

NTT DOCOMO INC  
Form 6-K  
July 29, 2015  
Table of Contents

**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, 2015**  
**Commission File Number: 001-31221**  
**Total number of pages: 65**

**NTT DOCOMO, INC.**  
**(Translation of registrant's name into English)**

**Sanno Park Tower 11-1, Nagata-cho 2-chome**  
**Chiyoda-ku, Tokyo 100-6150**  
**Japan**  
**(Address of principal executive offices)**

Edgar Filing: NTT DOCOMO INC - Form 6-K

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** x **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: July 29, 2015

By: /s/ KATSUYUKI TAKAGI  
**Katsuyuki Takagi**

**Head of Investor Relations**

Information furnished in this form:

1. Earnings release for the three months ended June 30, 2015
2. Results presentation for the first three months of the fiscal year ending March 31, 2016

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

For the Three Months Ended June 30, 2015

July 29, 2015

**[U.S. GAAP]**

Name of registrant: **NTT DOCOMO, INC.** (URL <https://www.nttdocomo.co.jp/>)  
Code No.: 9437  
Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section  
Representative: Kaoru Kato, Representative Director, President and Chief Executive Officer  
Contact: Koji Otsuki, Senior Manager, General Affairs Department / TEL +81-3-5156-1111  
Scheduled date for filing of quarterly report: August 4, 2015  
Scheduled date for dividend payment:  
Supplemental material on quarterly results: Yes  
Presentation on quarterly results: Yes (for institutional investors and analysts)

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

**1. Consolidated Financial Results for the Three Months Ended June 30, 2015 (April 1, 2015 - June 30, 2015)**

## (1) Consolidated Results of Operations

(Millions of yen, except per share amounts)

	Operating Revenues		Operating Income	Income Before Taxes and Equity in Income (Losses) of Affiliates		Net Income Attributable to NTT DOCOMO, INC.		
Three months ended June 30, 2015	1,076,864	0.1%	235,395	12.3%	240,611	13.2%	168,784	23.8%
Three months ended June 30, 2014	1,075,302	(3.4)%	209,640	(15.3)%	212,474	(15.8)%	136,381	(13.7)%

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

(Note) Comprehensive income attributable to NTT DOCOMO, INC.: For the three months ended June 30, 2015: 163,718 million yen 22.4%  
For the three months ended June 30, 2014: 133,714 million yen (27.8)%

	Basic Earnings per Share Attributable to NTT DOCOMO, INC.	Diluted Earnings per Share Attributable to NTT DOCOMO, INC.
Three months ended June 30, 2015	43.48 (yen)	

Edgar Filing: NTT DOCOMO INC - Form 6-K

Three months ended June 30, 2014  
(2) Consolidated Financial Position

32.89 (yen)

(Millions of yen, except per share amounts)

	<b>NTT DOCOMO, INC.</b>				
		<b>Total Equity</b>	<b>NTT DOCOMO, INC.</b>		<b>Shareholders</b>
	<b>Total Assets</b>	<b>(Net Assets)</b>	<b>Shareholders</b>	<b>Equity</b>	<b>Equity</b>
			<b>Shareholders</b>	<b>Equity</b>	<b>per Share</b>
				<b>Equity Ratio</b>	
June 30, 2015	7,072,667	5,427,998	5,407,922	76.5%	1,393.26 (yen)
March 31, 2015	7,146,340	5,402,616	5,380,072	75.3%	1,386.09 (yen)

**2. Dividends**

	<b>Cash Dividends per Share (yen)</b>				
	<b>End of the</b>	<b>End of the</b>	<b>End of the</b>	<b>Year End</b>	<b>Total</b>
	<b>First Quarter</b>	<b>Second Quarter</b>	<b>Third Quarter</b>		
Year ended March 31, 2015		30.00		35.00	65.00
Year ending March 31, 2016					
Year ending March 31, 2016 (Forecasts)		35.00		35.00	70.00

(Note) Revisions to the forecasts of dividends: None

**3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2016 (April 1, 2015 - March 31, 2016)**

(Millions of yen, except per share amounts)

			<b>Income Before Income</b>		<b>Taxes and Equity in Net</b>		<b>Net Income</b>		<b>Basic Earnings per</b>	
	<b>Operating Revenues</b>	<b>Operating Income</b>	<b>Income</b>	<b>(Losses)</b>	<b>Attributable to Share</b>	<b>Attributable to</b>	<b>Share</b>	<b>Attributable to</b>	<b>Share</b>	<b>Attributable to</b>
			<b>of Affiliates</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>	<b>NTT DOCOMO, INC.</b>
Six months ending September 30, 2015		%	%	%	%	%	%	%		(yen)
Year ending March 31, 2016	4,510,000	2.9%	680,000	6.4%	687,000	6.7%	470,000	14.6%	121.09	(yen)

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

(Note) Revisions to the forecasts of consolidated financial results: None

**Table of Contents**

\* Notes:

(1) Changes in significant subsidiaries: (Changes in significant subsidiaries for the three months ended June 30, 2015 which resulted in changes in scope of consolidation)		None
(2) Application of simplified or exceptional accounting:		None
(3) Changes in accounting policies		
i. Changes due to revision of accounting standards and other regulations:		None
ii. Others:		None
(4) Number of issued shares (common stock)		
i. Number of issued shares (inclusive of treasury stock):	As of June 30, 2015:	4,085,772,000 shares
	As of March 31, 2015:	4,085,772,000 shares
ii. Number of treasury stock:	As of June 30, 2015:	204,288,188 shares
	As of March 31, 2015:	204,288,145 shares
iii. Number of weighted average common shares outstanding:	For the three months ended June 30, 2015:	3,881,483,829 shares
	For the three months ended June 30, 2014:	4,146,760,100 shares
* Presentation on the status of quarterly review procedure:		

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

\* Explanation for forecasts of operations and other notes:

## Forecast of results

Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and certain assumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in, or suggested by, any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2016, refer to 1. (3) Prospects for the Fiscal Year Ending March 31, 2016 on page 12 and 5. Special Note Regarding Forward-Looking Statements on page 22, contained in the attachment.

**Table of Contents**

**CONTENTS OF THE ATTACHMENT**

Contents of the Attachment	page 1
<u>1. Information on Consolidated Results</u>	2-12
<u>(1) Operating Results</u>	2-10
<u>(2) Financial Review</u>	11
<u>(3) Prospects for the Fiscal Year Ending March 31, 2016</u>	12
<u>2. Other information</u>	13
<u>(1) Changes in Significant Subsidiaries</u>	13
<u>(2) Application of Simplified or Exceptional Accounting</u>	13
<u>(3) Changes in Accounting Policies</u>	13
<u>3. Consolidated Financial Statements</u>	14-18
<u>(1) Consolidated Balance Sheets</u>	14
<u>(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income</u>	15
<u>(3) Consolidated Statements of Cash Flows</u>	16
<u>(4) Notes to Consolidated Financial Statements</u>	17-18
<u>4. Appendices</u>	19-21
<u>(1) Operating Data for the 1st Quarter of the Fiscal Year Ending March 31, 2016</u>	19
<u>(2) Definition and Calculation Methods of ARPU and MOU</u>	20
<u>(3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures</u>	21
<u>5. Special Note Regarding Forward-Looking Statements</u>	22

**Table of Contents**

**Earnings Release for the Three Months Ended June 30, 2015**

**1. Information on Consolidated Results**

**(1) Operating Results**

**i. Business Overview**

Japan's telecommunications sector has seen a dramatic change in its market structure.

In May 2014, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT) unveiled its Hikari Collaboration Model—a new wholesale business model for NTT's fiber access services. As this enables telecommunications operators and a wide range of other market participants to provide services utilizing fiber connections, the competition in the market has begun to intensify even further transcending the traditional boundaries of the telecommunications market.

Within the mobile communications market, the intensification of market conditions such as various participants entering the market and new services emerging, is expected to gather momentum due to the rapid proliferation and expanded use of smartphones, tablets, and other function-rich mobile devices, the advancement of IoT\* as well as the government's pro-competition policy and other factors.

In the context of this market environment, as part of our New Initiatives toward Delivery of Medium-Term Targets that are planned to be implemented in the period through FY2017 (the fiscal year ending March 31, 2018), we started rolling out the +d value co-creation programs together with various external partners. In this undertaking, we will continuously evolve our collaboration with partners, thereby responding to the diverse requirements of our customers.

During the three months ended June 30, 2015, we introduced a new brand slogan, "The new of today, the norm of tomorrow," to replace the former slogan, "Unlimited Potential, in Your Hand." The new slogan embodies our resolve to take on the challenge to drive smart innovation in order to deliver technologies and mechanisms, which might otherwise be hard to understand or new and unfamiliar to our customers as easy-to-use and convenient solutions, so that these services can eventually be taken for granted in their everyday lives, firmly believing that our services will someday become the standard of our customer's everyday lives.

For the three months ended June 30, 2015, operating revenues increased by ¥1.6 billion from the same period of the previous fiscal year to ¥1,076.9 billion due to an increase in revenues from smart life business which includes dmarket and other businesses, despite a decrease in mobile communications services revenues driven by the impacts of the Monthly Support discount program and new billing plan, Kake-hodai & Pake-aeru, launched in June 2014.

Operating expenses decreased by ¥24.2 billion from the same period of the previous fiscal year to ¥841.5 billion due mainly to a decrease in selling expenses and network-related cost as a result of cost efficiency improvements, despite an increase in cost associated with increased revenues in smart life business and other businesses.

As a result, Operating income increased by ¥25.8 billion from same period of the previous fiscal year to ¥235.4 billion for the three months ended June 30, 2015.

Edgar Filing: NTT DOCOMO INC - Form 6-K

Income before income taxes and equity in net income (losses) of affiliates was ¥240.6 billion, and Net income attributable to NTT DOCOMO, INC. increased by ¥32.4 billion from the same period of the previous fiscal year to ¥168.8 billion for the three months ended June 30, 2015.

\*: Abbreviation for Internet of Things, a concept that describes a world in which everything is connected to the Internet, enabling remote control and management of devices, etc



Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015**

Consolidated results of operations for the three months ended June 30, 2014 and 2015 were as follows:

&lt;Results of operations&gt;

	Billions of yen				
	Three months ended June 30, 2014	Three months ended <b>June 30, 2015</b>	Increase (Decrease)		
Operating revenues	¥ 1,075.3	¥ <b>1,076.9</b>	¥ 1.6	0.1%	
Operating expenses	865.7	<b>841.5</b>	(24.2)	(2.8)	
Operating income	209.6	<b>235.4</b>	25.8	12.3	
Other income (expense)	2.8	<b>5.2</b>	2.4	84.1	
Income before income taxes and equity in net income (losses) of affiliates	212.5	<b>240.6</b>	28.1	13.2	
Income taxes	73.5	<b>72.6</b>	(0.9)	(1.2)	
Income before equity in net income (losses) of affiliates	139.0	<b>168.0</b>	29.0	20.9	
Equity in net income (losses) of affiliates	(3.6)	<b>1.6</b>	5.2		
Net income	135.4	<b>169.6</b>	34.2	25.3	
Less: Net (income) loss attributable to noncontrolling interests	1.0	<b>(0.8)</b>	(1.8)		
Net income attributable to NTT DOCOMO, INC.	¥ 136.4	¥ <b>168.8</b>	¥ 32.4	23.8	
EBITDA margin*	36.0%	<b>36.0%</b>			
ROE*	2.4%	<b>3.1%</b>	0.7 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, ROE, see 4.(3) Reconciliations of the Disclosed

Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 21.  
<Operating revenues>

	Billions of yen				
	Three months ended June 30, 2014	Three months ended June 30, 2015		Increase (Decrease)	
Telecommunications services	¥ 703.5	¥	<b>675.3</b>	¥ (28.2)	(4.0)%
Mobile communications services revenues	700.7		<b>669.4</b>	(31.3)	(4.5)
Voice revenues	229.3		<b>196.6</b>	(32.7)	(14.3)
Packet communications revenues	471.3		<b>472.7</b>	1.4	0.3
Optical-fiber broadband service and other telecommunications services revenues	2.8		<b>5.9</b>	3.1	108.9
Equipment sales	207.0		<b>201.3</b>	(5.6)	(2.7)
Other operating revenues	164.8		<b>200.3</b>	35.4	21.5
Total operating revenues	¥ 1,075.3	¥	<b>1,076.9</b>	¥ 1.6	0.1%

## Notes:

- Voice revenues include data communications revenues through circuit switching systems.
- With the introduction of Optical-fiber broadband services and other telecommunications services revenues in the fourth quarter of the fiscal year ended March 31, 2015, telecommunications services revenues included in conventional Other operating revenues in the financial statements for the three months ended June 30, 2014 have been retroactively reclassified into Optical-fiber broadband service and other telecommunications services revenues.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015**

&lt;Operating expenses&gt;

Billions of yen

	Three months ended June 30, 2014	<b>Three months ended June 30, 2015</b>	Increase (Decrease)	
Personnel expenses	¥ 71.2	¥ <b>72.3</b>	¥ 1.0	1.5%
Non-personnel expenses	546.4	<b>537.5</b>	(8.9)	(1.6)
Depreciation and amortization	167.2	<b>145.6</b>	(21.6)	(12.9)
Loss on disposal of property, plant and equipment and intangible assets	16.2	<b>11.3</b>	(4.9)	(30.2)
Communication network charges	54.3	<b>64.6</b>	10.2	18.9
Taxes and public dues	10.4	<b>10.3</b>	(0.1)	(0.8)
<b>Total operating expenses</b>	<b>¥ 865.7</b>	<b>¥ 841.5</b>	<b>¥ (24.2)</b>	<b>(2.8)%</b>

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015****ii. Segment Results**

The results of each segment for the first quarter of the fiscal year ending March 31, 2016 are summarized below.

We realigned our three former operating segments, which had consisted of our mobile communications business, smart life business and other businesses into, three new operating segments, which consist of our telecommunications business, smart life business and other businesses from the fourth quarter of the fiscal year ended March 31, 2015, triggered by the launch of optical-fiber broadband services.

For details, please see 3.(4) Notes to Consolidated Financial Statements on page 17.

**Telecommunications business**

<Results of operations>

	Billions of yen			
	Three months ended June 30, 2014	Three months ended <b>June 30, 2015</b>		Increase (Decrease)
Operating revenues from telecommunications business	¥ 906.4	¥	<b>878.6</b>	¥(27.8) (3.1)%
Operating income (loss) from telecommunications business	203.2		<b>212.4</b>	9.2 4.5

Operating revenues from telecommunications business for the three months ended June 30, 2015 decreased by ¥27.8 billion from the same period of the previous fiscal year to ¥878.6 billion, due mainly to a decrease in mobile communications services revenues as a result of the expanded impacts from the Monthly Support discount program and the negative impact caused by the Kake-hodai & Pake-aeru new billing plan in the initial phase following its launch.

Operating expenses from telecommunications business for the three months ended June 30, 2015 decreased by ¥37.0 billion from the same period of the previous fiscal year to ¥666.2 billion, due mainly to a decrease in selling expenses and network-related cost as a result of cost efficiency improvements. Consequently, operating income from telecommunications business for the three months ended June 30, 2015 increased by ¥9.2 billion from the same period of the previous fiscal year to ¥212.4 billion.

<<Key Topics>>

The total subscriptions to our new billing plan, Kake-hodai & Pake-aeru, grew to 20.81 million as of June 30, 2015, an increase of 16.14 million from June 30, 2014. The number of subscriptions to our docomo Hikari optical-fiber broadband service launched in March 2015 was approximately 410,000 as of June 30, 2015.

We unveiled the 2015 summer handset collection, which comprises of Android smartphones, docomo keitai feature phones, docomo tablets and other devices in an effort to cater to the diverse needs of customers. The total number of smartphones sold during the three months ended June 30, 2015 amounted to 3.28 million, of which tablet devices accounted for 0.45 million units.

As a measure to facilitate subscriber migration to smartphones, in April 2015, we launched the Senior smartphone debut discount discount package, which offers users of age 60 and higher adopting smartphones for the first time discounts on basic monthly fees for up to two years.

We continued to expand the service coverage of our PREMIUM 4G service that delivers downlink speeds of up to 225Mbps using the LTE-Advanced system after its commercial launch in March 2015. As of June 30, 2015, the service was available in 292 cities in 41 prefectures across Japan. Meanwhile, we have also strived to reinforce our network, and have started using the spectrum combination of 2GHz/800MHz in addition to the combinations of 1.7GHz/800MHz and 2GHz/1.5GHz for the PREMIUM 4G service.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015**

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

&lt;Number of subscriptions by services&gt;

	Thousand subscriptions			
	June 30, 2014	June 30, 2015	Increase (Decrease)	
Cellular services	63,566	<b>67,532</b>	3,965	6.2%
New billing plan	4,671	<b>20,812</b>	16,141	345.6
Cellular (LTE(Xi)) services	24,043	<b>32,609</b>	8,565	35.6
Cellular (FOMA) services	39,523	<b>34,923</b>	(4,600)	(11.6)

Notes:

1. Number of subscriptions to Cellular services, Cellular (LTE(Xi)) services and Cellular (FOMA) 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.

&lt;Number of handsets sold and churn rate&gt;

	Thousand units			
	Three months ended June 30, 2014	Three months ended June 30, 2015	Increase (Decrease)	
Number of handsets sold	5,156	<b>5,766</b>	610	11.8%
Cellular (LTE(Xi)) services				
New LTE(Xi) subscription	1,160	<b>1,898</b>	738	63.6
Change of subscription from FOMA	1,388	<b>896</b>	(492)	(35.5)
LTE(Xi) handset upgrade by LTE(Xi) subscribers	1,026	<b>1,599</b>	573	55.9
Cellular (FOMA) services				
New FOMA subscription	577	<b>622</b>	44	7.7
Change of subscription from LTE(Xi)	31	<b>26</b>	(5)	(15.8)
FOMA handset upgrade by FOMA subscribers	973	<b>725</b>	(248)	(25.5)
Churn rate*	0.60%	<b>0.59%</b>	(0.01) point	

\*

Calculation methods have been changed from the first quarter of the fiscal year ending March 31, 2016.

Accordingly, Churn rate of the three months ended June 30, 2015 have also been changed. Data are calculated excluding the subscriptions and cancellations of subscriptions of Mobile Virtual Network Operators (MVNOs).

<Trend of ARPU and MOU\*>

Starting from the three months ended June 30, 2015, we redefined ARPU in order to better reflect actions we will take that are aimed at increasing our telecommunications services revenues.

To reflect the increase in multiple subscriptions by individual users driven by increasing demand for devices such as tablet devices and Wi-Fi routers, we changed the calculation method of ARPU from a per active subscription basis to a per active user basis. We also changed the calculation method of ARPU by adding docomo Hikari ARPU in addition to Voice ARPU and Packet ARPU in connection with the launch of our optical-fiber broadband service.

Furthermore, we excluded Smart ARPU from the calculation method of ARPU considering that we are striving for increasing revenues of our smart life business and other businesses not only from telecommunications services users but also from other customers.

The sum of Packet ARPU and docomo Hikari ARPU is referred to as Data ARPU.

	Three months ended		Yen	
	June 30, 2014	Three months ended June 30, 2015	Increase (Decrease)	
Aggregate ARPU*	¥4,210	¥ 4,010	¥ (200)	(4.8)%
Voice ARPU	1,340	1,120	(220)	(16.4)
Data ARPU	2,870	2,890	20	0.7
Packet ARPU	2,870	2,870		
docomo Hikari ARPU		20	20	
MOU* (minutes)	111	129	18	16.2%

Note: Starting with the first quarter of the fiscal year ending March 31, 2016, the calculation method of ARPU and MOU was changed. ARPU and MOU figures for the three months ended June 30, 2014 reflect these subsequent changes to the calculation method.

\* See 4.(2) Definition and Calculation Methods of ARPU and MOU on page 20 for definition and calculation methods.



Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015****Smart life business**

&lt;Results of operations&gt;

	Billions of yen			
	Three months ended		Increase	
	June 30, 2014	June 30, 2015	(Decrease)	
Operating revenues from smart life business	¥99.6	¥ 117.1	¥ 17.5	17.5%
Operating income (loss) from smart life business	6.6	16.4	9.9	149.5

Operating revenues from smart life business for the three months ended June 30, 2015 increased by ¥17.5 billion from the same period of the previous fiscal year to ¥117.1 billion, owing to an increase in revenues from dmarket and various other services. Operating expenses from smart life business for the three months ended June 30, 2015 increased by ¥7.6 billion from the same period of the previous fiscal year to ¥100.7 billion. Consequently, we recorded operating income of ¥16.4 billion from smart life business for the three months ended June 30, 2015.

## &lt;&lt;Key Topics&gt;&gt;

In April 2015, we released a special adaptor, dubbed dTV Terminal, which allows users to view the contents of dTV and danime store services on their home television screens. Furthermore, in May 2015, we commenced the dgourmet service, through which users can access video lessons to learn how to cook, starting from the basics, and obtain other useful food-related tips such as recipes, restaurant ratings and as discount coupons.

As a result of these measures aimed at enriching our dmarket portal, the combined number of dmarket subscriptions\* reached 12.35 million as of June 30, 2015, an increase of 4.89 million from June 30, 2014.

We entered into a business alliance with Lawson, Inc. aiming to enhance the convenience and quality of services offered to our customers. As a first step of our mutual collaboration, from June 2015, we started offering customers using our DCMX or DCMX mini credit payment services for purchases at Lawson stores a 3% discount upon the settlement of their monthly bill.

We started offering a health support service, OASIS LINK in April 2015 to the members of Tokyu Sports OASIS, Inc.'s fitness club, customizing our proprietary health management platform for fitness club operators, Fit-Link.

\*: The total number of users using dTV, danime store, dhits, dkids, dmagazine and dgourmet services under a subscription arrangement.

Table of Contents**DOCOMO Earnings Release****Three Months Ended June 30, 2015****Other businesses**

## &lt;Results of operations&gt;

	Billions of yen		
	Three months ended		
	June 30, 2014	June 30, 2015	Increase (Decrease)
Operating revenues from other businesses	¥ 75.9	¥ 87.1	¥ 11.2 14.7%
Operating income (loss) from other businesses	(0.2)	6.5	6.7

Operating revenues from other businesses for the three months ended June 30, 2015 increased by ¥11.2 billion from the same period of the previous fiscal year to ¥87.1 billion, mainly driven by the growth of revenues from our Mobile Device Protection Service. Operating expenses from other businesses for the three months ended June 30, 2015 increased by ¥4.5 billion from the same period of the previous fiscal year to ¥80.6 billion. Consequently, we recorded operating income of ¥6.5 billion from other businesses for the three months ended June 30, 2015.

## &lt;&lt;Key Topics&gt;&gt;

Aiming to realize efficient farm management through the use of information and communication technology, we commenced an innovative rice production management system verification project in cooperation with Niigata City, Vegetalia, Inc. and Water Cell, Inc., providing cloud-based rice paddy management systems to rice farmers. The introduction of this system is expected to improve the efficiency of daily field management work and provide farmers with easy access to useful tips concerning energy savings, cost reduction, crop yield expansion and quality enhancement using smartphones or other devices.

We started offering oranotablet elderly monitoring solutions to various enterprises and municipalities across Japan. Enterprises or municipalities introducing this solution will be able to send various notices or disaster information to the end users through applications, manage the health conditions of the users based on the health data input by the user, and easily confirm the safety of elderly users through email receipt notifications that are delivered to the sender of an e-mail after the recipient opens an e-mail.

We released Docotch 01, a new wearable device for children equipped with a GPS function, various sensors and communications capability. In conjunction with the release of this watch-type device, we started offering a Docotch service that allows users to monitor the level of activity of the child wearing the device and the data relating to the surrounding environment, such as the temperature and humidity, anytime using a smartphone or personal computer.



**Table of Contents**

**DOCOMO Earnings Release**

**Three Months Ended June 30, 2015**

**iii. CSR Activities**

We aspire to help build a society in which everyone can share in a prosperous life of safety and security, beyond borders and across generations. We believe it is the corporate social responsibility ( CSR ) of DOCOMO to solve various social issues in fields such as IoT, medicine, healthcare, education and agriculture, through the co-creation of social values an initiative that we plan to pursue together with various partners to create new services and businesses, while thoroughly ensuring fair, transparent and ethical business operations as a foundation for the creation of such values. Accordingly, we have positioned CSR at the core of our corporate management.

The principal CSR actions undertaken during the three months ended June 30, 2015 are summarized below:

We set up a charity website to assist the areas affected by the cyclone and earthquake that struck Republic of Vanuatu and Federal Democratic Republic of Nepal, respectively, and collected donations totaling approximately ¥39 million yen from customers.

We held approximately 1,900 sessions of Smartphone and Mobile Phone Safety Class to enlighten audiences on rules and manners related to using smartphones and mobile phones and inform them as to how to respond to troubles that may be encountered when using mobile phones and smartphones. Such sessions garnered attendance of approximately 420,000 people in total for the three months ended June 30, 2015.

Table of Contents

## DOCOMO Earnings Release

Three Months Ended June 30, 2015

## iv. Trend of Capital Expenditures

&lt;Capital expenditures&gt;

	Billions of yen			
	Three months ended			
	June	Three months ended		Increase
	30,	June 30, 2015		(Decrease)
	2014			
Total capital expenditures	¥ 148.5	¥ 93.1	¥ (55.4)	(37.3)%
Telecommunications business	145.0	89.1	(55.9)	(38.6)
Smart life business	1.9	2.6	0.7	37.2
Other businesses	1.6	1.5	(0.2)	(10.7)

We pursued more efficient use of capital expenditures and further cost reduction, while expanding the coverage of our PREMIUM 4G service and moved ahead with capacity buildup to accommodate the growth in data traffic toward the goal of constructing a robust network that can provide a comfortable communications environment. As a result, the total capital expenditure for the three months ended June 30, 2015 decreased by 37.3% from the same period of the previous fiscal year to ¥93.1 billion.

Table of Contents

## DOCOMO Earnings Release

Three Months Ended June 30, 2015

## (2) Financial Review

## i. Financial Position

	Billions of yen				
	June 30, 2014	June 30, 2015	Increase (Decrease)	(Reference)	March 31, 2015
Total assets	¥7,261.3	¥ 7,072.7	¥ (188.7)	(2.6)%	¥ 7,146.3
NTT DOCOMO, INC. shareholders equity	5,652.7	5,407.9	(244.8)	(4.3)	5,380.1
Liabilities	1,560.6	1,628.9	68.3	4.4	1,728.1
Including: Interest bearing liabilities	230.5	316.1	85.6	37.1	222.7
Shareholders equity ratio (1) (%)	77.8%	76.5%	(1.3) point		75.3%
Debt to Equity ratio (2) (multiple)	0.041	0.058	0.017		0.041

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

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

## ii. Cash Flow Conditions

	Billions of yen			
	Three months ended June 30, 2014	Three months ended June 30, 2015	Increase (Decrease)	
Net cash provided by operating activities	¥ 196.5	¥ 273.8	¥ 77.3	39.4%
Net cash used in investing activities	(235.8)	(208.4)	27.4	11.6
Net cash provided by (used in) financing activities	(128.0)	(43.8)	84.1	65.7
Free cash flows (1)	(39.4)	65.4	104.7	
Free cash flows excluding changes in investments for cash management purposes (2)*	(24.1)	65.4	89.5	

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 21.

For the three months ended June 30, 2015, net cash provided by operating activities was ¥273.8 billion, an increase of ¥77.3 billion (39.4%) from the same period of the previous fiscal year. This was due mainly to an increase in cash inflows from customers in relation to collections of installment receivables for customers handset purchases and a decrease in cash outflows resulting from a decrease in the amount of income taxes paid.

Net cash used in investing activities was ¥208.4 billion, a decrease of ¥27.4 billion (11.6%) from the same period of the previous fiscal year. This was due mainly to decreases in cash outflows resulting from purchase of short-term investments for cash management purpose and purchases of property, plant and equipment as a result of efficient network construction, despite a decrease in cash inflows resulting from redemption of short-term investments.

Net cash used in financing activities was ¥43.8 billion, a decrease of ¥84.1 billion (65.7%) from the same period of the previous fiscal year. This was due mainly to an increase in cash inflows of proceeds from short-term borrowings, despite increases in cash outflows for dividends paid and repayments of short-term borrowings.

As a result of the foregoing, the balance of cash and cash equivalents was ¥126.3 billion as of June 30, 2015, an increase of ¥20.8 billion (19.7%) from the previous fiscal year end.



**Table of Contents**

**DOCOMO Earnings Release**

**Three Months Ended June 30, 2015**

**(3) Prospects for the Fiscal Year Ending March 31, 2016**

Competition in Japan's mobile telecommunications market is expected to remain intense in areas such as the acquisition of subscribers and further improvement of service offerings. Under such market conditions, we will make an ongoing effort to secure our customer base and boost customers' packet usage by further proliferating our new billing plan "Kake-hodai & Pake-aeru" launched in June 2014, the docomo Hikari optical-fiber broadband service and the docomo Hikari Pack bundle discount packages launched in March 2015, while also expanding new services that are designed to sustain customers' smart life. Through these endeavors, we expect to post an increase in both operating revenues and operating income for the fiscal year ending March 31, 2016.

Although a decline in mobile communications services revenues is projected due to the impacts of penetration of Monthly Support discount program, operating revenues for the fiscal year ending March 31, 2016 are estimated to increase by ¥126.6 billion from the previous fiscal year to ¥4,510.0 billion, driven by an increase in packet communications revenues resulting from an expansion of smartphone user base, planned implementation of initiatives aimed at boosting the packet consumption of new billing plan subscribers, and the projected growth of docomo Hikari optical-fiber broadband service revenues as well as revenues from smart life business and other businesses. On the expenses side, although we will continue to pursue further cost efficiency, operating expenses are expected to rise by ¥85.7 billion to ¥3,830.0 billion, owing primarily to a projected increase in expenses linked with the growth of revenues from smart life business and other businesses, increase in expenses associated with the expansion of docomo Hikari revenues and an increase in cost of equipment sold resulting from expanded handset sales. Accordingly, operating income for the fiscal year ending March 31, 2016 is estimated to be ¥680.0 billion, up ¥40.9 billion from the previous fiscal year.

As we are not currently aware of any factor that may have a material impact on our projected results of operations, we have not revised our forecasts announced on April 28, 2015.

**Table of Contents**

**DOCOMO Earnings Release**

**Three Months Ended June 30, 2015**

**2. Other Information**

**(1) Changes in Significant Subsidiaries**

None

**(2) Application of Simplified or Exceptional Accounting**

None

**(3) Changes in Accounting Policies**

None

**Table of Contents****DOCOMO Earnings Release****Three Months Ended June 30, 2015****3. Consolidated Financial Statements****(1) Consolidated Balance Sheets**

	Millions of yen	
	March 31, 2015	June 30, 2015
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 105,553	¥ 126,345
Short-term investments	243,757	243,756
Accounts receivable	264,591	181,632
Receivables held for sale	897,999	903,707
Credit card receivables	234,412	245,254
Other receivables	327,275	334,402
Allowance for doubtful accounts	(14,100)	(14,986)
Inventories	186,275	209,561
Deferred tax assets	61,512	60,361
Prepaid expenses and other current assets	108,102	121,628
<b>Total current assets</b>	<b>2,415,376</b>	<b>2,411,660</b>
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,027,390	5,039,270
Buildings and structures	890,382	892,012
Tools, furniture and fixtures	508,810	506,607
Land	200,736	200,785
Construction in progress	193,497	178,914
Accumulated depreciation and amortization	(4,309,748)	(4,357,781)
<b>Total property, plant and equipment, net</b>	<b>2,511,067</b>	<b>2,459,807</b>
<b>Non-current investments and other assets:</b>		
Investments in affiliates	439,070	435,808
Marketable securities and other investments	195,047	198,099
Intangible assets, net	636,319	625,104
Goodwill	266,311	262,736
Other assets	445,723	444,981
Deferred tax assets	237,427	234,472
<b>Total non-current investments and other assets</b>	<b>2,219,897</b>	<b>2,201,200</b>

<b>Total assets</b>	¥ 7,146,340	¥ 7,072,667
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 203	¥ 200
Short-term borrowings	2,048	95,522
Accounts payable, trade	811,799	617,808
Accrued payroll	54,955	42,025
Accrued income taxes	68,563	68,179
Other current liabilities	176,734	199,133
<b>Total current liabilities</b>	<b>1,114,302</b>	<b>1,022,867</b>
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	220,400	220,370
Accrued liabilities for point programs	89,929	81,760
Liability for employees' retirement benefits	173,872	175,717
Other long-term liabilities	129,632	128,204
<b>Total long-term liabilities</b>	<b>613,833</b>	<b>606,051</b>
<b>Total liabilities</b>	<b>1,728,135</b>	<b>1,628,918</b>
<b>Redeemable noncontrolling interests</b>	<b>15,589</b>	<b>15,751</b>
<b>Equity:</b>		
NTT DOCOMO, INC. shareholders' equity		
Common stock	949,680	949,680
Additional paid-in capital	339,783	339,767
Retained earnings	4,397,228	4,430,160
Accumulated other comprehensive income (loss)	52,599	47,533
Treasury stock	(359,218)	(359,218)
<b>Total NTT DOCOMO, INC. shareholders' equity</b>	<b>5,380,072</b>	<b>5,407,922</b>
Noncontrolling interests	22,544	20,076
<b>Total equity</b>	<b>5,402,616</b>	<b>5,427,998</b>
<b>Total liabilities and equity</b>	<b>¥ 7,146,340</b>	<b>¥ 7,072,667</b>

**Table of Contents****DOCOMO Earnings Release****Three Months Ended June 30, 2015****(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income****Consolidated Statements of Income**

	Millions of yen	
	Three Months Ended June 30, 2014	Three Months Ended June 30, 2015
<b>Operating revenues:</b>		
Telecommunications services	¥ 703,467	¥ 675,255
Equipment sales	206,987	201,345
Other operating revenues	164,848	200,264
<b>Total operating revenues</b>	<b>1,075,302</b>	<b>1,076,864</b>
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	265,587	288,904
Cost of equipment sold (exclusive of items shown separately below)	177,255	175,531
Depreciation and amortization	167,183	145,572
Selling, general and administrative	255,637	231,462
<b>Total operating expenses</b>	<b>865,662</b>	<b>841,469</b>
<b>Operating income</b>	<b>209,640</b>	<b>235,395</b>
<b>Other income (expense):</b>		
Interest expense	(280)	(312)
Interest income	404	179
Other, net	2,710	5,349
<b>Total other income (expense)</b>	<b>2,834</b>	<b>5,216</b>
<b>Income before income taxes and equity in net income (losses) of affiliates</b>	<b>212,474</b>	<b>240,611</b>
<b>Income taxes:</b>		
Current	63,801	70,293
Deferred	9,722	2,328
<b>Total income taxes</b>	<b>73,523</b>	<b>72,621</b>
<b>Income before equity in net income (losses) of affiliates</b>	<b>138,951</b>	<b>167,990</b>

Equity in net income (losses) of affiliates (including impairment charges of investments in affiliates)		(3,557)		<b>1,619</b>
<b>Net income</b>		135,394		<b>169,609</b>
Less: Net (income) loss attributable to noncontrolling interests		987		<b>(825)</b>
<b>Net income attributable to NTT DOCOMO, INC.</b>	¥	136,381	¥	<b>168,784</b>

**Per Share Data**

Weighted average common shares outstanding	Basic and Diluted	4,146,760,100		<b>3,881,483,829</b>
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC.		¥ 32.89	¥	<b>43.48</b>

**Consolidated Statements of Comprehensive Income**

	Millions of yen	
	Three Months Ended June 30, 2014	Three Months Ended June 30, 2015
<b>Net income</b>	¥ 135,394	¥ <b>169,609</b>
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	3,900	<b>1,730</b>
Unrealized gains (losses) on cash flow hedges, net of applicable taxes	27	<b>(23)</b>
Foreign currency translation adjustment, net of applicable taxes	(6,678)	<b>(6,716)</b>
Pension liability adjustment, net of applicable taxes	22	<b>(26)</b>
<b>Total other comprehensive income (loss)</b>	<b>(2,729)</b>	<b>(5,035)</b>
<b>Comprehensive income</b>	132,665	<b>164,574</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	1,049	<b>(856)</b>
<b>Comprehensive income attributable to NTT DOCOMO, INC.</b>	¥ 133,714	¥ <b>163,718</b>

**Table of Contents****DOCOMO Earnings Release****Three Months Ended June 30, 2015****(3) Consolidated Statements of Cash Flows**

	Millions of yen	
	Three Months Ended June 30, 2014	Three Months Ended June 30, 2015
<b>Cash flows from operating activities:</b>		
Net income	¥ 135,394	¥ 169,609
Adjustments to reconcile net income to net cash provided by operating activities		
Depreciation and amortization	167,183	145,572
Deferred taxes	9,722	2,328
Loss on sale or disposal of property, plant and equipment	9,849	6,379
Equity in net (income) losses of affiliates (including impairment charges of investments in affiliates)	3,557	(1,619)
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	80,189	81,894
(Increase) / decrease in receivables held for sale	(1,619)	(5,708)
(Increase) / decrease in credit card receivables	(1,392)	(6,224)
(Increase) / decrease in other receivables	(3,968)	(7,179)
Increase / (decrease) in allowance for doubtful accounts	(2,992)	893
(Increase) / decrease in inventories	(7,938)	(24,058)
(Increase) / decrease in prepaid expenses and other current assets	(12,087)	(16,365)
(Increase) / decrease in non-current receivables held for sale	(4,334)	3,278
Increase / (decrease) in accounts payable, trade	(67,295)	(85,782)
Increase / (decrease) in accrued income taxes	(113,900)	(307)
Increase / (decrease) in other current liabilities	15,533	26,887
Increase / (decrease) in accrued liabilities for point programs	(13,351)	(8,169)
Increase / (decrease) in liability for employees' retirement benefits	1,184	1,865
Increase / (decrease) in other long-term liabilities	10,156	679
Other, net	(7,426)	(10,175)
Net cash provided by operating activities	196,465	273,798
<b>Cash flows from investing activities:</b>		
Purchases of property, plant and equipment	(150,785)	(130,531)
Purchases of intangible and other assets	(60,336)	(72,028)
Purchases of non-current investments	(491)	(1,359)
Proceeds from sale of non-current investments	340	1,054
Purchases of short-term investments	(26,982)	(1,684)

Edgar Filing: NTT DOCOMO INC - Form 6-K

Redemption of short-term investments	11,699		<b>1,621</b>
Other, net	(9,264)		<b>(5,518)</b>
Net cash used in investing activities	(235,819)		<b>(208,445)</b>
<b>Cash flows from financing activities:</b>			
Proceeds from short-term borrowings	10,478		<b>143,798</b>
Repayment of short-term borrowings	(10,245)		<b>(50,146)</b>
Principal payments under capital lease obligations	(465)		<b>(379)</b>
Dividends paid	(122,434)		<b>(134,332)</b>
Other, net	(5,301)		<b>(2,784)</b>
Net cash provided by (used in) financing activities	(127,967)		<b>(43,843)</b>
Effect of exchange rate changes on cash and cash equivalents	(937)		<b>(718)</b>
Net increase (decrease) in cash and cash equivalents	(168,258)		<b>20,792</b>
Cash and cash equivalents as of beginning of period	526,920		<b>105,553</b>
Cash and cash equivalents as of end of period	¥ 358,662	¥	<b>126,345</b>
<b>Supplemental disclosures of cash flow information:</b>			
<b>Cash received during the period for:</b>			
Income tax refunds	¥ 4	¥	<b>653</b>
<b>Cash paid during the period for:</b>			
Interest, net of amount capitalized	266		<b>265</b>
Income taxes	175,655		<b>74,492</b>



**Table of Contents**

**DOCOMO Earnings Release**

**Three Months Ended June 30, 2015**

**(4) Notes to Consolidated Financial Statements**

**i. Note to Going Concern Assumption**

There is no corresponding item.

**ii. Significant Changes in NTT DOCOMO, INC. Shareholders' Equity**

None

**iii. Segment Information**

DOCOMO's chief operating decision maker ( CODM ) is its board of directors. The CODM evaluates the performance and makes resource allocations of its segments based on the information provided by DOCOMO's internal management reports.

DOCOMO realigned its three former operating segments, which had consisted of its mobile communications business, smart life business and other businesses, into three new operating segments, which consist of its telecommunications business, smart life business and other businesses from the fourth quarter of the fiscal year ended March 31, 2015, as a result of realignment of the way DOCOMO manages the telecommunications related services triggered by the launch of optical-fiber broadband services. Accordingly, telecommunications services which had been included in other businesses under DOCOMO's three former operating segments are reclassified to the telecommunications business.

The telecommunications business includes mobile phone services (LTE(Xi) services and FOMA services), optical-fiber broadband service, satellite mobile communications services, international services and the equipment sales related to these services. The smart life business includes video and music distribution, electronic books and other services offered through DOCOMO's dmarket portal, as well as finance/payment services, shopping services and various other services to support our customers' daily lives. The other businesses primarily includes Mobile Device Protection Service, as well as development, sales and maintenance of IT systems.

In connection with this realignment, segment information for the three months ended June 30, 2014 has been restated to conform to the presentation for the three months ended June 30, 2015.

Accounting policies used to determine segment operating revenues and operating income (loss) are consistent with those used to prepare the consolidated financial statements in accordance with U.S. GAAP.

**Table of Contents****DOCOMO Earnings Release****Three Months Ended June 30, 2015****Segment operating revenues:**

	Millions of yen	
	Three months ended June 30, 2014	Three months ended June 30, 2015
Telecommunications business-		
External customers	¥ 906,203	¥ 878,374
Intersegment	192	250
Subtotal	906,395	878,624
Smart life business-		
External customers	96,104	114,261
Intersegment	3,542	2,872
Subtotal	99,646	117,133
Other businesses-		
External customers	72,995	84,229
Intersegment	2,940	2,901
Subtotal	75,935	87,130
Segment total	1,081,976	1,082,887
Elimination	(6,674)	(6,023)
Consolidated	¥ 1,075,302	¥ 1,076,864

**Segment operating income (loss):**

	Millions of yen	
	Three months ended June 30, 2014	Three months ended June 30, 2015
Telecommunications business	¥ 203,203	¥ 212,420
Smart life business	6,588	16,440
Other businesses	(151)	6,535
Consolidated	¥ 209,640	¥ 235,395

Segment operating income (loss) is segment operating revenues less segment operating expenses.

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

Table of Contents

## DOCOMO Earnings Release

Three Months Ended June 30, 2015

## 4. Appendices

## (1) Operating Data for the 1st Quarter of the Fiscal Year Ending March 31, 2016

Full-year Forecasts: as announced on April 28, 2015

		First Quarter (Apr. - Jun. 2014) Results	First Quarter Apr. - Jun. 2015) Results	[Ref.] Fiscal Year Ending Mar. 31, 2015 Full-year Results	[Ref.] Fiscal Year Ending Mar. 31, 2016 Full-year Forecasts
<b>Number of Subscriptions and Other Operating Data</b>					
Cellular Subscriptions	thousands	63,566	<b>67,532</b>	66,595	69,900
New Billing Plan Subscriptions	thousands	4,671	<b>20,812</b>	17,827	
LTE(Xi)	thousands	24,043	<b>32,609</b>	30,744	37,000
FOMA (1)	thousands	39,523	<b>34,923</b>	35,851	32,900
Communication Module Service	thousands	3,286	<b>4,328</b>	4,173	
Net Increase from Previous Period (2)	thousands	461	<b>936</b>	3,490	3,300
LTE(Xi)	thousands	2,078	<b>1,864</b>	8,779	6,300
FOMA (1)	thousands	(1,617)	<b>(928)</b>	(5,289)	(3,000)
sp-mode Subscriptions	thousands	24,685	<b>29,094</b>	28,160	31,900
i-mode Subscriptions	thousands	25,362	<b>21,512</b>	22,338	19,100
Churn Rate (2) (3)	%	0.60	<b>0.59</b>	0.61	
Number of Handsets Sold (4)	thousands	5,156	<b>5,766</b>	23,751	
<b>ARPU and MOU</b>					
Aggregate ARPU (5) (6) (7)	yen/month/user	4,210	<b>4,010</b>	4,100	4,100
Voice ARPU (8)	yen/month/user	1,340	<b>1,120</b>	1,280	1,200
Data ARPU	yen/month/user	2,870	<b>2,890</b>	2,820	2,900
Packet ARPU	yen/month/user	2,870	<b>2,870</b>	2,820	2,820
docomo Hikari ARPU	yen/month/user		<b>20</b>		80
MOU (6) (7) (9)	minute/month/user	111	<b>129</b>	122	

\*Please refer to 4. (2) Definition and Calculation Methods of ARPU and MOU for the definition of ARPU and MOU on page 20, and an explanation of the methods used to calculate ARPU and the number of active users.

- (1) Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions include in the number of FOMA subscribers.
- (2) Data are calculated including communication module services subscriptions.
- (3) Calculation methods have been changed from the First Quarter of the fiscal year ending March 31, 2016. (Accordingly, Churn Rate of the fiscal year ended March 31, 2015 first quarter (Apr. - Jun. 2014) results and full-year results have also been changed.) Data are calculated excluding the subscriptions and cancellations of subscriptions of Mobile Virtual Network Operators (MVNOs).
- (4) Sum of new subscriptions, change of subscription from FOMA to LTE(Xi), LTE(Xi) to FOMA, LTE(Xi) handset upgrade by LTE(Xi) subscribers, FOMA handset upgrade by FOMA subscribers.
- (5) Data are calculated excluding revenues and users from communication module services, Phone Number Storage, Mail Address Storage, docomo Business Transceiver and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs).
- (6) Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for Xi or FOMA services in his/her name are not included in the calculation.
- (7) Calculation Methods has been changed from the First Quarter of the Fiscal Year Ending March 31, 2016. (Accordingly, ARPU and MOU of the Fiscal Year Ended March 31, 2015 First Quarter (Apr. - Jun. 2014) Results, Full-Year Results, and Fiscal Year Ended March 31, 2016 Full-year Forecasts have also been changed.)
- (8) Inclusive of circuit-switched data communication.
- (9) Data are calculated excluding users from communication module services, Phone Number Storage, Mail Address Storage, docomo Business Transceiver and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs).

**Table of Contents****DOCOMO Earnings Release****Three Months Ended June 30, 2015****(2) Definition and Calculation Methods of ARPU and MOU****i. Definition of ARPU and MOU****a. ARPU (Average monthly Revenue Per Unit):**

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per user basis. ARPU is calculated by dividing telecommunications services revenues (excluding certain revenues) by the number of active users to our wireless services in the relevant periods, as shown below under ARPU Calculation Method. We believe that our ARPU figures provide useful information to analyze the average usage per user 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.

**b. MOU (Minutes of Use): Average monthly communication time per user.****ii. ARPU Calculation Methods**

Aggregate ARPU = Voice ARPU + Packet ARPU + docomo Hikari ARPU

- Voice ARPU : Voice ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active users
- Packet ARPU : Packet ARPU Related Revenues (basic monthly charges, packet communication charges) / No. of active users
- docomo Hikari ARPU : A part of other operating revenues (basic monthly charges, voice communication charges) / No. of active users

In addition, the sum of Packet ARPU and docomo Hikari ARPU is referred to as Data ARPU.

**iii. Active Users Calculation Method**

Sum of No. of active users for each month ((No. of users at the end of previous month + No. of users at the end of current month) / 2) during the relevant period

Notes:

1. The number of users used to calculate ARPU and MOU is the total number of subscriptions, excluding the subscriptions listed below:
  - a.

Subscriptions of communication module services, Phone Number Storage, Mail Address Storage, docomo Business Transceiver and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs); and

- b. Data Plan subscriptions in the case where the customer contracting for such subscription in his/her name also has a subscription for Xi or FOMA services in his/her name.
2. Revenues from communication module services, Phone Number Storage, Mail Address Storage, docomo Business Transceiver and wholesale telecommunications services and interconnecting telecommunications facilities that are provided to Mobile Virtual Network Operators (MVNOs) are not included in the ARPU calculation.

Table of Contents

## DOCOMO Earnings Release

Three Months Ended June 30, 2015

**(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	
	Three months ended	
	June 30, 2014	Three months ended June 30, 2015
a. EBITDA	¥ 386.7	¥ 387.3
Depreciation and amortization	(167.2)	(145.6)
Loss on sale or disposal of property, plant and equipment	(9.8)	(6.4)
Operating income	209.6	235.4
Other income (expense)	2.8	5.2
Income taxes	(73.5)	(72.6)
Equity in net income (losses) of affiliates	(3.6)	1.6
Less: Net (income) loss attributable to noncontrolling interests	1.0	(0.8)
b. Net income attributable to NTT DOCOMO, INC.	136.4	168.8
c. Operating revenues	1,075.3	1,076.9
EBITDA margin (=a/c)	36.0%	36.0%
Net income margin (=b/c)	12.7%	15.7%

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. ROE**

	Billions of yen	
	Three months ended	
	June 30, 2014	Three months ended June 30, 2015



Edgar Filing: NTT DOCOMO INC - Form 6-K

a. Net income attributable to NTT DOCOMO, INC.	¥ 136.4	¥	<b>168.8</b>
b. Shareholders' equity	5,648.0		<b>5,394.0</b>
ROE (=a/b)	2.4%		<b>3.1%</b>

Note: Shareholders' equity = The average of NTT DOCOMO, INC. shareholders' equity, each as of March 31, 2015 (or 2014) and June 30, 2015 (or 2014)

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

	Billions of yen	
	Three months ended June 30, 2014	Three months ended June 30, 2015
Net cash provided by operating activities	¥ 196.5	¥ <b>273.8</b>
Net cash used in investing activities	(235.8)	<b>(208.4)</b>
Free cash flows	(39.4)	<b>65.4</b>
Changes in investments for cash management purposes	(15.3)	<b>(0.1)</b>
Free cash flows excluding changes in investments for cash management purposes	(24.1)	<b>65.4</b>

Note: Changes in investments for cash management purposes were derived from purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months.

**Table of Contents**

**DOCOMO Earnings Release**

**Three Months Ended June 30, 2015**

**5. Special Note Regarding Forward-Looking Statements**

This earning 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 report were derived using certain assumptions that were 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 market environment in the telecommunications industry, such as intensifying competition from other businesses or other technologies caused by Mobile Number Portability, development of appealing new handsets, new market entrants, mergers among other service providers and other factors, or the expansion of the areas of competition could limit the acquisition of new subscriptions and retention of existing subscriptions by our corporate group, or it may lead to ARPU diminishing at a greater than expected rate, an increase in our costs, or an inability to optimize costs as expected.
- (2) If current and new services, usage patterns, and sales schemes proposed and introduced by our corporate group cannot be developed as planned, or if unanticipated expenses arise the financial condition of our corporate group could be affected and our growth could be limited.
- (3) The introduction or change of various laws or regulations inside and outside of Japan, 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 and could increase our costs.
- (5) Other mobile service providers in the world may not adopt the technologies and the frequency bands that are compatible with those used by our corporate group's mobile communications system on a continuing basis, which could affect our ability to sufficiently offer international services.

- (6) Our domestic and international investments, alliances and collaborations, as well as investments in new business fields, may not produce the returns or provide the opportunities we expect.
- (7) Malfunctions, defects or imperfections in our products and services or those of other parties may give rise to problems.
- (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 a license or other use of such intellectual property rights, which may result in our inability to offer certain technologies, products and/or services, and our corporate group may also be held liable for damage compensation if we infringe the intellectual property rights of others. In addition, the illicit use by a third party of the intellectual property rights owned by our corporate group could reduce our license revenues actually obtained and may inhibit our competitive superiority.
- (11) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, the proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment, software bugs, deliberate incidents induced by computer viruses, cyber-attacks, equipment misconfiguration, hacking, unauthorized access and other problems could cause failure in our networks, distribution channels, and/or other factors necessary for the provision of service, disrupting our ability to offer services to our subscribers and such incidents may adversely affect our credibility or corporate image, or lead to a reduction of revenues and/or increase of costs.
- (12) Concerns about adverse health effects arising from wireless telecommunications may spread and consequently adversely affect our financial condition and results of operations.
- (13) Our parent company, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), could exercise influence that may not be in the interests of our other shareholders.

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

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**