

Termination of “NOTTV” Multimedia Broadcasting Service

NTT DOCOMO, INC. (hereinafter, “DOCOMO”) announced today that the “NOTTV” multimedia broadcasting services for smartphones operated by its subsidiary, mmbi, Inc. (hereinafter “mmbi”), will be discontinued effective June 30, 2016.

mmbi started “NOTTV”—the first-of-its-kind broadcasting service in Japan tailored for smartphones, to allow users to enjoy variety of video content services anytime, anywhere via smartphones or tablet devices, and DOCOMO had accepted subscription applications at docomo Shops and other points of sale from April 2012.

However, with the number of “NOTTV” subscriptions falling short of plan due to the increased popularity of video distribution services for smartphones over the internet and the like in the recent years, we concluded that it was difficult to continue the business and decided on its termination.

Following this announcement, we will stop accepting new applications for “NOTTV” service.

For existing “NOTTV” service users, DOCOMO is preparing various programs that will allow them to use DOCOMO services, such as “dTV,” with certain privileges. Further details of the programs will be announced separately on DOCOMO’s web site at a later date.

For further information, please contact:

Investor Relations Department

Tel: +81-3-5156-1111

About NTT DOCOMO

NTT DOCOMO provides innovative, convenient and secure mobile services that enable smarter living for each customer. The company serves over 67 million mobile customers in Japan via advanced wireless networks, including a nationwide LTE network and one of the world’s most progressive LTE-Advanced networks. DOCOMO is a leading developer of a 5G network that it plans to deploy by 2020, as well as network function virtualization (NFV), NFC infrastructure and services, emerging IoT solutions, and more. Outside Japan, the company is providing technical and operational expertise to seven mobile operators and other partner companies, and is contributing to the global standardization of all-new mobile technologies. DOCOMO is listed on stock exchanges in Tokyo (9437) and New York (DCM). Please visit www.nttdocomo.co.jp/english.