

DOCOMO's Strengths in Action

Since its service launch in 1992, NTT DOCOMO has been a leader in expanding and advancing the possibilities of mobile phone services.

This position of leadership has resulted from the Company's pursuit of the frontiers of mobile communications services and persistent commitment to taking on new challenges. We provide enjoyable, appealing, and exciting functions and services in a format that is pleasant, easy to use, and convenient.

This approach has led to the development of DOCOMO's visible, decisive strengths, and those strengths are now the driving force behind the Company's ongoing progress and business model innovation.



Providing More than **61** Million Customers with Connections to the World

DOCOMO is a leader in the development of mobile communications services, centered on mobile phone services. In Japan alone, more than 61 million customers use our services. Furthermore, as we expand the provision of services that are compatible with multiple platforms, the number of DOCOMO customers is increasing rapidly in Japan and overseas. Today, 21 years after the Company launched services, DOCOMO has become one of the most widely recognized companies in Japan.*

With this overwhelming customer base, the Company is aiming to be a Smart Life Partner that supports the realization of lifestyles that are more convenient and fulfilling. Our dream is to provide customers with new worlds and experiences using mobile communications services. Drawing on advanced technologies, we are working to enhance mobile communications services. At the same time, we are striving to provide services that help to make the daily lives of customers more worry-free, safe, and pleasant.

* Rated number one for two consecutive years in NICES, an integrated corporate ranking system developed by Nikkei Inc., Nikkei Digital Media Inc., and Nikkei Research Inc.



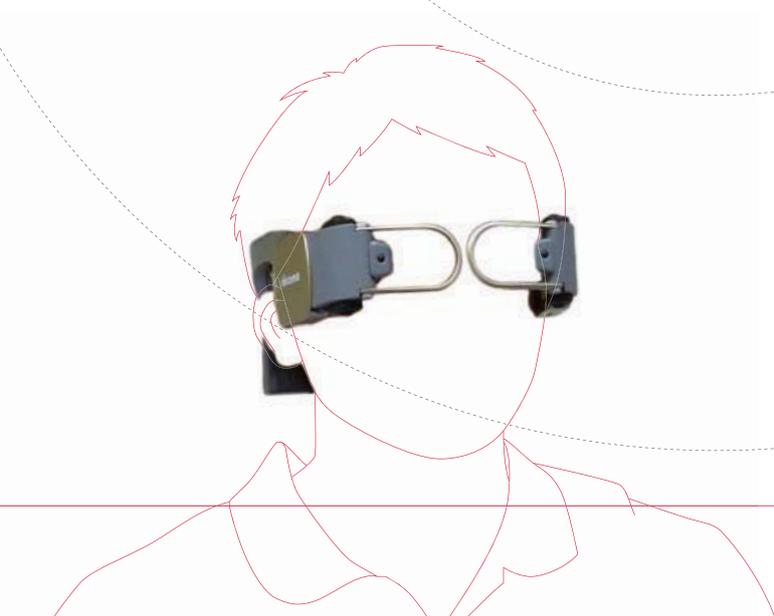
Accumulating Advanced Technologies and Network Operations Know-How to Realize

112.5 Mbps

with Plans for 150 Mbps

LTE is being rolled out around the world as a new high-speed communications standard for mobile phones. DOCOMO, which began to provide LTE service in December 2010, was one of the first mobile communications operators in the world to introduce LTE. The maximum downlink transmission speed, which was 75 Mbps when the service was launched, had increased to 112.5 Mbps by March 2013, and within fiscal 2013 we expect to realize 150 Mbps.

Furthermore, we are aiming for the introduction in 2015 of LTE-Advanced, a fourth-generation (4G) communications protocol that will offer further advances from LTE in transmission speed and capacity. To that end, we are pressing ahead with technical development, centered on the DOCOMO R&D Center, which is one of the world's largest mobile R&D bases and the source of DOCOMO's technical development capabilities. In these endeavors, we will leverage our network operations know-how and leading-edge technical development capabilities, which we have cultivated over more than 20 years. In this way, we will work to drive global innovation in a wide range of advanced technologies and services, including not only mobile communications but also the development of cloud services and the use of renewable energy.



New Business Off to a Great Start: *dmarket* Revenues

11.5 Times

Year-Earlier Level

In addition to its core business in mobile communications services, DOCOMO is aiming to be a Smart Life Partner and is focusing on developing and expanding new fields of business. Especially strong growth is being recorded by *dmarket*, a directly operated platform centered on sales of digital content. The foundation of our business as a service provider, *dmarket* offers carefully selected content, such as music and videos, directly to customers. In fiscal 2012, revenues reached about ¥23 billion, 11.5 times the level of a year earlier. In addition to *dmarket*, we are steadily expanding the range of services provided by DOCOMO, such as media & content, commerce, and finance & payment. In fiscal 2012, revenues from new fields reached about ¥535 billion.

Through mobile communications, which have become an integral part of people's lives, we will provide services that are more enjoyable, more convenient, and more personalized. As we move forward, we will continue working to discover new fields of business that can only be developed by a mobile communications operator and to achieve our target of revenues of ¥1 trillion in new business areas in fiscal 2015.

