

NTT DOCOMO INC
Form 6-K
July 26, 2013
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR
15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of July, 2013

Commission File Number: 001-31221

Total number of pages: 63

NTT DOCOMO, INC.

(Translation of registrant's name into English)

Sanno Park Tower 11-1, Nagata-cho 2-chome

Chiyoda-ku, Tokyo 100-6150

Japan

(Address of principal executive offices)

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Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F **Form 40-F**

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

NTT DOCOMO, INC.

Date: July 26, 2013

By: /s/ MUTSUO YAMAMOTO
Mutsuo Yamamoto

Head of Investor Relations

Information furnished in this form:

1. Earnings release for the three months ended June 30, 2013
2. Results for the first three months of the fiscal year ending March 31, 2014

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Earnings Release

For the Three Months Ended June 30, 2013

July 26, 2013

[U.S. GAAP]

Name of registrant: **NTT DOCOMO, INC.** (URL <http://www.nttdocomo.co.jp/>)
 Code No.: 9437
 Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section
 Representative: Kaoru Kato, Representative Director, President and Chief Executive Officer
 Contact: Norihiro Demizu, Senior Manager, General Affairs Department / TEL
 +81-3-5156-1111
 Scheduled date for filing of quarterly report: August 1, 2013
 Scheduled date for dividend payment:
 Supplemental material on quarterly results: Yes
 Presentation on quarterly results: Yes (for institutional investors and analysts)
 (Amounts are rounded off to the nearest 1 million yen.)

1. Consolidated Financial Results for the Three Months Ended June 30, 2013 (April 1, 2013 - June 30, 2013)

(1) Consolidated Results of Operations

(Millions of yen, except per share amounts)

| | Operating Revenues | | Operating Income | | Income before Income Taxes | | Net Income Attributable to NTT DOCOMO, INC. | |
|----------------------------------|--------------------|------|------------------|--------|-------------------------------|--------|---|--------|
| Three months ended June 30, 2013 | 1,113,573 | 3.9% | 247,470 | (5.8)% | 252,484 | (4.7)% | 158,009 | (3.8)% |
| Three months ended June 30, 2012 | 1,072,281 | 2.4% | 262,627 | (1.9)% | 264,814 | (2.0)% | 164,298 | 3.5% |

(Note) Comprehensive income attributable to NTT DOCOMO, INC.: For the three months ended June 30, 2013: 185,232 million yen 0.5%
 For the three months ended June 30, 2012: 184,356 million yen 11.2%

| | Basic Earnings per Share Attributable to NTT DOCOMO, INC. | Diluted Earnings per Share Attributable to NTT DOCOMO, INC. |
|----------------------------------|--|--|
| Three months ended June 30, 2013 | 3,810.42 (yen) | |
| Three months ended June 30, 2012 | 3,962.08 (yen) | |

(Percentages above represent changes compared to the corresponding previous quarterly period)

(2) Consolidated Financial Position

(Millions of yen, except per share amounts)

| Total Assets | Total Equity (Net Assets) | NTT DOCOMO, INC. Shareholders Equity | Shareholders Equity Ratio | NTT DOCOMO, INC. Shareholders Equity per Share |
|--------------|------------------------------|---|------------------------------|--|
|--------------|------------------------------|---|------------------------------|--|

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| | | | | | |
|----------------|-----------|-----------|-----------|-------|------------------|
| June 30, 2013 | 7,094,653 | 5,469,799 | 5,429,298 | 76.5% | 130,928.67 (yen) |
| March 31, 2013 | 7,169,725 | 5,410,565 | 5,368,475 | 74.9% | 129,461.91 (yen) |

(Note) The reported consolidated financial statements for the fiscal year ended March 2013 have been revised for the retrospective application of equity method for an investee, please see 3.(4) Retrospective application of equity method for an investee on page 16.

2. Dividends

| Date of Record | Cash Dividends per Share (yen) | | | | |
|--|--------------------------------|------------------------------|-----------------------------|----------|----------|
| | End of the First Quarter | End of the Second Quarter | End of the Third Quarter | Year End | Total |
| Year ended March 31, 2013 | | 3,000.00 | | 3,000.00 | 6,000.00 |
| Year ending March 31, 2014 | | | | | |
| Year ending March 31, 2014 (Forecasts) | | 3,000.00 | | 30.00 | |

(Note 1) Revisions to the forecasts of dividends: None

(Note 2) Dividend forecasts for the fiscal year ending March 31, 2014, take into account a 1:100 stock split with the effective date of October 1, 2013.

If adjusted to reflect the number of shares prior to the stock split, the forecast of year-end dividend amount and the forecast of total dividend amount will be equivalent to ¥3,000 and ¥6,000, respectively.

For further information, please see Explanation for forecasts of operations and other notes.

Table of Contents**3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2014 (April 1, 2013 - March 31, 2014)**

(Millions of yen, except per share amounts)

| | Operating Revenues | | Operating Income | | Income before Income Taxes | | Net Income Attributable to NTT DOCOMO, INC. | Basic Earnings per Share Attributable to NTT DOCOMO, INC. | |
|---|--------------------|------|------------------|------|-------------------------------|------|---|--|--------------|
| Six months ending September 30, 2013 | | | | | | | | | |
| Year ending March 31, 2014 | 4,640,000 | 3.8% | 840,000 | 0.3% | 850,000 | 2.0% | 510,000 | 3.9% | 122.99 (yen) |

(Percentages above represent changes compared to the corresponding previous year)

(Note 1) Revisions to the forecasts of consolidated financial results: None

(Note 2) Basic Earnings per Share attributable to NTT DOCOMO, INC. for the fiscal year ending March 31, 2014, takes into account a stock split.

For further information, please see Explanation for forecasts of operations and other notes.

(Note 3) The reported forecasts of percentages of Net Income Attributable to NTT DOCOMO, INC. and Basic Earnings per Share Attributable to NTT DOCOMO, INC. for the fiscal year ending March 31, 2014 have been revised for the retrospective application of equity method for an investee, please see 3.(4) Retrospective application of equity method for an investee on page 16.

* Notes:

| | | |
|---|---|-------------------|
| (1) Changes in significant subsidiaries (Changes in significant subsidiaries for the three months ended June 30, 2013 which resulted in changes in scope of consolidation) | | None |
| (2) Application of simplified or exceptional accounting | | None |
| (3) Changes in accounting policies | | None |
| i. Changes due to revision of accounting standards and other regulations: | | |
| ii. Others: | | None |
| (4) Number of issued shares (common stock) | | |
| i. Number of issued shares (inclusive of treasury stock): | As of June 30, 2013: | 43,650,000 shares |
| | As of March 31, 2013: | 43,650,000 shares |
| ii. Number of treasury stock: | As of June 30, 2013: | 2,182,399 shares |
| | As of March 31, 2013: | 2,182,399 shares |
| iii. Number of weighted average common shares outstanding: | For the three months ended June 30, 2013: | 41,467,601 shares |
| | For the three months ended June 30, 2012: | 41,467,601 shares |

* Presentation on the status of quarterly review procedure:

This earnings release is not subject to the quarterly review procedure as required by the Financial Instruments and Exchange Act of Japan. As of the date when this earnings release was issued, the quarterly review procedure on financial statements as required by the Financial Instruments and Exchange Act had not been finalized.

* Explanation for forecasts of operations and other notes:

1. Forecast of results

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Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and certain assumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in, or suggested by, any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2014, refer to 1. (3) Prospects for the Fiscal Year Ending March 31, 2014 on page 11 and 5. Special Note Regarding Forward-Looking Statements on page 20, contained in the attachment.

2. Forecasts for financial results and dividends after stock split

We resolved at a meeting of the Board of Directors held on April 26, 2013, that the common stock will be split 1:100, and the trading unit of the stock will be 100 shares with an effective date of October 1, 2013. If calculated prior to consideration of the stock split, Basic Earnings per Share Attributable to NTT DOCOMO, INC. and dividend forecast for the fiscal year ending March 31, 2014 are as follows.

(1) Consolidated Business Results Forecast for the Year ending March 31, 2014

Basic Earnings per Share Attributable to NTT DOCOMO, INC. ¥12,298.76

(2) Dividends forecast for the year ending March 31, 2014

Six months ending September 30, 2013 : ¥3,000.00 (Note 1)

Year ending March 31, 2014: ¥3,000.00 (Note 2)

(Note 1) Dividends at the end of the first half will be paid according to the number of shares held prior to the implementation of the stock split.

(Note 2) The amount of the dividend has been calculated on a pre-split basis.

(Note 3) The full-year dividend for the fiscal year ending March 31, 2014 (pre-split basis) will be equivalent to ¥6,000.

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Earnings Release for the Three Months Ended June 30, 2013

1. Information on Consolidated Results

(1) Operating Results

i. Business Overview

Amid a major transition driven mainly by the rapid proliferation of smartphones, the competition in Japan's mobile telecommunications market remains intense due to active movement of subscribers using the Mobile Number Portability (MNP) system and other factors.

Under these market conditions, based on our Medium-Term Vision 2015: Shaping a Smart Life, we have taken steps for the reinforcement of our core mobile business and worked on the expansion of new non-core businesses to create new values, thereby supporting the everyday lives of our customers and businesses to impart a sense of safety, security, convenience and efficiency as a Partner for a Smart Life.

In the fiscal year ending March 31, 2014, we are focusing on the expansion of smartphone user base and creation of new revenue sources leveraging docomo cloud while moving ahead with the structural reforms for the reinforcement of managerial foundation.

During the three months ended June 30, 2013, we conducted product promotion clearly presenting our recommended models, and worked to further enrich the content offered on the dmarket portal in an effort to further expand the uptake of smartphones.

As part of the initiatives aimed at creating new revenue sources, we commenced studies for the launch of a new travel service on the dmarket portal jointly with JTB Corp. We have also pursued tie-ups with various companies and agreed on a business/capital alliance with Pioneer Corporation for the development of new cloud-based services targeting car drivers, etc.

Furthermore, we have accelerated our structural reform programs to solidify our managerial foundation, newly establishing the Smart-life Business Division in July 2013 integrating the former separate business units that had been engaged in various new non-core businesses.

As a result of the foregoing, for the three months ended June 30, 2013, voice revenues in our mobile communications services decreased by ¥67.1 billion due mainly to the impacts of penetration of the Monthly Support discount program and a decrease in MOU (Minutes Of Use). On the other hand, packet revenues increased by ¥7.5 billion due to an increase in the number of Xi subscriptions and a growth in the user base of smartphones as a result of our active sales promotion. Equipment sales revenues grew by ¥63.6 billion due to an increase in wholesale price per unit and an increase in the number of handsets sold to agent resellers. Other operating revenues grew by ¥37.3 billion owing mainly to a favorable expansion of our new business fields and other measures. Consequently, we recognized operating revenues of ¥1,113.6 billion (an increase of ¥41.3 billion from the same period of the previous fiscal year).

Despite our promotion of cost efficiency improvement toward the goal of further strengthening our management structure, operating expenses increased by ¥56.4 billion from the same period of the previous fiscal year to ¥866.1 billion due mainly to increased costs for measures aimed to expand new business fields as well as increased costs of equipment sold due to an increase in the purchase price per handset and the number of handsets sold to agent resellers.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013**

As a result of the foregoing, we recorded operating income of ¥247.5 billion (a decrease of ¥15.2 billion from the same period of the previous fiscal year).

Income before income taxes and equity in net income (losses) of affiliates was ¥252.5 billion, and net income attributable to NTT DOCOMO, INC. was ¥158.0 billion (a decrease of 6.3 billion from the previous fiscal year).

Consolidated results of operations for the three months ended June 30, 2013 and 2012 were as follows:

<Results of operations>

| | Billions of yen | | | | |
|---|--|-------------------------------------|---|------------------------|--------|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | | Increase (Decrease) | |
| Operating revenues | ¥ 1,072.3 | ¥ 1,113.6 | ¥ | 41.3 | 3.9% |
| Operating expenses | 809.7 | 866.1 | | 56.4 | 7.0 |
| Operating income | 262.6 | 247.5 | | (15.2) | (5.8) |
| Other income (expense) | 2.2 | 5.0 | | 2.8 | 129.3 |
| Income before income taxes and equity in net income (losses) of affiliates | 264.8 | 252.5 | | (12.3) | (4.7) |
| Income taxes | 102.0 | 96.3 | | (5.7) | (5.6) |
| Income before equity in net income (losses) of affiliates | 162.8 | 156.2 | | (6.6) | (4.1) |
| Equity in net income (losses) of affiliates, net of applicable taxes | (0.8) | 0.5 | | 1.3 | |
| Net income | 161.9 | 156.6 | | (5.3) | (3.3) |
| Less: Net (income) loss attributable to noncontrolling interests | 2.4 | 1.4 | | (1.0) | (41.9) |
| Net income attributable to NTT DOCOMO, INC. | ¥ 164.3 | ¥ 158.0 | ¥ | (6.3) | (3.8) |
| EBITDA margin* | 39.6% | 37.8% | | (1.8)point | |
| ROCE before tax effect* | 4.9% | 4.4% | | (0.5)point | |
| ROCE after tax effect* | 3.0% | 2.7% | | (0.3)point | |

* EBITDA and EBITDA margin, as we use them in this earnings release, 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. For an explanation of our definitions of EBITDA, EBITDA margin, ROCE before tax effect and ROCE after tax effect, see 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the

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Most Directly Comparable GAAP Financial Measures on page 19.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013**

<Operating revenues>

| | Billions of yen | | | | |
|----------------------------------|--|--|------------------------|-------------|--|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | Increase (Decrease) | | |
| Mobile communications services | ¥ 809.5 | ¥ 749.9 | ¥ (59.6) | (7.4)% | |
| - Voice revenues | 342.1 | 274.9 | (67.1) | (19.6) | |
| - Packet communications revenues | 467.4 | 474.9 | 7.5 | 1.6 | |
| Equipment sales | 148.8 | 212.5 | 63.6 | 42.8 | |
| Other operating revenues | 114.0 | 151.2 | 37.3 | 32.7 | |
| Total operating revenues | ¥ 1,072.3 | ¥ 1,113.6 | ¥ 41.3 | 3.9% | |

Notes:

1. Voice revenues include data communications revenues through circuit switching systems.
2. Certain reclassifications have been made to Operating revenues for the same period of the previous fiscal year to conform to the presentation used for the three month ended June 30, 2013.

<Operating expenses>

| | Billions of yen | | | | |
|---|--|-------------------------------------|------------------------|-------------|--|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | Increase (Decrease) | | |
| Personnel expenses | ¥ 71.8 | ¥ 72.0 | ¥ 0.1 | 0.2% | |
| Non-personnel expenses | 506.5 | 550.3 | 43.8 | 8.6 | |
| Depreciation and amortization | 157.5 | 166.6 | 9.2 | 5.8 | |
| Loss on disposal of property, plant and equipment and intangible assets | 9.7 | 14.1 | 4.4 | 45.8 | |
| Communication network charges | 54.4 | 53.1 | (1.3) | (2.4) | |
| Taxes and public dues | 9.8 | 10.0 | 0.2 | 2.4 | |
| Total operating expenses | ¥ 809.7 | ¥ 866.1 | ¥ 56.4 | 7.0% | |

ARPU and MOU

We newly introduced Smart ARPU as a performance indicator that is specifically designed to reflect revenues from new business fields, in addition to conventional Voice ARPU and Packet ARPU indicators, in the second quarter of the fiscal year ended March 31, 2013.

<Trend of ARPU and MOU>

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| | Three months ended June 30, 2012 | Yen Three months ended June 30, 2013 | Increase (Decrease) | |
|-----------------|--|---|------------------------|--------|
| Aggregate ARPU* | ¥ 4,930 | ¥ 4,610 | ¥ (320) | (6.5)% |
| Voice ARPU | 1,900 | 1,470 | (430) | (22.6) |
| Packet ARPU | 2,660 | 2,680 | 20 | 0.8 |
| Smart ARPU | 370 | 460 | 90 | 24.3 |
| MOU* (minutes) | 119 | 109 | (10) | (8.4)% |

Note:

With the introduction of Smart ARPU, Aggregate ARPU includes Smart ARPU. Some elements (revenues from content and other services) included in conventional Packet ARPU for the three months ended June 30, 2013 have been retroactively reclassified into Smart ARPU. The impact of the reclassification is ¥90.

* See 4. (2) Definition and Calculation Methods of ARPU and MOU on page 18 for definition and calculation methods.

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

ii. Segment Results

Mobile phone business

With the aim of expanding our smartphone user base, we have been reinforcing our offerings of devices, network and services, which are the basic components of our business, and we have been delivering state-of-the-art services that are only available from us leveraging our proprietary docomo cloud technology.

«1. Expansion of Smartphone User Base»

<Devices>

Using the keywords easy to understand and easy to choose, we introduced Xperia™ SO-04E*1 and GALAXY S4 SC-04E, both equipped with large-capacity battery and quad-core CPU for ultra-fast processing, as DOCOMO's Two Top models.

As a new model of the Raku-Raku PHONE series, we announced the release of Raku-Raku Smartphone 2 compatible with Xi (LTE*2 service) that enables high-speed and large-capacity transmission, which can be used with an affordable, dedicated flat-rate billing plan Raku-Raku Pake-hodai priced at ¥2,980 per month.

<Network>

We increased the number of base stations supporting maximum downlink speed of 75Mbps to 17,300, and expanded the coverage of ultra-high speed service that offers downlink speeds of up to 112.5Mbps to 130 cities nationwide, in an effort to further enrich the service areas of Xi network featuring high-speed and large-capacity access.

We accelerated the coverage roll-out on subway routes, including the Osaka Municipal Subway system. Also, as part of our efforts for improved convenience, we started the operation of Xi-enabled compact base station equipment that can cover areas that had previously been difficult to reach, such as mountain areas.

<Services>

We started offering two new service packages: the Osusume Pack, which provides a bundle of recommended services that allow users to use smartphone conveniently, such as Sugotoku Content (an assortment of popular content); and the Anshin Pack, a package of services designed to ensure worry-free use of smartphones. The subscriber base of Anshin Pack and Osusume Pack topped 1 million in June and July 2013, respectively.

As a result of the foregoing, the total number of smartphones sold in the three months ended June 30, 2013 reached 3.35 million units, and the total number of Xi subscriptions as of June 30, 2013 grew to 14.20 million.

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

«2. Creation of New Revenue Sources Leveraging docomo cloud »

We launched creators service, an online market for creative people where handmade items such as accessories or user-generated content such as novels or comics can be put up for sale or purchased. Meanwhile, we also strived to strengthen the content of our existing services, with the user base of 4.5 million as of June 30, 2013 for our video distribution platform, dvideo.

As part of our endeavors for the improvement of usage environment, we started at our nationwide docomo Shops and other outlets the sales of a Wi-Fi-dedicated tablet device, dtab, which is designed for easy access to dvideo and other content services.

As a functional enhancement of our Photo Collection service for storage of photographs and videos in docomo cloud, we added the Facebook linkage capability so that photographs posted on Facebook can be incorporated and displayed on Photo Collection. The total number of cellular subscriptions as of June 30, 2013 was 61.62 million, up 1.23 million compared to the number a year earlier, due to brisk smartphone sales. However, the competition with other carriers for the acquisition of net additions remained intense, and the impact of subscriber port-outs using the MNP system expanded. As a consequence, our cellular churn rate for the three months ended June 30, 2013 increased by 0.12 points from the same period of the previous fiscal year to 0.86%.

While voice revenues decreased by ¥67.1 billion due mainly to the impacts of penetration of the Monthly Support discount program and a decrease in MOU (Minutes Of Use), packet revenues increased by ¥7.5 billion due to an increase in the number of Xi subscriptions and a growth in the number of smartphone users as a result of our active sales promotion. Equipment sales revenues grew by ¥63.6 billion due to an increase in wholesale price per unit and an increase in the number of handsets sold to agent resellers.

As a result of the foregoing, operating revenues and operating income from the mobile phone business for the three months ended June 30, 2013, were ¥1,057.1 billion (an increase of ¥21.3 billion from the same period of the previous fiscal year) and ¥250.7 billion (a decrease of ¥20.1 billion from the same period of the previous fiscal year), respectively.

*1: Xperia is a trademark or a registered trademark of Sony Mobile Communications AB.

*2: Abbreviation for Long Term Evolution, a mobile communications standard specified by international standardization body 3GPP (3rd Generation Partnership Project).

*3: Facebook is a trademark or a registered trademark of Facebook, Inc.

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Number of subscriptions by services and other operating data are as follows:

<Number of subscriptions by services>

| | Thousand subscriptions | | | |
|---------------------------|------------------------|------------------|------------------------|--------|
| | June 30, 2012 | June 30, 2013 | Increase (Decrease) | |
| Cellular services | 60,396 | 61,623 | 1,228 | 2.0% |
| Cellular (Xi) services | 3,317 | 14,198 | 10,882 | 328.1 |
| Cellular (FOMA) services | 57,079 | 47,425 | (9,654) | (16.9) |
| packet flat-rate services | 36,983 | 39,057 | 2,075 | 5.6 |
| i-mode services | 40,336 | 30,689 | (9,647) | (23.9) |
| sp-mode services | 11,469 | 19,921 | 8,452 | 73.7 |

Notes:

1. Number of subscriptions to Cellular services and Cellular (FOMA) services includes Communication Module services subscriptions.
2. Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscriptions.

<Number of handsets sold and churn rate>

| | Thousand units | | | |
|--|--|-------------------------------------|------------------------|--------|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | Increase (Decrease) | |
| Number of handsets sold | 5,167 | 5,393 | 226 | 4.4% |
| Cellular (Xi) services | | | | |
| New Xi subscription | 464 | 860 | 396 | 85.4 |
| Change of subscription from FOMA | 686 | 2,021 | 1,336 | 194.9 |
| Xi handset upgrade by Xi subscribers | 48 | 396 | 348 | 725.2 |
| Cellular (FOMA) services | | | | |
| New FOMA subscription | 1,140 | 815 | (325) | (28.5) |
| Change of subscription from Xi | 4 | 16 | 12 | 328.2 |
| FOMA handset upgrade by FOMA subscribers | 2,826 | 1,284 | (1,542) | (54.6) |
| Churn Rate | 0.74% | 0.86% | 0.12 point | |

Results of operations are as follows:

<Results of operations>

| | Billions of yen | | | |
|---|--|-------------------------------------|------------------------|------|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | Increase (Decrease) | |
| Operating revenues from mobile phone business | ¥ 1,035.8 | ¥ 1,057.1 | ¥ 21.3 | 2.1% |

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| | | | | |
|---|-------|--------------|--------|-------|
| Operating income from mobile phone business | 270.8 | 250.7 | (20.1) | (7.4) |
|---|-------|--------------|--------|-------|

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Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****All other businesses**

We have been engaged in providing various services in new business fields and pursuing collaborations with corporate partners aimed at the realization of a more fulfilling Smart Life.

«1. New Investments/Alliances Aimed for Service Expansion»

We acquired the majority ownership of Nihon Ultmarc Inc., a company that operates Japan's largest medical database, toward the creation of new services that connect consumers with medical services through mobile devices.

To expand services and improve the communications quality in Guam and the Commonwealth of the Northern Mariana Islands, we wholly acquired MCV Guam Holding Corp., the largest cable television and Internet service provider in the region.

«2. Business Deployment by Subsidiaries»

docomo Healthcare, Inc. launched a health platform called Watashi-move, which delivers optimal service to each customer by storing and analyzing their personal health data captured by smartphones and other health appliances. docomo Healthcare also commenced a new health assistance service for women dubbed Karada-no-kimochi, which provides users with health-related advice based on their daily biorhythm data or mental state.

mmbi, Inc., worked to construct an environment that facilitates the uptake of NOTTV mobile multimedia broadcasting service for smartphones by a greater number of users through service coverage expansion and increasing the variety of compatible handsets to 31 models. As a consequence, the total number of NOTTV subscriptions reached 1.22 million as of June 30, 2013.

As a result of the foregoing, operating revenues from all other businesses for the three months ended June 30, 2013 was ¥56.4 billion. Operating revenues from all other businesses accounted for 5.1% of total operating revenues.

On the other hand, operating expenses from all other businesses increased to ¥59.7 billion mainly due to increased costs for measures aimed to expand new business fields and consequently operating loss from all other businesses was ¥3.3 billion.

Results of operations are as follows:

<Results of operations>

| | Billions of yen | | | | |
|---|--------------------|-------------------------------------|--------|------------------------|--|
| | Three months ended | | | | |
| | June 30, 2012 | Three months ended June 30, 2013 | | Increase (Decrease) | |
| Operating revenues from all other businesses | ¥ 36.5 | ¥ 56.4 | ¥ 20.0 | 54.8% | |
| Operating income (loss) from all other businesses | (8.2) | (3.3) | 4.9 | 60.0 | |

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****iii. CSR Activities**

In accordance with the Medium-Term Vision 2015, we have made unrelenting efforts for the construction of high-quality network, provision of stable services and creation of new values as a Partner for a Smart Life.

We believe it is our responsibility to contribute to building a society where everyone can live a safe, secure and comfortable life filled with richness, beyond borders and across generations through these business activities and we put CSR (corporate social responsibility) at the heart of our management agenda.

The principal actions undertaken in the three months ended June 30, 2013 are summarized below:

We enriched our Mobile Phone Safety Class program, an initiative undertaken to protect children from potential troubles arising from the use of mobile phones, by developing new educational tools aimed at using smartphones more safely and securely.

We took actions aimed at enhancing users awareness of smartphone usage manners, creating a logotype alerting the risks of using a smartphone while walking, and posting it on various advertisements and other publications.

We commenced the field trial of a disaster-resilient, environment-friendly Green Base Station, which can secure day-time battery from solar power generation, in Tokyo and other locations.

As part of the Mirai-no-tane initiative aimed at assisting the reconstruction and revitalization of Minamisanriku Town, Miyagi Prefecture, we started handling merchandise made of surplus wood of trees culled during thinning operations to maintain healthy forests on our dshopping online shopping platform.

iv. Trend of Capital Expenditures

We pursued efficient utilizations of our facilities and reduction of equipment procurement cost, while moving forward with investments required for roll-out of Xi service areas and facility buildup to accommodate the growth of data traffic.

As a result of the foregoing, the total amount of capital expenditures made during the three months ended June 30, 2013 decreased by 18.0% from the same period of the previous fiscal year to ¥145.4 billion.

<Capital expenditures>

| | Billions of yen | | | |
|---------------------------------------|--|-------------------------------------|--------------|------------------------|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | | Increase (Decrease) |
| Total capital expenditures | ¥ 177.4 | ¥ | 145.4 | ¥ (32.0) (18.0)% |
| Mobile phone business | 144.9 | | 126.1 | (18.8) (13.0) |
| Other (including information systems) | 32.5 | | 19.4 | (13.2) (40.5) |

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****(2) Financial Review****i. Financial Position**

| | Billions of yen | | | | |
|---|-----------------|---------------|------------------------|------|-------------------------------|
| | June 30, 2012 | June 30, 2013 | Increase (Decrease) | | (Reference) March 31, 2013 |
| Total assets | ¥ 6,747.7 | ¥ 7,094.7 | ¥ 346.9 | 5.1% | ¥ 7,169.7 |
| NTT DOCOMO, INC. shareholders' equity | 5,130.8 | 5,429.3 | 298.5 | 5.8 | 5,368.5 |
| Liabilities | 1,571.2 | 1,624.9 | 53.7 | 3.4 | 1,759.2 |
| Including: Interest bearing liabilities | 242.7 | 246.4 | 3.6 | 1.5 | 253.8 |
| Shareholders' equity ratio (1) | 76.0% | 76.5% | 0.5 point | | 74.9% |
| Debt ratio (2) | 4.5% | 4.3% | (0.2) point | | 4.5% |

Notes: (1) Shareholders' equity ratio = NTT DOCOMO, INC. shareholders' equity / Total assets

(2) Debt ratio = Interest bearing liabilities / (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities)

(3) The reported consolidated financial statements for the fiscal year ended March 31, 2013 have been revised for the retrospective application of equity method for an investee. Please see 3.(4) Retrospective application of equity method for an investee on page 16.

ii. Cash Flow Conditions

For the three months ended June 30, 2013, net cash provided by operating activities was ¥241.6 billion, an increase of ¥67.9 billion (39.1%) from the same period of the previous fiscal year. This was mainly because of a decrease in payment of income taxes and an increase in cash inflows resulting from the collection of installment receivables from subscribers.

Net cash used in investing activities was ¥207.4 billion, an increase of ¥150.5 billion (264.7%) from the same period of the previous fiscal year. This was mainly due to a decrease in proceeds from redemption of short-term bailment for consumption to a related party.

Net cash used in financing activities was ¥135.7 billion, an increase of ¥8.4 billion (6.6%) from the same period of the previous fiscal year, mainly due to an increase of dividends paid.

As a result of the foregoing, the balance of cash and cash equivalents was ¥393.3 billion as of June 30, 2013, a decrease of ¥100.4 billion (20.3%) from the previous fiscal year end.

| | Billions of yen | | | |
|---|--|-------------------------------------|------------------------|---------|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 | Increase (Decrease) | |
| Net cash provided by operating activities | ¥ 173.7 | ¥ 241.6 | ¥ 67.9 | 39.1% |
| Net cash used in investing activities | (56.9) | (207.4) | (150.5) | (264.7) |
| Net cash provided by (used in) financing activities | (127.3) | (135.7) | (8.4) | (6.6) |
| Free cash flows (1) | 116.8 | 34.2 | (82.6) | (70.7) |

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| | | | |
|--|--------|-------------|------|
| Free cash flows excluding the effects of irregular factors (2), and changes in investments for cash management purposes (3)* | (30.1) | 16.8 | 46.8 |
|--|--------|-------------|------|

- Notes: (1) Free cash flows = Net cash provided by operating activities + Net cash used in investing activities
(2) Irregular factors = Effects of uncollected revenues due to bank closures at the end of the fiscal period
(3) Changes in investments for cash management purposes = Changes by purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months

* See 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 19.

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

(3) Prospects for the Fiscal Year Ending March 31, 2014

Competition in Japan's mobile telecommunications market is expected to remain intense in such areas as acquisition of subscribers and further improvement of service offerings. Under these market conditions, we expect to post an increase in both operating revenues and operating income for the fiscal year ending March 31, 2014 for the previous fiscal year by taking various measures.

Operating revenues for the fiscal year ending March 31, 2014 are estimated to be ¥4,640.0 billion, an increase of ¥169.9 billion from the previous fiscal year. The reasons behind the expected increase in operating revenues include an increase in packet revenues as a result of our efforts to accelerate the migration to smartphones, an increase in equipment sales revenues by reinforcing smartphone sales and an increase in other operating revenues driven by the expansion of dmarket and other new business revenues, although mobile communications services revenues is expected to decrease due to the impacts of penetration of the Monthly Support discount program.

Operating expenses are estimated to be ¥3,800.0 billion, an increase of ¥167.1 billion from the previous fiscal year, primarily due to measures to increase the number of base station installations aimed for quality enhancement of Xi services, actions aimed for expanding future revenues, and an increase in cost of equipment sold due to increasing handset sales, although we continue efforts aimed at further cost efficiency.

As a result of the foregoing, operating income is estimated to be ¥840.0 billion, an increase of ¥2.8 billion from the previous fiscal year.

As we are not currently aware of any factor that may have a material impact on our projected results of operations, we have not revised our forecasts announced on April 26, 2013.

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

2. Other Information

(1) Changes in Significant Subsidiaries

None

(2) Application of Simplified or Exceptional Accounting

None

(3) Changes in Accounting Policies

None

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

3. Consolidated Financial Statements**(1) Consolidated Balance Sheets**

| | Millions of yen | |
|---|--------------------|--------------------|
| | March 31, 2013 | June 30, 2013 |
| ASSETS | | |
| Current assets: | | |
| Cash and cash equivalents | ¥ 493,674 | ¥ 393,304 |
| Short-term investments | 41,762 | 24,316 |
| Accounts receivable | 260,342 | 241,439 |
| Receivables held for sale | 638,149 | 662,070 |
| Credit card receivables | 194,607 | 201,787 |
| Other receivables | 289,849 | 285,245 |
| Allowance for doubtful accounts | (16,843) | (14,691) |
| Inventories | 180,736 | 183,423 |
| Deferred tax assets | 70,784 | 60,245 |
| Prepaid expenses and other current assets | 83,442 | 100,813 |
| Total current assets | 2,236,502 | 2,137,951 |
| Property, plant and equipment: | | |
| Wireless telecommunications equipment | 5,151,686 | 5,059,657 |
| Buildings and structures | 882,165 | 884,041 |
| Tools, furniture and fixtures | 532,506 | 543,332 |
| Land | 200,382 | 200,672 |
| Construction in progress | 127,592 | 145,626 |
| Accumulated depreciation and amortization | (4,334,047) | (4,282,191) |
| Total property, plant and equipment, net | 2,560,284 | 2,551,137 |
| Non-current investments and other assets: | | |
| Investments in affiliates | 474,502 | 489,282 |
| Marketable securities and other investments | 155,923 | 176,331 |
| Intangible assets, net | 691,651 | 677,488 |
| Goodwill | 217,640 | 231,875 |
| Other assets | 560,139 | 574,234 |
| Deferred tax assets | 273,084 | 256,355 |
| Total non-current investments and other assets | 2,372,939 | 2,405,565 |
| Total assets | ¥ 7,169,725 | ¥ 7,094,653 |
| LIABILITIES AND EQUITY | | |
| Current liabilities: | | |
| Current portion of long-term debt | ¥ 70,437 | ¥ 70,767 |

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| | | |
|--|--------------------|--------------------|
| Short-term borrowings | 12,307 | 4,628 |
| Accounts payable, trade | 705,724 | 647,264 |
| Accrued payroll | 55,961 | 41,199 |
| Accrued interest | 713 | 259 |
| Accrued income taxes | 135,418 | 75,050 |
| Other current liabilities | 150,300 | 173,708 |
| Total current liabilities | 1,130,860 | 1,012,875 |
| Long-term liabilities: | | |
| Long-term debt (exclusive of current portion) | 171,022 | 170,958 |
| Accrued liabilities for point programs | 140,855 | 121,590 |
| Liability for employees' retirement benefits | 171,221 | 173,772 |
| Other long-term liabilities | 145,202 | 145,659 |
| Total long-term liabilities | 628,300 | 611,979 |
| Total liabilities | 1,759,160 | 1,624,854 |
| Equity: | | |
| NTT DOCOMO, INC. shareholders' equity | | |
| Common stock | 949,680 | 949,680 |
| Additional paid-in capital | 732,609 | 732,506 |
| Retained earnings | 4,112,466 | 4,146,169 |
| Accumulated other comprehensive income (loss) | (49,112) | (21,889) |
| Treasury stock | (377,168) | (377,168) |
| Total NTT DOCOMO, INC. shareholders' equity | 5,368,475 | 5,429,298 |
| Noncontrolling interests | 42,090 | 40,501 |
| Total equity | 5,410,565 | 5,469,799 |
| Total liabilities and equity | ¥ 7,169,725 | ¥ 7,094,653 |

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income**Consolidated Statements of Income**

| | Millions of yen | |
|---|-------------------------------------|-------------------------------------|
| | Three Months Ended June 30, 2012 | Three Months Ended June 30, 2013 |
| Operating revenues: | | |
| Mobile communications services | ¥ 809,465 | ¥ 749,856 |
| Equipment sales | 148,844 | 212,481 |
| Other operating revenues | 113,972 | 151,236 |
| Total operating revenues | 1,072,281 | 1,113,573 |
| Operating expenses: | | |
| Cost of services (exclusive of items shown separately below) | 231,597 | 251,041 |
| Cost of equipment sold (exclusive of items shown separately below) | 158,084 | 177,253 |
| Depreciation and amortization | 157,472 | 166,640 |
| Selling, general and administrative | 262,501 | 271,169 |
| Total operating expenses | 809,654 | 866,103 |
| Operating income | 262,627 | 247,470 |
| Other income (expense): | | |
| Interest expense | (460) | (479) |
| Interest income | 372 | 428 |
| Other, net | 2,275 | 5,065 |
| Total other income (expense) | 2,187 | 5,014 |
| Income before income taxes and equity in net income (losses) of affiliates | 264,814 | 252,484 |
| Income taxes: | | |
| Current | 78,740 | 79,078 |
| Deferred | 23,299 | 17,248 |
| Total income taxes | 102,039 | 96,326 |
| Income before equity in net income (losses) of affiliates | 162,775 | 156,158 |
| Equity in net income (losses) of affiliates, net of applicable taxes | (843) | 476 |
| Net income | 161,932 | 156,634 |
| Less: Net (income) loss attributable to noncontrolling interests | 2,366 | 1,375 |

| | | | | |
|--|---|---------|---|----------------|
| Net income attributable to NTT DOCOMO, INC. | ¥ | 164,298 | ¥ | 158,009 |
|--|---|---------|---|----------------|

PER SHARE DATA

| | | | | |
|---|--|------------|--|-------------------|
| Weighted average common shares outstanding Basic and Diluted (shares) | | 41,467,601 | | 41,467,601 |
|---|--|------------|--|-------------------|

| | | | | |
|---|---|----------|---|-----------------|
| Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen) | ¥ | 3,962.08 | ¥ | 3,810.42 |
|---|---|----------|---|-----------------|

Consolidated Statements of Comprehensive Income

| | Millions of yen | |
|---|-------------------------------------|--|
| | Three Months Ended June 30, 2012 | Three Months Ended June 30, 2013 |
| Net income | ¥ 161,932 | ¥ 156,634 |
| Other comprehensive income (loss): | | |
| Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes | (1,725) | 11,264 |
| Unrealized gains (losses) on cash flow hedges, net of applicable taxes | 6 | (32) |
| Foreign currency translation adjustment, net of applicable taxes | 21,735 | 15,902 |
| Pension liability adjustment, net of applicable taxes | 107 | 146 |
| Total other comprehensive income (loss) | 20,123 | 27,280 |
| Comprehensive income | 182,055 | 183,914 |
| Less: Comprehensive (income) loss attributable to noncontrolling interests | 2,301 | 1,318 |
| Comprehensive income attributable to NTT DOCOMO, INC. | ¥ 184,356 | ¥ 185,232 |

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****(3) Consolidated Statements of Cash Flows**

| | Millions of yen | |
|--|--|-------------------------------------|
| | Three Months Ended June 30, 2012 | Three Months Ended June 30, 2013 |
| Cash flows from operating activities: | | |
| Net income | ¥ 161,932 | ¥ 156,634 |
| Adjustments to reconcile net income to net cash provided by operating activities- | | |
| Depreciation and amortization | 157,472 | 166,640 |
| Deferred taxes | 22,334 | 16,881 |
| Loss on sale or disposal of property, plant and equipment | 4,969 | 6,276 |
| Equity in net (income) losses of affiliates | 1,737 | (298) |
| Changes in assets and liabilities: | | |
| (Increase) / decrease in accounts receivable | 561,623 | 20,165 |
| (Increase) / decrease in receivables held for sale | (502,024) | (23,921) |
| (Increase) / decrease in credit card receivables | (3,370) | (4,184) |
| (Increase) / decrease in other receivables | 1,863 | 4,753 |
| Increase / (decrease) in allowance for doubtful accounts | 5,263 | (2,293) |
| (Increase) / decrease in inventories | 6,158 | (2,396) |
| (Increase) / decrease in prepaid expenses and other current assets | (15,753) | (16,530) |
| (Increase) / decrease in non-current installment receivables for handsets | 88,075 | |
| (Increase) / decrease in non-current receivables held for sale | (99,963) | (5,323) |
| Increase / (decrease) in accounts payable, trade | (130,217) | (5,880) |
| Increase / (decrease) in accrued income taxes | (72,731) | (60,633) |
| Increase / (decrease) in other current liabilities | 17,369 | 21,311 |
| Increase / (decrease) in accrued liabilities for point programs | (17,679) | (19,265) |
| Increase / (decrease) in liability for employees' retirement benefits | 2,332 | 2,433 |
| Increase / (decrease) in other long-term liabilities | (6,507) | (544) |
| Other, net | (9,208) | (12,249) |
| Net cash provided by operating activities | 173,675 | 241,577 |
| Cash flows from investing activities: | | |
| Purchases of property, plant and equipment | (141,109) | (140,377) |
| Purchases of intangible and other assets | (72,883) | (66,462) |
| Purchases of non-current investments | (1,337) | (6,072) |
| Proceeds from sale of non-current investments | 963 | 9 |
| Acquisitions of subsidiaries, net of cash acquired | (339) | (8,611) |
| Purchases of short-term investments | (211,431) | (13,754) |
| Redemption of short-term investments | 281,312 | 31,182 |
| Proceeds from redemption of short-term bailment for consumption to a related party | 90,000 | |
| Other, net | (2,040) | (3,309) |
| Net cash used in investing activities | (56,864) | (207,394) |
| Cash flows from financing activities: | | |
| Repayment of long-term debt | (15,007) | (4,390) |

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| | | | |
|---|-----------|---|------------------|
| Proceeds from short-term borrowings | 3,799 | | 4,934 |
| Repayment of short-term borrowings | (2,887) | | (12,984) |
| Principal payments under capital lease obligations | (1,069) | | (560) |
| Dividends paid | (113,793) | | (121,665) |
| Other, net | 1,680 | | (1,032) |
| Net cash provided by (used in) financing activities | (127,277) | | (135,697) |
| Effect of exchange rate changes on cash and cash equivalents | 925 | | 1,144 |
| Net increase (decrease) in cash and cash equivalents | (9,541) | | (100,370) |
| Cash and cash equivalents at beginning of period | 522,078 | | 493,674 |
| Cash and cash equivalents at end of period | ¥ 512,537 | ¥ | 393,304 |
| Supplemental disclosures of cash flow information: | | | |
| Cash received during the period for: | | | |
| Income tax refunds | ¥ 111 | ¥ | 10 |
| Cash paid during the period for: | | | |
| Interest, net of amount capitalized | 860 | | 933 |
| Income taxes | 151,197 | | 136,692 |

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****(4) Notes to consolidated financial statements****Going Concern Assumption**

None

Significant Changes in NTT DOCOMO, INC. Shareholders' Equity

None

Segment Reporting

| | Millions of yen | | |
|----------------------------------|--------------------------|-------------------------|--------------|
| | Mobile phone business | All other businesses | Consolidated |
| Three months ended June 30, 2012 | | | |
| Operating revenues | ¥ 1,035,828 | ¥ 36,453 | ¥ 1,072,281 |
| Operating expenses | 765,023 | 44,631 | 809,654 |
| Operating income (loss) | ¥ 270,805 | ¥ (8,178) | ¥ 262,627 |

| | Millions of yen | | |
|---|--------------------------|-------------------------|--------------|
| | Mobile phone business | All other businesses | Consolidated |
| Three months ended June 30, 2013 | | | |
| Operating revenues | ¥ 1,057,137 | ¥ 56,436 | ¥ 1,113,573 |
| Operating expenses | 806,397 | 59,706 | 866,103 |
| Operating income (loss) | ¥ 250,740 | ¥ (3,270) | ¥ 247,470 |

There were no transactions between the operating segments. DOCOMO does not disclose geographical information since the amounts of operating revenues generated outside Japan are immaterial.

Retrospective application of equity method for an investee

As a result of an application of the equity method for DOCOMO's investment in Philippine Long Distance Telephone Company from the beginning of the three months ended June 30, 2013, the equity method of accounting was applied retrospectively in accordance with Accounting Standards Codification 323 Investments-Equity Method and Joint Ventures issued by the Financial Accounting Standards Board. Consequently, the reported consolidated financial statements for the fiscal year ended March 31, 2013 have been revised in DOCOMO's consolidated financial statements for this retrospective application.

The impacts on Investments in affiliates, Marketable securities and other investments, Deferred tax assets, Non-current investments and other assets, Retained earnings, Accumulated other comprehensive income (loss) and NTT DOCOMO, INC. shareholders' equity in the consolidated balance sheet as of March 31, 2013 were ¥122,477 million, ¥(215,646) million, ¥34,069 million, ¥(59,100) million, ¥(4,607) million, ¥(54,493) million and ¥(59,100) million, respectively.

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The impacts on Other income (expense), Income before income taxes and equity in net income (losses) of affiliates, Income taxes, Equity in net income (losses) of affiliates, net of applicable taxes, Net income and Net income attributable to NTT DOCOMO, INC. on the consolidated income statement for the year ended March 31, 2013 were ¥(8,316) million, ¥(8,316) million, ¥(2,977) million, ¥732 million, ¥(4,607) million and ¥(4,607), respectively.

Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. for the year ended March 31, 2013 was ¥(111.09).

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

4. Appendices**(1) Operating Data for 1st Quarter of the Fiscal Year Ending March 31, 2014**

| | | First Quarter (Apr. - Jun. 2012) Results | First Quarter (Apr.-Jun. 2013) Results | [Ref.] Fiscal Year Ended Mar. 31, 2013 Full-year Results | [Ref.] Fiscal Year Ending Mar. 31, 2014 Full-year Forecasts |
|---|---------------------------|---|---|--|--|
| Number of Subscriptions and Other Operating Data | | | | | |
| Cellular Subscriptions | thousands | 60,396 | 61,623 | 61,536 | 63,390 |
| Xi | thousands | 3,317 | 14,198 | 11,566 | 25,300 |
| FOMA (1) | thousands | 57,079 | 47,425 | 49,970 | 38,090 |
| Communication Module Service | thousands | 2,457 | 3,204 | 3,169 | |
| Prepaid Subscriptions | thousands | 182 | 89 | 158 | |
| Packet Flat-rate Services Subscriptions | thousands | 36,983 | 39,057 | 38,704 | |
| Net Increase from Previous Period (2) | thousands | 266 | 87 | 1,407 | 1,850 |
| Xi | thousands | 1,092 | 2,632 | 9,341 | 13,730 |
| FOMA (1) | thousands | (825) | (2,545) | (7,935) | (11,880) |
| Churn Rate (2) | % | 0.74 | 0.86 | 0.82 | |
| Number of Handsets Sold (3) | thousands | 5,167 | 5,393 | 23,555 | |
| i-mode Subscriptions | thousands | 40,336 | 30,689 | 32,688 | 24,030 |
| sp-mode Subscriptions | thousands | 11,469 | 19,921 | 18,285 | 27,160 |
| i-channel Subscriptions | thousands | 15,613 | 12,918 | 13,815 | |
| i-concier Subscriptions | thousands | 6,443 | 9,307 | 8,868 | |
| DCMX Subscriptions (4) | thousands | 13,127 | 14,532 | 13,845 | 14,623 |
| ARPU and MOU | | | | | |
| Aggregate ARPU | | | | | |
| (FOMA) (5) (6) | yen/month/subscription | 4,930 | 4,610 | 4,840 | 4,570 |
| Voice ARPU (7) | yen/month/subscription | 1,900 | 1,470 | 1,730 | 1,340 |
| Packet ARPU (6) | yen/month/subscription | 2,660 | 2,680 | 2,690 | 2,720 |
| Smart ARPU | yen/month/subscription | 370 | 460 | 420 | 510 |
| MOU (8) | minute/month/subscription | 119 | 109 | 117 | |

* Please refer to 4. (2) Definition and Calculation Methods of ARPU and MOU for the definition of ARPU and MOU on page 18, and an explanation of the methods used to calculate ARPU and the number of active subscriptions.

- (1) Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions include in the number of FOMA subscribers.
- (2) Data are calculated including communication module services subscriptions.
- (3) Sum of new subscriptions, change of subscription from FOMA to Xi, Xi to FOMA, Xi handset upgrade by Xi subscribers, FOMA handset upgrade by FOMA subscribers.
- (4) Inclusive of DCMX mini subscriptions
- (5) Data are calculated excluding revenues and subscriptions to communication module services, Phone Number Storage and Mail Address Storage.

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(6) With the introduction of Smart ARPU in the second quarter of the fiscal year ended March 31, 2013, Aggregate ARPU contains Smart ARPU .

In addition, some elements revenues from content and other services included in conventional Packet ARPU for the fiscal year ended March 31, 2013 Three months (April to June 2012) results have been retroactively reclassified into Smart ARPU . The impact of the reclassification of the period is 90 yen.

(7) Inclusive of circuit-switched data communication

(8) Data are calculated excluding subscriptions to communication module services, Phone Number Storage and Mail Address Storage.

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DOCOMO Earnings Release

Three Months Ended June 30, 2013

(2) 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, collection of charges, 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.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2013****(3) Reconciliations 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, 2012 | Three months ended June 30, 2013 |
| a. EBITDA | ¥ 425.1 | ¥ 420.4 |
| Depreciation and amortization | (157.5) | (166.6) |
| Loss on sale or disposal of property, plant and equipment | (5.0) | (6.3) |
| Operating income | 262.6 | 247.5 |
| Other income (expense) | 2.2 | 5.0 |
| Income taxes | (102.0) | (96.3) |
| Equity in net income (losses) of affiliates | (0.8) | 0.5 |
| Less: Net (income) loss attributable to noncontrolling interests | 2.4 | 1.4 |
| b. Net income attributable to NTT DOCOMO, INC. | 164.3 | 158.0 |
| c. Operating revenues | 1,072.3 | 1,113.6 |
| EBITDA margin (=a/c) | 39.6% | 37.8% |
| Net income margin (=b/c) | 15.3% | 14.2% |

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 after tax effect

| | Billions of yen | |
|--|--|--|
| | Three months ended June 30, 2012 | Three months ended June 30, 2013 |
| a. Operating income | ¥ 262.6 | ¥ 247.5 |
| b. Operating income after tax effect {=a*(1-effective tax rate)} | 162.6 | 153.2 |
| c. Capital employed | 5,346.3 | 5,648.9 |
| ROCE before tax effect (=a/c) | 4.9% | 4.4% |
| ROCE after tax effect (=b/c) | 3.0% | 2.7% |

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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, 2012 and 2013 was 38.1%.

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

| | Three months ended June 30, 2012 | Billions of yen Three months ended June 30, 2013 |
|---|--|--|
| Free cash flows excluding irregular factors and changes in investments for cash management purposes | ¥ (30.1) | ¥ 16.8 |
| Irregular factors (1) | (13.0) | |
| Changes in investments for cash management purposes (2) | 159.9 | 17.4 |
| Free cash flows | 116.8 | 34.2 |
| Net cash used in investing activities | (56.9) | (207.4) |
| Net cash provided by operating activities | 173.7 | 241.6 |

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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DOCOMO Earnings Release

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5. Special Note Regarding Forward-Looking Statements

This earnings release 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 subscription, 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 earnings release 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 may not produce the returns or provide the opportunities we expect.
- (7) Malfunctions, defects or imperfection 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.

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- (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, 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.

* Names of companies, products, etc., contained in this release are the trademarks or registered trademarks of their respective organizations.

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