

NTT DOCOMO INC
Form 6-K
April 30, 2010

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**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 6-K
REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR
15d-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934
For the month of April, 2010.
Commission File Number: 001-31221
Total number of pages: 92**

**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: April 30, 2010

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

Information furnished in this form:

1. Earnings release dated April 28, 2010 announcing the company's results for the year ended March 31, 2010
 2. Presentation material
-

Table of Contents**Earnings Release**

For the Fiscal Year Ended March 31, 2010

April 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 the general meeting of shareholders: June 18, 2010

Scheduled date for dividend payment: June 21, 2010

Scheduled date for filing of securities report: June 21, 2010

1. Consolidated Financial Results for the Fiscal Year Ended March 31, 2010 (April 1, 2009 - March 31, 2010)

(1) Consolidated Results of Operations

Amounts are rounded off to the nearest 1 million yen.

(Millions of yen, except per share amount)

| Year ended | Operating Revenues | | Operating Income | | Income before Income Taxes | | Net Income Attributable to NTT DoCoMo, Inc. | |
|----------------|--------------------|------------|------------------|------------|-------------------------------|------------|---|------------|
| | Amount | Change (%) | Amount | Change (%) | Amount | Change (%) | Amount | Change (%) |
| March 31, 2010 | 4,284,404 | (3.7)% | 834,245 | 0.4% | 836,157 | 7.1% | 494,781 | 4.9% |
| March 31, 2009 | 4,447,980 | (5.6)% | 830,959 | 2.8% | 780,473 | (2.5)% | 471,873 | (3.9)% |

| Year ended | Basic Earnings per Share Attributable to NTT DoCoMo, Inc. | | Diluted Earnings per Share Attributable to NTT DoCoMo, Inc. | | ROE | ROA | Operating Income Margin |
|----------------|---|------------|--|------------|-------|-------|-------------------------------|
| | Amount | Change (%) | Amount | Change (%) | | | |
| March 31, 2010 | 11,863.62 (yen) | | | | 11.0% | 12.6% | 19.5% |
| March 31, 2009 | 11,171.58 (yen) | | | | 11.0% | 12.3% | 18.7% |

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

Note: Equity in net income (losses) of affiliates: For the fiscal year ended March 31, 2010: (852) million yen

For the fiscal year ended March 31, 2009: (672) million yen

(2) Consolidated Financial Position

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(Millions of yen, except per share amounts)

| | Total Assets | Total Equity | NTT DoCoMo, Inc. Shareholders Equity | Shareholders Equity Ratio | NTT DoCoMo, Inc. Shareholders Equity per Share |
|----------------|-------------------------|-------------------------|---|--|---|
| March 31, 2010 | 6,756,775 | 4,662,446 | 4,635,877 | 68.6% | 111,423.97 (yen) |
| March 31, 2009 | 6,488,220 | 4,343,308 | 4,341,585 | 66.9% | 103,965.64 (yen) |

(3) Consolidated Cash Flows

| | Cash Flows from Operating Activities | Cash Flows from Investing Activities | Cash Flows from Financing Activities | Cash and Cash Equivalents at Fiscal Year End |
|---------------------------|---|---|---|---|
| Year ended March 31, 2010 | 1,182,818 | (1,163,926) | (260,945) | 357,715 |
| Year ended March 31, 2009 | 1,173,677 | (1,030,983) | (182,441) | 599,548 |

2. Dividends

| Date of record | Cash dividends per share (yen) | | | | Total cash | | Ratio of Dividends to NTT DoCoMo, Inc. Shareholders Equity | |
|--|---|--|---|----------------------|---|-------------------------|---|------|
| | End of the first quarter | End of the second quarter | End of the third quarter | Year -end | dividends for the year (Millions of yen) | Payout ratio | | |
| Year ended March 31, 2009 | | 2,400.00 | | 2,400.00 | 4,800.00 | 201,755 | 43.0% | 4.7% |
| Year ended March 31, 2010 | | 2,600.00 | | 2,600.00 | 5,200.00 | 216,750 | 43.8% | 4.8% |
| Year ending March 31, 2011 (Forecasts) | | 2,600.00 | | 2,600.00 | 5,200.00 | | 43.5% | |

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

| | (Millions of yen) | | | | | | | | Basic Earnings per Share Attributable to NTT DoCoMo, Inc. |
|---|-----------------------|--------|---------------------|------|-------------------------------|------|--|------|--|
| | Operating Revenues | | Operating Income | | Income before Income Taxes | | Net Income Attributable to NTT DoCoMo, Inc. | | |
| Six months ending September 30, 2010 | | | | | | | | | |
| Year ending March 31, 2011 | 4,222,000 | (1.5)% | 840,000 | 0.7% | 843,000 | 0.8% | 497,000 | 0.4% | 11,945.47 |

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

4. Others

- (1) Changes in significant consolidated subsidiaries (which resulted in changes in scope of consolidation) None
- (2) Changes in significant accounting policies, procedures and presentation in consolidated financial statements
- (i) Changes due to revision of accounting standards and other regulations: Yes
- (ii) Others: None
(See more information on page 22)
- (3) Number of issued shares (common stock)

| | | |
|---|---|-------------------|
| (i) Number of issued shares (inclusive of treasury stock): | As of March 31, 2010: | 43,790,000 shares |
| | As of March 31, 2009: | 43,950,000 shares |
| (ii) Number of treasury stock: | As of March 31, 2010: | 2,184,258 shares |
| | As of March 31, 2009: | 2,190,193 shares |
| (iii) Number of weighted average common shares outstanding: | For the fiscal year ended March 31, 2010: | 41,705,738 shares |
| | For the fiscal year ended March 31, 2009: | 42,238,715 shares |

(Reference) Summary of Non-Consolidated Financial Results and Financial Position**1. Non-consolidated Financial Results for the Fiscal Year Ended March 31, 2010 (April 1, 2009 March 31, 2010)****(1) Non-consolidated Results of Operations**

Amounts are rounded down to nearest 1 million yen.

| | (Millions of yen, except per share amount) | | | | | | | |
|------------------------------|--|-------|---------------------|-------|------------------|-------|------------|---------|
| | Operating Revenues | | Operating Income | | Recurring Profit | | Net Income | |
| Year ended March 31, 2010 | 4,398,904 | 9.9% | 815,654 | 34.6% | 836,307 | 30.8% | 506,314 | (74.6)% |
| Year ended March 31, 2009 | 4,002,705 | 59.0% | 605,890 | 54.4% | 639,237 | 10.8% | 1,992,612 | 385.5% |

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

| | Earnings per Share | Earnings per Share after potential dilution adjustments |
|---------------------------|---------------------------|--|
| Year ended March 31, 2010 | 12,140.17 (yen) | |
| Year ended March 31, 2009 | 47,175.02 (yen) | |

(2) Non-consolidated Financial Position

(Millions of yen, except per share amount)

| | Total Assets | Net Assets | Equity Ratio (Ratio of Shareholders Equity to Total Assets) | Net Assets per Share |
|---------------------------------|---------------------|--|---|--|
| March 31, 2010 | 6,480,678 | 4,463,190 | 68.9% | 107,273.43 (yen) |
| March 31, 2009 | 6,237,957 | 4,171,765 | 66.9% | 99,899.07 (yen) |
| (Reference) Shareholders equity | | For the fiscal year ended March 31, 2010 For the fiscal year ended March 31, 2009 | | 4,463,190 million yen 4,171,765 million yen |

* Explanation for forecasts of operation and other notes:

With regard to the assumptions and other related matters concerning consolidated financial results forecasts for the fiscal year ending March 31, 2011, please refer to pages 9 and 12.

The information in this earnings release is unaudited.

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Earnings Release for the Fiscal Year Ended March 31, 2010

<< 1. Operating Results >>

1. Operating Review and Prospects

(1) Business Overview

As Japan's mobile phone market has continued 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 have moved ahead with our business transformation initiatives from a customer-centric perspective based on our new action plan, "Change and Challenge". We aim to further increase our revenues by offering a wide array of services catered to the diverse needs of customers, thereby expanding the data communications market.

During the fiscal year ended March 31, 2010, we strived to expand subscribers' packet usage through the expansion and enrichment of our video content services as well as other measures, and also accelerated the personalization of services with the launch of an upgraded behavior support services compatible with the Auto-GPS locating capability and other initiatives. In addition, we have taken various steps aimed at enhancing customer satisfaction, including the enrichment of our handset lineup, billing plans and after-sales support. As a result of these initiatives and the widespread acceptance of our new business model, our cellular churn rate dropped even further. The number of subscriber outflows due to Mobile Number Portability has also improved, and we acquired the largest market share of net additions for the year ended March 31, 2010.

For the fiscal year ended March 31, 2010, we recognized operating revenues and operating income of ¥4,284.4 billion (a decrease of ¥163.6 billion from the prior fiscal year) and ¥834.2 billion (an increase of ¥3.3 billion from the prior fiscal year), respectively. Income before income taxes was ¥836.2 billion and net income attributable to NTT DoCoMo, Inc. was ¥494.8 billion.

- Notes: 1. The information in this earnings release is unaudited.
2. Amounts in this earnings release are rounded off except in non-consolidated financial statements, where amounts are rounded down.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010**

Consolidated results of operations for the fiscal year ended March 31, 2009 and 2010 were as follows:

<Results of operations>

| | Billions of yen | | | |
|--|---------------------------------|---------------------------------|------------------------|--------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 | Increase (Decrease) | |
| Operating revenues | ¥ 4,448.0 | ¥ 4,284.4 | ¥ (163.6) | (3.7)% |
| Operating expenses | 3,617.0 | 3,450.2 | (166.9) | (4.6) |
| Operating income | 831.0 | 834.2 | 3.3 | 0.4 |
| Other income (expense) | (50.5) | 1.9 | 52.4 | |
| Income before income taxes | 780.5 | 836.2 | 55.7 | 7.1 |
| Income taxes | 308.4 | 338.2 | 29.8 | 9.7 |
| Equity in net income (losses) of affiliates | (0.7) | (0.9) | (0.2) | (26.8) |
| Net income | 471.4 | 497.1 | 25.7 | 5.5 |
| Less: Net (income) loss attributable to noncontrolling interests | 0.5 | (2.3) | (2.8) | |
| Net income attributable to NTT DoCoMo, Inc. | ¥ 471.9 | ¥ 494.8 | ¥ 22.9 | 4.9% |
| EBITDA margin* | 37.7% | 36.6% | (1.1) point | |
| ROCE before tax effect* | 17.1% | 16.3% | (0.8) point | |
| ROCE after tax effect* | 10.1% | 9.7% | (0.4) 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
Reconciliations
of the Disclosed
Non-GAAP
Financial
Measures to the
Most Directly
Comparable
GAAP Financial
Measures on
page 38.

Table of Contents**DOCOMO Earnings Release**
<Operating revenues>**Fiscal Year Ended March 31, 2010**

| | Year ended March 31, 2009 | Billions of yen | | Increase (Decrease) | |
|----------------------------------|---------------------------------|---------------------------------|-----------|------------------------|--------|
| | | Year ended March 31, 2010 | | | |
| Wireless services | ¥ 3,841.1 | ¥ 3,776.9 | ¥ (64.2) | | (1.7)% |
| Cellular services revenues | 3,661.3 | 3,499.5 | (161.8) | | (4.4) |
| - Voice revenues | 2,149.6 | 1,910.5 | (239.1) | | (11.1) |
| Including: FOMA services | 1,877.8 | 1,785.5 | (92.3) | | (4.9) |
| - Packet communications revenues | 1,511.7 | 1,589.0 | 77.3 | | 5.1 |
| Including: FOMA services | 1,449.4 | 1,558.3 | 108.8 | | 7.5 |
| Other revenues | 179.8 | 277.5 | 97.7 | | 54.3 |
| Equipment sales | 606.9 | 507.5 | (99.4) | | (16.4) |
| Total operating revenues | ¥ 4,448.0 | ¥ 4,284.4 | ¥ (163.6) | | (3.7)% |

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

<Operating expenses>

| | Year ended March 31, 2009 | Billions of yen | | Increase (Decrease) | |
|---|---------------------------------|---------------------------------|-----------|------------------------|--------|
| | | Year ended March 31, 2010 | | | |
| Personnel expenses | ¥ 254.1 | ¥ 258.3 | ¥ 4.1 | | 1.6% |
| Non-personnel expenses | 2,133.6 | 2,122.9 | (10.7) | | (0.5) |
| Depreciation and amortization | 804.2 | 701.1 | (103.0) | | (12.8) |
| Loss on disposal of property, plant and equipment and intangible assets | 69.7 | 47.0 | (22.7) | | (32.5) |
| Communication network charges | 316.7 | 281.9 | (34.8) | | (11.0) |
| Taxes and public dues | 38.7 | 38.9 | 0.2 | | 0.5 |
| Total operating expenses | ¥ 3,617.0 | ¥ 3,450.2 | ¥ (166.9) | | (4.6)% |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****(2) Segment information****<Mobile phone business>**

As of March 31, 2010, the number of cellular services subscriptions was 56.08 million (an increase of 1.48 million compared to the number as of March 31, 2009), 94.9% of which was represented by FOMA services subscriptions of 53.20 million. The aggregate number of subscriptions to the new discount programs introduced in August 2007 such as Fami-wari MAX50 reached approximately 35.40 million while the number of subscriptions to the Value Plan which was introduced in November 2007 reached approximately 32.70 million as of March 31, 2010, respectively. Additionally, we continued to implement the various measures with the aim of enhancing customer satisfaction. As a result, our cellular churn rate for the fiscal year ended March 31, 2010 was 0.46%, a further improvement from 0.50% during the prior fiscal year. Due to penetration of Value Plan, among others, aggregate average revenue per unit (ARPU) of cellular (FOMA+mova) services decreased to ¥5,350 for the fiscal year ended March 31, 2010 (down 6.3% from the prior fiscal year).

With regard to equipment sales, the number of handsets sold for the fiscal year ended March 31, 2010, declined by 2.09 million from the prior fiscal year to 18.04 million units. Equipment sales revenues and cost of equipment sold posted a decrease from the prior fiscal year due to a reduction in the number of handsets sold to agent resellers and the procurement cost per unit.

For the fiscal year ended March 31, 2010, operating revenues and operating income from mobile phone business were ¥4,167.7 billion and ¥845.6 billion, respectively.

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

<Number of subscriptions by services>

| | | Thousand subscriptions | | |
|--|-----------|------------------------|------------|--------|
| | March 31, | March 31, | Increase | |
| | 2009 | 2010 | (Decrease) | |
| Cellular services | 54,601 | 56,082 | 1,481 | 2.7% |
| Cellular (FOMA) services | 49,040 | 53,203 | 4,163 | 8.5 |
| Including: i-channel services | 16,545 | 16,818 | 273 | 1.7 |
| Including: i-concier services | 929 | 4,200 | 3,271 | 351.9 |
| Including: flat-rate services for unlimited i-mode usage | 17,610 | 25,041 | 7,431 | 42.2 |
| Cellular (mova) services | 5,560 | 2,879 | (2,682) | (48.2) |
| i-mode services | 48,474 | 48,992 | 518 | 1.1 |

Notes: 1. Number of subscriptions to Cellular services and Cellular (FOMA) services includes Communication Module services subscriptions.

2. Effective March 3, 2008, FOMA services

subscription
became
mandatory for
subscription to
2in1 * service.
Such FOMA
services
subscriptions to
2in1 services are
included in the
above numbers of
Cellular services
subscriptions and
Cellular (FOMA)
services
subscriptions.

3. Number of
subscriptions to
flat-rate services
for unlimited
i-mode usage =
Pake-hodai
double
subscriptions +
Pake-hodai
simple
subscriptions +
Pake-hodai
subscriptions +
Pake-hodai full
subscriptions

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

* 2in1 refers to an
optional network
service which
enables a
subscriber to
subscribe to an
additional phone
number and an

e-mail address for
a single
compatible
handset.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010**

<Number of handsets sold and churn rate>

| | Thousand units | | | |
|---|---------------------------------|---------------------------------|------------------------|---------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 | Increase (Decrease) | |
| Cellular services | 20,129 | 18,037 | (2,091) | (10.4)% |
| Cellular (FOMA) services | | | | |
| New FOMA subscription | 4,368 | 4,499 | 131 | 3.0 |
| Change of subscription from mova to FOMA | 3,276 | 2,274 | (1,003) | (30.6) |
| FOMA handset upgrade by FOMA subscribers | 12,385 | 11,247 | (1,138) | (9.2) |
| Cellular (mova) services | | | | |
| New mova subscription | 59 | 10 | (49) | (82.7) |
| mova handset upgrade by mova subscribers and change of subscription from FOMA to mova | 39 | 7 | (33) | (82.5) |
| Churn Rate | 0.50% | 0.46% | (0.04) point | |

<Trend of ARPU and MOU>

| | Yen/Minutes | | | |
|-----------------------------|---------------------------------|---------------------------------|------------------------|--------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 | Increase (Decrease) | |
| Aggregate ARPU* (FOMA+mova) | ¥ 5,710 | ¥ 5,350 | ¥ (360) | (6.3)% |
| Voice ARPU | 3,330 | 2,900 | (430) | (12.9) |
| Packet ARPU | 2,380 | 2,450 | 70 | 2.9 |
| Aggregate ARPU (FOMA) | 6,010 | 5,480 | (530) | (8.8) |
| Voice ARPU | 3,360 | 2,900 | (460) | (13.7) |
| Packet ARPU | 2,650 | 2,580 | (70) | (2.6) |
| Aggregate ARPU (mova) | 3,750 | 3,460 | (290) | (7.7) |
| Voice ARPU | 3,090 | 2,870 | (220) | (7.1) |
| i-mode ARPU | 660 | 590 | (70) | (10.6) |
| MOU* (FOMA+mova) (minutes) | 137 | 136 | (1) | (0.7)% |

* See Definition and Calculation Methods of ARPU and MOU on page 37 for details of definitions and calculation

methods of
ARPU and
MOU.

<Results of operations>

| | Year ended March 31, 2009 | Year ended March 31, 2010 | Billions of yen | Increase (Decrease) | |
|---|---------------------------------|---------------------------------|-----------------|----------------------------|--------|
| Operating revenues from mobile phone business | ¥ 4,381.3 | ¥ 4,167.7 | ¥ | (213.6) | (4.9)% |
| Operating income from mobile phone business | 855.3 | 845.6 | | (9.6) | (1.1) |

<Miscellaneous businesses>

Operating revenues from miscellaneous businesses for the fiscal year ended March 31, 2010 were ¥116.7 billion, which represented 2.7% of the total operating revenues. The revenues derived mainly from home shopping services provided primarily 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 ¥128.1 billion and ¥11.4 billion, respectively.

<Results of operations>

| | Year ended March 31, 2009 | Year ended March 31, 2010 | Billions of yen | Increase (Decrease) | |
|--|---------------------------------|---------------------------------|-----------------|----------------------------|-------|
| Operating revenues from miscellaneous businesses | ¥ 66.7 | ¥ 116.7 | ¥ | 50.0 | 74.9% |
| Operating loss from miscellaneous businesses | (24.3) | (11.4) | | 12.9 | 53.2 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****(3) Trend of capital expenditures**

We continued to improve the quality of our FOMA service area and reinforced its network capacity to meet an increase in traffic demand, together with our efforts to make capital expenditures more efficient and less costly by saving on equipment purchase costs and improving our design and construction process. Total capital expenditures for the fiscal year ended March 31, 2010 were ¥686.5 billion (down 6.9% from the prior fiscal year).

<Breakdown of capital expenditures>

| | Billions of yen | | | | |
|---------------------------------------|---------------------------------|--|---|------------------------|--------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 | | Increase (Decrease) | |
| Mobile phone business | ¥ 601.3 | ¥ 556.8 | ¥ | (44.5) | (7.4)% |
| Other (including information systems) | 136.3 | 129.7 | | (6.6) | (4.9) |
| Total capital expenditures | ¥ 737.6 | ¥ 686.5 | ¥ | (51.1) | (6.9)% |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****(4) Prospects for the Fiscal Year Ending March 31, 2011**

As Japan's mobile phone market has continued 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, although the promotion of loyalty marketing is expected to curb churns and packet ARPU is projected to increase as a result of our efforts to boost subscribers' packet usage and expand the adoption of flat-rate service for unlimited packet access, operating revenues for the fiscal year ending March 31, 2011 are estimated to be ¥4,222.0 billion, primarily because of the projected decline in voice ARPU due to the penetration of new sales methods. On the expense side, while the actions aimed for expanding future revenues and enhancing customer satisfaction are expected to be implemented, factors such as a projected decrease in network costs resulting from lower capital expenditures and on-going cost cutting efforts are expected to contribute to cost reductions. Accordingly, operating income is estimated to be ¥840.0 billion.

| | Year ended March 31, 2010 (Actual results) | Billions of yen Year ending March 31, 2011 (Forecasts) | Increase (Decrease) | |
|--|--|--|------------------------|--------|
| Operating revenues | ¥ 4,284.4 | ¥ 4,222.0 | (62.4) | (1.5)% |
| Operating income | 834.2 | 840.0 | 5.8 | 0.7 |
| Income before income taxes | 836.2 | 843.0 | 6.8 | 0.8 |
| Net income attributable to NTT DoCoMo, Inc. | 494.8 | 497.0 | 2.2 | 0.4 |
| Capital expenditures | 686.5 | 675.0 | (11.5) | (1.7) |
| Adjusted free cash flows* | 416.9 | 470.0 | 53.1 | 12.7 |
| EBITDA* | 1,568.1 | 1,548.0 | (20.1) | (1.3) |
| EBITDA margin* | 36.6% | 36.7% | 0.1 point | |
| ROCE before tax effect* | 16.3% | 15.9% | (0.4) point | |
| ROCE after tax effect* | 9.7% | 9.4% | (0.3) point | |

* 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 Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 38.

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

| | March 31, 2010 (Actual results) | Million subscriptions/Yen March 31, 2011 (Forecasts) | Increase (Decrease) | |
|---------------------------------|--|--|----------------------------|--------|
| Cellular (FOMA + mova) services | 56.08 | 57.45 | 1.37 | 2.4% |
| Cellular (FOMA) services | 53.20 | 56.22 | 3.02 | 5.7 |
| Cellular (mova) services | 2.88 | 1.23 | (1.65) | (57.3) |
| i-mode services | 48.99 | 49.17 | 0.18 | 0.4 |
| Aggregate ARPU (FOMA + mova) | ¥ 5,350 | ¥ 5,110 | ¥ (240) | (4.5) |
| Voice ARPU | 2,900 | 2,550 | (350) | (12.1) |
| Packet ARPU | 2,450 | 2,560 | 110 | 4.5 |

Notes: 1. Number of i-mode subscriptions includes numbers of cellular (FOMA) and cellular (mova) i-mode subscriptions.

2. See page 37 for the details of

ARPU
calculation
methods.

* The mobile communications market in Japan is characterized by rapid changes in the market environment due to technical innovations, market entry by new competitors and other factors. To respond to such changes, our corporate group may introduce new billing plans or other measures that could potentially have a significant impact on our revenues and income. The timing of introduction of such measures will be decided after comprehensively taking into consideration our operational circumstances and the actions of our competitors, and therefore, is not necessarily decided beforehand. Such measures, depending on the timing of implementation, may significantly affect our results forecasts to be

made at the time
of our first-half
results
announcement.
Providing such
prospects on a
half-year basis,
therefore, may
not be adequate
or useful as
information to be
disclosed to
investors.
Accordingly, we
will provide
prospects for the
full year only,
and report
progress vis-à-vis
the projected
full-year
forecasts by
disclosing actual
results on a
quarterly basis.

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2010

2. Financial Review

(1) Financial position

| | Billions of yen | | | |
|---|-------------------|-------------------|-------------|-------|
| | March 31, 2009 | March 31, 2010 | Increase | |
| | | | (Decrease) | |
| Total Assets | ¥ 6,488.2 | ¥ 6,756.8 | ¥ 268.6 | 4.1% |
| NTT DoCoMo, Inc. shareholders equity | 4,341.6 | 4,635.9 | 294.3 | 6.8 |
| Liabilities | 2,144.9 | 2,094.3 | (50.6) | (2.4) |
| Including: Interest bearing liabilities | 639.2 | 610.3 | (28.9) | (4.5) |
| Shareholders equity ratio (1) | 66.9% | 68.6% | 1.7 point | |
| Market equity ratio (2) | 86.1% | 87.7% | 1.6 point | |
| Debt ratio (3) | 12.8% | 11.6% | (1.2) point | |

Notes: (1) Shareholders equity ratio =
NTT DoCoMo, Inc. shareholders equity / Total assets

(2) Market equity ratio = Market value of total share capital* / Total assets

See Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 38.

(3) Debt ratio = Interest bearing liabilities / (NTT DoCoMo, Inc.

shareholders
equity + Interest
bearing
liabilities)

* Market value of
total share
capital =
Closing share
price multiplied
by the number
of outstanding
shares
(excluding
treasury stock)
as of the end of
the fiscal period

(2) Cash flow conditions

Net cash provided by operating activities for the fiscal year ended March 31, 2010 was ¥1,182.8 billion, an increase of ¥9.1 billion (0.8%) from the prior fiscal year. This was mainly due to a decrease of the amount increased in accounts receivable resulting from collections of installment sales receivables, which was partially offset by an increase in net income tax payment.

Net cash used in investing activities was ¥1,163.9 billion, an increase of ¥132.9 billion (12.9%) from the prior fiscal year. The increase was mainly due to a decrease of proceeds from redemption of long-term bailment for consumption to a related party, an increase in net purchases of short-term investments of more than three months for cash management purposes and an increase in short-term bailment for consumption to a related party which were partially offset by a decrease in purchases of property, plant and equipment and non-current investments.

Net cash used in financing activities was ¥260.9 billion, an increase of ¥78.5 billion (43.0%) from the prior fiscal year. The increase was mainly due to a decrease of proceeds from long term debt, which was partially offset by a decrease in payments to acquire treasury stock and repayment of long term debt.

The balance of cash and cash equivalents was ¥357.7 billion as of March 31, 2010, a decrease of ¥241.8 billion (40.3%) from the prior fiscal year end.

| | Billions of yen | | | |
|---|---------------------------------|---------------------------------|------------------------|--------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 | Increase (Decrease) | |
| Net cash provided by operating activities | ¥ 1,173.7 | ¥ 1,182.8 | ¥ 9.1 | 0.8% |
| Net cash used in investing activities | (1,031.0) | (1,163.9) | (132.9) | (12.9) |
| Net cash used in financing activities | (182.4) | (260.9) | (78.5) | (43.0) |
| Free cash flows (1) | 142.7 | 18.9 | (123.8) | (86.8) |
| Free cash flows excluding the effects of changes in investments for cash management purposes (2)* | 93.4 | 416.9 | 323.5 | 346.3 |
| Liabilities to cash flow ratio (3) | 54.5% | 51.6% | (2.9) point | |
| Interest coverage ratio (4) | 283.4 | 225.2 | (58.2) | |

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

(3) Liabilities to
cash flow ratio
= Interest
bearing
liabilities / Net
cash provided
by operating
activities

(4) Interest
coverage ratio =
Net cash
provided by
operating
activities /
Interest paid**

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

GAAP Financial
Measures on
page 38.

** Interest paid is
disclosed in
Supplemental
disclosures of
cash flow
information in
the consolidated
statements of
cash flows on
page 21.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****3. Profit Distribution****(1) Basic Policies for Profit Distribution**

Believing that providing adequate returns to shareholders is one of the most important issues in corporate management, the Company plans to pay dividends by taking into account its consolidated results and consolidated dividend payout ratio based on the principle of stable dividend payments, while striving to strengthen its financial position and secure internal reserves. The Company will also continue to take a flexible approach regarding share repurchases. The Company intends to keep the repurchased shares as treasury stock and in principle to limit the amount of such treasury stock to approximately 5% of its total issued shares, and will consider retiring any treasury stock held in excess of this limit around the end of the fiscal year or at other appropriate times. According to the resolution of the board of directors, the Company repurchased 154,065 shares of its own common stock for an aggregate price of ¥20.0 billion during the fiscal year ended March 31, 2010 and the Company retired 160,000 of its treasury stock (approximately 0.4% of its common stock outstanding before the retirement) as of March 31, 2010.

In addition, the Company will allocate internal reserves to active research and development efforts, capital expenditures and other investments in response to the rapidly changing market environment. The Company will endeavor to boost its corporate value by introducing new technologies, offering new services and expanding its business domains through alliances with new partners.

(2) Dividend

The Company paid ¥2,600 per share as an interim dividend for the six months ended September 30, 2009 and plans to pay a year-end dividend of ¥2,600 per share, resulting in a total annual dividend of ¥5,200 per share for the year ended March 31, 2010.

(3) Prospect for the next fiscal year

The Company expects to pay a total annual dividend of ¥5,200 per share for the year ending March 31, 2011, consisting of an interim dividend of ¥2,600 and a year-end dividend of ¥2,600 per share.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****4. Special Note Regarding Forward-Looking Statements**

This Earnings Release contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as expected number of subscriptions, and expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this report were derived using certain assumptions that are indispensable for making such projections in addition to historical facts. These forward-looking statements are subject to various known and unknown risks, uncertainties and other factors that could cause our actual results to differ materially from those contained in or suggested by any forward-looking statement. Potential risks and uncertainties include, without limitation, the following:

- (1) Changes in the business environment such as intensifying competition from other mobile service providers or other technologies caused by Mobile Number Portability, new market entrants and other factors, could limit our acquisition of new subscriptions, retention of existing subscriptions, or may lead to diminish ARPU, or may lead to 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 telecommunications health risks may adversely affect our financial condition and results of operations.
- (13)** Our parent company, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), could exercise influence that may not be in the interests of our other shareholders.

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2010

<< 2. Condition of the Corporate Group >>

NTT DoCoMo, Inc. primarily engages in mobile telecommunications services as a member of the NTT group, with NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT) as the holding company.

The Company, its 125 subsidiaries and 25 affiliates constitute the NTT DOCOMO group (DOCOMO group) and operate business.

The business segments of the DOCOMO group and the corporate position of each group company are as follows:

[Business Segment Information]

| Business | Main service lines |
|--------------------------|--|
| Mobile phone business | Cellular (FOMA) services, cellular (mova) services, packet communications services, international services, satellite mobile communications services, and sales of handsets and equipment for each service, etc. |
| Miscellaneous businesses | Credit business, wireless LAN services, home shopping services and other miscellaneous businesses |

Note: mova services will be terminated at the end of March 2012.

[Position of Each Group Company]

- (1) The Company engages in mobile phone and other businesses in Japan.
- (2) 26 subsidiaries of the Company, each of which is entrusted with certain services by the Company, operate independently to maximize their expertise and efficiency. These subsidiaries are entrusted with part of the services provided by, or give assistance to, the Company.
- (3) There are 99 other subsidiaries and 25 affiliates, including, among others, entities engaged in the research of overseas mobile communications markets and technologies and overseas units established for the purpose of global business expansion or new business deployment.

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2010

The following chart summarizes the description above:

As of March 31, 2010

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****<< 3. Management Policies >>****1. Basic Management Policies**

Under the corporate philosophy of creating a new world of communications culture, our corporate group aims to contribute to the realization of a rich and vigorous society by reinforcing our core business with a focus on popularizing FOMA services, and promoting mobile multimedia services by offering services that are useful for customers' daily lives and businesses. We will also seek to maximize our corporate value in order to be greatly trusted and highly valued by our valued shareholders and customers.

2. Target Management Indicators

Now that the Japanese mobile telecommunications market has entered a period of stable growth, our group regards EBITDA margin as an important management indicator from the perspective of profitability, to further enhance its management effectiveness. We also consider ROCE an important management indicator in terms of efficiency in its invested capital (NTT DoCoMo, Inc. shareholders' equity + Interest bearing liabilities). The group will exert its utmost efforts to maintain EBITDA margin of at least 35% and achieve ROCE of at least 20% and attempt to maximize its corporate value.

Notes:

EBITDA margin = EBITDA / Operating revenues

EBITDA = Operating income + Depreciation and amortization + Losses on sale or disposal of property, plant and equipment

ROCE = Operating income / (NTT DoCoMo, Inc. shareholders' equity + Interest bearing liabilities)

NTT DoCoMo, Inc. shareholders' equity and interest bearing liabilities are the average of the amounts at the end of a fiscal year and the previous year.

3. Medium- and Long-Term Management Strategies

We developed an action plan, DOCOMO's Change and Challenge to Achieve New Growth, which covers initiatives to be implemented between the fiscal year 2008 ended March 31, 2009, and the fiscal year 2012 ending March 31, 2013.

For more details concerning the action plan, please see our earnings release for the fiscal year ended March 31, 2009 (announced on April 28, 2009). No changes have been made to the descriptions contained in the said earnings release, which can be obtained via the following URL:

(NTT DOCOMO home page) <http://www.nttdocomo.co.jp/english/corporate/ir/index.html>

4. Issues to be Addressed by the Group

In the fiscal year 2010 ending March 31, 2011, based on the aforesaid action plan, DOCOMO's Change and Challenge to Achieve New Growth, which covers initiatives to be implemented between the fiscal year 2008 ended March 31, 2009 and the fiscal year 2012 ending March 31, 2013, we will focus on the following priority items to make progress toward our goal to create a safe and secure society where everyone can find affluence and comfort, and contribute to its sustainable development.

As part of the Change initiatives, we have reviewed every aspect of our business operations from products/services to customer care to network construction, with the aim of enhancing the satisfaction of customers. Our target is to receive the No. 1 rating in customer satisfaction in the fiscal year 2012 as a result of these efforts.

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2010

With respect to the Challenge programs, we will position the fiscal year 2010 as the year to embark on the execution phase of our challenge toward the goal of providing services that are tailored to the lifestyle and individual needs of each customer, and to contribute to the sustained development of society by providing solutions to pressing issues, prompt and steadily implementing the following actions:

Achieve growth through expansion of packet usage: We will aim to increase packet ARPU by proliferating the use of video services and data communications devices, and growing the subscriptions to flat-rate billing plans for packet access.

Roll-out of LTE and network evolution: Toward the commercial launch of LTE scheduled for December 2010, we will move ahead with the development of network, devices and services, to establish a foundation for promoting a wide array of advanced mobile broadband services.

Promotion and further advancement of service personalization: By further advancing the i-concier service, we will expand service personalization and offer a greater array of content tailored to the individual needs of customers.

Deployment of social-support services: We will continually strive to create new businesses with the full-scale launch of social-support services in such fields as environment, health management and finance, while seeking alliances with external partners to secure new revenue sources.

Introduction and promotion of converged services: Through the expansion of MyArea, Japan's first Femto BTS-based home area service, and Otayori Photo service, we will aim to provide more convenient services and comfortable usage environments to users.

Further advancement of handsets: We will enrich the lineup of our products including smartphones to cater to the needs of broader customer segments.

Collaboration of handsets and networks: We will aim to realize advanced services by optimizing the allocation of functions between handsets and networks, leveraging the high-speed, large-capacity and low-latency properties of LTE network.

Basic research aimed at new value creation: We will work on the verification of our research so that we can create businesses that contribute to the development of society and industries, aiming to realize a more affluent society that fully leverages the advantageous characteristics of mobile communications.

Expansion of international businesses: We will strive to expand the revenues streams from international businesses by further enriching our international service offerings and expanding our overseas service counters. We will also seek revenue expansion and sustained growth through overseas business deployment allying with partners.

Domestic investments and alliances: We will endeavor to grow revenues and achieve sustained growth by creating new business and reinforcing core business through the pursuit of investments and alliances in Japan.

Improvement of cost efficiency: To solidify our financial standing for sustained growth, we will optimize our nationwide operations and make more efficient use of our network- and sale-related costs.

Corporate Social Responsibility (CSR) activities: We will address issues of key importance such as global environment protection, realization of a safe and secure mobile society, various disaster responses and promotion of

universal design products and services.

Operating income and return to shareholders: We will aim to achieve ¥840.0 billion in operating income for the fiscal year 2010, and endeavor to continue stable dividend payments.

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Fiscal Year Ended March 31, 2010

Corporate governance: By establishing and operating an internal control system designed for lawful business conduct, we will continue to ensure compliance and thorough risk management on all fronts of our group so that we can earn the trust and confidence of all stakeholders.

5. Basic Approach to CSR

Adhering to our CSR message We connect people to people, and people to their worlds. We open the door to the future, we will listen to each individual customer and to society, and drive innovation toward the future to create abundance and convenience in life and culture.

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

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****<< 4. Consolidated Financial Statements >>****1. Consolidated Balance Sheets**

| | | | Millions of yen | | |
|--|----------------|--------|-----------------|--------|------------------------|
| | March 31, 2009 | | March 31, 2010 | | Increase (Decrease) |
| ASSETS | | | | | |
| Current assets: | | | | | |
| Cash and cash equivalents | ¥ 599,548 | | ¥ 357,715 | | ¥ (241,833) |
| Short-term investments | 2,448 | | 403,010 | | 400,562 |
| Accounts receivable | 835,063 | | 838,226 | | 3,163 |
| Allowance for doubtful accounts | (15,072) | | (15,633) | | (561) |
| Credit card receivables | 72,996 | | 126,009 | | 53,013 |
| Inventories | 123,206 | | 141,277 | | 18,071 |
| Deferred tax assets | 102,903 | | 100,545 | | (2,358) |
| Prepaid expenses and other current assets | 106,636 | | 109,829 | | 3,193 |
| Total current assets | 1,827,728 | 28.2% | 2,060,978 | 30.5% | 233,250 |
| Property, plant and equipment: | | | | | |
| Wireless telecommunications equipment | 5,361,043 | | 5,478,833 | | 117,790 |
| Buildings and structures | 814,056 | | 830,921 | | 16,865 |
| Tools, furniture and fixtures | 519,213 | | 516,084 | | (3,129) |
| Land | 198,985 | | 199,018 | | 33 |
| Construction in progress | 99,232 | | 83,608 | | (15,624) |
| Accumulated depreciation and amortization | (4,301,044) | | (4,500,874) | | (199,830) |
| Total property, plant and equipment, net | 2,691,485 | 41.5% | 2,607,590 | 38.6% | (83,895) |
| Non-current investments and other assets: | | | | | |
| Investments in affiliates | 572,014 | | 578,095 | | 6,081 |
| Marketable securities and other investments | 141,544 | | 151,026 | | 9,482 |
| Intangible assets, net | 578,728 | | 628,691 | | 49,963 |
| Goodwill | 154,385 | | 198,436 | | 44,051 |
| Other assets | 273,440 | | 257,911 | | (15,529) |
| Deferred tax assets | 248,896 | | 274,048 | | 25,152 |
| Total non-current investments and other assets | 1,969,007 | 30.3% | 2,088,207 | 30.9% | 119,200 |
| Total assets | ¥ 6,488,220 | 100.0% | ¥ 6,756,775 | 100.0% | ¥ 268,555 |

LIABILITIES AND EQUITY**Current liabilities:**

| | | | | | |
|-----------------------------------|----------|--|-----------|--|-----------|
| Current portion of long-term debt | ¥ 29,000 | | ¥ 180,716 | | ¥ 151,716 |
| Short-term borrowings | | | 78 | | 78 |
| Accounts payable, trade | 668,525 | | 632,437 | | (36,088) |
| Accrued payroll | 58,627 | | 54,580 | | (4,047) |
| Accrued interest | 1,187 | | 995 | | (192) |
| Accrued income taxes | 238,742 | | 185,890 | | (52,852) |
| Other current liabilities | 152,354 | | 133,466 | | (18,888) |

| | | | | | |
|---------------------------|-----------|-------|-----------|-------|--------|
| Total current liabilities | 1,148,435 | 17.7% | 1,188,162 | 17.6% | 39,727 |
|---------------------------|-----------|-------|-----------|-------|--------|

Long-term liabilities:

| | | | | | |
|---|---------|--|---------|--|-----------|
| Long-term debt (exclusive of current portion) | 610,233 | | 429,553 | | (180,680) |
| Accrued liabilities for point programs | 94,023 | | 151,628 | | 57,605 |
| Liability for employees retirement benefits | 146,326 | | 138,447 | | (7,879) |
| Other long-term liabilities | 145,895 | | 186,539 | | 40,644 |

| | | | | | |
|-----------------------------|---------|-------|---------|-------|----------|
| Total long-term liabilities | 996,477 | 15.4% | 906,167 | 13.4% | (90,310) |
|-----------------------------|---------|-------|---------|-------|----------|

| | | | | | |
|--------------------------|-----------|-------|-----------|-------|----------|
| Total liabilities | 2,144,912 | 33.1% | 2,094,329 | 31.0% | (50,583) |
|--------------------------|-----------|-------|-----------|-------|----------|

Equity:

| | | | | | |
|---|-----------|--|-----------|--|----------|
| NTT DoCoMo, Inc. shareholders equity | | | | | |
| Common stock | 949,680 | | 949,680 | | |
| Additional paid-in capital | 785,045 | | 757,109 | | (27,936) |
| Retained earnings | 3,061,848 | | 3,347,830 | | 285,982 |
| Accumulated other comprehensive income (loss) | (65,689) | | (37,379) | | 28,310 |
| Treasury stock, at cost | (389,299) | | (381,363) | | 7,936 |
| Total NTT DoCoMo, Inc. shareholders equity | 4,341,585 | | 4,635,877 | | 294,292 |
| Noncontrolling interests | 1,723 | | 26,569 | | 24,846 |

| | | | | | |
|---------------------|-----------|-------|-----------|-------|---------|
| Total equity | 4,343,308 | 66.9% | 4,662,446 | 69.0% | 319,138 |
|---------------------|-----------|-------|-----------|-------|---------|

| | | | | | |
|-------------------------------------|-------------|--------|-------------|--------|-----------|
| Total liabilities and equity | ¥ 6,488,220 | 100.0% | ¥ 6,756,775 | 100.0% | ¥ 268,555 |
|-------------------------------------|-------------|--------|-------------|--------|-----------|

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****2. Consolidated Statements of Income and Comprehensive Income**

| | | | Millions of yen | | |
|---|------------------------------|--------|------------------------------|--------|------------------------|
| | Year ended March 31, 2009 | | Year ended March 31, 2010 | | Increase (Decrease) |
| Operating revenues: | | | | | |
| Wireless services | ¥ 3,841,082 | | ¥ 3,776,909 | | ¥ (64,173) |
| Equipment sales | 606,898 | | 507,495 | | (99,403) |
| Total operating revenues | 4,447,980 | 100.0% | 4,284,404 | 100.0% | (163,576) |
| Operating expenses: | | | | | |
| Cost of services (exclusive of items shown separately below) | 872,438 | | 900,642 | | 28,204 |
| Cost of equipment sold (exclusive of items shown separately below) | 827,856 | | 698,495 | | (129,361) |
| Depreciation and amortization | 804,159 | | 701,146 | | (103,013) |
| Selling, general and administrative | 1,112,568 | | 1,149,876 | | 37,308 |
| Total operating expenses | 3,617,021 | 81.3% | 3,450,159 | 80.5% | (166,862) |
| Operating income | 830,959 | 18.7% | 834,245 | 19.5% | 3,286 |
| Other income (expense): | | | | | |
| Interest expense | (4,618) | | (5,061) | | (443) |
| Interest income | 2,162 | | 1,289 | | (873) |
| Other, net | (48,030) | | 5,684 | | 53,714 |
| Total other income (expense) | (50,486) | (1.2)% | 1,912 | 0.0% | 52,398 |
| Income before income taxes | 780,473 | 17.5% | 836,157 | 19.5% | 55,684 |
| Income taxes: | | | | | |
| Current | 395,467 | | 381,507 | | (13,960) |
| Deferred | (87,067) | | (43,310) | | 43,757 |
| Total income taxes | 308,400 | 6.9% | 338,197 | 7.9% | 29,797 |
| Equity in net income (losses) of affiliates, net of applicable taxes | (672) | (0.0)% | (852) | (0.0)% | (180) |
| Net income | 471,401 | 10.6% | 497,108 | 11.6% | 25,707 |
| | 472 | 0.0% | (2,327) | (0.1)% | (2,799) |

Less: Net (income) loss
attributable to noncontrolling
interests

**Net income attributable to
NTT DoCoMo, Inc.**

¥ 471,873 10.6% ¥ **494,781** **11.5%** ¥ 22,908

Net income

¥ 471,401 ¥ **497,108** ¥ 25,707

**Other comprehensive income
(loss):**

Unrealized holding gains
(losses) on available-for-sale
securities, net of applicable
taxes

(1,601) **15,096** 16,697

Change in fair value of
derivative instruments, net of
applicable taxes

(125) **(63)** 62

Foreign currency translation
adjustment, net of applicable
taxes

(47,592) **5,882** 53,474

Pension liability adjustment, net
of applicable taxes

(16,778) **7,425** 24,203

Total other comprehensive
income (loss)

(66,096) **28,340** 94,436

Comprehensive income

405,305 **525,448** 120,143

Less: Comprehensive
(income) loss attributable to
noncontrolling interests

469 **(2,357)** (2,826)

**Comprehensive income
attributable to NTT DoCoMo,
Inc.**

¥ 405,774 9.1% ¥ **523,091** **12.2%** ¥ 117,317

PER SHARE DATA

Weighted average common
shares outstanding Basic and
Diluted (shares)

42,238,715 **41,705,738** (532,977)

Basic and Diluted earnings per
share attributable to NTT
DoCoMo, Inc. (yen)

¥ 11,171.58 ¥ **11,863.62** ¥ 692.04

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DOCOMO Earnings Release

Fiscal Year Ended March 31, 2010

3. Consolidated Statements of Shareholders' Equity

| | Millions of yen | | | | | | | |
|--|---------------------------------------|------------|-------------|---------------|-------------|---------------|----------------|-------------|
| | NTT DoCoMo, Inc. shareholders' equity | | | | | | | |
| | Common | Additional | Retained | Accumulated | Treasury | Total | Noncontrolling | Total |
| | stock | paid-in | earnings | other | stock, | shareholders' | interests | equity |
| | | capital | | comprehensive | at cost | equity | | equity |
| | | | | income | | | | |
| | | | | (loss) | | | | |
| Balance at March 31, 2008 | ¥ 949,680 | ¥ 948,571 | ¥ 2,793,814 | ¥ 410 | ¥ (415,979) | ¥ 4,276,496 | ¥ 1,288 | ¥ 4,277,784 |
| Purchase of treasury stock | | | | | (136,846) | (136,846) | | (136,846) |
| Retirement of treasury stock | | (163,526) | | | 163,526 | | | |
| Cash dividends declared | | | (203,839) | | | (203,839) | | (203,839) |
| Acquisition of new subsidiaries | | | | | | | 944 | 944 |
| Others | | | | | | | (40) | (40) |
| Comprehensive Income | | | | | | | | |
| Net income | | | 471,873 | | | 471,873 | (472) | 471,401 |
| Unrealized holding gains (losses) on available-for-sale securities | | | | (1,610) | | (1,610) | 9 | (1,601) |
| Change in fair value of derivative instruments | | | | (125) | | (125) | | (125) |
| Foreign currency translation adjustment | | | | (47,586) | | (47,586) | (6) | (47,592) |
| Pension liability adjustment | | | | (16,778) | | (16,778) | | (16,778) |
| Balance at March 31, 2009 | ¥ 949,680 | ¥ 785,045 | ¥ 3,061,848 | ¥ (65,689) | ¥ (389,299) | ¥ 4,341,585 | ¥ 1,723 | ¥ 4,343,308 |
| Purchase of treasury stock | | | | | (20,000) | (20,000) | | (20,000) |
| Retirement of treasury stock | | (27,936) | | | 27,936 | | | |
| | | | (208,799) | | | (208,799) | | (208,799) |

| | | | | | | | | |
|--|----------|-----------|------------|------------|------------|------------|----------|------------|
| Cash dividends declared | | | | | | | | |
| Acquisition of new subsidiaries | | | | | | | 22,588 | 22,588 |
| Others | | | | | | | (99) | (99) |
| Comprehensive Income | | | | | | | | |
| Net income | | 494,781 | | | 494,781 | | 2,327 | 497,108 |
| Unrealized holding gains (losses) on available-for-sale securities | | 15,096 | | | 15,096 | | 0 | 15,096 |
| Change in fair value of derivative instruments | | (63) | | | (63) | | | (63) |
| Foreign currency translation adjustment | | 5,852 | | | 5,852 | | 30 | 5,882 |
| Pension liability adjustment | | 7,425 | | | 7,425 | | | 7,425 |
| Balance at March 31, 2010 | ¥949,680 | ¥ 757,109 | ¥3,347,830 | ¥ (37,379) | ¥(381,363) | ¥4,635,877 | ¥ 26,569 | ¥4,662,446 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****4. Consolidated Statements of Cash Flows**

| | Millions of yen | |
|---|---------------------------------|------------------------------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 |
| Cash flows from operating activities: | | |
| Net income | ¥ 471,401 | ¥ 497,108 |
| Adjustments to reconcile net income to net cash provided by operating activities | | |
| Depreciation and amortization | 804,159 | 701,146 |
| Deferred taxes | (87,626) | (44,550) |
| Loss on sale or disposal of property, plant and equipment | 43,304 | 32,735 |
| Impairment loss on marketable securities and other investments | 57,812 | 4,007 |
| Equity in net (income) losses of affiliates | 1,239 | 2,122 |
| Dividends from affiliates | 15,500 | 12,854 |
| Changes in assets and liabilities: | | |
| (Increase) / decrease in accounts receivable | (148,909) | (1,056) |
| Increase / (decrease) in allowance for doubtful accounts | 67 | 242 |
| (Increase) / decrease in credit card receivables | (32,857) | (30,042) |
| (Increase) / decrease in inventories | 23,327 | (17,262) |
| (Increase) / decrease in prepaid expenses and other current assets | 18,196 | 1,582 |
| (Increase) / decrease in non-current installment receivable for handsets | (37,712) | 13,860 |
| Increase / (decrease) in accounts payable, trade | (49,286) | (21,227) |
| Increase / (decrease) in accrued income taxes | 35,158 | (53,765) |
| Increase / (decrease) in other current liabilities | (29,126) | (22,019) |
| Increase / (decrease) in accrued liabilities for point programs | 37,390 | 57,605 |
| Increase / (decrease) in liability for employees' retirement benefits | 29,438 | (8,015) |
| Increase / (decrease) in other long-term liabilities | 17,753 | 35,878 |
| Other, net | 4,449 | 21,615 |
| Net cash provided by operating activities | 1,173,677 | 1,182,818 |
| Cash flows from investing activities: | | |
| Purchases of property, plant and equipment | (517,776) | (480,080) |
| Purchases of intangible and other assets | (241,373) | (245,488) |
| Purchases of non-current investments | (313,889) | (10,027) |
| Proceeds from sale of non-current investments | 660 | 9,534 |
| Acquisitions of subsidiaries, net of cash acquired | 568 | (29,209) |
| Purchases of short-term investments | (32,977) | (377,591) |
| Redemption of short-term investments | 32,255 | 69,605 |
| Proceeds from redemption of long-term bailment for consumption to a related party | 50,000 | |
| Short-term bailment for consumption to a related party | | (90,000) |
| Other, net | (8,451) | (10,670) |
| Net cash used in investing activities | (1,030,983) | (1,163,926) |

Cash flows from financing activities:

| | | |
|---|-----------|-----------|
| Proceeds from long-term debt | 239,913 | |
| Repayment of long-term debt | (77,071) | (29,042) |
| Proceeds from short-term borrowings | 62,274 | 138,214 |
| Repayment of short-term borrowings | (64,032) | (138,149) |
| Principal payments under capital lease obligations | (2,837) | (3,256) |
| Payments to acquire treasury stock | (136,846) | (20,000) |
| Dividends paid | (203,839) | (208,709) |
| Other, net | (3) | (3) |
| Net cash provided by (used in) financing activities | (182,441) | (260,945) |

| | | |
|---|---------|-----|
| Effect of exchange rate changes on cash and cash equivalents | (7,610) | 220 |
|---|---------|-----|

| | | |
|---|----------|-----------|
| Net increase (decrease) in cash and cash equivalents | (47,357) | (241,833) |
| Cash and cash equivalents at beginning of year | 646,905 | 599,548 |

| | | |
|---|-----------|-----------|
| Cash and cash equivalents at end of year | ¥ 599,548 | ¥ 357,715 |
|---|-----------|-----------|

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

| | | |
|--------------|----------|---------|
| Income taxes | ¥ 21,999 | ¥ 1,323 |
|--------------|----------|---------|

Cash paid during the year for:

| | | |
|-------------------------------------|---------|---------|
| Interest, net of amount capitalized | 4,141 | 5,251 |
| Income taxes | 383,838 | 436,459 |

Non-cash investing and financing activities:

| | | |
|---|---------|--------|
| Assets acquired through capital lease obligations | 2,334 | 2,347 |
| Acquisitions of shares through share exchange | | 15,023 |
| Acquisitions of exchangeable bonds through share exchange | | 20,821 |
| Acquisitions of shares through conversion of exchangeable bonds | | 26,326 |
| Retirement of treasury stock | 163,526 | 27,936 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****5. Going Concern Assumption**

None

6. Basis of Presentation and Significant Accounting Policies

The accompanying unaudited consolidated financial information of NTT DoCoMo, Inc. and its subsidiaries (collectively we or DOCOMO) is prepared in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP).

(1) Adoption of new accounting standards**Business Combinations**

Effective April 1, 2009, DOCOMO adopted the accounting pronouncement issued in December 2007 relating to business combinations. This pronouncement requires an acquirer in a business combination to generally recognize and measure all the identifiable assets acquired, the liabilities assumed, and any noncontrolling interest in the acquiree at their fair values as of the acquisition date. This pronouncement also requires the acquirer to recognize and measure as goodwill the excess of consideration transferred plus the fair value of any noncontrolling interest in the acquiree at the acquisition date over the fair value of the identifiable net assets acquired. The excess of the fair value of the identifiable net assets acquired over consideration transferred plus the fair value of any noncontrolling interest in the acquiree at the acquisition date is required to be recognized and measured as a gain from a bargain purchase. The adoption of this pronouncement did not have a material impact on DOCOMO s results of operations and financial position.

Noncontrolling Interests in Consolidated Financial Statements

Effective April 1, 2009, DOCOMO adopted the accounting pronouncement issued in December 2007 relating to noncontrolling interests in consolidated financial statements. This pronouncement requires noncontrolling interests held by parties other than the parent be clearly identified, labeled and presented in the consolidated statement of financial position within equity, but separate from the parent s equity. This pronouncement also requires changes in a parent s ownership interest while the parent retains its controlling financial interest in its subsidiary be accounted for as equity transactions. Upon the adoption of this pronouncement, Noncontrolling interests , which was previously referred to as Minority interests and classified between Total liabilities and Shareholders equity in the consolidated balance sheets, is now included as a separate component of Equity . In addition, Net income in the consolidated statements of income and comprehensive income now includes net income or loss attributable to noncontrolling interests, which was previously referred to as Minority interests and deducted. As a result, the adoption of this pronouncement changed the presentation and disclosure of noncontrolling interests in the consolidated financial statements retrospectively, but did not have a material impact on DOCOMO s results of operations and financial position.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****Fair value measurements and disclosures**

In January 2010, Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2010-06

Fair Value Measurements and Disclosures (Topic 820): Improving Disclosures about Fair Value Measurements . ASU2010-06 requires disclosure of fair value measurements by class instead of major category as well as significant transfers between Level 1 and Level 2 and the reasons for the transfers regarding assets and liabilities that are measured on a recurring basis. The adoption of ASU2010-06 resulted in expanded disclosure but did not have any impact on DOCOMO s results of operations and financial position. ASU2010-06 will require separate disclosures regarding the amounts of purchases, sales, issuances and settlements in Level 3 fair value measurements. This requirement is effective for fiscal years beginning after December 15, 2010.

(2) Significant accounting policies**Use of estimates**

The preparation of DOCOMO s consolidated financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the consolidated financial statements, as well as the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

During the year ended March 31 2009, DOCOMO decreased the estimated useful lives of its long lived assets related to our 2G mova mobile phone services. This change in accounting estimate was due to the scheduled termination of mova services on March 31, 2012. As mova subscribers have been steadily migrating to DOCOMO s 3G services, FOMA, DOCOMO has decided to discontinue mova services and concentrate on FOMA services. The change resulted in a decrease of ¥60,072 million in Income before income taxes , ¥35,563 million in Net income attributable to NTT DoCoMo, Inc. and ¥841.95 in Basic and Diluted earnings per share attributable to NTT DoCoMo, Inc. in the accompanying consolidated statement of income and comprehensive income for the year ended March 31, 2009, in accordance with FASB Accounting Standards Codification (ASC) 250 Accounting Changes and Error Corrections The impact on the results of operations and financial position for the year ended March 31, 2010 is not material.

Allowance for doubtful accounts

The allowance for doubtful accounts is principally computed based on the historical bad debt experience and the estimated uncollectible amount based on the analysis of certain individual accounts including claims in bankruptcy.

Inventories

Inventories are stated at the lower of cost or market. The cost of equipment sold is determined by the first-in, first-out method.

Property, plant and equipment

Property, plant and equipment are stated at cost and include interest cost incurred during construction. Depreciation is computed by the declining-balance method at rates based on the estimated useful lives of the respective assets with the exception of buildings, which are depreciated on a straight-line basis.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****Investments in affiliates**

The equity method of accounting is applied to investments in affiliates where DOCOMO owns an aggregate interest of 20% to 50% and/or is able to exercise significant influence.

DOCOMO evaluates the recoverability of the carrying value of its investments in affiliates, which includes investor level goodwill, when there are indicators that a decline in value below its carrying amount may be other than temporary. In the event of a determination that a decline in value is other than temporary, a charge to earnings is recorded for the loss, and a new cost basis in the investment is established.

Marketable securities and other investments

DOCOMO accounts for its marketable securities in accordance with ASC320 Investments Debt and Equity Securities . Equity securities whose fair values are not readily determinable are carried at cost. Other than temporary declines in value are charged to earnings. Realized gains and losses are determined using the average cost method and are currently reflected in earnings.

Impairment of long-lived assets

In accordance with ASC360 Property, Plant, and Equipment , DOCOMO s long-lived assets other than goodwill, including property, plant and equipment, software and other intangibles, are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of the asset may not be recoverable. If the asset is determined to be impaired, the amount of the loss based on its estimated fair value is recognized in earnings.

Accrued liabilities for point programs

DOCOMO offers docomo Points Service , which provides benefits, including discount on handset, to customers in exchange for points that we grant customers based on the usage of cellular services or credit service (DCMX) and records Accrued liabilities for point programs relating to the points that customers earn.

Employees retirement benefit plans

In accordance with ASC715 Compensation Retirement Benefits , DOCOMO recognizes the funded status of its benefit plan, measured as the difference between the plan assets at fair value and the benefit obligation, in the consolidated balance sheets. Changes in the funded status are recognized as changes in comprehensive income (loss) during the fiscal period in which such changes occur.

Pension benefits earned during the year as well as interest on projected benefit obligation are accrued currently. Prior service cost and net losses in excess of 10% of the greater of the projected benefit obligation or the fair value of plan assets, both of which are included in accumulated other comprehensive income , are amortized over the expected average remaining service period of employees on a straight-line basis.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****Revenue recognition**

Basic monthly charges and airtime charges are recognized as revenues at the time the service is provided to the subscribers. DOCOMO's monthly billing plans for cellular (FOMA and mova) services generally include a certain amount of allowances (free minutes and/or packets), and the used amount of the allowances is subtracted from total usage in calculating the airtime revenue from a subscriber for the month. DOCOMO offers a billing arrangement called Nikagetsu Kurikoshi (2 month carry over), in which the unused allowances are automatically carried over for up to the following two months. In addition, DOCOMO offers an arrangement which enables the unused allowances that were carried over for two months to be automatically used to cover the airtime and/or packet fees exceeding the allowances of the other subscriptions in the Family Discount group, a discount billing arrangement for families with between two and ten DOCOMO subscriptions. Out of the unused allowance in a month, DOCOMO defers the revenues based on the portion which is estimated to be used in the following two months. As for the portion which is estimated to expire, DOCOMO recognizes the revenue attributable to such portion of allowances ratably as the remaining allowances are utilized, in addition to the revenue recognized when subscribers make calls or utilize data transmissions.

Equipment sales are recognized as revenues when equipment is accepted by agent resellers and all inventory risk is transferred from DOCOMO. Certain commissions paid to agent resellers are recognized as a reduction of revenue upon delivery of the equipment to such agent resellers in accordance with ASC605-50 Revenue Recognition: Customer Payments and Incentives .

DOCOMO enables subscribers to select installment payments over a period of 12 or 24 months. When installment payments are selected, under agreement entered into among DOCOMO, subscribers and agent resellers, DOCOMO provides financing by providing funds for the purchase of handset by the subscribers. DOCOMO then includes current installments for the receivable for the purchased handset with basic monthly charges and airtime charges for the installment payment term. This is a separate contract from the wireless services contract between DOCOMO and the subscriber or the handset purchase agreement between DOCOMO and the agent reseller, and cash collection from the subscriber is the recovery of the cash payment. Therefore, cash collection from subscribers for the purchased handsets does not have an impact on DOCOMO's revenue.

Non-recurring upfront fees such as activation fees are deferred and recognized as revenues over the estimated average period of the subscription for each service. The related direct costs are also deferred to the extent of the related upfront fee amount and are amortized over the same period.

(3) Reclassifications

Certain reclassifications are made to the prior year's consolidated financial statements to conform to the presentation used for the year ended March 31, 2010.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****7. Notes to Consolidated Financial Statements****(1) Segment reporting**

Segment information for the years ended March 31, 2009 and 2010 was as follows:

| | Millions of yen | | | |
|-------------------------------|-----------------------------|-----------------------------|-------------|--------------|
| | Mobile phone business | Miscellaneous businesses | Corporate | Consolidated |
| Year ended March 31, 2009 | | | | |
| Operating revenues | ¥ 4,381,254 | ¥ 66,726 | | ¥ 4,447,980 |
| Operating expenses | 3,525,967 | 91,054 | | 3,617,021 |
| Operating income (losses) | ¥ 855,287 | ¥ (24,328) | | ¥ 830,959 |
| Assets | ¥ 4,960,000 | ¥ 139,617 | ¥ 1,388,603 | ¥ 6,488,220 |
| Depreciation and amortization | ¥ 796,807 | ¥ 7,352 | | ¥ 804,159 |
| Capital expenditures | ¥ 601,307 | | ¥ 136,299 | ¥ 737,606 |

| | Millions of yen | | | |
|----------------------------------|-----------------------------|-----------------------------|--------------------|--------------------|
| | Mobile phone business | Miscellaneous businesses | Corporate | Consolidated |
| Year ended March 31, 2010 | | | | |
| Operating revenues | ¥ 4,167,704 | ¥ 116,700 | | ¥ 4,284,404 |
| Operating expenses | 3,322,064 | 128,095 | | 3,450,159 |
| Operating income (losses) | ¥ 845,640 | ¥ (11,395) | | ¥ 834,245 |
| Assets | ¥ 4,949,025 | ¥ 259,283 | ¥ 1,548,467 | ¥ 6,756,775 |
| Depreciation and amortization | ¥ 691,851 | ¥ 9,295 | | ¥ 701,146 |
| Capital expenditures | ¥ 556,829 | | ¥ 129,679 | ¥ 686,508 |

The Corporate column in the tables is not an operating segment but is included to reflect the recorded amounts of common assets which cannot be allocated to any specific business segment. Capital expenditures in the Corporate column include expenditures in miscellaneous businesses and certain expenditures related to the buildings for telecommunications purposes and common facilities, which are not allocated to each segment.

DOCOMO does not disclose geographical segments since the amounts of operating revenues generated and long-lived assets owned outside Japan are immaterial.

(2) Related party transactions

DOCOMO is majority-owned by NTT, which is a holding company for more than 400 companies comprising the NTT group.

DOCOMO has entered into contracts of bailment of cash for consumption with NTT FINANCE CORPORATION (NTT FINANCE) for cash management purposes. NTT and its subsidiaries collectively own 99.3% of the voting interests in NTT FINANCE, of which DOCOMO owned 2.9% as of March 31, 2010. Accordingly, NTT FINANCE is a related party of DOCOMO.

The balance of bailment was ¥60,000 million as of March 31, 2009. The assets related to the contracts were recorded as Cash and cash equivalents in the consolidated balance sheet as of March 31, 2009. The recorded amount of interest income derived from the contracts was ¥270 million for the year ended March 31, 2009. The balance of bailment was ¥110,000 million as of March 31, 2010. The assets related to the contracts were recorded as Cash and cash equivalents of ¥20,000 million and Short-term investments of ¥90,000 million in the consolidated balance sheet as of March 31, 2010. The recorded amount of interest income derived from the contracts was ¥75 million for the year ended March 31, 2010.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****(3) Other footnote****Share repurchase and retirement**

On June 20, 2008, the shareholders meeting approved a share repurchase plan under which DOCOMO could repurchase up to 900,000 shares at an aggregate amount not to exceed ¥150,000 million in order to improve capital efficiency and to implement flexible capital policies in accordance with the business environment. On November 9, 2009, the board meeting approved another share repurchase plan under which DOCOMO may repurchase up to 160,000 shares at an aggregate amount not to exceed ¥20,000 million.

Class, aggregate number and price of shares repurchased for the year ended March 31, 2010 were as follows:

| | |
|---|--|
| Class of shares repurchased: | Shares of common stock of the Company |
| Aggregate number of shares repurchased: | 154,065 shares |
| Aggregate price of shares repurchased: | ¥20,000 million |

Based on the resolution of the board of directors on March 26, 2010, DOCOMO retired 160,000 shares of its treasury stock (aggregate purchase price: ¥27,936 million). As a result, additional paid-in capital decreased by ¥27,936 million for the year ended March 31, 2010.

(4) Subsequent event

There was no significant subsequent event.

(Note)

Notes to leases, deferred tax, financial instruments, marketable securities, derivative financial instruments, employees retirement benefits, stock options, business combinations and leased real properties are omitted because materiality for disclosure is not significant in this earnings release.

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****<< 5. Non-consolidated Financial Statements >>****1. Non-consolidated Balance Sheets**

| | Millions of yen | |
|--|-------------------|----------------|
| | March 31, 2009 | March 31, 2010 |
| ASSETS | | |
| Non-current assets: | | |
| Non-current assets for telecommunication businesses | | |
| Property, plant and equipment | | |
| Machinery and equipment | ¥ 4,057,202 | ¥ 4,093,035 |
| Accumulated depreciation | (3,069,247) | (3,156,948) |
| Machinery and equipment, net | 987,955 | 936,086 |
| Antenna facilities | 1,140,553 | 1,201,831 |
| Accumulated depreciation | (464,863) | (521,676) |
| Antenna facilities, net | 675,690 | 680,154 |
| Satellite mobile communications facilities | 14,770 | 14,770 |
| Accumulated depreciation | (12,013) | (12,636) |
| Satellite mobile communications facilities, net | 2,756 | 2,133 |
| Equipment related facilities | 7 | 5 |
| Accumulated depreciation | (7) | (5) |
| Equipment related facilities, net | 0 | 0 |
| Telecommunications line facilities | 81,120 | 91,463 |
| Accumulated depreciation | (37,341) | (46,104) |
| Telecommunications line facilities, net | 43,778 | 45,359 |
| Pipe and hand holes | 20,379 | 21,631 |
| Accumulated depreciation | (5,545) | (6,708) |
| Pipe and hand holes, net | 14,834 | 14,923 |
| Buildings | 627,280 | 633,390 |
| Accumulated depreciation | (195,849) | (219,719) |
| Buildings, net | 431,431 | 413,671 |
| Structures | 176,162 | 185,801 |
| Accumulated depreciation | (82,501) | (92,927) |
| Structures, net | 93,661 | 92,873 |
| Other machinery and equipment | 17,754 | 18,451 |
| Accumulated depreciation | (13,119) | (13,456) |
| Other machinery and equipment, net | 4,634 | 4,994 |
| Vehicles | 1,498 | 1,485 |
| Accumulated depreciation | (1,326) | (1,367) |
| Vehicles, net | 172 | 117 |
| Tools, furniture and fixtures | 463,136 | 456,522 |
| Accumulated depreciation | (361,499) | (363,064) |
| Tools, furniture and fixtures, net | 101,637 | 93,458 |
| Land | 196,094 | 196,153 |
| Lease assets | 5,811 | 5,555 |
| Accumulated depreciation | (3,892) | (3,923) |
| Lease assets, net | 1,919 | 1,631 |

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| | | |
|---|-----------|------------------|
| Construction in progress | 72,513 | 62,830 |
| Total property, plant and equipment | 2,627,079 | 2,544,389 |
| Intangible assets | | |
| Rights to use utility facilities | 12,505 | 13,515 |
| Software | 493,385 | 519,635 |
| Patents | 89 | 131 |
| Leasehold rights | 43,393 | 49,110 |
| Lease assets | 30 | 34 |
| Software in progress | | 68,068 |
| Other intangible assets | 72,014 | 14,539 |
| Total intangible assets | 621,418 | 665,035 |
| Total non-current assets for telecommunication businesses | 3,248,498 | 3,209,425 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010**

| | Millions of yen | |
|---|-------------------|----------------|
| | March 31, 2009 | March 31, 2010 |
| Non-current assets -continued: | | |
| Investment and other assets | | |
| Investment securities | ¥ 144,704 | ¥ 153,782 |
| Shares of affiliated companies | 665,355 | 704,376 |
| Other investments in affiliated companies | 1,575 | 7,826 |
| Contributions in affiliated companies | 5,220 | 5,054 |
| Long-term prepaid expenses | 10,007 | 13,472 |
| Long-term accounts receivable, other | 96,799 | 85,428 |
| Deferred tax assets | 213,888 | 242,103 |
| Other investments and other assets | 78,427 | 74,151 |
| Allowance for doubtful accounts | (1,221) | (3,739) |
| Total investment and other assets | 1,214,757 | 1,282,456 |
| Total non-current assets | 4,463,255 | 4,491,881 |
| Current assets: | | |
| Cash and bank deposits | 330,301 | 358,683 |
| Notes receivable | 43 | 42 |
| Accounts receivable, trade | 534,581 | 544,153 |
| Accounts receivable, other | 416,202 | 463,898 |
| Securities | 189,988 | 259,989 |
| Inventories and supplies | 146,018 | 157,890 |
| Advances | 3,707 | 3,378 |
| Prepaid expenses | 28,485 | 26,697 |
| Deposits | | 110,000 |
| Deferred tax assets | 70,814 | 66,957 |
| Other current assets | 69,344 | 12,091 |
| Allowance for doubtful accounts | (14,787) | (14,986) |
| Total current assets | 1,774,701 | 1,988,796 |
| Total assets | ¥ 6,237,957 | ¥ 6,480,678 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010**

| | Millions of yen | |
|--|-------------------|----------------|
| | March 31, 2009 | March 31, 2010 |
| LIABILITIES | | |
| Long-term liabilities: | | |
| Bonds | ¥ 568,800 | ¥ 405,800 |
| Long-term borrowings | 38,000 | 21,000 |
| Lease obligations | 2,064 | 1,787 |
| Liability for employees' retirement benefits | 130,498 | 119,716 |
| Reserve for point loyalty programs | 176,649 | |
| Accrued liabilities for loyalty programs | | 271,323 |
| Other long-term liabilities | 6,983 | 10,759 |
| Total long-term liabilities | 922,996 | 830,387 |
| Current liabilities: | | |
| Current portion of long-term borrowings | 29,000 | 180,000 |
| Accounts payable, trade | 277,396 | 252,862 |
| Lease obligations | 1,174 | 1,037 |
| Accounts payable, other | 407,656 | 387,891 |
| Accrued expenses | 13,348 | 13,852 |
| Accrued taxes on income | 233,553 | 177,691 |
| Advances received | 31,103 | 27,775 |
| Deposits received | 86,627 | 94,408 |
| Provision for loss on PHS business | 1,345 | |
| Other current liabilities | 61,988 | 51,581 |
| Total current liabilities | 1,143,194 | 1,187,100 |
| Total liabilities | ¥ 2,066,191 | ¥ 2,017,487 |
| NET ASSETS | | |
| Shareholders' equity | | |
| Common stock | 949,679 | 949,679 |
| Capital surplus | | |
| Capital legal reserve | 292,385 | 292,385 |
| Other capital surplus | 445,222 | 417,287 |
| Total capital surplus | 737,607 | 709,672 |
| Earned surplus | | |
| Earned legal reserve | 4,099 | 4,099 |
| Other earned surplus | | |
| Accelerated depreciation reserve | 1,533 | 126 |
| General reserve | 358,000 | 358,000 |
| Earned surplus brought forward | 2,520,695 | 2,819,618 |
| Total earned surplus | 2,884,329 | 3,181,844 |
| Treasury stock | (389,298) | (381,363) |

| | | |
|--|-------------|--------------------|
| Total shareholders equity | ¥ 4,182,317 | ¥ 4,459,833 |
| Valuation and translation adjustments | | |
| Net unrealized holding gains or losses on securities | (12,592) | 1,396 |
| Deferred gains or losses on hedges | 2,041 | 1,960 |
| Total valuation and translation adjustments | (10,551) | 3,357 |
| Total net assets | 4,171,765 | 4,463,190 |
| Total liabilities and net assets | ¥ 6,237,957 | ¥ 6,480,678 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****2. Non-consolidated Statements of Income**

| | Millions of yen | |
|---|---------------------------------|------------------------------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 |
| Recurring profits and losses: | | |
| Operating revenues and expenses | | |
| Telecommunication businesses | | |
| Operating revenues | | |
| Voice transmission services | ¥ 1,791,913 | ¥ 1,886,038 |
| Data transmission services | 1,279,075 | 1,548,155 |
| Other | 81,390 | 30,279 |
| Total operating revenues | 3,152,379 | 3,464,473 |
| Operating expenses | | |
| Sales expenses | 753,225 | 869,456 |
| Facility maintenance expenses | 247,355 | 298,908 |
| General expenses | 54,970 | 54,587 |
| Administrative expenses | 75,662 | 70,525 |
| Research expenses | 67,246 | 71,616 |
| Depreciation | 719,924 | 681,424 |
| Loss on disposal of property, plant and equipment and intangible assets | 65,820 | 45,616 |
| Communication network charges | 273,929 | 284,302 |
| Taxes and public dues | 36,015 | 41,326 |
| Total operating expenses | 2,294,150 | 2,417,764 |
| Operating income from telecommunication businesses | 858,228 | 1,046,709 |
| Supplementary businesses | | |
| Operating revenues | 850,326 | 934,430 |
| Operating expenses | 1,102,664 | 1,165,485 |
| Operating income (losses) from supplementary businesses | (252,338) | (231,055) |
| Total operating income | ¥ 605,890 | ¥ 815,654 |
| Non-Operating revenues and expenses | | |
| Non-operating revenues | | |
| Interest income | 842 | 245 |
| Interest income-securities | 1,257 | 917 |
| Dividend income | 19,132 | 21,630 |
| Rental income | 6,668 | 7,460 |
| Interest income on tax refund | 6,116 | |
| Miscellaneous income | 11,112 | 6,521 |
| Total non-operating revenues | 45,131 | 36,775 |
| Non-operating expenses | | |
| Interest expense | 1,783 | 1,011 |
| Interest expense-bonds | 6,069 | 6,621 |
| Write-downs of investment securities | | 3,702 |
| Miscellaneous expenses | 3,931 | 4,785 |

| | | | |
|---|-------------|---|-----------------|
| Total non-operating expenses | 11,784 | | 16,121 |
| Recurring profit | ¥ 639,237 | ¥ | 836,307 |
| Special profits and losses: | | | |
| Special profits | | | |
| Gain on extinguishment of merged shares | 1,641,753 | | |
| Total special profits | 1,641,753 | | |
| Special losses | | | |
| Write-downs of investment securities | 46,128 | | |
| Write-downs of investment in affiliated companies | 7,790 | | |
| Total special losses | 53,918 | | |
| Income before income taxes | 2,227,071 | | 836,307 |
| Income taxes-current | 329,400 | | 362,500 |
| Income taxes-deferred | (94,940) | | (32,507) |
| Total income taxes | 234,459 | | 329,992 |
| Net income | ¥ 1,992,612 | ¥ | 506,314 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010****3. Non-consolidated Statements of Changes in Net Assets**

| | Millions of yen | |
|--|---------------------------------|------------------------------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 |
| Shareholders equity | | |
| Common stock | | |
| Balance at the beginning of year | ¥ 949,679 | ¥ 949,679 |
| Balance at the end of year | ¥ 949,679 | ¥ 949,679 |
| Capital surplus | | |
| Capital legal reserve | | |
| Balance at the beginning of year | 292,385 | 292,385 |
| Balance at the end of year | 292,385 | 292,385 |
| Other capital surplus | | |
| Balance at the beginning of year | 608,748 | 445,222 |
| Changes during the annual period | | |
| Retirement of treasury stock | (163,526) | (27,935) |
| The total amount of changes during the annual period | (163,526) | (27,935) |
| Balance at the end of year | 445,222 | 417,287 |
| Total capital surplus | | |
| Balance at the beginning of year | 901,133 | 737,607 |
| Changes during the annual period | | |
| Retirement of treasury stock | (163,526) | (27,935) |
| The total amount of changes during the annual period | (163,526) | (27,935) |
| Balance at the end of year | ¥ 737,607 | ¥ 709,672 |
| Earned surplus | | |
| Earned legal reserve | | |
| Balance at the beginning of year | 4,099 | 4,099 |
| Balance at the end of year | 4,099 | 4,099 |
| Other earned surplus | | |
| Accelerated depreciation reserve | | |
| Balance at the beginning of year | 4,945 | 1,533 |
| Changes during the annual period | | |
| Addition for accelerated depreciation reserve | | 62 |
| Reversal of accelerated depreciation reserve | (3,411) | (1,469) |
| The total amount of changes during the annual period | (3,411) | (1,406) |
| Balance at the end of year | 1,533 | 126 |
| General reserve | | |
| Balance at the beginning of year | 358,000 | 358,000 |
| Balance at the end of year | 358,000 | 358,000 |
| Earned surplus brought forward | | |
| Balance at the beginning of year | 728,510 | 2,520,695 |

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| | | |
|--|-------------|--------------------|
| Changes during the annual period | | |
| Addition for accelerated depreciation reserve | | (62) |
| Reversal of accelerated depreciation reserve | 3,411 | 1,469 |
| Dividends from surplus | (203,838) | (208,799) |
| Net income | 1,992,612 | 506,314 |
| The total amount of changes during the annual period | 1,792,185 | 298,922 |
| Balance at the end of year | 2,520,695 | 2,819,618 |
| Total earned surplus | | |
| Balance at the beginning of year | 1,095,555 | 2,884,329 |
| Changes during the annual period | | |
| Addition for accelerated depreciation reserve | | |
| Reversal of accelerated depreciation reserve | | |
| Dividends from surplus | (203,838) | (208,799) |
| Net income | 1,992,612 | 506,314 |
| The total amount of changes during the annual period | 1,788,773 | 297,515 |
| Balance at the end of year | ¥ 2,884,329 | ¥ 3,181,844 |

Table of Contents**DOCOMO Earnings Release****Fiscal Year Ended March 31, 2010**

| | Millions of yen | |
|--|---------------------------------|------------------------------|
| | Year ended March 31, 2009 | Year ended March 31, 2010 |
| Treasury stock | | |
| Balance at the beginning of year | ¥ (415,979) | ¥ (389,298) |
| Changes during the annual period | | |
| Purchase of treasury stock | (136,845) | (19,999) |
| Retirement of treasury stock | 163,526 | 27,935 |
| The total amount of changes during the annual period | 26,680 | 7,935 |
| Balance at the end of year | ¥ (389,298) | ¥ (381,363) |
| Total shareholders equity | | |
| Balance at the beginning of year | 2,530,389 | 4,182,317 |
| Changes during the annual period | | |
| Addition for accelerated depreciation reserve | | |
| Reversal of accelerated depreciation reserve | | |
| Dividends from surplus | (203,838) | (208,799) |
| Net income | 1,992,612 | 506,314 |
| Purchase of treasury stock | (136,845) | (19,999) |
| Retirement of treasury stock | | |
| The total amount of changes during the annual period | 1,651,927 | 277,515 |
| Balance at the end of year | ¥ 4,182,317 | ¥ 4,459,833 |
| Valuation and translation adjustments | | |
| Net unrealized holding gains or losses on securities | | |
| Balance at the beginning of year | (7,105) | (12,592) |
| Changes during the annual period | | |
| Net changes other than shareholders equity | (5,487) | 13,989 |
| The total amount of changes during the annual period | (5,487) | 13,989 |
| Balance at the end of year | (12,592) | 1,396 |
| Deferred gains or losses on hedges | | |
| Balance at the beginning of year | 2,085 | 2,041 |
| Changes during the annual period | | |
| Net changes other than shareholders equity | (43) | (80) |
| The total amount of changes during the annual period | (43) | (80) |
| Balance at the end of year | 2,041 | 1,960 |
| Total valuation and translation adjustments | | |
| Balance at the beginning of year | (5,020) | (10,551) |
| Changes during the annual period | | |
| Net changes other than shareholders equity | (5,531) | 13,908 |
| The total amount of changes during the annual period | (5,531) | 13,908 |
| Balance at the end of year | ¥ (10,551) | ¥ 3,357 |

| Total net assets | | |
|--|-------------|--------------------|
| Balance at the beginning of year | 2,525,369 | 4,171,765 |
| Changes during the annual period | | |
| Addition for accelerated depreciation reserve | | |
| Reversal of accelerated depreciation reserve | | |
| Dividends from surplus | (203,838) | (208,799) |
| Net income | 1,992,612 | 506,314 |
| Purchase of treasury stock | (136,845) | (19,999) |
| Retirement of treasury stock | | |
| Net changes other than shareholders' equity | (5,531) | 13,908 |
| The total amount of changes during the annual period | 1,646,396 | 291,424 |
| Balance at the end of year | ¥ 4,171,765 | ¥ 4,463,190 |

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4. Going Concern Assumption
None

Fiscal Year Ended March 31, 2010

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Fiscal Year Ended March 31, 2010

<< 6. Others >>

1. Change of Board of Directors

The change of the board of directors will be made public once it is decided.

2. Others

None

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(APPENDIX 1)

Operating Data for Fiscal Year Ended March 31, 2010

Full-year Forecast: as announced at April 28, 2010

| | [Ref.] Fiscal Year Ended Mar. 31, 2009 Full-year Results | [Ref.] Fiscal Year Ended Mar. 2010 Full-year Results | First Quarter (Apr.-Jun. 2009) Results | Second Quarter (Jul.-Sep. 2009) Results | Third Quarter (Oct.-Dec. 2009) Results | Fourth Quarter Jan.-Mar. 2010 Results | [Ref.] Fiscal Year Ending Mar. 31, 2011 Full-year Forecast |
|---|--|---|--|---|--|---|--|
| Cellular | | | | | | | |
| Subscriptions | thousands | 54,601 | 54,864 | 55,186 | 55,436 | 56,082 | 57,450 |
| FOMA (1) | thousands | 49,040 | 50,246 | 51,258 | 52,045 | 53,203 | 56,220 |
| Communication Module Service (FOMA) | thousands | 858 | 897 | 952 | 996 | 1,081 | |
| mova | thousands | 5,560 | 4,618 | 3,928 | 3,391 | 2,879 | 1,230 |
| Communication Module Service (DoPa) | thousands | 669 | 621 | 585 | 558 | 521 | |
| Prepaid | thousands | 38 | 38 | 37 | 37 | 37 | |
| Market Share (2) (3) | % | 50.8 | 50.6 | 50.3 | 50.1 | 50.0 | |
| Net Increase from Previous Period (3) | thousands | 1,213 | 263 | 322 | 250 | 646 | 1,370 |
| FOMA (1) | thousands | 5,091 | 1,206 | 1,012 | 787 | 1,158 | 3,020 |
| mova | thousands | (3,878) | (942) | (690) | (537) | (512) | (1,650) |
| Churn Rate (3) | % | 0.50 | 0.44 | 0.46 | 0.45 | 0.49 | |
| Number of Handsets (FOMA+mova) Sold (4) | thousands | 20,129 | 4,344 | 4,464 | 4,201 | 5,028 | |
| Aggregate ARPU (FOMA+mova) (5) | yen/month/subscriber | 5,710 | 5,440 | 5,420 | 5,470 | 5,060 | 5,110 |
| Voice ARPU (6) | yen/month/subscriber | 3,330 | 3,010 | 2,970 | 3,030 | 2,590 | 2,550 |
| Packet ARPU | yen/month/subscriber | 2,380 | 2,430 | 2,450 | 2,440 | 2,470 | 2,560 |
| i-mode ARPU | yen/month/subscriber | 2,340 | 2,380 | 2,390 | 2,370 | 2,380 | 2,440 |
| ARPU Generated from International Services (7) | yen/month/subscriber | 80 | 70 | 80 | 80 | 80 | 80 |
| ARPU Generated Purely from i-mode (FOMA+mova) (5) | yen/month/subscriber | 2,550 | 2,610 | 2,630 | 2,610 | 2,640 | 2,730 |
| Aggregate ARPU (FOMA) (5) | yen/month/subscriber | 6,010 | 5,610 | 5,560 | 5,600 | 5,150 | 5,170 |
| Voice ARPU (6) | yen/month/subscriber | 3,360 | 3,010 | 2,970 | 3,040 | 2,590 | 2,550 |
| Packet ARPU | yen/month/subscriber | 2,650 | 2,600 | 2,590 | 2,560 | 2,560 | 2,620 |
| i-mode ARPU | yen/month/subscriber | 2,590 | 2,540 | 2,520 | 2,480 | 2,470 | 2,490 |
| ARPU Generated from International Services (7) | yen/month/subscriber | 80 | 80 | 90 | 80 | 90 | 80 |
| ARPU Generated Purely from i-mode (FOMA) (5) | yen/month/subscriber | 2,760 | 2,740 | 2,730 | 2,700 | 2,710 | 2,780 |
| Aggregate ARPU (mova) (5) | yen/month/subscriber | 3,750 | 3,550 | 3,500 | 3,460 | 3,250 | 3,230 |
| Voice ARPU (6) | yen/month/subscriber | 3,090 | 2,940 | 2,890 | 2,880 | 2,690 | 2,710 |
| i-mode ARPU | yen/month/subscriber | 660 | 610 | 610 | 580 | 560 | 520 |
| ARPU Generated from International Services (7) | yen/month/subscriber | 0 | 0 | 10 | 0 | 0 | 10 |
| ARPU Generated Purely from i-mode (mova) (5) | yen/month/subscriber | 870 | 840 | 830 | 810 | 790 | 760 |
| MOU (FOMA+mova) (5) | minute/month/subscriber | 137 | 135 | 137 | 138 | 133 | |
| MOU (FOMA) (5) | minute/month/subscriber | 148 | 143 | 143 | 144 | 137 | |
| MOU (mova) (5) | minute/month/subscriber | 63 | 54 | 52 | 51 | 46 | |

| | | | | | | | | |
|--|-----------|--------|---------------|--------|--------|--------|---------------|---------------|
| <i>i-mode</i> | | | | | | | | |
| Subscriptions | thousands | 48,474 | 48,992 | 48,597 | 48,670 | 48,688 | 48,992 | 49,170 |
| FOMA | thousands | 44,853 | 47,330 | 45,682 | 46,261 | 46,667 | 47,330 | 48,530 |
| i-mode Subscription Rate (3) | % | 88.8 | 87.4 | 88.6 | 88.2 | 87.8 | 87.4 | 85.6 |
| Net Increase from Previous Period | thousands | 481 | 518 | 123 | 73 | 19 | 303 | 180 |
| i-mode Packet Flat-rate Services Subscriptions (8) | thousands | 17,610 | 25,041 | 19,578 | 21,519 | 23,078 | 25,041 | |
| i-channel Subscriptions | thousands | 16,545 | 16,818 | 16,607 | 16,692 | 16,733 | 16,818 | |
| i-concier Subscriptions | thousands | 929 | 4,200 | 1,558 | 2,337 | 3,101 | 4,200 | |
| <i>Others</i> | | | | | | | | |
| DCMX Subscriptions (9) | thousands | 8,980 | 11,260 | 9,630 | 10,220 | 10,730 | 11,260 | 13,090 |

* Please refer to the appendix 2 for the definition of ARPU and MOU, and an explanation of the methods used to calculate ARPU and the number of active subscriptions.

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

(2) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association

(3) Data are calculated including communication module services subscriptions.

(4) Sum of new FOMA/mova

subscriptions, change of subscription from mova to FOMA, FOMA handset upgrade by FOMA subscribers, mova handset upgrade by mova subscribers, and change of subscription from FOMA to mova

- (5) Data are calculated excluding communication module services-related revenues and communication module services subscriptions.
- (6) Inclusive of circuit-switched data communication
- (7) Inclusive of voice communication and packet communication
- (8) Sum of Pake-hodai double subscriptions, Pake-hodai simple subscriptions, Pake-hodai subscriptions and Pake-hodai full subscriptions
- (9) Inclusive of DCMX mini subscriptions

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(APPENDIX 2)

Definition and Calculation Methods of ARPU and MOU

1. Definition of ARPU and MOUi) ARPU (Average monthly Revenue Per Unit)¹:

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

ii) MOU (Minutes of Use): Average monthly communication time per subscription.

2. ARPU Calculation Methodsi) **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) + i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges)} / No. of active subscriptions (FOMA+mova)

i-mode ARPU (FOMA+mova)²: i-mode ARPU (FOMA+mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (FOMA+mova)

ARPU generated purely from i-mode (FOMA+mova)³: i-mode ARPU (FOMA+mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (i-mode (FOMA+mova))

ii) **ARPU (FOMA)**

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

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

Packet ARPU (FOMA):

| | |
|---|---|
| | Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (FOMA) |
| i-mode ARPU (FOMA) ² : | i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (FOMA) |
| ARPU generated purely from i-mode (FOMA) ³ : | i-mode ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (i-mode (FOMA)) |
| iii) ARPU (mova) | |
| Aggregate ARPU (mova) = | Voice ARPU (mova) + i-mode ARPU (mova) |
| Voice ARPU (mova): | Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges) / No. of active subscriptions (mova) |
| i-mode ARPU (mova) ² : | i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (mova) |
| ARPU generated purely from i-mode (mova) ³ : | i-mode ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (i-mode (mova)) |

3. Active Subscriptions Calculation Methods

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

No. of active subscriptions for each month:

(No. of subscriptions at the end of previous month + No. of subscriptions at the end of current month) / 2

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

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

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

2 The denominator used in calculating i-mode ARPU (FOMA+mova, FOMA, mova)

is the aggregate number of subscriptions to each service (FOMA+mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.

- 3 ARPU generated purely from i-mode (FOMA+mova, FOMA, mova) is calculated using only the number of i-mode subscriptions as a denominator.

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(APPENDIX 3)

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

The reconciliations for the year ending March 31, 2011 (forecasts) are provided to the extent available without unreasonable efforts.

1. EBITDA and EBITDA margin

| | Billions of yen | | |
|--|---|---------------------------|---------------------------|
| | Year ending March 31, 2011 (Forecasts) | Year ended March 31, 2009 | Year ended March 31, 2010 |
| a. EBITDA | ¥ 1,548.0 | ¥ 1,678.4 | ¥ 1,568.1 |
| Depreciation and amortization | (682.0) | (804.2) | (701.1) |
| Loss on sale or disposal of property, plant and equipment | (26.0) | (43.3) | (32.7) |
| Operating income | 840.0 | 831.0 | 834.2 |
| Other income (expense) | 3.0 | (50.5) | 1.9 |
| Income taxes | (341.0) | (308.4) | (338.2) |
| Equity in net income (losses) of affiliates | (6.0) | (0.7) | (0.9) |
| Less: Net (income) loss attributable to noncontrolling interests | 1.0 | 0.5 | (2.3) |
| b. Net income attributable to NTT DoCoMo, Inc. | 497.0 | 471.9 | 494.8 |
| c. Operating revenues | 4,222.0 | 4,448.0 | 4,284.4 |
| EBITDA margin (=a/c) | 36.7% | 37.7% | 36.6% |
| Net income margin (=b/c) | 11.8% | 10.6% | 11.5% |

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.

2. ROCE after tax effect

| | Billions of yen | | |
|--|--|---------------------------------|---------------------------------|
| | Year ending March 31, 2011 (Forecasts) | Year ended March 31, 2009 | Year ended March 31, 2010 |
| a. Operating income | ¥ 840.0 | ¥ 831.0 | ¥ 834.2 |
| b. Operating income after tax effect {=a*(1-effective tax rate)} | 497.3 | 491.9 | 493.9 |
| c. Capital employed | 5,296.6 | 4,867.9 | 5,113.5 |
| ROCE before tax effect (=a/c) | 15.9% | 17.1% | 16.3% |
| ROCE after tax effect (=b/c) | 9.4% | 10.1% | 9.7% |

Notes: Capital employed = Two period ends average of (NTT DoCoMo, Inc. shareholders equity + Interest bearing liabilities)

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

Effective tax rate:40.8%

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

| | Billions of yen | | |
|---|--|---------------------------------|---------------------------------|
| | Year ending March 31, 2011 (Forecasts) | Year ended March 31, 2009 | Year ended March 31, 2010 |
| Free cash flows excluding changes in investments for cash management purposes | ¥ 470.0 | ¥ 93.4 | ¥ 416.9 |

| | | | |
|--|---------|-----------|------------------|
| Changes in investments for cash management purposes* | | 49.3 | (398.0) |
| Free cash flows | 470.0 | 142.7 | 18.9 |
| Net cash used in investing activities | (676.0) | (1,031.0) | (1,163.9) |
| Net cash provided by operating activities | 1,146.0 | 1,173.7 | 1,182.8 |

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 for the year ended March, 2009 and 2010 includes changes in investments for cash management purposes. 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.

4. Market equity ratio

| | Billions of yen | | |
|--|--|---------------------------------|---------------------------------|
| | Year ending March 31, 2011 (Forecasts) | Year ended March 31, 2009 | Year ended March 31, 2010 |
| a. NTT DoCoMo, Inc. shareholders' equity | | ¥ 4,341.6 | ¥ 4,635.9 |
| b. Market value of total share capital | | 5,583.3 | 5,924.7 |
| c. Total assets | | 6,488.2 | 6,756.8 |
| Shareholders' equity ratio (=a/c) | | 66.9% | 68.6% |
| Market equity ratio (=b/c) | | 86.1% | 87.7% |

Notes: (1) Market equity ratio for the year ending March 31, 2011 is not forecasted because it is difficult to estimate the market value of total share capital in the future.

(2) Market value of total share capital = Closing share price multiplied by the number of outstanding shares (excluding treasury stock) as of the end of the fiscal period.

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