



IR Presentation

September 2014



1. Selected Financial/ Operational Data



2. Progress of Actions Undertaken

Selected Financial Data

U.S.
GAAP

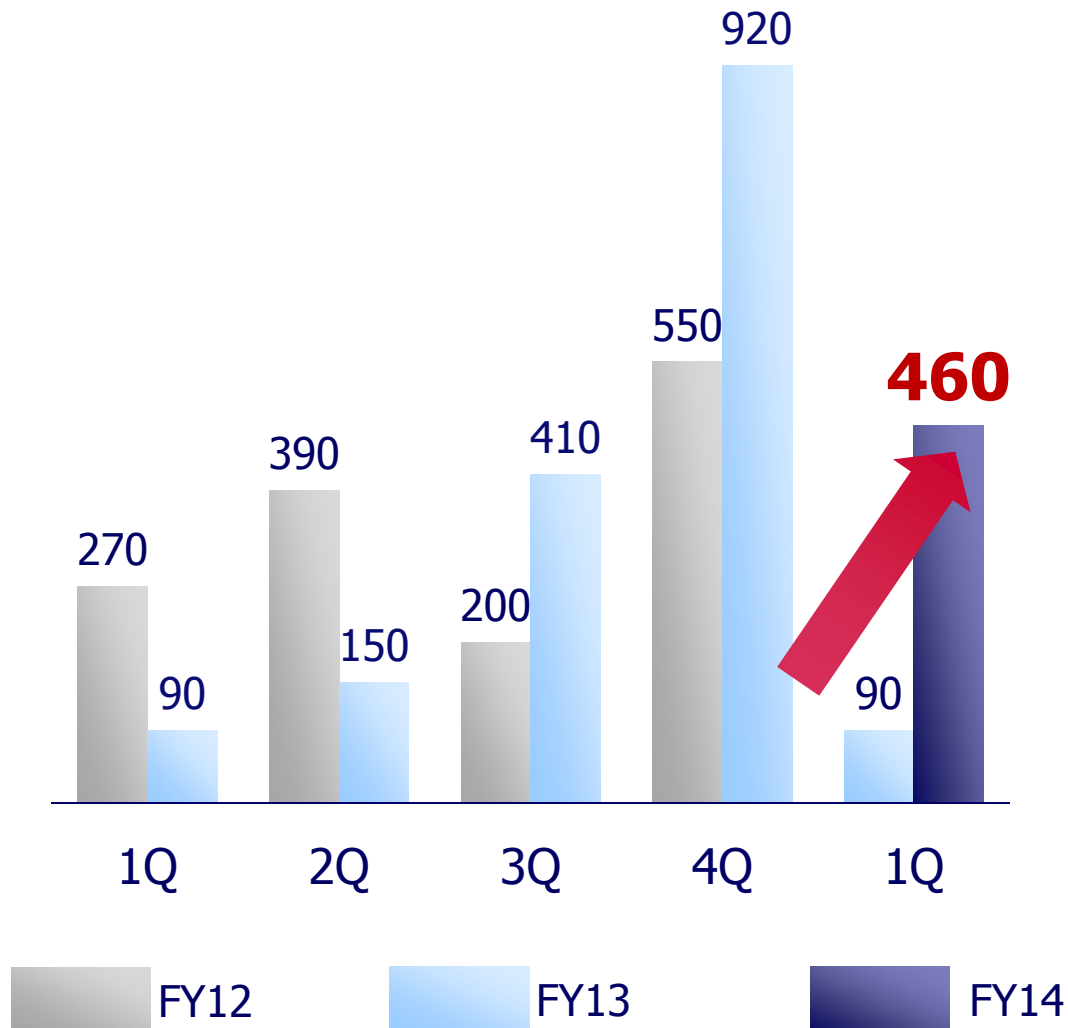
(Billions of yen)	FY2013 Full year (1)	FY2014 Full-year forecast (2)	Changes (1) → (2)	FY2013 Apr-Jun (3)	FY2014 Apr-Jun (4)	Changes (3)→(4)
Operating revenues	4,461.2	4,590.0	+128.8	1,113.6	1,075.3	-38.3
Operating expenses	3,642.0	3,840.0	+198.0	866.1	865.7	-0.4
Operating income	819.2	750.0	-69.2	247.5	209.6	-37.8
Net income attributable to NTT DOCOMO, INC.	464.7	480.0	+15.3	158.0	136.4	-21.6
EBITDA margin (%) ^{*1}	35.2	32.7	-2.5	37.8	36.0	-1.8
Capital expenditures	703.1	690.0	-13.1	145.4	148.5	+3.1
Free cash flow ^{*1*2}	257.2	280.0	+22.8	16.8	-24.1	-40.8

*1: 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

*2: Adjusted free cash flow excludes the effects of uncollected revenues caused by bank holidays at the end of the fiscal term or the of transfer of receivables of telephone charges to NTT FINANCE CORPORATION, and changes in investments for cash management purposes with original maturities of longer than three months.

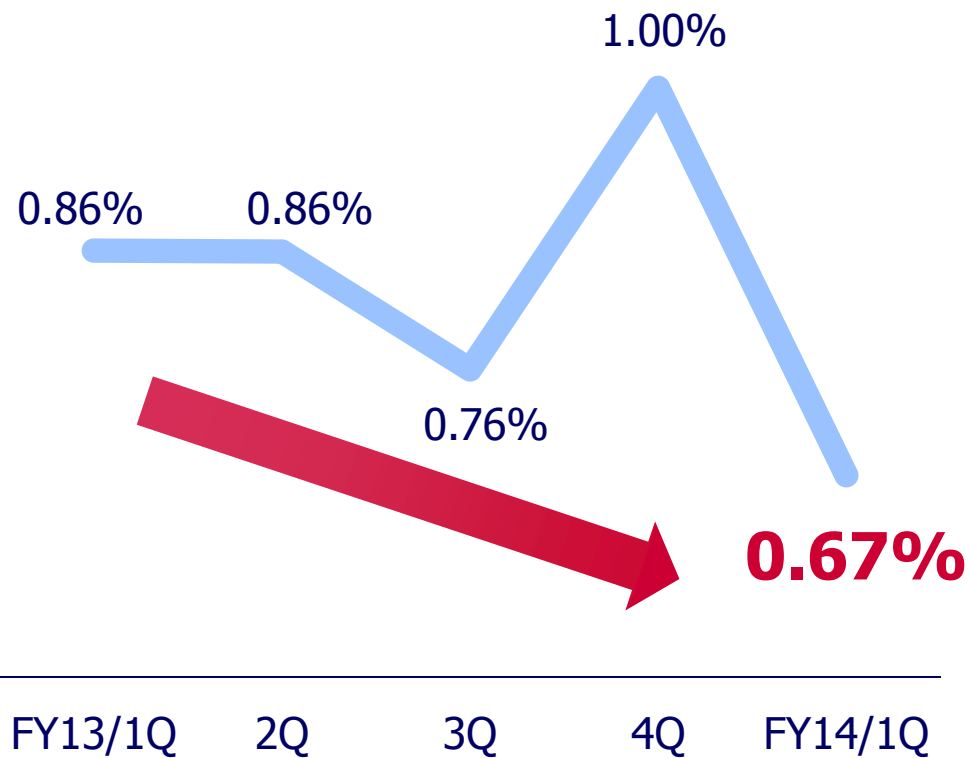
Net Additions

(1,000 subs)



**DOCOMO's
competitiveness
improving
significantly**

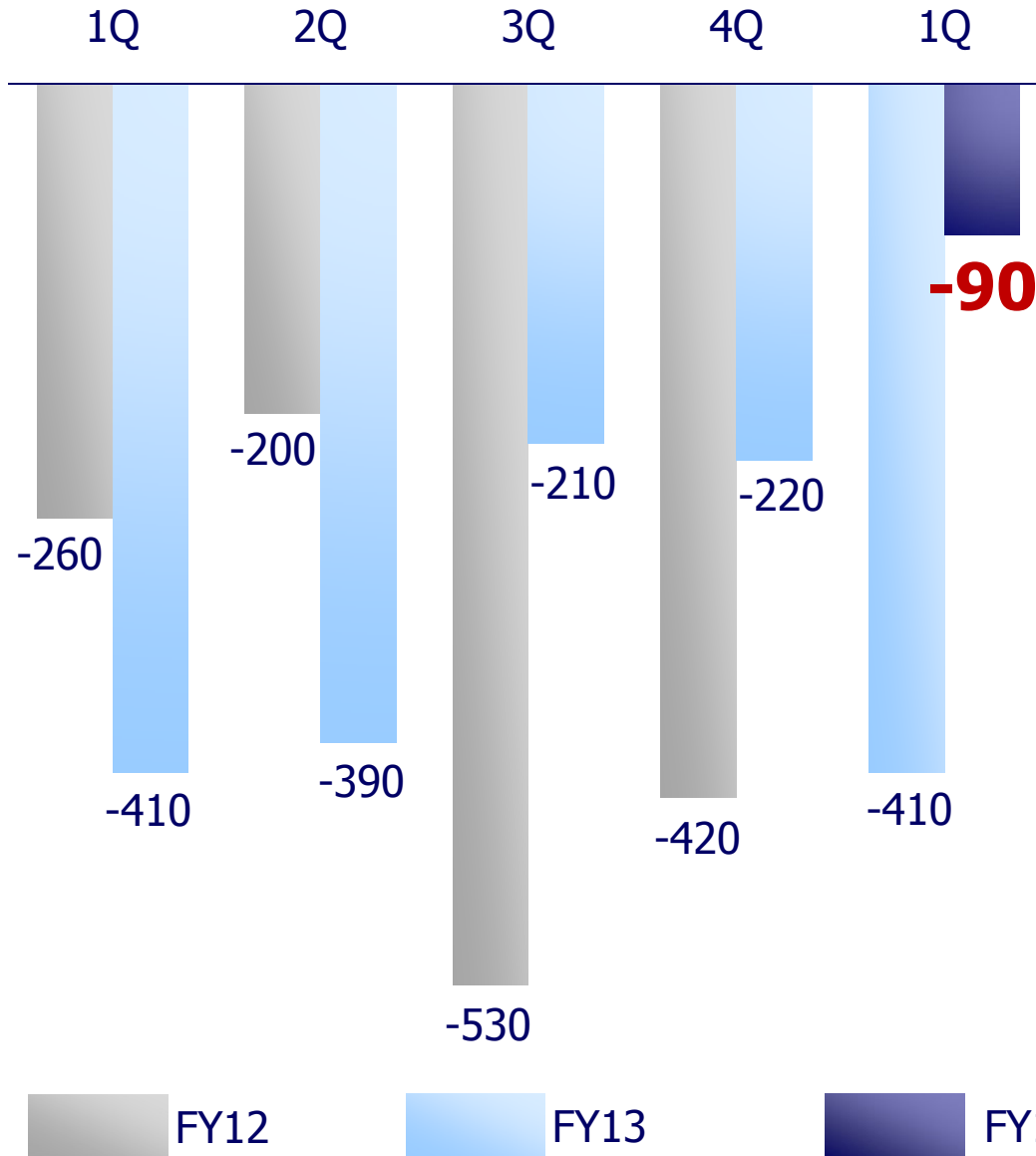
Churn Rate



**Trend of
improvement
driven by
young users**

MNP Performance

(1,000 subs)



Improving significantly

Smartphone Users

(Million subs)

% of LTE-enabled
smartphone users

83%

60%

20.39

25.34

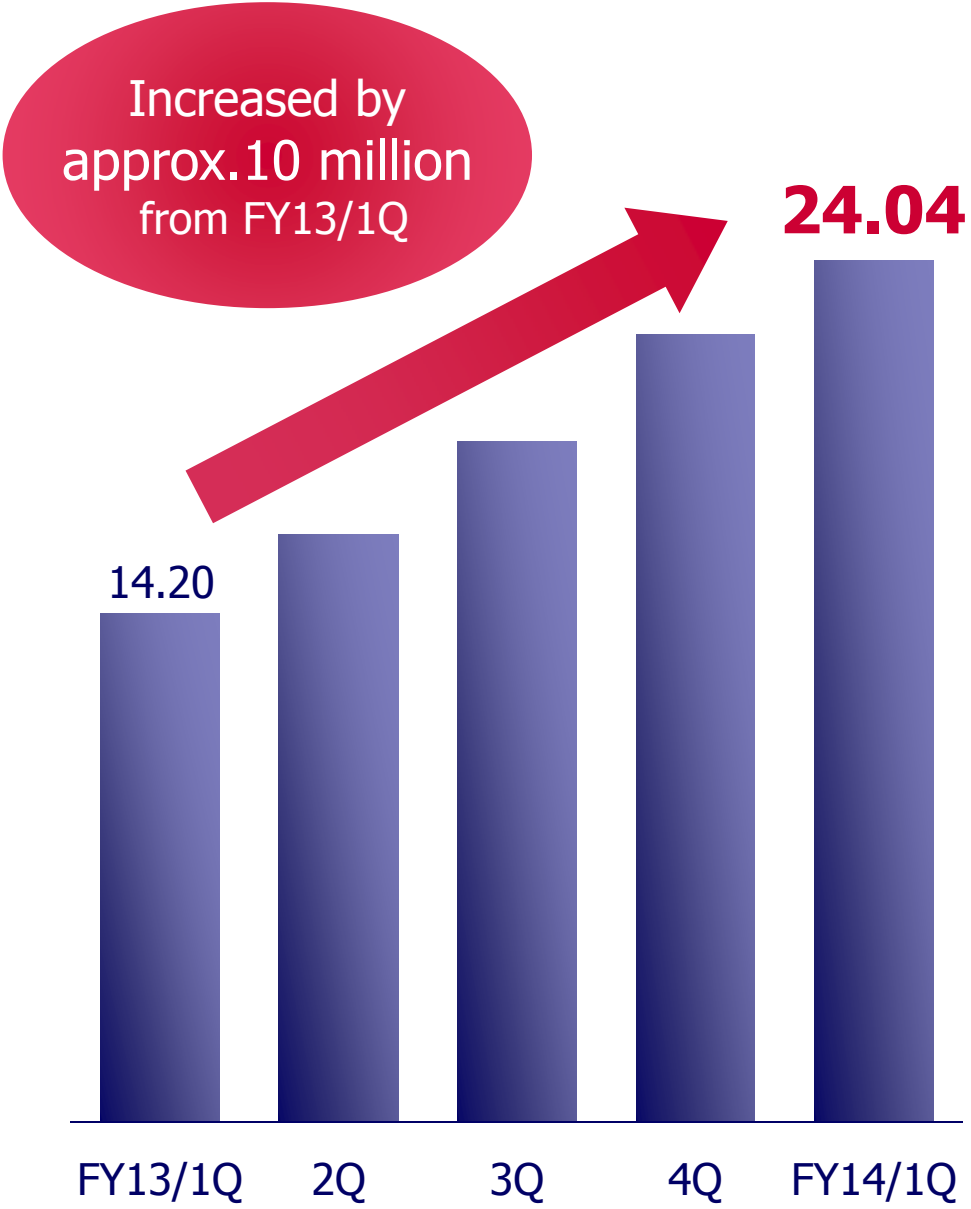
**Smartphone users:
Topped 25 million**

**% of LTE smartphones:
Over 80% of total**

FY13/1Q 2Q 3Q 4Q FY14/1Q

LTE Subscriptions

(Million subs)



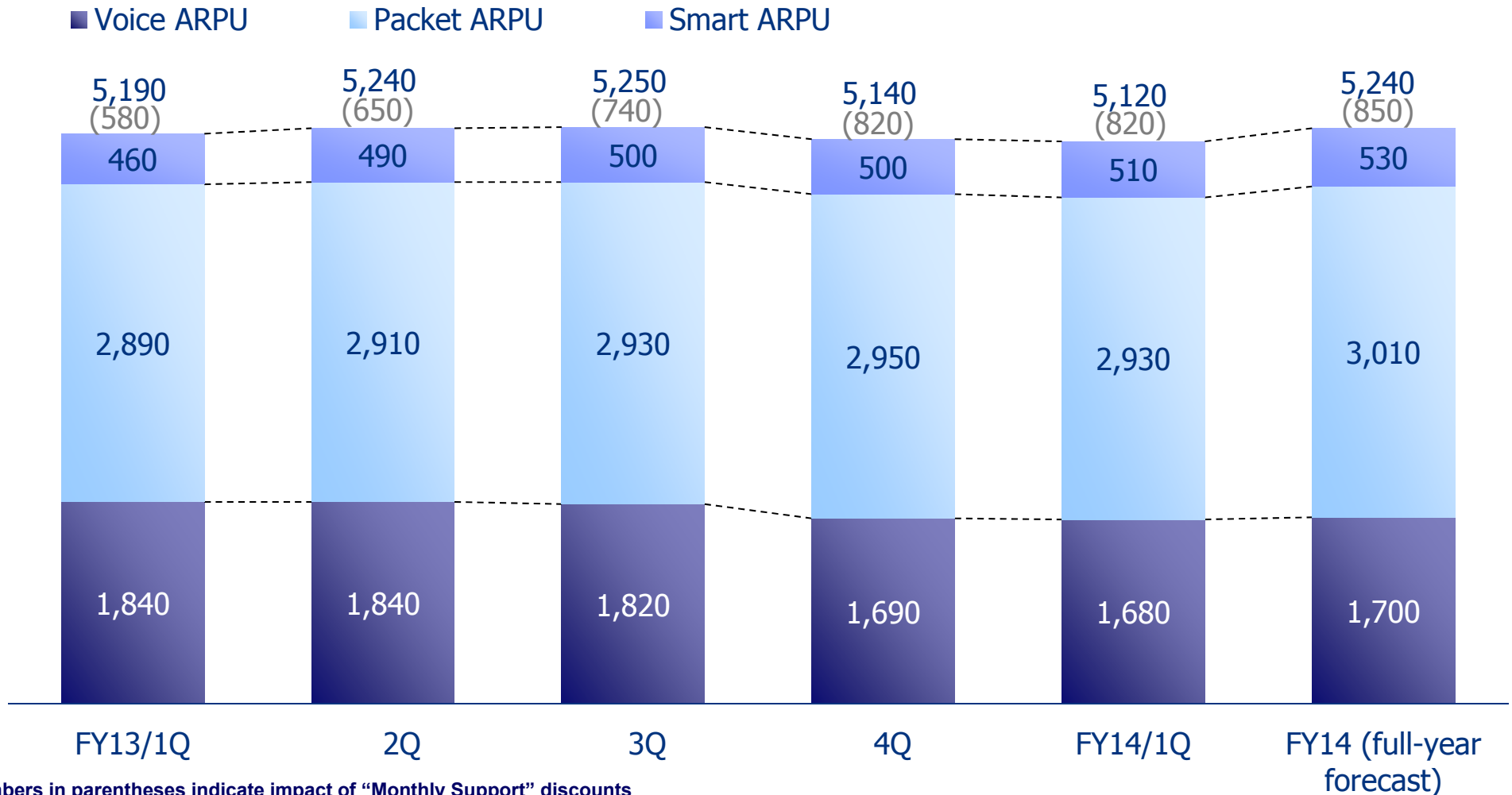
**Grew to
over 24 million**

Aggregate ARPU

(Exclusive of "Monthly Support" Impact)

Aim to boost packet & smart ARPU even further

(Yen)



* Numbers in parentheses indicate impact of "Monthly Support" discounts

- ◆ Smart ARPU is not impacted by "Monthly Support" discounts
- ◆ ARPU data contained in this document are calculated based on the new ARPU definition
- ◆ For an explanation on ARPU, please see slide "Definition and Calculation Methods of ARPU and MOU" in this document



1. Selected Financial/ Operational Data



2. Progress of Actions Undertaken

FY2014: Planned Actions

Actions for establishing a growth track

Aggressively promote the new billing plan toward new growth of mobile business

Step up smartphone sales and stimulate demand for multi-device ownership to boost packet revenues

Enrich service portfolio to differentiate ourselves from the competition and expand new businesses

Install another 40,000 LTE base stations to construct the strongest LTE network

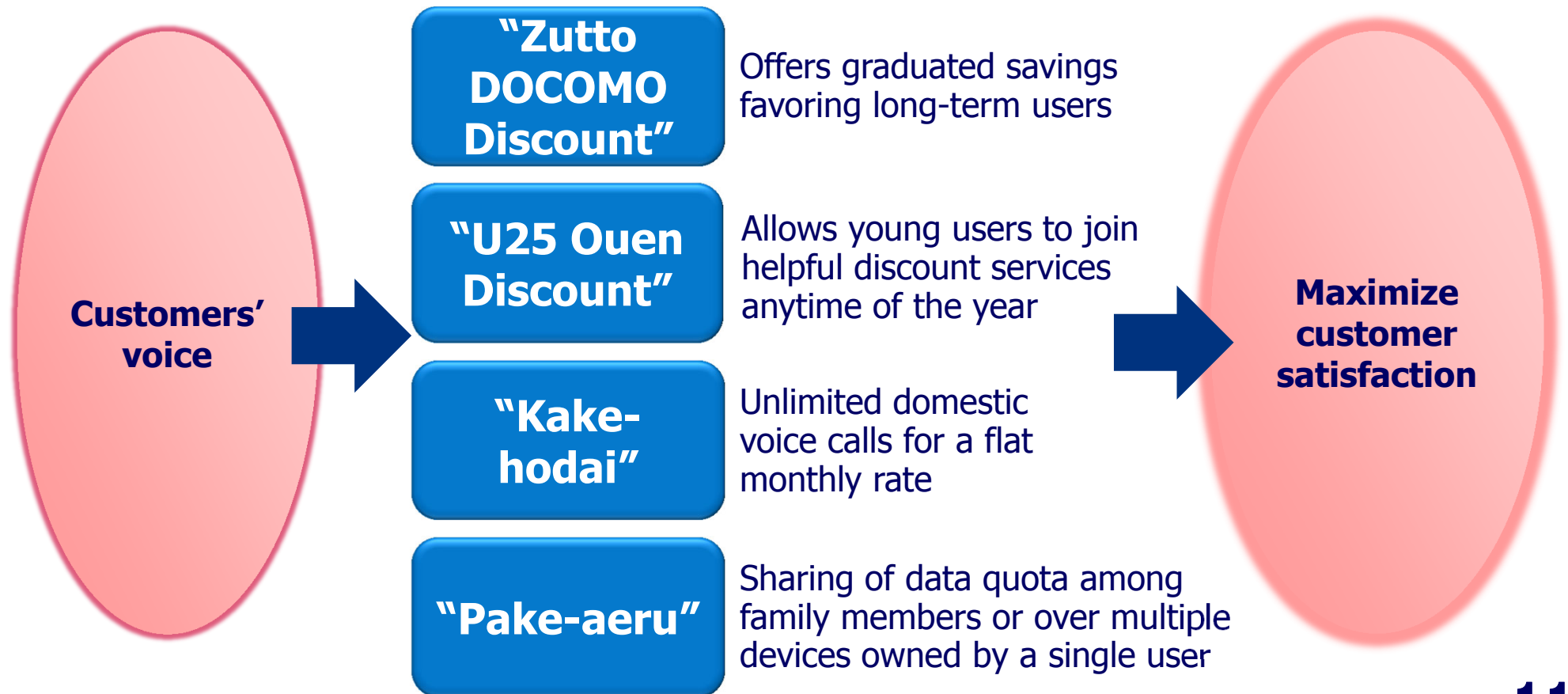
Move ahead with business structure reform and reconstruction to realize strategic shift of resources

New Billing Plan

Novel billing plan developed in anticipation of future needs

“Kake-hodai & Pake-aeru”

- Applicable to smartphones, mobile phones and M2M devices-



New Billing Plan

Toward new growth of mobile business

“Kake-hodai & Pake-aeru”

Promote packet usage

Stimulate
voice communication

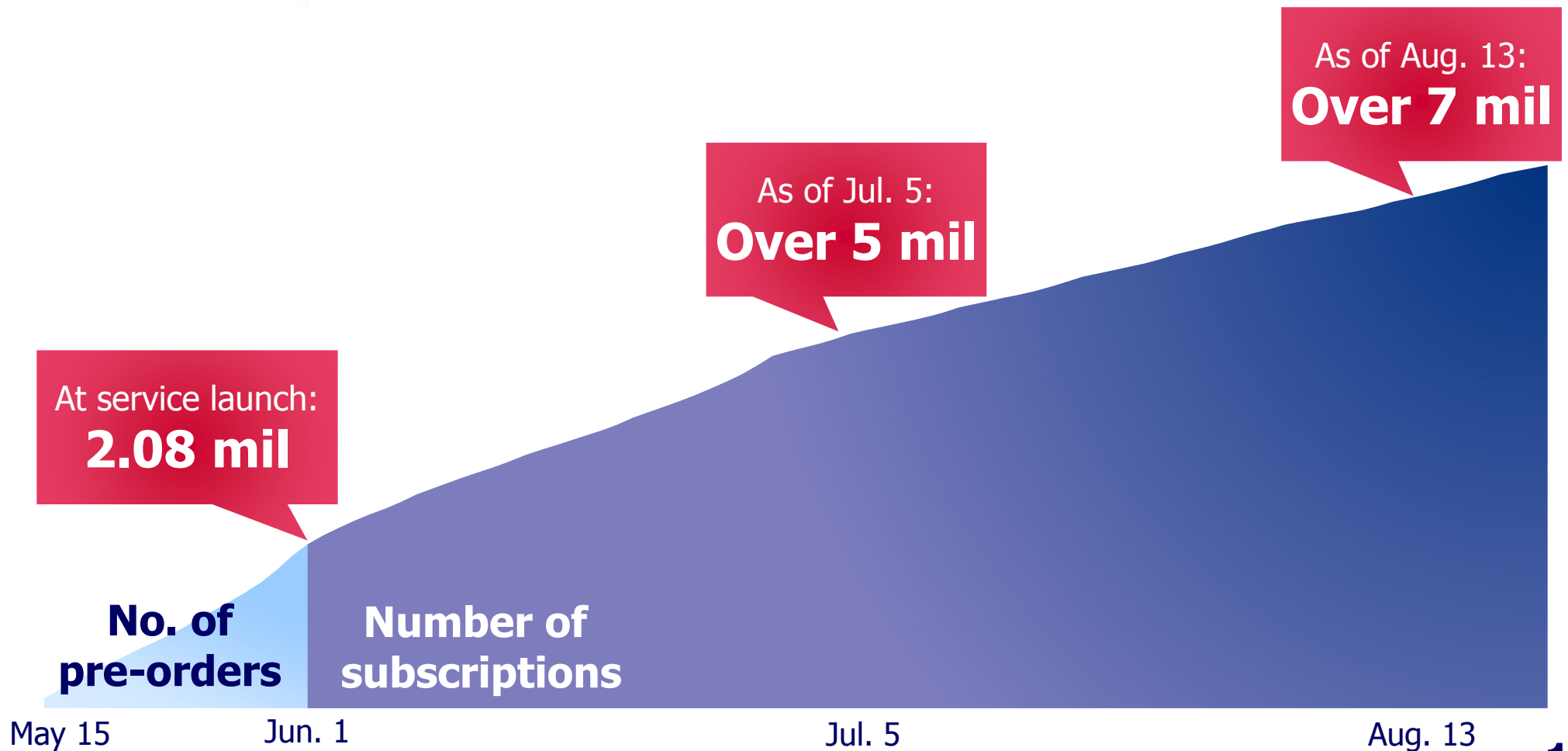
Expand
subscriber base

Optimize handset
sales expenses

New Billing Plan Subscriptions

No. of subs: To exceed 7 million

“Kake-hodai & Pake-aeru”



VoLTE

Japan's first premium-quality voice service Launched June 24, 2014

VoLTE

Combined sales of
5 VoLTE-enabled
models:

Approx.
950,000 units*



GALAXY S5
SC-04F



Xperia™ Z2
SO-03F



AQUOS ZETA
SH-04F



AQUOS PAD
SH-06F



ARROWS NX
F-05F



Xperia™ Z2 Tablet
SO-05F

Compatibility
to be
introduced
late Sept

* As of Sep. 27, 2014.

iPad

Stimulating demand for a second mobile device

New billing plan applicable

"Kake-hodai & Pake-aeru"

Launched
Jun. 10, 2014

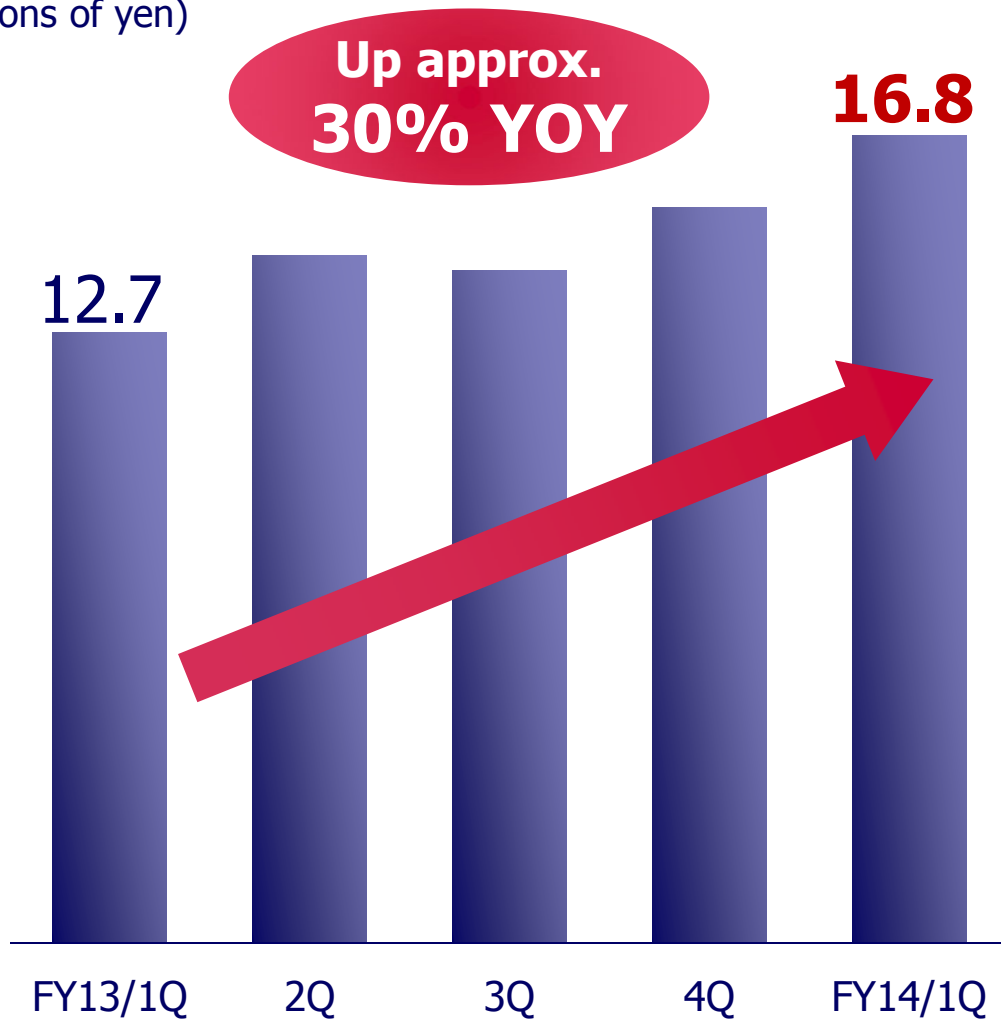
1GB free bonus packets to iPad subs



Total "dmarket" Transactions

Growing steadily

(Billions of yen)



**For entire FY14
Target:
¥90 billion**

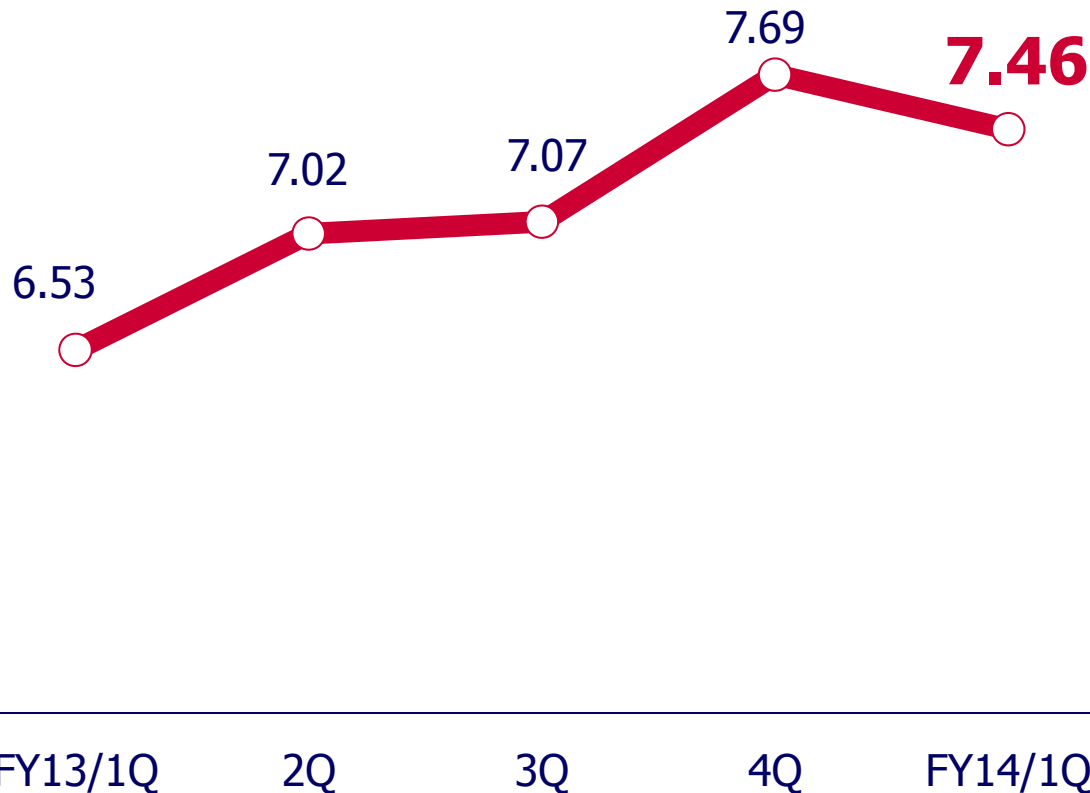
"dmarket" Subscriptions

Aim for further increase

(Million subs)



"dmarket"



No. of subs (As of Jun. 30, 2014)

"dvideo" 4.13 million subs
"d anime store" 1.14 million subs

New

"dhits"

¥500/month service:
460,000 subs

¥300/month service:
1.54 million subs

New

"dmagazine"

90,000 subs

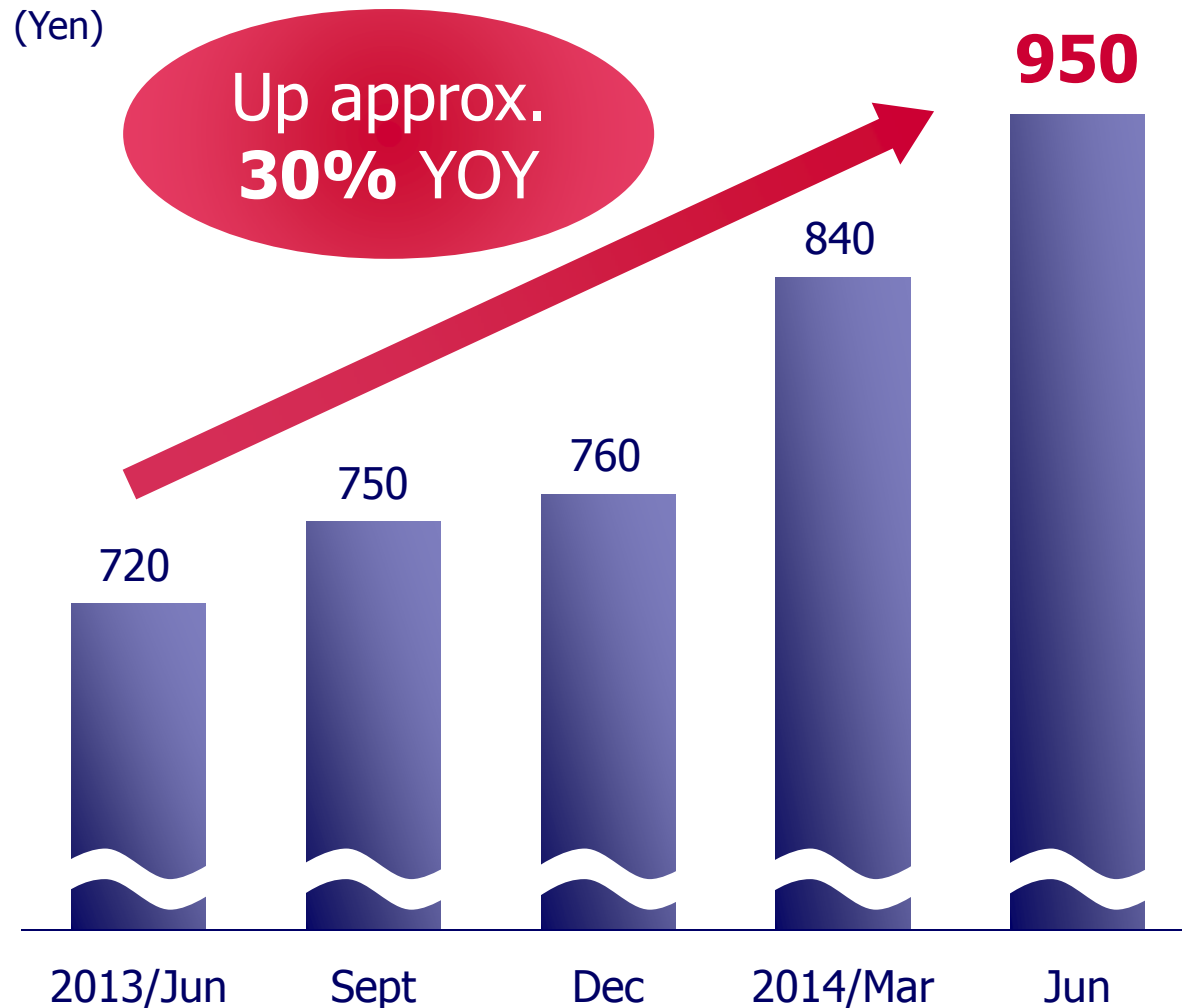
"dkids"

90,000 subs

* No. of "dmarket" subscriptions above accounts for only monthly subscriptions and one-time transactions are not included

Historical Growth of “dmarket” Usage Per Subscriber

Subscribers’ usage growing steadily



Key Factors driving growth

d “dtravel”

Transaction volume rising rapidly in line with expansion of user base

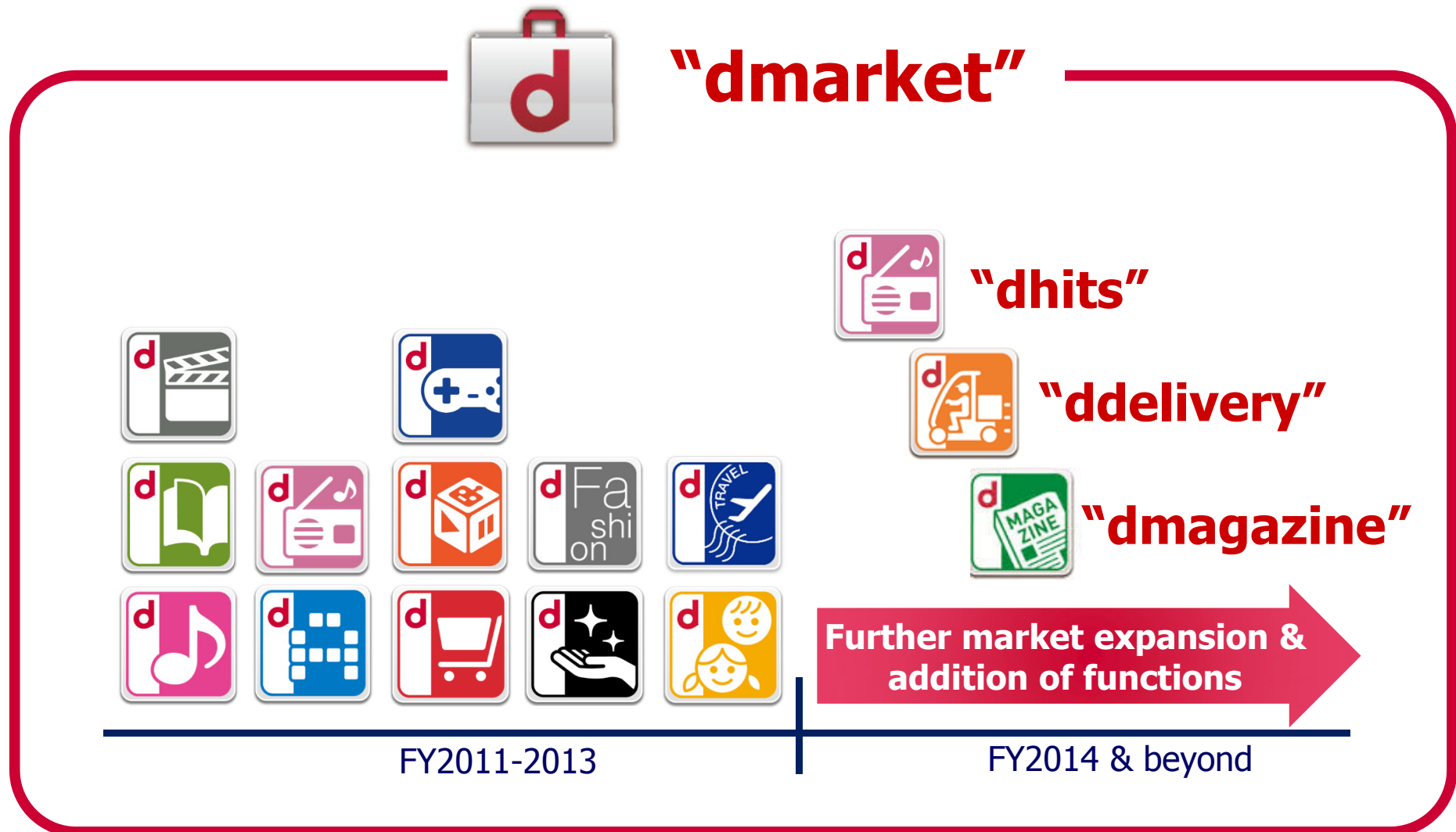
d “dhits”

Transaction volume showing an increase after launch of ¥500/month service

* “dmarket” usage per subscriber herein is calculated excluding consumption tax (“dmarket” usage per subscriber in the presentation materials for FY2013/1-3Q results dated Jan. 31, 2014 and FY2013 full-year results dated Apr. 25, 2014 was calculated inclusive of consumption tax)

Service Enrichment

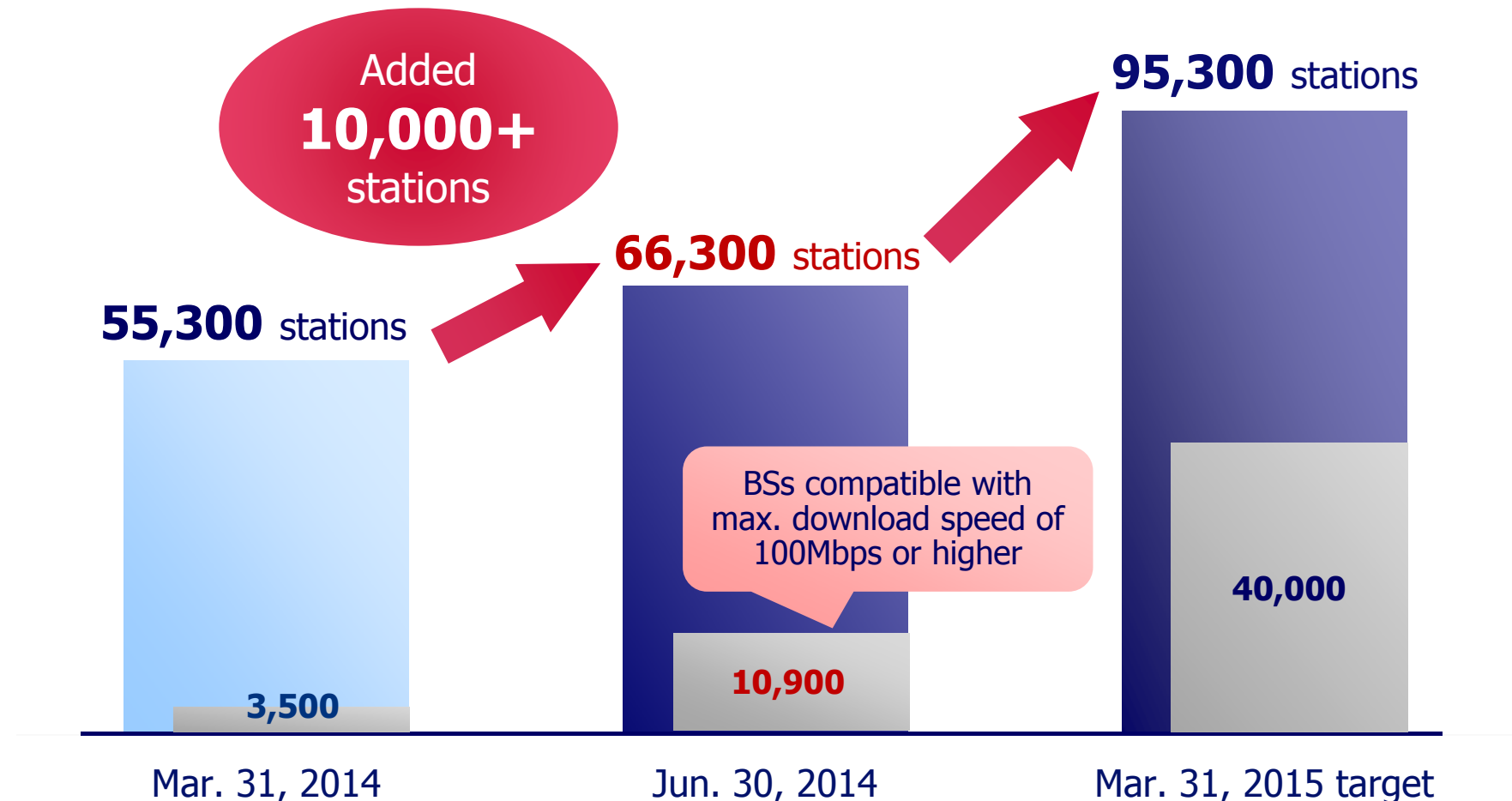
Addition of new "dmarket" stores



LTE Network

LTE base station rollout progressing favorably

225Mbps service (LTE-Advanced) to start within FY14



*The transmission speeds described above are theoretical maximum downlink rates as specified in the technical standard. The actual rate may vary depending on the propagation conditions, etc.

Network Quality Evaluations

DOCOMO ranked No. 1 in both network satisfaction and download speed

Source: Nationwide surveys on mobile networks by Nikkei BP Consulting



Network satisfaction

Coverage

Voice quality

Data quality

No.1



LTE download speed

In all prefectures of Japan

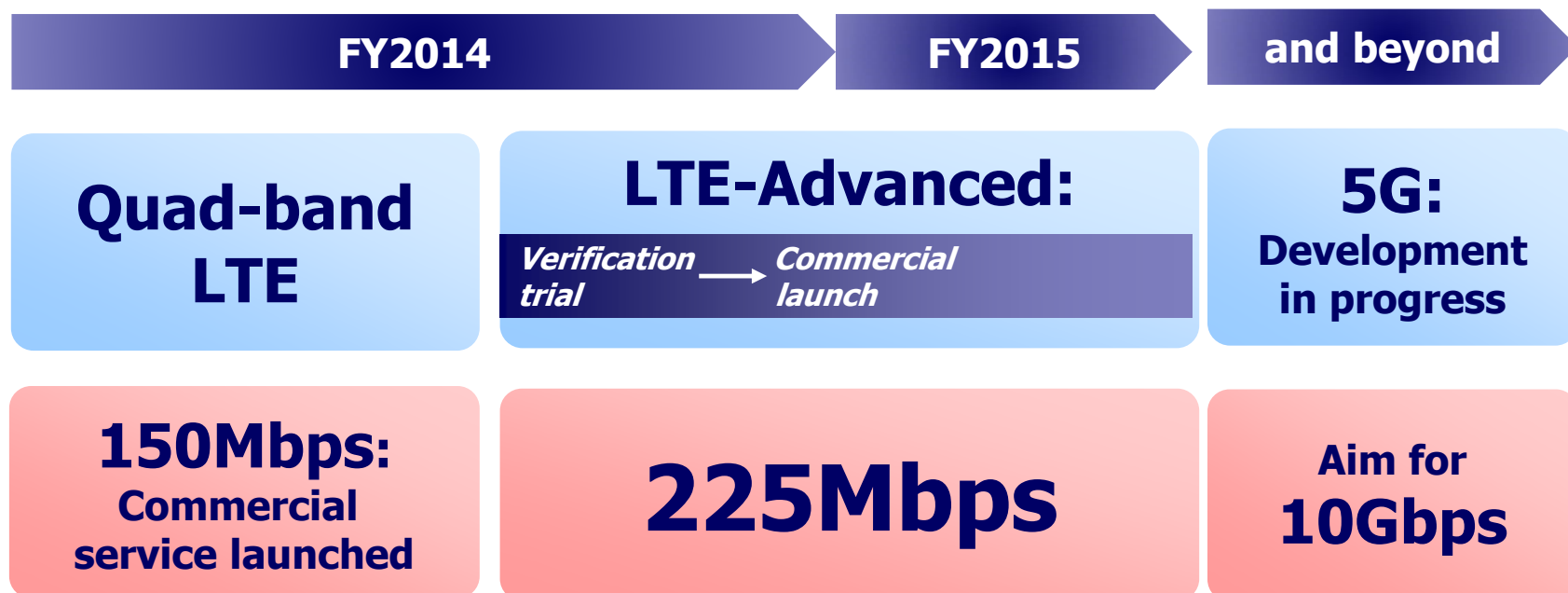
No. 1

* No.1 network satisfaction: "Smartphone user satisfaction survey based on actual network usage experience" by Nikkei BP Consulting (Survey period: April 11-22, 2014)

* No.1 LTE data download speed: "3rd nationwide LTE/4G area coverage survey" by Nikkei BP Consulting (Survey period: April 10-May 7, 2014)

LTE-Advanced

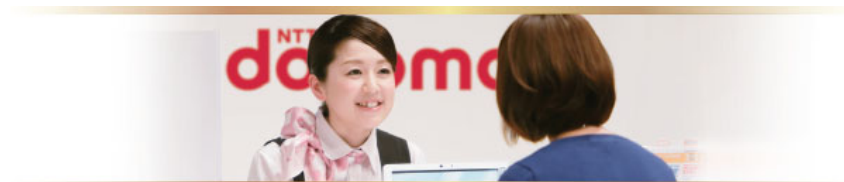
**225Mbps service :
planned for launch within FY2014**



*The transmission speeds described above are theoretical maximum downlink rates as specified in the technical standard. The actual rate may vary depending on the propagation conditions, etc.

docomo Shop Evaluation

Ranked No.1 in “Hospitality Level”



Business Structure Reform/Reconstruction

Launched new organization toward business transformation

Improved customer satisfaction

- Optimize group formation
- Organization closely tied with community

DOCOMO CS, Inc.
(Comprising 9 regional companies,
established July 1, 2014)

docomo NTT 株式会社ドコモCS

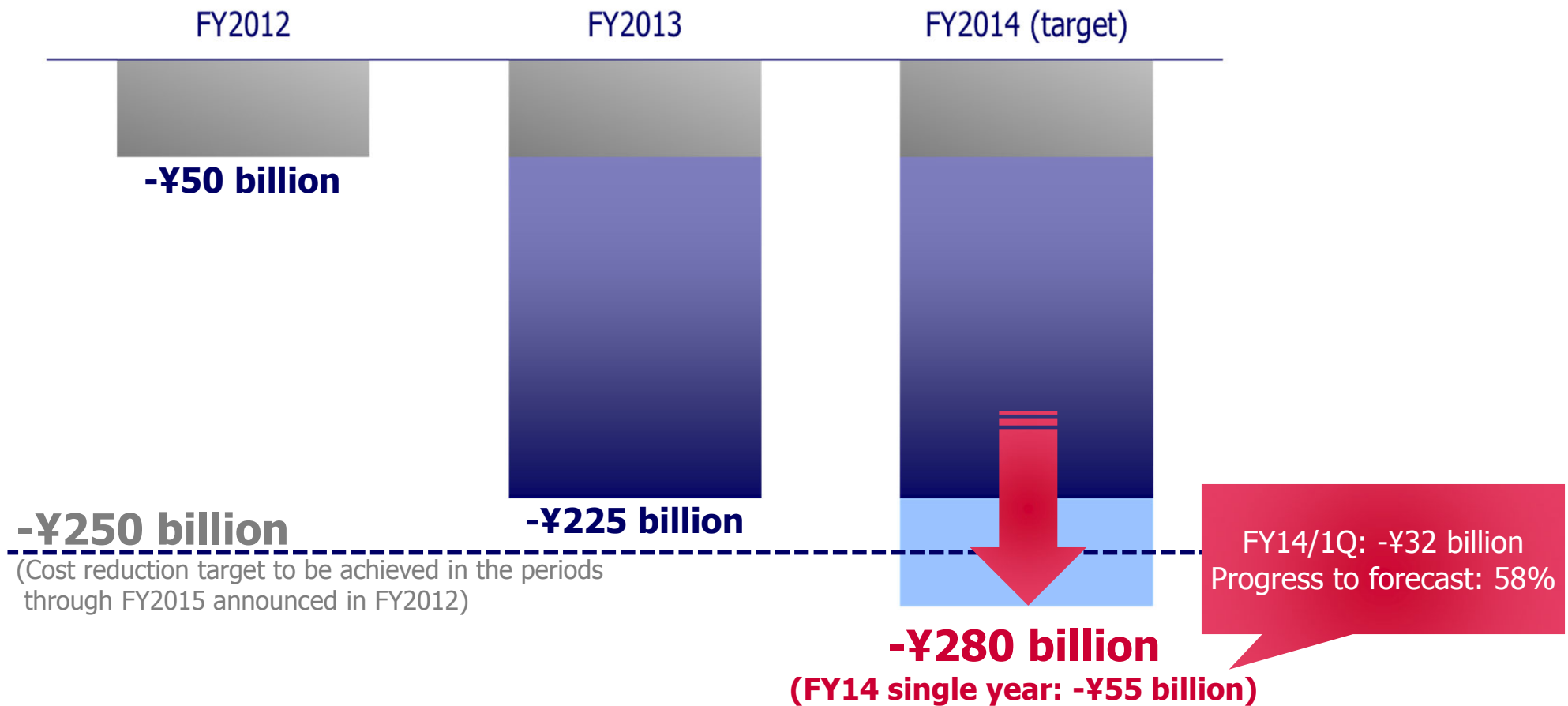
Enhanced competitiveness

- Shift resources to focus areas

Shift 600 people
to new business areas/
corporate marketing

Reinforcement of Management Foundation

Aim for further efficiency improvement

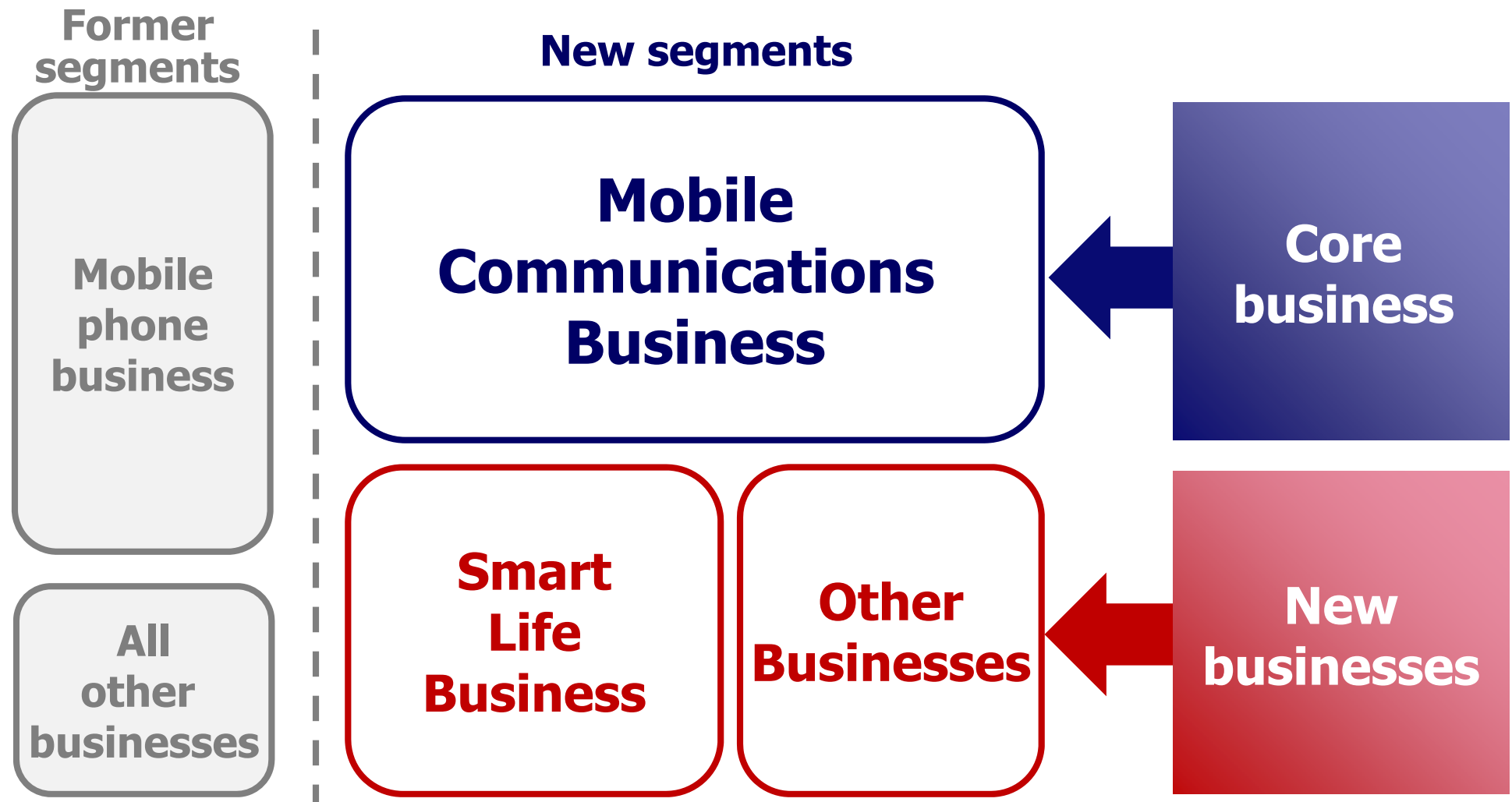


*Amounts of cost reduction are all in comparison with the level of FY2011

*The actual and planned numbers represent the cumulative amounts from FY2012

Change of Reportable Segments

Clear presentation of earnings/expenses of new businesses



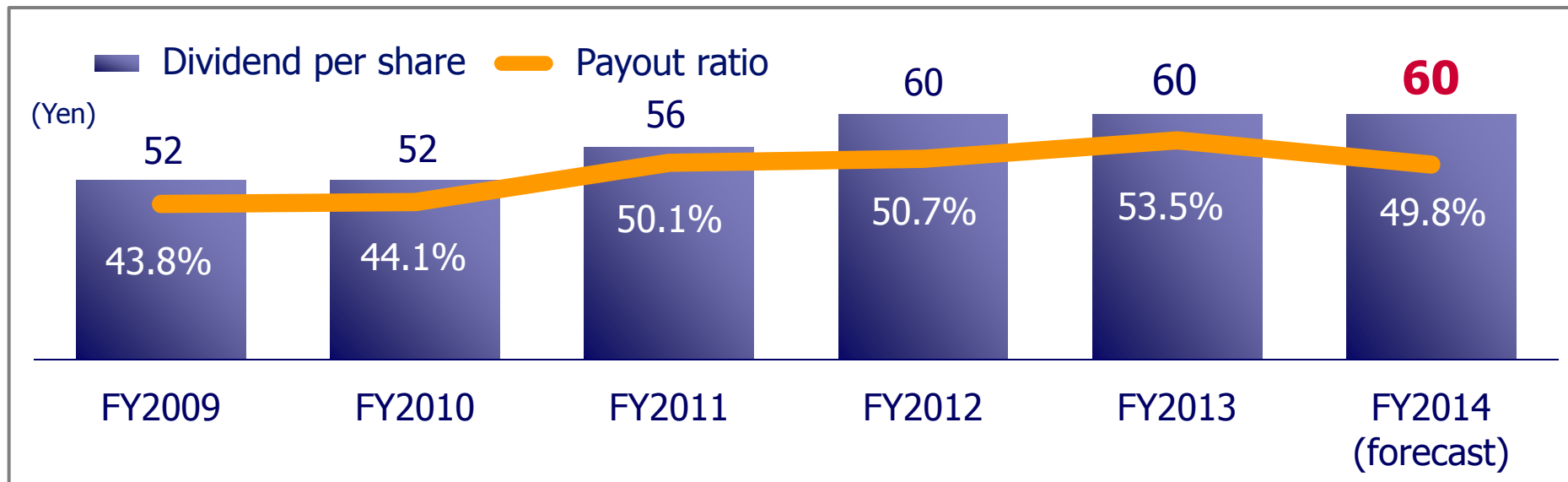
Segment Results

U.S.
GAAP

		(Billions of yen)	FY2013/1Q (1)	FY2014/1Q (2)	Changes (1) → (2)
Mobile Communications Business	Operating revenues		961.4	905.2	-56.2
	Operating income		243.4	203.1	-40.3
Smart Life Business	Operating revenues		85.2	99.6	+14.4
	Operating income		5.3	6.6	+1.3
Other Businesses	Operating revenues		72.8	77.2	+4.4
	Operating income		-1.2	-0.1	+1.2

Return to Shareholders

• Dividend per share



• Authorized share repurchase framework

- (1) Class of shares : Common stock
- (2) Aggregate number of shares to be repurchased : Up to 320 million shares
- (3) Aggregate price of shares to be repurchased : Up to ¥500 billion
- (4) Period for share repurchase : From April 26, 2014 to March 31, 2015

*Dividend payout ratio for FY2014 is calculated based on the assumption of conducting share repurchase of 320 million shares (upper limit) for 500 billion yen (upper limit) as resolved by the Board of Directors of the Company on April 25, 2014.

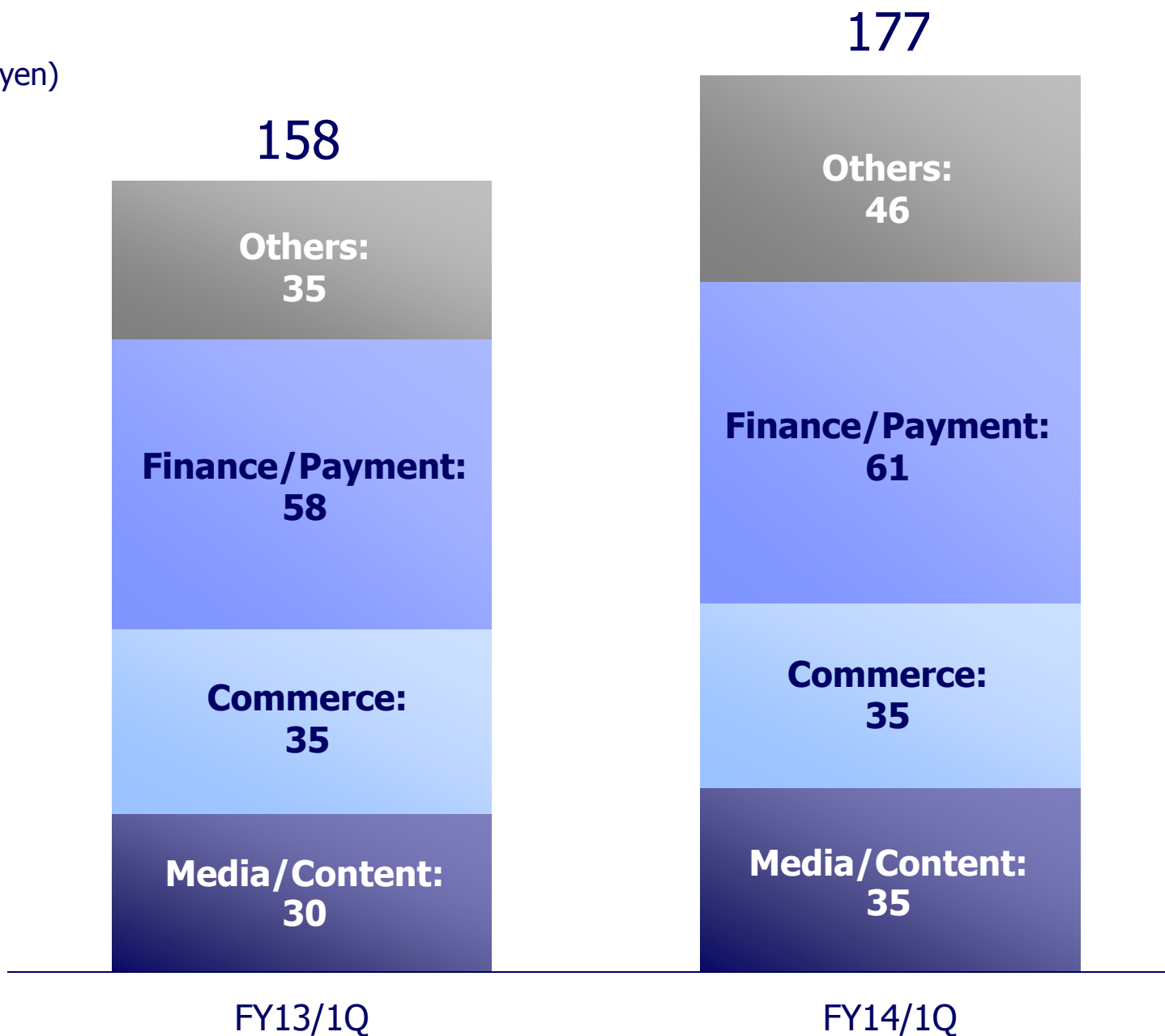
*The dividend amount takes into account the 1:100 stock split that took effect Oct. 1, 2013

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Appendices

Growth of New Business Revenues (based on former business area classification)

(Billions of yen)

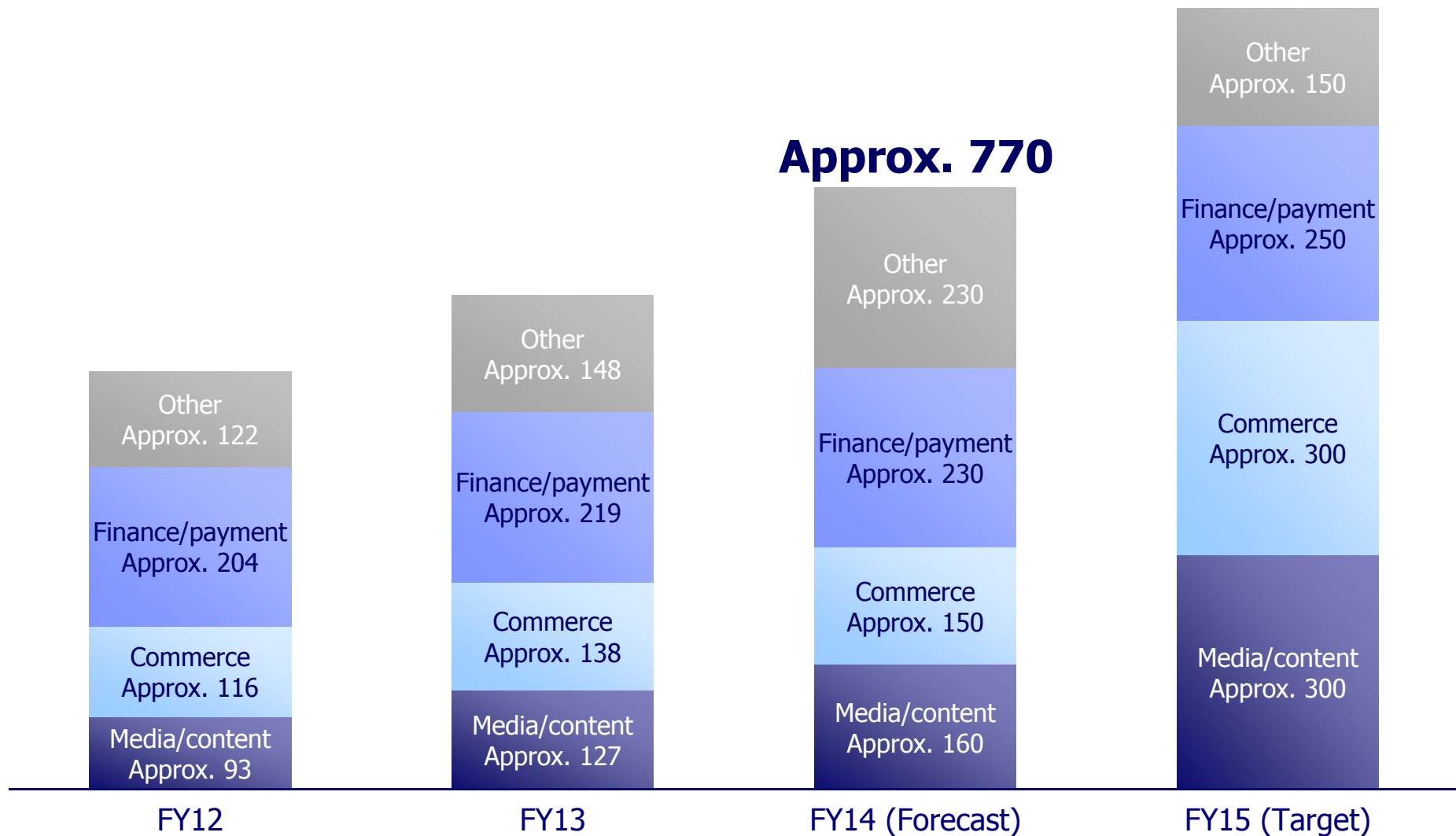


* Revenues include transactions between different segments as defined in the new reportable segments.

Expansion of New Business Revenues (based on former business area classification)

(Billions of yen)

Approx. 1,000



Services, etc., Included in New Reportable Segments

Mobile Communications Business

Mobile communications services

- Xi services (LTE)
- FOMA services (3G)
- Sales of handset/equipment for each service
- Satellite mobile communications services
- International services
- etc.

Smart Life Business

"dmarket" (Media/Content, Commerce)

- Video distribution service
- Music distribution service
- Electronic book service
- Online shopping service
- etc.

Finance/Payment services

- Credit service
- Proxy bill collection
- etc.

Shopping services (Commerce)

- Home shopping service
- Music software sales
- Food delivery
- etc.

Life-Related services

- Cooking studio
- Health management
- Medical database
- etc.

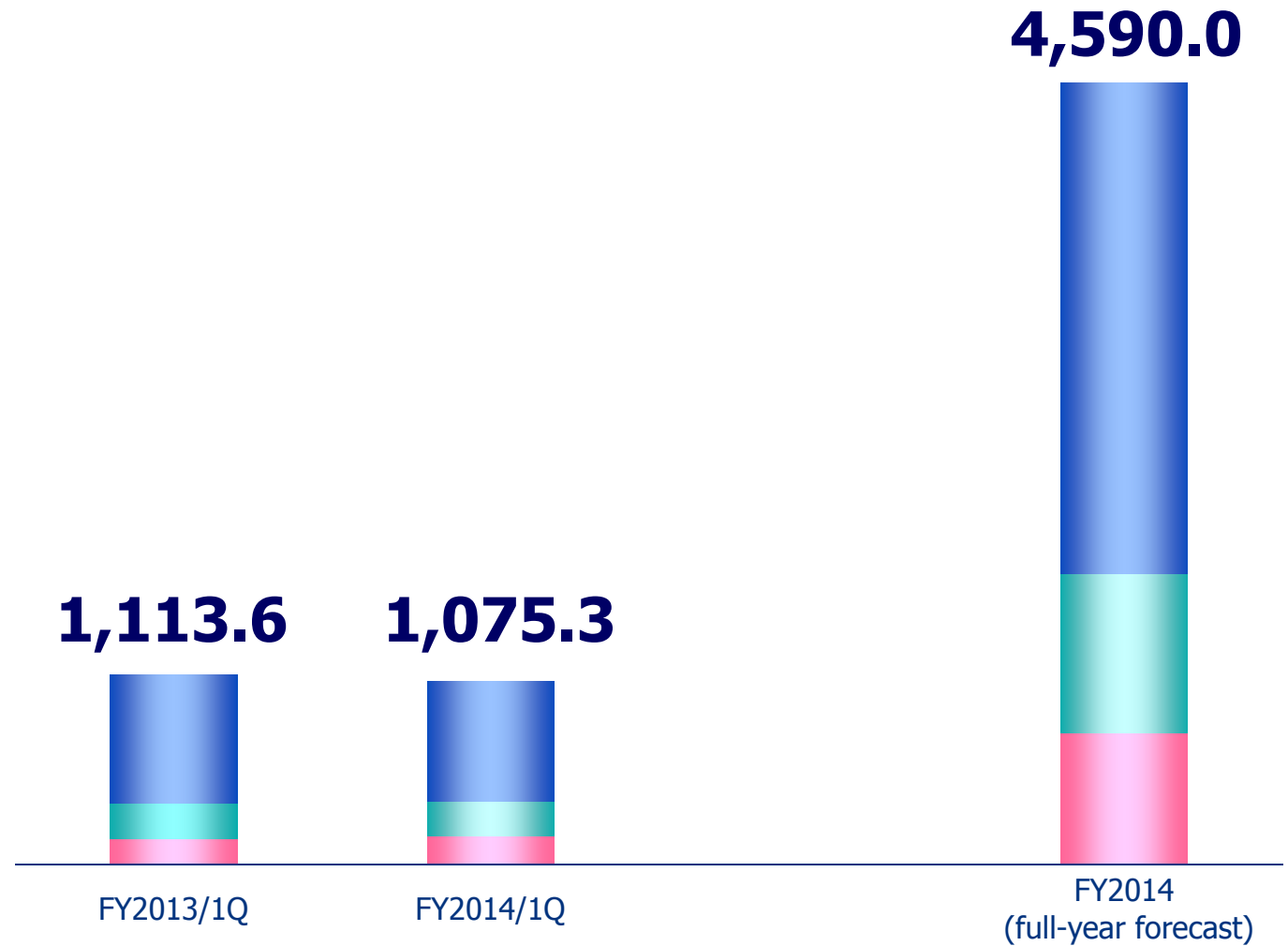
Other Businesses

- Mobile Phone protection and delivery services
- System development/sales/maintenance services
- etc.

Operating Revenues

U.S.
GAAP

(Billions of yen)



■ Mobile communications services revenues	749.9	700.7	2,881.0
■ Equipment sales revenues	212.5	207.0	935.0
■ Other operating revenues	151.2	167.7	774.0

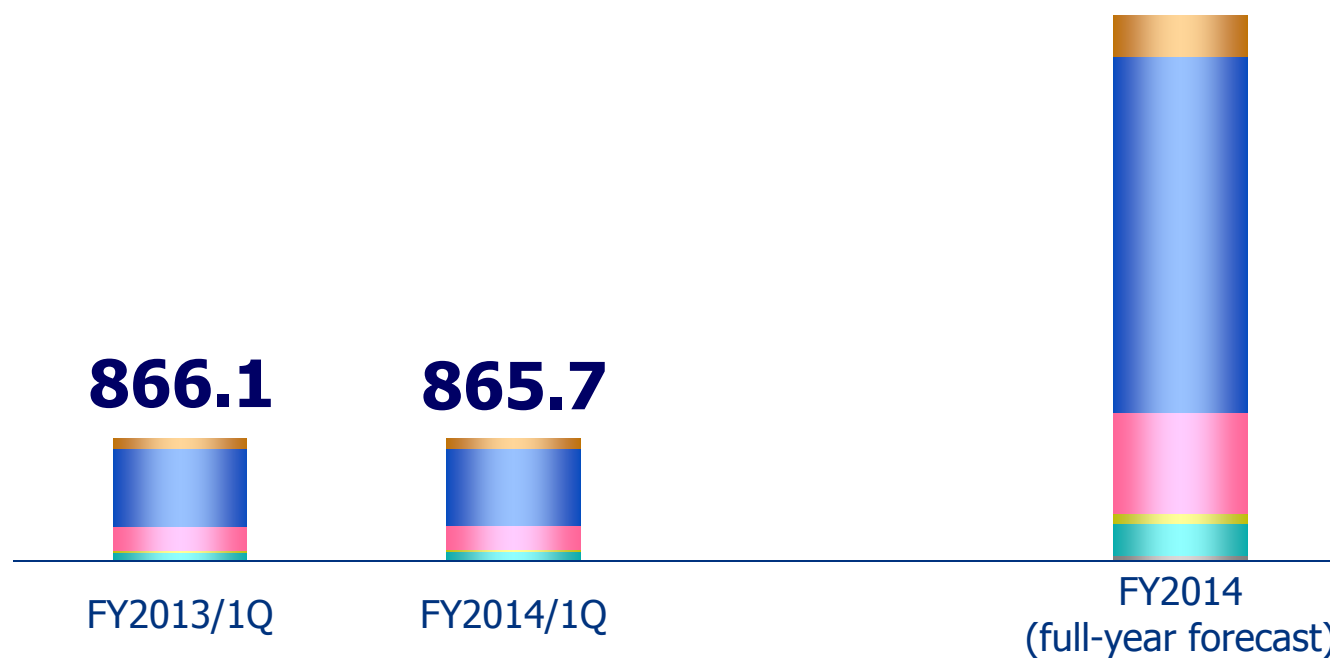
◆ "International services revenues" are included in "Mobile communications services revenues"

Operating Expenses

U.S.
GAAP

(Billions of yen)

3,840.0



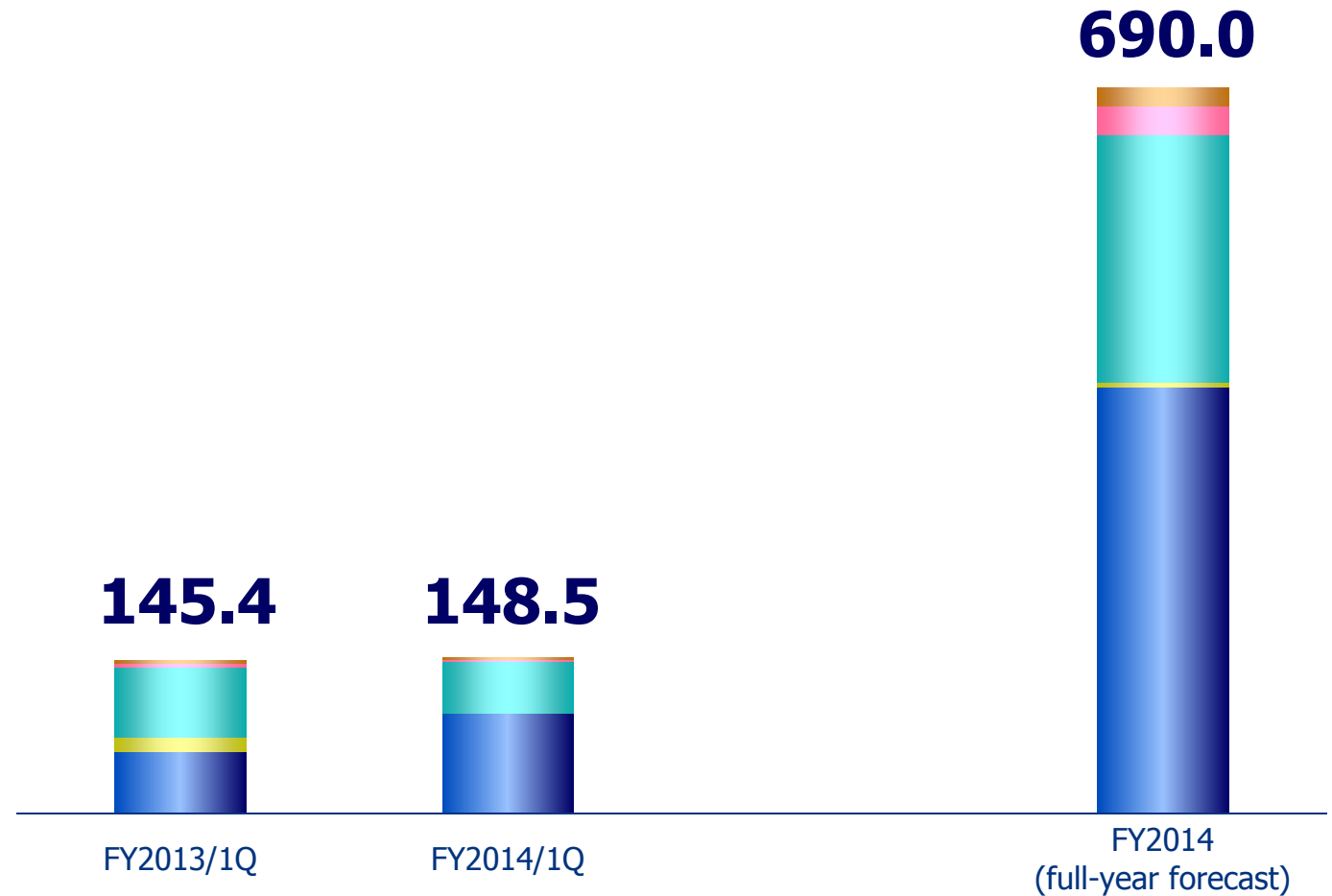
	FY2013/1Q	FY2014/1Q	FY2014 (full-year forecast)
■ Personnel expenses	72.0	71.2	288.0
■ Non-personnel expenses	550.3	546.4	2,504.0
■ Depreciation & amortization	166.6	167.2	715.0
■ Loss on disposal of property, plant and equipment and intangible assets	14.1	16.2	71.0
■ Communication network charges	53.1	54.3	223.0
■ Taxed and public duties	10.0	10.4	39.0
(Incl) Revenue-linked expenses *	292.8	273.2	1,286.0
(Incl) Other non-personnel expenses	257.5	273.2	1,218.0

* Revenue-linked expenses: Cost of equipment sold + commissions to agent resellers + loyalty program expenses

Capital Expenditures



(Billions of yen)



■ Other	2.7	1.6	17.0
■ Smart life business	3.3	1.9	27.0
■ Mobile communications business (other)	66.5	49.1	236.0
■ Mobile communications business (FOMA)	13.7	0.3	4.0
■ Mobile communications business (LTE)	59.3	95.6	406.0

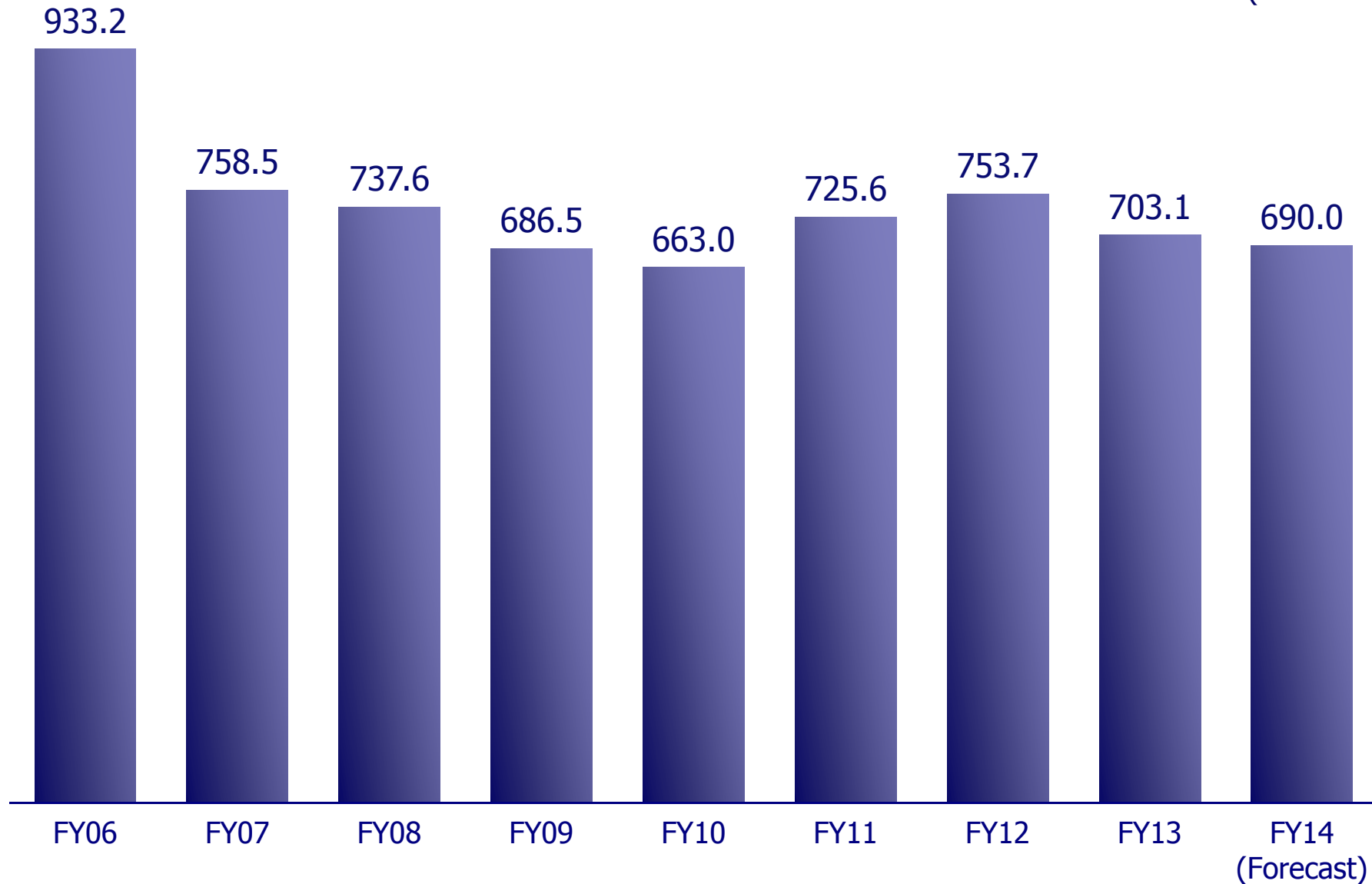
◆ To conform to the change in reportable segments, items contained in the capital expenditures for FY2013/1Q (actual) and FY2014 (full-year forecast) have been reclassified from the former segment presentation.

* Research and development investments, which had previously been included in "Mobile phone business (LTE)" and "Mobile phone business (FOMA)" are recorded in "Mobile Communications Business (other)" under the new segment reporting structure.

Capital Expenditures

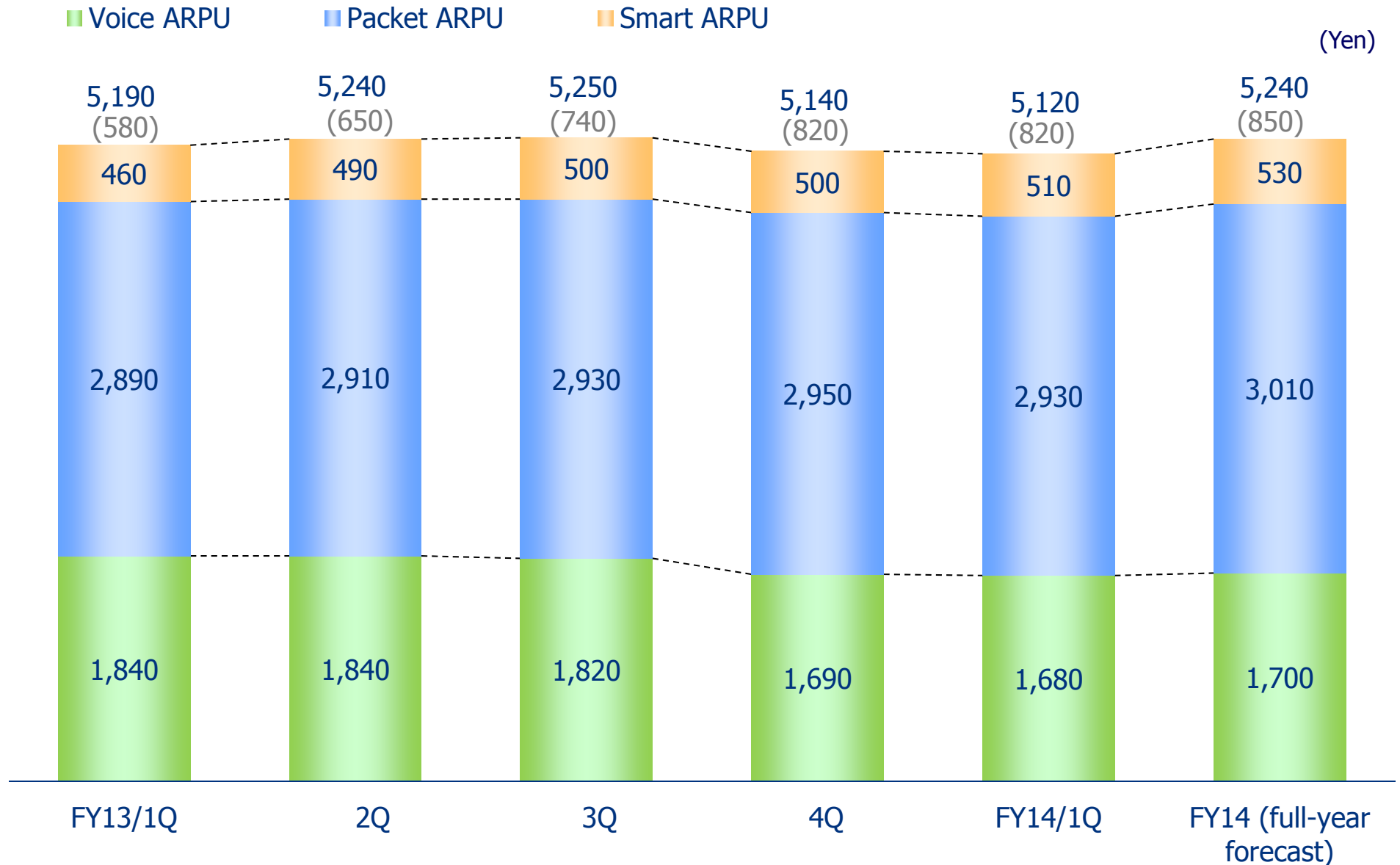
U.S.
GAAP

(Billions of yen)



Aggregate ARPU

(Exclusive of "Monthly Support" Impact)



* Numbers in parentheses indicate impact of "Monthly Support" discounts

- ◆ Smart ARPU is not impacted by "Monthly Support" discounts
- ◆ ARPU data contained in this document are calculated based on the new ARPU definition
- ◆ For an explanation on ARPU, please see slide "Definition and Calculation Methods of ARPU and MOU" in this document

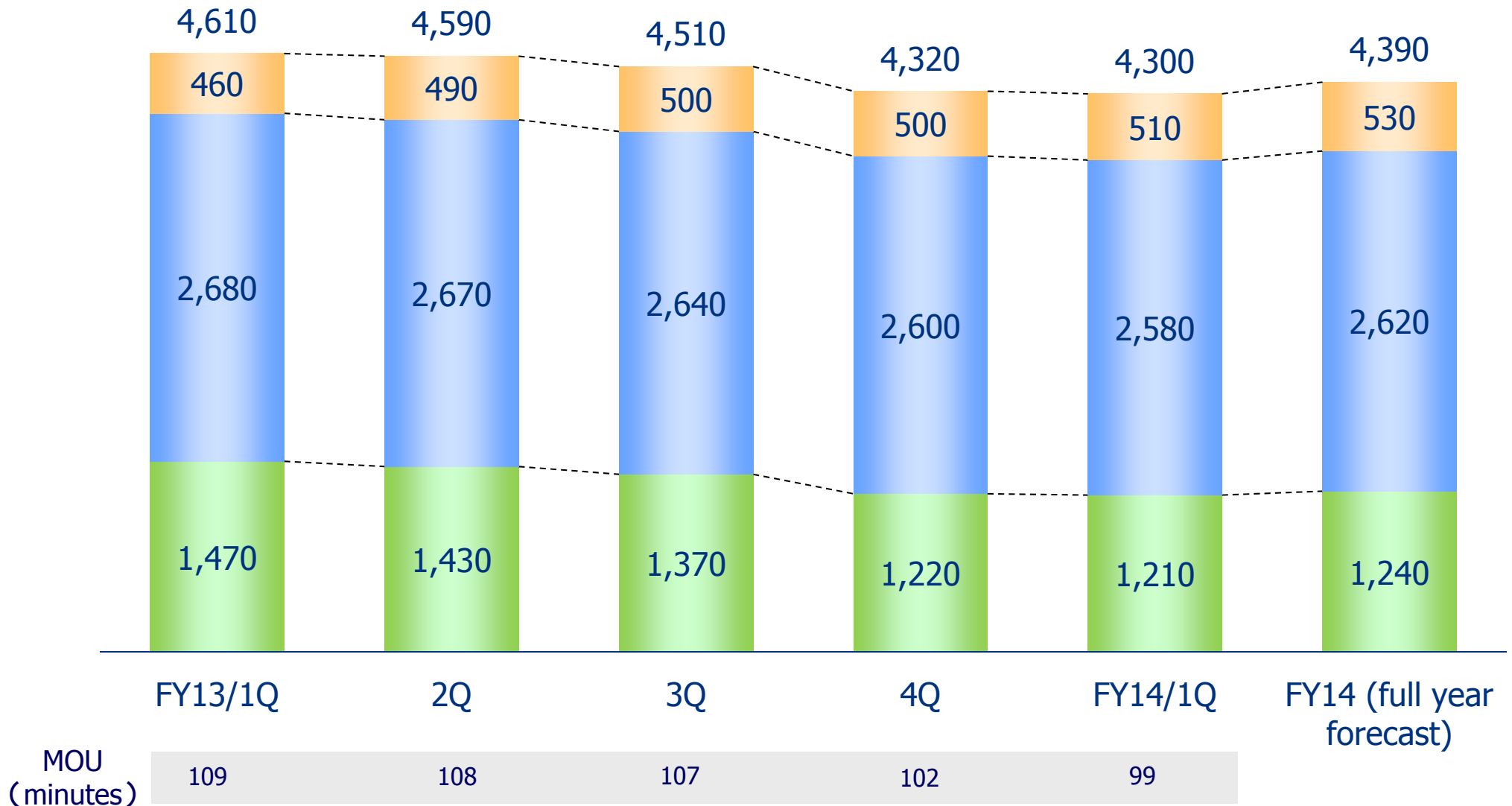
Aggregate ARPU/MOU

Voice ARPU

Packet ARPU

Smart ARPU

(Yen)



◆ ARPU data contained in this document are calculated based on the new ARPU definition
 ◆ For an explanation on ARPU, please see slide "Definition and Calculation Methods of ARPU and MOU " in this document

Key Indicators

	FY13/1Q	FY14/1Q	FY13/End	FY14/End (forecast)
Profitability/efficiency indicators				
EBITDA (billions of yen)	420.4	386.7	1,572.2	1,499.0
EBITDA margin (%)	37.8	36.0	35.2	32.7
Adjusted free cash flow (billions of yen)	16.8	-24.1	257.2	280.0
ROE (%) *Net income attributable to NTT DOCOMO,INC/shareholders' equity	2.9	2.4	8.4	8.7
ROCE (%) Operating income before tax/(shareholders' equity+ interest bearing liabilities) *1	4.4	3.6	14.3	13.1
Safety indicators				
Shareholders' equity ratio (%) *Shareholders' equity/ Total assets	76.5	77.8	75.2	75.0
Debt ratio (%) *Interest bearing liabilities / shareholders' equity	0.045	0.041	0.041	0.041
Interest bearing liabilities/EBITDA multiples	-	-	0.15	0.15
Equity value indicators				
EPS (Yen) *Net income attributable to NTT DOCOMO, INC per share	-	-	112.07	120.4
PER *Market capitalization/net income	-	-	14.53	-
PBR *Market capitalization / shareholders' equity	1.2	1.3	1.2	-
Dividend payout ratio (%)	-	-	53.5	49.8
Dividend yield (%) *Annual cash dividend per share/Closing share price at end of period	-	-	3.7	-
Market capitalization (billions of yen) Closing share price x number of outstanding shares (excluding treasury stocks) as of the end of the fiscal period	6,390.2	7,182.2	6,750.9	-

* ROE and ROCE are calculated using the average end-of-period shareholders' equity and interest bearing liabilities for the current and previous fiscal periods.

* The number of Mar. 31, 2015 forecast is calculated based on the assumption of conducting share repurchase of 320 million shares (upper limit) for 500 billion yen (upper limit) as resolved by the Board of Directors of the Company on April 25, 2014.



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Definition and Calculation Methods of ARPU and MOU

i. Definition of ARPU and MOU

a. 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 mobile communications services and a part of other operating revenues by the number of active subscriptions to our wireless services in the relevant periods. 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.

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

ii. ARPU Calculation Methods

Aggregate ARPU = Voice ARPU + Packet ARPU + Smart 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

- Smart ARPU : A part of other operating revenues (revenues from content services, proxy bill collection commissions,
mobile phone insurance service, advertising and others) / No. of active subscriptions

iii. 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 services, "Phone Number Storage" and "Mail Address Storage" services are not included in the ARPU and MOU calculations.

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

i. EBITDA and EBITDA margin

(Billions of yen)

	Year ended March 31,2014	Three months ended June 30, 2013	Three months ended June 30, 2014
a. EBITDA	¥ 1,572.2	¥ 420.4	¥ 386.7
Depreciation and amortization	(718.7)	(166.6)	(167.2)
Loss on sale or disposal of property, plant and equipment	(34.3)	(6.3)	(9.8)
Operating income	819.2	247.5	209.6
Other income (expense)	13.9	5.0	2.8
Income taxes	(308.0)	(96.1)	(73.5)
Equity in net income (losses) of affiliates	(69.1)	0.3	(3.6)
Less: Net (income) loss attributable to noncontrolling interests	8.8	1.4	1.0
b. Net income attributable to NTT DOCOMO, INC.	464.7	158.0	136.4
c. Operating revenues	4,461.2	1,113.6	1,075.3
EBITDA margin (=a/c)	35.2%	37.8%	36.0%
Net income margin (=b/c)	10.4%	14.2%	12.7%

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.

ii. ROCE before tax effect

(Billions of yen)

	Year ended March 31,2014	Three months ended June 30, 2013	Three months ended June 30, 2014
a. Operating income	¥ 819.2	¥ 247.5	¥ 209.6
b. Capital employed	5,748.0	5,648.9	5,878.4
ROCE before tax effect (=a/b)	14.3%	4.4%	3.6%

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 year ended June 30, 2013 was 38.1%.

The effective tax rate for the year ending June 30, 2014 was 35.8%.

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

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

(Billions of yen)

	Year ended March 31,2014	Three months ended June 30, 2013	Three months ended June 30, 2014
Net cash provided by operating activities	¥ 1,000.6	¥ 241.6	¥ 196.5
Net cash used in investing activities	(703.6)	(207.4)	(235.8)
Free cash flows	297.1	34.2	(39.4)
Changes in investments for cash management purposes	39.9	17.4	(15.3)
Free cash flows excluding changes in investments for cash management purposes	257.2	16.8	(24.1)

Notes : 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.

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 report were derived using certain assumptions that were 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 market environment in the telecommunications industry, such as intensifying competition from other businesses or other technologies caused by Mobile Number Portability, development of appealing new handsets, new market entrants, mergers among other service providers and other factors, or the expansion of the areas of competition could limit the acquisition of new subscriptions and retention of existing subscriptions by our corporate group, or it may lead to ARPU diminishing at a greater than expected rate, an increase in our costs, or an inability to reduce expenses as expected.
- (2) If current and new services, usage patterns, and sales schemes proposed and introduced by our corporate group cannot be developed as planned, or if unanticipated expenses arise the financial condition of our corporate group could be affected and our growth could be limited.
- (3) The introduction or change of various laws or regulations inside and outside of Japan, 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 and could increase our costs.
- (5) Other mobile service providers in the world may not adopt the technologies and the frequency bands that are compatible with those used by our corporate group's mobile communications system on a continuing basis, which could affect our ability to sufficiently offer international services.
- (6) Our domestic and international investments, alliances and collaborations, as well as investments in new business fields, may not produce the returns or provide the opportunities we expect.
- (7) Malfunctions, defects or imperfections in our products and services or those of other parties may give rise to problems.
- (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 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 a license or other use of such intellectual property rights, which may result in our inability to offer certain technologies, products and/or services, and our corporate group may also be held liable for damage compensation if we infringe the intellectual property rights of others. In addition, the illicit use by a third party of the intellectual property rights owned by our corporate group could reduce our license revenues actually obtained and may inhibit our competitive superiority.
- (11) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, the proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment, software bugs, deliberate incidents induced by computer viruses, cyber-attacks, equipment misconfiguration, 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 such incidents may adversely affect our credibility 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 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.

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