## FY2019/1-3Q Results Highlights

(Billions of yen)

<table>
<thead>
<tr>
<th></th>
<th>FY2018/1-3Q cumulative (1)</th>
<th>FY2019/1-3Q cumulative (2)</th>
<th>Changes (2) –(1)</th>
<th>Changes (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating revenues</td>
<td>3,654.1</td>
<td>3,516.0</td>
<td>-138.1</td>
<td>-3.8%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>902.0</td>
<td>787.9</td>
<td>-114.2</td>
<td>-12.7%</td>
</tr>
<tr>
<td>Profit attributable to shareholders of NTT DOCOMO, INC.</td>
<td>607.6</td>
<td>542.3</td>
<td>-65.2</td>
<td>-10.7%</td>
</tr>
<tr>
<td>Adjusted free cash flow</td>
<td>386.8</td>
<td>414.3</td>
<td>+27.4</td>
<td>+7.1%</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>389.5</td>
<td>338.1</td>
<td>-51.4</td>
<td>-13.2%</td>
</tr>
</tbody>
</table>

- Consolidated financial statements in this document are unaudited.
- Adjusted free cash flow is calculated excluding the effects of changes in investment derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months. In association with the adoption of IFRS16 “Lease” effective Apr. 1, 2019, lease-related expense items has been reclassified into “depreciation/amortization” from previously “cost of equipment sold and services, and other expenses” and “communication network charges.” The figure above represents the amount excluding this impact, etc.
## Results by Segment

<table>
<thead>
<tr>
<th></th>
<th>FY2018/1-3Q cumulative (1)</th>
<th>FY2019/1-3Q cumulative (2)</th>
<th>Changes (2) – (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Telecommunications business</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating revenues</td>
<td>3,005.2</td>
<td>2,805.9</td>
<td>- 199.4</td>
</tr>
<tr>
<td>Operating profit</td>
<td>767.2</td>
<td>651.4</td>
<td>- 115.8</td>
</tr>
<tr>
<td><strong>Smart life business</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating revenues</td>
<td>337.6</td>
<td>397.5</td>
<td>+59.9</td>
</tr>
<tr>
<td>Operating profit</td>
<td>59.8</td>
<td>47.7</td>
<td>- 12.1</td>
</tr>
<tr>
<td><strong>Other businesses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating revenues</td>
<td>328.9</td>
<td>335.2</td>
<td>+6.3</td>
</tr>
<tr>
<td>Operating profit</td>
<td>75.0</td>
<td>88.7</td>
<td>+13.8</td>
</tr>
<tr>
<td>&lt;Ref.&gt; Smart life business and Other businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating revenues</td>
<td>666.5</td>
<td>732.8</td>
<td>+66.2</td>
</tr>
<tr>
<td>Operating profit</td>
<td>134.8</td>
<td>136.4</td>
<td>+1.7</td>
</tr>
</tbody>
</table>

*Certain services that had been included in the smart life business were reclassified to other businesses to reflect the change in its internal organizational structure effective as of July 1, 2019. In connection with this realignment, segment information for the nine months ended December 31, 2018 has been restated to conform to the presentation for the nine months ended December 31, 2019.*
Key Factors behind Changes in Operating Profit

(Billions of yen)

Operating revenues: -138.1
Operating expenses: -23.9

- Mobile communications services revenues: Down 68.8
- Optical-fiber broadband service revenues, etc.: Up 38.3
- Other operating revenues: Up 53.8
- Selling revenues: Down 161.3
- Selling expenses: Down 137.1
- Selling revenues and expenses: Down 24.2
- Network-related expenses (including optical-fiber broadband service-related expenses): Up 78.8
- Other operating expenses: Up 34.4
- Excluding IFRS 16 impact: Up 26.1
- Excluding IFRS 16 impact: Up 87.2

FY18/1-3Q (cumulative)
FY19/1-3Q (cumulative)

Selling expenses represent the sum of cost of equipment sold and commissions to agent resellers.
Network-related expenses represent the sum of depreciation/amortization, loss on disposal of property, plant and equipment and intangible assets, and communication network charges.
“d POINT CLUB” Members

“d POINT CLUB” members

(Million members)

<table>
<thead>
<tr>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>68.83</td>
<td>73.45</td>
</tr>
<tr>
<td>Up 7%</td>
<td></td>
</tr>
</tbody>
</table>

“d POINT CARD” registrants

Topped 40 million

<table>
<thead>
<tr>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.73</td>
<td>40.65</td>
</tr>
<tr>
<td>Up 32%</td>
<td></td>
</tr>
</tbody>
</table>

◆ “d POINT CARD” registrants indicate the no. of users who can earn and use “d POINTs” at participating stores by registering their personal information.
Telecommunications Business Operational Performance (1)

Mobile telecommunications service subscriptions

(Million subs)

<table>
<thead>
<tr>
<th></th>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77.52</td>
<td>79.67</td>
</tr>
<tr>
<td></td>
<td>Up 3%</td>
<td></td>
</tr>
</tbody>
</table>

Churn rate

<table>
<thead>
<tr>
<th></th>
<th>FY18/1-3Q (cumulative)</th>
<th>FY19/1-3Q (cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.55%</td>
<td>0.54%</td>
</tr>
<tr>
<td>Handset churn rate:</td>
<td></td>
<td>0.43%</td>
</tr>
</tbody>
</table>

◆ Handset churn rate indicates the combined churn rate for smartphones and feature phones.
Telecommunications Business Operational Performance (2)

**Total smartphone/tablet users**

<table>
<thead>
<tr>
<th></th>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Million</td>
<td>39.67</td>
<td>41.46</td>
<td>Up 5%</td>
</tr>
</tbody>
</table>

**“docomo Hikari” optical-fiber broadband subs**

<table>
<thead>
<tr>
<th></th>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>Million subs</td>
<td>5.54</td>
<td>6.33</td>
</tr>
</tbody>
</table>
New Rate Plans

No. of applications: Topped 12 million

Stepping up efforts toward achievement of full-year target

“Gigaho” “Gigalight”


No. of new rate plan applications topped 12 million on Jan. 18, 2020.
Actions to Reinforce Customer Base

Rolled out various campaigns for new rate plan users

- **Amazon Prime comes with DOCOMO’s plan**

- **Disney DELUXE Set Wari**

- **Gigaho Zouryou Campaign**

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Official Disney video delivery service © Disney © Disney/Pixar © & ™ Lucasfilm Ltd. © MARVEL
For an explanation of ARPU, please see the Appendix.

Mobile ARPU and docomo Hikari ARPU exclude the impact of discounts.

The impact of discounts include those from “Monthly Support,” “docomo with” and “docomo Hikari set discount.”
Cost Efficiency Improvement

(Billions of yen)

<table>
<thead>
<tr>
<th>FY19/1-3Q (cumulative)</th>
<th>FY19 (target)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1H actual -40.0</td>
<td></td>
</tr>
<tr>
<td>3Q actual -34.0</td>
<td></td>
</tr>
<tr>
<td>-74.0</td>
<td>-130.0</td>
</tr>
</tbody>
</table>

Focus areas

- **Marketing**
  Sales promotion measures, after-sales support, etc.

- **Network**
  Equipment integration, outsourcing cost, etc.

- **Other**
  R&D, information systems, etc.

*The amount of cost efficiency improvement above indicates the cost reduction compared to the previous fiscal year.*
Smart Life Business & Other Businesses: Operating Profit

(Billions of yen)

FY18/1-3Q (cumulative)  FY19/1-3Q (cumulative)  FY19 (target)

134.8  136.4  160.0

Up 1%

Principal services

- Smart Life Business
- Content/Lifestyle
- Finance/Payment

Other businesses

- Support services for customers’ peace of mind
- Enterprise solutions
Finance/Payment Services

Transactions handled

(Billions of yen)

<table>
<thead>
<tr>
<th></th>
<th>FY18/1-3Q (cumulative)</th>
<th>FY19/1-3Q (cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>d CARD transactions</td>
<td>2,300.0</td>
<td>2,990.0</td>
</tr>
<tr>
<td>Up 30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Up 34%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

“d CARD” members

(Million members)

<table>
<thead>
<tr>
<th></th>
<th>FY18/3Q</th>
<th>FY19/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>d CARD GOLD</td>
<td>4.90</td>
<td>6.40</td>
</tr>
<tr>
<td>Up 31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.47 Up 13%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

◆ The amount of transactions handled includes the transactions handled with “d CARD”, “iD,” “d Payment” and proxy bill collection service, etc.

◆ The following changes have been made in association with the integration of “d CARD mini” into “d Payment” service on Nov. 19, 2019: (i) Transactions handled with “d CARD mini” were excluded from the amount of transactions handled with “d CARD” and recorded as “d Payment” transactions; and (ii) “d CARD mini” members were excluded from “d CARD” members.
“d Payment” (1)

Transactions processed with “d Payment”

(Billions of yen)

FY18/1-3Q (cumulative)  |  FY19/1-3Q (cumulative)
---|---
79.0 | 260.0 (3.3-fold increase)

“d Payment” users

(Millions)

FY18/3Q  |  FY19/3Q
---|---
10.55 (2.1-fold increase)  |  21.98

◆ The amount of transactions processed with “d Payment” represents the amount of payments made with “d Payment” code, “d Payment (iD)” and online payment.
◆ The number of “d Payment” users represents the sum of total number of “d Payment” app downloads and “d Payment (iD)” members.

Topped 22 million on Jan.1
Locations where payment/point services are available

(Millions)

- FY18/3Q: 0.98 (Up 46% to FY19/3Q: 1.43)

Expansion of “d Payment” partners

- Locations where payment/point services are available represent the combined no. of locations where “d POINT,” “iD” and “d Payment” (code and online payment) services can be used.
“d POINT”

“d POINTs” used

(Billion points)

“d POINT” partners

◆ “d POINT” partners represent the total no. of brands/sites where users can earn or use “d POINTs.”
Expansion of +d partners

FY18/3Q: 737
FY19/3Q: 1,145

Expansion of “d POINT” participating stores

Launch of joint business for programming education service “embot”

Joint promotion of world’s first dynamic DOOH business in railway vehicles

◆ No. of “+d” partners: The no. of partners that have jointly created new value by integrating DOCOMO’s business assets with their own assets.
Strategic Business Alliance with Recruit

Maximize “d POINT CLUB” membership through ID federation

Strengthen member/customer base
Expand “d POINT” & “d Payment” usage

Step up cooperation for roll-out of business/management support services for small and mid-sized independent stores

◆ The numbers of stores covered by Recruit and “d POINT CLUB” members are as of Dec. 31, 2019.
5G Pre-Commercial Service

Accelerating service deployment across Japan

International rugby tournament
Press camera image transmission

“Karatsu Kunchi” festival
Internet video broadcast

Kanazawa Station front
Art projection

Iwamizawa, Hokkaido
Remote monitoring of automatically controlled agrimotors

Rolled out in 31 prefectures
◆ As of Jan. 30, 2020
Virtual character live show at 32nd Tokyo International Film Festival (Nov. 2019)

Joint performance of virtual characters and real talents in VR space
organized “8KVR Live” event on March 18

Event venue (Tokyo)

Artist performing at event venue

Live distribution

Live viewing venue (Separate location in Tokyo)

High image-quality VR experience via 5G x head mount display

Smartphone (Viewing enabled nationwide)

Comfortable VR experience on smartphone even in 4G environment

Delivery of “virtual front row” experience through live distribution of VR video leveraging 5G’s high-speed/large-capacity transmission
Created approx. 100 use cases during pre-commercial service period

Accelerate growth of society through 5G solutions
Established 5G experience corners in 9 docomo Shops in various regions

- VR (Sports viewing)
- Magic Leap (Shintaikan Live CONNECT)
- 5G smartphone

◆ MAGIC LEAP, MAGIC LEAP ONE, and the Magic Leap logo are registered and unregistered trademarks of Magic Leap, Inc.
Medium-Term Strategy
“Declaration beyond”: Actions Taken (1)

Value & excitement to customers

“d POINT” participating stores outside Japan exceeded 100 stores
Executed a campaign that offers up to 3,000 give-away points for purchases made at overseas “d POINT” participating stores commemorating the 1-year anniversary of start of “d POINT” service in Hawaii. (Announced Nov. 20)

Started joint business for “embot” with TOMY Company, Ltd.
Jointly promoted full-scale deployment of “embot” programming education service that uses a cardboard robot kit. (Announced Oct. 29)

Free-of-charge provision of initial handset set-up and data transfer services at all docomo Shops
Provision of free-of-charge support at all docomo Shops for customers that purchase handsets at docomo Shops and request initial handset set-up and data transfer services. (Started Dec. 1)
## Medium-Term Strategy
### “Declaration beyond”: Actions Taken (2)

### Value co-creation with partners

<table>
<thead>
<tr>
<th>Declaration 4</th>
<th>World’s first dynamic DOOH business in railway vehicles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry creation</td>
<td>Agreed to promote business together with Saitama Railway Corporation, BiZright Technology Inc. and LIVE BOARD, Inc. (Announced Nov. 11)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Declaration 5</th>
<th>Started providing Mobile Spatial Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solution co-creation</td>
<td>“Real-time Population Survey (domestic)”</td>
</tr>
<tr>
<td></td>
<td>A new demographic statistics service that provides population distribution data in 10-minute intervals for up to 1 hour before (Announced Dec. 3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Declaration 6</th>
<th>Entered into capital and business alliance agreement with Showcase Gig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner business expansion</td>
<td>Aim to proliferate OMO through coordination with “d Payment” mini app platform (Announced Dec. 5)</td>
</tr>
</tbody>
</table>

- World’s first: According to BiZright Technology Inc. (as of Nov. 10, 2019)
- DOOH: Abbreviation for Digital Out of Home, a general term for digital advertisement provided outside home.
- OMO: Abbreviation for Online Merges with Offline, a new retail shop experience converging online and offline services.
Liquidation of Receivables

Ready to off-balance “d CARD” receivables starting March
Drive business considering capital efficiency

Asset
“d CARD” receivables

Liabilities
Shareholders’ equity

Asset
“d CARD” receivables

Liabilities
Shareholders’ equity

Improve Balance Sheet efficiency
Share Repurchase: Progress

- Acquisition method: Purchase on the Tokyo Stock Exchange market

- Period for share repurchase: May 7, 2019 – Dec. 31, 2019

- Aggregate no. of shares repurchased: Approx. 70.80 million shares

- Aggregate price of shares repurchased: Approx. ¥190.7 billion

- Remaining share repurchase authorization: Approx. ¥109.3 billion (through Apr. 30, 2020)

◆ The aggregate no. of shares repurchased described above represents the cumulative number of shares repurchased pursuant to the resolution approved at the Board of Directors meeting held on Apr. 26, 2019 (as of Dec. 31, 2019). (Counted on delivery basis).
Recorded ¥787.9 billion in operating profit, making a favorable progress toward full-year guidance.

New rate plans garnered over 12 million applications. Ramped up efforts to deliver on year-end target.

Accelerated roll-out of 5G pre-commercial service across Japan. Promoted co-creation with partners with the view to commercialization.

No. of “d POINT CLUB” members grew to 73.45 million. No. of participating stores and point usage also continued to expand at a favorable pace.

No. of “d Payment” users exceeded 22 million, with the number of merchants handling the service also recording a steady increase.

Achieved cost efficiency improvement totaling ¥74.0 billion, making progress as planned toward delivery of full-year target.

Repurchased shares worth approx. ¥190.7 billion. Drive business considering capital efficiency.
Always chosen
to sustain connections
as your robust ICT service partner
The new of today, the norm of tomorrow
Appendix
### Principal Services, etc., Included in Each Reportable Segment

#### Telecommunications business
- Mobile communications services
  - LTE (Xi) services
  - FOMA services (3G)
  - International services
  - Sales of handset/equipment for each service etc.
- Optical fiber broadband service and other telecommunications services
  - Optical-fiber broadband services
  - Satellite communications services
  - etc.

#### Smart life business
- **Content/ Lifestyle services**
  - “dTV” “d hits” “d shopping” “d fashion” “d travel” “d magazine” “d photo” “d healthcare”
  - DAZN for docomo
  - NTT Plala Inc.
  - Oak Lawn Marketing, Inc.
  - Tower Records Japan Inc.
  - etc.
- **Finance/Payment services**
  - d CARD
  - d CARD GOLD
  - iD
  - d Payment
  - Proxy bill collection
  - etc.

#### Other businesses
- **Support services for customers peace of mind**
  - “Mobile Device Protection Service”
  - “Anshin Remote Support”
  - etc.
- **Enterprise solutions**
  - Enterprise IoT solutions
  - System development/sales/maintenance services
  - etc.
Definition and Calculation Methods of ARPU

i. Definition of ARPU

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 user basis. ARPU is calculated by dividing telecommunications services revenues (excluding certain revenues) by the number of active users of our wireless services in the relevant periods, as shown below “ARPU Calculation Method.” We believe that our ARPU figures provide useful information to analyze the average usage per user and the impacts of changes in our billing arrangements.

ii. ARPU Calculation Methods

Aggregate ARPU = Mobile ARPU + “docomo Hikari” ARPU
- Mobile ARPU : Mobile ARPU Related Revenues (basic monthly charges, voice charges, communication charges) / No. of active users
- “docomo Hikari” ARPU : “docomo Hikari”-related revenues (basic monthly charges, voice communication charges) / No. of active users

*ARPU excluding the impact of discounts are calculated without including the amounts of discounts applied in the relevant revenues.

iii. Active Users Calculation Method

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

iv. The number of “users” used to calculate ARPU is the total number of subscriptions, excluding the subscriptions listed below:

1. Subscriptions of communication modules services,’Phone Number Storage,’ “Mail Address Storage,” “docomo Business Transceiver” and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs); and
2. Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for “Xi” or “FOMA” services in his/her name.

2. Revenues from communication module services, “Phone Number Storage,” “Mail Address Storage,” “docomo Business Transceiver” and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs), and impact on revenues from "d POINT" program, etc., are not included in the ARPU calculation.
Special Note Regarding Forward-Looking Statements

All forward-looking statements that are not historical facts are based on management’s current plans, expectations, assumptions and estimates based on the information available as of the filing date of this document. 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. With regard to various known and unknown risks, uncertainties and other factors, please see our latest Annual Securities Report and Quarterly Securities Reports.

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