



## Recovery from Great East Japan Earthquake and New Disaster Preparedness Measures

# 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, businesses or other technologies caused by Mobile Number Portability, new market entrants and other factors, or the expansion of the areas of competition 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) Other mobile service providers in the world may not adopt the technologies that are compatible with those used by our corporate group's mobile communications system on a continual basis, which could affect our ability to sufficiently offer international services.
- (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/devices, and services of parties other than those belonging to our corporate group are provided through our cellular handsets/devices, potential problems resulting from malfunctions, defects or loss of handsets/devices, 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 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 others, 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) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment or software bugs, deliberate incidents induced by computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failure in our networks, distribution channels and/or other factors necessary for the provision of service, disrupting our ability to offer services to our subscribers, and may adversely affect our credibility and/or corporate image, or lead to a reduction of revenues and/or increase of costs.
- (12) Concerns about adverse health effects arising from wireless telecommunications may spread and consequently 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.

# Great East Japan Earthquake: Damages

- DOCOMO's communications facilities/equipment and docomo Shops were severely damaged



(1) Base station facility  
(Matsushima-Nobiru, Miyagi Pref.)



(2) Base station facility  
(Ishinomaki-Midori, Miyagi Pref.)



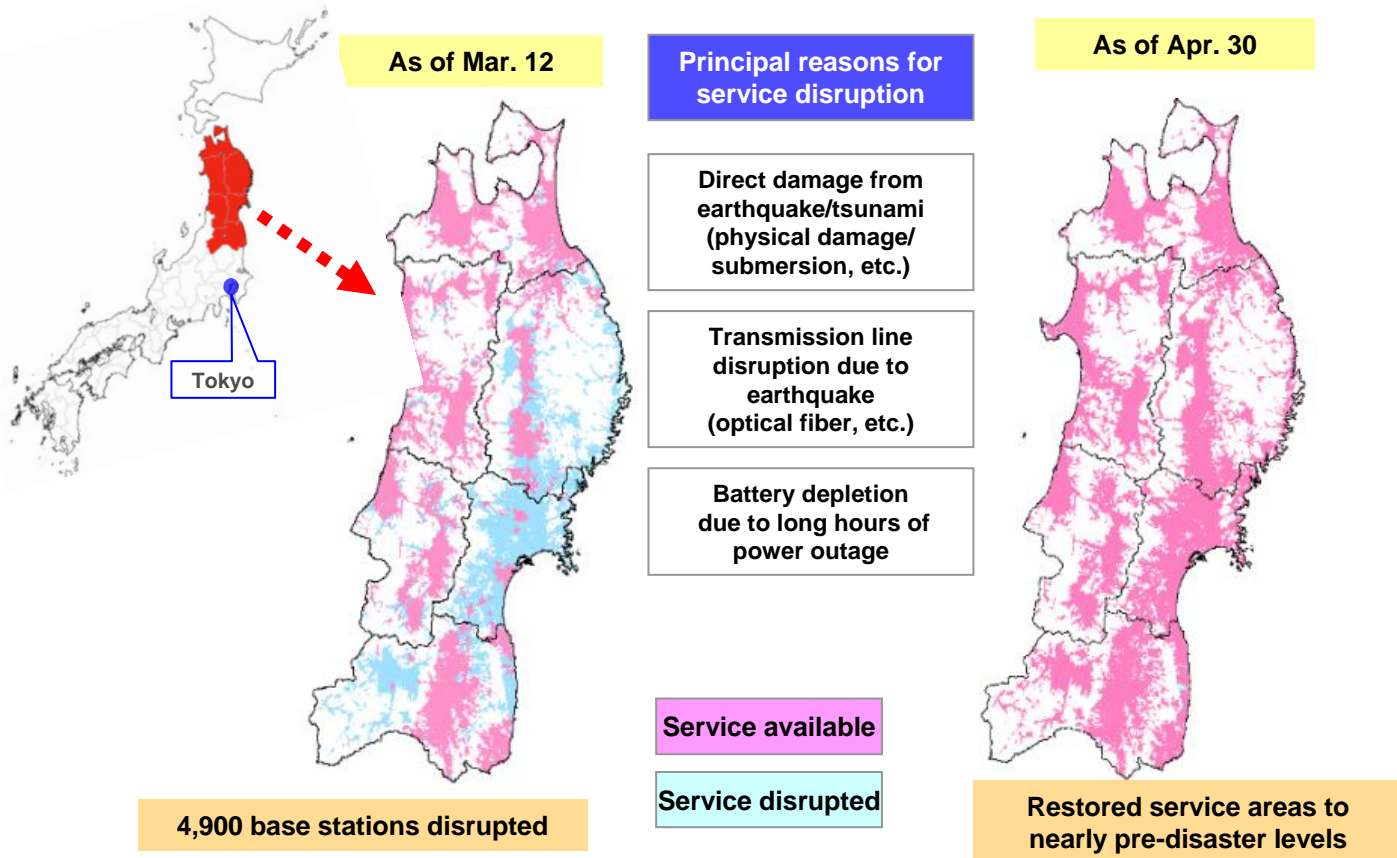
(3) Transmission equipment  
(Noda, Iwate Pref.)



(4) Docomo Shop  
(Ishinomaki-Higashi, Miyagi Pref.)

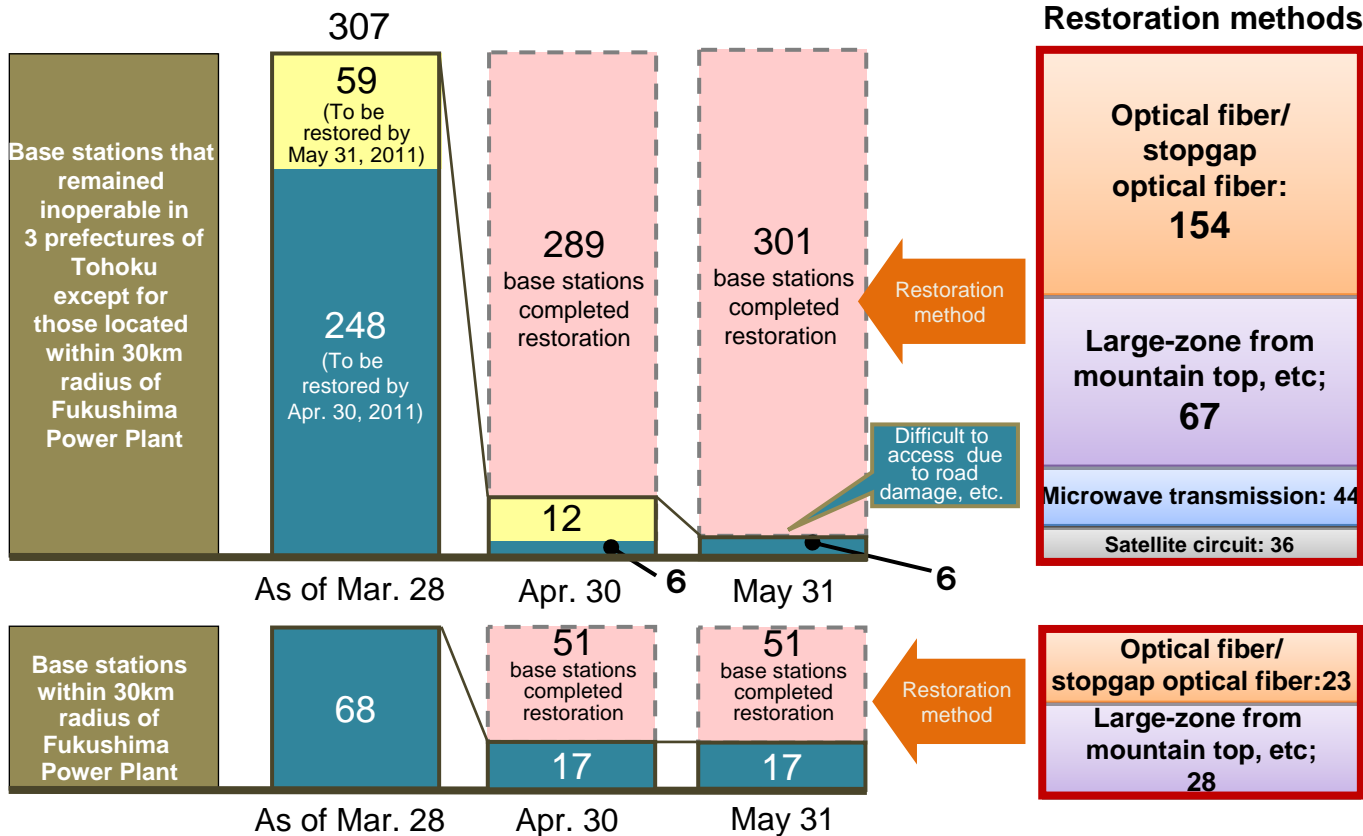
# Service Area Restoration Status

- As of Apr. 30, 2011, service areas were restored to nearly pre-disaster levels



# 4 Restoration of Communication Facilities (1)

- Completed restoration of base stations that remained inoperable as of Mar. 31, 2011, except for some stations, e.g., those within 30km radius of Fukushima Daiichi Power Plant



# 5 Restoration of Communication Facilities (2)

- Achieved early recovery using large-zone base stations, satellite circuits and high-performance antenna, etc.

## Restoration by large-zone BS



**Oban Pass  
(Minami-sanriku,  
Miyagi Pref.)**

## Coverage restoration in areas within 20km radius of Fukushima Power Plant



**【Apr. 13, 2011】  
Replacement of  
base station  
transmission lines  
(Exchange office bldg. in  
Tomioka, Fukushima)**

## Restoration by satellite circuit

**Bay Side Arena  
(Minami-sanriku,  
Miyagi Pref.)**

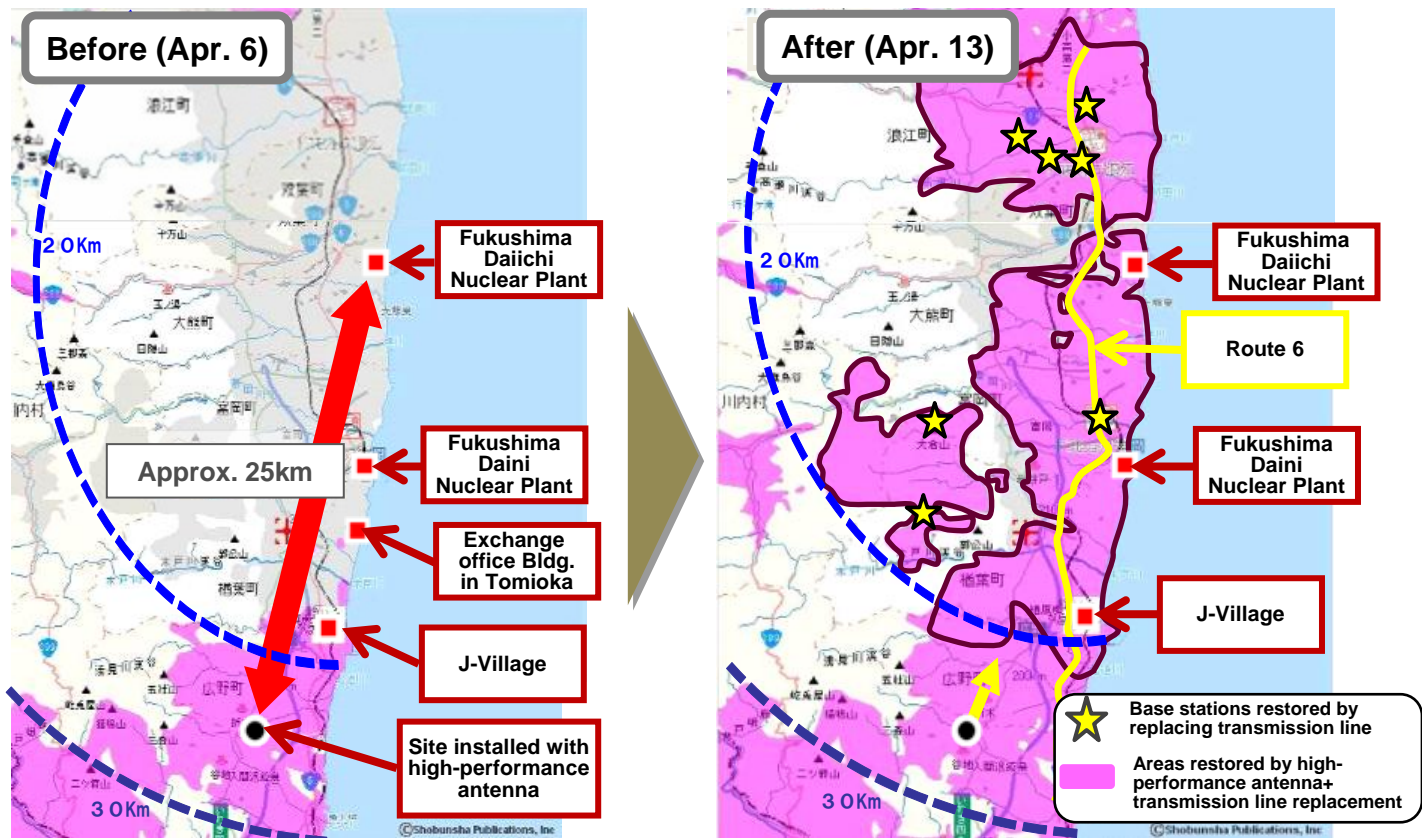


**【Apr. 13, 2011】  
Installation of high-  
performance antenna  
(Base station in  
Iwaki, Fukushima)**



# 6 Coverage Restoration in Areas within 20km of Fukushima Power Plant

- Restored coverage in areas within 20km radius of Fukushima nuclear power plant and along Route 6 (access route to Fukushima Plant)



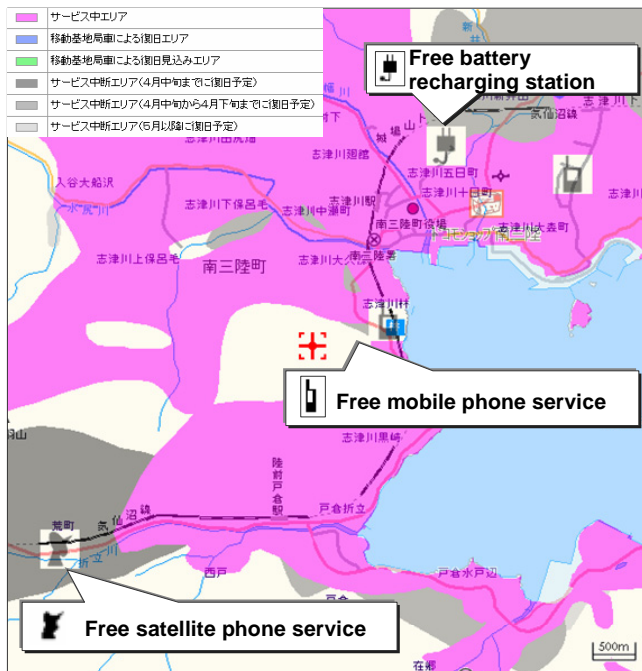
Map use approval (c) Shoubunsha No. 53G027

# 7 Restoration Area Maps/Support to Stricken Areas

- Provided “Restoration Area Maps” so that viewers can understand the progress of service restoration at a glance
- Free-of-charge rental of mobile phones to secure communication in disaster-stricken areas

## “Restoration Area Maps”

Easy-to-understand map indicating in different colors areas where service is available or disrupted, and the schedule of restoration



## Rental of free mobile phones, etc

- Free rental of satellite mobile phones: 900 units



- Free battery recharging stations: 410 locations





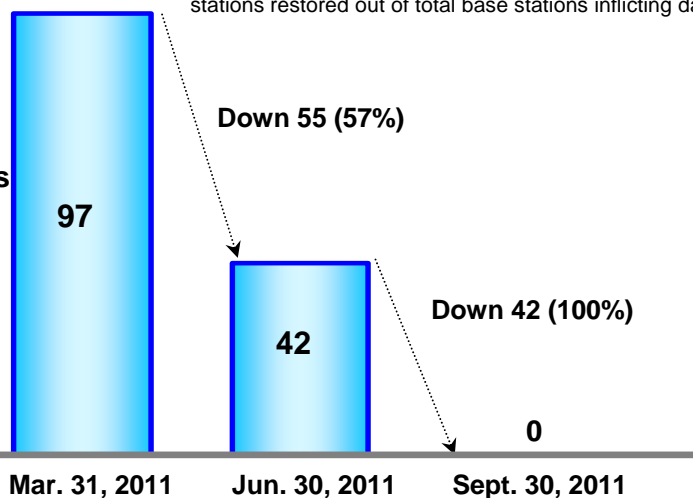
# Full-Scale Restoration Status

- Base stations with damage to facilities: full-scale restoration to be completed by Sept. 30, 2011, to recover network area quality to pre-disaster levels

## Progress of full-scale restoration

\* Numbers in parentheses indicate the percentage of base stations restored out of total base stations inflicting damage

- No. of base stations with damage to facilities



**Complete  
full-scale restoration  
by Sept. 30, 2011**

- Restoration of submerged/physically damaged base stations to be carried out in coordination with the reconstruction plan of each region

### 【Submerged/physically damaged base stations】

97 (As of Mar. 31, 2011) ► 87 (As of Jun. 30, 2011) ► 82 (As of Sept. 30, 2011)

# Implementation of New Disaster Preparedness Measures

- Plan to implement new disaster preparedness measures learning from the experience of March 2011 Great East Japan Earthquake

**(1) Securing communication in key areas**

**(2) Swift response to disaster-stricken areas**

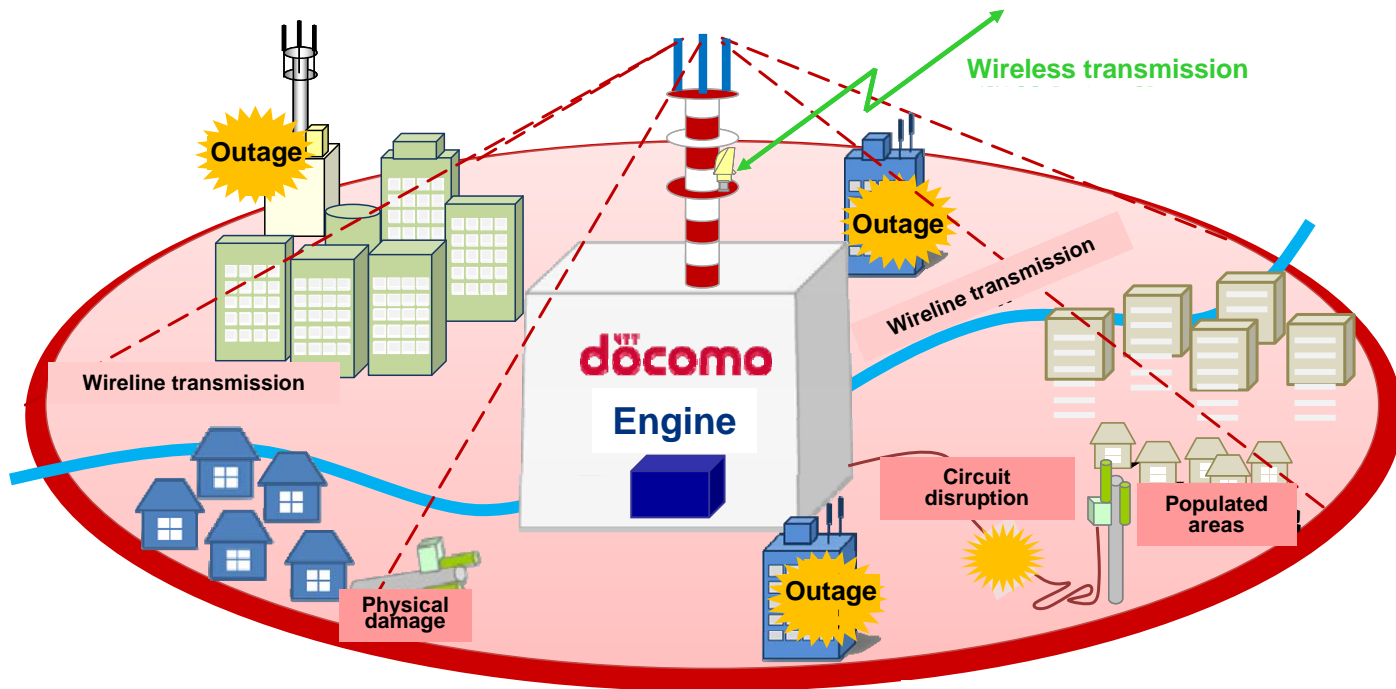
**(3) Further improvement of customer convenience**

**Strive to offer enhanced “safety/security” spending ¥23.5 billion for the implementation of new disaster preparedness measures**

# Securing Communication in Key Areas (1)

## —Construction of Large-Zone Base Stations—

- Deploy large-zone base stations in a total of 100 locations across Japan to secure communications in densely populated areas



Covers radius of approx. 7km

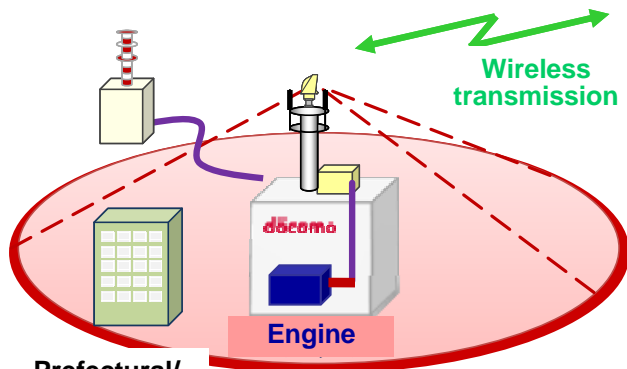
# Securing Communication in Key Areas (2)

## —Securing Power in Outage—

- Promote use of uninterruptible power supply (UPS) systems and extend base station battery hours to ensure 24-hour autonomous battery supply to secure communication in prefectural/municipal government offices and other important locations for at least 24 hours

### <Base stations in buildings owned by DOCOMO, etc. >

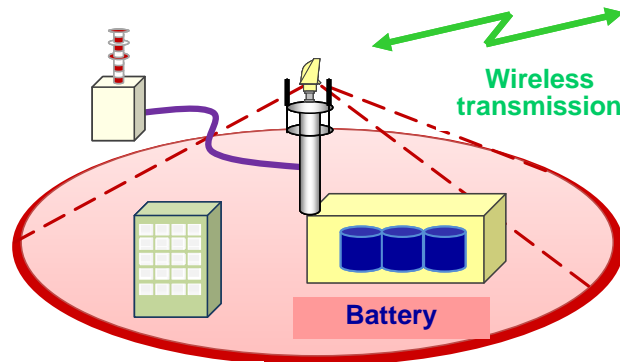
Engine-driven uninterruptible power supply  
(Approx. 800 stations)



Prefectural/  
municipal  
government  
offices, etc.

### <Tower base stations >

24-hour battery supply (Approx. 1,100 stations)



Prefectural/  
municipal  
government  
offices, etc.

# Swift Response to Disaster-Stricken Areas

## —Use of Satellite—

- Secure communication through the use of disaster-resilient satellite technology

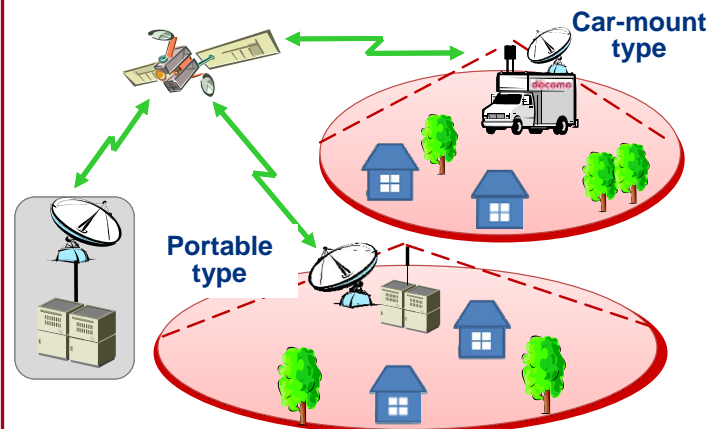
### Swift provision of satellite mobile phones to evacuation shelters

(Approx. 3,000 units)



### Increase satellite-entrance mobile base stations

(Car-mount type: double from current level to 19 units,  
Portable type: 24 new units)

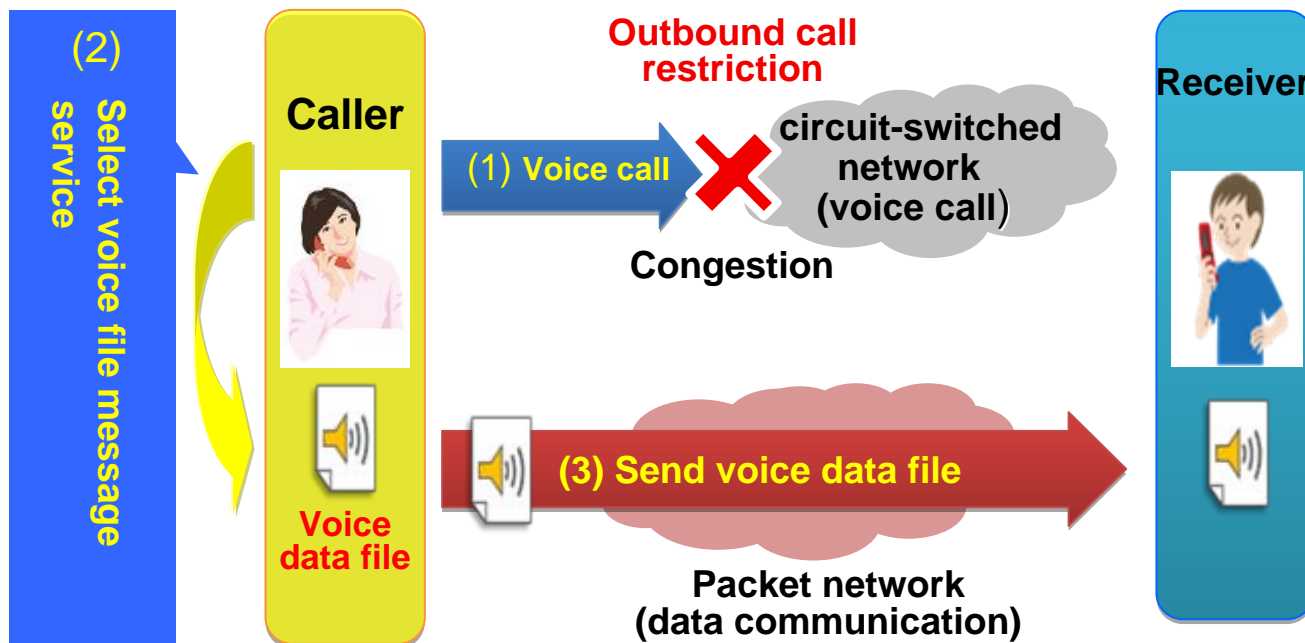


# Further Improvement of Customer Convenience —Disaster Voice Message Service—

- Delivers voice messages after converting them into data files in case of connection difficulty caused by a disaster









## ■ Voice file message service

Planned for launch  
within FY2011



# 14 New Disaster Preparedness Measures: Progress

- Aggressively accelerate and complete implementation of individual measures in view of possible occurrence of a large-scale earthquake in Tokai

Measure	Progress					Investment amount
	Apr. 2011	Jun. 30, 2011	Sept. 30, 2011	Dec. 31, 2011	Mar. 31, 2012	
Large-zone base station roll-out						¥3.0 billion
	Complete roll-out of total 100 stations in Dec. 2011. <b>Prioritize deployment in Tokyo and Tokai aiming for completion by Oct. 31, 2011 (Tokyo: 5 stations, Tokai: 8 stations)</b>					
Uninterruptible power supply systems						¥14.0 billion
	Almost completed installation in approx. 800 stations by Jun. 30, 2011					
24-hour battery supply						¥1.0 billion
	Installation in approx. 1,100 stations to be completed by Dec. 31, 2011. <b>Prioritize deployment in Tokai</b>					
Swift provision of satellite mobile phones						¥1.0 billion
	Complete deployment of 2,000 units within Oct. 2011 and total 3,000 units within Feb. 2012					
Increase of satellite entrance circuits						¥1.0 billion
	Completed deployment of total 24 units of portable type. Start introduction of car-mount type from Oct. 2011 and complete deployment of total 9 units within Dec. 2011					
Deployment of emergency microwave facilities						¥1.0 billion
	Plan to complete deployment in total 100 sections within Sept. 2011					
Provision of disaster voice message service						¥0.5 billion
	Plan to launch service within FY2011 after completing development and roll-out of facilities.					
Further utilization of "Area Mail"	 Free provision of Area Mail for use by national/local governments for delivery of information Started free provision of "Area Mail" (Jul. 1, 2011)					-

# Financial Impact of Earthquake Disaster

FY2010

FY2011

## Operating expenses

Stopgap restorations, etc.	¥7.0 billion	¥10.0 billion
New disaster preparedness measures	—	¥3.0 billion
Depreciation/Loss on disposal of property, plant and equipment	—	¥7.0 billion
	¥7.0 billion	¥20.0 billion

## CAPEX

Full-scale restoration	—	¥10.0 billion
New disaster preparedness measures	—	¥20.0 billion
		¥30.0 billion





**NTT**  
**docomo**