

(ended March 31, 2012)

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Top-Level Commitment



Understanding Our Social Responsibilities as a Provider of Integrated Services that Enrich People's Lives

President and Chief Executive Officer

A handwritten signature in black ink that reads "Kaoru Kato".

To Our Stakeholders

Response to Great East Japan Earthquake: New Disaster Countermeasures and Support for Reconstruction

NTT DOCOMO learned many important lessons from the Great East Japan Earthquake of 2011. Having encountered unprecedented damage to our network infrastructure, including broken or submerged communications equipment, severed transmission links and depleted emergency backup power, we were profoundly reminded of our vital social responsibilities. Taking into account such lessons, we established new disaster measures in April 2011 to strengthen our preparedness in three primary ways: ensuring communication availability in key areas, responding swiftly in disaster-stricken areas and improving customer convenience. Most countermeasures were implemented as of February 2012.

In addition, we have been providing support in disaster-stricken areas since immediately after the earthquake, including the free loan of cellular and satellite mobile phones, reduction or exemption of phone charges, donations through the Disaster Relief Charity Website and dispatching employees as volunteers. In December 2011, we launched our TOHOKU Reconstruction Support Office to coordinate support activities in local communities, as well as overall infrastructure development. Also, in the city of Sendai we established a call center that is similar in size to our call centers in Tokyo and Osaka, helping to create local employment.

Our Social Mission as a Mobile Operator: Enhancing Initiatives by Listening to Stakeholders

DOCOMO, which places corporate social responsibility at the core of its business, works to fulfill its social mission as a mobile operator by listening to all stakeholders, including customers, shareholders, investors, sales representatives, business partners, employees and local communities, aiming to respond to their expectations and interests.

Despite such efforts, however, several network malfunctions were experienced in 2011. I apologize deeply to customers for any inconvenience caused by these problems. Viewing this situation with great gravity, we established the Taskforce for Improvement of Network Infrastructure in December 2011 and implemented thorough countermeasures in each department to prevent similar interruptions, as well as launched full inspections across the company. Going forward, we will continue to focus on maintaining a network of the highest quality to protect the safety and security of our customers.

DOCOMO continued to conduct mobile phone safety classes for children and seniors in 2011. A new blueprint for environmental action, SMART for GREEN 2020, was launched in January 2011 to implement global environmental protection programs under the names Green of ICT, Green by ICT and Green with Team NTT DOCOMO.

CSR activities were introduced on a systematic and exhaustive basis in many other areas as well, including corporate governance, compliance, diversity and human rights. Going forward, such initiatives will be continuously enhanced to fulfill DOCOMO's responsibilities to its stakeholders.

Contributing to Society by Creating New Value: Mobile-based Services that Address Social Needs

DOCOMO also contributes to society through its creation of new value, another one of the company's important CSR initiatives.

With the strong support of our customers, we have operated our business now for two decades. During that time, the world around us has changed dramatically due to accelerating globalization, increasing environmental concerns, the proliferation of broadband and much more. In addition, both mobility and communication have become more diversified due to the rapid popularization of mobile devices and related technological innovations.

After careful consideration of where we wish to be in 10 years, we introduced a corporate vision called Pursuing Smart Innovation: HEART to define how we intend to respond to our changing society. Based on this vision, which was introduced in 2010, we now are developing new services that will enrich the lives spanning borders and generations.

In November 2011, we launched a new business plan, called Medium-Term Vision 2015: Shaping a Smart Life, to set out concrete steps to implement HEART. The plans include rapid development of mobile services to keep pace with the proliferation of smartphones, and facilitating the further convergence of mobility and people's lives. In particular, we will enhance our contributions to society as an integrated-services company that supports smart lives by creating new value in businesses centered on fields such as health/medical care, environment/ecology, finance/payment services, education and safety/security.

**Fulfilling Our Mission to Make Dreams Come True:
Social Contribution through Reliable Infrastructure and Advanced Services**

Given the crucial role that mobile networks play today, DOCOMO's social mission as a mobile operator and its social contributions through value creation are inseparable. In other words, CSR is a fundamental component of DOCOMO's business and its daily operations. We have evolved as a socially oriented company and have been recognized as such both in Japan and abroad, including through our continuous inclusion in indices for socially responsible investment, such as DJSI Asia Pacific.

In the years to come, we will make a total effort to strengthen sustainable development in society through our mission of supporting safety and security, and simultaneously create enhanced businesses and services for enriched lives that enable people to realize their hopes and aspirations.

A New Corporate Vision "Pursuing Smart Innovation:HEART"

Docomo has pursued possibilities
in mobile phones
for 10 years and running.



In the next 10 years, we will evolve as
a comprehensive service provider
with mobile technology
at our core.

MAGIC

Mobile Multimedia
Anytime, Anywhere, Anyone
Global Mobility Support
Integrated Wireless Solution
Customized Personal Service

A New Corporate Vision
"Pursuing Smart Innovation"

HEART

Harmonize

Social contribution beyond
borders, across generations

Evolve

Evolution of services
and networks

Advance

Advance industries through
convergence of services

Relate

Creating joy through
connections

Trust

Support for safe, secure and
comfortable living



HEART

Harmonize: Social contribution beyond borders, across generations

During this decade DOCOMO will continue to enhance and add values to industries and to our daily lives through further evolution of mobile technologies. A society where the hearts of people resonate and they can feel the richness of life – DOCOMO will contribute toward the realization of this vision.

Evolve: Evolution of service and network

Leveraging the vast array of technologies and knowhow we have accumulated in the mobile sector, DOCOMO will continue to bring evolution to the high-speed, high-capacity broadband network, provide easy-to-use services, and deliver seamless comfort where you are not even aware of devices or connections.

Advance: Advance industries through convergence of services

A vast range of devices will be connected to the network in diverse ways in the coming years, bringing ever-increasing convenience. DOCOMO will continue to help connect industries and services in the network, and contribute toward smart innovation and advancement of industries and infrastructure through convergence of services.

Relate: Creating joy through connections

People, materials and information connected freely and flexibly beyond time and space — through this visionary world, DOCOMO will help people each day to express, enjoy and create knowledge and fun that fit individual lifestyles, anytime, anywhere.

Trust: Support for safe, secure and comfortable living

Environment, healthcare, and education will continue to attract more attention in future society. DOCOMO will connect expert knowledge and knowhow from diverse specialized fields to provide timely assistance and support for greater safety, security and comfort in a broad range of daily activities.

Smart Innovation

Continuous change (innovation) for realization of a society where everyone can live a safe, secure, and comfortable life, filled with richness, beyond borders, and across generations.

CSR Approach and Framework

Philosophy towards CSR Activity

Fulfilling the Social Mission of Our Core Business while Promoting Social Contribution through the Creation of New Value

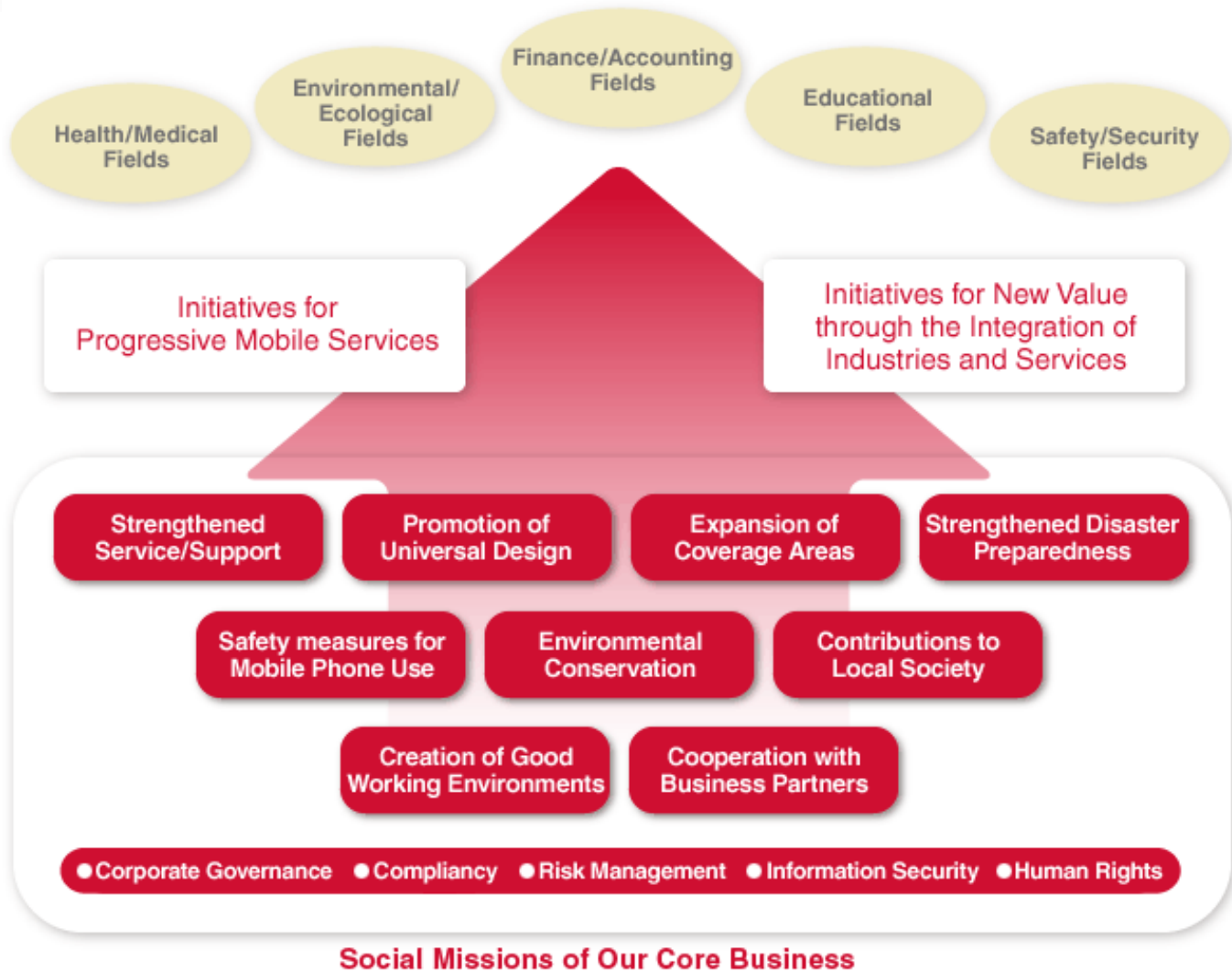
DOCOMO promotes CSR activities grounded in our company's corporate philosophy and vision, our mid to long-term management policies, and our and NTT Group's CSR philosophy.

In order to fulfill our responsibilities to all stakeholders, especially customers, we pursue initiatives to strengthen service and support, promote universal design, expand coverage areas, improve safety during mobile phone use, conserve the environment and so on. In addition, we strive to fulfill our social responsibilities in regards to appropriate governance systems, thorough compliance, risk management, information security and human rights.

And while we strive to fulfill the social mission of our core business, we are also working actively to contribute to society through the creation of new value. As a mobile phone business provider we pursue the further evolution of mobile technologies, while also accelerating the creation of new services through integration with a variety of industries.

We continue to follow such initiatives while responding to the significant changes in society pursuant to the Great East Japan Earthquake, working tirelessly to redefine our CSR activities.

Social Contribution through the Creation of New Value



Corporate Philosophy/Management Strategy / CSR Philosophy

Corporate Philosophy/Management Strategy

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.

Pursuing Smart Innovation — HEART

Harmonize: Social contribution beyond borders, across generations

Evolve: Evolution of service and network

Advance: Advance industries through convergence of services

Relate: Creating joy through connections

Trust: Support for safe, secure and comfortable living

NTT Group CSR Charter



[To the NTT Group CSR page](#)

CSR Message of NTT DOCOMO

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.

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.

**Enrichment,
Convenience,
Sustainability**

Management System

Initiative towards CSR Penetration

Seminars and e-Learning Sessions for Management and Employees



Employees at Seminar

As one phase in CSR promotion at DOCOMO, we invite outside experts to hold seminars for management personnel. In fiscal 2011, a seminar entitled "Sustainable Development via Compliancy and CSR—through the Eyes of Employees and the Viewpoint of Society" was held. 97 management personnel, including the president and vice-president, participated. Using a wealth of concrete examples, management studied issues such as corporate ethics and the importance of CSR as part of core business.

Additionally, e-learning courses on CSR activity were held from March-May of 2011, with approximately 36,000 employees (including employees dispatched from group companies) participating.

In order to better improve CSR activity, awareness of the importance of CSR activity is indispensable. For this reason, DOCOMO will continue to pursue initiatives which aim for increased awareness and penetration of CSR activity among all employees, including management personnel.

CSR Organizational Framework

Group-Wide Implementation by Committee

We incorporate CSR activity into our management approach, while also following the demands and changes posed by management strategies and by society, regularly revising our CSR promotion system and striving to continuously improve CSR activity.

Management staff participates in regular national conferences to discuss implementation and details of CSR activities reported by various company bodies. In addition, we have also established a CSR Promotion Committee dedicated to ensuring reliable enforcement of PDCA (Plan, Do, Check, Act) cycles for CSR activity.

The president and vice-president, as well as the heads of CSR-related company bodies, participate in this committee, where they discuss CSR issues and results. These discussions are then used to form guidelines for future activity. The individual company bodies implement concrete initiatives based on decisions made by the committee, with the goal of achieving group-wide CSR action.

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

Communicating with Stakeholders

Communication with Stakeholder

Pursuing Proactive Communication with All Stakeholders

Business at DOCOMO relies upon all its stakeholders, including, of course, the customers, but also the shareholders, investors, sales representative (docomo Shops), business partners, local communities, and employees. Fulfilling our corporate responsibilities towards these diverse stakeholders is the foundation behind DOCOMO CSR activities. To this end, while we convey our fundamental philosophies and posture to the stakeholders, we must also listen to their expectations and concerns, and proactively create opportunities for dialogue with each and all.

In addition to communication with the customers via docomo Shop storefronts and specialty centers and websites, we also strive for mutual understanding via a variety of dialogue opportunities, disclosing pertinent information to shareholders and investors, holding Mobile Phone Safety Classes and environmental education measures geared towards the local community and NPOs/NGOs, publishing brochures, and so on. In addition, we also pursue initiatives geared towards our sales representative and business partners, such as staff training, feedback meetings and CSR procurement presentations, in order to share CSR awareness. We also promote initiatives which are geared towards our employees, such as feedback meetings with management, information sharing via the company intranet, and the creation of various consultation and support centers.

Feedback gained via these dialogues is put to use in CSR activities, as we strive to fulfill our responsibilities towards all our stakeholders and make even greater contributions to society.

Opportunities for Dialogue with DOCOMO Stakeholders



In Focus

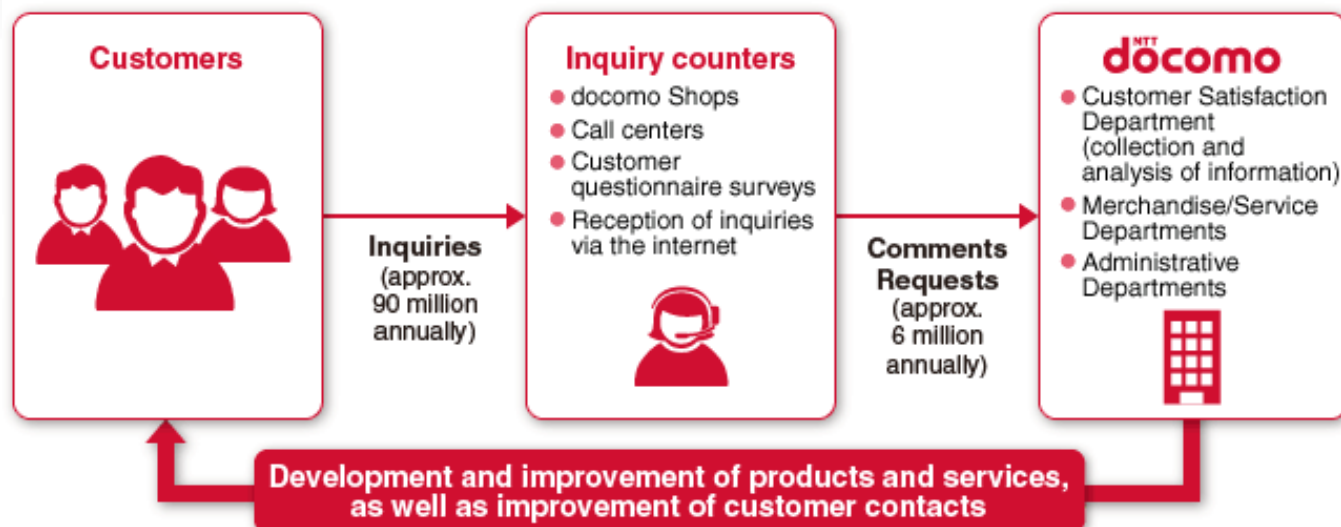
Improving Products and Services in Response to Customer Feedback



DOCOMO has established a variety of information desks focusing on failure, repairs and so on, such as the docomo Shops or docomo Information Center (call center), so as to respond more quickly and accurately to customer inquiries. We also ask customers using these services to complete surveys, if possible, in order to help us further improve the quality of our response.

Approximately 6 million requests and comments are received per year via inquiry desks, surveys, and elsewhere. At DOCOMO, this customer feedback is shared with all employees. At the same time, employee feedback regarding areas in their daily affairs which they feel could use improvement is also collected. Customer and employee feedback is used in conjunction to help improve our products and services.

Improvement flows via customer feedback



In fiscal 2011, customer feedback was responsible for the creation of new services

I want to be able to leave voice messages without disturbing the person I'm calling.

Koe-no-Takuhaibin (voice home delivery) service was introduced, allowing customers to leave voice messages without ringing the other person's mobile phone.



I want to be able to rest easy after giving my child a mobile phone.

Introduced Anshin Mode, which allows customers to place restrictions on the installation of new applications, activation, Wi-Fi connections and so on.



I want to be able to make calls without worrying about charges.

Introduced Xi Talk 24, a new billing service for Xi, which allows customers to make unlimited domestic calls to docomo users at a fixed price, 24 hours a day.

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CSR Goals and Achievements

CSR Goals and Achievements during FY2011

Initiatives		FY2011	
		Goals	Major Achievements
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"> Earned No. 1 ranking in overall customer satisfaction by working to raise satisfaction levels of customers using smartphones 	<ul style="list-style-type: none"> Ranked No. 1 in customer satisfaction in the J.D. Power Asia Pacific 2011 Japan Mobile Phone Service Study for both business and individual customers in Japan
		<ul style="list-style-type: none"> Develop social support services in health/medical, environmental/ecological and other fields Improve convenience of using smartphones overseas Increase number of battery charging sites overseas 	<ul style="list-style-type: none"> Promoted popularization of bicycle-sharing service Established "docomo Kafun (Pollen) Live!," an environmental sensor network Began offering the docomo Overseas Use application for smartphones in May 2011 Established 40 new overseas battery charging sites
Universal design		<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 	<ul style="list-style-type: none"> Released the Raku Raku PHONE Basic 3, with How-to-Use button, in April 2011 Held 63 classes

Initiatives		FY2011	
		Goals	Major Achievements
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 customer feedback on coverage areas with on-site surveys/support within 48 hours, in principle (approx., 44,000 incidents)
Society			
Disaster preparedness	<ul style="list-style-type: none"> Disaster preparedness 	<ul style="list-style-type: none"> Implement new disaster countermeasures Conduct disaster prevention training based on the experience and response to the Great East Japan Earthquake Enhance Area Mail functions and promote further adoption 	<ul style="list-style-type: none"> New disaster countermeasures implemented in April 2011 and largely completed by February 2012 Implemented more practical and realistic disaster prevention training as of February 2012 Added tsunami warnings from the JMA to information automatically transmitted by Area Mail Changed the cost of sending Area Mail to free
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 Providing options for manner conscious customers 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 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 	<ul style="list-style-type: none"> Held 7,100 Mobile Phone Safety Classes during the year Held 1,100 Mobile Phone Safety Classes for seniors during the year Introduce Tsunagari Hotto Support Introduced docomo Anshin Scan (virus detector) in July 2011 Actively participated in surveys and research activities of the Association of Radio Industries and Businesses

Initiatives		FY2011	
		Goals	Major Achievements
Environmental Protection			
Environment			
Network facilities	<ul style="list-style-type: none"> Preventing global warming Saving resources and reducing waste Developing environmentally-friendly phones 	<ul style="list-style-type: none"> Actively install energy-saving and high-efficiency devices Install cutting edge environmentally-friendly technologies 	<ul style="list-style-type: none"> Actively install energy-saving and high-efficiency devices Introduced DC power supply systems /new air-conditioning technology/energy-saving servers for communications facilities
Customer channel	<ul style="list-style-type: none"> Environmental management systems 	<ul style="list-style-type: none"> Collect at least 4.41 million used mobile phone 	<ul style="list-style-type: none"> Collected approx. 3.72 million used mobile phone
Management	<ul style="list-style-type: none"> Communicating with customers Complying with environmental laws and regulations 	<ul style="list-style-type: none"> Review measurement means by ICT services Boost waste recycling rates at offices 	<ul style="list-style-type: none"> Review measurement means by ICT services Checked sorting of office waste, held studies to improvement of thermal recycling, etc.
Nature conservation	<ul style="list-style-type: none"> Promoting green procurement Promoting reforestation initiatives Environmental contribution activities 	<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 	<ul style="list-style-type: none"> Forest maintenance for docomo Woods carried out 43 times nation-wide Planted approximately 100,000 trees in joint reforestation initiative with the PLDT Group in the Philippines
Social Contribution Activities			
Society			
Social contributions	<ul style="list-style-type: none"> Activities in support of children Social welfare activities International contribution activities Social contribution activities together with customers Mobile Communication Fund 	<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 	<ul style="list-style-type: none"> Held 500 Youth Sports School events for soccer, baseball, rugby and other sports Created Disaster Relief Charity Website for areas affected by the Great East Japan Earthquake Participated in Ecocap Movement (collected 3,128,470 bottle caps, equivalent to vaccines for 3,910 people) Mobile Communication Fund carried out academic and welfare support programs (Support for 99 social welfare/civic organizations; support for 21 international students from Asia; awarded four people the DOCOMO Mobile Science Prize)

Initiatives		FY2011	
		Goals	Major Achievements
For Our Employees and Business Partners			
Employees			
Diversity	<ul style="list-style-type: none"> • Employment and compensation • Respecting human rights at the workplace 	<ul style="list-style-type: none"> • Continue promoting diversity at the workplace 	<ul style="list-style-type: none"> • Implemented Working from Home program
Work-life balance	<ul style="list-style-type: none"> • Promoting work-life balance 	<ul style="list-style-type: none"> • Encourage and fully support employee work-life balance 	<ul style="list-style-type: none"> • Held Nursing Care seminars
Human resources development	<ul style="list-style-type: none"> • Professional skill development • Mental health support • Communicating with employees 	<ul style="list-style-type: none"> • Enhance communication between organizations and between employees 	<ul style="list-style-type: none"> • Management visited workplaces to get feedback directly from employees • Held employee attitude survey
Business partners			
Relations with suppliers, docomo Shops, etc.	<ul style="list-style-type: none"> • Promoting free and fair transactions 	<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 	<ul style="list-style-type: none"> • Continued training for docomo Shop staff • CSR procurement carried out in accordance with guidelines
Management Structure			
Management			
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 • Distribute the NTT DOCOMO Group Code of Ethics Handbook to all Group employees to further foster a compliance mindset 	<ul style="list-style-type: none"> • Conducted compliance seminar for top management, training for Compliance Leaders • Conducted survey in October 2011 on compliance and human rights awareness for all Group employees (including dispatch employees) • Distributed the NTT DOCOMO Group Code of Ethics to all group employees • Continued to issue periodic information to raise compliance and human rights awareness

CSR Goals during FY 2012

Initiatives		FY2012
		Goals
For Customers		
Customer satisfaction	<ul style="list-style-type: none"> Expansion and reinforcement of services 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"> Work to raise customer satisfaction among smartphone users, and receive the No.1 ranking in overall customer satisfaction
Universal design		<ul style="list-style-type: none"> Develop social support services in health/medical, environmental/ecological and other fields Offer an easier to use fee system Strengthen customer support at domestic airports, overseas supportdesks, etc.
Product and service quality	<ul style="list-style-type: none"> Improving our coverage area Ensuring communications stability Product quality assurance Disaster preparedness 	<ul style="list-style-type: none"> Continue to respond to customer feedback on coverage area (on-site survey within 48 hours, in principle)
Disaster preparedness		<ul style="list-style-type: none"> Revise disaster preparedness measures and manuals to reflect experiences during the Great East Japan Earthquake Hold practical disaster prevention training to inspect and more firmly establish new disaster prevention training Increase convenience and familiarity with the Disaster Message Board and Disaster-Time Voice Delivery Service Maintain and improve system stability and reliability Expand receiving terminals
Safety and security	<ul style="list-style-type: none"> Addressing the impact on children Assistance for seniors Dealing with spam email and nuisance calls Providing options for manner conscious customers 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 Mobile Phone Safety Classes at over 10% of all elementary, middle and high schools throughout the country (approx. 30,000 schools) Revise Mobile Phone Safety Class teaching materials in accordance with changes in environment/circumstance Provide preventative services for dangerous sites (phishing sites, virus sites, etc.) to increase peace of mind for smartphone users Continue to monitor domestic and international research on radio wave safety and participate in research activities

Initiatives		FY2012
		Goals
For Environment Protection		
Network facilities	<ul style="list-style-type: none">▪ Preventing global warming▪ Saving resources and reducing waste▪ Developing eco-friendly Mobile Phones▪ Environmental management systems▪ Communicating with customers▪ Compliance with environmental laws and regulations▪ Promoting green procurement▪ Promoting reforestation initiatives▪ Environmental contribution activities	<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">▪ Continue collection of used mobile phones
Management		<ul style="list-style-type: none">▪ Promote introduction of LED lighting▪ Boost waste recycling rates at offices
Cooperation with outside groups		<ul style="list-style-type: none">▪ Continue conducting forest maintenance activities at docomo Woods▪ Continue joint reforestation initiative with the PLDT Group in the Philippines
For Business Partners		
Relations with suppliers, docomo Shops, etc.	<ul style="list-style-type: none">▪ Professional skill development for staff▪ Communicating with staff▪ Promoting fair and impartial transactions	<ul style="list-style-type: none">▪ Enhance training for docomo Shop staff to improve product and service related skills and support certification efforts▪ Revise CSR procurement guidelines and conduct CSR procurement in accordance
For Society		
Disaster preparedness	<ul style="list-style-type: none">▪ Ensuring Communications Stability▪ Disaster preparedness	<ul style="list-style-type: none">▪ Revise disaster preparedness measures and manuals to reflect experiences during the Great East Japan Earthquake▪ Hold practical disaster prevention training to inspect and more firmly establish new disaster countermeasures▪ Increase convenience and familiarity with the Disaster Message Board and Disaster-Time Voice Delivery Service▪ Maintain and improve system stability and reliability▪ Expand receiving terminals
Social contribution	<ul style="list-style-type: none">▪ Working on behalf of children▪ Social welfare activities▪ International contribution activities▪ Partnering with customers in social contribution activities▪ 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.)▪ Promote fund-raising activities open to customer participation for disaster-affected areas▪ Promote employee volunteerism for reconstruction of areas affected by the Great East Japan Earthquake▪ Promote Ecocap Movement▪ Continue conducting social contribution activities through the Mobile Communication Fund

Initiatives		FY2012
		Goals
For Our Employees		
Diversity	<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
Work-life balance		<ul style="list-style-type: none">▪ Encourage and fully support employee work-life balance
Human resources development		<ul style="list-style-type: none">▪ Enhance communication between organizations and between employees
Management Structure		
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

Corporate Profile

DOCOMO Overview

Corporate Profile

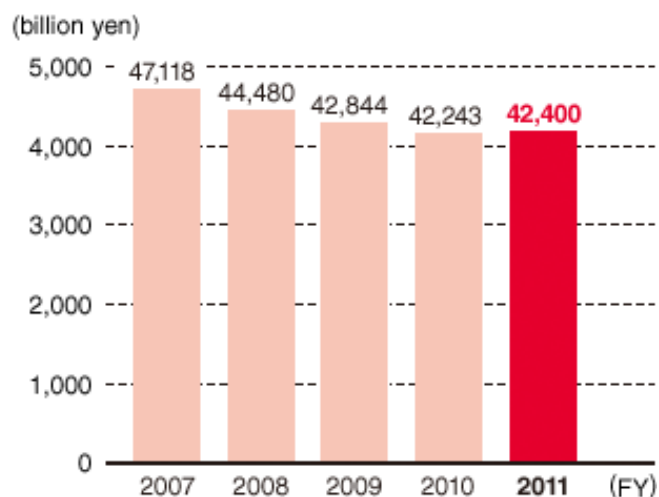
Company Name	NTT DOCOMO, INC.
Headquarters	Sanno Park Tower, 11-1, Nagata-cho 2-chome, Chiyoda-ku, Tokyo 100-6150, Japan
Common Stock	949,679,500,000 yen (as of March 31, 2012)
Employees (consolidated)	23,289 (as of March 31, 2012)
Main business areas	DOCOMO's main business is mobile phone services (see table below for details).

Business Segment	Description
Mobile Phones	Mobile phone services (Xi, FOMA), 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.

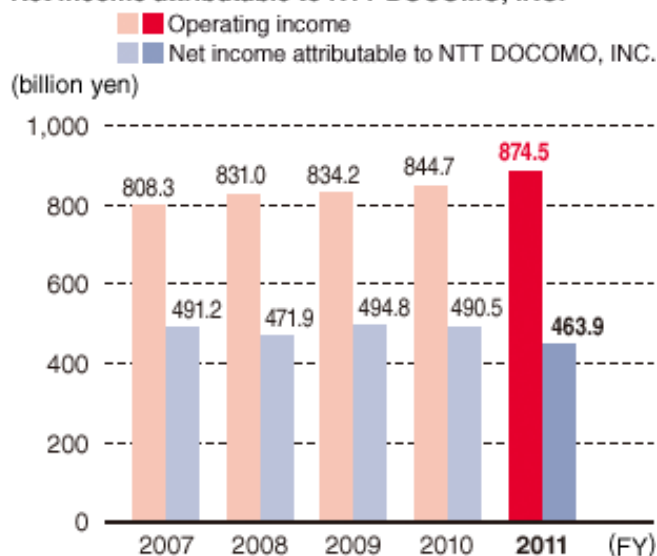
(as of April 1, 2012)

Fiscal 2011 Operating Performance

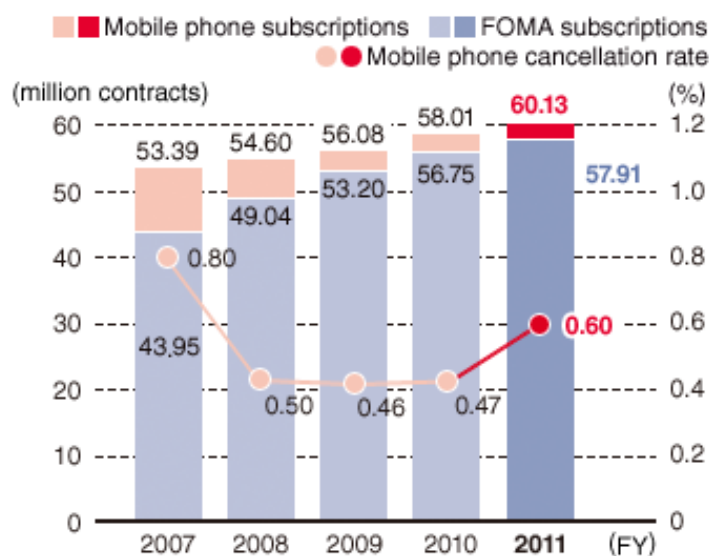
Operating Revenues (Sales)



Operating income/ Net income attributable to NTT DOCOMO, INC.



Mobile Phone Subscriptions/Cancellation Rate



* DOCOMO consolidated balance sheets are created according to American 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	441.3	"Taxes and public dues" and "income tax" in operating expenses
Shareholders	223.9	"Dividends paid"
Business partners (suppliers)	2,328.8	"Non-personnel expenses" and "communications facilities use expense" in operating expenses
Employees	272.9	"Personnel expenses" in operating expenses

- To ensure objectivity, these figures are based on figures reported in financial statements. Dividends in fiscal 2011 were 5,600 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		4,240.0
Operating expenses		3,365.5
	Personnel expenses	2,72.9
	Non-personnel expenses	2,117.6
	Communications facilities use expense	211.2
	Tax and public dues	38.8
	Other	725.0
Operating income		874.5
Other income (expense)		2.5
Income before income taxes		877.0
Income taxes		402.5
Equity in net income (losses) of affiliates, net of applicable taxes		(13.5)
Net income attributable to NTT DOCOMO, INC.		463.9
Dividends paid		223.9

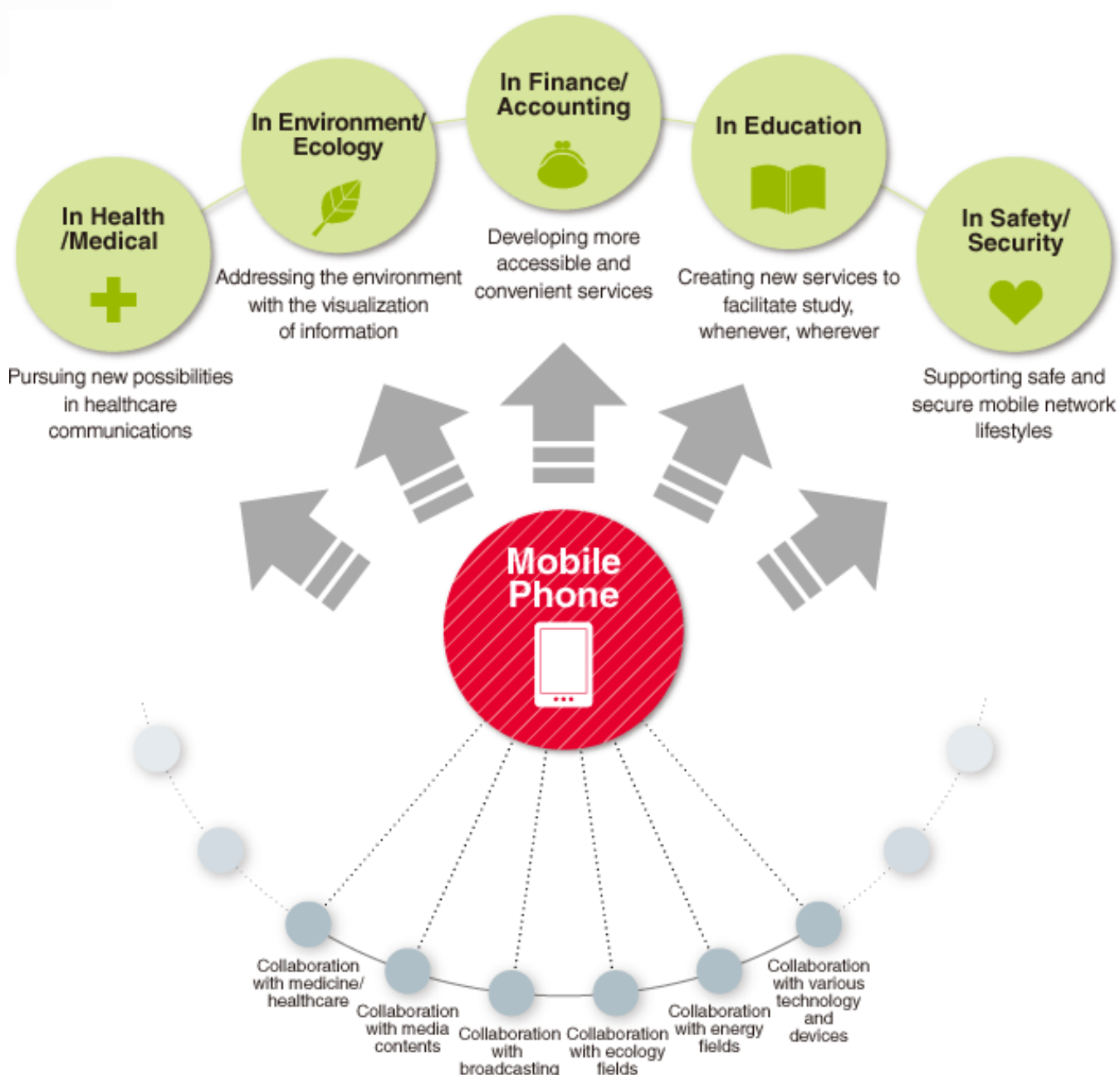
- Totals may not equal their component items due to rounding.

Helping to Solve Social Issues

Creating New Value across Five Fields

Under "Pursuing Smart Innovation—HEART" (the 2020 corporate vision), DOCOMO works for evolution in mobile technologies as well as the development of services which make use of these new technologies in order to help solve social issues.

DOCOMO is partnering with a variety of businesses and organizations, in fields such as health/medical, environment/ecology, finance/accounting, education and safety/security, so as to present new and innovative services.



New Services to Help Contribute Towards Social Issues

In Health/Medical



Creation of New Medical Information Environments Utilizing Mobile Phones



Ah! Kusuri Lite Screenshot

The Department of Ubiquitous Health Informatics * 1 was opened cooperatively at the University of Tokyo Hospital, to address joint research into new medical/comprehensive patient support platforms utilizing mobile IC technology. Previous focus has been on basic and practical research and outreach into systems such as those for supporting self-monitoring of type 2 diabetes, 12-step electrocardiogram transmission, medication assistance, personal medical information management, personalized outpatient guidance, and so on. As a result of research into medication assistance a new application, "Ah! Kusuri Lite" was developed. Since its release in June 2011, over 5,000 copies have been downloaded. In the future, as we continue with such practical research, we plan to work with partner companies to make applied use of research findings, and to contribute to the promotion of individual health and to human resources skilled in the fields of medical information.

* 1 Lecture courses held at Tokyo University with funding from private institutions in order to conduct shared research into common issues.

Stakeholder's Voice



Koji Omae
Assistant Manager
Business Development
Frontier Services Department

The idea at the root of this course, that individuals can manage their own health and medical information, contains the possibility to change our previous attitudes towards medical treatment, and our tendency to relegate such responsibility to medical institutions. Currently, among the patients participating in trials, there are examples of those whose increased awareness of the importance of self-managing their medical information has led to an improvement in their condition. It is my hope that the research results obtained through this course will help contribute to longer healthier lives for all of society.



Supporting Individual Safety with docomo One Time Insurance



docomo Insurance Application
Screenshot

Following a concept of "necessary compensation at necessary times, and only for necessary periods," we offer docomo One Time Insurance, available for anytime application from mobile or smartphones. Working in partnership with Tokio Marine and Nichido Fire Insurance Co., Ltd., starting October 2011, in addition to a variety of insurance programs for sports, leisure, golfing and domestic and international travel, we also began offering the industry's first One-Day Car Insurance, available at the cost of 500 yen per day. Accidents caused by uninsured drivers are a serious problem for society. Thanks to new One-Day Car Insurance, drivers can take short-term insurance for driving days only. Easy-to-apply for and low commitment, the service is a popular choice for many customers.



Increasing the Popularity of Bicycle Sharing



Yokohama Cycle Port

Sharing bicycles among multiple users for short distances can help to reduce CO₂ and traffic congestion. As a transportation system with minimal environmental burden, docomo is working to make bicycle sharing a reality. Using our "Osaifu-Keitai" (Mobile Wallet) feature and communication networks, DOCOMO has been pursuing proof-of-concept trials into more convenient provision of necessary service for bicycle reservations, lending, return and payment. From April 2011, DOCOMO began joint operation, together with Yokohama City, of a system equipped with these new features. In addition, DOCOMO also strives, in cooperation with related industries, for the development and spread of convenient new systems which permit the establishment of cycle ports in diverse locations, and of smartphone cycle applications capable of displaying distance, speed, routes, recommended locations and so on. In the future we plan to pursue development of next generation systems, with GPS and mobile telephones integrated directly into bicycles.

Stakeholder's Voice



Tadashi Okamine
Leader of Cycle-sharing Project
Ecology and Environmental Business
Promotion Frontier Services Department

We are developing a bicycle sharing service (known as Baybike) for Yokohama City. The goal of Baybike is to revitalize city centers through increased accessibility and mobility, and to reduce environmental burdens by shifting transportation from private car to bicycle. As of May 2012 the service included cycle ports in 24 locations, with approximately 200 bicycles and over 6,000 registered members. In the future, in order to increase membership to even greater numbers, we plan to increase the number of cycle ports and expand the service area.



Promoting an Environmental Sensor Network



"docomo Kafun Live!" Screenshot

In order to provide solutions for global environmental problems, structures for the collection and analysis of environmental information is indispensable. We are installing high-precision measurement devices at base stations throughout the country, in order to develop an environmental sensor network for the visualization of temperature, humidity, rainfall, wind direction and speed, pollen, UV rays and so on. As of March 31, 2012, devices have been installed at approximately 4,000 base stations. In addition to providing information to meteorological services, general businesses and municipalities, from January-April 2012 we established "docomo Kafun (Pollen) Live!," a special site for viewing pollen formation in real-time. In the future, we plan to use the information collected at stations in order to contribute to disaster prevention.

In Education



Introducing docomo Semi, a Study Aid for the Mobile Generation

The use of digital textbooks and other technologies in the classroom continues to garner increased attention, as a new generation of learning environments springs into being. Our goal is to create educational services which make use of the unique qualities of mobile phones, for convenient anytime, anywhere use. As one link in these efforts, in September 2011 we began offering docomo Semi, a study aid service for smartphones and tablets. docomo Semi aims to create a new style of education, bringing game-like fun to the act of studying through the use of intuitive smartphone and tablet learning applications. In cooperation with educational providers, such as ALC Publishing, Inc. and Gakken Holdings Co., Ltd., we offer foreign language courses, kids courses, and professional qualification courses. Additionally, as of May 2012, we began offering Gakushu Navi (study navigator) for managing educational history and progress, as well as three monthly courses which allow unlimited use of certain applications for a fixed monthly fee. Monthly courses include the "Monthly Unlimited Course," which gives access to applications focusing on foreign languages, brain-trainers, professional qualifications and so on, and the "Elementary/Middle School Course," which gives access to drills on subjects geared towards elementary and middle school students, such as Japanese, mathematics, science, civics and English. Additionally, the "docomo Semi Gakken Victory Course" makes use of Gakken Holdings' accumulated know-how to offer tablet web-learning services, tailored to reflect elementary school lessons, which make use of interactive teaching and animation. In the future, we plan to expand the applications and contents on offer so as to further spread the use of these new learning services.

Primary Contents Available through docomo Semi



Foreign language courses

These fun language learning applications are a frequent choice of download among users. User rankings are also available, for your continued enjoyment.



Professional qualification courses

Fun learning is available via texts which are easy to understand, even for beginners, past exam questions, and study games (three varieties).



Elementary/Middle School Course (monthly)

This course allows for unlimited use of fun drill-style applications which cover the fundamental subjects taught in elementary and middle school.



Kids courses

Brain-training applications for ages three and up. Touch-activated illustrations and sound effects help to make learning fun.



Gakushu Navi

Allows you to collect and manage progress across all docomo Semi applications. Includes engaging features to help you continue with learning.



Gakken Victory Course (monthly)

Uses educational materials from Gakken Holdings. A web learning service with over 800 contents for elementary grade one through middle grade three, including Japanese, mathematics and English.

Stakeholder's Voice



Yukie Shiota
Management Planning Division
Gakken Holdings Co., Ltd.

It's been approximately a year and half since I was assigned to my current position. During that time we've met with team members from DOCOMO on multiple occasions, jointly developing applications featuring Gakken content for release via docomo Semi. The applications for children, in particular, feature easy-to-use interfaces and a game-like feel, for enjoyable learning. At Gakken, we hope to continue offering fun and exciting contents which children, not only in Japan but throughout the world, will want to enjoy and play.

Promotion of the New Disaster Countermeasures

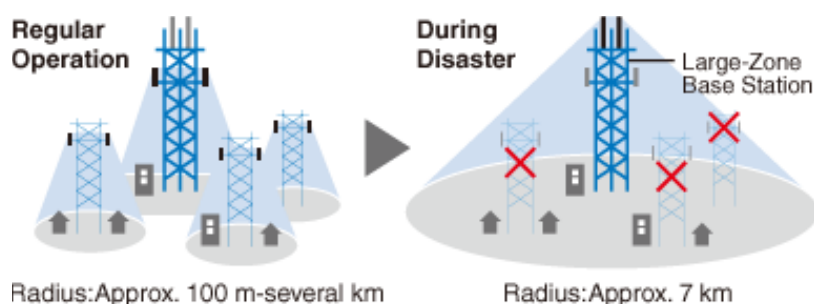
Promotion of New Disaster Countermeasures Supported by Strong Communication Infrastructures

Implementing Policies Geared towards Securing Communication in Vital Areas and Streamlining Disaster Response

After the March 2011 Great East Japan Earthquake, communication systems suffered heretofore unseen damage. In addition to communications facilities loss, flooding and other direct damage to transmission routes, extended blackouts and planned power outages also resulted in depleted backup (battery) power and extensive stoppages. Immediately following the earthquake, DOCOMO began working to restore damaged equipment and services. Additionally, in response to lessons learned during the earthquake, in April 2011 DOCOMO began implementing New Disaster Countermeasures based on three basic policies, with implementation largely completed by the end of February 2012.

In order to ensure communications in population dense areas during wide-scale disaster or blackout, in addition to regular base stations, we have also now installed Large-Zone Base Stations, capable of covering a radius of 7 km, in areas throughout the country. For vital areas such as administrative centers or municipal halls, we have also installed emergency generators to prevent blackouts, and large capacity batteries which can provide over 24 hours of continued service in the case of a power outage. And in order to respond quickly to disaster struck areas, in addition to the deployment of new satellite mobile phones, the use of highly mobile satellite entrance base stations (mobile/vehicular) and emergency micro entrance equipment was also expanded.

We are also engaged in initiatives to make the use of disaster services more convenient for customers, expanding functionality for Restoration Area Maps, introducing Disaster-Time Voice Delivery Service, and improving the Disaster Message Board (voice guidance, touch panel operation). Additionally, use of Area Mail by national and local public bodies to transmit disaster and evacuation information was made free of charge, and Area Mail notification of tsunami warnings from the Japan Meteorological Agency were introduced for 66 coastal areas.



Disaster Net Top Page

Improving Future Reliability through Strengthened and Expanded Disaster Preparedness

DOCOMO will continue to pursue initiatives for the greater safety and reliability of communication networks.

In order to prepare for the possibility of an earthquake centered in Tokyo, plans are in effect to disperse important facilities clustered in the Tokyo area to Western Japan by the end of fiscal 2012. To strengthen protection for power supplies, solar panels, lithium-ion batteries, direct current integrity controls and other measures have been introduced at individual base stations. We also aim for more stable and efficient operations through visualization of base station amperage and battery status.

Additionally, in order to fulfill our responsibilities as a telecommunications company, a range of proactive disaster preparedness measures have also been pursued, including revision of the Disaster Preparedness Manual (contains Business Continuity Plan (BCP)) creation of operational procedures for the New Disaster Countermeasures, holding of disaster and information training, and strengthening of partnerships with outside organizations such as the Japan Self Defense Force.

New Disaster Countermeasures

① Securing communications in important areas

Ensuring communication for densely populated areas and administrative bodies



- ① Nationwide installation of Large-Zone Base Stations (104 Loc. Total)
- ② Blackout protection and 24hr batteries at base stations (approx. 1,900 stations)

② Prompt response to disaster struck areas



- ③ Fast deployment of satellite mobile phones for evacuation spot communications, etc. (3,000 units)
- ④ Fast area coverage using satellite systems (portable: 24 new units; vehicular: increase of 19 units)
- ⑤ Flexible area coverage through use of micro-entrance lines, deployment of emergency micro equipment (100 segments)

③ Improving customer convenience of disaster services



- ⑥ Development/release of Disaster-Time Voice Delivery Service
- ⑦ Expansion of Restoration Area Maps
- ⑧ Voice guidance to improve operability of Disaster Message Board Service
- ⑨ Increased application of Area Mail
- ⑩ Promotion of ICT applications utilizing SNS, etc.

Progress of New Disaster Countermeasures

Countermeasure		2011			2012	
		April	June 30	September 30	December 31	March 31
Completed	① Large-Zone Base Station installation	104 stations total installed by February 28, 2012				Completed
Completed	②-1 Blackout prevention at base stations	Approx. 700 stations by June 30, 2011				
Mostly Completed	②-2 24hr batteries at base stations	Approx. 1,000 stations mostly completed by February 28, 2012				Completed
Mostly Completed	③ Fast deployment of satellite mobile phones	Approx. 1,000 units secured by February 28, 2012 (with an early deployment goal of 3,000 units)				
Completed	④ Expansion of satellite system	Portable		Completed	Vehicular	Completed
		24 portable units by September 31, 2011		9 vehicles by January 31, 2012		
Completed	⑤ Expansion of emergency micro-entrance line equipment	100 segments as of September 31, 2011				
Completed	⑥ Disaster-Time Voice Delivery Service	Begun March 1, 2012				Completed
Completed	⑦ Expansion of Restoration Area Maps	Faster website release		Completed	Increased speed/visibility	Completed
Completed	⑧ Voice guidance for Disaster Message Board Service	Introduced for a portion of summer models		Completed		
Completed	⑨ Increased application of Area Mail	Toll-free use for national and local public bodies (July 1-)				Inclusion of tsunami warnings
Completed	⑩ ICT applications utilizing SNS, etc.					

Activity at the TOHOKU Reconstruction Support Office, and Principal Relief Aid from DOCOMO

Creation of the TOHOKU Reconstruction Support Office, Offering Continuous Aid to Affected Areas

Creating New Support Systems to Offer Improved Aid to Affected Areas



Tsutomu Shindou
Executive Vice Presidents
Managing Director of TOHOKU
Reconstruction Support Office

After the Great East Japan Earthquake, DOCOMO engaged in a variety of relief activities, including provision of free handsets to local municipalities and organizations, fundraising activities, and employee volunteerism.

As national and municipal initiatives move from rehabilitation to reconstruction, local needs, such as employment in affected areas or education for children, continue to grow more diverse. It is in fields such as these where private assistance is most important. This is why, in December 2011, the TOHOKU Reconstruction Support Office was established to assume full-time responsibility for reconstruction activities. The office implements more streamlined and effective relief activities, creating models for affected areas which make practical use of mobile technology, to pursue continued contribution to future development.

Listening to Those in Need—Using the Strength of DOCOMO to Develop Local Initiatives



TOHOKU Reconstruction
Support Office members

Within the office, 18 volunteers recruited from within the company (affectionately known as Team Rainbow), aim to "build bridges with affected areas," listening to feedback from local persons in order to develop a variety of relief activities.

For instance, due to the nuclear incident, citizens from the town of Futaba-cho in Fukushima Prefecture were forced to evacuate to various locations throughout the country. In response, we proposed an information system utilizing photo panels, allowing refugees in each location to receive shared real-time information from the municipality, thus helping to preserve local community bonds. In Minamisanriku in Miyagi Prefecture, where coastal surveillance cameras were destroyed by tsunami, we also helped support the installation of a new disaster preparedness infrastructure utilizing a system of movable, stand-alone cameras with solar panels and storage batteries. Additionally, in elementary schools in Oofunato City, Iwate Prefecture, we put mobile technology to effective educational use through disaster prevention and community building lessons utilizing tablet devices. Reconstruction initiatives such as these have allowed us to utilize the unique strength of DOCOMO.

Our goal is to speed the recovery and rebirth of the region by every day we can, and, with the Reconstruction Office leading the way, will continue to work group-wide to provide that aid.

[!\[\]\(5a132f13505a6571904d622757b7a8f0_img.jpg\) Initiatives for Tohoku Reconstruction\(Japanese only\)](#)

TOHOKU Reconstruction Support Office Activities



Stakeholder's Voice



Kazuki Tani
Associate Professor
Tamagawa University
Graduate School of Education
TOSS Lesson Qualification
Representative
TOSS Central Office
Teacher's Organization of
Skill Sharing (NPO)

At TOSS we have been holding studies into appropriate means of education for disaster affected areas. In March 2012, in cooperation with the DOCOMO TOHOKU Reconstruction Support Office, we were able to hold lessons on disaster prevention and community building in three elementary and middle schools, in areas such as Iwate Prefecture, utilizing tablet devices. The lessons helped to return smiles to many children's faces, and we were able to see the new educational possibilities of tablet devices firsthand, broadening environments through virtual simulation and tailoring teaching materials to individual students. We look forward to even greater partnership with DOCOMO in the future.

Principal Reconstruction Efforts at DOCOMO

Creating Jobs and Dispatching Employee Volunteers



Fishing Industry Support

As part of support for reconstruction of affected areas, DOCOMO pursues a variety of initiatives under the slogan, "for one employee, one action." As a link in these initiatives, in April 2012 DOCOMO employees began volunteering in the town of Minamisanriku in Miyagi Prefecture, which was heavily damaged by tsunami. Volunteers responded to local needs, helping with fishing, farming, clearing of debris and so on. To date, over 400 employees have participated. For those participating, volunteering had been a complex experience, and a valuable opportunity to directly support reconstruction efforts. Additionally, via our main business, we also offer economic and employment support to the affected areas. For instance, in July we established a new call center in Sendai, which employs approximately 100 Tohoku area residents.

Michinoku☆Marche In-Company Tohoku Product Fair



Employees buying Tohoku products

For two days, from March 29-30, 2012, we held an exhibition of Tohoku products in Tokyo, entitled Michinoku☆Marche, geared towards in-house staff. Michinoku☆Marche was planned by the TOHOKU Reconstruction Support Office to raise awareness among employees regarding the revitalization of the Tohoku region and reconstruction aid. With the cooperation of the Tohoku Roads Council (NPO), we were able to present 90 different items for sale, such as food, beverages and alcohols, usually found at 14 "Roadside Stations" (tourist rest stops) in the Tohoku prefectures (Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima). A total of approximately 350 employees visited the fair, with sales for the two days reaching approximately 1.4 million yen.

Principal Activities	
Type of Support	Contents of Support
Provision of Equipment and Information	<ul style="list-style-type: none"> * Release of Restoration Area Maps (Japan Institute of Information Technology Disaster Prevention Award) * Installation of Otayori Photo Panels * Special meteorological site for disaster struck areas
Support for Evacuation Sites/Administrative Agencies	<ul style="list-style-type: none"> * Lending of free mobile and satellite phones * Free battery charging corners * Dispatch of new employees for above-mentioned support * Provision of internet environments via tablet devices
Donations/Charity	<ul style="list-style-type: none"> * Disaster Disaster Relief Charity Website (total raised: approx. 1.03 billion yen) * Corporate donations (total: 500 million yen) * Employee fundraising (total: approx. 9.6 million yen)
Volunteer Deployment	<ul style="list-style-type: none"> * Employee volunteers deployed to Minamisanriku, Miyagi Prefecture
Other Support	<ul style="list-style-type: none"> * TOHOKU Reconstruction Support Office initiatives (educational support, agricultural support) * Job creation in affected areas (creation of call center) * In-company Tohoku product fairs * Use of Tohoku produce in employee cafeteria

Assessment of Efforts to Raise Customer Satisfaction

No.1 Ranking Awarded for both Individual and Corporate Services in a Study of Customer Satisfaction Conducted by J.D. Power Asia Pacific


DOCOMO addresses various measures to retain the "No.1 ranking in customer satisfaction" as one of its management strategies.

NTT DOCOMO achieved the overall No. 1 * [1](#) ranking for the second consecutive year in the individual services section and for the third consecutive year in the corporate services section in the 2011 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 31,200 people nationwide in six categories: network quality, services offered, cost, handset, after-sales service and dealer/retailer experience. In fiscal 2011, we particularly focused on reinforcing customer response skills and capability via multiple channels, including docomo Shops and the docomo Information Center, and we believe that these efforts helped us earn the top ranking.


At the same time, based on the results of the corporate study, which yielded 3,214 responses from 2,466 companies with 100 or more employees, on sales representatives, service quality, cost, and service contents (including PHS services), we captured the No. 1 overall ranking * [2](#) for the third consecutive year. In fiscal 2011, we continued to reinforce the expansion of customer contact points and increase the frequency of visits to meet individually tailored customer needs. Above all, we proactively proposed comprehensive solutions that included smartphones and tablets, as well as solutions with a view to enhanced safety and security, and these factors helped us earn the top ranking.

We believe that this project came to fruition due to recommendations and requests from both individual and corporate customers through our initiatives for service improvement, and we intend to continue utilizing all feedback, both positive and negative, going forward. In fiscal 2012, taking into account communication issues that occurred in the previous fiscal year, we will prioritize the task of improving our network infrastructure to provide customers with highly convenient and innovative products and services.

- * 1 Disclaimer: J.D. Power Asia Pacific 2010-2011 Japan Mobile Phone Service StudiesSM. 2011 Study based on a total of 31,200 responses from mobile phone subscribers in Japan.

 japan.jdpower.com

- * 2 Disclaimer: J.D. Power Asia Pacific 2009-2011 Japan Business Mobile Phone Service StudiesSM. 2011 Study based on a total of 3,214 responses from 2,466 companies with 100 or more employees (up to two responses from one company) about telecommunications firms who supply a mobile telephone / PHS service.

 japan.jdpower.com

Top Ranking Earned in Various Studies of Customer Satisfaction Conducted by Nikkei BP Consulting, Inc.

The top ranking was earned in various kinds of studies conducted by Nikkei BP Consulting, Inc., due to the high evaluation of DOCOMO's initiatives toward achieving the "No. 1 ranking in customer satisfaction."

Evaluation of DOCOMO

■ Study of customer satisfaction with mobile data communication terminals

In study results summarized in March 2012, DOCOMO achieved the No. 1 ranking in nine * [3](#) of 17 categories including overall customer satisfaction. The overall No. 1 ranking was achieved for the fourth consecutive year.

■ "Minimal 'No Service Available' Zones" based on Survey of Private Mobile Phone Use conducted by Nikkei BP Consulting, Inc.

In a survey conducted in June 2011, DOCOMO achieved the No. 1 ranking in customer satisfaction regarding "Frequency of 'No Service Available' zones (i.e., anytime, anywhere connectivity)" section.

■ Study of corporate customer satisfaction * [4](#)

In a study conducted in December 2011, DOCOMO achieved the No. 1 ranking in seven * [5](#) of the 11 categories for audio terminals and nine * [6](#) of the 12 categories for data terminals.

- * 3 The nine categories were overall satisfaction, area (outdoor/urban), area (outdoor/suburbs), area (indoor), communication quality (connection time), communication quality (communication interruptions), communication quality (in transit), customer contacts of sales store/shop staff and after-sales support.
- * 4 Based on the 2012 Survey of Corporate Mobile Phone Use conducted by Nikkei BP Consulting, Inc.
- * 5 The seven categories included communication area, communication quality and others.
- * 6 The nine categories included the after-sales support system, corporate services/solutions and others.

Enhancing Service and Support

Anytime Voice Messaging with "Koe-no-Takuhaibin" Service

In April 2011, DOCOMO started "Koe-no-Takuhaibin" (Home Voice Delivery), a new service to send voice messages without having to call the other party's mobile phone.

With "Koe-no-Takuhaibin", messages are sent to the Koe-no-Takuhaibin Center. The center will inform the other party of the message via SMS. The receiving party will be able to easily access the voice message. With this service, customers can easily create messages and transmit messages as if they were calling someone directly. Unlike actual phone calls, the service users may call anytime and easily leave messages.

The function for one-touch operation of the "Koe-no-Takuhaibin" service was installed on our mobile phone models, including the Raku-Raku PHONE BASIC 3, starting in the summer of 2011, and on our smartphone models from the winter of 2011. In addition, the provision of a dedicated application to easily use the service on smartphones encouraged enhanced use of the service. We will endeavor to improve and raise recognition of the function for the further convenience of our customers.

The "Shabette Concier" Voice-Agent Application



In March 2012, DOCOMO began providing "Shabette Concier," a new voice-agent application, in response to customer demand for quicker and easier operation of smartphones.

By installing a dedicated application, "Shabette Concier" allows customers to activate and operate their desired feature simply by talking to their smartphone. For example, if a customer says, "I want to call XX," the smartphone will find the corresponding person and display his/her relevant data from the phone's address book. As another example, if the customer says, "Search XX," the smartphone will conduct a range of searches, according to your request, automatically connecting with "d-menu", "how-to" recipe sites, Wikipedia and so on, and will display the best answers to your query on-screen. The function enables customers to easily use the diverse functions of their smartphones, interpreting the user's intention through a combination of words and executing the outcome most likely to address the user's intent.

Expanding the Network of Support Desks and Increasing Services for Customers Who Use Mobile Phones Overseas

NTT DOCOMO is working to expand its network of support desks located overseas and enhance service content for the convenience of the more than 6 million customers who use docomo mobile phones overseas per year in order to better serve such customers going on short trips, long-term stays or studying abroad.

The docomo support desks were established in 18 countries and regions worldwide as of March 2012 including the docomo World Counter in Hawaii. Apart from the free phone battery charging services to lend AC adapters, these support desks handle inquiries about the usage or operation of mobile phones overseas. In addition, the support desks in Hawaii, New York, Los Angeles, San Jose, New Jersey, London, Shanghai, Singapore, Chicago and Irvine conduct sales agency services for local mobile phones and reservations of docomo mobile phone agreements for customers returning to Japan from extended stays overseas. The free phone battery charging services are also provided at the branches of travel agencies with which DOCOMO collaborates. In fiscal 2011, the services were newly extended to 40 offices of collaborating companies in 14 countries and regions, and the number also increased in the countries and regions where the services already have been provided. As a result, the services were available at 231 offices in 33 countries and regions as of April 2012.

Furthermore, we started the provision of the docomo Overseas Use application for smartphones in May 2011. This application is compatible with those docomo Smartphones equipped with the Android OS. "Kaigai (Overseas) Pake-hodai," under which customers can use smartphones with a specified amount of packet communications at their travel destination, can be simply set and the application status may be easily confirmed.

Mobile Phone Service for Japanese Customers Living in the United States

In April 2011, DOCOMO started DOCOMO USA Wireless, a new mobile phone service for Japanese customers living in the United States, through NTT DOCOMO USA, Inc. DOCOMO USA Wireless allows residents covered by the service to make calls and use email in all 50 states at a monthly fee of US\$15 or more. Unused minutes available for free-of-charge calls roll over to the following month. The service fee for international calls to Japan and the international roaming service for use in Japan is among the lowest in the industry.

NTT DOCOMO USA provides Japanese customers with a secure communication environment by establishing an around-the-clock Japanese-response call center and early acceptance in Japan of the service subscription before traveling to the United States.

Providing Local Information Contents via the "i-concier" when Traveling Abroad

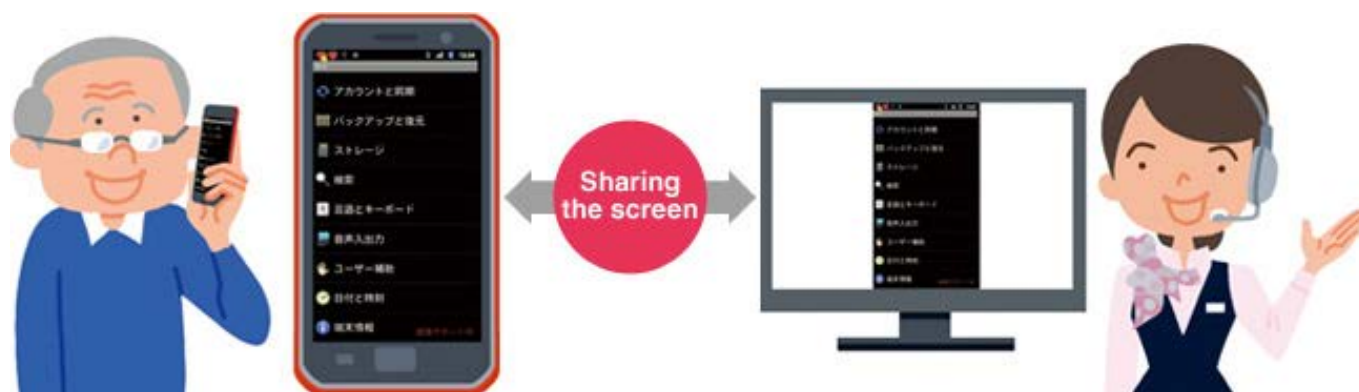
DOCOMO offers an "i-concier" service to easily distribute important and timely information to enrolled customers, based on their intended destination and personal preferences. In addition to information on local destinations, the service provides information on weather, foreign exchange rates, a "what's new" category, and emergency notifications and information from the Ministry of Foreign Affairs relative to the country/region. These services have been available since September 2011.

As of May 2012, the distribution service was provided in 20 countries and regions where many Japanese travelers are staying. The emergency information from the Ministry of Foreign Affairs is distributed, as needed, to all countries and regions where packet communications are available in case of a significant accident or a natural disaster in a country/region as the traveling destination.

Remote Anshin (Easy) Smartphone Support

In March 2012, DOCOMO began providing a new service, Remote Anshin (Safety) Smartphone Support, which introduces customers to a variety of services available on their smartphones in an easy-to-understand manner. By calling a dedicated toll-free number, a user can get support from an operator on smartphone/tablet operations and/or settings.

As the operator shares the customer's terminal screen through remote operation, the operator can guide customers who are unfamiliar with smartphone operations, who have difficulty following vocal instructions or who are too busy to visit a docomo Shop. This is a simple and convenient service for customers with smartphone-related issues.



Mobile Phone Checkup Service and Battery Pack Exchange Service

docomo Shops nationwide launched the "Keitai Tenken Service" (Mobile Phone Checking 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 mobile 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 of the Shop where the repair order was made. We also provide a mobile phone data recovery service for FOMA handsets that have been damaged by water. If your mobile 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 on CD-ROM.

Furthermore, in fiscal 2011, we developed an analytical tool that facilitates finding smartphone defects by checking the basic operations and defects on terminals so that we can smoothly improve after-sales services.

Keitai (Mobile Phone) Troubleshooting via the Internet

In March 2011, DOCOMO released Keitai Troubleshooting, a simple service to determine appropriate solutions for mobile phone trouble by responding to a series of questions on the DOCOMO website.

An i-mode version is also available for use in non-PC environments.

This service was developed externally for the DOCOMO Mobile Tokyo 113 Center, allowing it to make the best use of its accumulated know-how in addressing various error-related inquiries. In fiscal 2011, the center handled approximately 900,000 inquiries.

Communicating with Customers

Multiple Channels for Customer Feedback

DOCOMO has a number of different channels for customers to voice their comments and concerns. In addition to docomo Shops, these include the docomo Information Center, which provides comprehensive customer service via phone (toll-free from mobile phones at 151), as well as dedicated toll-free mobile access numbers such as 113, for inquiry into technical problems, coverage status and so on. In addition to phone, customers may also contact us by email.

A customer service center for foreign language inquiries in English, Portuguese, Chinese, Spanish and Korean is also available. In addition to responding to inquiries by phone, we are also working to strengthen our response system for smartphone related inquiries.

General orders and inquiries regarding domestic Japanese phones and services are available 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.

Number of calls to the docomo Information Center (FY 2011)

Total Calls	27,270,000
Monthly Average	2,270,000

Customer Feedback and Employees' "Findings Feedback" Improve Products and Services

We respond to customers' inquiries not only at docomo Shops and the docomo Information Center (call center) but also through various types of dedicated contacts such as failure/repair and service centers to ensure swift and accurate responses. Meanwhile, we conduct customer questionnaire surveys of those persons who have completed the customer registration procedure at DOCOMO in order to provide better-than-expected customer contacts.

We receive six million comments and requests through these channels every year, and such customer feedback is shared by all employees. Moreover, "findings feedback" from our employees and staff on areas they feel it necessary to improve and/or change in their routine customer contacts and operations helps further improve products and services.

Improvement flow via customer feedback



Smartphone Classes Started at docomo Shops



At a smartphone class

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 basic operations, how to use them optimally and other advanced applications.

The textbook used in the classes is designed for ease of understanding by participants and contains many photos and illustrations to standardize the content of the classes in different shops as much as possible. A total of over 310,000 people participated in the classes during fiscal 2011. Customers have told us many times that they would like additional classes. For future classes, we plan to customize the content by addressing customers' specific use of smartphones. We will also promote the phone classes held at docomo Shops on DOCOMO's website.

Contests Improve Reception Skills of docomo Shop Staff



Awards ceremony for the Meister of the Year 2011

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.

Since fiscal 2009, the "Meister of the Year" has been held every year as the national level of reception skills contest and was most recently held in February in fiscal 2011. Nine contestants who won competitions at the regional office level put their customer service skills to the test in an attempt to reach the top position among the approximately 30,000 other docomo Shop staff members. One point of emphasis in evaluating the competitors this year was how accurately and comprehensively they could explain to customers the functions and services of smartphones and other products, supported by their quick comprehension of customer needs that continue to grow more complex.

DOCOMO makes the contestants in action available through its intranet website in order to use the contest results to raise the reception levels of shop staff.

Improving Products and Services from the Customers' Viewpoint

Revitalizing the Customer Specialist Activities to Improve Products and Services

DOCOMO had 292 employees qualified for Customer Specialist * 1 as of April 2012.

The Customer Specialists review expressions in its PR materials for customers, as well as products and services, from the customers' standpoint and offer proposals for improvement to revise professional terminology to make it easier to understand and on product and service improvement. In addition, the Customer Specialists comment on the weaknesses of launched products that seem difficult to use for customers who are not familiar with their operation, making proposals for future improvement or new development.

Going forward, we will focus on the utilization of employees qualified for Customer Specialist and the revitalization of their activities to better reflect customers' viewpoints on improving our products and services.

* 1 Qualification certified by the Prime Minister and the Minister of Economy, Trade and Industry

Improving Products, Services and Customer Support Through Discussions with NCAC



Cover of Keitai Q&A

Representatives from DOCOMO's regional offices and branches sometimes visit consumer affairs centers nationwide, which are the offices of contact for the regional consumer administration agencies under the NATIONAL CONSUMER AFFAIRS CENTER of JAPAN (NCAC), to inform them of DOCOMO initiatives on general services.

We have prepared *Keitai Q&A*, a booklet for counselors of the consumer affairs centers, to help them better address consultations regarding mobile phone-related problems. The brochure is distributed to inquiry counters. Furthermore, we collect consumer communications and requests through discussion with staff at the consumer affairs centers to reflect the results on improvements of products, services and contact skills.

Going forward, we intend to strengthen close cooperation with these consumer administration agencies to further the aforementioned issues.

Easy-to-Understand Billing Plans

Optimum Billing Plan Analysis Service at Our Mobile and PC Websites, as well as at the Storefronts of docomo Shops

The Perfect Billing Plan Analysis service is offered on our mobile (i-mode and smartphone versions) 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.

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 2011, 18 people participated in the training, primarily members of the Universal Design Promotion Working Group. In order to facilitate understanding of senior citizens and people with visual impairments, training was conducted to raise awareness of the inconveniences in their lives and the understanding of communication methods such as sign language, including a program in which participants engaged in daily activities and experienced the operation of wheelchairs. We plan to continue providing opportunities to raise employee awareness on universal design.

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 respond to customers' diversifying intentions, including the Raku-Raku PHONE series and functions on other models like simplified menus, which give consideration to the ease of understanding the menus, and enlarged text menus to facilitate visualization. In addition, we have adopted easy-to-read universal design fonts for Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3.

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 with Considerations to Customers (only for the Raku-Raku PHONE series)

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 (easy-to-push large button profile, voice recognition, etc.)• Easy opening and closing (one-push opening)• Easy-to-find functions (voice recognition)
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.)• Support functions for customers having difficulties (Raku-Raku PHONE Center, Dokodemo (Anywhere) Help Button, 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, secure and pleasurable products based on the concept of mobile phones that are easy for everyone to view and use. The series features "three one-touch buttons," "easy-to-read large characters" and "easy-to-push large buttons." In response to requests from customers, we have extended diverse functions and performance items at the launch of every new type such as the availability of Deco (pictograms) -mail and pictograms, waterproofing and dustproofing. Raku-Raku PHONES have been loved by many customers since the first model was launched in 1999, and 18 models had been launched by the end of March 2012, with cumulative sales topping 21.05 million units.

Raku-Raku PHONE 7



Raku-Raku PHONE 7

With the Raku-Raku PHONE 7, which launched in July 2010, 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 is designed for greater fun and convenience with simple operations. In fiscal 2011, in conjunction with cumulative sales of the Raku-Raku PHONE series topping 20 million units in July, we additionally launched a Mint Green version in August.

Raku-Raku PHONE BASIC 3

Raku-Raku PHONE BASIC 3, launched in April 2011, features a "how-to-use button" that directly connects the customer, via one-push operation, to an expert advisor at the Raku-Raku PHONE Center. 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.

"Tsunagari-Hotto Support" and Improvement of User Manuals

In line with the launch of the Raku-Raku PHONE BASIC 3, we prepared a Quick Braille Manual, a Quick Audio Manual and a Text-Version User Manual. In addition, we started the new "Tsunagari-hotto support" service. This service regularly provides data registered on a passometer mounted on the Raku-Raku PHONE BASIC 3 unit, such as the number of steps walked, the number of times the handset (cover) is opened or closed, the remaining cell capacity, etc., to registered Tsunagari (connect) members via email. We conducted an experiment of this new service as a tool for neighborhood watch activities in local communities from December 2011 through February 2012 in cooperation with senior citizens living in the Sagamigaoka area of Zama, Kanagawa Prefecture; staff of the social welfare association living in the Zama area; and managers of condominium residents' associations. Some participants have commented that the service is convenient for watching children and/or aged people, thereby confirming the usefulness of the "Tsunagari-hotto support."

Video Code Reader Function on Raku-Raku PHONES

For people with visual impairments, it is desirable to utilize and disseminate video codes, which refer to the two-dimensional bar-coded data of recorded text information, for printed matter.

Although a dedicated readout apparatus was previously necessary to read video codes, the Raku-Raku PHONE BASIC 3, which was launched in April 2011, is equipped with this function. By photographing ¹ video codes with the camera function, the information recorded in the video codes now can be heard by voice.

- 1 An audio code readout assistant adapter, which is sold by the Japan Association for the Visually-impaired Information Support (JAVIS), and the FOMA AC Adapter 01 or 02, which is sold by DOCOMO, are necessary to this end.

Connect to the 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 the Raku-Raku PHONE BASIC 3, which was launched in April 2011, customers can connect to the Raku-Raku PHONE Center by simply pushing the "how-to-use button". As the device is not equipped with an automatic voice guidance service, dedicated communicators respond directly to questions from customers. The communicators 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 communicators strive to speak at a relaxed pace and enunciate clearly out of consideration for senior customers who call in with a question.

Audio Books with Raku-Raku PHONE

The Japan Braille Library digitally distributes audio books over the Internet to people with visual impairments. DOCOMO has made the service accessible on i-mode to allow customers to listen to books using their Raku-Raku PHONES * [2](#).

- * 2 Compatible models are Raku-Raku PHONE V, Raku-Raku PHONE PREMIUM, Raku-Raku PHONE 6, Raku-Raku PHONE 7 and Raku-Raku PHONE BASIC 3.

Preparing Several Kinds of User Manuals by Giving Consideration to People with Disabilities

As part of our initiatives for universal design giving consideration to people with disabilities, we prepared three kinds of user manuals—a Quick Braille Manual, a Quick Audio Manual and a Text-Version User Manual—for the Raku-Raku PHONE.

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 / mentally challenged or a government-issued welfare booklet for mental illness. Since December 2011, the Hearty Discount has been applied to the "Type Xi," "Xi Data Plant Flat" and "Xi Data Plan 2" billing plans of the Xi ("crossy") data communication service.

Enhancing Braille Services for People with Visual Impairments

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

In fiscal 2011, we started the issuance of Braille guides for customers who use the Xi ("crossy") audio communication service to improve our Braille services.

Going forward, we will work to provide even better Braille services, by taking into account customer feedback and other advice involving Braille.

Promoting the Provision of Information to People with Disabilities through Opportunities such as Mobile Phone Classes

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 to 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 2011 we held 63 classes nationwide and a cumulative total of approximately 960 people participated. The classes included 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 23 different exhibitions, including Barrier Free 2011, a major welfare-related exhibition, and Oyanokoto Expo 2011 for senior citizens. At the exhibitions we introduced various functions and services of the Raku-Raku PHONE series and other mobile phones.

We intend to continue to actively engage in these initiatives as we go forward with the pursuit of enhanced convenience for our customers.

Hearty Style Customer Support

Promoting Universal Design at docomo Shops all over 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.

As a result of these efforts, of the 2,395 nationwide docomo Shops (as of March 31, 2012), entrance steps were eliminated at more than 90% (2,203 shops), wheelchair-accessible counters were installed at more than 80% (2,068 shops) and wheelchair-accessible restroom facilities and parking spaces for people with disabilities were put in place at more than 70% (restroom facilities at 1,851 shops and parking spaces at 1,787 shops). 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 sign-language-support videophones were installed at 622 docomo Shops in total by the end of fiscal 2011.

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	
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 Plaza Features 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 (prior reservation necessary) 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 to 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.

Improving Our Coverage Area

Base Stations Deployed to Reflect Customer Feedback

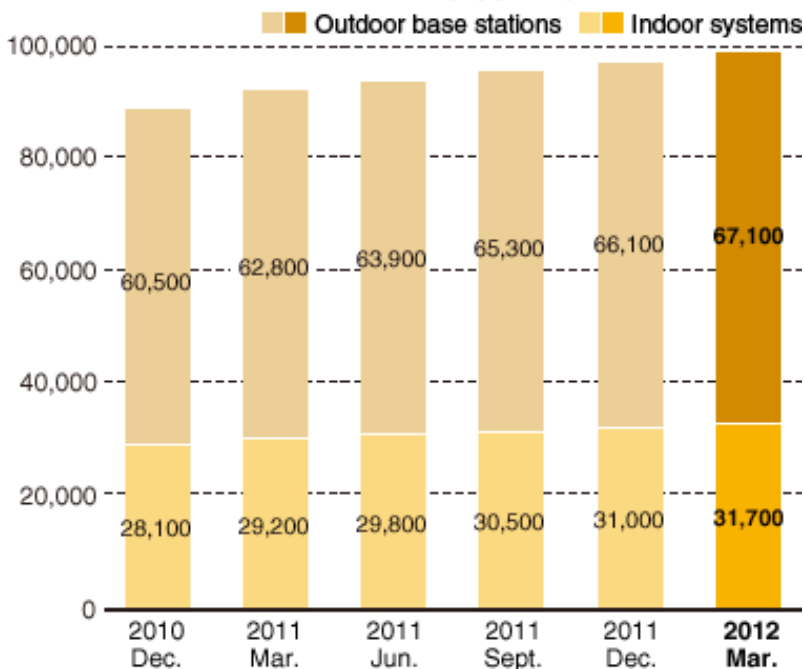
DOCOMO wants customers to be able to use our phones anytime, anywhere. We determine where to locate new base stations by conducting surveys that are based on feedback from customers on local reception quality.

In fiscal 2011, in line with our plan, we installed an additional 6,800 base stations nationwide (4,300 stations outdoors and 2,500 indoors) and 5,900 Xi base stations. 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.

Collecting Customer Feedback on Network Availability through PCs and Mobile Phones

DOCOMO widely solicits information from customers on reception quality, which customers can send through a web site service for PC, i-mode, and sp-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 29,000 reports from customers in fiscal 2011. We will continue to improve reception quality based on this feedback.

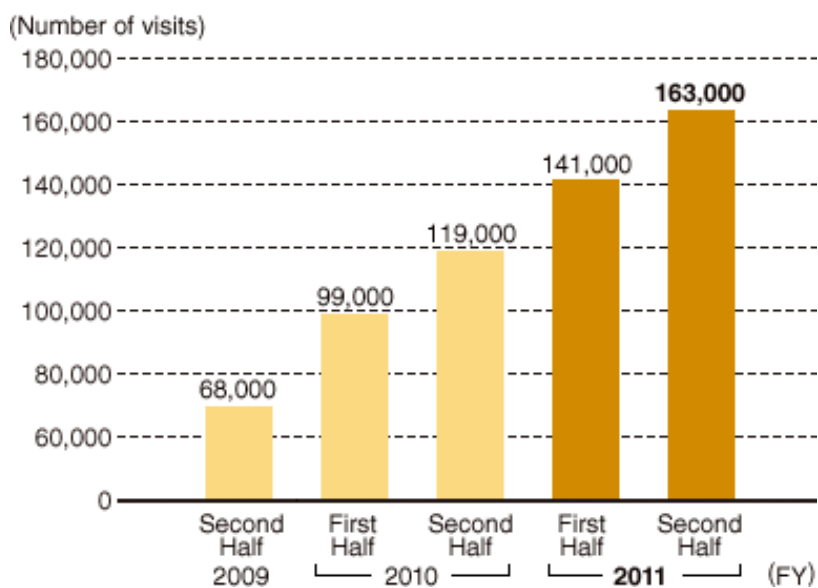
Number of FOMA Base Stations (Approx.)



Network Quality Investigator Dispatched within 48 Hours after Contact

We conduct surveys and improvement activities nationwide based on customer feedback. We receive feedback on FOMA reception quality through direct customer contact and via our "Kikasete FOMA" information portal. If customers wish, we go directly to their site to address reception issues and conduct a follow-up survey within 48 hours (to the extent possible) after our staff communicates with the customer. To improve reception, we use indoor auxiliary antennas, FOMA repeaters which boost indoor reception quality, and signal-dispatching FOMA femtocells. Additionally, when immediate improvements are difficult, we maintain contact with the customer regarding plans to augment base stations or implement other improvement measures, and regarding results once improvements have been made. Follow-up contact is maintained until final improvements are put in place.

Change in the Number of Customer Visits (Cumulative, Rounded)



Expanding Our Service Area to Include Subway Tunnels

With increasing customer demand for intra-train use of the Internet in line with the dissemination of smartphones, we are expanding coverage to include the subway tunnels between stations.

In fiscal 2011, we started to provide mobile phone service on the Higashiyama Line (Higashiyama-sen), which is part of the Nagoya Municipal Subway system; the Toei Shinjuku Line (Toei Chikatetsu Shinjuku-sen); and the Tokyo Metro Namboku line, which allows the use of mobile phones not only inside stations but also inside the tunnel between stations.

DOCOMO has a plan to expand coverage to all lines of Tokyo Metro Co., Ltd., within fiscal 2012 and will continue to expand coverage on other subway lines, striving to improve the environment for customers' easy mobile phone use.

Subway Lines with service starting in fiscal 2011		
Service start date	Line	Stations
March 27, 2012	Nagoya Municipal Subway Higashiyama Line	Nagoya station—Imaie station
March 30, 2012	Toei Shinjuku Line	Shinjuku station—Kudanshita station
March 30, 2012	Tokyo Metro Namboku Line	Honkomagome station—Akabaneiwabuchi station

Widestar II Satellite Phone Service



Widestar II

The Widestar II is a satellite phone service that uses stationary satellites located in the sky above the equator to cover a marine area of up to 200 nautical miles including all Japan and its coastal area except for some isolated islands. The service can provide consistent services 24 hours a day, 365 days a year, not affected by the impact of terrestrial disasters and climate. As well as during a disaster, this service is convenient as a sound, data and fax transmission method in mountainous areas, on a ship or boat and on islands.

The Widestar II achieves high-speed data transmission * 1 of a maximum 384 kbps for downloads and 144 kbps for uploads. Customer-only wireless lines, PtoP * 2 communication in a closed environment within the Widestar II network and simultaneous transmission to a maximum of 200 bases are available as convenient optional services. The number of contracts at the end of March, 2012, was up to approximately 10,000 (with the number of contracts for satellite phone services including Widestar reaching approximately 40,000), with customers including public organizations such as municipalities, mass 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 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 P2P is an abbreviation for Point-to-Point. It refers to sending data between two connected points.

Offering Simple Public Phone Services Using the Widestar II

In June 2011, we started to offer the Simple Public Phone Service using the Widestar II satellite phone service.

This service is contracted by ship/boat or mountain cottage owners. With this service, ship/boat or mountain cottage owners install Widestar II public payphones so that ship/boat crews and passengers and guests at mountain cottage facilities can use the phones. Each time they use the phone, they pay a toll. The ship/boat or mountain cottage owners who enter into a contract with us can designate a toll in addition to the regular phone rate. Phone users' payment method is electronic money (Edy) or 100 yen coins.

Improved WORLD WING Service 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.

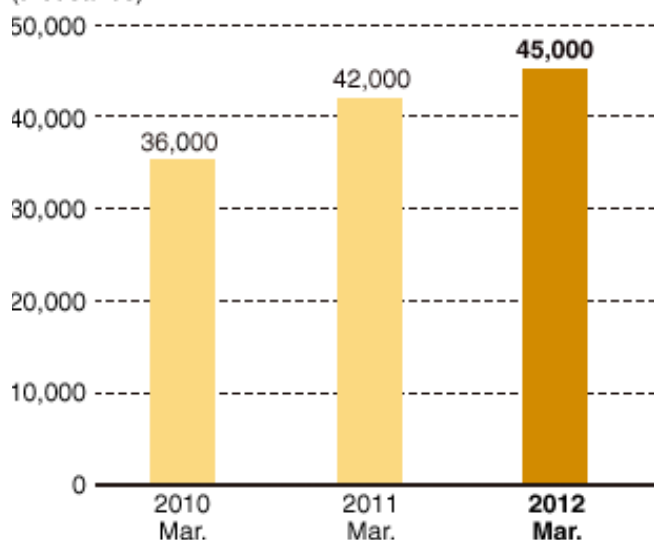
In fiscal 2011, "Kaigai (Overseas) Pake-hodai," a flat-rate packet plan that can be used when traveling overseas, was made available in 58 countries and regions. To address the increasing number of smartphone users, we also began offering the "docomo Overseas Use" application, for easy setup of the "Kaigai (Overseas) Pake-hodai" Plan. Furthermore, new support desks were established in Chicago and Irvine, bringing the number of cities overseas with support desks to 18.

The number of subscriptions of mobile phones and smartphones compatible with the WORLD WING service increased to 45 million as of the end of March 2012, accounting for 75% of total subscriptions.

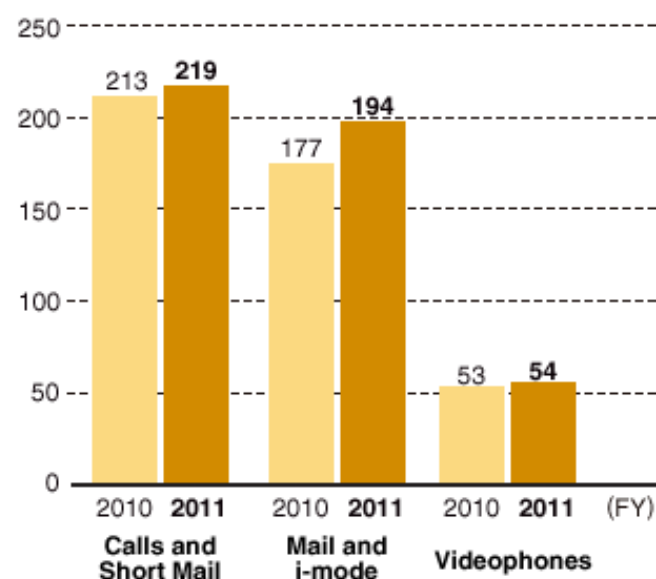
In fiscal 2012, we will focus on supports for smartphones, which are gaining in popularity, and work to expand smartphone applications for overseas use. To ensure trouble-free use of the Internet, we will strive to expand the range of countries and business operators covered by "Global Pake-hodai" and to further enhance support for customers overseas.

WORLD WING Mobile Phone Subscriptions (Approx.)

(thousands)



Countries/Regions with DOCOMO Service Availability



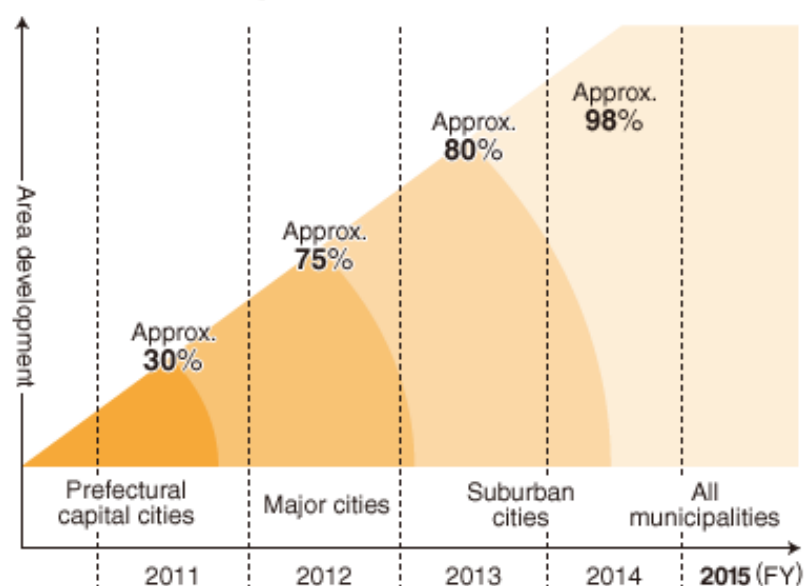
Ensuring Communications Stability

Expanding Network Coverage and Compatible Devices for Xi ("crossy")

We adopted the "LTE" data transmission standard, which enables high-speed and large capacity data transmission, and are striving to disseminate the high-speed "Xi" communication service, which has maximum data volume of 75 Mbps at the time of data receipt—approximately 10 times faster than FOMA. In fiscal 2011, we expanded service coverage, mainly in prefectural capital cities and increased the number of compatible models from 1 to 11.

In fiscal 2012, we strove to aggressively expand coverage for major cities nationwide. We plan to expand coverage to approximately 75% of the entire population of Japan by the end of fiscal 2012. Moreover, to offer smoother data transmission services, we are experimenting with "LTE-Advanced" data transmission, which is a more sophisticated version of "Xi."

Population coverage of Xi



Expanding Access Points of "docomo Wi-Fi"

While data transmission using smartphones is increasing, to offer a communication environment where customers can access smoothly anytime, we are expanding the number of access points (base stations for wireless data transmission) of the "docomo Wi-Fi". The number of access points as of March 31, 2012, was approximately 8,700. To address the increase in the number of smartphone users, we are increasing access points mainly in such high-traffic areas as railroad stations, convenience stores and coffee shops in fiscal 2012. We project the cumulative number of access points by the end of the first half of 2012 to be approximately 70,000. Moreover, by the end of 2012, we aim to increase the number to 120,000–150,000.

To improve convenience for those who have a "docomo Wi-Fi" contract with us, in January 2012, we began offering the "docomo Wi-Fi Kantan Setsuzoku" (easy connection) application, which enables intra-area connection with simple operation. With this application, customers do not have to input their ID and password to connect, thereby providing simple and convenient use of the public wireless LAN service.



Sticker that shows the coverage area

The service is available in the areas with this sticker.

*Even within the area with this sticker, there may be areas where radio signals do not reach and service is unavailable.



Application icon



Application setup display

Focusing on the Consistent Provision of the "i-mode" and "sp-mode" Mobile Internet Service

We are taking various measures to consistently offer the "i-mode" mobile Internet service for feature phones.

For instance, we introduced a technology with which the system monitors its own data transmission operation status, uses multiple equipment for system processing and, in case trouble occurs with the equipment, switches to other equipment. The system operation status is monitored at the i-mode center 24 hours a day, 365 days a year.

In system management, we secured a structure to address troubleshooting and repair by dividing the duties of our staff and conducting analyses in collaboration with professional troubleshooting staff. By conducting regular training to address system malfunctions assuming equipment disorders, we are maintaining the response structure and skill levels.

Furthermore, learning from the experience of the Great East Japan Earthquake, we are dispersing important facilities to different regions so that we can continue operation should an earthquake hit the metropolis of Tokyo.

For our "sp-mode" Internet service for smartphones, the sales volume of which exceeded 8 million in fiscal 2011, we took the same measures as those for the "i-mode."

Also, following a serious malfunction of the "sp-mode" service that occurred on December 20, 2011, we launched the Network Infrastructure Upgrading Office on December 25, 2011. Under this office, we set up the Upgrade Promotion Office to strive for and promote system upgrades to address the rapid increase of customers, consistent system management and improvement of processing capability. We can predict future increases in the traffic volume of the "sp-mode." We will further strive for consistent system management mainly through the Network Infrastructure Upgrading Office.

Accommodating Network Needs for 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 2011, DOCOMO conducted these special measures to accommodate events such as fireworks displays and concerts. We will continue taking these measures to ensure communications stability.

Major Events for which We Took Measures in Fiscal 2011

- Fireworks displays: Kanagawa Shimbun Fireworks Show, Nagaoka Fireworks Festival, Sumida River Fireworks Festival, Nishi-Nippon Ohori Fireworks Festival and PL Fireworks Festival, etc.
- Concerts: Fuji Rock Festival and Mr. Children concert, etc.

Disaster Preparedness

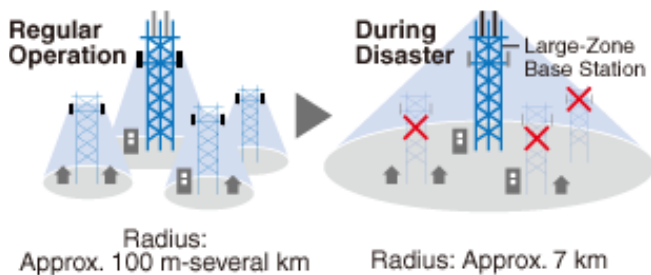
Three Principles of Disaster Preparedness

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		
Principle	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 prevention training.

Installed Large-Zone Base Stations to Cover Large Areas

Installation of Large-Zone Base Stations



In 2011, NTT DOCOMO began installing Large-Zone Base Stations to ensure communication at the time of a large-area disaster and blackout. Separate from a regular base station, which covers a 1-km radius, a Large-Zone Base Station covers a 7-km radius. A Large-Zone Base Station is installed in a highly earthquake-resistant building and a steel tower and double core networks are in place to ensure no blackout and high reliability. To prepare for an earthquake that hits the metropolis of Tokyo and a Tonankai earthquake, we prioritized the Kanto-Koshinetsu and Chubu areas and installed a Large-Zone Base Station in Aichi Prefecture and one in Gifu Prefecture in September 2011, followed by the installation of 10 in Tokyo, Kanagawa, Nagano and Niigata in October 2011. We continued the installation of Large-Zone Base Stations, and 104 such stations had been installed nationwide as of the end of February 2012.

Promoting Blackout-Free Base Stations and 24-Hour-Long Batteries Installed at a Base Station

Learning from the significant impact on our data transmission facilities caused by the Great East Japan Earthquake, we have made our base stations blackout-free and installed 24-hour-long batteries at base stations to be able to continue to provide services for 24 hours or more at important areas such as prefectural and municipal governmental offices during a disaster.

For blackout-free base stations, we installed emergency power generators to operate at the time of a blackout at approximately 700 base stations nationwide by the end of June 2011. Furthermore, we supplied 24-hour-long batteries at approximately 1,000 base stations by the end of February 2012.

Emergency Disaster Information Provided Simultaneously via "Area Mail"

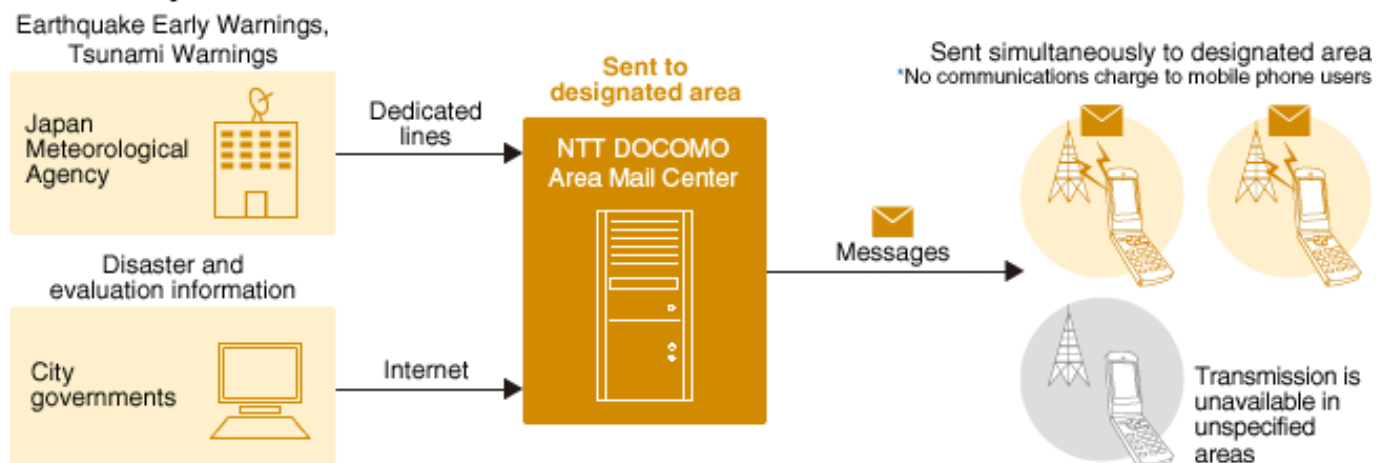
"Area Mail Disaster Information Service," a simultaneous transmission service provided by DOCOMO, enables information to be distributed to mobile phones within a given geographic area wherein it is anticipated to be hit by earthquake which seismic intensity is 4 or above forecasted by the Japan Meteorological 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. Local governments can also use Area Mail as a public announcement tool to send evacuation orders or other emergency information simultaneously to mobile phones in the designated area during times of disaster.

As part of our disaster preparedness measures formulated based on our experience of the Great East Japan Earthquake, in July 2011, we changed the Area Mail (evacuation orders or other emergency information) usage fee charged to the sender from 21,000 yen a month (for municipalities) to no charge. After the Great East Japan Earthquake, the number of Area Mail services adopted by municipalities jumped from 49 at the end of 2010 to 72 in three months. The number surged after we made the Area Mail usage free of charge in July 2011, and 969 municipalities nationwide were using Area Mail as of March 31, 2011. In February 2012, tsunami warnings announced by the Japan Meteorological Agency were added to the information sent simultaneously via Area Mail.

For the safety and well-being of many people, we will continue to strive to maintain and improve the stability and reliability of systems. We will work to reinforce our data receiving terminal devices.

Area Mail System



New Simultaneous Transmission and Group Communication Service for Wider Areas and Multiple Sites

The Simultaneous Transmission Service has been provided since 2010 for government agencies and municipalities working to ensure a means of communication during emergencies and for 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, Xi, fixed phones, Widestar 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. By March 31, 2012 it was 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.

Offering Disaster-Related Information Via Radio Signal

DOCOMO, which has been offering terminals that can receive One-Seg data, is offering terminals compatible with the NOTTV, a broadcast station for smartphones. The NOTTV was opened by mmobi, Inc., which is a subsidiary of DOCOMO, INC., in April 2012. The NOTTV offers real-time viewing of a broad range of programs including information, dramas, sports, music and 24-hour news with high-quality sound and definition, and anytime viewing of digital content (Accumulative Broadcast) that has been temporarily accumulated.

When a disaster occurs, we conduct disaster broadcasting as a core broadcasting operator approved by the Minister of Internal Affairs and Communications for customers' safety and peace of mind.

This service responds to Earthquake Early Warnings issued by the Japan Meteorological Agency in the event of an earthquake with a seismic intensity of over 5-lower occurs. We offer disaster information via the "NOTTV NEWS" channel, which airs news coverage 24 hours a day, and real-time flash reports.

Moreover, we are considering use of the Accumulative Broadcast to send a file containing disaster-related information simultaneously to compatible terminal devices that would accumulate such information so that customers can verify the content.

Because radio signals are used for both One-Seg and "NOTTV," congestion does not occur despite the high volume of user access. Therefore, when a disaster occurs and causes high-volume communications, it is possible to obtain the latest information within the broadcast coverage area.

Focusing on the Development of New Services That Help Customers Collect and Verify Information in the Aftermath of Disasters

To improve convenience for customers in collecting and verifying disaster-related information and checking the safety and well-being of other people, we are striving to develop new services.

With a new service that started in February 2012, when a disaster occurs, customers can access a page with a list of the accounts of public and press organizations that dispatch disaster-related information by Tweeting on the "TOP" screen of the i-menu and the d-menu. Also, at the end of March 2012, DOCOMO's Disaster Message Board Service and Google Person Finder * 1 were combined, through which customers can check safety-related information registered on the Person Finder from the Disaster Message Board. These measures are based on the New Disaster Countermeasures formulated after the experience of the Great East Japan Earthquake. We intend to collaborate with various ICT corporations to improve convenience in information collection and verification in the aftermath of a disaster.

- * 1 Person Finder: A service provided by Google, via which customers can register the safety status of themselves, their family and friends and can search and verify the safety status of friends and loved ones in the aftermath of natural and humanitarian disasters.

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. To make it easier for customers to register their own status or confirm the safety of others with smartphones, in August 2011, we enabled a voice guide for operation of the device and icon-touch operation on the screen. With the Disaster Message Board 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 their safety information 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 on the Disaster Message Board or used to ask people in the disaster area to register information on their safety with the service.

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 of the Disaster Message Board as an emergency communication tool during disasters.

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.

In fiscal 2011, to raise the recognition of the Disaster Message Board, we distributed "Message R" to customers. We will continue PR activities to expand the use of the Disaster Message Board.

Started to Offer the Disaster-Time Voice Delivery Service to Convey Messages Regarding Safety and Well-Being

As one of the New Disaster Countermeasures that we formulated after the Great East Japan Earthquake, since March 2012 we have offered the Disaster-Time Voice Delivery Service, which uses packet communication to convey safety-related voice messages in the aftermath of a disaster.

This disaster-time only service uses packet communication for easier connection compared with voice communication. Even when voice communication is difficult when a large-scale earthquake with a seismic intensity of over 6-lower or other major disaster occurs, customers can record and send voice messages to their families and friends. DOCOMO offers the Disaster Message Board to type in messages on mobile phones as a method to verify safety at the time of a disaster. With the Disaster-Time Voice Delivery Service, one can easily leave a voice message without using a keyboard. The recipient of a message is notified that there is a message for him/her via a short message service (SMS) notice and the sender receives an SMS message that the recipient has checked the voice message, enabling both parties to verify the message status.

Reinforced the Functions of the Restoration Area Maps



Restoration Area Maps (III.)

We reinforced the functions of the Restoration Area Maps in December 2011. The Restoration Area Maps is a free-of-charge service through which customers can check support information using PCs, mobile phones and smartphones. Such support information includes locations where mobile phones can be used, locations of free phone chargers and the operation status of docomo Shops. Customers may use this service along with the Disaster Message Board.

By reinforcing the functions of the Restoration Area Maps, we shortened the system processing time necessary for information disclosure and can therefore update and offer the latest information faster. We also added functions that can shift a map to an aerial view so that customers can zoom out or zoom in on a map and satellite photo. We added a display/not display function of icons of docomo Shop and free phone battery charging service, as well as detailed information such as hours of operation and address.

Compilation and Distribution of a Disaster Countermeasure Booklet to Summarize Information Useful for Emergencies



Cover of "Moshimo ni Sonaete"

In order to promote understanding of disaster preparedness initiatives among many 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 prevention training and other disaster preparedness and response events.

The booklet "Moshimo ni Sonaete" 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.

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, DOCOMO 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-Stations with Satellite Links



Satellite-entrance mobile base-station vehicles with satellite link

We deploy mobile power generators throughout the country to provide base stations with power during outages. The number of mobile power generators in fiscal 2011, totaled 72.

In addition, we continue to deploy satellite-entrance mobile base-stations with satellite links to ensure communication with networks using satellite connections and transportable satellite-entrance mobile equipment that can be operated at traffic-disrupted locations and on isolated islands. In fiscal 2011, the number of satellite-entrance mobile base-station vehicles with a satellite link to ensure communication with networks using satellite connections was 19 (including nine newly introduced in fiscal 2011) and there were 24 transportable pieces of satellite-entrance mobile equipment ready for operation at traffic-disrupted locations and on isolated islands.

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.

When heavy rain due to Typhoon 12 hit the Kii peninsula in September 2011 and torrential downpours occurred in Amami-Oshima, Kagoshima, in October 2011, services were disrupted in some areas and we transported satellite-entrance mobile base-stations with satellite links thereto.

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.

Signed an Agreement with Japan's Self-Defense Forces, Japan Ministry of Defense, on Cooperating with Local Units in Disaster Preparedness

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. When the Great East Japan Earthquake occurred in March 11, 2011, we cooperated with local units under this agreement.

Based on our experience of the Great East Japan Earthquake, in fiscal 2011 we signed an agreement with the Japan Ministry of Defense to further reinforce our cooperative structure with the Self-Defense Forces at the time of a disaster.

General Disaster Prevention Training

We conduct general disaster prevention training to provide full training to address the situation following a large-scale disaster and ensure that trainees know how to respond to such a situation.

In fiscal 2011, on February 24, 2012, we simulated the occurrence of a Tokai earthquake and conducted information communication training to connect the disaster response office of the headquarters and all regional offices via a phone conference. Although the regular training was based on a certain scenario, for the training on February 24, 2012, the assumed situation was not disclosed to the trainees so that the training situation would be closer to a real disaster situation. At DOCOMO, we reviewed our disaster preparedness manuals based on the experience of the Great East Japan Earthquake and introduced New Disaster Countermeasures, the Large-Zone Base Station, which can cover a larger range than regular base stations to address a large-area disaster and blackouts. In this training, we verified commands and orders to operate the base station when a disaster occurs.

To be able to take prompt measures when a large-scale disaster occurs, we plan to repeat practical training to familiarize employees with the countermeasure.

Measures to Address a Natural Disaster Taken in Fiscal 2011

Special measures such as a measure to help disaster-afflicted customers

To address a natural disaster that occurred in fiscal 2011, to help disaster-afflicted customers, we offered free accessories for mobile phones, reduced fees to fix mobile phones and extended due dates for phone payments.

Special Measures taken in Response to Natural Disasters Occurring in Fiscal 2011

Affected areas targeted for aid	Implementation period	Special measures introduced
Regions where the Disaster Relief Act was applied due to torrential rains in Fukushima (nine cities and towns including Kitakata-shi, Fukushima)	July 30, 2011– August 31, 2011	<ul style="list-style-type: none"> • Reduced phone repair fees • Extended payment dates • Mobile phone rentals
Regions where the Disaster Relief Act was applied due to Typhoon 15 and torrential rains in the Amami region, Kagoshima (Nambu-cho, Mito-gun, Aomori; Tatsugo-cho, Oshima-gun, Kagoshima)	September 25, 2011– October 31, 2011	<ul style="list-style-type: none"> • Reduced phone repair fees • Extended payment dates • Mobile phone rentals
Regions where the Disaster Relief Act was applied due to torrential rains in Amami, Kagoshima (Setouchi-cho, Oshima-gun, Kagoshima)	November 2, 2011– November 30, 2011	<ul style="list-style-type: none"> • Reduced phone repair fees • Extended payment dates • Mobile phone rentals
Regions where the Disaster Relief Act was applied due to torrential rains in Niigata (Myoko-shi, Joetsu-shi, Niigata)	January 16, 2012– February 29, 2012	<ul style="list-style-type: none"> • Reduced phone repair fees • Extended payment dates • Mobile phone rentals
Regions where the Disaster Relief Act was applied due to heavy snowfall (five villages including Yokohama-machi, Mutsu-shi, Aomori; and Otari-mura, Nagano, etc.)	February 3, 2012– March 31, 2012	<ul style="list-style-type: none"> • Reduced phone repair fees • Extended payment dates • Mobile phone rentals

Restoration Activities of Communications Facilities

When torrential rain hit the Kansai region and Amami Oshima in Kagoshima, we did early restoration activities for damaged communication facilities.

Natural disaster that caused damage	Implementation period	Damage Suffered	Major restoration activities
Torrential rain due to Typhoon 12 (Kansai region)	September 3, 2011–October 7, 2011	Extremely heavy rain fell for long hours mainly in Nara and Wakayama prefectures. Blackouts and landslides occurred everywhere. Flooding occurred at more than 30 base stations and services were suspended at base stations at 251 sites.	By dispatching satellite-entrance mobile base-stations with satellite links and other efforts, we addressed the problem areas. We changed equipment at the submerged base stations and temporarily resumed operation. We supplied electric power using mobile power generators. On October 7, the 3rd Emergency Alert was lifted.
Torrential rain (Amami Oshima, Kagoshima)	October 20, 2011–October 28, 2011	Transmission path disorder and submergence led to the suspension of our service at 84 base stations and blackouts occurred at up to 28 base stations.	Transporting disaster restoration vehicles such as mobile base station vehicles and satellite-entrance mobile base-stations with satellite links, etc., were dispensed by ferry, to Amami Oshima, and we worked on high-priority areas that had immediate needs such as evacuation areas and took an emergency measure for submerged base stations. As a result, we recovered all the services that were suspended and repaired malfunctions within nine days by October 28, 2011.

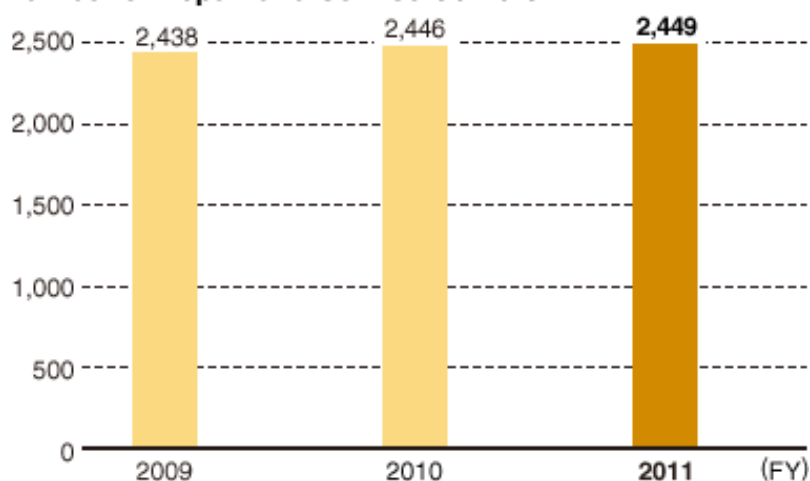
Maintaining Product Safety

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

DOCOMO works together with handset manufacturers to develop products in consideration for safety 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 of the problem, isolate its causes and determine the policies for addressing the problem, thereby ensuring that the entire organization immediately responds to customers' inquiries and customers are informed on a continuous basis.

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 Updates for Mobile Phone Software

When defects are identified in software, we post updates on the DOCOMO website and ask our customers to update software themselves over the network instead of having to come into a docomo Shop to solve the problem.

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 * [1](#). There is no need for the customer to take action, Software will automatically download and update to the latest version, ensuring that all software continues to run smoothly.

* 1 Some models are not equipped with automatic updates.

Raising Skill Levels of Repair Service Staff

We hold training courses to familiarize staff fully with the causes of malfunction, the repair process, and appropriate after-sales service. This helps to raise the skill level of all shop staff. Staff members who have acquired a certain level of knowledge and skills through these courses are certified as "Meisters" by an in-house certification program.

In fiscal 2011, we focused on the enhancement of training for the repair of smartphones, which have been rapidly gaining in popularity.

By continuing to enhance our training in after-sales service skills, we will seek better customer service quality for our staff and increased consistency of service at docomo Shops throughout the country.

Sales of the REGZA Phone T-01D Temporarily Suspended

Upon confirming a software bug in the docomo smartphone REGZA Phone T-01D in which voice and packet communications are disabled when the remaining battery level is 5% or less or when power is first turned on, we suspended the sale of the REGZA Phone T-01D on November 18, 2011.

Regarding the suspension, a press release was issued on the same day, and an announcement was made in the "Notices" section of the DOCOMO website and i-mode, and the "Customer Support" section of the d-menu. Customers who had purchased the phone before November 18, 2011, by which date approximately 5,200 units had been sold, were advised to visit their nearest docomo Shop to bring in the phone for repair and receive a replacement phone.

When the correction for the software bug was made ready on November 28, 2011, we released the software update on the DOCOMO website so that customers could update their phones themselves. Starting on November 30, 2011, we sent a direct mail to all purchasers, asking them to update the software. Thereafter, when the product with the updated software became ready for shipment, sales of the REGZA Phone T-01D resumed on December 2, 2011, throughout the nation.

We sincerely apologize for any inconvenience this has caused users of the REGZA Phone T-01D, and have taken action to prevent a recurrence of this sort of problem.

Addressing the Impact on Children

Protecting Children from Trouble Associated with Mobile Phone Use

Mobile Phone subscriptions in Japan totaled approximately 120 million as of March 31, 2012, 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. Reflecting on these circumstances, local governments have recommended specific models and functions to ensure the worry-free use of mobile phones for children.

DOCOMO has provided the Kids' PHONE series of mobile phones for children since 2006. In September 2011, we launched Kids' PHONE HW-02C featuring security functions such as a crime prevention buzzer and GPS.

Given the increasing popularity of smartphones in recent years, the Access Restriction Service (mail filtering) conventionally provided on the i-mode has also been made available on the sp-mode since September 2010. In October 2011, DOCOMO began offering the Secure Mode service application, which restricts the installation and launch of applications and access to the Internet via WiFi.

We will continue with and strengthen similar initiatives going forward, to ensure even greater levels of safety and security when mobile phones are used by children.

Classes for Children and the Elderly on Safe Mobile Phone Use

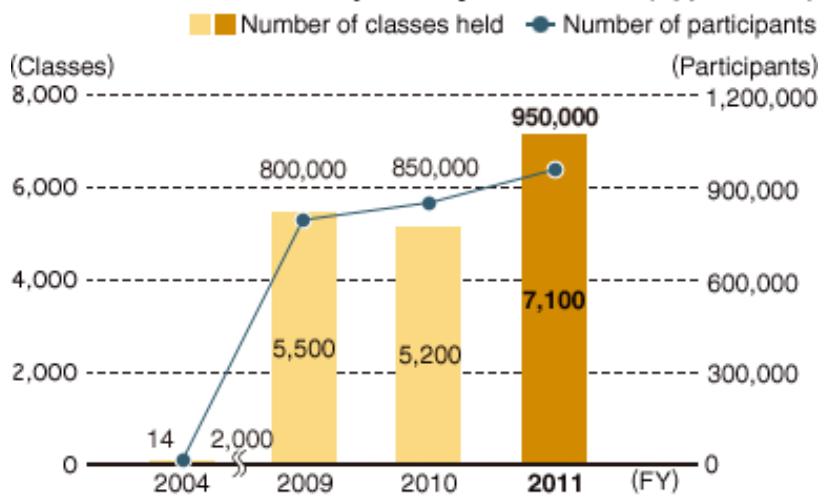


Mobile Phone Safety Class

As crime and other issues associated with mobile phone use have attracted attention as a social concern, DOCOMO has held Mobile Phone Safety Classes since 2004, with instructors being dispatched to schools and organizations for senior citizens around the country to raise awareness of the rules and etiquette for mobile phone use and how to deal with crime and other issues.

In fiscal 2011, we developed a program for special schools for handicapped children. In addition, the video materials we produced to help school teachers who voluntarily offer mobile phone safety education were also made available on the DOCOMO website, enabling easier access to these materials at home.

Number of Mobile Phone Safety Classes Held and Participants by Fiscal Year (Approximate)



Mobile Phone Safety Class Video Materials Available on Website

We create an educational video (DVD) based on the Mobile Phone Safety Classes for teachers and guardians who want to teach children about how to use mobile phones safely and securely. The video is available on the DOCOMO website.







The video 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 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 the online world. By just pressing the Play button, the video can be used to conduct a Mobile Phone Safety Class, making it easily available for school classes, special safety classes and meetings with parents and guardians, or even at home.

Improving Functionality for Access Restriction Service (Mail Filtering)

DOCOMO provides an Access Restriction Service (mail filtering) to block access to online dating sites and other inappropriate websites before any problems occur. There are mail filtering services intended for younger elementary school students, older elementary school students, junior high school students and high school students. We also offer the Access Restriction Customizer function that enables the customer to individually set access restrictions for certain sites or categories of sites. Specifically, it includes 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, and a function to enable or disable use of i-mode mail during certain time periods. Given the recent increasing popularity of smartphones, the Access Restriction Service and the Access Restriction Customizer function 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		[Optional 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 sp-mode Filter Allows access to i-mode menu sites or d-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.

DOCOMO Began Offering the Secure Mode Service Application to Ensure the Security of Smartphone Use by Kids

To ensure that parents can feel secure about letting their children use smartphones, DOCOMO began offering the Secure Mode service application in October 2011. This service places restrictions on the installation of new applications, the activation of applications not preselected, Internet access via WiFi, and sending and receiving calls to and from unregistered parties. Using this service, parents can prevent their children from getting and using undesirable game applications and accessing inappropriate websites via WiFi, and can select the parties their children may call.

DOCOMO has encouraged using the Secure Mode application, together with the sp-mode Filter (mail filtering) service, through various brochures, including the Access Restriction Services Brochure. As of March 2012, approximately 40,000 customers had downloaded the Secure Mode application.

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

To ensure safer use of mobile phones by children, DOCOMO strives to enhance its mobile phone functions and services on a continuous basis.

Kids' PHONE HW-02C launched

DOCOMO has provided the Kids' PHONE series of mobile phones for children since 2006. In September 2011, we launched Kids' PHONE HW-02C, for which the available functions are limited to voice call, a crime prevention buzzer and a GPS tracking function. The HW-02C model also supports "imadoko search"—a function that allows users of regular mobile phones, smartphones and PCs to find out where the mobile phone holder is—and a function to automatically place an emergency call to the holder's preregistered guardian when the crime prevention buzzer sets off a loud alarm. In addition, the HW-02C model can only call numbers in the phone book, does not support the i-mode service and is not equipped with a browser, preventing access to inappropriate websites.

The Parent/Child Mode prevents children from changing settings

DOCOMO offers the Parent/Child Mode, which prevents children from changing the settings parents do not want them to change. Functions parents do not want children to use, such as i-mode, Mail, i-appli, the camera and One-Seg, can be locked on an individual basis. Aside from the child's password, a security code for the parent or guardian can be set to prevent the child from unlocking the access blockade to these functions.

The Parent/Child Mode is available on 19 models of Kids' PHONE that DOCOMO offers, including the style series.

Assistance for Seniors

Mobile Phone Safety Classes Held for Seniors in Light of 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. Almost 1,100 classes were held in fiscal 2011, and some 25,000 people participated.

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. In response to requests from customers to actually try out the mobile phones, not just listen to a presentation, the curriculum now includes hands-on practice using mobile phone functions.

To help as many as people as possible learn how to use mobile phones safely and effectively, DOCOMO posts the video materials for the Mobile Phone Safety Class for senior citizens on its website.

Dealing with Spam Email and Nuisance Calls

"docomo Anshin Hotline" Provides Information on Safety and Security Services for Mobile Phone Use

The "docomo Anshin Hotline" (docomo Family Safety Hotline) provides information on DOCOMO's safety and security services concerning mobile phone use, including anti-spam email measures, phone use etiquette and how to ensure children use mobile phones safely.

In fiscal 2011, the hotline received approximately 530,000 inquiries on such issues as anti-spam email measures, the "Keitai Data Oazukari Service," the "Battery Pack Anshin Support Service" for docomo Premier Club members and Area Mail. Based on feedback from customers, we engage in continuous efforts to improve our services.

Continuing to Strengthen Measures to Eliminate Spam Email

We continue to strengthen anti-spam email measures and functions to ensure customers can use mobile email 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 2011, as the interconnection of short message service (SMS) between mobile operators began in July, we started to offer a function to reject SMS, and industry-wide countermeasures against spam email were reinforced, such as sharing information on spam email senders between operators.

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 a 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 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 Remittance Soliciting Fraud with the Government and Other Mobile Providers

Victims of remittance soliciting 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 Subscription

- Payment methods for usage charges for individual subscriptions limited to credit card or direct account withdrawal in principle. Credit card or ATM card to be applied confirmed at a docomo Shop or other outlet.
- Information on customers who fail to confirm their identity when requested by the police, and to whom 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 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)

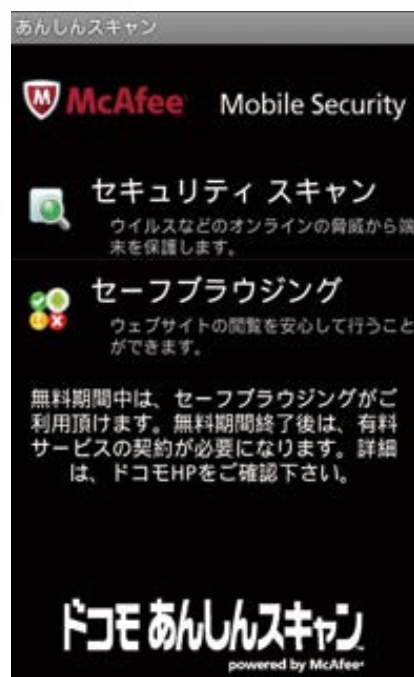
- Rakuten Auction, Inc. (operates Rakuten Auction)
- DeNA Co., Ltd. (operates Bidders)
- Mobaoku Co., Ltd. (operates Mobaoku)
- Yahoo Japan Corp. (operates Yahoo! Auction)

Ensuring the Security of "Osaifu-Keitai" Remotely

Security measures are indispensable to "Osaifu-Keitai" (Mobile Wallet), a service that allows your phone's IC card to function as an electronic money settlement or 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, setting the IC card to default lock and only unlocking when needed is an effective security measure, and so is introduced on our website and in user manuals, etc.

"docomo Anshin Scan" Antivirus Service for Smartphones



docomo Anshin Scan

Due to the increasing prevalence of smartphones, computer viruses targeted at smartphone OSs, such as Android, have emerged. To address this issue, DOCOMO began offering the "docomo Anshin Scan" antivirus service for smartphones with Android in July 2011. This service uses products of McAfee, Inc., a globally renowned security vendor, which automatically or manually search for viruses that may have invaded smartphone files through downloaded applications and memory and alert the smartphone user to any virus detected. The virus definition file can be set to be automatically updated to ensure reliable antivirus services.

Main features of "docomo Anshin Scan"

Virus detection (Security Scan)

- Scans smartphone files for viruses when an application is installed and at a preset time. Files scanned: Applications, ordinary files, SMS, music and video files and compressed files
- Checks for potentially unwanted programs (PUPs).
- Updates the virus definition file when a new virus is found.

Countermeasures against dangerous sites (Safe Browsing)

- Identifies the safety of websites and provides alerts before accessing dangerous sites, such as phishing and virus distribution sites.

Private data confirmation (Privacy Check)

- Enables confirmation of the private data acquired through the individual applications installed.

Smartphone Remote Control Service for Corporate Customers

In April 2011, DOCOMO began offering the Smartphone Remote Control Service on a dedicated website, from which corporate customers can control smartphones and their settings remotely.

For example, if a smartphone for business use is lost, this service allows you to remotely lock the lost phone and delete the data stored therein to prevent its use and data leakage by third parties. You can also restrict the numbers to call from a smartphone for business use to prevent private phone calls.

Ensuring Information Security

Preventing Personal Information Leaks through Stronger Security Measures and Trainings



Textbook used for training
at docomo Shops

DOCOMO handles customer information for more than 60 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. In addition, we make intensive efforts to reinforce the importance of ensuring information security in November of every year, which is recognized as Information Security Month throughout the Group. Efforts in November 2011 included the issuance of an extra edition of *Security News* with a message from the President to call employees' attention to information security, training to ensure proper initial action in the event of a virus infection, and the posting of a textbook for information security on an internal website, introducing examples of past security-related incidents.

* 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.

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 complies with these guidelines and regulations, and the level of radio waves emitted by its base stations and mobile phones is below the limits indicated in the Guidelines. In addition, employee education is provided regularly to ensure compliance with the Radio-Radiation Protection Guidelines and related regulations.

Collaborative Research on Radio Wave Safety

Since 2002, DOCOMO has conducted experiments in collaboration with KDDI CORPORATION and SOFTBANK MOBILE Corp. regarding possible impacts of radio waves on the human body at the cellular and genetic levels. Following an interim report issued in 2005, we released a final report in 2007 stating that research identified no impact. This report provided scientific evidence against the argument that radio-frequency radiation has an impact on cell structure and function, which may cause cancer, and reconfirmed the safety of radio waves from mobile phones and base stations.

Currently, the Electromagnetic Environment Committee of the Association of Radio Industries and Businesses (ARIB) is engaged in surveys and research concerning the safety of mobile phone radio waves, to enhance public welfare associated with the use of radio waves. In support of the ARIB, DOCOMO is actively involved in these initiatives as a regular member. We will continue to pay close attention to updates on radio wave safety studies at home and abroad, which we recognize as an important social responsibility for mobile phone operators.

Research and Development on Products and Services

Innovative R&D Subjects under the Concept of "Change and Challenge"

To propose more convenient products and services to customers, DOCOMO is addressing leading-edge R&D themes, looking ahead to the future under the concept of "Change and Challenge," which is the catchphrase of our medium- to long-term management strategy. The results from this approach are shared with society through such avenues as exhibitions.

Major R&D examples in fiscal 2011

R&D theme	Summary
Development of <i>Kisekae</i> sensor jacket	Connects to various peripheral devices by mounting of a customized jacket (cover) on smartphones, in which hardware such as sensors is built-in, to extend smartphone functions.
Development of a ultra-high-speed battery charger	Reduce charging time of jacket-type additional battery for smartphone to about 10 minutes, or 1/10-1/15 shorter than that of previous smartphone models.
Application of network virtualization technology to a mobile core network	To efficiently and economically process an enormous volume of safety confirming communications in case of disaster, etc., and to address the increasing demand for smartphone-based communications.

Launch of Field Experiments for LTE-Advanced, the Fourth-generation (4G) Wireless Communications Technology



Testing LTE-Advanced

In March 2011, DOCOMO received a pre-license from the Ministry of Internal Affairs and Communications for field experiments of LTE-Advanced radio base stations in Kanagawa prefecture. LTE-Advanced is a fourth-generation (4G) radio access technology that represents an advancement of Long-Term Evolution (LTE), which DOCOMO currently offers on a commercial basis in Japan under the "Xi" ("Crossy") brand since December 2010.

DOCOMO already developed the testing system of LTE-Advanced. In December 2012, using this testing system and a radio environment emulator, DOCOMO succeeded in transmitting at a speed of approximately 1Gbps, approximately 14 times the maximum download speed of Xi.

The field testing in fiscal 2011 involved 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 radio transmission tests to verify the performance of the main component technologies of LTE-Advanced on the testing system.

By May 2011, upload speeds of at least 200 Mbps and download speeds of at least 600 Mbps were achieved for outdoor moving signal transmission tests under real conditions using one mobile station. In addition, in November 2011, a total transmission speed of at least 1 Gbps in downlink was achieved for indoor signal transmission tests under real conditions with simultaneous transmission to two mobile stations.

LTE-Advanced is being promoted for standardization by the 3rd Generation Partnership Project, an international standardization body for mobile communications systems. In the future, DOCOMO plans to further promote R&D activities and international standardization of LTE-Advanced toward providing faster, higher capacity mobile communications.

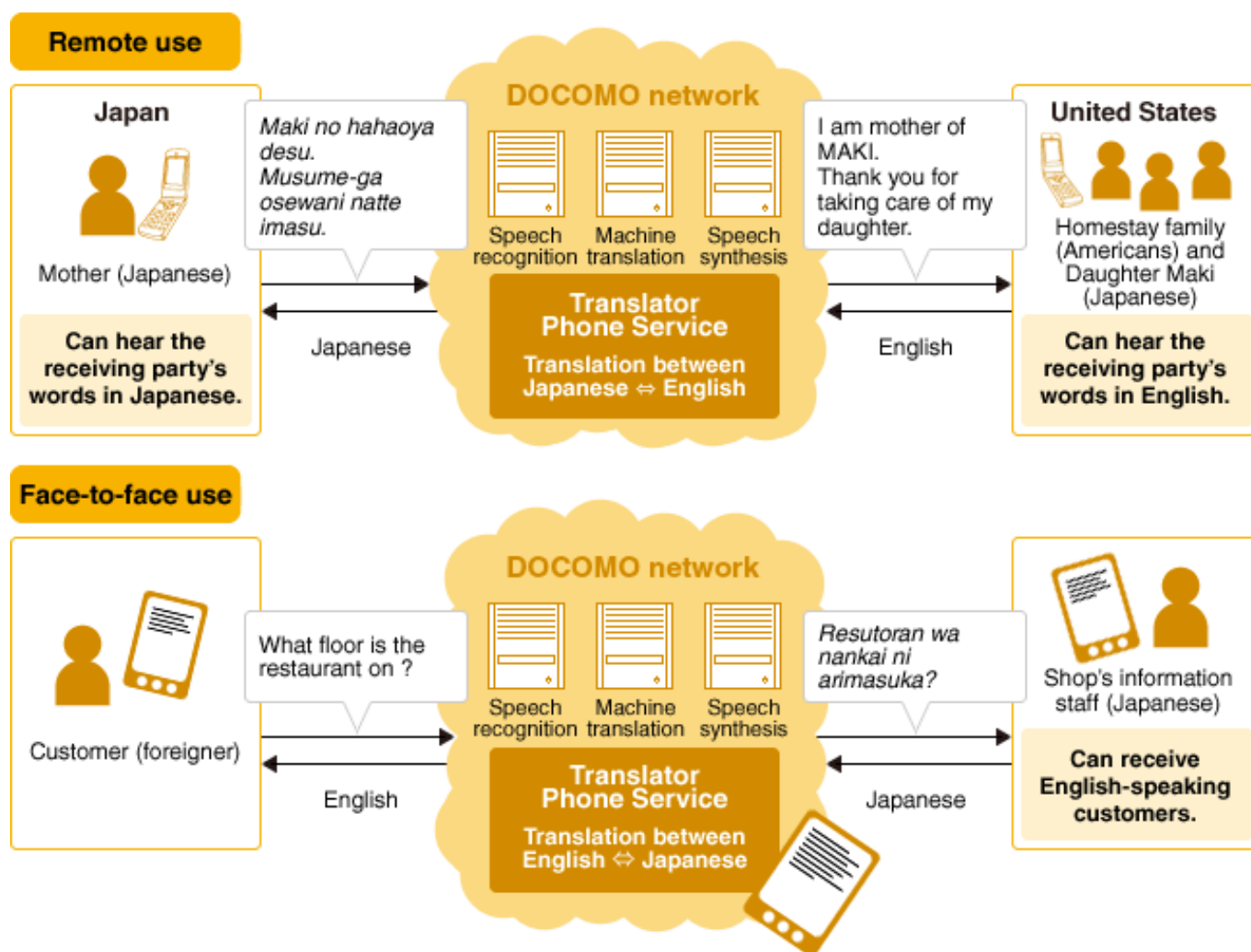
Translation Phone Service for Communication beyond Language Barriers

DOCOMO is active in the R&D of the Translation Phone Service, which would enable conversations among different languages and realize communication which surpasses language barriers. Starting in November 2011, we conducted the service on a trial basis for about 50 cooperating companies and organizations in diverse fields such as sightseeing, education, retail, medical care, administrative and finance. At the same time, we conducted a test service for individuals, involving almost 400 customers who were publicly recruited for monitoring.

With the Translation Phone Service, the content spoken into a mobile phone is translated on the network into the foreign language * 1 of the receiving party and transmitted via a synthetic voice. The real-time interpretation of voice communications may also be displayed on a terminal screen. Following the above tests, we received comments from companies and organizations such as "the service is convenient as the communications can be transmitted even at word level, especially with regard to Chinese." An individual monitor commented, "The translator understood well what I thought and translated it better than I had expected." In the future, moving towards provision of a full-fledged service, we will further improve service quality, promoting developing technologies while addressing customers' feedback.

* 1 Language translation for the test service was conducted in Japanese-English, Japanese-Korean and Japanese-Chinese.

Summary of the Translation Phone Service



Providing Trial Applications Utilizing Character Recognition Technology

DOCOMO is active in promoting R&D activities for character recognition technology, in pursuit of mobile phones that can offer a range of relevant information by capturing written characters through use of the camera function. We have developed an application that enables a restaurant menu in a foreign language to be displayed in Japanese almost instantly. Starting in September 2011, the application was provided on a trial basis to several customers traveling abroad, mainly for leisure.


This application is compliant with docomo smartphones on which the Android platform is installed. The quick display of a menu in a foreign language allows a mobile phone to output a Japanese translation on the same screen through the camera mounted on the handset. Currently, English, Chinese and Korean translations are available. If you encounter some cuisine name you cannot read when traveling abroad, you can check the name in Japanese by simply holding up your mobile phone. Customers who used the application overseas commented, "I was surprised that the Japanese translation is displayed instantly" and "It's extremely convenient as the simple motion of holding up the camera is sufficient to operate the application."

Taking into account feedback from customers who participated in the trial, we intend to implement the translation service, allowing foreign characters, which can be difficult to input, to instead be captured by cameras mounted on mobile phones.

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 on our website and through other means both in Japan and overseas.



 [Mobile Society Research Institute: Study on Mobile Use by Children – a comparison of four countries](#)

 [Mobile Society Research Institute: Participation in the 39th Behaviormetric Society of Japan Conference](#)
(Report)

Commemorative photograph of the award winners
of the report contest

The results of the annual questionnaires and analysis are disclosed on the institute's website and in the White Paper on Keitai-Communication.

Study and Research on People's Psychology and Behavior in Areas Devastated by the Great East Japan Earthquake



3-Day Experience of
a Cinema Director
during Summer Vacation

The Great East Japan Earthquake on March 11, 2011 was the first large disaster in Japan to occur in an area where information media such as mobile phones and smartphones had been widely disseminated. To clarify how information media was used and what was needed during and subsequent to the disaster, DOCOMO's Mobile Society Research Institute conducted a large-scale quantitative survey on people's psychology and behavior in the devastated areas.

Meanwhile, in August, DOCOMO held a workshop for senior citizens and junior high school students at a seacoast area in Iwate Prefecture. The workshop, "3-Day Experience of a Cinema Director during Summer Vacation," was intended to produce short films using smartphones and tablets. The short films, which use previously unseen actual footage from the devastated areas, are available on the institute's website.

 [Devastated Area Workshop held by the Mobile Society Research Institute](#)

Reporting a Series of Network Errors

Reporting a Series of Network Errors

Network errors have occurred on multiple occasions since June 2011, with DOCOMO receiving administrative guidance from the Ministry of Internal Affairs and Communications. While DOCOMO has pursued a variety of improvements to protect the quality of communications, focusing on both operations and equipments, these errors caused great inconvenience to many of our customers, for which we sincerely apologize.

The series of errors was mainly due to sp-mode, packet switching and other communications facilities failure caused by the sudden spike in data transfer and control signals resulting from increased smartphone use.

In response to network errors, the maintenance and development departments worked together to implement countermeasures, identifying causes, addressing individual issues, improving capacity and expanding equipment. Additionally, in order to ensure necessary company-wide preventative measures, the Network Infrastructure Upgrading Office was established on December 25, 2011, with the company president as its head. The office strives to create a safe, secure and high quality network, capable of safeguarding network privacy and personal information. The content of preventative measures taken was reported to the Ministry of Internal Affairs and Communications at the end of March 2012.

Causes and Countermeasures for Network Errors

Date	Impact	Services Affected	Cause	Principal Countermeasures
June 6, 2011	Approx. 1.5 million people in Kantoukoushinetsu	Difficulty using voice and packet communications for Xi, FOMA, mova, etc.	Congestion caused by malfunction in positioning system	Improved software to prevent congestion to service control equipment
August 16	Approx. 1.1 million people nationwide	Difficulty using sp-mode packet communications	Congestion caused by communications facilities malfunction	Expanded network authentication servers, increased authentication server capacity, etc.
December 20	Approx. 20,000 people in Kansai	A portion of sp-mode mail users had their mail addresses replaced by other users' addresses	Congestion to sp-mode authentication servers caused by DOCOMO communications facilities malfunction	Reduced network burden by revising internal processing for user management servers and signal processing protocol, increased network authentication server buffer size, etc.
January 1, 2012	Approx. 2.6 million people nationwide	Difficulty sending and receiving sp-mode mail (no non-delivery message)	Processing congestion to sp-mode mail server	Revised internal processing for mail servers
January 25	Approx. 2.52 million people in Tokyo	Difficulty using FOMA voice and packet communications	Congestion caused by insufficient capacity in new packet switchers	Reevaluation of packet switcher capacity, upgrades based on signal traffic

Proactive Action to Prevent Errors

In order to prevent against future network error DOCOMO has worked to improve capacity and processing modes and to revise construction methods, aiming to strengthen network foundations and ensure accident free construction. Additionally, the Network Infrastructure Upgrading Office established six working groups to carry out comprehensive cross-sectional company-wide inspections of 256,966 items in 145 categories, such as installation capacity, equipment processing capacity and processing modes. Through these countermeasures and inspections, DOCOMO was able to confirm that the network is currently operating in stable condition.

Also, as part of inspections, we were able to adopt a construction plan which adequately accounts for customer convenience and, following the latest traffic information, were able to intensify periodic network overload tests.

In the future, DOCOMO plans to continue to pursue thorough preventative measures during planning, construction and inspection, striving to handle increases in data transfer and control signals while also protecting network privacy and personal information. DOCOMO's goal is to offer a communications network which customers can use with peace of mind.

Categories and Items Checked in Comprehensive Inspection

Details	Categories	Items Checked
1.Check for redundancy errors	23	2,806
2.Check for mistakes in equipment layout, configuration and deployment	17	5,223
3.Check for software errors	24	384
4.Check for errors in power supply equipment	21	25,863
5.Check for malware, etc.	45	585
6.Check for mistakes in construction procedures	15	222,105
Total	145	256,966

Additional Preventative Countermeasures

Measures Related to Capacity	Packet switchers	Expansion of packet switchers according to results of capacity inspection	April 2012
		Increased capacity for new packet switchers	August 2012
	Sp-mode system	Introduction of newly developed mail servers	February 2012
		Improved software to deal with increased smartphone use, expansion of network devices	December 2012
	Burst traffic	Changes to processing of connection route errors	April 2012
		Changes to processing when switching to back up service control equipment	August 2012
	Increased control signals	Changes to wireless connection processing to allow transmissions from multiple applications via a single connection	December 2012
Processing modes		Changes to sp-mode and mopera connection process (to prevent discrepancies in IP addresses)	March 2012
		Additional checks to prevent discrepancies in user information during system inspection	January 2012
Software quality		Enhancement installation and inspection of development documents	March 2012
Construction quality		Assessment of construction impact on customers, internal sharing of construction information, early preparation of appropriate contingency plans	February 2012
		Rules on construction times (dependent on work content) in order to minimize impact on customers	February 2012

"SMART for GREEN 2020" Environmental Vision for FY2020

Through Three Environmental Themes 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 the 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 Environmental Themes": creation of a low-carbon society, formation of a sustainable society, and preservation of biodiversity.

Three Actions



Three Environmental Themes

Creation of a Low-Carbon Society

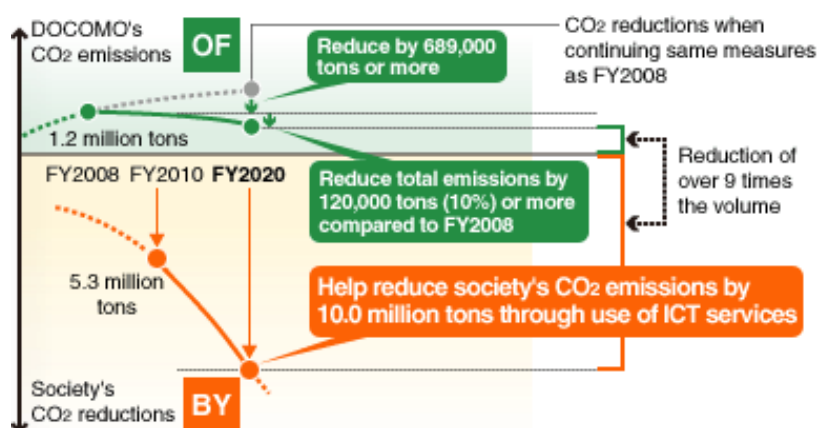
■ Reduce Our Own CO₂ Emissions

In Japan we will reduce CO₂ emissions by 689,000 tons more than projected figures based on continuation of the same initiatives as in 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 million tons through utilization of ICT services.

Reductions of CO₂ Emissions by FY2020



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

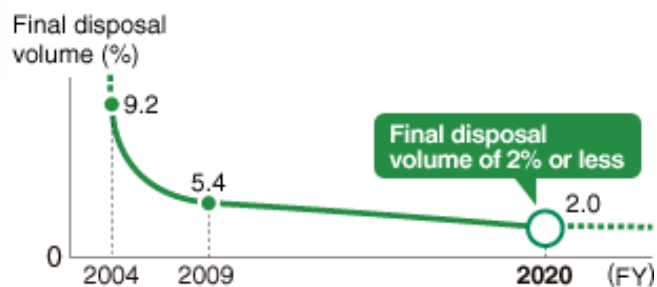
■ Main Initiatives

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 DOCOMO	<ul style="list-style-type: none"> • Promote "eco-mode club," a social contribution activity with employee participation • Promote electricity saving in households

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.

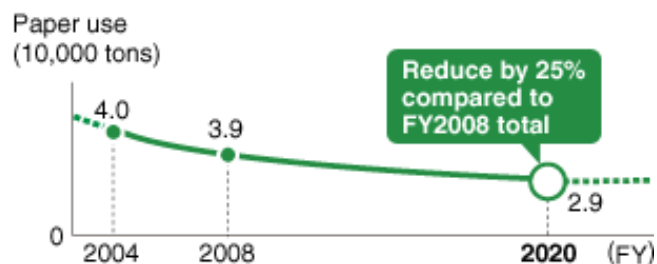
Reduction in Final Disposal Volume by FY2020



Reduce Paper Use

We will reduce total paper volume used for promotional tools by at least 25% (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, including the <i>docomo cloud</i>
Green with Team NTT DOCOMO	<ul style="list-style-type: none"> Mobile phone recycling activities Participate 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 preservation with stakeholders and disclose accomplishments regardless of their relation to our business.

Forest Maintenance Activities in "docomo Woods"

Starting in fiscal 1999, the "docomo Woods" program established "docomo Woods" in each of Japan's 47 prefectures.

Main Initiatives

Green of ICT	<ul style="list-style-type: none">* Continue to promote monitoring of the scope and impact of activities inside and outside of Japan based on business characteristics and promote initiatives that have effects on preservation* Enhance the use of environmentally friendly printing paper (paper certified by the Forest Stewardship Council (FSC) * 1, etc.)
Green by ICT	<ul style="list-style-type: none">* Promote tree-planting activities and biodiversity preservation with overseas companies
Green with Team NTT DOCOMO	<ul style="list-style-type: none">* Conduct forest maintenance activities in "docomo Woods" nationwide

- * 1 Paper made from lumber that was cut in forests certified as appropriately managed by the FSC, an international NGO.

Environmental Targets and Achievements

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 interim and annual targets according to such issues. At the same time, each Expert Committee sets and manages action plans to achieve the respective targets. The targets identified by each Committee apply to the Group-wide goals and cross-organizational efforts to reduce global environmental impact.

FY2011 Initiatives and FY2012 Targets and Action Plans

Eco Network Equipment Expert Committee

In "SMART for GREEN 2020" Environmental Vision for FY2020, DOCOMO set forth its CO₂ emission reduction target as follows: "In Japan we will reduce CO₂ emissions by 689,000 tons more than projected figures based on continuation of the same initiatives as in fiscal 2008, and reduce total emissions by more than 10% (120,000 tons) compared to fiscal 2008." To achieve this target, in fiscal 2011, we took measures such as the active installation of high-efficiency, power-saving devices at mobile phone base stations, as well as implementation of DC power supply systems, new air conditioning technology and energy-saving servers at communications facilities.

Furthermore, we addressed an initiative on recycling measures according to the types of waste, including communication facilities waste and construction waste, to achieve the following target, set out in the aforementioned environmental vision: "We will reduce the final disposal volume to 2% or less of total waste."

The following targets and action plans have been established for fiscal 2012.

Eco Network Equipment Expert Committee

FY2012 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 CO ₂ emissions by improving power conversion efficiency by installing high-efficiency power supplies and air conditioning systems
	Promote further CO ₂ emission reduction by installing next-generation green base stations in which battery charge control technology is adopted
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

The Expert Committee promoted the planning and distribution of products which encourage ECO-consciousness in customers and which strive to reach goals set forth in the "SMART for GREEN 2020" Environmental Vision for FY2020, that "we will help reduce the CO₂ emissions of society as a whole by at least 10 million tons through utilization of ICT services."

In addition, we worked to reduce the number of promotional tools, such as general catalogues, requiring disposal so as to achieve another target, that "we will reduce total paper volume used for promotional tools by at least 25% compared to fiscal 2008 (total volume of 9,500 tons).

The following targets and action plans have been established for fiscal 2012.

Eco Customer Channel Expert Committee	
FY2012 targets	Main action plans for targets
Plan and provide products that encourage eco-consciousness in customers	Promote electricity preservation measures
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 3.8 million used mobile phones	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 3% of total produced
Reduce the disposal volume of shop-front sales promotional tools (excluding general catalogs)	Reduce inventory disposal by 23% from the disposal volume in fiscal 2011 on a company-wide basis
	Limit inventory disposal to less than 5.5% on a company-wide basis
Promote the implementation of FSC-certified paper * 1	Study further extension of the tools used for FSC-certified 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

* 1 Paper made from lumber that was cut in appropriately managed forests (for which the recycling cycle of afforestation, cultivation, tree trimming and afforestation is retained)

■ Eco Management Expert Committee

In "SMART for GREEN 2020" Environmental Vision for FY2020, DOCOMO set forth its CO₂ emission reduction target as follows: "In Japan we will reduce CO₂ emissions by 689,000 tons more than projected figures based on continuation of the same initiatives as in fiscal 2008, and reduce total emissions by more than 10% (120,000 tons) compared to fiscal 2008." To achieve this target, in fiscal 2011, we addressed such initiatives as saving electricity in offices, installing LED lighting in DOCOMO-owned buildings, and implementing low-pollution vehicles. We also checked the sorting status of office waste and studied measures to raise the thermal recycling rate in the pursuit of further reduction of the final disposal ratio, which was set out in the aforementioned environmental vision.

The following targets and action plans have been established for fiscal 2012.

Eco Management Expert Committee	
FY2012 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
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

Basic Philosophy

DOCOMO Global Environmental Charter Formulated as a Set of Guidelines for Our Environmental Protection Activities

DOCOMO established its "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, 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 the 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 Policy)

■ 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.



President and CEO
NTT DOCOMO, INC.

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 facilities and collection of used handsets. ISO14001 certification, the international standard for environmental management systems, was also acquired.

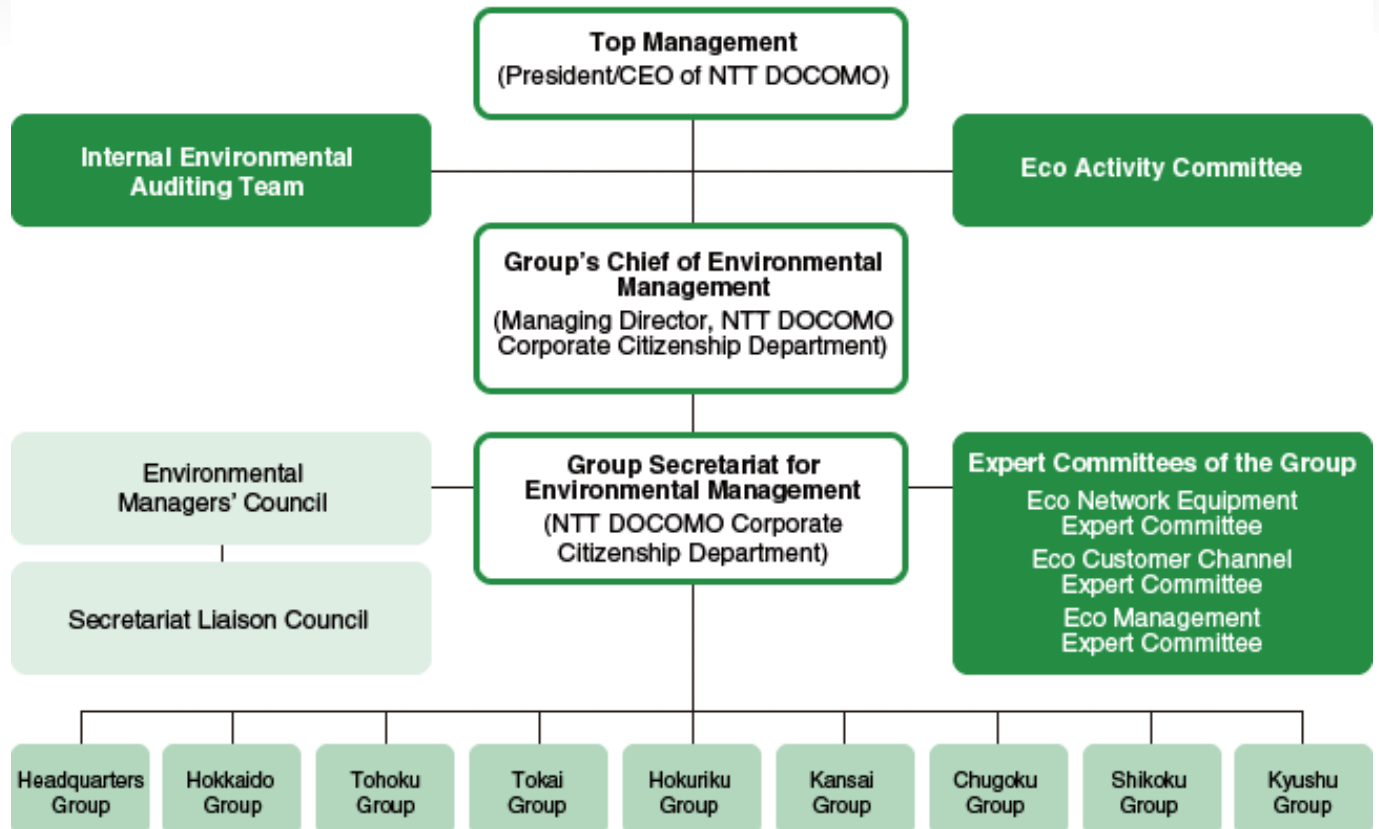
The EMS is administered by a number of organizational units. The Eco Activity Committee is the highest decision-making body related to the EMS and is chaired by the President and Chief Executive Officer. Expert committees of the Group set common environmental targets for the Group as a whole, and the 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 and Expert Committees of the Group met twice each in fiscal 2011 to formulate concrete actions plans for achieving the goals of "SMART for GREEN 2020" Environmental Vision for FY2020.

Organizations that acquired ISO 14001 certification and the scope of certification

- Certification body: Lloyd's Register Quality Assurance Limited
- Date of registration: January 1, 2008
- Scope of certification: DOCOMO's telecommunications business and related services
- Organizations covered by the scope of certification: 27 Group companies (NTT DOCOMO, INC., and 26 functionally sharing subsidiaries)
- Certification and Registration No.: YKA 4004084

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.

In fiscal 2011, we reviewed our auditing methods in response to business-related environmental impact, and in pursuit of more highly effective audits. Specifically, audits involved inspecting the amounts of paper usage and electricity consumption at offices, which are managed as "maintenance items" by all the organizations, with an emphasis on whether maintenance conditions were appropriate. In addition, training attendance, regulatory compliance and original environmental activities by respective departments were inspected. As a result, 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, covering 150 persons nationwide, in order to continue to improve the EMS, which is now in its fifth year.

In fiscal 2012 we intend to inspect with an emphasis on the judgments and compliance conditions of the respective organizations toward environmental laws, regulations and municipal ordinances in their respective regions. We will process the resulting feedback into our management systems.

Compliance with Environmental Laws and Regulations

Compliance with Environmental Laws and Regulations

DOCOMO endeavors to comply with various environmental laws and regulations, including the Act on the Rational Use of Energy (Energy Conservation Act), the Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging (Containers/Packaging Recycling Act) and the Waste Management and Public Cleansing Act (Waste Management Act), as well as environment-related municipal ordinances, including the Tokyo Metropolitan Government's mandatory reduction scheme, and other municipal ordinances related to global warming.

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 (PCB Special Measures Act) 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 2011, as part of the above initiatives, we collected used promotional tools from docomo Shops for reuse as recycled paper for six categories of promotional tools. In fiscal 2012, we will address further increased use of FSC-certified paper.

- * 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 proper management.

Environmental Accounting

Environmental Accounting Data for Fiscal 2011

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, 2011 to March 31, 2012

Coverage: 26 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	FY2011		FY2010		YoY Change	
		Investment	Expense	Investment	Expense	Investment	Expense
(1) Internal business area costs		1,223	12,273	614	12,100	609	173
(1) -1 Pollution prevention costs	Prevention of water contamination, proper PCB disposal	1	6	0	24	1	(18)
(1) -2 Global environmental protection costs	Installation of solar and wind power systems, etc.	1,214	10,482	605	10,445	609	37
(1) -3 Resources recycling costs	Installation of water treatment systems, etc.	8	1,785	9	1,631	(1)	154
(2) Upstream/downstream costs	Compliance with Containers/Packaging Recycling Act, etc.	131	367	153	272	(22)	94
(3) Management costs	ISO certification/renewal, etc.	5	2,857	52	2,969	(47)	(112)
(4) R&D costs	Research on energy/resource efficient communications facilities, etc.	1,784	2,556	1,332	2,825	451	(269)
(5) Social contribution costs	docomo Woods and other tree-planting initiatives, etc.	0	57	0	82	0	(26)
(6) Restitution for environmental damage costs	Not applicable	0	0	0	0	0	0
Total		3,142	18,109	2,150	18,248	992	(139)

Environmental Protection Benefits

Benefits		Major benefit indicators			
		Category (unit)	FY2011	FY2010	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)	2,944,856	2,814,866	129,990
		Paper usage (tons)	33,026	29,934	3,092
		Paper reduced by e-billing (tons)	888	835	54
	2. Benefits related to environmental impacts and waste from business activities	Greenhouse gas reduction (tons-CO ₂)	1,266,880	1,210,437	56,443
		Industrial waste reduction related to communications facilities and buildings (tons)	23,360	17,081 * 1	6,279
(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)	1,211	1,575	(364)

* 1 FY2010 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 2011	FY 2010	YoY Change
Revenues	Sales revenues associated with dismantling communications facilities and buildings	398	337	60
Cost reductions	Reduced fuel costs from low-emission vehicles	5,063	4,849	214
	Reduced purchasing costs from reuse of dismantled communications facilities	3,679	7,778	(4,099)
Total		9,139	12,964	(3,825)

Environmental Impacts of Business Activities

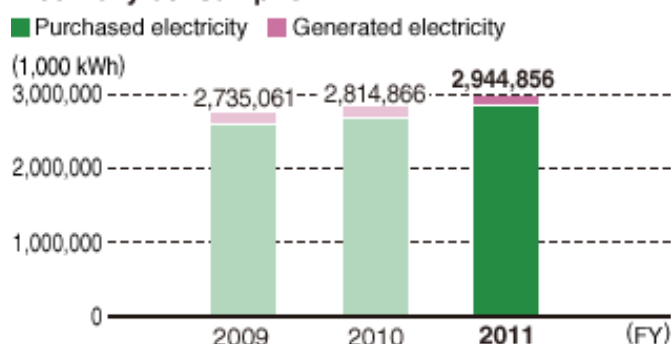
Identifying and Reducing Environmental Impacts

DOCOMO is working to identify and reduce environmental impacts at each stage of its business activities. Along with other initiatives, we are actively taking part in recycling used handsets to effectively utilize valuable resources.

Environmental Data

Creation of a Low-Carbon Society

Electricity consumption

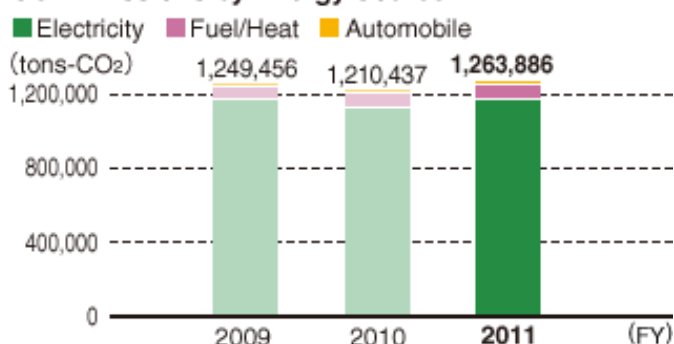


FY	2009	2010	2011
Purchased	2,622,199	2,701,567	2,831,977
(Communications facilities)	2,404,652	2,480,967	2,634,749
Generated	112,862	113,299	112,879
Total	2,735,061	2,814,866	2,944,856

Fuel/Heat Use

FY2011	Gas	36,004 km ³
	Heavy Oil	52 kl
	Diesel Oil	180 kl
	Gasoline (automobile)	3,443 Kl
	Heat	108,006 GJ

CO₂ Emissions by Energy Source



FY	2009	2010	2011
Electricity	1,169,812	1,123,247	1,168,154
(Communications facilities)	1,075,490	1,031,294	1,088,493
Fuel and heat	71,691	79,469	87,519
Vehicles	7,953	7,721	8,213
Total	1,249,456	1,210,437	1,263,886

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

Other greenhouse gas emissions

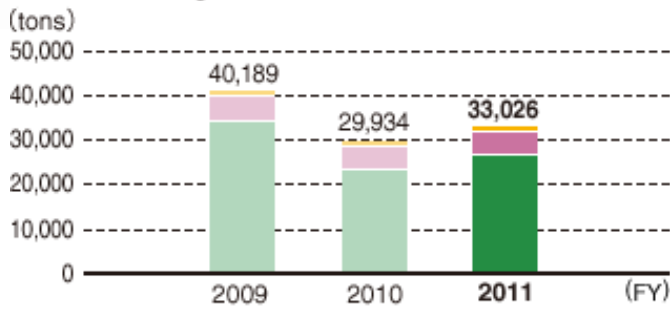
FY2011 2,993 tons-CO₂

※CH₄, N₂O and other emissions (resulting) from the use of fuel are converted into CO₂ equivalents.

Formation of a Sustainable Society

Paper Use

■ Tools ■ Billing ■ Office Use

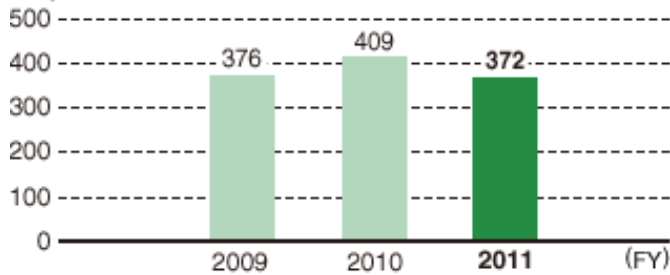


Unit: tons

FY	2009	2010	2011
Office Use	998	1,011	946
Billing	5,175	5,241	5,250
Sales Tools	34,016	23,682	26,830
Total	40,189	29,934	33,026

Used Mobile Phone Collection

(10,000 units)



Unit: 10,000

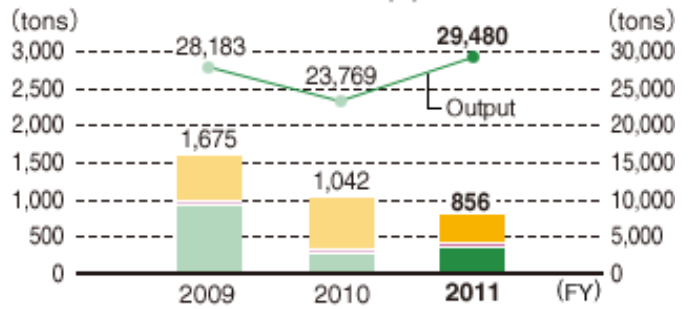
FY	2009	2010	2011
Mobile Phones	376	409	372

Ref: FY2011 Statistics

Mobile Phones 3.72 million
Batteries 6.57 million
Chargers 1.81 million

Final Waste Disposal

■ Construction ■ Transmission Equipment ■ Office Related



Unit: tons

FY	2009	2010	2011
Final Waste Disposal	1,675	1,042	856
Office Related	709	814	502
Communications facilities	44	40	43
Construction	921	188	311
Amount of emission	28,183	23,769	29,480

※FY2009, 2010 figures have been revised based on changes to the scope of calculations.

Water Consumption

FY2011 Tap water 488 thousand m³
Recycled wastewater 92 thousand m³

Product Packaging

FY2011 Plastic containers 125 tons
Paper bags 1,616 tons

Principal Resources Recycled

FY2011 Copper 40,398 kg
Gold 99 kg
Silver 349 kg
Palladium 5 kg

Preventing Global Warming

Tachikawa ICT Ecology Center Findings Reduce Communications Infrastructure CO₂ Emissions by 2,599 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. Starting in 2009, the center has continued to test DC power supply systems and new air conditioning technology and an energy-saving server. In fiscal 2011, the center verified a reduction in CO₂ emissions of up to 66% compared to conventional systems and equipment.

In fiscal 2011, we achieved a reduction of 2,599 tons-CO₂ by implementing these measures at commercial facilities. In fiscal 2012 and beyond, we plan to continue with expansion of communications facilities based on these results.

Focusing on Energy-Saving and CO₂ Emission Reduction at Communications Facilities



Next-generation green base station

DOCOMO strives to save energy and reduce CO₂ emissions at its communications facilities, which account for a large portion of DOCOMO's power consumption. In 2009, Tachikawa ICT Ecology Center was established to test and verify the feasibility of the cutting-edge energy saving technologies. The center conducted demonstrative testing of DC power supply systems, new air conditioning technology and a low-energy server, and verified a reduction in CO₂ emissions of up to 66% compared to conventional systems and equipment, substantially exceeding the initially expected ratio of 50%.

DOCOMO is streamlining "next-generation green base stations" for further energy saving at base stations. These next-generation green base stations include solar panels, wind power generation facilities, fuel cells, battery, DC-controlled green power controllers, and so on, with the aim of reducing power consumption by existing communications facilities which are currently operated using commercial power. Lithium ion batteries, which serve to store surplus electricity after generating power, are also installed to prepare for possible power disruption at peak hours or due to disaster.

DOCOMO intends to complete the conversion of 10 existing communications facilities into green base stations by the end of September 2013. In addition, we are advancing R&D projects, including the establishment of a "visualization" system for electric power supply and demand at base stations nationwide, and the DOCOMO-version smart grid vision to flexibly exchange electric power among several green base stations.

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. Meanwhile, we are developing and implementing remote radio equipment (RRE) with reduced environmental impact 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 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 from 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.

NTT Group Energy Efficiency Performance Guidelines Established and Operated as Indicators for the Energy Efficiency Performance of ICT Equipment at NTT Group

The eight companies of the NTT Group, including DOCOMO, formulated the NTT Group Energy Efficiency Guidelines in April 2010. The guidelines were implemented 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 Guidelines](#)

Adopting Solar Power Systems



Solar 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 a 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 2011, we built new systems totaling approximately 200 kW, and as a result DOCOMO overall now has power generation facilities that use renewable energies at 85 locations, with a total capacity of around 1,350kW. More systems are slated to be installed in fiscal 2012 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 2011 we added 96 new low-pollution vehicles to the fleet. As a result, DOCOMO now has a total of 2,296 low-pollution vehicles (as of March 31, 2012), which account for 91.3% of the vehicles used by the company.

- * 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.

Electricity- and Energy-Saving Measures at Offices and docomo Shops

DOCOMO is active in saving electricity and energy at its offices so as to comply with the social demand for the restrictive use of electricity following the Great East Japan Earthquake, and so as to reduce greenhouse gas emissions.

In fiscal 2011, DOCOMO achieved its electricity-saving target and exceeded the government's suggested level. Our office-focused, electricity-saving initiatives included a "half-ON & half-OFF" campaign for lights; preferred settings for heating and air conditioning; the powering off of OA devices not in use; changing the preferred settings on holidays that occur on weekdays (during the summer, only in the Kanto-Koshinetsu region); and partial relaxation of our dress code.

In addition, we promoted implementing LED lights, as well as taking electricity- and energy-saving measures for equipment installed at DOCOMO-owned buildings and docomo Shops.

In fiscal 2012, we intend to continue promoting electricity- and energy-saving measures at offices, and in addition to increased LED usage at docomo Shops, we also plan to continue implantation of solar panels.

[TOPICS] Minister of Education, Culture, Sports, Science and Technology Award at the 20th "Grand Prize for the Global Environment Award"



Awards ceremony of The Grand Prize for the Global Environment Award

The Minister of Education, Culture, Sports, Science and Technology Award was received for initiatives engaged in by the Tachikawa ICT Ecology Center at the 20th Grand Prize for the Global Environment Award, sponsored by FUJISANKEI COMMUNICATIONS GROUP. DOCOMO plans to promote further energy conservation for its largest i-mode Center and other communications facilities and in-house systems by applying the proven results.

Reducing Waste

Proactive Waste Reduction and Recycling

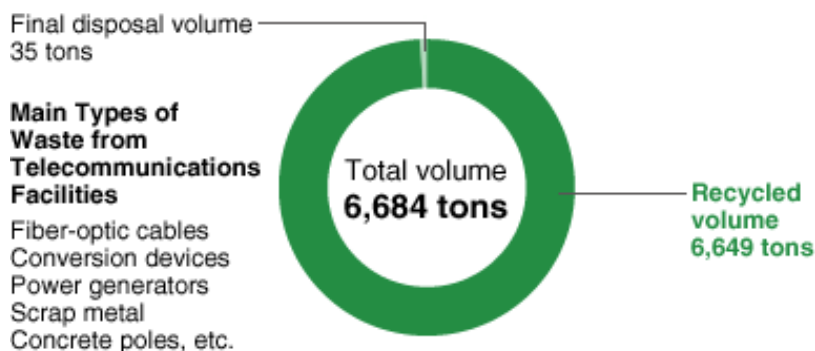
DOCOMO uses a substantial amount of resources in developing and selling mobile phones, constructing and operating network facilities, managing shops and conducting administrative work at offices. We are currently striving to reduce waste by accurately tracking resources and using them efficiently. When 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 2011, waste out of communications facilities, such as optical cable, switching equipment, and power facilities, totaled 6,684 tons, 244 tons less than the previous fiscal year's total of 6,928 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 (FY2011)



Reducing Paper Consumption and Recycling Waste 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. 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. DOCOMO has introduced a system to analyze optimum numbers and/or deployment of various SP tools at its shops. By understanding how best to deploy these tools, DOCOMO strives to reduce the amount of paper used at each shop.

Helping Prevent Global Warming

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



FOMA eco Solar Panel 01

FOMA eco Solar Panel 01, which was launched in February 2011, is a solar charger which is able to fully recharge a mobile phone (FOMA) in approximately four to five hours in good weather conditions. * [1](#) Using this solar charger allows customers to help reduce CO₂ emissions. It can be regularly used outdoors where there is no electricity or in emergency situations. Using the solar charger, DOCOMO intends to promote further initiatives that lead to energy conservation and the reduction of CO₂ emissions, together with its customers.

- * 1 The approximate time considered necessary to fully charge a mobile phone at full discharge (3.7 V, 800 mA) with an irradiance of 1,000 W/m² and a module temperature of 25°C.

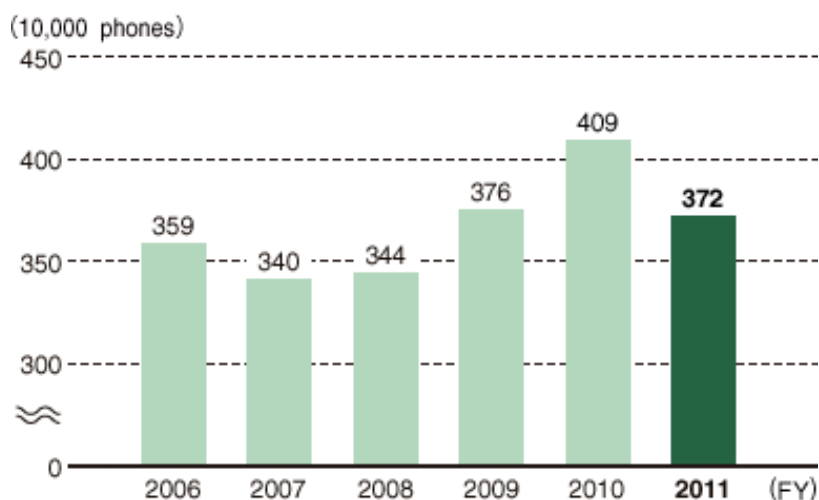
Promoting Resource Efficiency and Recycling

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. Therefore, DOCOMO has addressed collecting and recycling used mobile phones since 1998. In 2001, we partnered with the Telecommunications Carriers Association, an employers' organization of telecommunications carriers, and built the Mobile Recycle Network, which collects and recycles mobile phones mainly at docomo Shops regardless of the original provider. In fiscal 2011, we collected roughly 3.72 million phones and have now collected a cumulative total of some 80.36 million. Privacy is strictly protected by destroying the mobile phone received right in front of the customer. We also focus on activities to stress the importance of recycling to customers. To this end, stickers publicizing our phone recycling program are posted at docomo Shops, and we conduct various events and publicity activities to further raise awareness of mobile phone recycling.

Furthermore, DOCOMO participates in the Mobile Phone Recycling Promotion Association, which was established in July 2011 and for which the Ministry of Economy, Trade and Industry, the Ministry of Internal Affairs and Communications, and the Ministry of the Environment serve as coordinators, with the aim of promoting the collection and recycling of mobile phones. We are working to publicize "*Keitai*-Connected Recycling," which is the association's campaign to encourage the collection of unused mobile phones, jointly with other participating companies.

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



Promoting Oil Processing from the Plastics Used in Mobile Phones

DOCOMO is advancing its initiatives toward making mobile phone recycling even more effective. Since fiscal 2010, We have promoted the verification of a technology to thermally decompose plastics used in mobile phones to generate fuel oil, and recover gold and silver from the residual dross left after the plastic liquidation process. As a result of verification, we have found that it is possible to generate oil of a quality sufficient to use as fuel oil and the technology is also effective for recovering several valuable metals. We started implementing the aforementioned recycling process during the second half of fiscal 2010 and completed the implementation in fiscal 2011. The recycling process is authorized by the Ministry of the Environment as a wide-area recycling authorization system * [1](#) for general and industrial waste. Going forward, DOCOMO intends to raise the efficiency of its recycling activities and promote the collection of mobile phones from customers.

- 1 Wide-area recycling authorization system

A preferential system in which the Minister of the Environment authorizes recycling that is appropriate for processing over large areas and meeting certain conditions, thus eliminating the need for the authorized party to acquire a license from local authorities as a waste processor or a license to build facilities regarding waste treatment. Such conditions include a case where an authorized party can show that its recycling process has advantages not available from other companies.

Promoting Reforestation in the Philippines Together with Customers



Mangrove planted saplings (June 2010)



The same scene almost a year later (October 2011)

DOCOMO has conducted a reforestation program in the Philippines in cooperation 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 2011, we planted some 100,000 saplings, including the mangrove trees that are indigenous to diverse regions of the Philippines, with the participation of more than 1,200 people, including volunteer employees of Smart Communications, Inc., a member of the PLDT Group, and local campaign collaborators. The reforestation campaign has been conducted since 2008, and an estimated cumulative total of 1.89 billion tons of CO₂ have been recovered cumulative with our previous tree-planting activities. In fiscal 2011, we also created tree-planting maps to check the sustainability of the planted areas and showcased a reforestation project along the Marikina River Basin, which runs through Metropolitan Manila. Going forward, taking into account the flooding damage to Metropolitan Manila in 2009 caused by Typhoon Ondoy, we plan to continue reforestation activities centering on the reforestation of the Marikina River Basin, the major source of the flooding, together with our partners, for the purpose of reinforcing a disaster-prevention system and improving the disaster-proof capabilities of Metropolitan Manila against typhoon damage.

Reducing Paper Consumption 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 2011 totaled approximately 5.2 million, an increase of 380,000 from the previous year. As a result, converted to A4-size paper, the service saved roughly 222 million sheets of paper, approximately 13.4 million more than the previous fiscal year.

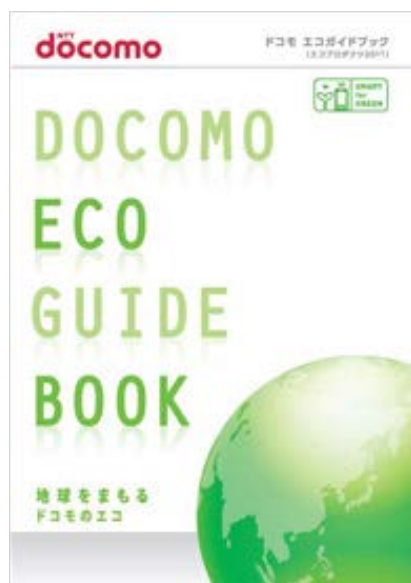
Web Statement Service

The Web Statement Service is provided to let customers view statements from the DCMX credit service over the Internet. Over 60% of DCMX members have signed up for the service, and applications in fiscal 2011 totaled approximately 1.12 million, bringing the cumulative total as of March 31, 2012 to over 3.6 million. In terms of A4-size paper, this amounts to a reduction of roughly 3.36 million sheets.

Promoting Digital and Slimmer User Manuals with less Bundled Goods

User manuals for all the smartphones and tablet devices launched during fiscal 2011 were converted to digital and mounted on the products as applications. User manuals in B6-size for mobile phones were made slimmer by about 30% in both volume and weight, except for a few models such as the Raku-Raku PHONES, and the bundling of a CD-ROM, which had been included in the product package with drivers for connection to PCs, was abolished taking into account the universal dissemination of the Internet. As a result, the total amount of paper used and CO₂ emissions generated in transport of mobile phones were reduced.

Closed-Loop Recycling to Reduce Waste



DOCOMO ECO GUIDE BOOK
(Cover of Eco-Products 2011)

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. Recycled paper has also 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 disposal. In fiscal 2011, the number of general catalogs stored and then thrown away without being used was reduced, with the disposal ratio lowered to 3.4%, lower than the targeted 5%.

Developing Eco-Friendly Mobile Phones

Using Environmentally Friendly Materials in Mobile Phones



TOUCH WOOD SH-08C

In March 2011, we began selling 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," * [1](#) 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 has 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. DOCOMO is using more and more eco-friendly materials in its mobile phones, including recycled ABS resin * [2](#) and plant-derived plastics.

- * 1 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.
- * 2 ABS resin is a synthetic resin made from acrylonitrile, butadiene and styrene.

Communicating with Customers

Environmental Activities Widely Publicized at Eco-Products 2011

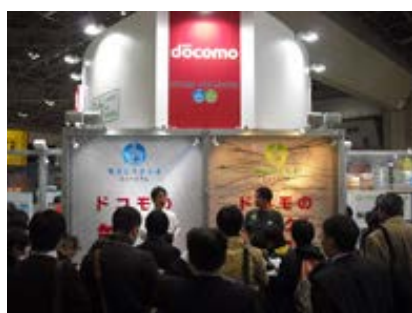
Eco-Products is Japan's largest environmental convention. DOCOMO has been exhibiting at the convention since 2005, to widely publicize its environmental initiatives.

Eco-Products 2011 was held at Tokyo Big Sight in December 2011. DOCOMO presented its environmental initiatives—the "Museum to Link with Tomorrow" zone and the "Museum to Protect the Earth" zone—under the overall theme of "DOCOMO ECO MUSEUM." We exhibited our environmental initiatives through the provision of products and services. We also introduced our efforts to recycle mobile phones no longer needed, as well as reforestation being conducted in the Philippines.

Furthermore, we held a guided tour of the two eco museums and workshops using thinned trees. These programs were intended to help children learn about environment issues.

During the three-day event, some 17,000 people visited DOCOMO's booth, 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.

Our major initiatives introduced at the Eco-Products 2011



DOCOMO booth



Children visiting the DOCOMO booth

- "SMART for GREEN 2020" Environmental Vision for FY2020
- Practical application of disaster-resistant and environmentally friendly next-generation green base stations
- docomo energy-saving support service, which makes electricity consumption by home appliances viewable using mobile phones
- Bicycle-sharing service to supply promotional applications in addition to the reservation/rental/return services for bicycles via mobile phones
- Environment sensor network, which uses sensors installed at base stations to collect atmospheric data and send it to mobile phones
- Campaign to recycle mobile phones no longer needed
- Forest maintenance activities at docomo Woods and reforestation activities in the Philippines

Biodiversity Preservation 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.

As of March 31, 2012, docomo Woods have been established in 49 locations in all 47 prefectures and cover a total of roughly 197 hectares, which corresponds to an area of approximately 151 baseball fields (each with an area of 1.3 hectares). We intend to continue the program, so as to contribute to the protection of the natural environment and biodiversity preservation.

- * 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 project with UNESCO. This program teaches elementary school students about the importance of environmental protection and the significance of the world's natural heritage. We also run the world's only UNESCO-approved mobile site, UNESCO Kids.

The UNESCO Kids site teaches students about the environment with over 750 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 that the site encourages parents and their children to talk about environmental issues and conveys to children the importance of the environment. In fiscal 2011, we added new content, such as *Share the Beauty—Bringing the Unknown to You and to the World*, a cartoon film to introduce world heritage sites, and conducted classes at Yakushima and Shirakami-Sanchi (Shirakami Mountains) so that site members can experience world heritage sites. In April 2012, we renewed the mobile site to make it compatible with feature phones, smart phones and PCs. As of March 31, 2012, 59,000 people had registered as site members.

In June 2011, DOCOMO received a Certificate of Appreciation from UNESCO for its support, from the outset, of the UNESCO Kids Project.

 [UNESCO Kids](#)

Employees and Family Members Join the Recycling Effort

We collect used handsets from Group employees and family members.

In fiscal 2011, 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 12,072 mobile phones, 11,010 batteries and 4,520 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 2012 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. The Mountain Cleanup was originally completed by volunteers among our employees, 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 2011, we conducted a cleanup activity in May and removed invasive alien species in November. A total of 27 cleanups and similar activities were held by the end of fiscal 2011, and a total of 2,140 people participated. We collected 12,345 kilograms of garbage and removed approximately 23,500 seedlings from invasive alien species.

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 2012, 16,700 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 2011, 2,874,180 yen was donated to Fujisan Club (NPO) the Japan Philanthropic Association, and, as part of our support for restoration of the Tohoku area, the Michinoku-Mirai Foundation.

In fiscal 2012, we intend to aggressively develop social contribution activities including support for the restoration of the Tohoku area and environmental conservation activities.

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 2011, approximately 500 employees participated in June and September and picked up trash primarily on sidewalks near the office.

Tohoku Regional Office



Cleanup activities
around the company

As part of social contribution activities, since 1999 the Tohoku Regional Office and affiliated branch offices have conducted cleanups around the Company once or twice every month together with employees from Group 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 in these activities.

Tokai Regional Office



Discarded mobile phone
collection booth



Mobile phones collected

The Tokai Regional Office established a mobile phone collection booth during the GIFU SEIRYU HALF MARATHON, held in May 2012, and collected approximately 1,200 discarded mobile phones from customers.

Hokuriku Regional Office

Coastline Cleanup



"Clean Beach Ishikawa" activity

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 2011, 209 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. In August 2011, 53 employees and their families participated in the Kanaiwa Beach cleanup in Kanazawa.

Using Lunch Breaks for Cleanup Activities



Cleanup activities around the DOCOMO Kanazawa Seito Building.

At the Hokuriku Regional Office, lunch breaks are used to conduct cleanup around the DOCOMO Kanazawa Seito Building. In fiscal 2011, lunchtime cleanups were conducted in March 2012, with a total of 126 Hokuriku Group employees and others participating.

Planting Grass Seedlings on Kindergarten and Preschool Grounds



Planting grass seedlings at school playgrounds

At the Hokuriku Regional Office, in fiscal 2011, we started an activity to create an environment where children can play in their bare feet. In fiscal 2011, we planted grass seedlings on three kindergarten and preschool grounds in Ishikawa Prefecture.

Kansai Regional Office



Certificate of appreciation from
OSAKA GREEN TRUST,
a public benefit organization

At the Kansai Regional Office, since April 2000, as a corporate volunteer, we have participated in the Satoyama TRUST campaign, conducted by the public benefit organization, OSAKA GREEN TRUST, and are engaging in conservation activities for Horigonomori, located in Sennan-shi, Osaka. Since 2007, when Horigonomori was included in "docomo Woods" as a place for DOCOMO Sennan Horigonomori forestation activity, employees, their family members and former employees have been conducting forest maintenance activities. We received a certificate of appreciation from OSAKA GREEN TRUST in March 2012 for our DOCOMO Sennan Horigonomori conservation activity over the past 11 years.

Chugoku Regional Office

Volunteer cleanup activity at the Emperor's Cup Inter-Prefectural Men's Ekiden Hiroshima



Employees and their family members participating in volunteer activity



Sorting of collected trash

At the DOCOMO Chugoku Regional Office, as one of many corporate volunteers, we participate in the annual Emperor's Cup Inter-Prefectural Men's Ekiden Hiroshima, conducting support and cleanup activities. This January 2012 event saw the participation of 176 employees from the Chugoku Regional Office Group, including their family members.

Vermin Extermination Activity to Protect Acorn Trees



Sheet to capture bark beetles

At the Chugoku Regional Office, as a participating corporation in the "Forest of Tottori Symbiosis" project, which was implemented by Tottori Prefecture in May 2011, we participated in activity to protect acorn trees from *Raffaelea quervivora*. Oak trees are killed by various bark beetles (Scolytidae), which make holes in tree trunks for their nests. Many cases of this problem have been reported in the Chugoku region. The Company's employees and those from affiliated companies in the Tottori region, as well as Tottori citizens from the general public, participated in this activity and worked on wrapping sheets around trees to capture the bark beetles.

Beach Cleanup



Beach cleanup activity

At the Chugoku Regional Office, as part of global environmental conservation activities, we conduct beach cleanups at Bayside Beach Saka in Aki-gun, Hiroshima. This activity is not a simple beach cleanup but instead part of an international volunteer activity to create "a cleaner planet for the next generation" by observing the types and volume of marine debris on shorelines and finding the causes of garbage and pollution. About 90 people, including our employees and their families, participated in this October 2011 activity.



Tallying collected garbage and trash

Shikoku Regional Office



Yashima Clean Campaign



We Love Clean Rivers—
Shigenobu River Cleanup



Yoshino River Adoption Program



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 2011, a total of 35 employees and family members from affiliated companies in the Kagawa region participated in a cleanup in March 2012 in the Yashima area of eastern Takamatsu.

Also in the Shikoku Regional Office, 90 employees and family members from affiliated companies in the Ehime region participated in a cleanup activity, "We Love Clean Rivers—Shigenobu River Cleanup," in May and September. In the Tokushima region, 125 employees and family members from affiliated companies participated in a cleanup activity, "Yoshino River Adoption Program," which was conducted in July, September and November of 2011. In both activities, we engaged in cleanups on riverbeds and banks. In addition, companies affiliated with the Shikoku Regional Office in the Kochi area participated in the Early Summer City Beautification Campaign, as part of environment beautification activities. The event was held in June 2011, and 44 employees and family members participated.

Kyushu Regional Office



Commemorative photo of participants in the Kids Eco Tour

At the Kyushu Regional Office, since 2006 we have held a nature experience event, the Kids Eco Tour, for our customers in the general public, to provide children with opportunities to do nature-related activities with their parents and to enjoy the outdoors, thereby leading them to appreciate the natural environment and feel its importance. In July 2011, we invited 18 elementary school students and their parents to the 21st Century Saga *kenmin-no-mori* (21st Century Saga Prefectural Citizens' Forest) in Saga Prefecture. In the forest, children experienced tree thinning and made objects using acorns, branches and leaves with their parents.

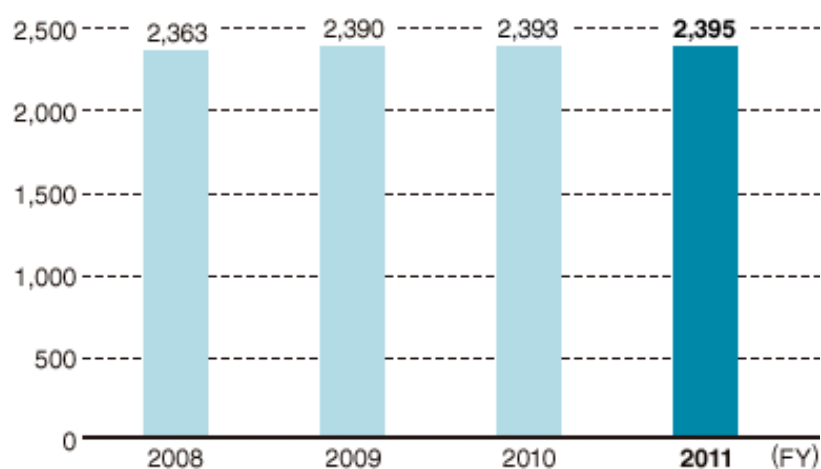
Working with docomo Shops

docomo Shops Provide Conscientious Service with Support from Sales Agencies

DOCOMO provides products and services to customers through docomo Shops and other sales representatives such as large-scale retailers. There were 2,395 docomo Shops nationwide as of the end of March 2012. All docomo Shops and large-scale retailers 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 Ideal Working Environments for 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 an optimal and unified manner. Also, staff support has been made available year round for answering questions regarding products, services and procedures.

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

In October 2011, in addition to the conventional docomo Smartphone Care service, we also established the "sp-mode Help Desk * 1," a dedicated in-department contact point for inquiries about smartphones from sales staff around the country. Given the increasing shift from conventional mobile phones to smartphones, shop staff have requested an enhanced response system. The sp-mode Help Desk handles general inquiries, such as terminal operations, services and the outline and operation of relevant applications, over the phone.

* 1 The sp-mode Help Desk was renamed the "Sales Representatives Help Desk (in charge of smartphones)" effective from October 2012.

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.

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

Supporting Shop Operation which Meets Customer Needs



In-shop view with actual smartphones placed side-by-side

DOCOMO is endeavoring to help docomo Shop managers and staff nationwide to create shops which meet diversified customers' needs by distributing its original Shop Operation Manual. DOCOMO modified the manual in November 2011 in response to customer preferences for shops where they can easily consult with shop staff on functionality and confirm operations by actually testing units when purchasing smartphones and/or Xi ("crossy")-compliant devices. We added new items compliant with smartphones and/or Xi to the shop operating policies and are actively encouraging shop creation that focuses on individual docomo Shop features, such as layout by shop scale or location, and the implementation of universal design that facilitates elderly citizens and those with disabilities who require wheelchairs to enter. In addition, we promote the enhanced use of LED lighting devices in response to electricity and energy-saving requirements following the Great East Japan Earthquake.

Stakeholder's Voice



Hiromitsu Ogino,
Shop Manager of
the docomo Shop
Sanonishi

Our shop was opened in February 2012 based on the catchphrase, "An EcoShop Surrounded by Water and Greenery." The shop features the largest smartphone experience corner in Tochigi Prefecture, as well as environmentally friendly facilities such as all LED lighting, use of solar panels, a battery charger for EVs and a pond for water birds and fish installed on the outer circumference of the shop. Furthermore, our universal design installations, which include a kid's play corner and various indoor devices to keep children from being injured, have received acclaim from customers. Customers have commented that "We can leave our children without them getting tired of waiting" and "We can concentrate on the application process without having to worry about our children."

Supporting Electricity-Saving Measures at docomo Shops

Taking into account requests from administrative agencies and the progress of global warming, docomo Shops promote the use of LED lighting devices to restrict electricity consumption. In fiscal 2011, DOCOMO offered financial support for docomo Shops introducing LED lighting devices for in-shop lighting.

As of the end of fiscal 2011, more than 750 shops, or approximately 30% of all docomo Shops, had implemented LED lighting devices for their in-shop lighting. In fiscal 2012, in addition to interior lighting, DOCOMO supported the use of LED lighting lamps for outdoor signs, and solar panels.

Meanwhile, every docomo Shop engages in electricity-saving measures such as using an optimal setting for the temperature of air conditioners and participating in the COOL BIZ campaign for more appropriate summer office wear.

Supporting docomo Shops that Active in Reinforcing Disaster Preparedness

docomo Shops have strengthened their disaster preparedness by learning from the Great East Japan Earthquake. In fiscal 2011, DOCOMO prepared the Disaster Preparedness Manual (docomo Shops version), which summarized business follow-up standards and shop-front actions to be followed to protect the safety of customers and staff in case of disaster, with reference to feedback from the docomo Shop regional offices and branches which were damaged from the aforementioned earthquake. The manual was distributed to docomo Shops around the country. In February 2012, an emergency communications system to connect all the docomo Shops was established and an emergency contact drill was executed. We also executed an initiative to support docomo Shops in their preparedness of emergency supplies. We therefore supported the purchase of first-aid tools to be used for an emergency escape in case a shop suffers from disaster, including radios with a panel light, potable water, emergency toilet kits and other anti-disaster goods. The relevant financial support was provided to 2,370 docomo Shops nationwide which had applied to be part of the support program.

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. In addition, we have formulated the NTT DOCOMO CSR Procurement Guidelines, with the belief that it is important to fulfill social responsibilities during the whole production process of the products procured from suppliers, i.e., respecting human rights, upholding labor practices in production processes and ensuring occupational health and safety.

DOCOMO's basic stance is to address CSR procurement pursued with suppliers in accordance with guidelines while promoting CSR activities with both DOCOMO and its suppliers. To further an understanding of our engagement in CSR procurement, we disclose the guidelines on our website and hold briefing sessions with our suppliers. In addition, we request that suppliers submit the "CSR Procurement Check Sheet" once a year, in principle, to help us understand the status of their CSR activities, and will ask suppliers to make improvements, if necessary. In fiscal 2011, monitoring was conducted based on the aforementioned check sheet and it was confirmed that guidelines were being observed.

Stakeholder's Voice



Fumiaki Takayama,
Senior Manager,
Corporate Planning Division,
NEC Casio Mobile
Communications, Ltd.

Our company supplies smartphones and mobile phones to NTT DOCOMO. We address the medium- to long-term improvement of corporate value from the standpoint of promoting and controlling our own CSR activities. As for transactions with NTT DOCOMO, we naturally comply with the NTT DOCOMO CSR Procurement Guidelines and promote CSR procurements while deepening our mutual understanding with our business partners based on Supply Chain CSR Guidelines within the NEC Group. Going forward, we intend to fulfill our social responsibilities together with NTT DOCOMO in the pursuit of prosperous and comfortable livelihoods and cultures.

Networking Event with Suppliers



Partners' Gathering

DOCOMO endeavors to establish better partnerships with its suppliers based on fair and equitable relationships through vigorous exchanges of mutual demands and proposals.

In fiscal 2011, we held the "Partners' Gathering" with the participation of many of the suppliers involved in DOCOMO's businesses. At this meeting, we explained the business environment surrounding DOCOMO and exchanged views with the participants to ensure the continuing stable supply of competitive high-quality products.

Securing 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.

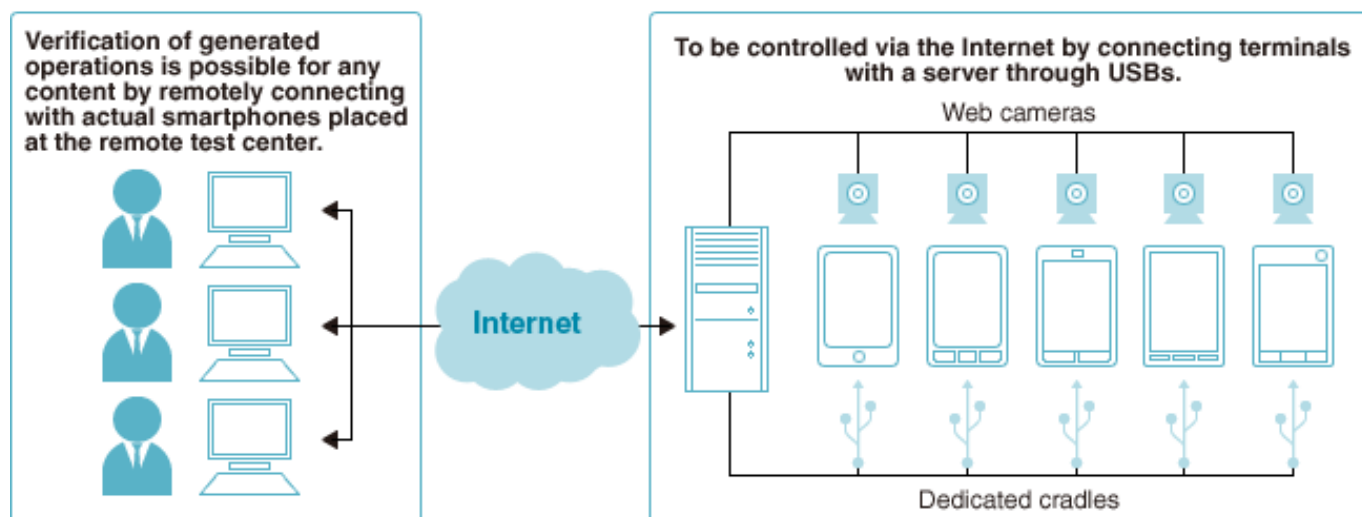
In fiscal 2011, we conducted an overall safety inspection covering all the telecom construction firms. At that time, we checked the performance status of operating procedures and requested that the companies reconfirm their basic actions to ensure safety. Going forward, we will further strengthen safety measures for onsite workers who engage in base station installations, including training to reconfirm basic procedures.

Remote Test Service to Improve the Test Process of 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 d-menu, the portal site for the sp-mode, and on the i-menu, the portal site for i-mode. We also help content providers by disclosing, on a special site dedicated to content providers, technical requirements and developer tools necessary for them to provide DOCOMO with content for the i-mode and sp-mode terminals. As part of this approach, in April 2012 we started the Remote Test Service, which enables our content providers to verify operations generated by the content using smartphones via the Internet when they develop content for smartphones.

Conventionally, such content providers had to prepare actual smartphone units by themselves to verify operations generated from their own content. Given that smartphone models are continuously released along with upgrades in screen size and/or OS, the burden of verifying the content-generated operations on smartphones has become increasingly difficult. In addition, content providers who cannot prepare the necessary smartphone units had been forced to provide content without test verification on actual smartphones. The Remote Test Service would help resolve this issue, allowing providers to verify content-generated operations on actual smartphones for newly developed content with the help of a Web browser, without being restricted by such factors as time and place.

Outline of the Remote Test Service



Working to Solve Societal Issues

Contributing to Solving Social Issues through Mobile Services

In line with the 2020 corporate vision, "Pursuing Smart Innovation: HEART," and the 2015 medium-term vision, "Shaping a Smart Life," DOCOMO will contribute to solving social issues and attaining sustainable social development by offering various integrated services based on mobile communications.

In the five fields of "environment," "health and medical care," "finance and settlement systems," "education" and "security and safety," we are working together with partner companies to establish platforms for more efficient information distribution through the innovative use of mobile phones and communications networks.

Services and Initiatives in Health/Medical 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 on the i-mode, and subscriptions topped one million in February 2011. The number of subscriptions reached 1.85 million at the end of September 2012. In May 2012, the service became available on sp-mode through an application that offers the same major functions of the i-mode version plus the convenient features of smartphones, such as a larger screens and fingertip controls.



i Bodymo Screenshot

A Joint Venture with OMRON HEALTHCARE Co., Ltd., to Plan, Develop and Offer Health Support Services

In July 2012, DOCOMO established docomo Healthcare, Inc., as a joint venture with OMRON HEALTHCARE Co., Ltd.

The venture provides lifelong unified management of health-related data for a broad range of customers, including docomo phone users, and offers health support services that suit the life-stage and lifestyle of individual customers.

The new company integrates smartphones with OMRON HEALTHCARE's healthcare products, such as weight scales, body composition monitors, blood pressure monitors and sleep monitors, to enable cloud storage and management of health data, including body weight, body fat percentage and sleep time, available from the OMRON HEALTHCARE instruments.

The company will also seek alliances with health-related content providers to offer extensive services that suit the life-stage and lifestyle of individual customers.

In the spring of 2013, the company plans to launch a new kind of health support services by integrating DOCOMO's health support services, "i-Bodymo" and "docomoHealthcare," with OMRON HEALTHCARE's "WellnessLINK," a health support service which links data from Wellness LINK products.

Through the joint venture, DOCOMO and OMRON HEALTHCARE will concentrate their expertise on building a healthcare support service market and creating a new style of healthcare communications.

"MD+" Information Service for Medical Practitioners

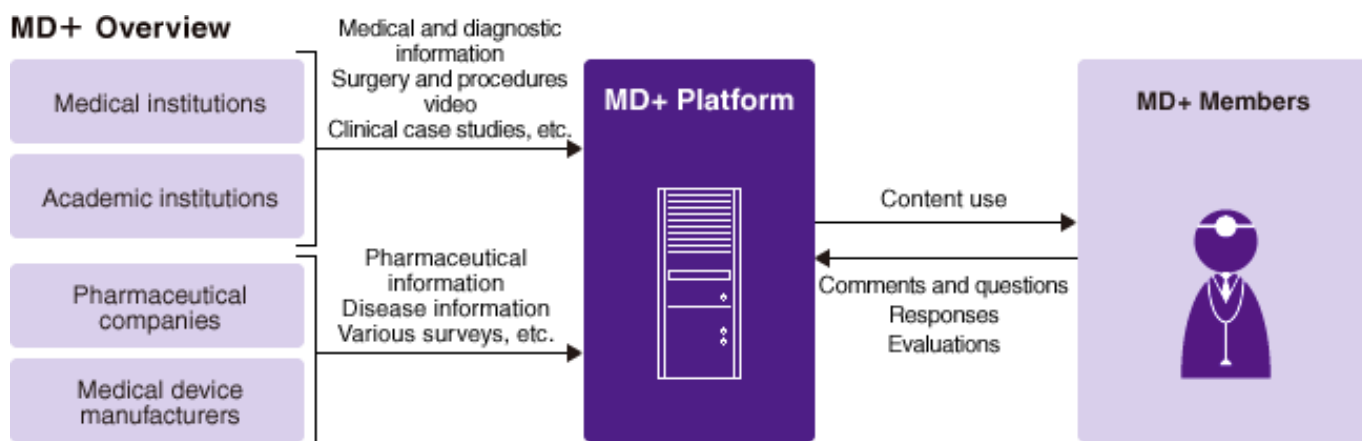
In April 2010 DOCOMO began providing the "MD+" members-only information service for medical practitioners to assist in lifelong learning endeavors.

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. At the end of October 2012, this service covered five fields of medical information: "digestive system," "psychiatry and neurology," "diabetes, metabolism and endocrinology," "respiratory medicine" and "circulatory medicine." 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.

Voices from "MD+" members:

- 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.

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, to help promote timely communication of medical information and close the digital divide, DOCOMO partnered with IMS Japan, a provider of pharmaceutical information, and in April 2011 started offering a smartphone application for Anshin Shoho Infobox®, a search site for pharmaceutical safety information (adverse reactions and drug interactions) provided by IMS Japan for desktop computers. Doctors are increasingly asked to check pharmaceutical safety information themselves, making it more important than ever to keep doctors informed of proper drug usage for reliable prescriptions. To meet the needs of these healthcare professionals, the Anshin Shoho Infobox® application enables an easy search, at anytime and anywhere, on such information as drug side effects and contraindications, as well as instructions to patients for the use of drugs.

In a business alliance with Nikkei Business Publications, Inc., DOCOMO started offering a smartphone application in March 2012 for viewing the content of Nikkei Medical Online, a Web site that provides medical information for healthcare professionals. We will engage in the development of higher-value-added services by integrating the content of Nikkei Medical Online with our extensive customer base and expertise in mobile information and communications technologies (ICT).

Launched Smartphone-Based "Electronic Drug Handbook" Service Jointly with Ain Pharmaciez Inc.

Together with Ain Pharmaciez Inc. (hereinafter "Ain"), DOCOMO developed Ain Drug Book, a smartphone-based electronic drug book application released in April 2012.

Patients can get prescription information through a smartphone by reading the QR code printed on an insurance dispensing statement issued at Ain pharmacies, or by using Felica, so as to check the efficacy, dosage and usage of their prescriptions via the Ain Drug Book application. Patients can also set an alarm as a reminder to take medicine, and save brief notes.

This service was originally launched in May 2012 at select Ain pharmacies, and is currently available nationwide.

Services and Initiatives for Safety and Security

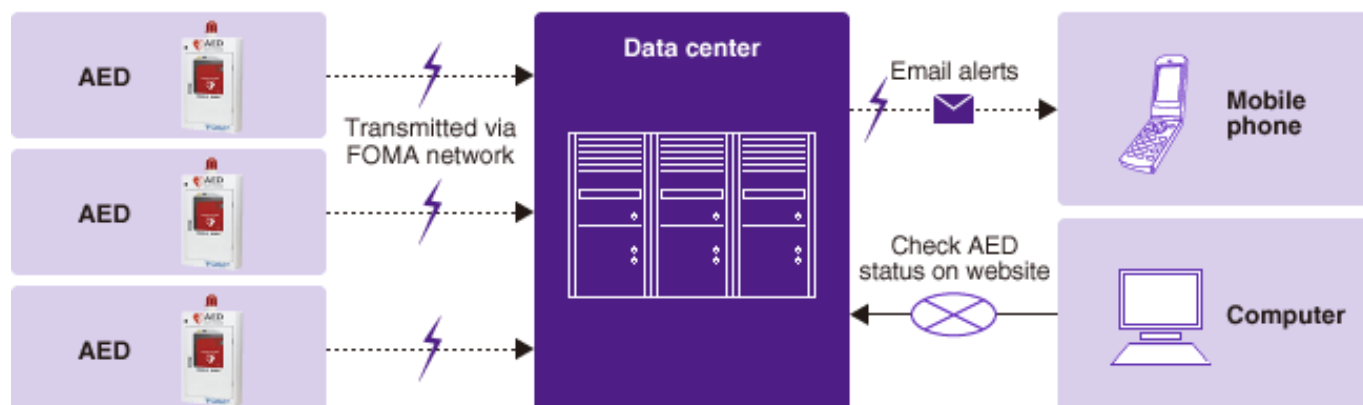
FOMA Ubiquitous Module Provided for AED Remote Monitoring Service

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

As AEDs are used in emergencies, such as for resuscitation from cardiac arrest, Japan's national and local governments require that AED owners confirm the condition of AED units and check expiration dates on supplies such as batteries and defibrillator pads * 4. AED Guardian™ consists of a receiver for infrared signals sent by the AED and a communications unit equipped with a FOMA Ubiquitous Module. The system conducts automated remote monitoring of the AED unit on a 24-hour, 365-day basis and notifies the AED owner via PC or mobile email should any abnormalities be detected. This significantly saves on efforts to keep the AED in good condition, including regular visual inspections, and is expected to help promote the widespread use of AED units.

- * 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 Guardian™ is a 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.
- * 4 According to a notice from the Ministry of Health, Labour and Welfare in April 2009.

AED Guardian™ System



Easy-Use Touch Phone for Seniors



Touch Phone

DOCOMO provides Touch Phone * 5, which allows people to make video calls simply by pressing a remote control switch.

Featuring usability and functionality that enable easy video calling, even for senior customers, Touch Phone had been adopted by 17 home nursing care service providers as of May 2012. Favorable comments were heard from providers and users of nursing care services: "It is helpful to be able to check up on things via video rather than rush to visit in person" 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.

Since being put on the market in February 2011, 1,418 Touch Phone units have been sold as of May 2012. DOCOMO intends to continue providing products and services that make communications of various kinds in society comfortable and convenient.

* 5 "Touch Phone" is a product of Cathay Tri-Tech., Inc.

Trial Service for Forecasting Heat Stroke as a New Form of "Health Weather Information Service"

Changes in the weather are said to have a large impact on people's health and illnesses. Research in biometeorology * 6, a field of science that studies how weather relates to human health, is under way. Combining such research findings with weather information enables us to offer "health weather information services," detailing health-related risks.

DOCOMO has joined with IDEA Consultants, Inc., which operates the Bio-Weather Service website (offering health forecasts based on weather data from the Japan Meteorological Agency), in order to exploit the advantages of the two companies to develop new "health weather information services."

From July to September 2011, an experimental heat stroke forecasting service was provided in Kumagaya, Saitama Prefecture. Specifically, information from the weather sensors installed indoors and outdoors was used to estimate the risk of heat stroke occurrence. Information was then emailed to alert service users, local governments and public facilities in the relevant areas. A related risk hazard map, viewable via mobile phone, was also provided. Based on the findings of this experimental service, DOCOMO and IDEA are discussing commercialization.

- * 6 Biometeorology is a field of science that studies the direct and indirect effects of the atmosphere's physical and chemical conditions on humans, animals and plants.



Screenshot of Heat Stroke Risk Hazard Map

Services and Initiatives for Education

Shimajiro Hiroba, a Service for Child-Raising Families in Collaboration with Benesse Corporation

DOCOMO and Benesse Corporation began offering the Shimajiro Hiroba × DoCoMo Community trial service in April 2011. The service had attracted 160,000 users as of March 31, 2012, and ranked first as the most downloaded free application under the category of education at Google Play. On the basis of these results, we started offering the Shimajiro Hiroba service for families with children in April 2012, available for free through smartphones and tablet PCs.

Shimajiro Hiroba provides learning content that is linked with Benesse Corporation's Kodomo Challenge teaching materials for preschool children. The service also enables parents to save photos of their children, and delivers childcare information. Families can also share their children's photos and learning records, or access paid Premium Content, such as games and videos sorted by genre (expressions, sociability, health, study) or ManaVillage, a village built according to the child's learning progress. DOCOMO will continue to seek alliances with providers of family services to expand its range of offerings that strengthen family bonds.



Screenshot of Kodomo Challenge
(freeware version)



Screenshot of Omoide Kiroku
(Record of Memories),
for storing photos of children
©Benesse Corporation
1988-2012/Shimajiro

Other Services and Initiatives

Everybody's Gardening Community

DOCOMO launched the Everybody's Gardening Community™ service in February 2012 for home gardening lovers. This service is a commercial version of the experimental Gardening Support Service we have provided since October 2010. The service enables you to keep records of growing plants and vegetables on the Internet and offers a social networking function to share information among people who like gardening. For example, if you enter when and what kind of plants/vegetables you are starting to grow, you will receive information on things to do for that particular plant/vegetable, such as thinning out and top-dressing, in a timely manner, by email or other means. The service also allows you to connect with other users who grow the same plants/vegetables, exchanging advice and looking for tips from experienced gardeners—a helpful feature for beginning gardeners.

In June 2012, we launched an exclusive service for members for 157 yen (tax inclusive) per month, which offers advice from gardening advisers and useful information for growing plants/vegetables, including air temperature and rainfall for the member's residential area gathered through DOCOMO's Environment Sensor Network. We will continue to enhance the service content to increase reliability and convenience.

Everybody's Gardening Community™



Contributions to Community Building

Joint Research Projects Utilizing "Mobile Spatial Statistics", or Population Statistics Compiled from Mobile-Network Operational Data

DOCOMO is promoting social contribution activities through the use of mobile spatial statistics.

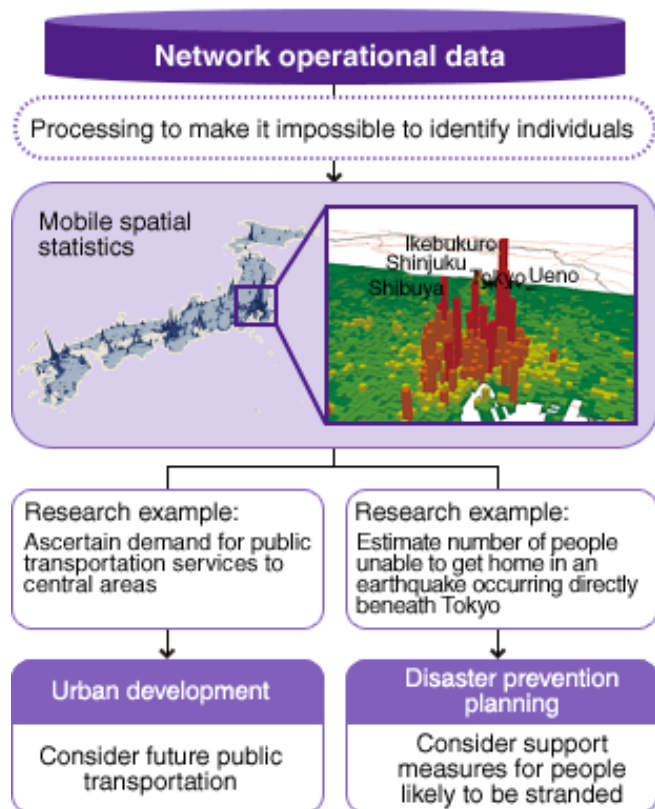
Mobile spatial statistics represent an attempt to estimate geographic population distribution at various times and by region based on network operational data necessary in order to provide mobile phone services. We are striving to put these statistics to good use in public sector initiatives such as urban planning and disaster prevention plans.

For urban planning, we conduct joint research with the University of Tokyo to study the supply and demand of transportation services and park allocation. To formulate disaster prevention plans, we conduct joint research with Kogakuin University to estimate the number of people who might have difficulties returning home or might have to walk home if a major earthquake centered on Tokyo were ever to occur. In all of these cases, the use of mobile spatial statistics have been shown to be very effective.

We released the results of our research at CEATEC JAPAN 2011, a cutting-edge IT & electronics comprehensive exhibition, which was held at Makuhari Messe in October 2011. The usefulness of our measures to address people who might have difficulties returning home in case of a disaster was highly appreciated, resulting in our receiving a CEATEC Grand Prix Award in the Safe and Secure Network Category.

We intend to proactively contribute to the development of society through further research on the effective use of mobile spatial statistics.

Overview of Social Contributions Using Mobile Spatial Statistics



Working on Behalf of Children

Holding Youth Sports Schools for the 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 2011, a total of approximately 17,300 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."

NTT DOCOMO Soccer Clinics Held with Coaches 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 2011, the classes were held a total of 20 times, in Saitama Prefecture, Gunma Prefecture, Tochigi Prefecture and Nagano Prefecture, and some 4,700 children participated. We plan to hold roughly the same number of classes in fiscal 2012 as well.

DOCOMO Future Museum Solicits Imaginative Views of Life in the Future



Exhibition of award-winning entries

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 2011, for the tenth contest, 100,897 entries were received. In December, we held an awards ceremony in Sendai in the hope of using the power of art to help uplift people's spirits in the Tohoku region. The venue was full of smiles and energy, and the ceremony was attended by award winners from throughout the nation and by many Sendai citizens. Children who received awards, and their parents, made such comments as "I was energized by art" and "This event gave me an opportunity to think about our dreams and the future." We also featured the Grand Prix winner and other award-winning entries on the DOCOMO Future Museum Web site, in newspaper supporting the contest, and at exhibitions nationwide.

 [DOCOMO Future Museum](#)

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, allowing them to experience the job of a mobile phone shop staff member lending 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."

DOCOMO also participates in Out of KidZania, a program conducted by KidZania to offer opportunities for real work experience. In September 2011, we conducted an "Out of KidZania, NTT DOCOMO Future Mobile Products Research Experience" program, in which 27 children acted as new researchers and experienced a lab facility tour, learned about cutting-edge technologies, interviewed actual researchers and made presentations of their research notes on future mobile society.



Participated in "NTT Dream Kids Net Town 2011" to Provide Elementary School Students with Communications Experience



Children using "Osaifu Keitai"

DOCOMO participated in "NTT Dream Kids Net Town 2011," an event for children held by the NTT Group in July and August 2011, during summer vacations, at five locations nationwide. This event, held since 2006 by the NTT Group's six companies for third to sixth graders, introduces the joy and convenience of using the Internet and mobile phones, and teaches the safe use of such communication methods. At this event, DOCOMO offered opportunities to experience "Osaifu Keitai" (Mobile Wallet) and math applications using smartphones.

Participating children experienced the convenient use of mobile phones in real life. Parents made favorable comments such as "Children enjoyed the experience" and "It was a good opportunity to teach children rules and manners in the use of the Internet and mobile phones."

Held "Kids Workshop" to Teach the Joy of Science and Manufacturing

In August 2011, the Japan Institute of Design Promotion, which operates the GOOD DESIGN AWARDS, sponsored TOKYO MIDTOWN DESIGN HUB KIDS' WEEK 2011 at Tokyo Midtown. DOCOMO participated in the event's KIDS' WORKSHOP.

This was our fourth time to participate in this event. We held a workshop where elementary school children designed "balloon phones." After the children made their own balloon phone by decorating paper cups freely with stickers, coloring them and/or drawing pictures on them with pens, they were then able to hear their own and friends' voices through the balloon. Approximately 40 elementary school students enjoying learning what sound is and how sound is transmitted.

Cooperating in the Operation of "*Ganbare* (Hurray!) High School Students! Northern Tohoku General Athletic Meets Cheerleading Web Site"

DOCOMO has co-sponsored the All Japan High School Athletic Federation since 2011, to support participating high school students.

At athletic meets held in Aomori, Iwate, Akita and Miyagi prefectures in 2011, DOCOMO cooperated in the operation of the official Web site for the meets, "2011 *Nessen Sairai* (Revisit of heated match) *Ganbare* (Hurray!) High School Students! Northern Tohoku General Athletic Meets Cheerleading Web site 'YELL for you.'" During the operation of the cheerleading site, many encouraging messages were posted not only to competing players but also to the high school students who volunteered to support the event despite the difficulty caused by the Great East Japan Earthquake.

Conducting Mobile Phone Safety Classes and Mini Concerts at Japanese Schools in Paris

For students living overseas, the safe use of mobile phones and the rules and manners for using mobile phones when they return to Japan are immediate problems, yet related information is scarce.

To address this issue, at DOCOMO's Paris Branch, since 2006, we have been holding Mobile Phone Safety Classes at Japanese schools in Paris to teach elementary and middle school students the rules and manners of using mobile phones, and to make them aware of and to address mobile phone-related crime and other issues. In a September 2011 class, staff from the DOCOMO's Paris Branch taught curriculums appropriate for elementary and middle school students.

In addition to the Mobile Phone Safety Classes, mini concerts are held at Japanese schools in Paris. To connect Japanese students living in France with artists through musical events, and to make cultural and artistic contributions, the mini concerts have been held annually since 2008 with music and composers representing themes of the respective year. In 2011, we held a concert commemorating the 200th anniversary of the birth of composer Franz Liszt. The mini concert for students and their teachers was full of variety and included interaction with the performers to enhance the learning experience.

DOCOMO's Paris Branch will continue mécénat activities based on the reality of mobile phone use in Japan and France in order to teach the optimal use of mobiles phones and introduce the cultures of each country.

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 a society-wide issue.

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.

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, to create and distribute 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 books and texts and provides the recordings on the association's website. In fiscal 2011, recordings were made for "*Keitai-no Susume Raku Raku PHONE no Aru Tanoshii Mainichi* (Recommendation of Mobile Phones: 200 Enjoyable Lifestyles with Raku Raku PHONES (easy-to-use phones))."

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."

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 2011, blood drives were held August 24-26, 2011 and January 5-10, 2012. A total of 807 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 2011, 3,128,470 bottle caps were collected, which is the equivalent of vaccines for 3,910 people.

International Contribution Activities

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



Commemorative photo shoot after the award ceremony of the 21st "Voices of Japan-China Friendship: Japanese/Chinese Speech Contest"

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.

DOCOMO's Beijing Branch co-sponsored the 21st "Voices of Japan-China Friendship: Japanese/Chinese Speech Contest" held in April 2012 at Tianjin Foreign Studies University in Tianjin, China, and the 7th "Voices of Japan-China Friendship: All China Japanese Speech Grand Champion Contest," a nationwide contest. On the second day of the nationwide contest, 20 students selected from 460 universities in China with Japanese-language programs in place delivered passionate speeches on the theme "Never Give Up" in front of an audience of more than 300 people, competing to be No. 1 in China.

The Japanese/Chinese Speech Contest has a history dating back to 1989, and DOCOMO's Beijing Branch has been an annual co-sponsor since 2001. At the contest in 2012 we received a special contribution award and an honorable mention award from the host of the contest.

DOCOMO's Beijing Branch is actively participating in such events for youth, and helping to promote mutual understanding between Japan and China in the private sphere.

DOCOMO's Paris Branch Co-Sponsored a Japanese Language Speech Contest

In France, where Japanese culture has been widely enjoyed, the vitality of interaction based on an understanding of the Japanese language is indispensable for deepening mutual understanding. As in 2011, to foster mutual understanding and interaction between Japan and France, DOCOMO's Paris Branch co-sponsored the 6th All France Speech Contest, held at Maison de la culture du Japon à Paris in Paris in March 2012.

This contest is held annually to further foster Japanese-language education and learning in France. Many students and workers participate in the contest's two categories: middle/high school students and adults. The contest in March 2012 was heated, with 12 strong applicants who passed a preliminary selection from among many applicants fully showcasing the fruits of their daily learning.

At DOCOMO's Paris Branch, through co-sponsoring various events, we intend to promote mutual understanding and foster interaction between Japan and France.

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. Through this initiative, when customers exchange points for original DOCOMO merchandise, a portion of those points are donated to an organization engaging in social contribution activities.

When customers exchange 2,500 points for original DOCOMO merchandise, the initiative donates the equivalent of 500 points (500 yen) to the NGO Friends of the United Nations Asia-Pacific. The 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 July 2011, we added a new program to donate the equivalent of 500 points to the Basic Human Needs Association (BHN), an NPO, whenever customers exchange 3,000 points for original DOCOMO merchandise. Donations from DOCOMO are used for BHN's worldwide activities to improve lifestyle standards using information telecommunications technologies.

Amounts of Donations through Point Services in Fiscal 2011

- NGO Friends of the United Nations Asia-Pacific...5,650,000 points (equivalent to 5,650,000 yen)
- NPO Basic Human Needs Association (BHN)...2,409,000 points (equivalent to 2,409,000 yen)

Mobile Communication Fund Activities

Supporting Academic, Welfare and Other Various Fields Through the Mobile Communication Fund (MCF)

DOCOMO established an NPO, the Mobile Communication Fund (MCF), as a means to commemorate its 10th anniversary in 2002, and to contribute to society by supporting academia, social welfare and other fields.

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 outstanding research achievements and research papers on mobile communications technologies. Celebrating the 20th anniversary of NTT DOCOMO in fiscal 2012, we decided to show our appreciation to customers and society by subsidizing community groups that engage in conservation of the global environment.

Stakeholder's Voice



Miniature garden created
through play therapy

Saranokai Counseling House is an NPO that was established by a group of clinical psychologists to address and support people who need mental care. In Japan, as elsewhere, there are children who suffer abuse at the hands of their parents. In order to reach out to these children, and to help their parents stop the cycle of abuse, Saranokai Counseling House applied for a grant from MCF system in order to offer free 'play therapy.' 'Play therapy' is designed for continual use, in groups of three pairs of parents and children. Providing this therapy has been a meaningful experience for us, reminding us, through our interactions with the parents and children, of the preciousness of life.

Yaeko Hosoi, NPO Counseling House of SALA

DOCOMO Mobile Science Prize



Awards ceremony for
the 10th 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 2011, the 10th awards ceremony was held in Tokyo in October, with one recipient of the Excellence Award in advanced technology and basic science (with a 6 million yen prize) and two recipients of an Honorable Mention in the social science division (with a 2 million yen prize).

Scholarships for International Students from Asia



Commemorative photo shoot at
an interaction meeting for international students

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

The scholarships go to international students from Asia who are studying in Japan at their own expense and engaged in research related to information and communication technology. In fiscal 2011, we began providing scholarships to international students who are currently studying in a Japanese master's program (or first-term doctoral program), and for those who are scheduled to come to Japan from India, Bangladesh and the Philippines to study at a designated Japanese master's program (or first-term doctoral program). The scholarship lasts for two years and provides an annual stipend of 1.44 million yen.

Scholarships were awarded to a total of 21 international students in fiscal 2011. The MCF has provided support for 197 students to date.

Supporting Local Social Welfare Organizations and Community Groups



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 in income and information. In this regard, the MCF makes donations to organizations carrying out social welfare initiatives at the local level. In fiscal 2011, MCF donated a total of 23.5 million yen to 47 organizations.

To nurture next-generation human resources, we donated a total of 23,478,600 yen to 52 community groups that support childhood education.

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 2011, youth baseball clinics were held in Imakane in September and in Furano in October. Around 100 young athletes participated in each clinic.

Tohoku Regional Office



DOCOMO Tohoku Youth Girls and
Boys Futsal Tournament

At our Tohoku Regional Office, since fiscal 2004, we have held the DOCOMO Tohoku Youth Girls and Boys Futsal Tournament, to support the sound growth of children—who are the key to the next generation—through sports activities, and to deepen communication with local people. In December 2011, the eighth tournament was held at SHELLCOM SENDAI, where 12 boys' teams and 12 girls' teams representing each prefecture in the Tohoku region competed in heated matches.

Tokai Regional Office



Children receiving instruction from professional athletes

NTT DOCOMO's rugby team, the Red Hurricanes, as well as Y.F.C. JUBILO, Toyota Motor Verblitz and Suntory Sungoliath, all teams belonging to Japan's top rugby league, cooperated and held a junior rugby class for elementary school students at Nagoya Municipal Mizuho Park Rugby Stadium in December 2011. The rugby class, which was taught by the league's top players, was attended by 138 elementary school students.

In addition, we held sports classes for children in Gifu, Mie and Shizuoka prefectures, to deepen communications with local people.



Commemorative photo of junior rugby class participants

Hokuriku Regional Office



Baseball clinic and mobile phone safety class

At the Hokuriku Regional Office, we hold baseball clinics taught by ISHIKAWA MILLION STARS, a team belonging to the Baseball Challenge (BC) League, an independent professional baseball league.

At this clinic, both physical and mental training is provided, covering not only basic baseball techniques but also how to take care of baseball gear and train one's character. In 2011, a Mobile Phone Safety Class for children was held before the baseball clinic, teaching rules and manners for using mobile phones. In fiscal 2011, 30 such classes to teach both baseball and phone uses were held, with 1,054 participants.

Kansai Regional Office

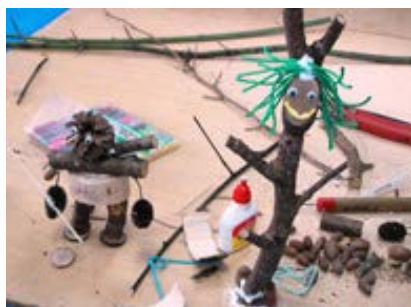


Children entering the field ready to fight for the championship cup

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 earned a promotion to the top league in the 2010-11 season. In fiscal 2011, a total of 15 clinics were held, and some 1,900 elementary, middle and high school students participated. In November, the 2nd DOCOMO Cup was held, with participation by some 450 elementary school students from 24 school teams in Osaka Prefecture. The championship match was held at Kintetsu Hanazono Rugby Stadium, a revered venue for high school rugby. 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

Local Elementary School Students and Their Parents Participate in Environmental Classes



Wood products made from forest thinning

In 2002, the Chugoku Regional Office started the "DOCOMO Aki Noro Woods" program as part of its environmental conservation activities, hoping to teach local children the importance and joy of nature through woodland experience. In fiscal 2011, 60 elementary school students and their parents participated in an environmental class, listened to *Mori-no Ohanashi* (a talk on the woods), followed by a quiz and a picture-story show, and participated in a woodworking class using leftover wood materials from tree thinning.



"Mori-no-Ohanashi"

Participated in a Sports Festival at Welfare Center for People with Disabilities



Opening ceremony of the futsal meet

In January 2012, a futsal meet for the handicapped was held as part of a sports festival held by the Hiroshima Welfare Center for People with Disabilities. Five employees from DOCOMO's Chugoku Regional Office participated in the festival, as volunteers to help operate the sports festival, and as players on teams that needed more participants.



A heated match

Shikoku Regional Office



Radio exercise in the courtyard of the DOCOMO Nishiki-cho building

Our Shikoku Regional Office values interaction with the local community, holding morning radio exercise sessions every year near the DOCOMO Nishiki-cho building, with the Shinbancho elementary school children's association.

In fiscal 2011, we opened our building's courtyard to the public on 10 mornings in July and August, where approximately 500 elementary school students and their parents enjoyed morning exercise in the refreshing sunshine.

Kyushu Regional Office



Participants receiving instruction from players

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 2011, the tour made three stops in Fukuoka. Instruction on rugby fundamentals and training methods were given to some 140 middle and high school students.

Employment and Compensation

Respecting Diversity and Fostering a Dynamic Workplace

DOCOMO respects diversity in its myriad forms—diversity of gender, age, nationality and values. We strive to create a corporate culture in which all employees can feel comfortable and secure in their jobs and demonstrate their aptitude regardless of their diverse attributes.

In order to create a pleasant, rewarding workplace, we are also working to enhance measures for supporting employee work-life balance. In 2008, DOCOMO obtained the Kurumin certification mark, which is provided by the Minister of Health, Labor and Welfare to enterprises that support measures to enhance the upbringing of the next generation, in accordance with the Act on Advancement of Measures to Support Raising Next-Generation Children.

Moreover, DOCOMO incorporates these ideas and initiatives 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.

Major Initiatives for Supporting Employee Work-Life Balance

- Arrange and enhance nursing care leave and Work from Home programs (the "Shortened working hours for childcare" scheme allows three optional work time patterns—4 hours, 5 hours and 6 hours; also, a flexible change in working hours is possible after taking leave.)
- Meet with employees beginning maternity or childcare leave
- Provide information via "thin client" terminals furnished to employees who take maternity leave and childcare leave.
- Hold seminars to support employees in balancing childcare/nursing care with career advancement.

Employee Data (NTT DOCOMO, INC.) • [1](#)

Number of Employees (as of March 31, 2012)

	Male	Female	Total
Employee count	8,981	2,072	11,053

Number of People Hired (FY2011)

	Male	Female	Total
Recent college graduates	175	69	244

Number of Job Leavers and Job Separation Ratio (only for voluntary termination) (persons, %) (FY2011)

	Male	Female	Total
Number of job leavers	77	33	110
Job separation ratio	0.6	1.5	0.8

Percentage of Male/Female Assistant Managers (corresponding to "chief" position) and Above (as of March 31, 2012) (%)

	Male	Female
Percentage of male/female managers (assistant manager and above)	95.0	5.0

Key Employee Data

	Male	Female
Average age (as of March 31, 2012)	39.0 years old	
Average years of continued service (excluding persons seconded out/in) (as of March 31, 2012)	16.7 years	
Average salary (FY2011)	8,132,000 yen	
Average total annual hours worked (FY2011)	1,881 hours	
Average overtime hours worked (FY2011)	218 hours	

Utilization of Various Leave Schemes (FY2011)

	Male	Female	Total
Maternity leave	0	164	164
Childcare leave	2	330	332
Shortened working hours for childcare	0	426	426
Return-to-work ratio of employees who took maternity or childcare leave	100%	100%	100%
Reemployment of childcare retirees	0	1	1
Nursing care leave	0	7	7
Shortened working hours for nursing care	0	2	2
Volunteer leave	177	33	210
Number of average paid holidays taken	17.3 days		
Percentage of paid holidays taken	86.7%		

• 1 Applies to NTT DOCOMO, INC.

Diversity Training through e-Learning

We conduct training in the form of e-learning in an effort to more fully establish diversity. In fiscal 2011, over 80% of targeted persons participated either in our training courses for managers with female subordinates, or training for all employees focusing on work-life balance at the workplace.

Major content of the e-learning program

■ Training for managers

The course curriculum included key points for communicating with female subordinates during interviews, and the importance of routinely establishing trustworthy work relationships. Specific examples are also discussed.

■ Training for all employees

The course curriculum focused on communicating the proper meaning of work-life balance, and encouraged participants to review their approach to work in accordance.

New Rehiring Program for Former Employees Wanting to Restart Their Careers

We have many former employees who have 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 is in effect 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 who have left 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 will be registered 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. In fiscal 2011, we hired 11 new non-Japanese employees. Consequently, as of the end of March 31, 2012, 67 foreign personnel were employed throughout the company, in Japan and overseas, including in the Global Business Division, the Research and Development Division, and the Corporate Marketing Division. In fiscal 2012, we plan to hire an additional 10 new foreign employees, as we continue to emphasize diversity in the hiring of both new graduates and mid-career professionals.

Temporary Employee Training and Work Scheduling

Not only regular employees but also 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 carefully control their working hours in real time on a daily basis. 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 individual 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 proactively hire people with disabilities.

There were approximately 209 employees with disabilities working at DOCOMO as of the end of March 2012, which represents 2.07% * 2 of our total workforce. The legal requirement is 1.80%.

Employees with Disabilities (as a percentage of total workforce) * 2

	March 31, 2011	March 31, 2012
Employees with disabilities	1.99%	2.07%

* 2 Applies to NTT DOCOMO, INC.

Opportunities Provided for Post-Retirement Age

The Career Staff System is a scheme for rehiring employees who have reached the mandatory retirement age. The system enables older employees to continue using their extensive experience and polished skills for the benefit of the company and society. Employees who declare their intent to be reemployed at their mandatory retirement age will be able to work until age 65.

Focusing on Communications to Enliven the Organization



Field visit by President Kato

DOCOMO focuses on communicating with employees and docomo Shop staff in order to create an open, dynamic working environment. For example, we conduct group field visits by the president and other officers on a regular basis. In fiscal 2011, the group exchanged opinions with employees and staff at branches, group companies, call centers and docomo Shops in Japan and overseas.

Furthermore, we conduct an employee attitude survey of all employees in the Group each year to gauge their views on a variety of issues toward creating a rewarding company. The survey results were as good as those for the previous fiscal year, and showed that the awareness of social contribution had improved considerably.

Professional Skill Development

Proactively Promoting Self-Development for Employees via Four Basic Policies

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

Specifically, we focus on on-the-job training to help employees acquire the knowledge and skills necessary to carry out business, but also promote employee growth through the effective support of self-development, providing an average of two days of off-the-job training per each employee.

As part of our employee training system, special interviews are generally held between employees and their superiors seven times throughout the year. During these interviews, the company duties and goals for each employee are identified, achievements and newly acquired skills/knowledge is confirmed, and the next stage of challenges for the employee are set. In addition to providing a chance to appropriately evaluate an employee's drive and conduct, these interviews are integral to employee development, helping to improve the quality of work and to support employees in realizing their dreams.

In fiscal 2011, aiming to tackle the new challenges of smartphone business, we conducted training to increase expertise, specialized skills and communication, all of which are necessary to promote smartphone development and sale, and global business activities. Going forward, we intend to continue strengthening employee development as we transform into an Integrated Service Company.

Basic Employee Development Policies

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.

Helping Employees to Develop Specialized Skills

We focus on 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. We work to enhance these programs whenever necessary. In fiscal 2011, seven new training courses were added. The new courses included creativity training to develop the creative thinking abilities needed to take on new business fields, as well as global training and global discussion training, both of which are aimed at nurturing human resources capable of being leaders on the global business front.

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 89 types of certification. In fiscal 2011, 941 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 formulate skill development plans for different areas of specialization to reinforce professional capability at each organization.

In fiscal 2012, we will reinforce employee skill development programs by providing our employees with opportunities to improve their skills and abilities, according to their field, as we transform into an Integrated Service Company.

Business Skills Development Programs

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

Global OJT to Cultivate Human Resources for Global Arena

DOCOMO conducts the Global OJT program, which targets employees with at least three years of continued service for dispatch for one year to overseas affiliated companies, subsidiaries, investee companies, partner companies and so on, for the purpose of developing human resources which can participate actively in global business fields. The dispatched employees hone not only their linguistic ability but also their business skills, such as international sensibility and business custom, through professional practice.

In fiscal 2011, we dispatched five employees to the United States, Great Britain, Singapore and Spain. The program was expanded in fiscal 2012, and we have already sent six employees to the United States, Great Britain, Singapore and Germany for one year, and two persons to India for three months. Tailored to the personal background of the respective employees, the training programs cover a wide variety of areas such as marketing, service planning and development, and provides employees with the opportunity to gain valuable experience.

Going forward, we will continue to carry out this program while taking into account business climates and trends, reviewing the companies to which our employees are sent.

Evaluations Give Managers Insight

Managers at various levels—department, office, branch, section, etc.—are evaluated once a year, by themselves and their superiors, colleagues and subordinates, in a "360-degree multifaceted" assessment. Assessments specifically address managers' abilities to develop a vision, coach, provide leadership and so on, in a multifaceted manner. The results of the evaluations are conveyed to the managers and their superiors. It serves to make managers aware of any discrepancies between how they perceive themselves and how they are perceived by others by making qualitative evaluations in the form of advice from others on both positive points and areas in need of work, in addition to quantitative evaluations based on a performance rating. The program is intended to improve awareness and hone managerial skills by encouraging clear insight among managers into the attitudes and behaviors expected of them.

In fiscal 2011, evaluations were held from December 2011 to February 2012, and there was an improvement in the evaluations given by superiors and subordinates, showing that the expected behavior of management has improved.

Managers have set firm goals for further improvement of behavior, and work to achieve these through continuous evaluations.

We intend to further promote a culture in which all employees take a professional interest in how others view and assess them.

Providing Opportunities to Support Employee Motivation

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. A total of around 1,500 employees had applied by the end of fiscal 2011, and of them around 200 are currently working in their department of choice.

Additionally, in order to promote personnel exchanges within the NTT Group, the Job Challenge program has also been established.

Honoring Employees Motivates Everyone

The DOCOMO Business Awards are conducted to honor employees who make exceptional contributions to business, so as to help raise employee motivation and promote smooth business administration. Awards are given out in four divisions. Marketing Awards, 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.

Respecting Human Rights at the Workplace

Preventing Discrimination and Harassment

We promote human rights awareness activities so as to create workplaces that respect human rights under the DOCOMO Human Rights Enlightenment Basic Policy.

Establishment of the Corporate Human Rights Enlightenment Committee

We established the Corporate Human Rights Enlightenment Committee as a companywide organization to promote human rights awareness. The committee formulates and manages human rights educational activities, as well as training measures and plans. Compliance Promotion Managers and Risk Compliance Leaders are also designated at the unit level for activities rooted in respective workplaces.

Human Rights Awareness Training

To further raise human rights awareness, we actively conduct training at each organization using e-learning and video materials, training suited to each career level (including executives), and training for Risk Compliance Leaders in charge of workplace promotion.

Starting with the basic question, "Why are corporations addressing human rights issues now?" the training courses teach participants about a broad range of subjects, including discrimination, sexual harassment, power harassment and language sensitivity.

Development of Human Rights Enlightenment Measures

We solicit human rights slogans and poster ideas from employees and give awards to exceptional entries in conjunction with Human Rights Week every year. In addition, we utilize an internal company website on human rights awareness to regularly publish the Human Rights Mini Knowledge Series, with important facts about human rights, as a tool for raising the awareness of all employees.

In fiscal 2012, we will distribute a self-check sheet to all employees to help them determine if their own words and deeds could be considered sexual or power harassment, as a strengthened initiative to prevent harassment in the workplace.

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 sends a message of respect for Human Rights to all employees every year. The message is intended to raise awareness of the subject by promoting understanding regarding the spirit and purport of the United Nations' Universal Declaration of Human Rights, and to ensure that all employees are familiar with human rights issues.

In fiscal 2011, we called on all employees to remind everyone of the importance of respecting human rights during DOCOMO's future business development. We will endeavor to further raise the awareness of human rights through the active conveyance of straightforward messages from top management.

Consulting Service for Human Rights and Harassment

DOCOMO has established point of contacts inside and outside of company channels for all employees, including temporary employees, to consult with when they have problems or concerns related to human rights and harassment.

These consultation desks protect the privacy of the employees who consult with them, while taking appropriate steps to resolve the problems and concerns. In particular, the point of contact outside of company channels is manned by counselors affiliated with an outside, specialized organization so as to ensure an environment which employees can avail of with total peace of mind.

In fiscal 2011, we worked to further increase awareness of the consultation desks by updating promotional posters displayed at workplaces, and clearly publicizing it as a resource which all employees can rely on.

Promoting Work-Life Balance

Interviews and Forums Help Employees Combine Work with Parenthood

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 before or after childbirth, his or her immediate manager specifically explains the childcare support programs. In addition, a three-party meeting is held with the employee, his or her immediate manager and the Diversity Development Office to eliminate any anxiety about balancing work and childcare after returning, and to raise awareness of career development. Additionally, the Win-d working group was established by women executives and managers to further support female employees. Win-d's meetings and workshops 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 2012, 18 women executives and managers participated in Win-d from our offices around the country, promoting activities designed to put the information and know-how gained at the conference to best use in individual local regions.

Seminars to Support Employees Balancing Work with Nursing Care

We hold seminars targeting employees to help them balance work with nursing care.

In January 2012, we held a seminar titled "Secret Tips for Balancing Work with Nursing Care: Let's Get through Nursing Care while Working by Making Maximum Use of the Nursing Care Insurance System." The seminar was attended by 139 employees who ranged in age from their 30s to their 50s, and included some employees currently engaged in nursing care as well as those preparing for future needs. Many participants appreciated the event saying that they learned basic knowledge of nursing care and better understood the actual circumstances of both the caregivers and those receiving nursing care services. Previously, we held a seminar in July 2011 titled "Risk Management in the Face of the Nursing Care Era," which targeted management, who are in a prime position to support employees.

DOCOMO will continue to conduct such initiatives to help employees improve their work-life balance.

Stakeholder's Voice



Takayuki Hanayama
Section Manager in charge
Diversity Development Office,
Human Resources Management
Department

Given the noticeable shortage of nursing care facilities in Japan, the balance of work and nursing care has become a serious problem for employees, primarily those in their 40s. The nursing care seminar in fiscal 2011 emphasized this issue for both general employees and management. For employees, the seminar indicated how to balance work and nursing care, and provided an outline of nursing care insurance. For management, the seminar focused on learning about the various risks expected as a result of the increasing number of employees who have nursing care problems at home, as well as solutions. One of the participants revealed that they visited their Community General Support Center the day after the seminar in order to apply for nursing insurance for their disabled parents. This example shows that the seminar is clearly effective as a means of employee support.

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. With DOCOMO's benefit programs, employees select the programs that they personally need or that best fit their lifestyles from a buffet of benefits.

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

Benefits and Life Planning: Major Initiatives and Achievements in Fiscal 2011

■ 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 2011, and 535 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 2011 and attracted 282 participants.

■ Life Design Office

This office provides information and advice to employees on drawing up life plans. It was utilized by 340 people in fiscal 2011.

[TOPICS] Signing the UN WOMEN'S EMPOWERMENT PRINCIPLES

DOCOMO is committed to realizing an ideal corporate culture and working environment under which women employees can meet the demands of home life, such as childbirth and child-raising, while also fulfilling their business duties at the company.

As part of such efforts, in November 2011, DOCOMO signed on to express its support of the WOMEN'S EMPOWERMENT PRINCIPLES—EQUALITY MEANS BUSINESS, which are advocated by the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), a UN organization that addresses the extension of women's participation in economic activities. These principles were formulated in 2010 jointly with the United Nations Global Compact as a guide to help corporations streamline existing policies or establish new policies and businesses so that women can participate in every level or field of economic activities. The UN Women and the United Nations Global Compact appeal to corporations and organizations around the world to sign onto these principles.

Following its signing of the principles, DOCOMO intends to further promote diversity throughout the Group.

Woman's Empowerment Principles

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work—respect and support human rights and nondiscrimination.
3. Ensure the health, safety and well-being of all women and men workers.
4. Promote education, training and professional development for women.
5. Implement enterprise development, supply chain and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

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](#). A point of contact outside of company channels for mental health care also has been established.

Major Initiatives for Mental Health Care

- * Self care: Mental health questionnaires and stress checks
 - * Line care: Various related training programs for managers
 - * Care by in-house health staff: Workplace monitoring, health checkups, follow ups, interviews with all employees, and meetings with and guidance to employees working long hours
- * 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 (FY2011)

In-person counseling	601
Direct telephone counseling	279
Reservation-based telephone counseling	44
Counseling via email, etc.	289

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 at headquarters.

The Safety & Health Committees, consisting of members from both management and labor, examine and deliberate on basic measures to prevent DOCOMO employees from being exposed to various dangers and health problems. The committees also promote improvements in the health and safety of the employees. The DOCOMO Safety Council and DOCOMO Safety Committee each consist of members from both management and labor, including those from telecom construction firms, and they share information to prevent accidents during work.

In fiscal 2011, the Safety & Health Committees worked to enhance awareness of and to share information on mental health conditions, and on the prevention of various accidents.

Communicating with Employees

President and Other Executives Visit Frontline Sales and Service Offices



Field visit by President Kato

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 2011, the president made visits to over 70 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 of 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 2011, as in the previous fiscal year, the president took field visits 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 Relationships Depend on Good Communication

Good relations between labor and management depend on good communications, so we have established a number of committees that meet regularly to discuss a range of issues and exchange views and opinions. Working conditions and other subjects are discussed by the Negotiation Committee; management policies and so on are discussed by the Management Council; reducing working hours and overtime, and promoting diversity, is discussed by the Work-Life Balance Committee; and promoting employee safety and health is discussed by the Safety & Health Committee.

Corporate Governance System

Prompt, Transparent, and Sound Business Management

DOCOMO recognizes the importance of effective corporate governance to enhance its corporate value on a continuous basis. Based on this recognition, we have a corporate governance system that increases the speed of management decision making and bolsters 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.

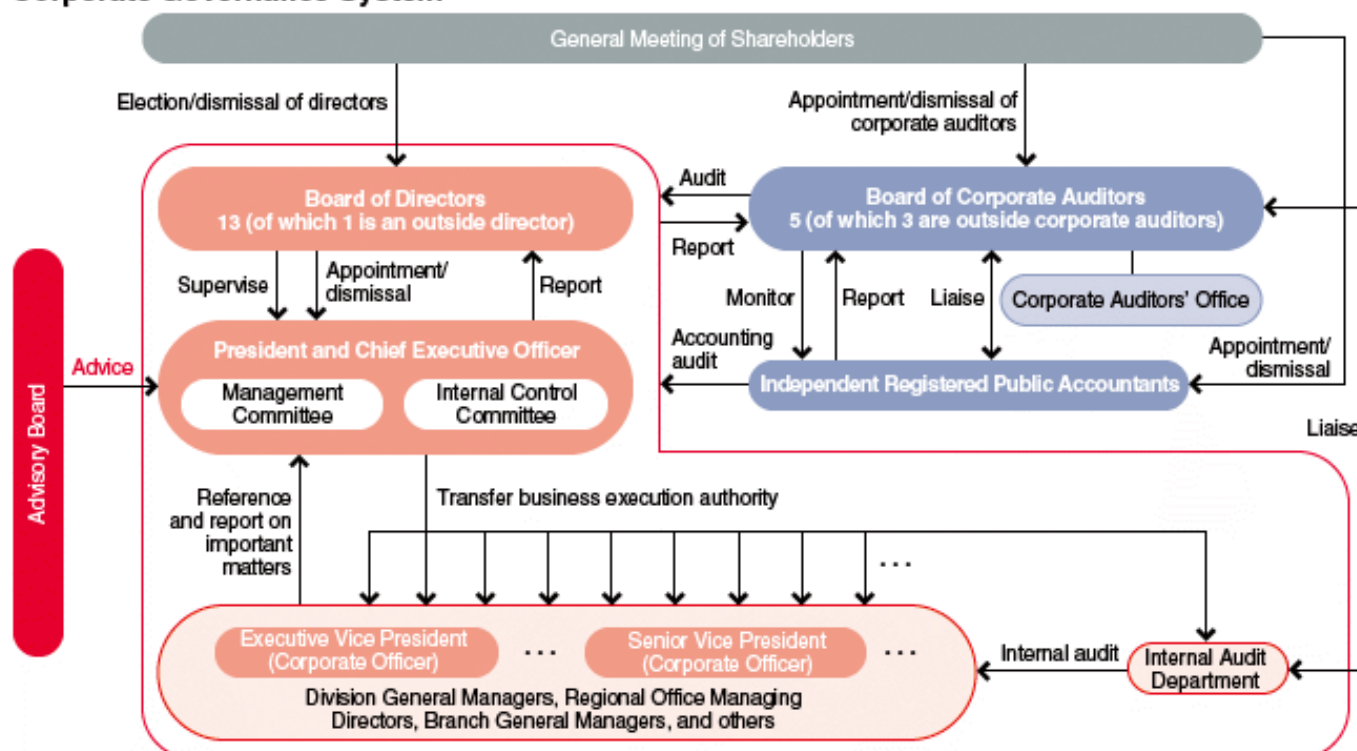
Specifically, corporate governance is maintained through the Board of Directors, which makes decisions on important business matters and supervises business execution by the directors, and the corporate auditors and Board of Corporate Auditors, which audit business execution by directors from a standpoint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



Stakeholder's Voice



Eiko Tsujiyama
Corporate Auditor
Professor of Accounting
Faculty of Business and
Commerce, Waseda University

As an outside inspector, in place of shareholders with little contact with company operations, I inspect decisions made by the board of directors for rationality and transparency. In addition to adherence to laws and social norms, I also give my opinion on business efficiency, and policies relating to improved business value and sustainability, and believe that NTT DOCOMO's governance system is effectively maintained and utilized. In the future I hope to continue to watch over NTT DOCOMO as it contributes to society, not only as a mobile company but as an important innovator in new communication cultures and lifestyles.

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. The term of both advisory boards is two years, during which the Japanese board meets every three months and the U.S. board meets semiannually. Advisory Board members include business executives, university professors and analysts, to ensure that the input received is broad-ranging and diverse.

Improving Internal Controls

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.

Furthermore, the Internal Audit Department conducts internal audits with the objective of contributing to the minimization of risk and increased corporate value for the entire DOCOMO Group. The department's work includes evaluating the effectiveness of the internal control system.

Compliance

Placing a High Priority on Compliance Because We Conduct Business of a Highly Public Nature

The NTT DOCOMO Group Code of Ethics was established in 2005. The Code of Ethics is composed of 10 articles, including those on legal and ethical compliance; securing the transparency of business operations through information disclosure; fair, open and free competition and trading based on the revised Subcontractor Act of 2004; and respect for employees' human rights. In November 2010, this code was partially revised to reflect the changing environment for DOCOMO at home and abroad, such as advanced globalization of business activities and the issuance of ISO 26000 on corporate social responsibility. The revised Code states that we respect various international norms, including those on human rights. In fiscal 2011 the NTT DOCOMO Group Code of Ethics Handbook, which is distributed to all group members, was revised in order to promote greater compliancy and awareness, and in fiscal 2012 a "duty to report," requiring all employees to cooperate in swift reporting of impropriety or scandal, was recognized as official company policy. Hereafter DOCOMO will continue to maintain its managerial emphasis on compliance, and to raise awareness for each employee.

NTT DOCOMO Group Code of Ethics (Established April 2005)

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

1. Legal and ethical compliance

We comply with the spirit and letter of all laws, regulations and rules, 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 compete and trade fairly, openly and freely in the Japanese and overseas markets.

7. Corporate citizenship 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 dedicate themselves to maintaining the Group's ethics system and fostering an awareness of the ethical standards and principles among all employees throughout the Group.

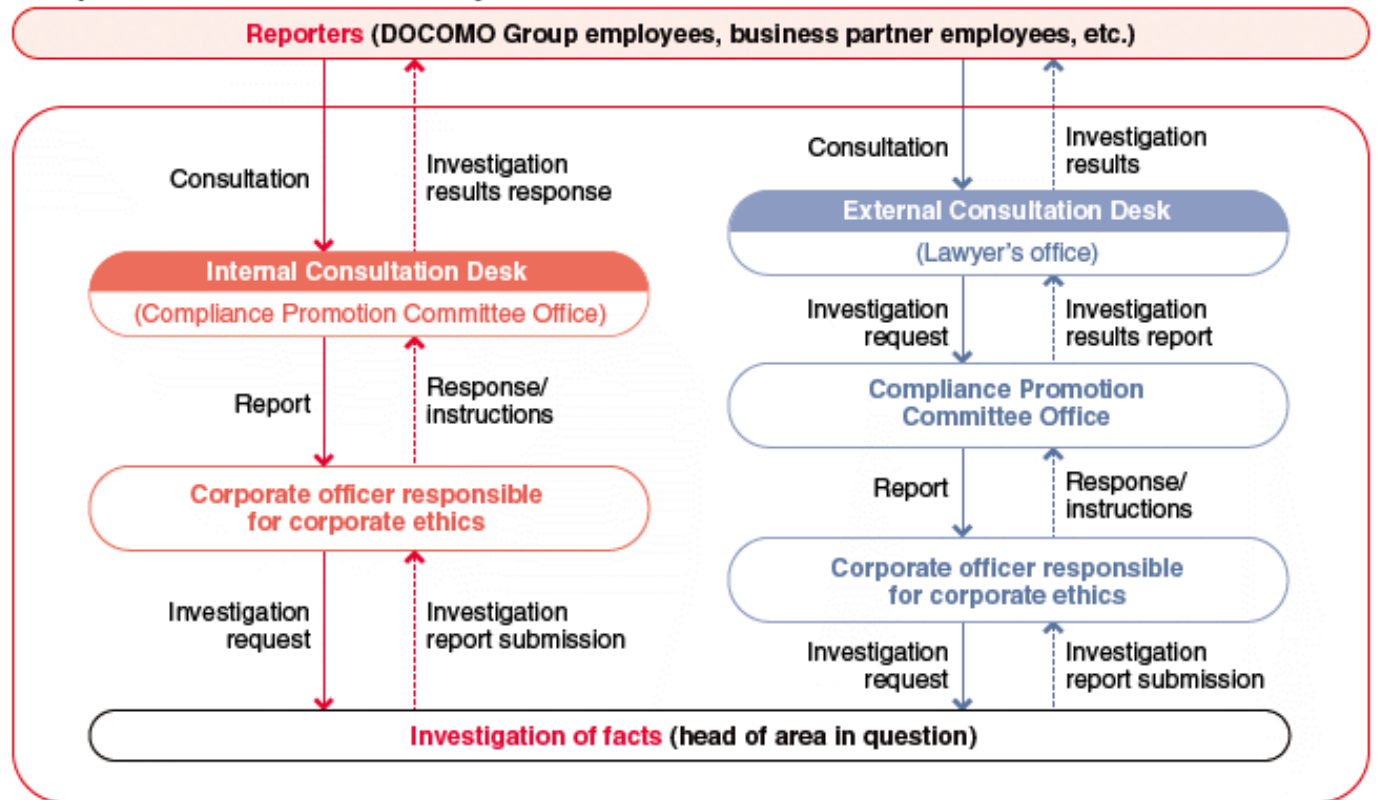
Compliance Starts with Top Management

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

In addition, DOCOMO has established reporting channels, both internal and external, for employees to disclose potential incidents of non-compliance. These Compliance Consultation Desks 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 2011, there were no major compliance issues. A poster to raise awareness about the Compliance Consultation Desks was updated to ensure that all employees can feel at ease about contacting the Desks.

Compliance Consultation Desk System



Ensure Continuous and Proper Training for Further Compliance



At compliance training

To raise awareness of compliancy among corporate officers and employees (including temporary staff), compliance training is held on a yearly basis.

For Risk Compliance Leaders, who are tasked with promoting compliance activities in their respective departments, training is provided to create a common awareness of the roles expected of the leaders and share information. A compliance seminar exclusively for DOCOMO executives, the presidents of Group companies and other members of upper management is also held. Furthermore, we regularly issue the Human Rights Mini-Knowledge Series, a Web-based human rights awareness tool for employees, as well as post specific cases of efforts to raise human rights awareness.

In fiscal 2011, compliance training continued in various forms. In addition, the top management delivered a message to encourage legal and ethical compliance to the employees of all Group companies. We will continue active efforts to raise the awareness of compliance, including the development of human resources, which play a key role in promoting compliance, and the awareness of human rights at workplaces.

Employee Survey on Compliance and Human Rights

In fiscal 2011, a survey was conducted in October to ascertain levels of awareness in relation to compliance and human rights for all Group employees, including temporary staff, amounting to around 40,000 persons.

The survey findings indicated an overall high level of compliance and human rights awareness. Regarding the understanding of "communication/consultation" and "corporate culture," the scores improved, but further effort to raise awareness was found necessary.

Based on these findings, in fiscal 2012 we will continue efforts to enhance a sense of ethics for individual employees, promote communication at the workplace and provide information on compliance and human rights.

Risk Management

Risks Addressed Based on Risk Management Principles

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

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

Business Continuity Plan (BCP) Formulated to Ensure Prompt Disaster Responses

As a communications network operator, it is our important responsibility to secure communications networks when disaster strikes. In order to ensure the continuity of operations or, in the event that service is lost, to quickly restore operations to working order, DOCOMO sets protocol for which operations must be maintained in the event of a disaster for each respective department in its Disaster Preparedness Manual.

The Disaster Preparedness Manual has been updated as needed, based on past experience, including lessons learned from the Great East Japan Earthquake, to reinforce our preparedness for ensuring business continuity.

Thorough Information Security Beginning with Privacy Protection

DOCOMO has been entrusted with the personal information (customer information) of approximately 60 million people. 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 training for corporate officers, employees, temporary staff and staff at docomo Shops.

In fiscal 2011, we continued to carry out e-learning programs for all employees of DOCOMO, including supervisors, to reconfirm the importance of confidential information, including customer information, and compliance for information security. For employees in supervisory positions, additional training was given to instruct them on how to realize and continue compliance with information management rules, thereby ensuring that they reconfirm their duties for information security and raise their security consciousness. Furthermore, we delivered *Security News*, a booklet that specifies the information management rules, to all Group companies and sales representatives around the nation. To docomo Shops, we additionally delivered the Information Management Handbook 2012, which describes basic procedures and rules for managing customer information, and the Handbook for Handling Customer Information, a tool for docomo Shop staff.

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 the Personal Information of our Customers](#)

Stable Information System Operations Year Round

Information systems are critical infrastructure that support day-to-day business operations, such as customer information management, service order processing (requests, launch, discontinuation and termination), billing processing (calculation, charge and collection), and management control.

To secure the stable operation of these information systems, they are monitored 24 hours a day, 365 days a year, to check for any adverse effects and/or disrupted operations attributable not only to their software and hardware but also to 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. In addition, disaster preparedness drills are conducted every year.

In fiscal 2011, we reviewed our conventional disaster preparedness measures based on the experience of the Great East Japan Earthquake. As a result, we formulated a plan for constructing a new backup center, which is scheduled to initiate operations in the third quarter of fiscal 2012.

To advance efforts toward the stable operation of information systems and continued improvement of information security, we have continually acquired ISO 27001 certification (Information Security Management System) since March 2003.

24-Hour Monitoring and Backup Centers for Stable Operation of i-mode and sp-mode Centers

Monitoring is conducted on a 24-hour basis to quickly detect and respond to any trouble that may occur at i-mode and sp-mode Centers, which are a form of social infrastructure. The i-mode Center has a backup center to ensure stable operations in the event of a fire or other disaster in the building that houses the main equipment.

In fiscal 2012, we plan to complete the construction of a backup center for the sp-mode Center.

Reinforcement of Disaster Preparedness at Call Centers

DOCOMO has reinforced its measures to prepare for the various kinds of disasters that could occur at its call centers and to deliver stable customer services.

In October 2011, we created and began application of the Disaster Preparedness Manual (Part; Call Centers), which prescribes the disaster response policy and contact system common to all call centers, including the docomo Information Center for general customer services, the 113 Center for inquiries about failure and area information and the Mobile Phone Protection & Delivery Service Center. This manual specifies "disaster preparedness" in such respects as evacuation planning, the preparation of goods and tools, and the selection and training of people responsible for emergency communication; "responses in the event of a disaster," including the policy of business operations in emergencies, confirmation of employee safety, emergency contact systems and announcements to customers; as well as responses in the event of a power outage. Based on the manual, we conduct drills to ensure prompt disaster responses, such as transferring inquiries that come to disaster-stricken call centers to other call centers and simultaneously confirming the operating status of all call centers via email.

As part of the efforts to reinforce disaster preparedness, we set up the Night Call Center and the Mobile Phone Protection & Delivery Service Center in the Kansai region in August 2011 for the dispersion of risk in contingencies.

The Night Call Center is available from 8 p.m. to 9 a.m. the following morning and handles such requests as discontinuing and resuming service due to the loss of mobile phones and unlocking the "Omakase-Lock service." Previously, the only Night Call Center existed in Tokyo. The Mobile Phone Protection & Delivery Service Center handles requests for compensation for such problems as wet, damaged, lost and/or malfunctioning mobile phones. In addition to several centers already in operation in the Kanto region, the Mobile Phone Protection & Delivery Service Center has established in the Kansai region.

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.

As the Law Concerning Special Measures against an Influenza Epidemic was promulgated on May 11, 2012, we are going to review our action plan and various countermeasure manuals in line with the national and prefectural governments' action plans based on said Law.

Regular Business Continuity Drills for Employee Safety

In the event of a large earthquake or other disaster, it is important to "ensure the safety and security of employees" and "identify and secure the range of services to be provided for business continuity."

Therefore, we developed a system for confirming the safety of all employees of the DOCOMO group and conduct quarterly drills on use of the system.

The system automatically sends a text message to the mobile email address preregistered by each employee, inquiring about the safety of the employee. Upon receiving the message, the employee sends a reply, indicating his/her own safety.

Through repeated drills, we have 1) increased the promptness of the reply, 2) detected and corrected any incorrect registration of mobile email addresses and 3) confirmed alternative measures in the case of no reply.

In the most recent drill, which was conducted on August 28, 2012, we confirmed the safety of 99.7% of all employees as of 5 p.m. the same day.

We will continue to perform these drills on a periodic basis to raise the consciousness of each employee so that he or she can take prompt action in case of emergencies.

Responsibilities to Shareholders and Investors

Returning Profits to Shareholders

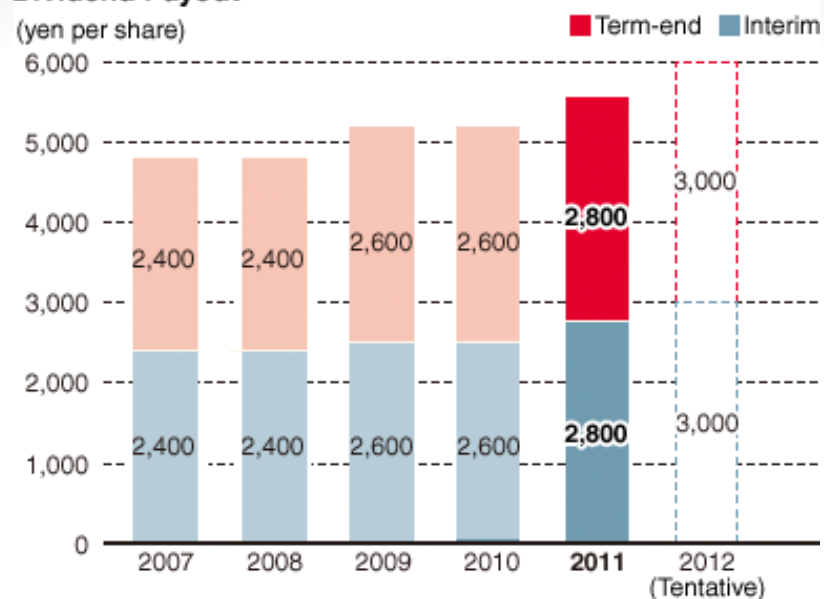
NTT DOCOMO considers that providing adequate returns to shareholders is one of the most important issues in corporate management and plans to pay dividends in a stable manner by taking into account its consolidated results and consolidated dividend payout ratio, while striving to strengthen its financial position and secure internal reserves.

The Company also takes a flexible approach regarding share repurchases in order to return profits to shareholders. The basic approach regarding the level of treasury stocks resulting in 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.

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.

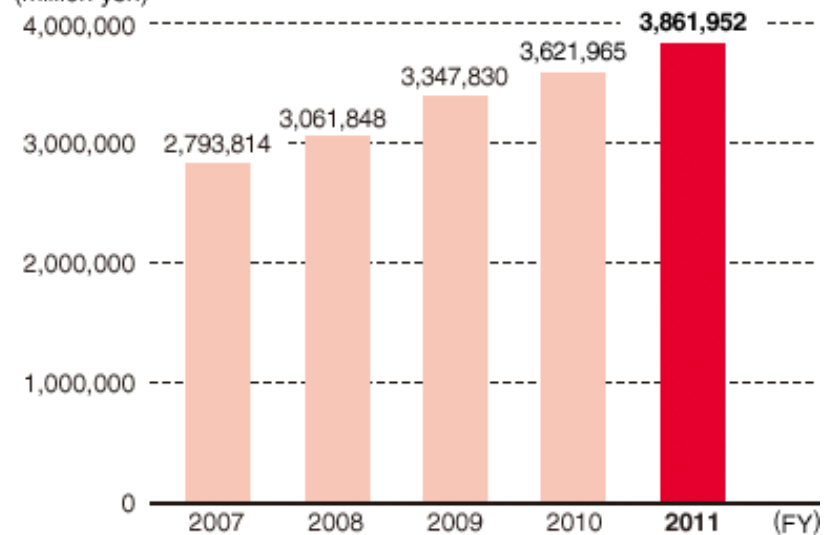
Dividend Payout

(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 Evaluations

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 FY2011

1. Recognized for excellence in corporate disclosure at the 2011 Awards for Excellence in Corporate Disclosure sponsored by the Securities Analysts Association of Japan (October 2011)
2. Awarded Third Prize by Nikko Investor Relations Co., Ltd.'s ranking of listed company websites (November 2011)
3. Awarded Grand Prize by Daiwa Investor Relations Co., Ltd. in its 2011 Internet IR Best Company Awards (November 2011)
4. Ranked No. 2 in Gomez Investor Relations Site Ranking 2012 by Gomez Consulting Co., Ltd. (March 2012)

CSR Data Sheets

Assorted Data

Category	Data
Economic	▶ Operating Revenues (Sales)
	▶ Operating income/Net income attributable to NTT DOCOMO, Inc.
	▶ Income Statement
	▶ Mobile phone subscriptions/cancellation rate
	▶ Expenses by Stakeholders
	▶ Average salary(NTT DOCOMO)
	▶ Dividend Payout
	▶ Internal Reserves
Environmental	▶ Environmental Protection Costs
	▶ Environmental Protection Benefits
	▶ Economic/Practical Benefits of Environmental Protection Measures
	▶ Electricity Consumption
	▶ CO₂ Emissions by Energy Source
	▶ Other Greenhouse Gas Emissions
	▶ Paper Use
	▶ Waste Disposal
	▶ Final Waste Disposal
	▶ Recycling of Waste Materials from Telecommunications Facilities
	▶ Water consumption
	▶ Product Packaging Use
	▶ Used Mobile Phone Collection
	▶ Principal Resources Recycled through Used Mobile Phone Collection

Category	Data
Social	Customer Related
	▶ Number of Calls to the docomo Information Center
	▶ Number of FOMA Base Stations
	▶ Change in the Number of Customer Visits
	▶ WORLD WING Mobile Phone Subscriptions
	▶ Countries/Regions with DOCOMO Service Availability
	▶ Population Coverage of Xi
	▶ Number of Repair and Service Centers
	▶ Number of Mobile Phone Safety Classes Held and Participants
	Business Partner Related
	▶ Number of docomo Shops
	Employee Related
	▶ Number of Employees (Consolidated)
	▶ Number of Employees (NTT DOCOMO)
	▶ Number of People Hired (NTT DOCOMO)
	▶ Number of Job Leavers and Job Separation Ratio (NTT DOCOMO)
	▶ Percentage of Male/Female Assistant Managers and Above(NTT DOCOMO)
	▶ Average Age (NTT DOCOMO)
	▶ Average Years of Continued Service (NTT DOCOMO)
	▶ Average Salary (NTT DOCOMO)
	▶ Average Total Annual Hours Worked (NTT DOCOMO)
	▶ Average Overtime Hours Worked (NTT DOCOMO)
	▶ Utilization of Various Leave Schemes (NTT DOCOMO)
	<ul style="list-style-type: none"> ▪ Maternity Leave ▪ Childcare Leave ▪ Shortened Working Hours for Childcare ▪ Return-to-Work Ratio of Employees who Took Maternity or Childcare Leave ▪ Reemployment of Childcare Retirees ▪ Nursing Care Leave ▪ Shortened Working Hours for Nursing Care ▪ Volunteer Leave ▪ Number of Average Paid Holidays Taken ▪ Percentage of Paid Holidays Taken
	▶ Employees with Disabilities (NTT DOCOMO)
	▶ Number of Counseling Sessions Held
	Shareholder/Investor Related
	▶ Dividend Payout
	▶ Internal Reserves

GRI Guidelines and Corresponding Report Sections

1. Strategy and Analysis

Indicator		ISO 26000 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 Special Feature I: Contributing to Society through the Creation of New Value "SMART for GREEN 2020" Environmental Vision for FY2020 Environmental Targets

2. Organizational Profile








Indicator		ISO 26000 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	Corporate Profile
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
2.8	Scale of the reporting organization, including: <ul style="list-style-type: none"> * Number of employees; * Number of operations; * Net sales (for private sector organizations) or net revenues (for public sector organizations); * Total capitalization broken down in terms of debt and equity (for private sector organizations); and * Quantity of products or services provided. 		Corporate Profile
2.9	Significant changes during the reporting period regarding size, structure, or ownership including: <ul style="list-style-type: none"> * The location of, or changes in operations, including facility openings, closings, and expansions; and * Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations). 		not applicable
2.10	Awards received in the reporting period.		Top-Level Commitment Assessment of Efforts to Raise Customer Satisfaction Preventing Global Warming Employment and Compensation Responsibilities to Shareholders and Investors Evaluations by Outside Parties

3. Report Parameters

Indicator		ISO 26000 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	<p>Process for defining report content, including:</p> <ul style="list-style-type: none"> • Determining materiality; • Prioritizing topics within the report; and • Identifying stakeholders the organization expects to use the report. <p><i>Include an explanation of how the organization has 12288; applied the 'Guidance on Defining Report Content', the associated Principles and the Technical Protocol: 'Applying the Report Content Principles'.</i></p>		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 Environmental Impacts of Business Activities
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

Indicator		ISO 26000 section	Link
GRI content index			
3.12	Table identifying the location of the Standard Disclosures in the report.		GRI Index MOE Guidelines Index ISO 26000 Core Subjects Index
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	ISO 26000 section	Link
Governance			
4.1	<p>Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.</p> <p><i>Describe the mandate and composition (including number of independent members and/or non executive members) of the highest governance body and its committees, and indicate each individual's position and any direct responsibility for economic, social, and environmental performance.</i></p> <p><i>Report the percentage of individuals by gender within the organization's highest governance body and its committees, broken down by age group and minority group membership and other indicators of diversity. Refer to definitions of age and minority group in the Indicator Protocol for LA13 and note that the information reported under 4.1 can be cross referenced against that reported for LA13.</i></p>	6.2	 <u>Management System</u>  <u>Corporate Governance System</u>
4.2	<p>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).</p>	6.2	 <u>Corporate Governance System</u>
4.3	<p>For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.</p> <p><i>State how the organization defines 'independent' and 'non-executive'. This element applies only for organizations that have unitary board structures. See the glossary for a definition of 'independent'.</i></p>	6.2	 <u>Corporate Governance System</u>
4.4	<p>Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.</p>	6.2	 <u>Corporate Governance System</u>
4.5	<p>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).</p>	6.2	 <u>Corporate Governance System</u>
4.6	<p>Processes in place for the highest governance body to ensure conflicts of interest are avoided.</p>	6.2	 <u>Corporate Governance System</u>

Indicator		ISO 26000 section	Link
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	6.2	Corporate Governance System
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	Management System 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	Management System CSR Goals and Achievements Environmental Management Systems

Indicator	ISO 26000 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	Management System Environmental Management Systems Corporate Governance System Compliance Risk Management
4.12 Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	6.2	Editorial Policy Promoting Work-Life Balance
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	Radio Wave Safety Promoting Resource Efficiency and Recycling
Stakeholder Engagement		
4.14 List of stakeholder groups engaged by the organization. <ul style="list-style-type: none"> • Civil society; • Customers; • Local Communities; • Shareholders and providers of capital; • Suppliers; and • Employees, other workers, and their trade unions. 	6.2	Communicating with Stakeholders
4.15 Basis for identification and selection of stakeholders with whom to engage.	6.2	Communicating with Stakeholders
4.16 Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	6.2	Communicating with Stakeholders
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	For Customers For Environmental Protection For Business Partners For Society For Our Employees Responsibilities to Shareholders and Investors

5. Management Approach and Performance Indicators

Economic

Indicator		ISO 26000 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	Corporate Governance System Responsibilities to Shareholders and Investors Economic Relationships with Our Stakeholders
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 by gender compared to local minimum wage at significant locations of operation.	6.3.7 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	Working with Other Businesses Economic Relationships with Our Stakeholders
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		ISO 26000 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 Special Feature 1: Contributing to Society through the Creation of New Value Research and Development on Products and Services For Society
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		ISO 26000 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 "SMART for GREEN 2020" Environmental Vision for FY2020 Environmental Targets and Achievement Basic Philosophy, DOCOMO Global Environmental Charter Environmental Management Systems Promoting Green Procurement
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		ISO 26000 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	Special Feature I: Contributing to Society through the Creation of New Value "SMART for GREEN 2020" Environmental Vision for FY2020 Preventing Global Warming Helping Prevent Global Warming
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		ISO 26000 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 Preservation 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 6.8.3	▶ "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		ISO 26000 section	Link
Aspect: Emissions, Effluents, and Waste			
EN16	Total direct and indirect greenhouse gas emissions by weight.	6.5 6.5.5	 Environmental Impacts of Business Activities
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	 "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	NOx, SOx, 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	not applicable
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	not applicable
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 6.5.3 6.5.4 6.5.6	

Indicator		ISO 26000 section	Link
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	▶ Special Feature I: Contributing to Society through the Creation of New Value ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Helping Prevent Global Warming ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	6.5 6.5.3 6.5.4 6.7.5	▶ 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	not applicable
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		ISO 26000 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 For Our Employees
Aspect: Employment			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	6.4 6.4.3	Employment and Compensation
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	6.4 6.4.3	Employment and Compensation
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
LA15	Return to work and retention rates after parental leave, by gender.	6.4 6.4.4	Employment and Compensation
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		ISO 26000 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 workrelated fatalities by region and by gender.	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 gender, and 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, by gender.	6.4 6.4.7	
Equal Remuneration for Women and Men			
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	6.3.7 6.3.10 6.4 6.4.3 6.4.4	

Human Rights



Indicator		ISO 26000 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 Employment and Compensation Respecting Human Rights at the Workplace Working with Other Businesses Compliance
Aspect: Investment and Procurement Practices			
HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening.	6.3 6.3.3 6.3.5 6.6.6	
HR2	Percentage of significant suppliers, contractors and other business partners that have undergone human rights screening, 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 corrective actions taken.	6.3 6.3.6 6.3.7 6.3.10 6.4.3	
Aspect: Freedom of Association and Collective Bargaining			
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or 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	

Indicator		ISO 26000 section	Link
Aspect: Child Labor			
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	6.3 6.3.3 6.3.4 6.3.5 6.3.7 6.3.10 6.6.6	 Working with Other Businesses
Aspect: Forced and Compulsory Labor			
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	6.3 6.3.3 6.3.4 6.3.5 6.3.7 6.3.10 6.6.6	 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	not applicable
Assessment			
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	6.3 6.3.3 6.3.4 6.3.5	
Improvement			
HR11	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms.	6.3 6.3.6	

Indicator		ISO 26000 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	Percentage of operations with implemented local community engagement, impact assessments, and development programs.	6.3.9 6.8 6.8.3 6.8.9	
SO9	Operations with significant potential or actual negative impacts on local communities.	6.3.9 6.5.3 6.5.6 6.8	
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	6.3.9 6.5.3 6.5.6 6.8	
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	
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	not applicable
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	not applicable

Product Responsibility

Indicator		ISO 26000 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 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	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	Maintaining Product Safety
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	Assessment of Efforts to Raise Customer Satisfaction

Indicator		ISO 26000 section	Link
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	 Communicating with Customers  Improving Products and Services from the Customers' Viewpoint
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	not applicable
Aspect: Customer Privacy			
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	6.7 6.7.7	not applicable
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	not applicable

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 Environmental Targets and Achievements
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 and Achievements
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

Indicator		Link
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)	
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)	not applicable

Indicator		Link
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) 	Environmental Impacts of Business Activities Reducing Waste
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 Environmental Targets and Achievements
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	
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

Indicator		Link
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	<p>▶ Special Feature I: Contributing to Society through the Creation of New Value</p> <p>▶ "SMART for GREEN 2020" Environmental Vision for FY2020</p> <p>▶ Environmental Targets and Achievements</p> <p>▶ Preventing Global Warming</p> <p>▶ Reducing Waste</p> <p>▶ Helping Prevent Global Warming</p> <p>▶ Promoting Resource Efficiency and Recycling</p> <p>▶ Developing Eco-Friendly Mobile Phones</p>
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	
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	<p>▶ "SMART for GREEN 2020" Environmental Vision for FY2020</p> <p>▶ Basic Philosophy, (DOCOMO Global Environmental Charter)</p> <p>▶ Promoting Resource Efficiency and Recycling</p> <p>▶ Developing Eco-Friendly Mobile Phones</p> <p>▶ Biodiversity Preservation Initiatives</p>

Indicator		Link
MP-10: Status of environmental communication		
a.	Policy, targets, plans, status of initiatives, and results related to environmental communication	▶ 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	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets and Achievements ▶ Helping Protect the Environment ▶ Major Initiatives of DOCOMO Regional Offices (Contributing to the Environment)
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	▶ Special Feature I: Contributing to Society through the Creation of New Value ▶ Environmental Targets and Achievements ▶ Helping Prevent Global Warming ▶ Promoting Resource Efficiency and Recycling ▶ Developing Eco-Friendly Mobile Phones
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 and Achievements ▶ 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
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 and Achievements ▶ 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

Indicator		Link
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
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 and Achievements 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) <ul style="list-style-type: none"> * Amount of recycled water (in principle, cooling water is not included) * Use of recycled wastewater 	Environmental Impacts of Business Activities
OP-5: Total amount of manufactured products or sales		
a.	Total amount of manufactured products or that of sold commodities	

Indicator		Link
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 ▶ Environmental Targets and Achievements ▶ 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
c.	Breakdown by type of the amount (converted to tons of CO ₂) of greenhouse gas emissions (six substances subject to the Kyoto Protocol)	
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	

Indicator		Link
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	
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	"SMART for GREEN 2020" Environmental Vision for FY2020 Environmental Targets and Achievements 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

Indicator		Link
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	Special Feature I: Contributing to Society through the Creation of New Value For Society
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

ISO 26000 Core Subjects 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 Management System CSR Goals and Achievements Corporate Governance System	1.1, 1.2, 2.3, 3.13, 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, HR10, HR11
Issue 1	Due diligence	6.3.3	Respecting Human Rights at the Workplace Working with Other Businesses Compliance	HR1, HR2, HR5, HR6, HR7, HR10
Issue 2	Human rights risk situations	6.3.4	Working with Other Businesses	HR5, HR6, HR7, HR10
Issue 3	Avoidance of complicity	6.3.5	Working with Other Businesses	HR1, HR2, HR3, HR5, HR6, HR7, HR8, HR10
Issue 4	Resolving grievances	6.3.6	Improving Our Coverage Area	HR4, HR9, HR11
Issue 5	Discrimination and vulnerable groups	6.3.7	Employment and Compensation	EC5, 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, SO9, SO10, 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, LA15
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, LA15
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, EN25, EN27, SO9, SO10
Issue 2	Sustainable resource use	6.5.4	▶ "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 Preservation Initiatives	EN11, EN12, EN13, EN14, EN15, EN25, SO9, SO10

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Fair operating practices		6.6		SO2, SO3, SO4, SO5, SO6, SO7, SO8
Issue 1	Anti-corruption	6.6.3	▶ Compliance	SO2, SO3, SO4, SO8
Issue 2	Responsible political involvement	6.6.4		SO5, SO6
Issue 3	Fair competition	6.6.5	▶ Compliance	SO7
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, HR6, HR7, HR8, PR1, PR2
Issue 5	Respect for property rights	6.6.7		EC9, HR9, SO7, SO8

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	▶ Communicating with Customers ▶ Improving Products and Services from the Customers' Viewpoint ▶ Easy-to-Understand Billing Plans	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 ▶ Improving Products and Services from the Customers' Viewpoint ▶ 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	▶ Improving Our Coverage Area ▶ Ensuring Communications Stability	EC9, PR5
Issue 7	Education and awareness	6.7.9	▶ 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, SO9, SO10
Issue 1	Community involvement	6.8.3	▶ Special Feature I: Contributing to Society through the Creation of New Value ▶ For Society	EC1, EC8, EN14, LA8, SO1, 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
Issue 4	Technology development and access	6.8.6	▶ Special Feature I: Contributing to Society through the Creation of New Value ▶ Utilizing ICT to Help Solve Issues Faced by Our Society	EC8, EC9
Issue 5	Wealth and income creation	6.8.7	▶ Mobile Communication Fund Activities	EC1, EC6, EC7, EC8, EC9, SO8
Issue 6	Health	6.8.8	▶ Social Welfare Activities	LA8
Issue 7	Social investment	6.8.9	▶ Improving Our Coverage Area ▶ Ensuring Communications Stability	EC1, EC8, EC9

Third Party Comment

Opinions about CSR report



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Junichi Mizuo

Junichi Mizuo, in addition to serving as a university professor, is vice chairman of the Japan Association for Performance Excellency, standing director of the Japan Society for Business Ethics Study, senior researcher of the Business Ethics Research Center and an honorary former employee of Shiseido Co., Ltd. In 2010, he was a doctoral visiting scholar at the University of London. Mizuo has authored many books, including *Gyakkyo Keiei Nanatsu no Hosoku* (Seven Management Principles for Times of Adversity, Asahi Shinsho) and *CSR de Keiiryoku wo Takameru* (How CSR Can Improve Business Performance, Toyo Keizai Inc.).

What I Evaluate Highly

NTT DOCOMO deserves high evaluation as a leading company that helps to resolve social problems and enables stakeholders to achieve their hopes and dreams.

The printed and online versions of the NTT DOCOMO Group's CSR Report, as well as its corporate vision "Pursuing Smart Innovation: HEART," give me the strong impression that the company is highly consciousness of its responsibilities towards a wide range of stakeholders, including customers, society and employees.

For example, the featured stories fully disclose what NTT DOCOMO is doing to create and share new value in five areas—health/medical care, environment/ecology, finance/payment services, education, and safety/security. Under the CSV (Creating Shared Value) concept, the company is helping to create a society of aspirations, comfort and enjoyment—a concept I've been advocating—through partnership with a wide range of stakeholders.

Furthermore, the report shows NTT DOCOMO's active efforts to ensure disaster preparedness and support recovery from the Great East Japan Earthquake—two of the most important challenges Japan faces. Such commitment represents a substantial contribution to safety and security in our society.

Reflecting these efforts, NTT DOCOMO has been placed in the top level of Nikkei Inc's NICES ranking of Japanese corporations for two years in a row. To use one of my favorite expressions to describe the report, "A good company should provide aspirations, comfort and enjoyment. Safety first and peace of mind next." So, it is an excellent report that reveals NTT DOCOMO's value-creation initiatives in the past, now and in the future.

Expectations for Future Efforts

I hope NTT DOCOMO will undertake a company-wide initiative to facilitate innovation through CSR, ultimately for higher sustainability.

For companies to facilitate innovation, inevitably they must take an across-the-board approach involving both management and all employees. Consequently, they must look beyond their current corporate visions to set ultra-long-term CSR targets for both 2030 and 2050. Then they need to think backward from those targets and draw up roadmaps that show what they need to do, by when and to what extent. This would enable stakeholders to visualize what a good company really is.

Based on such a roadmap, management can hold CSR design meetings to determine the company's direction and then reflect this vision in long-term, midterm and annual business plans of the company and each division. This would help develop feasible, concrete strategies. In addition, training programs that involve employees in the strategy would lead to shared values and sustainable development.

Given that NTT DOCOMO has achieved the top level of Nikkei Inc's NICES ranking for two years in a row, I strongly hope it will demonstrate its leadership as an excellent role model in Japan for global companies aiming to achieve CSR innovation worldwide.

Evaluations by Outside Parties

CSR Evaluations by Outside Parties (as of March 31, 2012)

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



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



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 constituent of the Ethibel Sustainability Index Excellence Global, an index created by the independent Belgium-based SRI advisory agency Forum ETHIBEL.

Overall No.1 in Nikkei Inc.'s NICES Ranking

In the 2011 edition of Nikkei Inc.'s NICES ranking of Japanese corporations, DOCOMO received the overall No.1 ranking. In addition to business performance, the NICES rankings judge corporations according to a broad range of criteria, including items such as consumer awareness or employee work environments.

Editorial Policy

Editorial Points

DOCOMO issues an annual CSR Report via its website to further dialogue with stakeholders. This report (website) summarizes DOCOMO's philosophy and initiatives relating to corporate social responsibility (CSR).

The 2012 report contains two special features, one on the creation of new value and social contribution via the mobile phone industry, and another, following the Great East Japan Earthquake and its significant effect on society, on disaster preparedness and our recovery efforts for affected areas. Other major initiatives are organized according to concerned stakeholders.

Additionally, information relating to DOCOMO's business activities is also disclosed in the 2012 Annual Report.

Period Covered

The report generally covers fiscal 2011, which is from April 1, 2011 to March 31, 2012, although some information pertains to time periods before or after fiscal 2011.

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 function sharing subsidiaries and other subsidiaries. In special cases, the names of applicable companies are clearly identified.

25 Function Sharing Subsidiaries (as of March 31, 2012)

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

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Prev. publication: November 2011

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Reference Guidelines

- * *Sustainability Reporting Guidelines Version 3.1*, 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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