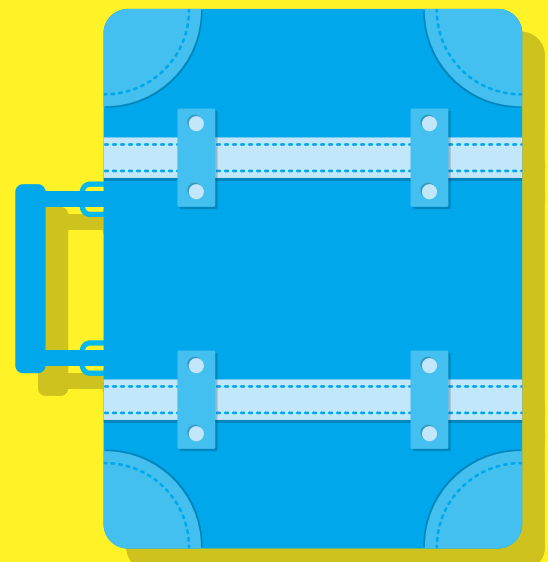
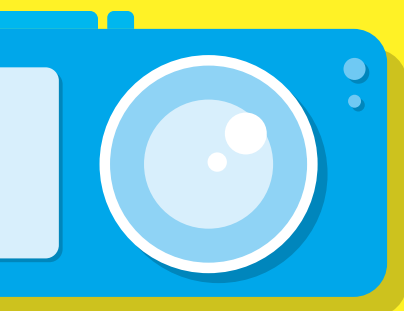
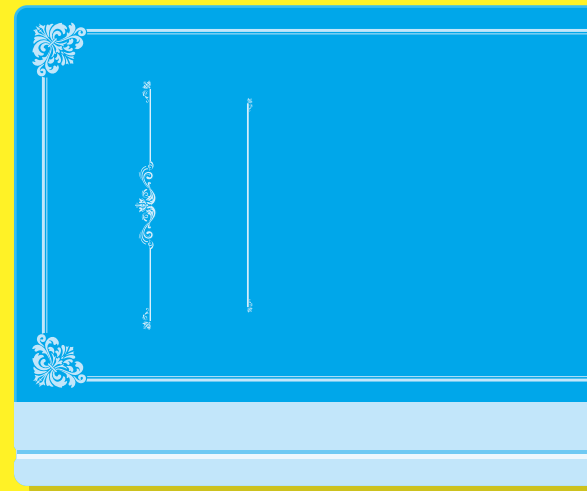


NTT DOCOMO Group CSR Report 2013



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Top-level commitment



Working to expand our network coverage and enhance our service quality, we are engaged in solving social problems as a “Smart Life Partner.”

President and Chief Executive Officer

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

To Our Stakeholders

We continue to meet our customers' expectations through mobile communications.

DOCOMO is faced with an environment that is changing faster and more drastically than ever before. Customer preferences and expectations towards mobile communications are continuing to evolve as smartphones replace conventional feature phones. In response, DOCOMO is striving relentlessly to offer mobile communication services that truly benefit customer needs.

This entails two main initiatives. One is to ensure ever smoother and more secure communication for customers through high-quality network services, which is the company's traditional core business and resonates deeply with our corporate mission.

The other initiative is to realize the company's goals as a Smart Life Partner by pinpointing exactly what each customer wants in today's world of overflowing information, and then deliver it in a timely manner to support their daily life. Under the Smart Life concept, mobile devices from DOCOMO enable people to lead lives filled with greater convenience, happiness, safety and peace of mind. DOCOMO is determined to help meet the diverse challenges of today's society as a Smart Life Partner.

DOCOMO is fully committed to expanding network coverage and enhancing service quality.

While continuing to expand the coverage area of its Xi™ LTE service, DOCOMO also is working to ensure that users remain connected even during emergencies or disasters. Similarly, the company is strengthening its ability to respond on an immediate 24/7 basis to network malfunctions, ensuring that customers can always depend on DOCOMO's highly reliable mobile network.

DOCOMO is mindful of the need to protect the environment, as well as ensure network quality. The company is constantly working to lower its environment impact, including by developing and deploying advanced energy-saving base stations.

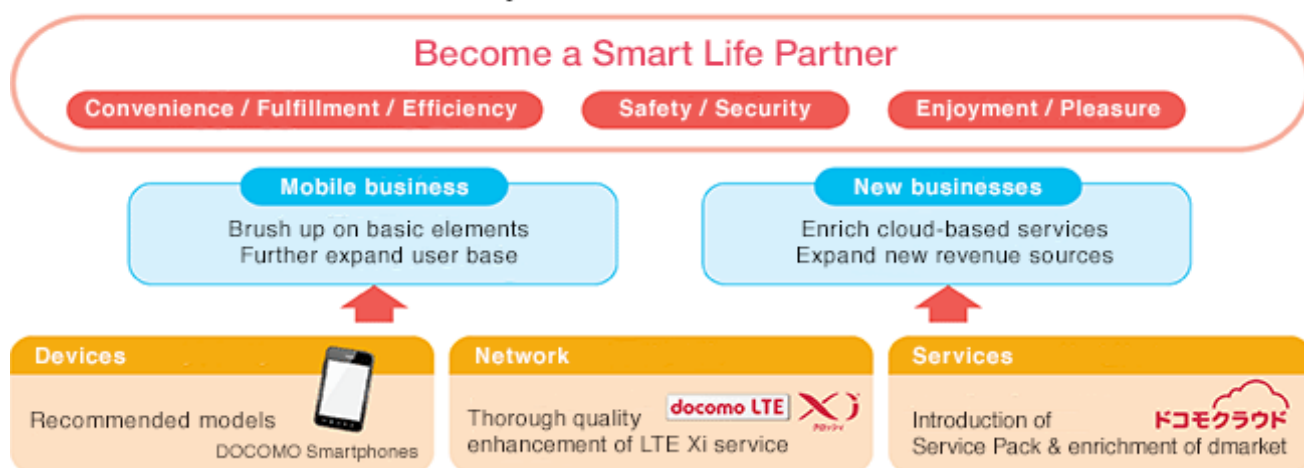
As a service provider, we push the boundaries of emerging fields.

As a Smart Life Partner, DOCOMO not only is developing forward-looking mobile services, it is paving the way for the provision of services in all-new fields. In response to increasing interest in health-related issues in Japan's aging society, for example, DOCOMO is helping customers to lead healthier lives by providing comprehensive healthcare services and the home delivery of organic foods ordered via mobile devices.

DOCOMO also is tackling the vexing issue of young smartphone users' vulnerability to criminal activities due to the proliferation of smartphones. To help correct this issue, DOCOMO is working to raise awareness among teenagers and their parents, as well as offer services that provide network environments where teenagers can enjoy safe Internet access.

While DOCOMO strives to maximize its potential as a Smart Life Partner, the company also views corporate compliance as one of the fundamental responsibilities of its corporate citizenship. In addition, DOCOMO respects the basic human rights of customers and employees, and never stops trying to satisfy customers and earn society's trust.

“Smart Life Partner” as Defined by DOCOMO



CSR Approach and Framework

Philosophy towards CSR Activity

DOCOMO will help to solve various social problems by listening to the diversity of voices among its stakeholders.

The NTT DOCOMO Group bases its business activities on its corporate social responsibilities. As shown in the diagram to the right, which summarizes our CSR philosophy, DOCOMO has organized its key activities under two general categories.

One of these categories is "Solving various social problems as a 'Smart Life' partner." To be a "Smart Life Partner", we must first reliably provide high-quality telecommunications services. As a provider of telecommunications services – a form of infrastructure of immense importance to society – our number one mission is to provide reliable telecommunication services that can be counted on even in times of disaster.

We also aim to help solve social problems through the ongoing creation of new value in our business activities. In light of the rapidly growing popularity of smartphones, our goal in this respect is to be a corporate group that, by developing and evolving mobile services for health and medicine, the environment, and other areas related to daily life, can make especially meaningful contributions to society as a "Smart Life Partner".

The other general category of our key activities is "Fulfillment of social responsibilities as a company in charge of social infrastructure." At DOCOMO, we believe the underlying premise of our pursuit of business activities is the absolute requirement that we fulfill our social responsibilities. And that is why we pursue our business activities on a foundation comprised of values such as maintenance of proper organizational governance, respect for basic human rights, and conservation of the global environment.

As we go about our business, we actively create opportunities for dialogue with the diversity of our stakeholders, which includes customers, shareholders and other investors, sales representatives (docomo Shops), suppliers, employees, and local communities among others. Through these dialogues, we communicate DOCOMO's basic ideas and positions to stakeholders, and carefully listen to stakeholders to improve our CSR initiatives.

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.

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 Philosophy



Opportunities for Dialogue with DOCOMO Stakeholders



Management System

Seminars and e-Learning Sessions for Management and Employees



Employees at Seminar

As one element of CSR promotion at DOCOMO, we invite outside experts to hold seminars for management personnel. In fiscal 2012, a seminar titled "Advancing CSR Management as a Foundation for Compliance – The Roles and Leadership of Top Management" was held. In this seminar, a total of around 90 participants, including the president, vice presidents, heads of organizational units, and leaders of Group companies, studied topics related to strict compliance and the integration of CSR and business management.

Improving CSR activities requires awareness of their importance. DOCOMO, therefore, will continue to pursue initiatives that aim to increase awareness of CSR activities among all employees, including management personnel.

Group-Wide Implementation by Committee

DOCOMO incorporates CSR activities into its 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 activities.

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.

CSR Goals and Achievements

CSR Goals and Achievements during FY2012

Initiatives		FY2012	
		Goals	Major Achievements
For 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"> Develop social support services in health/medical, environmental /ecological and other fields 	<ul style="list-style-type: none"> Promoted popularization of bicycle-sharing service Established "docomo Kafun (Pollen) Live!," an environmental sensor network Established docomo Healthcare, Inc. to plan, develop, and offer health-support services
		<ul style="list-style-type: none"> Offer an easier to use fee system Strengthen customer support at domestic airports, overseas support desks, etc. 	<ul style="list-style-type: none"> Launched the "Raku-Raku Pake-hodai" flat-fee packet communications service Increased overseas support desk coverage to 18 cities
Universal design		<ul style="list-style-type: none"> Develop smartphones that incorporate universal design principles Hold 50 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 Smartphone in August 2012 Held 62 classes

Initiatives		FY2012	
		Goals	Major Achievements
For Customers			
Product and service quality	<ul style="list-style-type: none"> Coverage area improvement and expansion Ensuring stable communications 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) 	<ul style="list-style-type: none"> Responded to customer feedback on coverage areas with on-site surveys/support within 48 hours, in principle (approx. 69,000 incidents in fiscal 2012)
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 Make the Disaster Message Board Service and Disaster-Time Voice Delivery Service more convenient to use and easier to understand Maintain or improve system stability and reliability Expand receiving terminals 	<ul style="list-style-type: none"> Conducted general disaster prevention training in November 2012 Together with other mobile phone service providers, launched mutual access to the Disaster-Time Voice Delivery Service Let customers try the Disaster Message Board Service and Disaster-Time Voice Delivery Service on the 5th and 15th of every month
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 10% or more 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 the usage environment Take measures that protect smartphone users from malicious sites (phishing sites, sites spreading viruses, etc.) Continue to monitor domestic and international research on radio wave safety and participate in research activities 	<ul style="list-style-type: none"> Held 6,700 Mobile Phone Safety Classes during the year Strengthened coverage of smartphones in Mobile Phone Safety Classes Enhanced the docomo Anshin Scan (virus detector) function in May and October 2012 Continued to monitor domestic and international research on radio wave safety and participate in research activities

Initiatives		FY2012	
		Goals	Major Achievements
For Environment Protection			
Network facilities	<ul style="list-style-type: none"> Preventing global warming Saving resources and reducing waste Developing environmentally-friendly phones Environmental management systems Communicating with customers 	<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 Move forward with the introduction of DC power supply systems, new air-conditioning technology, energy-saving servers and other such technologies for communications facilities
Customer channel	<ul style="list-style-type: none"> Complying with environmental laws and regulations Promoting green procurement 	<ul style="list-style-type: none"> Continue to collect used mobile phones 	<ul style="list-style-type: none"> Collected approx. 3.67 million used mobile phone
Management	<ul style="list-style-type: none"> Promoting reforestation initiatives Environmental contribution activities 	<ul style="list-style-type: none"> Promote introduction of LED lighting Boost waste recycling rates at offices 	<ul style="list-style-type: none"> Introduced LED lighting in 25 docomo Shops. Checked sorting of office waste, held studies to improvement of thermal recycling, etc.
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 	<ul style="list-style-type: none"> Forest maintenance for docomo Woods carried out 54 times nation-wide Planted approx. 50,000 trees in a collaborative reforestation initiative with the PLDT Group in the Philippines
For Business Partners			
Relations with suppliers, docomo Shops, etc.	<ul style="list-style-type: none"> Supporting training to improve capabilities of staff Improving communication with staff 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 NTT DOCOMO CSR Procurement Guidelines and perform CSR procurement based on them 	<ul style="list-style-type: none"> Continued training for docomo Shop staff NTT DOCOMO CSR Procurement Guidelines carried out in accordance with guidelines

Initiatives		FY2012	
		Goals	Major Achievements
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 	<ul style="list-style-type: none"> Conducted general disaster prevention training in November 2012 Together with other mobile phone service providers, launched mutual access to the Disaster-Time Voice Delivery Service Let customers try the Disaster Message Board Service and Disaster-Time Voice Delivery Service on the 5th and 15th of every month
Social contribution	<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.) Promote a disaster-relief fund in which customers can participate Promote employee volunteer activities to support the recovery of areas hit by the Great East Japan Earthquake Promote Ecocap Movement Continue conducting social contribution activities through the Mobile Communication Fund 	<ul style="list-style-type: none"> Held around 500 Youth Sports School events for soccer, baseball, rugby and other sports Set up Disaster Relief Charity Websites for four disasters – torrential rains in northern Kyushu, flooding in the Philippines, Hurricane Sandy, and typhoon damage in the Philippines Conducted employee volunteer activities in disaster-hit areas (549 employees participated) 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 102 organizations; support for 25 international students from Asia; awarded three people the DOCOMO Mobile Science Prize)

Initiatives		FY2012	
		Goals	Major Achievements
For Our 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"> Continued the Working from Home program Held Nursing Care seminars and forums for employees on childcare leave
Work-life balance	<ul style="list-style-type: none"> Promoting work-life balance Professional skill development 	<ul style="list-style-type: none"> Encourage and fully support employee work-life balance 	
Human resources development	<ul style="list-style-type: none"> 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 approx. 70 workplaces to get feedback directly from employees Held employee attitude survey
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 	<ul style="list-style-type: none"> Conducted a seminar for compliance top management, training for Compliance Leaders Conducted e-learning-based training to prevent insider trading in August and September Regularly disseminated information on compliance and human rights In connection with Human Rights Day and Human Rights Week, a vice-president delivered messages aimed at heightening awareness of human rights

CSR Goals during FY 2013

Initiatives		FY2013
		Goals
Consumer Issues		
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 	<ul style="list-style-type: none"> Work to raise customer satisfaction among smartphone users, and receive the No.1 ranking in overall customer satisfaction Develop social support services in the health/medical, environmental/ecological and other fields As a "Smart Life Partner", develop solutions to social problems Offer an easier to use fee system
Universal design	<ul style="list-style-type: none"> R&D on raising customer satisfaction Hearty style products and services Hearty style customer support 	<ul style="list-style-type: none"> Develop smartphone with reference to universal design Hold 50 classes during the year that help make mobile phone use more convenient for people with disabilities
Product and service quality	<ul style="list-style-type: none"> Improving our coverage area Ensuring communications stability 	<ul style="list-style-type: none"> Continue to respond to customer feedback on coverage area
Disaster preparedness	<ul style="list-style-type: none"> Product quality assurance Disaster preparedness 	<ul style="list-style-type: none"> 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
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 10% or more 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 the usage environment Take measures that protect smartphone users from malicious sites (phishing sites, sites spreading viruses, etc.) Implement measures to raise awareness of and eliminate smartphone-distracted walking Continue to monitor domestic and international research on radio wave safety and participate in research activities

Initiatives		FY2013
		Goals
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
Customer channel	<ul style="list-style-type: none"> Environmental management systems 	<ul style="list-style-type: none"> Continue to collect of used mobile phones
Management	<ul style="list-style-type: none"> Communicating with customers 	<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"> Complying with environmental laws and regulations Promoting green procurement Promoting reforestation initiatives Environmental contribution activities 	<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
Community Participation and Development		
Social contribution	<ul style="list-style-type: none"> Working on behalf of children Social welfare activities International contribution activities Partnering with customers in social 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 employee volunteerism for reconstruction of areas affected by the Great East Japan Earthquake Promote Ecocap Movement Promote fund-raising activities open to customer participation for disaster-affected areas Continue conducting social contribution activities through the Mobile Communication Fund
Human Rights / Labor Practices		
Human rights education activities	–	<ul style="list-style-type: none"> Pursue various types of policies based on human rights awareness survey results and other data
Diversity		<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

Initiatives		FY2013
		Goals
Fair Business Practices		
Relations with suppliers, docomo Shops, etc.	<ul style="list-style-type: none"> Supporting training to improve capabilities of staff Improving communication with staff Promoting free and fair business transactions 	<ul style="list-style-type: none"> Further enhance skill certifications and training on products and services for docomo Shop staff Revise the CSR Procurement Guidelines and perform CSR procurement based on them
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

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, 2013)
Employees (consolidated)	23,890 (as of March 31, 2013)
Main business areas	DOCOMO's main business is mobile phone services (see table below for details).

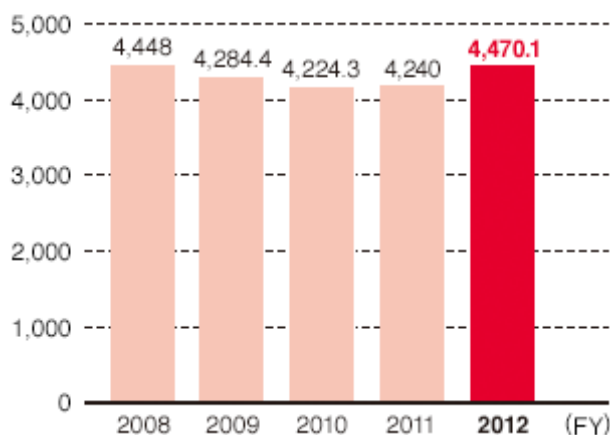
Business Segment	Main Business Areas
Mobile phone business	Cellular (Xi and FOMA) services, international services, satellite mobile communications services, and sales of handsets and equipment for each service, etc.
All other businesses	Credit services, home shopping services, music software sales, Internet access service for hotel facilities, mobile advertisement business, etc.

(as of March 31, 2013)

Fiscal 2012 Operating Performance

Operating Revenues (Sales)

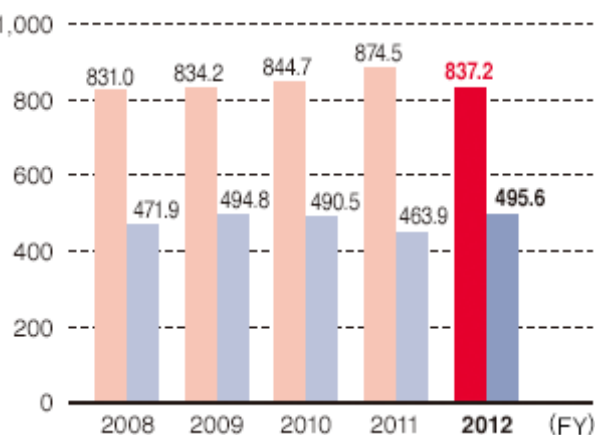
(billion yen)



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

Operating income
Net income attributable to NTT DOCOMO, INC.

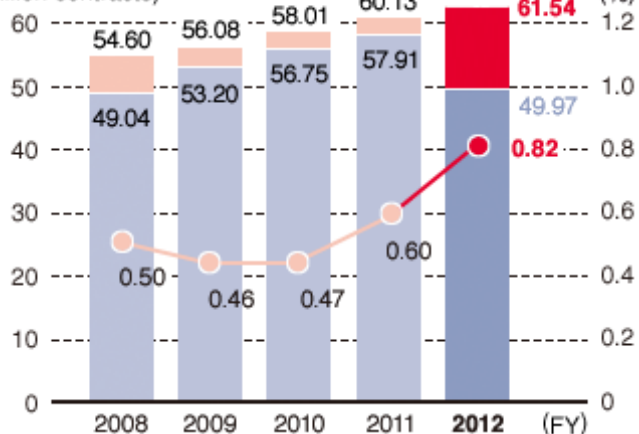
(billion yen)



Mobile Phone Subscriptions/Cancellation Rate

Mobile phone subscriptions FOMA subscriptions
Mobile phone cancellation rate

(million contracts)



Economic Relationships with Our Stakeholders

Expenses by Stakeholders

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

Expenses by Stakeholders (billion yen)		Calculation Method
Government	376.2	"Taxes and public dues" and "income tax" in operating expenses
Shareholders	240.4	"Dividends paid"
Business partners(suppliers)	2,549.9	"Non-personnel expenses" and "communications facilities use expense" in operating expenses
Employees	280.1	"Personal expenses" in operating expenses

* To ensure objectivity, these figures are based on figures reported in financial statements. Dividends in fiscal 2012 were 6,000 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		4,470.1
Operating expenses		3,633
	Personnel expenses	280.1
	Non-personal expenses	2,342.4
	Communications facilities use expense	207.5
	Tax and public dues	38.6
	Other	764.4
Operating income		837.2
Other income (expense)		4.5
Income before income taxes		841.7
Income taxes		337.6
Equity in net income (losses) of affiliates, net of applicable taxes		(18.8)
Net income attributable to NTT DOCOMO, INC.		495.6
Dividends paid		240.4

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

Special Feature: DOCOMO's Aspirations

Always Healthy and Vigorous

with Wellness Support



Wellness Support by DOCOMO

For a Healthy Diet



We support healthy diets by delivering safe, delicious food through our Radishbo-ya operations, and in other ways such as providing recipes for nutritious, balanced dishes.

Peace of Mind When You Need It Most



We provide peace of mind through DOCOMO's unique One Time Insurance, which customers can apply for by mobile phone just before a trip, sporting or leisure activity, or drive, and through our tie-ups and partnerships with medical service providers.

Exercise for Good Health



We offer services that make the pursuit and maintenance of good health fun. Two examples are "Karada no Kimochi," which provides women with health advice in accordance with body rhythms, and the "i Bodymo," which helps users manage daily exercise and diet data.

To Fully Recharge for the Next Day



We help customers get more out of each day by offering (for sale) good-sleep products, restful music CDs, and other items that improve sleeping environments.

The Future in the Words of Key People

DOCOMO offers a broad array of health-support services that can be tailored to individual lifestyles

I want to help create a society where daily health management means people can age without anxiety.



Smart-life Solutions Department
Director of Healthcare Business
Seiji Abe

By deploying various services, such as ones that provide information useful for improving health, a service that delivers food and recipes that promote healthier diets, and insurance for peace of mind in daily activities, DOCOMO is working to meet the needs of individual customers and bring about a society in which people can age without anxiety. "Smart aging" has recently become the focus of attention for its positive view of aging as growth and progress, and focus on making aging enjoyable and free of anxiety. Contrast this with the concept of "anti-aging," which tries to stop the aging process. "Smart aging" describes the basic stance of DOCOMO's health support initiatives, through which we aim to be a "Smart Life Partner" for our customers. Our objective is to continue to provide services that help every one of our customers lead "smart lives."

Deployment of a Wide Array of Services on the WM (Watashi Move) Platform

Using the membership portal site WM (Watashi Move) as a platform, DOCOMO is planning to expand the array of health services it offers. DOCOMO, together with expert partners, will make their applications available on WM (Watashi Move) and offer related services to respond to customers' various health needs. Having already deployed a diverse selection of content on topics such as exercise, sleep, and diet, as well as the "Karada no Kimochi" application targeting women, we are now planning to offer "i Bodymo" and other related services, too. The "Karada Care Agent" (provisional name), which will serve both men and women across a wide range of ages, is set for launch in the winter of 2013.

The foundation for these services is the "karada" (physical condition) data customers provide. In the field of medical services, implementation of PHR (Personal Health Record) * 1 systems has progressed in recent years, and we are working to offer the same kinds of services to our customers. With strict management of our customers' and personal data on DOCOMO's rock-solid infrastructure, we are aiming to provide recommendations and advice optimized for each individual customer.

* 1 A system that seeks to provide more accurate medical treatment by centrally aggregating medical information, prescription histories, and various other types of health-related information.

Providing New Value to All People with a Mobile Phone

DOCOMO aims to open up its health support services to everyone with a mobile phone, regardless of the carrier. We will create an environment that allows anyone with a mobile phone to use our health support services and applications.

Mobile phones and smartphones are now indispensable tools — interfaces — for connecting to family members, friends, and various communities. The great majority of our customers carry a phone (have it within 30 cm) 24 hours a day, 365 days a year. Moreover, we see a future in which a proliferation of services connecting customers to various experts and advisers will make mobile phones and smartphones indispensable tools for customers to use in learning about themselves in detail, and making changes based on what they learn. We believe that creating that kind of new value is a social responsibility for DOCOMO, a telecommunications company that provides mobile tools people constantly have at their side. We are committed to providing a diverse array of services that promote better health and medical care, and help to bring about "smart lives" for individuals.

Scene1: Radishbo-ya

Helping people enjoy healthy, delicious food every day



I want all DOCOMO users to experience the taste of truly delicious vegetables.



Radishbo-ya Co., Ltd.
Sales Department
Group Leader
Yu Yamada

Radishbo-ya is a home delivery service for delicious vegetables that are totally safe to eat because they are grown organically or with minimal chemical usage by farms all over Japan, under contract to Radishbo-ya. When I first tried Radishbo-ya's vegetables, I was overwhelmed by how much better they tasted than other vegetables. In the past, most of our customers were in their 50s or older. We thought, though, that there should be strong demand for food products emphasizing safety among younger people with children — people like me. So, we made it possible to order Radishbo-ya products from smartphones and tablets. Also, in November 2013, we will begin to accept membership applications through all docomo Shops and introduce our updated EC site, as well. I would like to see all DOCOMO users, who span a wide range of demographic categories, experience for themselves just how good Radishbo-ya vegetables are.

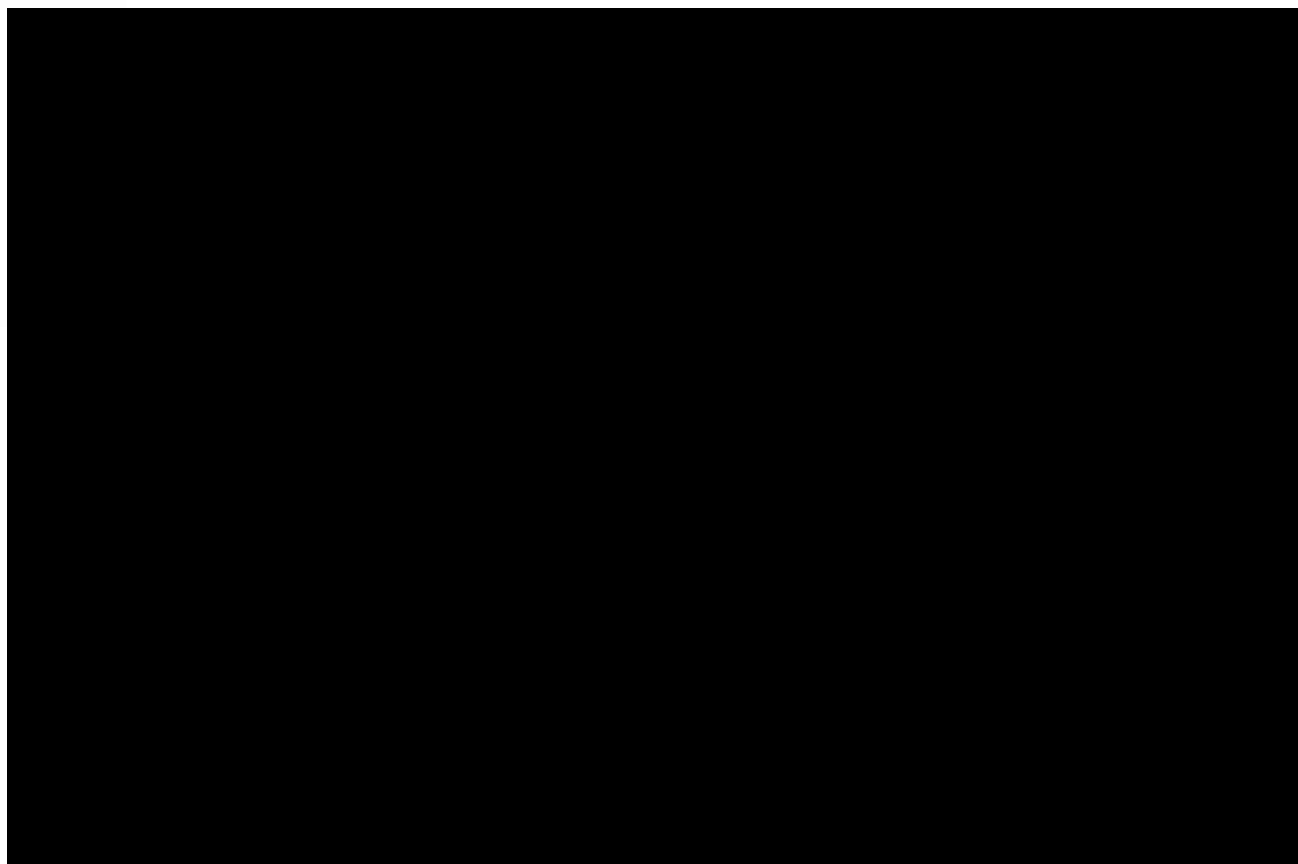
▶ [Selling Radishbo-ya organic and near-organic vegetables on DOCOMO's website](#)

Scene2: Karada no Kimochi Service

Promoting Mental and Physical Health for Women



We want to help women get through every day with vigor by using the "Karada ni Yorisou" (body care) application.



docomo Healthcare, Inc.
Service Planning Division, Service
Planning Department
Manager
Kazuo Wakamiya
Business Operation Division,
Advertising & Promotion Depart-
ment
Mayumi Tatsumi

"Karada no Kimochi," a new service linking DOCOMO smartphones and OMRON HEALTHCARE Co., Ltd.'s 10-second digital thermometer for women, got underway in June 2013. The core concept of this service is to get close to the customer. To create an application that women would enjoy using and use on an ongoing basis, we conducted numerous focus groups to identify women's needs in detail. The result was an application that uses an avatar of the customer to provide the customer with advice optimized for the customer's physical condition, weather, and other factors. This application has proved popular and, with a growing fan base, it has garnered positive comments on Twitter and other social media services — comments such as "This application understands me!" indicating that customers have embraced the application. Our next step is to enhance advice capabilities that, by providing advice tailored to each individual's lifestyle, will get even closer to the customer.

➤ ["WM \(Watashi Move\)" Personalized Health Support Services for Women](#)

Scene3: i Bodymo

Active Forever



Aiming to provide health management services customers will continue to use because they are fun.



Smart-life Solutions Department
Wellness Services of
Healthcare Business
Hiroaki Takahashi

Since launching "i Bodymo" in 2010 to help customers monitor their exercise and diet, and manage their health on a daily basis, we have continuously worked to improve various aspects of its service content. People who are healthy need an element of fun to keep them actively engaged in managing their health. For example, to encourage walking as a form of exercise, we count steps, but have also added fun functions such as a step-count ranking, and prizes for achieving certain milestones. Other functions include various games and a function that lets customers create a caricature of themselves, and we are confident customers enjoy using them. Our goal for the future is to create services that will appeal to an even greater number of customers, so they will want to manage their health with "i Bodymo." One way we will do this is by linking "i Bodymo" with the "Shabette Concier" voice-agent application. We will also work to further enhance "i Bodymo" content.

▶ [Expanding the functions of "i Bodymo" mobile-phone-based health support services](#)

Scene4: DOCOMO Insurance

Peace of Mind for Everyday Activities



Insurance that can provide peace of mind anytime, anywhere because it's from DOCOMO.



Financial Business
Department
Financial Service
Promotion Group
Toshiki Tani

Based on the desire to help ensure peace of mind for people in their daily lives, we began in 2010 to offer One Time Insurance that customers can easily subscribe to by mobile phone just before departing on a trip, heading out for sports or leisure activities, a round of golf, etc. We then expanded our service offerings with medical insurance for docomo Premier Club members, and the industry's first one-day automobile insurance that can be used even when borrowing a friend's car. The convenience of paying premiums together with phone bills has won strong customer support and contributed to the steady growth in insurance subscribers. Looking to the future, we plan to expand our services through measures such as linking to the wellness field to widen the areas in which we can provide peace of mind to customers.

➤ [Offering DOCOMO insurance for peace of mind anytime, anywhere](#)

Special Feature: DOCOMO's Mission



The Future in the Words of Key People

Constantly working to ensure customers have access to high signal quality anytime, anywhere



Radio Access Network
Engineering Department
Director of Radio
Access Planning Group
Yoshitaka Hiramoto

DOCOMO is a business providing social infrastructure, and ensuring a stable environment in which mobile phones can be used anytime, anywhere is our mission. We are thoroughly focused on fulfilling our mission, which includes not only expanding and enhancing communications facilities but also monitoring them 24 hours a day, 365 days a year, to detect any malfunctions and immediately resolve those that occur. Diligently performing these activities day in and day out, we are expanding the geographic area we service, providing services at speeds that promote customer enjoyment of them, and connecting people at times when communication is most urgent.

Area Construction

More Convenient Smartphone Usage with Xi ("crossy") Next-Generation High-Speed Communication

We are continuing to expand the Xi™ communication service, which enables high-speed, high-volume data transmission for smartphones and other devices. In striving to make the Xi™ service as robust as possible, we think of service coverage in terms of areas, not points. By March 31, 2013, we had established 24,400 Xi™ base stations throughout Japan. We plan to increase this figure to 50,000 by March 31, 2014.



Easily Accessible "docomo Wi-Fi" Spots

Responding to customer requests for the ability to watch video content on their smartphones, we are expanding the "docomo Wi-Fi" public wireless LAN service to cover train stations, cafes, fast-food restaurants, and other places customers use with high frequency.



▶ [Expanding Access Points of "docomo Wi-Fi"](#)

Convenient Mobile Communications in Subways As Well



To extend the convenience of mobile communications, we are expanding our provision of services to cover subway tunnels and stations in metropolitan Tokyo and the Tohoku, Tokai, Kansai, and other regions of Japan. DOCOMO mobile phone services are already available or planned for completion on all Tokyo Metro * 1 and Toei Subway lines.

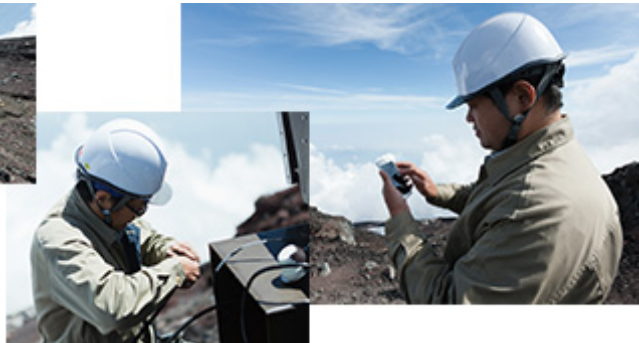
* 1 Work to extend service coverage to the section of the Yurakucho/Fukutoshin Line between Kotake-mukaihara Station and Senkawa Station is planned for completion in fiscal 2016.

Note: Please refrain from talking on a mobile phone or smartphone when inside a train.

▶ [Expanding Our Service Area to Include Subway Tunnels](#)

Mt. Fuji World Heritage Site Included Xi ("crossy") Service Area

In July 2013, we began to provide Xi™ high-speed communication service on Mt. Fuji. The large numbers of climbers who visit Mt. Fuji during the climbing season can now use Xi™ services at the entrance to the climbing trail, along the four main trails starting at the fifth station, at the lodges, and even at the peak.



Area Operation

Telecommunications Infrastructure that Uses Large-Zone Base Stations for Reliability in Times of Disaster



To ensure stable telecommunications even after a wide-area disaster or power outage, we have installed 104 large-zone base stations throughout Japan. These base stations have been positioned on highly quake-resistant buildings and towers, cover a radius of 7km, and are for use only in times of disaster.

▶ [Installed Large-Zone Base Stations to Cover Large Areas](#)

Monitoring Telecommunications Operations 24 Hours a Day, 365 Days a Year



The DOCOMO Operations Center monitors our national telecommunications network 24 hours a day, 365 days a year to ensure robust, constant system availability. Network service centers located in every prefecture of Japan swiftly respond to any problems detected in their areas.

Area Quality Enhancement

Meticulous Monitoring of Signal Environments

Communications facilities cannot be simply installed and left to run on their own. Conditions in the surrounding area can be expected to change constantly, for example, with new building construction. To help ensure that customers can use our services without trouble, DOCOMO constantly monitors signal environments. Using information, including customer feedback, we examine these environments and use what we learn to improve signal quality.

▶ [Using Customer Feedback to Monitor and Improve Reception Quality](#)



Listening to What Customers Have To Say about DOCOMO's Signal Quality

DOCOMO spares no effort in responding to customer feedback. We ask customers to report issues regarding reception quality through a website called "Kikasete DOCOMO," or through a dedicated phone line. When we learn of such places, we do everything we can to improve signal quality.

▶ [Collecting Customer Feedback on Network Availability through PCs and Mobile Phones](#)



Making Communications Facilities More Energy-Efficient

Field Testing Eco-Friendly, Disaster-Resistant Green Base Stations



To lower our environmental burden, we are undertaking concerted efforts to improve the energy efficiency of our communications facilities and lower their CO2 emissions. We have equipped existing base stations with solar panels and lithium-ion batteries, and we have embarked on a field test of "green base stations," which use less electricity than existing base stations, in 10 locations. We are also moving ahead with the installation of methanol fuel cells, which can be used as generators in times of disaster.

Enhancing Service and Support

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

DOCOMO offers the "Koe-no-Takuhaibin" (Home Voice Delivery) service, which allows users to record a voice message and send it at any time, without having to call the other party's mobile phone. With the "Koe-no-Takuhaibin" service, the sender records a message at the Koe-no-Takuhaibin Center. Once this is done, an SMS (Short Message Service) notification is automatically sent to the recipient to let them know that a message has been recorded for them. The recipient, upon receiving the message, can then hear it by following the simple guidance provided with the notification. For customers who feel composing mail messages is troublesome or difficult, the "Koe-no-Takuhaibin" service makes sending a message as easy as dialing a phone number. In addition, recipients can listen to messages at their own leisure, so senders can freely send messages without having to consider whether the time is convenient for the recipient.

In fiscal 2012, we improved the "Koe-no-Takuhaibin" service by applying the family discount to not only initial messages but also messages sent in response to a message heard. We have also enhanced the line of handsets with "Koe-no-Takuhaibin" dedicated buttons (increasing the total to about 50 by fiscal 2012). Looking to the future, we plan to expand and enhance "Koe-no-Takuhaibin" functions for even greater convenience and will take steps to boost awareness of this very useful service.

"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.

In addition, with the June 2012 upgrade, we added the "Q&A Function," which provides answers to various user questions. This function was made possible through the use of unique question-and-answer technology developed by the NTT Group. This technology reacts to a question such as, "What is the tallest mountain in the world?", by applying natural language processing technology to analyze what was asked. A simultaneous search of a database inside the handset and on the Internet then takes place and the response, "Everest," is displayed. When users simply talk to their smartphone, this convenient voice-agent service uses a machine learning function to discern the intent of what was said - regardless of the way in which it was said - applies the function appropriate for the intent, and provides a response.

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.

Formulation of International Roaming Standards for NFC (Near Field Communication)

In February 2013, NTT DOCOMO, China Mobile Communications Corporation (a mobile services provider in China), and KT Corporation (a mobile service provider in South Korea) announced a set of common standards needed for the services and handsets required for the provision of NFC (Near Field Communication) * 1 service roaming in Japan, China, and South Korea.

The three companies began discussing NFC service roaming in January 2011, seizing on occasions such as Japan, China, South Korea Cooperation Committee meetings, and have been focusing on developing common standards since April 2012. The common standards announced conform to the international NFC standards formulated by the GSMA and NFC Forum, two international industry and standards organizations. The new standards provide information for NFC roaming that is required by carriers and service providers, merchants, and handset vendors working to develop NFC-compatible products for the deployment of NFC service roaming in Asia.

DOCOMO, China Mobile, and KT will now pursue standardization activities by promoting their agreed standards to industry associations and standardization organizations throughout the world. The three companies are committed to achieving globally compatible NFC services.

* 1 A set of international standards on wireless data communications across short distances of roughly 10-20 cm. A characteristic NFC function is the ability for anyone to easily engage in data communication by simply bringing one NFC-equipped device into close proximity with another.

Common Service Standards

Key Points

- Definition of NFC services
- Points to consider in offering NFC services locally (inside one country, etc.) (Examples of commercial services offered in Japan and South Korea)
- Vision and service deployment plan agreed on by the three companies for NFC service roaming in Asia
- Points to consider when incorporating shared NFC technology in handsets and services

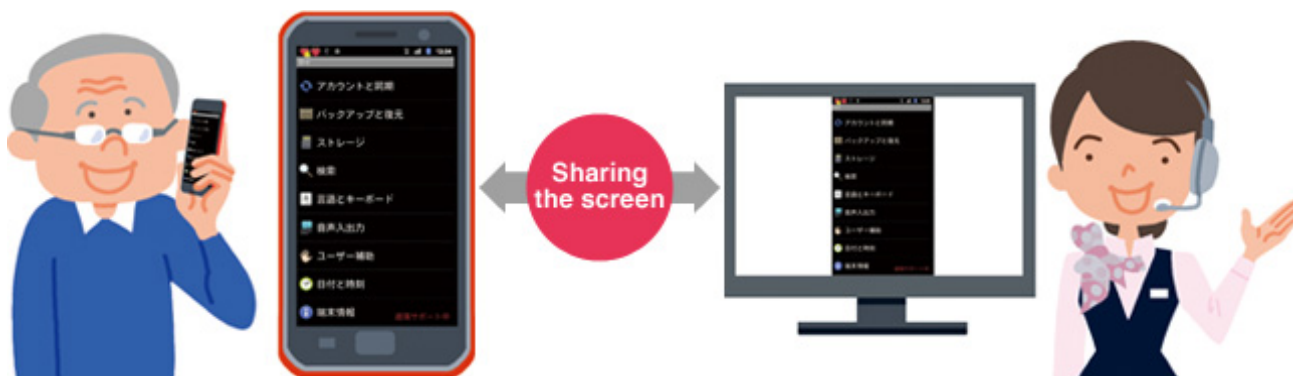
Common Standards for Handsets

Key Points

- Common requirements for all NFC-compatible handsets (Reader-writer / contactless IC-tag compatibility, contactless communication protocol, power supply management, conditions relating to movement of handsets and contactless terminals, etc.)

Remote Anshin (Safety) Smartphone Support

In March 2012, DOCOMO began providing a new service, Remote Anshin (Safety) Smartphone Support, which aims to help customers resolve troubles with their smartphones. 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 Protection & Delivery Service for Direct Delivery of New Replacement Phones

When a problem prevents a customer from using his or her mobile phone, DOCOMO, under its Mobile Phone Protection & Delivery Service, will deliver a new mobile phone directly to the customer.

In exchange for a monthly fee set by DOCOMO depending on the handset, this service provides a new mobile phone to customers whose handset is lost or stolen, or rendered unusable due to water exposure or any other problem. With a single phone call, a new mobile phone of the same type and color will be delivered directly to the customer within 1-2 days, making it unnecessary for the customer to visit a docomo Shop or other retail outlet.

37 million customers have already signed up for this service, and 2.62 million used it in fiscal 2012. DOCOMO will continue with its efforts to further expand and enhance services that allow customers to use their mobile phones with a sense of security.

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, with the Receive Anywhere Service for Repaired Mobile Phones, customers who have brought their mobile phones in for repair can 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 handsets that have been damaged by water or broken. If your mobile phone has been exposed to water, or broken, and no longer turns on, we will retrieve the data to the extent possible, copy, and return the data on CD-ROM.

Furthermore, to improve customer service, we began, in June 2012, to offer the SD Card Backup application for backing up phonebook, email, and other data to prevent its loss, and have completed development of an analytical tool that simplifies the checking of basic operations and identification of problems when a smartphone is received for service.

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. 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 2012, the center handled approximately 1,100,000 inquiries.

Website for Smartphone Users Smartphone Troubleshooting Menu



Image of the
"Sumaho Onayami Support Menu"

With the growth in customer inquiries brought on by the rapid expansion of smartphone use, waiting and service times were growing longer at docomo Shops and the docomo Information Center. In June 2012, therefore, we began offering a smartphone troubleshooting menu ("Sumaho Onayami Support Menu") that helps customers resolve smartphone problems in an easy, enjoyable process.

The smartphone troubleshooting menu provides information aimed at helping customers easily resolve problems or questions. For example, selecting "Customer Support" on a DOCOMO smartphone's "d-menu," provides access to "Onayami Zubatto!," "Mame Chishiki," "Yogoshu," and other sets of content providing smartphone information. In addition, "Nani Nani Bunny," a DOCOMO original character, acts as a partner in helping a smartphone beginner enjoy learning how to use smartphone functions by actually operating the customer's smartphone with the "Nani Nani Bunny no Hajimete Sumaho" service. In March 2013, we enhanced our "Onayami Zubatto!" content with a new Q&A service that uses AI (artificial intelligence) to go beyond traditional Q&A functions. This new service uses not only keywords entered by the user but also contextual information to provide optimal responses that get customers to the answers they need more rapidly than possible with past Q&A functions.

As of August 31, 2013, exactly one year after the "Smartphone Troubleshooting Menu (Sumaho Onayami Support Menu)" site went up, its services had been used by roughly 83 million customers. For the future, we plan to introduce a PC version of the "Sumaho Onayami Support Menu" and update the content to make it even more useful.

Relieving Service Window Crowding through Tablet-based and Online Services

As smartphones have gained popularity, more and more time has come to be required to provide setting assistance and explanations of various functions at docomo Shops, causing customers to wait for longer and longer times for service. DOCOMO, therefore, introduced the use of tablet PCs to support the efforts of docomo Shop personnel, and enhanced services that customers can use online, to reduce waiting times for services in shops.

To support store personnel, we introduced a system that uses tablet PCs to receive customer service requests before customers talk to service counter personnel. We began introducing this service in February 2013 and started to gradually increase the number of shops where it is used in August. In addition to taking service orders, the tablet PCs also use a DOCOMO original digital catalog application that can respond to customer questions based on product characteristics, functions, and other data. As for our online services, we not only improved the "docomo Online Shop" and "My docomo" services but also added an online repair request service ("Online Shuri Uketsuke Service"), beginning in July 2013. We also began offering a smartphone version of the "docomo My Shop" website, which had been available only through i-mode. Beginning in July 2013, therefore, smartphone customers can now use this site to make reservations for shop visits and mobile phone class times. And the "docomo My Shop" website will become even easier to use in October 2013, when a product reservation service and access to the "Application and Procedure" are added.

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, and Spanish 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 2012)

Total Calls	19,820,000
Monthly Average	1,650,000

DOCOMO Initiatives in Response to Customer Feedback

DOCOMO believes that enabling a "smart life" for each individual customer means we have to carefully listen to customer feedback and provide value that exceeds customer expectations.

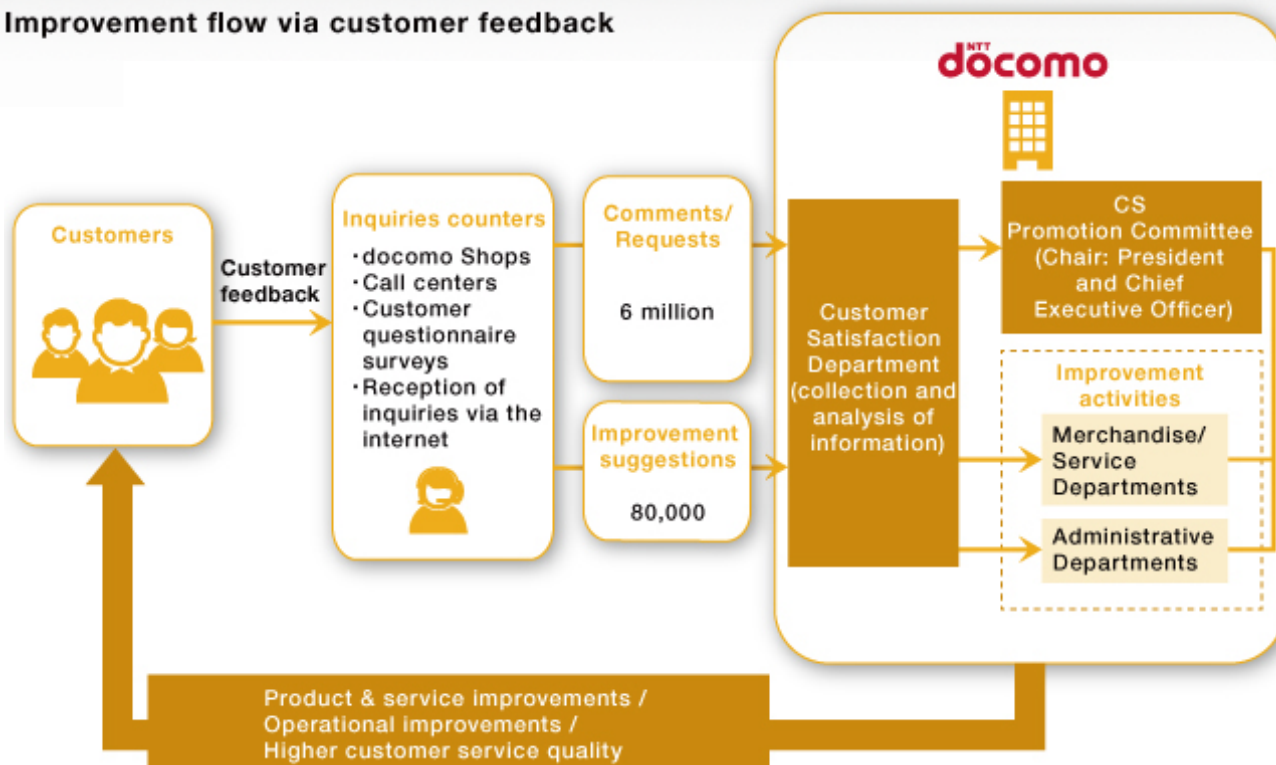
We receive six million comments and requests every year, analyze this feedback, and communicate what we learn to our product, service, and customer service units, where it is diligently applied to make improvements.

Of the comments and requests we receive, over half concern products and services, but they cover a broad range of other topics as well, including procedures and promotions.

We also receive suggestions for improvements from DOCOMO staff working in customer service units.

They make their suggestions based, for example, on daily contacts with customers, centrally aggregate them, and then efficiently communicate them to appropriate units within DOCOMO to swiftly implement the numerous changes called for.

Improvement flow via customer feedback



▶ [Example of improvements responding to customer feedback](#)

Smartphone and Raku-Raku PHONE Classes 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. In August 2012, we added classes coinciding with the launch of the Raku-Raku Smartphone, which features a large screen for enhanced usability.

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. It is also intended to be taken home by customers, so they review what they learned.

In fiscal 2012, over 750,000 customers throughout Japan participated in our mobile phone classes and most said they would like to attend again. The addition of class schedules and the ability to make class reservations to the "docomo My Shop" website in July 2013 has made it even more convenient for customers to participate.

In the future, we intend to add content including examples of how to use smartphones in various settings, and regularly update the DOCOMO website with information on mobile phone classes at docomo Shops.

Contests Improve Reception Skills of docomo Shop Staff



Meister of the Year 2012

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 2012. 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 comprehensibly 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

Using Customer Specialist Input to Reflect the Customers' Standpoint

DOCOMO had 294 employees qualified for Customer Specialist * 1 as of April 2013.

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.

Going forward, we plan to continue using input from Customer Specialists to better reflect the customers' standpoint in our operations.

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

Working with Consumer Affairs Services to Improve Products and Services



Cover of Keitai Q&A

With ongoing diversification in the ways people communicate and types of inquiries customers make, DOCOMO understands that disclosing information to consumers and working with consumer affairs services are important corporate social responsibilities. That is why we actively share information with consumer affairs centers, National Consumer Affairs Center of Japan offices, and other such organizations throughout Japan.

In working with these organizations, we, for example, distribute mobile phone Q&A pamphlets to consumer affairs counselors to help them understand matters related to mobile phones, and discuss with consumer affairs agency representatives comments and requests received from consumers on various matters related to DOCOMO products and services.

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 order to facilitate understanding of conditions faced by senior citizens and people with disabilities, 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 the Raku-Raku PHONE.

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

Major Product Features 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.)

Raku-Raku Smartphone Perfect for 1st-Time Users Too



Raku-Raku Smartphone

The Raku-Raku PHONE series was originally introduced in 1999 and since then DOCOMO, responding to customer input, has enhanced functions and performance with the goal of making displays easier to understand, sound quality better, and functions simpler to operate, to make these mobile phones easy for anyone to use. As of March 31, 2013, we had released 19 models and recorded cumulative sales of around 23.4 million units. In August 2012, we introduced the very first smartphone in the Raku-Raku PHONE series. The Raku-Raku Smartphone features large buttons and a layout users will instantly understand and easily use, and the display employs a new touch panel that provides a realistic tactile sensation that simulates the pressing of a physical button. This helps users know whether they have pressed the right buttons. In addition, this smartphone is equipped with a function for adjusting display brightness to improve visibility under fluorescent, incandescent, and natural lighting conditions; a special high-output, low-interference speaker; a one-touch, high-volume emergency alarm; and other features that make it easy to use for seniors, as well. This smartphone even comes with a one-touch menu for free access to assistance from dedicated specialists at the Raku-Raku PHONE Center, and a help button for assistance in using smartphone functions. The French mobile service provider France Telecom-Orange officially adopted the Raku-Raku Smartphone in February 2013 and began offering it as the **STYLISTIC S01**, a version with universal design features, in France in June 2013.

Tsunagari-Hotto Support for Smartphones

"Tsunagari-Hotto Support" is a service customers can use to let distant family members and others know they are OK. DOCOMO began offering this service at the same time it introduced the Raku-Raku PHONE BASIC 3, in April 2011. This service works by regularly sending a mail message with data from the Raku-Raku PHONE BASIC 3 to Tsunagari (connect) Members registered by the customer. Examples of the data sent included step counts from the handset's pedometer function, number of times the handset was opened and closed, and remaining battery life.

Between December 2011 and February 2012, we tested "Tsunagari-Hotto Support" as a tool to help community members look out for each other. To do this, we enlisted the help of seniors living in the Sagami-ga-Oka area of the city of Zama in Kanagawa Prefecture, the staff of a social welfare organization in the city of Zama, and the manager of a condominium community organization. Their feedback, which generally praised the service for the convenience it brings to making sure community members are OK, confirmed the usefulness of "Tsunagari-Hotto Support."

In April 2012, we made "Tsunagari-Hotto Support" even more useful by expanding the scope of eligible Tsunagari (connect) Members from i-mode users to include smartphone users, as well.

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

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. The Raku-Raku Smartphone, launched in summer of 2012, has a dedicated button for calling the Raku-Raku PHONE Center.

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.

What the dedicated “Raku-Raku PHONE Center” button does for customers



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 Plan Flat" and "Xi Data Plan 2" billing plans of the Xi ("crossy") data communication service.

Braille Billing Services for People with Visual Impairments

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

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

Providing Information to People with Disabilities through DOCOMO Mobile Phone Workshops and Other Channels



DOCOMO Mobile Phone Workshop

DOCOMO holds mobile phone workshops 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. These workshops 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 2012 we held 62 workshops nationwide and a cumulative total of approximately 1,000 people participated. The workshops 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 workshops. In addition, to introduce functions and services available through products like the Raku-Raku PHONE series, we participated in "eye Festa 2012 in Yokohama" and the 60th Zenkoku Ro-ah-sha Taikai (60th National Deaf-Mute Convention), and exhibitions for products to serve visually and hearing-impaired people. In total, we joined 19 such events during the year and welcomed approximately 28,000 visitors to our booths.

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



Using a sign-language
-support videophone

The docomo Hearty Style concept is based on the pursuit of products and services that can be easily used by anyone — the goal of universal design — and aims to bring customers and DOCOMO even closer together. Under the docomo Hearty Style concept, which we are implementing at all docomo Shops throughout Japan, we are eliminating steps at entrances, installing wheelchair-accessible counters and restroom facilities, ensuring adequate interior space, designating dedicated parking spaces for people with disabilities, and taking other steps as well to make docomo Shops barrier free.

As of the end of fiscal 2012, over 90% of all docomo Shops in Japan had been equipped with barrier-free entrances, over 80% with barrier-free restroom facilities, over 70% with dedicated parking spaces for people with disabilities, and over 90% with barrier-free counters. Overall, approximately 99% of docomo Shops around the country have implemented at least one of these barrier-free measures. Furthermore, for people with hearing impairments, we have equipped docomo Shops * 1 with communication boards and are moving forward with the installation of sign-language-support videophones. Over 20% of docomo Shops had these systems as of the end of fiscal 2012. docomo Shops are also ready to help customers try out the latest models of the Raku-Raku PHONE series.

Going beyond the implementation of barrier-free design in our facilities, we are also working to ensure that our personnel thoroughly understand the Hearty Style concept. One way in which we do this is having all new docomo Shop staff participate in Hearty Mind training, and over 10,000 of our employees did so in fiscal 2012.

* 1 Not installed at all shops.

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 answers to various 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.

Providing Stable, Reliable Communication

Base Stations Installed to Reflect Customer Feedback

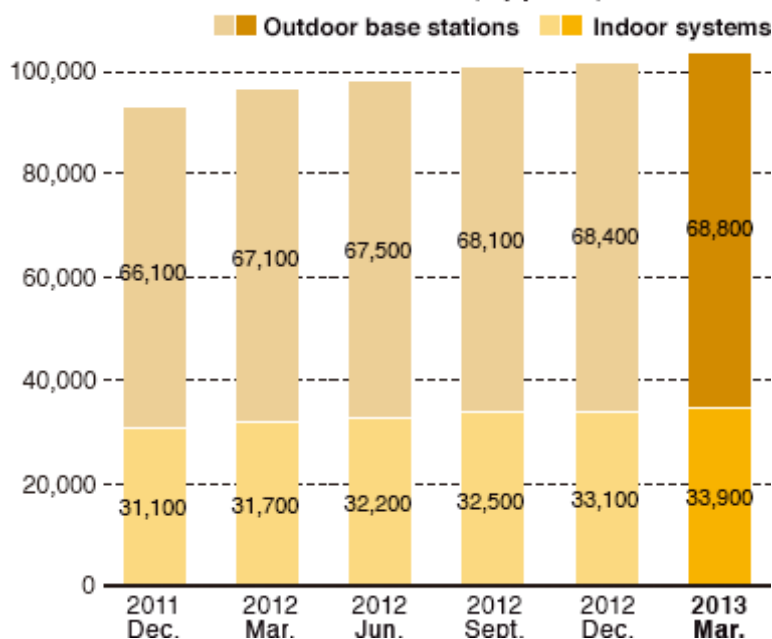
DOCOMO wants customers to be able to use our phones anytime, anywhere. We determine where to locate new base stations by conducting surveys that are based on feedback from customers on local reception quality. In fiscal 2012, we installed an additional 17,400 Xi base stations and 4,000 FOMA base stations nationwide, as planned.

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 PCs, or through i-mode or sp-mode, called "Kikasete DOCOMO." 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 48,000 reports from customers in fiscal 2012. We will continue to improve reception quality based on this feedback.

Number of FOMA Base Stations (Approx.)

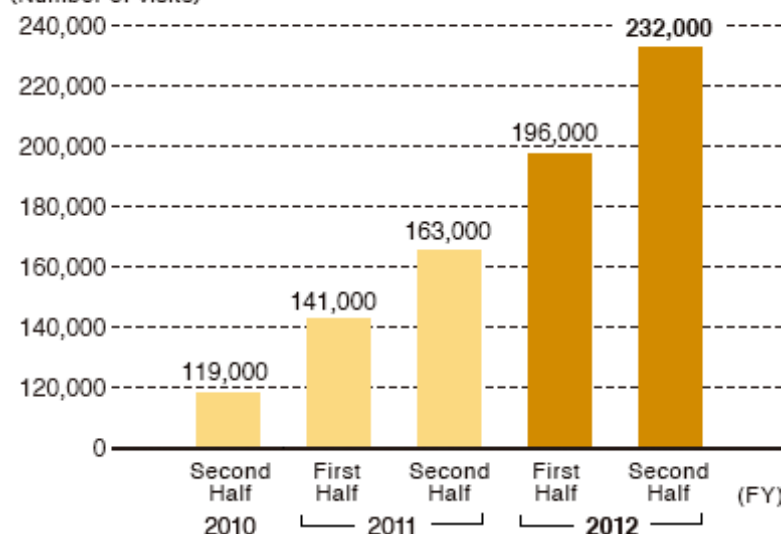


Using Customer Feedback to Monitor and Improve Reception Quality

We conduct surveys and improvement activities nationwide based on customer feedback. We receive feedback on DOCOMO reception quality through direct customer contact and via our "Kikasete DOCOMO" information portal. If customers wish, we will check signal reception at their home or other location and make recommendations for how to improve it. To improve reception, we use indoor auxiliary antennas, DOCOMO repeaters, which boost indoor reception quality, and compact femtocell base stations. 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. In fiscal 2012, we made approximately 69,000 customer visits.

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

(Number of visits)



Expanding Our Service Area to Include Subway Tunnels

As the popularity of Smartphones has grown, so has the number of customers using the Internet from inside trains. DOCOMO, therefore, is expanding its service area to cover places such as subway tunnels and underground train stations.

In fiscal 2011, we began to provide mobile phone service on parts of the Nagoya Municipal Subway, Tokyo Metro subway, and Toei subway systems. In fiscal 2012, we worked to expand our service area coverage of subways in the Kansai and Tohoku regions, and railways serving metropolitan Tokyo and other areas. In the same year, we made it possible to use DOCOMO mobile phone services along all Tokyo Metro * 1 and Toei subway lines.

We are also working to expand our service area to cover places such as Shinkansen lines and expressway tunnels. Beginning in fiscal 2012, customers can now use their mobile phones in the tunnels between Fukuyama Station and Mihara Station on the Sanyo Shinkansen Line, and in the tunnels between the Gotenba Junction and the Mikkabi Junction on the Shin-Tomei Expressway.

Our efforts to provide customers with a service environment that is easy to use will continue as we expand our service area and improve quality.

* 1 Work to extend service coverage to the section of the Yurakucho/Fukutoshin Line between Kotakemukaihara Station and Senkawa Station, which is currently under construction, is planned for completion in fiscal 2016.

Subway and Expressway Tunnels where Service was Started in Fiscal 2012

Service start date * 2	Line	Stations
Osaka Municipal Subway (Osaka Municipal Transportation Bureau)		
September 30, 2012	Chuo Line	Kujo Station — Tanimachi 4-Chome Station
October 12, 2012	Midosuji Line	Nishinakajima Minamigata Station — Honmachi Station
Sendai Subway (Sendai City Transportation Bureau)		
July 14, 2012	Namboku Line	Izumi Chuo Station — Tomizawa Station
Tokyo Metro (Tokyo subway)		
March 21, 2013	All lines	Along all lines
Toei subway (Bureau of Transportation, Tokyo Metropolitan Government)		
March 27, 2013	All lines	Along all lines
Nagoya Municipal Subway (Transportation Bureau, City of Nagoya)		
March 1, 2013	Meiko Line	Along all lines
March 1, 2013	Sakuradori Line	Along all lines
March 19, 2013	Meijo Line	Along all lines
March 19, 2013	Tsurumai Line	Along all lines
Kyoto Municipal Subway (Kyoto Municipal Transportation Bureau)		
March 27, 2013	Karasuma Line	Shijo Station — Takeda Station
Keio Corporation		
August 19, 2012	Keio Line	Shibasaki Station — Nishi-chofu Station
August 19, 2012	Keio Line Sagami-hara Line	Chofu Station — Keio-tamagawa Station
East Japan Railway		
September 14, 2012	Senseki Line	Underground portion of the line from Aobadori Station to Nigatake Station
Yokohama Minatomirai Railway		
December 18, 2012	Minatomirai Line	Yokohama Station — Motomachi-Chukagai Station
Tokyu Corporation		
March 16, 2013	Toyoko Line	Shibuya Station — Nakameguro Station
Odakyu Electric Railway		
March 23, 2013	Odawara Line	Inside Higashi-Kitazawa Station, Shimo-Kitazawa Station, and Setagaya-Daita Station
March 23, 2013	Odawara Line	Inside the tunnels from Yoyogi-Uehara Station to Ume-gaoka Station

* 2 Service start dates indicate when services became available throughout the areas given above. In some cases, services became available in parts of these areas before the service start dates shown.

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. The Widestar II achieves high-speed data transmission of a maximum 384 kbps for downloads and 144 kbps for uploads * 3 Customer-only wireless lines, PtoP * 4 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.

Since June 2011, we have also been offering a simple public phone service over Widestar II circuits. Subscribers for this service include owners of marine vessels and mountain resorts, for example, whose crew members, guests, and others can use the system on a pay-per-use basis.

As of the March 31, 2013, there were approximately 22,000 Widestar II subscribers (45,000 including subscribers for satellite phone services including Widestar II), consisting mainly of local governments and other public institutions, media organizations, financial institutions, and manufacturers relying on Widestar II for voice, data, and FAX communications during disasters, and in the mountains, on ships, and on remote islands.

* 3 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.

* 4 PtoP is an abbreviation for Point-to-Point. It refers to sending data between two connected points.

Wi-Fi Satellite Access Routers that Can be Used by Smartphones and Tablets

In May 2013, DOCOMO began to offer a Widestar II-dedicated mobile Wi-Fi router. Simply connecting this router to a Widestar II system with a LAN cable makes it possible to use smartphones, tablets, and other Wi-Fi devices for data communications (mail, SNS, etc.) via satellite. Equipped with an internal battery, this router can also be used during times of emergency.

Improved WORLD WING Service for Customers Using Mobile Phones Overseas

DOCOMO is working to enhance its WORLD WING service, so that customers can take their mobile phones overseas and use them just as they would in Japan.

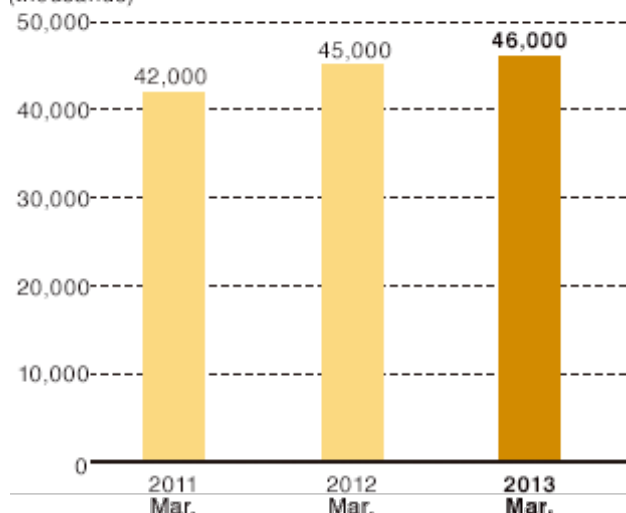
In July 2012, we began offering subscribers our "Kaigai (Overseas) Pake-hodai" service (a flat-rate packet plan that can be used when traveling overseas) the WORLD WING Wi-Fi service, which lets them access high-speed Internet services in the public LAN areas of overseas mobile service providers with which DOCOMO has partnered. Customers use this service by first obtaining a dedicated ID and password. The docomo Overseas Use application makes logging in a snap, as well, for smartphone users.

As of June 2013, "Kaigai (Overseas) Pake-hodai" can be used in 94 countries and territories. The number of WORLD WING-compatible mobile phone and smartphone subscribers had reached 46 million by the end of fiscal 2012, 80% of all subscribers, and the WORLD WING Wi-Fi service was available in 54 countries and territories.

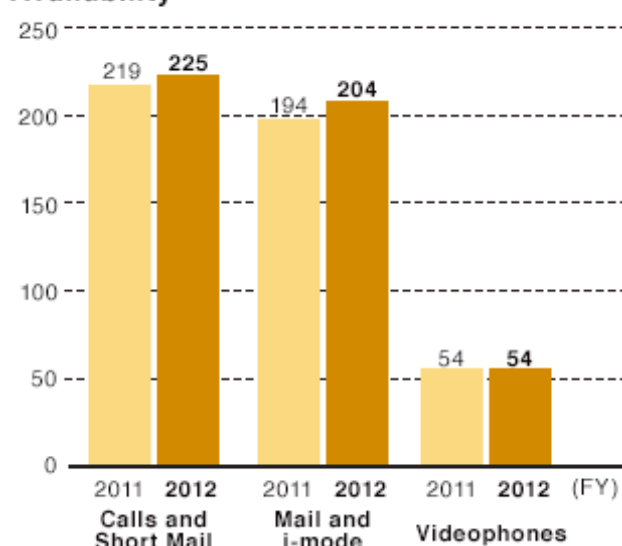
To serve the needs reflected by these figures, we have established overseas support centers in Hawaii, New York and 18 other locations.

WORLD WING Mobile Phone Subscriptions (Approx.)

(thousands)



Countries/Regions with DOCOMO Service Availability



Expanding Access Points of "docomo Wi-Fi"

With smartphone data transmissions on the rise, we are gradually expanding the "docomo Wi-Fi" public wireless LAN service area to provide customers with a communication environment they can easily access at any time. As of March 31, 2013, there were approximately 120,000 "docomo Wi-Fi" access points. Additional access points will be established to expand the service area primarily to train stations, cafes, fast food restaurants, and other places frequented by customers.

To further improve convenience for "docomo Wi-Fi" subscribers, we began offering, in January 2012, the "docomo Wi-Fi Kantan Setsuzoku" (easy connection) application for easier connections to "docomo Wi-Fi" access points. Going forward, we will continue to improve functions, so that customers can use our services with greater convenience.



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.

Providing Stable Telecommunications Services for Large Events

Major events and exhibitions gather large numbers of customers in a single location. When these customers use their mobile phones at the same time, local base stations have difficulty processing it all, which can cause spotty phone service. We combat this problem by taking various steps ahead of time and on the day of the event or exhibition.

For example, to deal with fireworks, concerts, and other large events, which are held throughout the country, base station loads are dispersed by installing temporary base stations at the event and adjusting the coverage area of neighboring base stations. In addition, 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.

The New Year holiday is another period when service demand spikes, due to New Year greeting calls and mail. Beginning in 2013, therefore, we began to plan for the holiday service demand by performing traffic simulations. After forecasting base station loads, capacity is added where needed by installing sp-mode centers, FOMA packet switches, and other devices. We have also enhanced our telecommunications equipment monitoring system and limit traffic when it rises to certain levels. Taking care to meet needs for packet communications and emergency calls, along the way, we are working to ensure the stability of the telecommunications services we provide.

Resolving Reception Problems

Information on actions taken to resolve reception problems that emerged between June 2011 and January 2012 is shown in the table below. As of December 2012, all of the actions taken had been completed.

Action		Description	Completion
Processing capacity measures	Packet switch measures	Expansion of packet switch facilities based on overall capacity processing inspection results	April 2012
		Further increase in processing capacity for new packet switch models	August 2012
	sp-mode system measures	Installation of newly developed email information server	February 2012
		Improvement of software and addition of network equipment to handle increased use of smartphones	December 2012
	Burst traffic measures	Processing change for malfunctioning connection routes	April 2012
		Processing change when there is a switch to auxiliary service control equipment	August 2012
	Measures for increase in control signals	Change in connection procedure to allow communications from multiple applications during one wireless session	November 2012
Measures concerning processing approaches		Change in sp-mode and mopera connection procedures (Change in connection procedure to prevent IP address mismatch)	March 2012
		Addition of checkpoints to prevent user identification information mismatch in method consideration	January 2012
Software quality measures		Preparation of development documentation and enhancement of testing	March 2012
Construction work quality measures		Identification of customer impacts during construction, internal sharing of construction information, procedures for recovering from unexpected developments during construction, and other matters to confirm ahead of time	February 2012
		To minimize impacts on customers: Steps such as the making of rules for the adjustment of construction work hours depending on work to be performed	February 2012

DOCOMO will continue with its efforts to enhance its communications network reliability, so that customers can use it with confidence.

Making Communications Facilities More Robust

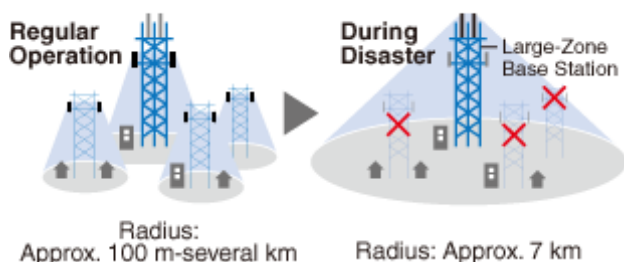
Three Principles of Disaster Preparedness

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"> Establish multiple routes and loops for relay transmission paths. Create backups for and geographically disperse telecommunications facilities. 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.

New Base Station Initiative to Address Long-Term Blackouts

Using what it learned at the time of the Great East Japan Earthquake, DOCOMO equipped its base stations near prefectural and municipal governmental offices, and in other critical areas, with batteries that will keep them operating for at least 24 hours in the event of a blackout. Now we are extending this upgrade to base stations throughout the country. In the past, lead storage batteries were used for this purpose, but they were not sufficient for the long-term power outages that can result from a disaster. In March 2013, therefore, we began to equip our base stations with emergency power supplies that use fuel cells capable of providing power for at least 40 hours. These fuel cells are lighter, require less space, and function for longer periods than lead storage batteries. Having started with base stations in the Kanto-Koshinetsu area, we plan to gradually deploy this technology to base stations in other parts of Japan, too. In addition, we have developed a system that will allow us to remotely control base station power supplies in the event of a disaster and manage electricity consumption to extend the length of time a base station remains powered up. Deployment of this technology was completed at all targeted base stations throughout Japan by July 2012.

Establishment of Backup Centers that Decentralize Important Communications Facilities

In preparation for a disaster like a major earthquake centered in the Tokyo Metropolitan area, DOCOMO is backing up important communications facilities located in the Tokyo Metropolitan area with facilities located elsewhere.

In fiscal 2012, we constructed a packet communications backup center for our sp-mode services in Kyushu. Locating that backup center far from Tokyo will make it possible to continue providing sp-mode services even if a major earthquake or other disaster makes it impossible to continue operating communications facilities in Tokyo.

Moving forward, we will continue to take steps that ensure the safety and reliability of our communications infrastructure in the event of a major disaster.

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. As of the end of fiscal 2012, we had deployed 77 of these mobile power generators.

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. As of the end of fiscal 2012, the number of satellite-entrance base-stations with a satellite link to ensure communication with networks using satellite connections was 19 (including nine newly introduced in fiscal 2011) and there were 26 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 rains and Typhoon 15 hit the northern part of Kyushu, disrupting services in some areas in July 2012, we dispatched satellite-entrance mobile base-stations with satellite links to the affected areas and worked to re-establish services as quickly as possible.

An experimental evaluation of dynamic virtualized networking resource control to accommodate emergent demand of voice or mail service after large-scale disasters

In January 2013, NTT DOCOMO, working together with Tohoku University, NEC Corporation, Hitachi solutions East Japan, Ltd., and Fujitsu Limited, performed an experimental evaluation of dynamic virtualized networking resource control to accommodate emergent demand of voice or mail service after large-scale disasters. The flexible allocation of network functions is expected to take crucial role to enables us to accommodate increased demand for voice services in part without fully relying on the call restriction control mechanisms in a large-scale natural disaster scenario, during which mobile networks faced a massive number of call attempts for voice communication because most people urgently tried to confirm the safety of their family, friends, etc.

The experimental evaluation facilities constructed at Yokosuka Research Park and at a Tohoku University research facility. The facilities are designed to emulate the congestion that developed amid the use of voice, mail, video, and other forms of communication in the wake of the Great East Japan Earthquake, and the evaluation was performed to show the capability to accommodate as many voice and mail traffic as possible. Evaluation results showed that the new technology, by successfully overcoming past difficulties in dynamically controlling communications processing resources, increases by over five times the processing performance of voice communications servers in a 30-minute period, and can, therefore, relieve voice communications congestion.

This feasibility study was one year project, supported by the Ministry of Internal Affairs and Communications under the name of "Research and development of resilient information and communications networks to overcome and recover from the Great East Japan Earthquake", and was started in March 2012.

Based on the evaluation results obtained, international standardization effort has been continued, and further R&D will be performed to realize carrier-grade implementation for use by telecommunications service providers.

Provision of Disaster Services

Advancing the Expanded Use of the Area Mail Disaster Information Service

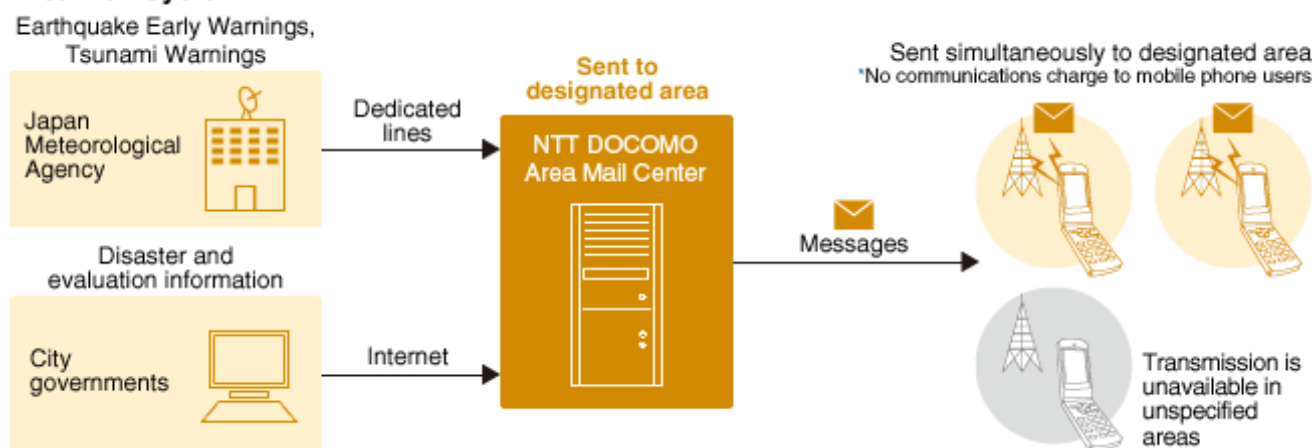
"Area Mail Disaster Information Service," a simultaneous transmission service provided by DOCOMO, enables information to be distributed to mobile phones within the geographic areas included in the earthquake early warnings and tsunami warnings issued by the Japan Meteorological Agency.

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. As of the end of fiscal 2012, 1,450 municipalities throughout Japan had adopted the Area Mail Disaster Information Service.

In March 2013, we began selling a Ubiquitous Module capable of receiving Area Mail Disaster Information Service signals. Installing one of these modules in an electronic signboard in a public space or on the coast, for example, makes it possible to display earthquake early warnings and tsunami warnings issued by the Japan Meteorological Agency, and disaster and evacuation information distributed by national and local governments bodies. The Ubiquitous Module can also sound a dedicated alarm and even be used to prevent or lessen damage by turning off its host device when an earthquake early warning is received. 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 and increase awareness of our services.

Area Mail System



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

The Voice Meeting 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, Widesstar II 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 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 national and local governments, medical institutions, railways, financial institutions, and media organizations. 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 engage in disaster broadcasting services as a core broadcasting service operator to promote customer 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.

Cross-Searching of All Disaster Message Boards Offered by All Mobile Providers in Japan

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.

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 on the Disaster Message Board or used to ask people in the disaster area to register information on their safety with the service.

Beginning in August 2012, safety status information registered on the mobile phone and PHS disaster message board services offered by Japan's five mobile phone and PHS operators, including DOCOMO, and the safety status information registered on the disaster message board services (web171) offered by NTT East and NTT West can now be cross-searched.

Start of Mutual Access Disaster-Time Voice Delivery Service by Japan's Mobile Operators

In April 2013, DOCOMO and Japan's three other mobile phone service providers began offering mutual access Disaster-Time Voice Delivery Services. These services use packet communications to make it possible to leave voice messages – providing information on one's well-being, etc. – during times of disaster.

With the Disaster-Time Voice Delivery Service, when an earthquake with a seismic intensity of at least 6-lower (on the Japanese seismic scale), or other major disaster, occurs, customers who have difficulty making connections with voice communications technology will have access to packet communications technology, which is more likely to be available. Using Disaster-Time Voice Delivery Service, which is available only in times of disaster, customers can then record a voice message for family or friends. In addition, whereas the Disaster Message Board accepts messages entered as text from mobile phones, the Disaster-Time Voice Delivery Service, because it is a voice service, makes it easy for people who have difficulty sending text messages to leave messages for others.

In the past, the Disaster-Time Voice Delivery Services offered by each of Japan's mobile operators could be used only by each company's own customers. Now, with the start of mutual access, voice messages can be sent between the networks of the different mobile operators.

Reinforced the Functions of the Restoration Area Maps



Image of a Google Disaster Lifeline Map

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

In fiscal 2011, we also added a function that can shift a display between a map and an aerial photo, a display/hide function for the icons of docomo Shops and free phone battery charging services, as well as detailed information such as hours of operation and address. Furthermore, in March 2013, we began providing Restoration Area Maps information to Google. This means it is now possible to refer to the Disaster Lifeline Map Google offers during major disasters to determine where DOCOMO mobile phones can/cannot be used.

Compilation and Distribution of a Disaster Preparedness 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.

Working with the National and Local Governments

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 a mutual cooperation agreement with Japan's Ministry of Defense and have taken steps to improve our ability to cooperate with the Self-Defense Forces during times of 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 2012, we held a general disaster prevention training to demonstrate new disaster countermeasures updated with lessons learned from the Great East Japan Earthquake. The demonstration was held for national and local government agencies and offices, specified public institutions, and others on November 15 at the Tokyo Rinkai Disaster Prevention Park. The training, which began with the onslaught of a disaster and gradually proceeded through recovery, demonstrated DOCOMO's disaster recovery measures. Exercises included the use of a satellite mobile base station vehicle to provide relief to an evacuation site, use of a portable satellite base station transported by a Self-Defense Force helicopter to establish communications with an isolated village, use of compact, light-weight emergency communications equipment to reestablish a transmission path, and the use of a trailer-based mobile power generator to provide electrical power.

For a separate drill held in March 2013, the scenario was a major earthquake with an epicenter directly under the Tokyo metropolitan area, and participants had to respond to conditions given to them as the drill unfolded. The purpose of this drill was to test changes made following the previous fiscal year's drill. Among the tested subjects were procedures to be taken when a quake first strikes, confirmation and instruction procedures the disaster response office should take when a quake first strikes, and implementation of the emergency contact system.

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 2012

To address a natural disaster that occurred in fiscal 2012, to help disaster-afflicted customers, we offered free accessories for mobile phones, reduced some fees to fix mobile phones and extended due dates for phone payments.

Special Measures taken in Response to Natural Disasters Occurring in Fiscal 2012	
Affected areas targeted for aid	Longest Implementation Period
Regions where the Disaster Relief Act was applied due to strong winds (7 cities and towns, including Maoka City, Tochigi Prefecture; and Tsukuba City, Ibaraki Prefecture)	May 8, 2012—June 30 2012
Regions where the Disaster Relief Act was applied due to torrential rains (3 cities and towns, including Hita City, Oita Prefecture; and Asakura City, Fukuoka Prefecture)	July 3, 2012—July 31 2012
Regions where the Disaster Relief Act was applied due to torrential rains (13 cities and towns, including Kumamoto City, Kumamoto Prefecture; Taketa City, Oita Prefecture; and the City of Kurume, Fukuoka Prefecture)	July 12, 2012—July 31 2012
Regions where the Disaster Relief Act was applied due to torrential rains (Uji City, Kyoto Prefecture)	August 15, 2012—August 31 2012
Regions where the Disaster Relief Act was applied due to Typhoon 16 (Yoroncho, Kagoshima Prefecture)	September 15, 2012—October 31 2012
Regions where the Disaster Relief Act was applied due to blizzard (7 cities and towns, including Muroran City and Noboribetsu City, Hokkaido)	November 28, 2012—December 31 2012
Regions where the Disaster Relief Act was applied due to heavy snowfall (8 cities and towns, including Nagaoka City and Kashiwazaki City, Niigata Prefecture)	February 25, 2013—March 31 2013
Regions where the Disaster Relief Act was applied due to heavy snowfall (Obanazawa City and Oishida Town, Yamagata Prefecture)	February 27, 2013—March 31 2013

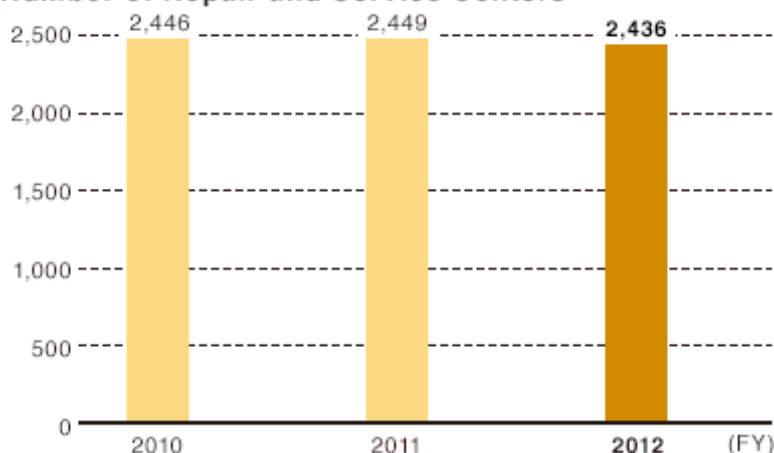
Maintaining Product Safety

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 	Communication Device Development Department, etc.
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 	
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.

 [Software Update Information List \(in Japanese only\)](#)

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 2012, we focused on the enhancement of training for the repair of smartphones, which now enjoy broad-based 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.

Addressing the Impact on Children

Mobile Phone Safety Class Attendance Surpasses 5 Million Nationwide



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, sending instructors to lead classes at schools and places where senior citizens gather around the country to raise awareness of the rules and etiquette for mobile phone use and how to deal with crime and other issues. Having gradually expanded the kinds of classes we offer, to include an introductory class for older elementary school students; an application class for junior high and high school students; a class for parents, guardians, and teachers; and a class for senior citizens, we added classes for special support schools attended by children with handicaps, in fiscal 2011. Through the DOCOMO website, we have also started to offer video instruction (e-learning) materials for teachers planning to lead their own classes, and made them available for easy viewing at home, as well. In addition, we have enhanced our educational content for smartphones in response to growing requests that we cover these devices, which have seen explosive growth in popularity. In fiscal 2012, we held a total of 6,700 safety classes at elementary, junior high and high schools, special support schools, and community learning centers, and saw attendance of approximately 930,000. Cumulative attendance, since the time we began offering classes in 2004, had surpassed 5 million as of March 31, 2013. Looking to the future, we will actively work to increase awareness of mobile phone safety through classes we teach in person and the video instruction materials we offer on the DOCOMO website.

Blocking Access to Child Pornography Sites to Protect Children from Sex Crimes

The blocking of child pornography is a matter of great importance for protecting the rights of children and providing an Internet usage environment that is safe and secure. The Internet Content Safety Association (ICSA) was established in March 2011 to maintain a list of child pornography website addresses. In April of the same year, it began to provide its members — Internet service providers (ISPs) — with lists of addresses for child pornography websites. In May 2012, NTT DOCOMO began using the information in lists provided by the ICSA to block access to child pornography websites through its i-mode, sp-mode, mopera U, and docomo Wi-Fi Internet connection services. Furthermore, in fiscal 2011, we, together with other ISPs, participated in a child pornography blocking experiment sponsored by Japan's Ministry of Internal Affairs and Communications. In this experiment, participants considered the effectiveness of multiple blocking methods, various issues associated with the use of each, and examined technical issues in increasing precision so as not to block legitimate content. The results of this work were organized into material and information for the preparation of a blocking implementation guidebook for ISPs. A guidebook for blocking child pornography websites was created based on this material and information in fiscal 2012 and distributed to the ISPs that participated in the experiment and to others as well. NTT DOCOMO will continue working with the ICSA to advance measures for stopping the Internet-based distribution of child pornography, and ending this grievous violation of children's rights.

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. To encourage use of these features, information introducing them is included in invoices and mobile phone catalogs.

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 * 2 Restricts access to websites and permits only voice calls and mail.	<div>✖</div> <div>Excluding a portion of websites provided by DOCOMO</div>		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.	<div>○</div> <div>i-mode menu sites other than those below</div>	<div>✖</div> <div>All sites other than i-mode menu sites</div>	Category Settings Allows changes to categories of sites subject to access restriction.
		<div>✖</div> <div>Websites that fall under a restriction category, such as bikini model sites and social networking sites 3 * 3</div>		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).
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 * 4certified sites.	<div>○</div> <div>Websites other than those below, sites set up by the EMA * 4certified sites.</div>		
		<div>✖</div> <div>Websites that fall under a restriction category * 3</div>		

- * 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 Expanding 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 Wi-Fi, 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 Wi-Fi, and can select the parties their children may call.

Furthermore in March 2013, we made it possible to automatically prevent the use of applications judged inappropriate for certain ages, and to permit or block the placing and receiving of calls for numbers recorded in a handset's phonebook.

DOCOMO will continue to encourage use of the Secure Mode application, together with the sp-mode Filter (mail filtering) service, through various brochures, including the Access Restriction Services Brochure.

Initiation of ALSOK Dispatch Service Using Kids' PHONE Location Data

In October 2012, DOCOMO and ALSOK (Sohgo Security Services Co., Ltd.) began offering an ALSOK service that protects children by using DOCOMO Kids' PHONE location data. This service is available throughout Japan.

It is offered for use with two Kids' PHONE models, the HW-01D and HW-02C, offered by DOCOMO and is triggered when a child sounds the emergency alarm on a Kids' PHONE. When that happens, ALSOK, responding 24 hours a day, dispatches security personnel using location data acquired from the phone. Two service plans are available. One sends location data to the family and the other, to ALSOK. If location data is sent to the family, ALSOK will dispatch security personnel once it is contacted by the family. If location data is sent to ALSOK, ALSOK will determine the child's location, contact the family to determine if the dispatch of personnel is warranted and then do so if it is.

Since the beginning of this service, efforts to inform customers of its existence have been made by placing flyers in docomo Shops and handset boxes, and by posting information on both DOCOMO's and ALSOK's websites.

Introduction of the Smartphone for Junior SH-05E



Smartphone
for Junior SH-05E

The Smartphone for Junior SH-05E is a smartphone that has features enabling the safe, secure use of content and applications by a child. It is intended to be a child's first smartphone and was introduced in February 2013.

Smartphone for Junior The Smartphone for Junior SH-05E includes capabilities that allow a parent or guardian to limit the use of telephone, email, Internet, application, and other functions. It is also equipped with functions that limit late-night usage, prevent excessive usage, and limit telephone usage. In addition, pressing a button on the side of the phone for an extended period sounds an emergency alarm and automatically sends a notification to a predetermined party.

Introduction of the Kids' PHONE HW-01D

In September 2012, DOCOMO introduced the Kids' PHONE HW-01D, a water- and dust-proof handset with enhanced safety and security functions.

The Kids' PHONE HW-01D allows simple one-touch calls to four predetermined phone numbers. Calls to other than these four numbers are limited to ten numbers that must be registered in the handset's phonebook. That means the registered numbers can be easily called and that numbers not registered cannot be called. In addition, a child who feels in danger can set off an alarm and attract attention by pulling on the strap attached to the phone. That will also turn on a flashing light on the phone and cause the phone to automatically contact three preset phone numbers with information on the child's current location.

The Kids' PHONE HW-01D is water- and dust-proof, so it can be handled with wet hands, and its LCD panel is equipped with a reinforced plastic window and scratch-resistant super-hard coating. In addition, the rounded design is easy for small hands to hold on to.

The Kids' PHONE HW-01D can also be used in combination with an ALSOK (Sohgo Security Services Co., Ltd.) child protection service we have been offering since October 2012. With this service, ALSOK will dispatch security personnel to a child's location when the child sounds the phone's emergency alarm and the family requests the dispatch. The Kids' PHONE HW-01D works to protect the safety of children and provide a sense of security for families.

Assistance for Seniors

Mobile Phone Safety Classes Held for Seniors in Light of Aging Society



Mobile Phone Safety Class

In light of the ongoing aging of Japanese society, we have been sending instructors to local community groups and other organizations to hold Mobile Phone Safety Classes for seniors since 2009. The class curriculum goes over measures for protecting oneself from remittance soliciting fraud and other crimes that affect many seniors, and measures to guard against spam email and avoid trouble that can arise from telephone calls coming from unfamiliar numbers. It also introduces services that help users protect themselves in times of disaster, provides information to help individuals choose the best plan for themselves, and even covers more mundane problems such as the loss of a phone. In fiscal 2012, we added content on smartphones, in light of their rising popularity. To help as many as people as possible learn how to use mobile phones safely and effectively, DOCOMO posts video materials for the Mobile Phone Safety Class for senior citizens on its website.

Dealing with Spam Email and Nuisance Calls

Continuing to Strengthen Measures to Eliminate Spam Email

We continue to strengthen anti-spam email measures and functions to ensure customers can use 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.

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.

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 2012, the hotline received approximately 550,000 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.

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) * 1 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.

* 1 Smartphones (except for certain models) cannot be set to Public Mode (Drive Mode).

Public Service Ads on Smartphone-Distracted Walking



Newspaper ad informing the public of the dangers of smartphone-distracted walking

Since fiscal 2004, DOCOMO has been sending instructors to schools, lifelong learning centers, and other facilities to explain rules and manners for safely using mobile phones. More recently, in response to the growing use of smartphones, we have also added teaching materials for the safe use of these products.

Accidents and other problems due to smartphone-distracted walking, however, remain a growing problem for society. In fiscal 2012, therefore, DOCOMO embarked on an initiative in which we have established a "smartphone manner mark" and developed a design manual to promote safe, more considerate use of smartphones. Using the "smartphone manner mark" and design manual, we are creating advertising materials and store promotional tools aimed at raising awareness among customers. We are also displaying posters within our company to promote awareness among our own employees.

Looking at and manipulating a smartphone screen while walking is extremely dangerous, not only for the person using the smartphone but for others, too. DOCOMO, therefore, will continue to press the idea, through newspapers, train stations, shops, and other channels, that people should not use smartphones while walking.

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

To prevent mobile phones from being used for remittance soliciting fraud or other crimes, DOCOMO uses its network capabilities to restrict the use of handsets that have been stolen from docomo Shops or other retail outlets, or obtained through fraud or other criminal behavior, or by forging identification or submitting applications with false information (name, address, birthdate, etc.)

We have also established a related system that allows customers to check whether a phone is subject to network usage restrictions by entering the phone's serial number on DOCOMO's website.

Moreover, as a measure to prevent mobile phones from being obtained through fraudulent means over the Internet, 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 DeNA Shopping)
- 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.

Start of "Anshin Net Security" Antivirus Service for Smartphones

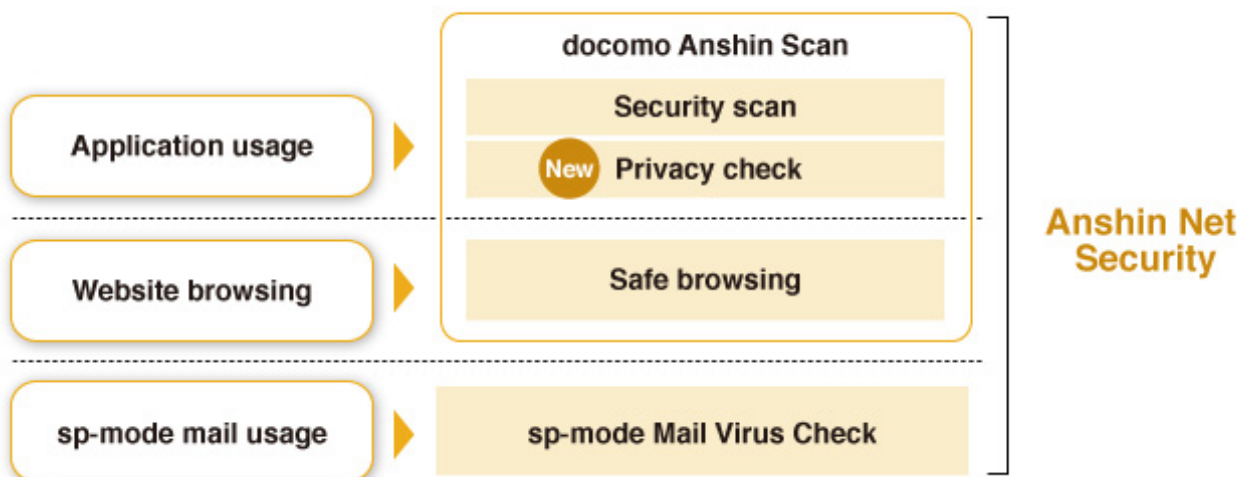
Due to the increasing prevalence of smartphones, computer viruses targeted at smartphone OSs, such as Android, have emerged.

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. In addition, the virus definition file can be set to update automatically.

As a new security measure, we added a personal information checking function (Privacy Check) to the "docomo Anshin Scan" service in October 2012, and also made it possible to apply for both the "docomo Anshin Scan" and "sp-mode Mail Virus Check" together as "Anshin Net Security".

Going forward, DOCOMO will continue to provide customers with both the best services and the ability to use them with safety and security.

Anshin Net Security



Main Features of "Anshin Net Security"

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.

sp-mode mail virus scan * 1

- When mail is received, scans the received mail and immediately deletes mail found to be infected with a virus.

* 1 The name of this feature was changed to "Mail Virus Check" on October 24, 2013, and it now works for DOCOMO mail, as well as sp-mode mail.

Smartphone Remote Control Service as a Security Measure 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 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 2012 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

Pursuing Leading-Edge R&D

To propose more convenient products and services to customers, DOCOMO is addressing leading-edge R&D themes. The results from this approach are shared with society through such avenues as exhibitions.

Major R&D examples in fiscal 2012

R&D theme	Summary
Two-sided Transparent Touchscreen	Smartphone equipped with a transparent double-sided touch panel. The touch panel can be operated from the front and back for a new usage experience.
Grip UI	UI that allows various operations, such as initiating a function shortcut by changing the position or strength with which the smartphone is gripped. Enables smooth one-handed operation.
Hands-free videophone	Eyeglass-style videophone equipped with multiple super-wide-angle cameras. Images of the user's face captured by the cameras are combined with CG data and used to transmit realistic images for videophone communication.

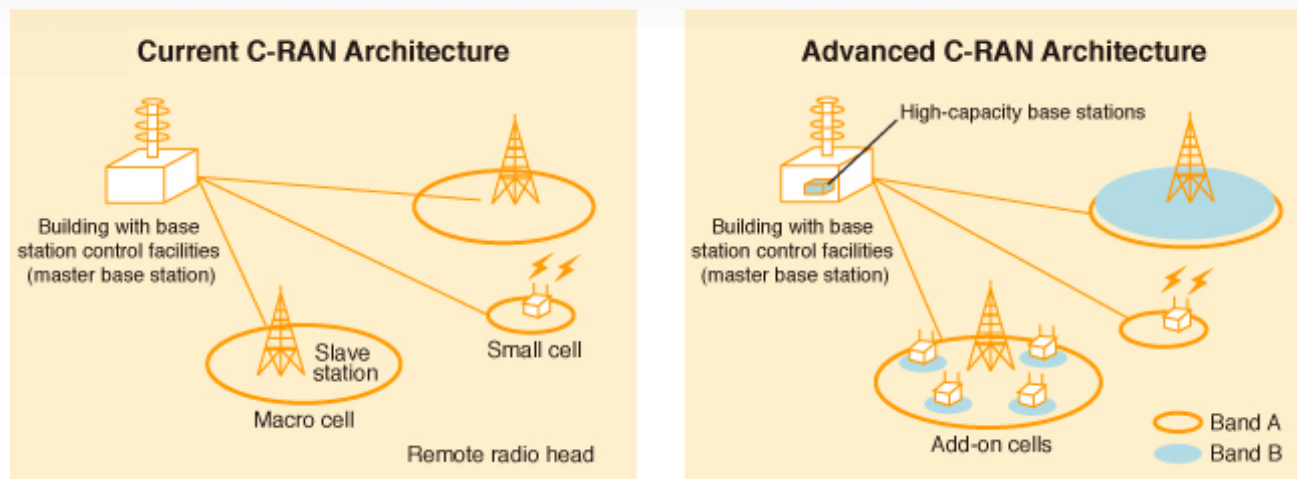
Advancing Development for Commercialization of the LTE-Advanced 4G Mobile Communications Standard

Since 2010, DOCOMO has been using a testing system to perform field experiments for the LTE-Advanced fourth-generation (4G) high-speed communication standard that improves upon LTE by supporting download speeds of up to 3Gbps * 1. In February 2013, we embarked on the development of high-capacity base stations to enable efficient deployment of LTE-Advanced technology. These base stations will use carrier aggregation technology, which implements the advanced C-RAN architecture, a new network architecture that is being proposed by DOCOMO and enables close cooperation between macro cells for wide-area coverage and small cells for localized coverage. Structuring macro cells with "add-on" cells, carrier aggregation technology not only boosts throughput (processing capacity per unit of time), it also enables the expansion of wireless capacity — the advantage of small cells — while maintaining the mobility performance of macro cells. This results in better service in high communications traffic areas like train stations and large commercial facilities.

Aiming to achieve even higher speed and capacity for mobile phone networks, DOCOMO aims to complete development on high-capacity base stations by fiscal 2015 and then focus on the effective commercial deployment of LTE-Advanced technology.

* 1 "Download speeds of up to 3Gbps" refers to the maximum speed stated in technology standards. This differs from the maximum speed of service provision.

Overview of Advanced C-RAN Architecture



World's First 10Gbps Packet Transmission

In December 2012, DOCOMO, working with the Tokyo Institute of Technology on research commissioned by the Ministry of Internal Affairs and Communication, achieved the world's first packet transmission at a rate of approximately 10Gbps in an outdoor experiment. The purpose of the experiment was to achieve a transmission rate of over 10Gbps using super high frequency band exceeding 5GHz band as a step toward addressing the problems of strained frequencies and rapidly rising data traffic. In the experiment, a mobile station moving at an average speed of 9km/h transmitted a signal with a 400MHz bandwidth of the 11GHz spectrum. MIMO technology ※ 2 was used and the signal was successfully received at a base station. Applying the approach used for the experiment to transmit a received packet signal would result in download speeds exceeding 10Gbps — nearly 100 times faster than the maximum speed currently available with DOCOMO's Xi™ ("crossy") service. In the future, this technology could make it possible to provide customers with high volumes of content at low service fees.

* 2 MIMO or multiple-input multiple-output, technology is used to simultaneously transmit multiple signals at the same frequency from multiple antennas.

Start of Full-Scale Translation Phone Service

DOCOMO has been conducting trials of the Translation Phone Service since fiscal 2011. This service allows people speaking different languages to converse with one another over mobile phones.

For the second trial, conducted from June 1 to September 30 of fiscal 2012, the number of monitors was increased by roughly ten times, to 9,407 customers. The number of languages handled was increased from three - English, Chinese, and Korean - to ten, with the addition of German, French, Spanish, Italian, Portuguese, Thai, and Indonesian. And services customers expressed desire for in feedback were added. Examples include the ability to replay translation content and faster service access.

Following the results of the second trial, we began to offer the Hanashite Hon'yaku service in November 2012. The service as launched includes a retranslate function that retranslates translated results back into the original language, so the user can determine whether there are any differences in nuance compared to the content of the original spoken message. There is also a function that allows users to manually correct mistakes in the message originally sent, when a message has not been correctly interpreted, or information was not translated.

We continue to receive feedback from customers and we intend to use it as we make additional service improvements, which will include the addition of languages handled and better usability.

Overview of Hanashite Hon'yaku Services

Voice communication



On-screen communication



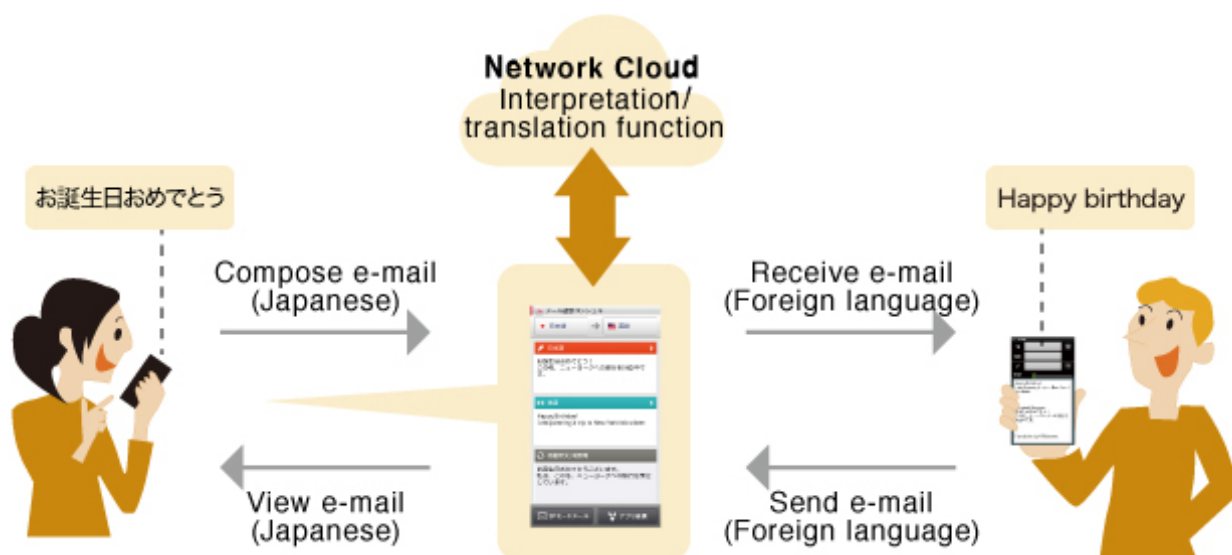
Start of the "Mail-Hon'yaku-Concier" Service

DOCOMO began offering the "Mail-Hon'yaku-Concier," a new docomo cloud service, in June 2012. This service makes it easy to translate email and SNS text messages on the docomo cloud, and can be used for both composing and reading. The ability to send messages in a foreign language simplifies communication when there is not a common language to rely on and makes it possible to communicate with a wider group of people. The "Mail-Hon'yaku-Concier" can handle communications in Japanese, English, Chinese, and Korean. In addition, translated results are displayed on screen and retranslated back into the original language to let the sender check the translation before sending it. Messages can be entered by voice, as well as keyboard. * 3

The "Mail-Hon'yaku-Concier" Service can be used on smart phones and tablets. There is no monthly fee and no application procedure. Users need only download the app. As of March 31, 2013, the app had been downloaded 890,000 times since the service became available. Going forward, we will continue with our efforts to enhance docomo cloud services and make the usage environment for smart phones and tablets more convenient and enjoyable.

* 3 Only Japanese can be used to enter messages by voice.

Overview of the "Mail-Hon'yaku-Concier" service



Start of the "Utsushite Hon'yaku" Service

For people traveling overseas, DOCOMO began offering the "Utsushite Hon'yaku" service in October 2012. With this service, users can receive instant on-screen translations of menus and signs simply by photographing them with their smartphone or tablet camera.

The "Utsushite Hon'yaku" Service instantly provides a translation of foreign words photographed with a smart phone or tablet equipped with the dedicated app. Setting this service apart is that it requires no entering of text and uses augmented reality (AR) technology to display translated results. The "Utsushite Hon'yaku" Service can be used for English, Chinese (both traditional and simplified characters), and Korean. The app is available at no charge and no data communications are involved in translating text. Furthermore, the "Utsushite Hon'yaku" Service can also translate Japanese menus and signs into English, Chinese (both traditional and simplified characters), and Korean, so it can be used not only by DOCOMO customers but also visitors to Japan with smartphones from abroad.

With downloads of the "Utsushite Hon'yaku" app having reached the 320,000 mark in March 2013, this service has proven very popular among a large number of customers.

Development of 700MHz Base Station Antenna

DOCOMO has developed a base station antenna supporting five frequency bands, including the 700MHz band scheduled to become available in January 2015. Preparing for the introduction of the Xi™ ("crossy") service that will use that band, we began to introduce the new antenna in March 2013.

The new antenna adds the 700MHz band to the previous model for four-band base stations. It is the first five-band base station antenna to be put into use in Japan. Creating a multi-band antenna is difficult because of mutual interference between radio waves. DOCOMO greatly reduced mutual interference by developing its own interference control technology, and thus succeeded in developing a five-band antenna. The antenna is of the same compact size as existing antennas and will facilitate installation of base stations in places with limited space for an antenna. The 700MHz band will be used to handle skyrocketing packet traffic and the spread of high-speed mobile broadband service usage. The new five-band antenna will promote adoption of the Xi™ ("crossy") service that will use the 700MHz band.

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.

Major research activities in fiscal 2011 of the Mobile Society Research Institute


Publication of the Mobile Communication 2012-13 White Paper on Keitai-Communication



Mobile Communication 2012-13
cover

In August 2012, the Mobile Society Research Institute published Mobile Communication 2012-13, a social white paper analyzing communication by mobile phone.

The white paper shines a spotlight on communication among individuals and on data-related behavior in light of conditions with regard to mobile phone usage and society. As featured coverage, it also examines how people responded to the Great East Japan Earthquake, from the perspective of mobile phone usage.

 [Mobile Communication 2012-13, the Mobile Society Research Institute's White Paper on Keitai-Communication](#)

3rd Keitai Social Research Report Contest



Commemorative photograph of the award winners of the report contest

As part of its research activities toward the realization of an affluent and sound *Keitai* society, the Mobile Society Research Institute holds a research report contest that uses response data from annual questionnaires conducted by the institute. Participants are limited to undergraduates and graduate students.

The 3rd *Keitai* Social Research Report Contest was held in November of fiscal 2012, and nine of the 31 applicant teams received awards at the report presentation and final judging event.

[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\) Commemorative photograph of the award winners of the report contest](#)

International Comparative Research on Mobile Phone Usage by Children



Presentation of results at the Mobile World Congress 2013

Together with the GSM Association (GSMA), an international mobile phone industry group, DOCOMO has been conducting research to shed light on the use of mobile phones by children across the world. The fourth iteration of this research, which began in 2009, took place in fiscal 2012. A survey conducted among 4,500 children aged 8 to 18, and their parents or guardians, in Japan, India, Indonesia, Egypt, and Chile provided data for the research.

Respondents answered questions on mobile phone usage by children and responses were used to perform an international comparative analysis of communication related conditions, Internet usage, app and SNS usage, and security concerns. Research results were announced in February 2013 at the Mobile World Congress 2013's mYouth seminar.

[!\[\]\(0d5ec72f61334709c3fc9450209b754f_img.jpg\) Mobile Society Research Institute's research on mobile phone usage by children \(five-country comparison\)](#)

Dissemination of Disaster Research Results

Publication of Saigai ni Tsuyoi Joho Shakai



Cover of Saigai ni Tsuyoi Joho Shakai

The Mobile Society Research Institute published *Saigai ni Tsuyoi Joho Shakai: Mobile Communication and the Great East Japan Earthquake* in January 2013. This book covers the results of surveys and other research on the information-related behavior of people in response to the Great East Japan Earthquake and the expected roles of mobile and other forms of Information and Communication Technology (ICT). The book makes clear that there is a gap between the ideal and reality of mobile communications, which have become so widespread, in times of disaster. It also makes recommendations on how disaster prevention planning and disaster mitigation should be improved in preparation for the next disaster.

[!\[\]\(28f72b996fc97883dfd9d4e8b1b16b4e_img.jpg\) *Saigai ni Tsuyoi Joho Shakai: Mobile Communication and the Great East Japan Earthquake*, published by the Mobile Society Research Institute](#)

Symposium on the Future of the Mobile Society Beyond 3.11



Presentation of disaster research results at the symposium

A symposium on the future of the mobile society beyond the disasters that began to unfold on March 11, 2011 was held in February 2013. Part 1 of the two-part symposium addressed the topic of information media and disasters. Results of disaster research were presented and a panel discussion took place on a video workshop held in a disaster-hit area. Part 2 of the symposium looked at the future of the mobile society. It began with a keynote speech on the potential and future of information and communication technology (ICT), which has become such an integral part of daily life, and proceeded to a panel discussion on visions for the future. Videos from the workshop and content on visions for the future have been posted on the Mobile Society Research Institute's website. The symposium provided an opportunity to vigorously discuss key points for creating a society that is both robustly equipped for disaster response and prosperous. The Mobile Society Research Institute intends to use the content and results of these activities in its future research endeavors.

- [!\[\]\(4c660a3c4ce1da3313488b7854f55083_img.jpg\) Mobile Society Research Institute's 2012 workshop in a disaster-hit area](#)
- [!\[\]\(f01c435bb39e3068a9b4895c9a993158_img.jpg\) Mobairu Shakai no Mirai — 2035 Rodomappu \(The Future of the Mobile Society — A Roadmap to 2035\), published by the Mobile Society Research Institute](#)
- [!\[\]\(c5f009707b314589d498a683120545c5_img.jpg\) Report on the symposium sponsored by the Mobile Society Research Institute on the future of the mobile society beyond March 11, 2011](#)

Trial of the "Tap-de-Concier" Smartphone Assistant

"Tap-de-Concier" is a new app that anticipates necessary smartphone functions and keywords based on various current conditions related to the customer, and assists the customer by presenting functions and keywords it predicts the customers will use.

While there have been services that provide shortcuts to frequently used apps, they have required manual customization on the part of the user. In contrast, "Tap-de-Concier" presents the user with functions and keywords that are likely to be needed and allow the user to easily accomplish what they need to with only a few taps. "Tap-de-Concier" is a user interface that can anticipate what the user needs on each occasion of use.

"Tap-de-Concier" services are being offered on a trial basis from March 2013 to March 2014. In the future, we will use feedback from this trial to enhance prediction precision and refine services.

"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 Actions



Three Environmental Themes

Creation of a Low-Carbon Society

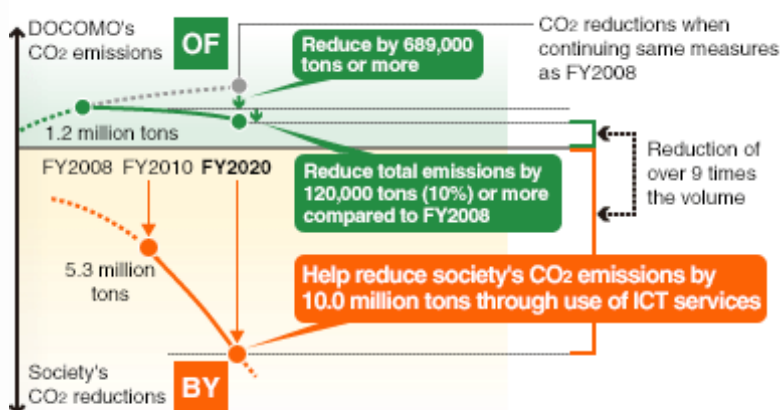
Reduce Our Own CO2 Emissions

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

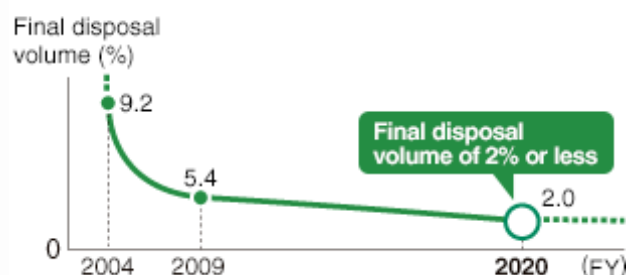
OF	<ul style="list-style-type: none"> ▪ Increase energy efficiency of communications facilities and base stations, etc. ▪ Promote installation of solar power systems ▪ Promote deployment of low-pollution vehicles (hybrids, electric cars, etc.)
BY	<ul style="list-style-type: none"> ▪ Promote transparency of CO2 reductions with ICT services
WITH	<ul style="list-style-type: none"> ▪ households

Formation of a Sustainable Society

Reduce Waste

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

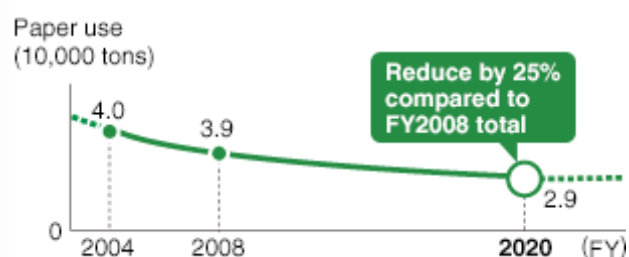
Reduction in Final Disposal Volume by FY2020



Reduce Paper Use

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

Reduction in Paper Used for Promotional Tools by FY2020



Main Initiatives

OF	<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
BY	<ul style="list-style-type: none"> Provide services and total mobile solutions for reducing CO2 emissions by our customers and the society, including the docomo cloud Mobile phone recycling activities
WITH	<ul style="list-style-type: none"> Mobile phone recycling activities 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

OF	<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.)
BY	<ul style="list-style-type: none"> Promote tree-planting activities and biodiversity preservation with overseas companies
WITH	<ul style="list-style-type: none"> "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

Until fiscal 2013, DOCOMO had 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 identified environmental issues and then set interim and annual targets according to such issues. At the same time, each Expert Committee set and managed action plans to achieve the respective targets. In fiscal 2013, however, the three Expert Committees were reorganized into four subcommittees - the Equipment Energy-Efficiency Subcommittee, the Energy-Efficiency R&D Subcommittee, the Office Energy-Efficiency Subcommittee, and the Customer Channel Resource-Efficiency Subcommittee. Moving forward, the four subcommittees will address medium-to-long-term issues with a more proactive approach than was used in the past.

FY2012 Initiatives and FY2013 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 2012, 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."

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)."

For fiscal 2013, uniform nationwide (Japan) quantitative targets have been established for the warehouse disposal rates for each category of promotional tool. Progress toward these targets will be managed on a quarterly basis.

Eco Management Expert Committee

"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 2012, 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.

Fiscal 2013 Targets and Action Plans

Equipment Energy-Efficiency Subcommittee

FY2013 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 CO2 emissions by improving power conversion efficiency by installing high-efficiency power supplies and air conditioning systems ²
	Promote further CO2 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

Energy-Efficiency R&D Subcommittee

Fiscal 2013 Targets	Main Action Plans for Targets
Promote development of highly energy-efficient equipment	Perform development activities aimed at implementing use of the highly energy-efficient equipment described below. (1)Development of compact base station equipment: Compact all-in-one 3G and LTE external equipment (2)Development of high-density BDE: High-density version of BDE (LTE) equipment
Comply with NTT Group Energy-Efficiency Performance Guidelines ⁱ	For ICT equipment that is procured by NTT DOCOMO and covered by the NTT Group Energy-Efficiency Performance Guidelines, conduct energy-efficiency performance evaluations and ascertain numbers of devices, by category, owned by NTT DOCOMO.

Office Energy-Efficiency Subcommittee

Fiscal 2013 Targets	Main Action Plans for Targets
Advance initiatives for reducing office-related greenhouse gas emissions	Move forward with the measurement and management of office-related greenhouse gas emissions as a step toward reducing them.
	Move forward with the adoption of low-emission vehicles (electric and hybrid vehicles)
	Move forward with the adoption of LED lighting
Promote greater DOCOMO Group environmental awareness through environmental communication	Implement measures that make use of the "eco mode club" to promote environmental awareness
	Pursue educational activities making use of the CSR report (printed and online versions)
	Conduct environmental education for all employees

Fiscal 2013 Targets	Main Action Plans for Targets
Help to reduce greenhouse gas emissions from society as a whole by providing ICT services	Examine ways of measuring the impacts of ICT services
Promote continuous environmental contributions, and biodiversity conservation, through maintenance activities at DOCOMO Woods locations throughout Japan.	Move forward with forest maintenance activities
Advance initiatives for lowering the final disposal ratio for office waste	Advance initiatives for lowering the final disposal ratio for office waste

Customer Channel Resource-Efficiency Subcommittee

FY2013 targets	Main action plans for targets
Plan and provide products that encourage eco-consciousness in customers	Improve actual battery life
	Require device manufacturers to promote energy efficiency
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	Determine the extent to which CO2 emissions were reduced through the use of FOMA ubiquitous modules used for purposes like machine communication
For the warehouse disposal rates applying to each category of promotional tool, establish uniform nationwide (Japan) quantitative targets and manage progress toward achieving them on a quarterly basis	<p>【 Catalogs, leaflets, fliers, posters, POP, banners, etc. 】 ⇒ or less</p> <p>【 User manuals, paper bags, product boxes, bags 】 ⇒ or less</p> <p>【 Tools for store staff 】 ⇒ or less</p> <p>【 Novelties 】 ⇒ or less</p> <p>【 Forms, applications, envelopes 】 ⇒ or less</p>
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
	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)

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.

In fiscal 2012, it was once again confirmed, based on the results of an external audit, that the EMS is being operated effectively, and ISO14001 certification was maintained.

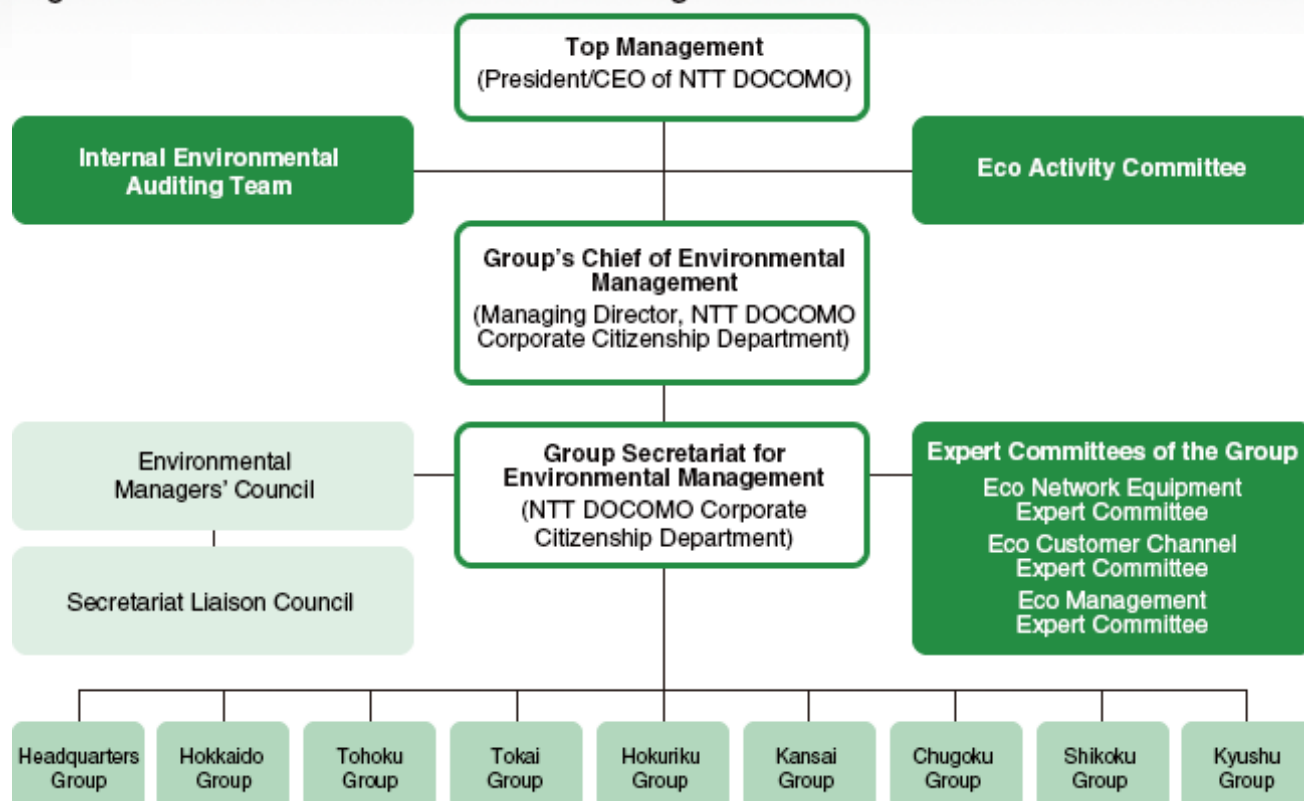
The EMS is administered by a number of organizational units. The Eco Activity Committee is the highest decision-making body related to the EMS and is chaired by the President and Chief Executive Officer. Expert committees of the Group set common environmental targets for the Group as a whole, and the 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 each met among themselves in fiscal 2012 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: 26 Group companies (NTT DOCOMO, INC., and 25 service 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 2012, we reviewed our auditing methods in response to business-related environmental impact, and in pursuit of more highly effective audits. Specifically, audits focused on whether consumption of paper and electricity in offices, which are management items for all organizations, was being properly undertaken, in addition to conditions with regard to training attendance, legal and regulatory compliance, and implementation of environmental activities unique to each organization. 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 internal auditor training for environmental auditors in order to continue to improve the EMS, which is now in its sixth year. In total, 158 environmental auditors from throughout Japan attended this training.

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 March 2027 * [1](#). At present, the NTT Group, including DOCOMO, is reviewing disposal methods.

* 1 The original July 2016 deadline was extended with a December 2012 cabinet order revision.

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.

➤ [CSR Procurement \(Conflict Minerals, Green Procurement\)](#)

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 2012, as part of the above initiatives, we collected 8,691 cardboard boxes worth of used promotional tools from docomo Shops for reuse as recycled paper for our CSR Report. In fiscal 2013, we will work to expand our use of FSC-certified paper beyond the CSR Report to include a substantial number of promotional tools.

* 1 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.

* 2 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 2012

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

Environmental Accounting Period

Period: April 1, 2012 to March 31, 2013

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	FY2012		FY2011		YoY Change	
		Investment	Expense	Investment	Expense	Investment	Expense
(1) Internal business area costs		449	18,052	1,223	12,273	(774)	5,779
(1) -1 Pollution prevention costs	Prevention of water contamination, proper PCB disposal	262	15	1	6	261	9
(1) -2 Global environmental protection costs	Installation of solar and wind power systems, etc.	187	10,406	1,214	8,195	(1,027)	5,537
(1) -3 Resources recycling costs	Installation of water treatment systems, etc.	0	2,018	8	1,785	(8)	233
(2) Upstream/downstream costs	Compliance with Containers/Packaging Recycling Act, etc.	553	580	131	367	422	217
(3) Management costs	ISO certification/renewal, etc.	20	3,217	5	2,857	15	360
(4) R&D costs	Research on energy/resource efficient communications facilities, etc.	321	2,396	1,784	2,556	(1,463)	(160)
(5) Social contribution costs	docomo Woods and other tree-planting initiatives, etc.	0	71	0	57	0	14
(6) Restitution for environmental damage costs	Not applicable	0	0	0	0	0	0
Total		1,342	24,316	3,142	18,109	(1,800)	6,207

Environmental Protection Benefits					
Benefits		Major benefit indicators			
		Category (unit)	FY2012	FY2011	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)	2,866,617	2,944,856	(78,239)
		Paper usage (tons)	33,086	33,026	60
		Paper reduced by e-billing (tons)	1,573	888	684
	2. Benefits related to environmental impacts and waste from business activities	Greenhouse gas reduction (tons-CO2)	1,454,815	1,266,880	187,935
		Industrial waste reduction related to communications facilities and buildings (tons)	51,207	23,360	27,847
(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)	1,207	1,211	(4)

Economic/Practical Benefits of Environmental Protection Measures (unit: million yen)				
Major Benefits		FY2012	FY2011	YoY Change
Revenues	Sales revenues associated with dismantling communications facilities and buildings	956	398	558
Cost reductions	Reduced fuel costs from low-emission vehicles	7,488	5,063	2,425
	Reduced purchasing costs from reuse of dismantled communications facilities	69,502	3,679	65,823
Total		77,946	9,139	68,806

* Columns may not sum to the given totals due to rounding.

Environmental Impacts of Business Activities

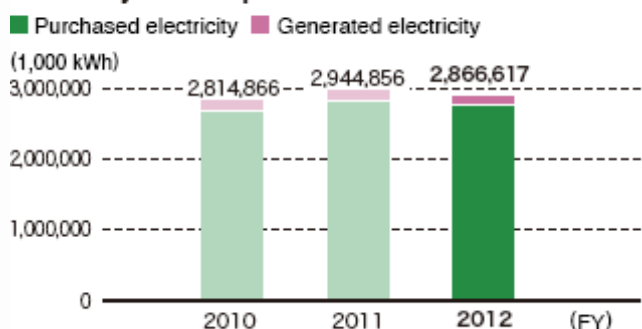
Identifying and Reducing Environmental Impacts

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



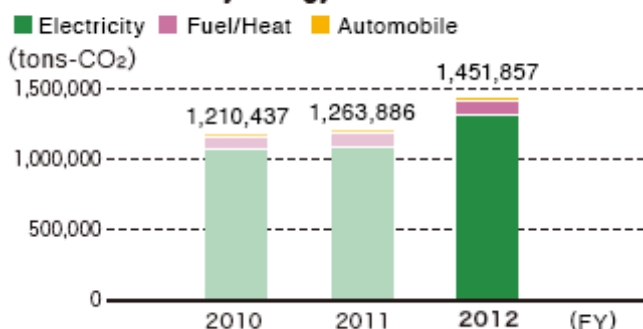
Unit: 1,000 kWh

FY	2010	2011	2012
Purchased	2,701,567	2,831,977	2,748,596
(Communications facilities)	2,480,967	2,634,749	2,541,767
Generated	113,299	112,879	118,021
Total	2,814,866	2,944,856	2,866,617

Fuel/Heat Use

FY2012	Gas	35,904km ³
	Heavy Oil	67kℓ
	Diesel Oil	122kℓ
	Gasoline (automobile)	2,574kℓ
	Heat	106,893GJ

CO₂ Emissions by Energy Source



Unit: tons-CO₂

FY	2010	2011	2012
Electricity	1,123,247	1,168,154	1,358,444
(Communications facilities)	1,031,294	1,088,493	1,266,457
Fuel and heat	79,469	87,519	87,128
Vehicles	7,721	8,213	6,285
Total	1,210,437	1,263,886	1,451,857

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

Other Greenhouse Gas Emissions

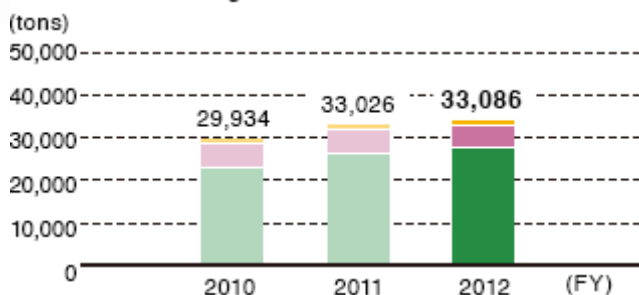
FY2012 2,958tons-CO₂

※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

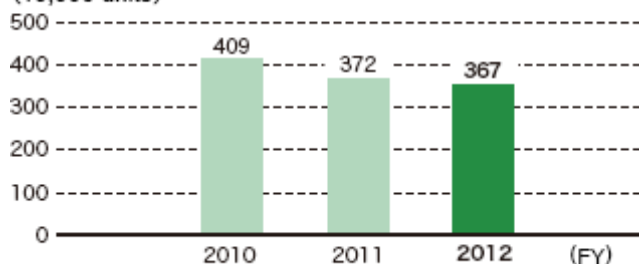


Unit: tons

FY	2010	2011	2012
Office Use	1,011	946	889
Billing	5,241	5,250	5,898
Sales Tools	23,682	26,830	26,299
Total	29,934	33,026	33,086

Used Mobile Phone Collection

(10,000 units)



Unit: 10,000

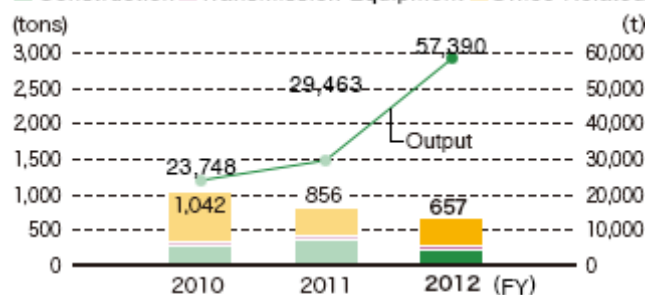
FY	2010	2011	2012
Mobile Phones	409	372	367

Ref: FY2012 Statistics

Mobile Phones 3.67million
Batteries 5.92million
Chargers 2.48million

Final Waste Disposal

■ Construction ■ Transmission Equipment ■ Office Related



Unit: tons

FY	2010	2011	2012
Final Waste Disposal	1,042	856	657
Office Related	814	502	358
Communications facilities	40	43	13
Construction	188	311	286
Amount of emission	23,748	29,463	57,390

※FYFY2010, 2011 figures have been revised based on changes to the scope of calculations.

Water Consumption

FY2012 Tap water 501thousand m³
Recycled wastewater 97thousand m³

Product Packaging Use

FY2012 Plastic containers 125tons
Paper bags 1,616tons

Principal Resources Recycled through Used Mobile Phone Collection

FY2012 Copper 48,218kg
Gold 133kg
Silver 424kg
Palladium 12kg

Preventing Global Warming

Tachikawa ICT Ecology Center Findings Reduce Communications Infrastructure CO2 Emissions by 3,463 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 in fiscal 2009 to test and verify the feasibility of cutting-edge energy-saving technologies.

To date, the center has tested DC power supply systems, new air conditioning technology and an energy-saving server, determining that they can reduce CO2 emissions by up to 66%, compared to systems and technologies used in the past. Furthermore, by actively introducing and implementing various measures at commercial facilities, we achieved a reduction of 3,463 tons-CO2 in fiscal 2012.

To achieve further reductions in CO2 emissions in fiscal 2013 and beyond, we plan to steadily expand our implementation of these measures in our commercial facilities.

Upgrading to Next-Generation Green Base Stations that Use Renewable Energy to Reduce Power Consumption



Next-generation green base station

With the Great East Japan Earthquake serving as the impetus for making telecommunications infrastructure even more energy efficient, and for further enhancing disaster preparedness, DOCOMO is working to upgrade to green base stations, in accordance with its "SMART for GREEN 2020" Environmental Vision.

Green base stations use solar panels, wind power generation facilities, fuel cells, battery, DC-powered controllers, and other renewable energy sources to reduce power consumption by existing communications facilities, which are currently operated using commercial power.

Lithium-ion batteries, which serve to store surplus generated electricity, are also installed to prepare for possible power disruptions due to high demand or disaster. As a disaster preparation and environmental measure, we are also considering the introduction of methanol fuel cells at base stations, so that the green base stations used to date can also serve as electric power generators.

In fiscal 2012, we took a step toward implementation of green base stations by initiating a field trial in three locations in the Kanto Koshinetsu region of Japan. For fiscal 2013, our plans call for the expansion of the field trial to seven locations, including ones on the Pacific and Japan Sea coasts, to examine the effects of different environmental conditions across a broad geographic area.

Going forward, DOCOMO intends to proceed with the upgrading of green base stations, while also building a "visualization" system for electric power supply and demand at base stations nationwide, and moving ahead with R&D on a smart grid vision to flexibly exchange electric power among multiple 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.

Furthermore, in fiscal 2012, we embarked on the introduction of RRE that are even more compact and lightweight, and we are continuing to move ahead with other measures, as well, that are aimed at developing and deploying radio equipment that reduces environmental impact.

* 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. By fiscal 2012, our overall power generation facilities using renewable energies consisted of 64 locations with a total capacity of around 1,397kW.

Helping to Cut CO2 Emissions through More Efficient Shipping

DOCOMO is helping to cut CO2 emissions by reducing the amount of time spent in transit. We do this by combining products in containers according to the store to which they are bound.

In addition, because trucks are the primary mode of transportation used to move products from logistics centers to individual docomo Shops, we use vehicles that meet or exceed current Ministry of Land, Infrastructure, Transport and Tourism environmental standards to help reduce CO2 emissions.

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 2012 we added 63 new low-pollution vehicles to the fleet. As a result, DOCOMO now has a total of 2,163 low-pollution vehicles (as of March 31, 2012), which account for 89.1% 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 2012, we again implemented the same energy-saving measures we had the previous year, for the months of June through September. These included keeping air conditioning thermostats at 29°C, cutting our lighting usage by half ("half-ON & half-OFF" campaign), reducing electricity used for OA equipment, and strictly following rules on work outside of normal office hours and on setting aside days for no overtime. We also added new measures, including ones aimed at reducing electricity used for personal computer displays and refraining from using copiers and printers during periods of peak electricity demand. As a result, we succeeded in reducing our electricity usage by about 20% compared to the same period of fiscal 2010.

In the winter of fiscal 2012, we began to implement 12 energy-saving measures that we plan to practice regardless of the season. Examples include "half-ON & half-OFF" campaign and having employees turn off personal computers when they plan to be away from their desks for extended periods. On a seasonal basis, we implement the Cool Biz and Warm Biz practices advocated by the Japanese government for summer and winter, respectively, as additional efforts to save energy on a year-round basis and have our employees embrace this attitude.

Our energy-saving endeavors also extend to docomo Shops, where we try to save energy through measures like following the Cool Biz and Warm Biz practices, and installing LED lighting and solar panels.

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.

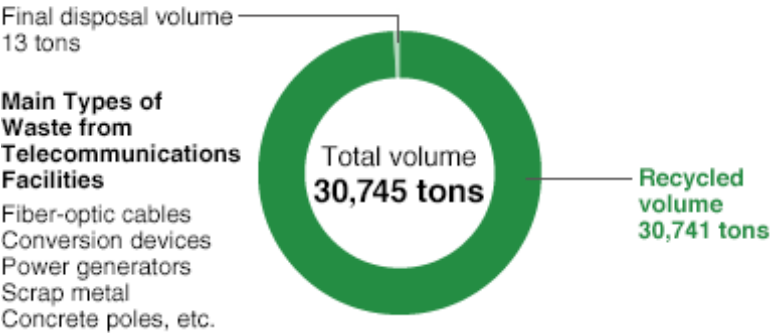
For example, optical fiber, scrap metal, concrete poles and other waste that is produced when old facilities are dismantled is reused or recycled to the extent possible. Additionally, our Green Design Guidelines for Buildings are put into practice when constructing or upgrading telecommunications facilities 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 2012, waste out of communications facilities, such as optical cable, switching equipment, and power facilities, totaled 30,754 tons, 13 tons of the final disposal volume.

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 (FY2012)



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. In fiscal 2012, the amount of office paper used declined by 6.3%, or the equivalent of 221,604,000 sheets of A4-size paper, compared to the previous fiscal year. This was due to the transfer of billing work to a Group company (Not considering the portion due to the transfer, the decline would have been 0.2%). Going forward, steps will be taken to determine and visually communicate monthly paper usage per person in each division and branch to promote greater employee awareness of the need to reduce paper usage.

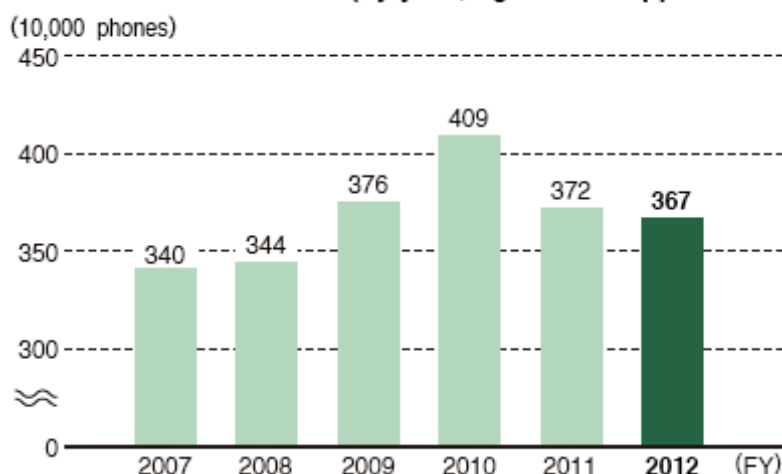
For stores, DOCOMO has introduced a system to determine the proper amount of various promotional tools to prepare and distribute. Determining appropriate amounts of promotional tools to distribute to individual stores, and preparing the proper number, will help us to reduce our paper usage. In addition, in fiscal 2012, we focused on making our product packages more compact and reducing the volume of promotional tools that are disposed of. In fiscal 2013, as well, we endeavored to improve our ability to make the proper amount of promotional tools, through the use of a management system, and expanded the range of promotional tools subject to disposal management.

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 2012, we collected roughly 3.67 million phones and have now collected a cumulative total of some 84.03 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 the Collection and Recycling of Mobile Phones by Developing New Recycling Technology



Superheated steam furnace



External plastic component softened with superheated steam

DOCOMO is moving forward with efforts to efficiently recycle mobile phones. In fiscal 2011, we adopted a new recycling process that thermally breaks down the plastic used in mobile phones, uses the resulting substance to produce fuel oil, and recovers the gold, silver, and other metals that remain. This process is the only one in the industry to receive a wide-area (national) general and industrial waste certification * 1 from the Japanese Ministry of the Environment. Furthermore, in fiscal 2012, we participated in joint research on a method for using superheated steam to boost the efficiency of manual dismantling work. This approach simplifies the manual dismantling of mobile phone handsets by using superheated steam (in excess of 100°C) to soften the external plastic material. The advantages of this approach go beyond obviating the need for special tools and speeding dismantling; the use of superheated steam also makes it possible to extract LCD modules and other parts with high reuse value without damaging them.

Moving forward, DOCOMO will continue to advance various initiatives aimed at achieving further improvements in recycling and promoting the collection of mobile phones from customers.

* 1 A special scheme that eliminates the need to obtain waste disposal operation approvals from individual local governments. This special scheme is intended for use by commercial enterprises that implement efficient recycling for their own products.

Promoting Reforestation in the Philippines Together with Customers



Reforestation activity in Manila

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 2012, we planted some 50,000 saplings, including the mangrove trees that are indigenous to diverse regions of the Philippines, with the participation of more than 1,600 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 2.68 billion tons of CO2 have been recovered cumulative with our previous tree-planting activities. We have 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. Given the flood damage suffered by Metropolitan Manila as a result of Typhoon Ondoy in 2009, we plan to continue reforestation activities together with our partners. These activities will center on the Marikina River Basin, which was the primary source of flooding. The overall aim of reforesting this area is to enhance Metropolitan Manila's disaster prevention measures and improve its resistance to typhoon damage.

Reducing Paper Consumption with Electronic Bills and Statements

Reducing Paper Consumption with Electronic Bills and Statements

In our e-billing service, customers paying their monthly mobile phone usage charges via bank transfer or credit card can view their monthly bill on i-mode, sp-mode, or a personal computer, instead of receiving monthly bank transfer and account statements by postal service. All customers paying their monthly mobile phone usage charges via credit card were switched to our e-billing service as of February 2013. By the end of fiscal 2012, subscriptions to the service totaled approximately 22.3 million, an increase of 17.2 million from the previous fiscal year. In terms of A4-size paper, therefore, our e-billing service saved around 339 million sheets of paper, 116 million more than in the previous fiscal year.

Web Statement Service (DCMX credit service)

DOCOMO provides the Web Statement Service to let customers view their DCMX credit service usage statements via the Internet. Over 60% of DCMX members have signed up for this service. In fiscal 2012, subscriptions for this service increased by about 390,000, bringing the total to around 4.07 million. Usage of the Web Statement Service, therefore, saved the equivalent of 146.52 million sheets of A4-size paper in fiscal 2012, an increase of 14.04 million sheets from the previous fiscal year.

Promoting Digital and Slimmer User Manuals with less Bundled Goods

Beginning in fiscal 2011, user manuals for all newly introduced smartphones and tablet devices are being provided only in electronic form accessible as an application on these products. For mobile phones, the use of B6-size user manuals continues, but with versions slimmed by 30% in terms of both volume and weight. Through these initiatives, we have reduced our paper usage and CO2 emissions associated with the transport of products.

Closed-Loop Recycling to Reduce Waste



Cover of the NTT DOCOMO Group's CSR Report 2012

DOCOMO is advancing the use of its own wastepaper recycled in a closed loop. We use this recycled paper for the CSR Report. 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 2012, the number of general catalogs stored and then thrown away without being used was reduced, with the disposal ratio lowered to 2.9%, lower than the targeted 3%.

Communicating with Customers

Environmental Activities Publicized to the Large Number of Eco-Products 2012 Visitors

Eco-Products is Japan's largest environmental convention. DOCOMO has been exhibiting at the convention since 2005, as part of its efforts to widely publicize its environmental initiatives. Eco-Products 2012 was held at Tokyo Big Sight in December 2012. There, at its booth themed, "Creating a Green Future with Mobile Phones and Society," DOCOMO used exhibits, a quiz rally, and demonstrations to introduce the various environmental activities we are undertaking in pursuit of our three themes of "SMART for GREEN 2020" Environmental Vision —creation of a low-carbon society, formation of a sustainable society, and preservation of biodiversity. We also prepared and distributed a leaflet titled, "The DOCOMO Environment Book," to concisely summarize the concept of our booth, and held guided tours of our booth approximately every 15 minutes. Used mobile phones were collected in the Mobile Phone Recycling corner. During the three-day event, some 18,000 people visited DOCOMO's booth, and further improved their understanding of our environmental activities. As in previous years, visitors to our booth included many elementary and junior high school students attending the convention as part of their environmental studies.

Major initiatives introduced at Eco-Products 2012



DOCOMO booth



Elementary school students
visiting DOCOMO's booth

- Initiatives aimed at practical application of disaster-resistant and environmentally friendly next-generation green base stations
- Efforts to reduce infrastructure electricity consumption (Adoption of environmentally friendly radio equipment for base stations used to provide Xi™ ("crossy") services, implementation of eco-friendly measures at docomo Shops, etc.)
- Campaign to recycle mobile phones that are no longer needed
- Eco-friendly measures associated with mobile phones (Use of renewable energy for mobile phones, switch to electronic versions of user manuals, etc.)
- Provision of seasonal information (collected from an environmental center network making use of base stations and the docomo Environment Live portal site) for daily life
- Forest maintenance activities at docomo Woods and reforestation activities in the Philippines
- Cycle-sharing initiative using mobile phones

Biodiversity Preservation Initiatives

Ongoing Forest Maintenance Activities in All docomo Woods



Planting trees at docomo Woods

DOCOMO has 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](#) as well as corporate forestry support programs

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, 2013, docomo Woods have been established in 50 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 2012, we held the "First UNESCO Kids' World Heritage Site Examination" to encourage children to learn about world natural heritage sites. We also conducted an experiential class at the Shiretoko world heritage site for site members.

 [UNESCO Kids](#)

Employees and Family Members Join the Recycling Effort

We collect used handsets from Group employees and family members.

In fiscal 2012, we called on DOCOMO Group companies to participate in the program, and as a result collected 11,200 mobile phones and 11,010 batteries. 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 DOCOMO Group companies in fiscal 2013 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 2012, we conducted a cleanup activity in May and removed invasive alien species in October. A total of 29 cleanups and similar activities were held by the end of fiscal 2012, and a total of 2,328 people participated. We collected 13,000 kilograms of garbage and removed approximately 26,000 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 2013, 17,812 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 2012, 3,005,115 yen was donated to the 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 2013, as well, we intend to continue aggressively developing 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 2012, 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

The Tokai Regional Office established a mobile phone collection booth during the GIFU SEIRYU HALF MARATHON, held in May 2013, and collected approximately 1,000 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. This beach preservation activity began in 1995 and involves cleaning up a 538-kilometer stretch of shoreline in Ishikawa Prefecture. In fiscal 2012, 290 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 that activity, participants collected 13.95 tons of garbage in about one hour.

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 weeding and cleanup activities around the DOCOMO Kanazawa Seito Building. In fiscal 2012, individual organizational units of the Hokuriku Regional Office performed these activities by turn on a monthly basis. September and March, however, were set aside as months when all organization units would perform weeding and cleanup together. 91 employees participated in September, and 88 in March.

Planting Grass Seedlings on Kindergarten and Preschool Grounds



DOCOMO Green Activity

The Hokuriku Regional Office initiated DOCOMO Green Activities in fiscal 2011 to create environments where children can play in their bare feet. In fiscal 2012, participants in these activities joined in a project conducted by the Junior Chamber International Kanazawa and planted grass in the play areas of four nursery schools and kindergartens. In June, DOCOMO led a similar activity in which 28 employees from the Hokuriku Regional Office Group went to a nursery school in the city of Kanazawa and planted grass together with kids enrolled at the school.

Kansai Regional Office



Cleaning up a beach



Cleanup activity in Himeji

The Kansai Regional Office and branches, together with employees of affiliated companies, actively participate in area beautification campaigns to contribute to the environment. In fiscal 2012, 462 employees joined in area cleanup activities in six Kansai prefectures.

Chugoku Regional Office



Beach cleanup



Gomi Zero Clean Walk



Otagawa (Ota River) Cleanup



Cleanup volunteers for the
Emperor's Cup Inter-Prefectural
Men's Ekiden Hiroshima

Since 1999, the Chugoku Regional Office has been participating in the International Coastal Cleanup campaign hosted by the Japan Environmental Action Network (JEAN), as part of its global environmental protection activities. Each year, it pitches in to help with the Beach Cleanup activity held at Bayside Beach Saka in Aki-gun, Hiroshima Prefecture. This activity is more than a beach cleanup; it is an international volunteer activity that seeks to leave a cleaner planet for the next generation by continuously observing the types and amounts of garbage that wash ashore, and identifying the sources of garbage and pollution. Approximately 130 DOCOMO Chugoku Group employees and family members participated in the cleanup activity held in May 2012.

As an area contribution activity, the Chugoku Regional Office annually participates in the Gomi Zero Clean Walk sponsored by the Kirei na Hiroshima Machizukuri Shimin Kaigi (Beautiful Hiroshima Citizens' Committee) to help make Hiroshima a clean, litter-free city. 189 DOCOMO Chugoku Group employees and family members participated in the June 2012 event. The following month, around 200 DOCOMO Chugoku Group employees and family members participated in the Clean Otagawa event held in conjunction with the city of Hiroshima's effort to clean all of its rivers during Kasen Aigo Month (River Protection Month).

The Emperor's Cup Inter-Prefectural Men's Ekiden Hiroshima, a long-distance road relay, which was held in January 2013, and 189 DOCOMO Chugoku Group employees and family members volunteered their time to support runners, clean the areas used for the race, and generally make the event as successful as possible.

Shikoku Regional Office



Yashima Clean Campaign



We Love Clean Rivers
—Shigenobu River Cleanup



Yoshino River Adoption Program



Area cleanup around
the Kochi Branch building

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 March 2013, a cleanup activity was held in the Yashima area of the city of Takamatsu and 35 employees and family members from affiliated companies in the Kagawa region participated.

Also in the Shikoku Regional Office, 91 employees and family members from affiliated companies in the Ehime region participated in a cleanup activity, "We Love Clean Rivers-Shigenobu River Cleanup," in June and September. In the Tokushima region, 69 employees and family members from affiliated companies participated in a cleanup activity, "Yoshino River Adoption Program," which was conducted in June and November of 2012. In both activities, we engaged in cleanups on riverbeds and banks.

In addition, affiliates in the Kochi area conducted area cleanups around their office buildings every Monday, with upwards of 354 employees and others helping to beautify the city.

Kyushu Regional Office



Preparing coral seedlings

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 fiscal 2012, 27 elementary school students and their parents or guardians were invited to the Gala Aoi Umi (Gala Blue Sea) event held in Okinawa Prefecture in July. At the coral garden in the facility used for the event, participants experienced sea life observation and coral seedling preparation activities, and even made salt from deep ocean water.

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.

Initiatives for Preventing Bribing of Public Officials in Japan and Abroad

The DOCOMO Group, which is pursuing business activities internationally, is subject to the bribery and corruption laws of various countries. Japan's Unfair Competition Prevention Act, which prohibits activities like the provision of unjust gains to foreign public officials, and the Foreign Corrupt Practices Act in the U.S. are two examples.

To ensure compliance with these laws, therefore, DOCOMO established its Guidelines on the Prevention of Bribery of Foreign Public Officials, based on the NTT DOCOMO Group Code of Ethics, in October 2010. These guidelines were revised in April 2012, following implementation of the Bribery Act in the U.K. and the toughening of regulations in various other countries.

To further strengthen its stance against bribery, DOCOMO encourages its Group companies throughout the world to be fully aware of factors like their form of business organization and the laws of the countries in which they operate, and to build a compliance scheme that reflects the ethical direction and guidelines mentioned above.

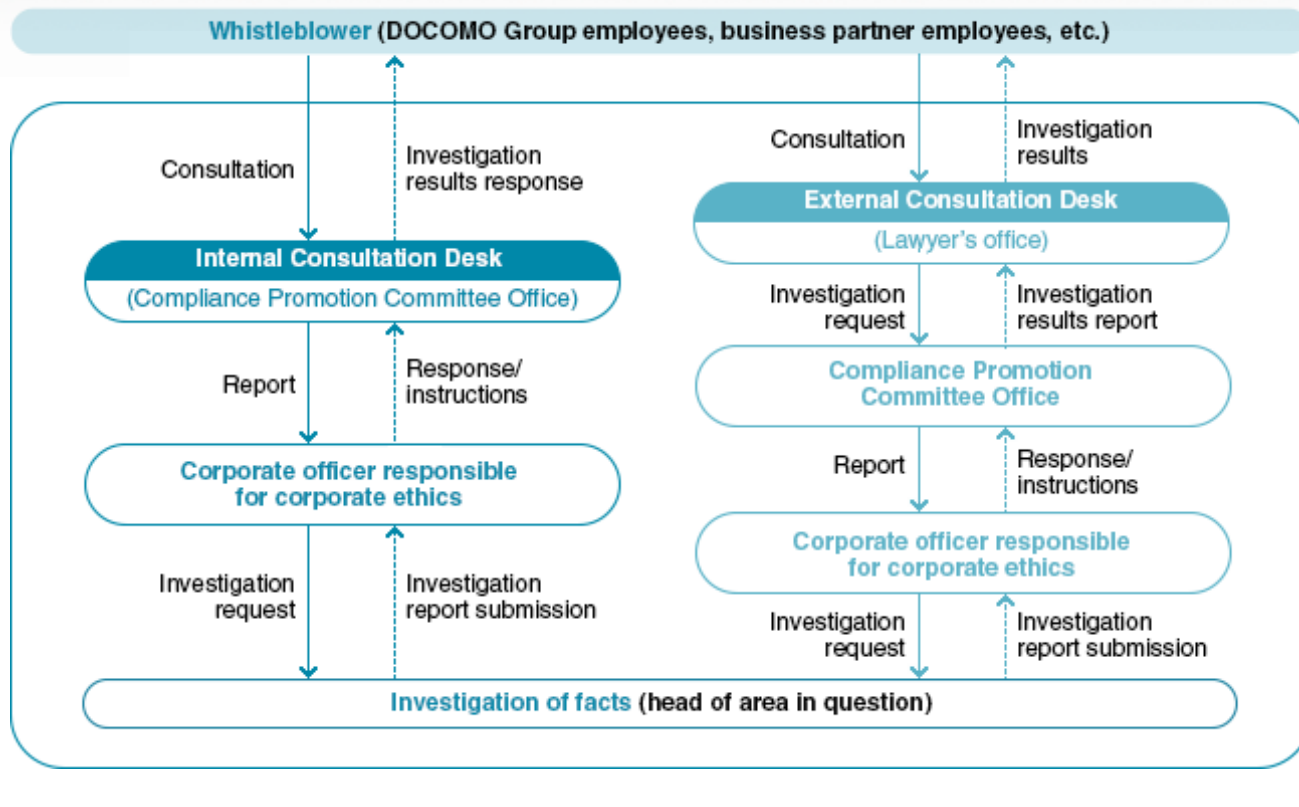
Compliance Starts with Top Management

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 2012, there were no major compliance issues. In fiscal 2013, we updated a Compliance Consultation Desk poster displayed in workplaces to make it clear that all employees can feel at ease about contacting the desk.

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, to enhance employees' compliance and human rights awareness, we regularly issue the Human Rights Mini-Knowledge Series on an internal website and conduct education and other activities based on the NTT DOCOMO Group Code of Ethics Handbook (case book).

Fiscal 2012 Initiatives

In July of fiscal 2012, we held a seminar for top CSR and compliance managers. Led by an invited expert on CSR and compliance, this seminar, the theme of which was the role and leadership of top management in promoting compliance-based CSR management, was attended by approximately 100 members of DOCOMO Group management. The following September, we held a seminar on prevention of insider trading. This seminar for top management was led by an outside attorney.

For employees (including temporary staff), we conducted e-learning training on the prevention of insider trading over a period of about one month in the August-September time frame. We also disseminated messages from top management reinforcing to DOCOMO Group employees the importance of ethics and strict legal compliance.

Going forward, we will continue to actively develop human resources who take the lead in educating others on compliance and human rights in the workplace, and promote other initiatives, as well, that contribute to the enhancement of compliance awareness.

Employee Survey on Compliance and Human Rights

In fiscal 2012, 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 38,000 persons.

The survey findings indicated an overall high level of compliance and human rights awareness. It also came to light, however, that there are some areas in which efforts to achieve even greater awareness are needed.

In fiscal 2013, we will use these findings as the basis for initiatives aimed at promoting workplace communication and persistently communicating the importance of compliance and human rights, in our ongoing effort to emphasize to each individual employee the importance of a sense of ethics in the workplace.

Refusing All Connections to Anti-Social Groups

DOCOMO long ago established its policy of refusing all connections to anti-social groups, and has consistently upheld that policy over the years.

Following the October 2011 implementation of Organized Crime Exclusion Ordinances throughout Japan, we revised our policy on refusing all connections to anti-social groups, and took steps like adding exclusion provisions to our outsourcing and all other standard business agreement forms, to reinforce our stance against such organizations.

With the cooperation of law enforcement, we held a seminar on the exclusion of anti-social groups in October 2012. Attended by approximately 270 participants, including employees responsible for risk management at the DOCOMO Group, this seminar served to reinforce the importance of refusing all connections to organizations working against the interests of society

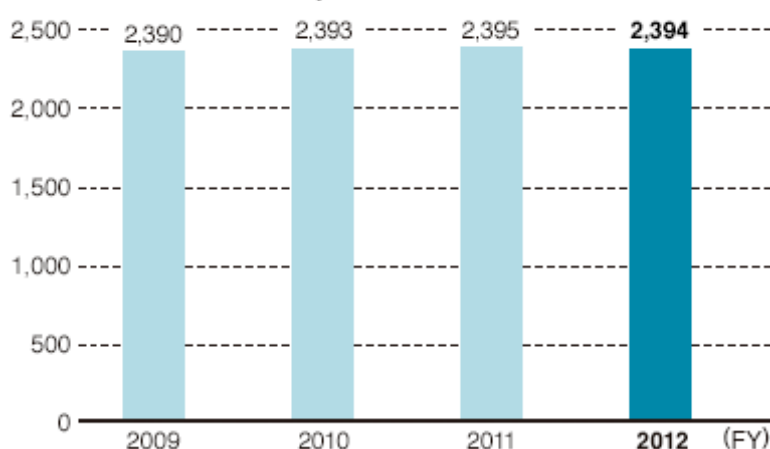
Working with docomo Shops

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 2,394 docomo Shops nationwide as of the end of March 2013. 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.

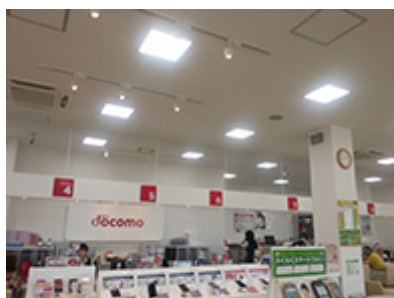
Telephone inquiries from sales staff have risen sharply with the rapid adoption of smartphones in recent years, and DOCOMO has bolstered its Sales Representatives Help Desk and Docomo Smartphone Care services to promptly answer questions on matters such as handset operation and services, what particular apps do, and how to use apps.

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.

Systematically Making docomo Shops Eco-Friendly



LED lighting in a docomo Shop



Solar panels installed on the roof of a docomo Shop

Responding to the expectations of our customers and society, we are partnering with docomo Shops to advance eco-friendly measures for their retail locations, and promote greater infrastructure-related electricity conservation. As part of that effort, we are working to convert roughly 2,400 docomo Shops throughout Japan to indoor LED lighting.

LED lighting is said to consume only one-tenth the electricity used by incandescent bulbs, and only half that of fluorescent fixtures. They, therefore, contribute greatly to energy savings and, with useful lives four times that of fluorescent fixtures, help to lower operating costs. DOCOMO embarked on this effort in earnest in fiscal 2011 and plans to have all docomo Shops converted to LEDs by fiscal 2014. As of the end of fiscal 2012, work has been completed at approximately 1,300 shops, reducing electricity consumption by about 14,150,000kWh and cutting CO2 emissions by around 7,800 tons.

We are also planning to install solar panels. In fiscal 2012, we embarked on test installations mainly at five stand-alone shops in areas thought to be vulnerable to power shortages. As a result, we reduced electricity consumption by about 91,000kWh and CO2 emissions by around 50 tons. Going forward, we plan to continue implementing energy-saving measures at docomo Shops throughout Japan.

Supporting docomo Shops that Active in Reinforcing Disaster Preparedness

docomo Shops have strengthened their disaster preparedness by learning from the Great East Japan Earthquake. The Disaster Preparedness Manual (docomo Shops version) was created in fiscal 2011 and docomo Shops now use it as the basis for the emergency communications training they conduct in February of every year.

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 2012, monitoring was conducted based on the aforementioned check sheet and it was confirmed that guidelines were being observed.

✚ [CSR Procurement \(Conflict Minerals, Green Procurement\)](#)

Measures for Conflict Minerals

Some of the minerals produced in the Democratic Republic of the Congo and other areas with ongoing conflicts are said to be funding the inhumane activities of armed groups and, thereby, extending conflict, or to be possibly causing human rights violations.

The Dodd-Frank Act passed in the U.S. in July 2010 requires companies publicly listed in the U.S. to make disclosures regarding their usage of conflict minerals * ¹produced in the Democratic Republic of the Congo or neighboring countries. The DOCOMO Group, in order to meet its procurement-related social responsibilities, works with its suppliers to ensure supply chain transparency and, in view of the provisions of the Dodd-Frank Act, advances initiatives aimed at preventing the usage of conflict minerals that would fund the activities of armed groups. It should be noted that there are also minerals that do not fund the activities of armed groups, even in areas with ongoing conflicts, and that the actions we are taking do not prevent their usage.

* ¹ Under the Dodd-Frank Act, "conflict minerals" include tantalum, zinc, gold, tungsten, and other minerals specified by the U.S. Secretary of State.

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 2012, 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 2012, we conducted an overall safety inspection covering all the telecom construction firms we work with. This inspection checked operating procedures and basic actions. We also conducted a safety awareness survey among onsite workers and requested strict implementation of safety activities, in light of past accidents. Going forward, we will use training and other approaches to further strengthen safety measures for onsite workers who engage in base station installations.

Services and Initiatives in the Health and Medical Fields

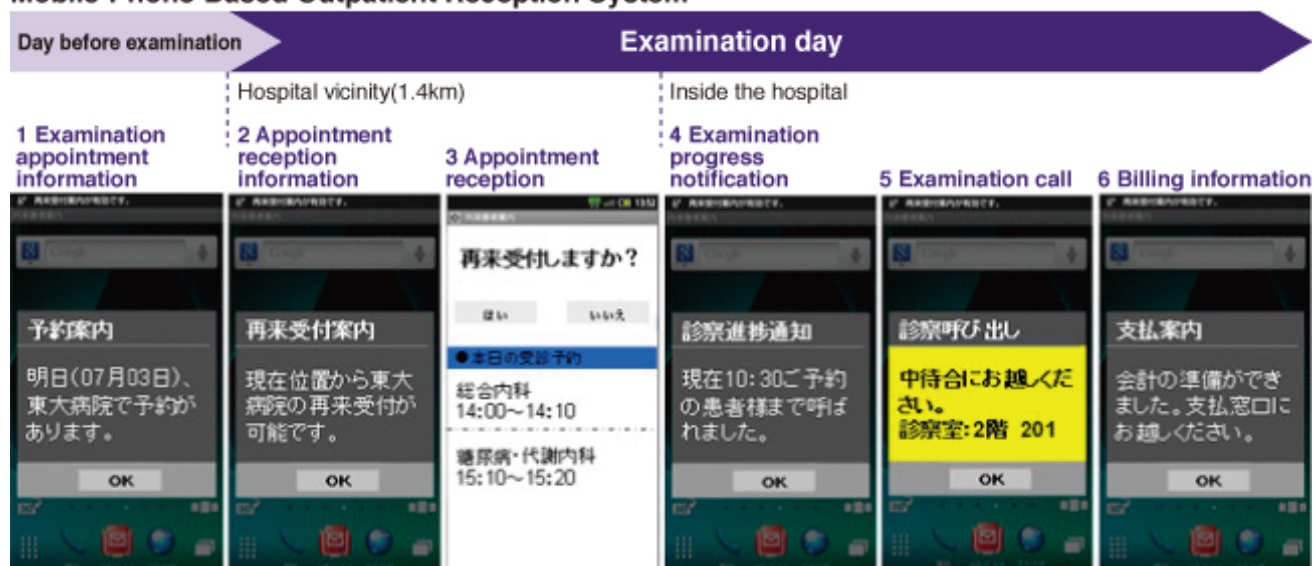
Working with the University of Tokyo Hospital to Develop a Mobile-Phone-Based Outpatient Guidance and Reception System

Over approximately three years beginning in September 2009, NTT DOCOMO and the University of Tokyo Hospital established the Department of Ubiquitous Health Informatics within the 22nd Century Medical and Research Center and conducted joint research on the construction of a medical information environment employing mobile phones and other mobile information devices.

As part of that endeavor, we and the University of Tokyo Hospital jointly developed a mobile-phone-based outpatient guidance system. The system works by using location data from a patient's mobile phone to detect the patient en route to an appointment. It does this once the patient comes within a 1.4km radius of the hospital. The system then sends reception information to the patient's mobile phone, so reception procedures can be completed before the patient reaches the hospital. The patient can also check their doctor's progress in seeing patients to get an idea of how much time remains until their own appointment, and receive a notification when their appointment number has been called. This system eliminates the need for patients to wait in a hospital waiting room and allows them to use their time more effectively. The University of Tokyo Hospital performed a field test of this system from November 2011 through June 2012. Feedback from the 10 patients who participated in the test included comments such as "I was able to effectively use the time I spent waiting" and "It was comforting to have some idea when the doctor would actually see me." Test results confirmed the system's success in helping patients make better use of the time they spend waiting and reducing patient stress.

NTT DOCOMO will now use the results from the field test to make system introduction proposals to hospitals, with an eye toward full-scale introduction.

Mobile-Phone-Based Outpatient Reception System



Offering 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 2D bar-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.

Selling Radishbo-ya's Organic and Near-Organic Vegetables on DOCOMO's Website



Radishbo-ya products

In December 2012, DOCOMO, in collaboration with Radishbo-ya Co., Ltd., began offering products such as organic and near-organic vegetables, and pure fruit juice produced in Japan, through dshopping, DOCOMO's Internet-shopping site. Radishbo-ya sells organic and near-organic vegetables, additive-free food products, and eco-friendly products for daily life, and delivers customers' purchases to their doors. DOCOMO customers can use information they have already provided to DOCOMO to complete their orders and avoid this part of the Radishbo-ya ordering procedure. Furthermore, orders can be paid for as part of the customer's mobile phone bill.

Looking to the future, we aim to provide even more customers with access to safe, delicious food by promoting sales of Radishbo-ya products in docomo Shops throughout Japan, including Radishbo-ya purchases in the DOCOMO point system, and enhancing sales via smartphones and tablets.

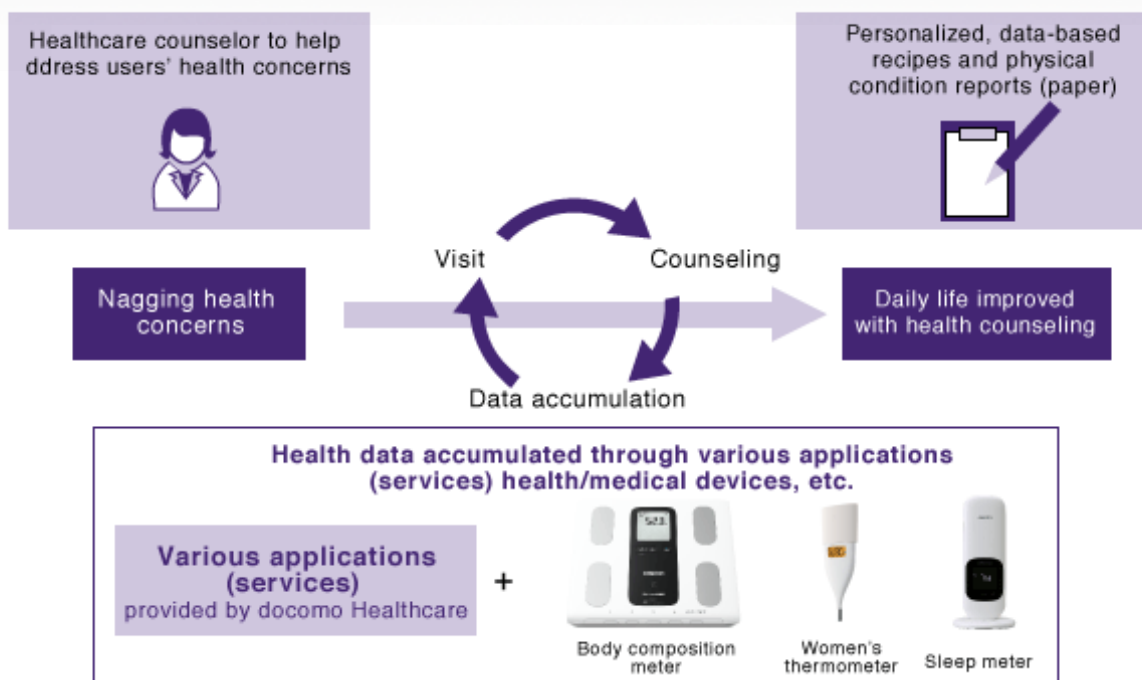
Collaborating with ABC Cooking Studio to Promote Learning and Good Health

DOCOMO and ABC Cooking Studio Co., Ltd. began collaborating to promote learning and good health in the spring of 2013.

Our learning endeavors consist of the joint pursuit of an experiment in the use of tablet computers to offer new cooking lessons, and the development of new complementary services. Meanwhile, to promote good health, we have embarked on the development and offering of various new services. In one of these services, which began in May 2013, we offer customers of docomo Healthcare, Inc. access to health counseling services provided by ABC HEALTH LABO Counseling Room professionals (serving metropolitan Tokyo) working with customer health data accumulated in the cloud.

These services are only the beginning of a collaboration that will draw upon the resources of both companies to develop new services aiming to provide customers with comprehensive support for dietary, exercise, sleep, and other health-related needs.

Personalized Food (Recipe) Advice



"WM (Watashi Move)" Personalized Health Support Services for Women



"Karada no Kimochi" screenshot

docomo Healthcare, Inc., a joint venture of DOCOMO and OMRON HEALTHCARE Co., Ltd., launched the "WM (Watashi Move)" membership-based health portal site in April 2013. Using mobile phones and high-precision healthcare devices, this portal site accumulates health-related data on the customer and uses it to provide health-support services tailored to individual lifestyles.

Adding to information available in 16 areas and 6 genres, covering topics such as exercise, sleep, and diet, the site began to offer the new "Karada no Kimochi" services in June 2013 to promote better physical and mental health for women. These services constitute only the beginning of docomo Healthcare's plans to expand and enlarge the variety of services available under the "WM (Watashi Move)" business brand.

Expansion of the "i-Bodymo" Mobile-Phone-Based Health Support Services



"i-Bodymo" screenshot

DOCOMO has been offering the "i-Bodymo" mobile-phone-based health support services since May 2010. These services promote better health with various functions. For example, by simply carrying a smartphone when they walk, users can have the number of steps they have taken automatically recorded. They can then view their performance on a national ranking and see how many calories they have burned in terms of different types of food. Users can also use "i-Bodymo" services to keep track of what they have eaten and how many calories they have consumed.

New "i-Bodymo" functions added in April 2013 are intended to bring more fun to health maintenance. They include the "Picukyara" function * 1 that lets users create an original caricature of themselves from a photo, and a function that uses a monthly drawing to award DOCOMO points to participants based on the number of steps they have taken. For the future, we are planning to add convenient functions such as a link to DOCOMO's Shabette-Concier service.

* 1 Can be used only with a smartphone

Services and Initiatives for Safety and Security

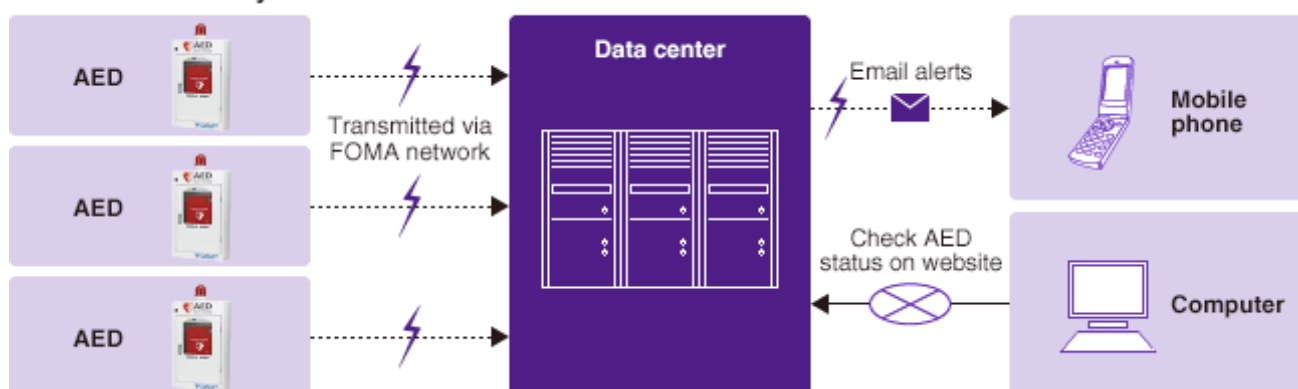
FOMA Ubiquitous Module Provided for AED Remote Monitoring Service

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 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.

Providing docomo Insurance to Provide Security for Individuals

docomo One Time Insurance

Following a concept of "necessary compensation at necessary times, and only for necessary periods," we offer docomo Insurance, available for anytime application from mobile or smartphones. Working in partnership with Tokio Marine and Nichido Fire Insurance Co., Ltd., we offer "docomo One Time Insurance" for travel and leisure activities, and economically priced "docomo medical insurance" for a basic level of coverage. The "One-Day Car Insurance" we added to our line of insurance products in October 2011 provides coverage for a 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.

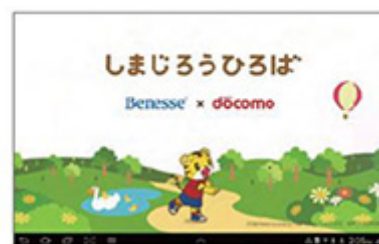
Services and Initiatives for Education

Provision of the "Docomo Zemi" and "Shimajiro Hiroba" Learning-Assistance Services for the Mobile Age

In 2011, we launched the "Docomo Zemi," a learning support service for smartphones. In 2012, we began offering services for a monthly flat rate and expanded the number of learning genres available by providing users with approximately 280 types of learning applications covering a broad array of topics. With downloads reaching 450,000 by the end of fiscal 2012, these applications have proven popular across a wide cross-section of users - ranging from children and college students, to businesspeople, and housewives. The content is optimal for using small amounts of time efficiently, which is especially important in Japanese society, where people typically commute to school or work on trains. In addition, we have recently begun offering the docomo-zemi Web Application Lab as a new initiative targeting the opening up of content by launching a Web application platform for the Docomo Zemi service. DOCOMO has also joined hands with Benesse Corporation, a leader in educational services, to offer child-rearing support services. Having won a strong following as an intellectual content service that parents and children can use to experience learning on either a smartphone or tablet, membership for these services surpassed 580,000 as of the end of fiscal 2012.



Examples of learning support services for smartphones



Child-rearing support services by Benesse and DOCOMO
©Benesse Corporation
1988-2013/しまじろう

Other Services and Initiatives

Implementation of Bicycle Sharing - A Transportation System with Minimal Environmental Burden



Bicycle-sharing program adopted by the city of Sendai

Sharing bicycles among multiple users for short distances can help to reduce CO2 and traffic congestion.

DOCOMO has worked to make bicycle sharing, a transportation system with minimal environmental burden, a reality. In 2010, we used our "Osaifu-Keitai" (Mobile Wallet) function and communication networks to conduct proof-of-concept trials aimed at improving the convenience of bicycle reservation, lending, return, payment, and other functions necessary for service provision. And, in April 2011, we and the city of Yokohama began to jointly operate a system equipped with these new features. DOCOMO has worked in cooperation with related companies to develop and deploy convenient new systems that enable the establishment of cycle ports in diverse locations, and smartphone cycle applications that display information such as distance, speed, routes, and recommended locations.

Koto Ward in Tokyo and the city of Sendai adopted bicycle-sharing systems, in November 2012 and March 2013, respectively. Koto Ward's adoption of a system that accepts transport system IC cards for payment and Sendai's adoption of a next-generation system reflect the development efforts we continue to make to lower capital investment outlays and improve bicycle-sharing systems in other ways, as well. In the future, we plan to pursue development of next-generation systems with GPS and mobile telephones integrated directly into bicycles, add functions, and promote the deployment of systems in more areas.

Developing a Project that Uses Data from Environmental Sensors to Support Daily Life and Advance Research Activities

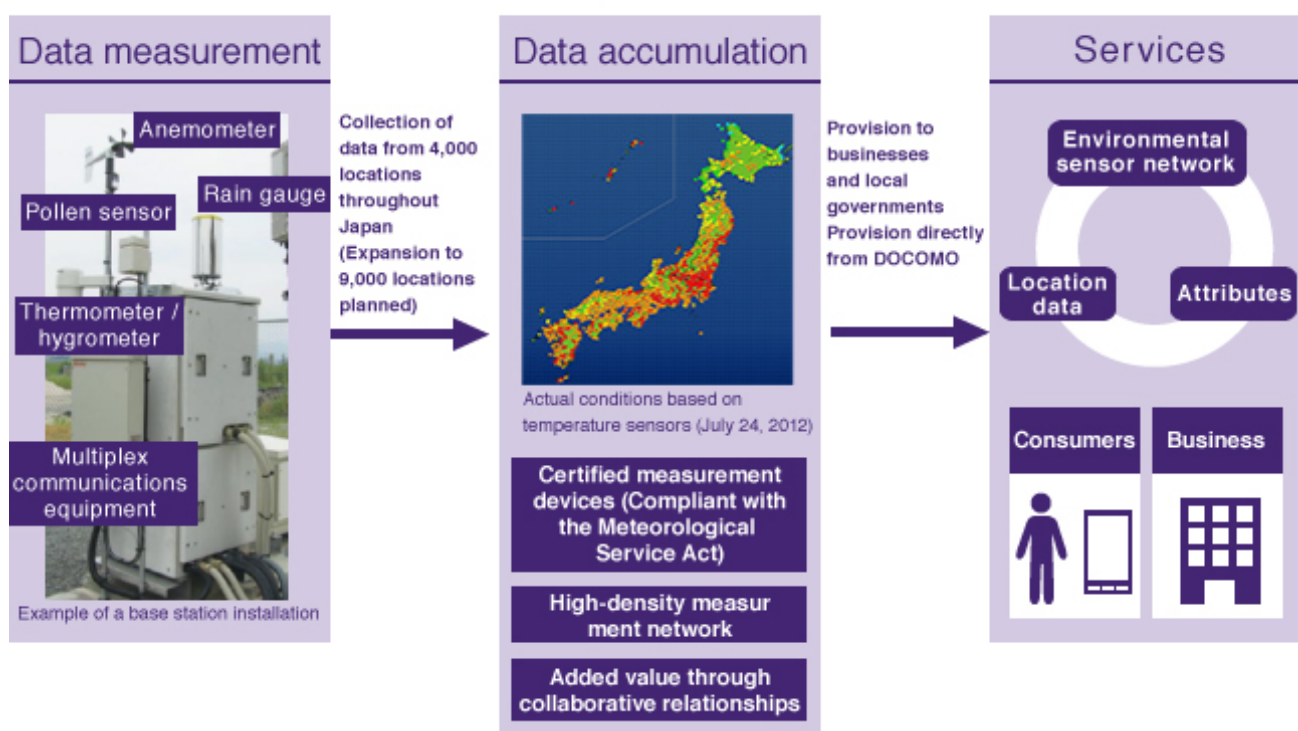
DOCOMO has installed environmental sensors at approximately 4,000 base station and other locations throughout Japan, and uses them, and its network, to collect real-time weather and environmental data. In fiscal 2011, when the Japan Meteorological Agency lost its ability to gather temperature, humidity, and other data from areas impacted by the Great East Japan Earthquake, we provided it with data collected from our own sensors. In recognition of our contributions to weather monitoring and forecasting for disaster-stricken areas, we received letters of appreciation from both the Director-General of the Japan Meteorological Agency, in June 2012, and the Minister of Land, Infrastructure, Transport and Tourism, in July 2012.

DOCOMO is also pursuing the "Environmental sensor network Project," which aims to use the data gathered from our environmental sensors for purposes that are useful to people in their daily lives and to support advanced research activities. The "docomo Environment Live" portal site, which we opened in July 2012, is part of this project and we use it to provide users with weather and environmental data collected from our nationwide network of environmental sensors; weather forecasts; disaster prevention planning information; information on products for coping with pollen, UV rays, and dry skin; and other information useful for daily life.

To help local governments protect citizens from disasters, we began offering our Disaster Prevention Planning Telemeter Services in December 2012. These services supplement weather data from our environmental sensors with river-level, remote imaging, and other monitoring and analysis functions to help local governments deal with torrential rain, flash floods, and other localized weather phenomena, and provide assistance with needs such as tsunami forecasting. These services have already been adopted by the town of Taketoyo in Aichi Prefecture.

In addition to the above, we are also supporting research that uses data from our environmental sensors to study local weather. In one such example, we worked with Kyoto University from October 2012 to March 2013 on a joint experiment to study the dynamics of the Hira Oroshi winds, which blow so strongly in the Kosai area of Shiga Prefecture that they are known to disrupt railway traffic and cause boating accidents on Lake Biwa.

Environmental sensor network Project



Contributions to Public Sector

Expanding the Application of "Mobile Spatial Statistics" Estimating Population Statistics from Mobile-Network Operational Data

DOCOMO is engaged in an initiative applying "mobile spatial statistics" - population statistics compiled through the use of mobile-network systems. By counting numbers of mobile phones in individual base station areas and tabulating the associated customer characteristics, we continuously produce estimates of data such as regional population distributions and population structures by gender, age segment, and residential area. Mobile spatial statistics have the potential to be useful for various public-sector initiatives in which population statistics are used.

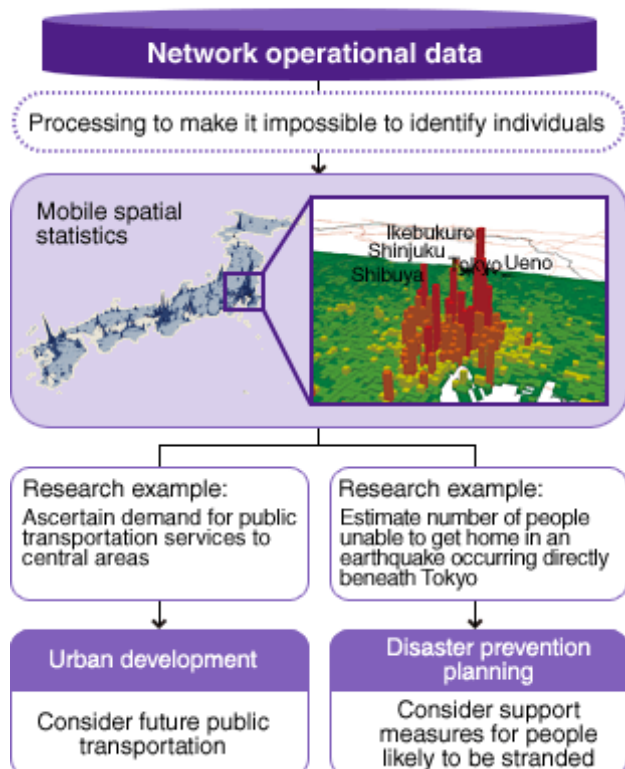
In joint research with universities, we have already confirmed the usefulness of mobile spatial statistics for purposes like urban planning and disaster preparedness planning. With additional research in fiscal 2012, we managed to improve the reliability of statistical information.

In the field of disaster preparedness planning, in particular, mobile spatial statistics were used to estimate the number of Saitama Prefecture residents who would encounter significant difficulty in returning to their homes following a major disaster and the number of people who would return home on foot. They were then used to revise Saitama Prefecture's plans for assisting these people.

Addressing a wholly different problem, mobile spatial statistics were used in fiscal 2012 to perform research on tourists visiting Okinawa Prefecture. This work was part of a project the prefecture was conducting to "Strategically increase the number of repeat visitors."

Going forward, we aim to continue pursuing initiatives that make greater use of mobile spatial statistics as a way to actively contribute to the advancement of society.

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 2012, a total of approximately 15,000 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 2012, the classes were held a total of 20 times, in Saitama Prefecture, Gunma Prefecture, Tochigi Prefecture and Nagano Prefecture, and some 4,800 children participated. We plan to hold roughly the same number of classes in fiscal 2013 as well.

DOCOMO Future Museum Solicits Imaginative Views of Life in the Future

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

In fiscal 2012, the eleventh contest was held, attracting 121,064 entries, the greatest number ever received. We held an awards ceremony at an official hotel of Universal Studios Japan® and were honored to have in attendance Yui Suzuki, the second DOCOMO Future Museum Grand Prix winner.

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 August 2012, NTT DOCOMO conducted the "Out of KidZania, NTT DOCOMO New Services Experience" program. The 33 children who participated acted as new DOCOMO planning department employees. They learned the history of mobile phones, interviewed actual employees on the content of their jobs and what makes their jobs worthwhile, and then experienced a planning meeting. The children thought up new smartphone services, described them in planning documents and then presented their ideas to others.

 [KidZania](http://www.kidzania.com)

Participated in "NTT Dream Kids Net Town 2012" to Provide Elementary School Students with Communications Experience



Children using "Osaifu Keitai"

DOCOMO participated in "NTT Dream Kids Net Town 2012," an event for children held by the NTT Group in July and August 2012, 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 the fiscal 2012 event, DOCOMO offered opportunities to experience the "Mail-Hon'yaku-Concier" (an email-based translation concierge) and "Osaifu Keitai" (Mobile Wallet) 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 2012, the Japan Institute of Design Promotion, which operates the GOOD DESIGN AWARDS, sponsored TOKYO MIDTOWN DESIGN HUB KIDS' WEEK 2012 at Tokyo Midtown. DOCOMO participated in the event's KIDS' WORKSHOP.

This was our fifth time to participate in this event. We held a workshop where around 40 elementary school children designed "string phones" and "balloon phones." The children had fun making their own phones by decorating paper cups with stickers and pictures they drew with pens. They were then able to use their string and balloon phones to talk to their friends and enjoy learning what sound is and how it is transmitted.

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 2012 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 2012, we held a concert commemorating the 150th anniversary of the birth of the French composer Claude Debussy. Students of all ages were allowed to participate as music conductors in an event that was full of variety and included interaction with the performers to enhance the learning experience.

DOCOMO's Paris Branch plans to continue mécénat activities based on the reality of mobile phone use in Japan and France in order to teach the optimal use of mobile 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.

DOCOMO R&D Center Joins the TABLE FOR TWO Program



TABLE FOR TWO menu



Poster encouraging employees to participate

In March 2013, the DOCOMO R&D Center joined the TABLE FOR TWO Program as a way for employees to contribute to society and improve awareness of their own health.

The TABLE FOR TWO Program is a social contribution program that began in Japan as an effort to relieve famine in developing countries and reduce obesity and lifestyle diseases in developed countries. Under the program, a portion of the money used to purchase healthy meals (20 yen per meal) provided by employee cafeterias, for example, is donated via the NPO TABLE FOR TWO International, to cover school lunches for children in developing countries. As of July 2013, 254 organizations in Japan were participating in the program.

At the DOCOMO R&D Center, health-conscious lunch options are offered on the 1st and 15th of every month, and posters, the company's intranet, and other communication channels are used to encourage employees to participate.

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.

Blood Drives Draw Employee Participation



Certificate of appreciation
from the Governor of Tokyo

We work with our employee association to encourage all employees—full-time, part-time and temporary—to participate in blood drives. In fiscal 2012, blood drives were held August 24-28, 2012 and January 7-9, 2013. A total of 857 people participated.

In recognition of this ongoing initiative, including efforts to encourage blood donation when donation rates become low, NTT DOCOMO and the All NTT Workers Union of Japan Docomo HQ were jointly presented with a certificate of appreciation by the Governor of Tokyo in October 2012.

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 2012, approximately 3.2 million bottle caps were collected, which is the equivalent of vaccines for 4,000 people.

International Contribution Activities

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. DOCOMO's Paris Branch, continuing from last year, co-sponsored an event aimed at fostering mutual understanding and interaction between Japan and France. The event, the 7th All France Speech Contest, held at Maison de la culture du Japon à Paris in March 2013 in Paris, is held annually to foster Japanese-language education and learning in France.

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 2013 was heated, with 12 strong applicants who passed a preliminary selection from among many applicants fully showcasing the fruits of their daily learning.

DOCOMO's Paris Branch co-sponsors various other events as well to promote better understanding and 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 merchandise under the "Social Contribution Course," the initiative donates the equivalent of 500 points to the NGO Friends of the United Nations Asia-Pacific. For an exchange of 3,000 points, the equivalent of 500 points is donated to the Basic Human Needs Association (BHN).

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. Donations from DOCOMO to BHN are applied by that organization to improve living standards using information telecommunications technologies throughout the world.

Amounts of Donations through Point Services in Fiscal 2012

- NGO Friends of the United Nations Asia-Pacific...10,411,000 points (equivalent to 10,411,000 yen)
- NPO Basic Human Needs Association (BHN)...8,377,000 points (equivalent to 8,377,000 yen)

Establishment of Charity Sites for Donations by Mobile Phone

NTT DOCOMO has established web-based charities to collect monetary donations in response to major natural disasters. We receive donations from customers through, for example, "DOCOMO Keitai Sokin" (name changed to "DOCOMO Koza" in June 2013) and "Donations of Usage Points Earned".

In fiscal 2012, we collected donations for four natural disasters and donated a total of 20,276,628 yen (from 20,859 contributions) to social welfare organizations and NPOs.

Charity Website Established in Fiscal 2012

Cause	Collection Period	Recipient	Donated Amount (Number of donations)
Torrential rain damage in northern Kyushu	July 20, 2012 - August 3, 2012	Central Community Chest of Japan	10,785,229 yen (9,288)
Flood damage in the Philippines	August 24, 2012 - August 30, 2012	Japan Platform	2,352,062 yen (2,858)
Damage from Hurricane Sandy	November 13, 2012 - November 20, 2012	Central Community Chest of Japan	3,819,305 yen (4,553)
Typhoon damage in the Philippines	December 12, 2012 - December 18, 2012	Japan Platform	3,320,032 yen (4,160)

Tohoku Recovery Support

Tohoku Reconstruction Support Office Created to Support the Recovery of Disaster-Stricken Areas of Tohoku



Distributed tablet computers

Following the Great East Japan Earthquake, NTT DOCOMO created the Tohoku Reconstruction Support Office in December 2011 to enable timely provision of assistance for the recovery of disaster-stricken areas. Led by 18 employees internally recruited from throughout Japan and the Tohoku Regional Office, this organization is pursuing activities that reflect the voices of people living in affected areas.

As one example of its work, the recovery support office began in September 2012 to distribute tablet computers to the residents of the town of Tomioka in Fukushima Prefecture. Tomioka is located within the mandatory evacuation area near the stricken Fukushima Dai-ichi nuclear plant, and its residents are now scattered among multiple evacuation sites. The tablet computers, which help them stay in touch with one another, feature screens with large icons that are easy for the elderly to use and display "Notification," "Video," "Community space," and other menus.

The "Community space" menu lets users send messages by residential area of Tomioka or evacuation site, for example, and has proved very popular. Users have provided feedback saying they are happy to be able to communicate with people now living far away and town government representatives have said that use of the "Community space" by many residents of all ages shows once again how great the need for communication is.

Looking to the future, the recovery support office plans to continue holding meetings to explain how to use the tablets, and engage in other activities as well, to strengthen ties to local governments and NPOs, and provide support that helps the people of Tomioka use the tablets with confidence.

Supporting Citizens' Groups Working to Aid Recovery from the Great East Japan Earthquake

In March 2013, DOCOMO donated a total of 25 million yen to NPOs and citizens' groups working mainly in Iwate, Miyagi, and Fukushima prefectures to assist individuals and areas hit by the Great East Japan Earthquake.

DOCOMO's assistance activities are being led by the Tohoku Reconstruction Support Office established in December 2011. Working with local governments, private-sector companies, and others, this office has provided financial support to organizations contributing significantly to local community restoration, industrial development, and other disaster recovery efforts.

List of Grant Recipients

Organizations Based in Miyagi Prefecture (6)

Name	Activity or Project Supported
Sendai Foundation for Applied Information Sciences	Support for disaster-prevention-related tours making use of tablet computers in disaster-hit areas
ICT Shien NPO Network Miyagi	Teaching disaster victims how to use tablet computers to gather and provide information, and promotion of local community communication
Personal Support Center	Survey on the emotional ups and downs of people providing support to temporary housing residents, and consideration of a care system
Foundation for Cooperative Community Creation	Cloud-based enhancement of assistance to disaster victims who have remained in their homes
Saigai Iryo ACT Kenkyujo	Standardization of emergency care, and human resource development, for emergency medical assistance including use of mobile technology in disaster areas
ISHINOMAKI2.0	Development of apps for local areas and practical IT education for young people

Organizations Based in Iwate Prefecture (3)

Name	Activity or Project Supported
Kamaishi Otsuchi Industrial Research Development and Training Center	Support for the promotion of business matching using mobile technology
Cassiopeia Citizen's Information Network	Production of Sanriku support programming and promotion of tourism recovery through the distribution of programming to smartphone apps
Kita Iwate Mirai Lab	Participation of children in town development (Children using mobile handsets to shoot and view the preparation of a popular local dish)

Organizations Based in Fukushima Prefecture (2)

Name	Activity or Project Supported
Tasukeai Japan	Distribution of information to tablet computers being used by residents of the town of Tomioka in Fukushima Prefecture
Utsukushima NPO Network	Support for tablet-based communication by disaster victims by explaining how to use tablet computers

Ongoing Recovery Support Activities by Employee Volunteers



Cleaning a culvert

Employee volunteers, vowing to not forget the disaster and to take action as individuals, are taking part in activities to support recovery from the Great East Japan Earthquake. Volunteer activities in the Miyagi Prefecture town of Minami Sanriku, which suffered catastrophic tsunami damage, began in April 2012. Group company employees joined the effort in June and needs-matched activities are now proceeding. Volunteers are lending a hand in Minami Sanriku's fishing and agricultural industries, and in removing rubble. They are also undertaking tasks like installing small wooden decks where temporary housing residents can dry laundry, in the Iwate Prefecture city of Rikuzen Takata. In fiscal 2012, the number of volunteers exceeded 540. For them, as well, volunteering has been valuable for the experience of working in disaster-hit area and the opportunity to think about action they can take as individuals.

Start of a Recovery Contribution System for Employees

In an effort to provide continuous support to areas hit by the Great East Japan Earthquake, we inaugurated a recovery contribution system for Group company employees in fiscal 2012. Under this system, individual employees agree to donate 311 yen to the recovery fund on a monthly basis, and DOCOMO adds a contribution based on the total. In fiscal 2012, 10,880 Group employees participated in this effort.

As a result, in March 2013, a total of 74,932,390 yen, consisting of employee donations from May 2012 through March 2013, and DOCOMO's contribution, was presented to the NPO, Japan Platform, and to Central Community Chest of Japan.

Establishment of the Tohoku AIC to Contribute Jobs to Disaster-Hit Areas

DOCOMO is working to create jobs in disaster-stricken Tohoku to support its recovery from the impacts of the Great East Japan Earthquake. In July 2012, therefore, we opened the Tohoku AIC (Advanced Information Center) in Sendai. Following the Eastern Japan and Western Japan facilities, this is our third call center and we decided to establish it to handle inquiries that we expect will continue to rise with expansion of the smartphone market.

Approximately 100 Tohoku residents were hired in connection with the establishment and operation of the Tohoku AIC. And all of the staff, driven by the desire to invigorate disaster-hit areas beginning with Sendai, are committed to providing smartphone usage assistance that customers will be totally pleased with.

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

DOCOMO Mobile Science Awards



Awards ceremony for
the 11th DOCOMO Mobile Science Awards

The DOCOMO Mobile Science Awards 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 2012, the 11th 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 25 international students in fiscal 2012. The MCF has provided support for 222 students to date.

Supporting Local Social Welfare Organizations and Community Groups



Presentation to a community group

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 2012, MCF donated a total of 23.5 million yen to 47 organizations. To nurture next-generation human resources, we donated a total of 25 million yen to 55 community groups that support childhood education.

Furthermore, in celebration of fiscal 2012 as the 20th anniversary of DOCOMO's establishment, and having designated environmental protection as the theme, the MCF made donations totaling 24,815,000 yen to 25 community groups involved in global environmental protection.

Major Initiatives at DOCOMO Regional Offices

Hokkaido Regional Office



Commemorative photo of participants

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 2012, youth baseball clinics were held in Obihiro and Shinhidaka in September, with total participation of around 200 young athletes.

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 November 2012, the ninth 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



Commemorative photo of rugby clinic participants

As a part of its local contribution and youth development support activities, the Tokai Regional Office sponsors a rugby clinic for elementary school students in Aichi Prefecture. The fiscal 2012 clinic was held in March 2013 at Meijo University in the Aichi Prefecture city of Nisshin. Around 110 boys and girls participated in the event, which was led by 10 members of DOCOMO's Red Hurricanes, a member of the Japan Rugby Top League. In addition, we held sports classes for children in Gifu, Mie and Shizuoka prefectures, to deepen communications with local people.

Hokuriku Regional Office



NTT DOCOMO Soccer Clinic

In support of the wholesome development of youths, the Hokuriku Regional Office holds baseball clinics taught by the ISHIKAWA MILLION STARS, a team belonging to the Baseball Challenge (BC) League, an independent professional baseball league, and the NTT DOCOMO Soccer Clinic led by Zweigen Kanazawa, a member of the Japan Football League (JFL).

Before each clinic, a Mobile Phone Safety Class for children is held to teach rules and manners for using mobile phones.

In fiscal 2012, 28 clinics were held, with 840 participants.

Kansai Regional Office

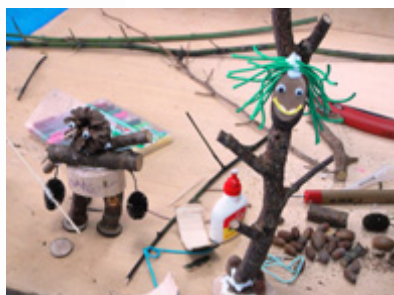


DOCOMO Cup
championship match

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 Japan Rugby Top League in the 2010-11 season. In fiscal 2012, a total of 13 clinics were held, and some 1,400 elementary, middle and high school students participated.

In November, the 3rd DOCOMO Cup was held, with some 450 elementary school students from 24 school teams in Osaka Prefecture engaging in heated matches. Ecocaps and mobile phones that were no longer needed were collected at the DOCOMO Cup venue.

Chugoku Regional Office



Works created
in an environmental class



Ganba no Dai Boken
(Ganba's Great Adventure)
staged by the Shiki Theatre Group



Art Renaissance poster

The Chugoku Regional Office, as part of its environmental conservation activities, uses the DOCOMO Aki Noro Woods, established in 2002, to hold experiential environmental classes every summer vacation to teach local children the importance of nature and the joy that can be had through forests. In fiscal 2012, 63 local elementary school students and their parents participated in the program, which included, among other activities, an outdoor quiz rally and lecture on woodlands, and woodworking using wood from tree-thinning operations.

To provide children with opportunities for exposure to culture and art, a program to invite parents and children to musicals staged by the Shiki Theatre Company was started by the office in 2009. In July 2012, 100 parents and children were treated to a performance of the family musical, *Ganba no Dai Boken* (Ganba's Great Adventure).

The office also supports Art Renaissance exhibitions of artworks by handicapped artists to benefit social welfare causes. Art Renaissance exhibitions, which are held in February of every year and attract over 2,000 visitors, are important as opportunities for people with handicaps to participate in society and opportunities for the public to better understand people with handicaps.

For students in the Chugoku region of Japan, the office holds a business idea contest in which it solicits ideas from students and cosponsors the Campus Venture Grand Prix for recognizing the best among them. It also supports foreign students studying in Hiroshima Prefecture, participates in get-togethers sponsored by a group of businesses for foreign students, and is active in local development support and youth development activities.



Campus Venture Grand Prix poster

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 2012, we opened our building's courtyard to the public on 10 mornings in July and August, where approximately 600 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 2012, the tour made three stops in Fukuoka. Instruction on rugby fundamentals and training methods were given to some 70 middle and high school students.

Relationships with the National and Local Governments and Industry

Direction with Regard to Relations with the National and Local Governments, and Industry

DOCOMO, in order to contribute to the resolution of various social problems in the course of its business activities, endeavors to partner and cooperate with the national and local governments, and industry, and makes suggestions and recommendations for, and encourages, actions toward the realization of a prosperous society.

Examples of Committee Participation:

Information and Communications Council (organized under the authority of the Ministry of Internal Affairs and Communications) Electromagnetic Wave Propagation Committee

Expert Member: Seizo Onoe, Executive Vice President, Chief Technical Officer, Member of the Board of Directors, Managing Director of the R&D Center

G Space × ICT Promotion Council (organized under the authority of the Ministry of Internal Affairs and Communications)

Constituent Member: Fumio Iwasaki, Senior Executive Vice President, Member of the Board of Directors

Example of Industry Organization Participation:

Telecommunications Carriers Association

Director: Kaoru Kato, President and Chief Executive Officer

Human Rights

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, who are in charge of human rights promotion in the workplace, 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.

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 2013, we are conducting web-based training, for all employees, on harassment and groups who have traditionally been the targets of discrimination in Japan. We are also strengthening initiatives aimed at getting back to basics in fostering human rights awareness through measures like the creation of a human-rights-themed calendar.

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 2012, 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 2012, 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.

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, Labour 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.

As part of these initiatives, we invited Yoshie Komuro, Representative Director of Work Life Balance Co., Ltd. to take part in a discussion with the head of our Human Resources Management Department on the topics of diversity and work-life balance. That discussion took place in September of fiscal 2012 and its contents were made available to our employees on our intranet. Moving forward, we will continue to actively incorporate input from experts and other members of society as we strive to create work environments that allow all employees to lead balanced lives.

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
- Hold discussions between management and external experts

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

Number of Employees (as of March 31, 2013)

	Male	Female	Total
Employee count	8,834	2,069	10,903

Number of People Hired (FY2012)

	Male	Female	Total
Recent college graduates	199	63	262

Number of Job Leavers and Job Separation Ratio (only for voluntary termination) (persons, %) (FY2012)

	Male	Female	Total
Number of job leavers	74	45	119
Job separation ratio	0.6	2.0	0.8

Percentage of Male/Female Assistant Managers (corresponding to "chief" position) and Above (as of March 31, 2013) (%)

	Male	Female
Percentage of male/female managers (assistant manager and above)	93.8%	6.2%

Key Employee Data

	Male	Female
Average age (as of March 31, 2013)	39.2 years old	
Average years of continued service (excluding persons seconded out/in) (as of March 31, 2013)	16.9 years	
Average salary (FY2012)	8,169,000 yen	
Average total annual hours worked (FY2012)	1,892 hours	
Average overtime hours worked (FY2012)	257 hours	

Utilization of Various Leave Schemes (FY2012)

	Male	Female	Total
Maternity leave	0	165	165
Childcare leave	3	318	321
Shortened working hours for childcare	0	430	430
Reemployment of childcare retirees	0	0	0
Nursing care leave	2	5	7
Shortened working hours for nursing care	0	2	2
Volunteer leave	337	45	382
Number of average paid holidays taken	17.3 days		
Percentage of paid holidays taken	86.5%		

* 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 2012, we conducted training on key points for revising work approaches to effectively use limited time. Over 80% of all employees took part in this training, which was aimed at promoting a better balancing of work and home lives. In addition, we prepared a guidebook for revising work approaches and incorporated it into our e-learning resources. This guidebook provides clear explanations of specific ways to make time by identifying time wasted inside and outside the workplace.

New Rehiring Program for Former Employees Wanting to Restart Their Careers

We have former employees who had to leave the company because their spouse was transferred to another location or because they wanted to focus on caring for children. Many of these former employees would like to return DOCOMO. A new rehiring program for former employees has been created to accommodate this willingness and effectively utilize skills and experience accumulated on the job previously.

The program is open to former employees who have at least three years of work experience and left the company after March 31, 2010, because their spouse was transferred or took a new position elsewhere, they relocated after getting married, or they wanted to concentrate on caring for children. 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 (three years in the case of employees who left to focus on child care). 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 2012, we hired 8 new non-Japanese employees. Consequently, as of April 1, 2013, 79 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 2013, we plan to hire additional 10 new foreign employees, as we continue to emphasize diversity in the hiring of both new graduates and mid-career professionals.

Focus on Expanding Employment Opportunities for People with Disabilities

NTT 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 204 employees with disabilities working at DOCOMO as of the end of March 2013. That number, which represents 2.05% * 2 of our total workforce, exceeds the legal requirement.

* 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.

Employment Guarantees and Staffing Reductions

Under the terms of the Basic Agreement on the Relationship between Labor and Management agreed with the NTT Labor Union, if DOCOMO encounters the need to reduce staffing in connection with circumstances such as a business reorganization, an agreement must be reached with the labor union before any such action can be undertaken.

DOCOMO is committed to upholding the terms of the basic agreement, which require that matters subject to agreement be approached with an emphasis on discussion, and that efforts be made to resolve matters at hand with mutual understanding and consent.

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 rely mainly 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 (inside and outside the company) 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.

To develop human resources capable of evolving our company into a general services provider, we focused our fiscal 2012 training on skills necessary for supporting endeavors in new and global business fields, and on objectives like strengthening communication capabilities.

Going forward, we will continue to strengthen employee development.

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.

Setting our fiscal 2012 objective on developing human resources capable of evolving our company into a general services provider, we conducted "Strategic Conceptualization Training" for employees undertaking work in new business fields, and "Global Training" and "Individualized English Consulting" for those taking on challenges in global business fields.

As part of efforts to help employees with their own development, we make available a menu of some 480 correspondence courses and also provide support for acquisition of 93 types of certification. In fiscal 2012, 921 employees acquired some form of public certification.

In addition, managers help motivate employees before training starts and follow up with interviews afterward. We also formulate skill development plans for different areas of specialization to reinforce professional capability at each organization.

In fiscal 2013, we will focus on developing mobile business advancement capabilities, the ability to take on challenges in new business fields, and global business development skills. Our aim is to develop human resources capable of supporting the strengthening of competitiveness in our mobile business and further accelerating the taking up of challenges in new business fields.

Business Skills Development Programs

Business skills	<ul style="list-style-type: none"> ● New employee training ● Second year training ● Training for career level
	<ul style="list-style-type: none"> ● Elective-type training
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

Developing Human Resources Capable of Acting on a Global Stage

NTT 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. This OJT program aims not only to improve linguistic skills through the performance of business activities but also foster international sensibilities, understanding of business practices, and other business skills. In fiscal 2012, we sent six employees to the United States, Great Britain, Singapore, and Germany on year-long programs and two employees to India for three-month programs.

In fiscal 2013, we have sent four employees to the United States and Germany for year-long programs. 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 2012, evaluations were held from December 2012 to February 2013. Results reflected year-to-year improvements in the evaluations given by superiors and subordinates. Considered together with similar results in the previous fiscal year, it is clear that management behavior is improving along the lines of expectations and that a trend has taken hold.

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 2012 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 Challenge Awards are presented to motivate employees, and promote new value creation and the boldness to develop new businesses. It does this by recognizing distinguished service that has contributed to corporate value and is worthy of endorsement to others as a model. Awards are presented in two categories. Awards in the Mobile Category recognize unprecedented achievements that have strengthened competitiveness and are profound demonstrations of innovation and overall capabilities. And awards in the New Business Category recognize achievements that have created new value by accelerating work in new, uncharted areas business and give rise to innovation through the fusion of industry and services.

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. In November of fiscal 2012, we also held a forum for employees currently on childcare leave. The intent of the forum was to let participants hear how older employees have balanced parenthood and work, give them an opportunity to network with others on leave, and alleviate their concerns about preparing to return to work and balancing parenting and work responsibilities. We then followed up with a December seminar on balancing parenthood and work for employees just returning from leave. At this event, we provided participants with tools and know-how for achieving their own medium- to long-term professional objectives, while meeting both work and parenting responsibilities.

Regular Seminars to Support Employees Balancing Work with Nursing Care

We regularly hold seminars targeting employees to help them balance work with nursing care. In fiscal 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, which was held in Tokyo, 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.

The Tochigi and Yamanashi branches also held seminars, to which they invited nursing care support specialists and social workers as guest speakers. A total of 43 employees attended these seminars. Seminar 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. DOCOMO will continue to conduct such initiatives to help employees improve their work-life balance.

Employees Choose from a Buffet of Benefits

DOCOMO is in the process of enhancing benefit programs covering health and well-being, housing, recreation and other areas. 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 2012

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. Eleven seminars were held in fiscal 2012, and 605 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 2012 and attracted 260 participants.

Life Design Office

This office provides information and advice to employees on drawing up life plans. It was utilized by 382 people in fiscal 2012.

Promoting the Empowerment of Female Employees

DOCOMO is working to realize a corporate culture and working environment under which female employees can fulfill aspects of home life, which may include having and raising children, while also meeting work responsibilities.

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.

With its signing of the principles, DOCOMO is now striving to promote even greater 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

Expansion and Enhancement of Mental Health Measures

NTT DOCOMO's principal mental health care approaches include "self care" in which employees complete questionnaires and perform stress checks; "line care," which consists of various training programs for managers; and care by in-house industrial health staff. For the latter, workplace monitoring and physical exams form a foundation after which follow-ups and interviews, and, for those working long hours, interviews and guidance sessions are conducted. Employees also have access to outside counselors for care by expert counseling institutions external to the company.

In fiscal 2013, the DOCOMO Group designated a single external counseling resource for employees in all Group companies to contact when needed.

Information and Safety Measures Prevent Accidents

Safety is always the most important priority. DOCOMO's system for preventing work related accidents and injuries include 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.

Temporary Employee Training and Work Scheduling

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.

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 the views and opinions of frontline sales and service employees, who interact directly with the customer, and in creating healthy, vibrant workplaces characterized by free-flowing communication. 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 2012, 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.

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.

Focusing on Communications to Enliven the Organization

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 2012, 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 among all of the approximate 37,000 employees (including retirees, temporary employees, and others) of NTT DOCOMO and its 25 Group companies each year to gauge their views on a variety of issues concerning the creation of rewarding working conditions. In fiscal 2012, the survey was conducted in October. On matters regarding the creation of rewarding working conditions, results were very similar to those obtained for fiscal 2011 and again better than the average performance of other companies. Results of the employee attitude survey are being used to implement recreation activities, campaigns encouraging employees to greet others, and various other initiatives tailored to individual organizations to invigorate workplaces.

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.

Family Day

To help employees balance their work and home lives, boost their motivation, and let families better understand what employees do in their jobs, we held Family Day events during July and August 2012. For these events, which were held at DOCOMO's headquarters, the DOCOMO R&D Center, and regional offices throughout Japan, families were invited to visit the workplace of their DOCOMO Group employee.

Each Family Day began with an orientation at the workplace, following which employees led their families on tours, explaining the work being performed. For the families, these were precious opportunities to see workplaces they normally do not, and better understand the DOCOMO Group's business and role in society. For the employees, the chance to meet the families of coworkers promoted an even greater sense of unity and partnership with others in the workplace.

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.

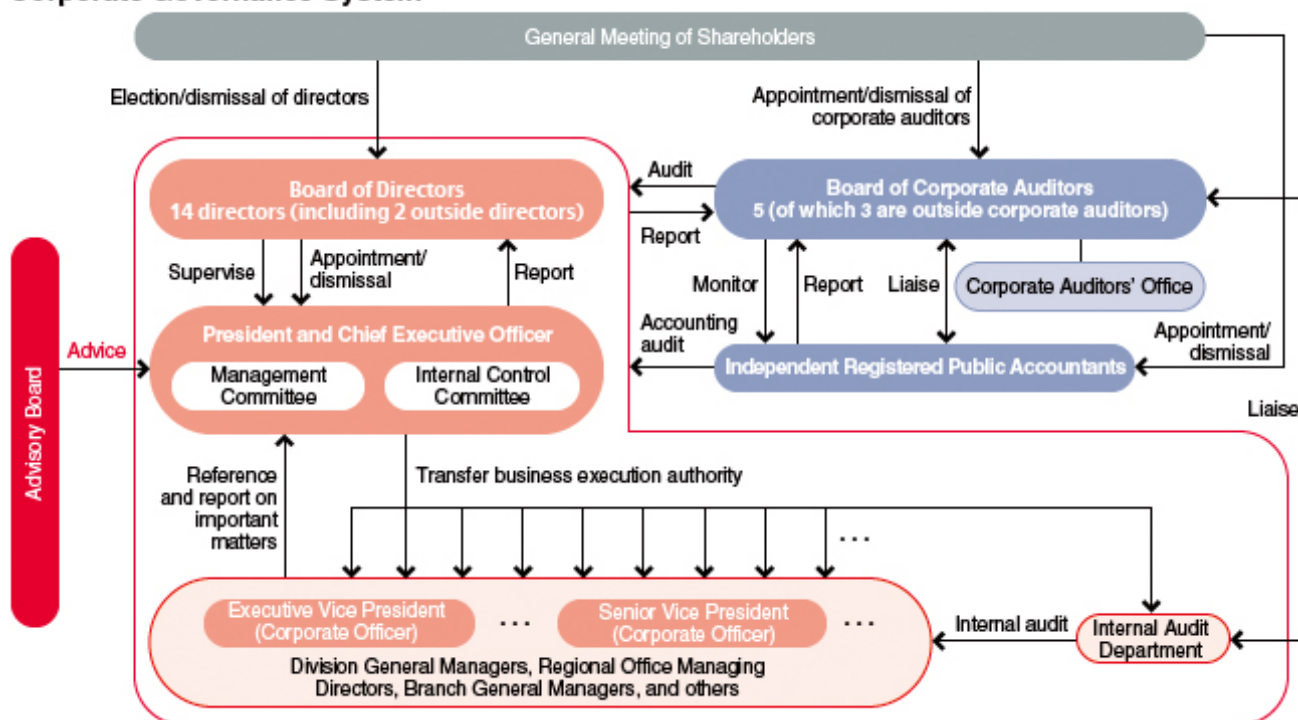
Specifically, corporate governance is maintained through the Board of Directors, which makes decisions on important business matters and supervises business execution by the directors, and the corporate auditors and Board of Corporate Auditors, which audit business execution by directors from a standpoint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



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.

Compensation for Directors and Corporate Auditors

Decisions on matters concerning compensation for directors are made by the Board of Directors. Director compensation consists of amounts paid out on a monthly basis and as bonuses. Monthly payments differ by director and are based on factors like the importance of roles played and responsibilities borne. Bonuses are paid in consideration of factors like company performance for the fiscal year. In addition, to reflect company performance over the medium to long term, directors contribute at least a certain minimum of their monthly compensation to purchase NTT DOCOMO shares via the Director Shareholding Association and hold these shares throughout their tenures.

Corporate auditor compensation is determined based on a discussion among the corporate auditors. To maintain a high degree of independence, corporate auditor compensation is not linked to company performance, and consists only of monthly payments.

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.

Focus on Providing for the Safety of Employees during Times of Disaster

During major disasters, it is essential to provide for the safety of employees involved in recovery activities. DOCOMO has built a system for confirming the safety of employees when a disaster occurs and uses this system, as well as tools like disaster prevention courses for mastering the disaster prevention facilities and functions of buildings, to provide for the safety of employees and enhance employee safety awareness.

Key Initiatives for Providing for the Safety of Employees

Holding of Disaster Prevention Courses

We train employees in the functions and operation of fire extinguishers and other firefighting tools buildings are actually equipped with, so that they can take action immediately when it is necessary to do so. In fiscal 2012, approximately 1,000 employees took the disaster prevention course we held a total of 16 times every quarter at our headquarters building. Our plans for fiscal 2013 call for the continuation of this course.

Training for Confirming Employee Safety

NTT DOCOMO has built a system for confirming the safety of employees when a disaster occurs, and we use it for all DOCOMO Group employees.

We regularly hold training sessions, so that we can conduct safety confirmations as swiftly as possible. In the most recent training session, held on November 13, 2012, we were able to confirm the safety of 99.8% of employees by 5:00PM of the day we started. Going forward, we will work to enhance safety awareness by each individual employee and hold regular training sessions, so that employees can act swiftly in times of disaster.

Adoption of a System for Helping Employees Return to Their Homes during Times of Disaster

In January 2013, our headquarters and regional offices adopted a system for helping employees to return to their homes during times of disaster. This system enables each employee to confirm information, such as the route he or she must follow to return home. When an earthquake or other disaster makes it impossible for an employee to return home in the normal way, he or she can use the system to look for a different route and create a customized handbook, with information on assistance services and other important matters for returning home. In fiscal 2013, this system will be adopted for Group companies throughout Japan.

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 designated November of each year to be the DOCOMO Group's Security Enhancement Month, a time to focus on education and other activities to increase awareness of information security. The importance of information management was reinforced in July of fiscal 2012 when concerns arose that customer information may have been searched without permission and leaked. Following that incident, we implemented a General Security Inspection in August and September. In addition, the company's vice president delivered a message on the importance of information management in *Security News*, and the company newsletter and other channels were used to sharpen employee awareness of matters related to information management and proper work procedures.

Group training on information management was conducted on a regional basis for management personnel, who then disseminated and implemented what they learned at their respective workplaces.

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 and brought it on line in 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.

Ensuring Stable Operation of i-mode and sp-mode Centers with 24-Hour-a-Day, Year-Round Monitoring and Backup Centers

i-mode and sp-mode constitute important telecommunications infrastructure providing customers with communications and other services. We, therefore, do our utmost to ensure stable operation of these systems by monitoring them 24 hours a day, 365 days a year, to detect and resolve problems as quickly as possible.

In preparation for major disasters, we have long operated a backup center for the i-mode Center. In fiscal 2012, we completed construction of a backup center for the sp-mode Center and began operating it in July of that year.

Fiscal 2012 was also a year for taking action to prevent a recurrence of the string of telecommunications disruptions that occurred in fiscal 2011. Embarking on various measures in December 2011, we completed all of them by the end of fiscal 2012.

Our efforts to maintain stable i-mode and sp-mode operations will continue in fiscal 2013.

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.

Going forward, we will implement revisions to our action plan and various manuals based on the Act on Special Measures for Countermeasures against Novel Influenza and Other Diseases.

Responsibilities to Shareholders and Investors

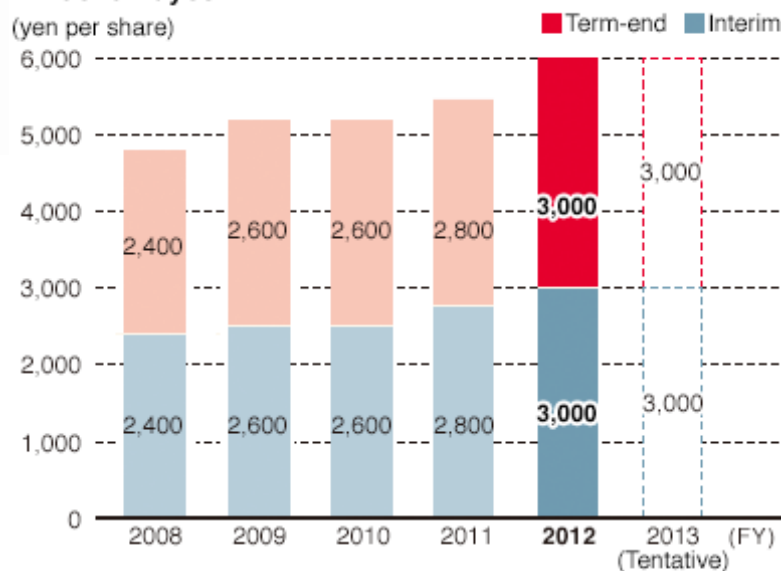
Returning Profits to Shareholders

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.

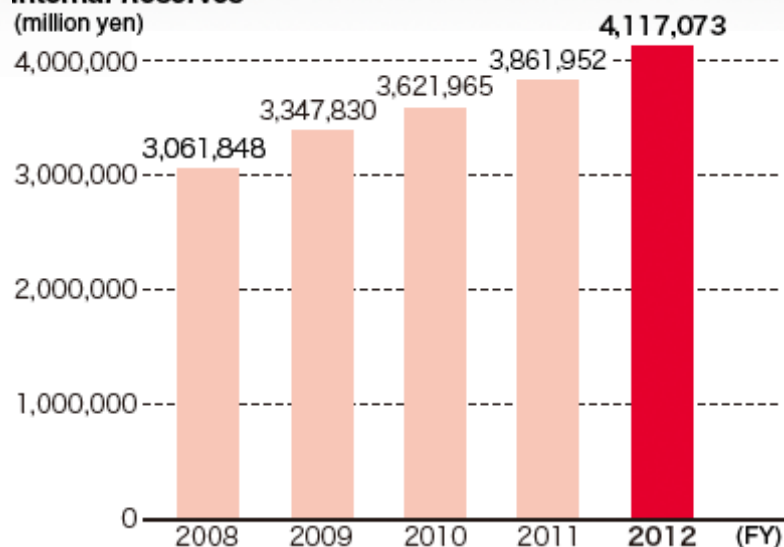
The Company also takes a flexible approach regarding share repurchases in order to return profits to shareholders. The basic approach regarding the level of treasury stocks resulting in repurchased shares is to limit the amount of such treasury stock to approximately 5% of total outstanding shares and 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



* The fiscal 2013 year-end and full-year per-share dividends (provisional) do not reflect the impacts of the 100-for-1 share split scheduled to take place on October 1, 2013. The actual year-end per-share dividend (provisional) reflecting the impacts of the share split will be 30 yen.

Internal Reserves**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.

As part of these initiatives, we hold an R&D Center Tour every year for analysts and institutional investors to promote their understanding of DOCOMO's R&D activities. In fiscal 2012, as well, we introduced our latest R&D results and responded to various questions from participants at this event.

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 FY2012

1. Awarded Grand Prize by Daiwa Investor Relations Co., Ltd. in its 2012 Internet IR Best Company Awards (November 2012)
2. Ranked No. 2 in Gomez Investor Relations Site Ranking 2012 by Gomez Consulting Co., Ltd. (April 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
	▶ Amount of Emission
	▶ 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
	▶ Number of Repair and Service Centers
	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 ▪ 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
	▶ Employment Rate for People with Disabilities (NTT DOCOMO)
	Shareholder/Investor Related
	▶ Dividend Payout
	▶ Internal Reserves

Third Party Comment

Opinions about CSR report



Junichi Mizuo

Professor, Faculty of Economics and Graduate School of Economy, Surugadai University and Deputy Chairman, Japan Society for Business Ethics Study

In addition to his career at Shiseido Co. Ltd., Junichi Mizuo has been a faculty member of Surugadai University since 1999. He also is a lecturer at the graduate school of the Tokyo Institute of Technology and a senior researcher of the Business Ethics Research Center. He was a doctoral visiting scholar at the University of London in 2010. Mr. Mizuno holds a Ph. D. in business administration and has authored many books, including *Gyakkyo Keiei Nanatsu no Hosoku* (Seven Management Principles for Times of Adversity, Asahi Shinsho), *CSR de Keiiryoku wo Takameru* (How CSR Can Improve Business Performance, Toyo Keizai Inc.) and *Marketing Rinri* (Marketing Ethics, CHUOKEIZAI-SHA, INC.).

Where I give high marks

Feature article "DOCOMO's Dreams and Mission" enhance the exciting prospects for Smart Life.

Lifestyles of Health and Sustainability (LOHAS) has become a popular way for people live and perceive value in recent years. At DOCOMO, wellness initiatives such as "i Bodymo," "Karada no Kimochi" and the "Radishbo-ya" premium home-delivery service for organic and low-pesticide vegetables are helping customers to realize their hopes and aspirations.

DOCOMO's Mission explains the company's efforts to deliver safe, reliable and stable communications for the convenience of consumers, as well as to help them feel that they are better connected and living smarter lives. There is increasing demand for methods of communication that transcend the linguistic barriers of traveling and doing business overseas as society becomes increasingly global. DOCOMO's email and translation services are two ways to realize the benefits of a globalizing smart life, and publicizing such initiatives shows how DOCOMO is take the lead in contributing to society through its business and value propositions.

Support activities: With all the caring of a young bride's mother

Just as a mother cares about her newlywed daughter, hoping that the young woman's new family will love her and make her happy, DOCOMO cares deeply about its customers. The company offers a variety of user-friendly services and support, especially for the elderly and physically challenged people, as well as education programs to help young people to use their mobile phones and services properly, plus Mobile Phone Safety Classes and ads and campaigns to encourage people not to use their phones while walking. While such initiatives are not connected directly to the company's sales and profit, they engender greater trust and enhance the reputation of DOCOMO's enlightened self-interests over the long term.

Expectations for the Future

Looking forward to innovative new products and services that further global CSR

As stated in DOCOMO's Vision for CSR, companies are compelled to conduct their businesses in ways that help to solve social issues in this new age of CSR. One such effort has been DOCOMO's support for reconstruction after the Great East Japan Earthquake in Japan. Helping to solve social issues through mobile phone business in the developing countries of Asia and Africa also is important from a global CSR perspective. But since DOCOMO's Japanese-market mobile devices are too high level for such markets countries in terms of specifications and prices, it is hoped that DOCOMO can develop more general models with fewer service features and lower prices. New support services to help solve social issues also would be welcome. I sincerely hope that DOCOMO's CSR activities in the global market will have the effect of creating shared value for both overseas economies and DOCOMO.

Evaluations by Outside Parties

CSR Evaluations by Outside Parties (as of March 31, 2013)

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



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



FTSE4Good

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



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



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



DOCOMO has been selected as a component of the Euronext Vigeo World 120, a sustainability index managed by NYSE Euronext and Vigeo.

Rate 3rd Overall in TOYO KEIZAI, INC.'s CSR Company Ranking

NTT DOCOMO was rated third overall in TOYO KEIZAI, INC.'s fiscal 2013 CSR company ranking. In preparing this ranking, Toyo Keizai evaluates companies from four perspectives – utilization of human resources, environmental performance, corporate governance, and social performance.

Overall No.1 in Nikkei Inc.'s NICES Ranking for Two Consecutive Years

In the 2012 edition of Nikkei Inc.'s NICES ranking of Japanese corporations, DOCOMO gained 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 to further dialogue with stakeholders. This report summarizes DOCOMO's philosophy and initiatives relating to corporate social responsibility (CSR).

The fiscal 2013 report (website) features special coverage of what DOCOMO is doing to be a "Smart Life Partner" in terms of wellness support services, and to ensure its ability to provide high-quality telecommunications services. It also reports comprehensively on DOCOMO's various activities under the seven core subjects of social responsibility defined in the ISO26000 standard, and provides related data in tabular form.

For customers, we issue the separate NTT DOCOMO Group CSR Digest 2013, a concise printed report that includes the feature coverage mentioned above and other topics we are particularly keen on communicating, in a reader-friendly format.

The Annual Report provides detailed information on DOCOMO's business strategies and activities.

Period Covered

The report generally covers fiscal 2012, which is from April 1, 2012 to March 31, 2013, although some information pertains to time periods before or after fiscal 2012.

Report Scope of Organizations

The report generally applies to the DOCOMO Group, which consists of NTT DOCOMO INC. and its 25 service subsidiaries.

'DOCOMO' refers to the DOCOMO Group. 'Consolidated' refers to NTT DOCOMO INC., 25 service subsidiaries, and other subsidiaries. In special cases, the names of applicable companies are clearly identified.

25 Service Subsidiaries (as of March 31, 2013)

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

October 2013 (The printed report was published in September 2013.)

Reference Guidelines

- *Sustainability Reporting Guidelines Version 3.1*, Global Reporting Initiative (GRI)
- *Environmental Reporting Guidelines FY2012 Version*, Japan Ministry of the Environment
- ISO 26000:2010 Guidance on Social Responsibility

Contact Information

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(Clicking the link will launch your email software.)

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- Screenshots are for illustration purposes only.

GRI Index

- ▼ [1. Strategy and Analysis](#) ▼ [2. Organizational Profile](#) ▼ [3. Report Parameters](#)
- ▼ [4. Governance, Commitments, and Engagement](#)
- ▼ [5. Management Approach and Performance Indicators](#)
- ▼ [Economic](#) ▼ [Environmental](#) ▼ [Labor Practices and Decent Work](#)
- ▼ [Human Rights](#) ▼ [Society](#) ▼ [Product Responsibility](#)

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: DOCOMO's Aspirations ▶ Special Feature: DOCOMO's Mission ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Environmental Targets and Achievements

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 ✦ Providing Stable, Reliable Communication
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: 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: 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.		✦ Social Welfare Activities ✦ 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	Process for defining report content, including: Determining materiality; Prioritizing topics within the report; and Identifying stakeholders the organization expects to use the report.		✖ Editorial Policy
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers).		✖ Editorial Policy
3.7	State any specific limitations on the scope or boundary of the report.		✖ Editorial Policy
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.		not applicable
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.		✖ Environmental Accounting ✖ 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
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

Indicator		ISO 26000 section	Link
Assurance			
3.13	Policy and current practice with regard to seeking external assurance for the report. If not included in the assurance report accompanying the sustainability report, explain the scope and basis of any external assurance provided. Also explain the relationship between the reporting organization and the assurance provider(s).	7.5.3	  Third Party Comment

4. Governance, Commitments, and Engagement

Indicator		ISO 26000 section	Link
Governance			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	6.2	  Management System  Corporate Governance System
4.2	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	6.2	  Corporate Governance System
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	6.2	  Corporate Governance System
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	6.2	  Corporate Governance System
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	6.2	  Corporate Governance System
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	6.2	  Corporate Governance System
4.7	Process for determining the 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

Indicator		ISO 26000 section	Link
Governance			
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	<ul style="list-style-type: none"> ➤ Top-Level Commitment ➤ CSR Approach and Framework ➤ "SMART for GREEN 2020" Environmental Vision for FY2020 ➤ Basic Philosophy ➤ Working with Other Businesses ➤ Compliance
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	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ➤ Management System ➤ CSR Goals and Achievements ➤ Environmental Management Systems
Commitments to External Initiatives			
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	6.2	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ➤ 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: Has positions in governance bodies; Participates in projects or committees; Provides substantive funding beyond routine membership dues; or Views membership as strategic.	6.2	<ul style="list-style-type: none"> ➤ Radio Wave Safety ➤ Promoting Resource Efficiency and Recycling

Indicator		ISO 26000 section	Link
Stakeholder Engagement			
4.14	List of stakeholder groups engaged by the organization.	6.2	➤ CSR Approach and Framework
4.15	Basis for identification and selection of stakeholders with whom to engage.	6.2	➤ CSR Approach and Framework
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	6.2	➤ CSR Approach and Framework
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	6.2	➤ Consumer Issues ➤ Environment ➤ Fair Business Practices ➤ Community Participation and Development ➤ Human Rights ➤ Labor Practices ➤ Management Structure

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	➤ Economic Relationships with Our Stakeholders ➤ Corporate Governance System ➤ Responsibilities to Shareholders and Investors
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	6.5.5	
EC3	Coverage of the organization's defined benefit plan obligations.		
EC4	Significant financial assistance received from government.		

Indicator		ISO 26000 section	Link
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	▶ Economic Relationships with Our Stakeholders ▶ Working with Other Businesses
EC7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	6.8 6.8.5 6.8.7	
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: DOCOMO's Mission ▶ Enhancing ICT in Preparation for Disasters ▶ Research and Development on Products and Services ▶ Community Participation and Development
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 Achievements ▶ Basic Philosophy ▶ 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
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	▶ Making Communications Facilities More Energy-Efficient ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Preventing 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

Indicator		ISO 26000 section	Link
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
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 ➤ Working with Customers for the Environment ➤ Biodiversity Preservation Initiatives ➤ Helping Protect the Environment
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
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	
Aspect: Products and Services			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	6.5 6.5.4 6.6.6 6.7.5	➤ "SMART for GREEN 2020" Environmental Vision for FY2020 ➤ Working with Customers for the Environment
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 ➤ Working with Customers for the Environment

Indicator		ISO 26000 section	Link
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.		▶ CSR Goals and Achievements ▶ Labor Practices
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: 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	
Diversity and equal opportunity			
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	6.3.7 6.3.10 6.4 6.4.3	Employment and Compensation
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	no gender difference

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 Compliance Working with Other Businesses Human Rights Employment and Compensation
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

Indicator		ISO 26000 section	Link
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	
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

Indicator		ISO 26000 section	Link
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	

Society

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	

Indicator		ISO 26000 section	Link
Aspect: Public Policy			
SO5	Public policy positions and participation in public policy development and lobbying.	6.6 6.6.4 6.8.3	➤ Relations with the National and Local Governments, and Industry
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 6.6.3 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.		➤ CSR Goals and Achievements ➤ Maintaining Product Safety ➤ Ensuring Information Security ➤ Fair Business Practices
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	not applicable
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	

Indicator		ISO 26000 section	Link
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	
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

- ▼ [1. Report Parameters and Summary](#)
- ▼ [2. Information and Indicators on how Environmentally Focused Management Including Environmental Management is Working](#)
- ▼ [3. Information and Indicators on Environmental Impacts of Business Activities and Environmental Initiatives Undertaken to Mitigate Them](#)
- ▼ [4. Information and Indicators on the Economic and Social Contexts of Environmentally Focused Management](#)
- ▼ [5. Miscellaneous Contents to be disclosed](#)

MOE Guidelines and Corresponding Report Sections

1. Report Parameters and Summary

Indicator	Link
1. Report Profile	
(1) Report boundary and reporting period	▶ Editorial Policy
(2) Organizations coverage ratio and reporting period difference	-
(3) Reporting policies	▶ Editorial Policy
(4) Policies for choosing the type of report	▶ Editorial Policy
2. Chairman's statement / CEO's statement	▶ Top-Level Commitment
3. Summary	
(1) Overview of environmentally focused management	▶ CSR Goals and Achievements ▶ Environmental Targets and Achievements
(2) Overview of KPI trends	▶ CSR Goals and Achievements ▶ Environmental Targets and Achievements ▶ Environmental Impacts of Business Activities
(3) Summary of activities to address an individual environmental issue	▶ CSR Goals and Achievements ▶ Environmental Targets and Achievements
4. Material balance	▶ Environmental Impacts of Business Activities

2. Information and Indicators on how Environmentally Focused Management Including Environmental Management is Working

Indicator	Link
1. Environmental policies, visions and business strategies	
(1) Environmental policies	▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy
(2) Material issues, visions, and business strategies	▶ CSR Goals and Achievements ▶ "SMART for GREEN 2020" Environmental Vision for FY2020 ▶ Basic Philosophy ▶ Environmental Targets and Achievements
2. Organizational systems and governance	
(1) Organizational systems for environmentally focused management	▶ Environmental Management Systems
(2) Environmental risk management system	▶ Environmental Management Systems ▶ Compliance with Environmental Laws and Regulations
(3) Compliance with environmental regulations	▶ Environmental Management Systems ▶ Compliance with Environmental Laws and Regulations
3. Responsiveness of stakeholder issues	
(1) Responsiveness to stakeholder issues	▶ Minimizing Environmental Impact of Facilities ▶ Working with Customers for the Environment ▶ Biodiversity Preservation Initiatives ▶ Contributing to the Environment

(2) Philanthropy related to the environment	<ul style="list-style-type: none"> ➤ Working with Customers for the Environment ➤ Biodiversity Preservation Initiatives ➤ Contributing to the Environment
4. Environmental initiatives in the value chain	
(1) Strategies and environmental policies for the value chain	<ul style="list-style-type: none"> ➤ Promoting Green Procurement ➤ Working with Other Businesses
(2) Green purchasing and procurement	<ul style="list-style-type: none"> ➤ Promoting Green Procurement
(3) Products and services designed for mitigating environmental impacts	<ul style="list-style-type: none"> ➤ Promoting Resource Efficiency and Recycling ➤ Other Services and Initiatives
(4) New technologies for and research and development	<ul style="list-style-type: none"> ➤ Preventing Global Warming ➤ Promoting Resource Efficiency and Recycling ➤ Other Services and Initiatives
(5) Environmentally conscious transportation	-
(6) Resource exploitations and real estate development/investment with less environmental impacts	-
(7) Waste management and recycling	<ul style="list-style-type: none"> ➤ Reducing Waste ➤ Promoting Resource Efficiency and Recycling


3. Information and Indicators on Environmental Impacts of Business Activities and Environmental Initiatives Undertaken to Mitigate Them

Indicator	Link
1. Resources used and energy consumption	
(1) Total energy consumption and initiatives to reduce it	▶ Environmental Impacts of Business Activities ▶ Preventing Global Warming
(2) Total materials used and initiatives to reduce them	▶ Environmental Impacts of Business Activities ▶ Reducing Waste
(3) Water withdrawal and initiatives to reduce it	▶ Environmental Impacts of Business Activities
2. Recycled input resources (within the organizational boundary)	▶ Environmental Impacts of Business Activities ▶ Reducing Waste ▶ Promoting Resource Efficiency and Recycling
3. Products and services and environmental impacts arising from production	
(1) Total products manufactured or goods sold	-
(2) Greenhouse gas emissions and initiatives to reduce them	▶ Environmental Impacts of Business Activities ▶ Preventing Global Warming
(3) Total water discharge and initiatives to reduce it	-
(4) Effluents and nuisance, and initiatives to reduce them	-
(5) Release and transfer of chemical substances and initiatives to reduce them	▶ Compliance with Environmental Laws and Regulations ▶ Promoting Green Procurement
(6) Total weight of waste generated, waste disposed by land filling or incineration and initiatives to reduce them	▶ Environmental Impacts of Business Activities ▶ Reducing Waste ▶ Promoting Resource Efficiency and Recycling
(7) Significant spills of hazardous substances and measures taken for preventing them	-
4. Conservation of biological diversity and the sustainable use of its components	▶ Biodiversity Preservation Initiatives

4. Information and Indicators on the Economic and Social Contexts of Environmentally Focused Management

Indicator	Link
1. Economic Contexts of Environmentally Focused Management	
(1) Economic contexts in an enterprise	▶ Corporate Profile ▶ Environmental Accounting
(2) Economic contexts in society	▶ Economic Relationships with Our Stakeholders ▶ Environmental Accounting
2. Social Contexts of Environmentally focused management	
(Organizational governance) <ul style="list-style-type: none"> Ethics, compliance, personal information protection, fair trade with business partners, compliance with the Anti-Monopoly Law, intellectual property rights 	▶ Ensuring Information Security ▶ Compliance ▶ Supply Chain Management ▶ Corporate Governance System ▶ Risk Management
(Human rights) <ul style="list-style-type: none"> Child labor, labor in poor environments, or exploitative labor used by raw material suppliers Use of conflict minerals 	▶ Working with Other Businesses
(Labor practices) <ul style="list-style-type: none"> Improvement in the workplace environment, long working hours, diversity, work-life balance Health management of employees, prevention of industrial accidents, mental health, MSDS system 	▶ Employment and Compensation ▶ Promoting Work-Life Balance ▶ Mental Health Support
(Consumer protection and product safety) <ul style="list-style-type: none"> Design and manufacture of products and service, response to consumer complaints, product recalls 	▶ Communicating with Customers ▶ Improving Products and Services from the Customers' Viewpoint ▶ Providing Stable, Reliable Communication ▶ Maintaining Product Safety ▶ Radio Wave Safety
(Local communities) <ul style="list-style-type: none"> Respect for local culture and communities, fair trade, the establishment of CSR procurement 	▶ Working with Other Businesses ▶ Promoting Social Contribution Activities
(Other) <ul style="list-style-type: none"> Added value distribution policy Animal experiments, weapons and goods that can be diverted for military use 	▶ Economic Relationships with Our Stakeholders ▶ Responsibilities to Shareholders and Investors

5. Miscellaneous Contents to be disclosed

Indicator	Link
1. Events after the reporting period	
(1) Events after the reporting period	-
(2) Extraordinary events	-
2. Assurance and other measures to enhance reliability of environmental information	 Third Party Comment

ISO 26000 Core Subjects Index

ISO 26000 Core Subjects and Corresponding Report Sections

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Management Structure		6.2	▶ Top-Level Commitment ▶ DOCOMO CSR ▶ 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	▶ Compliance ▶ Working with Other Businesses ▶ Human Rights	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	▶ Providing Stable, Reliable Communication	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	▶ Human Rights	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 ▶ Minimizing Environmental Impact of Facilities	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 ▶ Minimizing Environmental Impact of Facilities ▶ Working with Customers for the Environment	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	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	➤ Supply Chain Management	EC6, EC9, EN26, EN29, HR1, HR2, HR6, HR7, HR8, PR1, PR2
Issue 5	Respect for property rights	6.6.7		EC9, HR9, SO7, SO8
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 ➤ Promoting Resource Efficiency and Recycling	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

Core subject	Issues	Addressed in sub-clause	Link	GRI Index
Issue 6	Access to essential services	6.7.8	▶ Special Feature: DOCOMO's Mission ▶ Providing Stable, Reliable Communication ▶ Enhancing ICT in Preparation for Disasters	EC9, PR5
Issue 7	Education and awareness	6.7.9	▶ Addressing the Impact on Children ▶ Assistance for Seniors	PR3, PR4, PR5, PR6, PR7
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: DOCOMO's Aspirations ▶ Utilizing ICT to Help Solve Problems Faced by Our Society ▶ Promoting Social Contribution Activities	EC1, EC8, EN14, LA8, SO1, SO5, SO6
Issue 2	Education and culture	6.8.4	▶ Working on Behalf of Children ▶ International Contribution Activities ▶ 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: DOCOMO's Aspirations ▶ Utilizing ICT to Help Solve Problems 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	▶ Special Feature: DOCOMO's Mission ▶ Providing Stable, Reliable Communication ▶ Enhancing ICT in Preparation for Disasters	EC1, EC8, EC9