



Results for the First Three Months of the Fiscal Year Ending March 31, 2013

July 27, 2012

NTT
docomo

NTT DOCOMO, INC.

1 Special Note Regarding 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.

I

FY2012/1Q Financial Results Highlights

II

Principal Actions and Results

1

Increase in net additions of subscribers by promoting smartphones and Xi services

2

Provision of cloud-based services

3

Further improvement of customer satisfaction and reinforcement of safety/security measures

4

Transformation into an Integrated Services Company placing mobile at the core

■ FY2012/1Q Results

Achieved steadfast progress toward full-year operating income target of ¥900.0 billion

Operating revenues: ¥1,072.3 billion (Up 2.4% year-on-year)

Operating income: ¥262.6 billion (Down 1.9% year-on-year)

Net income*: ¥164.3 billion (Up 3.5% year-on-year)

【Results Highlights】

- **Packet revenues: ¥485.1 billion (Up 9.0% year-on-year)**
- **Total handsets sold: 5.17 million units**
(Up 11.2% year-on-year)
- **Smartphones sold: 2.49 million units**
(Up 92.0% year-on-year)
- **Xi subscriptions: 3.32 million (Up 49.1% from Mar. 31, 2012)**

* Net income attributable to NTT DOCOMO, INC. for FY2012/1Q (three months)

FY2012/1Q Financial Results

	2011/4-6 (1Q) (1)	2012/4-6 (1Q) (2)	Changes (1)→(2)	FY2012 (Full-year forecast) (3)	Progress to forecast (2) / (3)
Operating Revenues (Billions of yen)	1,047.3	1,072.3	+2.4%	4,450.0	24.1%
Cellular Services Revenues (Billions of yen)	850.6	827.2	-2.8%	3,304.0	25.0%
Operating Expenses (Billions of yen)	779.6	809.7	+3.9%	3,550.0	22.8%
Operating Income (Billions of yen)	267.7	262.6	-1.9%	900.0	29.2%
Income Before Income Taxes (Billions of yen)	270.3	264.8	-2.0%	903.0	29.3%
Net Income Attributable to NTT DOCOMO, INC. (Billions of yen)	158.7	164.3	+3.5%	557.0	29.5%
EBITDA Margin (%)*	40.8	39.6	-1.2 Points	36.5	-
Adjusted Free Cash Flow (Billions of yen) *	82.5	-30.1	-112.6	440.0	-

◆ Consolidated financial statements in this document are unaudited.

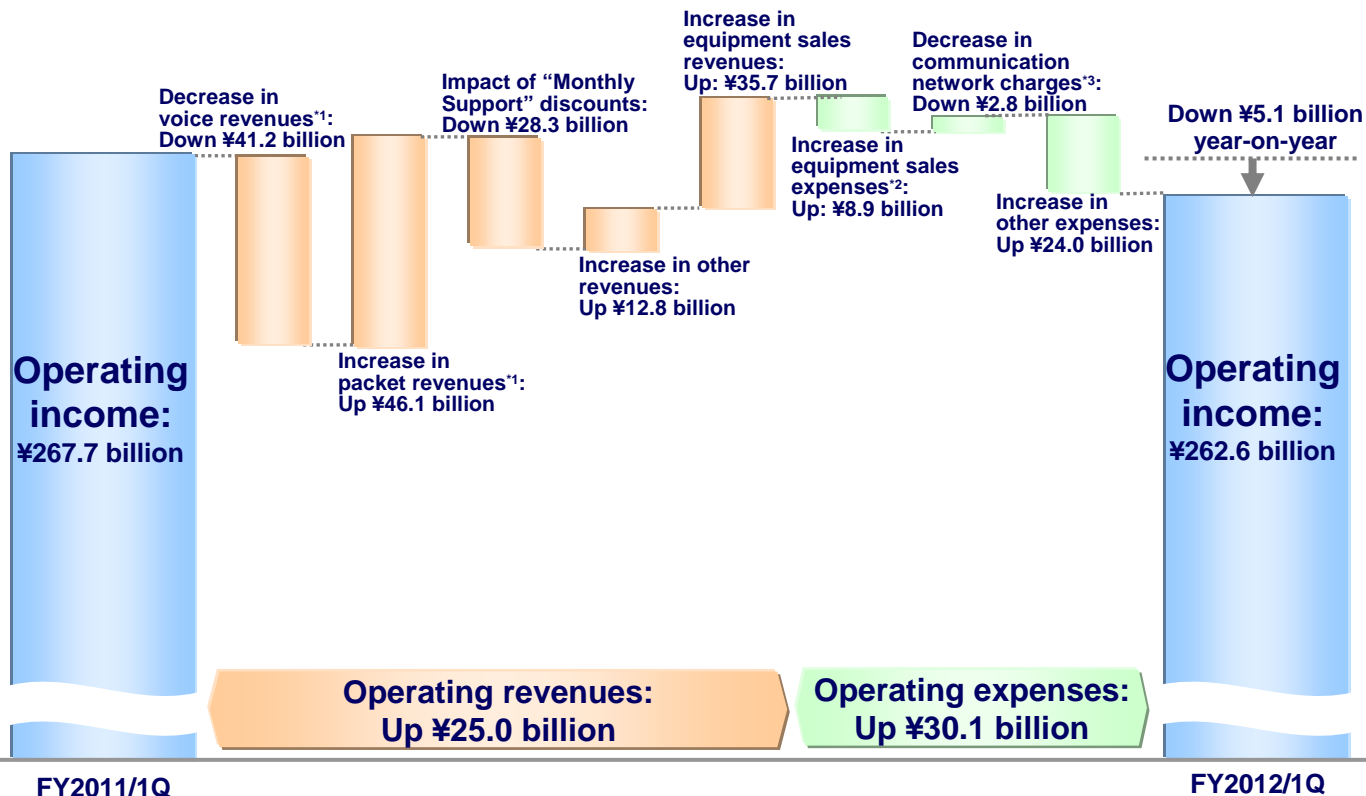
◆ Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal term and changes in investments for cash management purposes with original maturities of longer than three months.

* For an explanation of the calculation processes of these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with U.S. GAAP and the IR page of our website.

www.nttdocomo.co.jp

5 FY2012/1Q Results: Key Factors Behind Changes in Operating Income

Key factors behind YOY changes in operating income



*1: Excluding impact of "Monthly Support" discounts

*2: Sum of cost of equipment sold and commissions to agent resellers

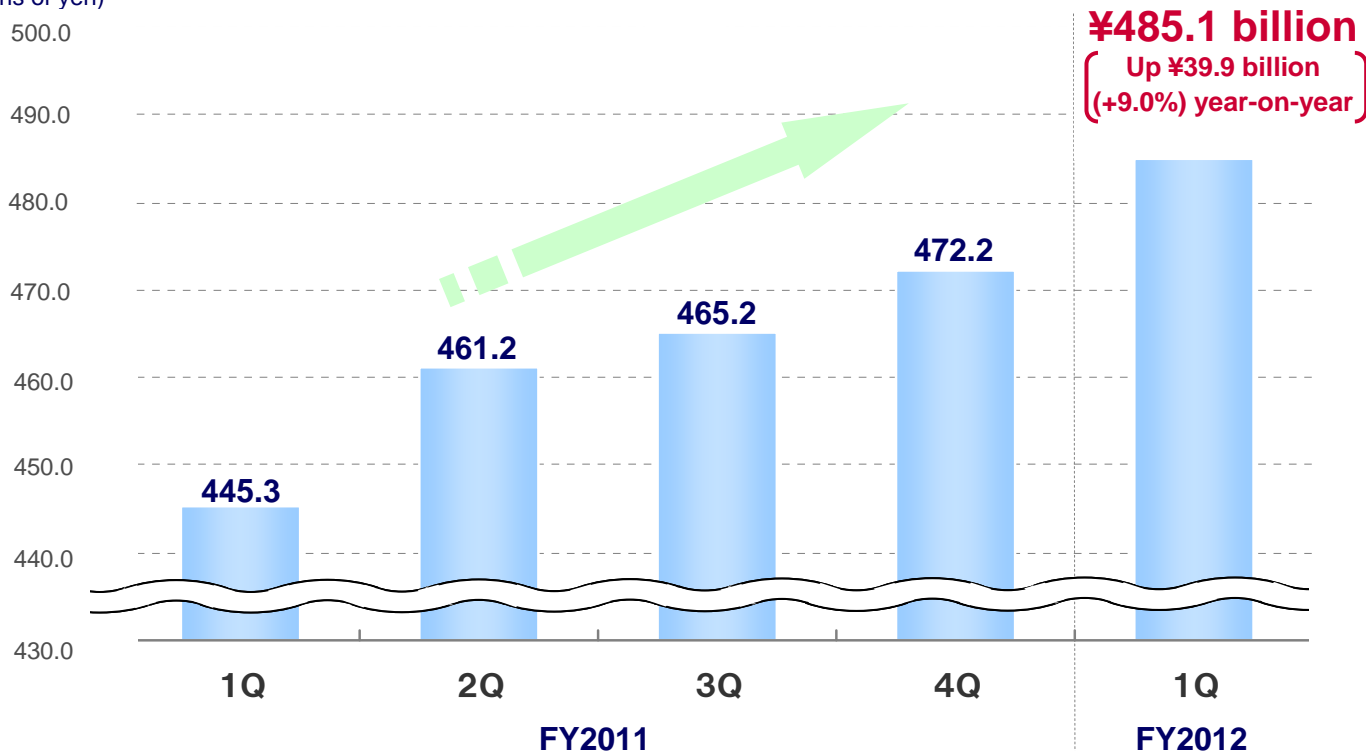
*3: Sum of communication network charges, depreciation and amortization, and loss on disposal of property, plant and equipment

Packet Revenues

- FY2012/1Q packet revenues recorded a steady increase of **¥39.9 billion (9.0%) year-on-year**

Historical growth of packet revenues

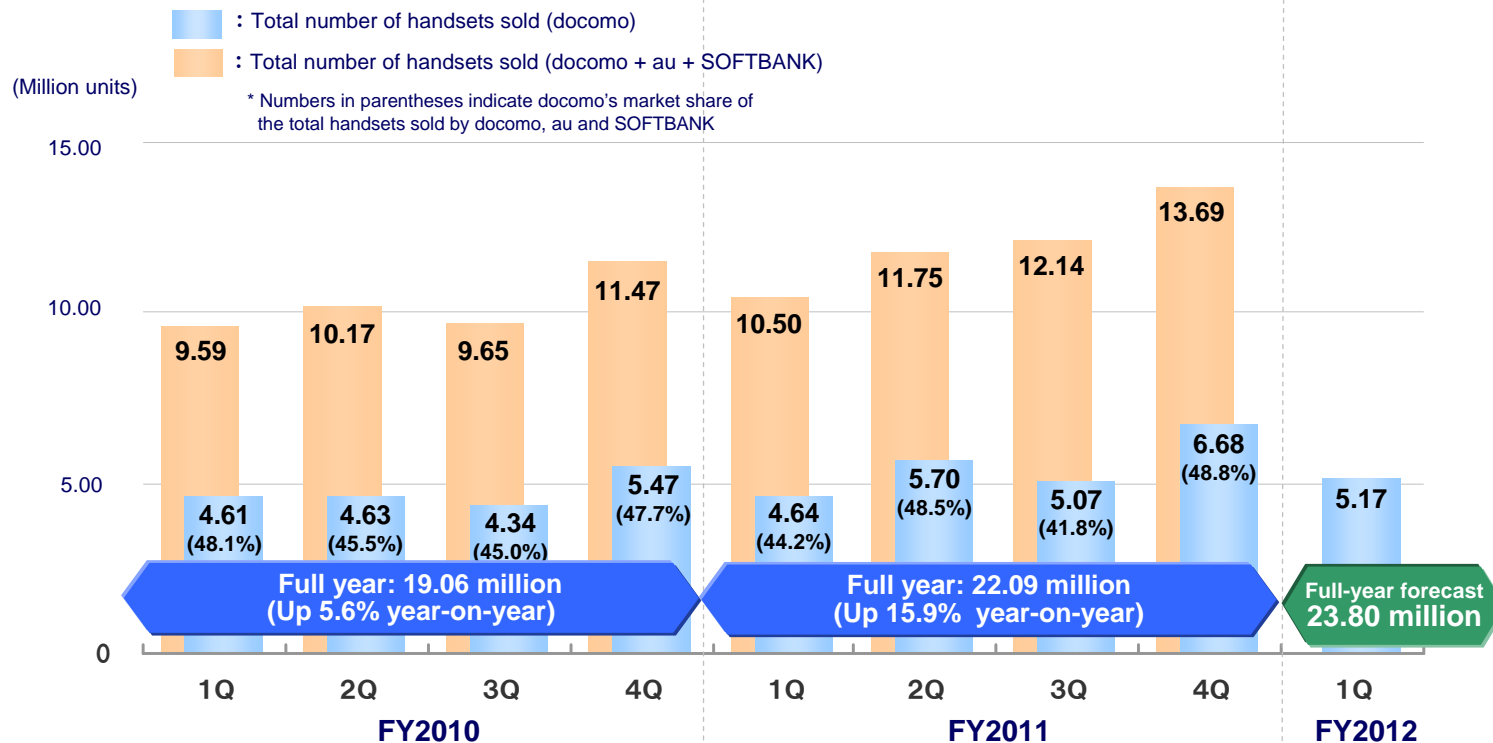
(Billions of yen)



Total Handset Sales

- FY2012/1Q total number of handsets sold: 5.17 million, up 520,000 units (11.2%) year-on-year

Total handsets sales



◆ Calculated based on financial results materials, etc. of each company ◆ Handsets sold by EMOBILE are not included

Net Additions/Churn Rate/MNP

- FY2012/1Q net additions: 270,000
- FY2012/1Q churn rate: 0.74%
- MNP inflow/outflow performance improving steadily

Net additions

FY2012/1Q net additions:

270,000 subs

* Excluding impact of prepaid data plan churns:

400,000 subs

Churn rate

FY2012/1Q churn rate:

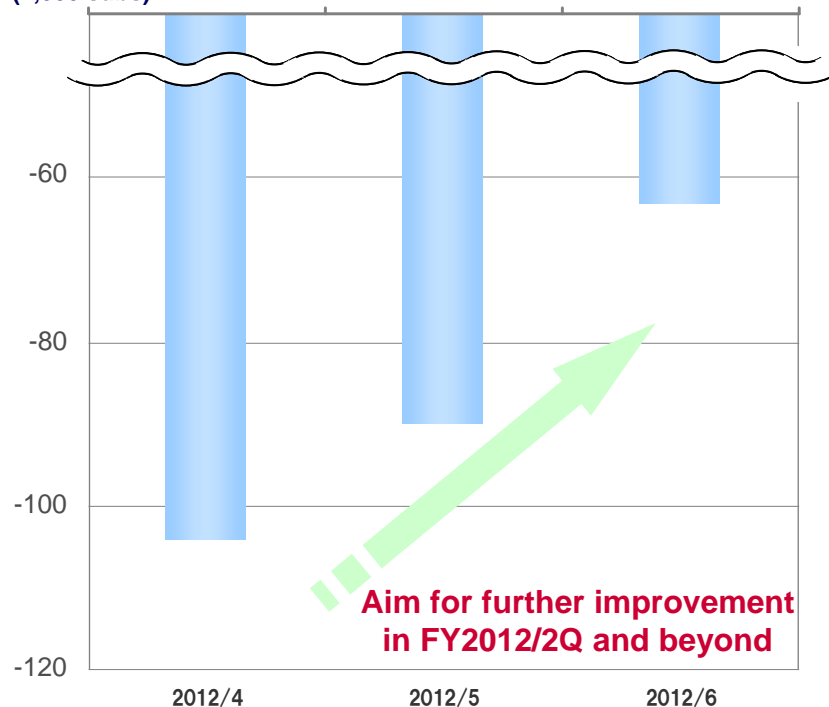
0.74%

*Excluding impact of prepaid data plan churns:

0.67%

MNP performance

(1,000 subs)



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Transformation into an Integrated Services Company placing mobile at the core

Speed and Challenge

Evolution of services
by pursuing innovation

New value creation
through convergence

**DOCOMO's
Mission**

Maintaining communication
networks as social
infrastructure

**DOCOMO's
Dream**

Shaping a more convenient
and fulfilling smart life

**DOCOMO's
Strengths**

- World's most advanced technological capabilities/
Dedication to R&D
- Committed to improving customer satisfaction/
Focus on hands-on approach

FY2012 business management policies

1. Increase in net additions of subscribers by promoting smartphones and Xi services

2. Provision of cloud-based services

3. Further improvement of customer satisfaction and reinforcement of safety/security measures

4. Transformation into an Integrated Services Company placing mobile at the core

Focus areas

- Provision of product lineup superior to competitors'
- Introduction of billing plans catered to the needs of different user segments and enhancement of their market recognition

- Provision of a wide array of cloud services that are uniquely available from DOCOMO leveraging our R&D strengths
- Further enrichment of "dmarket" by preparing a rich variety of attractive content

- Creation of an environment where users can use smartphones securely and conveniently with peace of mind

- Pioneering new business areas with strategic partners and reinforcement of overseas business

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- **Provision of product lineup superior to competitors'**
- **Introduction of billing plans catered to the needs of different user segments and enhancement of their market recognition**

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Transformation into an Integrated Services Company placing mobile at the core

Raku Raku Smartphone

- Unveiled “Raku Raku Smartphone”, Japan’s first smartphone designed for the elderly customers
- Aim to boost packet usage of broad user segments through provision of “Raku Raku Pake-hodai” flat-rate billing plan

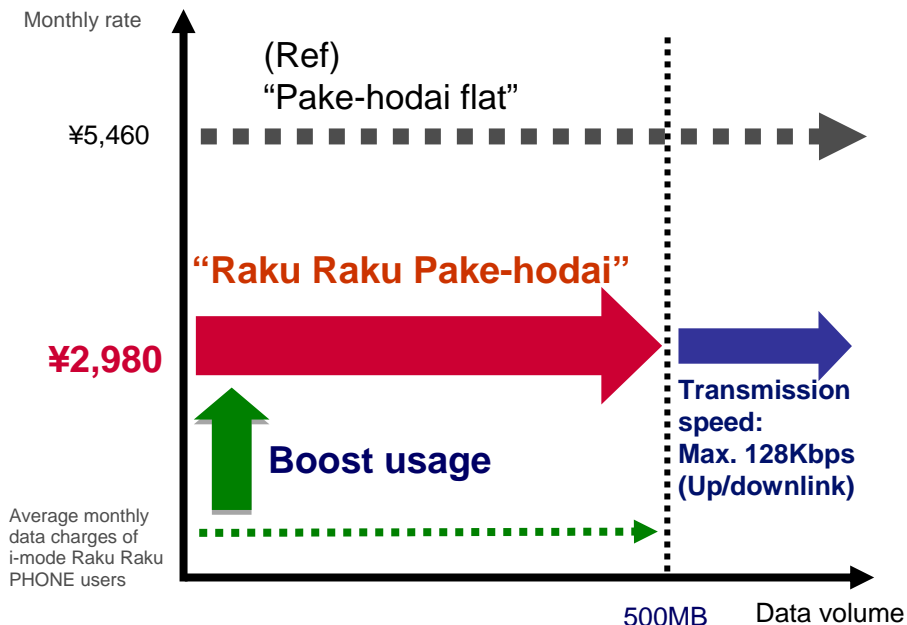
Raku Raku Smartphone (F-12D)



- Large buttons with large fonts
- 3 One-touch buttons for easy dialing
- “Hakkiri Voice (clear voice)” and “Yukkuri Voice (slow voice)” functions

Planned for release Aug. 1

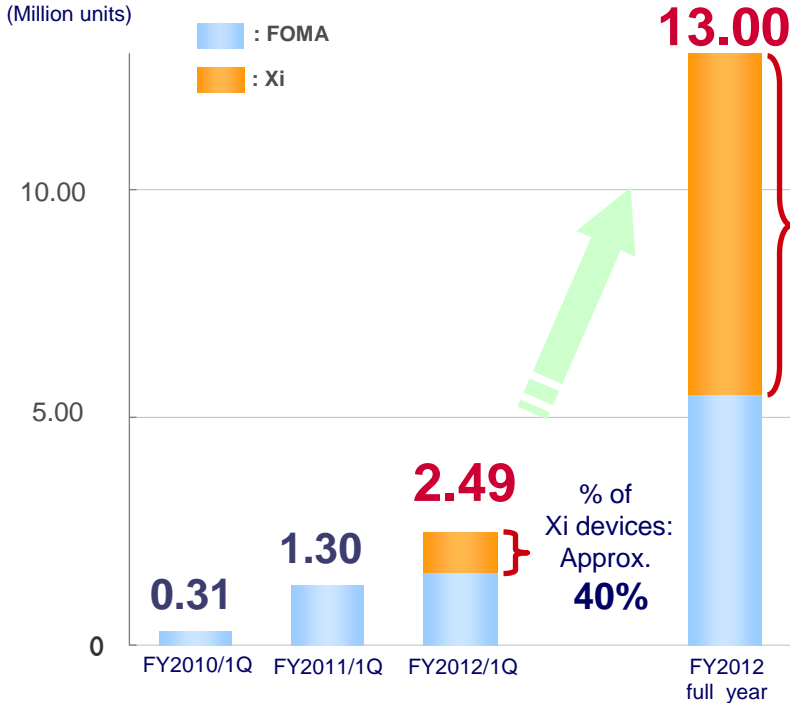
Raku Raku Pake-hodai



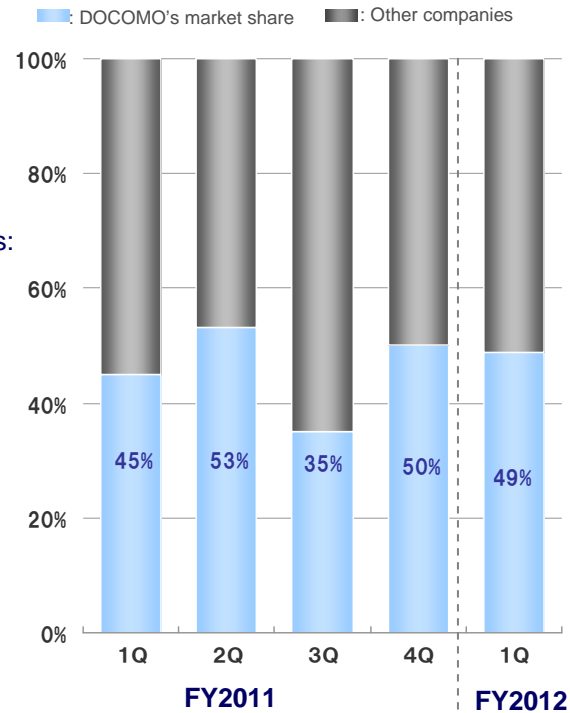
Smartphone Sales

- No. of smartphones sold in FY2012 1Q was 2.49 million, increasing sharply from the same period of last fiscal year
- DOCOMO's market share of smartphones sold remains high at approx. 49%

Smartphone sales



Changes in market share of smartphones sold at mass retailers*

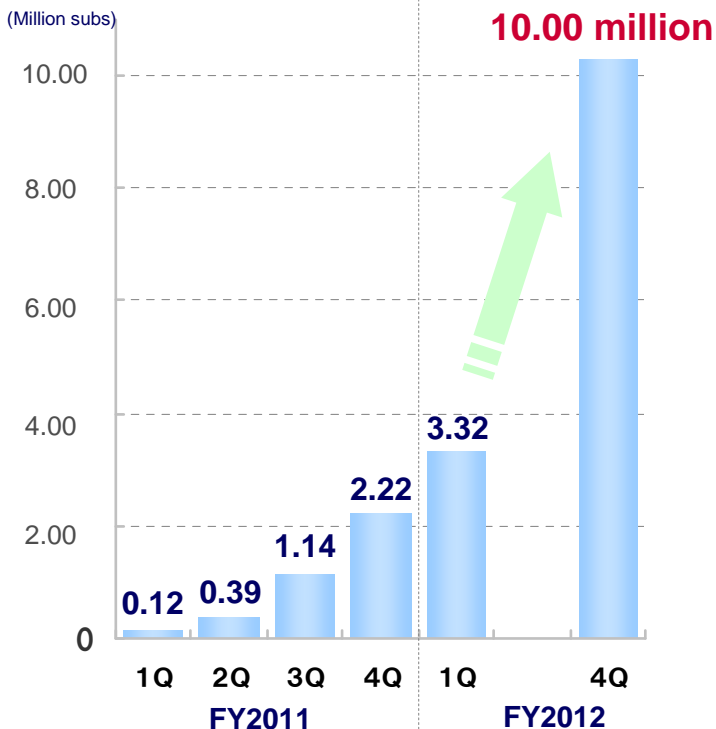


* Market share distribution among devices carrying either of the 4OSs (Android/iOS/WindowsMobile/BlackBerry) in the mobile phone category, based on survey of track record of sales at major mass retailers across Japan by GfK Japan (Tablet devices not included)

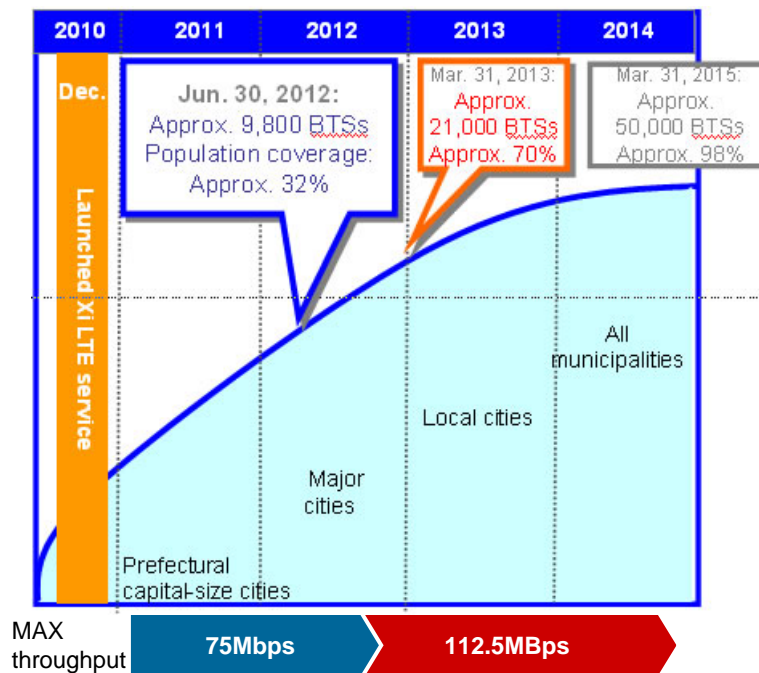
Promotion of Xi Service

- Xi subscriptions grew steadily to 3.32 million as of Jun. 30, 2012
- Making steady progress in coverage expansion, aiming to complete installation of cumulative 21,000 Xi base stations by Mar. 31, 2013

Xi subscriptions



Xi Coverage expansion plan



Xi Billing Plans

- Prepared a wide variety of billing options to cater to difference in user's data volume /usage behavior
- Announced introduction of a new flat-rate plan for medium-usage customers, "Xi Pake-hodai Light" with the aim of expanding Xi subscriber base, thereby increasing total revenues

Diverse billing plans

"Xi Pake-hodai Light"

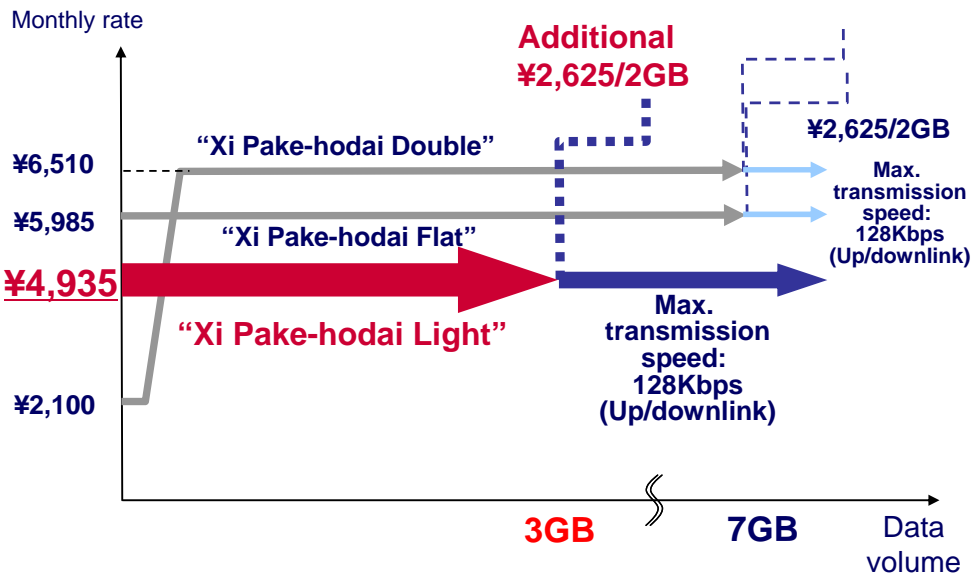
For high-usage users

■ "Xi Pake-hodai Flat"

For medium-usage users

■ "Xi Pake-hodai Double"

■ "Xi Pake-hodai Light"



* To be started from Oct. 1, 2012

Family Set Discount

- Launched “Family Set Discount” campaign in conjunction with the release of a rich lineup of devices responding to different needs of broad generations
- The campaign offers benefits to every member of family



Provides discount of ¥10,000/contract with simultaneous subscriptions to two or more circuits by the same family



Applicable to any feature phone/ smartphone

Campaign period: Jul. 20 - Aug. 31, 2012

* Kanto Koshinetsu: Launched Jun. 28, 2012. Kinki (6 prefectures) and Tokai (4 prefectures): To be launched on Aug. 1, 2012

19 Enhancing Recognition of Affordable Product Prices/Billing Plans

- Active appeal of DOCOMO's affordable product prices and easy-to-use billing plans

Product prices

Monthly bill

Hefty discounts on smartphones for both new subscription and replacement

Monthly Support

Latest 2012 summer models:
Returns discounts up to ¥60,480*

For fresh subscribers:

New feature phone subs joining DOCOMO

Debut discount

For handset replacement :

Customers purchasing handsets simultaneously with family

Family Set discount

Customers purchasing handset simultaneously with tablet/data device

docomo Set Discount

In response to diverse needs for Xi service:

Customers who make frequent voice calls with other DOCOMO subs

Xi Talk 24 billing plan

Feature phone users switching from other carrier

Change discount

Smartphone users switching from other carrier

Monthly Support

Increased discounts!

Customers using DOCOMO for over 10 years

Over 10 years Xi smartphone discount

Young customers

U-25 Xi smartphone discount

Customers with contract up for renewal after 2 years of subscription

First 2-year Xi smartphone discount

Customers who wish to use packet flat-rate at affordable prices

Xi Pake-hodai Light

Customers using Xi tablet/data device as a second mobile device

Plus Xi-wari discount

* In the case of ARROWS X

RESULTS FOR 1Q OF FY2012

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Provision of cloud-based services

- *Provision of a wide array of cloud services that are uniquely available from DOCOMO leveraging our R&D strengths*
- *Further enrichment of “dmarket” by preparing a rich variety of attractive content*

3

Further improvement of customer satisfaction and reinforcement of safety/security measures

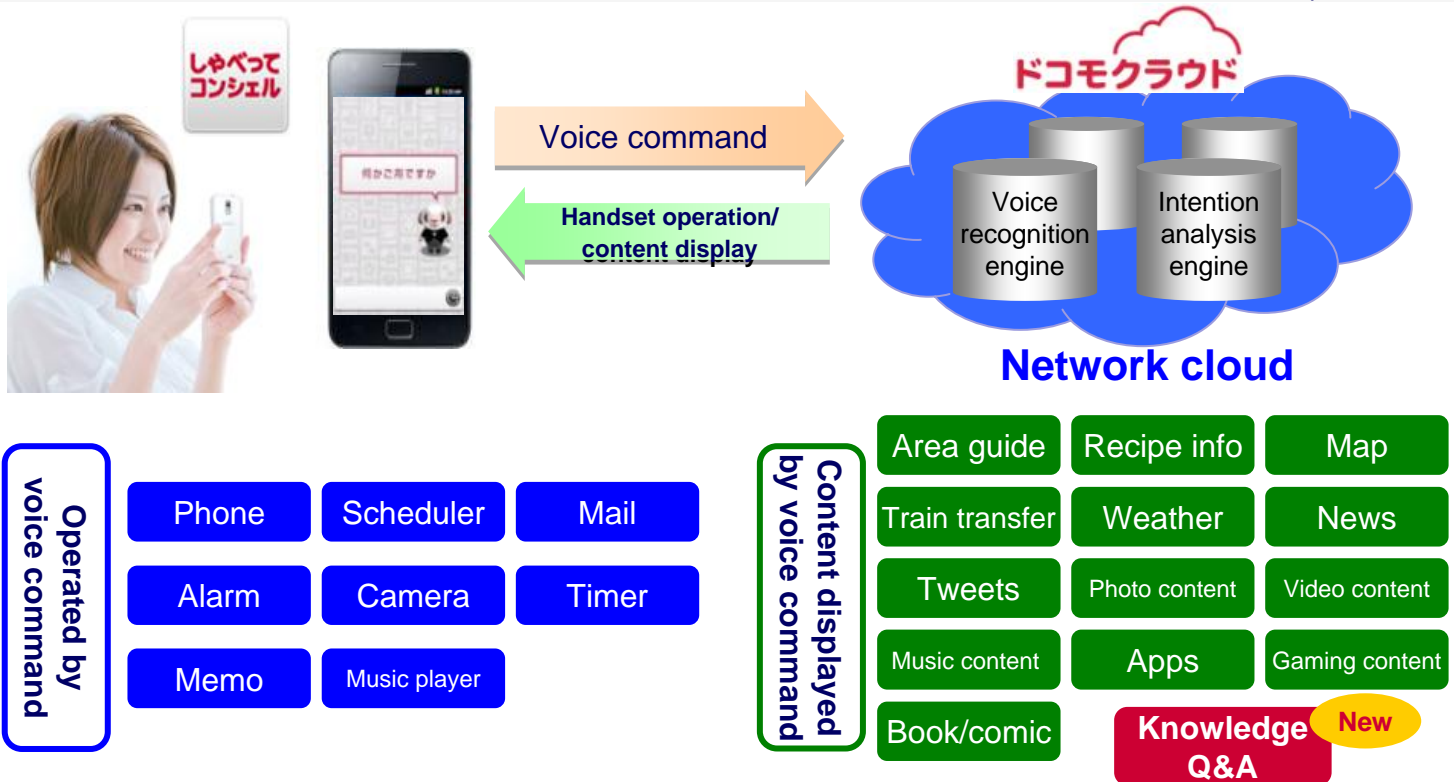
4

Transformation into an Integrated Services Company placing mobile at the core

Cloud Services (1) (“Shabette Concier”)

- Received 3.00 million downloads and approx. 130 million accesses in about 5 months after service launch.* Improved convenience with the addition of knowledge Q&A function in June 2012
- Aim to apply voice agent function to e-commerce services of “dmarket” in the future

* As of July 25, 2012



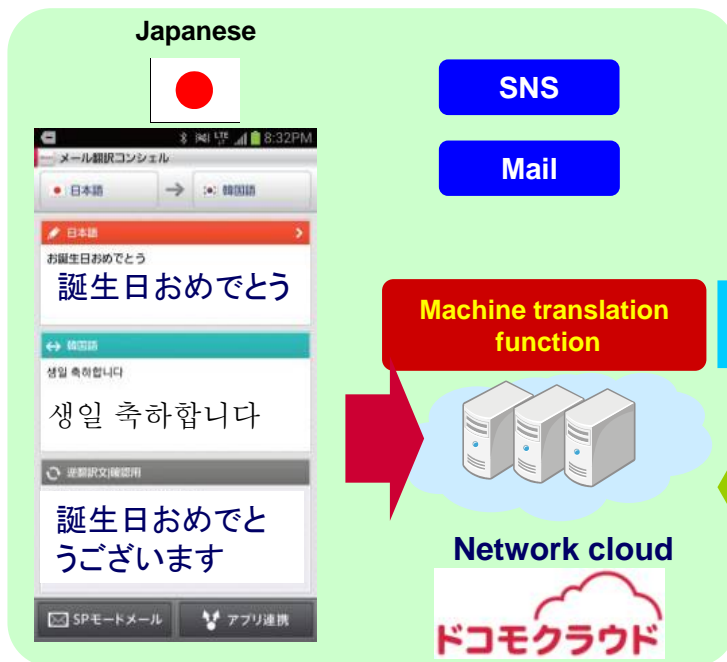
22 Cloud Services (2) (“Mail Hon’yaku Concier”)

- Launched “Mail Hon’yaku Concier” text translation service in June 2012
- Received 100,000 downloads and approx. 1.50 million accesses in approx. 2 months after launch*

*As of July 23, 2012

Mail Hon’yaku Concier

Create message in Japanese



Confirm message in native language

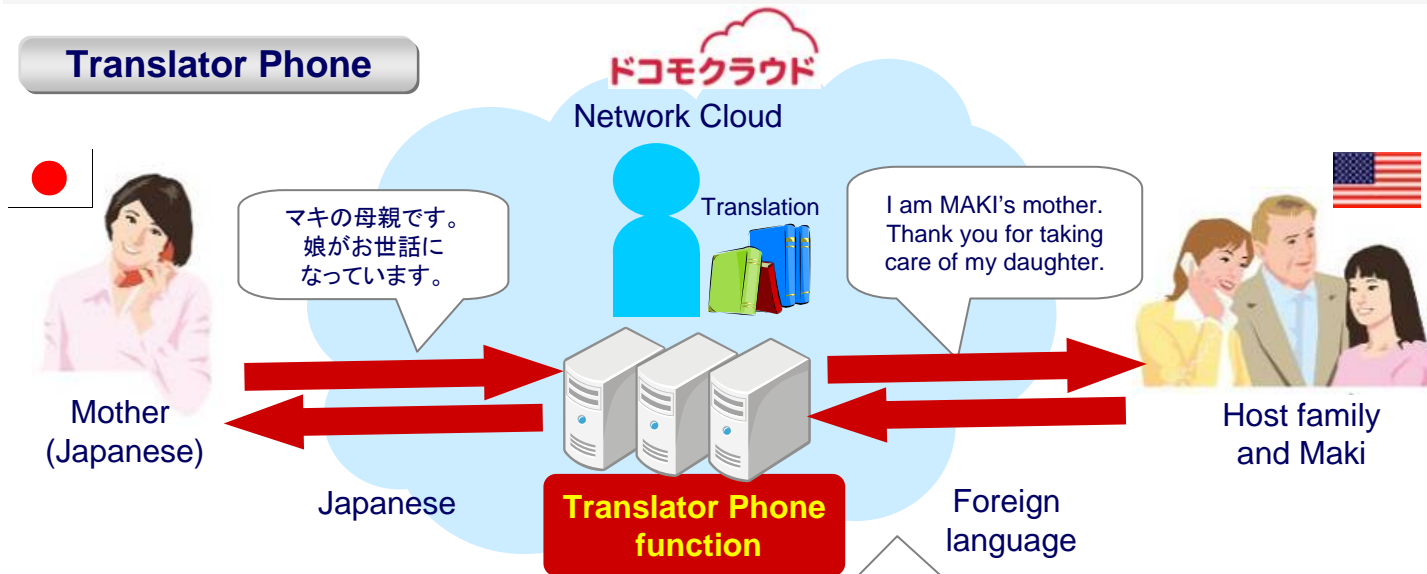


Cloud Services (3) (“Translator Phone”)

- Trial service of “Translator Phone” supporting translation between Japanese and 10 foreign languages in progress since June, aiming for full-commercial introduction in autumn 2012
- Recorded 220,000 accesses in approx. 2 months after launch*

* As of July 23, 2012

Translator Phone



【Supported languages】

Nov. 2011: English, Korean, Chinese

Jun. 2012: French, German, Italian, Spanish,
Portuguese, Thai, Indonesian

Cloud Services (4) (“Photo Collection”)

- “Photo Collection” service planned for launch in August 2012
- Photographs taken by mobile devices are automatically sorted and stored in docomo cloud using a wide variety of high-accuracy image recognition features
- Can also be linked with external services such as Evernote, Eye-Fi, HighCam

Photo Collection

Free of charge
(Up to 5GB)

Automatic upload and
synchronization across
multiple devices

Automatic grouping using
face recognition feature

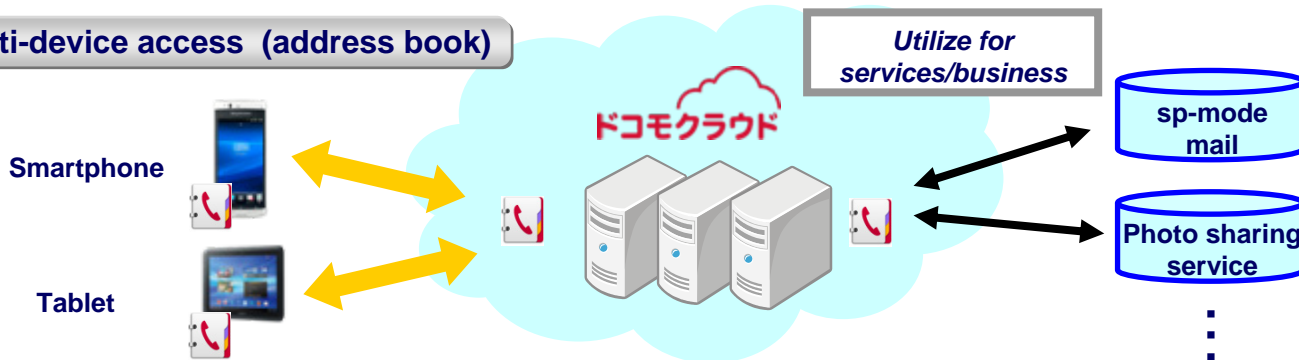
Photos of external services
can also be viewed



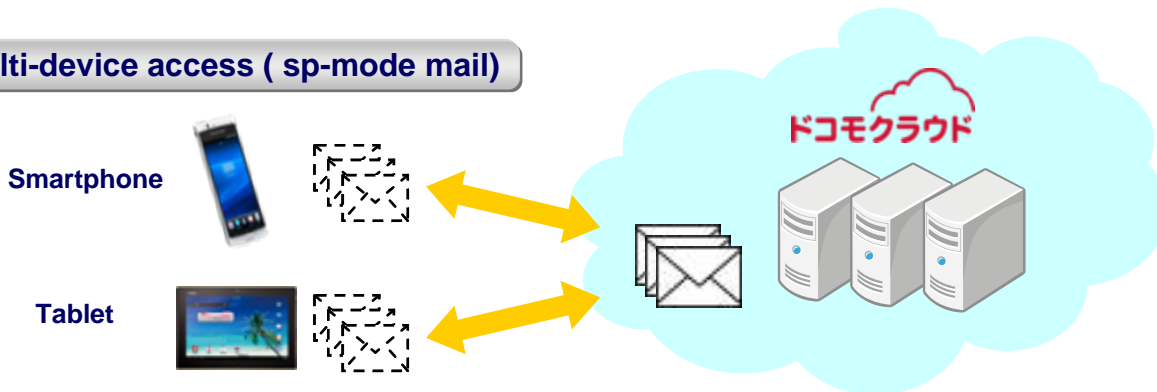
25 Cloud Services (5) (“Multi-Device Support”)

- Plan to start supporting cloud-based multi-device access to address book/email in this winter
- Offers users with greater convenience and peace of mind through constant storage of latest data on the cloud
- Aim for further service expansion through provision of supplementary services utilizing profile data of address book

Multi-device access (address book)



Multi-device access (sp-mode mail)



Enrichment of “dmarket”

- VIDEO store and ANIME stores recording favorable increase in subscriptions and transaction volume
- Plan to introduce multi-device support from August 2012

dmarket



VIDEO Store

Unlimited access to over 5,000 video titles for a flat monthly rate of ¥525
No. of subs topped 2.0 million on July 21, 2012



BOOK Store

Distributes approx. 43,000 popular titles from various publishers



MUSIC Store

Acquired approx. 50,000 subs after “Music Store Selection” launch in July 2012
Offering unlimited access to selected 50 programs from approx. 1 million songs for ¥315/month.



Apps & Review

Introduces selected applications that are fun and convenient from Google Play



ANIME Store

Acquired approx. 40,000 subs after service launch in July 2012. Unlimited access to approx. 500 titles, 8,000 episodes of ANIME content for ¥420/month

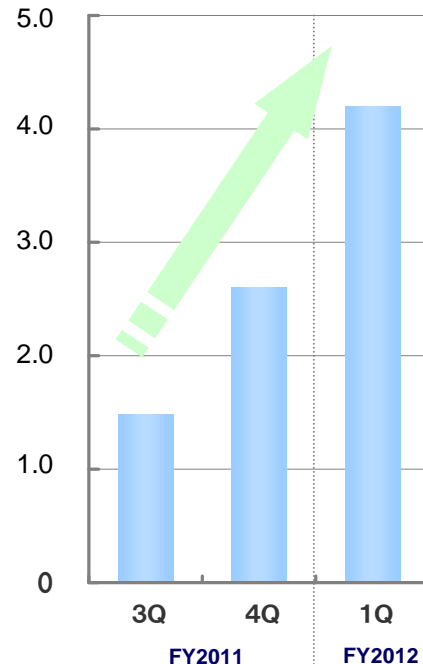
New stores to be added in the future

Gaming

Shopping

...

Growth of dmarket transactions
(Billions of yen)



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- ***Creation of an environment where users can use smartphones securely and conveniently with peace of mind***

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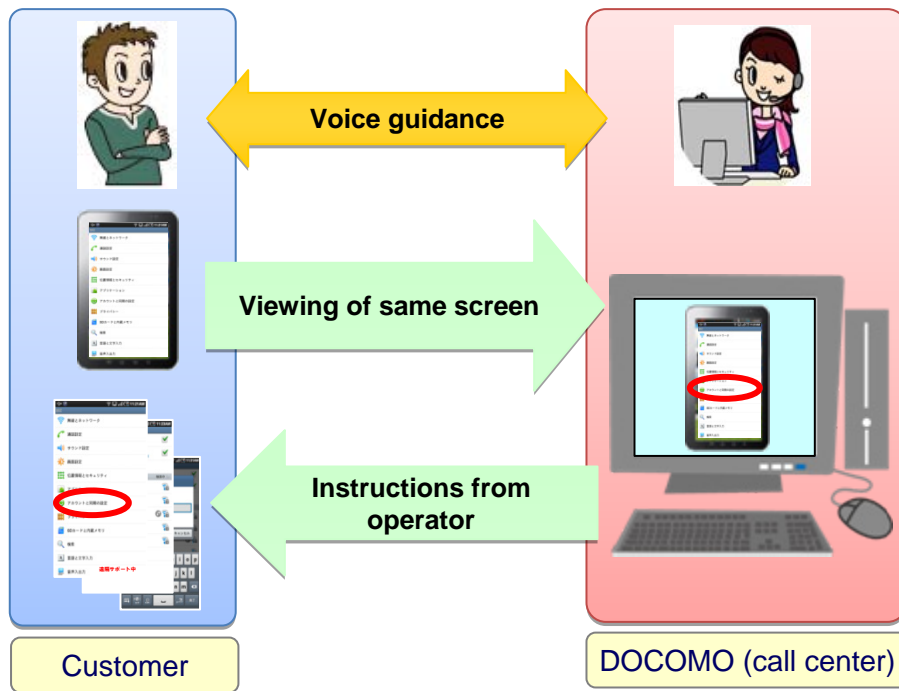
Transformation into an Integrated Services Company placing mobile at the core

Expanded Use of “Smartphone Anshin Remote Support”

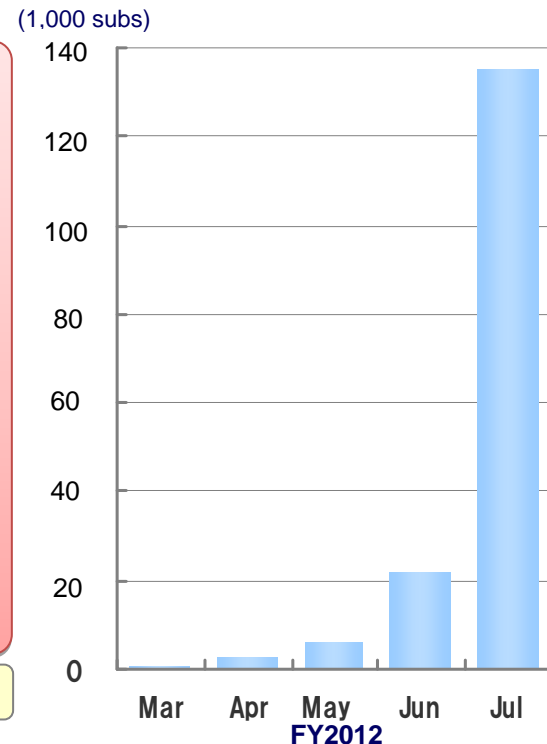
- No. of subs topped 130,000*. All 2012 summer models are compatible with the service
- Aim to facilitate migration to smartphones by eliminating user’s concerns about handset settings or operations

* As of July 23, 2012

“Smartphone Anshin Remote Support”



Anshin Remote Support subs



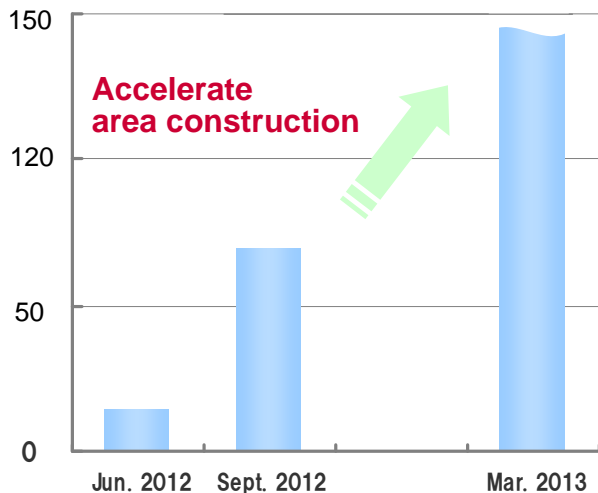
¥420/month (Discounted to ¥126/month if subscribed together with Mobile Phone Protection & Delivery service)

docomo Wi-Fi: Improved Convenience

- Increased no. of access points to 14,200, approx. 1.5 times the level as of Mar. 31, 2012
- Accelerate area construction, aiming to complete roll-out of cumulative 70,000 spots by Sept. 30 and 120,000-150,000 spots by Mar. 31, 2013
- Improved ease of use through provision of “docomo Wi-Fi Kantan Access” application

Increased access points

(1,000 spots)



docomo Wi-Fi Kantan Access app

- No need to input user ID/password each time
- Switch ON/OFF just by clicking screen icon
- Initial settings to be simplified further (Planned for late July 2012)



Service available in outlets with “docomo Wi-Fi” sticker

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- ***Pioneering new business areas with strategic partners and reinforcement of overseas business***

Actions in New Business Areas (1) (Media/Content)

- NOTTV subs reached 95,000*.
NOTTV subscription rate among users purchasing a compatible handset at docomo Shops inside service coverage: Over 60%
- No. of compatible models increased to 7 with the addition of 2012 summer handsets (5 models). Both content and coverage are expanding steadily

*As of July 25, 2012

NOTTV



Coverage expansion (Planned)

● Broadcast “London Olympics”

● Exclusive broadcast of new episode of “Odoru-Daisosasen”



● Coverage of Japan’s largest summer music festival, “SkyPerfect TV Presents FUJI ROCK FESTIVAL ’12”

● Aired “Shini-kare” a drama commemorating opening of NOTTV broadcast station



● Enrichment of “storage-type” broadcast

2012 Apr	South Kanto, Ibaraki (limited areas), Aichi, Mie, Shiga, Kyoto, Nara, Osaka, Hyogo, Hiroshima, Fukuoka, Okinawa
Jul	Okayama
Sept	Shizuoka
Oct	Kumamoto
Nov	Wakayama
Dec	Hokkaido, Miyagi
2013 Jan	Iwate, Yamanashi, Toyama, Ishikawa
Feb	Fukushima, Gunma, Tochigi, Ehime, Kochi

16
prefectures21
prefectures30
prefectures

Actions in New Business Areas (2) (Commerce)

- Acquired additional shares in Tower Record Japan—a powerful brand in the music industry—to turn it into a subsidiary
- Accelerate entry in commerce business, e.g., the fast growing online CD/DVD sales, etc.

Commerce Business

Radishbo-ya Co., Ltd.

(Home food delivery)

- Management participation dispatching 3 management team members from May 2012
- Linkage with “**dmarket**” under study
- Plan to preinstall in smartphones application for registration/introduction to food delivery service



Oak Lawn Marketing, Inc.

(Home shopping service provider)

- **3 straight years of revenue growth** due to contribution of sales via mobile devices/PCs (accounting for **15% of FY2011 sales**)



Turned into subsidiary in July 2012

Tower Records Japan, Inc.

(CD/DVD sales business)

- Investigating ways to link CD/DVD sales, etc. with **dmarket**
- Revenue contribution: **Approx. ¥50.0 billion**

TOWER RECORDS

DOCOMO Insight Marketing, Inc.

(Research business)

docomo
InsightMarketing

* Joint venture with Intage, Inc.

Actions in New Business Areas (3) (Medical/Healthcare)

- In July 2012, established docomo Healthcare, Inc., a joint venture with Omron Healthcare which has a strong track record in health business, eyeing full-scale take-off of healthcare service market. Aim to achieve approx. ¥10.0 billion in revenues in 5 years
- Plan to launch new health-support services within FY2012, integrating existing services of both companies

docomo Healthcare

Existing healthcare services of two companies



Health support service



Health management, disease prevention service



Health management service provided by Omron

Over 1 million subscribers

Exercise support

Walking or other exercise management



Diet support

Meal record, calorie management



Weight reduction

Weight reduction advice



Jogging

Individual workout instructions



Basal body temperature

BBT-based health cycle management



Sleep analysis

Sleep pattern analysis



Lifestyle-related disease

Blood pressure check

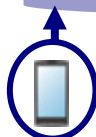


Medical diary

Prescription info management



Life-long healthcare data



Smartphone



Body composition scale



Active mass meter



Thermometer



Sleep meter



Sphygmomanometer



Pharmacy



Hospital

Actions in New Business Areas (4) (Aggregation/Platform)

- Conducted TOB for acquisition of shares in Buongiorno S.p.A, one of Europe's largest mobile service providers
- Completed investment for establishment of joint venture with Baidu, China's leading Internet search service provider
- Promoted platform business for global-scale content distribution

Expansion of service platform business

Up to FY2011

FY2012 and beyond

Service platform business



Expansion of
services &
geographic coverage

36 Strategic Partnerships with Overseas Carriers

- Created a structure for collaboration with overseas carriers/platform providers for the provision of global M2M services
- Capture multinational clients and provide one-stop solutions through the cooperation with CONEXUS Mobile Alliance and Vodafone group in the areas of enterprise marketing and international roaming, etc.

Global M2M platform



Entered into basic agreement for cooperation for global M2M service deployment

CONEXUS-Vodafone cooperation

Customer base of 350 million+

Customer base of 400 million

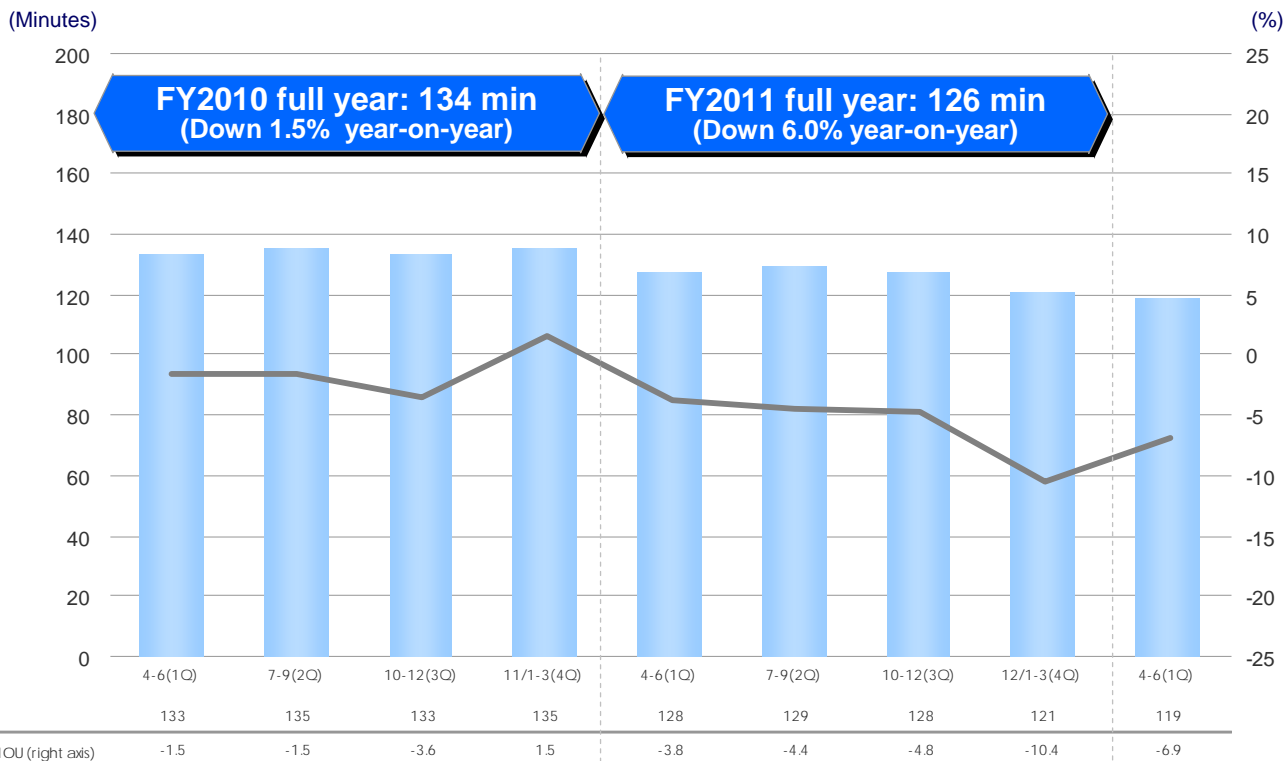


Cooperation for enterprise marketing, international roaming, etc.

NTT
docomo

Appendices

- FY2012/1Q (three months) MOU: 119 minutes (Down 6.9% year-on-year)



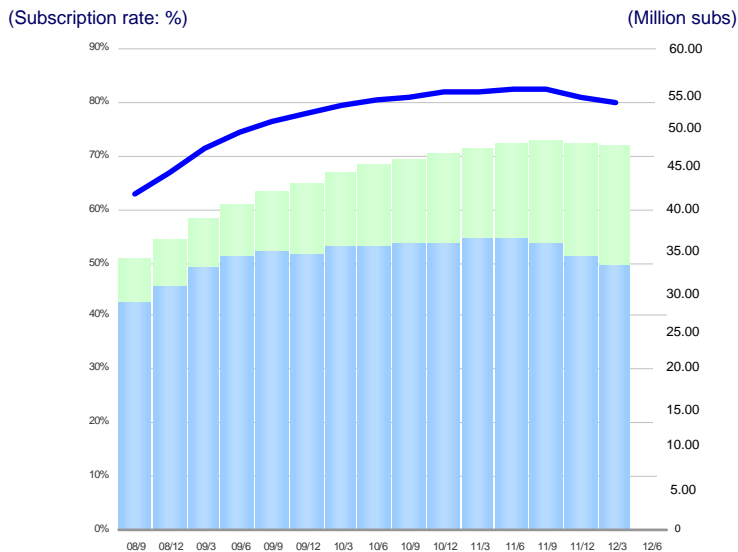
◆ For an explanation of MOU, please see "Definition and Calculation Methods of MOU and ARPU" in this document

41 50%-OFF Monthly Charge Discount Plans/“Value Plan”

- Subscription rate of billing plans offering 50% discount on basic monthly charge grew to approx. 80%
→ Negative revenue impact became insignificant
- Growth of “Value Plan” subs has slowed after topping 45.00 million (Over 70% subscription rate)

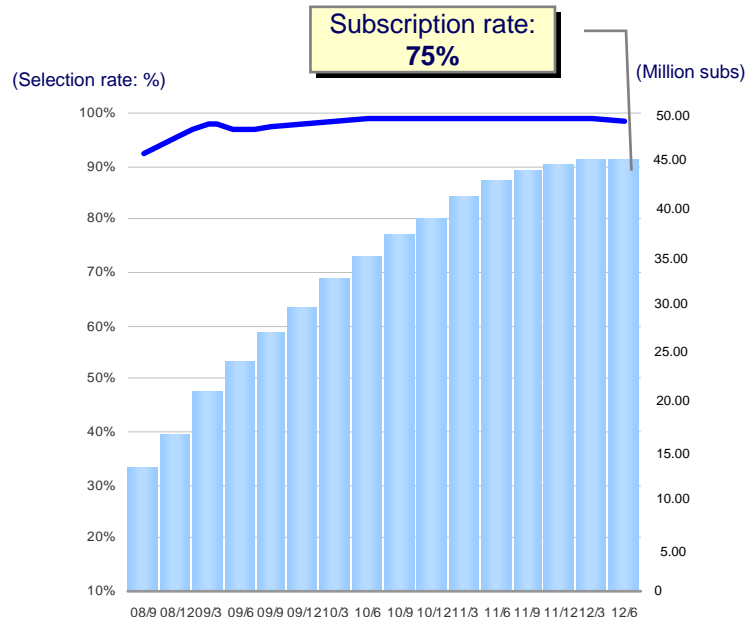
50%-OFF Monthly Charge Discount Plans No. of subs and subscription rate

- : 50%-OFF monthly charge discount plan subscription rate
- : No. of users subscribing to “Family Discount”¹ + “Ichinen Discount” for over 10 years
- : No. of “MAX Discount”² subscriptions



“Value Plan” subscriptions/ “Value Course” selection rate

- : “Value Course” selection rate³
- : No. of “Value Plan” subscriptions

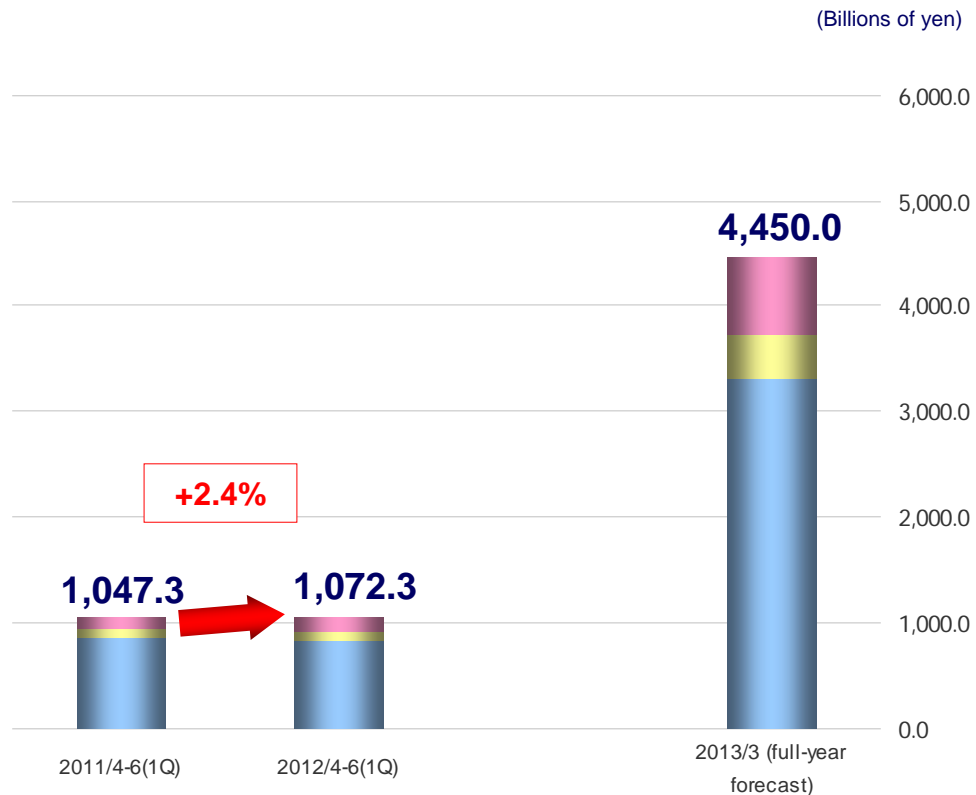


*1: Inclusive of “Office Discount” and “Business Discount” subscriptions

*2: “Fami-wari MAX 50”, “Hitoridemo Discount 50%”, “Business Discount 50” and “Office-wari MAX 50”

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

Operating Revenues

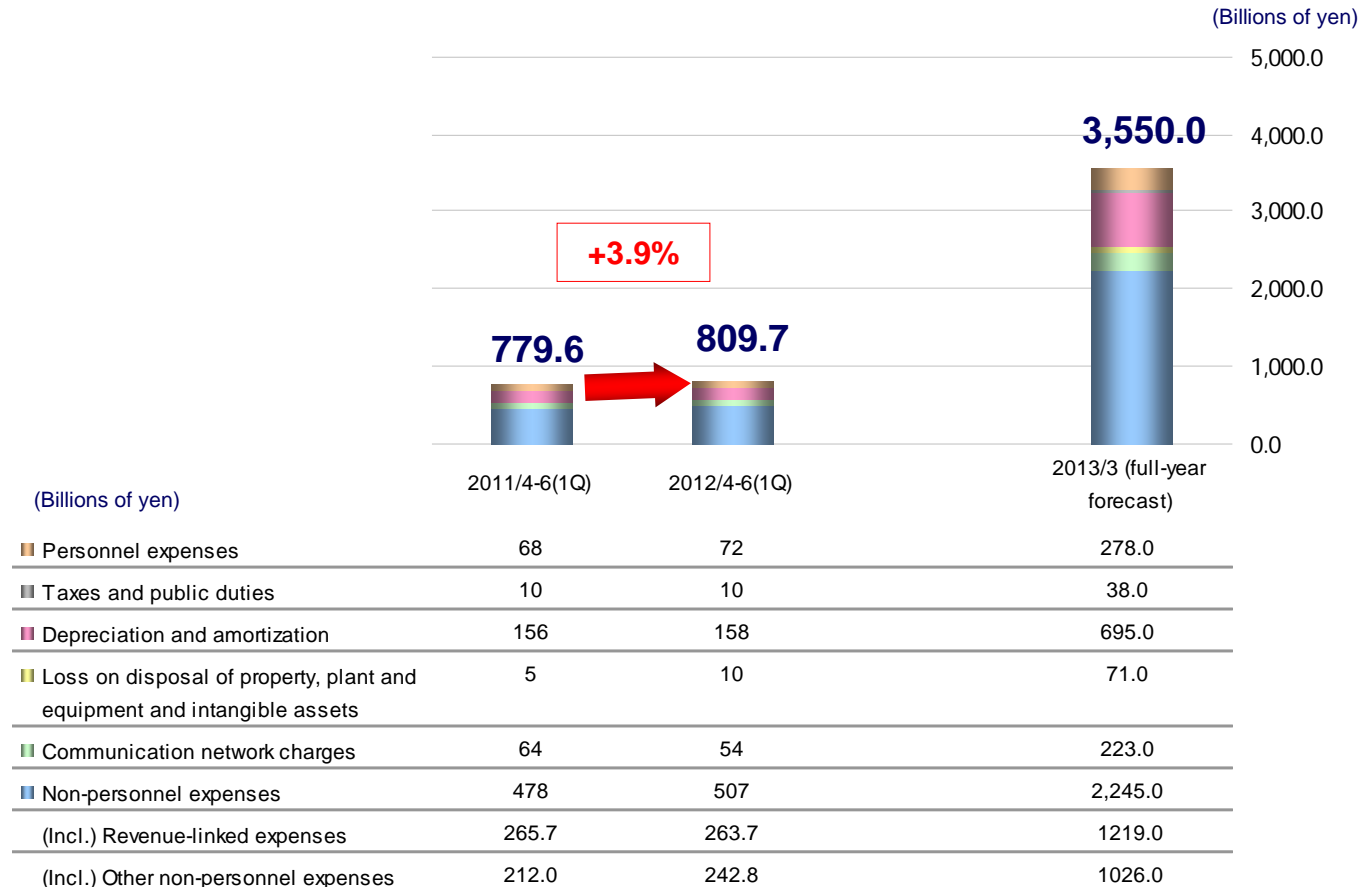


(Billions of yen)

■ Equipment sales revenues	113.2	148.8	725.0
■ Other revenues	83.5	96.3	421.0
■ Cellular services revenues (voice, packet)	850.6	827.2	3,304.0

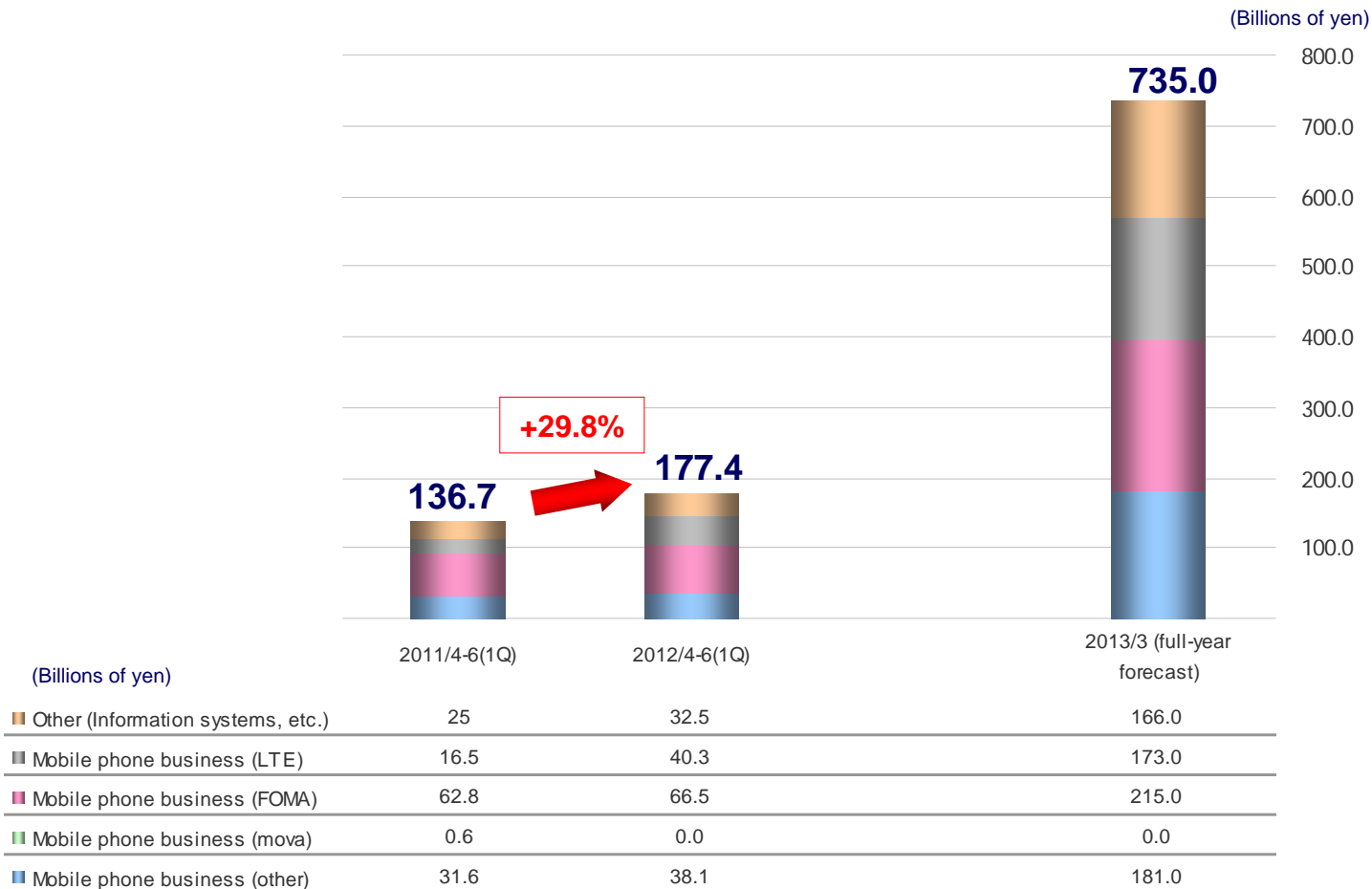
◆ "International services revenues" are included in "Cellular services revenues (voice, packet)"

Operating Expenses



*Revenue-linked expenses: Cost of equipment sold + commissions to agent resellers + cost of docomo point service

Capital Expenditures



Operational Results and Forecasts

			2011/6 (1)	2012/6 (2)	Changes (1) → (2)	2013/3 (Full-year forecast)	
Cellular Phone	Number of subscriptions (thousands) *		58,415	60,396	+1,981	62,930	
	FOMA		57,324	57,079	-245	52,640	
	Xi		121	3,317	+3,195	10,290	
	i-mode		47,450	40,336	-7,114	34,170	
	sp-mode		3,296	11,469	+8,173	19,130	
	Communication module services		2,030	2,457	+427	2,780	
	Total handsets sold		4,645	5,167	+522	23,800	
	Handsets sold (thousands) <small>(Including handsets sold without involving sales by DOCOMO)</small>	Xi	New	97	464	+366	-
			Replacement	1	686	+685	-
			Other	0	48	+48	-
		FOMA	New	1,161	1,140	-22	-
			Migration	208	4	-204	-
			Other	3,176	2,826	-350	-
	Churn rate (%)		0.49	0.74	+0.25points	-	
	ARPU (yen)		4,960	4,650	-310	4,570	
	Voice ARPU (yen)		2,340	1,900	-440	1,690	
	Packet ARPU (yen)		2,620	2,750	+130	2,880	
MOU (minutes)		128	119	-9	-		

* Data for first quarter (Apr-Jun) of the fiscal year ended March 31, 2012 include numbers for mova service that was terminated on March 31, 2012

◆ For an explanation of MOU and ARPU, please see "Definition and Calculation Methods of MOU and ARPU" in this presentation

◆ **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. This definition applies to all ARPU figures herein.

◆ **Aggregate ARPU : Voice ARPU + Packet ARPU**

- ◇ **Voice ARPU** : Voice ARPU-related revenues (basic monthly charges, voice communication charges) / No. of active subscriptions
- ◇ **Packet ARPU**: Packet ARPU-related revenues (basic monthly charges, packet communication charges) / No. of active subscriptions

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

◆ **Active Subscriptions Calculation Methods:**

Sum of No. of active subscriptions for each month ((No. of subscriptions at the end of previous month + No. of subscriptions at the end of current month) / 2) during the relevant period

Note: Subscriptions and revenues for Communication Module service, Phone Number Storage and Mail Address Storage service are not included in the ARPU and MOU calculations.

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

i. EBITDA and EBITDA margin

	Billions of yen	
	Three months ended June 30, 2011	Three months ended June 30, 2012
a. EBITDA	¥ 427.1	¥ 425.1
Depreciation and amortization	(155.8)	(157.5)
Loss on sale or disposal of property, plant and equipment	(3.6)	(5.0)
Operating income	267.7	262.6
Other income (expense)	2.5	2.2
Income taxes	(109.4)	(102.0)
Equity in net income (losses) of affiliates	(2.2)	(0.8)
Less: Net (income) loss attributable to noncontrolling interests	0.1	2.4
b. Net income attributable to NTT DOCOMO, INC.	158.7	164.3
c. Operating revenues	1,047.3	1,072.3
EBITDA margin (=a/c)	40.8%	39.6%
Net income margin (=b/c)	15.2%	15.3%

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

ii. ROCE after tax effect

	Billions of yen	
	Three months ended June 30, 2011	Three months ended June 30, 2012
a. Operating income	¥ 267.7	¥ 262.6
b. Operating income after tax effect {=a*(1-effective tax rate)}	158.5	162.6
c. Capital employed	5,304.9	5,346.3
ROCE before tax effect (=a/c)	5.0%	4.9%
ROCE after tax effect (=b/c)	3.0%	3.0%

Notes: Capital employed = Two period ends average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities)

Interest bearing liabilities = Current portion of long-term debt + Short-term borrowings + Long-term debt

The effective tax rate for the three months ended June 30, 2011 was 40.8%.

The effective tax rate for the three months ended June 30, 2012 was 38.1%.

iii. Free cash flows excluding irregular factors and changes in investments for cash management purposes

	Billions of yen	
	Three months ended June 30, 2011	Three months ended June 30, 2012
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 82.5	¥ (30.1)
Irregular factors (1)	-	(13.0)
Changes in investments for cash management purposes(2)	(169.7)	159.9
Free cash flows	(87.2)	116.8
Net cash used in investing activities	(359.4)	(56.9)
Net cash provided by operating activities	272.2	173.7

Note: (1) Irregular factors represent the effects of uncollected revenues due to a bank closure at the end of the fiscal period.

(2) 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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