NTT DOCOMO INC Form 6-K July 30, 2010

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE

SECURITIES EXCHANGE ACT OF 1934

For the month of July, 2010. Commission File Number: 001-31221 Total number of pages: 64

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 b Form 40-F o

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): o

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): o

SIGNATURES

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

NTT DOCOMO, INC.

Date: July 30, 2010 By: /s/ OSAMU HIROKADO

Osamu Hirokado

Head of Investor Relations

Information furnished in this form:

- 1. Earnings release dated July 29, 2010 announcing the company s results for the three months ended June 30, 2010
- 2. Presentation material

Earnings Release

For the Three Months Ended June 30, 2010 [U.S. GAAP]

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

9437

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

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

Ken Takeuchi, Senior Manager, General Affairs Department / TEL +81-3-5156-

August 4, 2010

aled date for filing of quarterly report:

aled date for dividend payment:

emental material on quarterly results: Yes

tation on quarterly results: Yes (for institutional investors and analysts)

(Amounts are rounded off to the nearest 1 million yen.)

1. Consolidated Financial Results for the Three Months Ended June 30, 2010 (April 1, 2010 June 30, 2010)

(1) Consolidated Results of Operations

(Millions of yen, except per share amount)

July 29, 2010

	Operatii Revenuo	U	Operat Incon	0	Income b		Net Inco Attributa NTT DOC INC	ble to OMO,
Three months ended June 30, 2010	1,089,244	0.4%	240,518	(4.5)%	240,559	(2.8)%	142,152	(3.5)%
Three months ended June 30, 2009	1,084,754	(7.3)%	251,819	(15.1)%	247,464	(14.2)%	147,377	(15.1)%

	Basic Earnings	Diluted Earnings per
	per Share	Share
	Attributable to	
	NTT	Attributable to NTT
	DOCOMO,	
	INC.	DOCOMO, INC.
Three months ended June 30, 2010	3,416.64 (yen)	
Three months ended June 30, 2009	3,529.16 (yen)	

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

(2) Consolidated Financial Position

(Millions of yen, except per share amounts)

		TD 4.1	NET DOCOMO		DOCOMO, INC.
	Total	Total Equity	NTT DOCOMO, INC. Shareholders	Shareholders Equity	Shareholders Equity
	Assets	(Net Assets)	Equity	Ratio	per Share 112,242.44
June 30, 2010	6,652,748	4,695,640	4,669,930	70.2%	(yen)

March 31, 2010 6,756,775 4,662,446 4,635,877 68.6% (yen) **2. Dividends**

		e (yen)			
	End of the first	End of the second	End of the third	•	
Date of record	quarter	quarter	quarter	Year-end	Total
Year ended March 31, 2010		2,600.00		2,600.00	5,200.00
Year ending March 31, 2011					
Year ending March 31, 2011					
(Forecasts)		2,600.00		2,600.00	5,200.00

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

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

(Millions of yen, except per share amounts)

					Income be	efore	Net Inco Attributal		Basic Earnings per Share Attributable to
	Operatir Revenue	U	Operati Incom	O	Income T	axes	DOCOM INC.	IO,	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 abov	e represent ch	anges con	npared to th	e corres	ponding pre	vious ye	ar)		

Changes in earnings forecasts for the fiscal year ending March 31, 2011 during the three months ended June 30, 2010: None

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None

(1) Changes in significant subsidiaries for the three months ended June 30, 2010

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4. Others

(Changes in significant subsidiaries for the three months en scope of consolidation)	nded June 30, 2010 which resulte	ed in changes in	
(2) Application of simplified or exceptional accounting			None
(Application of simplified or exceptional accounting for qu	arterly consolidated financial sta	itements)	
(3) Changes in significant accounting policies, procedures	and presentation		None
(i) Changes due to revision of accounting standards and other	ner regulations:		
(ii) Others:			None
(See more information 2. Other information in the attack	nment page 10)		
(4) Number of issued shares (common stock)			
(i) Number of issued shares (inclusive of treasury stock):	As of June 30, 2010:	43,790,000 shares	
	As of March 31, 2010:	43,790,000 shares	
(ii) Number of treasury stock:	As of June 30, 2010:	2,184,258 shares	
•	As of March 31, 2010:	2,184,258 shares	
(iii) Number of weighted average common shares	For the three months ended		
outstanding:	June 30, 2010:	41,605,742 shares	
	For the three months ended	•	
	June 30, 2009:	41,759,807 shares	

^{*} Presentation on the status of quarterly review process:

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

Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and the certain asumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in or suggested by any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2011, please refer to the attachment pages 9 and 18.

^{*} Explanation for forecasts of operation and other notes:

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Earnings Release for the Three Months Ended June 30, 2010

- 1. Information on Consolidated Results
- (1) Operating Results
- i. Business Overview

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

Under these market conditions, we have moved ahead with our customer satisfaction improvement initiatives based on our Change and Challenge action plan. Positioning this fiscal year as a year to enter the execution phase to realize the goals of our Challenge programs, we have swiftly and steadily implemented various measures to achieve an increase in packet ARPU (average monthly revenue per unit) and ensure a smooth roll-out of the LTE system.

For the three months ended June 30, 2010, we recognized operating revenues of ¥1,089.2 billion, which increased by ¥4.5 billion from the same period of the prior fiscal year due to the increase of ¥23.7 billion in packet communications revenues through our endeavors to boost subscribers—packet usage and expand the uptake of packet flat-rate services and the increase of ¥19.8 billion in other revenues by the increase of subscriptions to—Mobile Phone Protection & Delivery Service—and other factors, although voice revenues declined by ¥41.4 billion due to the decrease in voice ARPU. While we reduced our network costs through efficient use of capital expenditures and made ongoing cost-cutting efforts, we recognized operating expense of ¥848.7 billion (an increase of ¥15.8 billion from the same period of the prior fiscal year) due to the implementation of various measures aimed for future revenue expansion and further improvement of customer satisfaction. As a result, we recorded an operating income of ¥240.5 billion (a decrease of ¥11.3 billion from the same period of the prior fiscal year). Income before income taxes was ¥240.6 billion and net income attributable to NTT DOCOMO, INC. was ¥142.2 billion.

Notes: 1. The information in this earnings release is unaudited.

2. Amounts in this earnings release are rounded off.

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

Consolidated results of operations for the three months ended June 30, 2009 and 2010 were as follows: <Results of operations>

	Billions of yen								
	Three months ended June 30		months		Three months ended		Increase		
	·	2009		June 30,	2010		(Decrea	ise)	
Operating revenues	¥	1,084.8	¥	-	1,089.2	¥	4.5	0.4%	
Operating expenses		832.9			848.7		15.8	1.9	
Operating income		251.8			240.5		(11.3)	(4.5)	
Other income (expense)		(4.4)			0.0		4.4		
Income before income taxes		247.5			240.6		(6.9)	(2.8)	
Income taxes		100.2			97.1		(3.2)	(3.2)	
Equity in net income (losses) of affiliates		0.8			(0.9)		(1.7)		
Net Income Less: Net (income) loss attributable to		148.0			142.6		(5.5)	(3.7)	
noncontrolling interests		(0.7)			(0.4)		0.2	34.9	
Net income attributable to NTT DOCOMO,									
INC.	¥	147.4	¥		142.2	¥	(5.2)	(3.5)%	
EBITDA margin*		39.3%			36.9%	(2.4)point		
ROCE before tax effect*		5.0%			4.6%	(0.4)point		
ROCE after tax effect*		2.9%			2.7%	(0.2)point		

* EBITDA and EBITDA margin, as we use them in this earnings release, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used

by other companies. For an explanation of our definitions of EBITDA, **EBITDA** margin, ROCE before tax effect and ROCE after tax effect, see 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable **GAAP** Financial Measures on page 17. <Operating revenues>

Billions of yen

		Three		•			
	n	nonths	,	Three months			
	ϵ	ended		ended		Increase	
	Ju	ine 30,					
		2009		June 30, 2010		(Decrease)	
Wireless services	¥	941.8	¥	943.9	¥	2.1	0.2%
Cellular services revenues		881.9		864.2		(17.7)	(2.0)
- Voice revenues		490.6		449.2		(41.4)	(8.4)
Including: FOMA services		450.3		431.2		(19.1)	(4.2)
- Packet communications revenues		391.3		414.9		23.7	6.0
Including: FOMA services		381.6		410.1		28.6	7.5
Other revenues		59.9		79.7		19.8	33.1
Equipment sales		143.0		145.3		2.4	1.7
Total operating revenues	¥	1,084.8	¥	1,089.2	¥	4.5	0.4%

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

<Operating expenses>

Billions of yen

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	m e Ju	Three nonths ended ne 30, 2009	•	ee months ended		Increase (Decreas	
Personnel expenses	¥	64.4	¥	65.8	¥	1.5	2.3%
Non-personnel expenses		503.7		539.3		35.6	7.1
Depreciation and amortization		169.0		158.1		(11.0)	(6.5)
Loss on disposal of property, plant and							
equipment and intangible assets		8.3		5.5		(2.7)	(33.2)
Communication network charges		77.7		70.3		(7.5)	(9.6)
Taxes and public dues		9.9		9.8		(0.1)	(1.3)
Total operating expenses	¥	832.9	¥	848.7	¥	15.8	1.9%

DOCOMO Earnings Release

Three Months Ended June 30, 2010

ii. Segment Results

Mobile phone business

During the three months ended June 30, 2010, as part of our customer loyalty enhancement programs, we integrated the Pake-hodai double and Biz-hodai double billing plans in pursuit of a simpler and easier-to-understand rate structure. We also released the docomo Smartphone Xperia and unveiled our FY2010 summer model handset lineup comprising 20 different models, of which 14 models were released before June 30, 2010. As a result of these undertakings, we were able to maintain our low cellular churn rate on par with the level of the same period of the prior fiscal year at 0.44%.

To boost our packet ARPU, we increased the variety of handsets with built-in access point mode capabilities that can function as mobile Wi-Fi router*1, and also revised the communication charges of Pake-hodai double to make them more affordable for users making connections to our network via external devices. In addition, we proposed new usage methods using mobile Wi-Fi router devices compatible with our network, and launched discount campaigns with the aim of boosting packet communication usage.

Furthermore, with the ambition to create new revenue sources, we started to offer the docomo one-time insurance and i Bodymö services.

As of June 30, 2010, the total number of our cellular services subscriptions was 56.51 million (an increase of 1.65 million compared to the number as of June 30, 2009). The aggregate number of subscriptions to Fami-wari MAX50 and other MAX discount programs introduced in August 2007 reached approximately 35.40 million, while the number of subscriptions to the Value Plan launched in November 2007 grew to approximately 35.10 million as of June 30, 2010. Although the packet ARPU posted a increase from the same period of the prior fiscal year, the aggregate cellular ARPU decreased by 4.6% year-on-year to ¥5,190 due to a drop in voice ARPU, which was negatively affected by the expanded uptake of Value Plan and other factors.

With regard to equipment sales, while the equipment sales revenues increased due to the increase in the total number of handsets sold in the three months ended June 30, 2010, by 0.27 million units from the same period of the prior fiscal year to 4.61 million units, cost of equipment sold decreased from the prior fiscal year due to the decrease in cost of purchase. Consequently, the equipment sales income improved from the same period of the prior fiscal year. As a result of the foregoing, operating revenues and operating income from mobile phone business for the three months ended June 30, 2010, were \$1,054.0 billion (a decrease of \$3.9 billion from the same period of the prior fiscal year) and \$242.0 billion (a decrease of \$13.3 billion from the same period of the prior fiscal year), respectively.

*1: An equipment

that interconnects devices compatible with Wi-Fi (wireless LAN standard specification) and other networks.

*2: DOCOMO s

insurance service that allows a user to easily make on-the-spot

applications to various insurance services suitable for the occasion, e.g., travel or sports insurance, on an as-needed basis.

*3: A mobile health-support service that turns mobile phone into a handy tool for monitoring daily physical activity and food intake, based on which the service provides health advice and tips.

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

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

Thousand subscriptions

			Increase	
	June 30,			
	2009	June 30, 2010	(Decrease	e)
Cellular services	54,864	56,515	1,650	3.0%
Cellular (FOMA) services	50,246	54,162	3,916	7.8
Including: i-channel services	16,607	16,757	150	0.9
Including: i-concier services	1,558	4,783	3,225	207.0
Including: packet flat-rate services	19,817	27,491	7,674	38.7
Cellular (mova) services	4,618	2,352	(2,266)	(49.1)
i-mode services	48,597	49,061	464	1.0

- Notes: 1. Number of subscriptions to Cellular services, Cellular (FOMA) services and Cellular (mova) services includes Communication Module services subscriptions.
 - 2. Effective
 March 3, 2008,
 FOMA
 subscription
 became
 mandatory for
 subscription to
 2in1 * services,
 and those FOMA
 subscriptions are
 included in the
 number of FOMA
 subscriptions.
 - 3. Number of subscriptions to packet flat-rate services includes subscriptions to Pake-hodai

double,

Pake-hodai

simple,

Pake-hodai,

Pake-hodai full,

Biz-hodai,

Flat-rate data plan

Standard,

Flat-rate data plan

64k and Flat-rate

data plan

HIGH-SPEED .

(Number as of

June 30 2009

includes

subscriptions to

Biz-hodai double

in addition to the

aforementioned

plans.)

4. Number of

i-mode

subscriptions

includes Cellular

(FOMA) i-mode

subscriptions and

Cellular

(mova) i-mode

subscriptions.

* 2in1 refers to an

optional network

service which

enables a

subscriber to

subscribe to an

additional phone

number and an

e-mail address for

a single

compatible

handset.

<Number of handsets sold and churn rate>

Thousand units

Three months ended Increase

June 30,
2009

June 30, 2010

(Decrease)

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Cellular services	4,344	4,615	271	6.2%
Cellular (FOMA) services				
New FOMA subscription	986	1,167	180	18.3
Change of subscription from mova to FOMA	813	453	(360)	(44.2)
FOMA handset upgrade by FOMA				
subscribers	2,538	2,991	453	17.9
Cellular (mova) services				
New mova subscription	4	2	(2)	(44.7)
mova handset upgrade by mova subscribers				
and change of subscription from FOMA to				
mova	2	1	(1)	(56.9)
Churn Rate	0.44%	0.44%		
Churi Ruic	0.1770	0.4470		
	5			

DOCOMO Earnings Release

<Trend of ARPU and MOU>

Three Months Ended June 30, 2010

				Yen			
		Γhree					
	n	nonths	\mathbf{T}	hree months			
	ended		ended		Increase		
	Ju	ine 30,					
		2009	Ju	une 30, 2010		(Decreas	se)
Aggregate ARPU* (FOMA+mova)	¥	5,440	¥	5,190	¥	(250)	(4.6)%
Voice ARPU		3,010		2,680		(330)	(11.0)
Packet ARPU		2,430		2,510		80	3.3
Aggregate ARPU (FOMA)		5,610		5,260		(350)	(6.2)
Voice ARPU		3,010		2,670		(340)	(11.3)
Packet ARPU		2,600		2,590		(10)	(0.4)
Aggregate ARPU (mova)		3,550		3,330		(220)	(6.2)
Voice ARPU		2,940		2,770		(170)	(5.8)
i-mode ARPU		610		560		(50)	(8.2)
MOU* (FOMA+mova) (minutes)		135		133		(2)	(1.5)%

^{*} See 4.

(2) Definition
and Calculation
Methods of
ARPU and
MOU on page
16 for definition
and calculation
methods.

<Results of operations>

	Billions of yen						
	Three months ended ended June 30,		Increase				
		2009		June 30, 2010		(Decrease)	
Operating revenues from mobile phone business Operating income from mobile phone	¥	1,057.9	¥	1,054.0	¥	(3.9)	(0.4)%
business		255.2		242.0		(13.3)	(5.2)

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

Miscellaneous businesses

Operating revenues from miscellaneous businesses for the three months ended June 30, 2010 were \(\frac{\pmathbf{3}}{3}.2\) billion, which represented 3.2% of total operating revenues. The revenues derived mainly from home shopping services provided mainly through TV media, high-speed internet connection for hotel facilities, advertisement services, development, sales and maintenance of IT systems and credit services. Operating expenses and operating loss from miscellaneous businesses were \(\frac{\pmathbf{3}}{3}.7\) billion and \(\frac{\pmathbf{1}}{1}.5\) billion, respectively.

<Results of operations>

				Billions of y	en		
	Three months ended		Three months ended		Increase		
Operating revenues from miscellaneous		ne 30, 2009	June	2 30, 2010		(Decrease)	
businesses	¥	26.9	¥	35.2	¥	8.4	31.1%
Operating income (loss) from miscellaneous businesses		(3.4)		(1.5)		2.0	57.4

iii. Trend of Capital Expenditures

We strived to improve the quality of our FOMA service area thoroughly and appropriately reinforced our network capacity to meet an increase in traffic demand. Since we efficiently implemented these initiatives, total capital expenditures for the three months ended June 30, 2010 were ¥140.9 billion (down 8.0% compared to the same period of prior year).

<Breakdown of capital expenditures>

				Billions of	yen		
	m e	Three nonths ended one 30,	Th	ree months ended	Increase		
	2009		June 30, 2010			(Decreas)
Mobile phone business	¥	122.3	¥	116.6	¥	(5.7)	(4.7)%
Other (including information systems)		30.8		24.3		(6.5)	(21.1)
Total capital expenditures	¥	153.1	¥	140.9	¥	(12.2)	(8.0)%

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DOCOMO Earnings Release (2) Financial Review i. Financial Position

Three Months Ended June 30, 2010

]	Billio	ons of yen			
						Increase	;	(R	eference)
	J	une 30,		June 30,				M	larch 31,
		2009		2010		(Decrease	e)		2010
Total assets	¥	6,499.0	¥	6,652.7	¥	153.8	2.4%	¥	6,756.8
NTT DOCOMO, INC.									
shareholders equity		4,408.2		4,669.9		261.7	5.9		4,635.9
Liabilities		2,085.2		1,957.1		(128.1)	(6.1)		2,094.3
Including: Interest bearing									
liabilities		762.6		610.0		(152.6)	(20.0)		610.3
Shareholders equity ratio (1)		67.8%		70.2%	2	2.4 point			68.6%
Debt ratio (2)		14.7%		11.6%	(3	.1) point			11.6%

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

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

ii. Cash Flow Conditions

For the three months ended June 30, 2010, net cash provided by operating activities was \(\frac{\text{\$\text{\$\text{\$\text{\$41.3}}}}{21.3}}\) billion, an increase of \(\frac{\text{\$\text{\$\text{\$\text{\$\$\text{\$\t

Net cash used in financing activities was ¥108.3 billion, an increase of ¥132.7 billion compared to the same period of the prior year. This was mainly due to a decrease of proceeds from short-term borrowings, which was partially offset by a decrease in repayment of long-term debt.

The balance of cash and cash equivalents was ¥488.2 billion as of June 30, 2010, an increase of ¥130.5 billion (36.5%) from the prior fiscal year end.

	Billions of yen							
	Three months ended June 30,		Three months ended		Increase			
		2009		June 30, 2010		(Decrease)		
Net cash provided by operating activities	¥	154.5	¥	241.3	¥	86.8	56.2%	
Net cash used in investing activities		(242.2)		(2.3)		239.9	99.0	
Net cash provided by (used in) financing								
activities		24.3		(108.3)		(132.7)		
Free cash flows (1)		(87.6)		239.0		326.6		
Free cash flows excluding changes in								
investments for cash management purposes								
(2)*		(90.8)		47.2		138.0		

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

(2) Changes in investments for cash management purposes = Changes by purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months

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

Financial Measures on page 17.

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

(3) Prospects for the Fiscal Year Ending March 31, 2011

As Japan s mobile phone market continues to mature in line with the rise in cellular penetration rate, competition among operators 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 \(\frac{\pmathbf{4}}{222.0}\) 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 \mathbb{\text{\text{840.0}}} billion.

As we are currently not aware of any factors that may have a material impact on our projected results of operations, we have not revised our guidance announced on April 28, 2010.

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

- 2. Other information
- (1) Changes in Significant Subsidiaries

None

(2) Application of Simplified or Exceptional Accounting

None

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

None

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Short-term borrowings

Accounts payable, trade

DOCOMO Earnings Release Three Months Ended June 30, 2010 3. Consolidated Financial Statements (1) Consolidated Balance Sheets Millions of yen March 31, 2010 June 30, 2010 **ASSETS Current assets:** ¥ Cash and cash equivalents 357,715 488,211 403,010 Short-term investments 211,161 Accounts receivable 838,226 785,489 Allowance for doubtful accounts (15,173)(15.633)Credit card receivables 126,009 139,160 158.301 **Inventories** 141,277 87,337 Deferred tax assets 100,545 Prepaid expenses and other current assets 109,829 117,201 Total current assets 2,060,978 1,971,687 **Property, plant and equipment:** Wireless telecommunications equipment 5,478,833 5,498,248 Buildings and structures 830,921 833,358 Tools, furniture and fixtures 516,084 517,669 Land 199,131 199,018 97,435 Construction in progress 83,608 Accumulated depreciation and amortization (4,500,874)(4,562,448)Total property, plant and equipment, net 2,607,590 2,583,393 Non-current investments and other assets: Investments in affiliates 578,095 590,014 Marketable securities and other investments 151,026 138,084 Intangible assets, net 628,691 635,895 Goodwill 198,436 198,429 Other assets 257,911 254,555 Deferred tax assets 274,048 280,691 Total non-current investments and other assets 2,097,668 2,088,207 **Total assets** ¥ 6,756,775 ¥ 6,652,748 LIABILITIES AND EQUITY **Current liabilities:** ¥ 186,709 Current portion of long-term debt 180,716

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556,175

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632,437

Accrued payroll	54,580		40,105
Accrued interest	995		1,137
Accrued income taxes	185,890		87,129
Other current liabilities	133,466		169,093
Total current liabilities	1,188,162		1,040,421
Long-term liabilities:			
Long-term debt (exclusive of current portion)	429,553		423,239
Accrued liabilities for point programs	151,628		152,257
Liability for employees retirement benefits	138,447		140,397
Other long-term liabilities	186,539		200,794
Total long-term liabilities	906,167		916,687
Total liabilities	2,094,329		1,957,108
Equity:			
NTT DOCOMO, INC. shareholders equity			
Common stock	949,680		949,680
Additional paid-in capital	757,109		757,109
Retained earnings	3,347,830		3,381,807
Accumulated other comprehensive income (loss)	(37,379)		(37,303)
Treasury stock, at cost	(381,363)		(381,363)
Total NTT DOCOMO, INC. shareholders equity	4,635,877		4,669,930
Noncontrolling interests	26,569		25,710
Total equity	4,662,446		4,695,640
Total liabilities and equity	¥ 6,756,775	¥	6,652,748

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DOCOMO Earnings Release

(2) Consolidated Statements of Income and Comprehensive Income

Three Months Ended June 30, 2010

	Millions of yen				
		Three Months Ended June 30, 2009		Three Months Ended June 30, 2010	
Operating revenues:		2009		June 2 0, 2010	
Wireless services	¥	941,795	¥	943,896	
Equipment sales		142,959		145,348	
Total operating revenues		1,084,754		1,089,244	
Operating expenses:					
Cost of services (exclusive of items shown separately below)		219,331		222,191	
Cost of equipment sold (exclusive of items shown separately below)		190,826		184,513	
Depreciation and amortization		169,005		158,050	
Selling, general and administrative		253,773		283,972	
Total operating expenses		832,935		848,726	
Operating income		251,819		240,518	
Other income (expense):					
Interest expense		(1,614)		(1,327)	
Interest income		318		357	
Other, net		(3,059)		1,011	
Total other income (expense)		(4,355)		41	
Income before income taxes		247,464		240,559	
Income taxes:					
Current		89,531		89,666	
Deferred		10,712		7,396	
Total income taxes		100,243		97,062	
Equity in net income (losses) of affiliates, net of applicable taxes		821		(912)	
Net income		148,042		142,585	
Less: Net (income) loss attributable to noncontrolling interests		(665)		(433)	
Net income attributable to NTT DOCOMO, INC.	¥	147,377	¥	142,152	

Net income Other comprehensive income (loss): Unrealized holding gains (losses) on available-for-sale securities, net of	¥	148,042	¥	142,585
applicable taxes		10,462		(8,957)
Change in fair value of derivative instruments, net of applicable taxes		(27)		(25)
Foreign currency translation adjustment, net of applicable taxes		8,887		9,100
Pension liability adjustment, net of applicable taxes		149		(36)
Total other comprehensive income (loss)		19,471		82
Comprehensive income		167,513		142,667
Less: Comprehensive (income) loss attributable to noncontrolling interests		(681)		(439)
Comprehensive income attributable to NTT DOCOMO, INC.	¥	166,832	¥	142,228
PER SHARE DATA Weighted average common shares outstanding Basic and Diluted (shares)	4	1,759,807		41,605,742
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥	3,529.16	¥	3,416.64

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DOCOMO Earnings Release (3) Consolidated Statements of Cash Flows

Three Months Ended June 30, 2010

	Millions of yen			
	Three Montl Ende June 3 2009	ns d o0,		Three Months Ended June 30, 2010
Cash flows from operating activities:				
Net income	¥ 148,	,042	¥	142,585
Adjustments to reconcile net income to net cash provided by operating				
activities-				
Depreciation and amortization	169,	,005		158,050
Deferred taxes	11,	,225		6,582
Loss on sale or disposal of property, plant and equipment		,620		2,971
Equity in net (income) losses of affiliates	(1,	,306)		1,705
Changes in assets and liabilities:				
(Increase) / decrease in accounts receivable		,911		52,737
Increase / (decrease) in allowance for doubtful accounts		406		(460)
(Increase) / decrease in credit card receivables		,949)		(8,039)
(Increase) / decrease in inventories	-	(888,		(17,024)
(Increase) / decrease in prepaid expenses and other current assets	-	,634)		(6,047)
(Increase) / decrease in non-current installment receivable for handsets		,214		(733)
Increase / (decrease) in accounts payable, trade		,303		(34,929)
Increase / (decrease) in accrued income taxes	(152,			(98,761)
Increase / (decrease) in other current liabilities		,792		34,324
Increase / (decrease) in accrued liabilities for point programs		,175		629
Increase / (decrease) in liability for employees retirement benefits		,532		1,950
Increase / (decrease) in other long-term liabilities		,370		12,392
Other, net	(11,	,095)		(6,618)
Net cash provided by operating activities	154,	536		241,314
Cash flows from investing activities:				
Purchases of property, plant and equipment	(123,			(113,936)
Purchases of intangible and other assets		,400)		(75,760)
Purchases of non-current investments	(2,	,309)		(2,216)
Proceeds from sale of non-current investments		0		447
Acquisitions of new subsidiaries, net of cash acquired	-	,900)		
Purchases of short-term investments		,662)		(160,577)
Redemption of short-term investments	4,	,843		282,431
Proceeds from redemption of short-term bailment for consumption to a				
related party	=	•••		70,000
Other, net	(3,	,204)		(2,697)
Net cash used in investing activities	(242,	,179)		(2,308)

Cash flows from financing activities: Repayment of long-term debt

Repayment of long-term debt		(15,000)		
Proceeds from short-term borrowings		137,949		105
Repayment of short-term borrowings				(109)
Principal payments under capital lease obligations		(919)		(943)
Dividends paid		(98,061)		(106,144)
Other, net		372		(1,243)
Net cash provided by (used in) financing activities		24,341		(108,334)
Effect of exchange rate changes on cash and cash equivalents		947		(176)
Net increase (decrease) in cash and cash equivalents		(62,355)		130,496
Cash and cash equivalents at beginning of period		599,548		357,715
Cash and cash equivalents at end of period	¥	537,193	¥	488,211
Supplemental disclosures of cash flow information:				
Cash received during the period for:				
Income taxe refunds	¥	27	¥	3
Cash paid during the period for:				
Interest, net of amount capitalized		1,453		1,187
Income taxes		241,612		188,401

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

(4) Going Concern Assumption

None

(5) Segment Information

Segment information is as follows:

	M 1 ''	Millions of yen	
Three months ended June 30, 2009 Operating revenues Operating expenses	Mobile phone business ¥ 1,057,893 ¥ 802,662	Miscellaneous businesses 26,861 30,273	Consolidated ¥ 1,084,754 832,935
Operating income (loss)	¥ 255,231 ¥	(3,412)	¥ 251,819
		Millions of yen	
	Mobile phone	Miscellaneous	
Three months ended June 30, 2010	business	businesses	Consolidated
Operating revenues	¥ 1,054,016 ¥	35,228	¥ 1,089,244
Operating expenses	812,046	36,680	848,726
Operating income (loss)	¥ 241,970 ¥	(1,452)	¥ 240,518

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

(6) Significant Changes in NTT DOCOMO, INC. Shareholders Equity None

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

4. Appendices

(1) Operating Data for 1st Quarter of Fiscal Year Ending March 31, 2011

		Full-year Forecast: as announced at				
		April 28, 2010				
				Fiscal	,	
				Year		
				Ending		
				Mar.		
				31,		
		[Ref.]	[Ref.]	2011	[Ref.]	
		Fiscal	First	First	Fiscal	
		Year			Year	
		1 ear	Quarter	Quarter		
		Ended			Ending Mar.	
			(A T(A T		
		Mar. (AprJun(AprJun.				
		2010	2009)	2010)	2011	
		Full-year	D 1.		Full-year	
		Results	Results	Results	Forecast	
Number of Subscriptions and Other Operating Data Cellular						
	th arroan da	56,000	51061	EC E1E	57.450	
Subscriptions	thousands thousands	56,082	54,864	56,515	57,450	
FOMA (1) Communication Module Service (FOMA)	thousands	53,203 1,081	50,246 897	54,162 1,212	56,220	
· · · · · · · · · · · · · · · · · · ·	thousands	2,879	4,618	2,352	1 220	
MoVa Communication Module Service (DePa)	thousands	521	621	482	1,230	
Communication Module Service (DoPa)	thousands	37	38	36		
Prepaid Product Elet rate Services Subscriptions (2)	thousands	25,767	19,817			
Packet Flat-rate Services Subscriptions (2) Market Share (3) (4)	mousanus %	50.0	50.6	27,491 49.7		
Net Increase from Previous Period (4)	thousands	1,481	263	432	1,370	
FOMA (1)	thousands	4,163	1,206	959	3,020	
mova	thousands	(2,682)	(942)	(526)	(1,650)	
Churn Rate (4)	mousands %	0.46	0.44	0.44	(1,030)	
Number of Handsets (FOMA+mova) Sold (5)	thousands	18,037	4,344	4,615		
i-mode	tilousalius	10,037	7,577	7,013		
Subscriptions	thousands	48,992	48,597	49,061	49,170	
FOMA	thousands	47,330	45,682	47,758	48,530	
i-mode Subscription Rate (4)	%	87.4	88.6	86.8	85.6	
Net Increase from Previous Period	thousands	518	123	69	180	
i-channel Subscriptions	thousands	16,818	16,607	16,757		
i-concier Subscriptions	thousands	4,200	1,558	4,783		
ARPU and MOU		,	,	,		
ARPU						
Aggregate ARPU (FOMA+mova) (6)	yen/month/subscription	5,350	5,440	5,190	5,110	
Voice ARPU (7)	yen/month/subscription	2,900	3,010	2,680	2,550	
Packet ARPU	yen/month/subscription	2,450	2,430	2,510	2,560	
i-mode ARPU	yen/month/subscription	2,380	2,380	2,390	2,440	
	· · · · · · ·	,	,	,	, -	

ARPU Generated from International Services (8)	yen/month/subscription	80	70	80	80
ARPU Generated Purely from i-mode (FOMA+mova)					
(6)	yen/month/subscription	2,620	2,610	2,670	2,730
Aggregate ARPU (FOMA) (6)	yen/month/subscription	5,480	5,610	5,260	5,170
Voice ARPU (7)	yen/month/subscription	2,900	3,010	2,670	2,550
Packet ARPU	yen/month/subscription	2,580	2,600	2,590	2,620
i-mode ARPU	yen/month/subscription	2,500	2,540	2,460	2,490
ARPU Generated from International Services (8)	yen/month/subscription	80	80	90	80
ARPU Generated Purely from i-mode (FOMA) (6)	yen/month/subscription	2,720	2,740	2,720	2,780
Aggregate ARPU (mova) (6)	yen/month/subscription	3,460	3,550	3,330	3,230
Voice ARPU (7)	yen/month/subscription	2,870	2,940	2,770	2,710
i-mode ARPU	yen/month/subscription	590	610	560	520
ARPU Generated from International Services (8)	yen/month/subscription	0	0	0	10
ARPU Generated Purely from i-mode (mova) (6)	yen/month/subscription	820	840	810	760
MOU					
MOU (FOMA+mova) (6)	minute/month/subscription	136	135	133	
MOU (FOMA) (6)	minute/month/subscription	142	143	137	
MOU (mova) (6)	minute/month/subscription	51	54	45	
Others	_				
DCMX Subscriptions (9)	thousands	11,260	9,630	11,640	13,090

- * Please refer to
 (2) Definition and
 Calculation Methods
 of ARPU and MOU
 for the definition of
 ARPU and MOU,
 and an explanation of
 the methods used to
 calculate ARPU and
 the number of active
 subscriptions.
- (1) Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscribers.
- (2) Sum of Pake-hodai double, Pake-hodai simple, Pake-hodai, Pake-hodai full, Biz-hodai, Flat-rate data plan Standard, Flat-rate data plan

64k and Flat-rate data plan HIGH-SPEED (Number of subscriptions for the fiscal year ended March 31, 2010 includes subscriptions to Biz-hodai double and Biz-hodai simple in addition to the aforementioned plans.)

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

subscriptions.

- (7) Inclusive of circuit-switched data communication
- (8) Inclusive of voice communication and packet communication
- (9) Inclusive of DCMX mini subscriptions

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

(2) Definition and Calculation Methods of ARPU and MOU

1. Definition of ARPU and MOU

i) 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 Methods

i) ARPU (FOMA+mova)

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

(FOMA+mova)

Voice ARPU (FOMA+mova): Voice ARPU (FOMA+mova) Related Revenues (basic

monthly charges, voice communication charges) / No. of

active 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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DOCOMO Earnings Release

Three Months Ended June 30, 2010

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

i. EBITDA and EBITDA margin

	Billions of yen			
	m e Ju	Chree onths nded ne 30, 2009	Three months ended June 30, 2010	
a. EBITDA	¥	426.4	¥	401.5
Depreciation and amortization		(169.0)		(158.1)
Loss on sale or disposal of property, plant and equipment		(5.6)		(3.0)
Operating income		251.8		240.5
Other income (expense)		(4.4)		0.0
Income taxes	(100.2)			(97.1)
Equity in net income (losses) of affiliates		0.8		(0.9)
Less: Net (income) loss attributable to noncontrolling interests		(0.7)		(0.4)
b. Net income attributable to NTT DOCOMO, INC.		147.4		142.2
c. Operating revenues		1,084.8		1,089.2
EBITDA margin (=a/c)		39.3%		36.9%
Net income margin (=b/c)		13.6%		13.1%

Note: EBITDA and
EBITDA
margin, as we
use them, are
different from
EBITDA as
used in Item
10(e) of
regulation S-K
and may not be
comparable to
similarly titled
measures used
by other
companies.

ii. ROCE after tax effect

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		Three months ended June 30, 2009		Three months ended June 30, 2010	
a. Operating incomeb. Operating income after tax effect {=a*(1-effective tax rate)}c. Capital employed	¥	251.8 149.1 5,075.8	¥	240.5 142.4 5,263.1	
ROCE before tax effect (=a/c) ROCE after tax effect (=b/c)		5.0% 2.9%		4.6% 2.7%	

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%

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

	Billions of yen			
	7	Γhree		
		nonths		
	ended June 30,		Three months ended	
				T 20 2010
	_	2009		June 30, 2010
Free cash flows excluding changes in investments for cash management				
purposes	¥	(90.8)	¥	47.2
Changes in investments for cash management purposes*		3.2		191.9

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Free cash flows	(87.6)	239.0
Net cash used in investing activities	(242.2)	(2.3)
Net cash provided by operating activities	154.5	241.3

Note: *Changes in

investments for

cash

management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held

for cash management purposes with original maturities of longer than

three months.

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DOCOMO Earnings Release

Three Months Ended June 30, 2010

5. Special Note Regarding Forward-Looking Statements

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

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

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compensation if we infringe the intellectual property rights of others.

- (11) Natural disasters, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause failures in the networks, distribution channel and/or other factors required for the provision of service, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image.
- (12) Concerns about wireless telecommunication health risks may adversely affect our financial condition and results of operations.
- (13) Our parent company, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), could exercise influence that may not be in the interests of our other shareholders.
- * Names of companies, products, etc., contained in this release are the trademarks or registered trademarks of their respective organizations.

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