Date: June 20, 2012 (Wednesday)

【Comments by Kaoru Kato, President and CEO】

Good afternoon, I am Kaoru Kato. I was appointed as NTT DOCOMO’s new President and Chief Executive Officer just yesterday. The mobile communications industry is now going through a major change with the rapid spread and functional enhancements of smartphones amid intensified competition on a global scale. I am bracing myself for the great responsibility that I am assuming in this new era.

I have been engaged in mobile communications business for some 30 years. Although the way people communicate has changed dramatically in line with the expanded adoption of mobile devices, our largest “mission” as a company providing social infrastructure remains unchanged: to maintain communications network to connect people to people. I am also convinced that mobility offers infinite possibilities for creating a new communications culture. It is a tool that has vast potential for making people’s lives even more convenient and fulfilling. Making this happen with our services is the “dream” of all employees of NTT DOCOMO including myself, and I am committed to doing my utmost toward its realization.

As we move ahead with various initiatives aimed for the proliferation of smartphones and development of cloud services, I would like to emphasize “speed” in responding to customers’ diverse requirements. Now is the time to make the best use of our strengths, i.e., the world’s most advanced technological capabilities and dedication to research and development. We intend to develop even more sophisticated services by actively forming alliances with various companies.

Under these circumstances, my responsibility is to achieve further improvement of customer satisfaction and pursue a hands-on approach. Under the slogan of “Speed & Challenge”, I will steer the Company to take on new challenges in a speedy manner. There are two things, in particular, that I would like to realize under the banner of “Speed & Challenge”. One is the “evolution of services by pursuing innovation”, and the other is “new value creation through convergence”.

The first point, “evolution of services by pursuing innovation”, represents our ambition to realize attractive services one after another in a speedy manner taking full advantage of DOCOMO’s
R&D capabilities. In particular, we would like to focus on the convergence of smartphones with “docomo clouds”. Like our “Shabette Concier” voice agent application, we intend to introduce convenient, easy-to-use and entertaining services and repeatedly upgrade them on a continual basis, so we can develop services hand in hand with our customers.

The second point embodies our goal to create “new values” of mobile communications by facilitating the convergence of smartphones—which are a computer in your palm—with various elements relating to people’s everyday activities. Particularly, we would like to promote such convergence in eight business areas that have great affinity with our core mobile services, such as health/medical care, finance/payment and commerce businesses, thereby making people’s lives even more convenient and comfortable.

Before concluding, I would like to reiterate that I am committed to exerting all my efforts to fulfill DOCOMO’s “mission” of properly maintaining our network to connect people to people, and realize our “dream” of shaping a more convenient and fulfilling smart life.

This year marks the 20th anniversary of DOCOMO’s establishment. I would like to once again express my appreciation to our valued customers, shareholders and partners for their support and encouragement that enabled us to grow thus far. We would like to aim for further expansion to respond to the expectations of those who have given us their kind support and patronage. Your continued understanding and support would be most appreciated.