



NTT DOCOMO Group CSR Report

2011

(ended March 31, 2011)



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Editorial Policy

Editorial Points

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

The 2011 edition of the report consists of four features based on the four components of the CSR Message of NTT DOCOMO, "Customer Service," "Consistent Quality," "Safety and Security," and "Environmental Protection," as well as sections on recent utilization of ICT to help solve societal issues, social contribution activities, employees, initiatives related to business partners, and a management structure, for a total of nine sections.

Period Covered

The report generally covers fiscal 2010, which is from April 1, 2010 to March 31, 2011, although some information pertains to time periods before or after fiscal 2010.

Report Scope of Organizations

The report generally applies to the DOCOMO Group, which consists of NTT DOCOMO Inc. and its 25 subsidiaries that handle the Group's various functions. 'DOCOMO' refers to the DOCOMO Group. 'Consolidated' refers to NTT DOCOMO Inc., 25 functional subsidiaries and other subsidiaries. In special cases, the names of applicable companies are clearly identified.

25 Functional Subsidiaries (as of July 1, 2011)

DOCOMO Service Inc., DOCOMO Engineering Inc., DOCOMO Mobile Inc., DOCOMO Support Inc., DOCOMO Systems, Inc., DOCOMO Technology, Inc., DOCOMO Business Net 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 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 2011

(Reference: Previous report issued June 2010; Next report planned for November 2012)

Reference Guidelines

- *Sustainability Reporting Guidelines Version 3.0 (G3)*, Global Reporting Initiative (GRI)
- *Environmental Reporting Guidelines FY2007 Version*, Japan Ministry of the Environment
- ISO 26000:2010 Guidance on Social Responsibility

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

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Top-Level Commitment



Addressing Social Challenges in Line with “HEART” Vision

Ryuji Yamada
President and Chief Executive Officer

A handwritten signature of Ryuji Yamada in black ink, written in a cursive style.

To Our Stakeholders

Response to Great East Japan Earthquake: Rapid Recovery of Mobile Phone Services Essential to Life

NTT DOCOMO INC. extends its deepest sympathies to the victims of the Great East Japan Earthquake and their families, and sincerest best wishes to all those affected by the disaster for their well-being and earliest possible recovery.

DOCOMO's communication network was greatly affected by the earthquake. In many places of the Tohoku and Kanto-Koshinetsu regions, commercial power was unavailable and communication equipment was damaged. As of March 12, 2011, DOCOMO had 6,720 base stations out of service. With customers in the disaster area waiting desperately for the resumption of mobile services, the company mobilized 4,000 people nationwide in an all-out effort to restore services as fast as possible. Most services were restored by the end of April, and call quality was confirmed to be equivalent to the period before the earthquake by September. During the recovery stage, for the first time ever DOCOMO posted Restoration Area Maps online to show areas where service was available and the state of restoration work in other areas.

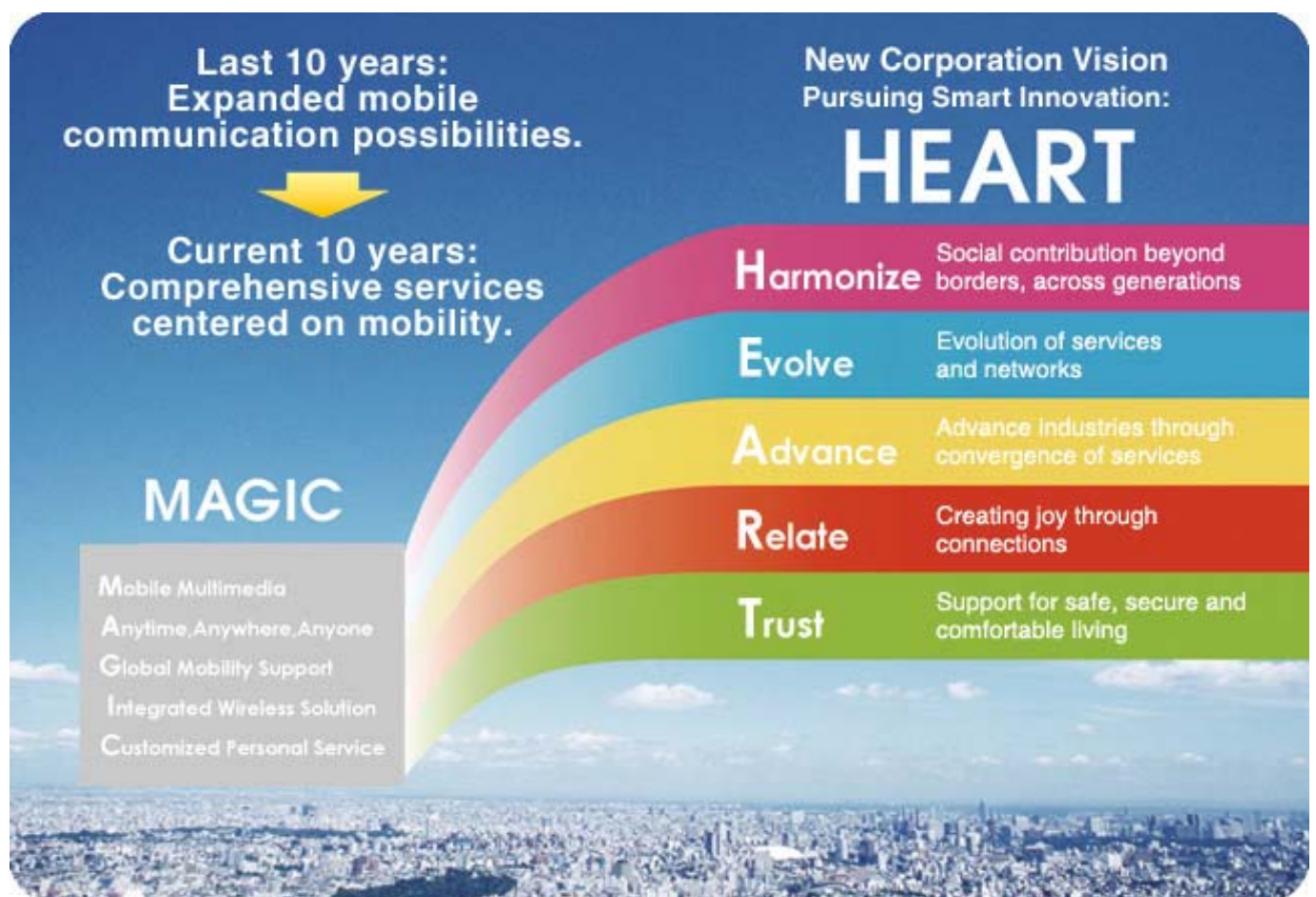
Mobile phone service is essential to daily life and it also offers people safety and security. During natural disasters, mobile phones are essential tools for both victims and those carrying out rescue and recovery efforts. As a result of lessons learned in the recent disaster, DOCOMO has established new disaster preparedness covering 10 areas of safety and security. The main goals are to offer people safety and peace of mind by securing communication capabilities in areas where large numbers of people are gathered and government functions are located, responding as fast as possible in disaster areas and ensuring convenience for customers during the disaster.

**New Corporate Vision "Pursuing Smart Innovation: HEART":
Comprehensive Service Provider that Addresses Social Needs**

The mobile phone business is undergoing dramatic changes due to accelerating economic globalization, spreading environmental problems and the proliferation of broadband. In addition, patterns of mobile phone usage continue to diversify and the nature of communication continues to evolve now that mobile phones are owned by virtually everyone and are thoroughly integrated with contemporary life.

DOCOMO took a hard look at where it wants to be in 10 years, based on which it devised a new corporate vision called Pursuing Smart Innovation: HEART. The "HEART" concept, established in July, 2010, is based on five themes: Harmonize, Evolve, Advance, Relate and Trust. "Smart Innovation" refers to continuous change (innovation) for the realization of a society where everyone can live a safe, secure and comfortable life filled with richness, beyond borders and across generations.

During the 10-year period of this vision, our pursuit of smart innovation will enable DOCOMO to evolve as a company that offers comprehensive services centered on mobility.



Environmental Vision SMART for GREEN 2020: Sustainability Initiatives "Of, By and With"

As part of our HEART corporate vision, we established an environmental vision called "SMART for GREEN 2020" in January 2011. Comprising three Actions — "Green of ICT," "Green by ICT" and "Green with Team NTT DOCOMO" — this vision clarifies our commitment to building societies characterized by low-carbon emissions, recycling and biodiversity. We are now implementing concrete activities based on this environmental vision.

Fiscal 2011 Initiatives: Assuring Effective CSR, Including Customer Satisfaction

DOCOMO places corporate social responsibility at the core of its business. In 2008, we issued a CSR message focused on customer service, consistent quality, safety and security, and environmental protection. Thereafter, through a variety of initiatives, we further elevated customer satisfaction and even earned top marks for both individual and corporate customer satisfaction among Japan's mobile phone operators in fiscal 2010. ^{※ 1} In fiscal 2011, as we work to maintain this top ranking, we are strengthening initiatives for even greater customer satisfaction, including in the smartphone market. For example, as the spread of smartphones rapidly accelerates Internet traffic, we are introducing more robust filtering service to enable customers to access websites safely and with peace of mind.

Other socially responsible initiatives that we are pursuing as a mobile operator include the adoption of universal designs, expansion of network coverage, and efforts to respect and protect the environment, human and labor rights, compliance and information security.

In the midst of ongoing social changes, we believe that corporate reputations depend greatly on CSR initiatives. DOCOMO will continue to fulfill its social responsibilities through CSR initiatives from the top down and group-wide, aiming to contribute positively to a healthy Japan and more prosperous world.

November 2011

^{※ 1} J.D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM. Study based on responses received in July and August 2010 from 7,500 Japanese individuals who use mobile phone services.

 www.jdpower.co.jp

J.D. Power Asia Pacific 2010 Japan Business Mobile Phone Service StudySM. Study based on 2,345 responses from 3,222 companies with 100 or more employees (up to two responses per company) in 2010 regarding telecommunication firms who provide mobile phone/PHS services.

 www.jdpower.co.jp

CSR Approach and Framework

Promoting CSR Based on the CSR Message of NTT DOCOMO

Background of CSR Message: Communicating DOCOMO's Stance Toward Stakeholders

CSR is a core foundation of DOCOMO's success as a business and its contributions toward the realization of sustainable societies.

DOCOMO's business is based on relationships with not just customers but all stakeholders, including shareholders and investors, sales channels (docomo shops) and business partners. The company is highly cognizant of the need to continually communicate the theory and practice of its basic stance toward stakeholders, as well as respond proactively to their expectations and interests.

This viewpoint is fully reflected in both the company's Corporate Philosophy and New DOCOMO Commitments, the latter of which was announced together with DOCOMO's CSR Message in April 2008.

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.

NTT Group CSR Charter



[To the NTT Group CSR page](#)

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.**

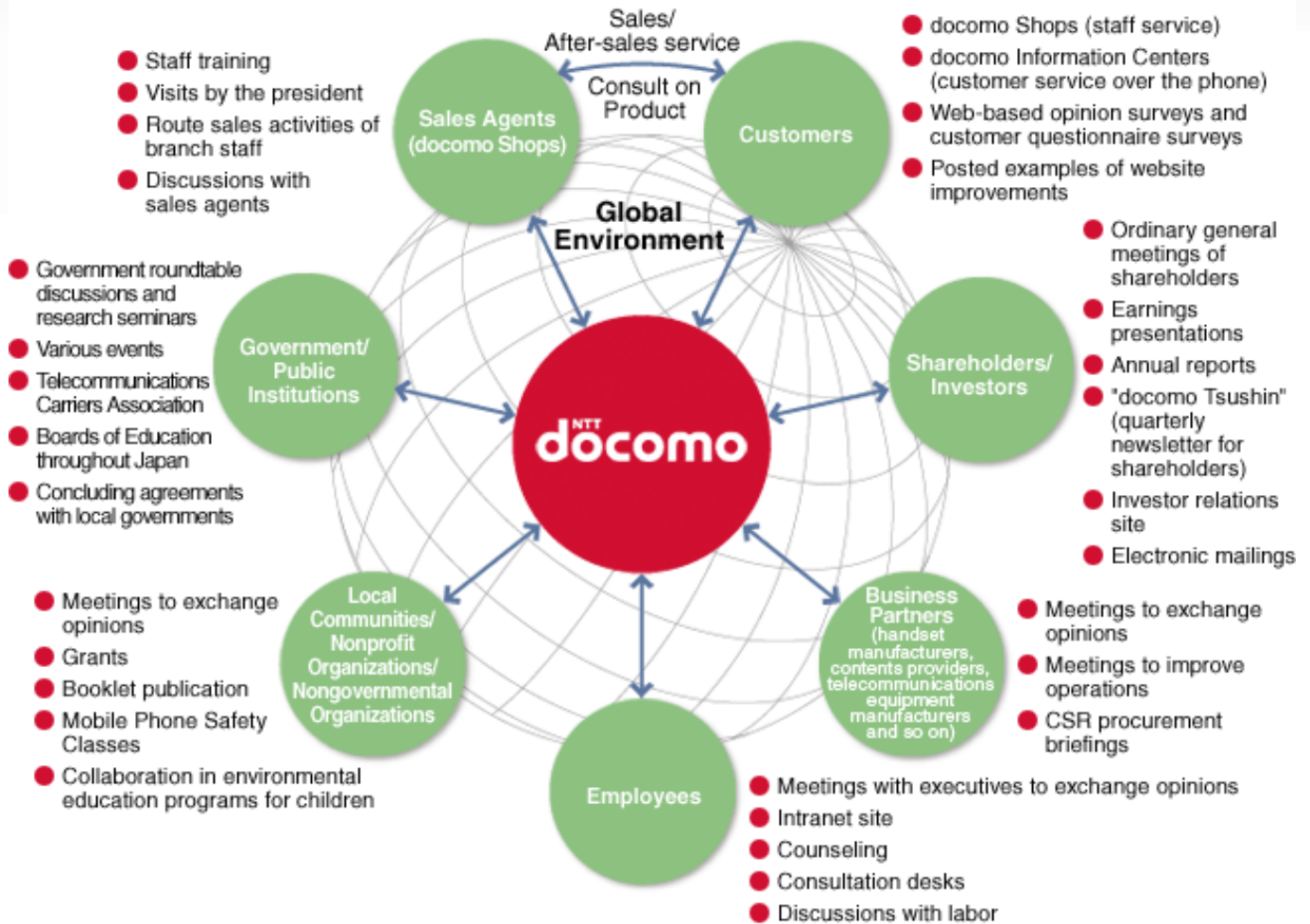
Safety and security

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.

Opportunities for Dialogue with DOCOMO Stakeholders



CSR Categories:

Comprehensive CSR Focusing on Four Key Themes

DOCOMO's CSR Message was crafted from a broad-based perspective encompassing a wide range of ideas, including those of distinguished persons outside the company. It is a proclamation of the social responsibilities inherent to the company's mobile phone business, and how the company proactively addresses social challenges through the conduct of this business. The message clarifies CSR activities for which DOCOMO is uniquely qualified to pursue, spanning the fields of customer service, consistent quality, safety and security, and environmental protection.

Additional CSR initiatives involve corporate governance, compliance and diversity.

CSR Organizational Framework: Group-Wide Implementation by Committee

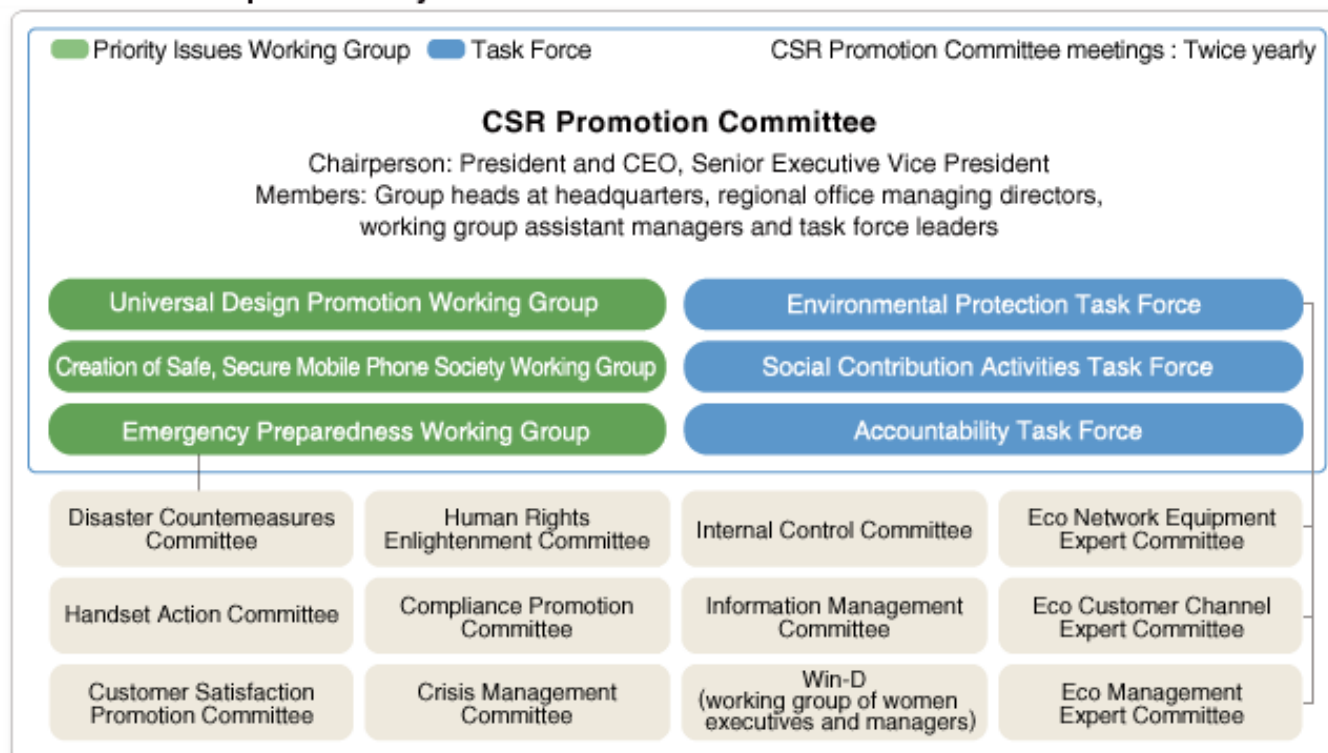
DOCOMO established the CSR Promotional Committee in 2005 to improve CSR activities on an ongoing basis. Chaired by the president, its members include group heads involved in CSR, regional office managing directors and others. The committee meets twice a year. In addition to the committee itself, positioned under the committee are three working groups and three task forces principally involved in CSR activities.

One of committee's key tasks is the management of CSR guidelines and strategies suited to regional offices and relevant units in accordance with their functions and concerns, as well as initiatives implemented uniformly throughout the DOCOMO group.

In fiscal 2010, the committee reported on CSR programs carried out in 56 group offices, including overseas. The report, with gives due consideration for ISO26000 international guidelines on social responsibility, also explains how DOCOMO responded to inquiries from corporate customers regarding its CSR program.

Nationwide, small committees carry out CSR activities concerning issues such as internal control and compliance, information security and diversity. The committees hold regular meetings to ensure systematic and comprehensive CSR management.

Nationwide CSR promotion system



CSR Penetration: Training for Executives and Employees



Seminar for upper management

Key outside figures were invited to DOCOMO in October 2010 to give a seminar about ISO 26000 and CSR case studies for about 80 executives, including the president and vice presidents. Meetings are organized so that executives and young employees can gather to discuss CSR topics. In October 2010, about 30 young employees from regional offices and group companies met to discuss CSR programs as individuals and in groups. The discussions can be view by all employees on the company intranet. In addition, about 36,000 group employees, including temporary workers, received CSR e-learning in March to May 2011. Going forward, DOCOMO will never cease to enhance CSR awareness among executives and employees.

Major activities of working groups and task forces

Universal Design Promotion Working Group: Raku-Raku PHONE 7 Incorporates Universal Design



Hitomi Arimitsu
Product Department

This working group promotes DOCOMO Hearty Style, which seeks to make products and services easy to use for all customers, and I am involved in product planning and development. From fiscal 2010 to fiscal 2011 we launched several phone models that incorporate universal design principles, including Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3. We intend to continue to improve current models while listening closely to feedback from customers.

Environmental Protection Committee: SMART for GREEN 2020 Established to Strengthen Environmental Protection Activities



Ryoichi Nakanishi
Assistant Manager,
Corporate Citizenship
Department

Utilizing the environmental management system in ISO 14001, the Eco Network Equipment Expert Committee, Eco Customer Channel Expert Committee, and Eco Management Expert Committee have been established for their respective business areas and work to solve a variety of issues. A main initiative in fiscal 2010 was establishing a new environmental vision, "SMART for GREEN 2020."

Creation of Safe, Secure Mobile Phone Society Working Group: Strengthening Youth Protection, Anti-Spam Measures and Data Security Services



Mayumi Nakayama
Smart Communication
Services Department

This working group conducts initiatives to provide customers with real peace of mind regarding use of DOCOMO mobile phones and conducts surveys and various other activities to this end. In fiscal 2010, we worked to strengthen youth protection, anti-spam measures and data security services. We also disseminated pertinent information like the findings of customer surveys. In fiscal 2011, we will carry out measures for the safety and security of smartphones in particular.

**Social Contribution Activities Task Force:
Actively Promotes Social Contribution Activities by Disseminating Information**



Kayoko Shirakawa
Corporate Citizenship
Department

This task force disseminates information on social contributions and plans and promotes related activities. In fiscal 2010, we completed the project of establishing docomo Woods in all 47 prefectures and conducted Mobile Phone Safety Classes at schools and in local communities to raise awareness and promote safe mobile phone use. Going forward, we are reviewing the curriculum of the Mobile Phone Safety Classes in light of current needs and will further enhance activities.

**Emergency Preparedness Working Group:
Strengthening Disaster Preparedness by Launching Disaster Message Board Service for Smartphones**



Takayuki Fukushima
Assistant Manager,
Disaster
Countermeasures
Office

This working group conducts enhancements to facilities and operational infrastructure based on actual disaster conditions and holds disaster preparedness drills. In fiscal 2010 we launched the Disaster Message Board Service for smartphones, coordinated the establishment of mobile base stations with satellite link, and worked to build cooperative frameworks with local municipalities and the Self-Defense Forces. In fiscal 2011 the working group will review disaster response rules and procedures manuals based on the experience of the Great East Japan Earthquake.

**Accountability Task Force:
Actively Communicating Information for Accountability to All**



Atsuko Suzuki
Public Relations
Department

This task force is responsible for promoting and publicizing DOCOMO's CSR activities to the general public. In the Great East Japan Earthquake, we posted a restoration area map on our website and color-coded service areas and restoration plans for areas without service to make the map easy to read. We also publicized DOCOMO's response activities in newspapers, on TV and radio and in other media. We intend to continue actively disseminating information as needed.

CSR Goals and Achievements

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Customer Service				
Customers				
Customer satisfaction	<ul style="list-style-type: none"> Enhancing service and support Communicating with customers Easy-to-understand billing plans 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"> Further promote initiatives to achieve No. 1 ranking in customer satisfaction in fiscal 2010 Develop social support services in medicine/healthcare, environment/ecology and other fields Further enhance services and support for customers traveling abroad for a short or long period 	<ul style="list-style-type: none"> Ranked No. 1 in customer satisfaction in the J.D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM for both business and individual customers in Japan Started environmental sensor network business Promoted commercialization of bicycle-sharing service Launched Phone Number Storage service for the convenience of customers going overseas for a long period of time 	<ul style="list-style-type: none"> Earned No. 1 ranking in overall customer satisfaction by working to raise satisfaction levels of customers using smartphones Develop social support services in medical/healthcare, environment/ecology and other fields Improve convenience of using smartphones overseas Increase number of battery charging sites overseas
Universal design		<ul style="list-style-type: none"> Develop mobile phones that incorporate universal design principles (improve usability, functions for seniors) Further promote barrier-free initiatives at docomo Shops 	<ul style="list-style-type: none"> Launched Raku-Raku PHONE 7 incorporating universal design Made 397 docomo Shops barrier-free on a nationwide basis 	<ul style="list-style-type: none"> Develop mobile phones that incorporate universal design principles (improve usability, functions for seniors) Hold 45 classes during the year that help make mobile phone use more convenient for people with disabilities

Initiatives		FY2010		FY2011
		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 	<ul style="list-style-type: none"> ▪ Continue to respond to customer feedback on coverage area (on-site survey within 48 hours, in principle) 	<ul style="list-style-type: none"> ▪ Responded to feedback on coverage area by conducting on-site surveys within 48 hours in principle (52,000 surveys/responses) 	<ul style="list-style-type: none"> ▪ Continue to respond to customer feedback on coverage area (on-site survey within 48 hours, in principle)
Society				
Disaster preparedness	<ul style="list-style-type: none"> ▪ Disaster preparedness 	<ul style="list-style-type: none"> ▪ Deploy mobile power generators and satellite-entrance mobile base-station vehicles with satellite link ▪ Conduct comprehensive disaster preparedness drills for potential Tokai earthquake ▪ Further promote the Area Mail Disaster Information Service 	<ul style="list-style-type: none"> ▪ Deployed two mobile power generators nationwide (total of 72 now deployed) ▪ Deployed one satellite-entrance mobile base-station vehicles with satellite link (total of 10 now deployed) ▪ Conducted comprehensive disaster preparedness drills ▪ Made the Disaster Message Board Service available on sp-mode ▪ Provided Area Mail to 26 municipalities (49 municipalities now use the service) 	<ul style="list-style-type: none"> ▪ Implement new disaster preparedness measures ▪ Conduct disaster preparedness drills based on the experience and response to the Great East Japan earthquake ▪ Enhance Area Mail functions and promote further adoption

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Safety and Security				
Society				
Safety and security	<ul style="list-style-type: none"> ▪ Addressing impact on children ▪ Assistance for seniors ▪ Dealing with spam email and nuisance calls ▪ Phone etiquette ▪ Preventing fraud ▪ Ensuring information security ▪ Radio wave safety ▪ Products and services for keeping children safe ▪ Research and development for the future 	<ul style="list-style-type: none"> ▪ Hold 6,000 Mobile Phone Safety Classes during the year ▪ Hold 700 Mobile Phone Safety Classes for seniors during the year ▪ Promote and further improve mail filtering ▪ Promote measures to eliminate spam email ▪ Improve data security services ▪ Continue to monitor domestic and international research on radio wave safety and participate in research activities 	<ul style="list-style-type: none"> ▪ Conducted approximately 5,200 Mobile Phone Safety Classes ▪ Held approximately 800 Mobile Phone Safety Classes for seniors ▪ Launched sp-mode Filter and sp-mode Filter Customizer ▪ Spam email reporting function included on some phone models ▪ Launched a data backup service for images and video via computers ▪ Launched "Oazukari Plus service" with greater backup capacity ▪ Continued to monitor laws and regulations on radio wave protection and research on radio wave safety ▪ Actively participated in surveys and research activities of the Association of Radio Industries and Businesses 	<ul style="list-style-type: none"> ▪ Hold 5,500 Mobile Phone Safety Classes during the year ▪ Hold 900 Mobile Phone Safety Classes for seniors during the year ▪ Provide communication promotion service that enables mobile phone usage status for customers with Raku-Raku PHONES to be sent to family members and other designated individuals ▪ Provide virus scanning service for smartphones to ensure peace of mind for customers who use them ▪ Continue to monitor domestic and international research on radio wave safety and participate in research activities

Initiatives		FY2010		FY2011
		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 ▪ Promoting reforestation initiatives ▪ Environmental contribution activities 	<ul style="list-style-type: none"> ▪ Reduce CO₂ emissions to less than 1.17 million tons-CO₂ 	<ul style="list-style-type: none"> ▪ Achieved reducing CO₂ emission target, 1.108 million tons-CO₂ ▪ Actively installed power-saving devices ▪ Reduced power consumption by utilizing the outcome which was tested and verified at the Tachikawa ICT Ecology Center 	<ul style="list-style-type: none"> ▪ Actively install energy-saving and high-efficiency devices ▪ Install cutting edge environmentally-friendly technologies
Customer channel		<ul style="list-style-type: none"> ▪ Raise awareness of used mobile phone recycling to at least 80% 	<ul style="list-style-type: none"> ▪ The "Premier Questionnaire" revealed the awareness of collected mobile phones raised to 80.1% 	<ul style="list-style-type: none"> ▪ Collect at least 4.41 million used mobile phone
Management		<ul style="list-style-type: none"> ▪ Increase environmental contribution through ICT services to more than 5.30 million tons-CO₂ 	<ul style="list-style-type: none"> ▪ Achieved environmental contribution target, 8.221million tons-CO₂ by providing ICT services ▪ Worked to promote and popularize ICT services to reduce CO₂ emissions 	<ul style="list-style-type: none"> ▪ Review measurement means by ICT services ▪ Boost waste recycling rates at offices
Nature conservation		<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 for elementary school students at four docomo Woods locations nationwide ▪ Continue to conduct joint reforestation initiative with the PLDT Group in the Philippines 	<ul style="list-style-type: none"> ▪ Established docomo Woods in Okinawa and extended the program to all 47 prefectures ▪ Held Summer Vacation docomo Woods Nature Classes at four locations nationwide ▪ Planted approximately 377,000 trees in joint reforestation initiative with the PLDT Group in the Philippines 	<ul style="list-style-type: none"> ▪ Biodiversity preservation: Conduct jointly with related divisions through business activities ▪ Continue conducting forest maintenance activities at docomo Woods ▪ Hold docomo Woods Nature Classes at two locations nationwide ▪ Continue joint reforestation initiative with the PLDT Group in the Philippines

Initiatives		FY2010		FY2011
		Goals	Major Achievements	Goals
Social Contribution Activities				
Society				
Social contributions	<ul style="list-style-type: none"> ▪ Activities in support of children ▪ Social welfare activities ▪ International contribution activities ▪ Social contribution activities together with customers ▪ Mobile Communication Fund 	<ul style="list-style-type: none"> ▪ Contribute to 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 1.5 million 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 2,828,216 bottle caps, equivalent to vaccines for 3,535 people) ▪ Mobile Communication Fund carried out academic and welfare support programs (Support for 101 organizations; support for 20 international students from Asia; awarded four people the DOCOMO Mobile Science Prize) 	<ul style="list-style-type: none"> ▪ Promote the sound development of young people through Youth Sports School (soccer, baseball clinics and rugby, etc.) ▪ Conduct social contribution activities together with customers ▪ Promote Ecocap Movement ▪ Continue conducting social contribution activities through the Mobile Communication Fund

Initiatives		FY2010		FY2011
		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 ▪ Respecting human rights at the workplace ▪ 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"> ▪ Established rehiring program for employees leaving the company due to their spouse's transfer or relocation ▪ Established Working from Home program ▪ Held a seminar for male managers with female staff members, a seminar on balancing work and nursing care and a seminar on postpartum depression, and 268 people participated ▪ Management visited workplaces to get feedback directly from employees (88 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"> ▪ Enhance training for docomo Shop staff to improve product and service related skills and support certification efforts ▪ Conduct initiatives to more fully establish CSR procurement 	<ul style="list-style-type: none"> ▪ Instituted new Smartphone Meister certification program ▪ Held briefings for new suppliers on CSR Procurement Guidelines 	<ul style="list-style-type: none"> ▪ Further enhance skill certifications and training on products and services for docomo Shop staff ▪ Revise CSR Procurement Guidelines based on ISO 26000

Initiatives		FY2010		FY2011
		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"> ▪ Carry out initiatives based on the findings of a survey on compliance and human rights awareness ▪ Utilize internal website to further raise compliance awareness 	<ul style="list-style-type: none"> ▪ Conducted survey on compliance and human right awareness for all Group employees ▪ Conducted compliance seminar for top management, training for Risk Compliance Leaders, and other training for managers and employees ▪ Revised the NTT DOCOMO Group Code of Ethics and publicized the revisions ▪ Regularly issued information to raise compliance and human rights awareness 	<ul style="list-style-type: none"> ▪ Carry out initiatives based on the findings of a survey on compliance and human rights awareness ▪ Distribute the NTT DOCOMO Group Code of Ethics Handbook to all Group employees to further foster a compliance mindset

Great East Japan Earthquake and Resulting Damage

Great East Japan Earthquake

The Great East Japan Earthquake on March 11, 2011 caused widespread devastation. DOCOMO was forced to suspend service in the Tohoku region and other parts of East Japan because of damage to base station facilities, power outages and breaking down of transmission lines caused by the earthquake. In the immediate aftermath of the earthquake, DOCOMO established a disaster response office at its Tokyo Headquarters and at the Tohoku Regional Office and worked to ascertain the extent and nature of the damage. We also began restoration of communications facilities and provide relief for people directly affected.

DOCOMO's Immediate Response After the Great East Japan Earthquake

We immediately established a disaster response office and initiated facility restoration and disaster relief efforts.

Hironori Fukushima
Executive Manager, Disaster Countermeasures Office



DOCOMO has drilled many times on securing communications and information transmission channels in the event of a disaster, so eleven minutes after the Great East Japan Earthquake struck on March 11 at 2:46 p.m., we put the Disaster Message Board Service into operation. And at 3:37 p.m. we established a disaster response office and promptly initiated restoration activities. In responding to the Great East Japan Earthquake DOCOMO gathered some 4,000 people. We set in motion Level 1 emergency measures, the highest level, and quickly made decisions and implemented our response under the direction of the president, who headed the disaster response office.

Main Initiatives in the First Week After the Earthquake

Friday, March 11

- 2:46 p.m. Great East Japan Earthquake occurs
- 2:57 p.m. Put Disaster Message Board Service into operation
- 3:37 p.m. Established a disaster response office
- 5:09 p.m. Set into motion Level 1 emergency measures, the highest level (disaster response office headed by the president)



Disaster response office

Saturday, March 12

- Deployed nationwide mobile base station vehicles and mobile power generators to the Tohoku region
- President visited disaster region
- Began free loans of satellite mobile phones and mobile phones to government agencies, evacuation centers, etc.



Emergency vehicle



Phones lent out free of charge

Sunday, March 13

- Began providing free phone battery charging service at evacuation centers, etc.



Free phone battery charging service

Monday, March 14

- Mobile base station vehicles, mobile power generators and portable generators put into operation
- Launched docomo Disaster Relief Charity Website

Tuesday, March 15

- Issued press release on support measures being implemented for the disaster
(Payment due dates extended, repair fees reduced, mobile phone data recovery service for FOMA handsets that have been damaged by water provided free of charge, special discounts offered for mobile phone purchases, some service charges waived, etc.)

Friday, March 18

- Disaster Message Board Service made available on smartphones
(Initially scheduled for end of March, but accelerated the progress and completed ahead of time)



Disaster Message Board Service

Saturday, March 19

- Began lending solar battery chargers free of charge at evacuation centers

Sunday, March 20

- Began providing Restoration Area Maps on the DOCOMO website

Impact on Communications Facilities and Restoration Measures

Level and Nature of Damage to Communications Facilities

The earthquake resulted in 6,720 base stations being unable to provide service in East Japan. This was the result of base stations being damaged by the earthquake or flooded in the tsunami, transmission lines ^{* 1} being broken off by the earthquake, and extended power outages that depleted base station batteries. After the earthquake struck, DOCOMO immediately established a disaster response office at the Headquarters and Tohoku Regional Office as well as a system for keeping the two offices in close contact 24 hours a day. With the help of NTT Group companies and communications facility construction companies, we quickly began working to restore communications facilities and other equipment that had been damaged.

* 1 Lines that connect base stations to switching stations and switching stations to one another. They are normally connected by optical fiber.

Restoration of Communications Facilities

Taking emergency measures immediately after the earthquake occurred, we deployed approximately 30 mobile base station vehicles from across the country to take the place of base stations that could no longer provide service. We also deployed around 30 mobile power generators and some 400 portable generators in order to supply power to base stations and other facilities and steadily made progress in temporarily restoring transmission lines and power supplies as we worked to restore the service area. As a result of these efforts, out of the 307 base stations in Iwate, Miyagi and Fukushima Prefectures (excluding those within a 30 kilometer radius of Fukushima Daiichi Nuclear Power Station) where service had been disrupted as of March 30, we completed emergency restoration on 301, or 98% of the total, by the end of May. We plan to address the remaining six as government services are reestablished. DOCOMO intends to conduct full-fledged restoration to the facilities by the end of September in order to ensure coverage quality equivalent to pre-disaster levels. For base stations in areas devastated by the tsunami, we plan to move forward with full-fledged restoration on a town by town basis as the recovery progresses in the region.

Service Area Restoration (Tohoku) ■ Usable Area ■ Unusable Area



Main Initiatives for Facilities Restoration

Installation of Optical Fiber and Emergency Optical Fiber



We installed optical fiber or emergency optical fiber to restore transmission lines that had been broken off. In addition, we set up temporary stations in case optical link aggregation stations that support multiple subordinated base stations had been damaged. These measures resulted in 154 stations being restored.

Expansion of Base Station Zones



When multiple base stations located in lowland areas along the coastline were damaged, base stations in mountainous areas that escaped damage were utilized. By altering the antenna angle and output power, one mountain base station was made to service a larger zone that had been covered by multiple lowland stations. This has allowed us to restore service in areas that had been served by 67 base stations.

Utilization of Microwave Transmission Lines



When restoring transmission lines with optical fiber proved exceedingly difficult, mobile base station vehicles capable of wireless microwave communications were deployed and ensured transmission between base stations and central and switching stations, as well as between different switching stations. This resulted in 44 base stations being restored.

Utilization of Satellite Lines



Satellite lines were utilized to take the place of base stations rendered inoperable by the tsunami and transmission lines that were out of service due to breaking off of optical fiber. Mobile satellite base station vehicles were deployed to connect base stations with switching stations and other facilities. This resulted in 36 base stations being restored.

Restoration Near the Fukushima Daiichi Nuclear Power Station

As of March 30, 68 base stations were out of service within a 30 kilometer radius of the Fukushima Daiichi Nuclear Power Station, where the earthquake caused a major nuclear accident. To help restore service, on April 1 we deployed a mobile satellite base station vehicles to J-Village in Narahamachi, Fukushima Prefecture. Additionally, in order to establish service within a 20 kilometer radius of the power station, a restricted area, on April 13 we installed high performance antennas on base stations in Iwaki, Fukushima Prefecture, which is located approximately 25 kilometers from the power station. We also conducted optical fiber replacement work for transmission lines at a communications building within the 20 kilometer radius. As of the end of April, we had restored 51 base stations and resume FOMA service near the Fukushima Daiichi Nuclear Power Station, where there was strong demand associated with accident response efforts, and along National Route 6 and other major highways.



Replacing base station transmission lines
(communications building in Tomiokamachi,
Fukushima Prefecture)



Installing high performance antenna
(base station in Iwaki, Fukushima Prefecture)

Support for Customers Affected by the Disaster

Support Activities in the Disaster Region

DOCOMO quickly began providing support in the disaster region. The day after the earthquake hit, we began free loans of satellite mobile phones and other mobile phones, providing a free phone battery charging service at evacuation centers and other facilities without power, conducting donation and fund-raising activities, and providing relief in an effort to support people directly affected by the disaster.

Main Support Initiatives in Disaster Region

Restoration Area Maps



Rendering of Restoration Area Maps

We built a system on an emergency basis that renders maps showing progress made in restoring FOMA service, locations for the free mobile phone service, free satellite mobile phone service and free phone battery charging service, and status of operations of docomo Shops. The maps were posted on our website starting March 20. They were color-coded to show service coverage areas and restoration schedules for areas without service in an easy-to-understand manner. They were also searchable by address and keyword to improve usability. Within ten days of putting the maps online, they had been accessed a total of approximately 200,000 times.

Free Loans of Mobile Phones



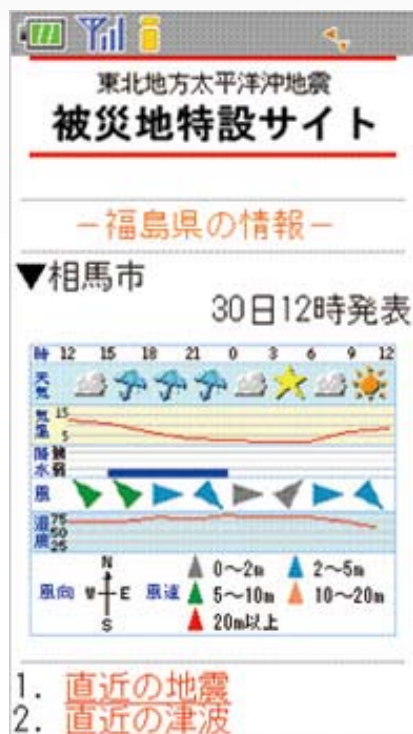
Lending out mobile phones

In order to help the disaster region and ensure communications, we lent out approximately 900 satellite mobile phones, 2,100 mobile phones, and 670 tablet terminals to government agencies, evacuation centers and other agencies. We also provided a free phone battery charging service at approximately 410 locations.

Disaster Relief Charity Website

On March 14 we established the docomo Disaster Relief Charity Website and began raising money by enabling donations to be made through the purchase of various charity-related contents, through docomo "Keitai Soukin" (docomo Mobile Remittance) or additionally by converting docomo Points. The initial round of donations totaled 780 million yen and money was distributed to recipients on April 4 so that the goodwill of all the customers who donated would be quickly transformed into disaster relief. (A total of 1,022.38 million yen has been distributed to donation recipients as of August 5.)

Special Weather Report Site for Disaster Region



Rendering of special weather report site

Partnering with affiliate Weather Service Co., Ltd., DOCOMO launched a weather report site for mobile phones that provides detailed information on regions most affected by the disaster. * 1 On April 1 the site began providing earthquake and tsunami information, weather forecasts, and detailed information on temperatures, humidity levels, wind direction and velocity, and rainfall amounts collected by environment sensors installed on DOCOMO base stations, all free of charge.

* 1 Aomori Prefecture, Akita Prefecture, Iwate Prefecture, Yamagata Prefecture, Miyagi Prefecture, Fukushima Prefecture, Ibaraki Prefecture and Chiba Prefecture

Free Wireless LAN Areas

From March 18 until the end of June we set up public wireless LAN areas provided by the NTT Group free of charge so that customers impacted by the disaster, customers forced to evacuate and people working as volunteers could access and use the Internet. The areas included cafes, fast food restaurants and hotels with DOCOMO's Mzone and other Wi-Fi services offered by the NTT Group in Iwate Prefecture, Miyagi Prefecture, Yamagata Prefecture, Fukushima Prefecture, Ibaraki Prefecture and Nagano Prefecture. Also, areas were made free of charge from March 25 until the end of June in Aomori Prefecture, Akita Prefecture, Tochigi Prefecture, Gunma Prefecture and Niigata Prefecture. In some regions (Iwate Prefecture, Miyagi Prefecture and Fukushima Prefecture), the free period was extended until the end of September.

"Otayori Photo Panel"

"Otayori Photo Panels," which can display photos and messages, were set up at 66 evacuation centers in Miyagi Prefecture, Fukushima Prefecture and Iwate Prefecture. From April 2 to the end of June, a variety of information was provided, including operating status of docomo Shops and special measures being taken in regions subject to the Disaster Relief Act.

Mobile Phone Fee Exemptions for Customers Affected by the Disaster

Discounting or Waiving Service Charges and Basic Monthly Charges

To help customers directly affected by the disaster, we extended payment due dates for charges, discounted repair charges, and provided our mobile phone data recovery service for *FOMA* handsets that have been damaged by water free of charge. Moreover, we also waived basic monthly charges for customers affected by the disaster for the period of time that phones could not be used beginning March 12.

Providing Equipment and Information for Disaster Relief

Providing Tablet Terminals and Data Cards

DOCOMO provided communication devices, weather data and other information to support relief and recovery activities in the disaster region.

DOCOMO Support and Recipients

Cooperation/support recipient	Provided equipment/data	How equipment/data was used by recipient
Evacuation center surveillance systems (support for research and medical institutions)	<ul style="list-style-type: none"> 300 GALAXY Tab devices Free basic monthly charges and communications charges (March 31 to end-June)	Utilized by local officials and nurses involved in managing evacuation centers to input information on infectious diseases, etc. for more efficient medical services and pharmaceutical distribution.
National Research Institute for Earth Science and Disaster Prevention	<ul style="list-style-type: none"> 100 data cards Free basic monthly charges and communications charges (March 23 to end-June)	Utilized as a means of communication when providing map data and related information through the Disaster Risk Information Platform to municipalities lost information access.
Elementary and Junior high schools in Iwate Prefecture	<ul style="list-style-type: none"> 60 mobile Wi-Fi routers Free basic monthly charges and communications charges (April 25 to end-July)	Utilized as an information sharing tool between and among the prefectural government and 60 elementary and junior high schools in Iwate Prefecture that had lost their network availability.
Japan Primary Care Association	<ul style="list-style-type: none"> 42 GALAXY Tab devices 3 data cards Free basic monthly charges and communications charges (April 12 to end-July)	Utilized as a communication tool for volunteer doctors making rounds at evacuation centers and providing support for medical institutions with compromised diagnostic functions based on requests from medical institutions in Iwate Prefecture, Miyagi Prefecture and Fukushima Prefecture.
Japan Chamber of Commerce and Industry	<ul style="list-style-type: none"> 30 data cards 10 mobile phones Free basic monthly charges and communications charges (April 11 to mid-July)	Utilized as an information communication tool for people helping in the recovery of small businesses impacted by the earthquake who were sent by nationwide chapters of the Japan Chamber of Commerce and Industry.
Japan Meteorological Agency	<ul style="list-style-type: none"> Observation data provided by Environment Sensor Network (Ongoing since March 23)	Data on temperatures, rainfall totals and wind direction and velocity provided by the Environmental Sensor Network utilized as a replacement for data observed by the Automated Meteorological Data Acquisition System (AMeDAS), which was damaged in the earthquake.

Support Provided by DOCOMO Group Companies

Disaster Relief and Recovery Initiatives

Group companies also quickly initiated relief and recovery efforts in the disaster region. They have provided support for people affected by the disaster by distributing their own products, making donations and raising money for relief funds.

Disaster Relief and Recovery Initiatives of DOCOMO Group Companies

Company	Initiative	Donation amount, etc.
NTT DOCOMO, INC.	<ul style="list-style-type: none"> Donation of money raised from customers through the docomo Disaster Relief Charity Website Recipients: Japan Platform, Central Community Chest of Japan (Disaster Relief for the Japan Earthquake) 	1,022,386,050 yen (as of August 5)
	<ul style="list-style-type: none"> Corporate donation Recipients: Japan Platform, Central Community Chest of Japan (Disaster Relief for the Japan Earthquake) 	500 million yen
	<ul style="list-style-type: none"> Donations by DOCOMO Group employees Recipients: Japan Platform, Central Community Chest of Japan (Disaster Relief for the Japan Earthquake) 	9,583,500 yen
	<ul style="list-style-type: none"> Coordinated mobile phone battery charging service and free loans of mobile and satellite phones Sent 100 newly joined employees to disaster area Purchased non-restricted agricultural products on a priority basis and used them in employee cafeteria 	---
Oak Lawn Marketing, Inc.	<ul style="list-style-type: none"> Established relief fund, made donations, and called on overseas business partners to make donations Directly provided own products to evacuation centers (low-bounce mattresses, blankets), milk for infants, disposable diapers, and medical and health supplies Provided support for local product sales 	150 million yen
D2 Communications Inc.	<ul style="list-style-type: none"> Corporate donation (10 million yen) Recipient: Japanese Red Cross Society Donated 100 laptop computers to elementary and junior high schools in Ogatsucho, Ishinomaki, Miyagi Prefecture 	10 million yen
net mobile AG (Germany)	<ul style="list-style-type: none"> Fundraising using SMS 	Ongoing (as of end-June)
DOCOMO PACIFIC, INC. (Guam & Northern Mariana Islands)	<ul style="list-style-type: none"> Joint fundraising with other companies Fundraising utilizing SMS and charity auction Donated 15% of proceeds from sales of prepaid phones, SIM cards, etc. 	Approx. \$50,000
NTT DOCOMO USA, Inc.	<ul style="list-style-type: none"> Partial free international calling to Japan and free international roaming charges while in Japan 	---

Help for Damaged docomo Shops

Helping Shops Reopen Quickly



docomo Shop damaged
by the earthquake

In the Tohoku and Kanto regions, 90 docomo Shops were destroyed or damaged their buildings, and in the Tohoku region, 159 of 195 shops were temporarily closed.

DOCOMO worked to reopen damaged docomo Shops as quickly as possible so that they could help customers with lost or damaged mobile phones due to the earthquake. With the exception of shops with severely damaged buildings and shops in the nuclear evacuation area, we were able to reopen approximately 90% of shops as of the end of March.

In addition, a total of 38 million yen in special payments was made to sales agents operating shops that had been damaged. We also called on sales agents around the country to contribute relief funds and DOCOMO provided additional support by matching the donations that were made. Moreover, DOCOMO provided assistance and free financing for store rebuilding, products and other expenses to shops trying to reopen.

Initiatives of docomo Shops

Onsite Sales

For customers living close to docomo Shops not likely to be reopened in the immediate future, neighboring docomo Shops made trips to evacuation centers and other facilities to sell mobile phones and accessories.

Reinforcing Disaster Preparedness

New Disaster Preparedness Based on Great East Japan Earthquake

We are committed to fulfilling the responsibility as a communications infrastructure provider by focusing on ensuring that communications capabilities during an emergency.

Fumio Iwasaki
Executive Vice President



DOCOMO has long had a variety of countermeasures in place for potential disasters. However, the Great East Japan Earthquake had an unprecedentedly large impact on communication facilities. The enormous earthquake, the fourth largest ever recorded in the world, and resulting tsunami destroyed and flooded communications facilities, and long-term, widespread power outages and scheduled rolling blackouts put facility functions out of service and depleted emergency power supplies (batteries). Immediately after the earthquake the NTT DOCOMO Group marshaled its collective strengths and worked to restore damaged facilities and suspended services.

The earthquake served to reaffirm the societal importance of communications services, and DOCOMO intends to reinforce disaster preparedness accordingly. The basic policy of our new disaster preparedness centers on securing key service areas, preparing for rapid responses in disaster zones, and improving customer convenience.

DOCOMO intends to fulfill its responsibilities as a communications provider by continuing to proactively work to secure communications services.

Basic Policy of New Disaster Preparedness

Secure key service areas Secure communications in heavily populated areas and for government agencies	(1) Establish large-zone base stations nationwide (approx. 100 locations) to secure communications when disasters occur. ⇒Population coverage of approx. 35%
	(2) Promote uninterrupted power and 24-hour batteries for base stations (approx. 1,900 stations) ⇒Population coverage of approx. 65% and coverage of approx. 50% of core disaster hospitals
Prepare for rapid responses in disaster zones	(3) Secure communications for evacuation centers, etc. via immediate provision of satellite mobile phones (plan of approx. 3,000 phones)
	(4) Rapidly secure communications coverage areas using satellite systems Increase base stations with satellite links (double mobile satellite base station vehicles to 19 and add 24 new portable satellite base stations)
	(5) Secure the capability to set up communications coverage areas flexibly using microwave trunk Deploy emergency microwave link equipment (100 zones)
Improve customer convenience	(6) Develop file-based voice message service utilizing disaster-resistant packet communications
	(7) Upgrade Restoration Area Maps
	(8) Improve usability of Disaster Message Board Service by adding voice guidance
	(9) Promote use of Area Mail Disaster Information Service
	(10) Further promote ICT utilization by linking with social networking services, etc.

Electricity-Saving Measures

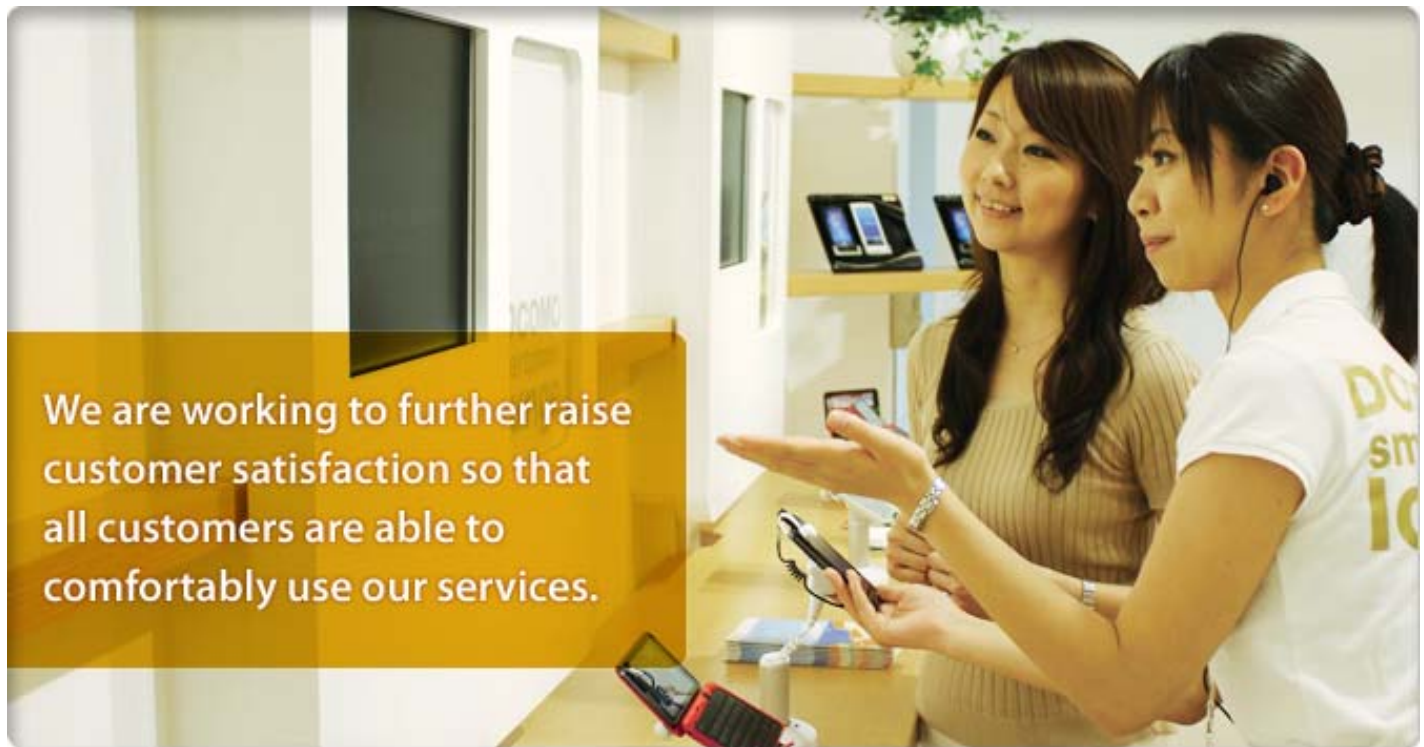
Meeting Public Requirements Regarding Electricity Conservation

In order to fully meet public requirements regarding conserving electricity, we are turning off half the lights at offices, including R&D centers, and reducing power consumption by changing weekends to Monday and Tuesday during the period from July 1 to September 30, 2011.

Electricity-Saving Measures at Offices

(1) Lights	Turn off half the lights in rooms
	Turn off lights near office windows during the daytime
	Turn off lights during lunch break
(2) Air conditioning	Shorten times in operation
(3) Common areas	Elevators <ul style="list-style-type: none"> ▪ Use stairways ▪ Reduce number in operation
	Restrooms <ul style="list-style-type: none"> ▪ Turn off power to warm water cleansing, heated toilet seats, hot water heaters for washing hands, and electric hand dryers, etc.
	Halls and lobbies <ul style="list-style-type: none"> ▪ Turn off all lights during the day or reduce lighting by half ▪ Turn off power to hot water heaters ▪ Switch to energy efficient vending machines
(4) Office equipment and electrical devices	Computers <ul style="list-style-type: none"> ▪ Turn off power when not in use for certain period ▪ Turn off displays when not at desk
	Printers and copiers <ul style="list-style-type: none"> ▪ Reduce number in operation ▪ Reduce copy/print sheets
	Change refrigerator temperature setting (from high to medium or low)
(5) Working formats	Change weekends (from Sat/Sun to Mon/Tues) * For offices in Kanto and Koshinetsu regions (including business offices of Group companies)
	Partially relax rules for summer dress code

Basic Approach & FY2010 Highlights



We are working to further raise customer satisfaction so that all customers are able to comfortably use our services.

No. 1 Ranking in Customer Satisfaction When Everyone Has a Mobile Phone

The number of mobile phone subscribers in Japan has reached approximately 120 million, meaning around 75% of citizens age six and above use a mobile phone. And at some point soon, everyone will own a mobile phone. We recognize that serving customers lies at the heart of our business, so DOCOMO is currently working to provide highly tailored service and support for every single customer while making across-the-board improvements in phones, coverage area, reception quality and rate plans. As a result of these efforts, in fiscal 2010 DOCOMO ranked No. 1 in customer satisfactions ^{※ 1} in both the individual and corporate sectors.

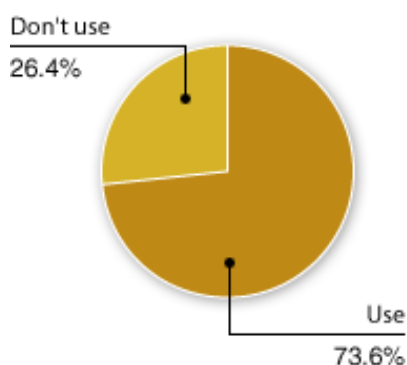
※ 1 J.D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM. Study based on responses received in July and August 2010 from 7,500 Japanese individuals who use mobile phone services.

www.jdpower.co.jp

J.D. Power Asia Pacific 2010 Japan Business Mobile Phone Service StudySM. Study based on 2,345 responses from 3,222 companies with 100 or more employees (up to two responses per company) in 2010 regarding telecommunication firms who provide mobile phone/PHS services.

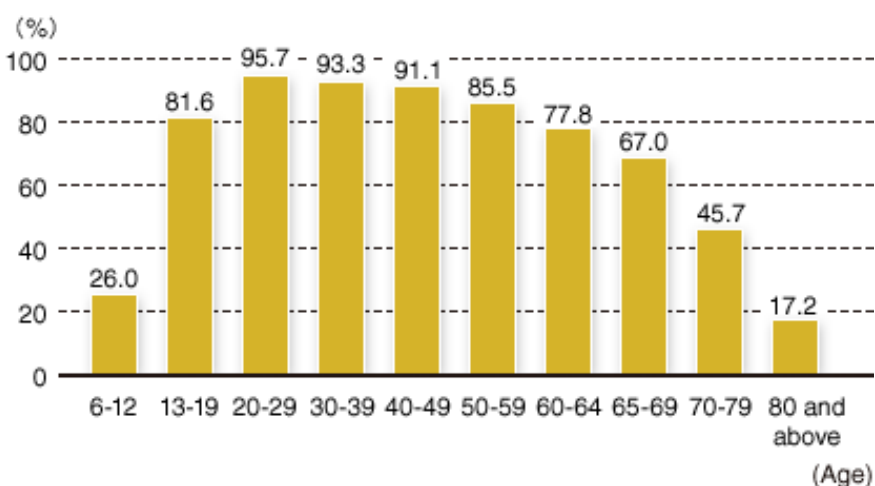
www.jdpower.co.jp

Mobile Phone Use by Individuals (2010)



From the Ministry of Internal Affairs and Communications' 2010 Communications Usage Trend Survey

Mobile Phone Use by Age (2010)



Main Initiatives Related to Customer Service

Making Mobile Phone Use Safe and Pleasant



Smartphone Meister training

In order to make mobile phone use safe and pleasant for all of our some 58 million customers, DOCOMO is working to further enhance customer support. A specific focus of these efforts is customer service at docomo Shops, where we meet customers every day. We work to improve customer service levels by holding an annual contest to help train staff members and ensure they always provide warm and courteous service. We also established a new certification program, Smartphone Meister, in September 2010 in order to improve smartphone skills. Certified staff are stationed at docomo Shops around the country to help customers make use of the range of functions available and to answer inquiries about smartphones.

We also provide the Receive Anywhere Service for Repaired Mobile Phones and a mobile phone data recovery service for water-damaged phones to help customers when their phones need repaired. Moreover, the "Keitai Tenken Service" (Mobile Phone Checking Service) is provided at docomo Shops around the country so that customers can continue to safely and comfortably use their mobile phones at all times. In addition, DOCOMO listens to the recommendations by its employees certified as Customer Specialists, and keeps improving the tariff and its application accurate and easy enough for the customers to understand.

Making Shops Barrier-Free for Enhanced Customer Support



docomo Shop with barrier-free access



Sign-language support videophone

Mobile phones have become an everyday communication tool for just about everyone, so customer service needs to be spread out to reach seniors and people with disabilities. In order to provide products and services that are readily usable by all, for the last eight years DOCOMO has carried out activities based on universal design principles through an initiative called docomo Hearty Style.

The initiative pursues universal design from the three perspectives of products, support and services. docomo Shops, which play an important role in customer support in particular, have been strengthening barrier-free initiatives since fiscal 2008 to ensure that all customers can utilize our stores with total peace of mind. At docomo Shops around the country we have been eliminating steps at entrances, making counters and bathrooms wheelchair friendly, ensuring ample open space within the shops and installing parking spaces for people with disabilities. As of the end of fiscal 2010, over 2,300 docomo Shops had implemented barrier-free initiatives, around 98% ^{* 2} of the nationwide total. In order to further enhance customer service, we also conduct training to raise the awareness of docomo Shop staff regarding docomo Hearty Style. We will improve products and services while listening to the opinions and requests of each and every customer, and aim to maintain our position as No. 1 ranking in customer satisfactions.

* 2 Total of shops implementing at least one barrier-free measure.

Topic #1

Smartphone Meister Deliver Intelligible Explanation about the Products

Eriko Tanaka
docomo Shop Nishi-Funabashi



When the docomo Shop in Nishi-Funabashi was remodeled into a model store for smartphone sales, I took the opportunity to participate in a training course to learn the basics of smartphones and how to effectively use various functions. After the course, in November 2010, I was certified as Smartphone Meister. With smartphones getting more and more popular, many customers come to the shop every day. I intend to utilize the knowledge and skills I acquired in the certification process, collect new information on a daily basis and convey the appeal of the products to customers in a way that is easy to understand.

Topic #2

Universal Design Training Facilitates Understanding of People with Disabilities

Yoshiyuki Noguchi
Assistant Manager, Corporate Citizenship Department



DOCOMO conducts universal design training once a year to raise the awareness of employees promoting docomo Hearty Style, an initiative based on the universal design concept. In fiscal 2010, we conducted experiential training to facilitate understanding of the reality faced by people with visual impairments. The training involved working with others to achieve tasks in complete darkness. Participants remarked how the training helped deepen their understanding and felt that it was effective. We intend to design even more helpful courses that enable participants to utilize what they learn in their daily jobs.

Assessment of Efforts to Raise Customer Satisfaction

Ranked No. 1 in Individual and Corporate Service in 2010 Customer Satisfaction Study on Mobile Phones


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. Thanks in part to these efforts, NTT DOCOMO achieved the overall No. 1 ranking * 1 in a 2010 study of customer satisfaction conducted by J.D. Power Asia Pacific, a global Marketing Information Company.

The results of the individual customer study are based on responses received from 7,500 people nationwide in five categories: customer service, handset, cost, network quality/coverage area, and non-voice functions/services. In fiscal 2010, we particularly focused on improving and strengthening communications quality, by responding to customer feedback (reception quality survey requests) within 48 hours for example, and we believe that these efforts helped us garner such a high ranking.


At the same time, based on the results of the corporate study, which yielded 2,345 responses from 3,222 companies with 100 or more employees, on responsiveness of sales contact, service quality, cost, and service content (including PHS services), we captured the No. 1 overall ranking * 2 for the second consecutive year. In fiscal 2010 we continued to reinforce the expansion of customer contact points and increase the frequency of visits to meet customer needs. We also provided inexpensive terminals with a view to future implementation of more comprehensive solutions, and these factors helped us earn the top ranking.

We will always remember that this project came to fruition due to recommendations and requests from both individual and corporate customers, and we intend to continue utilizing all feedback, both positive and negative, going forward.

* 1 J.D. Power Asia Pacific 2010 Japan Mobile Phone Service StudySM. Study based on responses received in July and August 2010 from 7,500 Japanese individuals who use mobile phone services.

 www.jdpower.co.jp

* 2 J.D. Power Asia Pacific 2010 Japan Business Mobile Phone Service StudySM. Study based on 2,345 responses from 3,222 companies with 100 or more employees (up to two responses per company) in 2010 regarding telecommunication firms who provide mobile phone/PHS services.

 www.jdpower.co.jp

No. 1 in Corporate Customer Satisfaction Survey on Voice and Data Communication on Mobile Phones

In the corporate customer satisfaction survey on mobile phones conducted by Nikkei BP Consulting, DOCOMO earned the No. 1 ranking in overall satisfaction ^{※ 3} with data terminals (also received in 2009) as well as with voice terminals.

The survey compiled responses from 686 of 5,000 companies. For voice terminals, DOCOMO ranked No. 1 in seven categories, including coverage area, voice quality, and phones. For data terminals, we earned the top ranking in coverage area, data transmission quality and transmission speed, in addition to corporate customer support, after-sales service and support, where we ranked highest in 2009 as well.

These top rankings we believe are the result of meeting customer needs by reinforcing customer support and increasing the frequency of sales visits. In fiscal 2011 we intend to further enhance terminals and services for business users with a view to earning another No. 1 ranking in customer satisfaction.

^{※ 3} Based on 2011 Survey of Corporate Mobile Phone Use by Nikkei BP Consulting, Inc.

Enhancing Service and Support

"My Info Mail" Sends Optimal Support Information Tailored to Individual Customers

"My Info Mail" is a service that sends optimal, helpful support information (free of packet communications charges) to customers that have registered for the service based on usage patterns and the types of orders received. Customers are given information on discount plans that match their monthly usage patterns and the acquisition of customer benefits such as the right to use the "Battery Pack Anshin Support service." In July 2011 "My Info Mail" was also made available for smartphones (sp-mode). DOCOMO intends to continue working to enhance after-sales support.

Setting up Support Desks for Customers Using Their Phones Overseas

NTT DOCOMO is working to expand its network of support desks located overseas in order to better serve customers going on short trips, long-term stays or studying abroad. As of March 2011, there are "docomo Support Desks" in London, New York, Los Angeles, Shanghai, Singapore and Bangkok, in addition to the "docomo World Counter" in Honolulu. Partnering with travel agencies and other companies that provide mobile phone services for Japanese living abroad, we have also set up support desks in Paris, Hong Kong, Taipei, Bali, Seoul, Beijing and Guam.

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, Los Angeles, Shanghai and Singapore locations handle local mobile phones sales and take reservations for DOCOMO mobile phone contracts from customers returning to Japan following long stays abroad.

Started the "Phone Number Storage Service" for Customers Not Using Their Phones for a Long Period

Starting March 1, 2011, we began offering "Phone Number Storage" and "Mail Address Storage" (optional) services to enable customers to conveniently store their FOMA phone numbers and mail addresses (i-mode, sp-mode) for as long as three years when customers go abroad to work, study, or otherwise leave the country for a long period of time.

Previously, when customers would go overseas for a long period of time, they would have to cancel their mobile phone contracts and then re-subscribe when returning to Japan, so it was not possible to retain the phone numbers and mail addresses they had been using. With this service however customers are now able to use the same phone numbers and mail addresses they used before going overseas upon returning to Japan.

Improving Usability and Functions of "Keitai Data Oazukari Service"



Simulated message screen from the "Keitai Data Oazukari Center"

We continue to make improvements to the "Keitai Data Oazukari Service," a data backup service, to make it even more convenient for customers to use. The service lets customers backup and recover their address book data, photos and other data stored on their mobile phones.

In fiscal 2010 we put a link to the "Keitai Data Oazukari Service" on i-menu's "My Page" and made improvements that allow customers to easily check data backed up at the "Oazukari (backup) Center", recover data on their mobile phones and see the date and time the data was last backed up. In addition, we reorganized the menu layout of the "Oazukari Center" and improved readability and usability so that customers can immediately recover their data if their phones are lost or stolen.

In fiscal 2011 we plan to further raise the convenience of the service by continuing to improve the readability and usability of the menu screen.

SIM Lock Can Now Be Removed to Use Other operator's SIM Cards on DOCOMO Mobile Phones

Customers may now request to have SIM lock ^{※ 1} removed from any DOCOMO mobile phone sold since April 1, 2011 as those phones feature SIM lock removal function. Removing the SIM lock allows customers to use the SIM card of an another mobile phone operator on their DOCOMO mobile phone ^{※ 2}. However, removing the SIM lock may render some functions and services unusable, so this should be explained in detail at docomo Shops and the SIM lock is only removed after the customer agrees to it ^{※ 3}. Conversely, if the customer wants to use a DOCOMO SIM card in a phone from another operator with the SIM lock removed, we provide a DOCOMO SIM card when the customer brings the phone to a docomo Shop and signs up for our mobile phone service. ^{※ 4}

- ^{※ 1} SIM locks make it impossible to use SIM cards contracted with other operators on wireless devices sold by DOCOMO and impossible to use FOMA Cards, DOCOMO UIM Cards, and docomo mini UIM cards with wireless devices sold by other operators.
- ^{※ 2} The communications format and frequency of the mobile phone operator offering the SIM card has to be the same as that used by DOCOMO wireless devices and the network has to conform to standard specifications.
- ^{※ 3} The functions of DOCOMO wireless devices on all the networks used by other mobile phone operators cannot be confirmed, so the warranty is void if the SIM card of another operator is used with a DOCOMO wireless device.
- ^{※ 4} The functioning of all wireless devices provided by other operators when used on DOCOMO networks cannot be confirmed, so the warranty is void.

New Online Version of Mobile Phone Catalog with Many Functions

We received many requests for a Web version of our mobile phone catalog, so starting in September 2010 we launched an online catalog that can be viewed by opening the cover and turning the pages just like a paper catalog. It also has exclusive online functions like word searches, links, and printing, as well as a memo function for writing comments and a tag function for marking items. It also features a convenient zoom function for seniors and others with poor eyesight.

Multilingual Catalog for Foreign Customers



Cover of
multilingual catalog

The number of foreign customers using DOCOMO mobile phones in Japan continues to increase alongside ongoing globalization. For the convenience of foreign customers, DOCOMO offers a multilingual catalog that contains translations of billing plans and other information in multiple languages.

In addition to mobile phone billing plans, the catalog provides information on our main services and customer support in English, Korean, Chinese, Portuguese, Spanish and Japanese. The catalog is distributed to customers at docomo Shops as well as at the World Counters at Haneda and Narita Airports. We also offer an online version for computers to make the catalog accessible to even more customers.

In fiscal 2010 we began providing information on the Monthly Support service, which provides a monthly discount on basic monthly charges and communications charges for customers using selected models, and information on "Pake-hodai FLAT," a flat-rate packet service for smartphones.

Mobile Phone Checkup Service and Battery Pack Exchange Service

docomo Shops nationwide launched the "Keitai Tenken Service (Mobile Phone Checkup Service)" in order to allow customers to comfortably use their mobile phones at anytime with total peace of mind. The service involves docomo Shop staff conducting checkups and cleaning free of charge in order to keep customers' mobile phones in top condition. We also offer the "Battery Pack Anshin Support service," which provides a replacement battery pack or auxiliary charge adaptor to "DOCOMO Premium Club" members who have used the same FOMA device for a long period of time.

Enhancing the Service Line-up for Trouble-Shooting

DOCOMO is enhancing its service line-up to address equipment troubles and other problems not only for customers considering the purchase of a DOCOMO phone but also for customers already with us for a long period of time.

For example, we provide the Receive Anywhere Service for Repaired Mobile Phones, which allows customers who have turned in their mobile phones for repair to pick them up at any docomo Shop or the location of their choosing regardless the Shop the repair order made. We also provide 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 and return the data onto a CD-ROM.

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 communications status for specific areas. Customers may also opt to contact us by email.

Customer service is also available in English, Portuguese, Chinese, Spanish and Korean when customers contact us by phone. We respond to customer questions and are working to strengthen our support for questions related to smartphones.

General orders and inquiries made by phone in Japan 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 2010)

Total Calls	23,500,000
Monthly Average	1,960,000

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 comments received from 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. Each and 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 FY2010 Based on Customer Feedback

Request: I want a service that helps me manage my health.

Improvement:

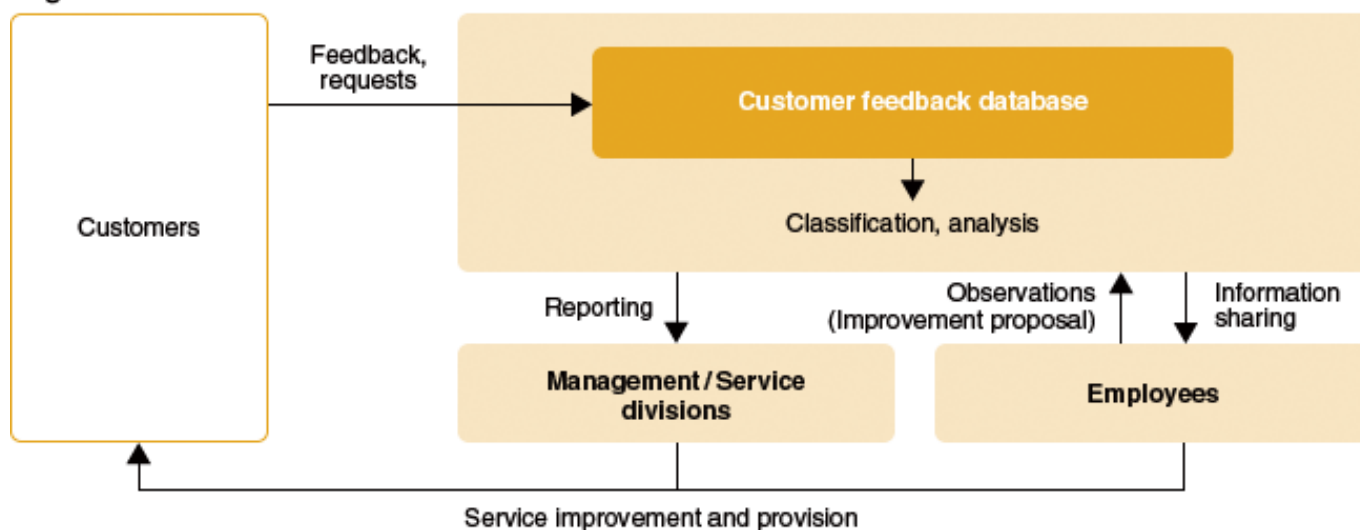
We launched the "i Bodymo" health support service in May 2010 to help customers keep tabs on their health in an enjoyable way. The service allows customers to easily record how much they exercised and what they ate on a daily basis using a dedicated application. The data can also be displayed in graph form or on a calendar. This entertaining service further lets customers to see their ranking for how much they walked or how long they jogged, and offers games that progress as the customer progresses.

Request: I want to be able to use i-mode mail on my smartphone, too.

Improvement:

In September 2010 we began providing sp-mode to allow customers to send and receive mail on their smartphone using their i-mode mail address (@docomo.ne.jp). By connecting to the Internet via their smartphone and downloading the sp-mode mail application, customers can send and receive mail and use pictograms and Deco-mail with the same mail address as i-mode.

Organizational Structure to Promote Customer Satisfaction



"Smartphone Meister" Certification Established Due to Rising Popularity of Smartphones

Given the increasingly widespread use of smartphones, which have advanced functionality to the extent they are likened to computers with calling capability, in September 2010 the "Smartphone Meister" certification program was launched. Certified staff are available at docomo Shops nationwide to help as many customers as possible utilize the diverse functions found on smartphones and respond to questions on them.

Contest Improves Reception Skills of docomo Shop Staff



Meister of the Year 2010 awards ceremony

The "docomo Shop Staff Customer Reception Contest" are held for the purpose of training docomo Shop staff to be able to perform "warm and friendly reception" to the customers to match the customers' needs based on their professional knowledge on services and products. The contest had been held at the regional office level, but in fiscal 2009, the national level of contest started under the name "Meister of the Year." In fiscal 2010, the sales division and tech division were held simultaneously. Nine contestants who won competitions at the regional office level put their customer service skills to the test in an attempt to emerge victorious over the approximately 30,000 other docomo Shop staff members. One point of emphasis in evaluating the competitors this year was how accurately, simply and comprehensibly they could explain to customers the functions and services of smartphones and other mobile phones, which continue to evolve and grow more complex. A DVD was created of the contestants in action and distributed to docomo Shops in order to use the contest results to raise the reception levels of shop staff.

Improving Products, Services and Customer Support Through Discussions with NCAC

DOCOMO personnel affiliated with customer service divisions at the headquarters, regional offices and branches visit the National Consumer Affairs Center of Japan and other government agencies on a regular basis to discuss examples of issues brought up by customers.

The NCAC receives a range of opinions and requests regarding mobile phones, but they are not always about functions and services. Some stem from misunderstandings caused by explanations in pamphlets and on websites that are hard to understand or from something that is not explained sufficiently when the customer signs up for a mobile phone service.

Discussing issues raised by customers through visits to government agencies helps us improve product quality and our services, ensure that the appropriateness of our advertising and the improvement of customer support.

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 PC 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 communications charges and other information the customer inputs. On the website version, analysis can be done for families on a combined basis.

For customers requesting further detailed analysis of their charges, we offer one-on-one consultations at docomo Shops and make proposals based on usage patterns.

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. Additionally, we now have certified Customer Specialists to check advertising 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

As of April 1, 2011, 280 employees of the DOCOMO Group have acquired Customer Specialist certificate who help incorporate customers' perspective into our management. Efforts are made to ensure accurate advertising and make service improvements by incorporating the findings of reviews done by employees with Customer Specialist certificate 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

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

DOCOMO is engaged in progressive research and development with an eye to the future based on the "Change and Challenge" concept, a key concept in our medium/long-term management strategy, in order to offer even more convenient products and services to customers. As a result of these efforts, in fiscal 2010 we partnered with GClue, a developer of open platform content and middleware, to develop BLOCCO^{※1} a service linkage system that allows customers themselves to combine applications on smartphones running the AndroidTM ^{※2} operating system and further raise convenience levels.

BLOCCO makes it possible for customers to freely combine multiple applications. A scheduling application, for example, can be combined with a map application to automatically display appointment locations on a map. It also allows combinations created by customers to be shared with other people. GClue has provided BLOCCO on Android MarketTM ^{※2}, a marketplace for applications, since July 2010.

Since the application was launched it has drawn very positive reviews, with people commenting on the potentially limitless combinations of AndroidTM-based applications, the fact that anything becomes possible depending on the combination, and how interesting the application is as an initiative that takes advantage of the features of AndroidTM.

Going forward, plans call for developing an even more user-friendly interface to improve convenience for customers and providing application combination settings optimized to various usage patterns so that BLOCCO is used by an ever wider range of customers.

※1 BLOCCO is the registered trademark of GClue, Inc.

※2 Android and Android Market are the trademarks or registered trademarks of Google Inc.

Testing License Received for LTE-Advanced, the 4G Mobile Communications Protocol



Testing LTE-Advanced

In January 2011 we received a preliminary license from the Ministry of Internal Affairs and Communications for experimental wireless stations for LTE-Advanced, the fourth-generation (4G) wireless communications protocol, and in March we received a testing license and began field experiments on wireless transmission in Kanagawa Prefecture.

LTE-Advanced is a communications protocol that represents an advancement on Long-Term Evolution (LTE), the new mobile communications standard that went into service with the launch of Xi™ ("crossy") by DOCOMO in December 2010. DOCOMO developed a testing system for LTE-Advanced, and in December 2010, in an indoor signal transmission test in a simulated environment with a wired connection, we succeeded in transmitting at a speed of approximately 1Gbps, which is approximately 14 times Xi™'s maximum download speed.

The field testing will involve constructing an actual usage environment at the DOCOMO R&D Center and in the cities of Yokosuka and Sagami-hara in Kanagawa Prefecture and running a wireless transmission test to verify the performance of the main component technologies of LTE-Advanced.

LTE-Advanced is being promoted for standardization by the 3rd Generation Partnership Project, an international standardization body for mobile communications systems. Going forward, we plan to promote further R&D on LTE-Advanced and work toward international standardization to provide faster, higher capacity mobile communications.

Basic Approach to Universal Design

docomo Hearty Style Takes the Customer to Heart

DOCOMO carries out activities under the banner "docomo Hearty Style" based on the universal design concept, which seeks to make products and services easy to use for all people. The activities promote universal design from the three standpoints of products, support and services.

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 (Raku-Raku PHONE series), classes in phone use for seniors and persons with disabilities, participation in exhibitions for seniors and people with disabilities

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. We therefore regularly hold universal design training to further raise the awareness of employees in departments involved in universal design.

In fiscal 2010, 16 people participated in the training, primarily members of the Universal Design Promotion Working Group. In order to facilitate understanding of people with visual impairments, a program was held in which participants engaged in daily activities and experienced a team workshop in the dark. Another program involved directly listening to the stories and experiences of people with disabilities. We plan to continue providing opportunities to raise employee awareness on universal design.

[Topic] DOCOMO Awarded Excellence Award at IAUD Award for Promotion of Hearty Style

DOCOMO received an Excellence Award at the IAUD Award 2010 held by the International Association for Universal Design, of which we are a member, for our docomo Hearty Style initiative, which is promoted in three main pillars, i.e. products, customer support and services.

The award is given to individuals and organizations that make exceptional contributions or conduct exceptional activities to help bring about a highly livable universal design society for as many people as possible, a society in which people do not feel inconvenienced in their day-to-day living regardless of their culture, nationality, gender, age, ability or other characteristics. DOCOMO received the award this year for comprehensively promoting customer service improvements based on docomo Hearty Style, including making docomo Shops barrier-free and improving the quality of customer support provided by docomo Shop staff. Going forward, we will work to further spread the universal design concept as a member of the IAUD and work to further develop products, shops and services that are even easier to use.

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 addition to enabling enlarged text and providing a voice-to-text conversion feature in fiscal 2009, in fiscal 2010 we adopted easy-to-read universal design fonts for Raku-Raku PHONE 7.

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's voice (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)
Easy-to-Understand Considerations	<ul style="list-style-type: none">▪ Easy-to-understand menus (simple menu)▪ Easy-to-understand operations (same keyboard layout for entering text and usage guides installed, etc.)

New Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3 Easier to Use and More Fun

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 fiscal 2010 we have worked to develop the series with a new emphasis on fun. Raku-Raku PHONES have been loved by many customers since the first model was launched in 1999, and 17 models have been launched as of March 31, 2011, with cumulative sales topping 19.48 million units.

Raku-Raku PHONE 7



Raku-Raku PHONE 7

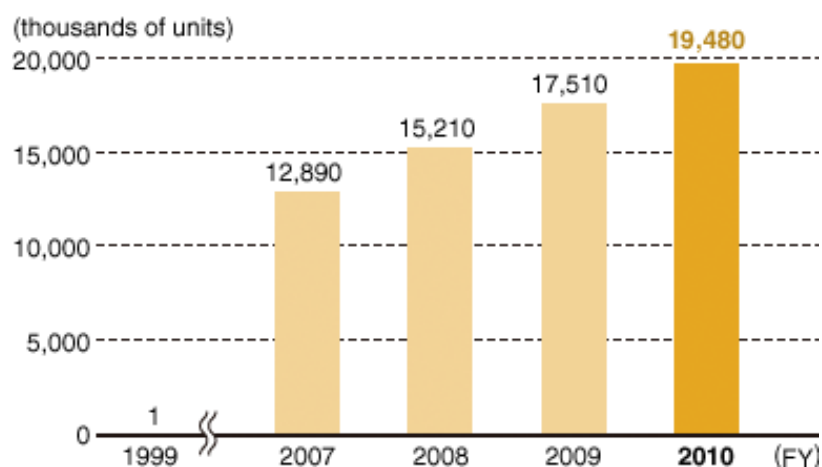
In July 2010 we launched a new model in the Raku-Raku PHONE series, Raku-Raku PHONE 7. With just a push of the "Raku-Raku Site" button, the user is connected to the "Raku-Raku i-Menu," which offers easy access to news, weather and other useful information. Responding to the many requests we received from customers, we also added Deco-mail functionality. The phone features an 8.1 megapixel camera and a 3-inch LCD screen. Overall the phone was designed for greater fun and convenience with simple operations.

Raku-Raku PHONE BASIC 3

Raku-Raku PHONE BASIC 3, launched in April 2011, features a "Help" button that directly connects the customer to an expert advisor at the Raku-Raku PHONE Center free of charge. The Raku-Raku PHONE Center answers questions on phone operations as well as billing plans, services and more. Raku-Raku PHONE BASIC 3 also has a Voice Messenger feature that allows customers to easily send voice messages if they would prefer not to type.

Moreover, coinciding with the phone's launch we started a new service called "Tsunagari Hotto Support." The service automatically connects the customer's phone to the Raku-Raku PHONE Center every two hours and sends usage information, which is then stored at the center. Registered members receive mail with the usage information.

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



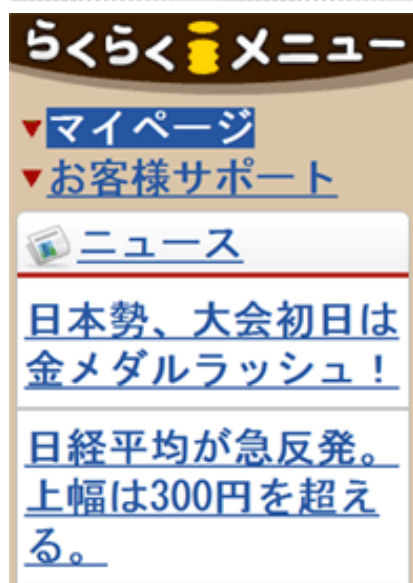
"Otameshi Menu" and "Raku-Raku i-Menu" Updated

We updated the "Otameshi Menu" in July 2011 and the "Raku-Raku i-Menu" in September 2011.

The "Otameshi Menu" was rearranged to put popular content on the top menu so that even first-time i-mode users would be able to operate it in a fun and intuitive way.

The "Raku-Raku i-Menu" was improved by placing some content used frequently at the top, like news and weather information, and by making it possible to view select information without accessing a detailed screen. In addition, we improved the menu so that basic scrolling and other operations can be easily conducted with a touch panel or pointer.

In fiscal 2012, we intend to make further enhancements to "Raku-Raku i-Menu" and "Otameshi Menu," and to revise the navigation in addition to the improvements to usability so that the menus are used by even more customers.



Screen rendering of "Raku-Raku i-Menu"



Screen rendering of "Otameshi Menu"

Connect to New Raku-Raku PHONE Center with the Push of a Button



How to Use button connects directly to the Raku-Raku PHONE Center

The Raku-Raku PHONE Center (0120-696-937) is a free service that was established to take questions exclusively from customers using Raku-Raku PHONES. With Raku-Raku PHONE BASIC 3, launched in April 2011, customers can connect to the Raku-Raku PHONE Center by simply pushing the "How to Use" button.

Expert advisors at the center take questions from customers on operating methods as well as billing plans, services and other topics and provide clear and straightforward explanations. In addition, the advisors strive to speak at a relaxed pace and enunciate clearly out of consideration for senior customers who call in with a question.

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 ^{※1}.

※1 Compatible models are Raku-Raku PHONE V, Raku-Raku PHONE PREMIUM and Raku-Raku PHONE 6, Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3.

Sound Leaf Plus Silences the Noise

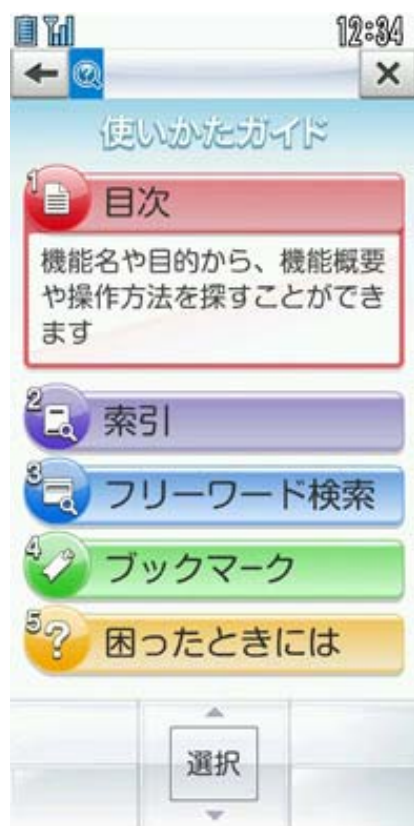


Sound Leaf Plus
(when flipped open)

Sound Leaf Plus was developed for customers who use their mobile phones in noisy places and older customers with difficulty hearing. This Bluetooth® ^{※2}-enabled receiver-microphone features a directional microphone and a bone conduction function that transmits sound waves to auditory nerves via bones around the ear. It is sold at docomo Shops, etc.

- ※2 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) install usage guides ^{※ 3} 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.

^{※ 3} 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 to 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

As a part of efforts to help people with disabilities and others more fully participate in society, the Hearty Discount is made 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.

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 order to make information provided in Braille easier to read, we added blank space in places where the Braille lettering starts, beginning with bills dated April 2010.

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

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 2010 we held 42 classes nationwide and a total of approximately 560 people participated. The classes were made up of a presentation and a hands-on lab, and various convenient phone functions were introduced in a highly specific way. Many participants commented that they would like to take other similar classes.

In addition DOCOMO set up booths at 22 different exhibitions, including Barrier Free 2010, a major welfare-related exhibition, in April, and Oyanokoto Expo 2010, held in July for senior citizens. At the exhibitions we introduced the evolving functions and services of the Raku-Raku PHONE series and other mobile phones.

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.

Initiatives were conducted in fiscal 2010 at 397 of the 2,393 nationwide docomo Shops (as of March 31, 2011). Entrance steps were eliminated at 64 docomo Shops, wheelchair-accessible counters were installed at 270 shops, and wheelchair-accessible restroom facilities and parking spaces for people with disabilities were put in place at 163 and 103 shops respectively. As a result of these efforts now over 90% of nationwide docomo Shops have barrier-free entrances and around 80% have become barrier-free in terms of parking spaces, restrooms and counters.

Overall, approximately 98% of docomo Shops around the country have implemented at least one of these barrier-free measures. In addition, we are making progress installing communication boards * 1 for people with hearing impairments and at some shops sign-language-support videophones. In fiscal 2010 an additional 172 shops took these measures.

Moreover, we are also making it possible to try out the latest models in the Raku-Raku PHONE series at docomo Shops.

* 1 Not installed at all 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 are free of obstacles and 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

docomo Hearty Plazas Feature Enhanced Facilities and Support

docomo Hearty Plazas are shops with enhanced facilities and support based on the universal design concept, which seeks to make products and services easy to use for all customers. They have been established in Tokyo's Marunouchi district and Osaka's Umeda district.

In terms of facilities, they offer guidelines on the floors, displays that can be easily reached even by children, and wheelchair-accessible restrooms, all in an effort to improve customer convenience.

In terms of support, staff members escort customers between the Hearty Plaza and the nearest train station so that customers using wheelchairs and customers with visual impairments can visit the shops with complete peace of mind.

We also hold mobile phone classes that provide easy-to-understand explanations of how to use mobile phones and services to customers with visual, hearing or physical disabilities and senior customers. In addition, more and more people with hearing impairments have been coming to the plazas for information on how to use smartphones and for other questions since the establishment of the smartphone lounge. The lounge is constantly staffed by personnel able to provide customer service in sign language. We hope to encourage even greater use of the plazas by even more customers going forward.

Basic Approach & FY2010 Highlights

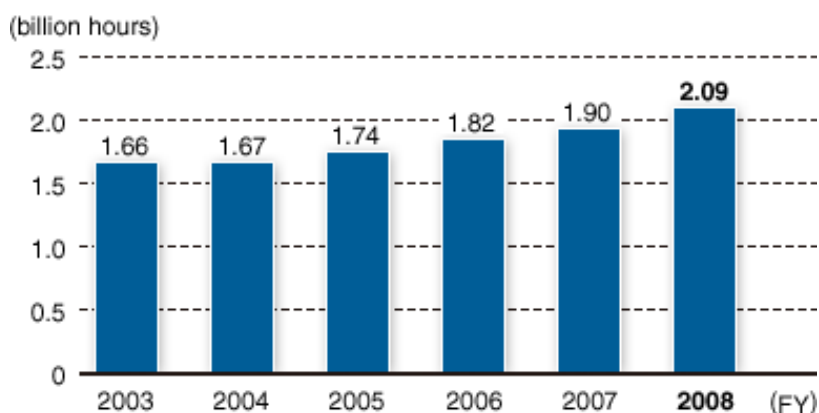
We devote to further raise reliability levels of infrastructure to support communication for our customers.



Responsibilities as a Carrier to Sustain Communication Infrastructure

With more and more people using their mobile phones to access the Internet, air times of mobile phone and the volume of data exchanged over mobile networks continue to increase every year. In order to provide anytime, anywhere services, DOCOMO is actively carrying out a variety of initiatives that include improving and expanding its coverage area based on customer feedback, augmenting infrastructure facilities like base stations and data centers, ensuring communications are maintained during disasters, and assuring the quality of mobile terminal.

Changes in Mobile Phone Air Time



From the Ministry of Internal Affairs and Communications' 2010 White Paper on Information and Communications in Japan

Main Initiatives Related to Consistent Quality

Mobile Phones that Connect Anytime, Anywhere



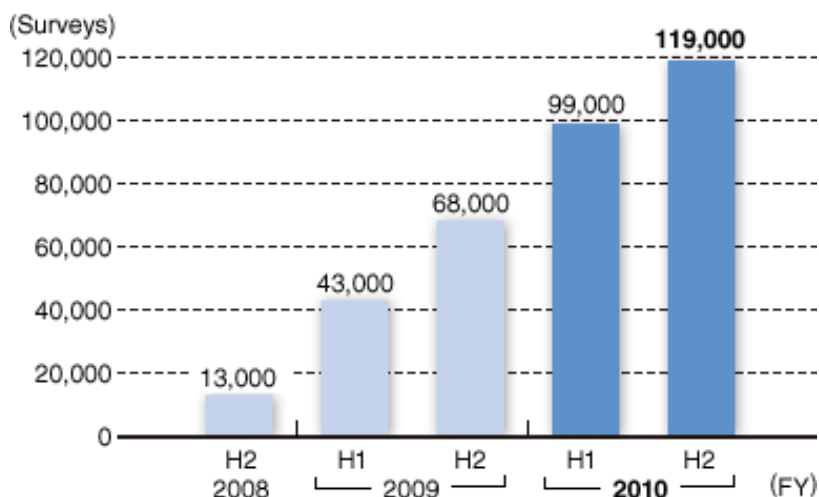
Signal condition survey

Mobile phones have become a form of infrastructure essential to day-to-day living, but there are still places where mobile phones cannot be used. In order to improve this situation, we have continued to further enhance our coverage area under the banner of No. 1 in reception quality. The first phase of this effort, we primarily involved establishing new outdoor FOMA base stations to expand coverage areas. In the second phase, we worked to make improvements of reception quality of underground, to the areas blocked by the adjacent buildings, on the upper floors of buildings, in mountainous, and also during people transferring at high speeds. In the third phase, we continue to expand the coverage area and improve reception quality with responding closely to customer feedbacks, while also working to speed up data communications.

Under this initiative, when a customer contacts us through our website or via customer support about an area where the signal is weak, we will basically visit the site within 48 hours after the initial contact and survey reception quality and conduct follow-up until final improvements are made. Based on a questionnaire given out on these visits, over 97% of customers say they are "satisfied" with us in this area.

In addition, in order to handle higher speed communications and larger data volumes, we launched extra-high-speed next-generation LTE service, Xi™ ("crossy") in 2010. We plan to establish approximately 35,000 base stations around the country by the end of fiscal 2014 to build a highly accessible communications network with higher speeds.

Nationwide Onsite Coverage Surveys (cumulative; figures approximate)



Providing a Lifeline During Disasters



Mobile base-station vehicle equipped with satellite link



Operations center monitors DOCOMO's communication networks

In order to ensure the availability of communications during disasters, DOCOMO has established the Three Principles of Disaster Preparedness: enhancing system reliability, ensuring essential communications, and quick restoration of communications services during disasters. We are working to improve the safety and reliability of communications networks through doubling communication systems and multi-routing core networks, strengthening buildings to withstand earthquakes and communications towers, and by augmenting equipment for restoring network service.

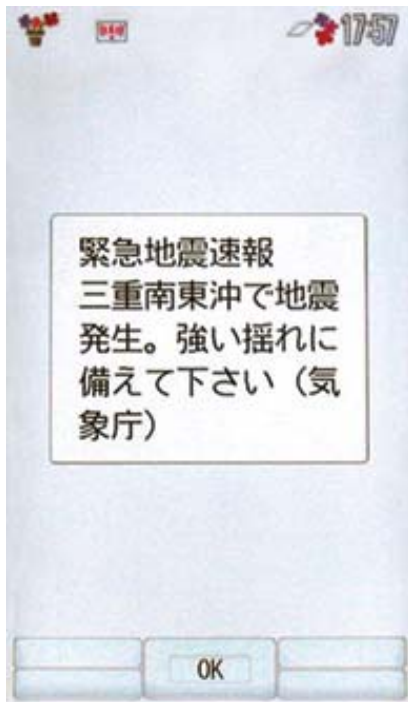
DOCOMO is a designated public institution and when a disaster occurs we work in coordination with government agencies and municipalities to maintain communications and provide a variety of essential services. These include sending out Earthquake Early Warnings issued by the Japan Meteorological Agency through our "Area Mail Disaster Information Service" and providing the "Disaster Message Board Service" that allows people to check on the safety and well-being of others using their mobile phones. In fiscal 2010 we made the "Disaster Message Board Service" available on smartphones as well. In addition, we created a disaster preparedness booklet entitled "Moshimo ni Sonaete" (Preparing for disasters) with information on disaster response measures and distributed it to customers at municipal disaster response drills and other disaster preparedness events.

Going forward, DOCOMO will continue to improve area coverage quality, conduct new disaster preparedness measures based on lessons learned from the Great East Japan Earthquake and further strengthen measures to protect essential functions.

Topic #1

Helping to Make Communities Safer with Area Mail and Enhanced Functions

Kozue Ishida
Solution Business Department



*The image may vary.

Area Mail is a system that enables information to be broadcast simultaneously without being impacted by network traffic. The system can be used to send out Earthquake Early Warnings issued by the Japan Meteorological Agency as well as disaster and evacuation information from the central government and local municipalities. In fiscal 2010 the Earthquake and Tsunami Warning System (ETWS), which enables information to be broadcast even faster, was adopted for Earthquake Early Warnings. We also actively promoted widespread use of the system, and the number of municipalities adopting it increased from 23 to 49 as of the end of the fiscal year. Moving forward, we intend to help make communities even safer by continuing to encourage use of Area Mail while enhancing its functionality.

Topic #2

Disaster Preparedness Booklet Introduces Helpful Emergency Services

Makoto Matsuura
Disaster Countermeasures Office



In addition to maintaining the availability of communications during disasters, DOCOMO is working to enhance services that help in times of disaster and widely publicize them to customers. As a part of these efforts, in August 2009 we created an illustrated booklet entitled "Moshimo ni Sonaete" (Preparing for disasters) with easy-to-follow information on how to use the services. And, in August 2010 we created another booklet focused specifically on the "Disaster Message Board Service." DOCOMO is working to provide peace of mind to customers by holding informative presentations using these booklets at disaster preparedness drills and other venues.

Improving Our Coverage Area

Base Station Planned Based on Feedback

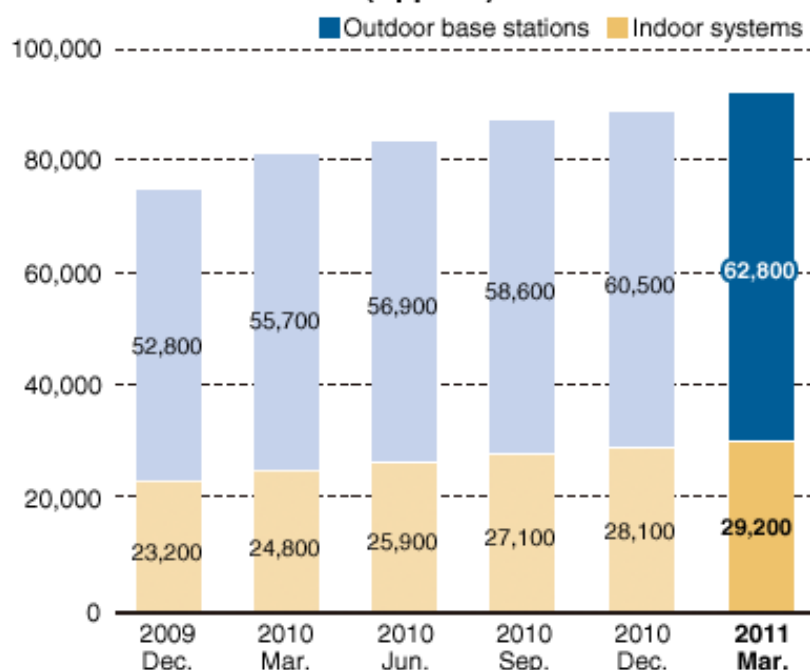
DOCOMO wants customers to be able to use our phones anytime, anywhere. We determine where to locate new base stations by conducting surveys that are based on feedback from customers on local reception quality.

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 widely solicits information from customers on reception quality, which customers can send through a web site service for PC and i-mode, called "Kikasete FOMA." We have been asking our customers to report to us regarding FOMA reception quality in order to ensure coverage quality and expand our coverage area. We received approximately 30,000 reports from customers in fiscal 2010. We will continue to improve reception quality based on this feedback.

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.

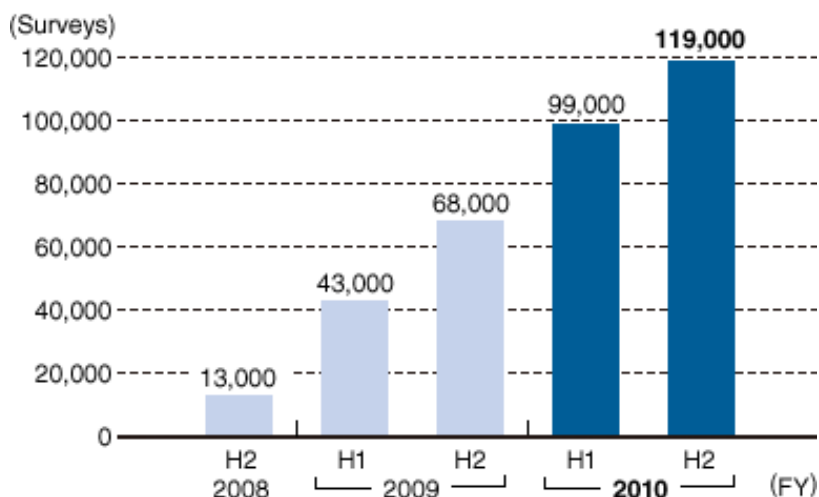
Once we survey reception quality at the site we may install an indoor auxiliary antenna or use a FOMA repeater to boost the reception quality. These measures generally improve indoor reception quality.

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 once those will have been made. We keep following up until final improvements are in place.

In fiscal 2010, we conducted approximately 52,000 on-site surveys during the year, thanks in part to efforts to increase awareness of the program through newspaper advertising and other media. In total, we have made approximately 119,000 on-site surveys since the program started. We conduct a questionnaire after surveys are performed, and over 97% of customers have indicated that they are "satisfied."

We endeavor to improve product quality even further to provide customers with a pleasant communications environment.

Nationwide Onsite Coverage Surveys (cumulative; figures approximate)



Expanding Coverage in Mountainous Regions Where Communications Are Hindered

We have been steadily expanding our coverage area in mountainous regions, where communication generally proves to be difficult to connect. On Mt. Fuji, we have already established base stations and boosters to provide FOMA service in areas along the Yoshida, Subashiri, Gotemba, and Fujinomiya climbing routes to the summit. We also put a booster at the summit during a climbing season. In fiscal 2009 we conducted reception quality surveys on Japan's Top 100 Mountains [※]1, which are popular climbs. Based on the results, in fiscal 2010 we made improvements to the coverage area by establishing and tuning new base stations on roughly a quarter of the 100 mountains. Going forward, we plan to continue making improvements in places where generally are difficult to connect.

[※] 1 One hundred mountains in Japan selected by the writer Kyuya Fukada (1903-1971) based on the mountain's dignity, history, personality and other criteria.

WORLD WING Service Expanded for Customers Using Mobile Phones Overseas

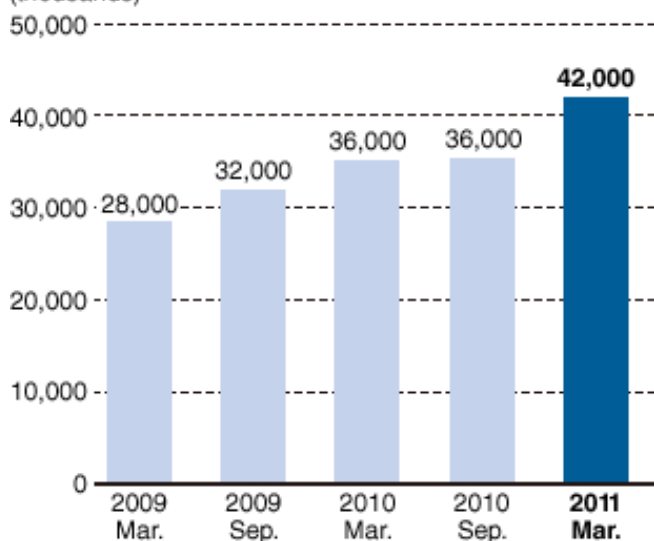
With the widespread popularity of mobile phones, DOCOMO is currently working to further enhance our WORLD WING service, which allows customers who use mobile phones in Japan to use them overseas as well.

In fiscal 2010, "Global Pake-hodai," a flat-rate packet plan that can be used when traveling overseas, was made available in 47 countries and regions. We also launched "My Info Mail" and "Global i-Menu" services to provide information to customers on the country or region they are visiting. Further, new support desks were established in Los Angeles and Bangkok, bringing the number of cities overseas with support desks to 14.

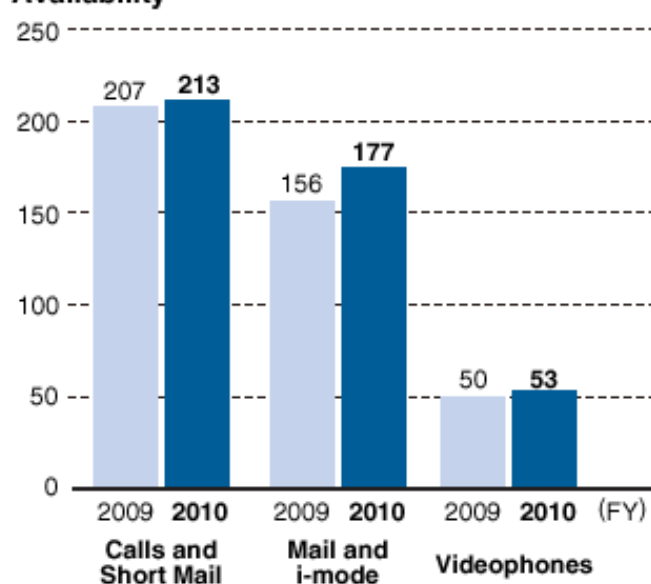
The number of subscriptions of mobile phones compatible with the WORLD WING service totaled 36 million as of the end of September 2010, but increased to 42 million as of March 31, 2011, which accounts for 72% of total subscriptions. In fiscal 2011, we will focus on supports for smartphones, which are gaining in popularity, work to expand the range of providers covered by "Global Pake-hodai" and further develop smartphone applications for overseas use. We also intend to continue enhancing support for customers overseas.

WORLD WING Mobile Phone Subscribers (Approx.)

(thousands)



Countries/Regions with DOCOMO Service Availability



Ensuring Communications Stability

New Xi™ ("crossy") Service Using LTE for High-Speed, Large-Capacity Data Communications

DOCOMO has launched Xi™ service, which uses a new mobile communications protocol, Long Term Evolution (LTE) in December 2010.

Compared to W-CDMA, the third-generation communications format used by FOMA, LTE makes data communications even faster and larger capacity. Xi™ provides data communications with a maximum download speed of 75Mbps * 1 * 2, which is about 10 times faster than FOMA.

The coverage areas when the service began were Tokyo, Kanagawa Prefecture, Chiba Prefecture, Aichi Prefecture and some part of Osaka Prefecture, but plans call for expansion to cities around the size of prefectural capitals in during fiscal 2011 and to all major cities nationwide during in fiscal 2012. Devices that support Xi™ have been steadily put on the market since the service was launched, such as USB data terminals L-02C and F-06C and mobile Wi-Fi routers L-09C and BF-01C. Compatible tablets and smartphones are planned to launch from fall to winter 2011.

Our goal is to raise the current download speed by 2.5 times to 100Mbps by 2014 and achieve a speed equivalent to optical fiber lines. Moreover, in January 2011 we received a preliminary license to test LTE-Advanced, a communications protocol that is even faster than LTE, and have begun testing. In an indoor signal transmission test in a simulated environment, we successfully transmitted a signal at a download speed of approximately 1Gbps and an upload speed of approximately 200Mbps. DOCOMO plans to continue carrying out R&D going forward to further increase the speed and expand the capacity of the Xi™ service.

- * 1 Maximum communications speed in a partially indoor area. In outdoor and other areas, the maximum download speed is 37.5Mbps.
- * 2 Communications speeds are maximum speeds based on technical standards. They are not indicative of actual transmission speeds. The service is provided on a best-effort basis, and actual communications speeds will vary depending on the communications environment and network traffic.

Maintaining i-mode Stability a Top Priority

i-mode has grown into one of the world's largest 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 status, 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.

Accommodating Large Events with Two Measures in Combination

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 2010 as well, DOCOMO conducted these special measures to accommodate 39 large events, including fireworks displays in Kanagawa Prefecture, Niigata Prefecture and Fukuoka Prefecture. 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 prevention 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 mobile base station vehicles and mobile power generators.▪ Prepare disaster-response manuals. Plan for disaster response office and other institutional arrangements. Conduct disaster response drills.

Emergency Disaster Information Provided Simultaneously via "Area Mail"

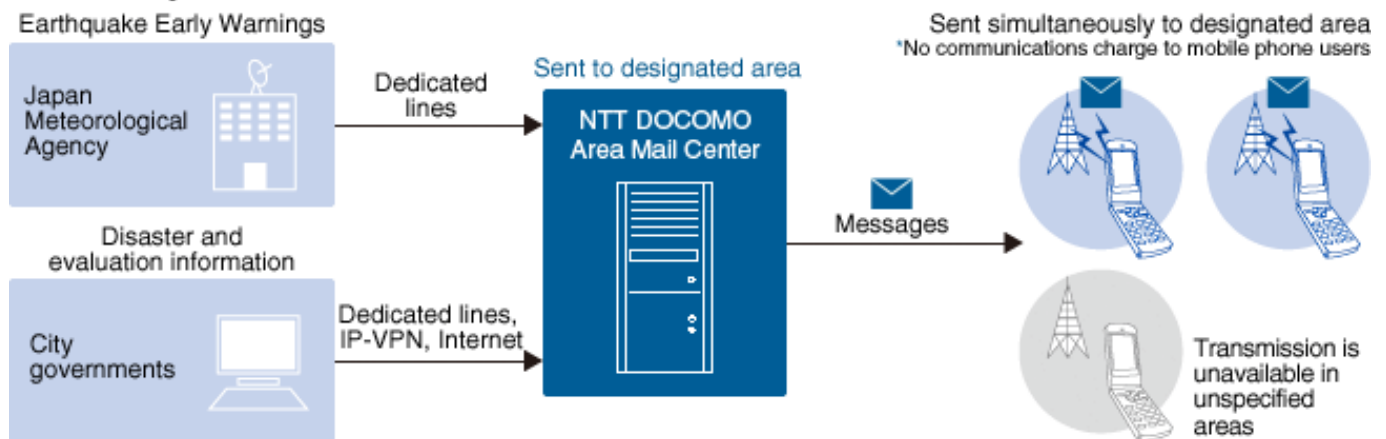
"Area Mail Disaster Information Service," a free service provided by DOCOMO since 2007, enables information to be distributed to mobile phones within a given geographic area wherein it is anticipated to be hit by earthquake which seismic intensity is 4 or above forecasted by the Japan Meteorological Agency. 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 also use Area Mail as a public announcement tool 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, 2011, it is being used by 49 municipal governments. It has earned high marks from the municipalities for allowing them to send out information that greatly impacts the lives of citizens quickly, and for easing the administrative burden on city officials due to its simple operating procedures.

In fiscal 2010, Area Mail (for Earthquake Early Warnings) was adopted as the transmission method for the Earthquake and Tsunami Warning System (ETWS), a system that makes it possible to send out information even faster. We worked to strengthen Area Mail's functionality and developed a way to issue the warnings at the district level in major cities. Such cities have relatively large populations and land area, so if Area Mail is sent to the entire city, it is possible that some citizens will receive information that is not necessarily relevant to them. Distributing information at the district level makes the service more effective.

Moreover, we have waived the sender's Area Mail usage charges (for disaster and evacuation information) as of fiscal 2011, one of the new disaster preparedness prompted by the Great East Japan Earthquake, and are promoting further utilization of the service for the safety and well-being of local communities. 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.

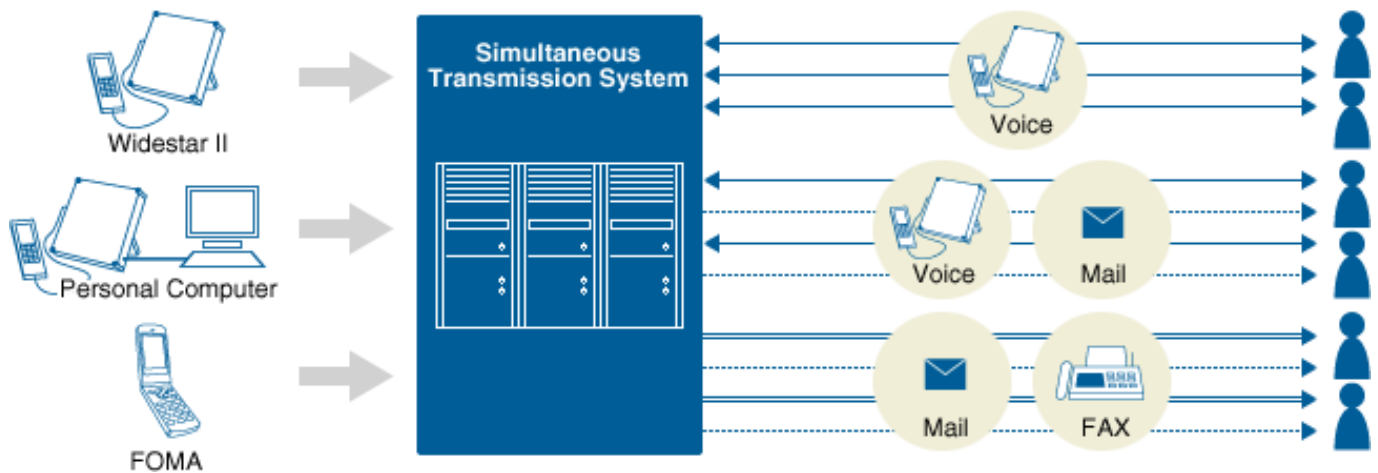
This service enables information to be shared rapidly across a wide area and through multiple measures such as voice, fax and email, using FOMA, Widesstar and other services, which were not possible with conventional group communication services.

When the service was first launched, up to 20 people could participate in group communications using their mobile phones, but we have increased capacity significantly in January 2011 so that now a maximum of 200 users can use the service. As of March 31, 2011 it had been introduced by government agencies, local municipalities, medical institutions, shipping companies, financial institutions, insurance companies and educational institutions. Customers have commented that videoconferencing with multiple sites has become easier to set up and that the service helps expedite emergency meetings.

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.

Going forward DOCOMO will continue working to ensure the stability of the service and further enhance its functionality so that it is more convenient and can be used with greater confidence.

Simultaneous Transmission Service System



Disaster Message Board Service for Smartphones

When a major earthquake or other large-scale disaster occurs, mobile phones often have a difficulty on connecting because large numbers of people call others in the disaster zone to confirm their safety and well-being. DOCOMO offers the Disaster Message Board Service at such times to enable people to register their own status or confirm the safety of others with their mobile phones. The service was also made available to smartphones on sp-mode starting in March 2011.

The Disaster Message Board Service is a dedicated disaster service. When an earthquake with a seismic intensity of over 6-lower, or other major disaster occurs, customers in the disaster area are able to use the service to register their status with their DOCOMO mobile phones or smartphones, and the safety information they registered can be viewed by people all over the world via the Internet or other means. The service can also be set up to send mail notifications to family and friends designated in advance when you registered to the Disaster Message Board Service or used to ask people in the disaster area to register information on their safety with the service.

Disaster Message Board Services had been provided separately by different mobile phone and PHS service providers, but DOCOMO and four other mobile operators worked together to develop a function that allows the different message boards to be cross-searched given their importance as an emergency communication tool during disasters. This feature has been available since March 2010.

The Great East Japan Earthquake that occurred on March 11, 2011 resulted in the service being used 4.47 million times during the period from the day of the earthquake to June 30.

Widestar II Satellite Phone Service



Widestar II

Followed by our Widestar satellite phone service, the next-generation service Widestar II was launched in April 2010.

Using two satellites in geosynchronous orbit over the equator, Widestar and Widestar II cover 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 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 ^{※1} 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 ^{※2} data transmission only on Widestar II, and expansion of the Simultaneous Transmission Service to accommodate up to 200 sites. Since the service was started, there has been a cumulative total of approximately 40,000 subscriptions to Widestar or Widestar II as of March 31, 2011. The service is being widely instituted by local governments, other municipal organizations, media, financial institutions and manufacturers. Going forward, in order to accommodate increasingly complex and diverse needs, we will propose solutions packaged with video transmission, data communications, wireless LAN devices and smartphones.

^{※1} 1 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.

^{※2} 2 P2P is an abbreviation for Point-to-Point. It refers to sending data between two connected points.

Disaster Preparedness Booklet Provides Valuable Information



Cover of "Moshimo ni Sonaete"

In order to promote understanding of disaster preparedness initiatives among even larger numbers of people, DOCOMO distributed a booklet entitled "Moshimo ni Sonaete" (Preparing for disasters), which compiles our cumulative expertise on disaster preparedness and response, to people participating in municipal disaster response drills and other disaster preparedness and response events. The booklet is illustrated and written in a highly accessible style to convey helpful information for disaster preparedness, including details on how to use the Disaster Message Board Service and an overview of the Area Mail Disaster Information Service.

In fiscal 2010 we created another booklet, "Moshimo ni Sonaete: Disaster Message Board Service version," which focuses specifically on how to use the Disaster Message Board Service. The booklet is primarily intended for senior customers with minimal opportunity to use the service.

Going forward we will work to enhance the information contained in the booklets based on DOCOMO's new disaster preparedness planning and provide safety and peace of mind to customers through their mobile phones.

Deploying Mobile Power Generators and Satellite-Entrance Mobile Base-Station Vehicles with Satellite Link



Satellite-entrance mobile base-station vehicles with satellite link

We deploy 70 mobile power generators throughout the country to provide base stations with power during outages. We deployed two additional mobile power generators in fiscal 2010, bringing the total to 72.

In addition, we continue to deploy satellite-entrance mobile base-station vehicles with satellite link to ensure communication with networks using satellite connections. In fiscal 2010, we put one new vehicle into service, so there are now ten vehicles at the ready. When the Great East Japan Earthquake occurred on March 11, 2011, 30 mobile power generators and 31 mobile base-station vehicles, including those with satellite links, were deployed in effort to restore communications as quickly as possible in the disaster region.

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.

Signing Mutual Cooperation 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 disaster 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 disaster preparedness equipment and other cargo to the affected areas.

Cooperative action based on the agreement was conducted for the Great East Japan Earthquake, which occurred on March 11, 2011.

General Disaster Response Drill Held



The Disaster Response Drill

Every year DOCOMO conducts a disaster response drill that simulates a major natural disaster.

In fiscal 2010 we conducted drills on October 7 that simulated a Tokai earthquake. They included transmitting information by connecting a disaster response office set up in the headquarter with all regional offices via teleconferencing and a local drill at Sunpu Park in Shizuoka. The headquarter and regional offices participated in the information transmission drill, and a series of actions were practiced—giving directions, ascertaining and managing the situation, and solving problems that occurred. The drill focused on communications between the headquarter and regional offices in the event a regional office were to suffer damage, and communications between regional offices in the event of extensive damage. Given that a predictive system for a Tokai earthquake is in place, the drill started with directions issued in response to earthquake warnings.

The local drill drew the participation of approximately 110 people, including personnel from DOCOMO, the government of Shizuoka Prefecture, the city of Shizuoka, Shizuoka Prefectural Police Headquarters and the Japan Ground Self-Defense Force. A base station rescue drill was conducted along with drills on assembling disaster response vehicles and personnel, transporting rental mobile phones, transporting restoration equipment, and guiding restoration vehicles. The drills confirmed the effectiveness of coordination between outside agencies and relevant internal departments when a large-scale disaster occurs.

In order to take advantage of the drills as an opportunity to inform people of the effectiveness of mobile phones during a disaster, we invited around 100 representatives of local volunteer disaster preparedness organizations, more than in previous years. A seminar was held on effective utilization of mobile phones during disasters at the Shizuoka City Culture Hall, which is located close to where the drills were held. The seminar gave people the opportunity to acquire first-hand experience of services that are effective in disasters, such as satellite mobile phones and Area Mail.

Going forward, DOCOMO intends to plan and conduct disaster preparedness drills on the basis of the experience of Great East Japan Earthquake and our response to it.

Security & Safety Trade Expo 2010



The Security & Safety Trade Expo 2010

The Security & Safety Trade Expo 2010, a major exhibition for crisis management products, technologies and services, was held at Tokyo Big Sight in October 2010.

DOCOMO's exhibit focused on ICT for raising general disaster preparedness levels and was presented together with other NTT Group companies. It introduced effective solutions and services for major disasters, including Widestar II, a satellite phone service initiated in April 2010, and the Simultaneous Transmission Service.

A questionnaire given to expo visitors revealed the high level of interest in Widestar II, as many customers expressed an interest in disaster preparedness using mobile phones. In fiscal 2011 we intend to continue working to raise awareness of our solutions and services for disaster preparedness.

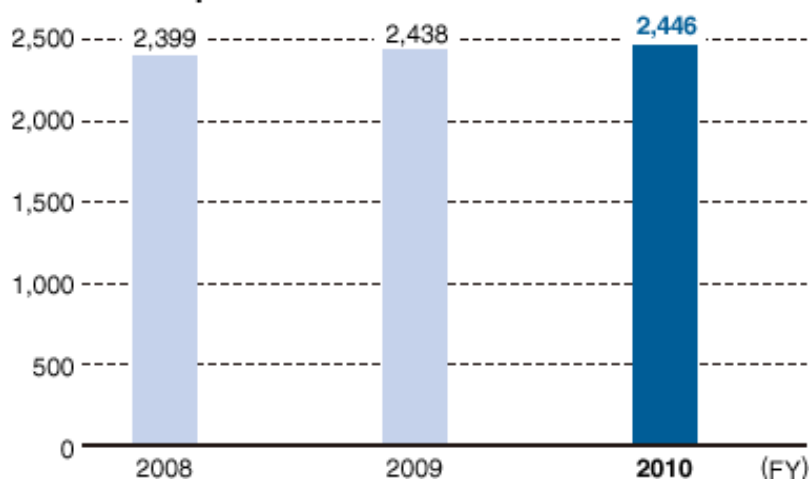
Maintaining Product Safety

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 on electrical properties, durability and other areas 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.

Number of Repair and Service Centers



Flowchart of Standard Product Quality Flow

Process	Work Details	Responsible Group
Design (set guidelines)	<ul style="list-style-type: none"> • Development of mobile phone safety standards 	
Quality testing of prototypes	<ul style="list-style-type: none"> • Confirmation that no harmful materials are used • Performance testing of handset's physical parts • Testing to ensure no overheating of handset • Safety testing of battery packs 	Communication Device Development Department, etc.
Decision to manufacture	<ul style="list-style-type: none"> • Final confirmation of handset safety and performance at development stage 	Service Quality Management Department, sales-related departments, etc.
Quality testing of production models	<ul style="list-style-type: none"> • Testing of handset based on specifications 	Procurement and Supply Department
Market launch		
After-sales service	<ul style="list-style-type: none"> • Repair service, quality control 	Service Quality Department, etc.

Automatic Updating for Mobile Phone Software

When problems occur in the software used by our mobile phones, we publish software that corrects the errors and ask customers to update software of their phones. 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.

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.

Sales of docomo Smartphone LYNX SH-10B Temporarily Suspended

Software bugs were found in the docomo Smartphone LYNX SH-10B, originally launched on the market in July 2010, so sales of the phone were temporarily suspended as of September 9. The problems were fixed, and sales recommenced on October 2.

The following two errors caused the sales to be temporarily suspended.

- 1) There was the potential for third-parties to acquire a record of the customer's keystrokes if a malicious application had been installed on the phone.
- 2) If a comma was used in names registered in the address book, it would sometimes be the case that the send mail may be sent to another person registered in the address book (the person with the same registered name before and after the comma).

We also contacted people who had already purchased the phone (a total of approximately 7,000 phones had been sold as of September 8, 2010), and provided software to solve the first error by September 13 and the second error by September 24. Products with the updated software were ready and nationwide sales were recommenced.

We sincerely apologize to our valued customers for the trouble and inconvenience this incident caused. We will continue working to improve our service. Your kind understanding is appreciated.

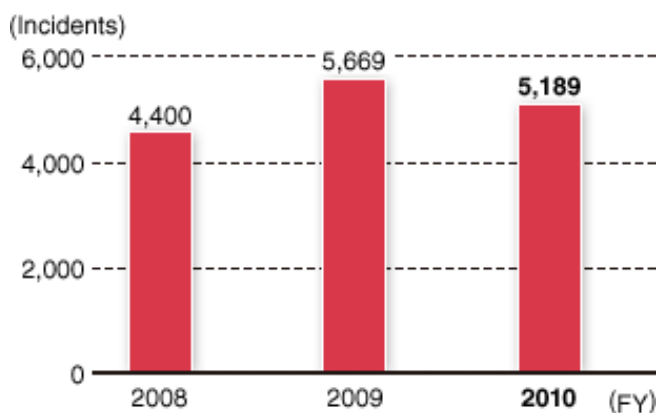
Basic Approach & FY2010 Highlights



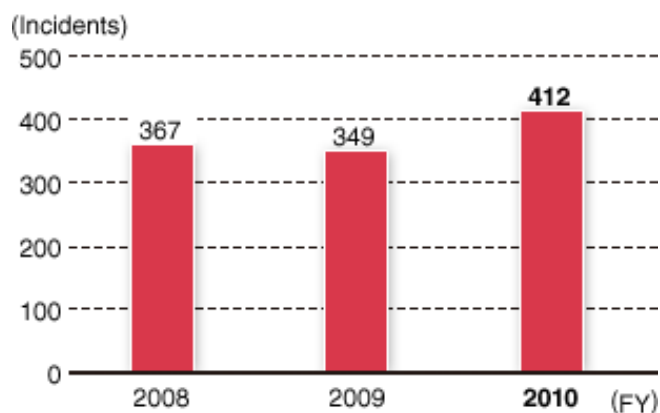
Positives and Negatives of Widespread Mobile Phone Use

Widespread use of mobile phones has changed people's lifestyles and helped make communication more convenient and enriching. However, at the same time, new social issues have arisen in the form of access to inappropriate websites and use of mobile phones for criminal purposes. DOCOMO's share of the Japanese mobile phone market is around 50%, which amounts to some 58 million customers, so as the industry's leading company we are working to bring about a society with safe and secure mobile communications while proactively addressing the negatives associated with mobile phones.

Incidents of Billing Fraud



Illegal Actions by Dating Sites



From National Police Agency reports and releases

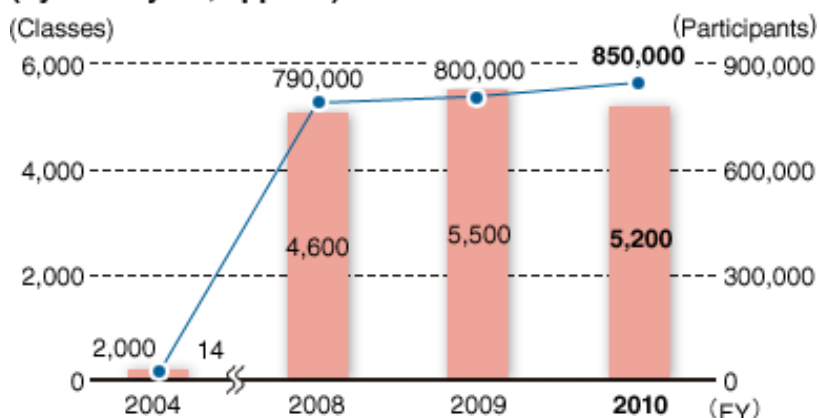
Main Initiatives Related to Safety and Security

Ensuring Safe Use by Children

Mobile phones are used by approximately 30% of elementary school students, 60% of middle school students and 90% of high school students. In order to prevent children and young people from coming into contact with harmful information on mobile sites or encountering illegal activity or other trouble on so-called dating sites, DOCOMO provides the Access Restriction Service to prevent access to inappropriate websites. Since April 2009 we have required new underage customers to apply for this service in principle. In addition, we also offer customizable Access Restriction Service that can be set by parents and guardians to restrict site access.

We are also making efforts to raise awareness of these issues among children. DOCOMO employees serve as instructors for Mobile Phone Safety Classes, where participants are taught rules and etiquette for mobile phone use and how to deal with crime and other potential trouble. The classes have been held at schools around the country since fiscal 2004. In fiscal 2010, we held 5,200 classes for approximately 850,000 participants. In total, some 3.12 million people have attended the approximately 19,300 classes held to date. Moreover, just as last year, in fiscal 2010 we consulted with school boards in all of Japan's prefectures and distributed an educational video based on the classes to approximately 32,000 schools nationwide.

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



Addressing the Aging of Japanese Society



Mobile Phone Safety Class for seniors

As Japan's population has aged and more and more seniors have come to use mobile phones, there has been an increase in incidents of remittance soliciting fraud and other illicit activity.

DOCOMO has responded by holding Mobile Phone Safety Classes for seniors since 2009.

In fiscal 2010, we held roughly 800 classes, which were attended by approximately 17,700 people. In total some 32,400 people have attended the approximately 1,400 classes held to date.

Creating a Safer, More Secure Mobile Society

Internet access via mobile phones has been increasing with the emergence of smartphones, and online content is expected to diversify still further with extra-high-speed next-generation LTE service, Xi™ ("crossy") provided by DOCOMO. Given these developments DOCOMO began providing the Access Restriction Service for smartphones.

The Mobile Society Research Institute, administered by DOCOMO, conducts surveys and research to shed light on the positive and negative aspects of mobile phones. Findings are disseminated in Japan and overseas. In addition, the Advisory Board, which consists of prominent figures from outside the company, provides valuable recommendations on social issues associated with the popularity, widespread use and convenience of mobile phones, as well as on the role of DOCOMO in addressing these issues.

While making close reference to the board's recommendations, DOCOMO intends to strengthen all initiatives for protecting customers from new forms of crime and other trouble associated with mobile phone abuse. We will also raise awareness and make proposals related to the creation of an even healthier mobile society.

Topic #1

Mobile Phone Safety Classes Deepen Communication with Seniors

Akika Okubo
Mobile Phone Safety Classes Service Center, DOCOMO Service Inc.



Mobile Phone Safety Classes for seniors straightforwardly introduce ways to protect oneself from potential trouble as well as basic phone operations. In recent years an increasing number of senior customers have participated without telling their families because they want to surprise them with their ability to use a mobile phone. When I see the passion of customers like this at the classes, I imagine them talking excitedly with their wonderful families on the phone, which brings me great joy. Mobile Phone Safety Classes remind me in a real tangible way that mobile phones can be a tool for deepening bonds between people.

Topic #2

Promoting a Safe and Secure Mobile Phone Society Based on Advisory Board Recommendations

Hiroshi Ogiwara
Corporate Strategy & Planning Department



DOCOMO has established the Advisory Board to solicit the opinions and recommendations of leading outside experts in various fields on overall management. The Advisory Board, which held a meeting on August 2010, acknowledges DOCOMO for holding Mobile Phone Safety Classes and for our other efforts to protect young people from societal problems that have occurred with the popularity, widespread use and convenience of mobile phones. And, we have accepted the board's recommendation that we reach out even more actively to the general public. DOCOMO will continue to help create a safe and secure mobile society through its business operations and CSR activities based on the suggestions of the Advisory Board.

Addressing the Impact on Children

Protecting Children from Trouble Associated with Mobile Phone Use

Mobile Phone subscribers in Japan totaled approximately 120 million as of March 31, 2011, which is close to one per person. Many children are 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.

Given the increasing popularity of smartphone in recent years, the Access Restriction Service provided on i-mode has also been made available on sp-mode since fiscal 2010.

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.

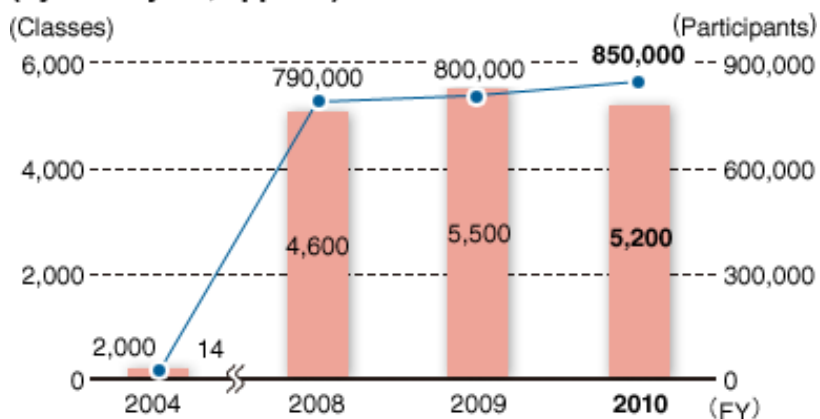
Mobile Phone Safety Classes

Mobile phones are now used in just about every aspect of life, so using them safely and securely and following the proper rules and etiquettes are important concerns. In addition, recently, there has been an increase in children encountering crime and other troubles associated with mobile phones, such as inappropriate dating sites and fictitious bills.

In light of this, DOCOMO has held Mobile Phone Safety Classes since 2004 to raise awareness of rules and etiquette for mobile phone use and how to deal with crime and other troubles. Instructors are sent to schools and organizations around the country to hold the classes. In fiscal 2010, approximately 5,200 classes were held and participants numbered around 850,000 people. On a cumulative basis, the classes have been held around 19,300 times and roughly 3.12 million people have attended.

The textbooks used in Mobile Phone Safety Classes incorporate the latest information and examples. The text for elementary school children received a prize for excellence at the 7th Consumer Education Materials Awards (for corporations and industry associations) held by the National Institute on Consumer Education and announced on March 23, 2010. DOCOMO will continue to improve the curriculum and texts and work to create an environment where mobile phones can be used safely and securely.

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



Mobile Phone Safety Class Educational Video Distributed to Nationwide Elementary and Junior high Schools

We create an educational video (DVD) based on the Mobile Phone Safety Classes for teachers who want to teach students about how to use mobile phones safely and securely.

The DVD includes a beginner's edition that explains how to use mobile phones safely and securely as well as basic rules and etiquettes for mobile phone use. It is intended for children who have just started using mobile phones or will use them in the future. There is also a practical edition that uses concrete examples from the perspectives of both perpetrators and victims to go over how to use mobile phones safely and securely, rules and etiquette for mobile phone use, online communication and privacy issues including the personal information leakage. It is intended for children who already have experience with mobile phones. There is also an edition for guardians and teachers that look into the relation between children and online world. A teacher's guide was also included with the fiscal 2010 version of the video. It contains teaching tips and class curriculum samples.

The video allows teachers to conduct a Mobile Phone Safety Class by just pressing the "Play" button. It is currently utilized at many schools in homeroom classes, special safety classes and meetings with parents and guardians.







In fiscal 2010 we again consulted with school boards in all Japan's prefectures and distributed the video free of charge to 32,000 elementary and junior high schools around the country. We also began holding a new seminar for teachers and school officials to provide information on how to effectively utilize the video and how to develop classes based on it.

Greater Functionality for Access Restriction Service (Filtering Service)

DOCOMO provides the Access Restriction Service (filtering service) to block access to online dating sites and other inappropriate websites before any problems occur. There are filtering services intended for younger elementary school students, older elementary school students, junior high 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. Along with a time settings feature, which allows access to be restricted at one-hour intervals for each day of the week depending on the child's usage patterns, in fiscal 2010 we improved the service by allowing the customer to enable or disable i-mode Mail during restricted time periods. Moreover, given the recent increasing popularity of smartphones, the Access Restriction Service and Access Restriction Customizer feature have also been made available on sp-mode. In an effort to encourage use, information introducing these features is included in invoices and mobile phone catalogs so that children can use our products safely and securely.

Underage customers subscribing to i-mode for the first time are enrolled in mail filtering, in principle, under the Youth Internet Environment Development Act ^{※ 1} of April 2009.

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

	Types of Access Restriction Services	Site Filtering		【Apply for Added Feature】 Access Restriction Customizer
		i-mode Menu Sites	General Sites	
For Younger Elementary School Students	Web Restriction ※ 2 Restricts access to websites and permits only voice calls and mail.	 Excluding a portion of websites provided by DOCOMO		Site Settings Allows access to individual sites otherwise subject to access restriction.
For Older Elementary School Students	Kids' i-mode Filter Allows access to i-mode menu sites except bikini model sites and community sites, etc. General sites cannot be accessed.	 i-mode menu sites other than those below	 All sites other than i-mode menu sites	Category Settings Allows changes to categories of sites subject to access restriction. Time Settings Restricted access times for websites can be customized. i-mode mail filtering can be toggled in relation to restricted access times for websites (calls can still be made)
		 Websites that fall under a restriction category, such as bikini model sites and social networking sites ※ 3		
For junior high / high school students	i-mode Filter Allows access to i-mode menu sites and regular sites, except sites in access restricted categories and EMA ※ 4 certified sites.	 Websites other than those below, sites set up by the EMA ※ 4		
		 Websites that fall under a restriction category ※ 3		

※ 2 Category settings on access restriction customizer cannot be used with the web restriction service.

※ 3 Access restriction categories are as follows:

Illegal (actions deemed illegal, drugs deemed illegal, inappropriate use of drugs); Inappropriate advocacy (military/terrorism/extremism, weapons, accusations/libel, suicide/runaway, general); Adult (sexual acts, pornographic images, adult entertainment, adult search engines/link sites); Security (hacking, inappropriate code distribution, public proxies); Gambling (general gambling); Dating (dating/matchmaking, marriage agencies); Grotesque (grotesque); Occult (occult); Communication (online chatting, message boards, IT message boards); Adult oriented (entertainment magazines, smoking, drinking, alcoholic products, swimwear/underwear/fetish images, erotic writing, cosplay (dress-up))

Access to sites and applications that match the above categories are restricted based on URL information registered in the URL database provided by NetStar Inc. Access cannot be restricted based on individual content.

※ 4 Abbreviation of the Content Evaluation and Monitoring Association.

Hotline for Concerns regarding Mobile Phone Use by Children

The "docomo Anshin Hotline" (docomo Family Safety Hotline) responds exclusively to questions and concerns on trouble related to mobile phone use by children, phone etiquette, anti-spam email measures and other safety and security services provided by DOCOMO. In fiscal 2010 the hotline received approximately 330,000 inquiries on the Access Restriction Service, anti-spam email measures and other services.

Many customers who called the hotline commented that they wanted time settings on the Access Restriction Service to apply not only to online browsing but also to mail. Responding to this feedback, we improved the service to make it possible to restrict sending and receiving i-mode Mail. In addition, we made it easier to report information on spam email. Instead of having to enter the date received, sender and other information, customers with certain phone models launched in the winter and spring now only have to select Report Spam on the submenu of the inbox screen.

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.

Assistance for Seniors

Mobile Phone Safety Classes Held for Seniors in Accord with Aging Society

In light of the ongoing aging of Japanese society, we have sent instructors to local community groups and other organizations to hold Mobile Phone Safety Classes for seniors since 2009. Around 800 classes were held in fiscal 2010 and some 17,700 people participated. To date, approximately 1,400 classes have been held, drawing the participation of roughly 32,400 people.

The class curriculum is divided into two sections. The first section is on how to avoid becoming a victim. It goes over measures for protecting oneself from remittance soliciting fraud and other crimes that affect many seniors. The second section is on how to protect oneself in disasters. It introduces disaster preparedness services like the Disaster Message Board Service and Area Mail Disaster Information Service as well as procedures for lost phones. Since 2010 the curriculum has included hands-on practice using mobile phone functions. This was implemented because many customers indicated to us that they wanted to actually use a mobile phone and not just listen to a presentation.

Dealing with Spam Email and Nuisance Calls

Continuing to Strengthen Measures to Eliminate Spam Email

We continue to strengthen anti-spam email measures and functions to ensure customers can use i-mode Mail with total peace of mind. These measures are being carried out under a basic policy of not allowing spam email to be sent, blocking mail with unknown addresses used to collect mail addresses, and providing settings to prevent spam email from being received.

For example, in fiscal 2009 we began selling phone models with functions that allow receive/block settings for spam emails. The number of settings was also increased from 40 to 120. In addition, on 13 models launched from winter 2010 to spring 2011, we added a spam email reporting function. The user just needs to select the spam message, select Report Spam on the submenu and then press the send button. This makes it possible to provide spam email information to DOCOMO.

Anti-spam email measures that DOCOMO has implemented have had some success, but spammers' trick and spam patterns are becoming increasingly diverse and sophisticated on nearly daily basis, so we continue to receive inquiries and questions from customers. We plan to continue strengthening measures that make using mail a more pleasant experience for customers.

Nuisance Call Blocking Service Automatically Ends Calls

The Nuisance Call Blocking Service is provided as a countermeasure against nuisance calls and prank calls. When a call comes in from a number preregistered as a nuisance caller, the service responds with an automated voice message that states it is not possible to connect to the person being called. This automatically ends the call without the call being registered in the user's call history.

Providing Options for Manner Conscious Customers

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, for safety purposes such as while driving and for the places where mobile phone use is prohibited.

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.

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 remittance soliciting fraud perpetrated with mobile phones obtained with fraudulent subscriptions.

Main Measures to Prevent Remittance Soliciting Fraud

Tougher Screening Upon the Subscription

- Payment methods for usage charges for individual subscriptions limited to a credit card or direct account withdrawal in principle. Credit card or ATM card to be applied confirmed at a docomo Shop or other outlet.
- Customer information who fail to identify themselves when requested by the police, and to whom the services are discontinued, are commonly shared among 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, we have put countermeasures in place that put restrictions on use of Xi™ ("crossy") and FOMA voice and packet communications when it becomes apparent 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 list 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" Remotely

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

DOCOMO is able to block all mobile phone functions remotely, including Mobile Wallet function, when contacted by customers whose phones have been lost 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

Preventing Personal Information Leaks Through Stronger Security Measures and Trainings



Text book used for training at docomo Shops

DOCOMO handles customer information for 58 million individuals and corporations, so we put special emphasis on security measures that protect against information leaks.

Employees with access to systems that manage customer information are kept to the minimum and information that can be handled by any one employee is restricted. Moreover, biometric authentication ^{* 1} is required every time a system is used and usage logs are checked on a regular basis. In addition, the information is managed under encryption, which renders it useless even if taken out without authorization.

In order to further raise the awareness of employees regarding protecting personal information on the basis of these measures, we provide training for all employees and executives, including short-term contract employees, at least once a year. Training is also held at least once a year for the docomo Shops, and every month we check to ensure that information management is being conducted 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.

[TOPIC] First in Japan to Acquire ISO/IEC 27011 Security Certification

In September 2010 we became the first in Japan to acquire certification for ISO/IEC 27011, a security standard for mobile communication providers, together with the safety standard on information security in the telecommunications sector for operation and maintenance of the CiRCUS system that provides the i-mode service.

Being certified means that the i-mode service, which is used by some 48 million customers, is provided under a robust security framework that guards against cyber attacks, network congestion, spam email, hardware and application malfunctions and other threats. However, information security risks are changing every day, so we will continue improving and strengthening security as a leading mobile communications company.

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.

Keeping Children Safe

Lost Child Search Service Provided at Major Shopping Center

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 and 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 connectivity 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.

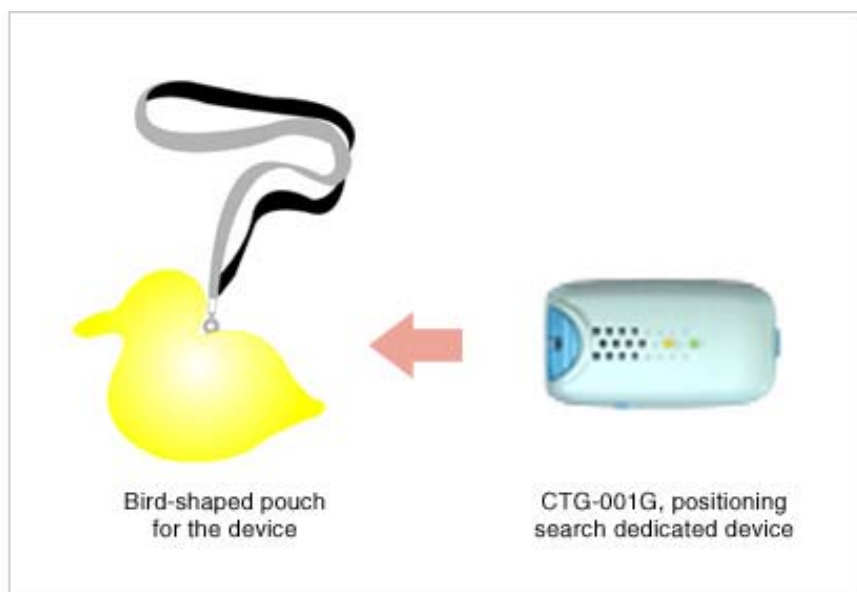
※ 1 The In-Building Mobile Communication System uses small base stations installed inside high-rise buildings and underground malls to provide stable wireless communications.

※ 2 Flash[®] is a generic term for type of software used primarily to create images, video and audio, and contents produced with using those software.

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



Lost Child Search Service
(search results screen)



Lost Child Search Kit

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



F-05A, Kids' PHONE



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, calls 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 features for safety and security are included the restriction who can be called unless those are not registered in the phone book. Kids' Mode which allows guardians to create a PIN number that keeps children from changing the phone's settings. The "Anshin Setting menu" which allows guardians to enable settings that turn on the crime prevention buzzer, restrict uses of 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.

In addition, some models provide the Parent/Child Mode, which prevents children from changing settings parents do not want them to change, free of charge with no application necessary. Functions parents do not want children to use like i-mode, Mail, i-appli, camera, and One-Seg, can be blocked on an individual basis and security passwords that differ from the child's password can be set by the parent or guardian.

Research and Development for the Future

Research into the Positives and Negatives of Mobile Phones

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 positive and negative aspects of widespread mobile phone use from an independent perspective. Its findings are publicized both in Japan and overseas.

Institute Research Activities in Fiscal 2010

Research Symposium Considers Utilization of Mobile Spatial Statistics

Mobile spatial statistics are statistics derived from operational data compiled in the course of providing telecommunications services that are used to build and further develop social information platform. The statistics are estimates of population distribution, movement and composition and are expected to be utilized in a variety of fields, including the public sector, academic research and industry.

DOCOMO held a research symposium with experts in the fields of law, statistics, economics, and consumer marketing to consider ways of utilizing mobile spatial statistics and their overall utility. The results of these discussions were compiled into a report.

Mobile Interaction Society Symposium "Mobile '11"

The Mobile '11 symposium was held by the Mobile Interaction Society on March 10 and 11, 2011. Hiroyasu Yuhashi, lead researcher at the Mobile Society Research Institute, gave a special speech entitled "New Horizons in a Mobile Society Spun by Communication."

Three researchers, Chikako Wakabayashi, Tei Minan, and Kota Saito, also announced their research results.

White Paper on Keitai-Communication 2011 Published



DOCOMO is involved in surveys and research on the both positives and negatives of mobile phones. We surveyed how mobile phones are actually used by children and seniors and compiled the results into a book entitled "White Paper on Keitai-Communication 2011."

 [Mobile Society Research Institute Surveys and Research 2010](#)

White Paper on
Keitai-Communication 2011 Cover

Research Report Contest Fosters Vantage Points on Social Trends Through Mobile Phones



Commemorative photo
after report contest awards ceremony

DOCOMO's Mobile Society Research Institute has been involved in initiatives like information literacy education for young people and anti-spam email measures to help bring about a sound and enriching mobile society. In December 2010, the institute published the White Paper on Keitai-Communication 2011, which sheds light on the characteristics of mobile phones as an information communication medium based on communication behavior, and presents an overview of related changes taking place in society. Data from a large-scale survey conducted in connection with preparing the above report was published and a contest was held for undergraduate and graduate students on utilizing those data in a research report.

Entries were solicited on one of three topics related to the mobile society—generational differences in etiquette, communications that bring people together, and people who do not own mobile phones. The aim of the contest was to foster vantage points on societal trends by their observations associated with mobile phones, the information device students are most familiar with. We received 19 submissions from individuals and groups during the submission period, which lasted from December 1, 2010 to February 7, 2011. Three reports that made it pass the primary screening were announced on March 5.

Advisory Board Formed on Positives and Negatives of Mobile Phones

DOCOMO has established an Advisory Board made up of outside experts and realizes the board's various recommendations into business operations.

One of the particularly important areas in which we have received recommendations is mobile phone safety and security. The Advisory Board convened in August 2010 provided recommendations on initiatives to protect young people from societal problems that have occurred in association with the penetration and convenience of mobile phones. The experts on the board commended DOCOMO for initiatives such as holding Mobile Phone Safety Classes, while also suggesting the need to more proactively reach out to the public. Based on the board's valuable recommendations we intend to continue working to bring about a safe and secure mobile society.

Basic Approach & FY2010 Highlights

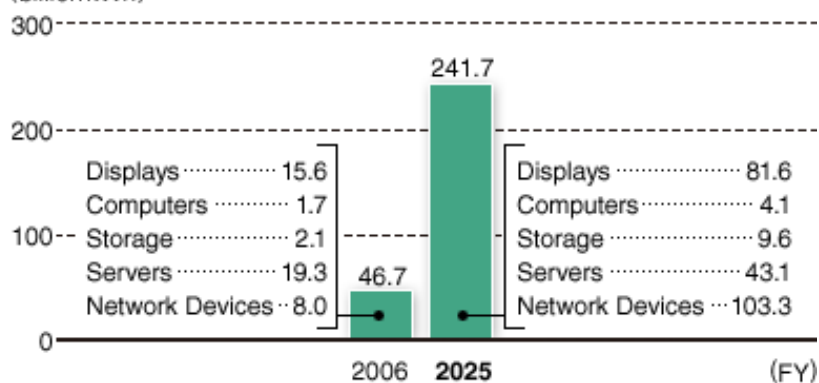


The Problems that Mobile Phone Providers are facing About the Environmental

Giving consideration to the environment is an important part of being a mobile phone provider. Power consumption by communications infrastructure has been increasing with the growing popularity of smartphones and other mobile phones with advanced functionality. In addition, mobile phone recycling is becoming more and more important from the standpoint of effectively using resources like gold, silver and rare metals. Addressing these issues, DOCOMO is working to reduce environmental impact by developing and installing energy efficient facilities and actively promoting recycling programs.

Power Consumption by Communications Network Devices

(billion kWh)



Calculated by Ministry of Economy, Trade and Industry / Green IT Promotion Council (2008)

Main Initiatives for Environmental Protection

Toward Energy Efficient Communications Facilities

Most of the electric power consumed by DOCOMO is used by our communications facilities. For this reason we are endeavoring to make communications facilities more energy efficient while augmenting them to enhance services provided to customers. We are promoting installation of energy-saving equipment and high-efficiency power sources at base stations around the country. We also established the "Tachikawa ICT Ecology Center" in February 2009 as a data center in order to test and to realize cutting-edge energy-saving technologies into practical application. In fiscal 2009 the center verified that carbon dioxide can be reduced by up to 66% by installing new air conditioning technologies, energy efficient servers, and other energy-saving devices. In fiscal 2010 these measures were implemented at a commercial facility and carbon dioxide was successfully reduced by 1,639 tons-CO₂. In fiscal 2011 we plan to steadily expand the range of facilities implementing these proven energy-saving measures.

In order to further reduce environmental impact we are also installing solar power systems on communications infrastructure facilities. We participate in NTT Green LLP, an organization responsible for promoting the NTT Group's Green NTT initiative, and actively promote the initiative as well as our own programs.

Making Effective Use of Limited Resources



Mobile phones collected through the recycling program

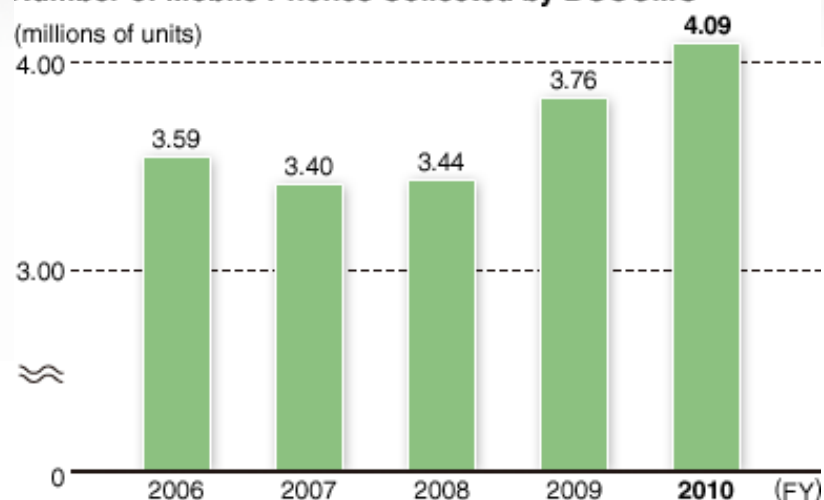
DOCOMO has recycled used mobile phones since 1998. In 2001, we joined forces with the Telecommunications Carriers Association to build the Mobile Recycle Network, which collects mobile phones regardless of the provider or manufacturer. In fiscal 2010 the network collected 4.09 million phones, bringing the cumulative total to 76.64 million.

Resources recovered through the mobile phone recycling process (including gold, silver, copper, and palladium) are reused as industrial raw materials. In addition, scraps produced by the recycling process are effectively reused as cement materials, and plastic materials are effectively reused as auxiliary fuel and recycled plastic.

DOCOMO is also involved in developing products that take the environment into account. For example, the body of the phone TOUCH WOOD SH-08C, which was launched on the market in March 2011, is partially made from thinned hinoki cypress trees that were cut for forest maintenance purposes. Effective use of the thinned trees helps keep Japan's forests healthy, and this fact is communicated to customers as a new form of product value. Moreover, we have joined with Sharp and Olympus, our partners in developing the phone, to jointly donate 1,000 yen per phone sold to the organization "More Trees," which is engaged in forest maintenance projects, in order to support the organization's activities. In January 2011, DOCOMO formulated a new environmental vision, "SMART for GREEN 2020," in order to accelerate these kinds of initiatives. Going forward we plan to further contribute to people's lives and the sustainable development of society as a whole based on this vision.

Number of Mobile Phones Collected by DOCOMO

(millions of units)



SMART for GREEN 2020



CO₂



Creation of a Low-Carbon Society

Reduce the CO₂ emissions of DOCOMO and the society as a whole

Formation of a Sustainable Society

Conduct initiatives to achieve "zero emissions"

Preservation of Biodiversity

Promote activities that give due consideration to biodiversity



OF

Green of ICT



+

BY

Green by ICT



+

WITH

Green with Team NTT DOCOMO



Topic #1

Promoting Mobile Phone Recycling with the Understanding and Cooperation from Customers

Ryo Uematsu
Corporate Citizenship Department



We encourage customers to participate in our mobile phone recycling initiative with total peace of mind by providing information on the recycling process and measures taken to fully protect customer privacy. In fiscal 2010 we created a phone recycling sticker that straightforwardly explains that when a phone is recycled it is made inoperable right in front of the customer. The stickers were sent to docomo Shops around the country. Going forward, we intend to further promote effective use of resources by working to raise awareness of the recycling program through initiatives such as this.

Topic #2

TOUCH WOOD Makes Effective Use of Forest Thinnings

Eiji Yano
Product Department



The body of the TOUCH WOOD phone is partially made from wood that was cut to maintain forests. It features both functionality and a unique bean-shaped design and has the warm feel of wood when held. Forests need to be thinned on a regular basis to maintain them, and TOUCH WOOD represents a new attempt to effectively use forest products that result from thinning as an industrial product. Developing products that take the environment into account is one of the important missions of DOCOMO, and we intend to continue working to fulfill this mission into the future.

FY2010 Medium-Term Environmental Targets and Achievements

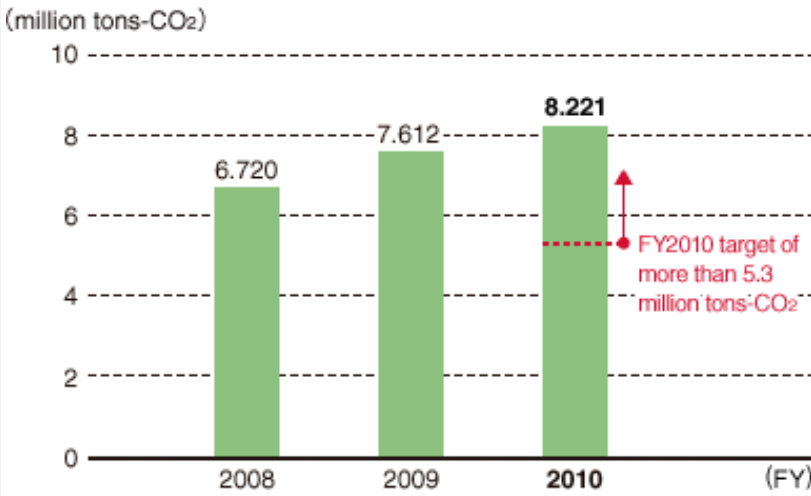
Achievement of FY2010 Medium-Term Environmental Targets for Preventing Global Warming

Under the DOCOMO Global Environmental Charter, DOCOMO established fiscal 2010 targets for preventing global warming. And, in fiscal 2010, the final year, we achieved those targets.

DOCOMO CO₂ Emissions: Targets and Achievements

Target	Reduce DOCOMO CO ₂ emissions in fiscal 2010 to less than 1.17 million tons-CO ₂																
Achievement Level	Achieved (FY2010 CO ₂ emissions: 1.108 million tons-CO ₂)																
Record of Achievement	<p>Target achieved by actively installing energy efficient equipment and other measures</p> <p>(million tons-CO₂)</p> <table><thead><tr><th>Fiscal Year (FY)</th><th>Electric power (million tons-CO₂)</th><th>Other (million tons-CO₂)</th><th>Total (million tons-CO₂)</th></tr></thead><tbody><tr><td>2008</td><td>1.083</td><td>0.000</td><td>1.083</td></tr><tr><td>2009</td><td>1.071</td><td>0.000</td><td>1.071</td></tr><tr><td>2010</td><td>1.108</td><td>0.000</td><td>1.108</td></tr></tbody></table> <p>FY2010 target of less than 1.17 million tons-CO₂</p> <p>Legend: ■ Electric power ■ Other</p> <p>* Calculated with a conversion coefficient of 0.378kg-CO₂/kWh.</p>	Fiscal Year (FY)	Electric power (million tons-CO ₂)	Other (million tons-CO ₂)	Total (million tons-CO ₂)	2008	1.083	0.000	1.083	2009	1.071	0.000	1.071	2010	1.108	0.000	1.108
Fiscal Year (FY)	Electric power (million tons-CO ₂)	Other (million tons-CO ₂)	Total (million tons-CO ₂)														
2008	1.083	0.000	1.083														
2009	1.071	0.000	1.071														
2010	1.108	0.000	1.108														

Society CO₂ Emissions: Targets and Achievements

Target	Make an environmental contribution of more than 5.3 million tons-CO ₂ in fiscal 2010 by providing ICT services								
Achievement Level	Achieved (FY2010 ICT contribution of 8.221 million tons-CO ₂)								
Record of Achievement	<p>Helped reduce society's overall CO₂ emissions by further promoting and popularizing ICT services</p>  <p>(million tons-CO₂)</p> <table border="1"> <thead> <tr> <th>Fiscal Year (FY)</th> <th>CO₂ Emissions (million tons-CO₂)</th> </tr> </thead> <tbody> <tr> <td>2008</td> <td>6.720</td> </tr> <tr> <td>2009</td> <td>7.612</td> </tr> <tr> <td>2010</td> <td>8.221</td> </tr> </tbody> </table> <p>FY2010 target of more than 5.3 million tons-CO₂</p> <p> * Calculated with a conversion coefficient of 0.378kg-CO₂/kWh. * Estimates calculated by the NTT Energy and Environment System Laboratories. </p>	Fiscal Year (FY)	CO ₂ Emissions (million tons-CO ₂)	2008	6.720	2009	7.612	2010	8.221
Fiscal Year (FY)	CO ₂ Emissions (million tons-CO ₂)								
2008	6.720								
2009	7.612								
2010	8.221								

"SMART for GREEN 2020" Environmental Vision for FY2020

Through three Actions in three Themes on environment, DOCOMO will contribute to ongoing betterment of people's lives and the sustainable development of society as a whole.

In January 2011, DOCOMO formulated a medium- and long-term environmental vision for FY2020 called "SMART for GREEN 2020." In order to contribute to ongoing betterment of people's lives and the sustainable development of society as a whole, we will actively apply the "Three Actions"—Green of ICT, Green by ICT, and Green with Team NTT DOCOMO—to the "three Themes on environment": creation of a low-carbon society, formation of a sustainable society, and preservation of biodiversity.

Three Actions



Three Themes on Environment

Creation of a Low-Carbon Society

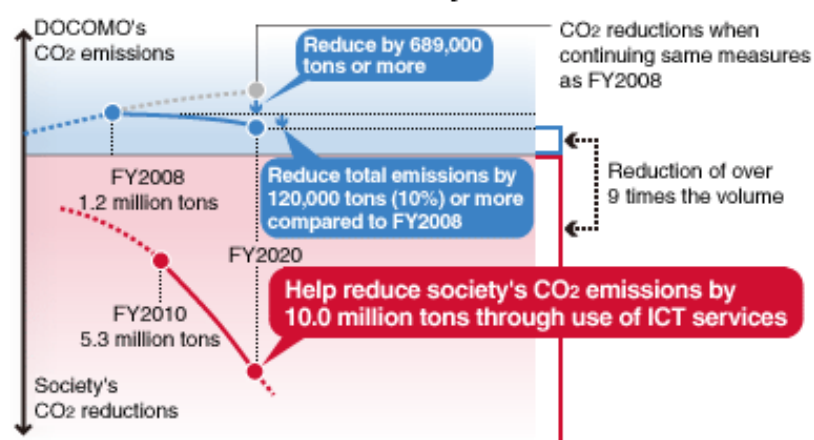
Reduce Our Own CO₂ Emissions

In Japan we will reduce CO₂ emissions by 689,000 tons-CO₂ more than the projected figures based on continuing the same initiatives as fiscal 2008 and reduce total emissions by more than 10% (120,000 tons) compared to fiscal 2008.

Reduce the CO₂ Emissions of Society as a Whole

We will help reduce the CO₂ emissions of society as a whole by at least 10.0 million tons through utilization of ICT services.

Reductions of CO₂ Emissions by FY2020



* Emissions factor for FY2020 target uses 0.33 kg-CO₂/kWh
(released by The Federation of Electric Power Companies of Japan)

Main Initiatives

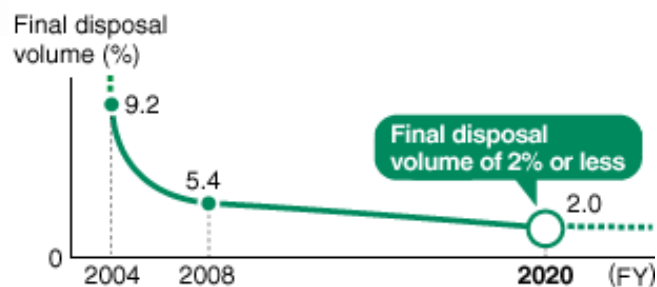
Green of ICT	<ul style="list-style-type: none">▪ Increase energy efficiency of communications facilities and base stations, etc.▪ Promote installation of solar power systems▪ Promote deployment of low-pollution vehicles (hybrids, electric cars, etc.)
Green by ICT	<ul style="list-style-type: none">▪ Promote transparency of CO₂ reductions with ICT services
Green with Team NTT DCOMO	<ul style="list-style-type: none">▪ Promote "eco-mode club," a social contribution activity with employee participation

Formation of a Sustainable Society

Reduce Waste

We will reduce the final disposal volume to 2% or less of total waste and continue "zero emissions (final disposal of 1% or less)" for waste from dismantled communications facilities.

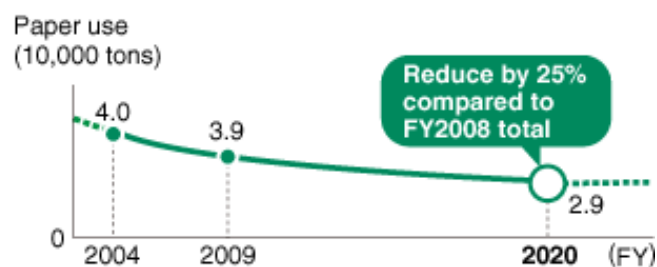
Reduction in Final Disposal Volume by FY2020



Reduce Paper Use

We will reduce total paper volume used for promotional tools by at least 25% compared to FY2008 (total volume of 9,500 tons).

Reduction in Paper Used for Promotional Tools by FY2020



Main Initiatives

Green of ICT	<ul style="list-style-type: none">Promote reuse and recycling of waste from communication facilities, etc.Reduce paper use and promote effective use by converting promotional tools to digital books and promoting closed-loop recycling
Green by ICT	<ul style="list-style-type: none">Provide services and total mobile solutions for reducing CO₂ emissions by our customers and the society
Green with Team NTT DOCOMO	<ul style="list-style-type: none">Mobile phone recycling activitiesParticipate in resource sorting/collection and local cleanup activities

Preservation of Biodiversity

Basic Policies

We will understand the relationship between biodiversity and our business activities and promote initiatives to preserve biodiversity for future generations.

Through Business Activities

All activities on the earth are interconnected and are deeply related to biodiversity, so we will monitor the scope of our impact on biodiversity inside and outside Japan and continue to conduct preservation initiatives that are recognized as effective.

Through Social Contributions

We will promote initiatives aimed at biodiversity protection with stakeholders and disclose accomplishments regardless of their relation to our business.

Forest Maintenance Activities in "docomo Woods"



Nature class in progress

The "docomo Woods" program started in fiscal 1999. One new location was established in fiscal 2010, putting "docomo Woods" in each of Japan's 47 prefectures. We also began holding Nature Classes in fiscal 2010 to convey the riches found in forests and the importance of environmental protection to children by giving them a hands-on experience in nature.

Main Initiatives

Green of ICT	▪ Continue to promote monitoring of the scope and impact of activities inside and outside of Japan based on business characteristics and promote initiatives that has effects on preservation
Green by ICT	▪ Promote tree-planting activities and biodiversity preservation with overseas companies
Green with TEAM NTT DOCOMO	▪ Conduct forest maintenance activities in "docomo Woods" nationwide

Our Initiatives

"Tachikawa ICT Ecology Center" Helping to Increase Energy Efficiency of Communications Facilities

OF

Green of ICT & Creation
of a Low-Carbon Society



Daita Takeuchi

Core Network Development Department
(currently NTT FACILITIES, INC)

To increase the energy efficiency of communications facilities, we are steadily applying measures taken at the "Tachikawa ICT Ecology Center" to facilities in commercial operation. And, with a view to further save energy, we are testing DC-compatible ICT devices that consume power at different rates depending on the load and intelligent air conditioning systems that precisely control air conditioning in line with the fluctuating power consumption patterns of ICT devices.

Promoting Oil Processing from the Plastics Used in Mobile Phones

BY

Green by ICT & Formation
of a Sustainable Society



Hiroki Sugiyama

Frontier Services Department

With the goal of making mobile phone recycling even more effective, in fiscal 2010 we worked to develop technology to thermally decompose plastics used in mobile phones to refine oil, and recover gold and silver from scraps left after refinement. As a result, we found that it is possible to refine fuel oil equivalent to Bunker A from plastic and are currently considering the feasibility of commercialization.

"docomo Woods" Programs Protect Woodland Landscapes and Ecosystems

WITH Green with
Team NTT DOCOMO &
Preservation of Biodiversity



Yoshikazu Iwata

Assistant Manager,
General Affairs Department,
Kansai Regional Office

"docomo Woods" are located in every prefecture in Japan. The Kansai region in particular is home to woodlands close to where people live that have traditionally supported people's lives. In order to restore the landscapes of degraded woodlands and ensure they continue to function as a habitat for diverse plant and animal life, we promote protection activities together with the help of employees and their families. In fiscal 2010 we conducted a total of 14 activities at six locations that included thinning trees and clearing underbrush.

Basic Philosophy

Revising DOCOMO Global Environmental Charter to Achieve New "HEART" Corporate Vision

DOCOMO established its new "Pursuing Smart Innovation: HEART" corporate vision in July 2010 with the goal of generating further growth and new social value in light of ongoing social change. In December 2010 we revised the DOCOMO Global Environmental Charter, originally established in June 2007 as a set of guidelines for promoting environmental protection activities, as a part of efforts to contribute to the development of a fulfilling society for all, one of the goals of "HEART."

Given the international consensus on the importance of preserving biodiversity, one of the basic policies of our new Global Environmental Charter is understanding the impact of our business activities on biodiversity and leaving future generations an environment rich in biodiversity. In addition, the charter clarifies our commitment to helping solve global environmental problems by providing ICT services. DOCOMO intends to continue conducting environmental protection activities at the Group level under the Global Environmental Charter.

DOCOMO Global Environmental Charter (Basic Philosophy)

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.

DOCOMO Global Environmental Charter (Basic Policies)

Conduct Business with the Environment in Mind

- Actively promote environmentally sensitive business activities through provision of ICT services.
- 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: procurement, research and development, sales, and 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.

Preserve Biodiversity

- Understand the relationship between biodiversity and our business activities and promote initiatives to preserve biodiversity for future generations.

Establishment of "SMART for GREEN 2020" Environmental Vision

In January 2011 we established "SMART for GREEN 2020," the DOCOMO Group's environmental vision for fiscal 2020, with the goal of helping to achieve a sustainable society by further reducing CO₂ emissions through the ICT business.

Previously, DOCOMO had set medium-term environmental targets for fiscal 2010 and carried out environmental protection activities under the DOCOMO Global Environmental Charter. The targets were achieved according to plan by the end of fiscal 2010.

"SMART for GREEN 2020" was established based on "THE GREEN VISION 2020," the environmental vision for fiscal 2020 of the NTT Group. It stipulates policies and goals for DOCOMO's environmental initiatives leading up to fiscal 2020. Preserving biodiversity is included as a new priority area.

In addition, we also established a new corporate vision, "Pursuing Smart Innovation: HEART," under which we will strive to generate future growth and new social value in light of ongoing social change. Our environmental vision therefore also represents initiatives in the area of the environment to fulfill our corporate vision. Going forward, under "SMART for GREEN 2020," we will take on creation of a low-carbon society, formation of a sustainable society, and preservation of biodiversity—the three Themes on environment—through the three Actions, which are Green of ICT, Green by ICT, and Green with Team NTT DOCOMO.

Environmental Management Systems

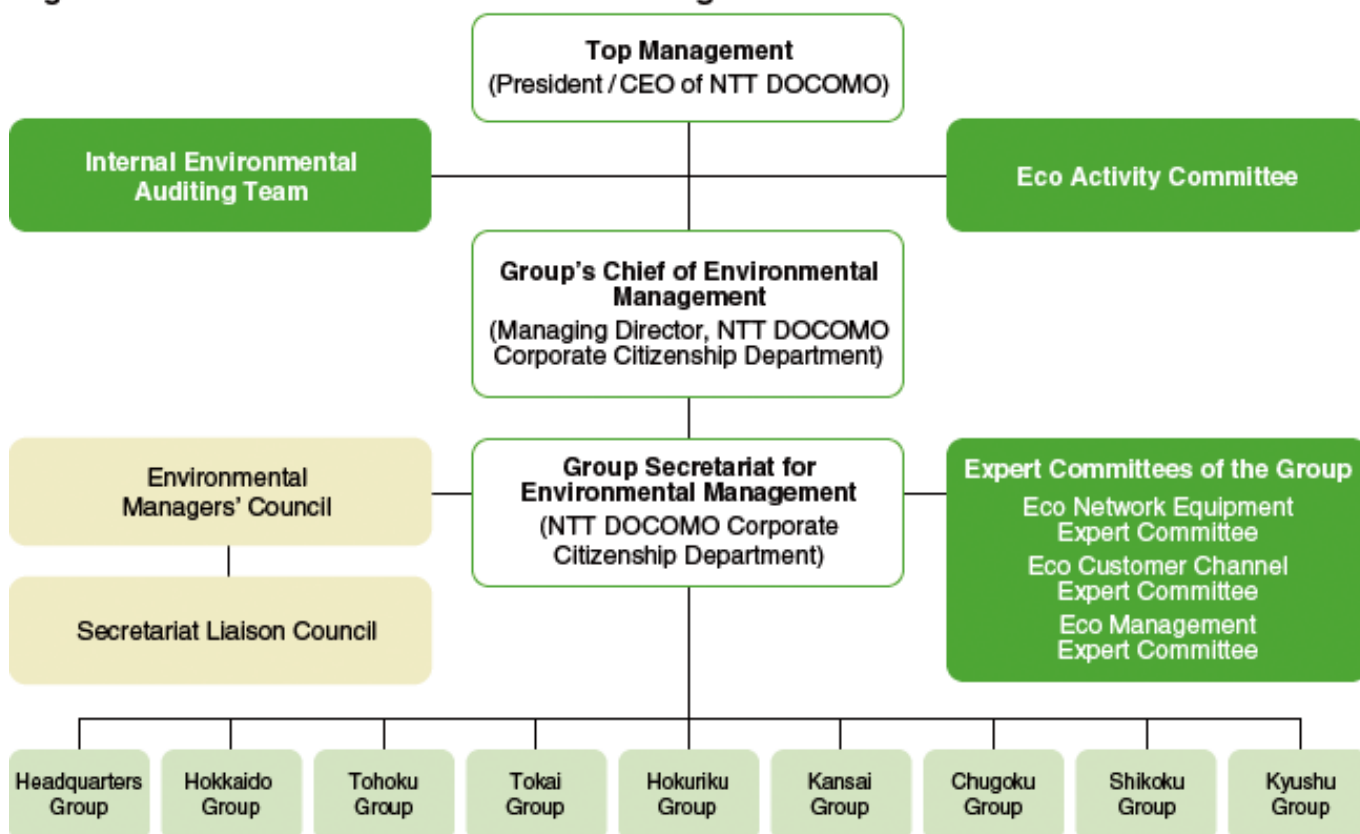
Integrating EMS for Greater Efficiency

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 common 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.

The Eco Activity Committee, Expert Committees of the Group and Environmental Managers' Council all met twice in fiscal 2010 to formulate concrete actions plans for achieving the goals of "SMART for GREEN 2020," our new environmental vision for fiscal 2020.

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 is working to reduce environmental impact in accordance with guidelines it has established for product procurement, research and development, and building construction and operations.

Overview of 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 internal 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 2010. The audits involved interviews based on checklists and inspections of documents and the actual business sites, with an emphasis on training attendance, regulatory compliance and environmental activities by various departments. The audits found that every company was in compliance with the requirements of ISO 14001 and that activities were generally being conducted appropriately in conformance with environmental procedures manuals and other guidelines.

We also conducted an internal auditor training for environmental auditors in order to continue to improve the EMS, which is now in its fourth year.

In fiscal 2011 we intend to review auditing methods and conduct efficient, effective audits.

Compliance with Environmental Laws and Regulations

Compliance with Environmental Laws and Regulations

DOCOMO complies with environmental laws and regulations, including the Act on the Rational Use of Energy (Energy Conservation Act), Air Pollution Control Act, Waste Management and Public Cleansing Act, the Tokyo Metropolitan Government's mandatory reduction scheme, and other municipal ordinances related to global warming, and implements interdepartmental energy-efficiency measures throughout the country.

Proper Management of PCB Waste

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

DOCOMO has voluntarily established the PCB Item Management Procedure Manual in accordance with the Act on Special Measures concerning Promotion of Proper Treatment of PCB Wastes 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. Under the PCB Special Measures Act, companies that store PCB waste must appropriately dispose of it or contract for its disposal by July 2016. At present, the NTT Group, including DOCOMO, is reviewing disposal methods.

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 Activity](#)

Environmentally-Friendly Printing

Catalogs and other materials are made of environmentally friendly paper in line with the Purchasing Guidelines for Printing and Copying Papers of the Green Procurement Network ^{※ 2}. 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. In fiscal 2010, we increased categories of promotional tools made with recycled paper from four to six. And, in fiscal 2011, we plan to further increase use of recycled paper and increase the amount of used promotional tools collected from docomo Shops and other sources.

※ 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 of the materials from forests certified by the Forest Stewardship Council (an international non-governmental organization) for being properly managed.

Environmental Accounting

Environmental Accounting Data for Fiscal 2010

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: April 1, 2010 to March 31, 2011

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	FY2010		FY2009		YoY Change	
		Investment	Expense	Investment	Expense	Investment	Expense
(1) Internal business area costs		614	12,100	836	11,868	(222)	232
(1) -1 Pollution prevention costs	Prevention of water contamination, proper PCB disposal	0	24	0	6	0	18
(1) -2 Global environmental protection costs	Installation of solar and wind power systems, etc.	605	10,445	836	10,103	(231)	342
(1) -3 Resources recycling costs	Installation of water treatment systems, etc.	9	1,631	0	1,759	9	(128)
(2) Upstream/downstream costs	Compliance with Containers/Packaging Recycling Act, etc.	153	272	16	176	137	96
(3) Management costs	ISO certification/renewal, etc.	52	2,969	21	2,428	31	541
(4) R&D costs	Research on energy/resource efficient communications facilities, etc.	1,332	2,825	956	2,899	376	(74)
(5) Social contribution costs	docomo Woods and other tree-planting initiatives, etc.	0	82	0	47	0	35
(6) Restitution for environmental damage	Not applicable	0	0	0	0	0	0
Total		2,150	18,248	1,829	17,418	321	830

* 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)	FY2010	FY2009	YoY Change
(1) Benefits derived from internal business area costs	1. Benefits related to resources invested in business activities	Electricity usage (including CGS power) (1,000kWh)	2,814,866	2,735,061	79,805
		Paper usage (tons)	29,934	35,770 * 1	(5,836)
		Paper reduced by e-billing (tons)	835	780	55
	2. Benefits related to environmental impacts and waste from business activities	Greenhouse gas reduction (tons-CO ₂)	1,210,437	1,249,456 * 1	(39,019)
		Industrial waste reduction related to communications facilities and buildings (tons)	15,032	17,283	(2,251)
(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)	1,575	1,465	110

* 1 FY2009 figures have been revised based on changes to the scope of calculations.

Economic/Practical Benefits of Environmental Protection Measures (unit: million yen)

Major Benefits		FY 2010	FY 2009	YoY Change
Revenues	Sales revenues associated with dismantling communications facilities and buildings	337	327	10
Cost reductions	Reduced fuel costs from low-emission vehicles	4,849	4,658	191
	Reduced purchasing costs from reuse of dismantled communications facilities	7,778	13,632	(5,854)
Total		12,964	18,617	(5,653)

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. Each Expert Committee identifies environmental issues and then sets and manages interim and annual targets and action plans. The targets identified by each Committee apply to the Group-wide goals and cross-organizational efforts to reduce global environmental impact.

FY2010 Initiatives and FY2011 Targets and Action Plans

Eco Network Equipment Expert Committee

To achieve the fiscal 2010 target of reducing greenhouse gas emissions to less than 1.17 million tons-CO₂, we actively installed power-saving devices, instituted new technologies verified at the Tachikawa ICT Ecology Center, and conducted a variety of other measures. We met the target as a result, lowering emissions to 1.108 million tons-CO₂.

(Emissions coefficient: 0.378kg-CO₂/kWh)

The following targets and action plans have been established for fiscal 2011.

Eco Network Equipment Expert Committee	
FY2011 targets	Main action plans for targets
Continue promoting individual environmental initiatives to reduce greenhouse gas emissions	Actively install high-efficiency, low-power consumption equipment to make network facilities more environmentally sensitive
	Reduce conversion loss by installing high-efficiency power supplies and air conditioning systems
	Introduce new highly environmentally efficient technology
	Install solar power systems
Continue promoting individual environmental initiatives to reduce the final disposal ratio for waste	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

We worked to develop and provide environmentally sensitive products and reduce the number of marketing tools to be disposed, launching the TOUCH WOOD phone and reducing the number of disposing marketing tools stored in storehouses.

The following targets and action plans have been established for fiscal 2011.

Eco Customer Channel Expert Committee	
FY2011 targets	Main action plans for targets
Plan and provide products that enable customers to perceive and experience "eco" firsthand	Develop and offer environmentally-friendly products
Increase awareness of used mobile phone recycling to at least 83%	Adequately explain disposal methods for unwanted mobile phones to customers
	Participate in events and create promotional tools to raise awareness
Collect at least 4.41 million used mobile phones	Inform customers switching from mova to FOMA of our mobile phone recycling initiatives
	Create recycling opportunities
Actively develop mobile solutions to increase customer business efficiency and reduce environmental impact	Track CO ₂ reduction resulting from provision of FOMA ubiquitous modules
Reduce general catalog disposing volume	Limit inventory disposal to less than 5% of total produced
Reduce user guide disposing volume	Limit inventory disposal to less than 15% of total produced
Promote closed-loop recycling and increase marketing tools printed on closed-loop recycled paper to seven types	Increase quantity of non-regular publications printed on closed-loop recycled paper
Effectively utilize various media and strengthen accountability for environmental initiatives	Develop our environmental communications
	Communicate our environmental information (CSR Reports) outside the company
	Utilize mobile phone recycling to help preserve biodiversity

Eco Management Expert Committee

With respect to the fiscal 2010 target of providing ICT services to make an environmental contribution equivalent to 5.3 million tons-CO₂, we worked to promote and popularize ICT services, and as a result were able to help reduce society's overall CO₂ emissions by 8.221 million tons-CO₂.

The following targets and action plans have been established for fiscal 2011.

Eco Management Expert Committee	
FY2011 targets	Main action plans for targets
Promote initiatives for reducing greenhouse gas emissions at offices	Calculate and manage office totals to reduce greenhouse gas emissions
	Partner with the NTT Group to promote use of renewable energy sources
	Promote use of low-pollution vehicles (electric and hybrid vehicles)
	Promote installation of LED lighting
Use environmental communications to increase the DOCOMO group's awareness and understanding of environmental issues	Implement policies to raise environmental awareness through the "eco-mode club"
	Conduct educational activities through distribution of the CSR Report (printed and Web-based)
	Conduct environmental education for all employees
Help society reduce overall greenhouse gas emissions by providing ICT services	Promote measurement of ICT effect
	Promote practical application of research on environmental technologies
Continue to promote environmental contributions and help preserve biodiversity through forest maintenance activities at nationwide docomo Woods	Promote forest maintenance
Promote initiatives for reducing the final disposal ratio for office waste	Raise the recycling rate by contracting disposal companies with high recycling rates

Environmental Impacts of Business Activities

Identifying and Reducing Environmental Impacts

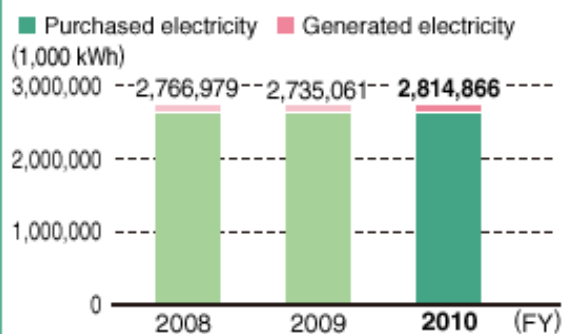
DOCOMO is working to identify and reduce environmental impacts at each stage of its business activities. Along with other initiatives, we are taking part in not only reducing the environmental impacts of our activities but also in recycling used handsets.

Material Balance

Materials Used

Energy / Resources

Electricity consumption



Unit: 1,000 kWh

FY	2008	2009	2010
Purchased	2,656,518	2,622,199	2,701,567
(Communications facilities)	2,442,434	2,404,652	2,480,967
Generated	110,461	112,862	113,299
Total	2,766,979	2,735,061	2,814,866

Fuel consumption

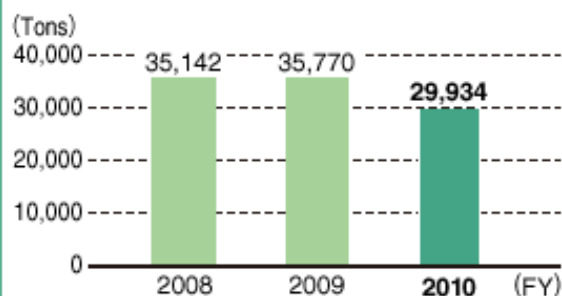
Natural gas: 35,272 thousand m³

Fuel oil: 55 kl

Diesel oil: 198 kl

Gasoline (for vehicles): 3,230 kl

Paper consumption

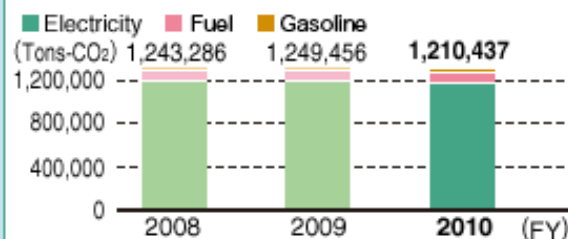


* FY2008 and FY2009 figures have been revised based on changes to the scope of calculations.

Waste / Emissions

Greenhouse Gases / Waste

Greenhouse gases



Unit: Tons-CO₂

FY	2008	2009	2010
Electricity	1,164,682	1,169,812	1,123,247
(Communications facilities)	1,071,923	1,075,490	1,031,294
Fuel	70,543	71,691	79,469
Vehicles	8,061	7,953	7,721
Total	1,243,286	1,249,456	1,210,437

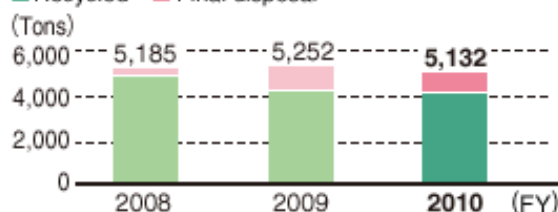
* Electricity figures are calculated with conversion coefficients provided by the power companies.

* FY2008 and FY2009 figures have been revised based on changes to the scope of calculations.

Waste products

General waste

■ Recycled ■ Final disposal



Unit: Tons

FY	2008	2009	2010
Recycled	4,854	4,251	4,158
Final disposal	331	1,001	974
Total	5,185	5,252	5,132

Water consumption

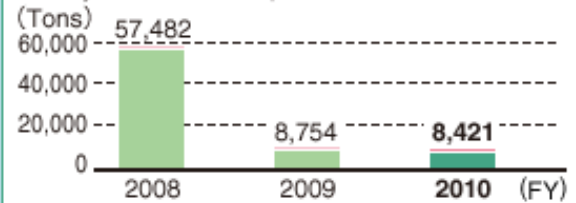
Tap water 551 thousand m³
Recycled wastewater 71 thousand m³

Product packaging

Plastic containers 108 tons
Paper bags 1,390 tons

Industrial waste

■ Recycled ■ Final disposal



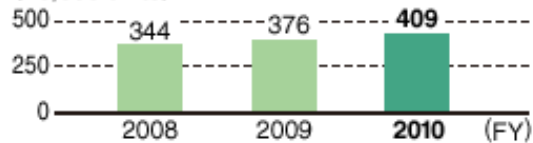
Unit: Tons

FY	2008	2009	2010
Recycled	56,843	8,351	7,856
Final disposal	639	403	565
Total	57,482	8,754	8,421

Collected from Customers and Recycled (subscriptions: approx. 58.01 million)

Product Recycling

The number of collected mobile phone (10,000 units)



Ref: FY2010 Recycling Figures

Mobile phones: 4.09 million
Batteries: 7.04 million
Battery chargers: 4.61 million

Main Resources Recycled in FY2010

Copper: 48,371 kg
Gold: 135 kg
Silver: 600 kg
Palladium: 10 kg

To Reusing Resources

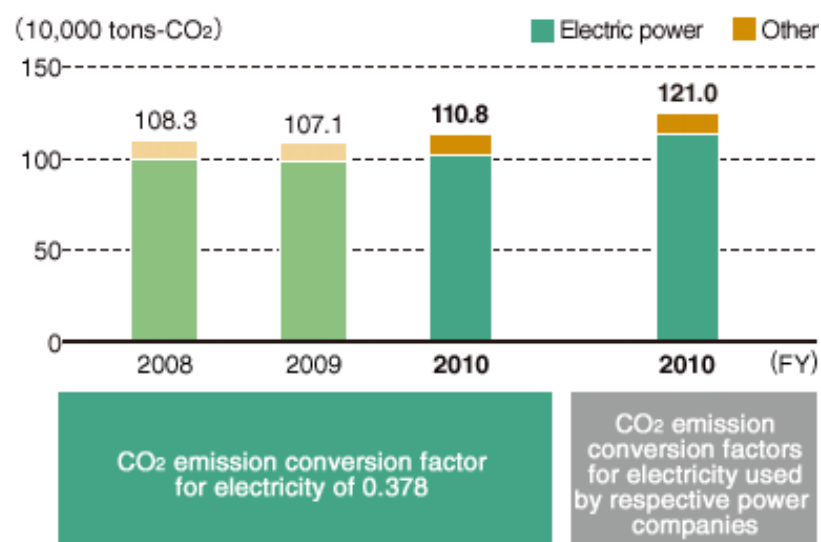
Preventing Global Warming

Achieved CO₂ Emissions Reduction Targets in Fiscal 2010 with the Aggressive Introduction of Energy-Saving Devices and Other Initiatives

DOCOMO has implemented various measures to reduce emissions of greenhouse gases. Communications facilities, however, continue to be expanded in order to provide new services and improve service quality, so greenhouse gas emissions tend to increase alongside increased power consumption. We estimated that CO₂ emissions in fiscal 2010 would amount to 1.37 million tons-CO₂ if we had simply continued existing measures against global warming. Therefore, in order to enhance efforts aimed at reducing environmental impact, we set a new goal of reducing CO₂ emissions in fiscal 2010 to less than 1.17 million tons-CO₂, 15% less than initial estimates. To achieve the target we installed power-saving equipment and extended the successes of the Tachikawa ICT Ecology Center to commercial facilities. As a result of these and other efforts, we met the target, with fiscal 2010 emissions coming in at 1.108 million tons-CO₂.

Going forward, we will implement further energy-saving measures and promote further reductions to greenhouse gas emissions.

CO₂ Emissions



* Calculated with a conversion coefficient (0.378kg-CO₂/kWh).

Environmentally Sensitive Remote Radio Equipment for Xi™ Service Base Stations

In December 2010 DOCOMO began providing the Xi™ ("crossy") service using LTE * 1, a new mobile phone communications protocol, and remote radio equipment (RRE) with reduced environmental impact was developed for optical feeder base stations * 2 used by the new service.

RRE use 26% less power than conventional equipment and are compact and lightweight, meaning environmental impact is also reduced during transport to base station sites. RRE can be used with base stations for the FOMA service as well, which is based on the existing W-CDMA communications protocol, so if RRE are installed when establishing new optical feeder base stations for the FOMA service, Xi™ can be provided simply by adding base station equipment for that service, which makes it possible to efficiently expand the Xi™ coverage area. RRE have been installed at approximately half of the base stations providing the Xi™ service as of the service's launch. And, they were installed on all optical feeder stations for the FOMA service that were newly added in fiscal 2010.

- * 1 An abbreviation of Long Term Evolution. A mobile communications protocol based on specifications drawn up by the 3rd Generation Partnership Project (3GPP), a standardization body. It materializes high-speed data transmission with a maximum down link speed of 100Mbps or more.
- * 2 A secondary base station established apart from the primary base station and connected with optical fiber.

Tachikawa ICT Ecology Center Findings Reduce Communications Infrastructure CO₂ Emissions by 1,639 Tons

Power consumed by communications facilities accounts for a large portion of the CO₂ emitted in our business activities.

The Tachikawa ICT Ecology Center was established to test and verify the feasibility of the cutting-edge energy-saving technologies with the goal of reducing power consumption by communications facilities. The center began testing DC power supply systems, new air conditioning technology and an energy-saving server in fiscal 2009 and verified a reduction in CO₂ emissions of up to 66% compared to conventional systems and equipment.

In fiscal 2010, we achieved a reduction of 1,639 tons-CO₂ by implementing these measures at commercial facilities.

In fiscal 2011 and beyond, we plan to expand the introduction of proven, new technologies facilities developed by the center.

NTT Group Energy Efficiency Performance Guidelines Established and Implemented

The eight companies of the NTT Group, including DOCOMO, formulated the NTT Group Energy Efficiency Guidelines in April 2010 and began implementing them in May 2010. The guidelines stipulate a basic approach to development and procurement of ICT equipment used by the NTT Group such as routers and servers.

Over 90% of the CO₂ emitted by the NTT Group comes from use of electric power by communications facilities and offices. Accordingly, in order to effectively reduce emissions, ICT equipment used by the Group must be developed and procured with an emphasis on energy efficiency performance in addition to function, performance and cost.

The guidelines use standard values for each type of equipment stipulated in the ICT Ecology Guidelines drawn up by the ICT Ecology Guideline Council, of which NTT is a member, as indicators for the energy efficiency performance of ICT equipment newly developed or procured by the NTT Group.

 [NTT Group Energy Efficiency Performance Guidelines](#)

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 2012. 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 2012. In fiscal 2010, we built new systems totaling approximately 366 kW at 16 locations, and as a result DOCOMO overall now has power generation facilities that use renewable energies at 81 locations, with a total capacity of around 1,152 kW. More systems are slated to be installed in fiscal 2011 as well.

Converting Company Fleet to Low-Pollution Vehicles

Company cars used by employees primarily for sales activities are being switched over to low-pollution vehicles * 3.

In fiscal 2010 we added 66 new low-pollution vehicles to the fleet. As a result, DOCOMO now has a total of 2,280 low-pollution vehicles (as of March 31, 2011), which account for 90.7% of the vehicles used by the company. We intend to continue adding even more of these vehicles going forward.

* 3 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. The guidelines call on employees to reduce paper use through double-sided printing and paper-free meetings, sort all waste into the appropriate categories, turn off unnecessary lights, and use energy-saving features on computers.

"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 * 4. In fiscal 2010, we turned out the lights on lighted facilities in 34 locations around the country, including wall-mounted logo signs, outdoor advertising and billboards, on June 20 and July 7 during the campaign period.

* 4 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.

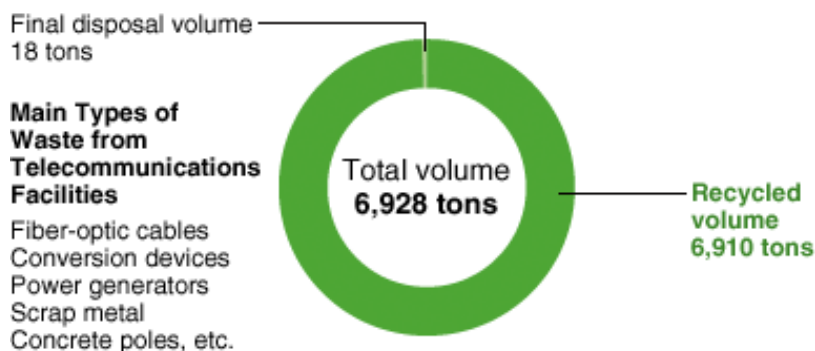
For example, optical fiber, scrap metal, concrete poles and other waste that is produced when old facilities are dismantled is reused or recycled to the extent possible. Additionally, our Green Design Guidelines for Buildings are put into practice when constructing or upgrading telecommunications facilities 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 2010, waste out of communications facilities, such as optical cable, switching equipment, and power facilities, totaled 6,928 tons, 590 tons less than the previous fiscal year's total of 7,518 tons.

Going forward, we plan to actively limit the amount of waste generated while also effectively utilizing waste that is produced.

Recycling of Waste Materials from Telecommunications Facilities (FY2010)



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, and offices are regularly surveyed regarding the amount of paper used. Efforts to raise the recycling rate entail closely following the waste sorting rules that are in place at each building.

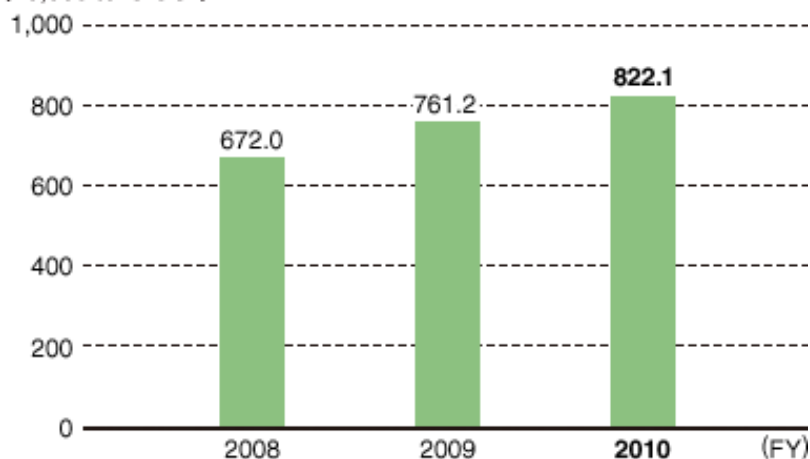
Helping Prevent Global Warming

Leveraging ICT for the Environment

DOCOMO set an environmental target for fiscal 2010 of making environmental contributions equivalent to 5.30 million tons-CO₂ by providing ICT services. We worked to promote and popularize ICT services to meet the target and as a result we successfully helped reduce society's CO₂ emissions by 8.221 million tons-CO₂ in fiscal 2010, the final target year.

Environmental Contribution

(10,000 tons-CO₂)



* Calculated using a conversion coefficient (0.378kg-CO₂/kWh).

* Estimates calculated by the NTT Energy and Environment System Laboratories.

"FOMA eco Solar Panel 01" Solar Charger Put on Market



FOMA eco Solar Panel 01

With protecting the environment a serious challenge facing all of society, more and more customers purchasing mobile phones have expressed the desire for more environmentally friendly phones. In response, DOCOMO worked to develop a battery charger with a solar panel and in February 2011 we launched the "FOMA eco Solar Panel 01" solar charger, which is capable highly efficient charging using sunlight. The charger is able to fully recharge a mobile phone in approximately four to five hours in good weather conditions. ^{※ 1} It can be regularly used outdoors where there is no electricity or in emergency situations. Charging the auxiliary adaptor also allows electricity to be stored during the day and the phone to be charged at night. Using this solar charger allows customers to help reduce CO₂ emissions and easily participate in an environmental initiative. We hope to get as many customers as possible excited about this simple form of "eco" provided by DOCOMO and promote further initiatives that lead to major environmental progress.

^{※ 1} Charge time may fluctuate substantially depending on the model, season, sunlight and ambient temperature.

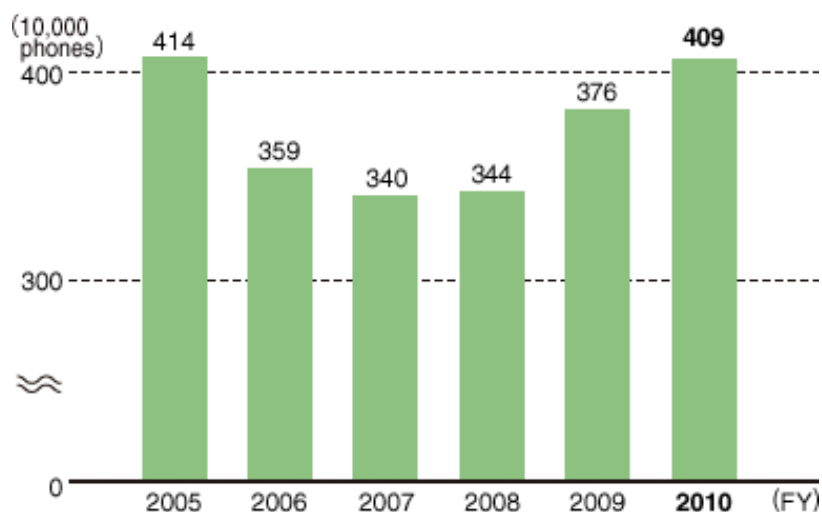
Promoting Resource Efficiency and Recycling

Mobile Phone Recycling for Effective Utilization of Valuable Resources

Mobile phones contain gold, silver, copper, palladium and other metals, all of which are valuable recyclable materials in light of Japan's relative lack of mineral resources. DOCOMO began collecting and recycling used mobile phones in 1998, and in 2001 we partnered with the Telecommunications Carriers Association and built the Mobile Recycle Network, which collects and recycles mobile phones regardless of the original provider. In fiscal 2010, we collected roughly 4.09 million phones and have now collected a cumulative total of some 76.64 million.

In order to further promote this initiative, stickers publicizing our phone recycling program are posted at docomo Shops. They clearly explain that privacy is protected by destroying the mobile phone right in front of the customer. The number of phones collected has been increasing every year, and we intend to further raise awareness of mobile phone recycling through various events and publicity activities.

Mobile Phones Collected (by year; figures are approx.)



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 2010, on November 19, we partnered with Smart Communications, Inc., a member of the PLDT Group, and conducted a reforestation campaign to restore forests damaged by illegal logging in the IPO Dam area outside of Manila and protect Manila's water resources.

Employees from Smart Communications, students from the University of the Philippines, and local community members—a total of 47 people—along with four DOCOMO employees from the Philippines branch and other offices participated. In all, some 2,500 saplings were planted, including oak and mahogany trees. The reforestation campaign has been conducted since 2008, and we plan to continue it with our partners to achieve our goal of planting 90 hectares of trees in the IPO Dam area.

In addition, a variety of trees are also being planted in other regions in line with local characteristics. In fiscal 2010, a total of approximately 380,000 trees were planted. Going forward, we plan to strengthen reforestation campaigns in regions damaged by typhoons in 2010. Plans also call for continuing activities in regions around the country while creating tree-planting maps for the entire country and establishing arboretums on a priority basis.

Reducing Paper with Electronic Bills and Statements

e-billing

Our e-billing service allows customers paying their monthly mobile phone usage charges via bank transfer or credit card to view their monthly bill on i-mode, sp-mode or the Internet. Subscriptions to the service in fiscal 2010 totaled approximately 4.8 million, an increase of 340,000 from the previous year. As a result, converted to A4-size paper, the service saved roughly 208.71 million sheets of paper, approximately 13.73 million more than the previous fiscal 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 in fiscal 2010 totaled approximately 1.54 million, bringing the cumulative total as of March 31, 2011 to over 2.5 million. In terms of A4-size paper, this amounts to a reduction of roughly 7.67 million sheets, or approximately 4.62 million more than the previous fiscal year.

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. On some models released in the winter of fiscal 2010, CD-size paper was used instead of B6-size, which created further reductions. As a result, in fiscal 2010, the total amount of paper used in user manuals was reduced by an addition 15 tons. This also made phone packaging more compact, which reduces CO₂ emissions generated in transport of mobile phones to docomo Shops and other retail outlets.

To ensure that customer convenience does not suffer as a result of these initiatives, i-mode mobile phones are embedded with user guides. Three new smartphone models launched in March 2011 include an e-manual, a user manual application. Both the user guide and e-manual provide detailed information on how to use the phone and include a function that launches the settings screen from keyword searches or manual text with just one touch. User manuals are also available on DOCOMO's website.

Going forward, we plan to make user manuals smaller and convert to digital manuals for all phone models to further reduce paper use and CO₂ emissions from transport.

Closed-Loop Recycling to Reduce Disposing Volume



Cover of docomo Letter, which is made from recycled paper (in some regions)

DOCOMO is promoting use of paper that it has recycled itself in a closed loop. We use internally recycled paper for the CSR Report and desktop calendars. And, since January 2011, in some regions, recycled paper has been used for the "docomo Letter" booklet that is included with billing statements.

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 dispose. In fiscal 2010, general catalogs stored in storage and then thrown away without being used were reduced by 22% compared to the previous fiscal year.

Developing Eco-Friendly Mobile Phones

Using Eco Materials in Mobile Phones



TOUCH WOOD SH-08C

DOCOMO is using more and more eco-friendly materials in its mobile phones, including recycled ABS resin ^{※ 1} and plant-derived plastics. In March 2011, we launched sales of the TOUCH WOOD SH-08C mobile phone, the body of which is made from the wood of cypress trees that were thinned from domestic forestland. The phone is a joint project with the organization "more trees" ^{※ 2}, Olympus Corporation and Sharp Corporation. The thinned trees come specifically from the Shimantogawa Basin in Kochi Prefecture, one of the forests maintained by more trees. The wood been processed with 3D compression molding using technology from Olympus, preserving the texture, fragrance and warmth of wood while giving the phone advanced durability, water resistance, insect resistance and mold resistance.

※ 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 Ryuichi Sakamoto, Haruomi Hosono, Yukihiro Takahashi, Shinichi Nakazawa and Moichi Kuwahara with the support of over 100 people in a range of industries.

Communicating with Customers

Environmental Activities Widely Publicized at Eco-Products 2010



Workshop for making a mini solar panel



T-shirts printed with hand-drawn illustrations

Eco-Products is Japan's largest environmental convention. DOCOMO has been exhibiting at the convention since 2005 to widely publicize its environmental initiatives.

Eco Products 2010 was held at Tokyo Big Sight in December 2010. DOCOMO presented its environmental initiatives in four categories, products, services, recycling, and nature preservation. The overall theme of the exhibit was "What mobile phones can do for the Earth." We publicized a range of product and service initiatives, including TOUCH WOOD SH-08C, a mobile phone partially made from domestic cypress trees, solar chargers, bicycle-sharing, which is an environmentally sensitive mode of transport, the environment sensor network, which uses sensors installed at base stations to collect atmospheric data and send it to mobile phones, and the docomo energy-saving support service, which makes electricity consumption by home appliances viewable using mobile phones. We also introduced our efforts to recycle mobile phones no longer needed as well as reforestation being conducted at docomo Woods and in the Philippines. We also held workshops that involved making a mini solar panel, created T-shirts printed with hand-drawn illustrations, sent support messages from Japan to people involved in reforestation in the Philippines, and distributed take-home cards for elementary school students to study the information provided in the exhibit. These programs were intended to help children learn about environment issues.

During the three-day event, some 24,000 people visited DOCOMO's booth, 4,000 more than the previous year, and further improved their understanding of our environmental activities. A questionnaire was given to visitors on their impressions of DOCOMO's eco activities, and over 90% of respondents—general visitors and elementary school students—indicated they received a positive impression.

Biodiversity Initiatives

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



Planting 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 maintenance activities like clearing underbrush and cutting limbs. Along with maintenance activities, we utilize docomo Woods to engage with the local community and teach children about the environment through environmental seminars for local elementary schools and hands-on Nature Classes for children and their parents.

As of July 31, 2011, docomo Woods have been established in 49 locations in all 47 prefectures and cover a total of roughly 193 hectares. We intend to continue help protect the natural environment and preserve 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.

Helping Protect the Environment

"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 2010 we added new content, such as Animal Face Analysis, and conducted special hands-on classes at Okinawa Churaumi Aquarium, Shiretoko National Park and Asahiyama Zoo. As of March 31, 2011, 59,000 people had registered as site members. Going forward, we will work to help kids learn about the environment while having fun in the process.

 [UNESCO Kids](#)

Employees and Family Members Join the Recycling Effort

We collect used handsets from Group employees and family members. In fiscal 2010, we called on DOCOMO Group companies around the country as well as the NTT Group to participate in the program, and as a result collected 6,583 mobile phones, 5,848 batteries and 2,871 battery chargers. Just like mobile phones collected from customers, these products will be recycled into valuable resources. DOCOMO plans to continue this activity with the help of the NTT Group in fiscal 2011 as well.

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. In fiscal 2010, trees were planted in June, invasive alien species were removed in July and a cleanup was conducted in October. The tour has been involved in a total of 25 cleanups and similar activities as of fiscal 2010 and a total of 1,987 people have participated. The total amount of garbage collected comes to 11,885 kilograms. We intend to continue these initiatives in fiscal 2011 as well.

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. As of the end of fiscal 2010, 22,525 employees have registered with the eco-mode club.

Accrued points are tallied each fiscal year and a monetary amount based on the number of points earned by all members is donated to environmental non-profits and other organizations. In fiscal 2010, 2,770,530 yen was donated to Fujisan Club, the Japan Philanthropic Association and the Japan Committee for UNICEF.

In order to further promote the club among employees, we plan to raise awareness within the company, review point application categories and conduct campaigns that allow members to proactively get involved in environmental activities and social contributions.

Major Initiatives of DOCOMO Regional Offices

Hokkaido Regional Office



Kita Ichijo-Dori Office Association
Clean Campaign in progress

At the Hokkaido Regional Office, employees participate in the Kita Ichijo-Dori Office Association Clean 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 2010, a total of 490 employees participated in June and October and picked up trash primarily on sidewalks near the office.

Tohoku Regional Office

Since 1999 the Tohoku Regional Office and affiliated branch offices have conducted cleanups around the DOCOMO Tohoku Office Building on the second and fourth Fridays of every month together with employees from affiliated companies. Eco-mode club points—DOCOMO's internal point system—have accrued as a result, and the corresponding money has helped fund social welfare activities and other causes. For this reason many employees participate on an ongoing basis.

Tokai Regional Office

Collecting Ecocaps



Pull tabs and "ecocaps" collected by the campaign

The Tokai Regional Office Group ran a campaign from the end of 2010 through the beginning of 2011 that involved collecting pull tabs and plastic bottle caps from home. The campaign generated 3.3 kilograms of pull-tabs and 20.6 kilograms of bottle caps, which were donated to non-profit organizations through the employee union. Money raised by recycling the pull-tabs and bottle caps goes to fund wheelchair donations and polio vaccines for developing countries.

Collecting Unneeded Mobile Phones



Collecting mobile phones

The Tokai Regional Office established a mobile phone recycling area near the entrance to the venue for Nagoya City Marathon 2010, held in November 2010, and collected approximately 200 unneeded mobile phones from customers.

Hokuriku Regional Office

Coastline Cleanup



DOCOMO Hokuriku Group employees pick up trash along the coastline

The Hokuriku Regional Office has participated in the Clean Beach Ishikawa cleanup campaign since 2004, which involves cleaning up a 538-kilometer stretch of shoreline in Ishikawa Prefecture. In fiscal 2010, 251 employees affiliated with the Hokuriku Regional Office Group and their family members participated in the May cleanup, and conducted cleanup activities along the Senkoji Beach in Kanazawa.

Using Lunch Break for Cleanup Activities



Employees participating in cleanup

At the Hokuriku Regional Office, lunch breaks are used to conduct cleanup around the DOCOMO Kanazawa Seito Building. In fiscal 2010, lunchtime cleanups were conducted in November and March 2011, with a total of 307 Hokuriku Group employees and others participating.

Picking Up Trash Along Riverbanks



Picking up trash in Higashi Park along the Arakawa River

The Fukui Branch picks up trash along the riverbanks of the Arakawa River near the branch's offices. In fiscal 2010, cleanup was conducted four times with other Group companies.

Kansai Regional Office



Clouded salamanders inhabit the docomo Yamato Mahoroba Forest

The docomo Yamato Mahoroba Forest established in March 2007 is a valuable wetlands that is habitat to clouded salamanders, peat moss and other species designated by Nara Prefecture as near extinction. The Kansai Regional Office regularly removes mud that flows into the wetlands in order to protect it and restore the environment that existed 40 or 50 years ago. Clouded salamander eggs were discovered in the wetlands in June 2011.

Chugoku Regional Office

Cleanup Activities in Hiroshima



Employees and their families participate in the Trash-Zero Clean Walk

Since 2004 the Chugoku Regional Office Group has participated in the Trash-Zero Clean Walk sponsored by the Beautiful Hiroshima Citizens Urban Development Council in order to keep the streets of Hiroshima clean and trash free. In 2011, 324 employees and their family members participated, picking up trash off the sidewalks and cleaning the streets.

Beach Cleanup



Cleanup at Bayside Beach Saka

Ocean Conservancy, a U.S.-based marine environment protection organization, calls on citizens and groups around the world to participate in the International Coastal Cleanup campaign. The campaign strives to rid the seas of trash by publicizing the types and amount of marine debris picked up on shorelines. It is conducted in various regions of Japan as well.

The Chugoku Regional Office participates in the campaign and since 1999 has conducted cleanup activities at Bayside Beach Saka in Saka Town, Hiroshima Prefecture. Many employees and family members participate every year. In fiscal 2010, the cleanup was held in May, and a total of 150 employees and family members took part.

Shikoku Regional Office



Beach cleanup for the Yashima Clean Campaign



Picking up trash as a part of the Early Summer City Beautification Campaign

The Shikoku Regional Office participates in the Yashima Clean Campaign, which is promoted by the city of Takamatsu to create conditions for preventing illegal dumping. In fiscal 2010, a total of 56 employees and family members from affiliated companies in the Kagawa region participated in a cleanup in March 2011 in the Yashima area of eastern Takamatsu.

In addition, companies affiliated with the Shikoku Regional Office in the Kochi area participate in the Early Summer City Beautification Campaign, which is a part of environment beautification activities sponsored by the city of Kochi. In fiscal 2010, the event was held in June and 55 employees participated. The cleanup took place in the downtown area of Kochi.

Kyushu Regional Office



Affiliate employees and family members take part in a cleanup at Ohori Park

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 2010, employees in the Kyushu region, employees of affiliated companies, and family members—a total of 520 people—participated in a June cleanup at Ohori Park in Fukuoka's Chuo Ward.

FY2010 Highlights

Contributing to Societal and Industrial Development Through the Mobile Phone Business

DOCOMO has worked to develop mobile phones with an array of functions and build mobile network environments for communication that can be used anytime, anywhere in order to make communication more pleasant and enriching for all. Our mobile phones and communications infrastructure support the day-to-day communications of enormous numbers of customers and have the potential to help solve a variety of issues facing society.

DOCOMO is therefore working to develop new services that draw on the communications infrastructure to contribute to the development of the society and the industry.

Topic #1

Environmental Sensor Network Business Launched Using Base Stations

Kanako Ono
Frontier Services Department



DOCOMO launched a new environmental sensor network business in January 2010 to provide detailed environmental data using our nationwide network of mobile phone base stations, which serve as the data collection platform. The initial service is providing data on pollen levels collected from sensors in some 300 locations in the Kanto region and Shizuoka Prefecture. We are currently installing sensors at approximately 2,500 sites all around the country to collect and provide pollen data and weather information, including on humidity levels, rain amounts, wind direction and velocity, as well as information on lightening strikes. For this year's pollen season, we provided information on the conventional business-to-business and business-to-business-to-consumer models, and also established the "docomo Kafun (Pollen) Live!" website for customers on a trial basis. The information fee is free and could be accessed from mobile phones, smartphones and personal computers. Going forward, we plan to also establish sensors at sites other than base stations and provide even more precise environmental data.

Topic #2

Commercializing Bicycle-Sharing Service Using Mobile Phones

Yuuki Takeda
Assistant Manager, Frontier Services Department



With concern over the environment mounting, bicycle-sharing programs are growing in popularity, particularly in Europe. Japan is still in the early stages, but DOCOMO has been moving toward commercialization of a bicycle-sharing service for some time. We are working to develop a bicycle reservation, rental and return system that utilizes mobile phone functions and networks and to develop applications that promote use of the program. As a part of this drive, in April 2011 we began participating in a public bicycle-sharing pilot program initiated by the City of Yokohama. Three hundred bicycles have been made available at 19 bicycle ports around central Yokohama, and we provide a service that enables people to make a reservation using their mobile phones. Since starting the service, use of bicycles for sightseeing, commuting and shopping has increased. Efforts are currently underway to expand the service area and secure additional partners with a view to full commercialization.

Working to Solve Societal Issues

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.

Services and Initiatives in Medical/Health Field

"i Bodymo": A Health Support Service That Uses Mobile Phones

DOCOMO provides the "i Bodymo" health support service, which helps customers keep tabs on their health and engage in healthy behavior using their mobile phones. Using a mobile phone application, users can register their daily exercise and meals and then view the registered data. Depending on how the service is used, medals can be earned and exchanged for prizes and usage history and rankings can also be displayed, which helps keep managing your health enjoyable.

"i Bodymo" went into service in May 2010 and as of February 2011 subscriptions topped one million. We further enhanced the service in June 2011, adding functionality to allow exercise and meal data registered by the customer to be used with services offered by i-mode content providers, and making it possible for medals that have been earned to be exchanged for docomo Points.



"i Bodymo" screen rendering

"MD+" Information Service for Medical Practitioners

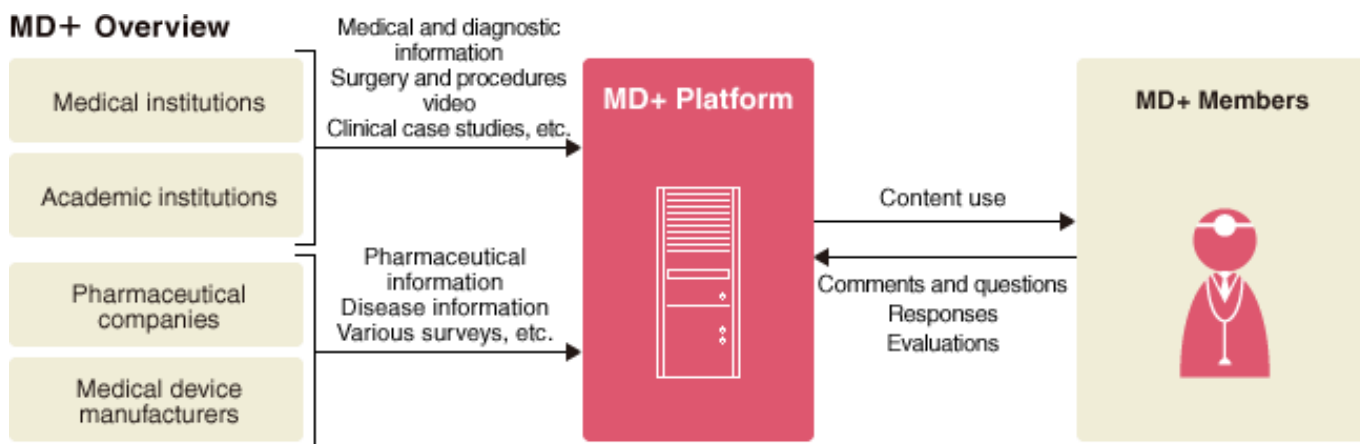
In April 2010 DOCOMO began providing the "MD+" members-only information service for medical practitioners to assist in lifelong learning endeavors.

The service distributes medical content in an e-learning format, including medical lectures by frontline doctors and medical practitioners in Japan, case studies based on actual clinical testing, and drug information. It can be used with a smartphone or regular computer. In addition, medical institutions and academic medical organizations are able to establish private communities on the MD+ website and use the service to provide e-learning and other information for the community's members. Moreover, pharmaceutical companies and medical device manufacturers are able to provide information tailored to MD+ members involved in different specialties.

We have received the following kind of feedback from members who use the actual MD+ service: "There is a lot of interesting, informative content. Members are not anonymous, so high-quality communication is possible." "This is truly innovative. It is much easier to listen to a medical paper than read the text. I think it will raise the overall level of the medical profession." "The lectures and medical case quizzes are interesting. I learn a lot, including about other specialties. I will recommend it to my physician colleagues."

DOCOMO will continue to provide highly reliable medical content and communities to busy medical practitioners and strive to bring about a healthcare environment that gives peace of mind to all.

MD+ Overview



Services and Applications for Medical Practitioners Using Mobile ICT

In working to bring about a society in which everyone receives safe and reliable medical care, it is all the more important to share the latest medical information and to conduct medical practices rooted in scientific evidence.

Therefore, in order to transmit timely medical information and eliminate the digital divide, DOCOMO has partnered with IMS Japan, a provider of pharmaceutical information, to begin providing services and applications for medical practitioners that utilize mobile ICT.

Specifically, we developed a smartphone application for "Anshin Shoho Infobox[®]," a search site for pharmaceutical safety information (adverse reactions and drug interactions) provided by IMS Japan for regular computers. The mobile service has been available since April 2011. "Anshin Shoho Infobox[®]" for smartphones can be used for free in combination with MD+, DOCOMO's members-only information service for doctors, and makes it possible to gather a wide variety of medical and pharmaceutical information. We will continue to consider new services that combine DOCOMO's wide-ranging customer base and mobile ICT expertise with IMS Japan's pharmaceutical information and analysis.

Social Collaboration Department Administered with University of Tokyo Hospital to Build New Medical Information Environment with Mobile Communications

DOCOMO has joined forces with the University of Tokyo Hospital and established the Department of Ubiquitous Health Informatics, a social collaboration department ^{※ 1}, at the hospital's 22nd Century Medical and Research Center. The department conducts joint research on new medical and integrated patient support platforms that use mobile ICT.

In fiscal 2010, we conducted research on diabetes management systems using mobile ICT, mobile 12-lead electrocardiogram transmission, medication support systems that integrate prescription information and drug information, and outpatient guidance systems using mobile phones, and actively publicized these initiatives at academic conferences and other venues. In fiscal 2011, we will continue to conduct applied research in these same areas, and will focus on turning research into viable services and broadly promoting our findings.

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.

^{※ 1} Social collaboration departments are departments managed with joint research funds received from private-sector institutions that wish to conduct joint research on subjects of a highly public nature with the University of Tokyo. These sponsored studies are different from any others that have been conducted in the past.

Services and Initiatives in Environment/Ecology Field

Service Launched to Help Reduce Home Electricity Use



Translator and Smart Tap

DOCOMO developed a service that helps regular households save energy by making power consumed by home appliances visible. The service is one of our social support services, which utilize mobile phones to contribute to society's sustainable development. It measures how much power is used by home appliance and provides advice depending on usage patterns to help customers save energy.

In fiscal 2010 systems and devices were developed with a view to commercialization. We built a cloud system to provide the service, created a more compact Smart Tap (an electric power meter), and made it possible to turn the power on and off remotely via a mobile phone.

Starting in August 2011 we compiled content to help families save electricity during the summer months, providing the docomo energy-saving support service with a cloud system and Smart Tap on a trial basis. We are moving toward providing a commercial service based in part on the results of this trial.

Services and Initiatives for Safety and Security

FOMA Ubiquitous Module Provided for AED Remote Monitoring Service

The FOMA Ubiquitous Module ^{※1} has been adopted by AED GuardianTM ^{※2}, a remote monitoring service provided by Fukuda Denshi that promotes more widespread use of safe and secure automated external defibrillators (AED) ^{※3}.

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.

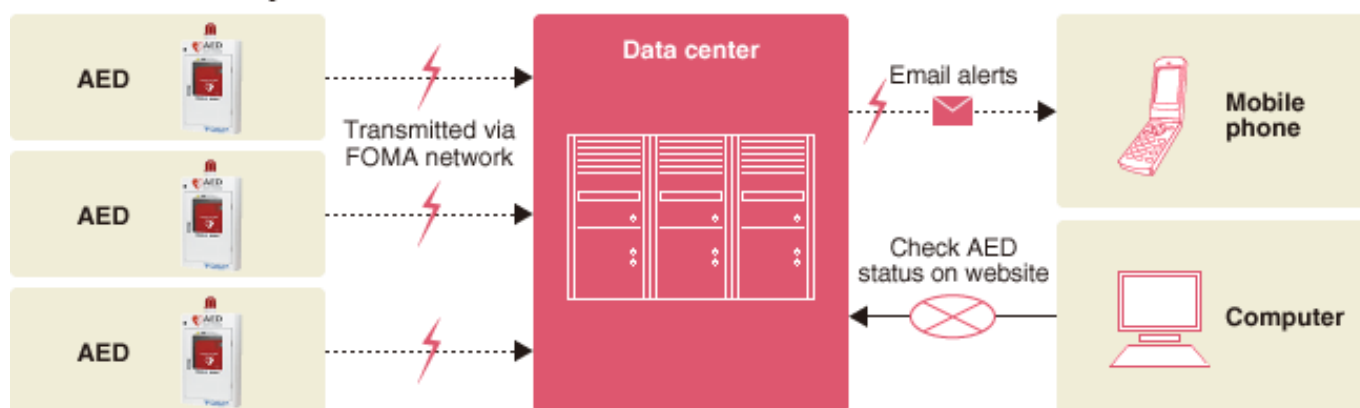
Sales of AED GuardianTM were launched in January 2010, with DOCOMO providing communication lines in the form of the FOMA Ubiquitous Module.

※1 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.

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

※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.

AED GuardianTM System



Touch Phone Can Be Used by Seniors With Ease



Touch Phone

DOCOMO provides the Touch Phone, which allows people to make video calls simply by pressing a remote control switch.

The phone features usability and functionality that makes it easy to use video calling with ease, even for senior customers. Eleven providers have developed in-home nursing care services using Touch Phone. People using the care services and phone service have commented: "Being able to check on people via video has reduced unnecessary emergency visits," and "Seeing the person's face and not just hearing their voice puts me at ease and makes me feel like I'm being looked after."

Touch Phone is also being used by railroad companies and others to assess the situation when an accident or disaster occurs and in offices for videoconferencing.

Touch Phone went on sale in February 2011 and has sold approximately 800 units as of June 30. DOCOMO intends to continue providing products and services that make communications of various kinds in society comfortable and convenient.

docomo One Time Insurance Usable at Anytime with a Mobile Phone

In April 2010, DOCOMO began providing the docomo One Time Insurance service, which customers can easily apply for using their mobile phone. It is one of our social support services designed to provide safety and peace of mind to customers. There are four types of insurance products available: sports and leisure insurance, golfer insurance, domestic travel insurance and overseas travel insurance. Customers can use their mobile phones to apply for just the right amount of coverage over only the time period necessary whenever it is needed. (Can be used from one day to two days and one night.)

Insurance can be purchased on a dedicated i-mode site, and the premium is paid together with monthly mobile phone charges, so procedures are simple. Customers using phone models with automatic GPS are provided information on recommended insurance products when they are at places where insurance need is estimated to be high. Moreover, DOCOMO has established a dedicated call center for the service staffed by certified insurance agents with specialized knowledge. The center's staff respond to inquiries from customers 365 days a year.

DOCOMO plans to enhance insurance services going forward. In fiscal 2011, we will release docomo Medical Insurance in July and add One Day Auto Insurance to the docomo One Time Insurance menu in October.

Other Services and Initiatives

docomo Drive Net Provides Information for Car Navigation Systems and Smartphones

Cars are an essential part of daily life and industrial development, but they are also implicated in a variety of societal issues, including environmental problems and traffic congestion. DOCOMO is building an intelligent transport system (ITS) using mobile technologies to help create a society that is safe, secure and enriching for all.

As a part of these efforts we launched docomo Drive Net in November 2010, a service that provides information to car navigation systems and other devices. The service is compatible with portable navigation devices with internal communications modules, smartphones and various other wireless devices. It uses DOCOMO's network to provide local, real-time information, including the latest map data, tourist facilities based on the car's location, and information on available parking spaces.

In fiscal 2011, we plan to enhance application features and work to further raise the convenience of the docomo Drive Net service.

Overview of docomo Drive Net



Up-to-date maps

Traffic information

Up-to-date area information

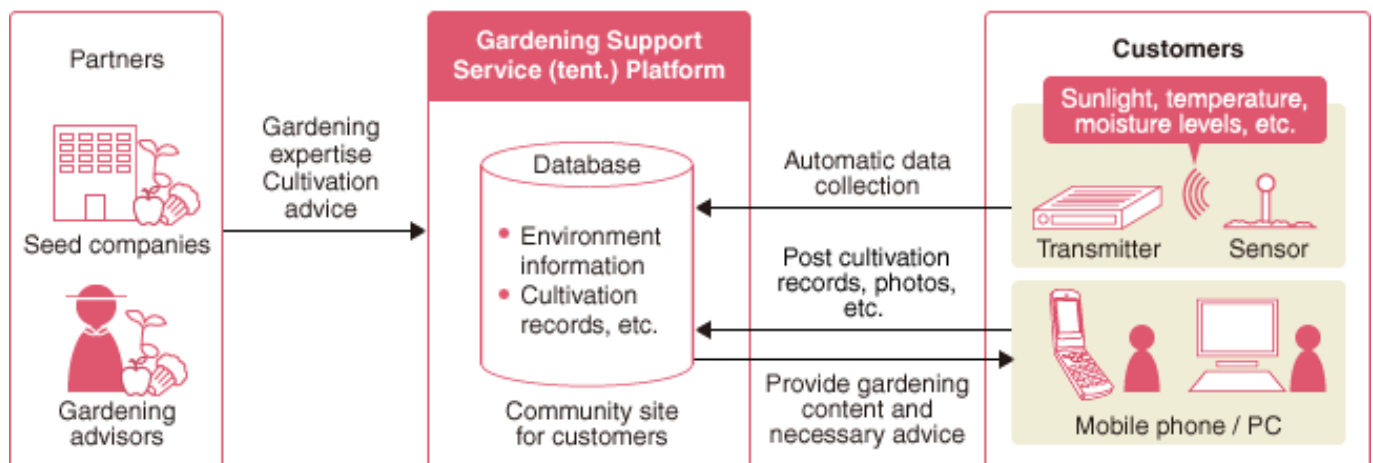
Gardening Support Service (tent.) for the Home

DOCOMO has developed the Gardening Support Service (tentative name) to help people grow flowers and vegetables at home. The service is one of our social support services, which utilize mobile phones to contribute to society's sustainable development.

The service involves installing a sensor developed by DOCOMO in the soil (of a planter, etc.). The sensor measures sunlight amounts, air temperature, ground temperature, moisture levels and other elements, and information on watering, care, harvesting and more is sent via email to the customer based on gardening expertise provided by seed companies and other organizations. The service provides access to data from the sensor as well as a community site for customers of the service to exchange information and receive advice from specialists. It makes flower and vegetable gardening at home highly enjoyable even for complete novices.

Testing on the commercial viability of the service began in October 2010. Around 30 households with avid gardeners in the Tokyo metropolitan area grew stick broccoli and daikon radish and gave an evaluation of the content and frequency of information provided by the service and the data measured by the sensor. Going forward, we will continue to review service content with a view to launching a commercial version some time in fiscal 2011.

Gardening Support Service (tent.) System



"2Dfacto" E-Book Service for Smartphones Features Full Lineup of Content

As smartphones and similar wireless devices have rapidly gained in popularity, use of e-books has also made headway, so in October 2010 DOCOMO began offering a limited-time trial service that allows magazines, books and other content to be viewed on smartphones. In December, we established 2Dfacto, Inc., a joint venture with Dai Nippon Printing and other companies. And, in January 2011, based on customer feedback on the trial service, we launched the 2Dfacto e-bookstore service based on the concept of always being able to find the book you want to read and reading in the format you want.

2Dfacto offers a lineup of some 30,000 literary titles, comic books and more. The service allows any one e-book to be read on multiple devices, including DOCOMO smartphones and other wireless devices with book readers that are compatible with the service. In fiscal 2011, we will further enhance the service's content and provide periodicals, magazines, newspapers and other new publications. Plans also call for adding a sync feature that will allow the user to access information tagged with bookmarks and notes across multiple devices and continue reading the same publication.

FY2010 Highlights

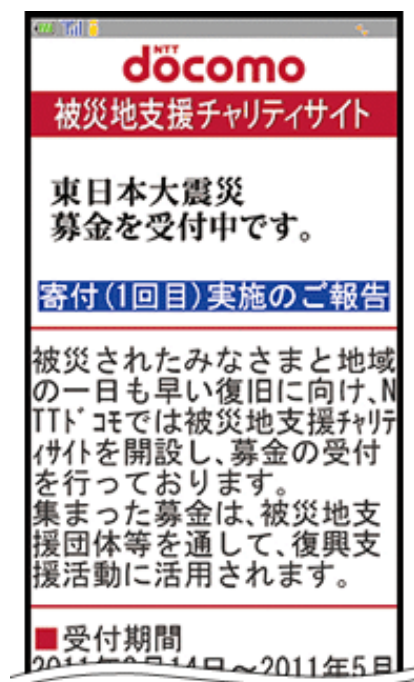
Leveraging Our Strengths as a Communications Infrastructure Company to Contribute to Society

DOCOMO is actively involved in contributing to society by leveraging our strengths as a mobile phone operator.

For example, for the past several years statistical data on population distribution and changes obtained from mobile communications network operational data—called mobile spatial statistics—has been used on a trial basis to help in the revitalization of local communities and establishment of disaster preparedness plans. In addition, we established the non-profit organization, Mobile Communication Fund (MCF), and award young researchers who have made the accomplishments in mobile communications through the DOCOMO Mobile Science Prize. This Fund also carries out a variety of programs such as grants to organizations involved in childhood education and social welfare initiatives in a regional level, and scholarships to students from Asian countries. Finally, this Fund takes other initiatives to deepen the social ties with regional communities wherein we have business offices.

Support for Disaster Regions Provided Through Charity Sites

Kazuhiko Toyoda
Assistant Manager, Corporate Citizenship Department



The charity drive website for affected areas was firstly launched in June 2010 to raise money for the foot-and-mouth disease epidemic in Miyazaki Prefecture followed by the one for the Great East Japan Earthquake. This site enables donations to be made through "docomo Keitai Soukin" (docomo Mobile Remittance) or through the purchase of various charity-related contents. Donations can also be made by applying docomo points and the payment with the DCMX credit card. The donation period has been extended, and money collected is donated on a rolling basis so that the goodwill of customers is directly and promptly transformed into support for the affected regions. A total of 1,022.38 million yen has been donated through this initiative as of August 5, 2011. We would like to sincerely thank all the customers who have donated for their generosity. As a member of the community we plan to continue such activities into the future.

Topic #2

Grant Programs Promote Healthy Child Development

Noboru Hisa
Assistant Manager, Corporate Citizenship Department



The MCF provides grants to civic organizations and other groups actively involved in helping children, who leads the next generation. In fiscal 2010, the fund gave a total of 24,483,020 yen to 54 organizations, including the non-profit organization, Child Chemo House, which provides support for children who fight against cancer with their families. We will continue to support activities that help society develop in a healthy, positive way.

Improving the Quality of Life of Children Fighting Against Cancer and Their Families

Masami Hagihara
NPO Child Chemo House



Funded by a grant from DOCOMO we held an awareness-raising event to improve the quality of life for everyone involved in childhood cancer. The event was based on the experience of my daughter and other children battling diseases, who talk to everyone about the true value of life. We hope to carry out more activities in the future to help improve the quality of life of everyone involved in childhood cancer.

Contributing to the Further Development of Safe Social Infrastructure

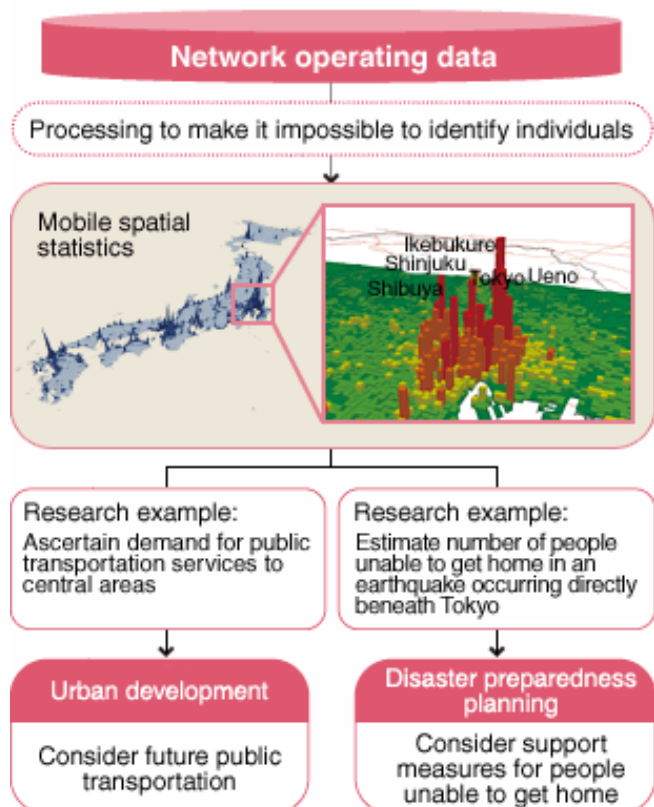
Promoting Joint Research on Utilizing Mobile Spatial Statistics

Mobile spatial statistics represent an attempt to estimate geographic population distribution at various times based on network operations data, which is necessary in order to provide mobile phone services, and put the statistics to good use in public sector initiatives.

In the field of urban development, statistical data on demographic fluctuations over time are needed for urban planning and local revitalization. In the area of disaster preparedness planning, estimates of the number of people unable to return home in a disaster due to public transportation shutting down are needed to develop countermeasures ahead of time. DOCOMO has successfully verified the utility of mobile spatial statistics through joint research with universities in both fields.

We intend to continue promoting joint research with various public institutions and specialists to proactively contribute to society's development.

Overview of Social Contributions Using Mobile Spatial Statistics



Working on Behalf of Children

Holding Youth Sports Schools to Healthy Development of Youth

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

In fiscal 2010, a total of approximately 12,100 children participated nationwide. Comments from the children and their parents/guardians included: "A lot of practical things were taught, so I'm glad we participated," and "I learned the importance of good manners and communication." We plan to continue holding these locally rooted sports clinics.

NTT DOCOMO Soccer Clinics Held with Instructors from Omiya Ardija

DOCOMO partners with Omiya Ardija, a professional soccer team in the J-League's first division, to hold NTT DOCOMO Soccer Clinics for soccer teams affiliated with youth soccer associations. Volunteer coaches from DOCOMO's soccer club and Omiya Ardija give children practical instruction on kicking, passing and other skills. The importance of teamwork and communication is also taught through scaled down games. In fiscal 2010, the classes were held a total of 20 times, in Saitama Prefecture, Gunma Prefecture, Tochigi Prefecture and Nagano Prefecture, and some 4,300 children participated. We plan to hold roughly the same number of classes in fiscal 2011 as well.

DOCOMO Future Museum Solicits Imaginative Views of Life in the Future

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.

In fiscal 2010, the ninth contest, a record 101,451 entries were received. The grand prize winner and other award-winning entries were displayed on the DOCOMO Future Museum website, in newspapers that supported the contest and at exhibitions around the country. 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."

In fiscal 2011 the awards ceremony will be held in Tohoku in the hope of using the power of art to help lift people's spirits in the region.

Mobile Phone Shop Pavilion at KidZania Tokyo and KidZania Koshien



Mobile Phone Shop pavilion
at KidZania Tokyo

KidZania is an educational theme park that teaches children about jobs and services through role-play in a simulated work place. DOCOMO exhibits a Mobile Phone Shop Pavilion at KidZania Tokyo and KidZania Koshien as their official sponsor.

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.

DOCOMO updated its pavilion at KidZania Tokyo in June 2011. Two new menus were added, one that teaches children customer service skills and how to use a smartphone, then allowing them to experience the job of a mobile phone shop staff member who lends smartphones to customers, and another that gives children the opportunity to experience DOCOMO products and services, including e-book readers and the "Otayori-photo Service."

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 such as social welfare councils, NGOs and NPOs that help people in need.

In 2010, we donated 1,441 2011 calendars and 364 organizers. In addition to being put to good use at nursing care and welfare facilities through social welfare councils and other organizations, those going 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.

1GOAL Mobile Campaign to Improve Education Around the World



1GOAL キャンペーンとは

すべての子どもに教育を！

1GOAL (ワンゴール) キャンペーンは、“世界中の子どもが教育を受けられる”ことを願う世界中の声を集め、世界のリーダーに届けることを目的としたキャンペーンです。

・もっと詳しく知りたい

Screen rendering of the 1GOAL
Mobile Campaigns

DOCOMO believes that providing all children with the opportunity to receive an education is an important goal that all countries should work together to try to achieve. We therefore support the 1GOAL campaign being spearheaded by the non-profit Global Campaign for Education to "ensure that by 2015 children everywhere will be able to complete a full course of primary schooling," one of the Millennium Development Goals * 1 put forth by the United Nations, and conducted the 1GOAL Mobile Campaign from April 20 to July 12, 2010, which involved asking DOCOMO customers to express their support for 1GOAL.

The campaign made it possible to declare support for 1GOAL with just one click from a mobile site. Many customers made this declaration during the campaign period, and in September, we presented these calls for educating children around the world to the UN Summit through the GSM Association, the world's largest association of mobile communications providers.

1GOAL is one of the world's largest ever charitable campaigns and it has garnered some 18 million supporters on a worldwide basis, including those declared by the GSM Association. It has made it possible for over four million children to go to school.

DOCOMO will continue supporting 1GOAL through this campaign and help improve education around the world.

* 1 Goals adopted by the United Nations in 2000. There are eight in total and include the eradication of poverty and hunger and universal primary education.

Social Welfare Activities

Participating in Volunteer Service "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.

With the help of employee volunteers from Group companies, DOCOMO makes audio recordings of texts used in Mobile Phone Safety Classes and provides the recordings on the association's website. In fiscal 2010, recordings were made for new texts created for Mobile Phone Safety Classes held during the year for elementary school students, middle and high school students, and parents/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.

In fiscal 2010, blood drives were held August 25-27 and January 5-7, 2011. A total of 899 people participated.

Vaccines for Children in Developing Countries

DOCOMO has participated in the Ecocap Movement since 2008. 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.

In fiscal 2010, 2,828,216 bottle caps were collected, which is the equivalent of vaccines for 3,535 people.

Environmentally Sensitive DOCOMO Concerts Provide Enjoyable, High Quality Music

DOCOMO Concerts are held to provide people with highly enjoyable, high quality music. In fiscal 2010 the concerts were held in Tokyo, Osaka and Kitakyushu. Partnering with local FM radio stations, four environmentally sensitive concerts were held using green power [※] 1. Each concert drew more than 200 people and as many as approximately 5,000. DOCOMO's mobile phone recycling initiative was introduced at the venues and used mobile phones were collected. In fiscal 2010, we collected a total of 2,432 phones.

[※] 1 Power generated with renewable energies with low environmental impact. DOCOMO Concerts use power provided via Japan Natural Energy's Green Power Certification System.

International Contribution Activities

Beijing Branch Co-Sponsors Japanese/Chinese Speech Contest Held in China



Commemorative photo
after the awards ceremony

Learning one another's language is essential to deepening relations between China and Japan. Young people dedicated to building good relations between Japan and China in the future are also crucially important. DOCOMO supports a number of Japanese and Chinese speech contests held in China on an ongoing basis.

In fiscal 2010, DOCOMO's Beijing Branch co-sponsored the twentieth "Voices of Japan-China Friendship: Japanese/Chinese Speech Contest" held on March 26 and 27, 2011 at Tianjin Foreign Studies University in Tianjin, China and the sixth "Voices of Japan-China Friendship: All China Japanese Speech Grand Champion Contest," a nationwide contest. The Japanese/Chinese Speech Contest has a history dating back to 1989, and DOCOMO has been an annual co-sponsor since 2001. Some contest participants go on to do internships at Japanese companies. The contest began with a silent prayer offered by everyone participating for those who lost their lives in the Great East Japan Earthquake. Twenty representatives selected from 460 universities in China with Japanese language programs competed in front of a crowd of over 380 people to be No. 1 in China. They all delivered wonderful, passionate speeches.

DOCOMO intends to continue actively participating in the event and help promote mutual understanding between Japan and China in the private sphere.

Partnering with Customers in Social Contribution Activities

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

DOCOMO established a "Social Contribution Course" linked to 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.

In fiscal 2010, 8,789,500 points (equivalent to 8,789,500 yen) were donated.

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

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 2010 as well, an awards ceremony was held in Tokyo in October. Two people were granted Excellence Awards, one in advance technology and one in basic science, and two people won Honorable Mention in the social sciences division.



Awards ceremony for the 9th DOCOMO Mobile Science Prize

Scholarships for International Students from Asia

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 2010. The MCF has provided support for 176 students to date.



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

Support for Local Social Welfare Organizations



Presentation ceremony for social welfare organizations

For the healthy growth of society, it is necessary to overcome social issues such as the extension of welfare programs to seniors and persons with disabilities, as well as the elimination of social discrepancies on income and information. In this regard, the MCF makes donations to organizations carrying out social welfare initiatives at the local level. In fiscal 2010, a total of 23.5 million yen was donated to 47 organizations.

Major Initiatives at DOCOMO Regional Offices

Hokkaido Regional Office



DOCOMO employees teach how to bat

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

In fiscal 2010, youth baseball clinics were held in September in Furano and in October in Kutchan. Around 100 young people participated in each clinic.

Tohoku Regional Office



7th DOCOMO Tohoku Youth
Girls and Boys Futsal Tournament

In December 2010, the 7th DOCOMO Tohoku Youth Girls and Boys Futsal Tournament was held at gymnasiums in Sendai. A total of 24 teams—two boys and two girls teams from each of Tohoku's six prefectures—with around 370 players competed in heated matches. The tournament, sponsored by the Tohoku Regional Office, was organized by volunteers from the DOCOMO Tohoku Group's soccer club, who helped make it a rousing success.

Tokai Regional Office



Youth kendo swordsmen compete
in the tournament

In March 2011, the 18th NTT Group Tokai Youth Kendo Tournament was held at gymnasiums in Ogaki, Gifu Prefecture, with 700 people from 135 teams representing Tokai's three prefectures competing in the event.

The Tokai Regional Office co-sponsored the tournament, providing donations and sending four volunteer employees who helped put on the event.

Hokuriku Regional Office



Soccer clinic for elementary and middle school students

The Hokuriku Regional Office holds soccer clinics for elementary and middle school students together with Zweigen Kanazawa of Ishikawa Prefecture, a soccer club in the Japan Football League. The clinics were held 20 times in fiscal 2010, drawing the participation of 561 people.

Kansai Regional Office



Opening ceremony of the DOCOMO Cup

The Kansai Regional Office has held rugby clinics since fiscal 2007 that feature instruction by the Red Hurricanes, NTT DOCOMO's rugby club. The Red Hurricanes won every match in the Top West A League and Top Challenge League in the 2010-11 season, earning a promotion to the top league. In fiscal 2010, a total of nine clinics were held, and some 1,800 elementary, middle and high school students participated. In addition, in fiscal 2010, the first Osaka Winter Challenge DOCOMO Cup was held to promote rugby to young people and improve competitive skills. Some 350 elementary school students on 21 school teams in Osaka Prefecture participated. The tournament was a wonderful display of children running their hearts out to win, shedding tears in the agony of defeat and basking in the thrill of victory.

Chugoku Regional Office



Social event with a soccer team composed of people with disabilities

The Chugoku Regional Office holds social events with soccer club members and soccer teams made up of people with disabilities in Hiroshima in an effort to contribute to the local community through sports. At the event held in July 2010, everyone involved had a great time running around the field and playing soccer with a smile.

Shikoku Regional Office



Soft tennis clinic for elementary school students

The Shikoku Regional office holds tennis clinics for tennis players representing elementary schools in Shikoku that take part in soft tennis tournaments in the region. The clinics seek to improve the soft tennis skills of the players and feature instruction from members and former members of the Shikoku Regional Office's soft tennis club. In fiscal 2010, the clinic was held in Kochi in July, for some 100 elementary school students.

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 2010, the tour made one stop in Kitakyushu in August and three stops in Fukuoka in December. Instruction on rugby fundamentals and training methods was given to some 330 middle school students.



Commemorative photo following the DOCOMO Youth Rugby Kyushu Tour

FY2010 Highlights

Respecting Employee Individuality and Working Styles for a More Rewarding Workplace

Every employee at DOCOMO has an important role to play in our business and CSR activities. At DOCOMO, we believe that creating a working environment for employees to actively perform leads directly to helping create a more sustainable society.

Based on this thinking we strive to develop meaningful, rewarding workplaces by 1) providing career support for women, 2) encouraging work-life balance, which means helping employees balance their jobs with their private lives, and 3) promoting diversity, which entails respecting people of different genders, ages and nationalities and respecting different sets of values. 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.

Topic #1

Creating New Mobile Cultures and Markets Together With Employees

(currently Branch Manager, Yamagata Branch, Tohoku Regional Office, NTT DOCOMO)

Sonomi Aizawa
President, docomo.com



docomo.com provides consulting and research on the mobile content business. My tenure as president of the company began in 2008, but before taking up the post I had no experience in the content business. I was grateful for the opportunity to take on a new challenge, and I focused on accentuating the company's strengths with my knowledge and experience in sales and marketing. In order to make the company a place where motivated employees are free to excel, we worked to improve a workplace and foster a corporate culture of mutual cooperation. More importantly, we endeavored to convey the goals of the company and the roles of each employee to our workforce with a strong sense of expectation in order to put the company's growth and employee growth on the exact same track. There were actually many times however when I was pushed and motivated by my own employees, and I learned a great deal. Looking ahead, we hope to help create new mobile cultures and markets together with employees and outside partners.

Topic #2

Working from Home Program Helps Me Balance My Job with Raising Children

Huiling JIANG
Research Engineer, RF Technology Research Group, Research Laboratories



I joined DOCOMO after leaving my home country of China and completing a graduate degree program in Japan. Since then I have been involved in research and development on antennas installed at base stations. I have also started a family and have been taking advantage of the Working from Home program since April 2010. Before, it was difficult to balance my job with my family responsibilities. I would sometimes have to go home early from work and I was unable to take part in events at my children's school. However, working at home has eliminated commuting time, which I fill with taking care of my children. This has also improved the efficiency of my work. Before starting on the program, my manager and I made sure we had the same understanding of my specific tasks and goals, and I regularly report the results of my work. I now have a more accurate understanding of how much I can accomplish in a given amount of time. The Working from Home program is a kind of safety net for fulfilling responsibilities to family and community while continuing to work. I plan to set firm long-term goals and further develop my own career while continuing to effectively utilize this program.

Employment and Compensation

Employee Training Actively Conducted Based on Four Basic Policies

DOCOMO has established the following four basic policies on employee training so that each and every employee will continue to develop and improve their skills and ultimately help the company provide products and services that more fully satisfy customers.

1. Employees should be highly skilled and possess specific strengths and expertise.
2. Employees should possess the flexibility to accept other people's opinions while thinking and acting for themselves.
3. Employees should always take on challenges, set high goals in their own jobs and work toward those goals.
4. Employees should be tolerant, accept diverse sets of values and exhibit communication skills.

DOCOMO is currently focused on employee development training based on these policies. In fiscal 2010, we conducted training to teach specialized skills, foster a global outlook and strengthen marketing and communication abilities. Going forward, we intend to promote employee development based primarily on fostering the creative thinking ability needed to take on new business areas and on strengthening personnel on the frontlines of global business activities.

Respecting Diversity and Fostering a 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. The first phase of our activities in this area involved providing support for career development with an emphasis on initiatives for women employees. In fiscal 2010, we also held a multicultural communication seminar to help build trust and facilitate communication between people of differing backgrounds (differing nationalities, cultures, values, etc.). In order to create a pleasant, rewarding workplace, we are also working to enhance measures for supporting employee work-life balance, which include instituting nursing care leave and the Working from Home program, meeting with employees beginning maternity or childcare leave, and holding forums on nursing care.

Moreover, DOCOMO incorporates these ideas into personnel systems and works to maximize the abilities and motivation of each and every employee by assigning the right jobs to the right people, promoting skill development and conducting appropriate performance assessments.

Employee Data ※ 1

Number of Employees (as of March 31, 2011)

	Male	Female	Total
Employee count	9,015	2,047	11,062

Number of People Hired (FY2010)

	Male	Female	Total
Recent college graduates	178	70	248

Percentage of Male/Female Managers (As of March 31, 2011) (%)

	Male	Female
Percentage of Male/Female Managers (assistant manager and above)	94.6	5.4

Key Employee Data

Average age (as of March 31, 2011)	38.6 years old
Average years of continued service (as of March 31, 2011)	16.4 years (excluding persons seconded out/in)
Average total annual hours worked (FY2010)	1,949 hours

Leave Program Utilization (FY2010)

	Male	Female	Total
Maternity leave	0	183	183
Childcare leave	6	354	360
Shortened working hours for childcare	0	315	315
Reemployment of childcare retirees	0	0	0
Nursing care leave	3	7	10
Shortened working hours for nursing care	2	0	2
Volunteer leave	119	16	132
Percentage of paid holiday taken	-	-	83.5%

※ 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.

E-learning diversity training consists of various programs that provide basic knowledge on diversity as well as expertise on how to improve communication, which is essential to establishing mutual respect among employees. The curriculum includes such topics as the cultural preconditions for diversity and the characteristics of a workplace where different ways of thinking and working are respected.

In fiscal 2010, over 80% of employees participated in the program, which ran from December 2010 to January 2011. 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 at least 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. Employees of non-Japanese nationalities numbered 72 as of the end of fiscal 2010.

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

In fiscal 2011, we plan to hire at least 10 new employees of non-Japanese nationalities and continue to emphasize diversity in the hiring of both new graduates and mid-career professionals.

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 192 employees with disabilities working at DOCOMO as of March 2011, which represents 1.99% ^{* 2} of our total workforce. The legal requirement is 1.80%.

Employees with Disabilities (as a percentage of total workforce) ^{* 2}		
	March 31, 2010	March 31, 2011
Employees with Disabilities	2.03%	1.99%

^{* 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 163 employees utilizing this program as of the end of fiscal 2010.

Greater Dynamism Goal of Employee Attitude 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 an attitude survey of all employees to gauge their views on a variety of issues.

We conducted another employee attitude survey in fiscal 2010 for all employees of NTT DOCOMO and the NTT DOCOMO Group.

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 2010, seven new expert training courses were added to train LTE installation and IP engineers and other specialists.

As part of efforts to help employees with their own development, we make available a menu of some 430 correspondence courses and also provide support for acquisition of 85 types of certification. In fiscal 2010, approximately 1,200 employees acquired some form of public certification.

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

In fiscal 2011, we will reinforce employee skill development programs with a focus on global training and developing the creative thinking abilities needed to take on new business fields.

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
	<ul style="list-style-type: none">• Global OJT• Overseas study
Specialist skills	<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 evaluated every year by themselves and their superiors, colleagues and subordinates in a "360-degree multifaceted" assessment. 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.

In fiscal 2010, evaluations were held from December 2010 to February 2011, and there was a marked increase in performance ratings from subordinates, showing that the managerial abilities of managers with respect to their staff have improved.

In addition to quantitative evaluations based on a performance rating, since last fiscal year we have encouraged employees to make constructive observations as well because qualitative evaluations in the form of advice from others are also essential. Managers set firm goals for further improvement of management abilities and work to achieve them.

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. Around 1,400 employees have applied as of fiscal 2010 and of them around 200 are currently working in their department of choice. In order to promote personnel exchange within the NTT Group, the Job Challenge program has also been established for employees to apply for positions at NTT Group companies.

Honoring Employees Motivates Everyone

The DOCOMO Business Awards are conducted to honor employees who make exceptional contributions to business in order to help raise employee motivation and promote smooth business administration. Awards are given out in four divisions. Marketing Awards are for helping raise market value, Process Awards, for helping raise the value of business processes, Global Awards, for contributing to overseas business development, and Image-Up Awards, for enhancing our brand and overall image.

※ Applies to NTT DOCOMO, INC.

Cultivating Entrepreneurialism from Within

DOCOMO has a special program called the In-House Venture System in which employees take on the challenge of commercializing a venture business based on their own ideas while the company supports their entrepreneurialism by incubating the business, which can include investment. 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 251 applications as of March 2011 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 conducted by executives of venture companies, and consultation sessions regarding In-House Venture initiative.

Respecting Human Rights at the Workplace

Preventing Discrimination and Harassment

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 order to further raise human rights awareness, in fiscal 2010 we solicited human rights slogans and poster ideas from employees and gave awards to exceptional entries. In addition, we utilized an internal company website on human rights awareness to begin regularly publishing the Human Rights Mini-Knowledge Series—important facts about human rights—as a tool for raising awareness. We also posted helpful examples on the site and conducted related e-learning training courses.

E-Learning Training Raises Employee Human Rights Awareness

DOCOMO conducts human rights awareness training in an e-learning format on an internal company website in order to raise employee awareness of human rights.

The training text is titled "Human Right Awareness e-Learning Content," and employees can work on the course at their own pace from their computers at office. Employees learn everything from the basics of why companies engage in human rights issues to human rights sensitive expressions, issues pertaining to social minorities, sexual harassment, abuse of authority and a wide variety of other topics.

In fiscal 2010, employees were encouraged again to take this e-learning training course so that even more employees would utilize it as a readily accessible class on human rights.

Vice President Sends Message in Conjunction with Human Rights Day and Human Rights Week

In conjunction with Human Rights Day (December 10) and Human Rights Week (December 4-10), which commemorate the UN's adoption of the Universal Declaration of Human Rights, the vice president and chair of the Corporate Human Rights Enlightenment Committee, sent a Human Rights Week message to employees. The message was intended to deepen recognition and understanding of the subject by raising awareness regarding the spirit and purport of the United Nations' Universal Declaration of Human Rights and express to employees that human rights issues affect everyone directly.

With the publication of ISO 26000, in fiscal 2010 we called on employees to participate in activities that respect human rights from an international perspective and reminded every one of the need to promote such activities on their own initiative. Going forward, we will carry out human rights awareness activities that are highly effective and address contemporary trends.

Outside Consultation Desk Provides Safe Consultation on Human Rights Issues and Concerns

DOCOMO has established a point of contact outside of the company channel 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, specialized 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.

In fiscal 2011 we will work to further increase awareness of the desk by updating promotional posters displayed at workplaces and clearly publicizing it as a place where employees can rely on.

Promoting Work-Life Balance

Interviews and Forums Help Employees Balance Work and Child-Raising

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.

For example, before an employee goes on leave, a three-party meeting is held with the employee, his or her immediate manager and the Diversity Development Office to make sure that not only the employee understands the program but also managers and co-workers, to eliminate any anxiety about balancing work and childcare after returning, and to raise awareness of career development.

Additionally, the Win-D working group has been established 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. In fiscal 2010, outside experts were invited to the forums to discuss designing a career while raising children.

Employee Family Members Visit the Office on Family Day



Family Day

Held in July 2010, Family Day provides an opportunity for employee family members to visit the workplace. The goal of the event is to support the work-life balance of all employees with families, regardless of gender, boost employee motivation and help families better understand the jobs done by their loved ones.

Family Day drew 118 families (368 people) of Group employees working at the headquarters. The day included tours of the headquarters, Mobile Phone Safety Classes, commemorative photos with DOCOMO's popular mascot character, Docomodake, and a tour of the headquarters showroom. The day was a success, with employees who participated remarking how fun it was for their children to see and experience where they work every day. Family Days were also held in different regions around the country. Many families participated and had a great time.

DOCOMO will continue conducting initiatives like Family Day to help employees achieve work-life balance.

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 2010

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. Ten seminars were held in fiscal 2010, and 600 people participated.

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 12 times in fiscal 2010 and attracted 297 participants.

Life Design Office

This office provides information and advice to employees on drawing up life plans. It was utilized by 366 people in fiscal 2010.

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}. For example, there are mental health questionnaires and stress checks for self-care as well as various related training programs for managers. In addition, workplace monitoring, health checkups, follow-ups, interviews with all employees and meetings with employees working long hours are conducted by in-house health staff, and 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 (FY2010)	
In-person counseling	474
Direct telephone counseling	379
Reservation-based telephone counseling	21
Counseling via email, etc.	175

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

Visits by the President and Other Executives Provide Opportunity for Feedback



The president visiting a docomo Shop

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

In fiscal 2010, the president made visits to over 85 regional offices, group companies, call centers and docomo Shops all over Japan, with the goal of getting to know the situation on the ground better and uncovering any neglected issues. Other executives responsible for regional offices also dropped by offices and held discussions to get a better handle on issues facing staff and current feedback from customers. Moreover, in fiscal 2010, the president took trips to offices located overseas as well and held discussion sessions with employees. These first-hand experiences give management a taste of the energy present on the frontlines and give employees a peek into management's passion for their people and their business. The visits help the entire company get on the same page going forward.

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.

FY2010 Highlights

Maintaining Good Relationships with docomo Shops and Business Partners

docomo Shops around the country are important points of contact that keep us connected to our many customers. We therefore maintain fair and appropriate agency agreements with these shops, making staff support available year round for answering questions on products, services and procedures, and offer education and training programs in order to closely accommodate the needs of our customers.

In addition, DOCOMO works to maintain healthy and equitable partnerships with mobile phone and communications equipment manufacturers and other business partners. We established the NTT DOCOMO CSR Procurement Guidelines and strive to do our part in society by giving priority to human rights in the procurement process, requiring proper labor practices, ensuring safety and health, promoting environmental protection, rigorously engaging in fair trade, maintaining product quality and safety, ensuring information security, and promoting social contribution.

Topic #1

Customer Reception Contest Raises Customer Service Skills at docomo Shops

Makoto Kameda
Sales Promotion Department



We hold the docomo Shop Staff Customer Reception Contest in order to raise customer service skills of docomo Shop staff. Starting in fiscal 2010 a joint contest was held with sales and technical service divisions, which had held separate events previously, to more broadly share model examples of exceptional customer service. The event proceedings were recorded and put on a DVD that was distributed to docomo Shops throughout the country.

Using My Contest Experience to Further Improve Customer Satisfaction

Yoshiko Kanehira
Assistant Manager, docomo Shop Aomori-Nishi Branch
(currently Manager, docomo Shop Hirosaki-Ekimae Branch)



I won the Grand Prize at the 2010 docomo Shop Staff Customer Reception Contest. I think I could receive the award because, I provided an overview of the process upon the grasp of the customer's specific needs and served the customer warmly in the local dialect. I learned a great deal from the other participants in the contest, so I plan to utilize this experience in day-to-day job activities and continue working to further raise customer satisfaction.

Topic #2

Smartphone Classes Started at docomo Shops

Yuichi Suda
Sales Promotion Department



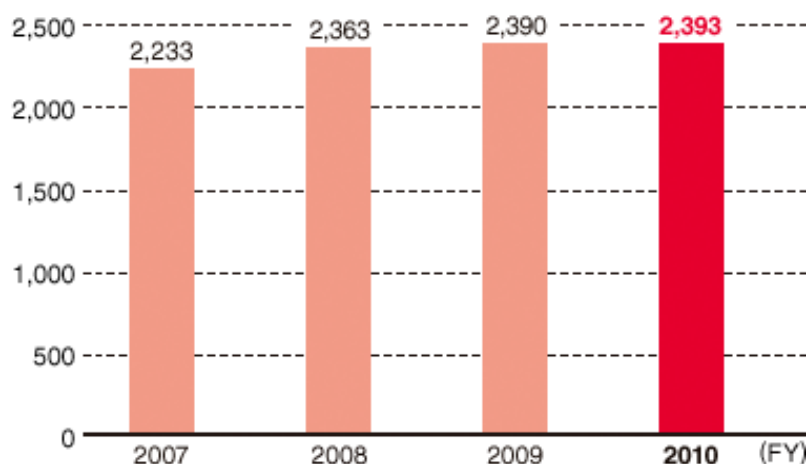
docomo Shops hold mobile phone classes to help customers gain greater familiarity with our products and services. In fiscal 2010 we began holding smartphone classes for customers with smartphones and customers considering the purchase of a smartphone in order to introduce their various functions, including how to use the Internet, email and various applications. As of March 31, 2011, a total of over 40,000 people had participated in the classes. The textbook used in the classes contains many pictures and illustrations to make the curriculum easy to follow. Customers have told us many times how easy the class is to understand and how they want to attend more. For future classes we plan to expand the types of textbooks depending on the customers' specific use scenario and make the classes even more fun and interesting in order to attract even greater participation.

Working with docomo Shops

docomo Shops Provide Convenient, Conscientious Service

DOCOMO provides products and services to customers through docomo Shops and other sales representatives such as large-scale retailers. There were 2,393 docomo Shops nationwide as of the end of March 2011, and all the shops represent important points of contact between DOCOMO and its customers. We therefore make certain that all agency agreements with partner shops are fair and appropriate to establish a business structure that offers services that closely address the needs of customers.

Number of docomo Shops



Strengthening Support Systems Directly Connected to Frontline Staff

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 all staff members to serve customers in the optimum and unified manner. 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

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.

DOCOMO instituted a "Meister Certification" program to train docomo Shop staffs to become smartphone experts in fiscal 2009, and in September 2010 a new certification, "Smartphone Meister," was established to raise the quality of customer service in connection with smartphones, which have rapidly gained popularity in recent years.

Going forward, we will continue to strengthen education and training programs to ensure high quality customer service at all docomo Shops around the country.

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 during the whole production process of the 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. We have, therefore, 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, we hold presentations for suppliers and publish the guidelines on our website. In addition, suppliers are asked to submit a CSR procurement check sheet once a year, in principle.

In fiscal 2010, the check sheet was sent to 76 companies, and responses were received from all of them. Based on these responses, it was found that all suppliers are observing the CSR Procurement Guidelines and that the actions related to those initiatives have been improved in general since the previous fiscal year.

In fiscal 2011, we plan to revise the guidelines based on ISO 26000, which was issued in November 2010. Moreover, we will continue monitoring suppliers via the check sheet, ascertain the state of initiatives being conducted by them, and make improvements as necessary. For new suppliers, we will explain the CSR Procurement Guidelines and work to ensure they gain an understanding of DOCOMO's CSR activities.

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 dialog 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 2010, three discussion sessions were held at DOCOMO's headquarters and opinions were exchanged on DOCOMO's procurement activities.

Safety at Base Station Installation Sites

As a part of initiatives to secure safety in labor, we endeavor to prevent falls and other accidents during work in high places such as base station installations, where work is contracted out to telecom construction firms. DOCOMO therefore holds classes and briefing sessions specifically addressing those workers, conducts joint safety patrols by management and labor unions, and posts safety reminders to keep safety on the minds of every worker and raise awareness of safety issues.

In fiscal 2010, just as last year, we requested that communication facility construction companies around the country introduce safety equipment in order to prevent accidents involving falls from high places, and all 13 companies complied. In fiscal 2011, we plan to focus again on safety measures at base station installation sites.

New Software Streamlines Handset Development

DOCOMO developed an operator pack for FOMA, which is common software for mobile handsets, and has steadily installed it on phones beginning with models launched from winter 2009.

The operator pack combines application software for original DOCOMO services like i-mode with a common software platform used globally. Using the 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.

In fiscal 2010, we more actively utilized the global platform and focused 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. As a result of these efforts, we are now able to develop a wide-ranging lineup that will meet the diverse needs of customers with advanced functionality not possible previously. Going forward, we plan to go global with our mobile phones by developing an environment that allows a variety of applications to be used around the world.

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 and has established its own policies and ethical guidelines for content included on docomo market and on the i-menu portal site for sp-mode and i-mode. We also help providers by making technical requirements for i-mode and sp-mode sites available on a special site.

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.

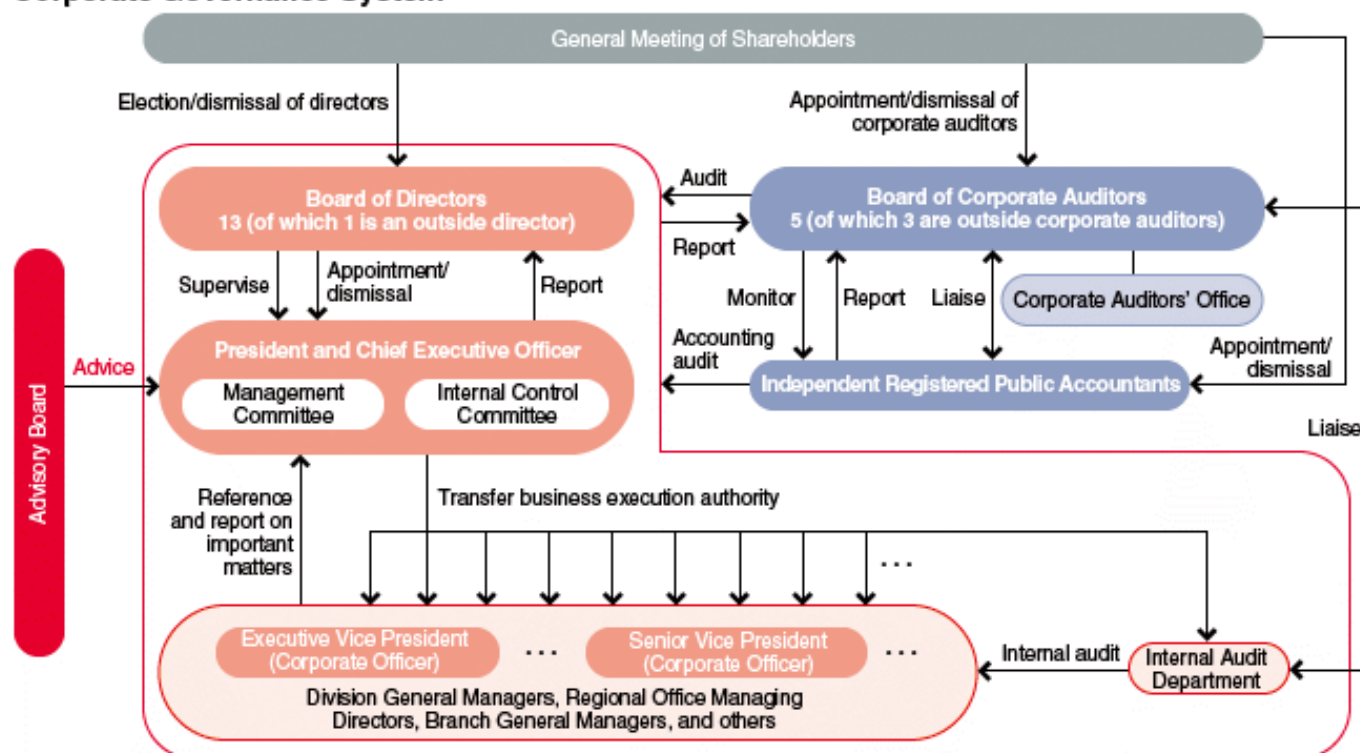
Specifically, corporate governance is maintained through the Board of Directors, which makes decisions on important business matters and supervises business execution by the directors, and the corporate auditors and Board of Corporate Auditors, which audit business execution by directors from a standpoint 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.

Compensation for outside directors and related information is reported in Investor Relations website (Annual Reports, U.S SEC Filings, etc).

▶ [Investor Relations](#)

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.

Advisory 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.

NTT DOCOMO Group Code of Ethics Revised Based on Further Globalization and ISO 26000

In November 2010, the NTT DOCOMO Group Code of Ethics was partially revised in light of the substantial changes taking place in the corporate world, both domestically and internationally, changes that include further globalization of corporate activities and the new ISO 26000 international standard on the social responsibilities of organizations. The code of ethics is comprised of 10 articles, including on legal and ethical compliance, information disclosure and transparency, fair, open and free competition and trading, and respect for employee human rights and individuality based on the revised Subcontractor Act of 2004. Specifically, Article 1 (Legal and ethical compliance) now states that we will comply with the letter and spirit of all laws and regulations both domestically and internationally, and will respect international norms on human rights and in other areas, given mounting international concern over human rights issues. Article 2 (Customer-focused products and services) was revised to emphasize the importance of ensuring the safety of the products and services we provide.

Going forward, we plan to update the NTT DOCOMO Group Code of Ethics Guidelines (Ver. 2) and distribute the guidelines to all employees to facilitate greater understanding of the revised code and ensure full compliance with it. We will also continue working to raise awareness of the Compliance Administration Regulations, which provide concrete standards for promoting compliance and corporate ethics at Group companies, and further promote compliance management.

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, both domestically and internationally, respect international norms on human rights and in other areas, and base our conduct 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 safe and 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

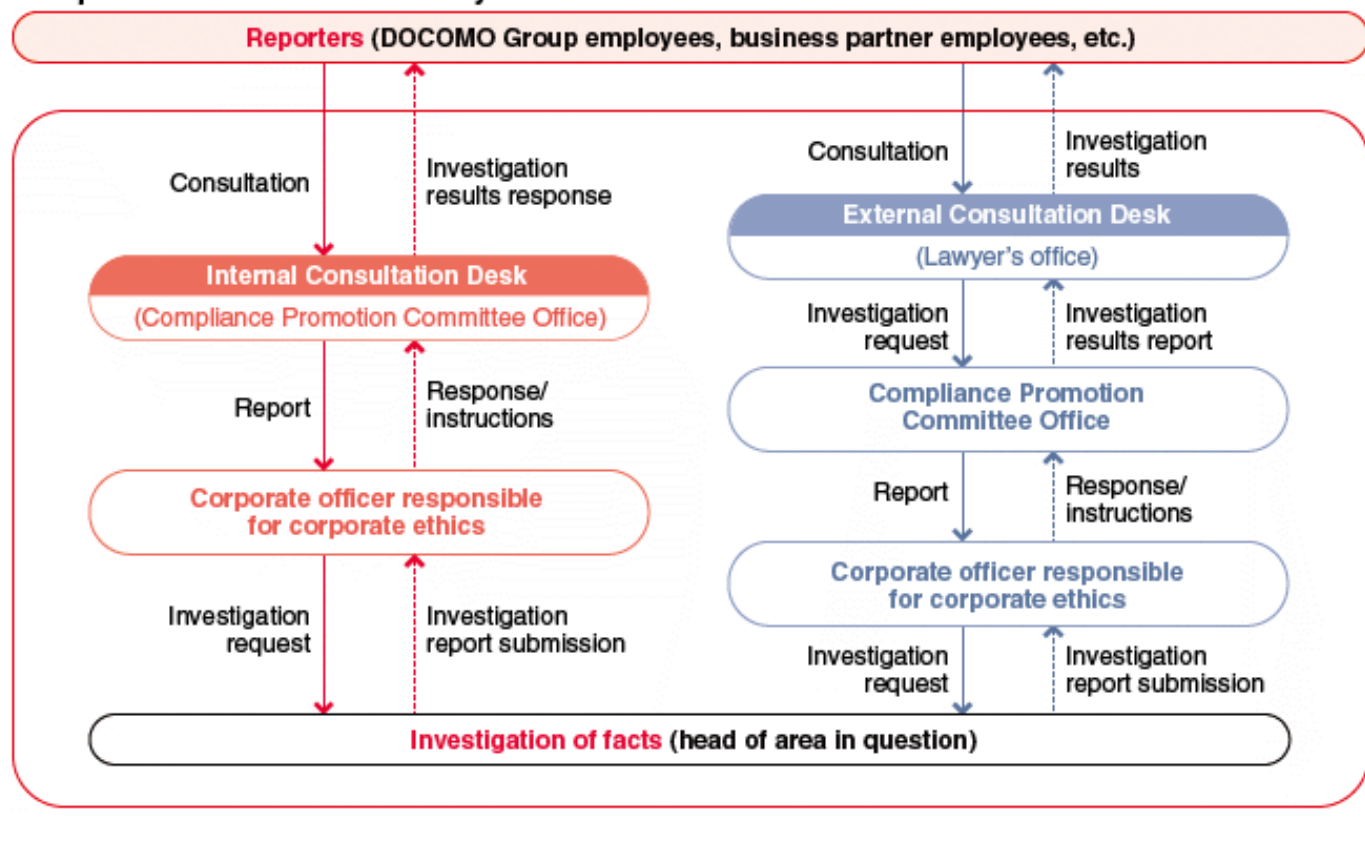
Compliance at DOCOMO starts with the President and Chief Executive Officer, who chairs the company's Compliance Promotion Committee. The committee is responsible for making sure employees know and understand the Code of Ethics. It makes decisions on policies related to legal and ethical compliance and 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 fiscal 2010, posters were displayed at offices in conjunction with partial revisions to the Code of Ethics in an effort to raise awareness of the code, including the recent revision.

In addition, DOCOMO has established reporting channels, both internal and external, for employees to disclose potential incidents of non-compliance. These Compliance Consultation Desks can be contacted by email, letter or fax not only by Group employees but also by business partners. The 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 2010, a total of 82 cases were reported regarding administrative rule infractions, inappropriate work management and harassment. Investigations were conducted, but there were no major incidents. In addition, a survey of all employees was conducted on compliance and human rights awareness and it found that employees are very aware of the consultation desks.

We plan to update the poster introducing the consultation desks and further raise awareness of them as a channel for employees to report issues with complete peace of mind.

Compliance Consultation Desk System



Ongoing Training and i-mode Site Help Further Compliance



At compliance training

Compliance training suited to each level of the corporate hierarchy 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 2010, the ISO 26000 international standard on the social responsibilities of organizations was issued, and human rights is one of its main themes, so in conjunction with Human Rights Week the vice president issued a Human Rights Week message reminding employees of the need to participate in activities that pursue respect for human rights from an international perspective and to take the initiative in promoting respect for human rights.

In addition, we began issuing the Human Rights Mini-Knowledge Series on a regular basis, a human rights awareness tool that utilizes an internal website on human rights, posted helpful examples for raising human rights awareness on the site, and conducted an e-learning training program on human rights.

Moreover, training continued to be conducted for Risk Compliance Leaders, who are tasked with promoting compliance activities in their respective departments. Through the training we worked to create a common awareness of the roles expected of the leaders and share information. A compliance seminar was also held for NTT DOCOMO executives, the presidents of Group companies and other members of upper management.

Going forward, we will continue raising awareness of human rights, training key personnel for promoting compliance, and actively carrying out compliance-related initiatives.

Employee Survey on Compliance and Human Rights

A survey of all Group employees, including temporary staff, was conducted in November 2010 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. There was improvement in scores related to understanding of policies and programs on compliance and human rights, which were somewhat low last year, but scores for communication and relative transparency at the workplace stayed at the same level as last year. A clear issue was also identified: a gap in levels of employee awareness depending on the region.

Based on these findings, in fiscal 2011 we will strive to provide the topics that help promote communication at the workplace, and work to continue or reinforce information provided on compliance and human rights, and endeavor overall to further increase compliance and human rights awareness.

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 58 million people, and accordingly ensuring information security is an important management issue.

As a telecommunications company with a public nature, 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. It also regularly surveys and investigates how personal information is being handled and managed.

We also maintain structured 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 fiscal 2010, we focused on reconfirming the importance of information management and worked to promote information security knowledge and increase understanding through well suited training based on the corporate hierarchy. Going forward, 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](#)

Action Plan and Manuals Created for Potential Influenza Epidemic

To prepare for the possibility of a communicable disease epidemic, caused by a new strain of the influenza virus for example, DOCOMO has created an action plan with a basic policy of maintaining communication networks and customer services and minimizing infection among employees. We have also developed various actions manuals to facilitate an accurate, speedy response to an outbreak. Further, offices have been stocked with mouthwash, masks and other items to prevent the spread of infections.

Stable Information System Operations Year Round

Information systems are critical infrastructure that support day-to-day business operations—customer information management, service order processing (requests, launch, discontinuation and termination), billing processing (calculation, charge and collection), 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 firmly 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 back-up centers at separate locations in case a fire or human-related disasters occurs in a building with critical facilities. Procedures are also in place for safeguarding important information, such as customer data and charges, and the continuation of customer services. Disaster 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 for 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.

In fiscal 2011, we installed a new operating system that limits power consumption to prepare for the possibility of sudden blackouts caused by power shortages during the summer.

Regular Business Continuity Drills for Employee Safety

DOCOMO holds regular drills that involve confirming the safety and well-being of employees from the standpoint of business continuity during disasters. In fiscal 2010, a drill on confirming the safety and well-being of all Group employees was held, and the safety of 98.3% of participating employees was confirmed by 5:00 p.m. on the day of the drill using the DOCOMO Group Employee Safety Confirmation System.

Owing in part to having regularly done this drill, when the Great East Japan Earthquake occurred on March 11, 2011, we were able to successfully confirm the safety and well-being of all Group employees in the Tohoku area as of 1:00 p.m. on March 12, 22 hours after the earthquake.

In fiscal 2011, we plan to continue conducting these drills to prepare for emergencies.

Responsibilities to Shareholders and Investors

Returning Profits to Shareholders

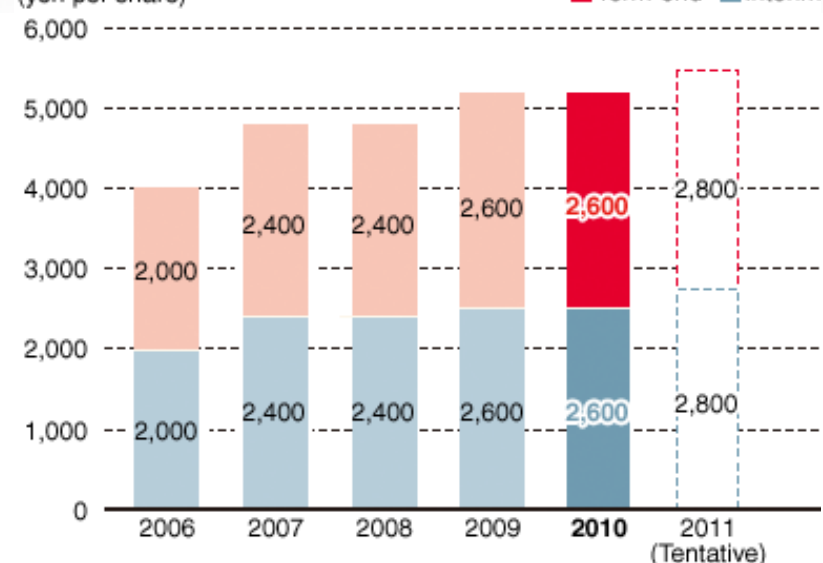
NTT DOCOMO considers that providing adequate returns to shareholders is one of the most important issues in corporate management and plans to pay dividends in a stable manner by taking into account its consolidated results and consolidated dividend payout ratio, while striving to strengthen its financial 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. Basic approach regarding the level of treasury stocks resulting in the repurchased shares is to limit the amount of such treasury stock to approximately 5% of total outstanding shares and to retire the excess at the end of the fiscal year. In the fiscal year ended March 2011, the Company acquired 138,141 shares of its own common stock at a price of approximately 20.0 billion yen and canceled 140,000 shares (approx. 0.3% of total outstanding shares prior to retirement) on March 31, 2011.

As for the internal reserves, the Company will allocate those 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.

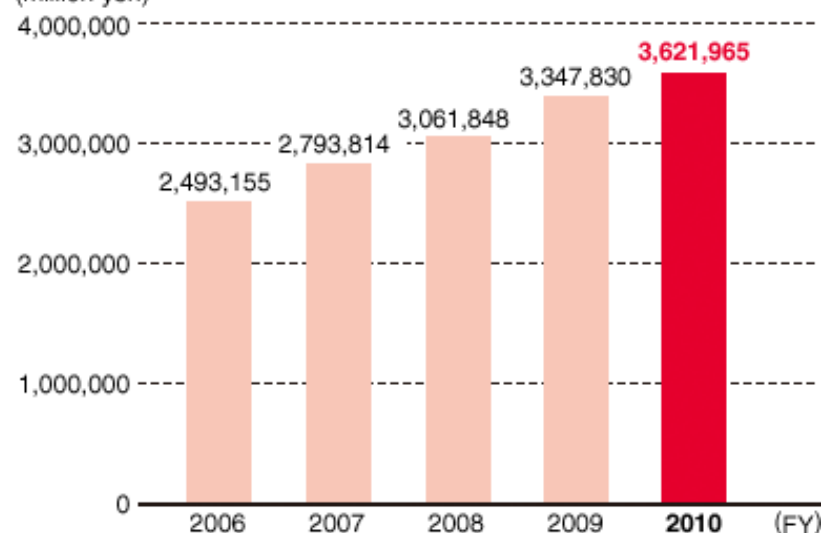
Dividend Payout

(yen per share)



Internal Reserves

(million 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 financial results 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.

IR Activities Recognition

DOCOMO has been recognized for its stance on disclosure and emphasis on fairness in investor relations activities, for the straightforwardness of information provided on its Investor Relations site and in its annual reports, and for the considerations given to individual investors.

Awards Received in FY2010

- Recognized for excellence in corporate disclosure at the 2010 Awards for Excellence in Corporate Disclosure sponsored by the Securities Analysts Association of Japan (October 2010)
- Awarded Second Prize by Nikko Investor Relations Co., Ltd.'s ranking of listed company websites (November 2010)
- Awarded Grand Prize by Daiwa Investor Relations Co., Ltd. in its 2010 Internet IR Best Company Awards (December 2010)
- Ranked No. 1 in Gomez Investor Relations Site Ranking 2011 by Gomez Consulting Co., Ltd. (March 2011)
- Received honorable mention at the Nikkei Annual Report Awards 2010 sponsored by Nihon Keizai Shimbun Inc. (December 2010)

Corporate Profile

DOCOMO Overview

Corporate Data

Company Name	NTT DOCOMO, INC.
Headquarters	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, 2011)
Employees (consolidated)	22,954 (as of March 31, 2011)
Main business areas	DOCOMO's main business is mobile phone services (see table below for details).

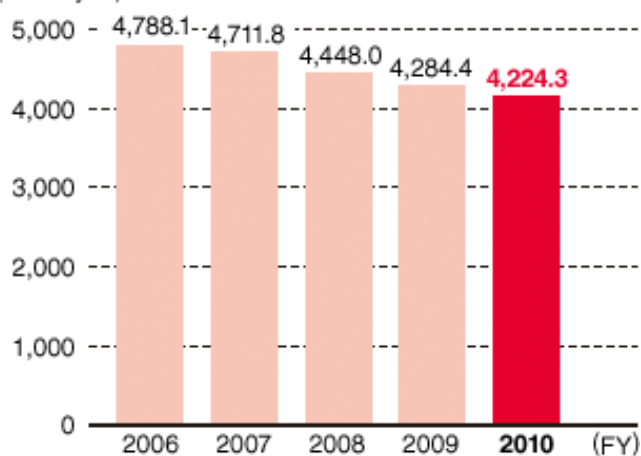
Business Segment	Description
Mobile Phones	Mobile phone services (Xi TM , FOMA and mova), packet communications services, international calling services, satellite phone services, and sales of terminals for the services, etc.
Other	Credit business, TV shopping services mobile advertising sales, Internet connection services for hotels, etc.

(as of March 31, 2011)

Fiscal 2010 Operating Performance

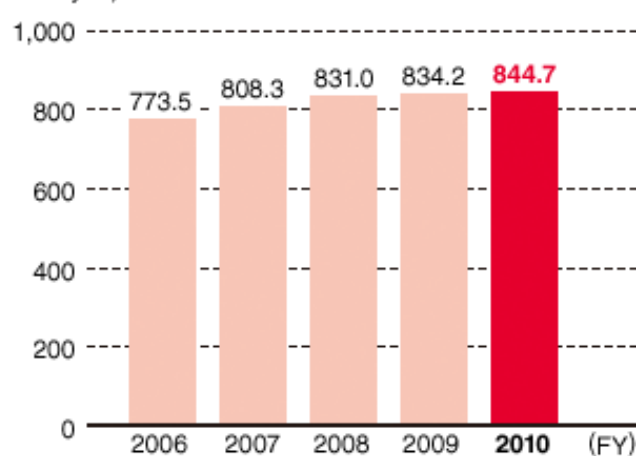
Operating Revenues (Sales)

(billion yen)



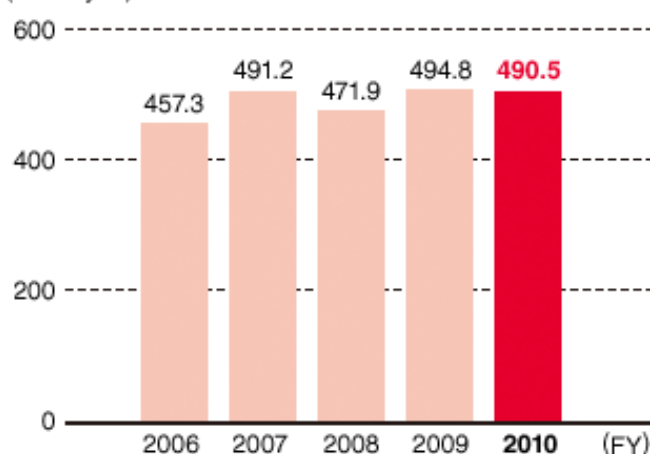
Operating Income

(billion yen)



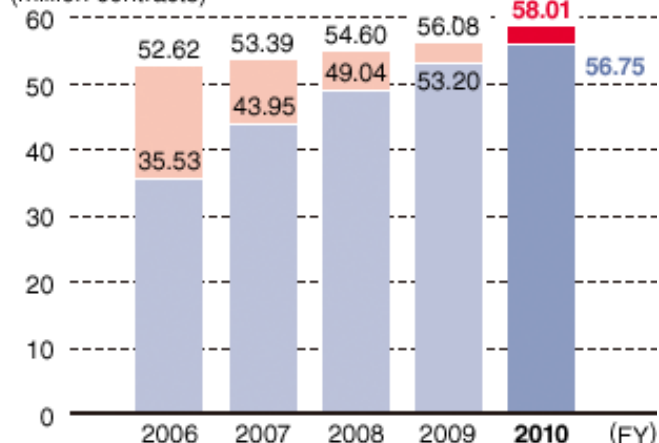
Net Income Attributable to NTT DOCOMO, INC.

(billion yen)



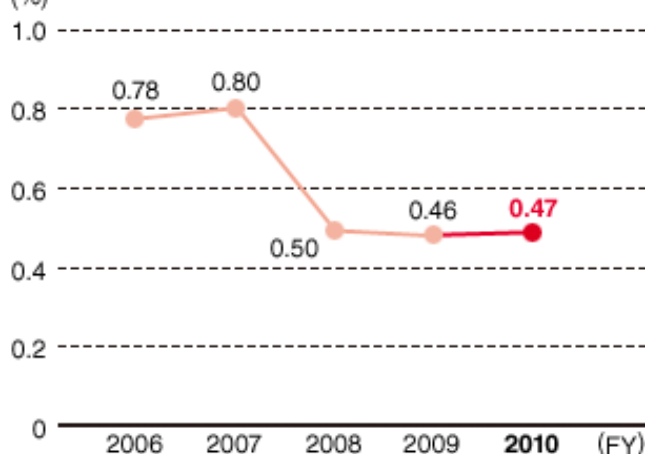
Mobile Phone Subscribers (FOMA + mova)

■ Mobile phone subscribers ■ FOMA subscribers (million contracts)



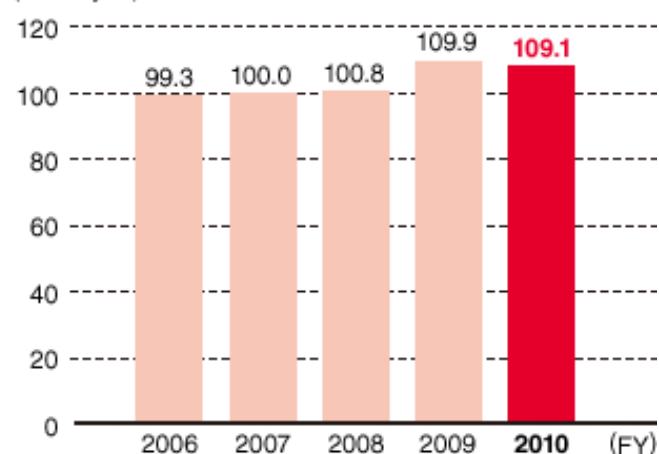
Mobile Phone Churn Rate

(%)



R&D Expenditures

(billion yen)



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 are shown in the table below.

Expenses by Stakeholders (billion yen)		Calculation Method
Government	376.5	"Taxes and public dues" and "income tax" in operating expenses
Shareholders	216.3	"Dividends paid"
Business partners (suppliers)	2,338.9	"Non-personnel expenses" and "communications equipment use expense" in operating expenses
Employees	264.6	"Personnel expenses" in operating expenses

Note: To ensure objectivity, these figures are based on figures reported in financial statements. Dividends in fiscal 2010 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		(billion yen)
Operating revenues		4,224.3
Operating expenses	Personnel expenses	264.6
	Non-personnel expenses	2,077.6
	Communications equipment use expense	261.3
	Tax and public dues	38.7
	Other	737.4
Total		3,379.5
Operating income		844.7
Other income (expense)		(9.4)
Income before income taxes		835.3
Income taxes		337.8
Equity in net income (losses) of affiliates, net of applicable taxes		(5.5)
Net income attributable to NTT DOCOMO, INC.		490.5
Dividends paid		216.3

Note: Totals may not equal their component items due to rounding.

Third Party Comment

Opinions about CSR report



Hiroji Tanaka

President, Tokyo College of Transport Studies

Hiroji Tanaka, in addition to serving as a college president, is an honorary member of the Japan Society for Business Ethics Study, chairman of the Whistleblower Protection Act Study Group and a member of the Ministry of Economy, Trade and Industry's ISO26000JIS National Committee, among others. Tanaka has published several titles, including "The Fundamentals of CSR," "Compliance Management" and "CSR Handbook." He worked at the Bank of Japan from 1954 to 1990 and concurrently graduated from Chuo University's Faculty of Law in 1959, and also served as a professor in Rikkyo University's Graduate School of Economics from 2002 to 2006.

The NTT DOCOMO Group has publically released its CSR Report 2011 as a booklet for the general public, as well as online. The online version contains more thorough information for the benefit of investors and others who require the full story with details. The report is based on NTT DOCOMO's CSR Message, which was created in parallel with the New DOCOMO Commitments announced in April 2008. Like last year, this year's report focuses on the four key themes of customer service, consistent quality, safety and security, and environmental protection. The report presents DOCOMO's enthusiasm for implementing CSR activities in the field.

What I highly evaluate

First, I should mention DOCOMO's efforts to support the victims of the Great East Japan Earthquake and promptly restore mobile phone services, which are so essential to daily life, based on the leadership of the company's president, who exhibited a clear understanding of the moment as chief of the Disaster Response Office, as well as the entire group's collective effort.

The company, having reconfirmed the importance of communication services in the aftermath of the disaster, acted quickly to establish new disaster preparedness in April and thereby strengthen its preparedness for the future.

Second is the company's medium- to long-term vision of where the company should be in 10 years. In July 2010, DOCOMO compiled Pursuing Smart Innovation: HEART, a vision of how the company will evolve into a provider of comprehensive services centered on mobility. Then in January 2011, DOCOMO released SMART for GREEN 2020, an environmental plan designed to help realize the HEART vision.

Given future uncertainties, it is commendable that the company has clarified its grand design of specific aims and activities for contributing to low-carbon, recycling-based societies and preserving biodiversity in accordance with DOCOMO's corporate philosophy. At the same time, the company took quick and appropriate action to revise the NTT DOCOMO Group Code of Ethics in light of the company's further globalization and ISO26000 certification.

Third, it is wonderful that customers evaluated DOCOMO as the most valued company in terms of both consumer and corporate services. This is a result of the company having focused in recent years on enhanced customer satisfaction and CSR as a cornerstone of its business. The achievement can be said to stem from the importance that DOCOMO places on interacting with and responding sincerely to its stakeholders, which is based on the company's concern for individuals, one of its key corporate themes. DOCOMO also has adopted various SRI indices, for which it has received considerable praise from professional institutions.

Fourth, the booklet version includes comments by advisory board members as a representation of public opinion. These thought-provoking comments by influential persons, all major players in their respective fields, focus on the company's outlook and ideals as well as its proactive approach to disclosure.

Expectations for Further Efforts

My first expectation is for DOCOMO to devise concrete plans and achieve consistent results with the initiatives created under its medium- to long-term visions Pursuing Smart Innovation: HEART and SMART for GREEN 2020. It would be desirable for DOCOMO to clearly define its steps for planning, implementation, results assessment and future challenges, taking into account the key themes for each respective year and working to involve young personnel in the process.

Second, this year the company must comprehensively verify its specific outcomes in light of GRI guidelines and ISO26000. For the NTT DOCOMO Group to succeed as a key player in global society, it must understand and accept what is required of it from an international perspective and then address societal issues through its core business as it continues to evolve as a company.

Response from DOCOMO



Hiroshi Matsui
Senior Executive
Vice President

This year's CSR Report explains DOCOMO's initiatives, which are focused on the four key themes of customer service, consistent quality, safety and security, and environmental protection, as well as the social background leading to the formulation of these initiatives. The information is presented in a booklet that clearly outlines the company's CSR activities.

A more detailed online report, which we created to meet the needs of investors and others, contains exhaustive information. By creating these two separately focused reports, we have attempted to communicate DOCOMO's CSR activities clearly and to the widest possible audience.

I very much appreciate Mr. Tanaka's praise for our efforts to quickly recover from the Great East Japan Earthquake. As we move deeper into the execution phase, we are striving to further strengthen our preparedness in line with the basic principles of our new disaster preparedness.

Next, Mr. Tanaka suggested that DOCOMO should devise concrete plans and obtain consistent results with the initiatives we implement under our medium- to long-term visions Pursuing Smart Innovation: HEART and SMART for GREEN 2020. He also wrote that DOCOMO is expected to clearly define its steps for planning, implementation, results assessment and future challenges, and to involve young personnel in the process. We intend to realize our medium- to long-term visions under the PDCA (plan, do, check, act) system. As part of this, we will devise specific objectives and plans, ask for the participation of young staffers as well as many others, and ultimately announce the results.

We will continue to give due consideration for GRI guidelines and ISO26000 in regard to our corporate initiatives, and we will work as a group to innovate solutions to societal problems.

Mindful of the evaluation that Mr. Tanaka has presented to us, we are now striving to help realize a sustainable society that transcend borders and generations as a place where all people can live in peace and harmony.

Evaluations by the Outside Parties

CSR Evaluations by the Outside Parties (as of September 9, 2011)

DOCOMO's CSR initiatives have earned high marks from research organizations in Japan and overseas.



DOCOMO is included in the Morningstar Socially Responsible Investment Index (MS-SRI), an SRI created by Morningstar Japan K.K. consisting of 150 listed Japanese companies with exceptional corporate social responsibilities.



FTSE4Good

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



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



DOCOMO is included as a designated company of the Ethibel Sustainability Index Excellence, an SRI created by the Belgium-based agency Ethibel.



DOCOMO numbers among the Global 100 Most Sustainable Corporations in the World, a list produced by Canadian media company Corporate Knights.



DOCOMO is included as a designated company of the Dow Jones Sustainability Asia Pacific Index, by Dow Jones Sustainability Indexes (DJSI).

Major Awards

DOCOMO conducts its many CSR activities aligning with the CSR Message of NTT DOCOMO, and in fiscal 2010 we received a number of awards from authoritative institutions and organizations.

For example, in October 2010, we received an Excellence Award at the IAUD Award 2010 held by the International Association for Universal Design for our barrier-free initiatives at docomo Shops and efforts to improve the quality of customer service provided by shop staff based on the docomo Hearty Style concept. In addition, in February 2011 we were awarded the Minister of Education, Science, Sports, Science and Technology for the 20th Grand Prize of the Global Environment Award sponsored by Fujisankei Communications Group, which honors corporations and other organizations involved in global environmental problems. DOCOMO was recognized for successfully verifying additional energy efficiency measures for communications facilities at the Tachikawa ICT Ecology Center. And, in March, Oak Lawn Marketing, Inc., a member of the NTT DOCOMO Group, received an Excellence at the Mentor Award 2011 held by the Japan Productivity Center's Working Women's Empowerment Forum, an organization dedicated to the growth and development of working women. The company was recognized for its personnel development initiatives for both junior and mid-career employees and for revamping personnel systems with the aim of maintaining working conditions conducive to fulfilling, long-term employment.

Other Major Awards

Date	Award	Sponsor
June 2010	2010 National Commendation for Invention Prime Minister's Invention Prize	Japan Institute of Invention and Innovation
October 2010	FY 2010 Industrial Standardization Awards Industrial Science and Technology Policy and Environment Bureau Director-General's Award	Ministry of Economy, Trade and Industry
February 2011	Global Mobile Awards 2011 Best Mobile Innovation for Automotive & Transport	GSM Association
February 2011	Nikkei Superior Products and Services Awards MJ Grand Prize	Nikkei Inc.
March 2011	Awarded 56th Maejima Prize	Teishin Association Incorporated Foundation









GRI Guidelines and Corresponding Report Sections

1. Strategy and Analysis

Indicator		ISO26000 section	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.	6.2	▶ Top-Level Commitment
1.2	Description of key impacts, risks, and opportunities.	6.2	▶ Top-Level Commitment ▶ CSR Approach and Framework ▶ CSR Goals and Achievements ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets


2. Organizational Profile

Indicator		ISO26000 section	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.	6.2	▶ About us
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.		▶ Enhancing Service and Support ▶ 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









Indicator	ISO26000 section	Link
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. 		 <u>Corporate Profile</u>
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). 		not applicable
2.10 Awards received in the reporting period.		 <u>Top-Level Commitment</u>  <u>Evaluations by the Outside Parties</u>  <u>Customer Service: Basic Approach & FY2010 Highlights</u>  <u>Assessment of Efforts to Raise Customer Satisfaction</u>  <u>Basic Approach to Universal Design</u>  <u>Addressing the Impact on Children</u>  <u>Responsibilities to Shareholders and Investors</u>

3. Report Parameters

Indicator		ISO26000 section	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.		not applicable
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).		not applicable
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.		not applicable
GRI content index			
3.12	Table identifying the location of the Standard Disclosures in the report.		▶ GRI Index ▶ MOE Guidelines Index

Indicator		ISO26000 section	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).	7.5.3	 Third Party Comment

4. Governance, Commitments, and Engagement

Indicator		ISO26000 section	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.	6.2	 CSR Approach and 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).	6.2	 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.	6.2	 Corporate Governance System
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	6.2	 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).	6.2	 Corporate Governance System
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	6.2	 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.	6.2	 Corporate Governance System

Indicator		ISO26000 section	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.	6.2	▶ Top-Level Commitment ▶ CSR Approach and Framework ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy, DOCOMO Global Environmental Charter ▶ Working with Other Businesses, the NTT DOCOMO CSR Procurement Guidelines ▶ Compliance, Code of 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.	6.2	▶ CSR Approach and 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.	6.2	▶ CSR Approach and Framework ▶ CSR Goals and Achievements ▶ Environmental Management Systems

Indicator		ISO26000 section	Link
Commitments to External Initiatives			
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	6.2	▶ CSR Approach and 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.	6.2	▶ 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. 	6.2	▶ CSR Approach and Framework ▶ Radio Wave Safety ▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ Promoting Resource Efficiency and Recycling ▶ Working on Behalf of Children

Indicator		ISO26000 section	Link
Stakeholder Engagement			
4.14	List of stakeholder groups engaged by the organization.	6.2	CSR Approach and Framework
4.15	Basis for identification and selection of stakeholders with whom to engage.	6.2	CSR Approach and Framework
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	6.2	CSR Approach and Framework
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.	6.2	Customer Service: Basic Approach & FY2010 Highlights Consistent Quality: Basic Approach & FY2010 Highlights Safety and Security: Basic Approach & FY2010 Highlights Environmental Protection: Basic Approach & FY2010 Highlights Utilizing ICT to Help Solve Issues Facing Society: FY2010 Highlights Social Contribution Activities: FY2010 Highlights Creating a Better Work Environment: FY2010 Highlights Working with Business Partners: FY2010 Highlights

5. Management Approach and Performance Indicators

Economic

Indicator		ISO26000 section	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.	6.8 6.8.3 6.8.7 6.8.9	▶ Economic Relationships with Our Stakeholders ▶ Corporate Governance System ▶ Responsibilities to Shareholders and Investors
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	6.5.5	
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.	6.4.4 6.8	
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	6.6.6 6.8 6.8.5 6.8.7	▶ 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.	6.8 6.8.5 6.8.7	

Indicator		ISO26000 section	Link
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.	6.3.9 6.8 6.8.3 6.8.4 6.8.5 6.8.6 6.8.7 6.8.9	➤ Top-Level Commitment ➤ Research and Development for the Future ➤ Utilizing ICT to Help Solve Issues Facing Society ➤ Social Contribution Activities
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	6.3.9 6.6.6 6.6.7 6.7.8 6.8 6.8.5 6.8.6 6.8.7 6.8.9	

Environmental

Indicator		ISO26000 section	Link
Management Approach			
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.		▶ Top-Level Commitment ▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy, DOCOMO Global Environmental Charter ▶ Environmental Management Systems ▶ Promoting Green Procurement ▶ Environmental Targets
Aspect: Materials			
EN1	Materials used by weight or volume.	6.5 6.5.4	▶ Environmental Impacts of Business Activities
EN2	Percentage of materials used that are recycled input materials.	6.5 6.5.4	▶ Promoting Green Procurement ▶ Reducing Waste

Indicator		ISO26000 section	Link
Aspect: Energy			
EN3	Direct energy consumption by primary energy source.	6.5 6.5.4	➤ Environmental Impacts of Business Activities
EN4	Indirect energy consumption by primary energy source.	6.5 6.5.4	➤ Environmental Impacts of Business Activities
EN5	Energy saved due to conservation and efficiency improvements.	6.5 6.5.4	➤ 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.	6.5 6.5.4	➤ Environmental Protection: Basic Approach & FY2010 Highlights ➤ "SMART for GREEN 2020" Environmental Vision for FY2020 ➤ Preventing Global Warming ➤ Helping Prevent Global Warming ➤ Services and Initiatives in Environment/Ecology Field
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	6.5 6.5.4	➤ "SMART for GREEN 2020" Environmental Vision for FY2020
Aspect: Water			
EN8	Total water withdrawal by source.	6.5 6.5.4	➤ Environmental Impacts of Business Activities
EN9	Water sources significantly affected by withdrawal of water.	6.5 6.5.4	
EN10	Percentage and total volume of water recycled and reused.	6.5 6.5.4	➤ Environmental Impacts of Business Activities






Indicator		ISO26000 section	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.	6.5 6.5.6	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	6.5 6.5.6	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones ▶ Biodiversity Initiatives
EN13	Habitats protected or restored.	6.5 6.5.6	
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	6.5 6.5.6	▶ Top-Level Commitment ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy, DOCOMO Global Environmental Charter
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	6.5 6.5.6	

Indicator		ISO26000 section	Link
Aspect: Emissions, Effluents, and Waste			
EN16	Total direct and indirect greenhouse gas emissions by weight.	6.5 6.5.5	▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ Environmental Impacts of Business Activities ▶ Preventing Global Warming
EN17	Other relevant indirect greenhouse gas emissions by weight.	6.5 6.5.5	▶ Environmental Impacts of Business Activities
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	6.5 6.5.5	▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Preventing Global Warming
EN19	Emissions of ozone-depleting substances by weight.	6.5 6.5.3	▶ Environmental Impacts of Business Activities
EN20	NO, SO, and other significant air emissions by type and weight.	6.5 6.5.3	
EN21	Total water discharge by quality and destination.	6.5 6.5.3	
EN22	Total weight of waste by type and disposal method.	6.5 6.5.3	▶ Environmental Impacts of Business Activities ▶ Reducing Waste
EN23	Total number and volume of significant spills.	6.5 6.5.3	
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.	6.5 6.5.3	
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.	6.5 6.5.4 6.5.6	

Indicator		ISO26000 section	Link
Aspect: Products and Services			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	6.5 6.5.4 6.6.6 6.7.5	➤ Environmental Protection: Basic Approach & FY2010 Highlights ➤ "SMART for GREEN 2020" Environmental Vision for FY2020 ➤ Helping Prevent Global Warming ➤ Promoting Resource Efficiency and Recycling ➤ Developing Eco-Friendly Mobile Phones ➤ Services and Initiatives in Environment/Ecology Field
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	6.5 6.5.4 6.7.5	➤ Environmental Protection: Basic Approach & FY2010 Highlights ➤ 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.	6.5	
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.	6.5 6.5.4 6.6.6	➤ "SMART for GREEN 2020" Environmental Vision for FY2020 ➤ Environmental Impacts of Business Activities
Aspect: Overall			
EN30	Total environmental protection expenditures and investments by type.	6.5	➤ Environmental Accounting




Labor Practices and Decent Work

Indicator		ISO26000 section	Link
Management Approach			
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.		▶ Top-Level Commitment ▶ CSR Goals and Achievements ▶ Creating a Better Work Environment: FY2010 Highlights ▶ Employment and Compensation ▶ Professional Skill Development ▶ Respecting Human Rights at the Workplace ▶ Promoting Work-Life Balance ▶ Mental Health Support
Aspect: Employment			
LA1	Total workforce by employment type, employment contract, and region.	6.4 6.4.3	▶ Employment and Compensation
LA2	Total number and rate of employee turnover by age group, gender, and region.	6.4 6.4.3	
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	6.4 6.4.3 6.4.4	▶ Promoting Work-Life Balance
Aspect: Labor/Management Relations			
LA4	Percentage of employees covered by collective bargaining agreements.	6.4 6.4.3 6.4.4 6.4.5 6.3.10	
LA5	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	6.4 6.4.3 6.4.4 6.4.5	

Indicator		ISO26000 section	Link
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.	6.4 6.4.6	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	6.4 6.4.6	
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	6.4 6.4.6 6.8 6.8.3 6.8.4 6.8.8	 Mental Health Support
LA9	Health and safety topics covered in formal agreements with trade unions.	6.4 6.4.6	 Communicating with Employees
Aspect: Training and Education			
LA10	Average hours of training per year per employee by employee category.	6.4 6.4.7	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	6.4 6.4.7 6.8.5	 Professional Skill Development  Promoting Work-Life Balance
LA12	Percentage of employees receiving regular performance and career development reviews.	6.4 6.4.7	
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.	6.3.7 6.3.10 6.4 6.4.3	 Employment and Compensation
LA14	Ratio of basic salary of men to women by employee category.	6.3.7 6.3.10 6.4 6.4.3 6.4.4	

Human Rights

Indicator		ISO26000 section	Link
Management Approach			
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.		➤ Top-Level Commitment ➤ CSR Goals and Achievements ➤ Creating a Better Work Environment: FY2010 Highlights ➤ Employment and Compensation ➤ Respecting Human Rights at the Workplace ➤ Working with Business Partners: FY2010 Highlights ➤ 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.	6.3 6.3.3 6.3.5 6.6.6	
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	6.3 6.3.3 6.3.5 6.4.3 6.6.6	➤ 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.	6.3 6.3.5	
Aspect: Non-Discrimination			
HR4	Total number of incidents of discrimination and actions taken.	6.3 6.3.6 6.3.7 6.3.10 6.4.3	

Indicator		ISO26000 section	Link
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.	6.3 6.3.3 6.3.4 6.3.5 6.3.8 6.3.10 6.4.3 6.4.5	
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.	6.3 6.3.3 6.3.4 6.3.5 6.3.7 6.3.10	 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.	6.3 6.3.3 6.3.4 6.3.5 6.3.7 6.3.10	 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.	6.3 6.3.5 6.4.3 6.6.6	 Compliance
Aspect: Indigenous Rights			
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	6.3 6.3.6 6.3.7 6.3.8 6.6.7	

Indicator		ISO26000 section	Link
Management Approach			
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.		▶ Top-Level Commitment ▶ 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.	6.3.9 6.8 6.8.5 6.8.7* 6.6.7	▶ Improving Our Coverage Area
Aspect: Corruption			
SO2	Percentage and total number of business units analyzed for risks related to corruption.	6.6 6.6.3	
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures.	6.6 6.6.3	
SO4	Actions taken in response to incidents of corruption.	6.6 6.6.3	
Aspect: Public Policy			
SO5	Public policy positions and participation in public policy development and lobbying.	6.6 6.6.4 6.8.3	▶ CSR Approach and Framework
SO6	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	6.6 6.6.4 6.8.3	
SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	6.6 6.6.5 6.6.7	
Compliance			
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	6.6 6.6.7 6.8.7*	

Product Responsibility

Indicator		ISO26000 section	Link
Management Approach			
	Disclosure on Management Approach, Goals and Performance, Policy, Organizational Responsibility, Training and Awareness, Monitoring and Follow-Up, and Additional Contextual Information.		<ul style="list-style-type: none"> ➤ Top-Level Commitment ➤ CSR Goals and Achievements ➤ Accurate and Clear Advertising ➤ Maintaining Product Safety ➤ 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.	6.3.9 6.6.6 6.7 6.7.4 6.7.5	<ul style="list-style-type: none"> ➤ Maintaining Product Safety ➤ 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.	6.3.9 6.6.6 6.7 6.7.4 6.7.5	<ul style="list-style-type: none"> ➤ Maintaining Product Safety

Indicator		ISO26000 section	Link
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.	6.7 6.7.3 6.7.4 6.7.5 6.7.6 6.7.9	
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcome.	6.7 6.7.3 6.7.4 6.7.5 6.7.6 6.7.9	not applicable
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	6.7 6.7.4 6.7.5 6.7.6 6.7.8 6.7.9	▶ Customer Service: Basic Approach & FY2010 Highlights ▶ Assessment of Efforts to Raise Customer Satisfaction
Aspect: Marketing Communications			
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	6.7 6.7.3 6.7.6 6.7.9	▶ 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.	6.7 6.7.3 6.7.6 6.7.9	
Aspect: Customer Privacy			
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	6.7 6.7.7	
Aspect: Compliance			
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	6.7 6.7.6	

MOE Guidelines Index

MOE Guidelines and Corresponding Report Sections

Basic Information: BI

Indicator		Link
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 ▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ 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		Link
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 ▶ Employment and Compensation
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 ▶ Economic Relationships with Our Stakeholders
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.	Changes in major environmental performance over the past five years or so <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) 	▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ Environmental Impacts of Business Activities ▶ Preventing Global Warming ▶ Reducing Waste

Indicator		Link
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 Goals and Achievements ▶ FY2010 Medium-Term Environmental Targets 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		Link
MP-1: Status of environmental management		
MP-1-1: Environmental policy in organizational activities		
a.	Environmental policy in organizational activities	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy, DOCOMO Global Environmental Charter
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	

Indicator		Link
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
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	▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets ▶ Preventing Global Warming ▶ Reducing Waste ▶ Helping Prevent Global Warming ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones ▶ Services and Initiatives in Environment/Ecology Field
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	
c.	Energy-induced CO ₂ emissions attributable to transportation, and reduction measures, the current status and results	

Indicator		Link
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	<ul style="list-style-type: none"> ▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones ▶ Biodiversity Initiatives
MP-10: Status of environmental communication		
a.	Policy, targets, plans, status of initiatives, and results related to environmental communication	<ul style="list-style-type: none"> ▶ Communicating with Customers ▶ Helping Protect the Environment ▶ Major Initiatives of DOCOMO Regional Offices (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	<ul style="list-style-type: none"> ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets ▶ Helping Protect the Environment ▶ Major Initiatives of DOCOMO Regional Offices (Contributing to the Environment)

Indicator		Link
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	▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ Environmental Targets ▶ Helping Prevent Global Warming ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones ▶ Services and Initiatives in Environment/Ecology Field
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	

Operational Performance Indicators: OPI

Indicator		Link
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	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ 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		Link
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	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets ▶ 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		Link
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 Targets ▶ Environmental Impacts of Business Activities ▶ Reducing Waste
b.	Amount of materials recycled in the facilities of an organization (unit: ton)	
c.	Type and amount of each material recycled in the facilities of an organization (unit: ton)	
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) ▪ 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.	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ FY2010 Medium-Term Environmental Targets and Achievements ▶ 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		Link
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 Act	
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 Act	
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		Link
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	▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ 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		Link
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		Link
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	➤ Top-Level Commitment ➤ Respecting Human Rights at the Workplace ➤ Compliance
4	Information and indicators concerning contributions to local communities	➤ Utilizing ICT to Help Solve Issues Facing Society ➤ 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 ➤ Risk Management
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

ISO 26000 Core Subjects Index

MOE Guidelines and Corresponding Report Sections

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Organizational governance		6.2	▶ Top-Level Commitment ▶ CSR Approach and Framework ▶ CSR Goals and Achievements ▶ Corporate Governance System	1.1, 1.2, 2.3, 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17
Human rights		6.3		HR1, HR2, HR3, HR4, HR5, HR6, HR7, HR8, HR9
Issue 1	Due diligence	6.3.3	▶ Respecting Human Rights at the Workplace ▶ Working with Other Businesses ▶ Compliance	HR1, HR2, HR5, HR6, HR7
Issue 2	Human rights risk situations	6.3.4	▶ Working with Other Businesses	HR5, HR6, HR7
Issue 3	Avoidance of complicity	6.3.5	▶ Working with Other Businesses	HR1, HR2, HR3, HR5, HR6, HR7, HR8
Issue 4	Resolving grievances	6.3.6	▶ Improving Our Coverage Area	HR4, HR9
Issue 5	Discrimination and vulnerable groups	6.3.7	▶ Employment and Compensation	LA13, LA14, HR4, HR6, HR7, HR9
Issue 6	Civil and political rights	6.3.8		HR5, HR9
Issue 7	Economic, social and cultural rights	6.3.9	▶ Mental Health Support	EC8, EC9, SO1, PR1, PR2
Issue 8	Fundamental principles and rights at work	6.3.10	▶ Respecting Human Rights at the Workplace	LA4, LA13, LA14, HR4, HR5, HR6, HR7

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Labour practices		6.4		LA1, LA2, LA3, LA4, LA5, LA6, LA7, LA8, LA9, LA10, LA11, LA12, LA13, LA14
Issue 1	Employment and employment relationships	6.4.3	▶ Employment and Compensation	LA1, LA2, LA3, LA4, LA5, LA13, LA14, HR2, HR4, HR5, HR8
Issue 2	Conditions of work and social protection	6.4.4	▶ Promoting Work-Life Balance ▶ Mental Health Support	EC5, LA3, LA4, LA5, LA14
Issue 3	Social dialogue	6.4.5	▶ Communicating with Employees	LA4, LA5, HR5
Issue 4	Health and safety at work	6.4.6	▶ Mental Health Support	LA6, LA7, LA8, LA9
Issue 5	Human development and training in the workplace	6.4.7	▶ Professional Skill Development	LA10, LA11, LA12

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
The environment		6.5		EN1, EN2, EN3, EN4, EN5, EN6, EN7, EN8, EN9, EN10, EN11, EN12, EN13, EN14, EN15, EN16, EN17, EN18, EN19, EN20, EN21, EN22, EN23, EN24, EN25, EN26, EN27, EN28, EN29, EN30
Issue 1	Prevention of pollution	6.5.3	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Preventing Global Warming ▶ Reducing Waste	EN19, EN20, EN21, EN22, EN23, EN24
Issue 2	Sustainable resource use	6.5.4	▶ Environmental Protection: Basic Approach & FY2010 Highlights ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Promoting Green Procurement ▶ Preventing Global Warming ▶ Reducing Waste ▶ Developing Eco-Friendly Mobile Phones	EN1, EN2, EN3, EN4, EN5, EN6, EN7, EN8, EN9, EN10, EN25, EN26, EN27, EN29
Issue 3	Climate change mitigation and adaptation	6.5.5	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Preventing Global Warming ▶ Helping Prevent Global Warming	EC2, EN16, EN17, EN18
Issue 4	Protection of the environment, biodiversity and restoration of natural habitats	6.5.6	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Biodiversity Initiatives	EN11, EN12, EN13, EN14, EN15, EN25

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Fair operating practices		6.6		S02, S03, S04, S05, S06, S07, S08
Issue 1	Anti-corruption	6.6.3	▶ Compliance	S02, S03, S04
Issue 2	Responsible political involvement	6.6.4	▶ CSR Approach and Framework	S05, S06
Issue 3	Fair competition	6.6.5	▶ Compliance	S07
Issue 4	Promoting social responsibility in the value chain	6.6.6	▶ Working with docomo Shops ▶ Working with Other Businesses	EC6, EC9, EN26, EN29, HR1, HR2, HR8, PR1, PR2
Issue 5	Respect for property rights	6.6.7		EC9, HR9, S01, S07, S08

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Consumer issues		6.7		PR1, PR2, PR3, PR4, PR5, PR6, PR7, PR8, PR9
Issue 1	Fair marketing, factual and unbiased information and fair contractual practices	6.7.3	▶ Accurate and Clear Advertising	PR3, PR4, PR6, PR7
Issue 2	Protecting consumers' health and safety	6.7.4	▶ Maintaining Product Safety ▶ Radio Wave Safety	PR1, PR2, PR3, PR4, PR5
Issue 3	Sustainable consumption	6.7.5	▶ Promoting Green Procurement ▶ Working with Customers for the Environment	EN26, EN27, PR1, PR2, PR3, PR4, PR5
Issue 4	Consumer service, support, and complaint and dispute resolution	6.7.6	▶ Enhancing Service and Support ▶ Communicating with Customers ▶ Easy-to-Understand Billing Plans ▶ Maintaining Product Safety	PR3, PR4, PR5, PR6, PR7, PR9
Issue 5	Consumer data protection and privacy	6.7.7	▶ Ensuring Information Security	PR8
Issue 6	Access to essential services	6.7.8	▶ Consistent Quality: Basic Approach & FY2010 Highlights ▶ Improving Our Coverage Area	EC9, PR5
Issue 7	Education and awareness	6.7.9	▶ Safety and Security: Basic Approach & FY2010 Highlights ▶ Addressing the Impact on Children ▶ Assistance for Seniors	PR3, PR4, PR5, PR6, PR7

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Community involvement and development		6.8		EC1, EC5, EC6, EC7, EC8, EC9, LA8, SO1
Issue 1	Community involvement	6.8.3	▶ Social Welfare Activities ▶ International Contribution Activities ▶ Mobile Communication Fund Activities	EC1, EC8, LA8, SO5, SO6
Issue 2	Education and culture	6.8.4	▶ Working on Behalf of Children ▶ Mobile Communication Fund Activities	EC8, LA8
Issue 3	Employment creation and skills development	6.8.5	▶ Employment and Compensation	EC6, EC7, EC8, EC9, LA11, SO1
Issue 4	Technology development and access	6.8.6	▶ Utilizing ICT to Help Solve Issues Facing Society	EC8, EC9
Issue 5	Wealth and income creation	6.8.7	▶ Mobile Communication Fund Activities	EC1, EC6, EC7, EC8, EC9, SO1, SO8
Issue 6	Health	6.8.8	▶ Social Welfare Activities	LA8
Issue 7	Social investment	6.8.9	▶ Consistent Quality: Basic Approach & FY2010 Highlights ▶ Improving Our Coverage Area ▶ Contributing to the Further Development of Safe Social Infrastructure	EC1, EC8, EC9