

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: **NTT DOCOMO, INC.** (URL  
http://www.nttdocomo.co.jp/)

Code No.: 9437

Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section

Representative: Ryuji Yamada, Representative Director, President and Chief Executive Officer

Contact: 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)

|                                     | <b>Operating Revenues</b> |        | <b>Operating Income</b> |         | <b>Income before Income Taxes</b> |         | <b>Net Income Attributable to NTT DOCOMO, INC.</b> |         |
|-------------------------------------|---------------------------|--------|-------------------------|---------|-----------------------------------|---------|--|---------|
| 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)% |

|                                     | <b>Basic Earnings per Share Attributable to NTT DOCOMO, INC.</b> | <b>Diluted Earnings per Share Attributable to NTT DOCOMO, INC.</b> |
|-------------------------------------|--|--|
| 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.**

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

**2. Dividends**

| <b>Date of record</b>                     | <b>Cash dividends per share (yen)</b>   |  |   |                 |              |
|---|---|--|---|-----------------|--------------|
|   | <b>End of<br/>the first<br/>quarter</b> | <b>End of the<br/>second<br/>quarter</b> | <b>End of the<br/>third<br/>quarter</b> | <b>Year-end</b> | <b>Total</b> |
| 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<br>(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)

|                                  | <b>Operating<br/>Revenues</b> | <b>Operating<br/>Income</b> | <b>Income before<br/>Income Taxes</b> | <b>Net Income<br/>Attributable to<br/>NTT<br/>DOCOMO,<br/>INC.</b> | <b>Basic<br/>Earnings per<br/>Share<br/>Attributable<br/>to<br/>NTT<br/>DOCOMO,<br/>INC.</b> |
|----------------------------------|-------------------------------|-----------------------------|---------------------------------------|--|--|
| Year ending<br>March 31,<br>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.

**Table of Contents**

**CONTENTS OF THE ATTACHMENT**

|  | page  |
|--|-------|
| Contents of the Attachment   | 1     |
| 1. Information on Consolidated Results   | 2     |
| (1) Operating Results  | 2-8   |
| (2) Financial Review   | 9     |
| (3) Prospects for the Fiscal Year Ending March 31, 2011  | 10    |
| 2. Other Information   | 11    |
| (1) Changes in Significant Subsidiaries  | 11    |
| (2) Application of Simplified or Exceptional Accounting  | 11    |
| (3) Changes in Significant Accounting Policies, Procedures and Presentation  | 11    |
| 3. Consolidated Financial Statements   | 12    |
| (1) Consolidated Balance Sheets  | 12    |
| (2) Consolidated Statements of Income and Comprehensive Income   | 13-14 |
| (3) Consolidated Statements of Cash Flows  | 15    |
| (4) Going Concern Assumption   | 16    |
| (5) Segment Information  | 16    |
| (6) Significant Changes in NTT DOCOMO, INC. Shareholders' Equity   | 16    |
| 4. Appendices  | 17    |
| (1) Operating Data for 2nd Quarter of Fiscal Year Ending March 31, 2011  | 17    |
| (2) Definition and Calculation Methods of ARPU and MOU   | 18    |
| (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures | 19    |
| 5. Special Note Regarding Forward-Looking Statements   | 20    |

**Table of Contents**

**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<br>months<br>ended<br>September<br>30, 2009 | Three months<br>ended<br>September 30,<br>2010 | Increase<br>(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<br>ended<br>September<br>30, 2009 | Six months<br>ended<br>September 30,<br>2010 | Increase<br>(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    |

Edgar Filing: NTT DOCOMO INC - Form 6-K

|  |         |                |           |      |
|--|---------|----------------|-----------|------|
| Equity in net income (losses) of affiliates                      | 0.3     | <b>(3.0)</b>   | (3.3)     |      |
| Net Income   | 286.1   | <b>310.8</b>   | 24.8      | 8.7  |
| Less: Net (income) loss attributable to noncontrolling interests | (1.3)   | <b>(1.1)</b>   | 0.3       | 19.0 |
| Net income attributable to NTT DOCOMO, INC.                      | ¥ 284.7 | ¥ <b>309.7</b> | ¥ 25.0    | 8.8% |
| EBITDA margin*   | 39.0%   | <b>40.3%</b>   | 1.3 point |      |
| ROCE before tax effect*  | 9.6%    | <b>10.0%</b>   | 0.4 point |      |
| ROCE after tax effect*   | 5.7%    | <b>5.9%</b>    | 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**

&lt;Operating revenues&gt;

|                                  | 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.

&lt;Operating expenses&gt;

Billions of yen

Increase

Edgar Filing: NTT DOCOMO INC - Form 6-K

|  | Three<br>months<br>ended<br>September<br>30, 2009 | Three months<br>ended<br>September 30,<br>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<br>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<br>ended<br>September<br>30, 2009 | Six months ended<br>September 30,<br>2010 |   | Increase<br>(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<br>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  
Study<sup>SM</sup>.

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](http://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:

&lt;Number of subscriptions by services&gt;

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

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<br>months<br>ended | <b>Three months<br/>ended</b> | Increase<br>(Decrease) |

Edgar Filing: NTT DOCOMO INC - Form 6-K

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

Thousand units

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

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

&lt;Trend of ARPU and MOU&gt;

**Six Months Ended September 30, 2010**

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

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

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

&lt;Results of operations&gt;

|   | 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.

&lt;Results of operations&gt;

|   | 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).

&lt;Breakdown of capital expenditures&gt;

|                                       | 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%   |

Edgar Filing: NTT DOCOMO INC - Form 6-K

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

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

|  | September<br>30, 2009 | September 30,<br>2010 | Billions of yen<br>Increase<br>(Decrease) |       | (Reference)<br>March 31,<br>2010 |
|--|-----------------------|-----------------------|---|-------|----------------------------------|
| Total assets                               | ¥ 6,501.8             | ¥ 6,831.9             | ¥ 330.1                                   | 5.1%  | ¥ 6,756.8                        |
| NTT DOCOMO, INC.<br>shareholders equity    | 4,552.1               | 4,816.5               | 264.4                                     | 5.8   | 4,635.9                          |
| Liabilities                                | 1,943.4               | 1,989.1               | 45.7                                      | 2.4   | 2,094.3                          |
| Including: Interest bearing<br>liabilities | 624.6                 | 609.4                 | (15.2)                                    | (2.4) | 610.3                            |
| Shareholders equity ratio<br>(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.

Edgar Filing: NTT DOCOMO INC - Form 6-K

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<br>March 31,<br>2011<br>(Original<br>Forecasts) | Year ending<br>March 31, 2011<br>(Revised<br>Forecasts) | Increase<br>(Decrease) |        | Year ended<br>March 31,<br>2010<br>(Actual<br>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<br>taxes                  | 843.0   | 838.0   | (5.0)                  | (0.6)% | 836.2  |
| Net income attributable to<br>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,<br>2011<br>(Original<br>Forecasts) | <b>March 31, 2011<br/>(Revised<br/>Forecasts)</b> | Increase<br>(Decrease) |        | March 31,<br>2010<br>(Actual<br>Results) |
| Cellular services                | 57.45  | <b>57.85</b>                                      | 0.40                   | 0.7%   | 56.08                                    |
| Cellular (FOMA) services         | 56.22  | <b>56.61</b>                                      | 0.39                   | 0.7%   | 53.20                                    |
| Cellular (mova) services         | 1.23   | <b>1.24</b>                                       | 0.01                   | 0.8%   | 2.88                                     |
| i-mode services                  | 49.17  | <b>48.87</b>                                      | (0.30)                 | (0.6)% | 48.99                                    |
| Aggregate ARPU* (FOMA +<br>mova) | ¥ 5,110                                      | ¥ <b>5,100</b>                                    | ¥ (10)                 | (0.2)% | ¥ 5,350                                  |
| Voice ARPU                       | 2,550  | <b>2,540</b>                                      | (10)                   | (0.4)% | 2,900                                    |
| Packet ARPU                      | 2,560  | <b>2,560</b>                                      |                        |        | 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.

**Table of Contents**

**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,<br>2010  | September 30,<br>2010 |
| <b>ASSETS</b>   |                    |                       |
| <b>Current assets:</b>                                |                    |                       |
| 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               |
| <b>Total current assets</b>                           | <b>2,060,978</b>   | <b>2,176,599</b>      |
| <b>Property, plant and equipment:</b>                 |                    |                       |
| 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)           |
| <b>Total property, plant and equipment, net</b>       | <b>2,607,590</b>   | <b>2,577,839</b>      |
| <b>Non-current investments and other assets:</b>      |                    |                       |
| 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               |
| <b>Total non-current investments and other assets</b> | <b>2,088,207</b>   | <b>2,077,433</b>      |
| <b>Total assets</b>                                   | <b>¥ 6,756,775</b> | <b>¥ 6,831,871</b>    |
| <b>LIABILITIES AND EQUITY</b>                         |                    |                       |
| <b>Current liabilities:</b>                           |                    |                       |
| Current portion of long-term debt                     | ¥ 180,716          | ¥ 285,363             |
| Short-term borrowings                                 | 78                 | 76                    |
| Accounts payable, trade                               | 632,437            | 513,925               |

Edgar Filing: NTT DOCOMO INC - Form 6-K

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

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2010****(2) Consolidated Statements of Income and Comprehensive Income**

|   | Millions of yen                              |   |
|---|--|---|
|   | Six Months<br>Ended<br>September<br>30, 2009 | Six Months Ended<br>September 30,<br>2010 |
| <b>Operating revenues:</b>  |  |   |
| Wireless services   | ¥ 1,893,265                                  | ¥ 1,898,995                               |
| Equipment sales   | 252,542                                      | 239,157                                   |
| Total operating revenues  | 2,145,807                                    | 2,138,152                                 |
| <b>Operating expenses:</b>  |  |   |
| 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                                 |
| <b>Operating income</b>   | 485,223                                      | 531,470                                   |
| <b>Other income (expense):</b>  |  |   |
| Interest expense  | (2,989)                                      | (2,523)                                   |
| Interest income   | 668  | 691                                       |
| Other, net  | (3,021)                                      | (2,630)                                   |
| Total other income (expense)  | (5,342)                                      | (4,462)                                   |
| <b>Income before income taxes</b>   | 479,881                                      | 527,008                                   |
| <b>Income taxes:</b>  |  |   |
| Current   | 210,887                                      | 204,522                                   |
| Deferred  | (16,764)                                     | 8,682                                     |
| Total income taxes  | 194,123                                      | 213,204                                   |
| <b>Equity in net income (losses) of affiliates, net of applicable taxes</b> | 292  | (2,978)                                   |
| <b>Net income</b>   | 286,050                                      | 310,826                                   |
| Less: Net (income) loss attributable to noncontrolling interests            | (1,332)                                      | (1,079)                                   |
| <b>Net income attributable to NTT DOCOMO, INC.</b>                          | ¥ 284,718                                    | ¥ 309,747                                 |



Edgar Filing: NTT DOCOMO INC - Form 6-K

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

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

|   | Millions of yen                                   |   |
|---|---|---|
|   | Three<br>Months<br>Ended<br>September<br>30, 2009 | Three Months<br>Ended<br>September 30, 2010 |
| <b>Operating revenues:</b>  |   |   |
| Wireless services   | ¥ 951,470   | ¥ 955,098                                   |
| Equipment sales   | 109,583   | 93,809                                      |
| Total operating revenues  | 1,061,053   | 1,048,907                                   |
| <b>Operating expenses:</b>  |   |   |
| 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                                     |
| <b>Operating income</b>   | 233,404   | 290,952                                     |
| <b>Other income (expense):</b>  |   |   |
| Interest expense  | (1,375)   | (1,196)                                     |
| Interest income   | 350   | 334   |
| Other, net  | 38  | (3,641)                                     |
| Total other income (expense)  | (987)   | (4,503)                                     |
| <b>Income before income taxes</b>   | 232,417   | 286,449                                     |
| <b>Income taxes:</b>  |   |   |
| Current   | 121,356   | 114,855                                     |
| Deferred  | (27,476)  | 1,286                                       |
| Total income taxes  | 93,880  | 116,141                                     |
| <b>Equity in net income (losses) of affiliates, net of applicable taxes</b> | (529)   | (2,067)                                     |
| <b>Net income</b>   | 138,008   | 168,241                                     |
| Less: Net (income) loss attributable to noncontrolling interests            | (666)   | (647)                                       |
| <b>Net income attributable to NTT DOCOMO, INC.</b>                          | ¥ 137,342   | ¥ 167,594                                   |

Edgar Filing: NTT DOCOMO INC - Form 6-K

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

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

|  | Millions of yen                              |   |
|--|--|---|
|  | Six Months<br>Ended<br>September<br>30, 2009 | Six Months Ended<br>September 30,<br>2010 |
| <b>Cash flows from operating activities:</b>                                       |  |   |
| 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                                   |
| <b>Cash flows from investing activities:</b>                                       |  |   |
| 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)        |
| <b>Net increase (decrease) in cash and cash equivalents</b>  | (48,906)  |   | <b>172,011</b> |
| <b>Cash and cash equivalents at beginning of period</b>      | 599,548   |   | <b>357,715</b> |
| <b>Cash and cash equivalents at end of period</b>            | ¥ 550,642 | ¥ | <b>529,726</b> |

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

|                    |   |     |   |     |
|--------------------|---|-----|---|-----|
| Income tax refunds | ¥ | 675 | ¥ | 301 |
|--------------------|---|-----|---|-----|

**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<br>phone<br>business | Miscellaneous<br>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<br>phone<br>business | Miscellaneous<br>businesses | Consolidated       |
|---------------------------|-----------------------------|-----------------------------|--------------------|
| <b>September 30, 2010</b> |                             |                             |                    |
| Operating revenues        | ¥ <b>1,017,785</b>          | ¥ <b>31,122</b>             | ¥ <b>1,048,907</b> |
| Operating expenses        | <b>726,629</b>              | <b>31,326</b>               | <b>757,955</b>     |
| Operating income (loss)   | ¥ <b>291,156</b>            | ¥ <b>(204)</b>              | ¥ <b>290,952</b>   |

**Six months ended**

Millions of yen

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

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



|  |                           |               |               |        |               |        |
|--|---------------------------|---------------|---------------|--------|---------------|--------|
| Net Increase from Previous Period              | thousands                 | <b>518</b>    | <b>(77)</b>   | 69     | <b>(146)</b>  | (120)  |
| i-channel Subscriptions                        | thousands                 | <b>16,818</b> | <b>16,747</b> | 16,757 | <b>16,747</b> |        |
| i-concier Subscriptions                        | thousands                 | <b>4,200</b>  | <b>5,410</b>  | 4,783  | <b>5,410</b>  |        |
| <b>sp-mode</b> Subscriptions                   | thousands                 |               | <b>270</b>    |        | <b>270</b>    |        |
| <b>ARPU and MOU</b>                            |                           |               |               |        |               |        |
| <b>ARPU</b>                                    |                           |               |               |        |               |        |
| Aggregate ARPU (FOMA+mova) (6)                 | yen/month/subscription    | <b>5,350</b>  | <b>5,190</b>  | 5,190  | <b>5,200</b>  | 5,100  |
| Voice ARPU (7)                                 | yen/month/subscription    | <b>2,900</b>  | <b>2,670</b>  | 2,680  | <b>2,660</b>  | 2,540  |
| Packet ARPU                                    | yen/month/subscription    | <b>2,450</b>  | <b>2,520</b>  | 2,510  | <b>2,540</b>  | 2,560  |
| ARPU Generated from International Services (8) | yen/month/subscription    | <b>80</b>     | <b>90</b>     | 80     | <b>90</b>     | 90     |
| Aggregate ARPU (FOMA) (6)                      | yen/month/subscription    | <b>5,480</b>  | <b>5,260</b>  | 5,260  | <b>5,260</b>  | 5,150  |
| Voice ARPU (7)                                 | yen/month/subscription    | <b>2,900</b>  | <b>2,670</b>  | 2,670  | <b>2,660</b>  | 2,530  |
| Packet ARPU                                    | yen/month/subscription    | <b>2,580</b>  | <b>2,590</b>  | 2,590  | <b>2,600</b>  | 2,620  |
| ARPU Generated from International Services (8) | yen/month/subscription    | <b>80</b>     | <b>90</b>     | 90     | <b>90</b>     | 90     |
| Aggregate ARPU (mova) (6)                      | yen/month/subscription    | <b>3,460</b>  | <b>3,320</b>  | 3,330  | <b>3,310</b>  | 3,260  |
| Voice ARPU (7)                                 | yen/month/subscription    | <b>2,870</b>  | <b>2,760</b>  | 2,770  | <b>2,750</b>  | 2,710  |
| Packet ARPU                                    | yen/month/subscription    | <b>590</b>    | <b>560</b>    | 560    | <b>560</b>    | 550    |
| ARPU Generated from International Services (8) | yen/month/subscription    | <b>0</b>      | <b>0</b>      | 0      | <b>0</b>      | 10     |
| <b>MOU</b>                                     |                           |               |               |        |               |        |
| MOU (FOMA+mova) (6)                            | minute/month/subscription | <b>136</b>    | <b>134</b>    | 133    | <b>135</b>    |        |
| MOU (FOMA) (6)                                 | minute/month/subscription | <b>142</b>    | <b>137</b>    | 137    | <b>138</b>    |        |
| MOU (mova) (6)                                 | minute/month/subscription | <b>51</b>     | <b>45</b>     | 45     | <b>44</b>     |        |
| <b>Others</b>                                  |                           |               |               |        |               |        |
| DCMX Subscriptions (9)                         | thousands                 | <b>11,260</b> | <b>11,950</b> | 11,640 | <b>11,950</b> | 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<br>March 31,<br>2011<br>(Revised<br>Forecasts) | Year ended<br>March 31,<br>2010 | Six months<br>ended<br>September 30,<br>2009 | Three months<br>ended<br>September 30,<br>2010 | Six months<br>ended<br>September 30,<br>2010 |
| a. EBITDA  | ¥ 1,550.0  | ¥ 1,568.1                       | ¥ 836.0                                      | ¥ 459.1  | ¥ 860.7                                      |
| Depreciation and<br>amortization                                       | (683.0)  | (701.1)                         | (337.8)                                      | (163.9)  | (322.0)                                      |
| Loss on sale or disposal<br>of property, plant and<br>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<br>(losses) of affiliates                         | (4.0)  | (0.9)                           | 0.3  | (2.1)  | (3.0)  |
| Less: Net (income) loss<br>attributable to<br>noncontrolling interests | 1.0  | (2.3)                           | (1.3)  | (0.6)  | (1.1)  |
| b. Net income<br>attributable to NTT<br>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<br>(=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<br>(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<br>{=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<br>ending<br>March 31,<br>2011<br>(Revised<br>Forecasts) | Year ended<br>March 31,<br>2010 | Six months<br>ended<br>September 30,<br>2009 | Three months<br>ended<br>September 30,<br>2010 | Six months<br>ended<br>September 30,<br>2010 |
| Free cash flows excluding<br>changes in investments for<br>cash management | ¥ 480.0   | ¥ 416.9                         | ¥ 94.5                                       | ¥ 237.7  | ¥ 284.9                                      |



purposes

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

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.

**Table of Contents**

NTT DOCOMO, INC. Results for the first six months of the fiscal year ending Mar. 31, 2011 October 28,  
2010 Copyright (C) 2010 NTT DOCOMO, INC. All rights reserved.

---

**Table of Contents**

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

**Table of Contents**

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

---

**Table of Contents**

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

---



**Table of Contents**

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

---

**Table of Contents**

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 billionIncrease 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 ¥7.7billionDown ¥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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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 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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---



**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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: 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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---



**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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 of 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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---



**Table of Contents**

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

---

**Table of Contents**

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 Music<sup>1</sup> 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

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

Appendices Copyright (C) 2010 NTT DOCOMO, INC. All rights reserved.

---

**Table of Contents**

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

---

**Table of Contents**

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

---

**Table of Contents**

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

---



**Table of Contents**

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

---

**Table of Contents**

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.  
 RESULTS FOR 2Q OF FY2010

---

**Table of Contents**

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](http://www.nttdocomo.co.jp). RESULTS FOR 2Q OF FY2010

---

**Table of Contents**

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

---

**Table of Contents**

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

**Table of Contents**

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