



# NTT DOCOMO, INC.

Results for the first three months  
of the fiscal year ending Mar. 31, 2010

**July. 30, 2009**

# Forward-Looking Statements

This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as the expected number of subscriptions, and the expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this presentation were derived using certain assumptions that are indispensable for making such projections in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following:

1. Changes in the business environment in the telecommunications industry, such as intensifying competition from other service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions and retention of existing subscriptions, or may lead to diminishing ARPU or an increase in our costs and expenses.
2. Current and new services, usage patterns, and sales schemes introduced by our corporate group may not develop as planned, which could affect our financial condition and limit our growth.
3. The introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations.
4. Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction.
5. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers.
6. Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect.
7. As electronic payment capability and many other new features are built into our cellular phones, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects or loss of handsets, or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations.
8. Social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image.
9. Inadequate handling of confidential business information including personal information by our corporate group, contractors and other factors, may adversely affect our credibility or corporate image.
10. Owners of intellectual property rights that are essential for our business execution may not grant us the right to license or otherwise use such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and/or services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others.
11. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of service, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image.
12. Concerns about wireless telecommunication health risks may adversely affect our financial condition and results of operations.
13. Our parent company, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), could exercise influence that may not be in the interests of our other shareholders.



**FY2009/1Q**  
**Financial Results Highlights**

## FY2009/1Q Financial Results

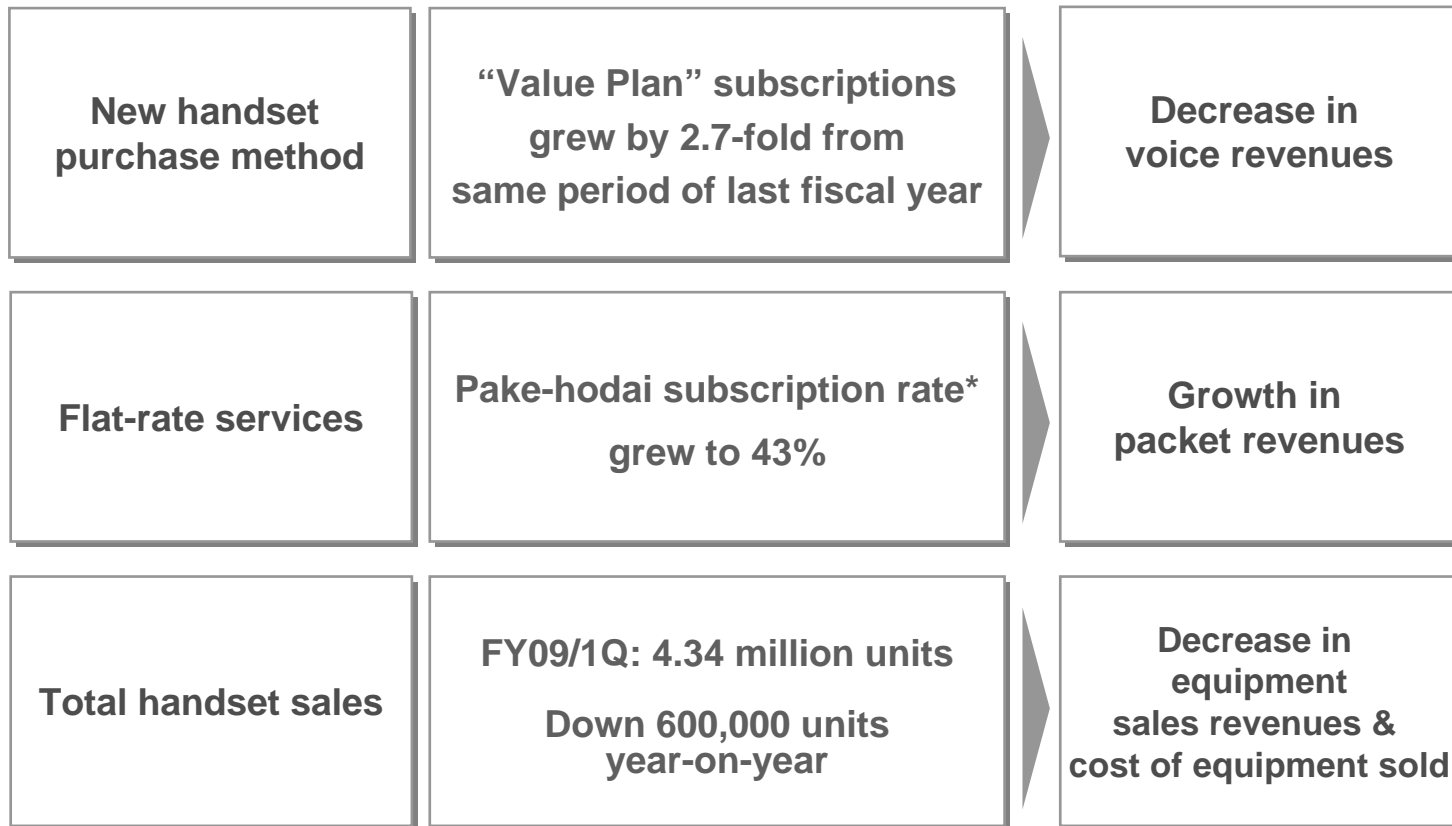
	2008/4-6 (1Q) (1)	2009/4-6 (1Q) (2)	Changes (1)→(2)	2010/3 (Full-year forecast) (3)	Progress to forecast (2) / (3)
<b>Operating Revenues (Billions of yen)</b>	<b>1,170.2</b>	<b>1,084.8</b>	<b>-7.3%</b>	<b>4,382.0</b>	<b>24.8%</b>
Cellular Services Revenues (Billions of yen)	936.4	881.9	-5.8%	3,449.0	25.6%
<b>Operating Expenses (Billions of yen)</b>	<b>873.8</b>	<b>832.9</b>	<b>-4.7%</b>	<b>3,552.0</b>	<b>23.4%</b>
<b>Operating Income (Billions of yen)</b>	<b>296.5</b>	<b>251.8</b>	<b>-15.1%</b>	<b>830.0</b>	<b>30.3%</b>
Income Before Income Taxes (Billions of yen)	288.4	247.5	-14.2%	832.0	29.7%
Net income attributable to NTT DOCOMO, INC. (Billions of yen)	173.5	147.4	-15.1%	493.0	29.9%
<b>EBITDA Margin (%) *</b>	<b>40.1</b>	<b>39.3</b>	<b>-0.8 points</b>	<b>35.8</b>	<b>-</b>
<b>Adjusted Free Cash Flow (Billions of yen) *</b>	<b>-105.6</b>	<b>-90.8</b>	<b>+14.0%</b>	<b>380.0</b>	<b>-</b>

◆ Consolidated financial statements in this document are unaudited.

\* For an explanation of the calculation processes for these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on Slide 35 and the IR page of our website, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

◆ Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and changes in investment for cash management purposes with original maturities of longer than three months.

## ■ FY2009/1Q Financial Results: Main Topics



\* Pake-hodai subscription rate= No. of Pake-hodai subscriptions (inclusive of “Pake-hodai full” and “Pake-hodai double” subscriptions)/Total FOMA i-mode subscriptions

# 5 FY2009/1Q Financial Results Highlights (2)

## Key factors behind YOY changes in operating income

Impact of expanded uptake of Value Plan

Down ¥30 billion

Decrease in voice revenues:  
Down ¥79.7 billion

Increase in no. of  
“Pake-hodai double”  
subscriptions

Increase in packet revenues:  
Up ¥25.2 billion

Decrease in equipment sales revenues:  
Down ¥49.8 billion

Decrease in cost of equipment sold:  
Down ¥46.9 billion

Increase in other revenues:  
Up ¥18.8 billion

Increase in other expenses:  
Up ¥6.1 billion

Operating income  
¥296.5 billion

Operating Income  
¥251.8 billion

Down  
44.7 billion  
(15.1%)  
year-on-year

Operating revenues:  
Down ¥85.5 billion

Operating expenses:  
Down ¥40.8 billion

FY2008/1Q

FY2009/1Q

# FY2009/1Q Financial Results Highlights (3)

- In FY2008, large amount of income was generated in the first half, due to income-boosting effect resulting from the introduction of new handset purchase method
- FY2009/1Q operating income was almost in line with forecast
- Plan to continually promote initiatives aimed at growing packet revenues and improving cost efficiency to achieve annual operating income target of ¥830 billion

**FY2008 Operating income: ¥831.0 billion**

**FY2009 Operating income: ¥830.0 billion (forecast)**

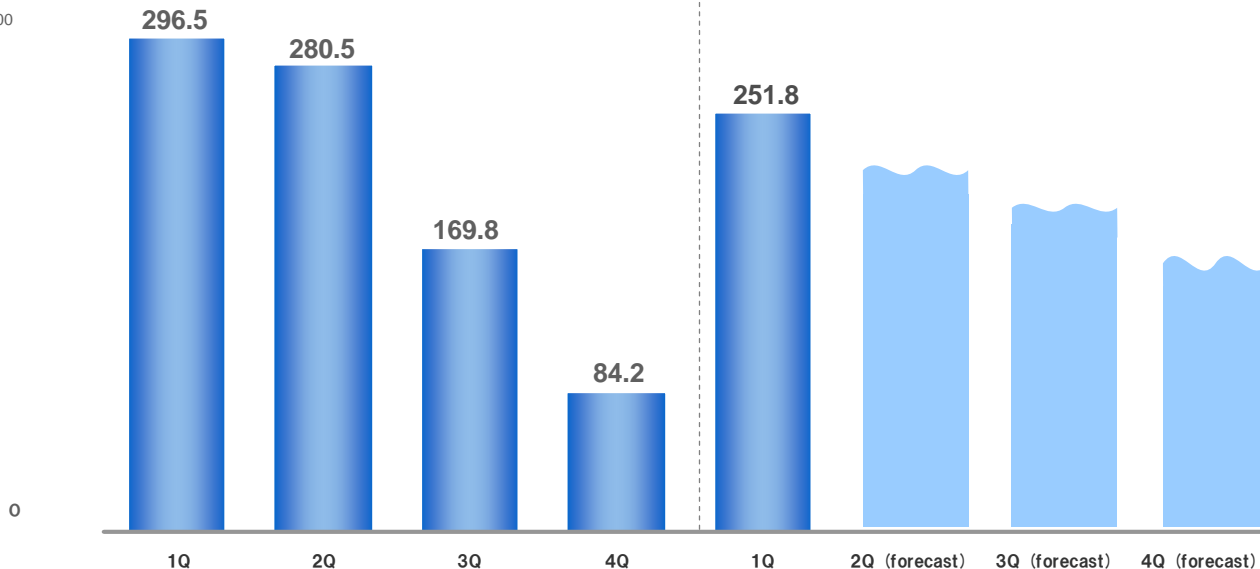
## 《Irregular factors for FY2008》

Impact of income-boosting effect of new handset purchase method

Accelerated depreciation of mova-related assets, etc.

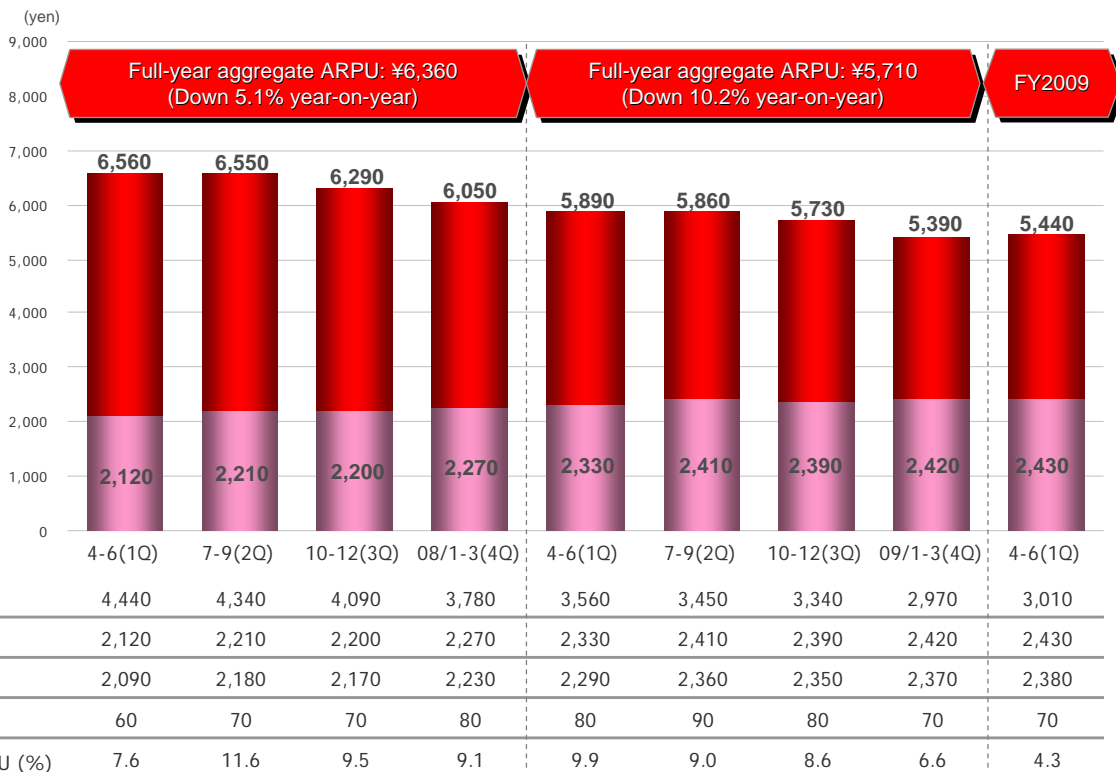
(Billions of yen)

300



# Cellular (FOMA+mova) ARPU

- Aggregate ARPU for FY2009/1Q was 5,440 yen (Down 7.6% year-on-year)
- Packet ARPU was 2,430 yen (Up 4.3% year-on-year)



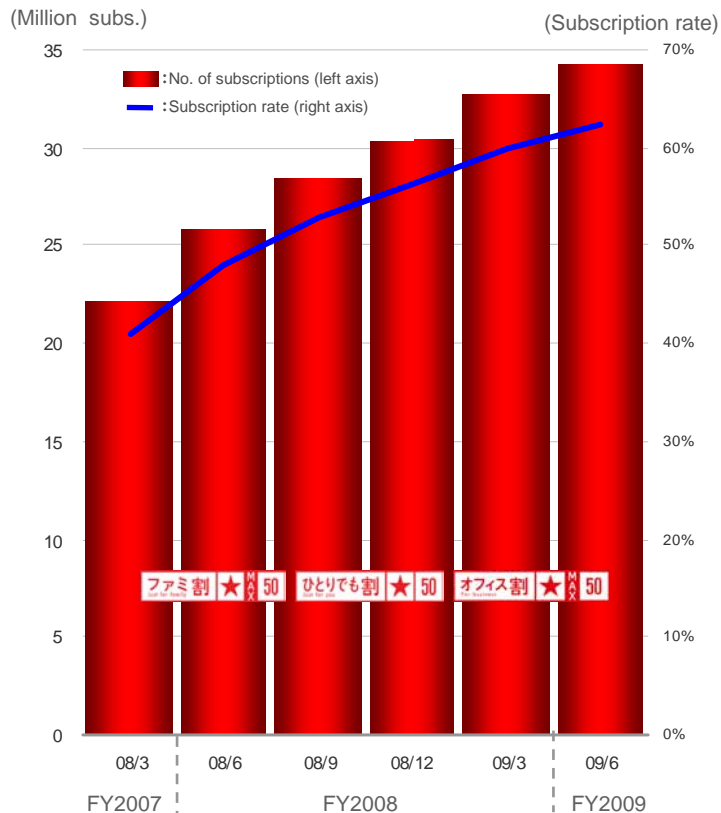
◆ For an explanation of ARPU, please see Slide 34 of this document, "Definition and Calculation Methods of MOU and ARPU".



## New Business Model

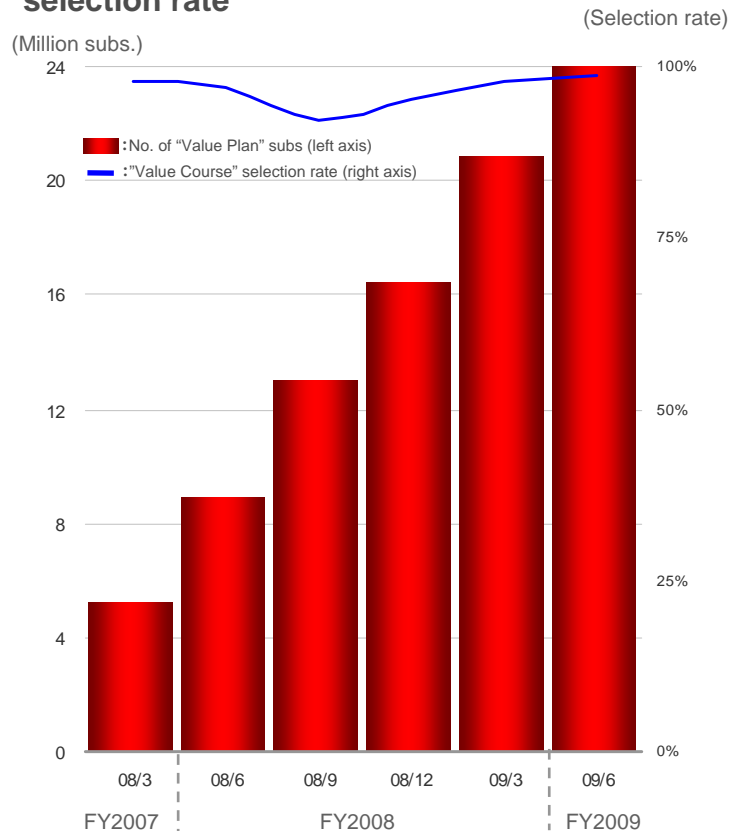
## New Discount Services\*1

## ■ No. of subscriptions



## New Purchase Methods

## ■ “Value Plan” subscriptions &amp; “Value Course” selection rate\*2



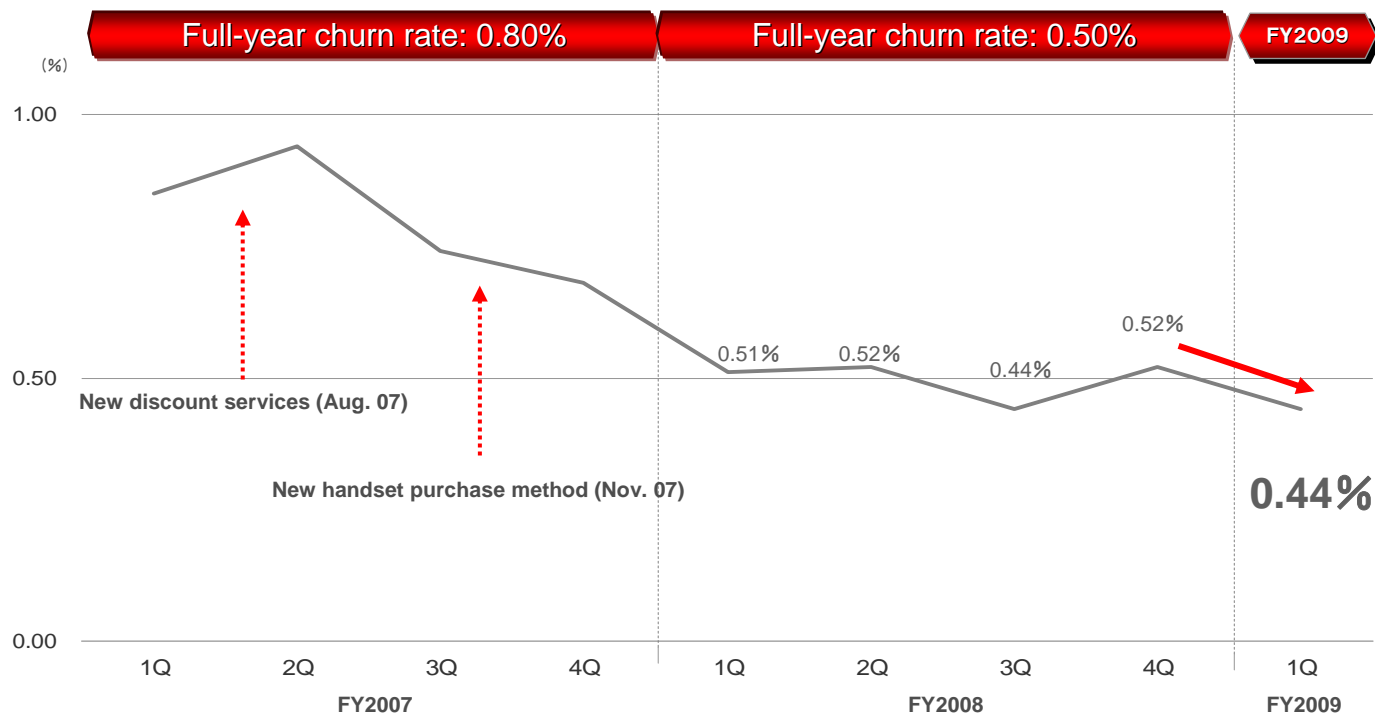
\*1 “Fami-wari MAX 50”, “Hitoridemo Discount 50” and “Office-wari MAX 50”

\*2 Percentage of users who chose “Value Course” among total users who purchased a handset using new purchase methods

# Churn Rate

- FY2009/1Q churn rate was 0.44%

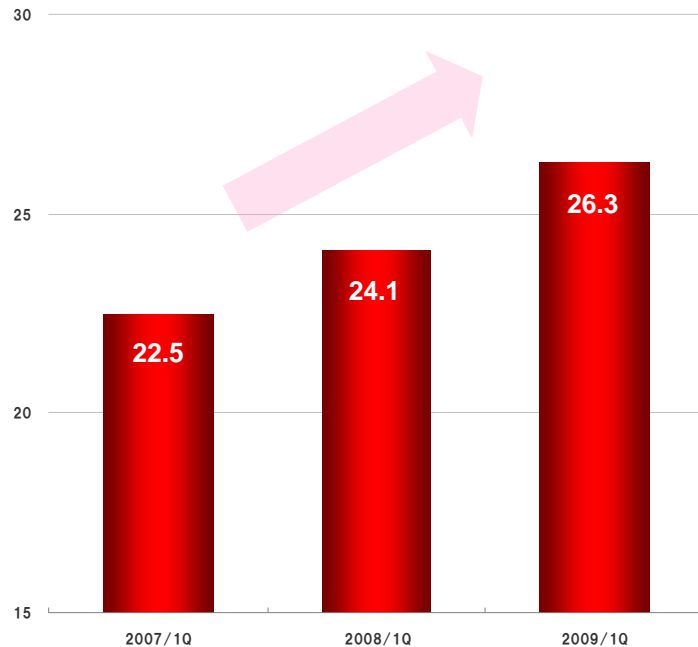
## ■ Cellular (FOMA+mova) Churn Rate



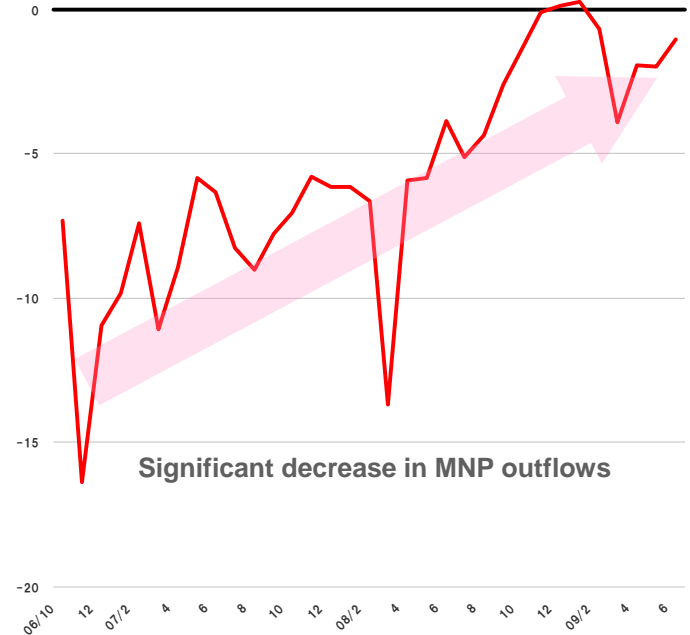
# Net Additions/MNP

- No. of net additions in FY2009/1Q: 263,000 subs
- MNP subscriber acquisition/loss performance continued to improve

■ No. of net additions  
(10,000subs) (comparison with 1Q of previous fiscal years)

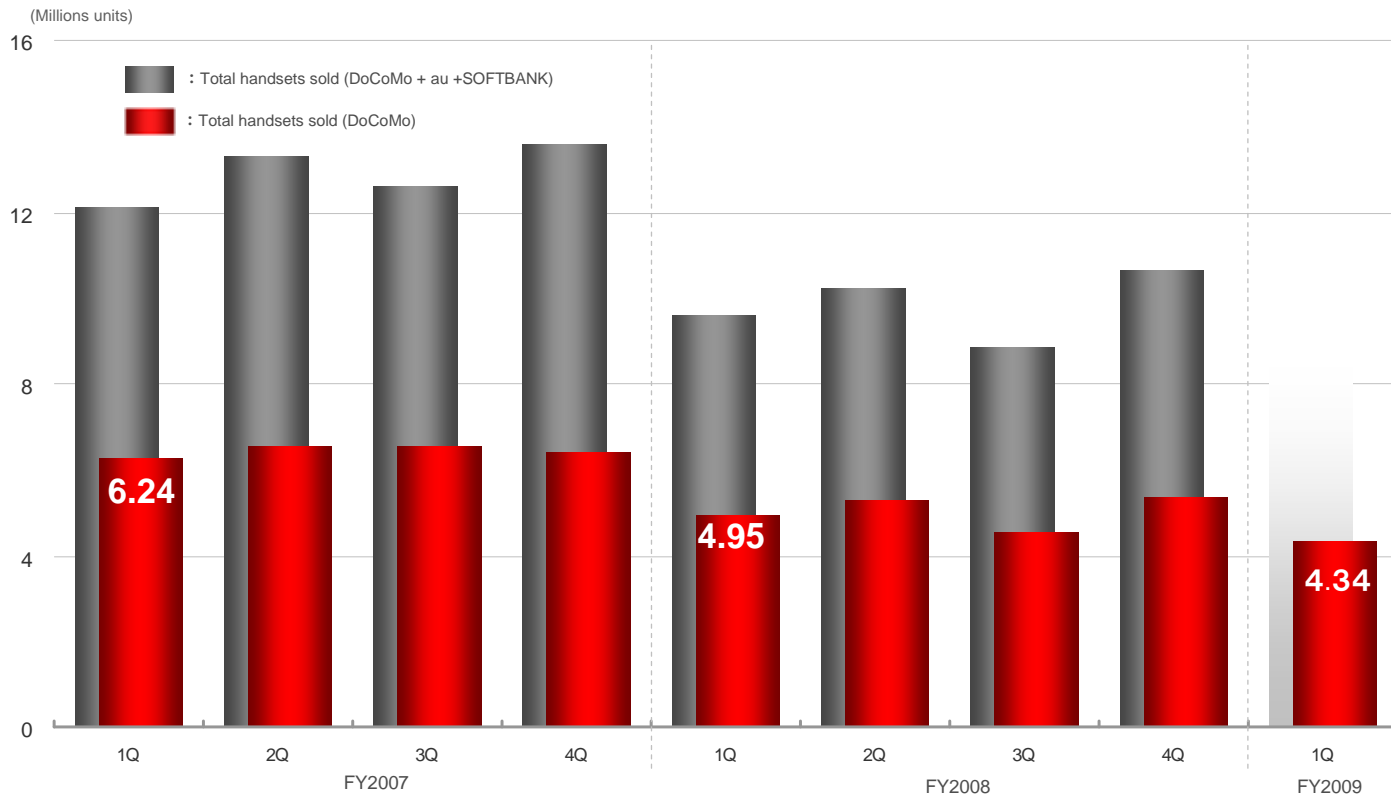


■ Monthly net acquisitions/losses of MNP subscribers  
(10,000subs)



# Total Handset Sales

- Total no. of handsets sold in FY2009/1Q: 4.34 million (Down 12% year-on-year)



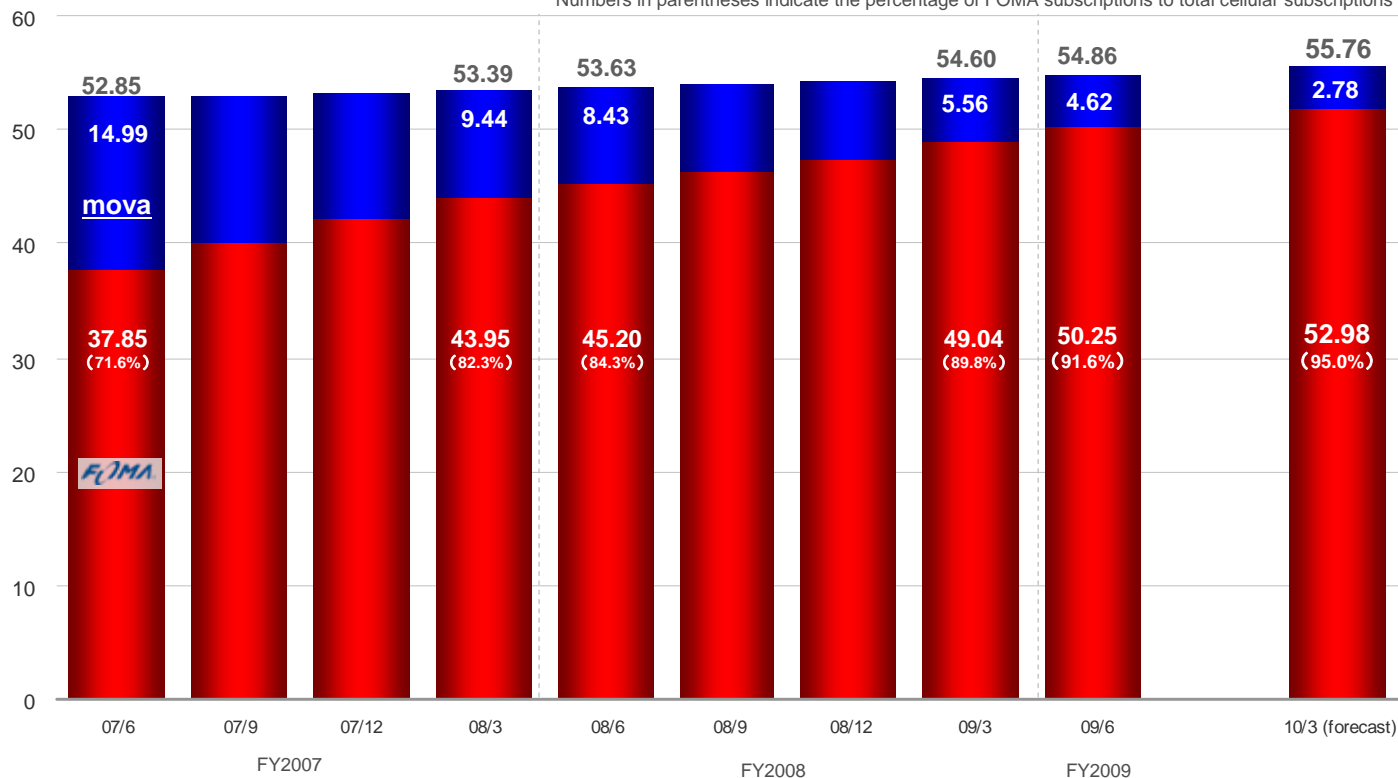
◆ Calculated based on financial results materials of each company ◆ Handsets sold by TU-KA and EMOBILE are not included

# Subscriber Migration to FOMA

- No. of subscribers who have migrated to FOMA in FY2009/1Q: 810,000
- Aim to grow FOMA subscriptions to 95% of total by Mar. 31, 2010

(Million subs.)

Numbers in parentheses indicate the percentage of FOMA subscriptions to total cellular subscriptions





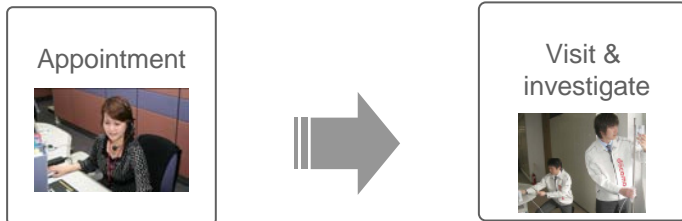
## Principal Actions and Results

# Improvement of Customer Satisfaction

- Actions undertaken to transform DOCOMO and to respond to customers' requests

## Customer visit within 48 hours

Visit customers "in principle within 48 hours" after receiving inquiries for area coverage/quality



**Expanded after-sales support** \* From July 1, 2009

## "Mobile Phone Checking Service"



Tester

Free check-up of  
mobile phones

## "Battery Pack Anshin Support"



Free  
battery  
pack

Or



Free  
portable  
charger



## FY2009/1Q track record

- ▷ **【No. of visits】 11,000**  
(No. of visits completed in FY2008: Approx. 13,000)
- ▷ **【Percentage of cases resulting in immediate improvement】 78%\***  
\* Including some case to be improved
- ▷ **【Percentage of customers who responded "satisfied" after visit】 95%**

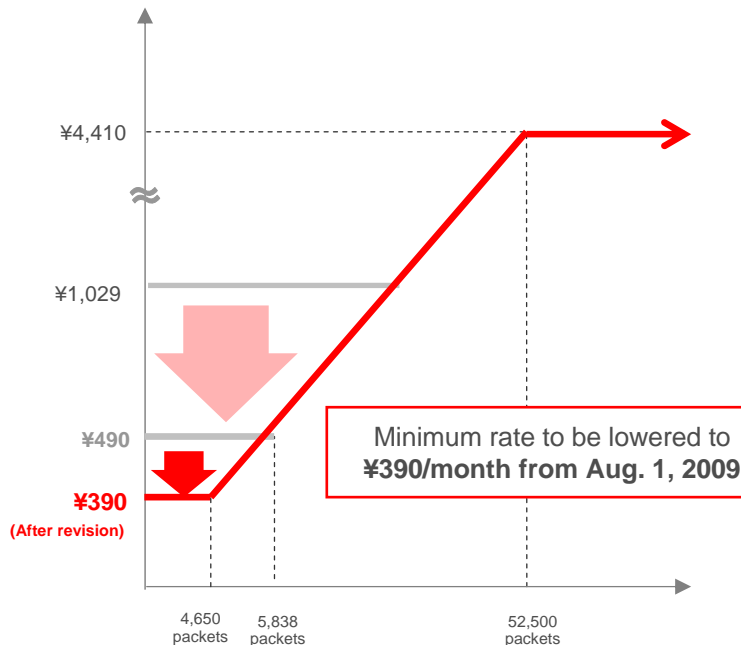
ありがとうを  
ドコモから

# Expansion of Packet Usage

- Minimum rate of “Pake-hodai double” to be lowered from ¥490 to ¥390/month (effective Aug. 1, 2009) so that customers can use our service more easily without worries about phone bill
- Enrich video content aiming to establish our reputation for outstanding video content services

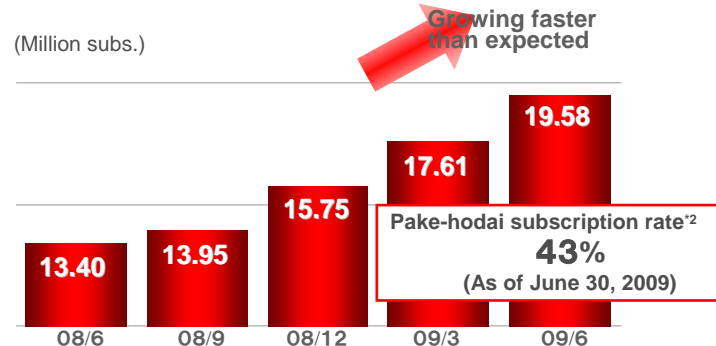
## “Pake-hodai double”

### ■ Revision of “Pake-hodai double” rates



## “Pake-hodai\*1” subscriptions”

(Million subs.)



## Video content



Launched  
May 1, 2009

¥315/Month  
(tax included)

Total subs: Topped 550,000

(As of July 21, 2009)

Percentage of subs who have joined  
paid service after free trial period:  
**Over 75%**

\*1 Inclusive of “Pake-hodai full” and “Pake-hodai double” subscriptions

\*2 Pake-hodai subscription rate= No. of Pake-hodai subscriptions/Total FOMA i-mode subscriptions



# Personalization

- “i-concier” subscriptions topped 1.8 million in July 2009 after its launch in Nov. 2008
- Plan to make further functional enhancements to offer more personalized support

“i-concier”



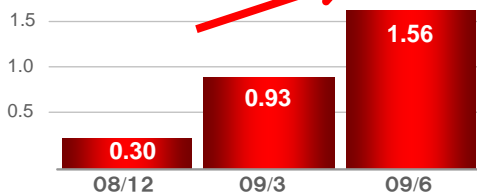
## ■ No. of subscriptions



Topped 1.8 million

(As of July 22, 2009)

(Million subs.)



## ■ No. of “i-concier” content

172

At service launch  
(Nov. 19, 2008)



364

(As of July 21, 2009)

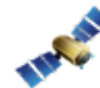
## ■ Future plans

Enrich community-based content to deliver “personal” and “more relevant” information to each and every subscriber

Functional enhancement by linking “i-concier” with location data

Planned for FY2009/2H

Enrichment of community information content



### - Service examples (conceptual) -



Remind users of time of last train from nearest train station even if they are in different locations than usual



Provide notice of limited-time offers of a supermarket to people in the neighborhood

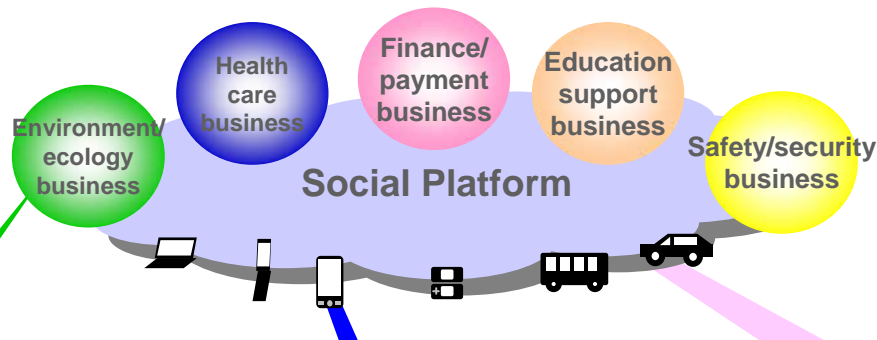
Also aim to adopt B-to-B-to-C\* model for delivery of information

# Social Support (1)

- Establish infrastructure that enhances efficiency of information distribution in such areas as environment/ecology, safety/security and health care/medical management and develop into commercial business to contribute to sustainable growth of society

## Address social issues

## Leverage DOCOMO's strengths



### Environment/ecology business

Establish infrastructure for information collection by combining sensing technologies with mobile communications

#### ■ Environmental sensing

Environmental support by rolling out sensing infrastructure

#### ■ Eco-life support

(energy-saving support)

### Health care business

Establish infrastructure for delivering personal medical information using mobile communications

#### ■ Health care/medical information delivery service

Medical support,  
Wellness support

#### ■ Remote medical support

### Finance/payment business

Further diversify services and businesses in finance and payment fields

#### ■ Promotion of mobile CRM\*

■ New convergence service in the field of finance

Mobile remittance service

\* CRM: Customer Relationship Management

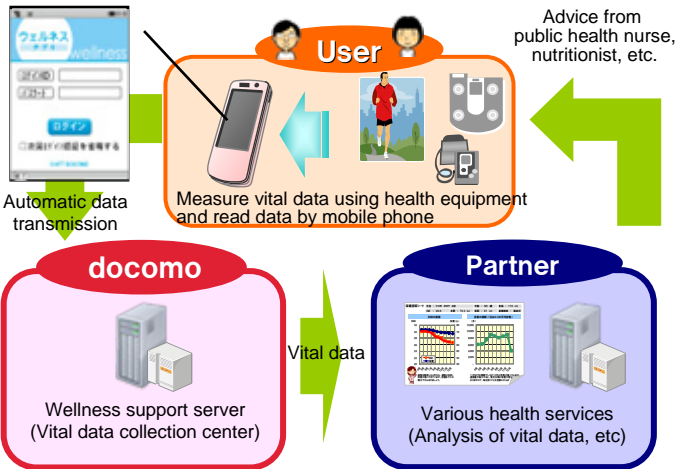
# Social Support (2)

- Launched various new services to secure new revenue sources
- Established AEON Marketing to offer CRM solutions

## Wellness support

(Launched June 1, 2009)

(Health management platform)



## AEON Marketing Co., Ltd.

(Established July 24, 2009)

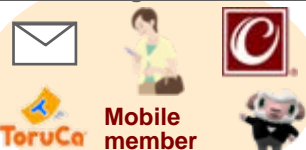
(CRM solutions)

### AEON Marketing Co., Ltd.

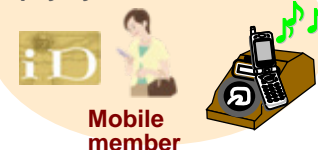
Mobile business	Timely information delivery
Club support business	Member data operation & management
Marketing business	Identification of customer needs

“Deliver information tailored to each customer in a timely manner”

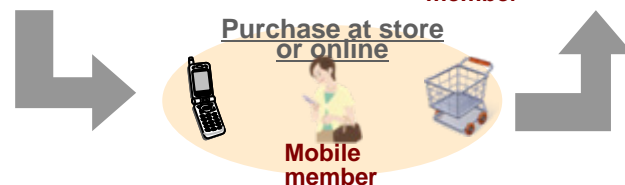
Receive bargain information



Authentication via mobile member certificate and pay by cash or mobile, etc.



Purchase at store or online



## Mobile remittance service

(Launched July 21, 2009)

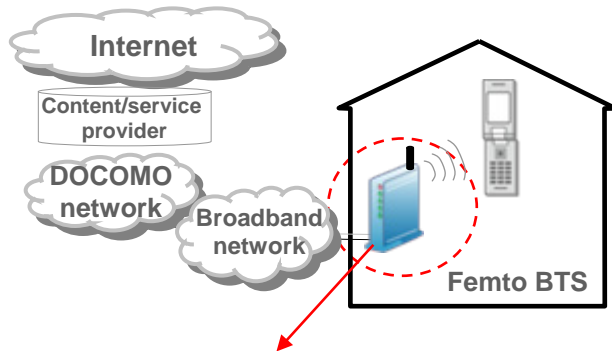


Enables subscribers to use their mobile phone to remit money to another DOCOMO user

# Converged Services

- Prepared for provision of new values using Femto BTS for service delivery

## Converged services



## Developed high-performance Femto BTS



HSPA\*-enabled

To be introduced from  
**Autumn 2009**  
or beyond

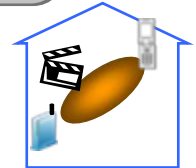
\* HSPA (High Speed Packet Access) is a general term for HSDPA and HSUPA

## (1) Stable communications environment (dedicated use of bandwidth)

【Planned launch】  
Autumn 2009

High-quality & large-capacity content  
e.g., video and music

Viewing of high-resolution video



## (2) Life/behavior support

【Planned launch】  
Autumn 2009

Delivery of information and services linked with user location (inside or outside Femto area)



Ex) Return to home notice between family members

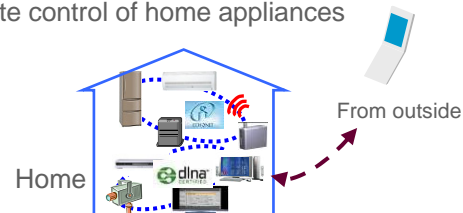


Ex) Delivery of flyer/coupon



## (3) Convergence with home appliances (for future)

Remote control of home appliances



# Global Expansion

- Deployed new products/services in collaboration with overseas operators
- Newly created DOCOMO Support Desk to strengthen overseas customer support

## India (TTSL)



### Actions aimed at enhancing enterprise value of investee

Business & Technology Cooperation Committee (BTCC)

Board representation/employee secondment

GSM network roll-out support

Cooperation for value-added service development

### New service brand for GSM (TATA DOCOMO)



- ▷ GSM service launched in South India on June 24, 2009. Acquired 1.8 million subs\* in 1 month after launch
- ▷ “i-channel” trial launched simultaneously

\* Over 50% market share of net additions in circles where GSM service has been launched

## Mutual Cooperation

*Telefonica*

Collaborated with Telefonica (Spain) for handset verification, etc. in the procurement of T-01A handsets



## Manga content delivery

**MANGA MODE™**  
("MANGA MODE")

Distributes Japanese *manga* comics from our wholly-owned European subsidiary, DOCOMO Netherlands B.V. via Bouygues Telecom's (France) mobile portal site

(Started June 11, 2009)

## DOCOMO Support Desk

### ■ Services

- Support for short-term travelers
- DOCOMO handset reservation for Japanese expats returning to Japan
- Introduction of mobile services to Japanese nationals living abroad



(DOCOMO Support Desk London)

**London Desk**  
( May 29, 2009 )

**New York Desk**  
( Early Sept. 2009 Planned )

# Attractive Handset Lineup

- Provision of handsets attuned to the needs of individual customer

2009 Summer model

18 models (56 colors)



## New features

### ▷ i-appli touch

Enables i-appli versus games between multiple handsets using local connection through simple Bluetooth pairing



Gaming between two phones only by holding close together:



### ▷ Ease of use

Voice-input mail

Exportable settings for handover to new handset

# Attractive Handset Lineup

- Enriched lineup of smartphones to expand market and acquire new subscriptions
- Revise “Biz-hodai double” rates to allow customers to use smartphones free of concerns about phone bill

## Smartphone

Wide array of Google mobile services accessible from a single handset!



HT-03A



Comfortable Internet browsing

4.1-inch VGA screen

Full touch-panel screen

1GHz high-performance CPU

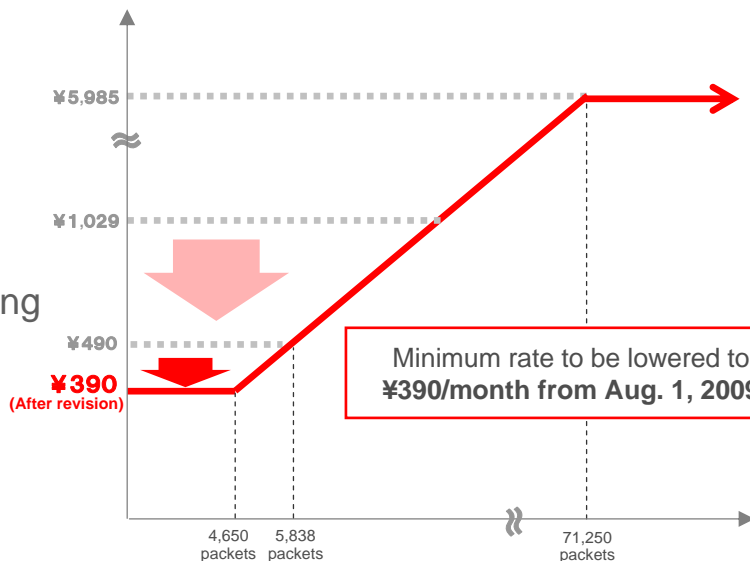
Windows Mobile® 6.1-enabled



T-01A

## “Biz-hodai double”

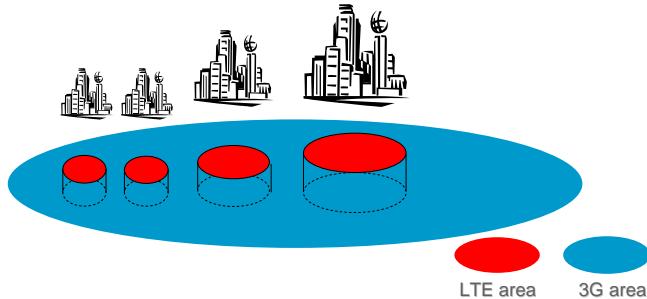
Smartphone data plan will also be revised to make our service more affordable and easier to use!  
(to be applied from Aug. 1, 2009)



- Approval of the LTE introduction plan on June 10, 2009
- Started preparations toward roll-out (Service launch planned for 2010/12)

### Coverage

- Roll-out first from areas where demand for high-speed access is high



- Aim to achieve by FY2014...

Area coverage: Approx. 20,000 base stations covering Approx. 50% of populated areas in Japan

### Spectrum

Introduce LTE first using 2GHz band spectrum, and then expand to 1.5GHz band

### Devices/Handsets

- Start service with card-type devices
- Handset type to be offered from 2011 or beyond

### 3G/LTE dual-mode devices



High-speed access within LTE areas

Offer benefits of nationwide 3G coverage

### CAPEX Plan

Total capital expenditures for next 5 years (up to FY 2014) estimated to be ¥300-400 billion



**NTT**  
**docomo**



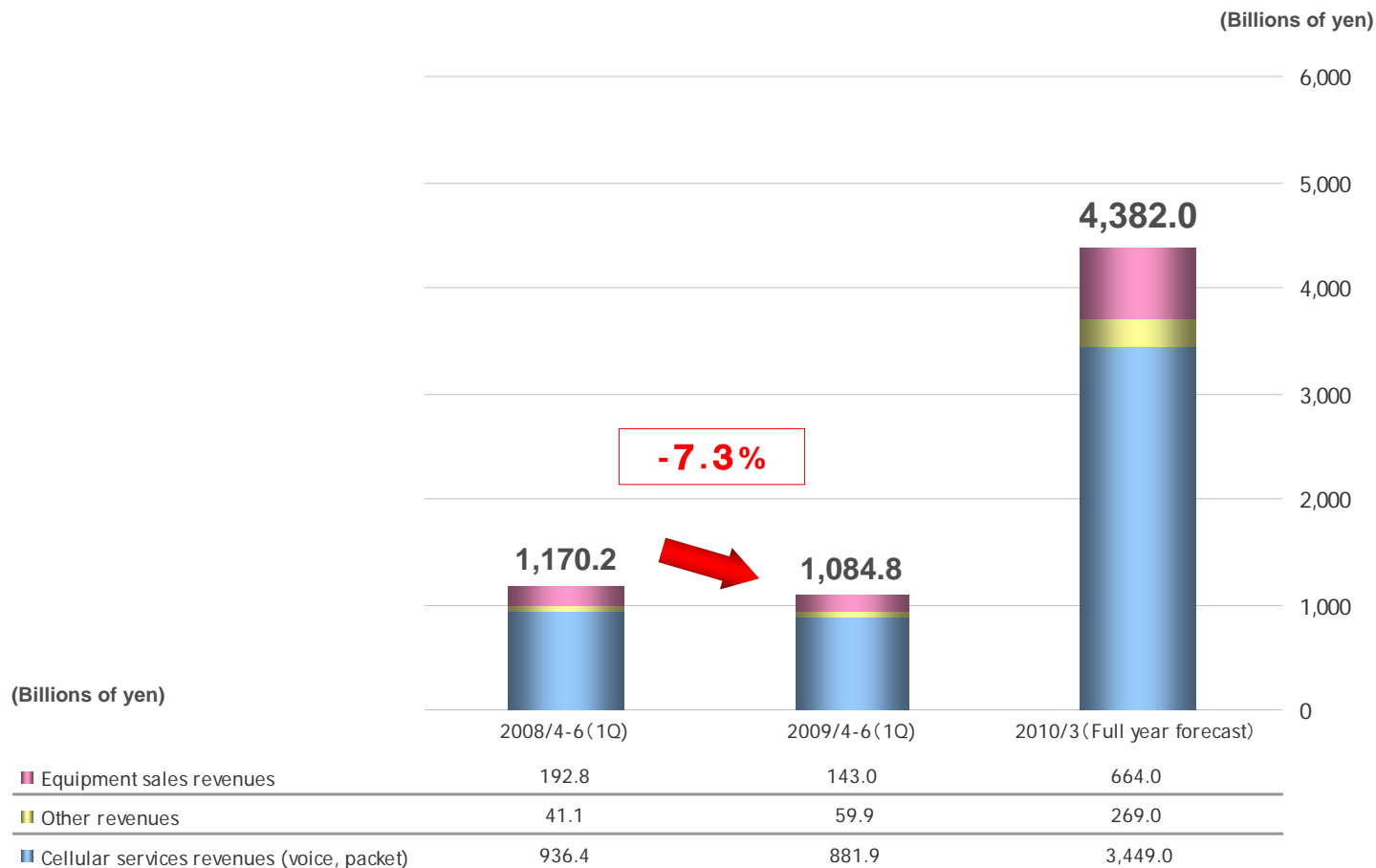
# Appendices

# Principal “Challenge” Items

- (1) Development and evolution of personalized services
- (2) Deployment of social support services
- (3) Introduction and promotion of converged services
- (4) Expansion and promotion of video services
- (5) Introduction of LTE and evolution of network
- (6) Further advancement of handsets: Adoption of open OS handsets
- (7) Initiatives to realize handset/network collaboration
- (8) New value creation leveraging peta-mining technology <basic research>
- (9) Expansion of global businesses
- (10) Promotion of investments/alliances in Japan

## Operating Revenues

US GAAP



◆ "International services revenues" are included in "Cellular services revenues (voice, packet)".

## Operating Expenses

US GAAP

(Billions of yen)

5,000

4,000

3,000

2,000

1,000

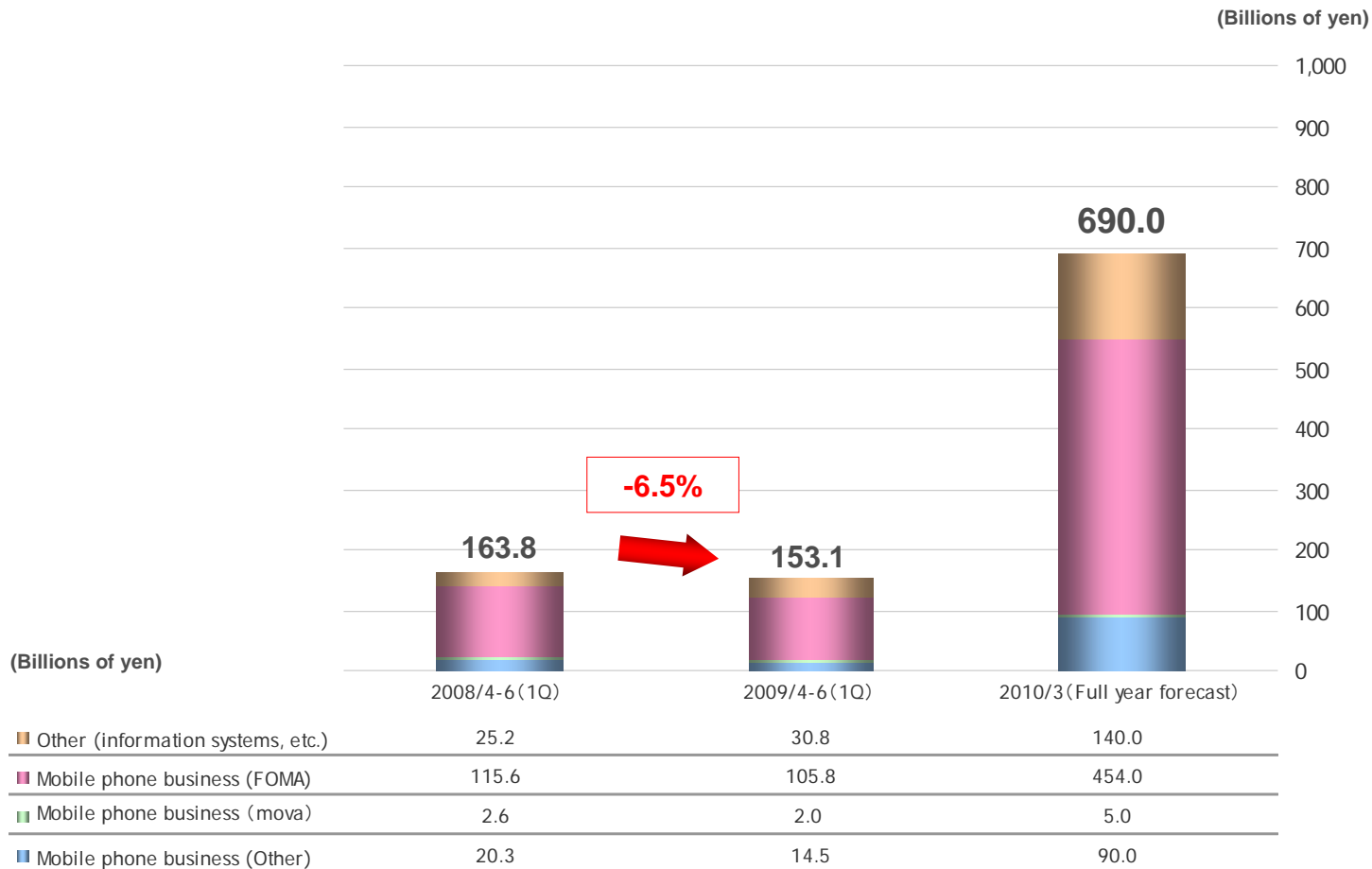
0

(Billions of yen)

	2008/4-6 (1Q)	2009/4-6 (1Q)	2010/3 (Full year forecast)
Personnel expenses	63.2	64.4	263.0
Taxes and public duties	9.7	9.9	39.0
Depreciation and amortization	168.5	169.0	710.0
Loss on disposal of property, plant and equipment and intangible assets	6.0	8.3	45.0
Communication network charges	82.3	77.7	302.0
Non-personnel expenses	544.0	503.7	2,193.0
(Incl.) Revenue-linked expenses*	354.7	307.8	1,326.0
(Incl.) Other non-personnel expenses	189.3	195.9	867.0

\* Revenue-linked expenses: Cost of equipment sold + distributor commissions + cost of docomo point service

# Capital Expenditures



## Operational Results and Forecasts

		2008/4-6 (1Q) (1)	2009/4-6 (1Q) (2)	Changes (1)→(2)	2010/3 (Full year forecast)		
Cellular Phone	No. of Subscribers (1,000)*		53,629	54,864	+2.3%	55,760	
	mova		8,429	4,618	-45.2%	2,780	
	FOMA		45,200	50,246	+11.2%	52,980	
	i-mode		48,061	48,597	+1.1%	48,850	
	Communication Module Service		1,466	1,518	+3.5%	1,610	
	Market share (%)		51.7	50.6	-1.1 points	-	
	Handsets sold (1,000) (including handsets sold without involving sales by DoCoMo)	Total handsets sold		4,946	4,344	-12.2%	-
		mova	New	23	4	-83.2%	-
			Replacement	17	2	-86.3%	-
		FOMA	New	1,039	986	-5.0%	-
			Migration from mova	836	813	-2.8%	-
	Other**		3,032	2,538	-16.3%	-	
	Churn rate (%)		0.51	0.44	-0.07 points	-	
ARPU (FOMA+mova) (yen)***		5,890	5,440	-7.6%	5,280		
MOU (FOMA+mova) (minutes)***		137	135	-1.5%	-		

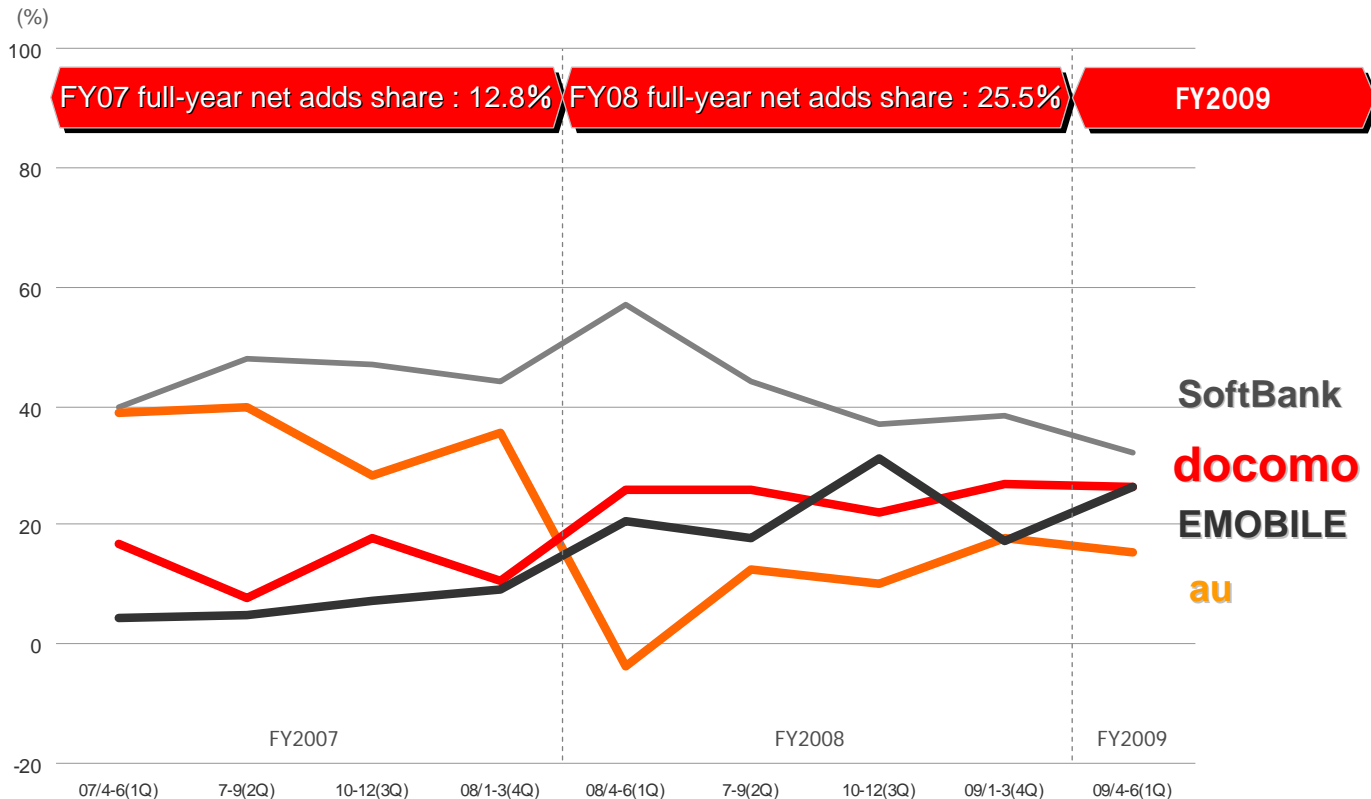
\*Communication Module Service subscribers are included in the number of cellular phone subscribers in order to align the calculation method of subscribers with that of other cellular phone carriers. (Market share, the number of handsets sold and churn rate are calculated inclusive of Communication Module Service subscribers.)

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

\*\*\* For an explanation of MOU and ARPU, please see Slide 34 of this document, "Definition and Calculation Methods of MOU and ARPU".

# Market Share of Net Additions

- DOCOMO's market share of net additions in FY2009/1Q was 26.3%

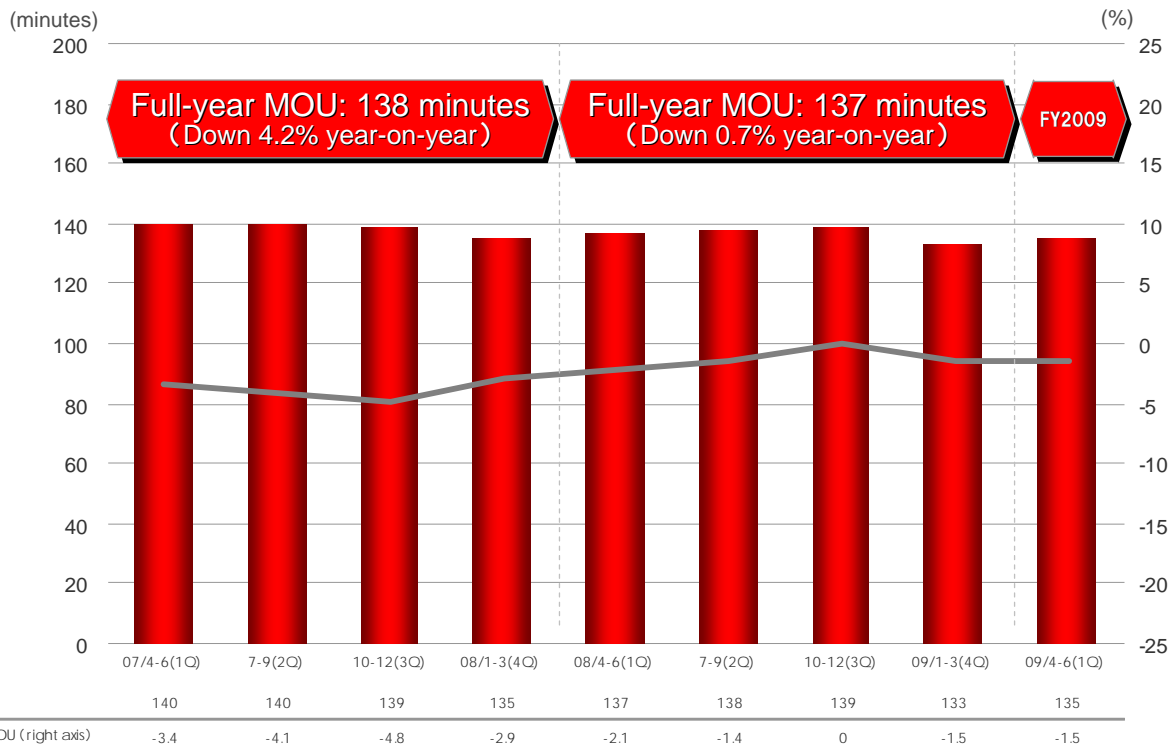


◆ Source of data used in calculation: Telecommunications Carriers Association (TCA)



# Cellular (FOMA+mova) MOU

- MOU for FY2009/1Q was 135 minutes (Down 1.5% year-on-year)

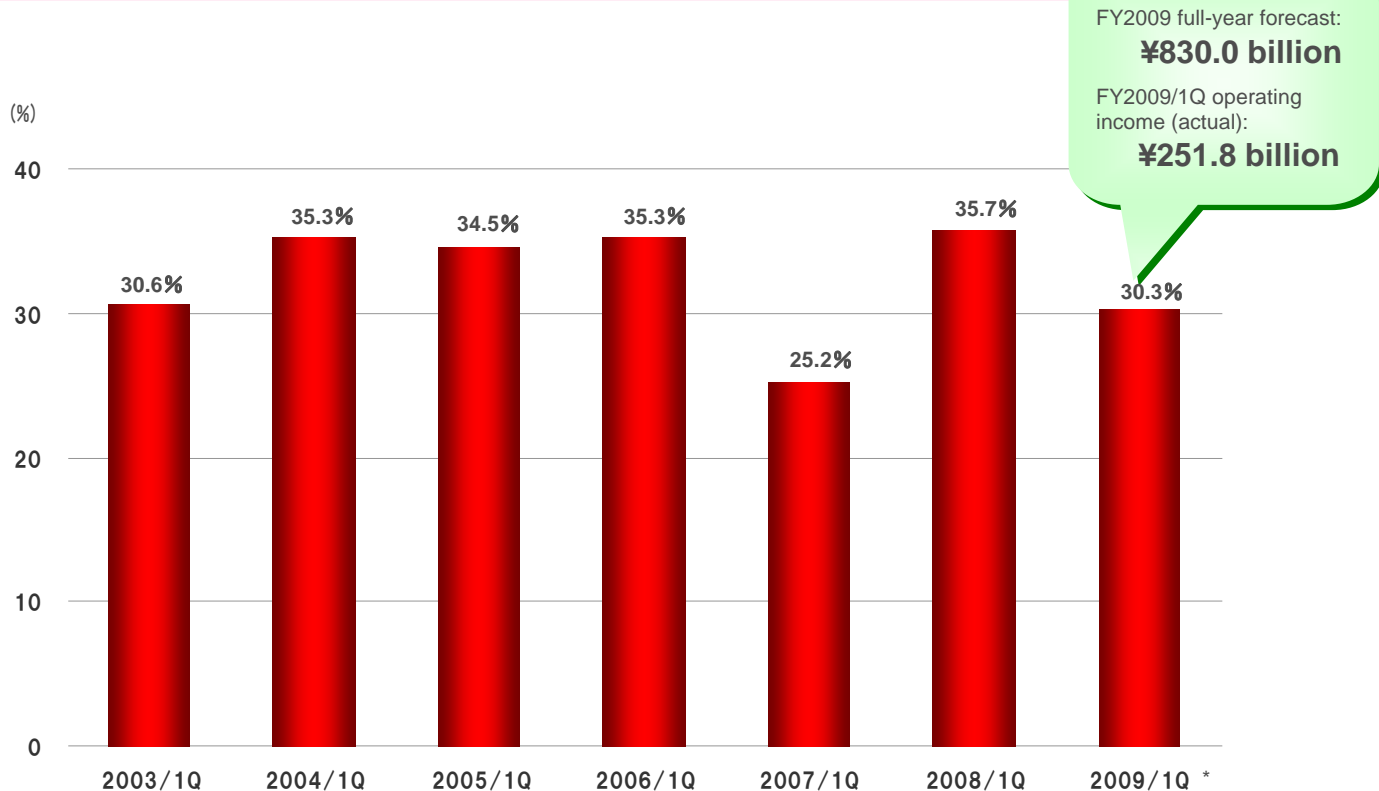


◆ For an explanation of MOU, please see Slide 34 of this document, "Definition and Calculation Methods of MOU and ARPU".

# Operating Income: Progress to Forecast

(Comparison with 1Q of previous fiscal years)

- Progress of FY2009/1Q operating income to full-year forecast: 30.3%



\* Progress to FY2009 full-year forecast

# Definition and Calculation Methods of MOU and ARPU

◆ **MOU (Minutes of Use):** Average monthly communication time per subscription.

◆ **ARPU (Average monthly Revenue Per Unit):**

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services, such as basic monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscriptions to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures provide useful information to analyze the average usage per subscription and the impacts of changes in our billing arrangements. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations.

◆ **Aggregate ARPU (FOMA+mova): Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)**

◇ **Voice ARPU (FOMA+mova):**  $\frac{\text{Voice ARPU (FOMA+mova) Related Revenues (basic monthly charges, voice communication charges)}}{\text{No. of active subscriptions (FOMA+mova)}}$

◇ **Packet ARPU (FOMA+mova):**  $\frac{\{\text{Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) + i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges)}\}}{\text{No. of active subscriptions (FOMA+mova)}}$

◇ **i-mode ARPU (FOMA+mova):**  $\frac{\text{i-mode ARPU (FOMA+mova) Related Revenues (basic monthly charges, packet communication charges)}}{\text{No. of active subscriptions (i-mode (FOMA+mova))}}$

◆ **Aggregate ARPU (FOMA): Voice ARPU (FOMA) + Packet ARPU (FOMA)**

◇ **Voice ARPU (FOMA):**  $\frac{\text{Voice ARPU (FOMA) Related Revenues (basic monthly charges, voice communication charges)}}{\text{No. of active subscriptions (FOMA)}}$

◇ **Packet ARPU (FOMA):**  $\frac{\text{Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges)}}{\text{No. of active subscriptions (FOMA)}}$

◇ **i-mode ARPU (FOMA):**  $\frac{\text{i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges)}}{\text{No. of active subscriptions (i-mode (FOMA))}}$

◆ **Aggregate ARPU (mova): Voice ARPU (mova) + i-mode ARPU (mova)**

◇ **Voice ARPU (mova):**  $\frac{\text{Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges)}}{\text{No. of active subscriptions (mova)}}$

◇ **i-mode ARPU (mova):**  $\frac{\text{i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges)}}{\text{No. of active subscriptions (i-mode (mova))}}$

◆ **Number of active subscriptions used in ARPU and MOU calculations are as follows:**

◇ Quarterly data: sum of "No. of active subscriptions in each month"\* of the current quarter

◇ Half-year data: sum of "No. of active subscriptions in each month"\* of the current half

◇ Full-year data: sum of "No. of active subscriptions in each month"\* of the current fiscal year

\* "No. of active subscriptions in each month":  $(\text{No. of subs at end of previous month} + \text{No. of subs at end of current month})/2$

※The revenues and no. of subscriptions of Communication Module Services are not included in the above calculation of ARPU and MOU.

# Reconciliation of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures

## 1. EBITDA and EBITDA margin

	Billions of yen	
	Three months ended June 30, 2008	Three months ended June 30, 2009
a. EBITDA	¥ 469.7	¥ 426.4
Depreciation and amortization	(168.5)	(169.0)
Loss on sale or disposal of property, plant and equipment	(4.7)	(5.6)
Operating income	296.5	251.8
Other income (expense)	(8.1)	(4.4)
Income taxes	(118.0)	(100.2)
Equity in net income (losses) of affiliates	3.1	0.8
Less: Net (income) loss attributable to noncontrolling interests	(0.0)	(0.7)
b. Net income attributable to NTT DoCoMo, Inc.	173.5	147.4
c. Operating revenues	1,170.2	1,084.8
EBITDA margin (=a/c)	40.1%	39.3%
Net income margin (=b/c)	14.8%	13.6%

Note: EBITDA and EBITDA margin, as we use them, are different from EBITDA as used in Item 10(e) of regulation S-K and may not be comparable to similarly titled measures used by other companies.

## 2. Free cash flows excluding changes in investments for cash management purposes

	Billions of yen	
	Three months ended June 30, 2008	Three months ended June 30, 2009
Free cash flows excluding changes in investments for cash management purposes	¥ (105.6)	¥ (90.8)
Changes in investments for cash management purposes (*)	50.4	3.2
Free cash flows	(55.2)	(87.6)
Net cash used in investing activities	(190.4)	(242.2)
Net cash provided by operating activities	135.3	154.5

Note: (\*)Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.



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