving seniors and people with disabilities.</p>	<ul style="list-style-type: none"> ▪ Staff training
Shareholders/Investors	<p>DOCOMO discloses information in a timely, appropriate and proactive manner to shareholders, investors and all other market participants. The feedback we receive is used to improve corporate management and services. It is our policy to continually provide a stable dividend as we recognize the importance of returning profits to shareholders. We had 330,101 shareholders as of March 31, 2010.</p>	<ul style="list-style-type: none"> ▪ "docomo Tsushin" (quarterly newsletter for shareholders) ▪ Annual reports ▪ Investor relations site ▪ Electronic mailings ▪ Earnings presentations ▪ Ordinary general meetings of shareholders
Business Partners	<p>We do business with a wide range of business partners, including handset manufacturers, contents providers, and telecommunications equipment manufacturers, just to name a few. We work to build strong relationships based on trust and mutual understanding with business partners in order to develop and provide quality products and services.</p> <p>Also, in fiscal 2009, we established the NTT DOCOMO CSR Procurement Guidelines and put them into practice.</p>	<ul style="list-style-type: none"> ▪ Meetings to exchange opinions ▪ Meetings to improve operations ▪ CSR procurement briefings

Stakeholders	Stakeholder relations	Primary methods of communication
Employees	As of March 31, 2010, there were 22,297 DOCOMO employees (consolidated). Our workforce has diversity of gender, nationality and age, and we work to create workplace environments that instill pride and motivation in all employees and that facilitate open, dynamic communication.	<ul style="list-style-type: none"> ▪ Meetings with executives to exchange opinions ▪ Intranet site ▪ Counseling ▪ Consultation desks ▪ Discussions with labor
Local Communities Nonprofit Organizations Nongovernmental Organizations	In order to further expand the FOMA service area, DOCOMO is adding base stations around the country while obtaining the understanding and cooperation of local residents. In addition, we hold Mobile Phone Safety Classes at elementary schools, middle schools, high schools and local community centers. DOCOMO sends instructors to raise awareness of mobile phone etiquette and means of avoiding problems, and also provides grants to community groups and makes donations to social welfare organizations.	<ul style="list-style-type: none"> ▪ Meetings to exchange opinions ▪ Grants ▪ Booklet publication ▪ Mobile Phone Safety Classes ▪ Collaboration in environmental education programs for children
Government/Public Institutions	DOCOMO participates in roundtable discussions, research seminars and other events put on by the government in connection with telecommunications. We also actively engage in initiatives with a strong public component. For example, we have concluded an agreement with the Ground Self-Defense Forces on providing cooperation during disasters. We also promote mobile phone recycling in partnership with the Telecommunications Carriers Association. We also distribute educational videos for Mobile Phone Safety Classes held at elementary schools and middle schools in consultation with school boards around the country.	<ul style="list-style-type: none"> ▪ Government roundtable discussions and research seminars ▪ Various events ▪ Telecommunications Carriers Association ▪ Boards of Education throughout Japan ▪ Concluding agreements with local governments
Global Environment	DOCOMO is committed to contributing to society and is involved in a range of activities to protect the environment, including global warming prevention, effective resource use, and conservation of nature environment.	—

CSR Goals and Achievements

Level of achievement: ◎ Major progress ○ Some progress ✕ No progress

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Customer Service					
Customers					
Customer satisfaction	<ul style="list-style-type: none">▪ Enhancing service and support▪ Communicating with customers▪ Accurate and clear advertising▪ R&D on raising customer satisfaction▪ Hearty Style products and services▪ Hearty Style Customer Support	<ul style="list-style-type: none">▪ Promote initiatives to be No. 1 Ranking in customer satisfactions in fiscal 2010▪ Further strengthen systems for collecting customer feedback and internal feedback systems▪ Promote research and development on improving services in order to raise customer satisfaction▪ Improve convenience for overseas travelers and Japanese customers living overseas	<ul style="list-style-type: none">▪ No. 1 customer satisfaction ranking in the J.D. Power Asia Pacific 2009 mobile phone/PHS service customer satisfaction index studySM for business customers in Japan.▪ Collected requests for NTT DOCOMO and feedback on products and services on a weekly basis and shared the information with upper management and all employees▪ Developed "Touch/Power Media," "Intuitive Search/Navigation," and "Eye-Controlled Earphones"▪ Started environmental sensor network business▪ Established support desks in 12 cities overseas, and expanded overseas customer support to 13 sites, including World Counter Hawaii	○	<ul style="list-style-type: none">▪ Further promote initiatives to achieve the No. 1 ranking in customer satisfaction in fiscal 2010▪ Provide services in the areas of health and medical care and the environment and ecology through continued development of social support services▪ Further enhance services and support for people going overseas for short trips and long-term stays
Universal design		<ul style="list-style-type: none">▪ Promote universal design functions in phones and work to unify product operations; clearly convey these initiatives to customers▪ Make all docomo Shops barrier-free to the extent possible by fiscal 2012▪ Improve products and services for customers with hearing impairments and install more sign-language-support videophones at docomo Shops	<ul style="list-style-type: none">▪ Posted easy-to-follow information on universal design conscious functions on our website▪ Made 543 docomo Shops barrier-free on a nationwide basis▪ Installed new sign-language-support videophones at 60 docomo Shops	◎	<ul style="list-style-type: none">▪ Improve usability based on universal design principles, promote use of functions, and consider functions for seniors▪ Promote barrier-free facilities at docomo Shops where it is possible as of the end of fiscal 2008▪ Improve products and services for customers with hearing impairments and install more sign-language-support videophones at docomo Shops

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Consistent Quality					
Customers					
Product and service quality	<ul style="list-style-type: none">▪ Coverage area improvement and expansion- Ensuring stable communications- Product quality assurance▪ Radio frequency radiation safety considerations	<ul style="list-style-type: none">▪ Enhance response to customer feedback on coverage area (on-site survey within 48 hours, in principle)▪ Continue to track research developments in Japan and overseas related to radio frequency radiation safety and actively participate in research activities	<ul style="list-style-type: none">▪ Started Keitai Tenken Service (used approx. 3.52 million times)- Strengthened system for responding to customer feedback on coverage area (visit and survey (within 48 hours, in principle) conducted approx. 55,000 times)▪ Conducted signal quality surveys on Japan's top 100 mountains▪ Held expert lectures for employees to inform them of trends in regulations related to radio frequency radiation safety and the latest research findings from Japan and overseas	◎	<ul style="list-style-type: none">▪ Strengthen after-sales service while considering customer convenience- Continue working to enhance response to customer feedback on coverage area (visits within 48 hours in principle) and strive to further improve customer satisfaction▪ Continue to monitor research trends in Japan and overseas on radio frequency radiation safety and actively participate in research activities
Society					
Emergency preparedness	<ul style="list-style-type: none">▪ Disaster preparedness	<ul style="list-style-type: none">▪ Deployed 9 mobile base-station vehicles equipped with satellite links nationwide▪ Deployed 52 vehicles that function as mobile base stations nationwide▪ Deployed 65 mobile power generators	<ul style="list-style-type: none">▪ Deployed 9 mobile base-station vehicles equipped with satellite links nationwide▪ Deployed 60 vehicles that function as mobile base stations nationwide▪ Deployed 70 mobile power generators nationwide▪ Conducted simulation on responding to an earthquake occurring directly under Tokyo▪ Conducted measures to quickly restore communications affected by heavy rains, typhoons, etc.▪ Began providing a multi-company search function for disaster message boards	◎	<ul style="list-style-type: none">▪ Deploy 4 mobile base-station equipped with satellite links▪ Conduct comprehensive disaster preparedness drills for a potential Tokai earthquake▪ Further improve i-mode Disaster Message Board Service to make it easier to use▪ Promote more widespread use of the Area Mail Disaster Information Service

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Safety and Security					
Society					
Safety and security	<ul style="list-style-type: none">▪ Addressing impact on children- Dealing with spam email and nuisance calls- Phone etiquette▪ Preventing fraud▪ Ensuring information security▪ Products and services for keeping children safe▪ Research and development for the future	<ul style="list-style-type: none">▪ Plan to hold approximately 6,000 Mobile Phone Safety Classes▪ Distribute (approx. 33,000) free video materials (DVD, etc.) with Mobile Phone Safety Classes content to elementary and middle schools nationwide▪ Start Mobile Phone Safety Classes for seniors with information on preventing billing fraud and create instructional videos	<ul style="list-style-type: none">▪ Conducted Mobile Phone Safety Classes approximately 5,500 times (attendance of approx. 800,000), added Mobile Phone Safety Classes for seniors and conducted the classes approximately 600 times (attendance of approx. 14,800)▪ Distributed free video materials with Mobile Phone Safety Class content to elementary and middle schools nationwide (distributed to approx. 31,500 schools)▪ Started providing Web Restriction Menu with minimal links primarily for elementary and middle school students as a part of our Access Restriction Service	○ <	

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Environmental Protection					
Environment					
Network facilities	<ul style="list-style-type: none">▪ Preventing global warming▪ Saving resources and reducing waste▪ Developing environmentally-friendly phones▪ Communicating with customers▪ Environmental management systems▪ Complying with environmental laws and regulations▪ Promoting green procurement▪ Environmental contribution activities	<ul style="list-style-type: none">▪ Continue installing environmentally-friendly telecommunications equipment▪ Continue promoting feasibility of cutting edge energy-saving technologies at the Tachikawa ICT Ecology Center, a data center for testing▪ Promote installation of facilities that use renewable energies like solar power systems	<ul style="list-style-type: none">▪ Promoted installation of optical feeder stations, energy-saving devices, and high-efficiency electric power sources and air conditioning equipment▪ CO₂ reduction effects demonstrated in first phase of testing at the Tachikawa ICT Ecology Center (CO₂ reduced up to 66% compared to conventional facilities, far exceeding the initial target of 50%)▪ Installed new solar power systems with output of approx. 326 kW at 14 locations (includes initiatives of NTT Green LLP)	◎	<ul style="list-style-type: none">▪ Continue installing environmentally-friendly telecommunications equipment▪ Continue promoting feasibility of cutting edge energy-saving technologies at the Tachikawa ICT Ecology Center, a data center for testing▪ Continue promoting installation of facilities that use renewable energies like solar power systems
Customer channel		<ul style="list-style-type: none">▪ Further promote initiatives to raise awareness of mobile phone recycling▪ Adjust marketing tool pages and further reduce waste volume	<ul style="list-style-type: none">▪ Increased awareness at docomo Shops of mobile phone recycling▪ Adjusted number of pages in general catalog and reduced waste volume▪ Collected handsets at various events▪ Exhibited at Eco-Products 2009▪ Launched sales of solar cell-equipped mobile phones and developed solar cell recharger	○	<ul style="list-style-type: none">▪ Further promote initiatives to raise awareness of mobile phone recycling▪ Adjust marketing tool pages and further reduce waste volume▪ Develop environmentally sensitive products and services▪ Exhibit at Eco-Products 2010

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Management		<ul style="list-style-type: none"> Continue conducting environmental education for employees and further raise employees' environmental awareness Conduct strict, impartial environmental audits and continue improving EMS 	<ul style="list-style-type: none"> Conducted general environmental training for all employees Conducted environmental audits at 27 Group companies Promoted environmental and social contribution activities by employees via the eco-mode club Promoted "Family Environment Minister" ^{※ 1} activities at every employee's home 	○	<ul style="list-style-type: none"> Continue conducting environmental education for employees and further raise employees' environmental awareness Conduct strict, impartial environmental audits and continue improving EMS
Nature conservation		<ul style="list-style-type: none"> Plan to establish docomo Woods in all 47 prefectures Plan to plant approximately 300,000 trees in joint reforestation initiative with the PLDT Group in the Philippines 	<ul style="list-style-type: none"> Established docomo Woods in five new locations, Wakayama, Toyama, Shimane, Gifu and Shizuoka (established in 48 locations nationwide as of March 31, 2010) Planted 359,000 trees in joint reforestation initiative with the PLDT Group in the Philippines 	○	<ul style="list-style-type: none"> Establish docomo Woods in Okinawa to extend the program to all 47 prefectures Hold Summer Vacation docomo Woods Nature Classes at four docomo Woods locations nationwide Continue joint reforestation initiative with the PLDT Group in the Philippines
Social Contribution Activities					
Society					
Social contributions	<ul style="list-style-type: none"> Activities in support of children Social welfare activities Mobile Communication Fund Social contribution activities together with customers 	<ul style="list-style-type: none"> Contribute to sound development of young people through Youth Sports School (soccer and baseball clinics, etc.) Promote Ecocap Movement (plan to collect 850,000 bottle caps) Continue conducting social contribution activities through the Mobile Communication Fund 	<ul style="list-style-type: none"> Conducted Youth Sports School for soccer, baseball, rugby and other sports Participated in Ecocap Movement (collected 1,475,752 bottle caps, equivalent to vaccines for 1,844 people) Mobile Communication Fund carried out academic and welfare support programs (Support for 102 organizations; support for 20 international students from Asia; awarded three people the DOCOMO Mobile Science Prize) 	○	<ul style="list-style-type: none"> Promote the sound development of young people through Youth Sports School (soccer and baseball clinics, etc.) Conduct social contribution activities together with customers Promote Ecocap Movement (plan to collect 1,500,000 bottle caps) Continue conducting social contribution activities through the Mobile Communication Fund

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
For Our Employees and Business Partners					
Employees					
<ul style="list-style-type: none">▪ Diversity▪ Work-life balance▪ Human resources development	<ul style="list-style-type: none">▪ Employment and compensation▪ Human rights awareness▪ Promoting work-life balance▪ Professional skill development▪ Mental health support▪ Communicating with employees	<ul style="list-style-type: none">▪ Continue promoting diversity at the workplace▪ Encourage and fully support employee work-life balance▪ Enhance communication between organizations and between employees	<ul style="list-style-type: none">▪ Enhanced rehiring program for employee leaving the company due to their spouse's transfer or relocation (since March 31, 2010)▪ Fully instituted telecommuting program (April 2010)▪ Held interviews and forums on balancing work and childcare, and 200 people participated▪ Management visited workplaces to get feedback directly from employees (15 visits by the president)	◎	<ul style="list-style-type: none">▪ Continue promoting diversity at the workplace▪ Encourage and fully support employee work-life balance▪ Enhance communication between organizations and between employees
Business partners					
Relations with suppliers, docomo Shops, etc.	Promoting free and fair transactions	<ul style="list-style-type: none">▪ Integrate skill certification and training programs/curriculum for docomo Shop staff▪ Put CSR procurement guidelines into effect	<ul style="list-style-type: none">▪ Instituted Masters Certification as a new skill certification program for docomo Shop staff, and deployed staff capable of making optimal proposals to customers▪ Held briefings for suppliers on CSR procurement (August 2009), put CSR Procurement Guidelines into practice, and published them on our website (October 2009)	◎	<ul style="list-style-type: none">▪ Further enhance skill certifications and training on products and services for docomo Shop staff▪ Conduct various initiatives to firmly establish CSR procurement

Initiatives		Fiscal 2009		Level	Fiscal 2010
		Goals	Major Achievements		Goals
Management Structure					
Management					
<ul style="list-style-type: none">▪ Corporate governance system▪ Compliance▪ Information security	-	<ul style="list-style-type: none">▪ Conduct survey on compliance and human rights awareness▪ Conduct compliance training suited to each position level▪ Distribute the NTT DOCOMO Group Code of Ethics Guidebook to all Group employees	<ul style="list-style-type: none">▪ Conducted survey on compliance and human right awareness for all Group employees (including temporary employees) (December 2009)▪ Conducted compliance seminar for top management (December 2009) and training for Risk Compliance Leaders (September/October 2009)▪ Distributed the NTT DOCOMO Group Code of Ethics Guidebook (2nd edition) to all Group employees (including temporary employees) (September 2009)	◎	<ul style="list-style-type: none">▪ Carry out various measures that include conducting training based on the results of the compliance and human rights awareness survey, etc.▪ Utilize the company compliance website and distribute related information

* 1 A program administered by the Ministry of the Environment that supports families striving to lead environmentally friendly lifestyles ("Eco Families").

Feature: Hearty Style at docomo Shops



Hearty Style at docomo Shops

Making docomo Shops accessible and accommodating



Miho Ikeda, Sales Department



Shop Facilities

Eliminating Steps at Entrances and Installing Wheelchair-accessible Restrooms

We are working to make docomo Shops around the country barrier-free by eliminating steps at entrances, installing wheelchair accessible counters and restroom facilities, ensuring there is adequate space inside shops, and establishing parking spaces for people with disabilities.

Customer Service Skills

Training Held to Further Enhance Hearty Style

Training is conducted to teach staff how to provide customer service for seniors and people with disabilities. The training includes practicing sign language and experiencing use of a wheelchair.



Helpful Services

Communication boards

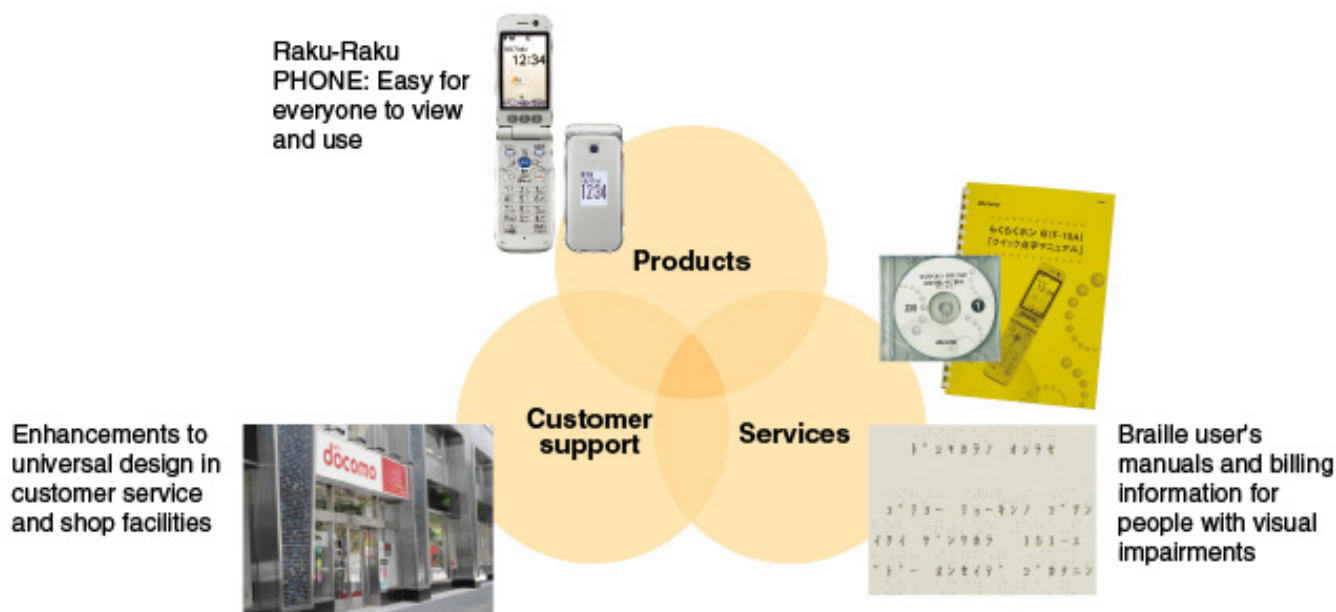
Communication Boards and Sign-language-support Videophones

Communication boards are being installed at docomo Shops to assist people with hearing impairments. Some shops also offer sign language support via videophone.

Universal Design Promoted from Three Customer-Oriented Perspectives

We promote universal design initiatives from three perspectives—products, customer support, and services—in order to provide products and services that are easy to use for each and every customer. For docomo Hearty Style initiatives, it is important to raise employee awareness of universal design and strengthen initiatives from various perspectives. To this end we are working to raise awareness and improve customer service skills through universal design seminars and practical training sessions that involve use of sign language and wheelchairs.

Three perspectives for universal design initiatives



Making Nationwide docomo Shops Barrier-Free



Entrance with no steps



Wheelchair accessible restroom

Based on the docomo Hearty Style philosophy, in fiscal 2009 we implemented measures that included eliminating steps at entrances, installing wheelchair accessible counters and restroom facilities, ensuring adequate space within shops, and establishing parking spaces for people with disabilities at 543 docomo Shops around the country. Going forward, we intend to continue making our docomo Shops around the country as barrier-free as possible.

At the same time we are focused on improving the customer service skills of docomo Shop staff members. Acquisition of these skills is being promoted from various perspectives through practical training in how to provide service and assistance for seniors and people with disabilities.

Stakeholder Perspective

Hearty Style Helps Make Society More Livable



My organization is involved in training licensed service helpers (called "care-fitters") to help bring about a society in which people lead enriching lives in harmony with one another. With Japan having become an ultra-elderly society, DOCOMO's efforts to improve the customer service skills of docomo Shop staff are a very important part of creating a highly livable society.

I hope that DOCOMO continues to put Hearty Style into practice to help bring about a society where all people can live enriching lives.

Tomoko Takagi
Bureau Chief
Nippon Care-Fit Service Association

Goals for Raising Customer Satisfaction

Overall No. 1 Ranking in Mobile Phone/PHS Service Customer Satisfaction Study for Business Customers in Japan

Our medium/long-term management strategy announced in October 2008, "DOCOMO's Change and Challenge for New Growth," includes the target, "Receive No. 1 ranking in customer satisfaction by FY2010," and we have pursued customer satisfaction to achieve this goal.

In fiscal 2009, we launched the Keitai Tenken Service (Mobile Phone Checking Service) and docomo Keitai Soukin (docomo Mobile Remittance) in an effort to increase customer loyalty. A variety of other initiatives were also conducted, including roundly improving signal quality in places where people live and work, and enhancing Battery Pack Anshin Support and Pake-hodai double (Packet Flat-Rate Service).

Owing in part to these efforts, NTT DOCOMO achieved the overall No.1 ranking in the J.D. Power Asia Pacific 2009 Japan Business Mobile Phone Service StudySM, an index that measures customer satisfaction.

* [1](#) We also snared the No. 1 rating in overall customer satisfaction in a survey of PC data card users. * [2](#) In fiscal 2010, we plan to continue and strengthen initiatives from this past fiscal year and do everything possible to further raise customer satisfaction.

* 1 Disclaimer: J.D. Power Asia Pacific 2009 Japan Business Mobile Phone Service StudySM. Study based on a total of 3,309 responses from 2,632 companies with 100 or more employees (up to two responses from one company) about telecommunications firms who supply a mobile telephone / PHS service. www.jdpower.co.jp

* 2 Source: "15th mobile phone (personal use) survey 2009, overall satisfaction rating" by Nikkei BP Consulting, Inc. Based on responses from 4,400 men and women nationwide.

Enhancing Service and Support

My Info Mail Provides Optimal Customer Support Information

The new My Info Mail service was launched in June 2009 in order to provide optimal after-sales service for each individual customer.

The service mails optimal customer support information (packet communication charges are not applied) to the mobile phones of customers who have registered for the service. Depending on phone usage and order reception conditions, the customer is shown how to obtain discounts that match monthly usage patterns or rights to the Battery Pack Anshin Support service.

Such services had primarily been provided to customers visiting docomo Shops (based on the customer's initiative), but we are now working to further enhance after-sales support by more actively reaching out to customers.

Expanding Support Desks for Customers Using Mobile Phones Overseas

NTT DOCOMO is working to expand its network of support desks located overseas in order to better serve customers on short trips, long-term stays or study abroad programs. In addition to docomo World Counter in Honolulu, which was established in 2005, in fiscal 2009 we set up new docomo Support Desks in London in March, New York in September, and Shanghai in October. Moreover, in January 2010 we began operating support desks in nine locations—Paris, Singapore, Hong Kong, Taiwan, Bali, Bangkok, Seoul, Beijing and Guam—through contracts with JTB Business World Tokyo and Kinki Nippon Tourist. As of March 2010, we now offer support desks in 13 cities around the world.

These support desks provide free phone battery charging services and handle questions on use and operation of mobile phones overseas. In addition, the Hawaii, London, New York and Shanghai locations sell local mobile phones and take reservations for DOCOMO mobile phone contracts from customers returning to Japan following long stays abroad.

Keitai Tenken Service Launched to Keep Mobile Phones in Top Condition

In July 2009 docomo Shops nationwide launched the Keitai Tenken Service (Mobile Phone Checking Service) to make sure customers have secure and convenient use of their phones at all times.

The service involves docomo Shop staff conducting checkups and cleaning free of charge in order to keep customers' mobile phones in top condition.

Coinciding with the start of the Keitai Tenken Service, enhancements were also made to the Battery Pack Anshin Support service, which provides DOCOMO Premium Club members who have used the same FOMA terminal for an extended period of time with a new battery pack. In addition to a conventional battery pack, members now have the option of choosing a supplementary charge adapter.

More Peace of Mind for Customers

DOCOMO wants to instill complete peace of mind in every customer it serves. To this end we are adding additional services for customers considering a DOCOMO phone as well as services for customers already with us.

In fiscal 2009, we began providing the Receive Anywhere Service for Repaired Mobile Phones in June, which allows customers who have turned in their mobile phones for repair to pick them up at a shop or receive them at a location of their choosing. The home delivery option for repairs, which we have offered for some time, has been integrated into the menu of options for the new service. Customers can now have their phones delivered free of charge to either the subscriber address or billing address anywhere in Japan.

We also offer a mobile phone data recovery service for FOMA handsets that have been damaged by water. If your phone has been exposed to water and no longer turns on, we will retrieve the data to the extent possible, copy the data onto a CD and send you the CD.

Communicating with Customers

Multiple Channels for Customer Feedback

DOCOMO has a number of different channels for customers to voice their comments and concerns. These include docomo Shops, the docomo Information Center, which provides general customer service over the phone (toll-free from mobile phones at 151), and dedicated toll-free access numbers like 113 for technical issues and area network status. Customers may also opt to contact us by email.

Customer service is available in English, Portuguese, Chinese, Spanish and Korean when customers contact us by phone.

General orders and inquiries are taken from 9:00 a.m. to 8:00 p.m. year round. Support for urgent matters such as loss or theft is provided 24 hours a day, 365 days a year.

Calls to the docomo Information Center (FY 2009)

Total Calls	23.16 million calls
Monthly Average	1.93 million calls

Customer Feedback and Employee Observations Improve Products and Services

We compile requests made to DOCOMO and feedback on products and services on a weekly basis and share the information with top management and all employees. The information includes daily comments provided by customers as well as feedback collected when customers visit docomo Shops or through customer questionnaire surveys conducted after customers use the docomo Information Center.

In addition, when staff members sense the need to make changes or improvements based on their daily interactions with customers, their observations are compiled into an internal database and the information is shared with other employees.

Every employee uses such customer feedback and employee observations to improve products and services. Examples of improvements made through initiatives originating in actual customer comments and requests are provided on our website.

Major Improvements Made in FY2009 Based on Customer Feedback

Request: A waterproof Raku-Raku PHONE

Improvement:

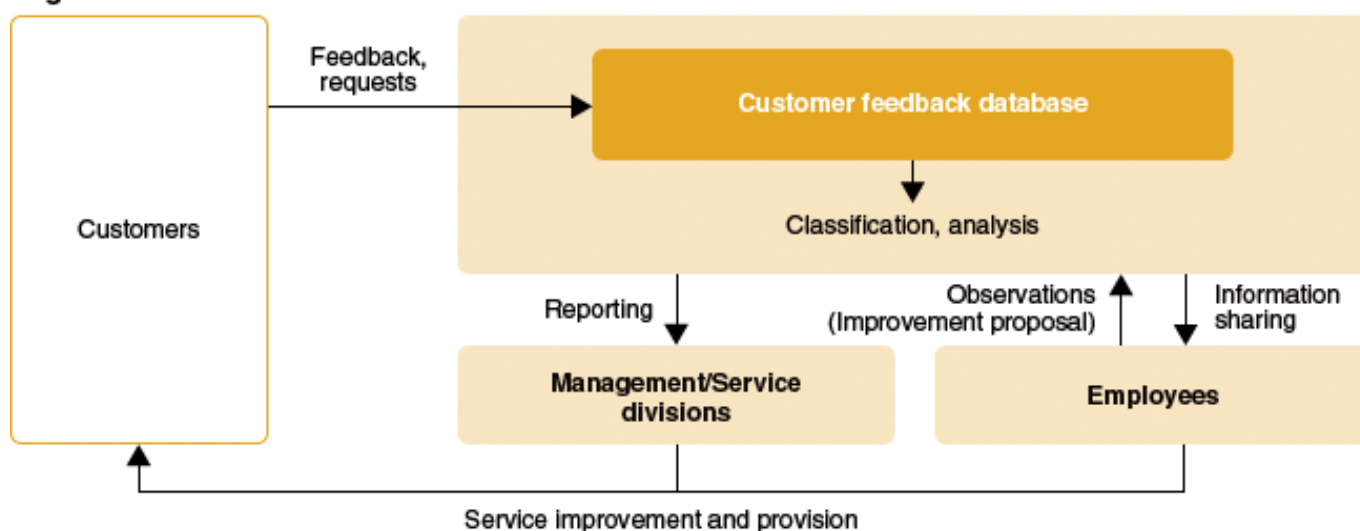
In August 2009 we launched Raku-Raku PHONE 6, the first waterproof and dust-proof handset in the Raku-Raku PHONE series. The phone represents the further evolution of the Raku-Raku PHONE concept of simple, user-friendly and secure phones. It comes with digital television (one-seg) capability and provides support for daily living.

Request: Mobile phone checkups anytime at docomo Shops

Improvement:

In July 2009 we launched the Keitai Tenken Service (Mobile Phone Checking Service) at docomo Shops nationwide. The service provides free checkups and cleaning by docomo Shop staff to keep customers' phones in top condition.

Organizational Structure to Promote Customer Satisfaction



Contest Improves Skills of docomo Shop Staff



Master of the Year 2009 awards ceremony

The docomo Shop Staff Service Contest seeks to encourage friendly, effective customer service on the part of staff members. The contest had been held at the regional office level, but in fiscal 2009 we held our first nationwide contest, called "Master of the Year 2009." Regional competitions were held in October, and nine winners representing the regional offices participated in the national contest in February 2010, putting their customer service abilities to the test. In addition, a DVD was created of the contestants in action and distributed to docomo Shops in order to use the contest results to raise the ability levels of shop staff.

Easy-to-Understand Billing Plans

Optimal Billing Plan Analysis on i-mode, DOCOMO's Website and at docomo Shops

The Perfect Billing Plan Analysis service is offered on our i-mode and computer websites to assist individual customers in choosing the billing plan and discount services that are right for them.

The service determines the billing plan that best matches that customer based on billing amounts, packet communication charges and other information the customer inputs. On the website version, analysis can be done for families on a combined basis.

For customers wanting more a more detailed analysis of their charges, we offer one-on-one consultation services at docomo Shops.

Change #3

New symbols were added in front of phone numbers listed in each item (◆), and in front of the items themselves (◇), making the bill easier to read through.

*For charges billed as of March 2009

Change #4

Subsection totals are now lined up with item totals to make the total billing charge easier to comprehend.

*For charges billed as of March 2009

ご請求内訳

(2 / 2 ページ)

内訳項目 金額(円) CHARGE BREAKDOWN BY CATEGORY (YEN)	内訳金額(円) AMOUNT (YEN)	請求内訳等詳細 DETAILS OF CHARGE BREAKDOWN	税区分 TAX
◆ 00-XXXX-XXXX		XX月ご利用分 (X/1~X/30)	
◇ 基本使用料 (計)	1,500	基本使用料 (FOMAタイプSバリュー) [月額] 2,000円の通信料等を含みます。	合 算
	3,000	ファミ割MAX50/ひとりでも割50 [月額] 基本使用料3,000円×50%	合 算
◇ 通話料・通信料 (計)	-1,500		
	0	FOMA通話料 (合計)	合 算
	(3,000)	(内訳) ファミリー割引適用分 (ドコモ)	
	(-3,000)	(内訳) ファミリー割引料 (ドコモ) 対象通話3,000円×100%	
	(820)	(内訳) ファミリー割引適用分 (指定一般電話)	
	(-82)	(内訳) ファミリー割引料 (指定一般電話) 対象通話820円×10%	
	(1,000)	(内訳) 通常通話料金適用分	合 算
	-180	2ヶ月くりこし (無料通話・通信分) 適用額 XX月からの繰越額は180円。	合 算
	-1,558	当月無料通話・通信適用額 あと442分ご利用可能でした。	合 算
◇ パケット定額料 (計)	4,200	パケ・ホーダイ ダブル定額料 [月額] 372円の通信料を含みます。	合 算
	372	FOMAパケット通信料 (合計)	合 算
	4,200	(内訳) FOMAパケット通信料 [iモード等] 計6789円のパケットでした。	
	(4,200)	パケ・ホーダイ ダブル無料通信適用額	合 算
◇ その他ご利用料金等 (計)	623		
	300	付加機能使用料 (iモード/メール等含む) [月額]	合 算
	315	iモード情報料 (有料サイト月額利用代行ご請求分)	内 税
	8	ユニバーサルサービス料/基本 [月額] 1番号あたり8円のご請求となります	合 算
◇ 端末等代金分割支払金	0	端末等代金分割支払金 1回目のご請求です。(全24回)	非対象等
	2,100	ご請求は20XX年XX月請求迄で、分割支払金残額は48,300円です。	
	-2,100	端末等代金分割支払金ポイント充当 ポイント充当残金は500円	非対象等
◇ 消費税等相当額 (計)	316	消費税等相当額 (合計) 合算表示の税金合計×5%	
◇ 合計	6,639	合計	

Change #5

Fonts for item totals and phone numbers associated with subsection totals were changed to make them easier to read.

*For charges billed as of March 2009

Change #6

Categories for subsection totals were revised, and discount applicability and discount totals are now lined up, making discounted totals easier to comprehend.

*For charges billed as of October 2009

Change #7

A symbol was added in front of each notice in the "Notices" section (○), making the section easier to read through.

*For charges billed as of October 2009

			請求は20XX年XX月請求迄で、分割支払回数XX回、そのうちYY回です。	
	-2,100		期末代金分割支払金ポイント充当	ポイント充当残金は500円 非対象等
◇消費税等相当額 (計)		316	消費税等相当額 (合計)	合算表示の料金合計×5%
◇合計	6,639	6,639	計	
お知らせ				
			○ 継続利用期間は、XX月末で	3年6ヶ月となりました。
			○ 2ヶ月くりこしのお知らせ	
			XX月ご利用分 (XX月ご請求分) への繰越額	442円です。
			○ ポイントのお知らせ	
			当月新規獲得ポイントは、	52です。
			(当月新規ポイントの対象となるご利用金額は、	2,666円です。)
			○ ステージのお知らせ	
			現在のステージは、	1stステージです。
			(ポイント対象金額100円につき2ポイント)	
			当月新規ステージポイントは、	26SPです。
			累計SP (20XX年XX月～XX月) は、	566SPです。
			20XX年XX月末時点の継続利用期間は、	XX年XXヶ月です。
			累計が1000SPになれば、20XX年XX月から	2ndステージです。
			(ポイント対象金額100円につき3ポイント)	
			○ 個別にご請求のファミリー割引グループ番号。	(2009年9月30日現在)
			0X0-3456-789X	

Change #8

When individual bills are used with the Family Discount, the group number associated with the Family Discount is listed in the "Notices" section in a readily identifiable manner.

*For charges billed as of October 2009

Change #9

Two-month CarryOver, Shared CarryOver and other notices that had appeared throughout the statement, are now listed together in the "Notices" section in order to make them readily identifiable.

*For charges billed as of October 2009

Accurate and Clear Advertising

Strengthening the Review System for Advertising

In November 2007 DOCOMO was warned by the Japan Fair Trade Commission regarding its advertising for mobile phone discount services. In response, that same month we launched a project team to consider measures to prevent similar problems in the future and strengthen our system for checking advertising claims.

Additionally, we now have certified Customer Specialists check advertising claims from the customer's perspective to prevent misleading statements and fully ensure the appropriateness of our advertising.

Accurate Advertising and Service Improvements Promoted Based on Advice of In-House Customer Specialists

DOCOMO encourages employees to acquire Customer Specialist certification in order to foster specialists with expert consumer knowledge and incorporate the perspective of our customers, the consumer, into management. As of April 1, 2010, 258 employees of the DOCOMO Group have acquired Customer Specialist certification.

Efforts are made to ensure accurate advertising and make service improvements by incorporating the findings of reviews done by employees with Customer Specialist certification of advertisements and various tools and their proposals on products and services. We will continue utilizing the customer-oriented ideas of our employees in business activities to further raise customer satisfaction.

R&D for Raising Customer Satisfaction

Developing Progressive Services Based on Customer Feedback



My DOCOMO Labs

My DOCOMO Labs is a website for docomo Premier Club members that introduces our advanced technologies and makes services still under development available on a trial basis. Customers participate in experiments through the site and provide us with their impressions and opinions. This feedback helps us test and refine services with a view to their possible future release.

For example, in July 2009 the lab released a downloadable version of Talking Gourmet Search, a service that applies voice recognition/response technology to enable restaurant searches in the local area via voice dialogue.

In addition, the site was completely updated in September and a program was launched that allows customers participating in the trials to accumulate My DOCOMO Labs Points that can be exchanged with docomo Points. We also started a trial for the Nationwide Trends Survey, which collects information from customers around the country via questionnaires—on such everyday matters as whether they have gotten out their kotatsu heated tables yet—and creates a map of Japan that shows trends on a regional and chronological basis. Through this trial, we strengthened links with news content and results presentation functionality based on feedback on services from some 12,000 customers and now provide Votes & Rankings on iMenu News, which introduces questionnaire results on everyday questions and contemporary trends.

We intend to continue these activities with a view to developing and providing services that are used by large numbers of customers.

Promoting Progressive R&D Based on the "Change and Challenge" Concept

DOCOMO engages in progressive research and development for the future based on the "Change and Challenge" concept, one of the key concepts of our medium/long-term management strategy, in order to provide more convenient products and services for customers.

Major achievements resulting from these efforts in fiscal 2009 include the development of Touch Force Media, Intuitive Search/Navigation and Eye-Controlled Earphones. These technologies were exhibited at Wireless Japan 2009, a major trade show for wireless and mobile technologies held in July 2009, and at CEATEC Japan 2009, an exhibition of cutting-edge IT and electronics held in October 2009, and introduced in an easy-to-understand manner.

Examples of Major R&D Achievements in Fiscal 2009

Touch Force Media

Developed by fusing sensor, mobile communications and other technologies, this new technology conveys the sense of touching an object in a remote location and a corresponding sense of applying force.

Application as a third communication media, after voice (sound) and video (sight), is expected across a range of sectors, including remote operation of machinery, remote medicine and remote education.

Intuitive Search/Navigation

This technology synthesizes and displays as camera video various types of content existing in the user's field of vision by obtaining the user's current location with the mobile phone's GPS function and determining the direction of the camera with a direction sensor. This allows the user to search for information on stores, facilities, train stations and the like in his field of vision simply by "swiping" the mobile phone's camera. It also provides intuitive access to content like route maps to a given destination.

Eye-Controlled Earphones

This technology enables a music player or phone to be operated hands-free. The user just wears a small set of earphones and the technology detects gestures made by the user's eyes. It was developed as a part of research on interface devices that can be constantly worn on the body and used. Going forward we will consider ways to make the technology feasible for practical application so that as many people as possible can use it in an straightforward manner.

Basic Approach to Universal Design

docomo Hearty Style Takes the Customer to Heart

DOCOMO is committed to providing products and services that are easy for every customer to use. We are therefore equally committed to the principle of universal design.

Our universal design initiatives are carried out under the banner of docomo Hearty Style and are led by the Universal Design Promotion Working Group, which is staffed with employees from across the company. DOCOMO is currently using customer feedback to enhance its products, services and support programs.

docomo Hearty Style Initiatives	
Products	Expansion of offered mobile phones that incorporate universal design principles
Support	More barrier-free shops, videophone-based customer support (sign language), Hearty Style improvement training, docomo Hearty Plaza (Marunouchi, Umeda)
Services	Hearty Discounts, Braille phone charge statements, Braille and audio user manuals, classes in phone use for seniors and persons with disabilities, dispatch of volunteers we call "Hearty Staff" to help at exhibitions and other events in Japan

Raising Employee Awareness of Universal Design

In promoting docomo Hearty Style, it is important that each and every employee involved in product design and development or in customer service is fully aware of universal design principles. For this reason we have established opportunities for employees to raise their awareness of these principles. In fiscal 2009, we held training from September to November for 154 employees who interact frequently with customers. The training involved using sign language, wheelchairs and eye masks to facilitate understanding of disability and deepen understanding of people with disabilities. It helped employees learn how to properly serve customers with disabilities and improve their communication skills.

The Universal Design Seminar was held in February 2010 in order to foster a "Hearty Mind" (a mindset of consideration for all types of customers) and promote incorporation of universal design principles into products and services. The seminar was attended by 16 employees with management responsibilities for products and services. Programs were conducted to impart greater understanding and awareness of people with visual impairments, hearing impairments and physical disabilities and to convey points of focus from the perspective of seniors, pregnant women and foreign residents. Group discussions were also held, giving participating employees the opportunity to debate issues related to the promotion of universal design. Participants gained insight into each other's understanding and awareness and committed to utilizing universal design in their respective business areas.

We plan to proactively develop opportunities for awareness raising, starting with experiential training.

Hearty Style Products and Services

Pursuing Product Usability with an Awareness of Universal Design

DOCOMO is focused on developing products and services that are easy for everyone to view and use, with an awareness of universal design.

For example, in light of Japan's aging population, we continue to develop products that give consideration to senior citizens, including the Raku-Raku PHONE series and functions on other models like simplified menus and enlarged text menus. In fiscal 2009, we enabled enlarged text for submenus, confirmation screens and other screens on most phone models, making the screens easier to read. We also made related improvements to descriptions in our general catalog to make it possible to easily identify which models are enabled with enlarged text functionality. Moreover, we expanded the range of models with the voice-to-text conversion feature, which allows the user to compose messages simply by speaking into the phone.

Going forward, we will continue to incorporate universal design elements into a wide array of models to provide mobile phones that are easy for a broad range of customers to use.

Major Product Features	
Visual Considerations	<ul style="list-style-type: none">▪ Easy-to-view menus (enlarged menu, different color schemes)▪ Easy-to-read text (enlarged text, different color schemes)
Sound Considerations	<ul style="list-style-type: none">▪ Functions that make it easy to hear your own voice when speaking (noise cancellation function, etc.)▪ Functions that make it easy to understand the caller (automatic volume adjustment, etc.)
Operational Considerations	<ul style="list-style-type: none">▪ Functions that make it easy to make calls (one-touch dialing, etc.)▪ Functions that make it easy to receive calls (any key answering, etc.)▪ Easy input (voice recognition, etc.)▪ Easy opening and closing (one-push opening)
Comprehension and Memory Considerations	<ul style="list-style-type: none">▪ Easy-to-understand menus (simple menu)▪ Easy-to-understand operations (same keyboard layout for entering text and included usage guides, etc.)

Development of New Raku-Raku PHONE Models—Easy for Everyone to View and Use



Raku-Raku
PHONE 6

The Raku-Raku PHONE series is a lineup of simple, user-friendly and secure products based on the concept of mobile phones that are easy for everyone to view and use. Since the first model in the series was launched in 1999, the phones have come to be loved by many customers. As of March 31, 2010 the lineup consists of 16 models and cumulative sales have topped 17.5 million units.

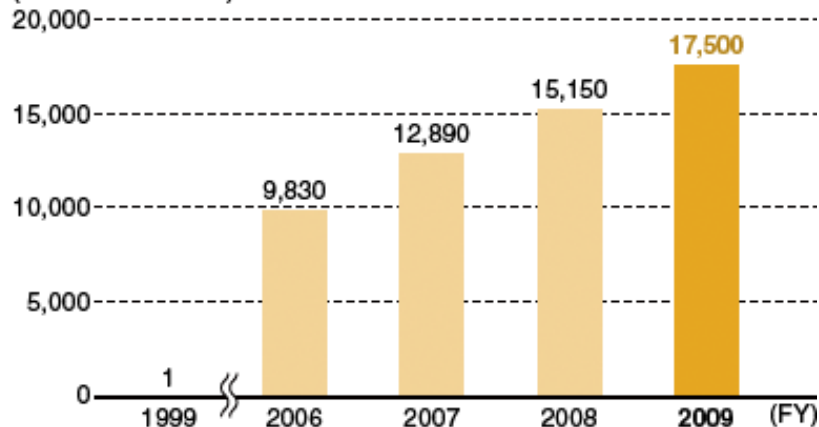
Raku-Raku PHONE 6, launched on the market in August 2009, is equipped with voice-to-text conversion feature ^{■ 1}, which allows the user to create messages without typing, Super HAKKIRI VOICE (extra-clear voice) 3, which makes it easier to hear and understand the caller even in noisy surroundings, Slow Voice (adjusted voice speed), which allows the caller's voice to be heard at a slower pace, and other functions. It also has a large, 2.8-inch LCD display. Moreover, new innovative features based on customer feedback make it even easier to use. For example, the phone is water- and dust-proof, so whether it is used in day-to-day activities, recreation, leisure or work, if it gets dirty it can be washed off with water.

Going forward, we intend to enhance the functionality of the Raku-Raku PHONE series in the pursuit of simple, user-friendly, and secure mobile phones.

■ 1 A separate contract is needed to use the voice-to-text conversion service.

Cumulative Sales of Raku-Raku PHONE Series Models (Approx.)

(thousands of units)



Listen to Audio Books with Raku-Raku PHONE

The Japan Braille Library digitally distributes audio books over the Internet to people with visual impairments. In August 2008 we began providing access to this service on i-mode to allow customers to listen to books using their Raku-Raku PHONE *[2](#).

* 2 Compatible models are Raku-Raku PHONE V, Raku-Raku PHONE PREMIUM and Raku-Raku PHONE 6.

Sound Leaf Plus Silences the Noise

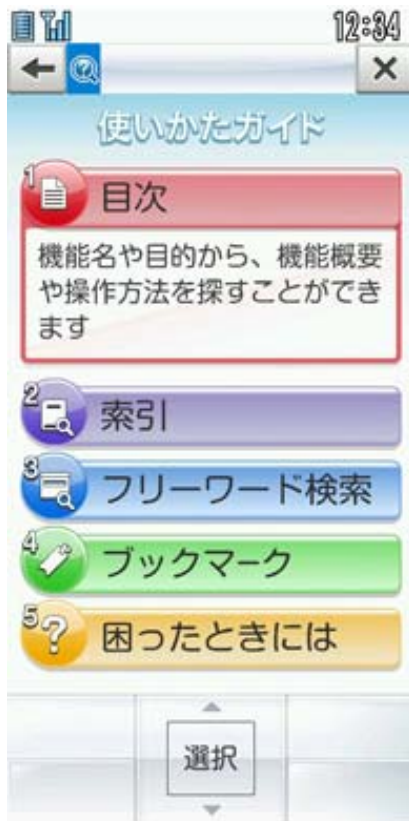


Sound Leaf Plus
(when flipped open)

Sound Leaf Plus, launched in March 2008, was developed for customers who use their mobile phones in noisy places and older customers with difficulty hearing. This Bluetooth® *[3](#)-enabled receiver-microphone features a directional microphone and a bone conduction function that transmits sound waves to auditory nerves via bones around the ear.

- * 3 Bluetooth® is a wireless communications format. The receiver-microphone is connected wirelessly to the handset using this format.
- * Bluetooth is the registered trademark of Bluetooth SIG, Inc.

Usage Guides Enable Operating Methods to be Grasped Without a User's Manual



Menu screen for usage guides

Phone models launched since November 2009 (excluding smart phones) include usage guides ^{※ 4} that enable operating methods to be grasped without a user's manual. You can also search for the function you wish to use and launch it right from the screen displaying the search results, making the phones even easier to use.

^{※ 4} Content and names differ with the model.

User's Manuals Revised for Easy-to-Understand Explanations of Operations

User's manuals for winter 2009 models and later have been substantially revised to make explanations of operations even easier to understand. The manuals are thinner, their text is larger and explanations are provided in color on all pages, making them easier to read through. The number of pages was also reduced by around 70% compared to previous manuals, which is good for the environment in that less paper is used and transport is more efficient.

Hearty Discount Available

The Hearty Discount is available to customers holding a government-issued identification booklet for the physically challenged or mentally challenged or a government-issued welfare booklet for mental illness.

 [Hearty Discount](#)

Enhancing Braille Services for People with Visual Impairments

Some 30,000 Braille guides are issued every year, providing billing amounts, statements and other information in Braille for people with visual impairments.

In fiscal 2009, we issued billing statements in Braille to customers all over the country. The service had been unavailable to customers in certain regions. Braille and audio versions of user's manuals are also available for the Raku-Raku PHONE series. Text versions of user's manuals are posted on our website and they can be read with text-to-speech software.

Going forward, we will work to provide even better Braille services, by revising, for example, how information is presented based on customer feedback and advice from specialized institutions involved with Braille.

Actively Providing Information to People with Disabilities



Class on mobile phone utilization

DOCOMO holds mobile phone classes on an outreach basis for people with disabilities to facilitate understanding of how mobile phones can serve as a tool for enriching communication and ensure they are used with total peace of mind. The classes introduce convenient ways of using mobile phones, provide practical experience utilizing their features, discuss how to handle nuisance calls and spam email, and cover various other topics.

In fiscal 2009, the classes were held 32 times around the country, the same number as last year. A total of around 600 people attended and were specifically introduced to various convenient functions.

In addition, DOCOMO set up booths at 20 different exhibitions, including Barrier Free 2009 in April, a major welfare-related exhibition, and Oyanokoto Expo 2009 for senior citizens in July. The exhibitions were used as opportunities to introduce mobile phone functions and services, centering on our Raku-Raku PHONE series.

These initiatives are intended to further raise convenience levels for customers, and we intend to continue to actively engage in them going forward.

Hearty Style Customer Support

Promoting Universal Design around Japan

We are currently working to make docomo Shops around the country barrier-free based on the docomo Hearty Style concept. This initiative includes eliminating steps at entrances, installing wheelchair-accessible counters and restroom facilities, ensuring adequate interior space, and designating dedicated parking spaces for people with disabilities. At the end of fiscal 2008 we established a plan to make as many of our 2,390 docomo Shops (as of March 31, 2010) barrier-free as possible by fiscal 2010. Barrier-free measures were conducted at 543 shops in fiscal 2009.

As for the measures taken, 75 shops eliminated steps at entrances, 417 shops set up wheelchair-accessible counters, 209 shops established wheelchair-accessible restroom facilities, and 158 shops designated parking spaces for people with disabilities. Over 90% of nationwide docomo Shops have eliminated entrance steps, and the percentage is over 70% each for designated parking spaces, wheelchair-accessible restroom facilities and accessible counters, as we continue to make the shops barrier-free.

In addition, communication boards have been set up at all docomo Shops to assist people with visual impairments. We also continue to install sign-language-support videophones. In fiscal 2009, videophones were newly installed at 60 shops. And, the Raku-Raku PHONE series can be experienced at all docomo Shops.

Making docomo Shops Barrier-Free	
Item	Details
Accessible entrances	Entrances with a width of at least 80cm and no steps
Shop Interior Space	Passageways at least 80cm wide
Wheelchair accessible toilets	Ample space and accessible entrances with a width of at least 80cm
Wheelchair-Accessible Counters	Legroom of at least 40cm (roughly) and height of approximately 65-75cm
Parking space for persons with disabilities	Dedicated parking spaces at least 3m wide

Topics: Improving Facilities and Service at docomo Hearty Plazas



Floor guidelines



Accessible display table

In February 2010 docomo Hearty Plaza Marunouchi was opened after being remodeled based on feedback received from customers. Guidelines on the floor that are used to guide customers were updated and the material used for the white canes [※]1 at the consultation counter was changed to a bright crystalline material. The color scheme for the accessible restrooms, which are easy to use for people in wheelchairs, and phone classroom, where mobile phone operations are explained, was changed to a unified dark brown scheme to match the color palette of the plaza interior and create a relaxed atmosphere. The accessible display tables, which are designed to make it easy for children and people in wheelchairs to pick up pamphlets and other materials, were reorganized to put the displayed items in easy-to-understand categories.

Since the remodel, customers have commented on how spacious and bright the plaza has become.

We also continue to make improvements to docomo Hearty Plaza Umeda. For example, in fiscal 2009, the carpet was firmly affixed to the floor to prevent it from slipping and the website was updated to make the access map easier to follow.

We will continue to make further improvements for the use of customers.

※ 1 Canes used by people with visual impairments.

Dialogue with Stakeholders: Private Tours of docomo Hearty Plaza Umeda

Opened in February 2009, docomo Hearty Plaza Umeda is a model shop for docomo Hearty Style. It features a full array of universal design elements, including entrances, passageways and other shop facilities, as well as sign language-speaking staff and pick up/drop-off services.

From August to October 2009 we invited organizations of people with disabilities (visual, hearing, physical, etc.) and held private tours of the plaza in order to promote active use of it. Feedback from the tours is being used to make improvements to facilities, customer service and other areas as we continue to work to create even better shops.

Feature: Improving Coverage Quality



Improving Coverage Quality

We Work to Provide Anywhere, Anytime
Mobile Phone Services

Yuichi Harada, DOCOMO Mobile Inc.



Indoors

Onsite Surveys Generally Within 48 Hours

When a customer wants us to survey FOMA reception quality, we visit the site within 48 hours after the customer is contacted by survey staff. Follow-up is also conducted from the time of the survey until final improvements are made.

Indoors

Improving Coverage in Offices and Underground Locations

Coverage area surveys and improvements are conducted to ensure that pleasant, reliable communications are possible at small offices and underground locations.



Outdoors

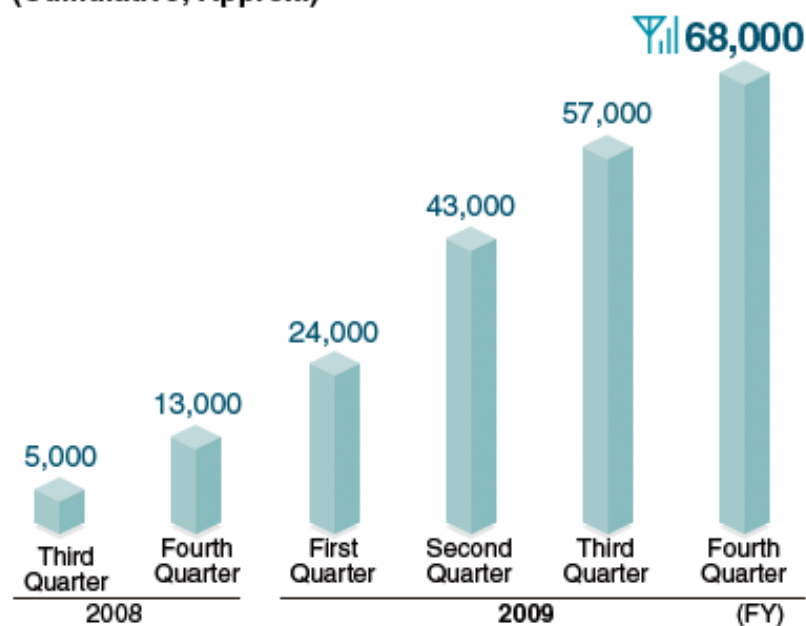
Expanding Coverage in Mountainous Regions

We are working to expand coverage in mountainous regions where communication had proven difficult in order to ensure mobile phones can be used to make prompt reports from the mountains in normal and emergency situations.

Reception Quality Surveyed in Response to Feedback on Signal Strength

We are working to expand our coverage area and improve reception quality in locations where the signal is weak in order to ensure pleasant, reliable communications for our customers anytime, anywhere. When customers contact us with complaints about reception quality we go directly to the site and conduct a survey within 48 hours (to the extent possible). Customers have a number of ways to contact us. They can use the Kikasete FOMA service, call customer support toll-free from their mobile phones at 113, or contact us via channels for technical problems and area coverage. Efforts are made at the site to improve quality, but if immediate improvements are not possible, we report to the customer on improvement plans and otherwise follow up until final improvements are made. This program has been in place since October 2008, and we plan to more widely publicize it to customers to further enhance the FOMA service area.

Onsite Surveys of Reception Quality (Cumulative; Approx.)



Expanding Coverage in Mountainous Areas Where Communication is Challenging



Coverage survey of mountainous area
(Bandai Asahi National Park)

Base stations and boosters are already installed on Mt. Fuji to provide FOMA service along popular climbing routes, all the way to the summit. A booster is also set up on the summit during the official climbing season.

In fiscal 2009, we conducted signal quality surveys on Japan's Top 100 Mountains ^{*} 1, which are popular climbing destinations. We plan to conduct tuning and implement other improvement measures in areas where the signal is weak.

^{*} 1 One hundred mountains in Japan selected by writer Kyuya Fukada (1903-1971) based on criteria that includes their dignity, history and personality.

Stakeholder Perspective

Expectations for Improved Convenience and Peace of Mind in the Mountains



As of the summer of 2009, FOMA can be used even on Mt. Daibosatsurei, which gives me the sense that DOCOMO must really be working hard. Hikers who stay at mountain lodges are using FOMA to communicate with each other and call taxis at trailheads. When someone calls to make a reservation and they ask if their mobile phone will connect, I tell them that FOMA works. I hope that DOCOMO continues to provide services both for greater convenience and greater peace of mind.

Katsumi Amemiya

Fukuchanso Lodge, Mt. Daibosatsurei, Yamanashi Prefecture

Improving Our Coverage Area

Base Station Planned Based on Feedback

DOCOMO wants customers to be able to use our phones anytime, anywhere. We determine where to locate new base stations by conducting surveys that are based on feedback from customers on local reception quality.

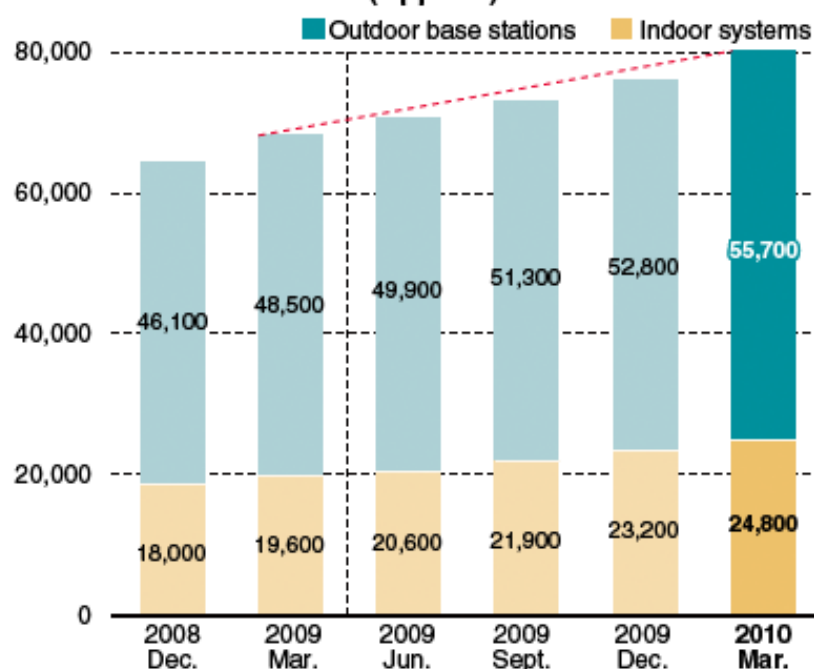
Once the site is determined we go door-to-door before beginning construction to explain the process and schedule to property owners and neighbors. And, once the base station has been installed, we thoroughly check it for safety before putting it into operation.

Customers Provide Valuable Information on Reception Quality

DOCOMO has a service called Kikasete FOMA, asking our customers to report to us regarding FOMA reception quality in their area. Customers can contact us using a regular computer or with their mobile phones via i-mode. We received around 55,000 reports in fiscal 2009.

Over 90% of the feedback involves poor indoor reception quality, so we are currently focused on improving this situation.

Number of Base Stations (Approx.)



Reception Quality Surveyed in Response to Feedback on Signal Strength

When customers contact us with complaints about reception quality we go directly to the site and conduct a survey within 48 hours (to the extent possible). Customers have a number of ways to contact us. They can call customer support toll-free from docomo mobile phones at 113, use the Kikasete FOMA service, or contact us via channels for technical problems and area coverage.

Once we survey reception quality at the site we may install an indoor auxiliary antenna or use a FOMA repeater to boost the reception quality. These measures generally improve indoor reception quality.

Or, when immediate improvements are not possible, we keep in contact with the customer regarding plans to augment base stations or implement other improvement measures and regarding the results of improvements that have been made. We keep following up until final improvements are in place.

In fiscal 2009, we conducted approximately 55,000 on-site surveys during the year, which was partially the result of efforts to increase awareness of this program through television advertising and other means. In total, we have made some 68,000 survey visits since the program started. We conduct a questionnaire after surveys are performed, and over 95% of customers have indicated that they are "satisfied."

This program has been in place since October 2008, and we plan to more widely publicize it to customers to further enhance the FOMA service area.

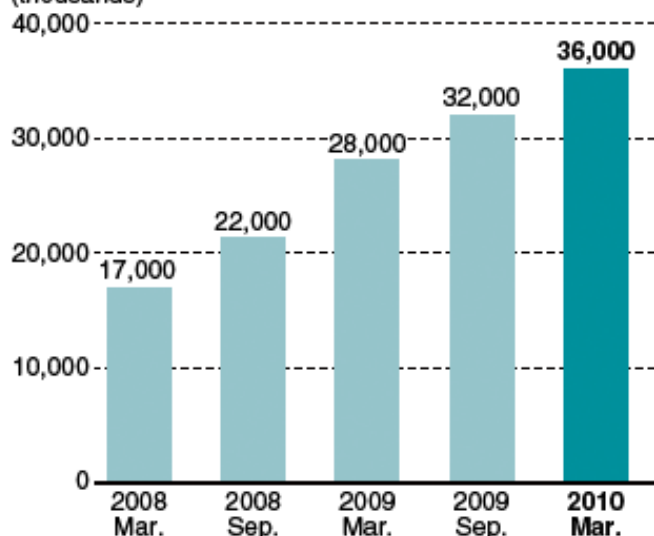
WORLD WING Service Expanded for Customers Using Mobile Phones Overseas

With the widespread popularity of mobile phones, DOCOMO is currently working to further enhance our WORLD WING service, which allows customers who use mobile phones in Japan to use them overseas as well.

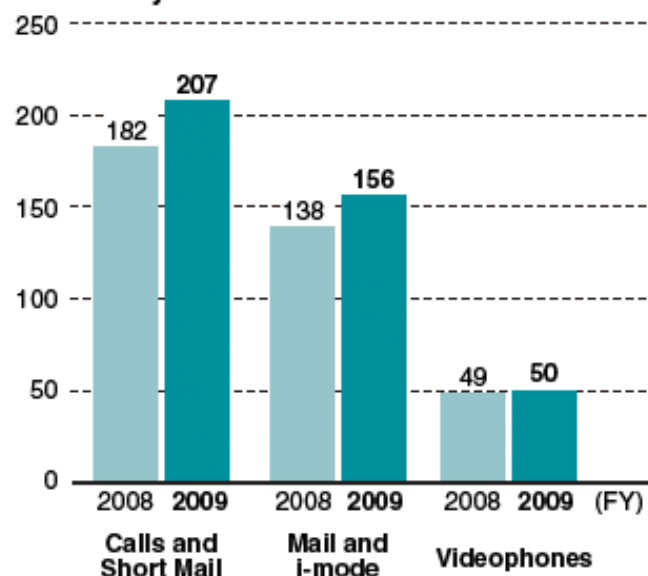
In fiscal 2009, we increased support centers overseas and began providing overseas GPS functionality so that customers can locate their position on a map, navigate to their destination and search for information on their immediate surroundings. Going forward, we will continue to carry out initiatives to further raise convenience levels for customers who use their mobile phones overseas.

WORLD WING Cellular Subscribers (Approx.)

(thousands)



Countries/Regions with DOCOMO Service Availability



Developing High-Performance Femtocell Base Stations for Better Coverage Indoors



High-performance
femtocell base station

We began operating femtocell base stations * [1](#) in 2008 with the goal of improving reception quality indoors. In July 2009 we developed a high-performance femtocell base station that conforms with HSPA * [2](#) and offers high performance in the form of higher communication speeds. The high-performance femtocell base stations are "plug & play" * [3](#) ready, making it possible to install them in a shorter amount of time than previous units.

- * 1 Femtocell base stations are base stations that cover a limited area (a radius of around 10 meters).
- * 2 HSPA stands for High-Speed Packet Access. It is a common designation for High-Speed Downlink Packet Access (HSDPA) (a protocol that improves and accelerates communication speed from a base station to terminals) and High-Speed Uplink Packet Access (HSUPA) (a protocol that improves and accelerates communication speeds from terminals to a base station).
- * 3 "Plug & play" is a function that enables various parameters to be automatically set and adjusted based on installation specifications and the unit to commence operations simply by plugging in a home broadband line.

Accelerating FOMA High Speed at Major Train Stations and Airports

In June 2009, we introduced HSUPA * [4](#) technology for faster transmission speeds when sending data at major train stations and airports within the service area of FOMA High Speed, our high-speed data transmission service with download speeds up to 7.2 Mbps * [5](#). The technology raises the maximum upload speed from 384 kbps to 5.7 Mbps * [5](#), which enables large emails with video attachments, etc. to be sent comfortably and without stress.

- * 4 HSUPA stands for High-Speed Uplink Packet Access. It is a technology for increasing data transmission speeds in the W-CDMA format for 3G mobile phones. It accelerates packet communication speeds from terminals to a base station.
- * 5 FOMA High Speed is provided on a best-effort basis. Maximum download speed is 7.2 Mbps, and maximum upload speed, following introduction of HSUPA, is 5.7 Mbps. However, transmission speeds may vary due to communication conditions and network congestion. The figures represent maximum speeds based on the service's technical rating and do not reflect actual communication speeds. Maximum transmission speeds also vary depending on the device.

Ensuring Communications Stability

Maintaining i-mode Stability a Top Priority

i-mode has grown into one of the world's fastest mobile Internet services. DOCOMO is currently implementing a number of measures to ensure operational stability at i-mode Center, the heart of i-mode. In the area of system operations, we are introducing technologies for self-monitoring communications, dispersing system processes to multiple devices and switching to backup devices when problems occur. A manned operations center also monitors i-mode Center 24 hours a day, 365 days a year. Resident maintenance staff are on hand to quickly respond when abnormalities arise. In the area of facilities operations, we are taking steps to improve the seismic performance of i-mode Center facilities and decentralize the device layout. i-mode traffic is only expected to increase going forward, so we plan to continue in these efforts to update systems, strengthen facilities and augment devices.

Accommodating Major Events

Major events and exhibitions gather large numbers of customers in a single location. When these customers use their mobile phones at the same time, local base stations have difficulty processing it all, which can cause spotty phone service. We combat this problem by dispersing base station loads and augmenting facility capacity.

Base station loads are dispersed by using multiple base stations to process communications originating at the event venue. This is accomplished by installing temporary base stations at the event and adjusting the coverage area of neighboring base stations. Facility capacity is augmented by setting up base station facilities to cover the venue and modifying the software that controls the facilities to accommodate maximum use.

In fiscal 2009, we implemented various measures for special events and occasions, such as for major fireworks displays in the summer and congratulatory phone calls and emails on New Year's. We will continue working to maintain communications stability by taking appropriate measures like these.

Disaster Preparedness

Three Principles of Disaster Preparedness

Mobile phones play a particularly important role during disasters and emergencies. They are critical tools for people directly in harm's way as well as workers involved in relief and recovery. DOCOMO has established the Three Principles of Disaster Preparedness to be ready in the event of an emergency. They are: enhancing system reliability, ensuring essential communications, and rapidly restoring communications services. We continuously work to improve network reliability on this basis.

Three Principles of Disaster Preparedness		
	Guidelines	Initiatives
Principle 1 Enhance system reliability	<ul style="list-style-type: none">" Have backup facilities/equipment and circuits." Reinforce facilities, including by seismic upgrades of structures and towers.	<ul style="list-style-type: none">▪ Design redundancy into transmission paths between base stations.▪ Conduct seismic upgrades of equipment, bury cables underground.
Principle 2 Ensure essential communications	<ul style="list-style-type: none">" Ensure essential communications.	<ul style="list-style-type: none">▪ Provide priority phone service to disaster response agencies during disasters.▪ Control networks efficiently.▪ Lend mobile phones to local government authorities, etc.
Principle 3 Rapidly restore communications services	<ul style="list-style-type: none">" Improve "hard" aspects (physical infrastructure, etc.)" Improve "soft" aspects (operations, organization, etc.)	<ul style="list-style-type: none">▪ Deploy vehicles that function as mobile base stations and mobile power generators.▪ Prepare disaster-response manuals. Plan for emergency preparedness headquarters and other institutional arrangements. Conduct disaster response drills.

Emergency Disaster Information Provided Simultaneously via Area Mail

Area Mail Disaster Information Service, a service provided by DOCOMO since 2007, enables information to be distributed to mobile phones within a given geographic area. It is specifically used to send Earthquake Early Warnings issued by the Japan Meteorological Agency to phones located in areas where strong tremors are anticipated.

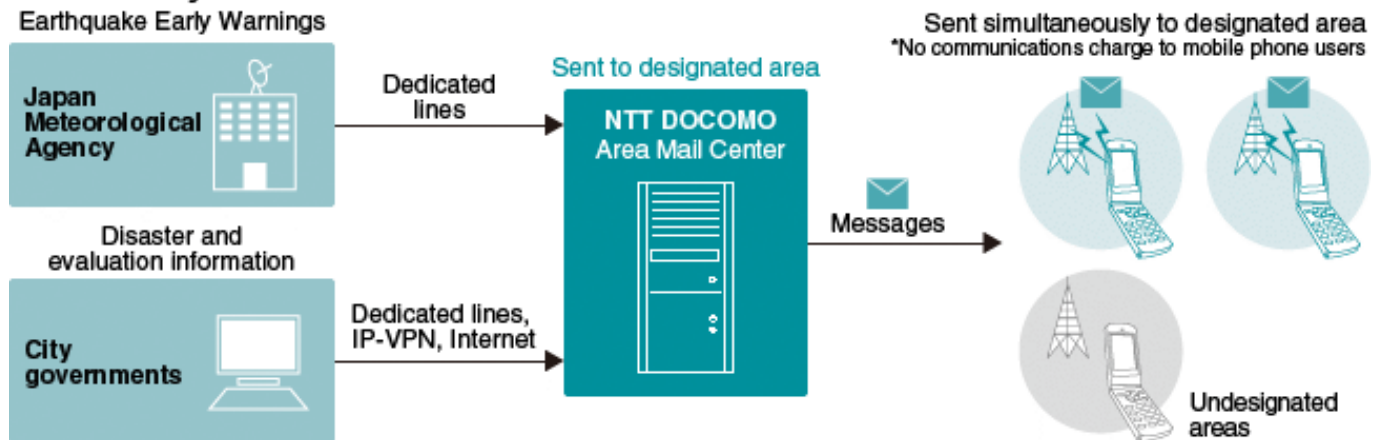
The service utilizes a technology called Cell Broadcast Service that allows these important messages to bypass mail networks and cut through normal network traffic. In addition to Earthquake Early Warnings, local governments can use Area Mail to issue evacuation orders or other emergency information during times of disaster.

Area Mail was first adopted by the city of Hanno, Saitama Prefecture in 2008, and as of March 31, 2010, it is being used by 23 municipal governments. It has earned high marks from these cities for being unaffected by network traffic, enabling quick electronic mailings, and being easy to operate. This has lightened the administrative burden on city officials considerably.

Moreover, in fiscal 2010 a system for distributing Area Mail is slated for construction in Japan's major cities at the district level. In Japan's major cities, which have large populations and are relatively large in area, if Area Mail is sent out to the city as a whole it is possible that it will be delivered to residents that do not have any connection to the information. Sending the information on a district-by-district basis however ensures that it is distributed more effectively.

We will continue to strive to maintain and improve the stability and reliability of systems that support Area Mail. We will work to shorten transmission times and provide rapid, reliable disaster and evacuation information.

Area Mail System



New Simultaneous Transmission Service for Wide Areas and Multiple Sites

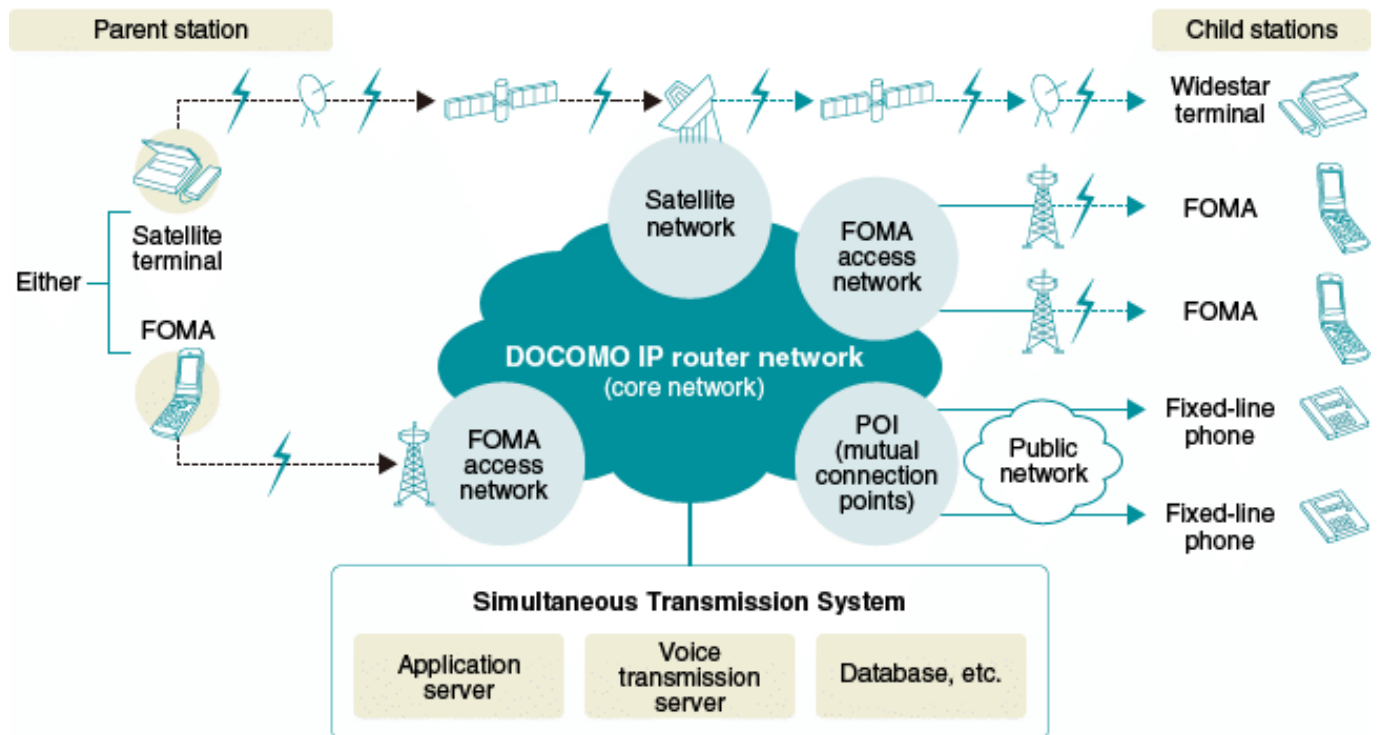
The Simultaneous Transmission Service was launched in July 2010 for government agencies and municipalities working to ensure a means of communication during emergencies and corporate customers in need of large-scale group communications.

The service enables information to be shared rapidly across a wide area or among multiple sites in a way not possible with conventional group communication services, using voice, fax and email. Up to 20 users^{※ 1} can participate in group communications using their mobile phones.

Service installation does not require special voice terminals, and the required platform is built by DOCOMO, so the customer does not need to construct a dedicated system. It can be launched in a short period of time and keeps both initial costs and operating costs down.

※ 1 The initial service allows up to 20 sites in one group, but plans call for substantial capacity expansion in the fall of 2010 to allow for up to 200 sites.

Simultaneous Transmission Service System



Disaster Message Board Keeps People Connected



Simulated screen
for i-mode
Disaster Message
Board Service

When a large-scale earthquake or other major natural disaster occurs, large numbers of people use their mobile phones to check on the safety and well-being of people in the affected region. This can clog up mobile networks and make it difficult to get through.

DOCOMO's i-mode Disaster Message Board Service allows customers to confirm the safety and well-being of other customers located in the disaster area. This can be done from anywhere in the world with i-mode or a regular computer. Customers just need to first register their information using i-mode. We test the service several times a year to ensure it will operate smoothly when needed. Tests are conducted on the first and 15th of the each month, during Disaster Preparedness Week from August 30 to September 5, during Disaster Preparedness and Volunteer Week from January 15-21, and on the first three days of each year.

Multi-Company Search for Disaster Message Boards Jointly Developed

Multi-company search functionality for disaster message boards set up by different providers was jointly developed by members of the Telecommunications Carriers Association and other mobile phone and PHS providers and launched in March 2010.

Until now, mobile phone and PHS disaster message boards had been set up separately by different providers, so in order to confirm the well-being of a family member or friend, it was necessary to know in advance which mobile phone provider the person used.

Addressing this situation, five mobile phone and PHS providers, including DOCOMO, perceived the importance of message boards as an emergency means of communication during disasters and cooperated in developing functionality that enables searches across disaster message boards set up by each of the providers. The function was made available starting March 1, 2010.

Going forward, we will continue to promote initiatives for making effective use of mobile phones during disasters.

Further Accelerating Widestar Satellite Phone Service Speeds

After a great deal of R&D to strengthen our Widestar satellite phone service, in June 2009 we announced the development of the next-generation service Widestar II. The new service was launched in April 2010. Using two satellites in geosynchronous orbit over the equator, Widestar covers all of Japan and an area roughly 200 nautical miles from Japan's coastline. It operates stably 24 hours a day, 365 days a year and is highly impervious to disasters on land and meteorological events. It is used primarily as a means of communication in mountainous areas, on ships and on outlying islands for voice and packet communication and fax connectivity.

The new Widestar II offers faster speeds than its predecessor, upping the maximum packet communication speed ^{※ 2} from 64 kbps to 384 kbps for downloads. We are also working to provide services that meet diverse, sophisticated needs. New services include the Private Bandwidth Service, which provides the customer with a dedicated wireless channel, the Direct Connect Service, which offers, dedicated satellite P2P ^{※ 3} data transmission on Widestar II, and expansion of the Simultaneous Transmission Service to accommodate up to 200 sites.

※ 2 Transmission speed is the maximum send/receive speed based on the service's technical rating and does not indicate actual transmission speeds. The service is provided on a best-effort basis, and actual transmission speeds vary depending on the communication environment and network traffic.

※ 3 P2P is an abbreviation for Point-to-Point. It refers to sending data between two connected points.



Portable Widestar II terminal (including handset)

Deploying Mobile Power Generators and Mobile Base-Station Vehicles Equipped with Satellite Links



Mobile base-station vehicle equipped with satellite links

We deploy 70 mobile power generators throughout the country to provide base stations with power during outages.

In addition, we continue to deploy mobile base-station vehicles equipped with satellite links to ensure communication with networks using satellite connections. We put five new vehicles into commission in fiscal 2009, bringing the total number to nine.

Going forward, plans call for setting up portable satellite link units that can be used in regions cut off by natural disasters or on remote islands.

Disaster Preparedness Plan Established

DOCOMO has established a disaster preparedness plan to facilitate the implementation of preparedness and response measures with specified public bodies in accordance with Japan's Disaster Measures Basic Law. We are working to promote disaster preparedness on the basis of this plan.

Joining with Self-Defense Forces When Disaster Strikes

DOCOMO has signed an agreement with Japan's Ground Self-Defense Forces on cooperating with local units in emergency preparedness.

DOCOMO will lend the Ground Self-Defense Forces mobile phones for use in disaster recovery and the Self-Defense Forces will rapidly transport our emergency preparedness equipment and other cargo to the affected areas.

General Disaster Response Drill Held



Conducting a drill with
the Ground Self-Defense Forces

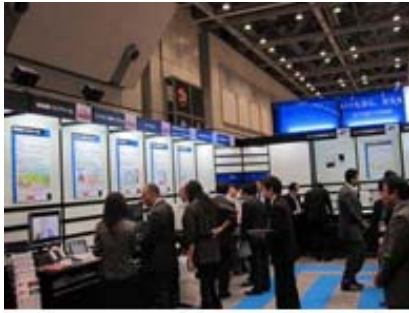
Every year DOCOMO conducts a disaster response drill that simulates a major natural disaster. In fiscal 2009, the drill was held on November 5 at the head office's disaster response headquarters and at The Tokyo Rinkai Disaster Prevention Park in Tokyo's Koto Ward, which was used as the local venue.

The drill simulated a 7.3-magnitude earthquake occurring directly underneath Tokyo with an epicenter in the northern part of Tokyo Bay and the establishment of local disaster response headquarters at three DOCOMO branches in the city, Marunouchi, Shibuya and Shinjuku. It involved such tasks as setting up communication and disaster prevention equipment, transporting emergency relief provisions by helicopter, and reinforcing damaged base stations with mobile power generators and mobile base-station vehicles equipped with satellite links, with the objective of strengthening systems for initial response and emergency relief. The drill was coordinated with the police, Ground Self-Defense Forces, other outside organizations and related company departments.

With the Ground Self-Defense Forces in particular, drills were conducted on transporting relief provisions by helicopter and truck based on a mutual cooperation agreement. In addition, a display was set up at the venue that introduced DOCOMO's emergency preparedness initiatives, including mobile phone battery chargers, the Widestar Duo satellite mobile phone, and the Area Mail Disaster Information Service.

In fiscal 2010 we plan to conduct another general disaster response drill while focusing on strengthening response to a possible Tokai earthquake.

Security & Safety Trade Expo 2009



Exhibiting at Security & Safety Trade Expo 2009

The Security & Safety Trade Expo 2009, a major exhibition for crisis management products, technologies and services, was held at Tokyo Big Sight in October 2009.

DOCOMO presented crisis management and emergency preparedness solutions together with other NTT Group companies. Our focus was on showing solutions and services for emergency preparedness and response. We introduced the Area Mail Disaster Information Service, Duple Star satellite/wireless LAN network system, Widestar II, a satellite phone service initiated in April 2010, and other solutions and services for emergency preparedness.

A questionnaire given to expo visitors revealed the highest level of interest in Area Mail. Given the large numbers of people interested in emergency preparedness measures that utilize mobile phones, in fiscal 2010 we intend to continue working to raise awareness of our solutions and services that assist in emergency preparedness.

Topics: Emergency Preparedness Booklet Provides Valuable Information



Cover of "Moshimo ni Sonaete"

DOCOMO gathered together expertise on emergency preparedness and response that it has accumulated to date and created a booklet entitled "Moshimo ni Sonaete (Preparing for Possibilities)" in August 2009 in order to promote understanding of emergency preparedness initiatives among even larger numbers of people. The booklet, which is written to be highly accessible to the general public, is distributed to people participating in municipal disaster response drills and other disaster preparedness and response events.

Topics: Rapid Restoration of Communications in Heavy Downpours and Typhoons

In fiscal 2009, heavy downpours, typhoons and other severe weather caused damage in various regions of the country. We responded by working to maintain communications availability in affected areas.

We rapidly restored services for damaged base stations by deploying vehicles that function as mobile base stations, setting up power generators and reinforcing wireless signals from other base stations in the area. Mobile phones were also loaned out to support the disaster relief efforts of local disaster response headquarters and the Ground Self-Defense Forces, and battery chargers were installed at evacuation sites. Additionally, for customers in disaster-stricken areas, we reduced or waived repair costs for damaged or malfunctioning mobile phones and extended payment deadlines for billed charges.

Product Quality Assurance

Product Safety at Every Stage—From Design to After-Sales

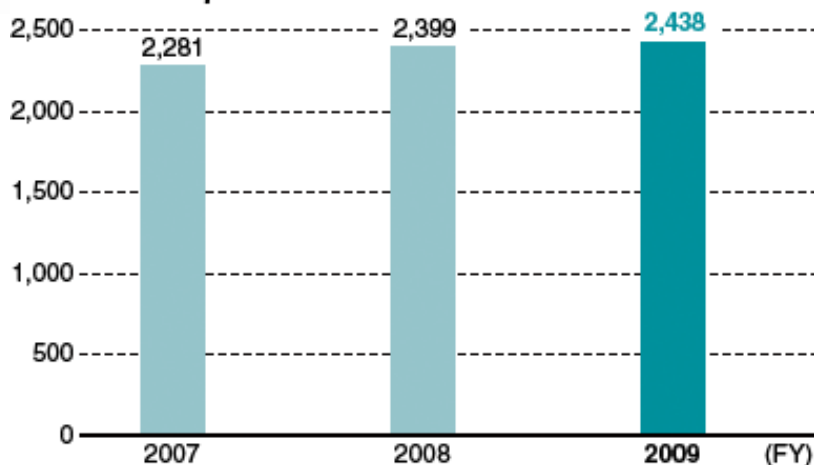
DOCOMO works together with handset manufacturers to develop products that incorporate safety considerations every step of the way. We do not simply rely on the manufacturer's design standards. Rather, we proactively provide the manufacturer with a list of our own safety standards, run safety tests during product development and check the product's safety up through its market launch.

In addition, we have repair and service centers throughout the country to respond to any problems with our products once they are on the market. We also lend out replacement handsets when phones go in for repair. In other words, we make every effort to avoid inconveniencing our customers. In the event of a major malfunction the Handset Action Committee, chaired by the vice president, is convened to identify the nature the problem, isolate its causes, and rapidly determine the appropriate action. In fiscal 2009, the committee met to address the following product malfunctions.

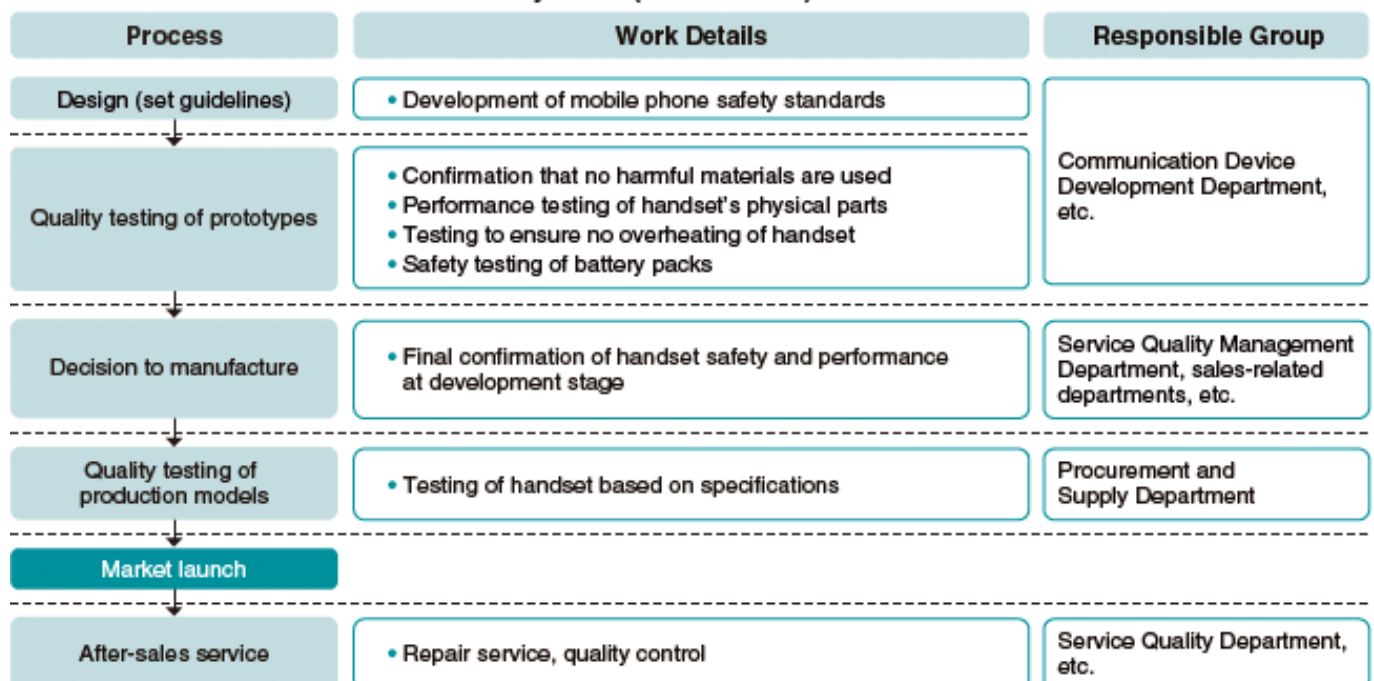
Handset Action Committee Agenda (FY2009)

Agenda Item	Response Measures
Some docomo PRIME series N-06A and docomo PRIME series P-07A handsets will not function properly when connected to i-mode sites	Software improvements
docomo PRO series T-01A will not connect to phone numbers that begin with the out-of-city prefix '011'. It will also not connect to emergency phone numbers '110,' '118,' and '119' depending on the settings.	Software improvements
docomo STYLE series L-02B will not connect to emergency phone numbers '110,' '118,' and '119'.	Software improvements

Number of Repair and Service Centers



Flowchart of Standard Product Quality Flow (each model)



Automatic Updating for Mobile Phone Software

When problems occur in the software used by our mobile phones, we ask customers to update their phones with additional software. This solves any problems without the customer having to take an extra trip to a docomo Shop.

In addition, all our newer models—starting with the 905i Series released in 2007—come equipped with a function that automatically updates the phone's software with the latest version. There is no need for the customer to do anything, meaning no operations are required. The function ensures that your handset is always running on the most up-to-date software.

Information on software updates for each handset is also available on our website.

 [Software Updates](#)

Raising Skill Levels of Repair Service Staff

docomo Shop staff are trained in helping customers who bring their phones in for repair. We make sure they know the repair process in and out—from how problems are identified to how functionality is restored—and possess adequate knowledge of after-sales service. And, staff members who meet certain standards are certified by an in-house certification program.

In addition, we train select staff members to be repair service leaders at the shop level through a training and certification program. These measures ensure repair request are handled appropriately and raise the skill levels of repair service staff. We will continue conducting training and certification programs in an effort to further raise the customer service quality of staff at nationwide docomo Shops and establish even more consistent levels of service.

Mobile Phone Models Temporarily Discontinued

The docomo PRIME series N-06A and P-07A, the docomo PRO series T-01A, and the docomo STYLE series L-02B, launched in 2009, were temporarily pulled from the market after it was found that they would not properly function when connected to i-mode or would have trouble connecting to phone numbers in certain regions. We sincerely apologize for the inconvenience this has caused customers.

We promptly and thoroughly investigated the causes of these defects and made improvements as soon as they were discovered. Sales of the models have now recommenced. More stringent quality control will be implemented to prevent problems like this from occurring again.

Radio Wave Safety

Compliance with Radio-Radiation Protection Guidelines

The safety of radio waves is an issue that has garnered a fair amount of interest among the public. In particular, the health effects of radio waves from mobile devices have been researched for over 50 years. The Radio-Radiation Protection Guidelines and related legal regulations have been established based on careful considerations by the World Health Organization and Japan's Ministry of Internal Affairs and Communications. DOCOMO operates its base stations in compliance with these guidelines and legal regulations and checks to make sure radio waves emitted by mobile phones are below the limits indicated in the guidelines.

In addition, lectures by experts from inside and outside the company are held on a regular basis to keep employees abreast of legal developments related to radio waves and the latest domestic and overseas research.

Collaborative Research on Radio Wave Safety

DOCOMO is involved in research on the health effects of radio waves that is being funded by the World Health Organization and Japan's Ministry of Internal Affairs and Communications. Since 2002 we have conducted experiments in collaboration with KDDI CORPORATION and SOFTBANK MOBILE Corp. regarding impacts at the cellular and genetic levels. Following an interim report issued in 2005, in 2007 we announced that research had identified no impacts. This was one example of scientific evidence that dismisses the argument that RF radiation has an impact on cell structure and function and can cause cancer. It once again shows that radio waves from mobile phones and base stations are safe.

Radio wave safety is an important social responsibility of mobile communications providers. We will continue to keep up with research developments at home and abroad and actively engage in survey and research activities conducted by the Association of Radio Industries and Businesses, a public-interest corporation working to develop radio wave use.

Feature: Mobile Phone Safety Classes



Mobile Phone Safety Classes

Activities to help protect against crime and other mobile phone related trouble

Sayuri Kurosu, Mobile Phone Safety Class Instructor, Kanagawa Branch



For Children

Provide Knowledge and Methods for Preventing Crime and Other Trouble

The classes use animation, slides and reenactments to show children how to deal with crime and other trouble associated with mobile phones and teach them rules and etiquette for mobile phone use in a way that is easy to understand.

For Parents and Guardians

Convey Importance of Creating Rules for Mobile Phone Use

The classes provide parents and guardians with information on potential risks affecting children, convey the importance of creating rules at home and suggest revising the rules periodically as their children grow.



For Seniors

Provide Tips on Preventing Crime and Other Trouble

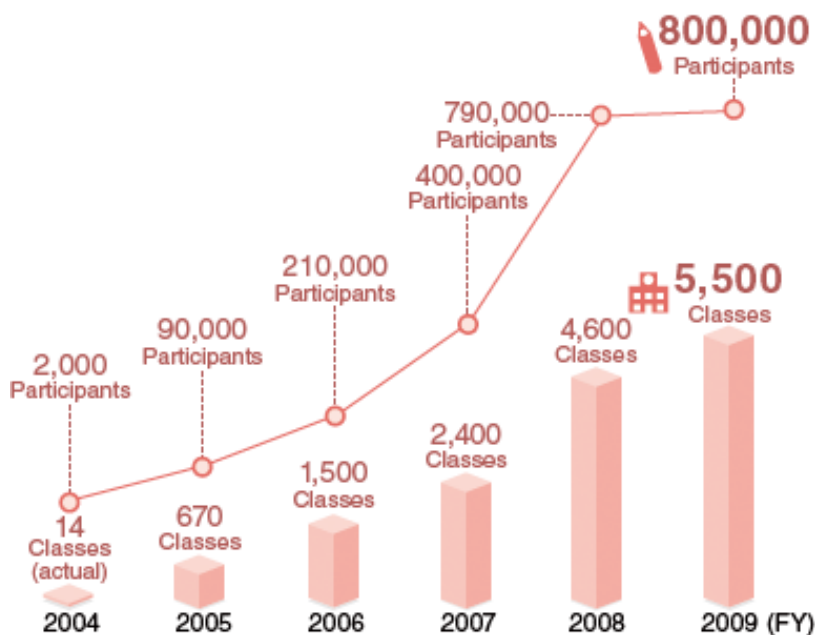
The classes introduce steps to take to avoid getting caught up in bank transfer fraud and other types of crime as well as tips on protecting oneself during natural disasters and trouble that occurs in day-to-day life.

Mobile Phone Safety Classes Held at Schools and in the Community

Mobile phones have come to be used in almost every aspect of daily life. However, as this has taken place, using mobile phones safely and securely and observing rules and proper etiquette have become major concerns. And, in recent years, increasing numbers of children have been affected by crime and other trouble associated with mobile phones, including online dating sites and billing fraud.

Against this backdrop, since 2004 DOCOMO has sent instructors to schools and communities around the country to hold Mobile Phone Safety Classes. As of March 31, 2010, we have held some 14,700 classes for a cumulative total of 2.29 million people. In fiscal 2009, collaborating with school boards in every prefecture in Japan, we distributed Mobile Phone Safety Class educational videos free of charge to around 31,500 schools nationwide.

Mobile Phone Safety Class Participation and Numbers (by fiscal year; approx.)



New Mobile Phone Safety Classes Started for Seniors

With Japanese society continuing to age, in April 2009 we started Mobile Phone Safety Classes for seniors. The classes were held approximately 600 times and attended by roughly 14,800 people.

The classes are divided into two sections. The first covers how to avoid becoming a victim and presents measures for protecting oneself from crime, including billing fraud, which has affected many seniors. The second section is on protecting oneself. It introduces services that help people protect themselves in the event of a disaster, including the i-mode Disaster Message Board Service and Area Mail Disaster Information Service, and explains procedures for lost phones.

Stakeholder Perspective

Mobile Phone Safety Classes Expected to Help Improve Information Ethics



Verbal attacks and harassment on blogs and online profiles have become a major social issue. Students have been involved in such situations even at our school. Prompt measures need to be taken to prevent students from becoming victims and from becoming perpetrators. Through the Mobile Phone Safety Classes, students learned proper knowledge related to use of mobile phones and the level of responsibility that goes with it. Teachers also deepened their awareness of the current situation, so the classes were significant in a number of ways. I expect DOCOMO's initiatives to help improve information ethics.

Hideo Yoshida
Principal
Aikoku Gakuen Yotsukaido High School

Addressing the Impact on Children

Protecting Children from Trouble Associated with Mobile Phone Use

Mobile phone subscriptions in Japan totaled approximately 112 million as of March 31, 2010, which is close to one per person. Many children are also using mobile phones because they allow parents to communicate with their kids at anytime and vice versa. However, there has also been a rise in instances of children coming into contact with inappropriate information or encountering various kinds of trouble. DOCOMO is addressing this situation by regularly conducting questionnaires directed at students and parents. The questionnaires shed light on people's view of the benefits and drawbacks of mobile phone use. Their findings also help guide educational activities aimed at safe mobile phone use and improve services for protecting children from related risks.

Questionnaire findings informed our activities in fiscal 2009. We augmented the functions of our access restriction services and strengthened cooperation with local governments and law enforcement agencies. We will continue and strengthen similar initiatives going forward to ensure even greater levels of safety and security when mobile phones are used by children.

Greater Functionality for Access Restriction Services (Mail Filtering)

DOCOMO provides access restriction services (mail filtering) to block access to online dating sites and other inappropriate websites before any problems can occur. With enactment of the Youth Internet Environment Development Act ^{*1} in April 2009, new, underage i-mode subscribers are now enrolled in mail filtering services, in principle.

DOCOMO has mail filtering services appropriate for younger elementary school students, older elementary school students, middle school students and high school students. We have also made available an access restriction customizer that enables the customer to individually set access restrictions for certain sites or categories of sites. This menu of services is provided at docomo Shops and on our website in the form of four recommended courses for different school ages.

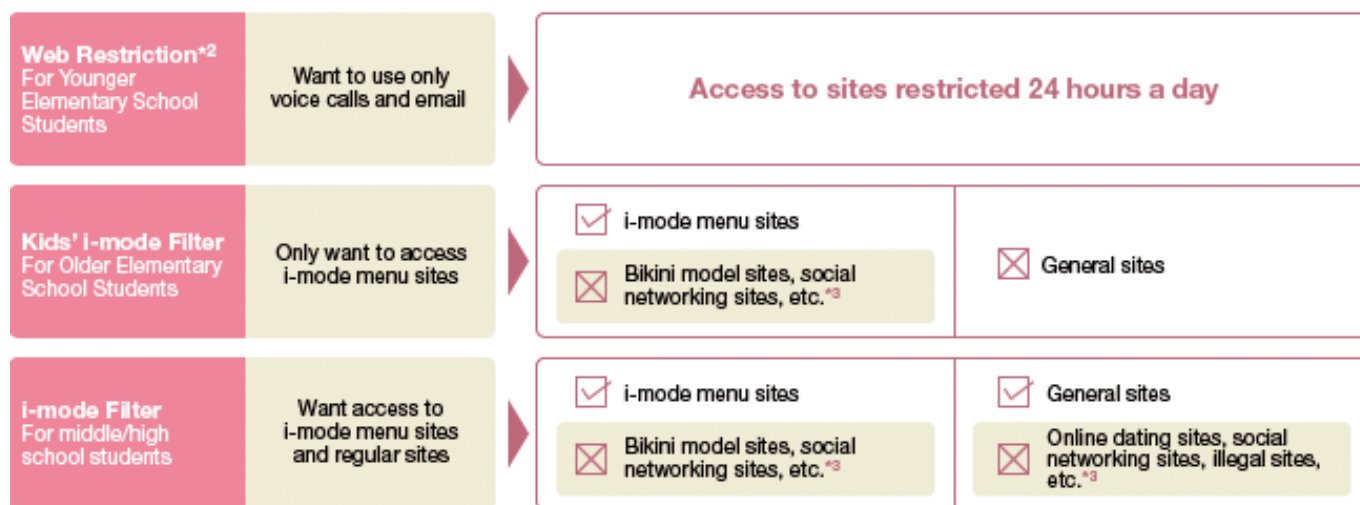
Moreover, in April 2010 we enhanced the functionality of the access restriction customizer and began providing a new time settings feature. The feature allows access to be restricted at one-hour intervals for each day of the week depending on the child's usage patterns. This means access can be restricted not only during nighttime hours but also when the child is in class at school, for example.

We are also working to promote more widespread use of our access restriction services through mailings included with billing statements, mobile phone catalogs and other channels.

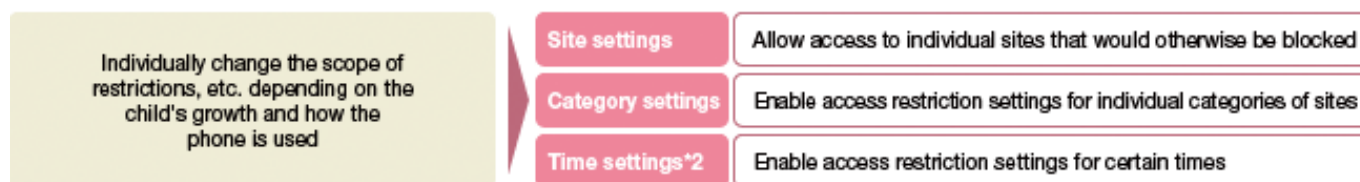
^{*1} The formal name of the law is the "Act on Establishment of Enhanced Environment for Youth's Safe and Secure Internet Use."

Access Restriction Service Features

Recommended Access Restriction Menu for Different School Ages^{*1}



Apply for Added Feature: Access Restriction Customizer ^{*4}



^{*1} Customers wishing to restrict access only during nighttime hours may also use the time restriction feature, which blocks access from 10:00 p.m. to 6:00 a.m. the following day.

^{*2} Certain sites provided by DOCOMO such as i-menu and customer support may be accessed even during restricted hours.

^{*3} Uses a URL database provided by NetSTAR Inc.

^{*4} Used in combination with any access restriction service

Hotline for Concerns regarding Mobile Phone Use by Children

The "docomo Anshin Hotline" (docomo Family Safety Hotline) responds on a dedicated basis to questions and concerns regarding mobile phone use by children, including questions about potential trouble, phone etiquette and appropriate billing plans. The hotline received some 60,000 inquiries in fiscal 2009 on matters such as our access restriction services and imadoco search service.

Many people called in to say they wanted an easy-to-understand menu screen for younger elementary school students who primarily use the web restriction feature, one of our access restriction services. In November we responded by making available a web restriction menu to take the place of the standard i-menu for web restriction subscribers.

The web restriction menu keeps links to a minimum, including only links to the Disaster Message Board Service, displayed when there is a disaster, My Page and other necessary sites. Many customers also said they wanted to be able to restrict the hours during which children had access to sites. We therefore enhanced the functionality of our access restriction customizer and began providing a new time settings feature.

Children's Emergency Service Shops

Recent years have seen an increasing number of incidents involving children on their way to and from school. This has grown into one of society-wide issues.

DOCOMO is working to do its part by registering docomo Shops as "children's emergency service shops." Our docomo Shops nationwide are available for children to seek protection when they feel endangered in any way.

Children's emergency service shops work to protect children based on specific rules established in accordance with operational rules for children's emergency services created by local governments. The rules stipulate that the protection is to be temporary and that the police and school authorities must be notified.

☞ Not available at all shops. The name may also differ depending on the region.

Employees Serve as Instructors for e-Net Caravan Seminars

DOCOMO supports the aims of e-Net Caravan, an initiative being sponsored by the Ministry of Internal Affairs and Communications, Ministry Education, Culture, Sports, Science and Technology, telecommunications industry associations and other groups. We participate in the initiative along with other NTT Group companies.

e-Net Caravan holds seminars and other events on safe Internet use. The seminars are primarily for parents, guardians and teachers and are aimed at helping protect children from trouble associated with the Internet, including computer viruses, spam email, personal information leaks and billing fraud. DOCOMO sends employees to serve as instructors for seminars specifically on using mobile phones responsibly.

Topics: Mobile Phone Safety Class Text Wins Consumer Education Materials Award

The textbook used in fiscal 2009 Mobile Phone Safety Classes for elementary students was honored in March 2010 with a prize for excellence at the 7th Consumer Education Materials Awards (for corporations and industry associations). In addition, the revised fiscal 2010 version of the Mobile Phone Safety Class textbook (beginners edition) was also recognized as deserving of a prize for excellence.

Mobile Phone Safety Classes, which are held numerous times at schools and communities around the country, uses three different textbooks, an introductory edition, application edition and parent/guardian/teachers edition ^{¶ 2}. The content of the textbooks is revised every year. This year's award-winning Mobile Phone Safety Class textbook (introductory edition) was recognized as being a highly effective educational tool.

We plan to continue updating the texts with the latest trends and working to enhance their content while incorporating feedback and requests from children who participated in Mobile Phone Safety Classes, their parents and guardians, and teachers.

^{¶ 2} The notation used for the textbooks was changed in fiscal 2010. The introductory edition is for elementary school students, application edition is for middle school and high school students and the parent/guardian/teacher edition is for parents, guardians and teachers.

Dealing with Spam Email and Nuisance Calls

Strengthen Anti-Spam Measures

Spam sent through i-mode Mail can be a problem for some customers, so we continue to strengthen measures for eliminating it. Our anti-spam efforts involve preventing spam from being sent, blocking address-unknown mail that is used to collect mail addresses, and providing settings for spam filtering. As a part of these efforts, applicable handset models sold from the winter of 2009 to spring of 2010 were equipped with a function that makes it possible to enable settings for rejecting or receiving spam email. Previously, enabling these settings required the user to access i-menu and enter the domain or address for the setting one character at a time. The new function allows the user to choose 'reject' or 'receive' on a submenu after displaying the mail message for which such settings are desired. Enabling the settings no longer requires entering characters one at a time. The number of items that can be set for receive or reject was also expanded from the previous 40 to 120. These measures are substantially reducing inquiries made to DOCOMO regarding spam email.

Blocking Nuisance Calls

The Nuisance Call Blocking Service is provided as a countermeasure against nuisance calls and prank calls. The service automatically blocks calls from preregistered numbers and issues a message to the caller without affecting the phone's call history.

Providing Options for Good Phone Etiquette

Services Keep Customers Connected without Causing Disruptions

DOCOMO mobile phones include a function called Public Mode (Drive Mode) and Public Mode (Phone OFF). It is intended for use in public places where mobile phone use is discouraged and for safety purposes when driving.

Public Mode (Drive Mode) is a mobile phone function that provides a message to the caller and terminates the call when a customer does not wish to use their mobile phone. There is no indication on the customer's phone that a call has come in (no ringtone, vibration or lighting up, etc.). Another related function is Public Mode (Phone OFF), a network service for use in places where mobile phones must be turned off. Public Mode (Phone OFF) is commonly used on airplanes or at hospitals. When someone calls a phone in this mode, a message is provided indicating the situation and the call is disconnected.

docomo Mobile Plaza for Kids Teaches Rules and Etiquette

docomo Mobile Plaza for Kids is a website for children that teaches rules and etiquette for responsible mobile phone use. The site also introduces children to mobile communications systems and technologies, past, present and future.

Special programs are run on the website during summer and winter vacation to encourage children to do their own research on mobile phones. The Keitai Mystery Detective Squad is also run, a digital comic book that teaches children phone etiquette with quizzes and games.

We intend to continue providing fun, educational content for children to teach them mobile phone rules and etiquette.

Preventing Fraud

Promoting Measures to Prevent Billing Fraud with the Government and Other Mobile Providers

Victims of billing fraud are on the rise, and it has become a major social issue. DOCOMO is addressing the problem by conducting the following measures together with the government and other mobile providers in order to strengthen prevention of billing fraud perpetrated with mobile phones obtained with fraudulent subscriptions.

Main Measures to Prevent Billing Fraud

Tougher Screening

- Payment methods for usage charges for individual subscriptions limited to a credit card or direct account withdrawal, in most cases. Credit card or ATM card confirmed at a docomo Shop or other outlet.
- Provision stipulating that service will be discontinued if identification is not provided when requested by the police now included in service contracts by all mobile providers and utilized in screening procedures.
- In order to prevent large volumes of fraudulent subscriptions under the same name, individual subscriber lines under the same name have been limited to a total of five lines, in principle.

Information Provided to Police

- Information is provided to the police when there is suspicion of fraudulent identification, such as a fake driver's license, after informing the customer in advance.

Network Use Restricted for Mobile Phones Obtained Fraudulently

Some mobile handsets on the market have been obtained fraudulently through theft or by forging subscription documents, so since October 2009 we have put countermeasures in place that put restrictions on use of FOMA voice and packet communications when it becomes clear that a phone has been obtained fraudulently and a request is made by a docomo Shop or similar source.

We also established a related system that allows customers purchasing a mobile phone from an outlet other than a docomo Shop or retail store to check whether the phone is subject to network usage restrictions by entering the phone's serial number on DOCOMO's website or i-mode site.

Moreover, as a measure to prevent online transactions involving mobile phones obtained through fraudulent means, we have requested that the following four Internet auction sites make it mandatory to enter the phone's serial number when putting it up for auction and implement related measures.

Companies Operating Internet Auction Sites that Require Listing of Mobile Phone Serial Numbers (in no particular order)

- Rakuten Auction, Inc. (operates Rakuten Auction)
- DeNA Co., Ltd. (operates Bidders)
- Mobaoku Co., Ltd. (operates Mobaoku)
- Yahoo Japan Corp. (operates Yahoo! Auction)

Ensuring the Security of "Osaifu-Keitai" (Mobile Wallet)

Security measures are indispensable to "Osaifu-Keitai" (Mobile Wallet), a service that turns your phone's IC card into electronic money and credit card.

DOCOMO is able to block all mobile phone functions remotely, including Osaifu, when contacted by customers whose phones have been lost, damaged or stolen. In addition, the customer locking the IC card as the default and only unlocking it when needed is also an effective security measure, so this is introduced on our website and in user manuals, etc.

Ensuring Information Security

Safeguarding Personal Information with Reinforced Security

DOCOMO handles customer information for 56 million individuals and corporations, so we put special emphasis on security measures that protect against information leaks.

Employees given access to systems that manage customer information are kept to a minimum. And even employees with access are only authorized to handle information required for their specific job duties. Moreover, employee identity is confirmed with biometric authentication ^{※ 1} every time systems are used, usage logs are checked on a regular basis, and information is encrypted so it cannot be accessed if removed from the system. We also formally check every month to ensure information is being managed appropriately at docomo Shops.

Training is another important component of information security. We conduct training at least once a year for the board of directors and all employees, including temporary employees. Also, monthly checks are conducted to ensure docomo Shops are managing information appropriately.

※ 1 Biometric authentication is a mechanism for confirming a person's identity using physical characteristics such as fingerprints, facial features, color and voice. It is generally more foolproof than regular passwords.

Keeping Children Safe

Lost Child Search Service Provided at Major Shopping Center



Login screen
for Lost Child Search Service

The Lost Child Search Service is provided at Aeon Lake Town in Koshigaya, Saitama Prefecture, one of Japan's largest shopping malls. It helps parents and guardians find their children if they become separated from them.

The service uses a positioning device called the Lost Child Search Kit that you rent when you first arrive at the mall from the In-Building Mobile Communication System * 1. Your child is fitted with the kit, which allows you to locate him or her by connecting to the Internet via i-mode or other Internet portal. Moreover, if a mall employee happens to discover a child who has gotten lost, they are able to determine the guardian's identity via an ID that is registered when the kit is rented out. The guardian is then called directly.

The service is compatible with Flash® * 2-enabled mobile phones with Internet access. We hope that it will provide a little extra peace of mind to guardian bringing their children with them to the mall.

* 1 The In-Building Mobile Communication System uses small base stations installed inside high-rise buildings and underground malls to provide stable wireless communications.

* 2 Flash® is a type of software used primarily to create video and audio content. The word is also used as shorthand for content made with Flash software.

* Flash is the registered trademark or trademark of Adobe Systems Incorporated in the United States and other countries.

Child Monitor Developed for Schools



Simulated screen for Child Monitor

Child Monitor is an ASP service ^{* 3} developed for schools and private preparatory schools to help keep children safe on their way to and from school.

The service has a variety of functions. You can opt to have email sent to you when your children use their phones after arriving at school or leaving school or when they swipe an IC card on a reader. You can also choose to be notified of the whereabouts of your children when they use their phones from a random location. Another function emails information issued by schools to both students and parents or guardians. The service is designed to provide peace of mind to parents/guardians and school teachers, the people responsible for keeping children safe.

We have added new functions starting in March 2010. The questionnaire function allows schools to give questionnaires to parents/guardians and children. The absence contact function enables parents and guardians to use their mobile phone or computer to inform the school that their child will be absent. And, the third-party position search function makes it possible to identify the whereabouts of your child.

^{* 3} ASP stands for application service provider, which is a company that provides application software over the Internet as a service.

Improving the Functionality of Kids' PHONE to Provide Peace of Mind to Both Parents and Children



Kids' PHONE F-05A



Kids' PHONE was developed to help keep children safe. We continue to improve its functionality. For example, Kids' PHONE F-05A limits initial functions to the crime prevention buzzer, calling and GPS. Settings can then be changed as your child gets older and can use the camera, mail, i-mode and other features responsibly.

Another setting restricts who can be called, making it impossible for your child to make calls or send mail to people not in the phone book. Kids' Mode allows guardians to create a PIN number that keeps children from changing the phone's settings. The Anshin Setting menu allows you to enable settings that turn on the crime prevention buzzer, restrict calls, mail, i-mode and i-appli, and prevent use of the camera simply by following onscreen instructions. All of these functions have been designed to keep children safe and give guardians peace of mind.

Services for a Sustainable Society

Building New Medical, Environmental and Financial Systems

There are numerous challenges involved in sustainable development. The challenges cut across many fields including health and medical care, the environment and ecology, and security and safety. DOCOMO is doing its part to help society overcome these challenges through a series of mobile phone initiatives called social support services.

Our activities are specifically focused on five fields where mobile communications have a major contribution to make and there is substantial business potential. The fields are health and medical care, the environment and ecology, finance and settlement systems, security and safety, and education. We are working to establish social platforms in these areas that enhance the efficiency of information distribution.

Wellness Support Provided to Support Health Promotion Services

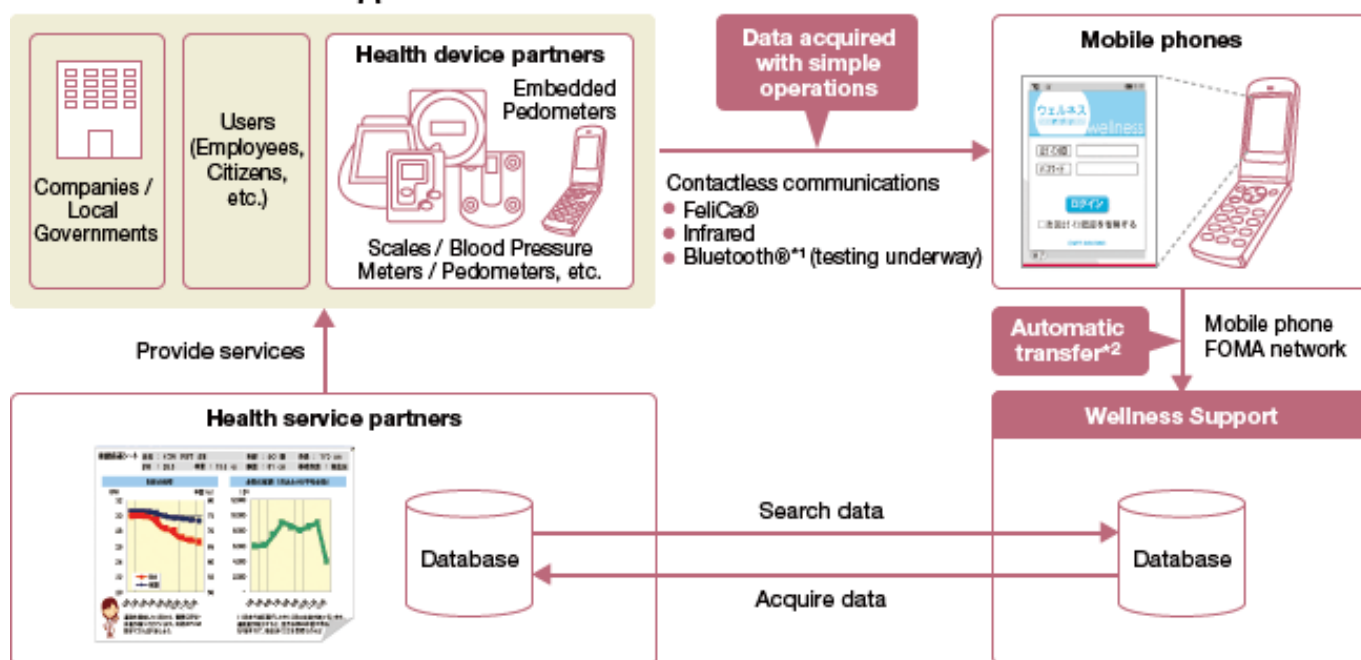
Against a backdrop of ongoing changes in society, including an aging population, increasing medical costs, and rising awareness regarding health management and self-medication at the corporate and individual levels, in June 2009 we began offering Wellness Support to provide assistance for services that promote good health.

The service provides service partners with a system for automatically collecting data through mobile phones, including data from weight scales, blood pressure monitors, pedometers and other health devices as well as data from devices embedded in mobile phones like pedometers. It is intended to promote good health for people using partner services by linking with a wide variety of services, including services related to improving lifestyle diseases, community health sites and walking events.

Going forward, we intend to improve the system to make it easier to use and bring it into conformance with the Continua Design Guidelines ^{※ 1} so that it can be actively utilized to promote good health for seniors and keep communities safe for children. We will also strengthen partnerships with companies involved in promoting good health and expand services that provide people with health benefits.

※ 1 A set of guidelines created by the non-profit Continua Health Alliance to promote the mutual compatibility of data from medical and health-related devices.

Overview of Wellness Support Service



*1 A wireless communications protocol. Receiver microphones connect to mobile phone with wireless radio waves using this protocol.

*2 Automatic transfer settings and send times are chosen by the user.

* FeliCa is the trademark or registered trademark of Sony Corporation.

* Bluetooth is the registered trademark of Bluetooth SIG, Inc.

Social Collaboration Department Established with the University of Tokyo Hospital (With Goal of Building a New Medical Information Platform with Mobile Technology)

DOCOMO joined forces with the University of Tokyo Hospital and established the Department of Ubiquitous Health Informatics, a social collaboration department ^{※ 2}, in September 2009 at the hospital's 22nd Century Medical and Research Center. The department conducts joint research on building a new healthcare information environment that utilizes mobile information devices, which includes integrating and utilizing personal health data that has been managed by disparate medical institutions as well as further utilization of health information at medical institutions.

Through joint research, we will work to develop and popularize innovative technologies for health information systems, train professionals in the field and thereby contribute to the promotion of good health and the development of society.

※ 2 Social collaboration departments are departments managed with joint research funds received from private-sector institutions that wish to conduct joint research with the University of Tokyo in areas with a strong public component.

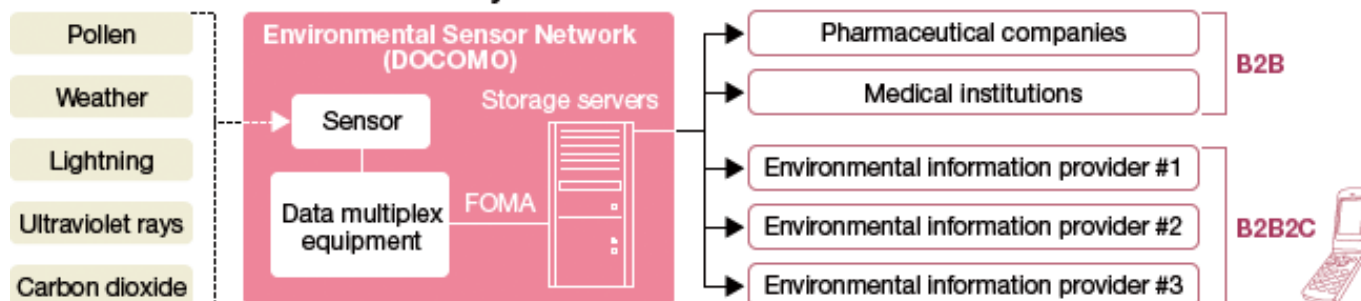
Environmental Sensor Network Business Started to Provide Environmental Data

We started the environmental sensor network business in January 2010 to collect and provide data on pollen counts, atmospheric conditions, ultraviolet ray intensity, carbon dioxide concentrations and other items.

The business will collect data measured by sensors set up at mobile phone base stations and other locations through the mobile phone network, process and analyze it, and provide it for a charge in the form of environmental data. We plan to provide the data to a wide spectrum of business sectors, starting with the B2B2C model, targeting weather forecasters that provide information to individuals, and including the B2B model, targeting pharmaceutical companies and medical institutions, as well as the B2G model, targeting local government bodies and the like.

In launching the business in January 2010, we set up sensors at 300 sites in the Kanto region and Shizuoka Prefecture. The number of sites will be increased to 2,500 nationwide during fiscal 2010 and eventually expanded to 9,000. We also plan to gradually add new measurement items.

Overview of Environmental Data System



FOMA Ubiquitous Module Provided for AED Remote Monitoring Service (Further Promotes AED)

The FOMA Ubiquitous Module ^{※ 3} has been adopted by AED GuardianTM ^{※ 4}, a remote monitoring service provided by Fukuda Denshi that promotes more widespread use of safe and secure automated external defibrillators (AED) ^{※ 5}.

AED owners must confirm the condition of AED units and check expiration dates on supplies like defibrillator pads to ensure that the units function as they should when they are needed.

AED GuardianTM consists of a receiver for infrared signals sent by the AED and a communications unit equipped with a FOMA Ubiquitous Module. The system makes it possible to automatically monitor the AED unit on a 24-hour, 365-day basis, rendering visual inspections of the unit unnecessary. The system should help further popularize AED units by simplifying daily management.

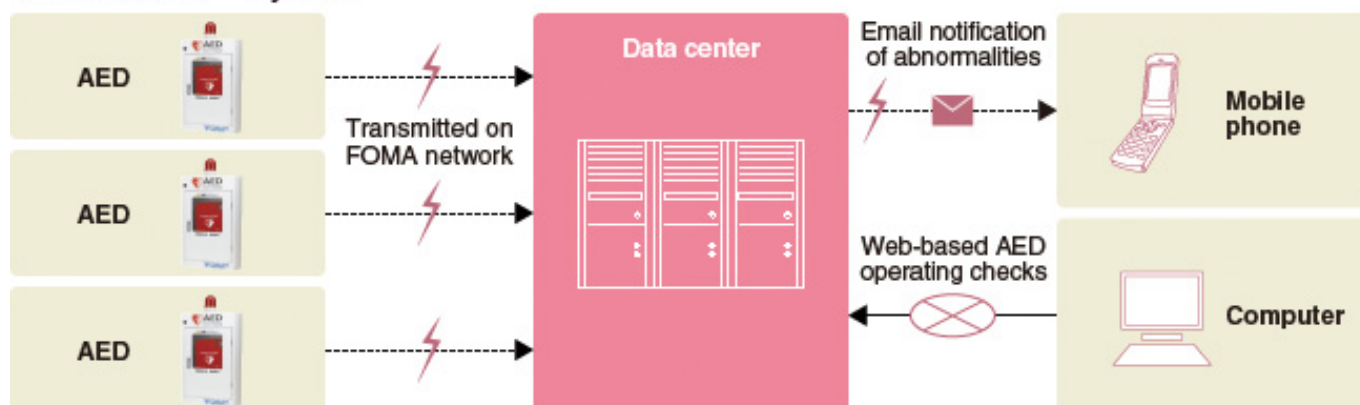
Sales of AED GuardianTM were launched in January 2010, with DOCOMO providing communication lines in the form of the FOMA Ubiquitous Module.

※ 3 Automated external defibrillators (AED) are medical devices that automatically analyze the condition of patients in cardiac arrest and administer electric shocks if they are needed

※ 4 AED GuardianTM is the trademark or registered trademark of Fukuda Denshi Co., Ltd.

※ 5 A module that enables FOMA packet communications. It is embedded and used with various systems, including remote gas and electric metering systems, taxi and bus operations management systems, and inventory management systems for vending machines.

AED GuardianTM System



Research and Development for the Future

R&D for Enhanced Mobile Communications

Mobile phones and information appliances powered by state-of-the-art mobile technologies have contributed to the development of society in no small measure. They currently play innumerable roles in modern society. DOCOMO is actively engaged in research and development to further enhance mobile communications. We already have a number of major accomplishments to our credit. For example, we developed W-CDMA, the 3G communications protocol used by FOMA, and built a packet network to develop the i-mode service.

In fiscal 2009, at Wireless Japan 2009 in July, we showcased the Intuitive Search/Navigation function, which enables searches for information on stores, facilities, train stations and other items within a person's field of vision just by swiping a mobile phone camera and makes it possible to access route maps to destinations and other content in an intuitive manner. We also introduced high-performance femtocell base stations, which provide a quality experience of heavy content like video and music, as well as other multimedia technologies. At CEATEC Japan 2009, which was held in October, our booth featured futuristic technologies like Eye-Controlled Earphones, which allow a person to operate a music player with eye movements, and the Keitai Home System, which enables home appliances to be operated remotely.

Research into the Benefits and Drawbacks of Mobile

The Mobile Society Research Institute, administered by DOCOMO, conducts research on the social and cultural implications of mobile communications. Its goal is to elucidate the benefits and drawbacks of widespread mobile phone use from an independent perspective. Its findings are publicized both in Japan and overseas.

Institute Research Activities in Fiscal 2009

Six Country Study on Children and Mobile Phones

The institute conducted a questionnaire of children between eight and 18 years old, and their parents, in Japan, South Korea, China, India, Mexico and Cyprus. The questionnaire, which surveyed a total of approximately 5,600 sets of children and parents, looked at how mobile phones are used and their effect on parent-child relationships and friendships.

Survey on Mobile Provider Services for People with Disabilities

Based on a user acceptance process model for products and services, the institute assessed whether companies promoting universal design were making progress in a way that meets the needs of people with disabilities.

Research on Mobile Phones and Information Security

The institute shed light on the actual state of corporate information security measures related to mobile phones used for business and considered measures to recommend for adoption by chief information officers.

Research on Mobile Value Social Systems

The institute conducted analysis and risk assessment using game theory and social network theory to consider requirements for social systems that will safely and securely use an electronic value circulation environment based on the "Osaifu-Keitai" (Mobile Wallet) platform into the future.

 [To the Mobile Society Research Institute, Research 2009](#)

Topics: Findings of 5-Country Study on Mobile Phone Use by Children Published

The Mobile Society Research Institute published a book in December 2009 entitled *Mobile Communications and Children Around the World*. The book compiles survey findings and analysis based on a questionnaire conducted by the institute on a total of 6,000 sets of parents and children in five countries (Japan, Korea, China, India and Mexico) regarding factors behind the spread of mobile phones to children and the corresponding behavioral and psychological effects.

In recent years, mobile phones have been rapidly spreading to children, not only in Japan but in many countries around the world. The spread of this new media not only improves the convenience of day-to-day living but also has behavioral and psychological effects on people, some of which have become social issues. The book was published to serve as a reference for considerations regarding how to structure a mobile communications environment for children with an awareness of these issues. It is available at 550 libraries nationwide.

Feature: DOCOMO's Environmental Protection Initiatives



DOCOMO's Environmental Protection Initiatives

Promoting environmental protection through business activities

Daita Takeuchi, Core Network Engineering Department



For Energy Conservation

Utilization of renewable energies

Solar power is garnering attention as a power generation format with low environmental impact. We are involved in the development of battery chargers and mobile phones equipped with solar panels to provide both greater convenience and better ecological performance.

For Energy Conservation

Feasibility testing on cutting-edge energy-saving technologies

The Tachikawa ICT Ecology Center was established to reduce the amount of power used by communications facilities. It is currently carrying out feasibility testing on cutting-edge energy-saving technologies. The results of this testing will be applied to communications facilities in an effort to further reduce CO₂.



For Effective Resource Utilization

Promoting Mobile Phone Recycling

Used mobile phones are valuable resources. Mobile phones are collected at nationwide docomo Shops and other locations and recycled into a variety of resources.

Developing Solar Battery Chargers that Effectively Utilize Renewable Energy

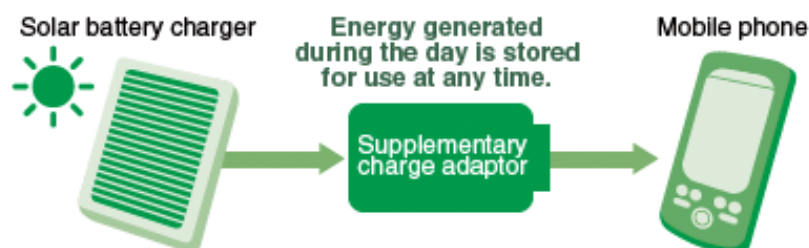
With society as a whole facing the challenge of protecting the global environment, customers who purchase mobile phones are also increasingly demanding phones that are more environmentally friendly. Responding to this call, we developed a solar panel-equipped battery charger with MPPT * 1 functionality, which enables power to be generated efficiently even when the weather changes.

Using this charger allows customers to participate in an environmental initiative because it reduces CO₂ emissions. When the product is used in combination with a supplementary charge adaptor, which can store electricity, electricity generated by the solar battery charger becomes portable through storage in the adaptor.

We are also working to reduce mobile phone power consumption and currently also sell mobile phones equipped with solar panels.

* 1 An acronym for Maximum Power Point Tracking. This technology enables power to be efficiently retrieved from solar cells.

Overview of Charging System

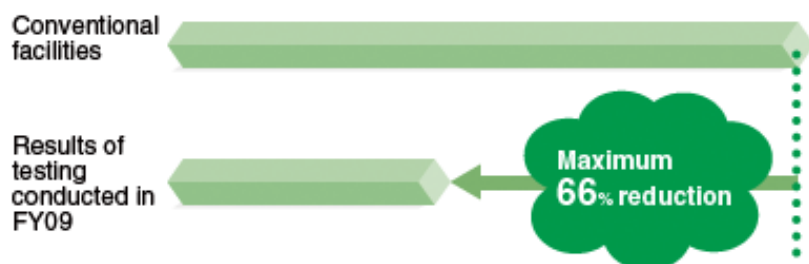


Promoting More Energy-Efficient Communications Infrastructure Facilities

Power use by communications facilities accounts for a large proportion of the CO₂ we emit in carrying about business activities. The Tachikawa ICT Ecology Center was established to test the practical feasibility of cutting-edge energy-saving technologies with the goal of reducing power consumed by communication facilities.

In fiscal 2009 the center conducted testing on a direct current power supply system, new air conditioning technologies, and energy-saving servers, and verified that using this equipment would reduce CO₂ emissions by up to 66% compared to conventional facilities. Going forward, we plan to utilize the results of the center's testing in communication facilities in an effort to reduce CO₂ emissions, and work to further reduce CO₂ by conducting feasibility testing on cutting-edge energy-saving technologies like indirect air conditioning.

CO₂ Reduction Compared to Conventional Facilities



Column: Developing Mobile Phones Using Wood from Forest Maintenance



TOUCH WOOD (basic mockup)

In managing a forest, trees that are clumped together have to be thinned out. However, in recent years there has been an increase in forestland deterioration because trees have not been thinned, and developing applications for wood from thinned trees has also become an issue.

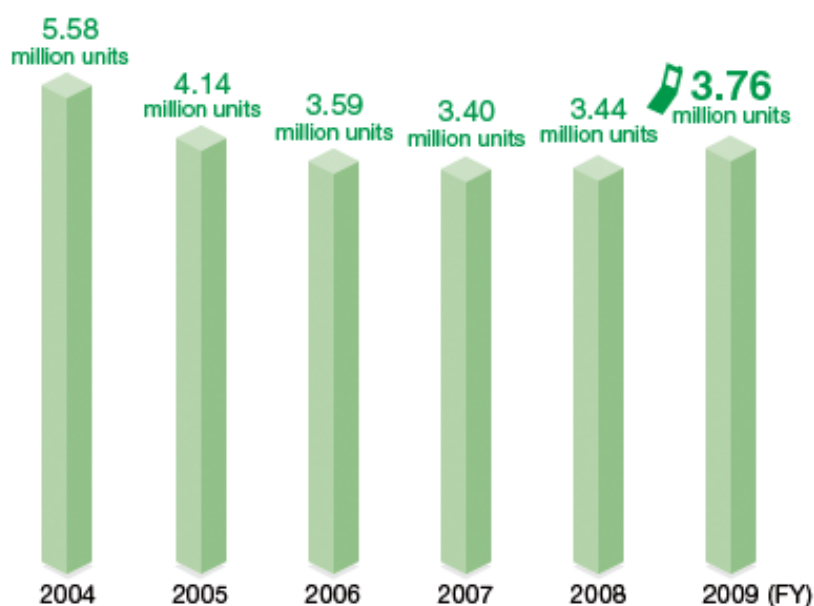
Given the importance of forests, we are promoting a project to support forest growth that involves the development of a wood mobile phone that uses wood from thinned trees. Using wood from thinned stands of Japanese cypress, we developed a prototype phone dubbed "TOUCH WOOD", which features a beautiful wood grain and a warmth and fragrance only found in wood.

Recycling Mobile Phones to Effectively Utilize Valuable Resources

Mobile phones contain gold, silver, copper, platinum and other metals, so they can be considered a very valuable resource for Japan, which has few mineral resources. DOCOMO has engaged in the recycling of used mobile phones since 1998. In 2001, we joined forces with the Telecommunications Carriers Association to create the Mobile Recycle Network that collects phones regardless of their company affiliation. In fiscal 2009, approximately 3.76 million phones were collected, bringing the cumulative total to around 72.54 million phones.

In order to further promote this initiative, we are working to widely publicize the program to customers through promotional tools that include stickers posted at docomo Shops.

Mobile Phones Collected (by fiscal year; approx.)



Stakeholder Perspective

Publicizing Mobile Phone Recycling through Straightforward Explanations



Mobile phone recycling is an initiative directly connected to effective utilization of resources and environmental protection. In order to encourage customers to participate in such environmental initiatives with total peace of mind, docomo Shops make every effort to protect their personal information, through such measures as destroying the phone right in front of the customer.

There are still customers however who are not aware of our recycling program. By working to explain the program in a very straightforward way we hope to encourage even greater participation by customers.

Miku Seino
docomo Shop Shiki Ekimae

Column: docomo Woods Maintained by Employees and Their Families



Planting trees at docomo Woods



Thinning trees at docomo Woods

DOCOMO has promoted the establishment of docomo Woods since 1999 as a part its environmental protection activities.

Utilizing such programs as the Forestry Agency's corporate forest program ^{※ 2}, the National Land Afforestation Promotion Organization's Green Fund ^{※ 3}, and corporate forestry support programs ^{※ 4}, employees and their families engage in forest maintenance efforts, with the goal of fostering awareness of volunteering and environmental protection through the direct experience of nature.

In fiscal 2009, new docomo Woods were established in five locations, Wakayama, Toyama, Shimane, Gifu and Shizuoka, bringing the total to 48 sites and roughly 192 hectares. Moreover, in June 2010 we created docomo Chinenmisaki Woods in Okinawa Prefecture, achieving our goal of establishing docomo Woods in every prefecture in Japan. Going forward we will continue promoting maintenance activities at docomo Woods and contribute to the protection of biodiversity.

^{※ 2} A program in which the Forestry Agency and private-sector companies plant trees and manage forestland and share income from harvesting the trees.

^{※ 3} A forestry fund dedicated to preserving green spaces, improving forests, promoting tree planting and contributing to international afforestation projects.

^{※ 4} Programs established primarily by prefectural governments and prefectural tree-planting promotion committees.

Basic Philosophy

Activities Based on DOCOMO Global Environmental Charter

DOCOMO carries out initiatives for protecting the global environment based on the DOCOMO Global Environmental Charter. The charter covers three main areas: conducting business with the environment in mind, strengthening environmental management and promoting environmental communication.

DOCOMO Global Environmental Charter (Basic Philosophy/Basic Policies)

The NTT DOCOMO Group views global environmental problems as important issues to be addressed by management and will work to reduce the environmental impacts of its business activities. By developing and providing services centered on the mobile phone, we will stimulate innovation in diverse aspects of lifestyle and business, and work with customers to support society's efforts to protect the environment.

■ Conduct Business with the Environment in Mind

- Promote business activities that actively incorporate environmental consideration through the provision of mobile multimedia.
- In all business activities, curb emissions of greenhouse gases, conduct proper management of hazardous materials, and encourage resource conservation by promoting the "three Rs" (Reduce, Reuse, and Recycle).

■ Strengthen Environmental Management

- Comply with all environmental laws and regulations, and through environmental management systems avoid risk and continuously improve performance.

■ Promote Environmental Communication

- Promote environmental activities in cooperation with business partners, throughout all processes—from procurement, research and development, and sales, through after-sales services.
- Disclose accurate environmental information to help others understand the DOCOMO Group's environmental activities, and use feedback received to improve these activities.
- Enhance environmental awareness through the environmental education of employees and communication among all corporate levels and departments.

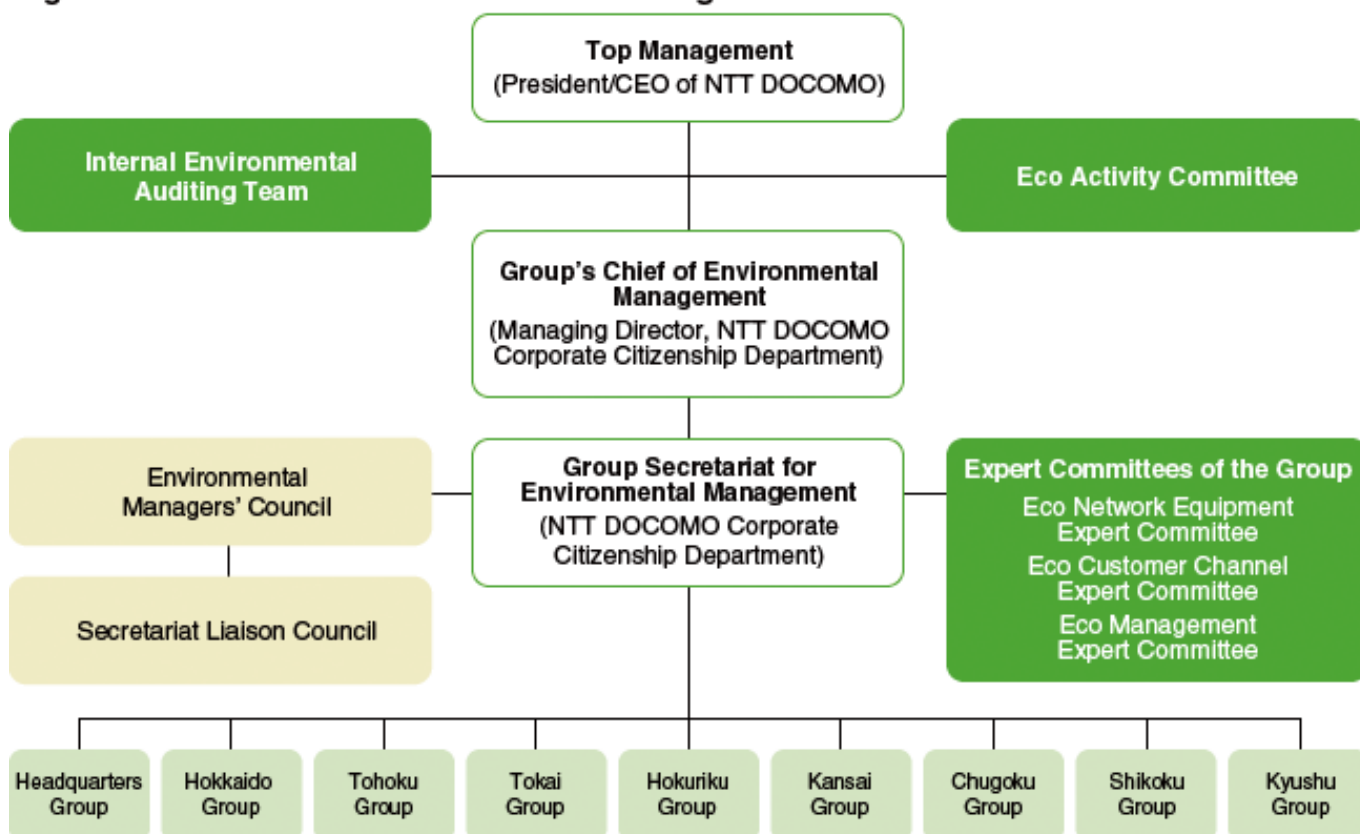
Environmental Management Systems

Integrating EMS for Greater Efficiency

Group targets were unified and Environmental management systems (EMS) originally developed by Group companies were integrated. These changes were made to more efficiently promote environmental protection activities throughout the Group. Such activities include energy conservation for telecommunications equipment and collection of used handsets. The new system acquired ISO14001 certification, the international standard for environmental management systems.

The EMS is administered by a number of organizational units. The Eco Activity Committee is the highest decision-making body related to the EMS and is chaired by the President and Chief Executive Officer. Expert committees of the Group set environmental targets for the Group as a whole and the Environmental Managers' Council is involved in administration of the EMS. Progress toward environmental goals is reviewed and debate is conducted on solving environmental issues.

Organizational Structure for Environmental Management



EMS Organization

- Eco Activity Committee: Group's highest EMS decision-making body
- Expert Committees of the Group: Advisory bodies to Eco Activity Committee
- Environmental Managers' Council: Advisory body for Eco Activity Committee and comprised of regional Environmental Managers
- Internal Environmental Auditing Team: Internal environmental auditing team that conducts audits in accordance with the auditing program and is comprised primarily of administrative secretariats at Group companies

Guidelines Aimed at Reducing Environmental Impacts

DOCOMO conducts its business in accordance with its own detailed guidelines. It is based on the following three sets of guidelines established by the NTT Group.

Environmental Guidelines

Guidelines for Green Procurement

For procurement of products and materials that take environmental consideration into account

Green R&D Guidelines

For concrete actions to reduce environmental impacts in research and development of services, systems and products

Green Design Guidelines for Buildings

For curbing energy consumption and waste generation in building construction and management

Strict, Impartial Audits Improve EMS

Well trained environmental auditors conduct strict, impartial audits to ensure the EMS is functioning appropriately. Audit findings are used to revise the system and make improvements on an ongoing basis. Internal environmental audits were conducted at 27 Group companies in fiscal 2009 from 4th to 20th November. The audits are focused on confirming compliance with laws and regulations and assessing progress and performance on actions plans and achievement of environmental goals. Interviews, document reviews and on-site audits were conducted in accordance with checklists. As a result, the companies were found to be in compliance with the requirements of ISO 14001, and it was confirmed that activities are generally being conducted appropriately in accordance with environmental manuals and other guidelines.

Going forward, we will review auditing methods and conduct practical internal auditor training for environmental auditors in order to continue to improve the EMS, which is now in its third year.

In-Depth, Targeted Training and Education

DOCOMO conducts targeted environmental education based on position and type of work. We encourage employees to voluntarily engage in environmental activities and utilize them in business activities. We have a number of specialized training programs in place to increase employee knowledge and awareness. In addition, some of the training uses a video conferencing system to raise efficiency as well as to reduce travel and cut energy consumption.

Training Program Attendance (Fiscal 2009)	
Training Program	Attendance
General environmental training	46,534
Eco Manager training	546
Eco Staff training	1,208
Environmental laws and regulations compliance assessment training	664
EMS Internal Auditors practical training	155
EMS Internal Auditors training	105

Compliance with Environmental Laws and Regulations

Rapid Compliance by NTT Group Companies with Revisions to Laws for Promoting Energy Efficiency

Japan's regulatory framework for the environment includes the Law Concerning the Rational Use of Energy (Energy Conservation Law), Air Pollution Control Law, and Waste Disposal and Public Cleaning Law. DOCOMO structures its audits in line with relevant laws and ordinances and makes assessments on a regular basis in order to ensure compliance with these and other environmental regulations. The Law Concerning the Promotion of the Measures to Cope with Global Warming and Energy Conservation Law was amended in April 2009. Prior to these revisions, companies were required to manage energy usage at the factory and office level. Starting in April 2010, however, they are required to track usage by the organization as a whole. The NTT Group set up a working group in June 2009 to address these changes and DOCOMO actively participates. Information that comes of the working group's discussions is communicated throughout the company.

Proper Management of PCB Waste

We are furthering proper waste management based on regulations such as the Waste Management and Public Cleansing Law.

DOCOMO has voluntarily established the PCB Item Management Procedure Manual in accordance with the Law Concerning Special Measures Against PCB Waste to guide its management of PCB. The manual stipulates items subject to storage and management, storage and management methods, storage locations, disposal methods, and emergency response procedures.

Promoting Green Procurement

Partnering with Suppliers for Green Procurement

DOCOMO promotes green procurement with the understanding and cooperation of suppliers. We strive to actively purchase safe, environmentally-friendly products. Environmental impact assessments are run on items not previously purchased, and suppliers are asked to adhere to the RoHS Directive ^{※ 1}.

※ 1 The RoHS Directive is a European Union regulation banning the inclusion of harmful substances in electrical and electronic devices.

 [Procurement activities](#)

Environmentally-Friendly Printing

Catalogs and other materials use environmentally friendly paper in line with the Green Procurement Network's ^{※ 2} Purchasing Guidelines for Printing and Copying Papers. Depending on the application, we use recycled paper with high recycled content, FSC-certified paper ^{※ 3} or other paper made with environmentally-friendly virgin pulp. We also use paper from our offices that we have recycled ourselves.

※ 2 The Green Procurement Network was established in 1996 to promote green purchasing initiatives. It is made up of private-sector companies, government agencies and consumers, and attracts the participation of many corporations and associations.

※ 3 FSC-certified paper is made from forests certified by the Forest Stewardship Council (an international non-governmental organization) for being properly managed.

Environmental Accounting

Environmental Accounting Data for Fiscal 2009

DOCOMO uses environmental accounting to track the costs and benefits of its environmental protection initiatives and guide environmental management strategy.

Scope of Environmental Accounting

Period: Fiscal 2009 (April 1, 2009 to March 31, 2010)

Coverage: 27 companies in DOCOMO Group

Standards: Ministry of Environment's Environmental Accounting Guidelines 2005 and DOCOMO Environmental Accounting Guidelines

Environmental Protection Costs (unit: million yen)							
Category	Major Transactions	FY 2009		FY 2008		YoY Change	
		Investment	Expense	Investment	Expense	Investment	Expense
(1) Internal business area costs		836	11,868	243	12,005	593	(137)
(1) -1 Pollution prevention costs	Prevention of water contamination, proper PCB disposal	0	6	0	9	0	(3)
(1) -2 Global environmental protection costs	Installation of solar and wind power systems, etc.	836	10,103	243	9,711	593	392
(1) -3 Resources recycling costs	Installation of water treatment systems, etc.	0	1,759	0	2,285	0	(526)
(2) Upstream/downstream costs	Compliance with Containers/Packaging Recycling Act, etc.	16	176	68	359	(52)	(183)
(3) Management costs	ISO certification/renewal, etc.	21	2,428	23	2,550	(2)	(122)
(4) R&D costs	Research on energy/resource efficient communications facilities, etc.	956	2,899	710	3,595	246	(696)
(5) Social contribution costs	docomo Woods and other tree-planting initiatives, etc.	0	47	0	67	0	(20)
(6) Restitution for environmental damage	Not applicable	0	0	0	0	0	0
Total		1,829	17,418	1,044	18,576	785	(1,158)

* Depreciation is calculated on facilities completed since fiscal 2000. Composite costs are generally calculated by deducting environmental protection costs. When the environmental protection portion cannot be clearly identified, the cost is stated in full.

Environmental Protection Benefits					
Benefits		Major benefit indicators			
		Category (unit)	FY 2009	FY 2008	YoY Change
(1) Benefits derived from internal business area costs	1. Benefits related to resources invested in business activities	Electricity usage (including CGS power) (MWh)	2,735,061	2,766,979	(31,918)
		Paper usage (tons)	35,015	35,143	(128)
		Paper reduced by e-billing (tons)	780	713	67
	2. Benefits related to environmental impacts and waste from business activities	Greenhouse gas reduction (tons-CO ₂)	1,219,642	1,164,682	54,960
		Industrial waste reduction related to communications facilities and buildings (tons)	17,283	70,101	(52,818)
(2) Benefits derived from upstream/downstream costs	Benefits related to goods/services produced by business activities	The number of used handsets collected, etc. (10,000 units)	1,465	1,232	233

Economic/Practical Benefits of Environmental Protection Measures (unit: million yen)				
Major Benefits		FY 2009	FY 2008	YoY Change
Revenues	Sales revenues associated with dismantling communications facilities and buildings	327	461	(134)
Cost reductions	Reduced fuel costs from low-emission vehicles	4,658	4,137	521
	Reduced purchasing costs from reuse of dismantled communications facilities	13,632	7,072	6,560
Total		18,617	11,670	6,947

Environmental Targets

Expert Committees Set Group Targets and Action Plans

DOCOMO has three Expert Committees dedicated to different areas, the Eco Network Equipment Expert Committee, Eco Customer Channel Expert Committee and Eco Management Expert Committee. The Expert Committees identify environmental issues and then set and manage interim and annual targets and action plans. These set goals for the Group, which form the basis for cross-organizational efforts to reduce environmental impact.

In fiscal 2009 the Eco Network Equipment Expert Committee conducted testing on installation of energy-saving technologies for power, air conditioning, information and communications technology (ICT) and other facilities at the Tachikawa ICT Ecology Center, which was established in 2009 to serve as a data center for testing, and verified a reduction in CO₂ of up to 66% compared to conventional facilities. The Eco Customer Channel Expert Committee called on departments to reduce waste from promotional tools like catalogs and pamphlets, and engaged in the development and commercialization of environmentally sensitive mobile phones, battery chargers and other products. The Eco Management Expert Committee established five new docomo Woods, bringing the total to 48 locations in 46 of Japan's prefectures as of the end of March 2010. The 48 sites cover roughly 192 hectares, which is equivalent to 148 baseball stadiums.

Based on these achievements, in fiscal 2010 we have established the following targets and action plans.

Eco Network Equipment Expert Committee (targets)		
Medium-term targets	FY 2010 targets	Major action plans
Reduce greenhouse gas emissions to less than 1.17 million tons-CO ₂ * 1 by FY2010	Continue implementing specific environmental measures	Systematically incorporate optical feeder stations to improve the environmental efficiency of our network facilities and reduce CO ₂ emissions
		Introduce high efficiency electric power sources and air conditioner units to lower conversion loss and reduce CO ₂ emissions
		Introduce new highly environmentally efficient technology to reduce CO ₂ emissions
		Install solar power systems
Implement various measures to reduce waste emissions with the aim of lowering total NTT Group emissions by more than 15% from the FY1990 level by FY2010	Continue implementing specific environmental measures	Continue recycling programs for industrial waste from our network facilities and increase our construction waste recycling efficiency by contracting with companies with high recycling rates for construction waste

Eco Customer Channel Expert Committee (targets)

Medium-term targets	FY 2010 targets	Major action plans
Develop environmentally-friendly mobile phone products	Develop and offer environmentally-friendly products (mobile phones and accessories)	Commercialize environmentally-friendly mobile phones and accessories and promote smaller user manuals
Increase awareness of our used handset collection activities	Increase awareness of our used handsets collection activities above 80%	Adequately explain disposal methods for unwanted mobile phones to customers
		Include information in general catalogs, billing inserts and websites, etc.
		Use the biannual Premier Questionnaire to determine the customer awareness level of our collection activities
Enhance our collection activities for used handsets, batteries, and other items	Implement and further develop collection activities	Identify the number of used handsets collected
		Inform customers switching from mova to FOMA of our mobile phone recycling initiatives
		Expand collection locations beyond docomo Shops
Apply our environmentally-efficient total mobile solutions to system contract orders	Unify DOCOMO corporate marketing departments nationwide and propose systems that consider environmental preservation activities to contribute to reducing CO ₂ emissions	Track CO ₂ reduction resulting from provision of FOMA ubiquitous modules
<ul style="list-style-type: none"> Reduce the volume of waste generated by our marketing tools Incorporate environmentally-friendly marketing tools Establish a closed-loop recycling system for our marketing tools 	<ul style="list-style-type: none"> Reduce the number of general catalogs that become waste Ascertain the actual number of catalogs and pamphlets Establish closed-loop recycling systems 	Keep the number of general catalogs that become waste within 5% of the number created
		Reduce marketing tools that go to waste by 8.2% compared to the previous year
		Ascertain the number of User Guidebooks that go to waste and set a reduction target
		Coordinate with relevant departments on establishment of closed-loop recycling systems
Promote e-billing to reduce paper waste	Achieve a net increase of 345,000 e-billing subscribers	Raise awareness by including PR material in mailed (billing) envelopes

Medium-term targets	FY 2010 targets	Major action plans
Conduct aggressive environmental PR and information disclosure to enhance the environmental image of the DOCOMO brand	Effectively utilize all types of media and enhance accountability for our environmental activities	Develop our environmental communications
		Communicate our environmental information (CSR Reports) outside the company
		Use the handset collection and recycling system to implement social contribution activities

Eco Management Expert Committee (targets)

Medium-term targets	FY 2010 targets	Major action plans
Reduce greenhouse gas emissions to less than 1.17 million tons-CO ₂ ^{※1} by FY2010	Monitor and control emissions at each office	Promote office eco activities
	Introducing clean energy equipment	Install solar power systems by utilizing NTT Green LLP
	Promote introduction of low-emission vehicles (electrics and hybrids)	Consider and create a policy on introduction of low-emission vehicles
	Promote installation of LED lighting	Consider installation of LED lighting at our office buildings
Employ environmental communications to promote correct understanding of the DOCOMO Group environmental activities	Use environmental communications to increase the DOCOMO group's awareness and understanding of environmental issues	Conduct awareness-raising initiatives with eco-mode club
		Aim to reduce total annual plastic bag usage by 144,000 bags
		Promote Family Environment Minister activities at home
		Conduct educational activities through distribution of the CSR Report (printed and Web-based)
		Increase general training participation from the previous fiscal year
Establish docomo Woods in all 47 prefectures by 2012 to promote environmental protection activities	Continue to promote forest maintenance activities	Conduct forest maintenance activities at docomo Woods at least once a year
Increase the provision of Information and Communication Technology (ICT) services to attain a net increase of 5.30 million tons-CO ₂ in the amount of environmental contribution (amount of CO ₂ emissions reduced by using ICT services minus amount of CO ₂ emissions produced by ICT services) and an environmental contribution multiple of 2.9 (amount of CO ₂ reduction divided by amount of CO ₂ produced by ICT services), for the entire Group, by FY2010.	Conduct R&D to enhance the ICT effect and create a system to improve the accuracy of effectiveness measurements	Promote measurement of ICT effect
		Consider environmental assessment in research, services and system development

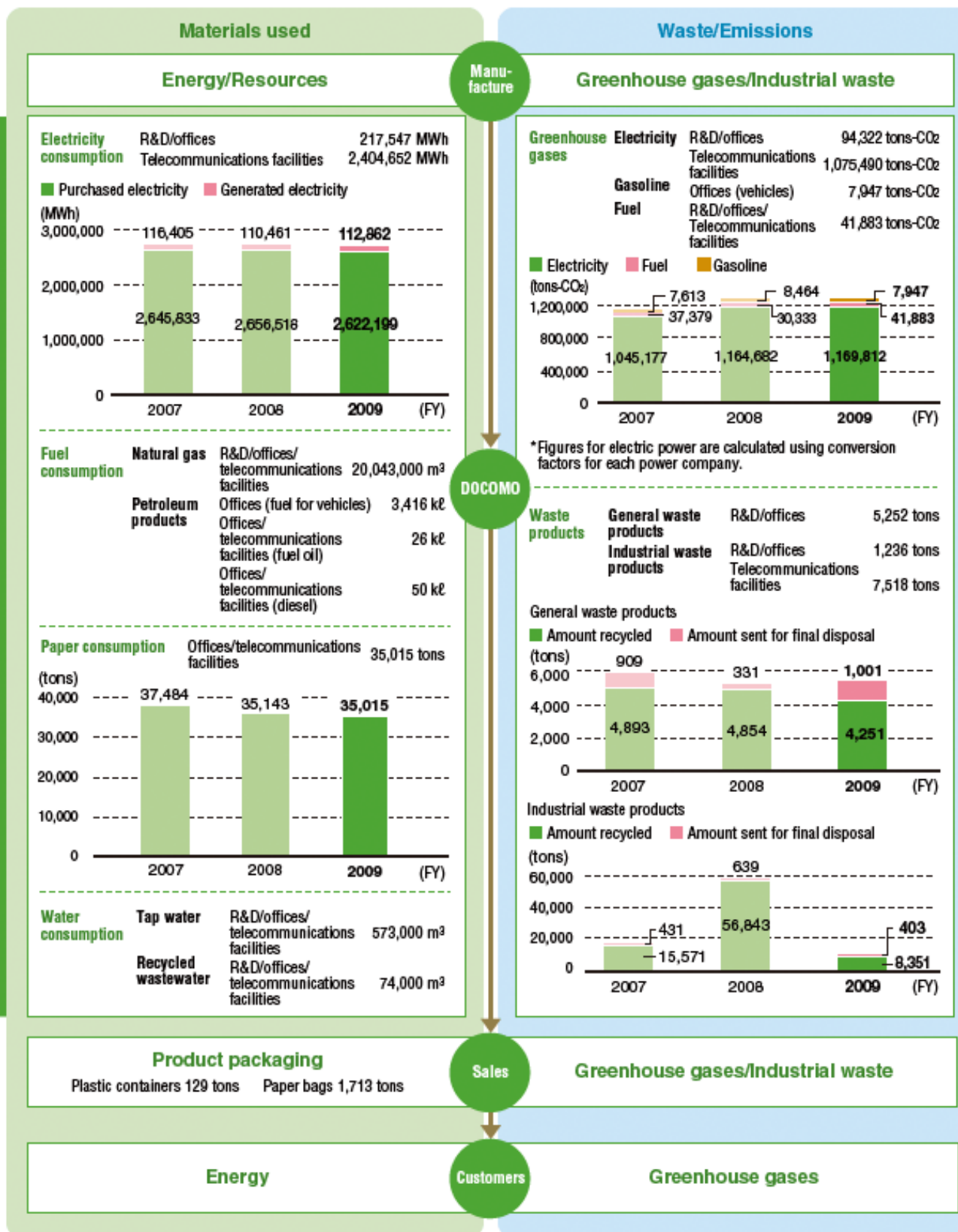
※1 Calculated with a conversion coefficient of 0.378kg-CO₂/kWh.

Environmental Impacts of Business Activities

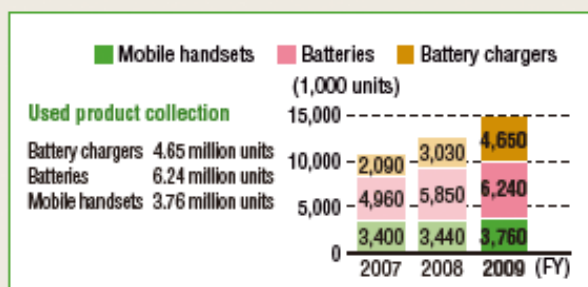
Identifying and Reducing Environmental Impacts

DOCOMO is working to identify and reduce environmental impacts at each stage of its business activities. Along with other initiatives, we are taking part in reducing the environmental impacts of our activities and are involved in recycling used handsets.

Material Balance



Collecting and Recycling Used Products from Customers (Approximate Number of Subscribers: 56 million)



Major resources recycled in fiscal 2009

Copper	48,690 kg
Gold	158 kg
Silver	521 kg
Palladium	11 kg

Resource reuse

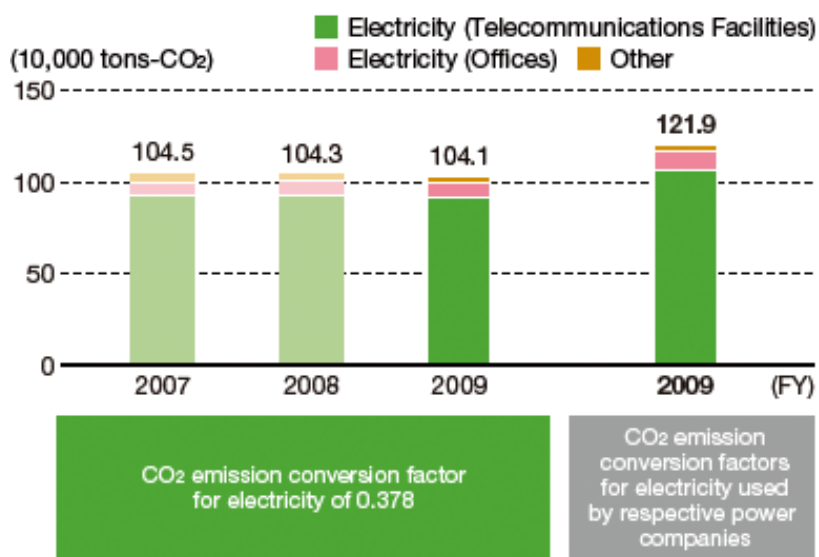
Preventing Global Warming

Reducing CO₂ Emissions with Energy-Saving Devices and High-Efficiency Power Sources

DOCOMO has implemented various measures to reduce emissions of greenhouse gases. We are also in the process of augmenting communication facilities in order to accommodate increases in FOMA subscribers and improve service quality. Our energy consumption has increased from year to year for this very reason. If we were to continue only implementing our current global warming countermeasures, however, CO₂ emissions in fiscal 2010 would amount to an unsatisfying 1.37 million tons-CO₂ * 1. As such, we have committed to additional environmental impact reduction measures, setting a target of 1.17 million tons-CO₂ for fiscal 2010. This is 15% less than the previous estimate. Reduction measures include actively installing energy-saving devices and high-efficiency power sources. Our CO₂ emissions in fiscal 2009 came to 1.041 million tons-CO₂, and we intend to promote further measures to combat global warming in order to maintain this level going forward.

* 1 Calculated with a conversion factor of 0.378kg-CO₂/kWh.

CO₂ Emissions



Environmentally Sensitive Remote Radio Equipment Developed for New Service Base Stations

DOCOMO has developed remote radio equipment (RRE) with lower environmental impact for optical feeder base stations ^{※ 2} for the LTE ^{※ 3} service to be launched in December 2010.

RRE, developed in June 2009, reduces power consumption by 26% compared to existing equipment and is smaller and lighter, which also reduces environmental impact when transported to a base station, for example. RRE can be used together with existing W-CDMA base station equipment, so installing RRE when establishing new optical feeder W-CDMA base stations makes it possible to provide the LTE service by only adding and installing LTE base station equipment. This acts an efficient way to expand the LTE service area.

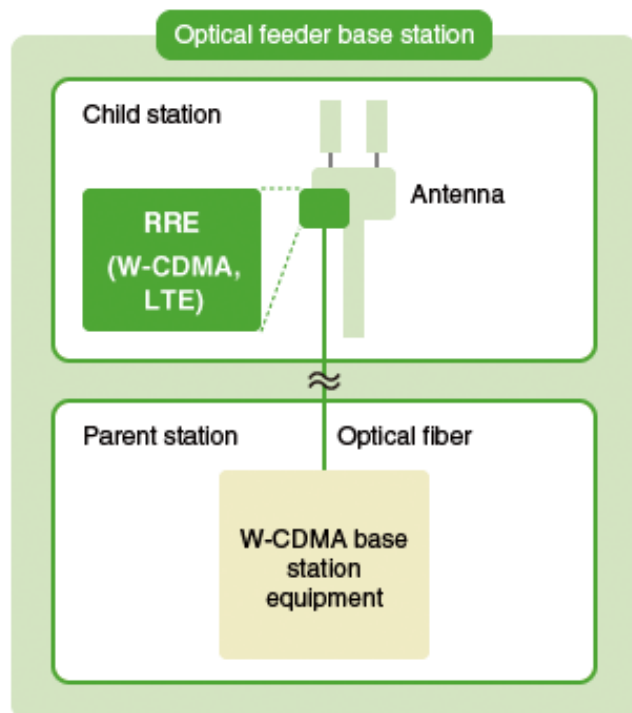
We are currently installing RRE on newly established W-CDMA base stations, and before the LTE service is launched we plan to install the equipment on approximately half of all the base stations that will initially provide the service.

※ 2 Base station with only a child station that is connected by optical cable to a parent station located elsewhere.

※ 3 An acronym for Long Term Evolution, LTE is a mobile communications protocol with specifications created by the 3rd Generation Partnerships Project, a standardization association. Downlink will be possible at speeds as fast as 100 Mbps or higher.

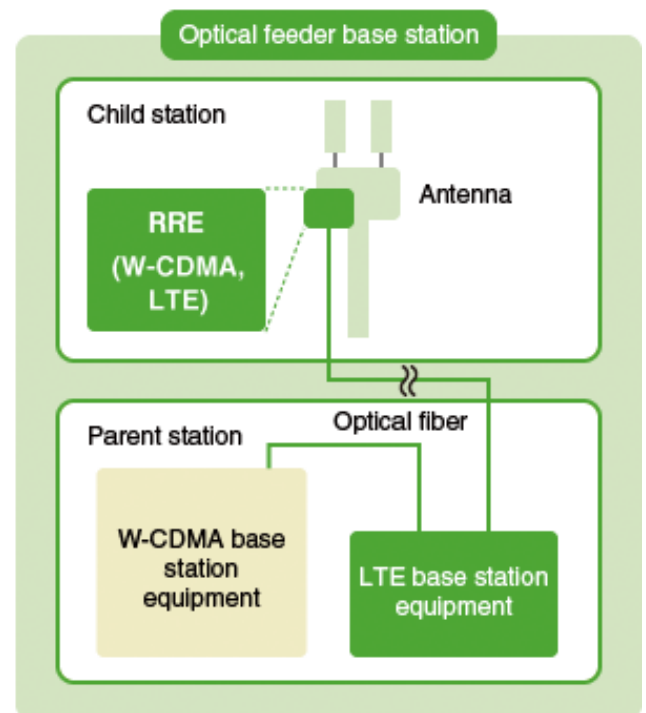
Overview of Base Station Using RRE

When developing W-CDMA service



RRE installed on new optical feeder base stations and W-CDMA service provided

When developing LTE and W-CDMA services



Added LTE base station equipment makes it possible to provide LTE and W-CDMA services

Installing Solar Power Systems



Solar power system

In order to strengthen initiatives aimed at preventing global warming, in May 2008 the NTT Group unveiled "Green NTT," an initiative to promote the use of clean energy. The NTT Group has installed renewable energy generation facilities with combined output of 1.8 MW at 112 locations across the country. Under the Green NTT initiative, we have set a target of expanding total output to 5 MW by fiscal 2010. To achieve this goal, NTT Green LLP was established in August 2008 with investment and participation from nine major companies in the NTT Group. It will serve as the promotional unit for the Green NTT initiative. NTT Green LLP will allocate the total power generating capacity of solar power systems that are constructed to the companies based on their respective investment ratios.

DOCOMO continues to actively install solar systems in line with this target. We plan to raise output to 1,376 kW, including systems already installed, by fiscal 2010. In fiscal 2009, when including the efforts of Green LLP, we installed solar power systems with a combined output of roughly 326 kW at 14 new sites. Overall, DOCOMO produces a total of approximately 786 kW of renewable energy at 65 sites. In fiscal 2010, we plan to actively install even more systems.

Using Storage with CO₂ Emissions Credits

In February 2009 we began using storage ^{※ 4} with CO₂ emissions credits leased from EMC Japan K.K. Under this system, the storage lessor allocates emissions credits acquired from other countries to DOCOMO and, using this, we will be able to effectively eliminate CO₂ emissions for the next three years.

※ 4 Storage refers to devices that save programs and data.

Converting to Low-Pollution Vehicles

DOCOMO continues to make good progress in converting its fleet of vehicles used for sales activities over to low-emission alternatives ^{※ 5}. As of March 31, 2010, we owned a total of 2,214 low-pollution vehicles, accounting for 89% of our overall fleet.

※ 5 Low-pollution vehicles include electrics, hybrids, natural gas and LPG (liquefied petroleum gas) powered vehicles and locally specified low-emission gasoline vehicles (at least 25% lower emissions).

Reducing Environmental Impact at All Offices Based on a Standardized Manual

All offices occupied by Group companies work to reduce energy consumption, use of paper resources and regular waste based on an in-house set of guidelines, the NTT DOCOMO Group Office Eco Procedures.

'Cool Biz,' 'Warm Biz' and 'Light Down'

Our efforts to reduce greenhouse gas emissions include participating in 'Cool Biz' and 'Warm Biz' (dressing in seasonally appropriate clothing to reduce heating and cooling loads) as well as active implementation of energy-saving activities like turning lights off during breaks. We also participate in the CO₂ Reduction / Light Down Campaign ^{※ 6}. In fiscal 2009, we turned out the lights on wall-mounted logo signs, outdoor advertising, billboards and other lighted facilities at 39 locations around the country.

^{※ 6} A campaign sponsored by the Ministry of the Environment that calls on companies to turn off lighted facilities in order to help prevent global warming.

Reducing Waste

Proactive Waste Reduction and Recycling

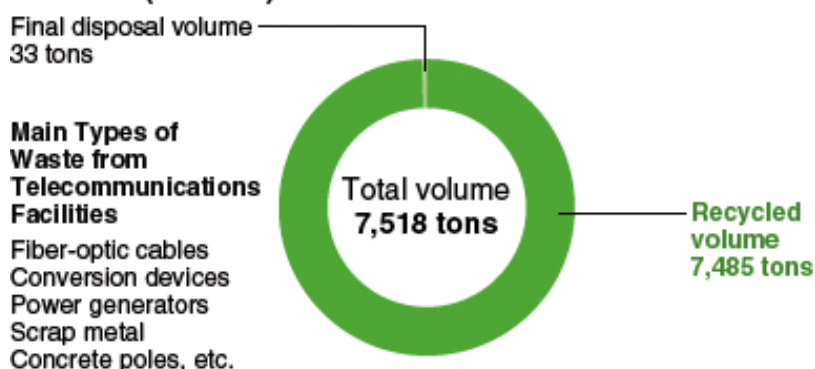
DOCOMO uses a substantial amount of resources in developing and selling mobile phones, constructing and operating network facilities, managing stores and conducting administrative work at offices. We are currently striving to reduce waste by accurately tracking resources and using them efficiently. When waste is generated despite these efforts, we do our best to reuse or recycle it, with the goal of drawing near to a final disposal volume of zero.

For example, optical fiber, scrap metal, concrete poles and other waste that is produced when old facilities are dismantled is reused or recycled to the extent possible. Additionally, our Green Design Guidelines for Buildings are put into practice when constructing or upgrading telecommunications facilities and buildings. We actively use recycled materials and materials capable of being recycled or reused.

With regard to providers of recycling services, we make every effort to ensure that they appropriately handle all waste, prevent illegally dumping waste materials and carefully manage manifest slips.

In fiscal 2009, waste materials from optical cables, switching equipment, power facilities and other communications facilities totaled 7,518 tons, but of this amount we recycled 7,485 tons. Going forward, we plan to work toward achievement of the overall goal for the NTT Group, which is to reduce final disposal volume for industrial waste from 2010 onward by at least 85% compared to 1990 levels.

Recycling of Waste Materials from Telecommunications Facilities (FY 2009)



Reducing and Recycling at Offices and Shops

DOCOMO is working to reduce paper use and boost waste recycling rates at its offices and shops. Paper use is being reduced by using both sides in regular administrative work and through the use of projectors and other media at meetings. Efforts to raise the recycling rate entail closely following the waste sorting rules that are in place at each building.

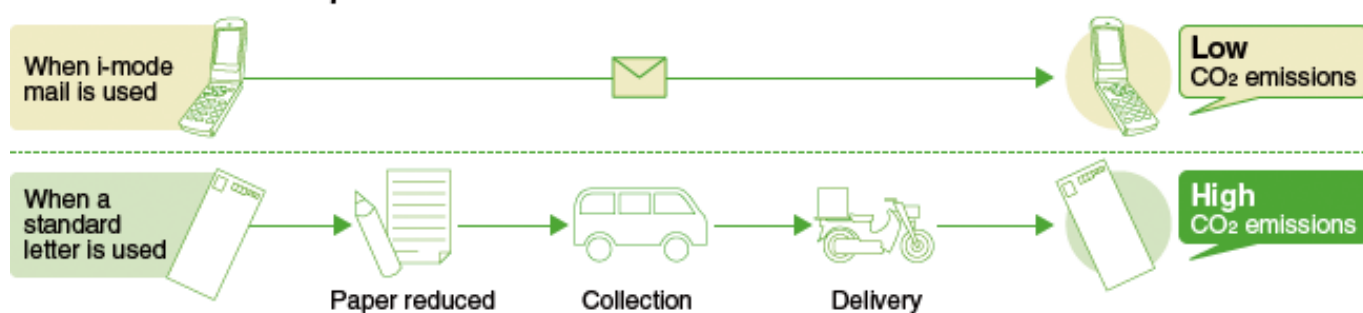
Helping Prevent Global Warming

Leveraging ICT for the Environment

DOCOMO products and services provided using state-of-the-art ICT reduce travel by people and goods, which increases the efficiency of resource and energy use and helps reduce greenhouse gases. For example, using i-mode mail instead of a letter saves the fuel that would be used by a truck or motorcycle to deliver the letter and also reduces the CO₂ that would be emitted during delivery. Using the i-channel service on FOMA, which provides news, weather and other information, also reduces environmental impact in the same way.

Going forward we will work to further advance ICT and develop products and services that help reduce CO₂ emissions in order to do our part in preventing global warming.

How Environmental Impact is Reduced with i-mode Mail



*Diagram is a conceptualization.

Promoting Resource Efficiency and Recycling

Promoting Reforestation in the Philippines Together with Customers



Reforestation in the Philippines

DOCOMO has conducted a reforestation program in the Philippines together with the Philippine Long Distance Telephone Company (PLDT) in which we have an investment stake. Tree planting such as this helps reduce CO₂ emissions and preserve biodiversity.

This particular program is funded by a portion of the sales of recycled handsets collected at docomo Shops. This means that when customers provide their phones for collection they not only help save valuable resources, but also help protect the environment.

In fiscal 2009, we planted around 359,000 trees of different varieties while utilizing the local characteristics of each region. We plan to continue this program in various regions of the Philippines in fiscal 2010 as well.

Reducing Paper with Electronic Bills and Statements

e-billing

Our e-billing service allows customers who pay their mobile phone charges by automatic bank withdrawal or credit card to view their monthly bills on i-mode or the Web. Subscribers to the service increased by 370,000 in fiscal 2009, compared to the previous year, bringing the total to approximately 4.45 million. This translates into a reduction in A4-sized paper of approximately 194.98 million sheets, increased saving of around 16.74 million sheets from the previous year.

Web Statement Service

The Web Statement Service is provided to let customers view statements from the DCMX credit service over the Internet. Over 50% of new DCMX members have signed up for the service, and applications topped one million at the end of March 2010.

Continuing to Promote Slimmer User Manuals

DOCOMO has been working to reduce the number of pages in its mobile phone user manuals. The manual, which has tended to run around 500 pages, was reduced to about 130 pages. Liberal use of illustrations makes the manual easy to read and comprehend.

Usage guides have also been embedded in mobile phones for the convenience of our customers. The guides allow customers to learn how to use their phone right on their phone. More detailed instructions are provided on DOCOMO's website in the form of PDF files.

Making user manuals slimmer has resulted in reducing the amount of paper used for the manuals by approximately 1,000 tons compared to before the initiative. And, since the manuals are lighter as well, less CO₂ is given off when mobile phones are shipped.

Closed-Loop Recycling to Reduce Waste

DOCOMO is promoting use of paper that it has recycled itself in a closed loop. We use internally recycled paper for the CSR Report, desktop calendars and DOCOMO Environment Book. In fiscal 2009, we also used the paper on a trial basis in promotional tissues.

Efforts are also being made to appropriately adjust the numbers of catalogs and pamphlets that are needed in order to reduce the number printed and the number that go to waste. The number of general catalogs going to waste as a result of remaining in storage and not being used was cut by 48.4% in fiscal 2009 compared to the previous year.

Developing Eco-Friendly Mobile Phones

Using Eco Materials in Mobile Phones



TOUCH WOOD (basic mockup)

DOCOMO uses eco-friendly materials like recycled ABS resin ^{❧ 1} and plant-derived plastics in its mobile phone accessories.

Also, in September 2009, we developed a prototype mobile phone called "TOUCH WOOD" partially made from domestically grown Japanese cypress trees. This is a joint project with the organization "more trees" ^{❧ 2}, Olympus and Sharp. The prototype uses wood from thinned stands of Japanese cypress trees in Shimanto that has been processed with 3D compression molding using technology from Olympus. The phones feature the warm qualities of wood while at the same time being highly durable and water-resistant. We intend to continue conducting tests to make a variety of materials viable for practical application.

❧ 1 ABS resin is a synthetic resin made from acrylonitrile, butadiene and styrene.

❧ 2 A project dedicated to saving the world's forests started by musicians Ryuichi Sakamoto, Haruomi Hosono, Yukihiro Takahashi, Shinichi Nakazawa and Moichi Kuwahara with the support of over 100 people in a range of industries.

docomo STYLE series SH-08A with Solar Power Generator Developed and Launched



docomo
STYLE series
SH-08A

DOCOMO is involved in increasing the energy efficiency of mobile phones to reduce their environmental impact when they are used. In September 2009, we developed the docomo STYLE series SH-08A, which is equipped with solar panels that allow the phone to recharge its battery using sunlight ^{❧ 3}. Solar power generators are being developed for practical application across various fields because they generate power with low environmental impact. The docomo STYLE series SH-08A can be used for voice calls for around one minute for every ten minutes of solar recharging time ^{❧ 4}.

We are also in the process of developing a solar battery charger that can be used with a supplementary charge adaptor that stores electricity so that the battery can be recharged at night with power generated during the day.

Going forward, we plan to continue developing mobile phones that produce more convenience for customers while also reducing CO₂ emissions.

❧ 3 Solar charging does not occur when sunlight is insufficient (on rainy days, etc.), when around 75% or more of the battery life remains on the phone's battery pack, or when using electric lights. Solar charging may not be adequate under certain temperature and light conditions.

❧ 4 This represents the charging time when the battery runs out and the solar panel is held at a 90-degree angle to the sun. Actual times may vary depending on light intensity, usage conditions (direction, angle, surroundings), regional differences and temperature conditions.

Developing Services That Help Reduce Power Consumption at Home

As a part of our social support services, which utilize mobile phones to contribute to the sustained development of society, we are developing services for promoting energy savings at home by visually representing the power consumed by home appliances.

The service enables power consumption by home appliances to be monitored over the Internet, which is intended to help customers reduce the amount of energy they use.

Communicating with Customers

Environmental Activities Widely Publicized at Eco-Products 2009



DOCOMO's booth
at Eco-Products 2009

Eco-Products is Japan's largest environmental convention. DOCOMO has been exhibiting at the convention since 2005.

At Eco-Products 2009, held in December 2009, we divided our booth into three zones—Forest, City and Sun—and introduced our environmental protection activities in a highly accessible manner. The Forest zone featured TOUCH WOOD, a mobile phone developed using wood from thinned forests around the country, the City zone showed how using mobile phones makes travel by people and goods more efficient, and the Sun zone introduced our solar battery charger, which incorporates proprietary technology, and provided a stage for experiments. In addition, we organized activities for children that included a class on making Christmas ornaments using thinned wood products from docomo Woods, which attracted the participation of many people.

Some 19,000 people visited DOCOMO's booth during the convention, deepening understanding of DOCOMO's environmental activities.

Helping Protect the Environment

docomo Woods Established in All Prefectures to Raise Environmental Awareness of Employees and Families



Planting trees at docomo Woods



Thinning trees at docomo Woods

We have been involved in the docomo Woods program which involves planting and improving forests throughout Japan. It has been established on the basis of the Forestry Agency's corporate forest program ^{※1}, the National Land Afforestation Promotion Organization's Green Fund ^{※2}, as well as corporate forestry support programs ^{※3}. docomo Woods is a nature conservation program that seeks to raise awareness of environmental conservation and volunteerism. It provides opportunities for employees and their family members to experience nature and participate in various forest management activities. The program also involves the community, with one example being environmental classes provided to elementary school students. In fiscal 2009, we established new docomo Woods in five locations, Wakayama, Toyama, Shimane, Gifu and Shizuoka, bringing the total as of March 31, 2010 to 48 locations in 46 prefectures, covering an area of roughly 192 hectares.

And, with the creation of docomo Chinenmisaki Woods in Okinawa in June 2010, we have since successfully established docomo Woods in all 47 prefectures in Japan, one of our medium-term goals for environmental activities. Going forward, we plan to conduct maintenance activities at various docomo Woods once or more a year and help contribute to the protection of biodiversity.

- ^{※1} The corporate forest program is a system under which the Forestry Agency and private-sector companies plant and manage forestland and share income earned from harvesting the trees.
- ^{※2} The Green Fund raises money for preserving green spaces, improving forests, promoting tree planting and contributing to international afforestation projects.
- ^{※3} Programs established primarily by prefectural governments and prefectural tree-planting promotion committees.

"UNESCO Kids" Makes Environmental Learning Fun

DOCOMO co-sponsors the Promoting World Heritage Education in Japan with UNESCO. This program teaches elementary school students about the importance of environmental protection and the significance of the world's natural heritage. We run the world's only UNESCO-approved mobile site, UNESCO Kids. The UNESCO Kids site teaches students about the environment with over 700 videos, photos and audio clips, including video depicting the beauty of nature and audio of animal calls. The site makes learning about the world's natural heritage fun and engaging. We hope the site encourages parents and their children to talk about environmental issues and conveys to children the importance of the environment. In fiscal 2009, we updated the site by adding educational content and games that are fun for both kids and their parents. Site member registrations reached 36,000. Going forward, we will work to help kids learn about the environment while having fun in the process.

Employees and Family Members Join the Recycling Effort

We collect used handsets from Group employees and family members.

In fiscal 2009, Group companies around the country collected a total of 4,832 handsets, 4,564 batteries and 3,279 battery chargers. These handsets and accessories will be recycled just like handsets collected from customers and turned into valuable resources.

We will continue this initiative in fiscal 2010 as we continue to actively encourage employees to participate in environmental activities.

Mountain Cleanup on the Mt. Fuji Eco Tour

DOCOMO Group company DOCOMO Systems, Inc. has been involved in cleanup activities on Mt. Fuji together with Fujisan Club, an environmental NPO since 2001. Participation was originally on a volunteer basis, but since 2004 the cleanup has been a part of new employee training.

We also began recruiting DOCOMO Group employees and family members in 2004 to participate in a biannual Mt. Fuji Eco Tour. The tour, which involves cleanup activities on the mountain, was held twice in fiscal 2009, in August and October. This means it has now been held 21 times, with a total of 1,817 participants. On aggregate, 13,755 kilograms of trash has been picked up. We intend to continue these initiatives in fiscal 2010.

Employees Earn Points for Eco and Social Contributions

Eco-mode club is a point system structured to promote environmental protection and social contribution activities by employees. Points are earned when employees and family members take part in environmental or social contribution activities and report them on "eco-mode club," a special intranet site. Eco activities may include using reusable chopsticks, using reusable bottles or cups from home, or refraining from using plastic bags, while social contribution activities may include making donations, giving blood or volunteering.

To promote employee participation, raffles are held every month for eco-friendly goods and free trade products depending on the number of points earned. Employees with large point totals are recognized twice a year. Points earned during the fiscal year are totaled and donations are made to environmental NPOs and other organizations corresponding to the number of points won by all employees. In fiscal 2009, we donated 2,489,424 yen to Fujisan Club, an environmental NPO, and the Japan Philanthropic Association. Eco-mode club membership stood at 19,754 employees as of the end of fiscal 2009.

In order to increase membership in the eco-mode club we plan to conduct campaigns to publicize the club within the company and encourage active participation by members in environmental contributions activities.

Major Initiatives of DOCOMO Regional Offices

Hokkaido Regional Office



Kita Ichijo-Dori Office Association
Green Campaign in progress

At the Hokkaido Regional Office, employees participate in the Kita Ichijo-Dori Office Association Green Campaign, a biannual volunteer initiative sponsored by the City of Sapporo featuring participation by some 60 corporations and associations that line Kita Ichijo-Dori in downtown Sapporo.

In fiscal 2009, 170 employees took part in the campaign in October and picked up trash on the sidewalks near the office and surrounding areas.

Tohoku Regional Office



Cleanup of
Fukunuma swimming beach

The Tohoku Regional Office gives educational tours to elementary school and middle school students as a part of its environmental contribution activities, introducing them to energy-saving initiatives at the DOCOMO Tohoku Building, which houses the office. A total of 171 elementary school and middle school students took part in the tours in fiscal 2009.

Employees of the office have also participated in cleanups of Fukunuma swimming beach in Sendai on a volunteer basis since fiscal 2000. In fiscal 2009, employees in the Tohoku region, employees of Group companies in the region, and their families—around 350 people in total—participated in a cleanup in July.

Tokai Regional Office



Cleanup of Aokigahara woodlands

DOCOMO Engineering Tokai has conducted cleanup activities in the Mt. Fuji area since fiscal 2007. In fiscal 2009 in August, 39 employees cleaned up the Aokigahara woodlands, which is located to the northwest of Mt. Fuji.

And in October, 29 members of the Tokai Regional Office picked up trash on the beaches of Hatsushima in Atami, Shizuoka Prefecture.

Hokuriku Regional Office

The Hokuriku Regional Office participates in the Citizens Eco Life Campaign, an initiative to help prevent global warming conducted by Ishikawa Prefecture since fiscal 2006. In fiscal 2009, measures to combat global warming, including 'Warm Biz' seasonally appropriate attire and conscientious attention to turning off lights, were implemented during the period from December 14, 2009 to January 13, 2010.

Employees of the office have also participated as volunteers in Clean Beach Ishikawa since 2004, a campaign to clean up the 538 kilometers of coastline in Ishikawa Prefecture. In fiscal 2009, around 180 employees helped clean up Senkoji Beach in Kanazawa.

Kansai Regional Office

The Kansai Regional Office established docomo Kinokuni Myoekyo Woods in October 2009, thereby establishing docomo Woods in all six prefectures in the Kinki region, the area covered by the office. At docomo Kinokuni Myoekyo Woods, tree-planting activities in April 2010 resulted in the planting of approximately 1,200 trees.

Chugoku Regional Office



Chugoku Regional Office employees and family members who participated in the cleanup of Bayside Beach Saka

Ocean Conservancy, an U.S.-based organization dedicated to protecting the marine environment, calls on citizens and organizations around the world to participate in the International Coastal Cleanup campaign. The campaign aims to eliminate refuse by publicizing the types and amount of trash washed ashore that is picked up on beaches. It is conducted in various regions of Japan as well.

Employees of the Chugoku Regional Office also participate in the campaign. They have cleaned up Bayside Beach Saka in Hiroshima's Saka district since 1999. Efforts continued in fiscal 2009 as well, with 130 employees and family members taking part.

Shikoku Regional Office



Employees of the Tokushima Branch and Group companies in the Tokushima region and family members who participated in a riverbank cleanup of the Yoshino River

The Tokushima Branch, which is under the control of the Shikoku Regional Office, participates in the Yoshino River Adoption Program, a cleanup campaign run by the Yoshino River Council. The council is involved in publicizing the beauty of the Yoshino River, which flows through Tokushima Prefecture, to the rest of the country. In fiscal 2009, trash was picked up along the banks of the Yoshino River in April and July 2009 and February 2010 by 101 employees of the Tokushima Branch and Group companies in the Tokushima region and their family members.

The Ehime Branch, which is also under the control of the Shikoku Regional Office, and Group companies in the Ehime region, register as Ehime River Supporters, a program run by Ehime Prefecture, and employees conduct cleanups of local riverbanks on a regular basis. In fiscal 2009, a total of 182 employees and family members helped clean up the banks of the Shigenobu River, which runs through Ehime Prefecture, in June and October 2009 and March 2010.

Kyushu Regional Office

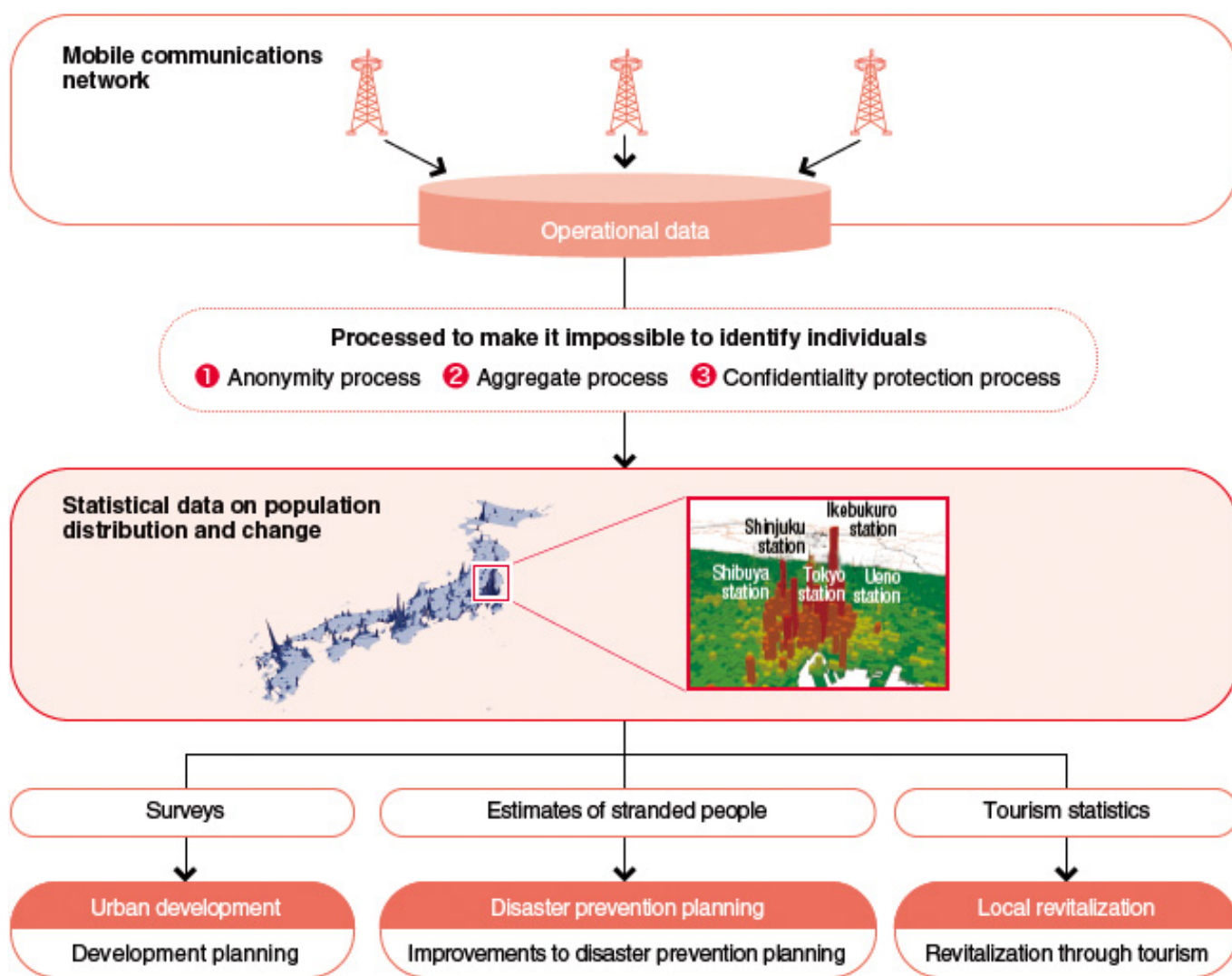
The Kyushu Regional Office has participated in Love Earth Cleanup since fiscal 2002. Community members, corporations and government agencies participate together in this campaign to restore beauty to the environment by picking up trash at beaches, rivers and mountains. In fiscal 2009 in May, a total of 358 employees and Group company employees in the Kyushu region, and their family members, picked up trash on Shingu Beach in Shingu, Fukuoka Prefecture.

Contributing to the Further Development of Safe Social Infrastructure

Using Mobile Communications Systems to Create a Safe, Secure, Convenient and Environmentally Friendly Society

As a part of our efforts to contribute to society through our mobile communications business, we are currently conducting new initiatives that make use of systems for networking mobile phones. DOCOMO is striving to bring about a safe, secure, convenient and environmentally friendly society by compiling statistical data on population distribution, change and other trends based on operational data from the mobile communications network and offering the statistics for use in public-sector planning for urban development, disaster prevention planning, local revitalization and other fields. We are involved in joint research with universities for better urban development, as well as in measuring the effects of building and road construction, estimating distributions of people likely to be stranded in the event of a major disaster, and supporting projects that use tourism statistics for local revitalization.

Social Contribution through Mobile Communications Business



Research Symposium with Outside Experts on Statistics Derived from Operational Data

The Mobile Society Research Institute held a research symposium with outside experts on social and industrial development with mobile spatial statistics. It featured discussion and debate on the technical, legal and social aspects of statistics derived from operational data from the mobile communications network.

Employee Perspective

Working to Actively Contribute to Safe, Dynamic Urban Development



This new initiative originated in thinking about how to use mobile communications network to help in the development and revitalization of safe and secure communities. We have established basic methods for creating the statistics, and now we are involved in surveys and considerations on applying the statistical data with a view to solving various issues in the public sector.

Going forward, we intend to use statistical data on population trends created based on operational data from the mobile communications network to measure and visually represent population changes caused by building new buildings and the effects of building new roads. We hope to contribute to the development of secure, dynamic communities that meet the needs of the times.

Daizo Ikeda
Senior Research Engineer
Research Laboratories

Working on Behalf of Children

Youth Sports Schools Make Healthy Development Fun for Kids

DOCOMO holds a series of sports schools around the country that help young people develop in a healthy, positive way, while also having fun. Volunteers from our sports clubs teach the kids the basics of baseball, soccer, tennis, rugby and a number of other popular sports.

Some 6,300 children nationwide participated in the clinics in fiscal 2009. The children and their parents and guardians commented that they were happy to have participated and been taught in such a hands-on way and that they were also able to learn about the importance of good sportsmanship and communication. We plan to continue holding these locally rooted sports clinics.

Students Hone Communication Skills with Role Models



A special class in session

DOCOMO holds special classes at elementary and middle schools around the country, inviting prominent figures in various fields to serve as teachers. The students absorb experience and know-how related to realizing their dreams from people they look up to. Providing an opportunity for the children to speak directly with the teachers also improves their communication skills.

In fiscal 2009, special classes were held at nine elementary and middle schools nationwide, with violinist Taro Hakase, planetarium program creator Takayuki Ohira, and calligrapher Soun Takeda serving as teachers. The children said that they learned the importance of communicating with other people to achieve goals together and the importance of working your hardest at something you enjoy doing. Feedback from the teachers included the observation that life becomes enjoyable if you just change the way you think about things. We plan to continue holding these special classes at elementary and middle schools around the country in fiscal 2010.

DOCOMO Future Museum Lets Imaginations Run Wild



Commemorative photo
taken at the awards ceremony

DOCOMO runs an art contest for children called DOCOMO Future Museum. Children are asked to imagine life in the future and draw a picture to express their ideas. The aim is to get kids thinking about the future and all its possibilities. Entries are accepted from children up to middle school age.

We received 66,170 wonderfully imaginative works of art in fiscal 2009, the eighth year the contest has been held. There were more entries than last year due in part to establishing a new computer graphics division. Award-winners and their parents and guardians made such comments as, "I am very grateful to have received this opportunity," and "Please continue this great program for expanding possibilities for children."

We plan to continue the DOCOMO Future Museum in fiscal 2010.

Rent a Phone with KidZos at KidZania



Our mobile phone shop
at KidZania Tokyo

KidZania is an educational theme park that teaches children about the jobs and services that make up the adult world. DOCOMO is an official sponsor of both the Tokyo location and the new KidZania Koshien. Just like a real city, the replica city that is KidZania has a mobile phone shop where kids can pay their hard-earned KidZos, the local currency, to rent a real mobile phone. Calling on the phones is free of charge and they can be used freely within KidZania to talk with friends or their parents or guardians. And, as a special bonus, KidZania ringtones and standby screens can be downloaded onto the mobile phones used by the children.

Children visiting the pavilion have commented on how much fun it was to make a standby screen out of photos taken with their friends.

Unneeded Calendars Donated for Much Needed Education

Every year DOCOMO receives scores of calendars, day planners and other items from business partners that end up going unused. The calendars and other items are rounded up and donated to organizations that help people in need.

In 2009 we provided a total of 1,617 calendars and 591 day planners. Items sent to the Japan National Council of Social Welfare are put to good use at nursing care centers, welfare facilities and other institutions, while those that go to non-profit and non-governmental organizations are sold to raise money that is used to fund education for less fortunate children in the developing world.

The Japan National Council of Social Welfare, one of the donation recipients, tells us that people at the nursing care and welfare centers look forward to receiving the calendars every year. We plan to continue these activities into the future.

Social Welfare Activities

Recording for "Koe-no-hanataba" (Bouquet of Voices)

"Koe-no-hanataba" (Bouquet of Voices) is a campaign run by the Japan Philanthropic Association involved in creating and distributing audio recordings of information otherwise only available in text. The recordings are used by people who have difficulty acquiring information through visual media due to visual impairment, age or disability.

Volunteer employees from DOCOMO make audio recordings of the textbooks used in our Mobile Phone Safety Classes, and the recordings are made available on the campaign's website. In fiscal 2009, we made audio recordings of new texts created in fiscal 2009 for Mobile Phone Safety Classes for elementary school students, middle and high school students, parents and guardians, and teachers.

The association commented on the campaign: "Bouquet of Voices is utilized not only by people with visual disabilities but also senior citizens and others, and the recordings have been met with enthusiasm." We intend to continue our participation in this initiative in the years to come.

Blood Drives Draw Employee Participation

We work with our employee association to encourage all employees—full-time, part-time and temporary—to participate in blood drives.

An aggregate total of 942 employees gave blood this fiscal year in July and August 2009 and February 2010.

Vaccines for Children in Developing Countries

The Ecocap Movement donates vaccines to children in developing countries with income earned from collecting and recycling bottle caps. Vaccines for a single child can be provided by recycling just 800 bottle caps.

DOCOMO collected 1,475,752 bottle caps in fiscal 2009, enough to provide vaccinations for some 1,844 children.

DOCOMO Concerts: Eco Concerts Featuring Quality Music



Collecting mobile phones
at a DOCOMO Concert

DOCOMO holds a number of public concerts every year at Roppongi Hills in central Tokyo to provide people with the enjoyment of listening to quality music. Partnering with the FM radio station J-WAVE, four eco concerts were held in fiscal 2009. Consideration was given to the environment through use of green power * [1](#) and other measures. The concerts continue to be quite popular, drawing anywhere from 200 to 500 people.

Concertgoers are provided information on our mobile phone recycling program and have the opportunity to drop off their old phones for recycling right at the venue. We collected around 120 phones in fiscal 2009. Plans for fiscal 2010 call for the concerts to be held around the country, not just in Tokyo.

* 1 Power generated using renewable energy sources with low environmental impact. DOCOMO Concerts use power through the Japan Natural Energy Company Limited's Green Power Certification System.

Donating Money to Aid Victims of the Haiti Earthquake

DOCOMO donated 5 million yen through the NPO Japan Platform to aid victims of the earthquake that struck Haiti in January 2010.

Partnering with Customers in Social Contribution Activities

"Social Contribution Course" Established for docomo Premier Club Point Service

In November 2009 we established a "Social Contribution Course" for the point service used by members of docomo Premier Club and DCMX, giving customers the opportunity to participate in social contribution activities.

The initiative donates the equivalent of 500 points (500 yen) to the NGO Friends of the United Nations Asia-Pacific when customers exchange 2,500 points for original DOCOMO merchandise. Friends of the United Nations Asia-Pacific is a non-governmental organization sanctioned by the United Nations Information Centre. Donations from DOCOMO fund activities to broadly publicize the importance of United Nations principles and programs in the Asia-Pacific region carried out by the organization to help achieve the UN's goals.

Mobile Communication Fund Activities

Assistance Provided Across a Range of Fields

The DOCOMO Group established the Mobile Communication Fund (MCF) in 2002, which marked our 10th anniversary. The fund is tasked with serving the public interest by providing support for academia, social welfare and other fields. The MCF's main activities are as follows.

The MCF provides grants to community groups that support childhood education and organizations that promote locally rooted social welfare activities, gives scholarships to international students from Asian countries, and awards the DOCOMO Mobile Science Prize for research achievements and research papers on mobile communications technologies. The fund's various activities are reviewed below.

DOCOMO Mobile Science Prize



Awards ceremony for the 8th
DOCOMO Mobile Science Prize

The DOCOMO Mobile Science Prize has been established to encourage young researchers and promote further development of mobile communications technologies in Japan.

The prize recognizes research excellence in advanced technology, basic science and the social sciences, with recipients selected from among researchers affiliated with a Japanese university or research institute. In fiscal 2009 prizes were given to three people in three different categories at an awards ceremony held in Tokyo in October.

Scholarships for International Students from Asia



Commemorative photo of
a get-together for international
students from around the country

The MCF grants scholarships to international students from Asia to facilitate greater understanding of Japan and help maintain good relations with Japan's neighbors.

The scholarships go to international students from Asia who studying in Japan at their own expense and are affiliated with a master's degree program (or first-term doctoral degree program) at a Japanese graduate school. They must also be engaged in research related to information and communication technology. The scholarship lasts for two years and provides an annual stipend of 1.44 million yen. Scholarships were awarded to 20 international students in fiscal 2009. The MCF has provided support for 176 students to date.

Grants to Community Groups Involved in Child Development

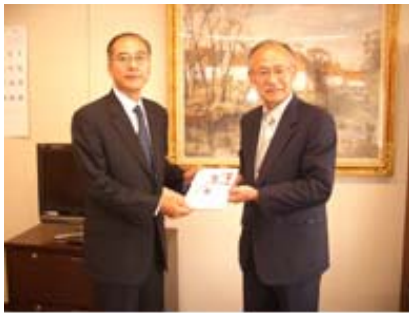


An event put on by a grant recipient

The MCF is involved in efforts to help children grow up healthy and happy and ready to take on the responsibilities of society for the next generation.

More specifically, grants are provided to community groups fighting against child abuse, delinquency, poverty and crime to help children who may be vulnerable in their homes or communities. In fiscal 2009, we provided 25.00 million yen in grant money to 55 organizations.

Support for Local Social Welfare Organizations



Presentation ceremony for social welfare organizations

The MCF makes donations to organizations carrying out social welfare initiatives at the local level. The initiatives range from help for local seniors to efforts to address income inequalities to programs for bridging the digital divide. Finding solutions to these issues is essential to sustaining a healthy society. We distributed a total of 24.5 million yen to 47 organizations in fiscal 2009.

Major Initiatives at DOCOMO Regional Offices

Hokkaido Regional Office



Youth baseball clinic in progress

The Hokkaido Regional Office has held youth baseball clinics at various locations around Hokkaido since fiscal 1996. DOCOMO employees affiliated with the NTT Hokkaido Baseball Club also provide technical instruction on the game in cooperation with local branches, school boards and youth baseball clubs.

In fiscal 2009, baseball clinics were held in Ikeda in August, Setana in September and Bihoro in October. Around 100 young people attended each clinic.

Tohoku Regional Office



Teams from Tohoku prefectures that participated in the DOCOMO Tohoku Youth Girls and Boys Futsal Tournament

The Tohoku Regional Office has held the DOCOMO Tohoku Youth Girls and Boys Futsal Tournament since fiscal 2004 to promote the healthy development of children, the bearers of society's future.

In fiscal 2009, the tournament was held in November and 12 teams of boys and girls representing the region's prefectures competed.

Tokai Regional Office



NTT Group Tokai Youth Kendo Tournament held in March 2010

In March 2010 the NTT Group Tokai Youth Kendo Tournament was held at gymnasiums in Ogaki, Gifu Prefecture. Six-hundred people representing 120 teams from the region's three prefectures tested their mettle at the event.

The Tokai Regional Office co-sponsors the tournament and awards participation prizes to the participants. Four employees also volunteered to help run the tournament.

Hokuriku Regional Office

The Hokuriku Regional Office holds baseball clinics for elementary and middle school students together with the Ishikawa Million Stars, a professional baseball team in an independent league. Clinics were held 25 times in fiscal 2009, drawing 848 participants.

The clinics not only teach baseball skills but also how to greet people properly, how to hold equipment and other aspects of good sportsmanship.

Kansai Regional Office

The Kansai Regional Office has held rugby clinics since fiscal 2007 that feature instruction by the Red Hurricanes, NTT DOCOMO's rugby club. The clinics are aimed at promoting healthy youth development and greater involvement with the local community through the medium of sports.

In fiscal 2009, clinics were held in June and July 2009 and March 2010 on the multipurpose field at the DOCOMO Osaka Nanko Building in Osaka and other locations. Approximately 1,450 elementary and middle school students participated. At all the clinics, the children ran around full of energy and the players had fun playing rugby with the kids with smiles on their faces—not normally seen during rugby matches!

Chugoku Regional Office

The Okayama Branch, which is located within the jurisdiction of the Chugoku Regional Office, cosponsored the Okayama Kibi Kogen Fureai Wheelchair Road Race, which features athletes in wheelchairs competing on the same course as regular runners. The race, which was held in October 2009, drew the participation of some 1,600 athletes.

Shikoku Regional Office

The Shikoku Regional Office has held soft tennis clinics for elementary school students since 2001. Participants represent elementary schools from the region's prefectures that participate in Shikoku soft tennis tournaments. Members and former members of the office's Soft Tennis Club serve as volunteer instructors for the students.

In 2009, the clinic was held in July in Tokushima. Ninety-six elementary school students participated in friendly matches with club members.

Kyushu Regional Office

The Kyushu Regional Office has held the DOCOMO Youth Rugby Kyushu Tour since fiscal 2002 to encourage healthy youth development and give back to the community. Members of the NTT Group Fukuoka Rugby Club teach the game of rugby to middle school and high school students in Kyushu. In fiscal 2009, the tour traveled to Miyazaki in July 2009 and Kasuga, Fukuoka Prefecture in March 2010, teaching fundamental rugby techniques and training methods to a total of around 230 middle school students.

Employment and Compensation

A Diverse, Dynamic Workplace

DOCOMO respects diversity in its myriad forms—diversity of gender, age, nationality and values. We want all employees to feel comfortable and secure in their jobs. We also respect our employees' lives outside the office. We are therefore committed to having a culture that values diversity and allows for a healthy balance between work and private life. The Diversity Development Office spearheads DOCOMO's efforts to fully realize this ideal, which specifically include providing career support for women, encouraging work-life balance and promoting diversity.

Our personnel programs and systems also reflect this thinking. We try to bring out the best in our employees—in terms of their abilities and their motivation—by putting the right people in the right positions, helping employees develop their professional skills and ensuring that performance is evaluated appropriately.

Employee Data [※] 1

Number of Employees (As of March 31, 2010)

	Male	Female	Total
Employee count	9,064	1,989	11,053

Number of People Hired (FY2009)

	Male	Female	Total
Recent college graduates	200	56	256
Mid-career hires	19	3	22

Percentage of Male/Female Managers (As of March 31, 2010) (%)

	Male	Female
Percentage of Male/Female Managers (assistant manager and above)	95.7	4.3

Key Employee Data

Average age (as of March 31, 2010)	38.3
Average years of continued service (as of March 31, 2010)	16.1 (excluding persons seconded out/in)
Average total annual hours worked (FY2009)	1,889 h

[※] 1 Applies to NTT DOCOMO, INC.

Diversity Training through e-Learning

We conduct training in the form of e-learning for all employees in an effort to more fully establish diversity.

What is required of a corporate culture for diversity to truly take hold? What is required of a workplace for differing ways of working and thinking to be truly respected? These questions formed the basis of an e-learning training program that is held for employees.

In fiscal 2009, the training was conducted from December 2009 to February 2010, and over 90% of employees participated. We intend to continue conducting training and will enhance programs both quantitatively and qualitatively.

New Rehiring Program for Former Employees Wanting to Restart Their Careers

We have many former employees who had to leave the company due to their spouse being transferred to another location or for other reasons but who want to work again at DOCOMO in the future. A new rehiring program for former employees was instituted in order to accommodate this willingness and effectively utilize skills and experience accumulated on the job previously.

The program is open to former employees with three years of work experience leaving the company since March 31, 2010 due to their spouse being transferred or taking a new position elsewhere or due to relocating after getting married. Employees wishing to be rehired register with the program by submitting a request to their immediate supervisor when leaving.

We will check with registrants every year on their willingness to be rehired for a period of six years after they leave the company. If they request to be rehired, the decision is made in light of management conditions, personnel needs and other factors following an interview, health exam and other procedures.

Individual Skills and Abilities are All Important

DOCOMO is committed to hiring people for their skills and abilities, not their nationality. Employees of non-Japanese nationalities work throughout the company in Japan and overseas, including in the Global Business Division, Research and Development Division and Corporate Marketing Division. Non-Japanese employees numbered 72 as of the end of fiscal 2009.

DOCOMO also ensures that labor practices at its overseas offices accord with Japanese standards and regulations.

We will continue hiring both new graduates and mid-career professionals with an emphasis on diversity.

Temporary Employee Training and Work Scheduling

Temporary employees receive training every year in May and November on maintaining confidentiality, properly managing sensitive information and other important facets of business. The training is provided directly by their placement agencies. We require the agencies to submit training reports in order to ensure training is being conducted as required.

DOCOMO is also involved in ensuring that temporary employees work appropriate hours. We have a system for this purpose that tracks their working hours in real time. Circumstances sometimes require a temporary employee to work overtime or on holidays. However, this kind of non-regular work is only approved after we check the employee's contract for restrictions on working days and hours.

Employing People with Disabilities

DOCOMO believes that helping people with disabilities lead their own lives is one of our responsibilities to society. We therefore make a concerted effort to hire people with disabilities.

There were approximately 200 employees with disabilities working at DOCOMO as of June 2009, which represents 2.03% ^{* 2} of our total workforce. The legal requirement is 1.80%.

Employees with Disabilities (as a percentage of total workforce) ^{* 2}		
	March 31, 2009	March 31, 2010
Employees with Disabilities	1.99%	2.03%

^{* 2} Applies to NTT DOCOMO, INC.

Opportunities Provided Post-Retirement Age

Career Staff System is a program for rehiring employees who have reached the mandatory retirement age. The program enables older employees to continue using their extensive experience and polished skills for the benefit of the company and society.

There were 134 employees utilizing this program as of the end of fiscal 2009.

Greater Dynamism Goal of Employee Survey

Employee feedback is highly valued at DOCOMO. We understand that in order to create an open, dynamic working environment the thoughts and opinions of employees must be incorporated into our corporate processes and programs. Every year, therefore, we conduct a survey of all employees to gauge their views on a variety of issues.

In fiscal 2009, we conducted our second employee survey targeting all employees of NTT DOCOMO and the NTT DOCOMO Group.

A Manager's Viewpoint: Issues and Prospects for Promoting Diversity



Diversity refers to multiplicity, and we are actively carrying out initiatives based on a strategy of leveraging diverse human resources with differing genders, ages, nationalities and other attributes for the growth of the company. The ultimate goal in promoting diversity is realizing a workplace environment that enables individual employees to fully demonstrate their abilities regardless of their particular identity. As a step toward greater diversity, DOCOMO is currently focused on initiatives for female employees. Going forward, we will need to also actively address diversity in terms of nationality and working format, which includes employees of non-Japanese nationalities, contract employees and temporary staff.

At the same time, in order for employees to feel invigorated on the job it is essential that they take control of their own career development and strike a good balance between their work life and home life. As a company we will enhance programs and develop support measures to help employees make this possible. When employees are invigorated, it translates into better corporate performance and supports both the growth of the company and its individual members. Building this type of win-win relationship is key.

In recent years, long working hours have been cited as problematic for Japanese society as a whole and implicated in deaths from overwork and the country's declining birthrate. In the years ahead it will be important to relook at how we work in general. Human resources are an important management resource, but so is time. I believe that the secret to using time effectively to raise productivity and efficiency lies in ways of working that achieve work-life balance.

When a company commits to diversity, I believe it not only bolsters that company's competitiveness but also helps to create a sustainable society.

Hiroko Kawasaki
Managing Director
Diversity Development Office
Human Resources Management Department

Professional Skill Development

Helping Employees Acquire Valuable Specialized Skills

We are committed to developing the skills of our employees, who represent the foundation of our business, in order to respond to customers' increasingly diverse and sophisticated needs. We provide training programs for specific purposes, including training programs suited to each career level and training to develop specific areas of expertise, and we work to enhance the programs whenever necessary.

In fiscal 2009, various programs were enhanced. Two new expert training programs were launched and we increased the number of countries for global on-the-job training, which sends employees to companies overseas to polish their skills. The training period was also extended from six months to one year.

As part of efforts to help employees with their own development, we make available a menu of some 400 correspondence courses and also provide support for acquisition of 83 types of certification. In fiscal 2009, approximately 1,200 employees acquired some form of public certification.

In addition, managers help prep employees before training starts and follow up with interviews afterward. Employees are also encouraged to study on their own after training programs end, and we help by sending out review assignments based on the training curriculum to their mobile phones. We help employees formulate skill development plans for different areas of specialization.

Business Skills Development Programs

Business skills	<ul style="list-style-type: none">• New employee training• Second year training• Training for career level
	<ul style="list-style-type: none">• Elective-type training
Specialist skills	<ul style="list-style-type: none">• Global OJT• Overseas study
	<ul style="list-style-type: none">• Expert training (sales-related/engineering-related, etc.)
Personal growth	<ul style="list-style-type: none">• Distance education• Support for obtaining certification• Language school support• TOEIC Group Testing

Evaluations Give Managers Insight

Managers at various levels—department, office, branch, section, etc.—are formally evaluated every year by everyone around them, their superiors, colleagues and subordinates. They also do a self-evaluation. This "360 degree multi-sided" evaluation looks at what is required of a manager from these multiple perspectives.

It specifically assesses the managers' ability to articulate a vision, their ability to implement it and their ability to effectively make use of human resources. The results of the evaluations are conveyed to the managers and their superiors. The program is intended to improve awareness and hone managerial skills. It serves to make managers aware of any discrepancies between how they perceive themselves and how they are perceived by others. It also provides them insight into the attitudes and behaviors expected of them.

The fiscal 2009 evaluations were held from December 2009 to February 2010. The results showed that managers earning a higher evaluation from others than themselves increased by 4% over the previous year. Starting with the most recent round of evaluations, advice from others was added as a qualitative evaluation to the point-based quantitative assessment. This change, which was considered necessary, served to further clarify the person's observations.

The program is starting to really take hold. Manager awareness is increasing every year and is having a positive effect on actual practices. Through this program we hope to continue to developing a culture in which all employees take a professional interest in how others view and assess them.

Providing Opportunities to Ambitious Employees

DOCOMO posts jobs internally to provide opportunities for ambitious employees. Employees are free to apply for openings on their own initiative. The jobs that come up tend to require specific skills or be associated with new business activities. Some 1,340 employees applied to jobs through the program through fiscal 2009 and around 200 are now working in their departments of choice.

This program is mirrored by an NTT Group program that allows employees to apply for openings at companies within the larger NTT Group. It is intended to promote greater interaction among personnel within the NTT family.

Honoring Employees Motivates Everyone

Recognizing employees for major accomplishments helps motivate everyone and make business run that much more smoothly. The DOCOMO Business Awards honors employees who have made significant contributions in one of four areas. Marketing Awards are given out for helping substantially raise the company's market value. Process Awards go to employees who help raise the value of business processes. Global Awards are for employees making significant contributions to global business development. And, Image Awards are awarded for helping enhance the company's brand and image.

* Applies to NTT DOCOMO, INC.

Cultivating Entrepreneurialism from Within

DOCOMO has a special program called the In-House Venture System in which business ventures are commercialized based on employee ideas. The program's goals are to cultivate an entrepreneurial spirit among employees and help us move into new business areas. Plans submitted by employees are evaluated for their originality, marketability and feasibility. The final decision on whether to establish a start-up company for the venture is made following a three-stage screening process.

The employees who originally submitted the plan are put in charge of managing the start-up. They must demonstrate business acumen, networking prowess and executive ability. They must also have the stamina and mental toughness needed to see the venture through.

The program has drawn 239 applications as of March 2010 and has resulted in the establishment of five new companies. One of the companies, Dynastep Corp., established in 2007, provides certification development services, support for human resources development through certification testing, and support for promotions using certification tests. It is involved in a wide range of business activities, from planning, development and operation of certification tests using mobile phones to human resources development and promotions using certification testing.

Going forward, we intend to actively carry out initiatives designed to cultivate an even stronger entrepreneurial spirit in employees, including seminars on in-house ventures conducted by outside instructors, and information on outside events related to start-ups.

Respecting Human Rights at the Workplace

Preventing Discrimination and Harassment



Human Rights Calendar

DOCOMO has a set of guidelines for preventing discrimination and harassment at the workplace. The guidelines follow our basic policy on respecting human rights and make it clear that discrimination will not be tolerated in any form.

Under the guidelines, human rights awareness is promoted at the headquarters by the Corporate Human Rights Enlightenment Committee, chaired by the senior executive vice president, and at our regional offices by Regional Office Human Rights Enlightenment Committees, which are chaired by regional office managing directors. Special human rights managers and staff members are also designated at the unit level.

In fiscal 2009, we created the Harassment Handling Manual for Managers, which is designed to raise awareness of measures for addressing harassment and increase knowledge of human rights issues, and the Human Rights Awareness Calendar, which features great slogan ideas submitted by employees. Training for personnel in charge of promoting human rights awareness was conducted to teach methods for handling cases of harassment.

In fiscal 2010, efforts will focus on further raising human rights awareness by utilizing internal websites related to human rights and issuing the Human Rights Mini-Knowledge Series, which contains information on human rights.

Addressing Human Rights Related Problems and Concerns

DOCOMO has established a point of contact outside company channels for all employees to consult with when they have problems or concerns related to human rights. This consultation desk can be reached by email or phone (toll-free) and it is manned by counselors affiliated with an outside specialist organization, which means employees can use it with total peace of mind.

The counselors who man the desk put top priority on respecting the will and protecting the privacy of the people who consult with them. If the employee would like action to be taken, the desk contacts DOCOMO and steps are taken at the discretion of the chair of the Human Rights Enlightenment Committee.

Promoting Work-Life Balance

Computers Loaned to Employees on Childcare Leave

We are currently working to enhance programs that support employees trying to balance job and child-raising responsibilities. These programs have helped us acquire "Kurumin" certification from the Minister of Health, Labour and Welfare under the Act for Measures to Support the Development of the Next Generation.

In fiscal 2009, we began loaning out thin client computers * 1 to employees on childcare leave to help them prepare to return to work. The computers allow them to view internal information on our intranet and take e-learning courses, which it is hoped will relieve anxiety about their return.

* 1 A highly secure computer terminal with minimal functions.

Leave Program Utilization (FY2009)

	Male	Female	Total
Maternity leave	-	288	288
Childcare leave	4	465	469
Shortened working hours for childcare	1	457	458
Reemployment of childcare retirees	-	-	0
Nursing care leave	2	2	4
Shortened working hours for nursing care	2	3	5
Volunteer leave	179	10	189
Percentage of paid holiday taken	-	-	84.6%

Interviews and Forums Help Employees Balance Work and Child-Raising



At the Win-D Forum

We conduct interviews and forums for employees who are about to have children or are in the process of raising them to ensure they are able to use childcare support programs with total peace of mind. We communicate with employees who have become parents, or who are about to become parents, to help put them at ease, get them thinking about work-life balance, and encourage use of our childcare support programs. We also try to alleviate anxiety about balancing work with raising children and ensure awareness of available career options when an employee comes back. One specific example is the interviews that take place before and after maternity leave. The employee taking leave gets together with her immediate manager and the Diversity Development Office to discuss the matter and any concerns anyone may have.

Additionally, the Win-D working group was established in fiscal 2006 by women executives and managers to further promote the careers of female employees. Win-D Forums are held on a regular basis to provide women working at DOCOMO with the opportunity to think about daily working styles and career development issues. The forums were held four times in fiscal 2009, drawing around 200 people each. They featured discussions and talks by outside experts.

Working from Home Program Supports Diverse Working Formats for Employees

In April 2010, we instituted the Working from Home program for all employees to help promote autonomous working formats for employees and support work-life balance.

The program provides an IT environment that allows employees to safely access internal information systems from home using notebook computers equipped with advanced security features. This enables tasks to be done at home using the same IT environment as at work. Employees interested in the program can apply regardless of their department and without any special reason. The program can be used up to one day a week and five days a month as long as the employee's manager determines that the work consists of tasks that can be done at home.

Employees Choose from a Buffet of Benefits

DOCOMO is in the process of enhancing benefit programs covering health and well-being, housing, recreation and other areas. Employees select the programs that they personally need or that best fit their lifestyles from this buffet of benefits.

We also run seminars and training courses to help employees with financial planning and mapping out their lives in general.

Benefits and Life Planning: Major Initiatives and Achievements in Fiscal 2009

Life Planning Seminar

Life planning seminars are held for new hires and employees nearing retirement. The seminars provide information on the various benefits we offer and help employees plan for life after retirement. Thirty-three seminars were held in fiscal 2009. They drew 901 participants.

Life Design Training

This training program seeks to motivate employees in their late twenties to start thinking about a life plan. It specifically teaches them about investing, pension plans and other aspects of financial planning. The program was held 33 times in fiscal 2009 and attracted 459 participants.

Life Design Office

This office provides information and advice to employees on drawing up life plans. It was utilized by 426 people in fiscal 2009.

Topics: Forums Help Employees Achieve Work-Life Balance

The Win-D working group, made up of women executives and managers, holds Win-D Forums in partnership with the Diversity Development Office. The forums are intended to provide opportunities for female employees and their managers to think about daily working styles and career development. Four forums with the following programs were held in fiscal 2009. At the 13th Win-D Forum held in February 2010, Koichiro Yoshikoshi, author of books on working and living without working overtime, gave a lecture entitled, "The Yoshikoshi Brand of Management Revolution Will Invigorate Your Company." It provided the opportunity to think about improving work productivity and realizing work-life balance ideals.

Win-D Forum Summary (FY2009)

	Date	Participants	Summary
10th	May 21, 2009	200 (Female employees and their managers)	Panel discussion and group discussion on career development from a long-term perspective
11th	July 22, 2009	200 (Managers)	Lecture on employee development know-how (by Takeshi Okamoto)
12th	November 5, 2009	200 (Employees on childcare leave, employees who have returned to work, managers)	Lecture on career design while raising children (by Hiroko Ando)
13th	February 19, 2010	Approx. 220 (Male and female employees)	Lecture on raising work productivity and achieving work-life balance (by Koichiro Yoshikoshi)

Mental Health Support

Multifaceted Approach to Mental Health

DOCOMO provides multifaceted support for the mental health of its employees in line with the Health Ministry's Guidelines for the Promotion of Mental Health in the Workplace ^{※ 1}.

Mental health support takes place at four levels: employee, manager, in-house health staff and outside healthcare professional. Employees are encouraged to keep tabs on themselves through mental health questionnaires and stress checks. Managers are charged with looking after their employees, and various training programs are held for this purpose. In-house health staff monitor the workplace, follow up on check-ups, meet with employees, and talk with and instruct employees who are working long hours. Finally, outside healthcare professionals are made available for consultation and counseling.

※ 1 The Guidelines for the Promotion of Mental Health in the Workplace were established by the Ministry of Health, Labour and Welfare in August 2000 to promote mental healthcare initiatives for workers.

Number of Counseling Sessions Held (FY2009)	
In-person counseling	469
Direct telephone counseling	222
Reservation-based telephone counseling	37
Counseling via email, etc.	69

Information and Safety Measures Prevent Accidents

Safety is always the most important priority. DOCOMO's system for preventing work related accidents and injuries includes Safety & Health Committees at each business office as well as the DOCOMO Safety Council and DOCOMO Safety Committee.

Communicating with Employees

Management Always Learning from Rank and File



Management members speaking directly with employees

We understand that the key to raising customer satisfaction lies in respecting, everyday, the views and opinions of the people who interact directly with customer—the rank and file employees on the frontlines of sales and service. DOCOMO management therefore makes a concerted effort to acquire direct feedback from employees by dropping in on offices and shops around the country.

The president made 15 such visits over nine months in fiscal 2009. Managements visited branches, group companies, call centers and docomo Shops all over Japan, more than 100 locations in all, with the goal of getting to know the situation on the ground better and uncovering any neglected issues. These first-hand experiences gave management a taste of the energy present on the frontlines and gave employees a peek into management's passion for their people and their business. The visits helped the entire company get on the same page going forward.

In addition to the president, executives responsible for regional offices also made visits to employee workplaces around the country. They talked with employees to gain a greater understanding of the issues they face and to get a better sense for the current needs of customers.

Good Relations Depend on Good Communication

Good relations between labor and management depend on good communication, so we have established a number of committees that meet regularly to discuss a range of issues. Working conditions are taken up by the Negotiation Committee, management policies by the Management Council, reducing working hours and overtime by the Life Improvement Committee, and promoting the safety and health of employees by the Safety & Health Committee.

Working with docomo Shops

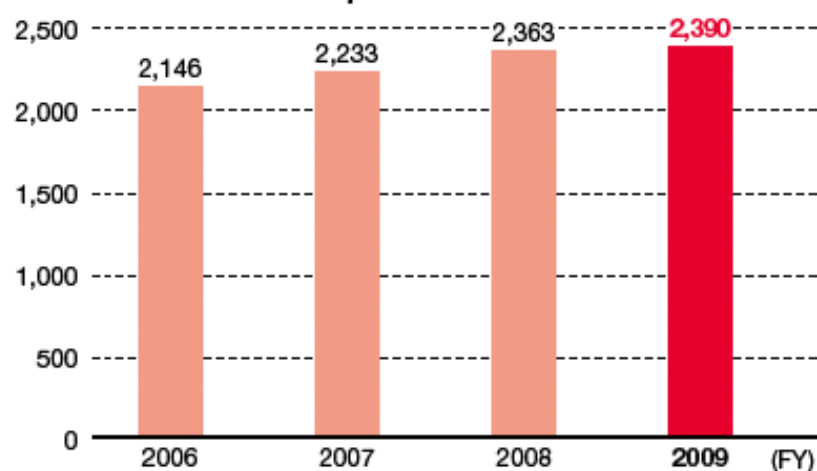
docomo Shops Provide Convenient, Conscientious Service

DOCOMO provides products and services to customers through docomo Shops and other branded retail outlets as well as through large retailers. There were 2,390 docomo Shops nationwide as of the end of March 2010, and each and every one of them is important. They represent the frontlines of our business and play a critical role in connecting us with our customers.

We therefore make sure that all agency agreements with partner shops are fair and appropriate.

Franchising in this way allows us to provide repair and other services that are highly tailored to local needs.

Number of docomo Shops



Strengthening Support Systems Directly Connected to Frontline Staff



Support staff for docomo Shops

DOCOMO is currently making it easier for staff at docomo Shops and other retail outlets to provide the best possible service to customers. We are enhancing training programs and are developing an information system that will make it possible for newer staff members to serve customers like true veterans. Also, staff support has been made available year round for answering questions regarding products, services and procedures.

Finally, feedback is being collected from customer service staff everyday and being used to make improvements at docomo Shops and other outlets on an ongoing basis.

Strengthening Education and Training Programs for Shop Staff



Staff training in session

We conduct regular education and training programs for shop staff and managers to hone their customer service capabilities and improve their knowledge of products and services with the goal of providing even greater peace of mind to customers who use docomo Shops and other retail outlets.

In fiscal 2009, we strengthened education and training programs to ensure high quality customer service at all docomo Shops around the country. This included instituting "Masters Certification," a certification program for docomo Shop staff.

Employee Perspective

Joining Forces with docomo Shops in Pursuit of Customer Satisfaction



My mission is to provide an environment that makes it easy for docomo Shop staff to do their jobs and to think about how to satisfy shop customers. I work to refine daily processes from the perspective of the customer and the perspective of docomo Shop staff.

As a part of these efforts, in fiscal 2009 I provided support for the opening of 20 new shops and the relocation or refurbishment of some 50 existing shops. In order for all shops to draw large numbers of customers, multifaceted considerations take place, including on local customer trends and site and shop formats.

Together with docomo Shops, we plan to continue creating highly usable shops that satisfy customers while keeping our antenna up and our field of vision wide.

Takuya Sakakibara
Sales Department

Working with Other Businesses

Promoting CSR Procurement Together with Suppliers

DOCOMO has a basic policy of providing domestic and overseas suppliers with opportunities to compete in a fair and open manner and procuring competitive products in line with business needs on the basis of market principles. We work in this way to maintain healthy partnerships with suppliers. In addition, we believe that an important aspect of CSR is fulfilling social responsibilities related to products procured from suppliers; specifically, respecting human rights and upholding labor practices in production processes, ensuring occupational health and safety, promoting environmental protection, rigorous implementation of fair business practices, ensuring product quality and safety, maintaining information security, and promoting social contribution. In September 2009 we established the NTT DOCOMO CSR Procurement Guidelines and are engaged in CSR procurement on this basis. The guidelines follow guideline standards developed by the Japan Electronics and Information Technology Industries Association (JEITA), which address societal conditions in a time of market globalization. DOCOMO adopts the basic stance of working together with suppliers to engage in CSR procurement, and we aim to continue promoting CSR activities on a mutual basis.

In order to facilitate understanding of our approach, in August 2009 we invited suppliers to participate in a presentation on it. We have also published the guidelines on our website as of October. In addition, suppliers are requested to submit a CSR procurement check sheet once a year, in principle. In fiscal 2009, the first year of this new system, we ascertained the state of initiatives for each section stipulated in the guidelines.

We will regularly monitor suppliers in this way, and in fiscal 2010, based on the results, we will strive to further improve CSR activities with the goal of more firmly establishing CSR procurement.

Requested areas aimed at promoting CSR activities with NTT DOCOMO

I Innovations for the future; Creating abundance and convenience in life and culture

1. For the day-to-day abundance of all customers
2. For constantly providing stable communications quality to all customers
3. For resolving social issues concerning the use of communications
4. For the preservation of the global environment

Basic common areas requested by society

II Human Rights and Labor

1. Prohibit forced labor
2. Prohibit inhumane treatment and infringements of human rights
3. Prohibit child labor
4. Prohibit discrimination
5. Pay appropriate wages
6. Regulate working hours
7. Respect the right to freedom of association

III Occupational Health and Safety

1. Apply safety measures for equipment and instruments
2. Promote safe activities in the workplace
3. Promote hygiene in the workplace
4. Apply appropriate measures for occupational injuries and illnesses
5. Properly manage disasters and accidents
6. Be careful about physically demanding work
7. Promote safety and hygiene in all company facilities
8. Promote health maintenance programs for employees

IV Environment

1. Control hazardous chemicals in products
2. Control hazardous chemicals in manufacturing
3. Establish and apply an environmental management system
4. Minimize environmental pollution (water, soil, air, etc.)
5. Obtain environmental permits
6. Promote resource and energy saving by reusing, reducing, and recycling (3R)
7. Promote green-house gas reduction
8. Promote waste reduction
9. Disclose environmental preservation activities

V Fair Trading

1. Prohibit corruption and bribery
2. Prohibit abuse of a superior position
3. Prohibit the offering and receiving of inappropriate profit and advantage
4. Prohibit impediments to free competition
5. Provide accurate information on products and services
6. Respect intellectual property
7. Use appropriate export procedures
8. Disclose appropriate company information
9. Detect injustice promptly

VI Product Quality and Safety

1. Ensure product safety
2. Establish and apply a quality management system

VII Information Security

1. Secure computer networks against threats
2. Prevent the leakage of personal information
3. Prevent the leakage of customer and third-party confidential information

VIII Contribution to Society

1. Contribute to society and community

Supplier Discussion Sessions Held

We work to promote dialogue by holding discussion sessions aimed at maintaining fair relationships with suppliers. Suppliers and DOCOMO make requests and proposals in a mutual fashion in an effort to build even stronger relationships. In fiscal 2009, four discussion sessions were held at DOCOMO's headquarters.

Safety at Base Station Installation Sites

Base station installation, which is contracted out to telecom construction firms, oftentimes involves work in high places. DOCOMO therefore strives to prevent falls and other accidents.

In order to keep safety on the minds of every worker and raise awareness of safety issues, we hold classes and briefings, conduct safety patrols together with the labor union and post safety reminders. These activities on behalf of construction workers are regarded as an essential part of our occupational health and safety efforts.

In fiscal 2009, we requested that 13 communication facility construction companies around the country install safety equipment in order to prevent accidents involving falls from high places. In fiscal 2010, we plan to continue initiatives to prevent such accidents.

New Software Streamlines Handset Development

We began work on developing common software for mobile handsets called an operator pack for FOMA, and have begun including the software on our phones, starting with those sold between winter 2009 and spring 2010.

Operator pack combines application software for original DOCOMO services like i-mode with a common software platform used globally. Using operator pack will enable handset manufacturers to reduce development costs considerably because they will no longer have to independently develop application software. It will also make it easier for manufacturers to participate in FOMA development. Moreover, the common global software platform will make it easier to develop phones that can be sold overseas. The change is expected to help Japanese handset manufacturers move into overseas markets.

Going forward we will more actively utilize the global platform and focus on developing operator packs that are easier to use for mobile phone manufacturers while keeping close tabs on trends in the hardware that operates the packs.

Moreover, in the future we plan to go global with our mobile phones by developing an environment that allows a variety of applications to be used globally.

Safe, Reliable Content from Content Providers

The cooperation of mobile content providers is critical to providing safe and reliable content to customers. DOCOMO selects content providers based on fair and appropriate criteria. We also have policies and ethical guidelines that must be followed for content included on i-menu, the portal site used by i-mode. And, we make technical requirements for i-mode sites available on a special site for providers.

Employee Perspective

Promoting CSR Activities with Support from Suppliers



My job responsible includes formulating the NTT DOCOMO CSR Procurement Guidelines, explaining the guidelines to suppliers, sending check sheets, reporting survey results internally and other related tasks. In fiscal 2009, I worked to promote understanding internally, and among suppliers, of the importance of cooperating to improve CSR activities and on items unique to DOCOMO that are included in the guidelines.

Going forward, I intend to work to further promote CSR activities by more firmly establishing CSR procurement within the company and supporting supplier efforts to improve CSR activities in order to build even stronger, trust-based relationships.

Yasuhiko Hayashi
Procurement and Supply Department

Corporate Governance System

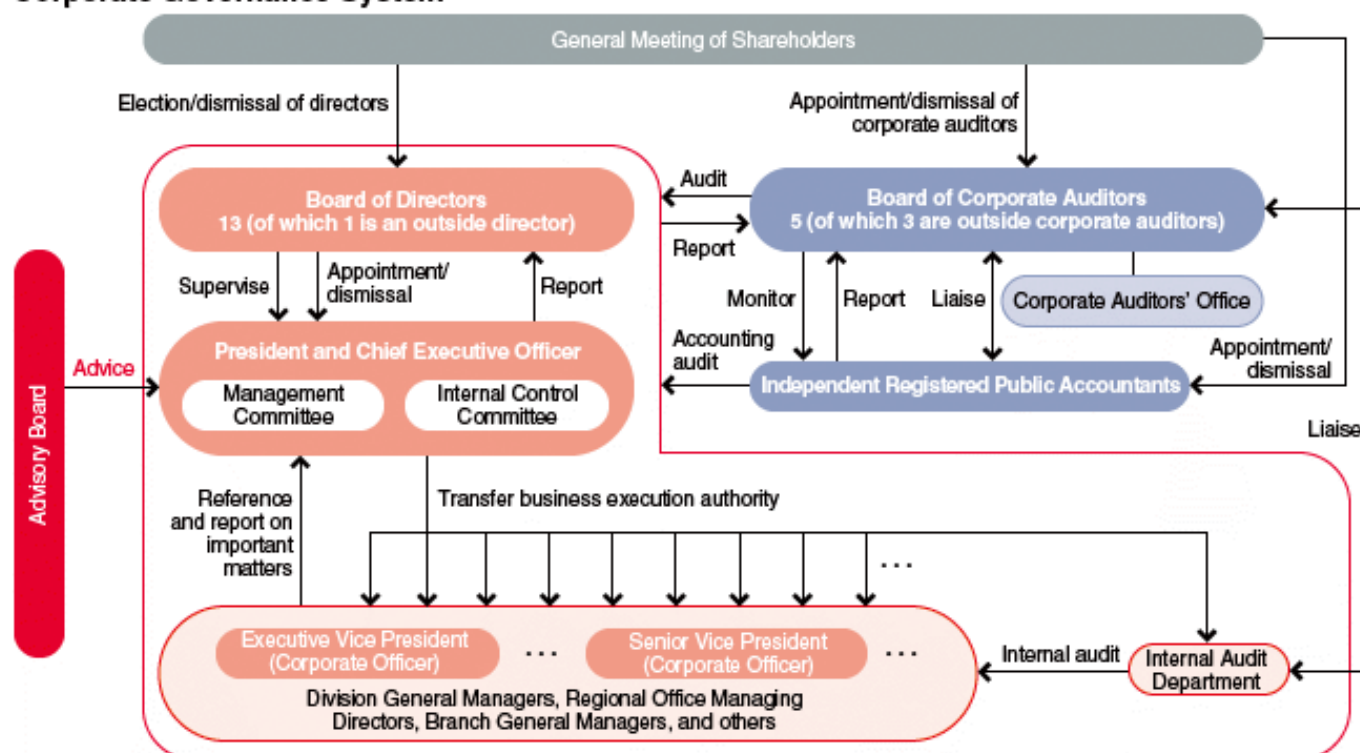
Prompt, Transparent, and Sound Business Management

DOCOMO is building a governance system that increases the speed of management decision-making and is bolstering its audit and control functions. We will continue working to improve communications with stakeholders and to ensure that our corporate management style remains prompt, transparent, and sound.

Specifically, corporate governance is maintained through the Board of Directors, which makes decisions on important business matters and supervises business execution by the directors, and the corporate auditors and Board of Corporate Auditors, which audit business execution by directors from a standpoint that is independent from the Board of Directors. In addition, some of the authority for execution of business previously held by the Board of Directors has been delegated to representative directors and corporate officers, which provides executive flexibility.

Moreover, we have enhanced mutual oversight of business execution by having more than half of our directors concurrently serve as corporate officers.

Corporate Governance System



Advisory Boards Provide Input on Business Activities

We have an Advisory Board made up of prominent industry figures as well as an advisory board in the United States comprised of overseas experts who offer advice from a more global perspective. Objective input and suggestions from board members on issues facing DOCOMO management are directly incorporated into operations.

Board members include business executives, university professors and analysts to ensure that the input received is broad-ranging and diverse.

Improving Internal Control

The Board of Directors has established a Basic Policy on Fortifying Internal Control Systems. Guided by the policy, we develop systems for maintaining legal compliance, facilitating effective, efficient business activities and ensuring the reliability of financial reporting. These initiatives are led by the Internal Control Committee. The effectiveness of internal control is assessed on a regular basis and improvements are carried out as necessary.

In addition, the Internal Audit Department objectively assesses and verifies how business is being carried out by each organizational unit from an independent perspective and conducts monitoring aimed at improving internal controls.

Compliance

Compliance Follows Code of Ethics

We regard compliance as a core element of management and have established the NTT DOCOMO Group Code of Ethics as a reflection of this. The code's ten articles cover such areas as legal and ethical compliance, information disclosure and transparency in management, fair, open and free competition and trading, and respect for employee human rights and individuality.

In addition, the Compliance Administration Regulations have been stipulated to provide concrete standards for promoting compliance and corporate ethics at NTT DOCOMO and other companies in the NTT DOCOMO Group. The regulations are posted on the Group intranet and publicized in other ways as well to facilitate in-depth awareness among corporate officers and employees and ensure that corporate practices are fully compliant.

NTT DOCOMO Group Code of Ethics (Established April 2005)

We, NTT DOCOMO Group, have set the following ten policies to further enhance our ethical standards. These policies convey the basis for compliance with laws or ethics, and the very essence of management, and are shared, promoted, and thoroughly implemented throughout the Group.

1. Legal and ethical compliance

We comply with the spirit and letter of all laws, regulations and rules, and our conduct is based on the highest ethical standards.

2. Customer-focused products and services

We, as a business, undertake an important role in the mobile communications industry and we adhere to a "customer-first" standpoint to provide valuable products and services to our customers.

3. Respect for customer human rights and protection of personal information

We respect the human rights of our customers and spare no effort to manage and safeguard their personal information appropriately.

4. Management and safeguarding of corporate confidential information

We acknowledge the importance of corporate proprietary and confidential information and take thorough precautions for sound management and protection of such information.

5. Information disclosure and transparency

We disclose our company information in a timely and precise manner to a wide range of stakeholders in Japan and overseas to enhance the transparency of our business activities.

6. Fair, open and free competition and trading

We always trade and compete fairly, openly and freely in the Japanese and overseas markets.

7. Corporate citizen and social activities

We are always mindful that we are a member of international society and actively participate in social activities as a good corporate citizen while contributing to creating a safe and secure society.

8. Tackling of environmental issues

We maintain compatibility between our business activities and environmental preservation by creating a world that is easier for people to live in. In addition, we help preserve the environment and contribute to building a sustainable society that supports human activities into the future.

9. Respect for employee human rights and individuality

We respect the rights and individuality of each one of our employees and aim to realize a working environment that allows them to develop their respective abilities and personalities.

10. In-house ethical system and commitment

We properly recognize our role in implementing the NTT DOCOMO Group Code of Ethics. The Senior Management dedicates themselves to maintaining the Group's ethics system and fostering an awareness of the ethical standards and principles among all employees throughout the Group.

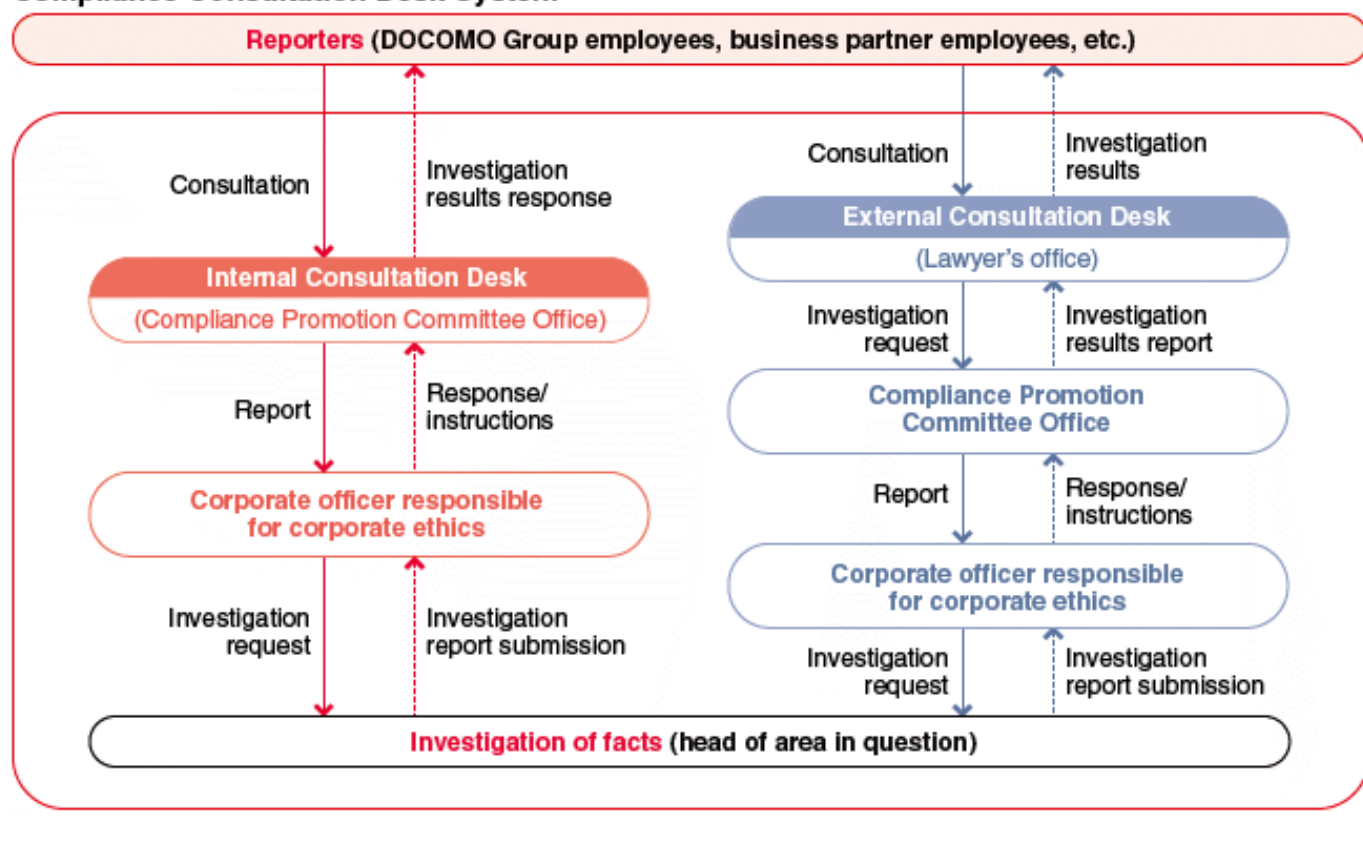
Compliance Starts with Top Management

Compliance at DOCOMO starts with the President and Chief Executive Officer, who chairs the company's Compliance Promotion Committee. The committee is responsible for making sure employees know and understand the Code of Ethics. It makes decisions on policies related to legal and ethical compliance and identifies issues and areas in need of improvement connected with compliance management. The committee also monitors progress on activities and initiatives that promote compliance.

In addition, DOCOMO has established reporting channels, both internal and external, for employees to disclose potential incidents of non-compliance. These Compliance Consultation Desks maintain the anonymity of whistleblowers and investigate potential incidents in a way that ensures no employees are treated unfairly for coming forward. If non-compliance is discovered and confirmed, the matter is immediately reported to management. The necessary steps are then taken and measures are put in place to prevent similar incidents in the future.

In fiscal 2009, a total of 79 cases were reported. Fact-finding investigations were conducted, but they found no major infractions.

Compliance Consultation Desk System



Ongoing Training and i-mode Site Help Further Compliance

Compliance training suited to each position level is held every year to raise the level of awareness of corporate officers and employees (including temporary staff). In addition, we opened up access to an internal company i-mode site, Mobile i-cards, to all regional office employees. The site contains the NTT DOCOMO Group Code of Ethics and contact information for the Compliance Consultation Desk. We are working in this way to make our ethics policies and related contact information available at all times in an effort to more fully ensure compliance.

In fiscal 2009, based on the results of the employee survey conducted the previous fiscal year, the NTT DOCOMO Group Code of Ethics Guidelines (Ver. 2) were distributed to all employees (including temporary staff) in September. Also, in September and October, training was conducted for Risk Compliance Leaders, who are tasked with promoting compliance activities in their respective units, on how to educate other employees on ethical and legal compliance. In December, a compliance seminar was held for NTT DOCOMO executives, the presidents of NTT Group companies and other top management members. In fiscal 2010, we will continue conducting initiatives to train personnel who play a key role in promoting compliance at their respective workplaces and will actively convey information related to compliance.

Employee Survey on Compliance and Human Rights

A survey of all Group employees, including temporary staff, was conducted in December 2009 to ascertain levels of awareness in relation to compliance and human rights.

The survey findings indicated an overall high level of compliance and human rights awareness, but there were relatively low scores on items that tested understanding of policies and programs related to compliance and human rights and items related to communication and relative transparency at the workplace.

Based on the results, in fiscal 2010 we will strive to increase understanding of policies and systems by utilizing an internal company website on compliance and human rights to raise awareness of reporting channels and provide training materials. We will also promote better communication, which includes raising issues at the workplace, by conveying accessible knowledge and information related to compliance and human rights.

Risk Management

Risks Addressed Based on Risk Management Principles

We constantly strive to strengthen risk management under a basic policy of identifying and responding to business risks as early as possible.

Business risks are regularly identified on the basis of the Risk Management Principles. The Internal Control Committee designates risks that require company-wide management, and then corresponding management policies are formulated. In line with these policies, we put measures in place to appropriately prevent the risks from occurring and to be ready if they do occur.

Thorough Information Security Beginning with Privacy Protection

DOCOMO has been entrusted with personal information (customer information) for 56 million people, and accordingly ensuring information security is an important management issue.

As a telecommunications company with public-oriented operations, the rigorous management and protection of customer information is our most important duty. Our Privacy Policy has been established to put customers at ease and engender their trust.

The Information Management Committee, which is chaired by the Senior Executive Vice President (Chief Privacy Officer), meets on a regular basis and considers and promotes measures to protect personal information. We also maintain systematic internal rules, create educational tools related to the handling and management of personal information, and conduct ongoing, repetitive training for corporate officers, employees, temporary staff and staff at docomo Shops, our business partners. In addition, we survey and inspect how personal information is being managed and used on a regular basis.

We will continue to protect personal information so that customers may use our mobile phones and variety of services with constant and complete peace of mind.

▶ [Privacy Policy regarding Personal Information of our Customers](#)

Business Continuity and Expedited Recovery Following Disasters

Maintaining communication networks in times of emergency or disaster is an essential responsibility of a telecommunications provider. DOCOMO has established a Business Continuity Plan (BCP) Operations Manual and BCP Guidelines for the company as a whole to ensure the continuity of business operations in such times, or if continuity is severed, to facilitate an expedited recovery.

As a part of these efforts, measures have been put in place for the H5N1 flu virus due to concerns over a possible epidemic. An action plan has been created with the basic policies of maintaining communications networks and customer services and minimizing the impact of infections on employees. A manual detailing various measures has also been prepared to facilitate a rapid response in related divisions if an outbreak occurs. Mouthwash, masks and other items have been readied and a booklet with measures on preventing infection has been distributed to employees.

When an outbreak of the H1N1 flu virus occurred in April 2009, we established an emergency response headquarters and encouraged employees to wash their hands frequently, use mouthwash and wear masks. Restrictions were also placed on domestic and overseas business travel, meetings and training to prevent employees from becoming infected, and efforts were otherwise made to maintain communications networks and customer services while minimizing the impact of the outbreak on employees.

Stable Information System Operations Year Round

Information systems are critical infrastructure that support day-to-day business operations—customer information management, service processing (requests, launch, discontinuation and termination), charge handling (calculation, billing, payment processing), and management control. These information systems, both hardware and software, are monitored 24 hours a day, 365 days a year to prevent them from being adversely affected or disrupted by external threats such as computer viruses. When monitoring foresees or detects a threat, there are mechanisms in place by which the situation is immediately checked out, recovery measures taken and relevant staff promptly contacted. The equipment used for information systems is set strongly in place using predetermined methods designed to prevent equipment from being dislodged during earthquakes. Floors housing information facilities are also equipped with extinguisher systems that automatically douse any fires that are detected. Critical facilities are concentrated in buildings equipped with vibration damping and seismic mitigation to ensure continuity during earthquakes and other disasters. Other steps such as redundancy of power supply and communication networks have also been taken.

Further, we have data back-up centers for each location in case a fire occurs in a building with critical facilities. Procedures are also in place for safeguarding important information, such as customer data and charges, and maintaining customer services. Emergency preparedness drills are run every year so that our emergency response measures will be effectively implemented when needed. We have acquired ISO 27001 (Information Security Management System) certification for information security management systems on a continuous basis since March 2003. This helps protect against the potential impact of information security risks like major system failure or information leaks or loss, ensure necessary measures are carried out quickly and smoothly, and minimize the impact on customers.

Stable Operations at i-mode Center

Monitoring is conducted on a 24-hour basis to quickly detect and respond to any trouble that may occur at i-mode Center, which is a form of social infrastructure.

Moreover, a backup center has been established at i-mode Center in an effort to ensure stable operations even if a fire or other man-made disaster occurs in the building that houses the main equipment.

Regular Business Continuity Drills for Employee Safety

We hold regular business continuity drills for confirming the safety of employees in the event of a disaster. In fiscal 2009, a group-wide safety drill was held. The safety of 99.3% of employees was successfully confirmed by 5:00 p.m. on the day of the drill. We plan to continue holding drills in fiscal 2010.

Responsibility to Shareholders and Investors

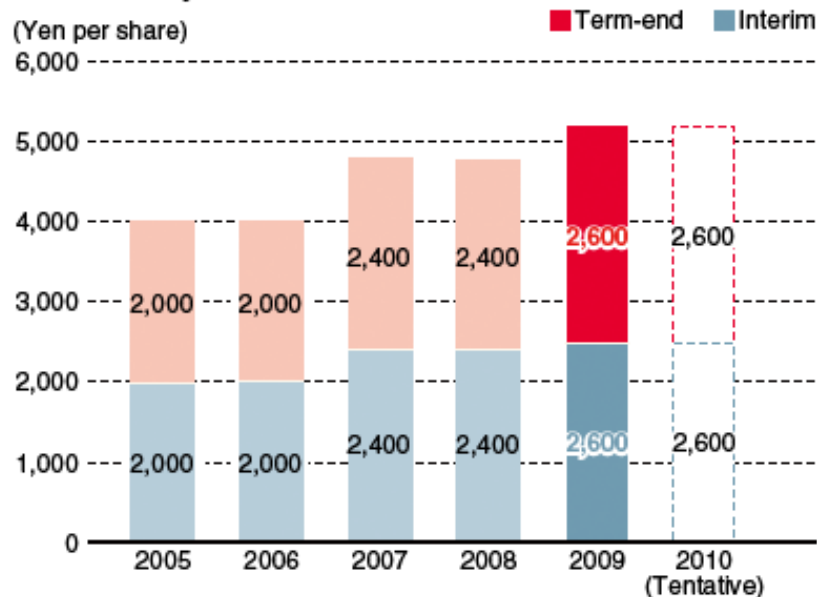
Returning Profits to Shareholders

Believing that providing adequate returns to shareholders is one of the most important issues in corporate management, the Company plans to pay dividends by taking into account its consolidated results and consolidated dividend payout ratio based on the principle of stable dividend payments, while striving to strengthen its financial position and secure internal reserves.

The Company will also continue to take a flexible approach regarding share repurchases in order to return profits to shareholders. The Company intends to keep the repurchased shares as treasury stock and in principle to limit the amount of such treasury stock to approximately 5%. Holdings in excess of this level are retired at the end of the fiscal year. In the fiscal year ending March 2010, the Company acquired 154,065 shares of its own common stock at a price of 20.0 billion yen and cancelled 160,000 shares (approx. 0.4% of shares outstanding prior to cancellation) at the end of the fiscal year.

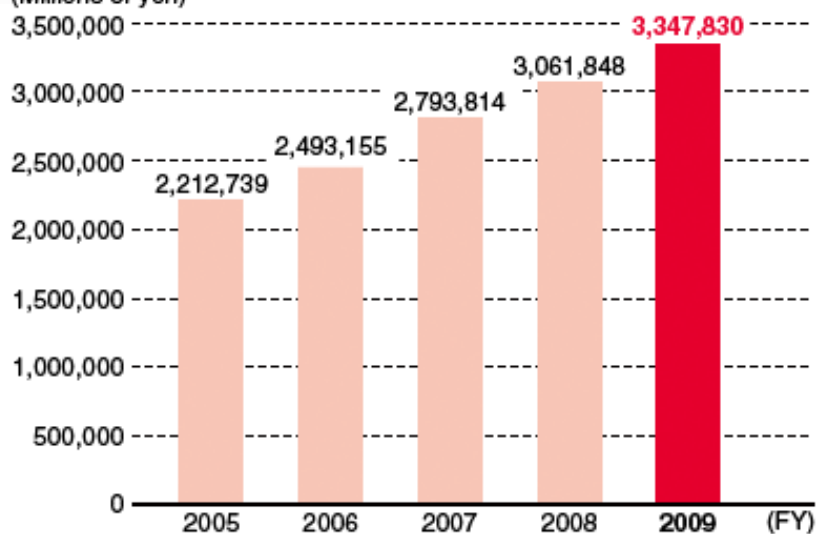
In addition, the Company will allocate internal reserves to active research and development efforts, capital expenditures and other investments in response to the rapidly changing market environment. The Company will endeavor to boost its corporate value by introducing new technologies, offering new services and expanding its business domains through alliances with new partners.

Dividend Payout



Internal Reserves

(Millions of yen)



Timely and Fair Disclosure

We strive to ensure transparency in management, which includes the timely and fair disclosure of management information. This is accomplished by developing disclosure controls and procedures. In addition, we conduct investor relations activities with an emphasis on fairness. For example, we simultaneously disseminate IR information via the Internet and stream earnings presentations in real time.

We also actively create opportunities for direct communication between top management and investors. Presentations are held for domestic and overseas institutional investors and IR seminars for individual investors. Feedback received from investors is referenced in our management activities and shared throughout the company, which serves to improve our services and operating results.

Award-Winning Investor Relations Web Site

The Investor Relations section of our website received the following awards in fiscal 2009 for its easy-to-understand information, comprehensiveness and consideration of individual investors.

IR Web Site Awards in Fiscal 2009

- Runner-up in Nikko Investor Relations Co., Ltd.'s ranking of listed company websites (November 2009)
- Named as one of the ten best companies by Daiwa Investor Relations Co., Ltd. in its 2009 Internet IR Best Company Awards (December 2009)
- Earned third place in Gomez Investor Relations Site Ranking 2010 by Gomez Consulting Co., Ltd. (April 2010)

Corporate Profile

Corporate Data

Company Name	NTT DOCOMO, Inc.
Head Office	Sanno Park Tower, 11-1, Nagata-cho 2-chome, Chiyoda-ku, Tokyo 100-6150, Japan
Common Stock	949,679,500,000 yen (as of March 31, 2010)
Employees (consolidated)	22,297 (as of March 31, 2010)
Main business areas	DOCOMO' s main business is mobile phone services (see table below for details).

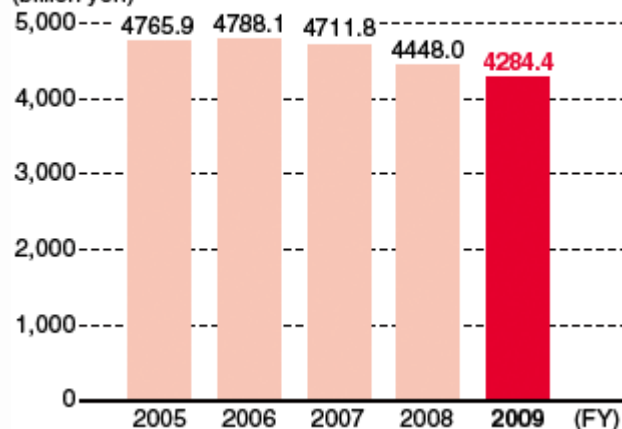
Business Segment	Description
Mobile Phones	Cellular (FOMA) services, cellular (movi) services, packet communications services, international services, satellite mobile communication services, and sales of handsets and equipment for each service, etc.
Other	Credit business, wireless LAN services, IP telephone services, etc.

(as of March 31, 2010)

Fiscal 2009 Operating Performance

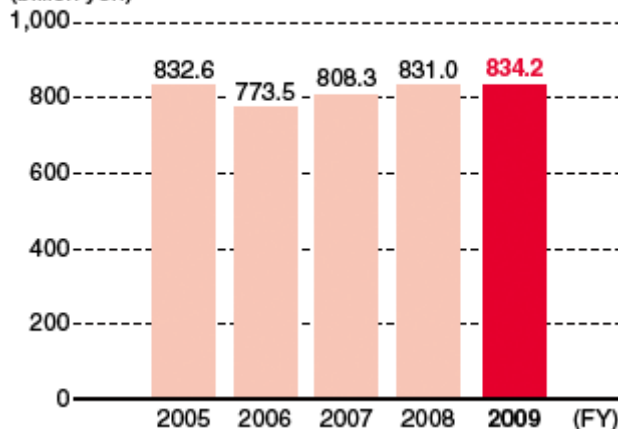
Operating Revenues (Sales)

(billion yen)



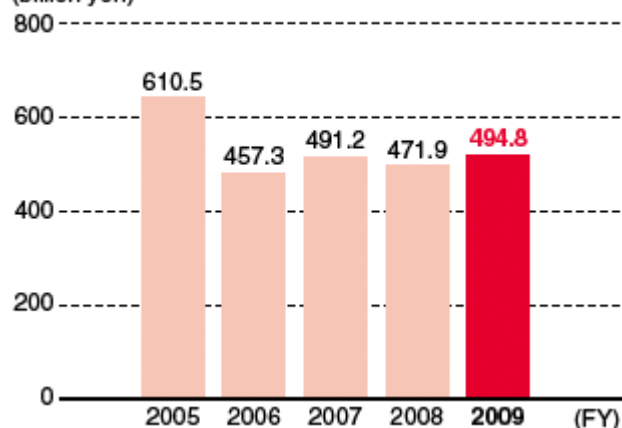
Operating Income

(billion yen)



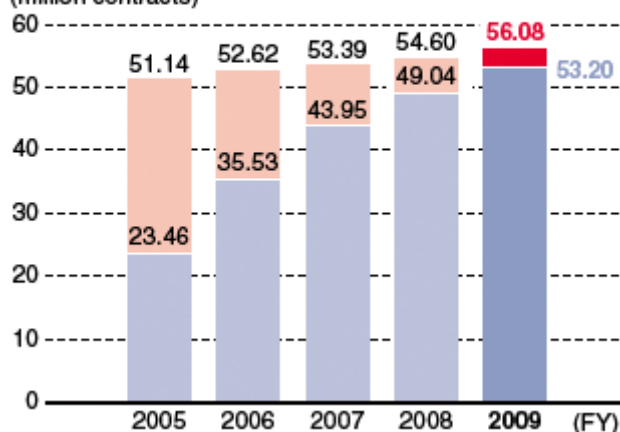
Net Income Attributable to the Company

(billion yen)



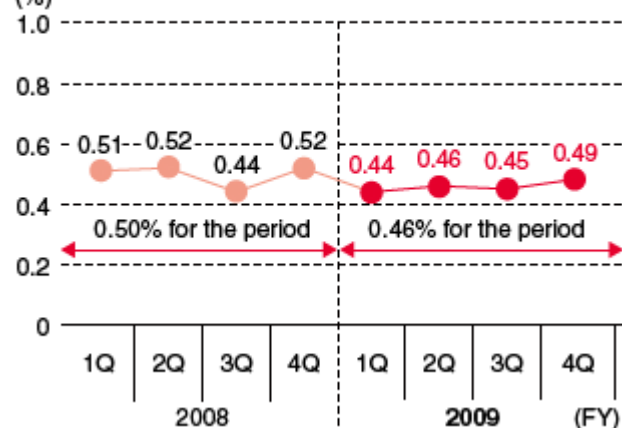
Cellular Subscribers (FOMA + mova)

Cellular subscribers (million contracts) FOMA subscribers (million contracts)

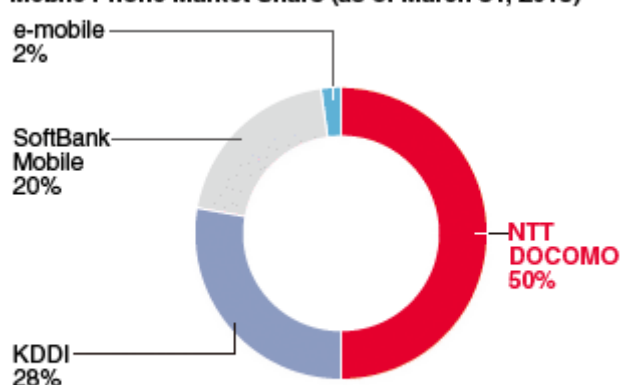


Mobile Phone Churn Rate

(%)



Mobile Phone Market Share (as of March 31, 2010)



Calculated from number of contracts reported by the Telecommunications Carriers Association for four major mobile phone companies in Japan.

Note: DOCOMO's consolidated results are prepared on the basis of U.S. accounting standards.

Economic Relationships with Our Stakeholders

Expenses by Stakeholders

DOCOMO is engaged in business activities that involve a variety of stakeholders. The economic relationships between DOCOMO business activities and stakeholders is shown in the table below.

Expenses by Stakeholders (one hundred million yen)		Calculation Method
Government	3,771	"Taxes and public dues" and "income tax" in operating expenses
Employees	2,583	"Personnel expenses" in operating expenses
Shareholders	2,087	"Dividends paid"
Business partners (suppliers)	24,048	"Non-personnel expenses" and "communications equipment use expense" in operating expenses

Note: To ensure objectivity, these figures are based on figures reported in financial statements. Dividends in fiscal 2009 were 5,200 yen per share for the year. Actual amounts paid may differ slightly in some cases.

Income statement (Major Items)

Consolidated Statements of Income		(one hundred million yen)
Operating revenues		42,844
Operating expenses	Personnel expenses	2,583
	Non-personnel expenses	21,229
	Communications equipment use expense	2,819
	Tax and public dues	389
	Other	7,481
Total		34,502
Operating income		8,342
Other income (expense)		19
Income before income taxes		8,362
Income taxes		3,382
Equity in net income (losses) of affiliates		(9)
Net income		4,948
Dividends paid		2,088

■ Totals may not equal their component items due to rounding.

Third Party Comment

Third Party Comment on CSR report



Hiroji Tanaka

President
Tokyo College of Transport Studies

Worked at the Bank of Japan from 1954 to 1990, during which time he graduated from Chuo University with a law degree in 1959. Professor at Rikkyo University Graduate School of Economic from 2002 to 2006. Assumed his current position in April 2008. Vice Chairman of the Japan Society for Business Ethics Study and a member of the Japanese National Committee for ISO/SR Working Group on Social Responsibility, a committee under the Ministry of Economy, Trade and Industry. Author of *Basics of CSR and CSR Handbook*.

NTT DOCOMO's CSR Report 2010 is available as a booklet (digest version) and on the web (full version). On the whole, the report illustrates that the company is diligently meeting stakeholders' requirements while contributing to a better society through its business.

What I Highly Evaluate

First, the report clearly states that senior management has made CSR a core priority, based on which CSR initiatives are carried out by the entire group. In particular, the CSR Message's positioning is clearly defined in relation to the company's corporate philosophy, the New DOCOMO Commitments and the NTT Group's CSR Charter.

Second, DOCOMO has an established structure for CSR initiatives, which are being steadily implemented in the company's main fields of business. Achievements have been made in four key fields, namely, environmental protection, safe and secure mobile phone usage, emergency preparedness and universal design. The Employee Perspective sections of the report illustrate that the employees are actively involved with the company's CSR initiatives.

Third, DOCOMO is actively collaborating with stakeholders. The report clearly defines how DOCOMO should engage stakeholders and explains how the company is ardently meeting stakeholders' requests through various dialogues. The inclusion of stakeholders' perspectives help to inform readers about the improvements they seek.

Fourth, the short booklet version of the report presents information that DOCOMO stakeholders are particularly interested in, while the Web version presents highly detailed information about each field of CSR. The report lists not only positive facts but also negative facts, including reasons for such outcomes and suggested countermeasures. The report is organized to enable stakeholders to easily grasp points with diagrams, tables and photographs, indicating respect for stakeholder preferences as well as the company's enthusiasm for its CSR initiatives.

Furthermore, the booklet version has references to detailed data in the Web version. As a result, the company has been highly evaluated by external parties as a good target for socially responsible investment (SRI).

Expectations for Further Efforts

First, I hope DOCOMO will further pursue both CSR initiatives unique to the company and countermeasures for emerging social issues. So far DOCOMO has launched initiatives for education through the Mobile Phone Safety Program, solutions for emerging social problems involving senior citizens and disaster countermeasures. Going forward, it must continue to make steady efforts in the aforementioned four key fields.

Regarding new endeavors, I recommend DOCOMO address issues such as biodiversity, aid to developing countries and bottom-of-the-pyramid (BOP) business by devising clear, medium- to long-term, results-oriented strategies.

Second, it is important for DOCOMO to set up a course of action for the seven principles defined in ISO26000, the international standard for social responsibility that will be issued in November 2010. I expect DOCOMO to make significant contributions to sustainable society as a global leader.

Response from DOCOMO



Hiroshi Matsui
Senior Executive
Vice President

This year's CSR Report features reviews of our four key fields, namely, environmental protection, safe and secure mobile phone usage, emergency preparedness and universal design. The reviews also have been compiled in a booklet-sized digest for a broad scope of readers and on our website with detailed data, using these two media to help readers better understand our CSR activities.

Mr. Tanaka has suggested that we expand CSR initiatives unique to our company, as well as solutions for emerging social problems.

Our Mobile Phone Safety Program was initially launched for children, but we also have developed versions of the program for guardians, teachers and senior citizens, and we have enhanced related educational materials. Our docomo Woods project has now carried out tree plantings in all prefectures of the nation, and we have begun offering programs for children to experience nature among the trees. We will continue to address social issues through such measures.

Under the newly announced corporate vision "Pursuing Smart Innovation: HEART," DOCOMO intends to achieve new growth by delivering new value for individual customers and ever-changing society as a whole.

DOCOMO, having made CSR a core priority, will seek solutions to mobile phone-related social problems, the environment, resource and energy conservation, and other issues, striving to realize the corporation's new corporate vision and contribute to a sustainable society that brings fulfillment to all people of every country and generation.

CSR Evaluations

CSR Evaluations by Third Parties (As of March 31, 2010)

DJSI Asia Pacific (Dow Jones Sustainability Asia Pacific)



NTT DOCOMO is selected as a component of the DJSI Asia Pacific, the Asia-Pacific version of the Dow Jones Sustainability Index (DJSI).

MS-SRI



NTT DOCOMO is selected for one of the components of the MS-SRI, the Morningstar Japan K.K. stock price index of socially responsible investments.

FTSE4Good Index



FTSE4Good

NTT DOCOMO is selected for a component of the FTSE4Good Index, a share index of socially responsible investments created by UK-based FTSE.




oekom research AG



NTT DOCOMO is rated as "Prime" by Germany-based oekom research AG as one of the industry leaders in the telecommunications industry.

GRI Guidelines and Corresponding Report Sections

1. Strategy and Analysis


Indicator		Link
1.1	Statement from the most senior decision-maker of the organization (e.g., CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and its strategy.	 Top-Level Commitment
1.2	Description of key impacts, risks, and opportunities.	 Top-Level Commitment  CSR Promotional Framework

2. Organizational Profile







Indicator		Link
2.1	Name of the organization.	Corporate Profile
2.2	Primary brands, products, and/or services.	Corporate Profile
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	
2.4	Location of organization's headquarters.	Corporate Profile
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	Improving Our Coverage Area
2.6	Nature of ownership and legal form.	Corporate Profile
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Corporate Profile
2.8	Scale of the reporting organization, including: <ul style="list-style-type: none"> ▪ Number of employees; ▪ Net sales (for private sector organizations) or net revenues (for public sector organizations); ▪ Total capitalization broken down in terms of debt and equity (for private sector organizations); and ▪ Quantity of products or services provided. 	Corporate Profile
2.9	Significant changes during the reporting period regarding size, structure, or ownership including: <ul style="list-style-type: none"> ▪ The location of, or changes in operations, including facility openings, closings, and expansions; and ▪ Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations). 	
2.10	Awards received in the reporting period.	Goals for Raising Customer Satisfaction Addressing the Impact on Children Responsibility to Shareholders and Investors

3. Report Parameters

Indicator		Link
Report Profile		
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	▶ Editorial Policy
3.2	Date of most recent previous report (if any).	▶ Editorial Policy
3.3	Reporting cycle (annual, biennial, etc.).	▶ Editorial Policy
3.4	Contact point for questions regarding the report or its contents.	▶ Editorial Policy
Report Scope and Boundary		
3.5	Process for defining report content, including: <ul style="list-style-type: none"> ▪ Determining materiality; ▪ Prioritizing topics within the report; and ▪ Identifying stakeholders the organization expects to use the report. 	▶ Editorial Policy
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).	▶ Editorial Policy
3.7	State any specific limitations on the scope or boundary of the report.	▶ Editorial Policy
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.	▶ Environmental Accounting ▶ Preventing Global Warming
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/ acquisitions, change of base years/periods, nature of business, measurement methods).	
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	
GRI content index		
3.12	Table identifying the location of the Standard Disclosures in the report.	▶ GRI Index ▶ MOE Guidelines Index

Indicator		Link
Assurance		
3.13	Policy and current practice with regard to seeking external assurance for the report. If not included in the assurance report accompanying the sustainability report, explain the scope and basis of any external assurance provided. Also explain the relationship between the reporting organization and the assurance provider(s).	 Third Party Comment

4. Governance, Commitments, and Engagement

Indicator		Link
Governance		
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	 CSR Promotional Framework  Corporate Governance System
4.2	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	 Corporate Governance System
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	 Corporate Governance System
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	 Corporate Governance System
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	 Corporate Governance System
4.7	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.	

Indicator		Link
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	CSR Message of NTT DOCOMO CSR Promotional Framework Basic Philosophy, DOCOMO Global Environmental Charter Working with Other Businesses, the NTT DOCOMO CSR Procurement Guidelines Compliance, Ethics
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	CSR Promotional Framework Environmental Management Systems Corporate Governance System Compliance
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	CSR Promotional Framework Environmental Management CSR Goals and Achievements
Commitments to External Initiatives		
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	CSR Promotional Framework Environmental Management Systems Corporate Governance System Compliance
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	Editorial Policy
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: <ul style="list-style-type: none"> Has positions in governance bodies; Participates in projects or committees; Provides substantive funding beyond routine membership dues; or Views membership as strategic. 	Stakeholder Relations Radio Wave Safety Addressing the Impact on Children Feature: DOCOMO's Environmental Protection Initiatives

Indicator		Link
Stakeholder Engagement		
4.14	List of stakeholder groups engaged by the organization.	▶ Stakeholder Relations
4.15	Basis for identification and selection of stakeholders with whom to engage.	▶ Stakeholder Relations
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	▶ Stakeholder Relations
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	▶ Feature: Hearty Style at docomo Shops ▶ Feature: Improving Coverage Quality ▶ Feature: Mobile Phone Safety Classes ▶ Feature: DOCOMO's Environmental Protection Initiatives

5. Management Approach and Performance Indicators

Economic

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy and Additional Contextual Information.	Corporate Profile Economic Relationships with Our Stakeholders
Aspect: Economic Performance		
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	Economic Relationships with Our Stakeholders Responsibility to Shareholders and Investors
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	
EC3	Coverage of the organization's defined benefit plan obligations.	
EC4	Significant financial assistance received from government.	
Aspect: Market Presence		
EC5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	Economic Relationships with Our Stakeholders Working with Other Businesses
EC7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	
Aspect: Indirect Economic Impacts		
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	Services for a Sustainable Society Research and Development for the Future Social Contribution Activities
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	

Environmental

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.	Environmental Protection Basic Philosophy Environmental Management Systems Promoting Green Procurement Environmental Targets
Aspect: Materials		
EN1	Materials used by weight or volume.	Environmental Impacts of Business Activities
EN2	Percentage of materials used that are recycled input materials.	Reducing Waste
Aspect: Energy		
EN3	Direct energy consumption by primary energy source.	Environmental Impacts of Business Activities
EN4	Indirect energy consumption by primary energy source.	
EN5	Energy saved due to conservation and efficiency improvements.	Environmental Impacts of Business Activities
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	Feature: DOCOMO's Environmental Protection Initiatives Preventing Global Warming
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	
Aspect: Water		
EN8	Total water withdrawal by source.	Environmental Impacts of Business Activities
EN9	Water sources significantly affected by withdrawal of water.	
EN10	Percentage and total volume of water recycled and reused.	Environmental Impacts of Business Activities

Indicator		Link
Aspect: Biodiversity		
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Promoting Resource Efficiency and Recycling ▶ Helping Protect the Environment
EN13	Habitats protected or restored.	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Promoting Resource Efficiency and Recycling ▶ Helping Protect the Environment
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Preventing Global Warming
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	

Indicator		Link
Aspect: Emissions, Effluents, and Waste		
EN16	Total direct and indirect greenhouse gas emissions by weight.	Environmental Impacts of Business Activities Preventing Global Warming
EN17	Other relevant indirect greenhouse gas emissions by weight.	
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Feature: DOCOMO's Environmental Protection Initiatives Preventing Global Warming
EN19	Emissions of ozone-depleting substances by weight.	
EN20	NO, SO, and other significant air emissions by type and weight.	
EN21	Total water discharge by quality and destination.	
EN22	Total weight of waste by type and disposal method.	Environmental Impacts of Business Activities Reducing Waste
EN23	Total number and volume of significant spills.	
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	

Indicator		Link
Aspect: Products and Services		
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	Feature: DOCOMO's Environmental Protection Initiatives Helping Prevent Global Warming Promoting Resource Efficiency and Recycling Developing Eco-Friendly Mobile Phones
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	Feature: DOCOMO's Environmental Protection Initiatives Environmental Impacts of Business Activities Reducing Waste Promoting Resource Efficiency and Recycling
Aspect: Compliance		
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	
Aspect: Transport		
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	Environmental Impacts of Business Activities Preventing Global Warming
Aspect: Overall		
EN30	Total environmental protection expenditures and investments by type.	Environmental Accounting

Labor Practices and Decent Work

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.	CSR Goals and Achievements Creating a Better Work Environment Professional Skill Development Promoting Work-Life Balance Mental Health Support

Indicator		Link
Aspect: Employment		
LA1	Total workforce by employment type, employment contract, and region.	▶ Employment and Compensation
LA2	Total number and rate of employee turnover by age group, gender, and region.	▶ Employment and Compensation
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	▶ Employment and Compensation
Aspect: Labor/Management Relations		
LA4	Percentage of employees covered by collective bargaining agreements.	
LA5	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	
Aspect: Operational Health and Safety		
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	▶ Mental Health Support
LA9	Health and safety topics covered in formal agreements with trade unions.	▶ Communicating with Employees
Aspect: Training and Education		
LA10	Average hours of training per year per employee by employee category.	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	▶ Professional Skill Development ▶ Promoting Work-Life Balance
LA12	Percentage of employees receiving regular performance and career development reviews.	▶ Professional Skill Development
Aspect: Diversity and Equal Opportunity		
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	▶ Employment and Compensation
LA14	Ratio of basic salary of men to women by employee category.	

Human Rights

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.	▶ CSR Goals and Achievements ▶ Creating a Better Work Environment ▶ Respecting Human Rights at the Workplace ▶ Working with Business Partners ▶ Working with Other Businesses ▶ Compliance
Aspect: Investment and Procurement Practices		
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	▶ Working with Other Businesses
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	
Aspect: Non-Discrimination		
HR4	Total number of incidents of discrimination and actions taken.	
Aspect: Freedom of Association and Collective Bargaining		
HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	▶ Communicating with Employees
Aspect: Child Labor		
HR6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	▶ Working with Other Businesses
Aspect: Forced and Compulsory Labor		
HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	▶ Working with Other Businesses
Aspect: Security Practices		
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	▶ Compliance

Indicator		Link
Aspect: Indigenous Rights		
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	

Society

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.	▶ CSR Goals and Achievements ▶ Compliance
Aspect: Community		
SO1	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating and exiting.	▶ Improving Our Coverage Area
Aspect: Corruption		
SO2	Percentage and total number of business units analyzed for risks related to corruption.	
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures.	▶ Compliance
SO4	Actions taken in response to incidents of corruption.	
Aspect: Public Policy		
SO5	Public policy positions and participation in public policy development and lobbying.	▶ Stakeholder Relations
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	
SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	
Compliance		
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	

Product Responsibility

Indicator		Link
Management Approach		
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.	▶ CSR Goals and Achievements ▶ Accurate and Clear Advertising ▶ Maintaining Product Safety ▶ Product Quality Assurance ▶ Ensuring Information Security ▶ Working with docomo Shops ▶ Working with Other Businesses ▶ Compliance
Aspect: Customer Health and Safety		
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	▶ Product Quality Assurance ▶ Radio Wave Safety
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	▶ Product Quality Assurance
Aspect: Product and Service Labeling		
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	▶ Basic Approach to Universal Design
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcome.	▶ Product Quality Assurance
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	▶ Goals for Raising Customer Satisfaction ▶ Communicating with Customers
Aspect: Marketing Communications		
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	▶ Accurate and Clear Advertising
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	

Indicator		Link
Aspect: Customer Privacy		
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	
Aspect: Compliance		
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	

MOE Guidelines Index

MOE Guidelines and Corresponding Report Sections

Basic Information: BI

Indicator		Pages
BI-1: CEO's statement		
a.	Environmental management policy	▶ Top-Level Commitment
b.	The recognition of the status of the environment, the need for environmental initiatives within an organization, and the future prospect of the construction of a sustainable society.	▶ Top-Level Commitment
c.	The environmental policy and strategies of an organization corresponding to the industry, operational scale, character and overseas development; status of environmental impacts (significant environmental aspects) and a summary of environmental initiatives which reduce the negative environmental impacts, including targets and results.	▶ Top-Level Commitment ▶ Environmental Targets
d.	A commitment to society concerning the implementation of such environmental activities, the achieving of targets by any promised time limit and the disclosure of results to the public.	▶ Top-Level Commitment ▶ Environmental Targets
e.	The signature of the CEO	▶ Top-Level Commitment
BI-2: Fundamental requirements of reporting (organizations, periods and areas)		
a.	Organizations covered by the reporting (Note: If environmental reporting has been published in the past, and changes were made in the organizations when compared to the latest reporting, such changes and their background need to be included.)	▶ Editorial Policy
b.	Reporting time period, the date issued, and schedule for the next issue (Note: If environmental reporting has been published in the past, the issue date of the latest version needs to be included.)	▶ Editorial Policy
c.	Reporting areas (environmental, social and economic fields)	▶ Editorial Policy
d.	Standards or guidelines that are used in conformity to, or as a reference (including ones specific to the industry)	▶ Editorial Policy
e.	The division in charge of the publication and means of contact	▶ Editorial Policy
f.	URL of the organization's website	Website
BI-2-2: Boundary of the reporting organization and coverage of environmental impacts		
a.	Percentage of the impacts caused by the reporting organization compared to the total business environmental impacts (the entire group for consolidated accounts). (i.e., Status according to the coverage of the environmental impacts)	

Indicator		Pages
BI-3: Summary of the organization's business (including management indices)		
a.	Nature of the organization's business (kind of industry and type of operation)	▶ Corporate Profile
b.	Major products and services (field of business)	▶ Corporate Profile
c.	Amount of sales or production (consolidated or unconsolidated in the case of an entire group, or just the reporting organization).	▶ Corporate Profile
d.	Number of employees (consolidated or unconsolidated in the case of an entire group, or just the reporting organization)	▶ Corporate Profile
e.	Other information relating to management (e.g., total assets, total sales profits, operating profits, ordinary profits, net income and loss, and total value added)	▶ Corporate Profile
f.	Details of significant changes in organizational structure, composition of shareholders, or products/services that have occurred in the reporting period (if significant changes to the environmental impacts have occurred due to events such as, mergers, company break-up, sale of a subsidiary or operating division, new business opportunities, or construction of new plants)	
BI-4: Outline of environmental reporting		
BI-4-1: List of major indicators		
a.	Summary of the organization's business, such as corporate name, sales figures, and total assets over the past five years or so (refer to BI-3)	▶ Corporate Profile
b.	Status of compliance with environmental regulations (refer to MP-2)	▶ Compliance with Environmental Laws and Regulations
c.	<p>Changes in major environmental performance over the past five years or so</p> <ul style="list-style-type: none"> ▪ Total amount of energy input (refer to OP-1) ▪ Total amount of material input (refer to OP-2) ▪ Amount of water impute (refer to OP-3) ▪ Total amount of products or sales (refer to OP-5) ▪ Amount of greenhouse gas emissions (refer to OP-6) ▪ Amount of release and transfer of chemical substances (refer to OP-8) ▪ Total amount of waste generation and final disposal (refer to OP-9) ▪ Total amount of water discharge (refer to OP-10) ▪ Eco-efficiency indicators (refer to EEI) 	<p>▶ Environmental Impacts of Business Activities</p> <p>▶ Preventing Global Warming</p>

Indicator		Pages
BI-4-2: Summary of objectives, plans and results regarding environmental initiatives		
a.	Summary of targets, plans, results, and improvement measures regarding initiatives for environmental conservation	▶ CSR Promotional Framework ▶ CSR Goals and Achievements ▶ Environmental Targets
BI-5: Material balance of organizational activities (inputs, internal recycling, and outputs)		
a.	An overall picture of the environmental impacts caused by the organization's activities	▶ Environmental Impacts of Business Activities

Management Performance Indicators: MPI

Indicator		Pages
MP-1: Status of environmental management		
MP-1-1: Environmental policy in organizational activities		
a.	Environmental policy in organizational activities	▶ Basic Philosophy
MP-1-2: Status of environmental management systems		
a.	Status of environmental management systems	▶ Environmental Management Systems
MP-2: Status of compliance with environmental regulations		
a.	Status of compliance with environmental regulations	▶ Compliance with Environmental Laws and Regulations
MP-3: Environmental accounting information		
a.	Costs of environmental conservation initiatives	▶ Environmental Accounting
b.	Environmental effects relating to environmental conservation initiatives	▶ Environmental Accounting
c.	Economical effects associated with environmental conservation initiatives	▶ Environmental Accounting
MP-4: Status of environmentally conscious investment or financing		
a.	Environmentally conscious policy, targets, plans, status of initiatives, and results related to investment and financing	
MP-5: Status of supply chain management for environmental conservation		
a.	Environmentally conscious policy, targets, plans, status of initiatives, and results related to the supply chain management	▶ Promoting Green Procurement ▶ Working with Other Businesses

Indicator		Pages
MP-6: Status of green purchasing or procurement		
a.	Fundamental policy, targets, plans, status of initiatives and results of green purchasing or procurement	▶ Promoting Green Procurement
MP-7: Status of research and development of new environmental technologies and DfE		
a.	Policy, targets, plans, status of initiatives and results of research and development related to environmental technologies, engineering methods, and DfE	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Targets ▶ Minimizing Environmental Impact of Facilities ▶ Working with Customers for the Environment
MP-8: Status of environmentally friendly transportation		
a.	Policy, targets and plans for environmentally friendly transportation	
b.	Total volume of transportation and reduction measures: current status and results	▶ Preventing Global Warming
c.	Energy-induced CO ₂ emissions attributable to transportation, and reduction measures, the current status and results	▶ Environmental Impacts of Business Activities
MP-9: Status of biodiversity conservation and sustainable use of biological resources		
a.	Policies, targets, plans, status of initiatives, and results related to conservation of biodiversity	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Promoting Resource Efficiency and Recycling ▶ Helping Protect the Environment
MP-10: Status of environmental communication		
a.	Policy, targets, plans, status of initiatives, and results related to environmental communication	▶ Communicating with Customers ▶ Contributing to the Environment
MP-11: Status of social contribution related to environment		
a.	Policy, targets, plans, status of initiatives, and results of social contribution related to the environment	▶ Contributing to the Environment

Indicator		Pages
MP-12: Status of products and services that contribute to the reduction of negative environmental impacts		
a.	Policies, targets, plans, and the status of initiatives and results related to products and services that contribute to the reduction of negative environmental impacts	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Targets ▶ Working with Customers for the Environment
b.	Status of re-merchandizing (converting used items into marketable products) as stipulated by the Containers and Packaging Law, the Home Appliances Recycling Law, and the Automobile Recycling Law	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Promoting Resource Efficiency and Recycling

Operational Performance Indicators: OPI

Indicator		Pages
OP-1: Total amount of energy input and reduction measures		
a.	Policy, targets, plans, status of initiatives, and results of reduction measures related to total energy input	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Targets ▶ Environmental Impacts of Business Activities
b.	Total amount of energy input (unit: joule)	▶ Environmental Impacts of Business Activities
c.	Breakdown of total amount of energy input (the amount used by type) (unit: joule) <ul style="list-style-type: none"> ▪ Purchased electricity (excluding purchased new energy) ▪ Fossil fuel (e.g., oil, natural gas, LPG or coal) ▪ New energy (renewable energy, recyclable energy, new forms of using conventional energy) ▪ Others (e.g., purchased heat) 	▶ Environmental Impacts of Business Activities

Indicator		Pages
OP-2: Total amount of material input and reduction measures		
a.	Measures to reduce total material input (or the purchased amount of main raw materials, etc. including containers and packaging materials) and policy, targets, plans, initiatives, results, etc. related to the effective use of renewable and recyclable resources	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Impacts of Business Activities ▶ Reducing Waste ▶ Promoting Resource Efficiency and Recycling
b.	Total material input (or the purchased amount of main raw materials including containers and packaging materials) (unit: ton)	▶ Environmental Impacts of Business Activities
c.	Breakdown of total material input (unit: ton)	▶ Environmental Impacts of Business Activities
OP-3: Amount of water input and reduction measures		
a.	Policy, targets, plans, initiatives, results, etc. related to measures to reduce the amount of input water resources	
b.	Amount of input water resources (cubic meters, m ³)	▶ Environmental Impacts of Business Activities
c.	Breakdown of input water resources (m ³) <ul style="list-style-type: none"> ▪ Clean water ▪ Industrial water ▪ Groundwater ▪ Seawater ▪ River water ▪ Rainwater, etc. 	▶ Environmental Impacts of Business Activities

Indicator		Pages
OP-4: Amount of materials recycled within an organization's operational area		
a.	Policy, targets, plans, initiatives, results, etc. related to the recycling-based use of materials (including water resources) in the facilities of an organization	▶ Environmental Impacts of Business Activities ▶ Reducing Waste
b.	Amount of materials recycled in the facilities of an organization (unit: ton)	▶ Environmental Impacts of Business Activities
c.	Type and amount of each material recycled in the facilities of an organization (unit: ton)	▶ Environmental Impacts of Business Activities
d.	Amount of water recycled in the facilities of an organization (unit: cubic meters) and measures to increase it	
e.	Breakdown of the amount of water recycled (unit: cubic meters) <ul style="list-style-type: none"> ▪ Amount of recycled water (in principle, cooling water is not included) ▪ Use of recycled wastewater 	▶ Environmental Impacts of Business Activities
OP-5: Total amount of manufactured products or sales		
a.	Total amount of manufactured products or that of sold commodities	
OP-6: Amount of greenhouse gas emissions and reduction measures		
a.	Policy, targets, plans, initiatives, results, etc. related to measures to reduce greenhouse gas emissions, etc.	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Targets ▶ Preventing Global Warming
b.	Total amount (converted to tons of CO ₂) of greenhouse gas emissions (six substances subject to the Kyoto Protocol) (The breakdown of the amount both in Japan and overseas is needed.)	▶ Environmental Impacts of Business Activities ▶ Preventing Global Warming
c.	Breakdown by type of the amount (converted to tons of CO ₂) of greenhouse gas emissions (six substances subject to the Kyoto Protocol)	

Indicator		Pages
OP-7: Air pollution, its environmental impacts on the living environment, and reduction measures		
a.	Policy, targets, plans, initiatives, results, etc. related to measures to reduce the amount of released sulfur oxides (SOx), nitrogen oxides (NOx), and volatile organic compounds (VOC)	
b.	Each released amount (in tons) of sulfur oxides (SOx), nitrogen oxides (NOx), and volatile organic compounds (VOCs) according to the Air Pollution Control Law	
c.	Status of noise, etc. generated (in decibels) according to the Noise Regulation Law and reduction measures	
d.	Status of vibrations, etc. generated (in decibels) according to the Vibration Regulation Law and reduction measures	
e.	Status of offensive odors, etc. generated (specified offensive odor substance concentration or odor index) according to the Offensive Odor Control Law and reduction measures	
OP-8: Amount of release and transfer of chemical substances and reduction measures		
a.	Chemical substance management policy and status of chemical substances being managed	▶ Compliance with Environmental Laws and Regulations ▶ Promoting Green Procurement
b.	Policy, targets, plans, initiatives, results, etc. related to the released and transferred amount of chemical substances and reduction measures	
c.	Initiatives, results, etc. concerning replacement of current chemical substances with safer ones	
d.	Released and transferred amount of chemical substances subject to the PRTR system based on the Law Concerning Reporting etc., of Release of Specific Chemical Substances to the Environment and Promotion of the Improvement of Their Management (unit: ton)	
e.	Concentration of specified substances when released into the atmosphere (benzene, trichloroethylene, and tetrachloroethylene) among hazardous air pollutants controlled by the Air Pollution Control Law	
f.	Status of soil and groundwater pollution	
g.	Status of pollution by dioxins controlled by the Law concerning Special Measures against Dioxins	
h.	Concentration of hazardous substances, controlled by the Water Pollution Control Law, contained in wastewater and specified underground infiltrated water	

Indicator		Pages
OP-9: Total amount of waste generation and final disposal and reduction measures		
a.	Policy, targets, plans, initiatives, results, etc. related to measures to prevent further wastes from being generated and to reduce, and recycle them	▶ Feature: DOCOMO's Environmental Protection Initiatives ▶ Environmental Targets ▶ Reducing Waste ▶ Promoting Resource Efficiency and Recycling
b.	Total amount of discharged wastes (unit: ton)	▶ Environmental Impacts of Business Activities ▶ Reducing Waste
c.	Amount of final disposal wastes (unit: ton)	▶ Environmental Impacts of Business Activities ▶ Reducing Waste
OP-10: Total amount of water discharge and reduction measures		
a.	Policy, targets, plans, initiatives, results, etc. related to measures to reduce the total amount of discharged wastewater	
b.	Total amount of discharged wastewater (unit: cubic meters)	
c.	Concentration (average and maximum values) of hazardous substances in wastewater (which are classified into health items, living environment items, and dioxins), the release of which is controlled by the Water Pollution Control Law and the Law Concerning Special Measures Against Dioxins; and the pollutant discharge load of the substances subject to the total volume control of the Water Pollution Control Law, etc., and reduction measures	
d.	Breakdown of the amount of wastewater by discharge destination (unit: cubic meters) <ul style="list-style-type: none"> ▪ Rivers ▪ Lakes and marshes ▪ Sea areas ▪ Sewage, etc. 	

Eco-Efficiency Indicator: EEI

Indicator		Pages
a.	The relationship of economic value created by economic activities, such as value added, with environmental impacts caused by the same activities	▶ Environmental Accounting

Social Performance Indicators: SPI

Indicator		Pages
Status of social initiatives		
1	Information and indicators concerning industrial safety and hygiene	➤ Mental Health Support
2	Information and indicators concerning employment	➤ Employment and Compensation
3	Information and indicators concerning human rights	➤ Respecting Human Rights at the Workplace
4	Information and indicators concerning contributions to local communities	➤ Social Contribution Activities
5	Information and indicators concerning corporate governance, corporate ethics, compliance, and fair trade	➤ Corporate Governance System ➤ Compliance
6	Information and indicators concerning personal information protection	➤ Ensuring Information Security
7	Information and indicators concerning a wide range of consumer protection and product safety	➤ Maintaining Product Safety
8	Economic information and indicators concerning organization's social aspects	➤ Economic Relationships with Our Stakeholders
9	Information and indicators concerning other social aspects	➤ CSR Goals and Achievements