

NTT DOCOMO INC  
Form 6-K  
November 04, 2008

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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 October, 2008.  
Commission File Number: 001-31221  
Total number of pages: 50**

**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)**

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):

*Note:* Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

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):

*Note:* Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

**Yes**  **No**

If **Yes** is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Information furnished in this form:

1. Earnings Release for the six months ended September 30, 2008.

2. Materials presented in conjunction with the earnings release dated October 31, 2008  
announcing the company's results for the six months ended September 30, 2008.

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**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: October 31, 2008

By: /s/ OSAMU HIROKADO  
**Osamu Hirokado**  
**Head of Investor Relations**

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**Table of Contents****Financial Statements**

For the Six Months Ended September 30, 2008

October 31, 2008

**[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: Ryuji Yamada, Representative Director, President and Chief Executive Officer  
Contact: Shinya Hasegawa, Senior Manager, General Affairs Department / TEL +81-3-5156-1111  
Scheduled date for filing of quarterly report: November 6, 2008  
Scheduled date for dividend payment: November 21, 2008

**1. Consolidated Financial Results for the Six Months Ended September 30, 2008 (April 1, 2008 - September 30, 2008)**

(1) Consolidated Results of Operations

Amounts are rounded off to the nearest 1 million yen.

		(Millions of yen, except per share amount)							
		<b>Operating Revenues</b>		<b>Operating Income</b>		<b>Income before Income Taxes</b>		<b>Net Income</b>	
Six months ended									
September 30, 2008		2,267,784		576,946		560,156		346,659	
Six months ended									
September 30, 2007		2,325,117	(2.4)%	408,496	(21.0)%	410,850	(21.0)%	246,510	(20.4)%
						<b>Basic Earnings per Share</b>		<b>Diluted Earnings per Share</b>	
Six months ended September 30, 2008						8,174.69 (yen)			
Six months ended September 30, 2007						5,692.33 (yen)			

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

(2) Consolidated Financial Position

		(Millions of yen, except per share amount)			
		<b>Total Assets</b>	<b>Shareholders Equity</b>	<b>Equity Ratio</b> (Ratio of Shareholders Equity to Total Assets)	<b>Shareholders Equity per Share</b>
September 30, 2008		6,173,791	4,445,863	72.0%	105,091.00 (yen)

March 31, 2008	6,210,834	4,276,496	68.9%	100,321.46 (yen)
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**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, 2008		2,400.00		2,400.00	4,800.00
Year ending March 31, 2009		2,400.00			
Year ending March 31, 2009 (Forecasts)				2,400.00	4,800.00

Change in forecasts of dividends during the three months ended September 30, 2008: None

**3. Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2009 (April 1, 2008 March 31, 2009)**

Year ending	Operating Revenues		Operating Income		Income before Income Taxes		(Millions of yen, except per share amount)		Earnings per Share
	Amount	% Change	Amount	% Change	Amount	% Change	Net Income	% Change	
March 31, 2009	4,597,000	(2.4)%	830,000	2.7%	814,000	1.7%	495,000	0.8%	11,700.78 (yen)

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

Change in earnings forecasts for the fiscal year ending March 31, 2009 during the three months ended September 30, 2008: Yes

**Table of Contents****4. Others**

(1)	Changes in significant consolidated subsidiaries (which resulted in changes in scope of consolidation)		None
(2)	Application of accounting which is simplified or exceptional for quarterly consolidated financial statements		None
(3)	Changes in significant accounting policies, procedures and presentation in quarterly consolidated financial statements		
	(i) Changes due to revision of accounting standards and other regulations:		Yes
	(ii) Others:		None
	(See more information on page 9.)		
(4)	Number of issued shares (common stock)		
	(i) Number of issued shares (inclusive of treasury stock):	As of September 30, 2008:	44,870,000 shares
		As of March 31, 2008:	44,870,000 shares
	(ii) Number of treasury stock:	As of September 30, 2008:	2,565,110 shares
		As of March 31, 2008:	2,242,073 shares
	(iii) Number of weighted average common shares outstanding:	For the six months ended September 30, 2008:	42,406,379 shares
		For the six months ended September 30, 2007:	43,305,664 shares

## Explanation for forecasts of operation and other notes:

With regard to the assumptions and other related matters concerning consolidated financial results forecasts for the fiscal year ending March 31, 2009, please refer to page 8 and 20.

Consolidated financial statements in this earnings release are unaudited.

**Table of Contents****Earnings Release for the Six Months Ended September 30, 2008****<< 1. Operating Results >>****1. Business Overview**

Competition among network operators in the mobile communications market in Japan, which already entered a mature phase given the high penetration rate, has been fueled by recent price competition and market entry by new competitors such as MVNO\*.

In such market environment, we decided to offer new optional packet billing plans called Pake-hodai double and Biz-hodai double, both of which enable users to utilize data communications with the two-phase flat-rate charges, so that users can enjoy content services more comfortably without worrying about usage fee. We also released new handsets such as FOMA 706i series and Raku-Raku PHONE V. We strived for further penetration of our new discount programs and new handset sales methods, which we believe are appropriate for the current market conditions.

On July 1, 2008, we reorganized our group structure by integrating eight regional subsidiaries, consolidating the group's nationwide business operations under a single entity for the purpose of enhancing the speed and effectiveness of our operations. We have also strived to improve our business from our customers' point of view with the keywords, Change and Challenge.

As a result, for the three months ended September 30, 2008, operating revenues were ¥1,097.5 billion, operating income was ¥280.5 billion, income before income taxes was ¥271.7 billion and net income was ¥173.1 billion. For the six months ended September 30, 2008, operating revenues were ¥2,267.8 billion, operating income was ¥576.9 billion, income before income taxes was ¥560.2 billion and net income was ¥346.7 billion.

\* MVNO (Mobile Virtual Network Operator): a service provider who leases its physical wireless communication infrastructure from other network operators to provide wireless services.

Consolidated results of operations for the three months and six months ended September 30, 2008 were as follows:

<Results of operations>

	Billions of yen		
	(UNAUDITED)	(UNAUDITED)	(Reference) (UNAUDITED)
	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
Operating revenues	¥ 1,097.5	¥ 2,267.8	¥ 2,325.1
Operating expenses	817.1	1,690.8	1,916.6



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Operating income	<b>280.5</b>	<b>576.9</b>	408.5
Other income (expense)	<b>(8.7)</b>	<b>(16.8)</b>	2.4
Income before income taxes	<b>271.7</b>	<b>560.2</b>	410.9
Income taxes	<b>101.4</b>	<b>219.4</b>	165.1
Equity in net income of affiliates, net of applicable taxes	<b>2.8</b>	<b>5.9</b>	0.9
Minority interests	<b>0.0</b>	<b>(0.0)</b>	(0.1)
Net income	¥ <b>173.1</b>	¥ <b>346.7</b>	¥ 246.5
EBITDA margin*	<b>42.7%</b>	<b>41.4%</b>	33.8%
ROCE*	<b>5.7%</b>	<b>11.9%</b>	8.6%
ROCE after tax effect*	<b>3.4%</b>	<b>7.0%</b>	5.1%

\* EBITDA and EBITDA margin, as we refer to 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 and ROCE after tax effect, see the reconciliations to the most directly comparable financial measures calculated and presented in

accordance with  
GAAP on page  
19.

Notes:

1. Consolidated financial statements as of and for the three months and six months ended September 30, 2008 in this release are unaudited.
2. Amounts in this release are rounded off.

**Table of Contents****DOCOMO Earnings Release**

&lt;Operating revenues&gt;

**Six Months Ended September 30, 2008**

	Billions of yen		
	(UNAUDITED)	(UNAUDITED)	(Reference) (UNAUDITED)
	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
Wireless services	¥ 971.1	¥ 1,948.5	¥ 2,130.3
Cellular services revenues	935.5	1,871.9	2,066.5
- Voice revenues	555.1	1,125.4	1,392.0
Including: FOMA services	482.2	968.9	1,057.9
- Packet communications revenues	380.4	746.5	674.5
Including: FOMA services	363.2	710.9	602.8
PHS services			7.0
Other revenues	35.6	76.7	56.8
Equipment sales	126.5	319.2	194.8
Total operating revenues	¥ 1,097.5	¥ 2,267.8	¥ 2,325.1

Note: Voice revenues include data communications revenues through circuit switching systems.

&lt;Operating expenses&gt;

	Billions of yen		
	(UNAUDITED)	(UNAUDITED)	(Reference) (UNAUDITED)
	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
Personnel expenses	¥ 63.4	¥ 126.7	¥ 123.4
Non-personnel expenses	467.3	1,011.3	1,207.8
Depreciation and amortization	179.9	348.4	364.3
Loss on disposal of property, plant and equipment and intangible assets	12.7	18.7	25.0
Communication network charges	83.5	165.8	176.2
Taxes and public dues	10.3	20.0	19.8

Total operating expenses	¥	817.1	¥	1,690.8	¥	1,916.6
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## **2. Segment information**

### **(1) Mobile phone business**

As of September 30, 2008, the number of cellular services subscriptions was 53.94 million (an increase of 0.31 million compared to the number as of June 30, 2008), 86.1% of which was represented by FOMA services subscriptions of 46.44 million. The aggregate number of subscriptions to the new discount programs introduced in August 2007 such as Fami-wari MAX50 reached approximately 28.5 million while the number of subscriptions to the Value Plan reached approximately 13.0 million as of September 30, 2008, respectively. As a result, aggregate ARPU of cellular (FOMA+mova) services decreased to ¥5,860 for the three months ended September 30, 2008 (down 10.5% compared to the same period of the prior year).

The number of handsets sold decreased to 5.32 million units for the three months ended September 30, 2008 (a decrease of 1.24 million units compared to the same period of the prior year). Value Course, which was introduced in November 2007, was applied to more than 90% of the aggregate number of handsets sold through our new handset sales methods.

Our cellular churn rate for the three months ended September 30, 2008 improved significantly to 0.52% compared to 0.94% during the same period of the prior year, reflecting the effect of these new discount programs and new handset sales methods.

For the three months ended September 30, 2008, operating revenues and operating income from mobile phone business were ¥1,081.7 billion and ¥286.6 billion, respectively.

For the six months ended September 30, 2008, operating revenues and operating income from mobile phone business were ¥2,236.5 billion and ¥587.6 billion, respectively.

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008**

Number of subscriptions by services, trend of ARPU and other operation data are as follows:

&lt;Number of subscriptions by services&gt;

	Thousand subscriptions	
	<b>September 30, 2008</b>	June 30, 2008
Cellular services	<b>53,937</b>	53,629
Cellular (FOMA) services	<b>46,444</b>	45,200
Including: i-channel services	<b>16,044</b>	15,823
Including: flat-rate services for unlimited i-mode usage	<b>13,949</b>	13,395
Cellular (mova) services	<b>7,493</b>	8,429
i-mode services	<b>48,069</b>	48,061

Notes:

1. Number of subscriptions of Cellular services and Cellular (FOMA) services includes Communication Module services subscriptions.
2. Effective March 3, 2008, FOMA services subscription became mandatory for subscription to 2in1 \* service. Such FOMA services subscriptions to 2in1 services are included in the above numbers of Cellular services subscriptions and Cellular (FOMA) services subscriptions.
3. Number of subscriptions to

flat-rate services  
for unlimited  
i-mode usage =  
pake-hodai  
subscriptions +  
pake-hodai full  
subscriptions

4. Number of  
i-mode  
subscriptions =  
Cellular  
(FOMA) i-mode  
subscriptions +  
Cellular  
(mova) i-mode  
subscriptions

\* *2in1 refers to an optional network service which enables a subscriber to subscribe to an additional phone number and an e-mail address for a single compatible handset.*

<Number of handsets sold and churn rate>

	Thousand units		
	<b>Three months ended September 30, 2008</b>	<b>Six months ended September 30, 2008</b>	Six months ended September 30, 2007
Cellular services	5,318	10,265	12,798
Cellular (FOMA) services			
New FOMA subscription	1,118	2,157	3,032
Change of subscription from mova to FOMA	796	1,632	3,554
FOMA handset upgrade by FOMA subscribers	3,370	6,402	5,914
Cellular (mova) services			
New mova subscription	23	45	131
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	12	29	167
Churn Rate	0.52%	0.51%	0.90%

## &lt;Trend of ARPU and MOU&gt;

	Yen/Minutes			
	Three months ended September 30, 2008	Six months ended		Six months ended
			September 30, 2008	September 30, 2007
Aggregate ARPU* (FOMA+mova)	¥ 5,860	¥ 5,870	¥ 6,550	
Voice ARPU	3,450	3,510	4,390	
Packet ARPU	2,410	2,360	2,160	
Aggregate ARPU (FOMA)	6,180	6,220	7,320	
Voice ARPU	3,500	3,560	4,640	
Packet ARPU	2,680	2,660	2,680	
Aggregate ARPU (mova)	3,820	3,860	4,530	
Voice ARPU	3,120	3,170	3,740	
i-mode ARPU	700	690	790	
MOU* (FOMA+mova) (minutes)	138	138	140	

\* See Definition and Calculation Methods of ARPU and MOU on page 18 for details of definitions and calculation methods of ARPU and MOU.

## &lt;Results of operations&gt;

	Billions of yen			
	(UNAUDITED) Three months ended September 30, 2008	(UNAUDITED)		(Reference) (UNAUDITED)
			Six months ended September 30, 2008	Six months ended September 30, 2007
Operating revenues from mobile phone business	¥ 1,081.7	¥ 2,236.5	¥ 2,296.0	
Operating income from mobile phone business	286.6	587.6	433.9	

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008****(2) Miscellaneous businesses**

Operating revenues from miscellaneous businesses for the three months ended September 30, 2008 were ¥15.8 billion, which represented 1.4% of the total operating revenues. The revenues derived mainly from high-speed internet connection and video-clip casting services for hotel facilities, advertisement services, development, sales and maintenance of IT systems and credit services. Operating expenses and operating loss from miscellaneous businesses were ¥21.9 billion and ¥6.1 billion, respectively.

Operating revenues, operating expenses and operating loss from miscellaneous businesses for the six months ended September 30, 2008 were ¥31.3 billion, ¥41.9 billion and ¥10.6 billion, respectively.

&lt;Results of operations&gt;

	Billions of yen		
	(UNAUDITED)	(UNAUDITED)	(Reference) (UNAUDITED)
	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
Operating revenues from miscellaneous businesses	¥ 15.8	¥ 31.3	¥ 29.1
Operating loss from miscellaneous businesses	(6.1)	(10.6)	(25.4)

Note: For the six months ended September 30, 2007, PHS business, which was presented separately in the past, has been reclassified into miscellaneous businesses.

**3. Trend of capital expenditures**

We continued to improve the quality of our FOMA service area and reinforced its network capacity to meet an increase in traffic demand, together with our efforts to make capital expenditure more efficient and less costly by saving on equipment purchase costs and improving our design and construction process. Total capital expenditures for the three months and six months ended September 30, 2008 were ¥172.7 billion and ¥336.5 billion, respectively.

&lt;Breakdown of capital expenditures&gt;

	Billions of yen		
	(UNAUDITED)	(UNAUDITED)	(Reference) (UNAUDITED)
	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007



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Mobile phone business	¥	<b>143.0</b>	¥	<b>281.6</b>	¥	256.9
PHS business						0.1
Other (including information systems)		<b>29.7</b>		<b>54.9</b>		58.8
Total capital expenditures	¥	<b>172.7</b>	¥	<b>336.5</b>	¥	315.8

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008**<< 2. Financial Position >>**(1) Financial position**

	Billions of yen	
	(UNAUDITED)	
	September 30, 2008	March 31, 2008
Total assets	¥ 6,173.8	¥ 6,210.8
Shareholders' equity	4,445.9	4,276.5
Liabilities	1,726.3	1,933.1
Interest bearing liabilities	526.4	478.5
Equity ratio (1)	72.0%	68.9%
Debt ratio (2)	10.6%	10.1%

Notes:

(1) Equity ratio =  
Shareholders  
equity / Total  
assets

(2) Debt ratio =  
Interest bearing  
liabilities /  
(Shareholders  
equity + Interest  
bearing  
liabilities)

**(2) Cash flow conditions**

For the six months ended September 30, 2008, net cash provided by operating activities was ¥408.4 billion, reflecting net payment for income taxes of ¥248.5 billion and an increase in installment receivables for handsets and accounts receivable.

Net cash used in investing activities was ¥423.8 billion. Our expenditures for purchases of property, plant and equipment of ¥302.1 billion, purchases of intangible and other assets of ¥115.2 billion and purchases of non-current investments of ¥46.9 billion which include the acquisitions of equity stake in total were partially offset by proceeds from the redemption of long-term bailment for consumption to a related party of ¥50.0 billion.

Net cash used in financing activities was ¥105.6 billion. We spent ¥51.8 billion for acquisition of treasury stock, ¥28.2 billion for repayment for outstanding long-term debt and ¥102.3 billion for payment for cash dividends while financing ¥79.9 billion through issuance of corporate bonds.

The balance of cash and cash equivalents was ¥523.8 billion as of September 30, 2008.

	Billions of yen
	(Reference)
	(UNAUDITED)
	Six months
	ended
	Six months ended

	<b>September 30, 2008</b>	September 30, 2007
Net cash provided by operating activities	¥ <b>408.4</b>	¥ 628.4
Net cash used in investing activities	<b>(423.8)</b>	(365.2)
Net cash used in financing activities	<b>(105.6)</b>	(290.0)
Free cash flows (1)	<b>(15.4)</b>	263.2
Free cash flows excluding the effects of irregular factors (2) and changes in investments for cash management purposes (3) *	<b>(64.6)</b>	168.9

## 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  
3 months

\* See the  
reconciliations  
to the most

directly  
compatible  
financial  
measures  
calculated and  
presented in  
accordance with  
GAAP on page  
19.

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Competition among network operators in the mobile communications market in Japan has become increasingly fierce due to price competition, market entry by new competitors such as MVNO and other factors.

Under these market conditions, we have decided to revise our group's full-year guidance for the fiscal year ending March 31, 2009 as described in the table below.

The operating revenues forecast has been revised downwards by ¥171.0 billion from the initial guidance to ¥4,597.0 billion, mainly due to a decrease in equipment sales, while offset by the increase in operating revenues reflecting a revision of ARPU.

On the other hand, we projected the decrease in operating expenses mainly due to the decrease in cost of equipment sold, as the number of handsets we expect to be sold has also been revised. Accordingly, our forecast of operating income remains unchanged from the original forecast of ¥830.0 billion.

Against this backdrop, we will strive even harder to reinforce our core business, and at the same time, work to create new revenue sources by offering customized services for each customer and collaborating with partner companies in various fields, as part of our endeavors to cultivate new businesses.

	Billions of yen				
	Year ending March 31, 2009 (Original Forecasts)	Year ending March 31, 2009 (Revised Forecasts)	Increase (Decrease)		Year ended March 31, 2008 (Actual Results)
Operating revenues	¥ 4,768.0	¥ 4,597.0	¥ (171.0)	(3.6)%	¥ 4,711.8
Operating income	830.0	830.0			808.3
Income before income taxes	835.0	814.0	(21.0)	(2.5)%	800.7
Net income	503.0	495.0	(8.0)	(1.6)%	491.2
Capital expenditures	719.0	719.0			758.7
Free cash flows excluding irregular factors and changes in investments for cash management purposes *	80.0	130.0	50.0	62.5%	442.4
EBITDA *	1,626.0	1,655.0	29.0	1.8%	1,639.1
EBITDA margin *	34.1%	36.0%	1.9point		34.8%
ROCE *	17.1%	17.0%	(0.1)point		17.0%
ROCE after tax effect *	10.1%	10.1%			10.0%

\* 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. For an explanation of our definition of free cash flows excluding irregular factors and changes in investments for cash management purposes, EBITDA, EBITDA margin, ROCE and ROCE after tax effect, see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on page 19.

The financial forecasts for the fiscal year ending March 31, 2009 are based on the forecasts of the following operation data:

	Ten thousand subscriptions/Yen				
	March 31, 2009 (Original Forecasts)	<b>March 31, 2009 (Revised Forecasts)</b>	Increase (Decrease)		March 31, 2008 (Actual Results)
Cellular services	5,447	<b>5,447</b>			5,339
Cellular (FOMA) services	4,952	<b>4,919</b>	(33)	(0.7)%	4,395
Cellular (mova) services	495	<b>528</b>	33	6.7 %	944
i-mode services	4,865	<b>4,837</b>	(28)	(0.6)%	4,799
Aggregate ARPU (FOMA + mova)	¥ 5,640	¥ <b>5,710</b>	¥ 70	1.2 %	¥ 6,360
Voice ARPU	3,280	<b>3,360</b>	80	2.4 %	4,160
Packet ARPU	2,360	<b>2,350</b>	(10)	(0.4)%	2,200

Note:

1. Number of i-mode subscriptions includes numbers of cellular (FOMA) and cellular (mova) i-mode subscriptions.
2. See page 18 for the details of ARPU calculation methods.

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**DOCOMO Earnings Release**

**Six Months Ended September 30, 2008**

<<4. Other >>

- (1) Changes in significant subsidiaries for the six months ended September 30, 2008 (which resulted in changes in scope of consolidation): None
- (2) Application of accounting which is simplified or exceptional for quarterly consolidated financial statements: None
- (3) Changes in significant accounting policies, procedures and presentation in quarterly consolidated financial statements:

**Fair Value Measurements**

Effective April 1, 2008, DOCOMO adopted Statement of Financial Accounting Standards ( SFAS ) No. 157 Fair Value Measurements . SFAS No. 157 defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles and expands disclosures about fair value measurements. Although the definition of fair value retains the exchange price notion in earlier definitions of fair value, SFAS No. 157 clarifies that the exchange price is the price in an orderly transaction between market participants to sell the asset or transfer the liability in the market and emphasizes that fair value is a market-based measurement, rather than an entity-specific measurement. SFAS No. 157 also expands disclosures about the use of fair value to measure assets and liabilities subsequent to initial recognition through fair value hierarchy as a framework for measurement. The initial adoption of SFAS No. 157 did not have a material impact on DOCOMO 's results of operations and financial position. The disclosure required by SFAS No. 157 was omitted in this earnings release.



**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008**<< 5. Consolidated Financial Statements >>**(1) Consolidated Balance Sheets**

	Millions of yen (UNAUDITED)	
	September 30, 2008	March 31, 2008
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 523,834	¥ 646,905
Short-term investments	2,986	52,208
Accounts receivable	725,157	686,673
Allowance for doubtful accounts	(13,672)	(15,037)
Inventories	185,495	146,584
Deferred tax assets	90,741	108,037
Prepaid expenses and other current assets	172,233	142,410
<b>Total current assets</b>	<b>1,686,774</b>	<b>1,767,780</b>
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,433,644	5,346,486
Buildings and structures	803,755	797,904
Tools, furniture and fixtures	538,139	536,718
Land	199,067	198,958
Construction in progress	125,604	128,042
Accumulated depreciation and amortization	(4,282,160)	(4,173,501)
<b>Total property, plant and equipment, net</b>	<b>2,818,049</b>	<b>2,834,607</b>
<b>Non-current investments and other assets:</b>		
Investments in affiliates	371,134	349,488
Marketable securities and other investments	160,380	187,361
Intangible assets, net	545,886	555,259
Goodwill	157,821	158,889
Other assets	269,331	234,047
Deferred tax assets	164,416	123,403
<b>Total non-current investments and other assets</b>	<b>1,668,968</b>	<b>1,608,447</b>
<b>Total assets</b>	<b>¥ 6,173,791</b>	<b>¥ 6,210,834</b>
<b>LIABILITIES, MINORITY INTERESTS AND SHAREHOLDERS EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 64,200	¥ 75,662
Short-term borrowings		1,712

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Accounts payable, trade	<b>457,873</b>	717,453
Accrued payroll	<b>51,988</b>	53,538
Accrued interest	<b>1,099</b>	710
Accrued income taxes	<b>194,944</b>	203,645
Other current liabilities	<b>160,831</b>	181,595
<b>Total current liabilities</b>	<b>930,935</b>	1,234,315
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	<b>462,182</b>	401,090
Liability for employees' retirement benefits	<b>121,510</b>	116,888
Other long-term liabilities	<b>211,701</b>	180,757
<b>Total long-term liabilities</b>	<b>795,393</b>	698,735
<b>Total liabilities</b>	<b>1,726,328</b>	1,933,050
<b>Minority interests</b>	<b>1,600</b>	1,288
<b>Shareholders' equity:</b>		
Common stock	<b>949,680</b>	949,680
Additional paid-in capital	<b>948,571</b>	948,571
Retained earnings	<b>3,038,166</b>	2,793,814
Accumulated other comprehensive income (loss)	<b>(22,727)</b>	410
Treasury stock, at cost	<b>(467,827)</b>	(415,979)
<b>Total shareholders' equity</b>	<b>4,445,863</b>	4,276,496
<b>Total liabilities, minority interests and shareholders' equity</b>	<b>¥ 6,173,791</b>	¥ 6,210,834

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008****(2) Consolidated Statement of Income and Comprehensive Income**

	Millions of yen (UNAUDITED) Six months ended September 30, 2008	
<b>Operating revenues:</b>		
Wireless services	¥	1,948,540
Equipment sales		319,244
Total operating revenues		2,267,784
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)		413,731
Cost of equipment sold (exclusive of items shown separately below)		408,027
Depreciation and amortization		348,387
Selling, general and administrative		520,693
Total operating expenses		1,690,838
<b>Operating income</b>		<b>576,946</b>
<b>Other income (expense):</b>		
Interest expense		(2,398)
Interest income		1,045
Other, net		(15,437)
Total other income (expense)		(16,790)
<b>Income before income taxes</b>		<b>560,156</b>
<b>Income taxes:</b>		
Current		233,831
Deferred		(14,434)
Total income taxes		219,397
<b>Equity in net income of affiliates, net of applicable taxes</b>		<b>5,921</b>
<b>Minority interests</b>		<b>(21)</b>
<b>Net income</b>	¥	<b>346,659</b>
<b>Other comprehensive income (loss):</b>		
Unrealized holding losses on available-for-sale securities, net of applicable taxes		(5,946)
Net revaluation of financial instruments, net of applicable taxes		(159)
Foreign currency translation adjustment, net of applicable taxes		(16,670)
Pension liability adjustment, net of applicable taxes		(362)
<b>Comprehensive income</b>	¥	<b>323,522</b>

**PER SHARE DATA**

Weighted average common shares outstanding	Basic and Diluted (shares)		<b>42,406,379</b>
Basic and diluted earnings per share (yen)		¥	<b>8,174.69</b>

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008**

	Millions of yen (UNAUDITED) <b>Three months ended September 30, 2008</b>	
<b>Operating revenues:</b>		
Wireless services	¥	971,077
Equipment sales		126,461
Total operating revenues		1,097,538
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)		210,117
Cost of equipment sold (exclusive of items shown separately below)		165,979
Depreciation and amortization		179,907
Selling, general and administrative		261,078
Total operating expenses		817,081
<b>Operating income</b>		<b>280,457</b>
<b>Other income (expense):</b>		
Interest expense		(1,258)
Interest income		479
Other, net		(7,941)
Total other income (expense)		(8,720)
<b>Income before income taxes</b>		<b>271,737</b>
<b>Income taxes:</b>		
Current		131,300
Deferred		(29,902)
Total income taxes		101,398
<b>Equity in net income of affiliates, net of applicable taxes</b>		<b>2,797</b>
<b>Minority interests</b>		<b>13</b>
<b>Net income</b>	¥	<b>173,149</b>
<b>Other comprehensive income (loss):</b>		
Unrealized holding losses on available-for-sale securities, net of applicable taxes		(4,996)
Net revaluation of financial instruments, net of applicable taxes		(141)
Foreign currency translation adjustment, net of applicable taxes		1,852
Pension liability adjustment, net of applicable taxes		(112)
<b>Comprehensive income</b>	¥	<b>169,752</b>

**PER SHARE DATA**

Weighted average common shares outstanding	Basic and Diluted (shares)		<b>42,309,587</b>
Basic and diluted earnings per share (yen)		¥	<b>4,092.43</b>

**Table of Contents****DOCOMO Earnings Release**  
**(3) Consolidated Statement of Cash Flows****Six Months Ended September 30, 2008**

	Millions of yen (UNAUDITED) Six months ended September 30, 2008
<b>Cash flows from operating activities:</b>	
Net income	¥ 348,659
Adjustments to reconcile net income to net cash provided by operating activities	
Depreciation and amortization	348,387
Deferred taxes	(10,898)
Loss on sale or disposal of property, plant and equipment	12,846
Other than temporary impairment of marketable securities and other investments	19,855
Equity in net income of affiliates	(9,940)
Minority interests	21
Changes in assets and liabilities:	
(Increase) in accounts receivable	(38,453)
(Decrease) in allowance for doubtful accounts	(1,369)
(Increase) in inventories	(38,833)
(Increase) in prepaid expenses and other current assets	(19,259)
(Increase) in installment receivables for handsets (non-current)	(40,010)
(Decrease) in accounts payable, trade	(184,322)
(Decrease) in accrued income taxes	(8,701)
(Decrease) in other current liabilities	(21,153)
Increase in liability for employees' retirement benefits	4,622
Increase in other long-term liabilities	32,445
Other, net	16,474
Net cash provided by operating activities	408,371
<b>Cash flows from investing activities:</b>	
Purchases of property, plant and equipment	(302,124)
Purchases of intangible and other assets	(115,158)
Purchases of non-current investments	(46,913)
Proceeds from sale of non-current investments	550
Purchases of short-term investments	(3,334)
Redemption of short-term investments	2,494
Proceeds from redemption of long-term bailment for consumption to a related party	50,000
Other, net	(9,287)
Net cash used in investing activities	(423,772)
<b>Cash flows from financing activities:</b>	
Proceeds from long-term debt	79,944
Repayment of long-term debt	(28,241)
Proceeds from short-term borrowings	200
Repayment of short-term borrowings	(1,958)

Principal payments under capital lease obligations		(1,385)
Payments to acquire treasury stock		(51,848)
Dividends paid		(102,307)
Other, net		(4)
Net cash used in financing activities		(105,599)
Effect of exchange rate changes on cash and cash equivalents		(2,071)
<b>Net (decrease) in cash and cash equivalents</b>		<b>(123,071)</b>
<b>Cash and cash equivalents at beginning of period</b>		<b>646,905</b>
<b>Cash and cash equivalents at end of period</b>	¥	<b>523,834</b>
<b>Supplemental disclosures of cash flow information:</b>		
<b>Cash received during the period for:</b>		
Income taxes	¥	17,786
<b>Cash paid during the period for:</b>		
Interest, net of amount capitalized		2,008
Income taxes		266,295



**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2008****(4) Going Concern Assumption**

None

**(5) Segment Reporting**

Segment information for the three months and six months ended September 30, 2008 was as follows:

**Three months ended**

			Millions of yen		
			Miscellaneous		
<b>September 30, 2008</b>	Mobile phone business		businesses		Consolidated
Operating revenues	¥	<b>1,081,720</b>	¥	<b>15,818</b>	¥ <b>1,097,538</b>
Operating expenses		<b>795,162</b>		<b>21,919</b>	<b>817,081</b>
Operating income (loss)	¥	<b>286,558</b>	¥	<b>(6,101)</b>	¥ <b>280,457</b>

**Six months ended**

			Millions of yen		
			Miscellaneous		
<b>September 30, 2008</b>	Mobile phone business		businesses		Consolidated
Operating revenues	¥	<b>2,236,491</b>	¥	<b>31,293</b>	¥ <b>2,267,784</b>
Operating expenses		<b>1,648,917</b>		<b>41,921</b>	<b>1,690,838</b>
Operating income (loss)	¥	<b>587,574</b>	¥	<b>(10,628)</b>	¥ <b>576,946</b>

PHS services were terminated on January 7, 2008.

DOCOMO does not disclose geographical segments since the amounts of operating revenues generated outside Japan are immaterial.

**(6) Significant Changes in Shareholders' Equity**

None

**Table of Contents****DOCOMO Earnings Release  
(Reference)****Six Months Ended September 30, 2008****1. Consolidated Statement of Income and Comprehensive Income**

	Millions of yen (UNAUDITED) Six months ended September 30, 2007
<b>Operating revenues:</b>	
Wireless services	¥ 2,130,305
Equipment sales	194,812
Total operating revenues	2,325,117
<b>Operating expenses:</b>	
Cost of services (exclusive of items shown separately below)	382,307
Cost of equipment sold (exclusive of items shown separately below)	569,455
Depreciation and amortization	364,338
Selling, general and administrative	600,521
Total operating expenses	1,916,621
<b>Operating income</b>	408,496
<b>Other income (expense):</b>	
Interest expense	(3,068)
Interest income	986
Other, net	4,436
Total other income (expense)	2,354
<b>Income before income taxes</b>	410,850
<b>Income taxes</b>	165,145
<b>Equity in net income of affiliates, net of applicable taxes</b>	874
<b>Minority interests</b>	(69)
<b>Net income</b>	¥ 246,510
<b>Other comprehensive income (loss):</b>	
Unrealized holding gains on available-for-sale securities, net of applicable taxes	3,089
Net revaluation of financial instruments, net of applicable taxes	17
Foreign currency translation adjustment, net of applicable taxes	2,310
Pension liability adjustment, net of applicable taxes	(366)
<b>Comprehensive income</b>	¥ 251,560
<b>PER SHARE DATA</b>	
Weighted average common shares outstanding Basic and Diluted (shares)	43,305,664

Basic and diluted earnings per share (yen)	¥	5,692.33
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**Table of Contents****DOCOMO Earnings Release  
(Reference)****Six Months Ended September 30, 2008****2. Consolidated Statement of Cash Flows**

	Millions of yen (UNAUDITED) Six months ended September 30, 2007
<b>I Cash flows from operating activities:</b>	
1. Net income	¥ 246,510
2. Adjustments to reconcile net income to net cash provided by operating activities	
(1) Depreciation and amortization	364,338
(2) Deferred taxes	(6,976)
(3) Loss on sale or disposal of property, plant and equipment	13,769
(4) Equity in net income of affiliates	(1,317)
(5) Minority interests	69
(6) Changes in assets and liabilities:	
Decrease in accounts receivable	80,315
Increase in allowance for doubtful accounts	546
(Increase) in inventories	(12,365)
Decrease in prepaid expenses and other current assets	12,421
(Decrease) in accounts payable, trade	(169,702)
Increase in accrued income taxes	75,376
(Decrease) in other current liabilities	(3,368)
Increase in liability for employees' retirement benefits	3,940
Increase in other long-term liabilities	15,482
Other, net	9,398
Net cash provided by operating activities	628,436
<b>II Cash flows from investing activities:</b>	
1. Purchases of property, plant and equipment	(271,513)
2. Purchases of intangible and other assets	(120,677)
3. Purchases of non-current investments	(70,280)
4. Proceeds from sale and redemption of non-current investments	50,454
5. Purchases of short-term investments	(4,065)
6. Redemption of short-term investments	1,360
7. Proceeds from redemption of long-term bailment for consumption to a related party	50,000
8. Other, net	(499)
Net cash used in investing activities	(365,220)
<b>III Cash flows from financing activities:</b>	
1. Repayment of long-term debt	(98,200)
2. Proceeds from short-term borrowings	4,669
3. Repayment of short-term borrowings	(4,667)
4. Principal payments under capital lease obligations	(1,607)
5. Payments to acquire treasury stock	(102,997)

6. Dividends paid		(87,187)
7. Other, net		(2)
Net cash used in financing activities		(289,991)
<b>IV Effect of exchange rate changes on cash and cash equivalents</b>		1,220
<b>V Net (decrease) in cash and cash equivalents</b>		(25,555)
<b>VI Cash and cash equivalents at beginning of period</b>		343,062
<b>VII Cash and cash equivalents at end of period</b>	¥	317,507
<b>Supplemental disclosures of cash flow information:</b>		
<b>Cash received during the period for:</b>		
Income taxes	¥	20,344
<b>Cash paid during the period for:</b>		
Interest, net of amount capitalized		2,965
Income taxes		97,335
<b>Non-cash investing and financing activities:</b>		
Assets acquired through capital lease obligations		1,566

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(APPENDIX 1)

## Operation Data for 2nd Quarter of Fiscal Year Ending March 31, 2009

		[Ref.]	Fiscal Year Ending Mar. 2009	Fiscal Year Ending Mar. 2009 First Quarter (Apr.-Jun. 2008)	Fiscal Year Ending Mar. 2009 Second Quarter (Jul.-Sep. 2008)	[Ref.] Fiscal Year Ending Mar. 31, 2009 Full-year Forecast (Revised)
		Fiscal Year Ended Mar. 31, 2008 Full-year Results	Six Months (Apr.-Sep. 2008) Results	Results	Results	
<b>Cellular</b>						
Subscriptions	thousands	53,388	<b>53,937</b>	53,629	<b>53,937</b>	<b>54,470</b>
FOMA (1)	thousands	43,949	<b>46,444</b>	45,200	<b>46,444</b>	<b>49,190</b>
mova	thousands	9,438	<b>7,493</b>	8,429	<b>7,493</b>	<b>5,280</b>
Market share (2)(3)	%	52.0	<b>51.5</b>	51.7	<b>51.5</b>	
Net increase from previous period	thousands	767	<b>549</b>	241	<b>308</b>	<b>1,080</b>
FOMA (1) (3)	thousands	8,420	<b>2,495</b>	1,251	<b>1,244</b>	<b>5,240</b>
mova (3)	thousands	(7,653)	<b>(1,946)</b>	(1,010)	<b>(936)</b>	<b>(4,160)</b>
Churn Rate (3)	%	0.80	<b>0.51</b>	0.51	<b>0.52</b>	
Number of handsets (FOMA+mova) sold (4)	thousands	25,739	<b>10,265</b>	4,946	<b>5,318</b>	
Aggregate ARPU (FOMA+mova) (5)	yen/month/contract	6,360	<b>5,870</b>	5,890	<b>5,860</b>	<b>5,710</b>
Voice ARPU (6)	yen/month/contract	4,160	<b>3,510</b>	3,560	<b>3,450</b>	<b>3,360</b>
Packet ARPU	yen/month/contract	2,200	<b>2,360</b>	2,330	<b>2,410</b>	<b>2,350</b>
i-mode ARPU	yen/month/contract	2,170	<b>2,330</b>	2,290	<b>2,360</b>	<b>2,310</b>
ARPU generated from international services (7)	yen/month/contract	70	<b>80</b>	80	<b>90</b>	<b>90</b>
ARPU generated purely from i-mode (FOMA+mova) (5)	yen/month/contract	2,350	<b>2,530</b>	2,480	<b>2,570</b>	<b>2,510</b>
Aggregate ARPU (FOMA) (5)	yen/month/contract	6,990	<b>6,220</b>	6,260	<b>6,180</b>	<b>5,990</b>
Voice ARPU (6)	yen/month/contract	4,340	<b>3,560</b>	3,630	<b>3,500</b>	<b>3,400</b>
Packet ARPU	yen/month/contract	2,650	<b>2,660</b>	2,630	<b>2,680</b>	<b>2,590</b>
i-mode ARPU	yen/month/contract	2,610	<b>2,610</b>	2,590	<b>2,630</b>	<b>2,550</b>
ARPU generated from international services (7)	yen/month/contract	90	<b>100</b>	90	<b>100</b>	<b>100</b>
ARPU generated purely from i-mode (FOMA) (5)	yen/month/contract	2,720	<b>2,760</b>	2,730	<b>2,790</b>	<b>2,710</b>
Aggregate ARPU (mova) (5)	yen/month/contract	4,340	<b>3,860</b>	3,890	<b>3,820</b>	<b>3,760</b>

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Voice ARPU (6)	yen/month/contract	3,590	<b>3,170</b>	3,220	<b>3,120</b>	<b>3,100</b>
i-mode ARPU	yen/month/contract	750	<b>690</b>	670	<b>700</b>	<b>660</b>
ARPU generated from international services (7)	yen/month/contract	10	<b>10</b>	10	<b>10</b>	<b>10</b>
ARPU generated purely from i-mode (mova) (5)	yen/month/contract	930	<b>890</b>	860	<b>910</b>	<b>870</b>
MOU (FOMA+mova) (5)	minute/month/contract	138	<b>138</b>	137	<b>138</b>	
MOU (FOMA) (5)	minute/month/contract	156	<b>150</b>	150	<b>150</b>	
MOU (mova) (5)	minute/month/contract	82	<b>67</b>	69	<b>65</b>	
2in1 Subscriptions (8)	thousands	240	<b>454</b>	304	<b>454</b>	
Communication Module Service Subscriptions (9)	thousands	1,433	<b>1,509</b>	1,466	<b>1,509</b>	<b>1,540</b>
FOMA Ubiquitous plan (10)	thousands	698	<b>785</b>	741	<b>785</b>	
DoPa Single Service (11)	thousands	735	<b>723</b>	726	<b>723</b>	
Prepaid Subscriptions (11)	thousands	40	<b>39</b>	40	<b>39</b>	
<b><i>i-mode</i></b>						
Subscriptions	thousands	47,993	<b>48,069</b>	48,061	<b>48,069</b>	<b>48,370</b>
FOMA	thousands	41,213	<b>42,911</b>	42,118	<b>42,911</b>	<b>45,000</b>
i-mode Subscription Rate (3)	%	89.9	<b>89.1</b>	89.6	<b>89.1</b>	<b>88.8</b>
Net increase from previous period	thousands	419	<b>76</b>	68	<b>8</b>	<b>380</b>
i-mode Flat-rate Packet Communication Plan Subscriptions (12)	thousands	12,744	<b>13,949</b>	13,395	<b>13,949</b>	
i-channel Subscriptions	thousands	15,649	<b>16,044</b>	15,823	<b>16,044</b>	
<b><i>Others</i></b>						
DCMX Subscriptions (13)	thousands	5,640	<b>7,350</b>	6,440	<b>7,350</b>	<b>9,000</b>

\* Please refer to the attached sheet (P.18) for the definition of ARPU and MOU, and an explanation of the methods used to calculate ARPU and the number of active subscriptions used in calculating ARPU, MOU and Churn Rate.

(1)

From March 3, 2008 onward, another FOMA subscription is a prerequisite for the application of 2in1 in principle, and those FOMA subscriptions are included in the number of FOMA subscribers.

- (2) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association.
- (3) Data are calculated including Communication Module Services subscriptions.
- (4) Sum of new FOMA/mova subscriptions, change of subscription from mova to FOMA, FOMA handset upgrade by FOMA subscribers, mova handset upgrade by mova subscribers, and change of subscription from FOMA to mova.
- (5) Data are calculated excluding Communication Module Services-related revenues and Communication Module Services subscriptions.

(6)



Inclusive of  
circuit-switched data  
communications.

- (7) Inclusive of Voice  
Communications and  
Packet  
Communications.
- (8) Inclusive of users  
who applied for 2in1  
after March 3, 2008.
- (9) Included in total  
cellular  
subscriptions.
- (10) Included in FOMA  
subscriptions.
- (11) Included in mova  
subscriptions.
- (12) Sum of pake-hodai  
subscriptions and  
pake-hodai full  
subscriptions.
- (13) Inclusive of DCMX  
mini subscriptions.

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(APPENDIX 2)

## Definition and Calculation Methods of ARPU and MOU

**1. Definition of ARPU and MOU****i) ARPU (Average monthly Revenue Per Unit)<sup>1</sup> :**

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services, such as basic monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscriptions to the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average usage such as activation fees. We believe that our ARPU figures provide useful information to analyze the average usage per subscription and the impacts of changes in our billing arrangements. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations. This definition applies to all ARPU figures hereinafter.

**ii) MOU (Minutes of Usage): Average monthly communication time per subscription.****2. ARPU Calculation Methods****i) ARPU (FOMA + mova)**

Aggregate ARPU (FOMA+mova) = Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova)

Voice ARPU (FOMA+mova): Voice ARPU (FOMA+mova) Related Revenues (basic monthly charges, voice communication charges) / No. of active cellular phone subscriptions (FOMA+mova)

Packet ARPU (FOMA+mova): {Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges)+ i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges)} / No. of active cellular phone subscriptions (FOMA+mova)

i-mode ARPU (FOMA+mova): i-mode ARPU (FOMA+mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active cellular phone subscriptions (FOMA+mova)

ARPU generated purely from i-mode (FOMA+mova): i-mode ARPU (FOMA+mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active i-mode subscriptions (FOMA+mova)

**ii) ARPU (FOMA)**

Aggregate ARPU (FOMA) = Voice ARPU (FOMA) + Packet ARPU (FOMA)

Voice ARPU (FOMA): Voice ARPU (FOMA) Related Revenues (basic monthly charges, voice communication charges) / No. of active cellular phone subscriptions (FOMA)

Packet ARPU (FOMA): Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active cellular phone subscriptions (FOMA)

i-mode ARPU (FOMA): i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active cellular phone subscriptions (FOMA)

ARPU generated purely from i-mode (FOMA): i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active i-mode subscriptions (FOMA)

**iii) ARPU (mova)**

Aggregate ARPU (mova) = Voice ARPU (mova) + i-mode ARPU (mova)

Voice ARPU (mova): Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges) / No. of active cellular phone subscriptions (mova)

i-mode ARPU (mova): i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active cellular phone subscriptions (mova)

ARPU generated purely from i-mode (mova): i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active i-mode subscriptions (mova)

**3. Active Subscriptions Calculation Methods**

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No. of active subscriptions used in ARPU/MOU/Churn Rate calculations is as follows:

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

No. of active subscriptions for full-year results/forecasts:

Sum of No. of active subscriptions for each month from April to March

- 1 Communication Module service subscriptions and the revenues thereof are not included in the ARPU and MOU calculations.
- 2 The denominator used in calculating i-mode ARPU (FOMA+mova, FOMA, mova) is the aggregate number of cellular subscriptions to each service (FOMA+mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.
- 3 ARPU generated purely from i-mode (FOMA+mova, FOMA, mova) is calculated using only the number of active i-mode subscriptions as

a denominator.

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(APPENDIX 3)

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

The reconciliations for the year ending March 31, 2009 (forecasts) are provided to the extent available without unreasonable efforts.

**1. EBITDA and EBITDA margin**

Billions of yen

	Year ending March 31, 2009 (Revised Forecasts)	Year ended March 31, 2008	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
a. EBITDA	¥ 1,655.0	¥ 1,639.1	¥ 468.5	¥ 938.2	¥ 786.6
Depreciation and amortization	(782.0)	(776.4)	(179.9)	(348.4)	(364.3)
Loss on sale or disposal of property, plant and equipment	(43.0)	(54.4)	(8.1)	(12.8)	(13.8)
Operating income	830.0	808.3	280.5	576.9	408.5
Other income (expense)	(16.0)	(7.6)	(8.7)	(16.8)	2.4
Income taxes	(328.0)	(323.0)	(101.4)	(219.4)	(165.1)
Equity in net income of affiliates	9.0	13.6	2.8	5.9	0.9
Minority interests		(0.1)	0.0	(0.0)	(0.1)
b. Net income	495.0	491.2	173.1	346.7	246.5
c. Total operating revenues	4,597.0	4,711.8	1,097.5	2,267.8	2,325.1
EBITDA margin (=a/c)	36.0%	34.8%	42.7%	41.4%	33.8%
Net income margin (=b/c)	10.8%	10.4%	15.8%	15.3%	10.6%

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.

## 2. ROCE after tax effect

	Billions of yen				
	Year ending March 31, 2009 (Revised Forecasts)	Year ended March 31, 2008	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
a. Operating income	¥ 830.0	¥ 808.3	¥ 280.5	¥ 576.9	¥ 408.5
b. Operating income after tax effect {=a*(1-effective tax rate)} (effective tax rate:40.9%)	490.5	477.7	165.8	341.0	241.4
c. Capital employed	4,873.0	4,759.6	4,888.0	4,863.6	4,745.5
ROCE before tax effect (=a/c)	17.0%	17.0%	5.7%	11.9%	8.6%
ROCE after tax effect (=b/c)	10.1%	10.0%	3.4%	7.0%	5.1%

Notes: Capital employed =  
Two period ends average of  
(Shareholders equity + Interest bearing liabilities)

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

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

Year ending	Billions of yen (Reference)
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	March 31, 2009 (Revised Forecasts)	Year ended March 31, 2008	Three months ended September 30, 2008	Six months ended September 30, 2008	Six months ended September 30, 2007
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 130.0	¥ 442.4	¥ 41.0	¥ (64.6)	¥ 168.9
Irregular factors (1)		210.0			(3.0)
Changes in investments for cash management purposes (2)		148.9	(1.3)	49.2	97.3
Free cash flows	130.0	801.3	39.8	(15.4)	263.2
Net cash used in investing activities	(771.0)	(758.8)	(233.3)	(423.8)	(365.2)
Net cash provided by operating activities	901.0	1,560.1	273.1	408.4	628.4

Note:

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

Irregular factors during the six months ended September 30, 2007 was the net effect of bank closures as of March 31, 2007 and September 30, 2007.

- (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. Net cash used in investing activities for the six months ended September 30, 2008 and 2007 and the year ended March 31, 2008 includes changes in investments for cash management purposes. However, the effect of changes in investments for cash management purposes is not taken into account when we forecasted net cash used in investing activities for the year ending March 31, 2009 due to the difficulties in forecasting



such effect.

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**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 expected number of subscribers, and 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 are indispensable for making such projections in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following:

1. As competition in the market becomes more fierce due to changes in the business environment caused by Mobile Number Portability, new market entrants, competition from other cellular service providers or other technologies, and other factors could limit our acquisition of new subscribers, retention of existing subscribers, or may lead to diminishing ARPU or an increase in our costs and expenses.
2. Current and new services, usage patterns, and sales schemes introduced by our corporate group may not develop as planned, which could affect our financial condition and limit our growth.
3. The introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations.
4. Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction.
5. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers.
6. Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect.
7. As electronic payment capability and many other new features are built into our cellular phones, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects or loss of handsets, or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations.
8. Social problems that could be caused by misuse 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 other factors may adversely affect our credibility or corporate image.
10. Owners of intellectual property rights that are essential for our business execution may not grant us the right to license or otherwise use such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and/or services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others.
11. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the

provision of service, disrupting our ability to offer services to our subscribers, and may adversely affect our credibility or corporate image.

12. Concerns about wireless telecommunications health risks may adversely affect our financial condition and results of operations.
13. Our parent company, Nippon Telegraph and Telephone Corporation (NTT), could exercise influence that may not be in the interests of our other shareholders.

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