

NTT DOCOMO INC
Form 6-K
October 29, 2010

**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, 2010.
Commission File Number: 001-31221
Total number of pages: 65**

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):

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: October 29, 2010

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

Information furnished in this form:

1. Earnings release dated October 28, 2010 announcing the company's results for the six months ended September 30, 2010
2. Presentation material

Table of Contents**Earnings Release**

For the Six Months Ended September 30, 2010

October 28, 2010

[U.S. GAAP]

Name of registrant: **N T T D O C O M O , I N C . (U R L**
<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: Ken Takeuchi, Senior Manager, General Affairs Department / TEL
+81-3-5156-1111

Scheduled date for filing of quarterly report: November 4, 2010

Scheduled date for dividend payment: November 19, 2010

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 Six Months Ended September 30, 2010 (April 1, 2010 - September 30, 2010)**(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.	
Six months ended September 30, 2010	2,138,152	(0.4)%	531,470	9.5%	527,008	9.8%	309,747	8.8%
Six months ended September 30, 2009	2,145,807	(5.4)%	485,223	(15.9)%	479,881	(14.3)%	284,718	(17.9)%

	Basic Earnings per Share Attributable to NTT DOCOMO, INC.	Diluted Earnings per Share Attributable to NTT DOCOMO, INC.
Six months ended September 30, 2010	7,444.81 (yen)	
Six months ended September 30, 2009	6,817.99 (yen)	

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

(2) Consolidated Financial Position

(Millions of yen, except per share amounts)

**NTT
DOCOMO,
INC.**

	Total Assets	Total Equity (Net Assets)	NTT DOCOMO, INC. Shareholders Equity	Shareholders Equity Ratio	Shareholders Equity per Share
September 30, 2010	6,831,871	4,842,746	4,816,500	70.5%	115,765.27 (yen)
March 31, 2010	6,756,775	4,662,446	4,635,877	68.6%	111,423.97 (yen)

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, 2010		2,600.00		2,600.00	5,200.00
Year ending March 31, 2011		2,600.00			
Year ending March 31, 2011 (Forecasts)				2,600.00	5,200.00

Changes in forecasts of dividends during the three months ended September 30, 2010: None

3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2011 (April 1, 2010 March 31, 2011)

(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.				
Year ending March 31, 2011	4,209,000	(1.8)%	840,000	0.7%	838,000	0.2%	497,000	0.4%	11,945.47

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

Changes in earnings forecasts for the fiscal year ending March 31, 2011 during the three months ended September 30, 2010: Yes

Table of Contents**4. Others** (See 2. Other Information in the attachment page 11 for more information)

(1) Changes in significant subsidiaries for the three months ended September 30, 2010 None

(Changes in significant subsidiaries for the three months ended September 30, 2010 which resulted in changes in scope of consolidation)

(2) Application of simplified or exceptional accounting None

(Application of simplified or exceptional accounting for quarterly consolidated financial statements)

(3) Changes in significant accounting policies, procedures and presentation

i. Changes due to revision of accounting standards and other regulations: None

ii. Others: None

(4) Number of issued shares (common stock)

i. Number of issued shares (inclusive of treasury stock):	As of September 30, 2010:	43,790,000 shares
	As of March 31, 2010:	43,790,000 shares

ii. Number of treasury stock:	As of September 30, 2010:	2,184,258 shares
	As of March 31, 2010:	2,184,258 shares

iii. Number of weighted average common shares outstanding:	For the six months ended September 30, 2010:	41,605,742 shares
	For the six months ended September 30, 2009:	41,759,807 shares

* Presentation on the status of quarterly review process:

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

Exchange Act
had not been
finished.

* Explanation for
forecasts of operation
and other notes:

Forward-looking
statements in
this earnings
release, such as
forecasts of
results of
operations, are
based on the
information
currently
available and the
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, 2011,
please refer to
the attachment
pages 10 and 20.

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Earnings Release for the Six Months Ended September 30, 2010

1. Information on Consolidated Results

(1) Operating Results

i. Business Overview

As Japan's mobile phone market continues to mature in line with the rise in cellular penetration rate, competition among operators remains intense in such areas as acquisition of subscribers and further improvement of service offerings.

Under these market conditions, we developed our new corporate vision "Pursuing Smart Innovation: HEART" with the aim of achieving further growth and delivering new values to customers in view of the possible changes in society in the future. Meanwhile, we have moved ahead with our customer satisfaction improvement initiatives based on our medium-term action plan "Change and Challenge". Positioning this fiscal year as "a year to enter the execution phase" to realize the goals of our "Challenge" programs, we have swiftly and steadily implemented various measures to achieve an increase in packet ARPU (average monthly revenue per unit), a smooth introduction of the LTE system and others. As a part of such measures, we entered into a basic agreement to partner with Dai Nippon Printing Co., Ltd. in the area of electronic publishing business for mobile devices and started studies for the provision of new services. In addition, since our consolidated subsidiary Multimedia Broadcasting, Inc. obtained the approval for its base station roll-out plan, we commenced the preparations for the provision of multimedia broadcasting services for mobile devices.

For the six months ended September 30, 2010, although voice revenues declined by ¥79.8 billion from the same period of the prior fiscal year due to a decrease in voice ARPU, packet communications revenues increased by ¥49.1 billion through our endeavors to boost subscribers' packet usage and expand the uptake of packet flat-rate services. Other revenues increased by ¥36.4 billion mainly due to the increased subscriptions to "Mobile Phone Protection & Delivery Service". Equipment sales revenues decreased by ¥13.4 billion due to a reduction in the number of handsets sold to agent resellers and a decline of wholesale price per unit. Consequently, we recognized operating revenues of ¥2,138.2 billion (a decrease of ¥7.7 billion from the same period of the prior fiscal year). Since we reduced our network costs through efficient use of capital expenditures and made ongoing cost-cutting efforts, we recognized operating expenses of ¥1,606.7 billion (a decrease of ¥53.9 billion from the same period of the prior fiscal year). As a result, we recorded an operating income of ¥531.5 billion (an increase of ¥46.2 billion from the same period of the prior fiscal year). Income before income taxes was ¥527.0 billion and net income attributable to NTT DOCOMO, INC. was ¥309.7 billion.

Notes: 1. The information
in this earnings
r e l e a s e i s
unaudited.

2. Amounts in this
earnings release
are rounded off.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010**

Consolidated results of operations for the three months and six months ended September 30, 2009 and 2010, respectively, were as follows:

<Results of operations>

	Billions of yen			
	Three months ended September 30, 2009	Three months ended September 30, 2010		Increase (Decrease)
Operating revenues	¥ 1,061.1	¥ 1,048.9	¥ (12.1)	(1.1)%
Operating expenses	827.6	758.0	(69.7)	(8.4)
Operating income	233.4	291.0	57.5	24.7
Other income (expense)	(1.0)	(4.5)	(3.5)	(356.2)
Income before income taxes	232.4	286.4	54.0	23.2
Income taxes	93.9	116.1	22.3	23.7
Equity in net income (losses) of affiliates	(0.5)	(2.1)	(1.5)	(290.7)
Net Income	138.0	168.2	30.2	21.9
Less: Net (income) loss attributable to noncontrolling interests	(0.7)	(0.6)	0.0	2.9
Net income attributable to NTT DOCOMO, INC.	¥ 137.3	¥ 167.6	¥ 30.3	22.0%
EBITDA margin*	38.6%	43.8%	5.2 point	
ROCE before tax effect*	4.5%	5.4%	0.9 point	
ROCE after tax effect*	2.7%	3.2%	0.5 point	

	Billions of yen			
	Six months ended September 30, 2009	Six months ended September 30, 2010		Increase (Decrease)
Operating revenues	¥ 2,145.8	¥ 2,138.2	¥ (7.7)	(0.4)%
Operating expenses	1,660.6	1,606.7	(53.9)	(3.2)
Operating income	485.2	531.5	46.2	9.5
Other income (expense)	(5.3)	(4.5)	0.9	16.5
Income before income taxes	479.9	527.0	47.1	9.8
Income taxes	194.1	213.2	19.1	9.8

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Equity in net income (losses) of affiliates	0.3	(3.0)	(3.3)	
Net Income	286.1	310.8	24.8	8.7
Less: Net (income) loss attributable to noncontrolling interests	(1.3)	(1.1)	0.3	19.0
Net income attributable to NTT DOCOMO, INC.	¥ 284.7	¥ 309.7	¥ 25.0	8.8%
EBITDA margin*	39.0%	40.3%	1.3 point	
ROCE before tax effect*	9.6%	10.0%	0.4 point	
ROCE after tax effect*	5.7%	5.9%	0.2 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 Most Directly Comparable GAAP Financial Measures on

page 19.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010**

<Operating revenues>

	Billions of yen				
	Three months ended September 30, 2009	Three months ended September 30, 2010		Increase (Decrease)	
Wireless services	¥ 951.5	¥ 955.1	¥ 3.6	0.4%	
Cellular services revenues	884.3	871.3	(13.0)	(1.5)	
- Voice revenues	487.6	449.2	(38.4)	(7.9)	
Including: FOMA services	453.8	434.5	(19.4)	(4.3)	
- Packet communications revenues	396.6	422.1	25.5	6.4	
Including: FOMA services	388.4	418.1	29.7	7.6	
Other revenues	67.2	83.8	16.6	24.7	
Equipment sales	109.6	93.8	(15.8)	(14.4)	
Total operating revenues	¥ 1,061.1	¥ 1,048.9	¥ (12.1)	(1.1)%	

	Billions of yen				
	Six months ended September 30, 2009	Six months ended September 30, 2010		Increase (Decrease)	
Wireless services	¥ 1,893.3	¥ 1,899.0	¥ 5.7	0.3%	
Cellular services revenues	1,766.2	1,735.5	(30.7)	(1.7)	
- Voice revenues	978.3	898.5	(79.8)	(8.2)	
Including: FOMA services	904.2	865.7	(38.5)	(4.3)	
- Packet communications revenues	787.9	837.0	49.1	6.2	
Including: FOMA services	769.9	828.2	58.3	7.6	
Other revenues	127.1	163.5	36.4	28.7	
Equipment sales	252.5	239.2	(13.4)	(5.3)	
Total operating revenues	¥ 2,145.8	¥ 2,138.2	¥ (7.7)	(0.4)%	

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

<Operating expenses>

Billions of yen

Increase

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	Three months ended September 30, 2009	Three months ended September 30, 2010		(Decrease)	
Personnel expenses	¥ 62.5	¥ 63.6	¥	1.1	1.7%
Non-personnel expenses	498.2	442.8		(55.4)	(11.1)
Depreciation and amortization	168.8	163.9		(4.9)	(2.9)
Loss on disposal of property, plant and equipment and intangible assets	10.4	7.1		(3.3)	(31.6)
Communication network charges	78.1	70.8		(7.2)	(9.3)
Taxes and public dues	9.7	9.7		0.0	0.1
Total operating expenses	¥ 827.6	¥ 758.0	¥	(69.7)	(8.4)%

	Six months ended September 30, 2009	Six months ended September 30, 2010		Increase (Decrease)	
Personnel expenses	¥ 126.8	¥ 129.4	¥	2.6	2.0%
Non-personnel expenses	1,001.9	982.1		(19.8)	(2.0)
Depreciation and amortization	337.8	322.0		(15.8)	(4.7)
Loss on disposal of property, plant and equipment and intangible assets	18.6	12.6		(6.0)	(32.3)
Communication network charges	155.8	141.1		(14.7)	(9.4)
Taxes and public dues	19.6	19.5		(0.1)	(0.6)
Total operating expenses	¥ 1,660.6	¥ 1,606.7	¥	(53.9)	(3.2)%

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****ii. Segment Results****Mobile phone business**

During the three months ended September 30, 2010, we continued our efforts for customer satisfaction improvement and released nine new handset models, including Raku-Raku PHONE 7 a model featuring outstanding ease-of-use equipped with Raku-Raku Site Button for one-push access to the Internet and compatible with Deco-mail pictograms to deliver products and services catered to the diverse needs of customers. With respect to our corporate marketing business, we received the No. 1 rating for two consecutive years by J.D. Power Asia Pacific in its customer satisfaction study on enterprise mobile phone/PHS users*1.

We announced our service brand for LTE, Xi (pronounced crossy), and moved ahead with the preparations for its service launch scheduled for December 2010.

As part of our efforts to boost our packet ARPU, we launched the sp-mode service, which enables users to use mail service on smartphones with the same i-mode mail address as conventional handsets, and worked to promote the sales of smartphones. We also released a docomo-brand mobile Wi-Fi router device*2, BF-01B, which allows users to use handheld gaming consoles, tablet devices and other Wi-Fi-enabled equipment on our FOMA network, and extended the period of our discount campaign for flat-rate data plans aiming to expand subscribers' data communications usage. Furthermore, we started offering Overseas Pake-hodai service, a flat-rate data plan that provides international roaming service users with unlimited data usage for a maximum rate of ¥2,980 per day.

As of September 30, 2010, the total number of our cellular services subscriptions was 56.89 million (an increase of 1.71 million compared to the number as of September 30, 2009), and our cellular churn rate for the three months ended September 30, 2010, was 0.49%. The aggregate number of subscriptions to Fami-wari MAX50 and other MAX discount programs introduced in August 2007 reached approximately 35.70 million, while the number of subscriptions to the Value Plan launched in November 2007 grew to approximately 37.20 million as of September 30, 2010. Although the packet ARPU posted an increase from the same period of the prior fiscal year, the aggregate ARPU for the three months ended September 30, 2010, decreased by 4.1% year-on-year to ¥5,200 due to a drop in voice ARPU, which was negatively affected by the expanded uptake of Value Plan and other factors.

With regard to equipment sales, although the total number of handsets sold in the six months period through September 30, 2010 grew by 0.44 million units from the same period of the prior fiscal year to 9.24 million units, equipment sales revenues and cost of equipment sold decreased mainly due to a reduction in the number of handsets sold to agent resellers and a decline of purchase and wholesale price per unit.

As a result of the foregoing, operating revenues and operating income from mobile phone business for the six months ended September 30, 2010, were ¥2,071.8 billion (a decrease of ¥17.2 billion from the same period of the prior fiscal year) and ¥533.1 billion (an increase of ¥43.6 billion from the same period of the prior fiscal year), respectively.

*1: J.D. Power Asia
Pacific 2009-2010
Japan Business
Mobile Phone/PHS
Service Customer
Satisfaction Index
StudySM.

Study results was
based on 3,222
responses from
2,345 companies
with more than 100
employees. (Each

company evaluated
up to two mobile
phone/PHS
providers).
www.jdpower.co.jp

*2: Equipment that
relays signals
between devices
compatible with
Wi-Fi (a wireless
LAN standard) and
other networks.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010**

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

<Number of subscriptions by services>

	Thousand subscriptions			
	September 30, 2009	September 30, 2010	Increase (Decrease)	
Cellular services	55,186	56,895	1,708	3.1%
Cellular (FOMA) services	51,258	54,940	3,682	7.2
Including: i-channel services	16,692	16,747	56	0.3
Including: i-concier services	2,337	5,410	3,072	131.4
Including: packet flat-rate services	21,900	28,905	7,005	32.0
Cellular (mova) services	3,928	1,954	(1,974)	(50.3)
i-mode services	48,670	48,914	245	0.5
sp-mode services		270		

Notes: 1. Number of subscriptions to Cellular services, Cellular (FOMA) services and Cellular (mova) 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.

3. Number of subscriptions to packet flat-rate services includes subscriptions to

Pake-hodai
 double,
 Pake-hodai
 simple,
 Pake-hodai,
 Pake-hodai full,
 Biz-hodai,
 Flat-rate data plan
 Standard,
 Flat-rate data plan
 64k and Flat-rate
 data plan
 HIGH-SPEED .
 (Number as of
 September 30,
 2009 includes
 subscriptions to
 Biz-hodai double
 in addition to the
 aforementioned
 plans.)

4. Number of
 i-mode
 subscriptions
 includes Cellular
 (FOMA) i-mode
 subscriptions and
 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	
Three months ended	Three months ended	Increase (Decrease)

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	September 30, 2009	September 30, 2010		
Cellular services	4,464	4,630	166	3.7%
Cellular (FOMA) services				
New FOMA subscription	1,071	1,209	139	13.0
Change of subscription from mova to FOMA	587	339	(248)	(42.2)
FOMA handset upgrade by FOMA subscribers	2,800	3,079	278	9.9
Cellular (mova) services				
New mova subscription	4	2	(2)	(60.7)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	2	1	(1)	(57.4)
Churn Rate	0.46%	0.49%	0.03 point	

Thousand units

	Six months ended September 30, 2009	Six months ended September 30, 2010	Increase (Decrease)	
Cellular services	8,808	9,245	437	5.0%
Cellular (FOMA) services				
New FOMA subscription	2,057	2,376	319	15.5
Change of subscription from mova to FOMA	1,400	792	(608)	(43.4)
FOMA handset upgrade by FOMA subscribers	5,339	6,070	732	13.7
Cellular (mova) services				
New mova subscription	8	4	(4)	(52.9)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	4	2	(2)	(57.1)
Churn Rate	0.45%	0.46%	0.01 point	

Table of Contents**DOCOMO Earnings Release**

<Trend of ARPU and MOU>

Six Months Ended September 30, 2010

	Yen			
	Three months ended September 30, 2009	Three months ended September 30, 2010	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,420	¥ 5,200	¥ (220)	(4.1)%
Voice ARPU	2,970	2,660	(310)	(10.4)
Packet ARPU	2,450	2,540	90	3.7
Aggregate ARPU (FOMA)	5,560	5,260	(300)	(5.4)
Voice ARPU	2,970	2,660	(310)	(10.4)
Packet ARPU	2,590	2,600	10	0.4
Aggregate ARPU (mova)	3,500	3,310	(190)	(5.4)
Voice ARPU	2,890	2,750	(140)	(4.8)
Packet ARPU	610	560	(50)	(8.2)
MOU* (FOMA+mova) (minutes)	137	135	(2)	(1.5)%

	Yen			
	Six months ended September 30, 2009	Six months ended September 30, 2010	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,430	¥ 5,190	¥ (240)	(4.4)%
Voice ARPU	2,990	2,670	(320)	(10.7)
Packet ARPU	2,440	2,520	80	3.3
Aggregate ARPU (FOMA)	5,590	5,260	(330)	(5.9)
Voice ARPU	2,990	2,670	(320)	(10.7)
Packet ARPU	2,600	2,590	(10)	(0.4)
Aggregate ARPU (mova)	3,530	3,320	(210)	(5.9)
Voice ARPU	2,920	2,760	(160)	(5.5)
Packet ARPU	610	560	(50)	(8.2)
MOU* (FOMA+mova) (minutes)	136	134	(2)	(1.5)%

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

<Results of operations>

	Billions of yen				
	Three months ended September 30, 2009	Three months ended September 30, 2010		Increase (Decrease)	
Operating revenues from mobile phone business	¥ 1,031.1	¥ 1,017.8	¥	(13.4)	(1.3)%
Operating income from mobile phone business	234.3	291.2		56.9	24.3

	Billions of yen				
	Six months ended September 30, 2009	Six months ended September 30, 2010		Increase (Decrease)	
Operating revenues from mobile phone business	¥ 2,089.0	¥ 2,071.8	¥	(17.2)	(0.8)%
Operating income from mobile phone business	489.5	533.1		43.6	8.9

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****Miscellaneous businesses**

Operating revenues from miscellaneous businesses for the six months ended September 30, 2010 were ¥66.4 billion, which represented 3.1% of total operating revenues. The revenues derived mainly from home shopping services provided mainly through TV media, high-speed internet connection 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 ¥68.0 billion and ¥1.7 billion, respectively.

<Results of operations>

	Billions of yen					
	Three months ended September 30, 2009	Three months ended September 30, 2010			Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥ 29.9	¥	31.1	¥	1.2	4.0%
Operating income (loss) from miscellaneous businesses	(0.9)		(0.2)		0.7	76.5

	Billions of yen					
	Six months ended September 30, 2009	Six months ended September 30, 2010			Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥ 56.8	¥	66.4	¥	9.6	16.9%
Operating income (loss) from miscellaneous businesses	(4.3)		(1.7)		2.6	61.3

iii. Trend of Capital Expenditures

We strived to improve the quality of our FOMA service area thoroughly and appropriately reinforced our network capacity to meet an increase in traffic demand. Since we efficiently implemented these initiatives, total capital expenditures for the six months ended September 30, 2010 were ¥309.8 billion (down 2.0% compared to the same period of prior year).

<Breakdown of capital expenditures>

	Billions of yen					
	Three months ended September 30, 2009	Three months ended September 30, 2010			Increase (Decrease)	
Mobile phone business	¥ 135.6	¥	133.3	¥	(2.3)	(1.7)%
Other (including information systems)	27.4		35.6		8.3	30.2
Total capital expenditures	¥ 163.0	¥	168.9	¥	5.9	3.6%

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	Billions of yen					
	Six months ended September 30, 2009		Six months ended September 30, 2010		Increase (Decrease)	
Mobile phone business	¥ 258.0	¥	249.9	¥	(8.1)	(3.1)%
Other (including information systems)	58.2		59.9		1.7	3.0
Total capital expenditures	¥ 316.1	¥	309.8	¥	(6.4)	(2.0)%

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(2) Financial Review****i. Financial Position**

	September 30, 2009	September 30, 2010	Billions of yen Increase (Decrease)	(Reference) March 31, 2010
Total assets NTT DOCOMO, INC.	¥ 6,501.8	¥ 6,831.9	¥ 330.1	¥ 6,756.8
shareholders equity	4,552.1	4,816.5	264.4	4,635.9
Liabilities	1,943.4	1,989.1	45.7	2,094.3
Including: Interest bearing liabilities	624.6	609.4	(15.2)	610.3
Shareholders equity ratio (1)	70.0%	70.5%	0.5 point	68.6%
Debt ratio (2)	12.1%	11.2%	(0.9) point	11.6%

Notes: (1) Shareholders equity ratio =

$$\frac{\text{NTT DOCOMO, INC. shareholders equity}}{\text{Total assets}}$$

(2) Debt ratio =

$$\frac{\text{Interest bearing liabilities}}{(\text{NTT DOCOMO, INC. shareholders equity} + \text{Interest bearing liabilities})}$$

ii. Cash Flow Conditions

For the six months ended September 30, 2010, net cash provided by operating activities was ¥633.3 billion, an increase of ¥124.7 billion (24.5%) compared to the same period of the prior year, mainly due to an increase in cash inflow resulting from collections of installment receivable for handsets and a decrease in income tax payment.

Net cash used in investing activities was ¥348.7 billion, a decrease of ¥92.5 billion (21.0%) compared to the same period of the prior year. This was mainly due to an increase of proceeds from redemption of short-term investments, an increase of proceeds from redemption of short-term bailment for consumption to a related party and a decrease in purchases of non-current assets, which were partially offset by an increase in purchases of short-term investments of more than three months for cash management purpose.

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Net cash used in financing activities was ¥111.5 billion, a decrease of ¥5.4 billion (4.6%) compared to the same period of the prior year. This was mainly due to a decrease in repayment of long-term debt, which was partially offset by an increase in dividends paid.

The balance of cash and cash equivalents was ¥529.7 billion as of September 30, 2010, an increase of ¥172.0 billion (48.1%) from the prior fiscal year end.

	Billions of yen				
	Six months ended September 30, 2009	Six months ended September 30, 2010		Increase (Decrease)	
Net cash provided by operating activities	¥ 508.5	¥ 633.3	¥	124.7	24.5%
Net cash used in investing activities	(441.1)	(348.7)		92.5	21.0
Net cash provided by (used in) financing activities	(116.9)	(111.5)		5.4	4.6
Free cash flows (1)	67.4	284.6		217.2	322.2
Free cash flows excluding changes in investments for cash management purposes (2)*	94.5	284.9		190.4	201.6

Notes: (1) Free cash flows = Net cash provided by operating activities + Net cash used in investing activities

(2) 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.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(3) Prospects for the Fiscal Year Ending March 31, 2011**

As Japan's mobile phone market continues to mature in line with the rise in cellular penetration rate, competition among operators is expected to remain intense in such areas as acquisition of subscribers and further improvement of service offerings.

Under these market conditions, we have decided to revise our group's full-year guidance for the fiscal year ending March 31, 2011 as described in the table below.

Although the forecast of cellular services revenues remains unchanged, the operating revenues forecast has been revised downwards by ¥13.0 billion from the initial guidance to ¥4,209.0 billion mainly due to a decrease in equipment sales revenues.

The forecast of operating income remains unchanged from the original forecast of ¥840.0 billion, an increase of ¥5.8 billion from the prior fiscal year, mainly due to a decrease in network costs and on-going cost cutting efforts.

	Billions of yen				
	Year ending March 31, 2011 (Original Forecasts)	Year ending March 31, 2011 (Revised Forecasts)		Increase (Decrease)	Year ended March 31, 2010 (Actual Results)
Operating revenues	¥ 4,222.0	¥ 4,209.0	¥ (13.0)	(0.3)%	¥ 4,284.4
Operating income	840.0	840.0			834.2
Income before income taxes	843.0	838.0	(5.0)	(0.6)%	836.2
Net income attributable to NTT DOCOMO, INC.	497.0	497.0			494.8
Capital expenditures	675.0	675.0			686.5
Adjusted free cash flows*	470.0	480.0	10.0	2.1%	416.9
EBITDA*	1,548.0	1,550.0	2.0	0.1%	1,568.1
EBITDA margin*	36.7%	36.8%	0.1 point		36.6%
ROCE before tax effect*	15.9%	15.9%			16.3%
ROCE after tax effect*	9.4%	9.4%			9.7%

* 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 changes in investments for cash management purposes, 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 Most Directly Comparable GAAP Financial Measures on page 19.

The financial forecasts for the fiscal year ending March 31, 2011 are based on the forecasts of the following operating data:

	Million subscriptions/Yen				March 31, 2010 (Actual Results)
	March 31, 2011 (Original Forecasts)	March 31, 2011 (Revised Forecasts)	Increase (Decrease)		
Cellular services	57.45	57.85	0.40	0.7%	56.08
Cellular (FOMA) services	56.22	56.61	0.39	0.7%	53.20
Cellular (mova) services	1.23	1.24	0.01	0.8%	2.88
i-mode services	49.17	48.87	(0.30)	(0.6)%	48.99
Aggregate ARPU* (FOMA + mova)	¥ 5,110	¥ 5,100	¥ (10)	(0.2)%	¥ 5,350
Voice ARPU	2,550	2,540	(10)	(0.4)%	2,900
Packet ARPU	2,560	2,560			2,450

Note: Number of i-mode subscriptions includes numbers of cellular (FOMA) and cellular (mova) i-mode subscriptions.

* 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

Six Months Ended September 30, 2010

2. Other Information

(1) Changes in Significant Subsidiaries

None

(2) Application of Simplified or Exceptional Accounting

None

(3) Changes in Significant Accounting Policies, Procedures and Presentation

None

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****3. Consolidated Financial Statements****(1) Consolidated Balance Sheets**

	Millions of yen	
	March 31, 2010	September 30, 2010
ASSETS		
Current assets:		
Cash and cash equivalents	¥ 357,715	¥ 529,726
Short-term investments	403,010	393,299
Accounts receivable	838,226	745,393
Allowance for doubtful accounts	(15,633)	(15,557)
Credit card receivables	126,009	150,782
Inventories	141,277	174,113
Deferred tax assets	100,545	82,928
Prepaid expenses and other current assets	109,829	115,915
Total current assets	2,060,978	2,176,599
Property, plant and equipment:		
Wireless telecommunications equipment	5,478,833	5,536,436
Buildings and structures	830,921	837,679
Tools, furniture and fixtures	516,084	521,941
Land	199,018	199,180
Construction in progress	83,608	107,213
Accumulated depreciation and amortization	(4,500,874)	(4,624,610)
Total property, plant and equipment, net	2,607,590	2,577,839
Non-current investments and other assets:		
Investments in affiliates	578,095	551,411
Marketable securities and other investments	151,026	135,425
Intangible assets, net	628,691	642,663
Goodwill	198,436	196,822
Other assets	257,911	254,778
Deferred tax assets	274,048	296,334
Total non-current investments and other assets	2,088,207	2,077,433
Total assets	¥ 6,756,775	¥ 6,831,871
LIABILITIES AND EQUITY		
Current liabilities:		
Current portion of long-term debt	¥ 180,716	¥ 285,363
Short-term borrowings	78	76
Accounts payable, trade	632,437	513,925

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Accrued payroll	54,580	52,840
Accrued interest	995	990
Accrued income taxes	185,890	200,307
Other current liabilities	133,466	116,966
Total current liabilities	1,188,162	1,170,467
Long-term liabilities:		
Long-term debt (exclusive of current portion)	429,553	323,911
Accrued liabilities for point programs	151,628	194,172
Liability for employees' retirement benefits	138,447	142,069
Other long-term liabilities	186,539	158,506
Total long-term liabilities	906,167	818,658
Total liabilities	2,094,329	1,989,125
Equity:		
NTT DOCOMO, INC. shareholders' equity		
Common stock	949,680	949,680
Additional paid-in capital	757,109	757,109
Retained earnings	3,347,830	3,549,402
Accumulated other comprehensive income (loss)	(37,379)	(58,328)
Treasury stock, at cost	(381,363)	(381,363)
Total NTT DOCOMO, INC. shareholders' equity	4,635,877	4,816,500
Noncontrolling interests	26,569	26,246
Total equity	4,662,446	4,842,746
Total liabilities and equity	¥ 6,756,775	¥ 6,831,871

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DOCOMO Earnings Release

Six Months Ended September 30, 2010

(2) Consolidated Statements of Income and Comprehensive Income

	Millions of yen	
	Six Months Ended September 30, 2009	Six Months Ended September 30, 2010
Operating revenues:		
Wireless services	¥ 1,893,265	¥ 1,898,995
Equipment sales	252,542	239,157
Total operating revenues	2,145,807	2,138,152
Operating expenses:		
Cost of services (exclusive of items shown separately below)	449,617	451,811
Cost of equipment sold (exclusive of items shown separately below)	340,877	320,830
Depreciation and amortization	337,809	321,967
Selling, general and administrative	532,281	512,074
Total operating expenses	1,660,584	1,606,682
Operating income	485,223	531,470
Other income (expense):		
Interest expense	(2,989)	(2,523)
Interest income	668	691
Other, net	(3,021)	(2,630)
Total other income (expense)	(5,342)	(4,462)
Income before income taxes	479,881	527,008
Income taxes:		
Current	210,887	204,522
Deferred	(16,764)	8,682
Total income taxes	194,123	213,204
Equity in net income (losses) of affiliates, net of applicable taxes	292	(2,978)
Net income	286,050	310,826
Less: Net (income) loss attributable to noncontrolling interests	(1,332)	(1,079)
Net income attributable to NTT DOCOMO, INC.	¥ 284,718	¥ 309,747

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Net income	¥	286,050	¥	310,826
Other comprehensive income (loss):				
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes		14,082		(7,586)
Change in fair value of derivative instruments, net of applicable taxes		(35)		(54)
Foreign currency translation adjustment, net of applicable taxes		11,691		(13,335)
Pension liability adjustment, net of applicable taxes		296		10
Total other comprehensive income (loss)		26,034		(20,965)
Comprehensive income		312,084		289,861
Less: Comprehensive (income) loss attributable to noncontrolling interests		(1,346)		(1,063)
Comprehensive income attributable to NTT DOCOMO, INC.	¥	310,738	¥	288,798
PER SHARE DATA				
Weighted average common shares outstanding Basic and Diluted (shares)		41,759,807		41,605,742
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥	6,817.99	¥	7,444.81

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010**

	Millions of yen	
	Three Months Ended September 30, 2009	Three Months Ended September 30, 2010
Operating revenues:		
Wireless services	¥ 951,470	¥ 955,098
Equipment sales	109,583	93,809
Total operating revenues	1,061,053	1,048,907
Operating expenses:		
Cost of services (exclusive of items shown separately below)	230,286	229,620
Cost of equipment sold (exclusive of items shown separately below)	150,051	136,317
Depreciation and amortization	168,804	163,917
Selling, general and administrative	278,508	228,101
Total operating expenses	827,649	757,955
Operating income	233,404	290,952
Other income (expense):		
Interest expense	(1,375)	(1,196)
Interest income	350	334
Other, net	38	(3,641)
Total other income (expense)	(987)	(4,503)
Income before income taxes	232,417	286,449
Income taxes:		
Current	121,356	114,855
Deferred	(27,476)	1,286
Total income taxes	93,880	116,141
Equity in net income (losses) of affiliates, net of applicable taxes	(529)	(2,067)
Net income	138,008	168,241
Less: Net (income) loss attributable to noncontrolling interests	(666)	(647)
Net income attributable to NTT DOCOMO, INC.	¥ 137,342	¥ 167,594

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Net income	¥	138,008	¥	168,241
Other comprehensive income (loss):				
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes		3,620		1,371
Change in fair value of derivative instruments, net of applicable taxes		(8)		(29)
Foreign currency translation adjustment, net of applicable taxes		2,805		(22,435)
Pension liability adjustment, net of applicable taxes		147		46
Total other comprehensive income (loss)		6,564		(21,047)
Comprehensive income		144,572		147,194
Less: Comprehensive (income) loss attributable to noncontrolling interests		(665)		(624)
Comprehensive income attributable to NTT DOCOMO, INC.	¥	143,907	¥	146,570
PER SHARE DATA				
Weighted average common shares outstanding	Basic and Diluted (shares)	41,759,807		41,605,742
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥	3,288.86	¥	4,028.15

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(3) Consolidated Statements of Cash Flows**

	Millions of yen	
	Six Months Ended September 30, 2009	Six Months Ended September 30, 2010
Cash flows from operating activities:		
Net income	¥ 286,050	¥ 310,826
Adjustments to reconcile net income to net cash provided by operating activities		
Depreciation and amortization	337,809	321,967
Deferred taxes	(16,439)	6,377
Loss on sale or disposal of property, plant and equipment	12,973	7,231
Equity in net (income) losses of affiliates	(366)	5,514
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	55,730	92,307
Increase / (decrease) in allowance for doubtful accounts	1,874	(35)
(Increase) / decrease in credit card receivables	(16,735)	(14,213)
(Increase) / decrease in inventories	(54,755)	(32,919)
(Increase) / decrease in prepaid expenses and other current assets	3,987	(5,372)
(Increase) / decrease in non-current installment receivable for handsets	13,982	6,210
Increase / (decrease) in accounts payable, trade	(136,209)	(96,289)
Increase / (decrease) in accrued income taxes	(31,927)	14,437
Increase / (decrease) in other current liabilities	(3,022)	(17,558)
Increase / (decrease) in accrued liabilities for point programs	18,937	42,544
Increase / (decrease) in liability for employees' retirement benefits	4,951	3,623
Increase / (decrease) in other long-term liabilities	18,259	(29,322)
Other, net	13,437	17,937
Net cash provided by operating activities	508,536	633,265
Cash flows from investing activities:		
Purchases of property, plant and equipment	(249,126)	(215,806)
Purchases of intangible and other assets	(132,956)	(124,330)
Purchases of non-current investments	(8,992)	(2,529)
Proceeds from sale of non-current investments	9,124	525
Acquisitions of new subsidiaries, net of cash acquired	(24,904)	
Purchases of short-term investments	(33,758)	(373,671)
Redemption of short-term investments	6,718	313,394
Long-term bailment for consumption to a related party		(10,000)
Short-term bailment for consumption to a related party		(20,000)
Proceeds from redemption of short-term bailment for consumption to a related party		90,000
Other, net	(7,231)	(6,236)
Net cash used in investing activities	(441,125)	(348,653)

Cash flows from financing activities:

Repayment of long-term debt	(15,000)		(32)
Proceeds from short-term borrowings	138,149		367
Repayment of short-term borrowings	(138,149)		(353)
Principal payments under capital lease obligations	(1,696)		(2,135)
Dividends paid	(100,190)		(108,135)
Other, net	(3)		(1,243)
Net cash provided by (used in) financing activities	(116,889)		(111,531)
Effect of exchange rate changes on cash and cash equivalents	572		(1,070)
Net increase (decrease) in cash and cash equivalents	(48,906)		172,011
Cash and cash equivalents at beginning of period	599,548		357,715
Cash and cash equivalents at end of period	¥ 550,642	¥	529,726

Supplemental disclosures of cash flow information:**Cash received during the period for:**

Income tax refunds	¥	675	¥	301
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Cash paid during the period for:

Interest, net of amount capitalized		3,122		2,530
Income taxes		242,683		189,772

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(4) Going Concern Assumption**

None

(5) Segment Information

Segment information is as follows:

Three months ended	Millions of yen		
	Mobile phone business	Miscellaneous businesses	Consolidated
September 30, 2009			
Operating revenues	¥ 1,031,139	¥ 29,914	¥ 1,061,053
Operating expenses	796,867	30,782	827,649
Operating income (loss)	¥ 234,272	¥ (868)	¥ 233,404

Three months ended

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
September 30, 2010			
Operating revenues	¥ 1,017,785	¥ 31,122	¥ 1,048,907
Operating expenses	726,629	31,326	757,955
Operating income (loss)	¥ 291,156	¥ (204)	¥ 290,952

Six months ended

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
September 30, 2009			
Operating revenues	¥ 2,089,032	¥ 56,775	¥ 2,145,807
Operating expenses	1,599,529	61,055	1,660,584
Operating income (loss)	¥ 489,503	¥ (4,280)	¥ 485,223

Six months ended

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
September 30, 2010			
Operating revenues	¥ 2,071,802	¥ 66,350	¥ 2,138,152
Operating expenses	1,538,676	68,006	1,606,682
Operating income (loss)	¥ 533,126	¥ (1,656)	¥ 531,470

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

(6) Significant Changes in NTT DOCOMO, INC. Shareholders' Equity

None

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****4. Appendices****(1) Operating Data for 2nd Quarter of Fiscal Year Ending March 31, 2011**

Full-year Forecast: as revised at October 28, 2010

		[Ref.] Fiscal Year Ending Mar. 2010 Full-year Results	Fiscal Year Ending Mar. 31, 2011 Six Months (Apr.-Sep. 2010) Results	First Quarter (Apr.-Jun. 2010) Results	Second Quarter (Jul.-Sep. 2010) Results	[Ref.] Fiscal Year Ending Mar. 31, 2011 Full-year Forecast (Revised)
Number of Subscriptions and Other Operating Data Cellular						
Subscriptions	thousands	56,082	56,895	56,515	56,895	57,850
FOMA (1)	thousands	53,203	54,940	54,162	54,940	56,610
Communication Module Service (FOMA)	thousands	1,081	1,349	1,212	1,349	
mova	thousands	2,879	1,954	2,352	1,954	1,240
Communication Module Service (DoPa)	thousands	521	454	482	454	
Prepaid	thousands	37	31	36	31	
Packet Flat-rate Services Subscriptions (2)	thousands	25,767	28,905	27,491	28,905	
Market Share (3) (4)	%	50.0	49.3	49.7	49.3	
Net Increase from Previous Period (4)	thousands	1,481	812	432	380	1,770
FOMA (1)	thousands	4,163	1,737	959	778	3,400
mova	thousands	(2,682)	(925)	(526)	(398)	(1,640)
Churn Rate (4)	%	0.46	0.46	0.44	0.49	
Number of Handsets (FOMA+mova) Sold (5)	thousands	18,037	9,245	4,615	4,630	
i-mode						
Subscriptions	thousands	48,992	48,914	49,061	48,914	48,870
FOMA	thousands	47,330	47,876	47,758	47,876	48,210
i-mode Subscription Rate (4)	%	87.4	86.0	86.8	86.0	84.5

Net Increase from Previous Period	thousands	518	(77)	69	(146)	(120)
i-channel Subscriptions	thousands	16,818	16,747	16,757	16,747	
i-concier Subscriptions	thousands	4,200	5,410	4,783	5,410	
sp-mode Subscriptions	thousands		270		270	
ARPU and MOU						
ARPU						
Aggregate ARPU (FOMA+mova) (6)	yen/month/subscription	5,350	5,190	5,190	5,200	5,100
Voice ARPU (7)	yen/month/subscription	2,900	2,670	2,680	2,660	2,540
Packet ARPU	yen/month/subscription	2,450	2,520	2,510	2,540	2,560
ARPU Generated from International Services (8)	yen/month/subscription	80	90	80	90	90
Aggregate ARPU (FOMA) (6)	yen/month/subscription	5,480	5,260	5,260	5,260	5,150
Voice ARPU (7)	yen/month/subscription	2,900	2,670	2,670	2,660	2,530
Packet ARPU	yen/month/subscription	2,580	2,590	2,590	2,600	2,620
ARPU Generated from International Services (8)	yen/month/subscription	80	90	90	90	90
Aggregate ARPU (mova) (6)	yen/month/subscription	3,460	3,320	3,330	3,310	3,260
Voice ARPU (7)	yen/month/subscription	2,870	2,760	2,770	2,750	2,710
Packet ARPU	yen/month/subscription	590	560	560	560	550
ARPU Generated from International Services (8)	yen/month/subscription	0	0	0	0	10
MOU						
MOU (FOMA+mova) (6)	minute/month/subscription	136	134	133	135	
MOU (FOMA) (6)	minute/month/subscription	142	137	137	138	
MOU (mova) (6)	minute/month/subscription	51	45	45	44	
Others						
DCMX Subscriptions (9)	thousands	11,260	11,950	11,640	11,950	12,730

* Please refer to 4. (2) Definition and Calculation Methods of ARPU and MOU for the definition of ARPU and MOU, 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 are included in the number of FOMA subscribers.
- (2) Sum of Pake-hodai double, Pake-hodai simple, Pake-hodai, Pake-hodai full, Biz-hodai, Flat-rate data plan Standard, Flat-rate data plan 64k and Flat-rate data plan HIGH-SPEED (Number of subscriptions for the fiscal year ended March 31, 2010 includes subscriptions to Biz-hodai double in addition to the aforementioned plans.)
- (3) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association
- (4) Data are calculated including communication module services subscriptions.
- (5) 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

- (6) Data are calculated excluding communication module services-related revenues and communication module services subscriptions.
- (7) Inclusive of circuit-switched data communication
- (8) Inclusive of voice communication and packet communication
- (9) Inclusive of DCMX mini subscriptions

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(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 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.

b. MOU (Minutes of Use): Average monthly communication time per subscription.**ii. ARPU Calculation Methods****a. 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 subscriptions (FOMA+mova)
-------------------------	--

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

b. 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 subscriptions (FOMA)
--------------------	--

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

c. ARPU (mova)

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

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

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

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: Communication
module services
subscriptions
and the
revenues thereof
are not included
in the ARPU
and MOU
calculations.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(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, 2011 (Revised Forecasts) are provided to the extent available without unreasonable efforts.

i. EBITDA and EBITDA margin

	Billions of yen				
	Year ending March 31, 2011 (Revised Forecasts)	Year ended March 31, 2010	Six months ended September 30, 2009	Three months ended September 30, 2010	Six months ended September 30, 2010
a. EBITDA	¥ 1,550.0	¥ 1,568.1	¥ 836.0	¥ 459.1	¥ 860.7
Depreciation and amortization	(683.0)	(701.1)	(337.8)	(163.9)	(322.0)
Loss on sale or disposal of property, plant and equipment	(27.0)	(32.7)	(13.0)	(4.3)	(7.2)
Operating income	840.0	834.2	485.2	291.0	531.5
Other income (expense)	(2.0)	1.9	(5.3)	(4.5)	(4.5)
Income taxes	(338.0)	(338.2)	(194.1)	(116.1)	(213.2)
Equity in net income (losses) of affiliates	(4.0)	(0.9)	0.3	(2.1)	(3.0)
Less: Net (income) loss attributable to noncontrolling interests	1.0	(2.3)	(1.3)	(0.6)	(1.1)
b. Net income attributable to NTT DOCOMO, INC.	497.0	494.8	284.7	167.6	309.7
c. Operating revenues	4,209.0	4,284.4	2,145.8	1,048.9	2,138.2
EBITDA margin (=a/c)	36.8%	36.6%	39.0%	43.8%	40.3%
Net income margin (=b/c)	11.8%	11.5%	13.3%	16.0%	14.5%

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				
	Year ending March 31, 2011 (Revised Forecasts)	Year ended March 31, 2010	Six months ended September 30, 2009	Three months ended September 30, 2010	Six months ended September 30, 2010
a. Operating income	¥ 840.0	¥ 834.2	¥ 485.2	¥ 291.0	¥ 531.5
b. Operating income after tax effect {=a*(1-effective tax rate)}	497.3	493.9	287.3	172.2	314.6
c. Capital employed	5,296.1	5,113.5	5,078.7	5,352.9	5,336.0
ROCE before tax effect (=a/c)	15.9%	16.3%	9.6%	5.4%	10.0%
ROCE after tax effect (=b/c)	9.4%	9.7%	5.7%	3.2%	5.9%

Notes: Capital employed (for annual period) = The average of (NTT DOCOMO, INC. shareholders equity + Interest bearing liabilities), each as of March 31, 2010 (or 2009) and 2011 (or 2010)

Capital employed (for six months) = The average of (NTT

DOCOMO,
INC.
shareholders
equity + Interest
bearing
liabilities), each
as of March 31,
2009 (or 2010)
and
September 30,
2009 (or 2010)

Capital
employed (for
three months) =
The average of
(NTT
DOCOMO,
INC.
shareholders
equity + Interest
bearing
liabilities), each
as of June 30,
2010 and
September 30,
2010

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

Effective tax
rate:40.8%

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

	Billions of yen				
	Year ending March 31, 2011 (Revised Forecasts)	Year ended March 31, 2010	Six months ended September 30, 2009	Three months ended September 30, 2010	Six months ended September 30, 2010
Free cash flows excluding changes in investments for cash management	¥ 480.0	¥ 416.9	¥ 94.5	¥ 237.7	¥ 284.9

purposes

Changes in investments for cash management purposes *		(398.0)	(27.0)	(192.1)	(0.3)
Free cash flows	480.0	18.9	67.4	45.6	284.6
Net cash used in investing activities	(686.0)	(1,163.9)	(441.1)	(346.3)	(348.7)
Net cash provided by operating activities	1,166.0	1,182.8	508.5	392.0	633.3

Note: * 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 includes changes in investments for cash management purposes except for the year ending March 31, 2011. 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, 2011
due to the
difficulties in
forecasting such
effect.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****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 subscriptions, and the expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this earnings release were derived using certain assumptions that are indispensable for making such projections in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following:

- (1) Changes in the business environment in the telecommunications industry, such as intensifying competition from other service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions and retention of existing subscriptions, or may lead to diminishing ARPU or an increase in our costs and expenses.
- (2) Current and new services, usage patterns, and sales schemes introduced by our corporate group may not develop as planned, which could affect our financial condition and limit our growth.
- (3) The introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations.
- (4) Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction.
- (5) Other mobile service providers in the world may not adopt the technologies that are compatible with those used by our corporate group's mobile communications system on a continual basis, which could affect our ability to sufficiently offer international services.
- (6) Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect.
- (7) As electronic payment capability and many other new features are built into our cellular phones/devices, and services of parties other than those belonging to our corporate group are provided through our cellular handsets/devices, potential problems resulting from malfunctions, defects or loss of handsets/devices, or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations.
- (8) Social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image.
- (9) Inadequate handling of confidential business information including personal information by our corporate group, contractors and others, may adversely affect our credibility or corporate image.
- (10) Owners of intellectual property rights that are essential for our business execution may not grant us 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) Natural disasters, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failures in the networks, distribution channel and/or other factors 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 telecommunication 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.

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

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NTT DOCOMO, INC. Results for the first six months of the fiscal year ending Mar. 31, 2011 October 28,
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SLIDE No. 1 Forward-Looking Statements This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as the expected number of subscriptions, and the expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this presentation were derived using certain assumptions that are indispensable for making such projections in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following: (1) Changes in the business environment in the telecommunications industry, such as intensifying competition from other service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions and retention of existing subscriptions, or may lead to diminishing ARPU or an increase in our costs and expenses. (2) Current and new services, usage patterns, and sales schemes introduced by our corporate group may not develop as planned, which could affect our financial condition and limit our growth. (3) The introduction or change of various laws or regulations or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations. (4) Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction. (5) Other mobile service providers in the world may not adopt the technologies that are compatible with those used by our corporate group's mobile communications system on a continual basis, which could affect our ability to sufficiently offer international services. (6) Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect. (7) As electronic payment capability and many other new features are built into our cellular phones/devices, and services of parties other than those belonging to our corporate group are provided through our cellular handsets/devices, potential problems resulting from malfunctions, defects or loss of handsets/devices, or imperfection of services provided by such other parties may arise, which could have an adverse effect on our financial condition and results of operations. (8) Social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image. (9) Inadequate handling of confidential business information including personal information by our corporate group, contractors and others, may adversely affect our credibility or corporate image. (10) Owners of intellectual property rights that are essential for our business execution may not grant us 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) Natural disasters, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failures in the networks, distribution channel and/or other factors 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 telecommunication 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. RESULTS FOR 2Q OF FY2010

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FY2010/1H (1Q+2Q cumulative) Financial Results Highlights Copyright (C) 2010 NTT DOCOMO, INC. All rights reserved.

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U.S. SLIDE No.3FY2010/1H(1Q+2Q cumulative)FinancialResultsGAAP
 2009/4-92010/4-9FY2010Progress to Changes(Full-year forecast) (3)forecast (1) (2) (1H) (1)(1H) (2)(2) /
 (3) Revised OperatingRevenues2,145.82,138.2-0.4%4,209.050.8% (Billions of yen) CellularServices
 Revenues1,766.21,735.5-1.7%3,405.051.0% (Billions of yen)
 OperatingExpenses1,660.61,606.7-3.2%3,369.047.7% (Billions of yen)
 OperatingIncome485.2531.5+9.5%840.063.3% (Billions of yen) IncomeBefore Income
 Taxes479.9527.0+9.8%838.062.9% (Billions of yen) Net IncomeAttributable to NTT DOCOMO,
 INC.284.7309.7+8.8%497.062.3% (Billions of yen) EBITDA Margin- 39.040.3+1.3 Points36.8 (%)*
 AdjustedFree Cash Flow94.5284.9+201.6%480.059.4% (Billions of yen) * Consolidated
 financialstatements in this documentare unaudited. longerthan three months.Adjusted free cash flow
 excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and changes
 in investments for cash management purposes with original maturities of * For an explanation ofthe
 calculation processes of thesenumbers, please see the reconciliationsto the most directly
 comparablefinancial measures calculated and presentedin accordance with U.S. GAAPandthe IR page of
 our website, www.nttdocomo.co.jp RESULTSFOR2Q OF FY2010

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SLIDE No. 4FY2010/1H (1Q+2Q cumulative) Financial Results Highlights (1) ?FY2010/1H (1Q+2Q cumulative) Financial Results Highlights: Favorable growth of net additions No. of net adds: 810,000. of Initiatives to address new markets(Up 230,000 (39%) year-on-year) -e.g., smartphones,e.g., PC data devices, Achieved YOY increase (up 5.0%)(up 5. in total digital photo frames, etc. .handset sales for the first time in 3 years fi in 3 Accelerated growth of packet ARPU Expansion of packet flat-rate -Up ¥90 year-on-year - (FY2010/2Q) services subscriptions Packet revenues: Up ¥49.1 billion (6.2%) year-on-year .1 (6. -on- Growth of new business domains Expansion of other revenues ((Overseas platform/home shopping/credit services) s Up ¥36.4 billion year-on-year .4 - Continual efficiency improvement of network-related costs Decreased operating expenses Down ¥53.9 billion year-on-year Reduction of general expenses RESULTS FOR 2Q OF FY2010

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SLIDE No. 5FY2010/1H(1Q+2Q cumulative) Financial Results Highlights (2) Key factors behind YOY changes in operating income in Decrease in network-related costs*2: Down ¥36.5 billion Decrease in equipment sales Increase in Impact of of expenses*1: Value Plan :other expenses: Down ¥29.4 billion Up ¥12.1 billion Down approx. . Decrease in voice ¥55.0 billion ¥55.0 revenues: Down ¥79.8 billion Operating OperatingDecrease in equipment sales income incomerevenues: Down ¥13.4 billion ¥531.5 billion ¥485.2 billion Increase in other revenues: Up ¥36.4 billion Up ¥46.2 billion (+9.5%) year-on-year Increase in packet revenues: Up ¥49.1 billion Operating revenues: Operating expenses: Down ¥7.7billion Down ¥53.9 billion FY2009/1HFY2010/1H *1: Sum of cost of equipment sold and distributor commissions *2: Sum of communication networks charges, depreciation and amortization , and loss on disposal of property, plant and equipment RESULTS FOR 2Q OF FY2010

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SLIDE No.6 50%-OFF Monthly Charge Discount Plans/ Value Plan · Subscription rate of billing plans offering 50% discount on basic monthly charge grew to over 80% Negative impact on revenues became insignificant · Number of Value Plan subscriptions continued to increase 50%-Off Monthly Charge Discount Plans Value Plan subscriptions/ No. of subs & subscription rate . of & Value Course selection rate : 50%-OFF monthly charge discount plan subscription rate : Value Course selection rate*3 : No. of users subscribing to Family Discount"*1+ Ichinen Discount : No. of Value Plan subscriptions for over 10 years : No. of MAX Discount"*2subscriptions Subscription rate: Subscription rate: 65% (Subscription rate: %) (Million subs) (Selection rate: %) (Million subs) 90% 50 100% 40 80% 45 90% 35 70% 40 80% 30 60% 35 70% 25 50% 30 60% 20 40% 25 50% 15 30% 20 40% 10 20% 15 10% 10 30% 5 0% 5 20% 0 08/9 08/12 09/3 09/6 09/9 09/12 10/3 10/6 10/9 08/9 08/12 09/3 09/6 09/9 09/12 10/3 10/6 10/6 *1: Inclusive of Office Discount and Business Discount subscriptions *3: Percentage of users who chose Value Course among total users who purchased *2: Fami-wari MAX 50 , Hitoridemo Discount 50 and Office-wari MAX 50 a handset using new handset purchase methods RESULTS FOR 2Q OF FY2010

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SLIDE No.7 Cellular(FOMA+mova)ARPU · FY2010/2Q aggregate ARPU: ¥5,200 (down 4.1% year-on-year) packet ARPU: ¥2,540 (up 3.7% year-on-year) (yen) FY2008 Aggregate ARPU:¥5,710 (Down 10.2% year-on-year) (Down 10.2% year-on-year) FY2009 Aggregate ARPU:¥5,350 (Down 6.3% year-on-year) (Down 6.3% year-on-year) FY2010 8,000 Voice: ¥3,330 (Down 20.0% year-on-year) Voice: ¥3,330 (Down 20.0% year-on-year) Voice: ¥2,900Voice: ¥2,900 (Down 12.9% year-on-year) (Down 12.9% year-on-year) Packet: ¥2,380 (Up 8.2% year-on-year) Packet: ¥2,380 (Up 8.2% year-on-year) Packet: ¥2,450 (Up 2.9% year-on-year) Packet: ¥2,450 (Up 2.9% year-on-year) 6,000 5,890 5,860 5,730 5,390 5,440 5,420 5,470 5,190 5,200 5,100 5,060 4,000 2,410 2,430 2,450 2,440 2,470 2,510 2,540 2,560 2,330 2,390 2,420 2,000 0 4-6(1Q) 7-9(2Q) 10-12(3Q) 09/1-3(4Q) 4-6(1Q) 7-9(2Q) 10-12(3Q) 10/1-3(4Q) 4-6(1Q) 7-9(2Q) FY2010 (Full-year forecast) Voice ARPU 3,560 3,450 3,340 2,970 3,010 2,970 3,030 2,590 2,680 2,660 2,540 Packet ARPU 2,330 2,410 2,390 2,420 2,430 2,450 2,440 2,470 2,510 2,540 2,560 (Incl.) Int 1 services ARPU 80 90 80 70 70 80 80 80 80 90 90 YOY changes in packet ARPU (%) 9.9 9.0 8.6 6.6 4.3 1.7 2.1 2.1 3.3 3.7 4.5 For an explanation on ARPU, please see slide Definition and Calculation Methods of MOU and ARPU in this document RESULTS FOR 2Q OF FY2010

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SLIDE No.8 Total Handset Sales · Total no. of handsets sold in FY2010/1H: 9.24 million units (Up 5.0% year-on-year)· Full-year forecast: 18.70 million units (Million units) 16.0 : Total no. of handsets sold (docomo + au + SOFTBANK) Full-year forecast: 18.70 million : Total no. of handsets sold (docomo) (Up 3.5% year-on-year) 12.0 8.0 FY2010/1Q FY2010/2Q (3 months) (3 months) Up 6.2% Up 3.7% year-on-year year-on-year 5.32 5.35 5.03 4.95 4.0 4.51 4.34 4.46 4.20 4.61 4.63 FY2008 (full-year): 20.13 million FY2010/1H: FY2009 (full-year): 18.04 million (Down 21.8% year-on-year) 9.24 million (Down 10.4% year-on-year) (Up 5.0% YOY) 0 1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q 2Q FY2008 FY2009 FY2010 Calculated based on financial results materials of each company Handsets sold by TU-KA and EMOBILE are not included RESULTS FOR 2Q OF FY2010

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SLIDE No. 9 Churn Rate E FY2010/1H churn rate: 0.46% ; Cellular (FOMA+mova) Churn Rate (%)
FY2007 full-year churn rate: 0.80% FY2008 full-year churn rate: 0.50% FY2008 full-year churn rate:
0.46% 2.00 1.50 SoftBank 1.00 0.94 KDDI (au) 0.85 0.68 0.74 0.51 0.52 0.52 docomo 0.50 0.44 0.46
0.45 0.49 0.49 0.44 0.44 £MAX Discount services (Aug. 07) £Value Course (Nov. 07) 0.00 1Q 2Q 3Q 4Q
1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q 2Q FY2007 FY2008 FY2009 FY2010 Based on financial results materials
of each company RESULTS FOR 2Q OF FY2010

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SLIDE No. 10 No. of Net Additions E Total no. of net additions for FY2010/1H: 810,000 (Up 230,000 (39%) year-on-year) E FY2010 full-year forecast revised to 1.77 million (Up 400,000 from initial forecast) ; No. of net additions: FY2008 : FY2009 (Million subs): FY2010 1.00 0.80 0.90 0.81 0.60 0.66 0.59 0.55 0.40 0.20 0 0 FY2008 FY2009 FY2010 FY2008 FY2009 #ã ú First half i4-9 j Second half ° úi10-3 j RESULTS FOR 2Q OF FY2010

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SLIDE No.11 Subscriber Migration to FOMA · No. of subscribers who have migrated to FOMA in
FY2010/1H : 0.79 million FY2010/2Q (3 months) (3 No. of migrationsNo. of (Million subs) Numbers in
parentheses indicate the percentage of FOMA subscriptions to total cellular subscriptions 340,000 6,000
60.0 56.51 56.89 57.85 55.44 56.08 1.24 54.16 54.60 54.86 55.19 1.95 53.39 53.63 53.94 2.88 2.35 3.93
3.39 mova 5.56 4.62 50.0 7.49 6.66 5,000 8.43 9.44 56.61 54.16 54.94 (98%) 40.0 53.20 (95.8%) (96.6%)
4,000 52.05 51.26 (94.9%) 50.25 (93.9%) 49.04 (92.9%) 47.49 (91.6%) (89.8%) 46.44 (87.7%) 45.20
30.0 43.95 (86.1%) 3,000 (84.3%) (82.3%) 2,000 20.0 1,000 10.0 00 08/3 08/6 08/9 08/12 09/3 09/6 09/9
09/12 10/3 10/6 10/9 11/3 (Forecast) FY2007 FY2008 FY2009 FY2010 Inclusive of Communication
Module Service subscriptions RESULTS FOR 2Q OF FY2010

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Principal Actions and Results Copyright (C) 2010 NTT DOCOMO, INC. All rights reserved.

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SLIDE No. 13
Principal Actions for FY2010
Actions for customer satisfaction improvement
Brush up quality of all customer interfaces joining forces of the entire company (After-sales support, billing plans, customer treatment at shops, etc.)
Actions for increasing packet usage
Expansion of smartphone market
Growth of flat-rate subscriptions
Expanded sales of new devices
Execution of measures for boosting PC data devices, mobile Wi-Fi router, packet usage of medium/light users
digital photo frame, etc.
New actions
LTE service launch
E-books, car navigation service
RESULTS FOR 2Q OF FY2010

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SLIDE No. 14 Customer Satisfaction Improvement (1) E Continued/implemented various measures aimed at improving area quality and after-sales support Field staff dispatch within 48 hours Free battery pack/portable charger Visit & FY2010/1H; FY2010/1H: Investigate Approx. 31,000 visits Approx. 4.21 million units Battery pack ; Cumulative after launch: (Since Oct. 1, 2008) ; Cumulative after revamping Approx. 99,000 visits program: (Since Jul. 1, 2009) Portable charger Approx. 1033 million units Mobile Phone Checking Service Water-logged handset data restoration service ; FY2010/1H: ; FY2010/1H: Approx. 3.56 million cases No. of cases accepted: Approx. 48,000 Successful restoration rate: Approx. 81% Tester ; Cumulative after launch: (Since Jul. 1, 2009); Cumulative after launch: (Since Nov. 1, 2008) Approx. 7.08 million cases No. of cases accepted: Approx. 137,000 Successful restoration rate: Approx. 78% RESULTS FOR 2Q OF FY2010

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SLIDE No.15 Customer Satisfaction Improvement (2) · Received No.1 rating in J.D. Power Asia Pacific Japan Business Mobile Phone/PHS Service Customer Satisfaction Index Study for 2 straight years (Sept. 16, 2010)*1 · Received No. 1 rating in Nikkei BP Consulting customer satisfaction survey on mobile data communications services users for 2 straight years*2 · Aim to receive No. 1 customer satisfaction rating also for consumer services Overall score No. 1 Overall satisfaction score Responsiveness No. 1 docomo 641 of sales contact customer Industry 609 Aim Service content average to Service quality satisfaction Scores improved achieve Awarded No.1 for 2 straight years in all elements Cost Data card users Received highest score in 6 items out of in 6 of rating No. 1 total 15 items including overall satisfaction 15 satisfaction scores for: Area coverageArea coverage Responsiveness - Service area Communication After-salesAfter-sales (Outdoor (Outdoor && of retailer/shopof retailer/shop - Communication quality quality quality support support indoor) indoor) attendants attendants - Overall rating *2 *1 Source: J.D. Power Asia Pacific 2009-2010 Japan Business Mobile Phone/PHS Service Customer Satisfaction Index StudySM. Study results was based on 3,222 responses from individuals responsible for supervising or deciding upon telephone services at 2,345 businesses with more than 100 employees. (Each respondent evaluated up to two mobile telephone/PHS providers). www.jdpower.co.jp *2 Source; Nikkei BP Consulting 2ndMobile data devices customer satisfaction survey: area coverage (outdoor), area coverage (indoor) , communications quality (disruption of connection), responsiveness of retailer/shop attendants, after-sales support scores RESULTS FOR 2Q OF FY2010

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SLIDE No.16 Growth of Packet ARPU · Year-on-year growth rate of packet ARPU has accelerated · No. of packet flat-rate services subscriptions grew to approx. 28.90 million as a result of aggressive promotion YOY packet ARPU comparison No. of packet flat-rate services subs*2/Subscription rate*3 (Growth rate) (Yen) (Subscription rate) (Million subs) Subscription rate: Subscription rate: 4.0% 2,550 70% 35 58% : YOY growth rate*1(%) : Subscription rate (left axis) : Packet ARPU (yen) 60% 30 : No. of subs (right axis) 3.0% 2,500 50% 25 40% 20 2.0% 2,450 30% 15 20% 10 1.0% 2,400 FY2010 Targets No. of packet flat-rate services subs: No. of flat-rate subs: 31.90 million 31.90 10% Packet flat-rate services subscription rate: 63% flat-rate rate: 63% 5 0.0% 2,350 0 0% 0 1Q 2Q 3Q 4Q 1Q 2Q 09/6 09/9 09/12 10/3 10/6 10/9 FY2009 FY2010 *1: Excludes impact of i-mode monthly charge hike applied from June 2008 *2: Include subscriptions to Pake-hodai , Pake-hodai full , Pake-hodai double , Pake-hodai simple , Biz-hodai services and flat-rate data plans *3: Packet flat-rate services subscription rate=No. of packet flat-rate services subscriptions/(Total FOMA i-mode subscriptions + No. of flat-rate subs without i-mode subscription+ No. of data plan subs) RESULTS FOR 2Q OF FY2010

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SLIDE No. 17i-mode Packet Usage Expansion (1) E Actively guide users to docomo map navi navigation service from the location information contained in iMenu, i-concier and other service. E Provide maps by DOCOMO and allow free access by content providers, to stimulate the use of maps by end users and thereby increase packet usage docomo map navi (Planned launch; Oct. 29, 2010) Location information contained in i-mode sites, etc. in i- . Linkage between map apps Display map Display route and navigation service and Current location/Address info iMenuGuide to i-mode sites i- docomo i-concier i-& various other services & map navi mapLink Newly add map to iMenu to enable quick Capture medium/light users display of current Displays locationmap with who had been reluctant to use application maps to one click RESULTS FOR 2Q OF FY2010

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SLIDE No. 18i-mode Packet Usage Expansion (2) E Enrich variety of services and content that can be used by medium/light users i Bodymo docomo-no-omake Mobile phone carried by user all the time assists user sGives complimentary original content gifts(= Omake) created health management with funfrom our advertisement frame Walk with you to the winners of lottery among the i-mode users who accessed our specially Exercise supportDiet supportContinue with fun developed web site Daily step count Game that progresses managementCalorie intake & nutrition based on step count balance check Walking/joggingExchange medals earned ,o,t,r,g i n i n based on exercise/mealW W Fitness checkDaily diet management Omake records with various prizes ;No. of subscriptions (Million subs) 0.60 0.50 0.40 s e e Los1 try per day 0.30Lo Gives away original standby screen, 0.20 chaku-uta songs and other original 0.10goods available only on this site 0.00 May Jun Jul Aug Sep No. of subscriptions topped 500,000. of Boost content usage of medium/light users and continues to grow steadily to RESULTS FOR 2Q OF FY2010

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SLIDE No. 19 i-concier (1) E Total i-concier subscriptions topped 5.40 million, and no. of content titles continued to increase steadily ;No. of subscriptions Pre-Colle Premium Collection (Million subs) 6.00
Delivers information concerning new products, t h5.41 r o wsale and complimentary gifts of prominent brands 4.00tg4.78 f a s a d4.20 t eToruCa coupon S 3.10of each brandInformation 2.00 2.34 1.56 0.93
11/8 2010 ,1,#, 10F00 08/ 12 09/ 3 09/ 06 09/ 09 09/ 12 10/ 3 10/ 6 10/ 9 ;No. of content posted on iMenuStarbucks Coffee (titles)ToruCa was updated. ,U,O,OPike Place Roast now h t611707available in Japan r o w tg f a s493548 a d t e423 ,S,O,OS 332 ,Q,O,O 191244 08/ 12 09/ 3 09/ 6 09/ 9 09/ 12 10/ 3 10/ 6 10/ 9 RESULTS FOR 2Q OF FY2010

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SLIDE No.20 i-concier (2) Information Sites Powered by i-concier - · No. of content providers increased significantly after launch of B-to-B-to-C model · Information unique and relevant to each region delivered by local businesses/retailers Assists attraction of customers and sales promotion with i-concier based on B-to-B-to-C model Easy Low cost Effective Content provider Service provided for Messages can be Posting on DOCOMO s mobile site only need to prepare ¥630/month displayed a PC with on standby screen Shop information can be posted as (tax included) Internet connection part of search results of shops near user s current location, etc. Server required for information delivery to be prepared by DOCOMO ; No. of i-concier content providers Types of content Coupons delivered can 800 delivered using be updated anytime 700 information sites 600 powered by i-concier 500 Use ranking by industry 400 No. 1: Restaurants/bars 300 200 No. 2: Supermarkets/drug stores 100 No. 3: Hair/nail salons 0 10/ 3 10/ 6 10/ 9 RESULTS FOR 2Q OF FY2010

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SLIDE No. 21 Smartphones (1) E Released Galaxy S, which sold more than 5.00 million units worldwide, on Oct. 28, 2010 E Galaxy Tab scheduled to go on sale in late November 2010 Super high-resolution smartphone SUPER AMOLED (super organic EL) display 4-inch large touch panel screen Full high-vision video playback, high-vision video shooting Light (118g) and slim (less than 10 mm) All-around exceptionally portable tablet 7-inch large touch panel screen Weight: 382g, Thickness: 12.1mm Exceptionally portable tablet device that can be held easily with one hand Android Ver. 2.2 OSSupport of docomo services Flash Player 10.1e-book Multi-touch docomo market trial service RESULTS FOR 2Q OF FY2010

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SLIDE No. 22Smartphones (2) E Further enrich product lineup, content and services E Sales accelerated following the launch of sp-mode . Smartphone adoption expected to expand in full scale Rich lineup of products2010 Winter/Spring: 7 new models (planned) Enrich product lineup to cater to diverse customer needs ModelModel Model Model compatiblecompatible compatible compatible withwith withwith Osaifu- Osaifu-dynapocketone-seg one-seg LYNXkeitai keitai BlackBerrybroadcasting broadcasting e-wallet e-wallet XperiaTMBold 9700Galaxy SGalaxy Tab Enrichment of content/services ; docomo market (Portal site for smartphones) ; sp-mode (Launched Sept. 1, 2010) Targets for Mar. 31, 2011: . (ISP for smartphones) Selected high-quality content Mail service353 content titles (-docomo.ne.jp)(As of Oct. 1, 2010) (As of Oct. 1, 2010)Approx. 700 . Pictogram Deco-mail Deco-mail Music/video: 1,000 titles 340,000 subsAndroid market content: Content payment serviceDeco-mail content: 10,000 pcs pcs Over 135,000 content titles (As of Oct. 24, 2010)(As of Sept. 30, 2010) Access restriction serviceE-books: 100,000 titles E- Xperia is a trademark or registered trademark of Sony Ericsson Mobile Communications
AB RESULTS FOR 2Q OF FY2010

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SLIDE No.23 PC Data Communications (1) · Both no. of devices sold and subscriptions achieving favorable growth Data card users PC data device sales Data plan* subscriptions No. 1 satisfaction scores for: - Service area Forecast as of Mar. 31, 2011: FY10 full-year sales target: Communication quality - Overall rating Approx. 1.50 million Approx. 700,000 Source: Nikkei BP Consulting 2ndMobile data devices customer (Million subs) satisfaction survey: area coverage (outdoor), area coverage (indoor) , 1.21 communications quality (disruption of connection), responsiveness of 1.20 retailer/shop attendants, after-sales support scores 0.77 (1,000 units) : Flat-rate data plans 1.07 200 1.00 : Usage -based billing plans 0.65 0.96 0.55 0.80 0.80 0.40 0.67 0.60 0.58 0.28 0.53 0.50 100 0.47 0.20 0.44 0.12 0.160.40 0.08 0.10 0.20 1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q 1Q 2Q 08/6 08/9 08/12 09/3 09/6 09/9 09/12 10/3 10/6 10/9 FY2008 FY2009 FY2010 * Total number of subscriptions to usage-based billing plans, Flat-Rate Data Plan Standard and Flat-Rate Data Plan 64K (including Value Plans) RESULTS FOR 2Q OF FY2010

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SLIDE No.24 PC Data Communications (2) · Prepare proper environment to have customers choose our services, with the aim of further reinforcing data device sales Create environment to have customers choose DOCOMO Product lineup Billing plan Product lineup that allows use of service with Extend period of discount campaign for various devices new subscribers (Until Dec. 31, 2010) FY2011 release plan for LTE/3G-enabled -mobile Wi-Fi router Wi-Fi PC with built-in Rate (yen/month) communication module 5,985 USB/card-type 4,410 Planned for release Offer discount of within 2010 ¥1,575/month for 1 year Int'l roaming-enabled Mobile Wi-Fi router Broad area coverage/Favorable data speeds RESULTS FOR 2Q OF FY2010

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SLIDE No. 25 LTE (1) E Steadily moved ahead with preparations for planned service launch in Dec. 2010 E Provide brand-new services leveraging LTE's distinctive features- high-speed, large-capacity and low-latency transmission; LTE's distinctive features; Service brand/logo
High-speed Large-capacity Low-latency Transmission Transmission rate Spectrum latency efficiency (maximum effect) Approx. Approx. Approx. 10-fold*3-fold 1/4 (Comparison with FOMA (HSPA) service), w, (Pronounced Crossy) Area expansion using an overlay approach to existing 3G areas The X denotes both connection and infinite possibility, and the i both individual user and innovation. 3G area LTE areas * Comparison of LTE max. downlink speed of 75Mbps with HSPA max. downlink speed of 7.2Mbps RESULTS FOR 2Q OF FY2010

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SLIDE No. 26LTE (2) E Planned base station deployment in FY2010: Approx. 1,000 BTSs in Tokyo/Nagoya/OsakaE Details concerning devices/billing plans to be announced on Nov. 8, 2010
FY2010FY2011FY2012 LTE-related CAPEX: Approx. ¥100.0 billionApprox. ¥170.0 billion Approx ¥35.0 billion (From (Dec. 2010) June 2010) Approx. 15,000 BTSs £Data communication deviceApprox. 40% £POP coverage Mobile Wi-Fi router (planned) £Handset-type device (planned) commercialLTE Cumulative no. of base stations: Approx. 1,000 BTSs Trial service Approx. 5,000 BTSs operationTokyo: Approx. 800Major cities (breakdown) Nagoya: Approx. 100Approx. 20% POP coverage Osaka: Approx. 100across Japan networklaunch Approx. 7% POP coverage of Prefectural capital-size cities Tokyo/Osaka/Nagoya RESULTS FOR 2Q OF FY2010

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SLIDE No.27 E-Book Service · Promote E-publishing and retail business jointly with Dai Nippon Printing, Co., Ltd (DNP). Study possible formation of a joint-venture company. · E-book trial service for smartphones launched on Oct. 28, 2010. Coexistence of real & cyber services One-stop management of physical and Provision of original electronic books (Bookshelf service) Point sharing with physical stores content at book stores Digital books purchased at electronic stores Books purchased at physical stores A new service leveraging DOCOMO's communications technologies, DNP's publishing know-how and customer base of two companies Trial e-book service for smartphones Wide array of content Wi-Fi No content fee (free)* (Plan to offer approx. 60 types) (Trial period: Until Dec. 27, 2010) In your favorite place Smartphones Dedicated e-reader devices In a cafe At a time of your In a train convenience In your living room Tablet devices In a style you like Use on various devices (multi-device) Use in various locations (multi-access) * Free service provided to customers who agree to reply to survey. Packet communications fee to be charged separately. RESULTS FOR 2Q OF FY2010

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SLIDE No.28 docomo Drive Net · Plan to start docomo Drive Net information delivery service for car navigation systems in November 2010 · Aim to invigorate the wireless navigation market through the convergence with mobile services and advancing the functional capabilities of docomo Drive Net service

ed d n nn e pllaa n Latest map Latest area info. io nnp . nssioxp aa n Traffic info. eexp . icee errvvic Local ads SSe Update POI content*1d ed difference with Online VICS n nn e pllaa n current map + io nn pnssioxp aa n Probe*2 eexpicee errvvic SSe Link with mobile PC PC/mobile Latest Group services Latest Traffic Disaster linkage map update location area info. info. info. sharing Access site & search ed d Mobile phone n nn e pllaa nio nn pnssioxp aa n eexp Navigation system with icee Smartphone + car-mount cradle errvvic Other devices built-in comm. module + SSe -in . App compatible with Drive Net (car navigation & map) Mobile Car-mount Smartphone phone cradle Tablets, etc. *1: POI (Point of Interest): Information on various facilities linked with current location or drive route, etc. *2 Probe: Location information obtained from traveling vehicles RESULTS FOR 2Q OF FY2010

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SLIDE No. 29 Mobile Multimedia Broadcasting Service E Multimedia Broadcasting, Inc., an investee of DOCOMO, won the approval for building the infrastructure for multimedia broadcasting service for mobile devices. E Aim to realize unprecedented services converging broadcasting and telecommunications. File casting service (Multimedia Broadcasting, Inc.) Movies, Newspaper, Drama, Automatic data storage, Music¹, yBook, Game, Streaming service, Base station, Live broadcast, Sports, News, Concert, viewing, Broad adoption of compatible of Rich portfolio of content of Affordable rates, devices at an early date at Ally with Ally partner who owns strength. Plan to offer services at reasonable rates to at Over 50.00 million units of devices. 50.00 of in content business in (e.g., broadcasters) (e.g., starting from approx. ¥300/month). expected to be adopted to be (In 5 (In 5th th year after service launch) RESULTS FOR 2Q OF FY2010

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SLIDE No. 30 Global Expansion - TTSL/TTML (India) EGrew to India s 4th largest mobile operator with over 80 million subscribers E Plan to launch 3G services in Nov. 2010, ahead of other carriers who won 3G license as a result of spectrum auction*1 TTSL/TTML (India);3G service Plan to launch services progressively from Nov. 5, 2010, Total subscriptions: Topped 80 million in 9 circles where TTSL/TTML won license (October 2010) ;No. of subscriptions*2Jammu & Subscriber Punjab Kashmir Himachal (Million subs)share: 80Pradesh 11.5% No. of subscriptions more than Haryana doubled compared to Mar. 2009UP(W) Delhi 70 when DOCOMO made investment., making TTSL the No. 4 operator Assam, in India by market shareRajasthanNorth East 60UP(E) Bihar MadhyaWest GujaratBengal 50Subscriber.Pradesh share:Kolkata Maharashtra Orissa 8.9% 40GSM service launch GSM Mumbai (Jun. 24, 2009) (Jun. 24, 2009) Andhra 30Pradesh 09/4 5 6 7 8 9 10 11 12 10/1 2 3 4 5 6 7 8 ;GSM roll-out (brand: TATA DOCOMO)Karnataka Chennai Tamil Kerala Service areas18 circlesNadu (As of Aug. 2010)(Out of India s total 22 circles) *1: BSNL/MTNL launched 3G services in 2009. *2: No. of subscriptions and market share are the total of GSM and CDMA services of TTSL and TTML (Source: TRAI) RESULTS FOR 2Q OF FY2010

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SLIDE No. 33 Cellular (FOMA+mova) E MOU for FY2010/1H was 134 minutes (Down 1.5% year-on-year) (minutes)(%) 20025 180 FY08 full-year MOU: 137 minutes FY08 full-year MOU: 137 FY09 full-year MOU: 136 minutes FY09 full-year MOU: 136 20 (Down 0.7% year-on-year) 0.7% year-on-year (Down 0.7% year-on-year) 0.7% year-on-year 16015 14010 1205 1000 80-5 60-10 40-15 20-20 0-25 4-6(1Q)7-9(2Q) 10-12(3Q) 09/1-3(4Q) 4-6(1Q)7-9(2Q) 10-12(3Q) 10/1-3(4Q) 4-6(1Q)7-9(2Q) MOU (left axis) 137138139133135137138133133135 YOY changes in MOU (right axis) -2.1-1.40-1.5-1.5-0.7-0.70-1.5-1.5 For an explanation on MOU, please see Definition and Calculation Methods of MOU and ARPU in this presentation. RESULTS FOR 2Q OF FY2010

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SLIDE No. 34 Operating Revenues U.S. GAAP (Billions of yen) 6,000 5,000 4,209.04,222.0 4,000 Down
0.4% 3,000 2,145.82,138.2 2,000 1,000 0 (Billions of yen) 2011/3 (Full year) 2011/3 (Full year
2009/4-9i1H) 2010/4-9i1H) forecast) forecast) (Announced 10/28/2010) (Announced 4/28/2010)
Equipment sales revenues 252.5 239.2 464.0 477.0 Other revenues 127.1 163.5 340.0 340.0 Cellular
services revenues (voice, packet) 1,766.2 1,735.5 3,405.0 3,405.0 International services revenues are
included in Cellular services revenues (voice, packet) . RESULTS FOR 2Q OF FY2010

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SLIDE No. 35 Operating Expenses U.S. GAAP (Billions of yen) 5,000 4,000 3,369.03,382.0 Down
 3.2% 3,000 1,660.61,606.72,000 1,000 0 2011/3 (Full year 2011/3 (Full year (Billions of
 yen) 2009/4-9i1H) 2010/4-9i1H) forecast) forecast) (Announced 10/28/2010) (Announced 4/28/2010)
 Personnel expenses 126.8 129.4 265.0 267.0 Taxes and public duties 19.6 19.5 39.0 40.0 Depreciation and
 amortization 337.8 322.0 683.0 682.0 Loss on disposal of property, plant and 18.6 12.6 44.0 49.0
 equipment and intangible assets Communication network charges 155.8 141.1 267.0 271.0 Non-personnel
 expenses 1,001.9 982.1 2,071.0 2,073.0 (Incl.) Revenue-linked expenses * 597.25 42.71, 123.01, 124.0 (Incl.)
 Other non-personnel expenses 404.74 39.49 48.09 49.0 * Revenue-linked expenses: Cost of equipment sold
 + distributor commissions + cost of docomo point service RESULTS FOR 2Q OF FY2010

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SLIDE No. 36 Capital Expenditures (Billions of yen) 800 675.0675.0700 600 500 Down 2.0% 400
316.1309.8 300 200 100 0 (Billions of yen) 2011/3 (Full year) 2011/3 (Full year 2009/4-9i1Hj) 2010/4-9i1Hj
forecast) forecast) (Announced 10/28/2010) (Announced 4/28/2010) Other (information systems,
etc.) 58.259.9 160.0 160.0 Mobile phone business (LTE)-10.5 32.0 35.0 Mobile phone business
(FOMA) 215.5185.7 371.0 375.0 Mobile phone business (mova) 3.12.6 5.0 3.0 Mobile phone business
(Other) 39.451.1 108.0 102.0 RESULTS FOR 2Q OF FY2010

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SLIDE No. 37 Operational Results and Forecasts 2009/4-9 2010/4-9 Changes 2011/3 (1H) (1)(1H) (2)(1)
 (2)(Full-year forecast) No. of Subscriptions (thousands)*155,186 56,895 +3.1% 57,850
 mova 3,928 1,954 -50.3% 1,240 FOMA 51,258 54,940 +7.2% 56,610 i-mode 48,670 48,914 +0.5% 48,870
 sp-mode-270 Communication Module 1,536 1,803 +17.4% 1,920 Services Market share (%) 50.3 49.3 -1.0
 Points- Total handsets sold 8,808 9,245 +5.0% - Cellular Handsets sold New 84-52.9% - mova
 (thousands) Replacement 42-57.1% - (including handsets sold without New 2,057 2,376 +15.5% - Phone
 involving sales by Migration DOCOMO) FOMA 1,400 792 -43.4% - from mova
 Other* 25,339 6,070 +13.7% - Churn rate (%) 0.45 0.46 +0.01
 Points- ARPU iFOMA+movaj (yen)* 35,430 5,190 -4.4% 5,100
 MOU iFOMA+movaj (minutes)* 313 613 4 -1.5% - *1 Communication Module Service subscriptions are
 included in the number of cellular phone subscriptions in order to align the calculation method of
 subscribers with that of other cellular phone carriers. (Market share, the number of handsets sold and
 churn rate are calculated inclusive of Communication Module Service subscriptions.) *2 Other includes
 purchases of additional handsets by existing FOMA subscribers. *3 For an explanation of MOU and
 ARPU, please see Definition and Calculation Methods of MOU and ARPU in this presentation.
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SLIDE No. 38 FY2010/2Q Financial Results US GAAP 2009/7-9 2010/7-9 Changes (2Q) (1)(2Q) (2)(1)
“(2) Operating Revenues 1,061.11,048.9-1.1% (Billions of yen) Cellular Services Revenues
884.3871.3-1.5% (Billions of yen) Operating Expenses 827.6758.0-8.4% (Billions of yen) Operating
Income 233.4291.0+24.7% (Billions of yen) Income Before Income Taxes 232.4286.4+23.2% iBillions of
yenj Net Income attributable to NTT DOCOMO, INC. 137.3167.6+22.0% (Billions of yen) EBITDA
Margin (%) *38.643.8+5.2 Points Adjusted Free Cash Flow 185.3237.7+28.3% (Billions of yen) **

Consolidated financial statements in this document are unaudited. Adjusted free cash flow excludes the effects of changes in investment for cash management purposes derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months. * For an explanation of the calculation processes for these numbers, please see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP and the IR page of our website, www.nttdocomo.co.jp. RESULTS FOR 2Q OF FY2010

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SLIDE No.39 Definition and Calculation Methods of MOU and ARPU MOU (Minutes of usage): Average communication time per one month per one user. 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 our wireless services revenues, such as monthly charges, voice transmission charges and packet transmission 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. Aggregate ARPU (FOMA+mova): Voice ARPU (FOMA+mova) + Packet ARPU (FOMA+mova) Voice ARPU (FOMA+mova): Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscriptions (FOMA+mova) Packet ARPU (FOMA+mova): {Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) + Packet ARPU (mova) Related Revenues (monthly charges, packet transmission charges)} / No. of active cellular phone subscriptions (FOMA+mova) Aggregate ARPU (FOMA): Voice ARPU (FOMA) + Packet ARPU (FOMA) Voice ARPU (FOMA): Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscriptions (FOMA) Packet ARPU (FOMA): Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscriptions (FOMA) Aggregate ARPU (mova): Voice ARPU (mova) + Packet ARPU (mova) Voice ARPU (mova): Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscriptions (mova) Packet ARPU (mova): Packet ARPU (mova) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscriptions (mova) Number of active subscriptions used in ARPU and MOU calculations are as follows: Quarterly data: sum of No. of active subscriptions in each month"* of the current quarter Half-year data: sum of No. of active subscriptions in each month"* of the current half Full-year data: sum of No. of active subscriptions in each month"* of the current fiscal year * No. of active subscriptions in each month : (No. of subs at end of previous month + No. of subs at end of current month)/2 The revenues and no. of subscriptions of Communication Module Service are not included in the above calculation of ARPU and MOU. RESULTS FOR 2Q OF FY2010

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SLIDE No.40 Reconciliation of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures _____ .. EBITDA and EBITDA margin Billions of yen Year ending Year ended Six months ended Three months ended Six months ended March 31, 2011 March 31, 2010 September 30, 2009 September 30, 2010 September 30, 2010 (Revised Forecasts) a. EBITDA ¥ 1,550.0 ¥ 1,568.1 ¥ 836.0 ¥ 459.1 ¥ 860.7 Depreciation and amortization (683.0) (701.1) (337.8) (163.9) (322.0) Loss on sale or disposal of property, plant and equipment (27.0) (32.7) (13.0) (4.3) (7.2) Operating income 840.0 834.2 485.2 291.0 531.5 Other income (expense) (2.0) 1.9 (5.3) (4.5) (4.5) Income taxes (338.0) (338.2) (194.1) (116.1) (213.2) Equity in net income (losses) of affiliates (4.0) (0.9) 0.3 (2.1) (3.0) Less: Net (income) loss attributable to noncontrolling interests 1.0 (2.3) (1.3) (0.6) (1.1) b. Net income attributable to NTT DOCOMO, INC. 497.0 494.8 284.7 167.6 309.7 c. Operating revenues 4,209.0 4,284.4 2,145.8 1,048.9 2,138.2 EBITDA margin (=a/c) 36.8% 36.6% 39.0% 43.8% 40.3% Net income margin (=b/c) 11.8% 11.5% 13.3% 16.0% 14.5% 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. _____ .. Free cash flows excluding changes in investments for cash management purposes Billions of yen Year ending Year ended Six months ended Three months ended Six months ended March 31, 2011 March 31, 2010 September 30, 2009 September 30, 2010 September 30, 2010 (Revised Forecasts) Free cash flows excluding changes in investments for cash management purposes ¥ 480.0 ¥ 416.9 ¥ 94.5 ¥ 237.7 ¥ 284.9 Changes in investments for cash management purposes * (398.0) (27.0) (192.1) (0.3) Free cash flows 480.0 18.9 67.4 45.6 284.6 Net cash used in investing activities (686.0) (1,163.9) (441.1) (346.3) (348.7) Net cash provided by operating activities 1,166.0 1,182.8 508.5 392.0 633.3 Note: * 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 includes changes in investments for cash management purposes except for the year ending March 31, 2011. 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, 2011 due to the difficulties in forecasting such effect. RESULTS FOR 2Q OF FY2010

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