

			2005/4-12 (1Q~3Q) (1)	2006/4-12 (1Q~3Q) (2)	Changes (1) →(2)	2007/3 (Full year forecast) Announced 10/27/2006	
Cellular Phone	No. of Subscribers (1,000)		50,366	52,214	+3.7%	53,000	
	mova		30,237	20,100	-33.5%	18,200	
	FOMA		20,129	32,114	+59.5%	34,800	
	i-mode		45,616	47,208	+3.5%	47,900	
	Communication Module Service		634	924	+45.7%	990	
	Market share (%)		55.9	55.0	-0.9 points	-	
	Handsets sold (1,000) (including handsets sold without involving sales by DoCoMo)	mova	New	2,103	725	-65.5%	-
			Replace	3,781	1,035	-72.6%	-
		FOMA	New	3,071	3,767	+22.7%	-
			Migration from mova	6,942	6,924	-0.3%	-
Other*			2,652	6,233	+135.0%	-	
Churn rate (%)		0.78	0.72	-0.06 points	-		
PHS	No. of Subscribers (1,000)		882	530	-39.9%	390	
	ARPU (yen)		3,300	3,110	-5.8%	-	
	MOU (minutes)		72	59	-18.1%	-	

*Other includes purchases of additional handsets by existing FOMA subscribers.

◆ DoPa Single Service subscribers are included in the number of mova subscribers to align the calculation method of subscribers with other cellular phone carriers. (Market share, the number of handsets sold and churn rate are calculated inclusive of DoPa Single Service subscribers.)

◆ For an explanation of MOU and ARPU, please see page 27 of this document, "Definition and Calculation Methods of MOU and ARPU".