

NTT DOCOMO INC  
Form 6-K  
January 31, 2011

**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 January, 2011.  
Commission File Number: 001-31221  
Total number of pages: 74**

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

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

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

**Form 20-F**  **Form 40-F**

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

**SIGNATURES**

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

NTT DOCOMO, INC.

Date: January 31, 2011

By: /S/ OSAMU HIROKADO  
**Osamu Hirokado**  
**Head of Investor Relations**

Information furnished in this form:

1. Earnings release dated January 28, 2011 announcing the company's results for the nine months ended December 31, 2010
  2. Presentation material
-

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

For the Nine Months Ended December 31, 2010

January 28, 2011

**[U.S. GAAP]**

Name of registrant: **NTT DOCOMO, INC.** (URL <http://www.nttdocomo.co.jp/>)  
Code No.: 9437  
Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section  
Representative: Ryuji Yamada, Representative Director, President and Chief Executive Officer  
Contact: Ken Takeuchi, Senior Manager, General Affairs Department / TEL +81-3-5156-1111  
Scheduled date for filing of quarterly report: February 3, 2011  
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 Nine Months Ended December 31, 2010 (April 1, 2010 – December 31, 2010)****(1) Consolidated Results of Operations**

(Millions of yen, except per share amounts)

	<b>Operating Revenues</b>		<b>Operating Income</b>		<b>Income before Income Taxes</b>		<b>Net Income Attributable to NTT DOCOMO, INC.</b>	
Nine months ended December 31, 2010	3,209,129	(1.0)%	758,501	7.9%	748,637	6.7%	443,983	5.9%
Nine months ended December 31, 2009	3,242,364	(4.0)%	702,653	(5.9)%	701,687	(1.1)%	419,346	(4.2)%

	<b>Basic Earnings per Share Attributable to NTT DOCOMO, INC.</b>	<b>Diluted Earnings per Share Attributable to NTT DOCOMO, INC.</b>
Nine months ended December 31, 2010	10,671.42 (yen)	
Nine months ended December 31, 2009	10,046.99 (yen)	

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

**(2) Consolidated Financial Position**

(Millions of yen, except per share amounts)

	<b>Total Equity (Net Assets)</b>	<b>NTT DOCOMO, INC Shareholders Equity</b>	<b>Shareholders Equity Ratio</b>	<b>NTT DOCOMO, INC. Shareholders Equity per Share</b>
<b>Total Assets</b>				

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December 31, 2010	6,848,593	4,865,222	4,837,836	70.6%	116,340.04 (yen)
March 31, 2010	6,756,775	4,662,446	4,635,877	68.6%	111,423.97 (yen)

**2. Dividends**

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

Changes in forecasts of dividends during the three months ended December 31, 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)

Year ending	Operating Revenues		Operating Income		Income before Income Taxes		Net Income Attributable to NTT DOCOMO, INC.		Basic Earnings per Share Attributable to NTT DOCOMO, INC.
		(%)		(%)		(%)		(%)	
March 31, 2011	4,209,000	(1.8)%	840,000	0.7%	838,000	0.2%	497,000	0.4%	11,951.83

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

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

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

(1) Changes in significant subsidiaries for the three months ended December 31, 2010 (Changes in significant subsidiaries for the three months ended December 31, 2010 which resulted in changes in scope of consolidation)		None
(2) Application of simplified or exceptional accounting (Application of simplified or exceptional accounting for quarterly consolidated financial statements)		None
(3) Changes in significant accounting policies, procedures and presentation		
i. Changes due to revision of accounting standards and other regulations:		None
ii. Others:		None
(4) Number of issued shares (common stock)		

i. Number of issued shares (inclusive of treasury stock):	As of December 31, 2010:	43,790,000 shares
	As of March 31, 2010:	43,790,000 shares
ii. Number of treasury stock:	As of December 31, 2010:	2,206,413 shares
	As of March 31, 2010:	2,184,258 shares
iii. Number of weighted average common shares outstanding:	For the nine months ended December 31, 2010:	41,604,852 shares
	For the nine months ended December 31, 2009:	41,738,464 shares

## \* Presentation on the status of quarterly review process:

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

## \* Explanation for forecasts of operation and other notes:

Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and the certain assumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in or suggested by any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2011, please refer to the attachment (pages 10 and 20).

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**Earnings Release for the Nine Months Ended December 31, 2010**

**1. Information on Consolidated Results**

**(1) Operating Results**

**i. Business Overview**

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

Under these market conditions, we developed our new corporate vision "Pursuing Smart Innovation: HEART" with the aim of achieving further growth and delivering new values to customers in view of the possible changes in society in the future.

Based on our medium-term action plan "Change and Challenge", we continued to promote various measures aimed at improving customer satisfaction, and earned splendid appraisals from external organizations. Positioning this fiscal year as "a year to enter the execution phase" to realize the goals of our "Challenge" programs, we expanded the smartphone market, launched "Xi" (pronounced crossy) service using the LTE system, a new mobile communications standard and implemented various other measures to achieve an increase in packet ARPU (average monthly revenue per unit).

For the nine months ended December 31, 2010, with respect to our cellular services revenues, although voice revenues decreased by ¥140.5 billion from the same period of the prior fiscal year due to a decline in voice ARPU, packet communications revenues increased by ¥76.6 billion as a result of our efforts to boost packet usage and expand the uptake of packet flat-rate services. Other revenues grew by ¥54.6 billion owing mainly to an increase in the subscriptions to "Mobile Phone Protection & Delivery Service" and other factors. Equipment sales revenues decreased by ¥23.9 billion due to a decline in wholesale price per unit. Consequently, we recognized operating revenues of ¥3,209.1 billion (a decrease of ¥33.2 billion from the same period of the prior fiscal year). We recognized operating expenses of ¥2,450.6 billion (a decrease of ¥89.1 billion from the same period of the prior fiscal year) as a result of a decrease in network-related costs achieved through efficient use of capital expenditures and other ongoing cost-cutting efforts. As a result of the foregoing, we recorded an operating income of ¥758.5 billion (an increase of ¥55.8 billion from the same period of the prior fiscal year). Income before income taxes was ¥748.6 billion and net income attributable to NTT DOCOMO, INC. was ¥444.0 billion.

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

2. Amounts in this earnings release are rounded off.



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2010**

Consolidated results of operations for the three months and nine months ended December 31, 2009 and 2010, respectively, were as follows:

<Results of operations>

	Billions of yen				
	Three months ended December 31, 2009	<b>Three months ended December 31, 2010</b>		Increase  (Decrease)	
Operating revenues	¥ 1,096.6	¥ <b>1,071.0</b>	¥	(25.6)	(2.3)%
Operating expenses	879.1	<b>843.9</b>		(35.2)	(4.0)
Operating income	217.4	<b>227.0</b>		9.6	4.4
Other income (expense)	4.4	<b>(5.4)</b>		(9.8)	
Income before income taxes	221.8	<b>221.6</b>		(0.2)	(0.1)
Income taxes	89.7	<b>90.2</b>		0.5	0.5
Equity in net income (losses) of affiliates	2.9	<b>3.4</b>		0.5	15.9
Net Income	135.0	<b>134.8</b>		(0.2)	(0.1)
Less: Net (income) loss attributable to noncontrolling interests	(0.4)	<b>(0.6)</b>		(0.2)	(49.2)
Net income attributable to NTT DOCOMO, INC.	¥ 134.6	¥ <b>134.2</b>	¥	(0.4)	(0.3)%
EBITDA margin*	36.3%	<b>38.1%</b>		1.8point	
ROCE before tax effect*	4.2%	<b>4.2%</b>			
ROCE after tax effect*	2.5%	<b>2.5%</b>			

	Billions of yen				
	Nine months ended December 31, 2009	<b>Nine months ended December 31, 2010</b>		Increase  (Decrease)	
Operating revenues	¥ 3,242.4	¥ <b>3,209.1</b>	¥	(33.2)	(1.0)%
Operating expenses	2,539.7	<b>2,450.6</b>		(89.1)	(3.5)
Operating income	702.7	<b>758.5</b>		55.8	7.9
Other income (expense)	(1.0)	<b>(9.9)</b>		(8.9)	(921.1)
Income before income taxes	701.7	<b>748.6</b>		47.0	6.7

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Income taxes	283.8	<b>303.4</b>	19.6	6.9
Equity in net income (losses) of affiliates	3.2	<b>0.4</b>	(2.8)	(88.2)
Net Income	421.1	<b>445.6</b>	24.6	5.8
Less: Net (income) loss attributable to noncontrolling interests	(1.7)	<b>(1.7)</b>	0.1	3.5
Net income attributable to NTT DOCOMO, INC.	¥ 419.3	¥ <b>444.0</b>	¥ 24.6	5.9%
EBITDA margin*	38.1%	<b>39.5%</b>	1.4point	
ROCE before tax effect*	13.9%	<b>14.2%</b>	0.3point	
ROCE after tax effect*	8.2%	<b>8.4%</b>	0.2point	

\* EBITDA and EBITDA margin, as we use them in this earnings release, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used by other companies. For an explanation of our definitions of EBITDA, EBITDA margin, ROCE before tax effect and ROCE after tax effect, see 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 19.

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&lt;Operating revenues&gt;

**Nine Months Ended December 31, 2010**

	Billions of yen				
	Three months ended December 31, 2009	Three months ended December 31, 2010		Increase (Decrease)	
Wireless services	¥ 966.2	¥ 951.1	¥	(15.1)	(1.6)%
Cellular services revenues	896.6	863.3		(33.2)	(3.7)
- Voice revenues	499.3	438.6		(60.7)	(12.2)
Including: FOMA services	470.7	426.7		(44.1)	(9.4)
- Packet communications revenues	397.3	424.8		27.5	6.9
Including: FOMA services	390.4	421.4		31.0	7.9
Other revenues	69.7	87.8		18.1	26.0
Equipment sales	130.3	119.9		(10.5)	(8.0)
Total operating revenues	¥ 1,096.6	¥ 1,071.0	¥	(25.6)	(2.3)%

	Billions of yen				
	Nine months ended December 31, 2009	Nine months ended December 31, 2010		Increase (Decrease)	
Wireless services	¥ 2,859.5	¥ 2,850.1	¥	(9.4)	(0.3)%
Cellular services revenues	2,662.7	2,598.8		(63.9)	(2.4)
- Voice revenues	1,477.5	1,337.0		(140.5)	(9.5)
Including: FOMA services	1,374.9	1,292.4		(82.5)	(6.0)
- Packet communications revenues	1,185.2	1,261.8		76.6	6.5
Including: FOMA services	1,160.3	1,249.6		89.3	7.7
Other revenues	196.8	251.3		54.6	27.7
Equipment sales	382.9	359.0		(23.9)	(6.2)
Total operating revenues	¥ 3,242.4	¥ 3,209.1	¥	(33.2)	(1.0)%

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

&lt;Operating expenses&gt;

	Billions of yen		
	Three months ended December 31, 2009	Three months ended December 31, 2010	Increase (Decrease)

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Personnel expenses	¥	64.7	¥	<b>66.3</b>	¥	1.6	2.5%
Non-personnel expenses		540.9		<b>512.9</b>		(28.1)	(5.2)
Depreciation and amortization		173.7		<b>174.1</b>		0.4	0.2
Loss on disposal of property, plant and equipment and intangible assets		11.8		<b>10.5</b>		(1.3)	(10.7)
Communication network charges		78.4		<b>70.5</b>		(7.9)	(10.1)
Taxes and public dues		9.6		<b>9.6</b>		0.0	0.4
Total operating expenses	¥	879.1	¥	<b>843.9</b>	¥	(35.2)	(4.0)%

Billions of yen

	Nine months ended December 31, 2009	<b>Nine months ended December 31, 2010</b>		Increase (Decrease)	
Personnel expenses	¥ 191.5	¥ <b>195.7</b>	¥	4.2	2.2%
Non-personnel expenses	1,542.8	<b>1,495.0</b>		(47.9)	(3.1)
Depreciation and amortization	511.5	<b>496.1</b>		(15.4)	(3.0)
Loss on disposal of property, plant and equipment and intangible assets	30.4	<b>23.1</b>		(7.3)	(23.9)
Communication network charges	234.3	<b>211.6</b>		(22.6)	(9.7)
Taxes and public dues	29.2	<b>29.1</b>		(0.1)	(0.3)
Total operating expenses	¥ 2,539.7	¥ <b>2,450.6</b>	¥	(89.1)	(3.5)%

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****ii. Segment Results****Mobile phone business**

During the three months ended December 31, 2010, we continually implemented various actions aimed at enhancing customer satisfaction, and received the No.1 rating by J.D. Power Asia Pacific in its customer satisfaction study\*<sup>1</sup>. We also released 18 new models of mobile phones and smartphones, including the GALAXY S, to offer products and services catered to the diverse needs of customers. The cumulative number of smartphones sold during this fiscal year has exceeded one million units.

On December 24, 2010, we launched Xi service using the LTE system a new mobile communications standard featuring high-speed, large-capacity and low-latency transmission capabilities, in Tokyo, Osaka and Nagoya, and released the L-02C data terminal device compatible with Xi service.

As part of our efforts to raise the packet ARPU, we launched the i-mode version of docomo market portal to give users easier access to a wide array of applications and contents such as music and electronic books they need. We also introduced docomo Drive Nē wireless information distribution service for car navigation systems together with a dedicated billing plan for this service. Furthermore, we started offering a trial electronic book service, in which smartphone users can download magazines, books and other publications without having to pay any content fees.

As of December 31, 2010, the total number of our cellular services subscriptions was 57.21 million (an increase of 1.77 million compared to the number as of December 31, 2009), and our cellular churn rate for the nine months ended December 31, 2010, was 0.46%. The aggregate number of subscriptions to Fami-wari MAX 50 and other MAX discount programs introduced in August 2007 reached approximately 35.90 million, while the number of subscriptions to the Value Plan launched in November 2007 grew to approximately 38.90 million as of December 31, 2010. Although the packet ARPU posted an increase from the same period of the prior fiscal year, the aggregate ARPU for the nine months ended December 31, 2010, decreased by 5.0% year-on-year to ¥5,170 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, equipment sales revenues and cost of equipment sold decreased due primarily to a decline of purchase and wholesale prices per unit.

As a result of the foregoing, operating revenues and operating income from mobile phone business for the nine months ended December 31, 2010, were ¥3,106.8 billion (a decrease of ¥49.3 billion from the same period of the prior fiscal year) and ¥764.8 billion (an increase of ¥54.6 billion from the same period of the prior fiscal year), respectively.

\*1: J. D. Power Asia Pacific 2010 Japan Mobile Phone Service Customer Satisfaction Index Study<sup>SM</sup>. Study results were based on responses obtained from 7,500 mobile phone users residing in Japan during the period between late July and late August 2010. [www.jdpower.co.jp](http://www.jdpower.co.jp)

\*2: A new information delivery service for drivers which provides latest maps and other information such as tourism facilities and parking availability based on the vehicle location in real time through DOCOMO's network.

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010**

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

&lt;Number of subscriptions by services&gt;

	Thousand subscriptions		Increase	
	December 31, 2009	<b>December 31, 2010</b>	(Decrease)	
Cellular services	55,436	<b>57,210</b>	1,774	3.2%
Cellular (Xi) services		<b>1</b>		
Cellular (FOMA) services	52,045	<b>55,572</b>	3,527	6.8
Including: i-channel services	16,733	<b>16,493</b>	(240)	(1.4)
Including: i-concier services	3,101	<b>5,800</b>	2,699	87.0
Including: packet flat-rate services	23,624	<b>30,174</b>	6,550	27.7
Cellular (mova) services	3,391	<b>1,636</b>	(1,755)	(51.7)
i-mode services	48,688	<b>48,530</b>	(159)	(0.3)
sp-mode services		<b>936</b>		

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

2. Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscriptions.

3. Number of subscriptions to packet flat-rate services includes subscriptions to Pake-hodai double, Pake-hodai simple, Pake-hodai, Pake-hodai full, Biz-hodai, Flat-rate data plan Standard, Flat-rate data plan 64k a Flat-rate data plan HIGH-SPEED . (Number as of December 31, 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.

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

	Thousand units		Increase	
	Three months ended December 31, 2009	<b>Three months ended December 31, 2010</b>	(Decrease)	
Cellular services	4,201	<b>4,342</b>	140	3.3%
Cellular (Xi) services				
New Xi subscription		<b>1</b>		
Change of subscription from FOMA or mova		<b>0</b>		
Xi handset upgrade by Xi subscribers		<b>0</b>		
Cellular (FOMA) services				
New FOMA subscription	987	<b>1,101</b>	115	11.6
Change of subscription from Xi or mova	450	<b>264</b>	(186)	(41.4)

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FOMA handset upgrade by FOMA subscribers	2,762	<b>2,973</b>	211	7.6
Cellular (mova) services				
New mova subscription	1	<b>1</b>	0	22.4
mova handset upgrade by mova subscribers and change of subscription from Xi or FOMA	1	<b>1</b>	(1)	(50.3)
Churn Rate	0.45%	<b>0.46%</b>	0.01point	

	Thousand units			
	Nine months ended December 31, 2009	<b>Nine months ended December 31, 2010</b>	Increase (Decrease)	
Cellular services	13,009	<b>13,587</b>	577	4.4%
Cellular (Xi) services				
New Xi subscription		<b>1</b>		
Change of subscription from FOMA or mova		<b>0</b>		
Xi handset upgrade by Xi subscribers		<b>0</b>		
Cellular (FOMA) services				
New FOMA subscription	3,044	<b>3,478</b>	434	14.3
Change of subscription from Xi or mova	1,850	<b>1,056</b>	(794)	(42.9)
FOMA handset upgrade by FOMA subscribers	8,101	<b>9,044</b>	943	11.6
Cellular (mova) services				
New mova subscription	9	<b>5</b>	(4)	(43.0)
mova handset upgrade by mova subscribers and change of subscription from Xi or FOMA	6	<b>3</b>	(3)	(55.4)
Churn Rate	0.45%	<b>0.46%</b>	0.01point	

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

&lt;Trend of ARPU and MOU&gt;

**Nine Months Ended December 31, 2010**

	Yen			
	Three months ended December 31, 2009	Three months ended December 31, 2010	Increase (Decrease)	
Aggregate ARPU* (Xi+FOMA+mova)	¥ 5,470	¥ 5,130	¥ (340)	(6.2)%
Voice ARPU	3,030	2,590	(440)	(14.5)
Packet ARPU	2,440	2,540	100	4.1
Aggregate ARPU (FOMA)	5,600	5,180	(420)	(7.5)
Voice ARPU	3,040	2,580	(460)	(15.1)
Packet ARPU	2,560	2,600	40	1.6
Aggregate ARPU (mova)	3,460	3,290	(170)	(4.9)
Voice ARPU	2,880	2,750	(130)	(4.5)
Packet ARPU	580	540	(40)	(6.9)
MOU* (Xi+FOMA+mova) (minutes)	138	133	(5)	(3.6)%

	Yen			
	Nine months ended December 31, 2009	Nine months ended December 31, 2010	Increase (Decrease)	
Aggregate ARPU* (Xi+FOMA+mova)	¥ 5,440	¥ 5,170	¥ (270)	(5.0)%
Voice ARPU	3,000	2,640	(360)	(12.0)
Packet ARPU	2,440	2,530	90	3.7
Aggregate ARPU (FOMA)	5,590	5,230	(360)	(6.4)
Voice ARPU	3,010	2,640	(370)	(12.3)
Packet ARPU	2,580	2,590	10	0.4
Aggregate ARPU (mova)	3,510	3,320	(190)	(5.4)
Voice ARPU	2,910	2,760	(150)	(5.2)
Packet ARPU	600	560	(40)	(6.7)
MOU* (Xi+FOMA+mova) (minutes)	137	134	(3)	(2.2)%

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

Results of operations are as follows:

<Results of operations>

	Billions of yen		
Three months	Three months ended		Increase



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	ended December 31, 2009	<b>December 31, 2010</b>	(Decrease)	
Operating revenues from mobile phone business	¥ 1,067.0	¥ <b>1,035.0</b>	¥ (32.0)	(3.0)%
Operating income from mobile phone business	220.6	<b>231.6</b>	11.0	5.0

Billions of yen

	Nine months ended December 31, 2009	<b>Nine months ended December 31, 2010</b>	Increase (Decrease)	
Operating revenues from mobile phone business	¥ 3,156.1	¥ <b>3,106.8</b>	¥ (49.3)	(1.6)%
Operating income from mobile phone business	710.1	<b>764.8</b>	54.6	7.7

Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2010****Miscellaneous businesses**

Operating revenues from miscellaneous businesses for the nine months ended December 31, 2010 were ¥102.3 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 services for hotel facilities, advertisement services, development, sales and maintenance of IT systems and credit services. Operating expenses and operating loss from miscellaneous businesses were ¥108.6 billion and ¥6.3 billion, respectively.

Results of operations are as follows:

<Results of operations>

	Billions of yen			
	Three months ended December 31, 2009	Three months ended December 31, 2010	Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥ 29.5	¥ 36.0	¥ 6.5	21.9%
Operating income (loss) from miscellaneous businesses	(3.2)	(4.6)	(1.4)	(44.7)

	Billions of yen			
	Nine months ended December 31, 2009	Nine months ended December 31, 2010	Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥ 86.3	¥ 102.3	¥ 16.0	18.6%
Operating income (loss) from miscellaneous businesses	(7.5)	(6.3)	1.2	16.1

**iii. Trend of Capital Expenditures**

We strived to improve the quality of our FOMA service area thoroughly, appropriately reinforced our network capacity to meet an increase in traffic demand and built the network infrastructure of Xi service area. Since we efficiently implemented these initiatives, total capital expenditures for the nine months ended December 31, 2010 were ¥468.3 billion (down 3.3% compared to the same period of prior year).

<Capital expenditures>

	Billions of yen			
	Three months ended December 31, 2009	Three months ended December 31, 2010	Increase (Decrease)	
Total capital expenditures	¥ 168.4	¥ 158.5	¥ (9.9)	(5.9)%
Mobile phone business	142.0	126.3	(15.6)	(11.0)

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Other (including information systems)	26.4	<b>32.2</b>	5.8	21.8
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Billions of yen

	Nine months ended December 31, 2009	<b>Nine months ended December 31, 2010</b>		Increase  (Decrease)	
Total capital expenditures	¥ 484.5	¥ <b>468.3</b>	¥	(16.2)	(3.3)%
Mobile phone business	399.9	<b>376.2</b>		(23.7)	(5.9)
Other (including information systems)	84.6	<b>92.1</b>		7.5	8.9

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## DOCOMO Earnings Release

Nine Months Ended December 31, 2010

## (2) Financial Review

## i. Financial Position

	December 31, 2009	December 31, 2010	Billions of yen		(Reference) March 31, 2010
			Increase (Decrease)		
Total assets NTT DOCOMO, INC.	¥ 6,494.6	¥ 6,848.6	¥ 354.0	5.5%	¥ 6,756.8
shareholders equity	4,528.2	4,837.8	309.7	6.8	4,635.9
Liabilities	1,940.3	1,983.4	43.1	2.2	2,094.3
Including: Interest bearing liabilities	625.0	609.0	(16.0)	(2.6)	610.3
Shareholders equity ratio (1)	69.7%	70.6%	0.9point		68.6%
Debt ratio (2)	12.1%	11.2%	(0.9) 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 nine months ended December 31, 2010, net cash provided by operating activities was ¥754.5 billion, an increase of ¥162.4 billion (27.4%) compared to the same period of the prior year, mainly due to an increase in cash inflow resulting from collections of installment receivable for handsets, a decrease in the payment of income taxes and a decrease in the payment of accounts payable, trade.

Net cash used in investing activities was ¥519.9 billion, a decrease of ¥180.5 billion (25.8%) compared to the same period of the prior year. This was mainly due to an increase of proceeds from redemption of short-term investments, an increase of proceeds from redemption of short-term bailment for consumption to a related party and a decrease in purchases of non-current assets, which were partially offset by an increase in purchases of short-term investments of more than three months for cash management purpose.

Net cash used in financing activities was ¥223.8 billion, a decrease of ¥22.1 billion (9.0%) compared to the same period of the prior year. This was mainly due to a decrease in repayment of long-term debt and a reduction in payments to acquire treasury stock, which were partially offset by an increase in dividends paid.

The balance of cash and cash equivalents was ¥367.2 billion as of December 31, 2010, an increase of ¥9.5 billion (2.6%) from the prior fiscal year end.

	Billions of yen		Increase (Decrease)	
	Nine months ended December 31, 2009	Nine months ended December 31, 2010		
Net cash provided by operating activities	¥ 592.1	¥ 754.5	¥ 162.4	27.4%

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Net cash used in investing activities	(700.4)	<b>(519.9)</b>	180.5	25.8
Net cash provided by (used in) financing activities	(246.0)	<b>(223.8)</b>	22.1	9.0
Free cash flows (1)	(108.3)	<b>234.6</b>	342.9	
Free cash flows excluding the effects of irregular factors (2) and changes in investments for cash management purposes (3)*	178.1	<b>394.1</b>	216.1	121.3

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

(2) Irregular factors = Effects of uncollected revenues due to bank closures at the end of the fiscal period

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

\* See 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 19.

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**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2010**

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

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

Under these market conditions, although an increase in the number of subscribers and an increase in packet communications revenues are expected, operating revenues for the fiscal year ending March 31, 2011 are estimated to be ¥4,209.0 billion, a decrease of ¥75.4 billion from the prior fiscal year, primarily due to a decrease in voice revenues and equipment sales.

On the other hand, operating income is expected to be ¥840.0 billion, an increase of ¥5.8 billion from the prior fiscal year, mainly due to a decrease in cost of equipment sold, a reduction in network costs and on-going cost cutting efforts.

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 October 28, 2010.

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**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2010**

**2. Other Information**

**(1) Changes in Significant Subsidiaries**

None

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

None

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

None

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****3. Consolidated Financial Statements****(1) Consolidated Balance Sheets**

	Millions of yen	
	March 31, 2010	December 31, 2010
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 357,715	¥ 367,189
Short-term investments	403,010	371,437
Accounts receivable	838,226	934,527
Credit card receivables	126,009	167,272
Allowance for doubtful accounts	(15,633)	(17,966)
Inventories	141,277	174,635
Deferred tax assets	100,545	70,159
Prepaid expenses and other current assets	109,829	122,735
<b>Total current assets</b>	<b>2,060,978</b>	<b>2,189,988</b>
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,478,833	5,559,996
Buildings and structures	830,921	840,944
Tools, furniture and fixtures	516,084	518,116
Land	199,018	199,126
Construction in progress	83,608	94,949
Accumulated depreciation and amortization	(4,500,874)	(4,667,975)
<b>Total property, plant and equipment, net</b>	<b>2,607,590</b>	<b>2,545,156</b>
<b>Non-current investments and other assets:</b>		
Investments in affiliates	578,095	547,304
Marketable securities and other investments	151,026	137,901
Intangible assets, net	628,691	653,623
Goodwill	198,436	209,018
Other assets	257,911	264,377
Deferred tax assets	274,048	301,226
<b>Total non-current investments and other assets</b>	<b>2,088,207</b>	<b>2,113,449</b>
<b>Total assets</b>	<b>¥ 6,756,775</b>	<b>¥ 6,848,593</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 180,716	¥ 353,928
Short-term borrowings	78	41
Accounts payable, trade	632,437	584,451



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Accrued payroll	54,580	<b>40,331</b>
Accrued interest	995	<b>1,101</b>
Accrued income taxes	185,890	<b>97,730</b>
Other current liabilities	133,466	<b>142,891</b>
<b>Total current liabilities</b>	<b>1,188,162</b>	<b>1,220,473</b>
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	429,553	<b>255,037</b>
Accrued liabilities for point programs	151,628	<b>206,502</b>
Liability for employees' retirement benefits	138,447	<b>144,351</b>
Other long-term liabilities	186,539	<b>157,008</b>
<b>Total long-term liabilities</b>	<b>906,167</b>	<b>762,898</b>
<b>Total liabilities</b>	<b>2,094,329</b>	<b>1,983,371</b>
<b>Equity:</b>		
NTT DOCOMO, INC. shareholders' equity		
Common stock	949,680	<b>949,680</b>
Additional paid-in capital	757,109	<b>757,109</b>
Retained earnings	3,347,830	<b>3,575,463</b>
Accumulated other comprehensive income (loss)	(37,379)	<b>(59,884)</b>
Treasury stock, at cost	(381,363)	<b>(384,532)</b>
Total NTT DOCOMO, INC. shareholders' equity	4,635,877	<b>4,837,836</b>
Noncontrolling interests	26,569	<b>27,386</b>
<b>Total equity</b>	<b>4,662,446</b>	<b>4,865,222</b>
<b>Total liabilities and equity</b>	<b>¥ 6,756,775</b>	<b>¥ 6,848,593</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****(2) Consolidated Statements of Income and Comprehensive Income**

	Millions of yen	
	Nine Months Ended December 31, 2009	Nine Months Ended December 31, 2010
<b>Operating revenues:</b>		
Wireless services	¥ 2,859,472	¥ 2,850,116
Equipment sales	382,892	359,013
Total operating revenues	3,242,364	3,209,129
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	682,777	687,578
Cost of equipment sold (exclusive of items shown separately below)	510,168	482,552
Depreciation and amortization	511,529	496,112
Selling, general and administrative	835,237	784,386
Total operating expenses	2,539,711	2,450,628
<b>Operating income</b>	702,653	758,501
<b>Other income (expense):</b>		
Interest expense	(4,108)	(3,638)
Interest income	969	1,024
Other, net	2,173	(7,250)
Total other income (expense)	(966)	(9,864)
<b>Income before income taxes</b>	701,687	748,637
<b>Income taxes:</b>		
Current	291,393	289,489
Deferred	(7,586)	13,881
Total income taxes	283,807	303,370
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	3,186	375
<b>Net income</b>	421,066	445,642
Less: Net (income) loss attributable to noncontrolling interests	(1,720)	(1,659)
<b>Net income attributable to NTT DOCOMO, INC.</b>	¥ 419,346	¥ 443,983

<b>Net income</b>	¥	421,066	¥	<b>445,642</b>
<b>Other comprehensive income (loss):</b>				
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes		4,527		<b>(3,449)</b>
Change in fair value of derivative instruments, net of applicable taxes		(72)		<b>(14)</b>
Foreign currency translation adjustment, net of applicable taxes		(8,678)		<b>(19,050)</b>
Pension liability adjustment, net of applicable taxes		446		<b>(30)</b>
Total other comprehensive income (loss)		(3,777)		<b>(22,543)</b>
<b>Comprehensive income</b>		417,289		<b>423,099</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests		(1,704)		<b>(1,621)</b>
<b>Comprehensive income attributable to NTT DOCOMO, INC.</b>	¥	415,585	¥	<b>421,478</b>
<b>PER SHARE DATA</b>				
Weighted average common shares outstanding	Basic and Diluted (shares)	41,738,464		<b>41,604,852</b>
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥	10,046.99	¥	<b>10,671.42</b>

Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2010**

	Millions of yen	
	Three Months Ended December 31, 2009	Three Months Ended December 31, 2010
<b>Operating revenues:</b>		
Wireless services	¥ 966,207	¥ 951,121
Equipment sales	130,349	119,856
Total operating revenues	1,096,556	1,070,977
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	233,160	235,767
Cost of equipment sold (exclusive of items shown separately below)	169,291	161,722
Depreciation and amortization	173,720	174,146
Selling, general and administrative	302,956	272,311
Total operating expenses	879,127	843,946
<b>Operating income</b>	217,429	227,031
<b>Other income (expense):</b>		
Interest expense	(1,119)	(1,114)
Interest income	302	333
Other, net	5,194	(4,621)
Total other income (expense)	4,377	(5,402)
<b>Income before income taxes</b>	221,806	221,629
<b>Income taxes:</b>		
Current	80,506	84,968
Deferred	9,178	5,199
Total income taxes	89,684	90,167
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	2,894	3,353
<b>Net income</b>	135,016	134,815
Less: Net (income) loss attributable to noncontrolling interests	(388)	(579)
<b>Net income attributable to NTT DOCOMO, INC.</b>	¥ 134,628	¥ 134,236

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<b>Net income</b>	¥	135,016	¥	<b>134,815</b>
<b>Other comprehensive income (loss):</b>				
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes		(9,555)		<b>4,137</b>
Change in fair value of derivative instruments, net of applicable taxes		(37)		<b>40</b>
Foreign currency translation adjustment, net of applicable taxes		(20,369)		<b>(5,715)</b>
Pension liability adjustment, net of applicable taxes		150		<b>(40)</b>
Total other comprehensive income (loss)		(29,811)		<b>(1,578)</b>
<b>Comprehensive income</b>		105,205		<b>133,237</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests		(358)		<b>(557)</b>
<b>Comprehensive income attributable to NTT DOCOMO, INC.</b>	¥	104,847	¥	<b>132,680</b>
<b>PER SHARE DATA</b>				
Weighted average common shares outstanding	Basic and Diluted (shares)	41,696,009		<b>41,603,083</b>
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥	3,228.80	¥	<b>3,226.59</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****(3) Consolidated Statements of Cash Flows**

	Millions of yen	
	Nine Months Ended December 31, 2009	Nine Months Ended December 31, 2010
<b>Cash flows from operating activities:</b>		
Net income	¥ 421,066	¥ 445,642
Adjustments to reconcile net income to net cash provided by operating activities		
Depreciation and amortization	511,529	496,112
Deferred taxes	(5,335)	13,371
Loss on sale or disposal of property, plant and equipment	20,386	13,672
Equity in net (income) losses of affiliates	(5,150)	376
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	(151,584)	(96,694)
(Increase) / decrease in credit card receivables	(24,080)	(20,986)
Increase / (decrease) in allowance for doubtful accounts	2,062	2,396
(Increase) / decrease in inventories	(51,135)	(33,477)
(Increase) / decrease in prepaid expenses and other current assets	(4,241)	(13,503)
(Increase) / decrease in non-current installment receivable for handsets	5,212	3,155
Increase / (decrease) in accounts payable, trade	(63,170)	(19,876)
Increase / (decrease) in accrued income taxes	(143,278)	(88,114)
Increase / (decrease) in other current liabilities	(13,857)	5,564
Increase / (decrease) in accrued liabilities for point programs	66,724	54,874
Increase / (decrease) in liability for employees' retirement benefits	8,002	5,906
Increase / (decrease) in other long-term liabilities	18,893	(30,744)
Other, net	52	16,849
Net cash provided by operating activities	592,096	754,523
<b>Cash flows from investing activities:</b>		
Purchases of property, plant and equipment	(369,476)	(318,769)
Purchases of intangible and other assets	(183,670)	(193,996)
Purchases of non-current investments	(9,617)	(4,765)
Proceeds from sale of non-current investments	9,262	794
Acquisitions of new subsidiaries, net of cash acquired	(29,209)	(7,678)
Purchases of short-term investments	(136,656)	(744,825)
Redemption of short-term investments	38,310	686,335
Long-term bailment for consumption to a related party		(20,000)
Short-term bailment for consumption to a related party	(10,000)	(20,000)
Proceeds from redemption of short-term bailment for consumption to a related party		110,000
Other, net	(9,335)	(6,994)

Net cash used in investing activities	(700,391)		(519,898)
<b>Cash flows from financing activities:</b>			
Repayment of long-term debt	(15,000)		(32)
Proceeds from short-term borrowings	138,149		367
Repayment of short-term borrowings	(138,149)		(395)
Principal payments under capital lease obligations	(2,461)		(3,249)
Payments to acquire treasury stock	(20,000)		(3,169)
Dividends paid	(208,488)		(216,088)
Other, net	(3)		(1,243)
Net cash provided by (used in) financing activities	(245,952)		(223,809)
Effect of exchange rate changes on cash and cash equivalents	77		(1,342)
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>(354,170)</b>		<b>9,474</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>599,548</b>		<b>357,715</b>
<b>Cash and cash equivalents at end of period</b>	<b>¥ 245,378</b>	<b>¥</b>	<b>367,189</b>
<b>Supplemental disclosures of cash flow information:</b>			
<b>Cash received during the period for:</b>			
Income tax refunds	¥ 679	¥	301
<b>Cash paid during the period for:</b>			
Interest, net of amount capitalized	4,050		3,533
Income taxes	436,076		378,858

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****(4) Going Concern Assumption**

None

**(5) Segment Information**

Segment information is as follows:

Three months ended	Millions of yen		
	Mobile phone business	Miscellaneous businesses	Consolidated
December 31, 2009			
Operating revenues	¥ 1,067,046	¥ 29,510	¥ 1,096,556
Operating expenses	846,429	32,698	879,127
Operating income (loss)	¥ 220,617	¥ (3,188)	¥ 217,429

**Three months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
<b>December 31, 2010</b>			
Operating revenues	¥ <b>1,035,015</b>	¥ <b>35,962</b>	¥ <b>1,070,977</b>
Operating expenses	<b>803,372</b>	<b>40,574</b>	<b>843,946</b>
Operating income (loss)	¥ <b>231,643</b>	¥ <b>(4,612)</b>	¥ <b>227,031</b>

**Nine months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
December 31, 2009			
Operating revenues	¥ 3,156,079	¥ 86,285	¥ 3,242,364
Operating expenses	2,445,959	93,752	2,539,711
Operating income (loss)	¥ 710,120	¥ (7,467)	¥ 702,653

**Nine months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
<b>December 31, 2010</b>			
Operating revenues	¥ <b>3,106,817</b>	¥ <b>102,312</b>	¥ <b>3,209,129</b>
Operating expenses	<b>2,342,048</b>	<b>108,580</b>	<b>2,450,628</b>
Operating income (loss)	¥ <b>764,769</b>	¥ <b>(6,268)</b>	¥ <b>758,501</b>

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

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



None

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## DOCOMO Earnings Release

Nine Months Ended December 31, 2010

## 4. Appendices

## (1) Operating Data for 3rd Quarter of Fiscal Year Ending March 31, 2011

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

		[Ref.] Fiscal Year Ending Mar. 31, 2010	Fiscal Year Ending Mar. 31, 2011 Nine Months (Apr.-Dec. 2010)	First Quarter (Apr.-Jun. 2010)	Second Quarter (Jul.-Sep. 2010)	Third Quarter (Oct.-Dec. 2010)	[Ref.] Fiscal Year Ending Mar. 31, 2011 Full-year Forecast (Revised)
<b>Number of Subscriptions and Other Operating Data Cellular</b>							
Subscriptions	thousands	56,082	<b>57,210</b>	56,515	56,895	<b>57,210</b>	57,850
Xi	thousands		<b>1</b>			<b>1</b>	
FOMA (1)	thousands	53,203	<b>55,572</b>	54,162	54,940	<b>55,572</b>	56,610
Communication Module Service (FOMA)	thousands						
mova	thousands	1,081	<b>1,463</b>	1,212	1,349	<b>1,463</b>	
Communication Module Service (DoPa)	thousands	2,879	<b>1,636</b>	2,352	1,954	<b>1,636</b>	1,240
Prepaid	thousands	521	<b>415</b>	482	454	<b>415</b>	
Packet Flat-rate Services	thousands	37	<b>26</b>	36	31	<b>26</b>	
Subscriptions (2)		25,767	<b>30,174</b>	27,491	28,905	<b>30,174</b>	
Market Share (3) (4)	%	50.0	<b>48.9</b>	49.7	49.3	<b>48.9</b>	
Net Increase from Previous Period (4)	thousands	1,481	<b>1,128</b>	432	380	<b>315</b>	1,770
Xi	thousands		<b>1</b>			<b>1</b>	
FOMA (1)	thousands	4,163	<b>2,369</b>	959	778	<b>632</b>	3,400
mova	thousands	(2,682)	<b>(1,242)</b>	(526)	(398)	<b>(318)</b>	(1,640)
Churn Rate (4)	%	0.46	<b>0.46</b>	0.44	0.49	<b>0.46</b>	
Number of Handsets (Xi+FOMA+mova) Sold (5)	thousands	18,037	<b>13,587</b>	4,615	4,630	<b>4,342</b>	

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**i-mode**

Subscriptions	thousands	48,992	<b>48,530</b>	49,061	48,914	<b>48,530</b>	48,870
FOMA	thousands	47,330	<b>47,686</b>	47,758	47,876	<b>47,686</b>	48,210
i-mode Subscription Rate (4)	%	87.4	<b>84.8</b>	86.8	86.0	<b>84.8</b>	84.5
Net Increase from Previous Period	thousands	518	<b>(462)</b>	69	(146)	<b>(385)</b>	(120)
i-channel Subscriptions	thousands	16,818	<b>16,493</b>	16,757	16,747	<b>16,493</b>	
i-concier Subscriptions	thousands	4,200	<b>5,800</b>	4,783	5,410	<b>5,800</b>	
<b>sp-mode</b> Subscriptions	thousands		<b>936</b>		270	<b>936</b>	

**ARPU and MOU**

**ARPU**

Aggregate ARPU (Xi+FOMA+mova) (6)	yen/month/subscription	5,350	<b>5,170</b>	5,190	5,200	<b>5,130</b>	5,100
Voice ARPU (7)	yen/month/subscription	2,900	<b>2,640</b>	2,680	2,660	<b>2,590</b>	2,540
Packet ARPU	yen/month/subscription	2,450	<b>2,530</b>	2,510	2,540	<b>2,540</b>	2,560
ARPU Generated from International Services (8)	yen/month/subscription	80	<b>90</b>	80	90	<b>90</b>	90
Aggregate ARPU (FOMA) (6)	yen/month/subscription	5,480	<b>5,230</b>	5,260	5,260	<b>5,180</b>	5,150
Voice ARPU (7)	yen/month/subscription	2,900	<b>2,640</b>	2,670	2,660	<b>2,580</b>	2,530
Packet ARPU	yen/month/subscription	2,580	<b>2,590</b>	2,590	2,600	<b>2,600</b>	2,620
ARPU Generated from International Services (8)	yen/month/subscription	80	<b>90</b>	90	90	<b>90</b>	90
Aggregate ARPU (mova) (6)	yen/month/subscription	3,460	<b>3,320</b>	3,330	3,310	<b>3,290</b>	3,260
Voice ARPU (7)	yen/month/subscription	2,870	<b>2,760</b>	2,770	2,750	<b>2,750</b>	2,710
Packet ARPU	yen/month/subscription	590	<b>560</b>	560	560	<b>540</b>	550
ARPU Generated from International Services (8)	yen/month/subscription	0	<b>0</b>	0	0	<b>0</b>	10

**MOU**

MOU (Xi+FOMA+mova) (6)	minute/month/subscription	136	<b>134</b>	133	135	<b>133</b>	
MOU (FOMA) (6)	minute/month/subscription	142	<b>137</b>	137	138	<b>136</b>	
MOU (mova) (6)	minute/month/subscription	51	<b>44</b>	45	44	<b>43</b>	

**Others**

DCMX Subscriptions (9)	thousands	11,260	<b>12,120</b>	11,640	11,950	<b>12,120</b>	12,730
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\* Please refer to 4. (2) Definition and Calculation Methods of ARPU and MOU for the definition of ARPU and MOU, and an explanation of the methods used to calculate ARPU and the number of active subscriptions.

(1)

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Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscribers.

- (2) Sum of Pake-hodai double, Pake-hodai simple, Pake-hodai, Pake-hodai full, Biz-hodai, Flat-rate data plan Standard, Flat-rate data plan 64k and Flat-rate data plan HIGH-SPEED (Number of subscriptions for the fiscal year ended March 31, 2010 includes subscriptions to Biz-hodai double in addition to the aforementioned plans.)
- (3) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association
- (4) Data are calculated including communication module services subscriptions.
- (5) Sum of new subscriptions, change of subscription from FOMA/mova to Xi, Xi/mova to FOMA, Xi/FOMA to mova, Xi handset upgrade by Xi subscribers, FOMA handset upgrade by FOMA subscribers and mova handset upgrade by mova subscribers
- (6) Data are calculated excluding communication module services-related revenues and communication module services subscriptions.
- (7) Inclusive of circuit-switched data communication
- (8) Inclusive of voice communication and packet communication
- (9) Inclusive of DCMX mini subscriptions

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****(2) Definition and Calculation Methods of ARPU and MOU****i. Definition of ARPU and MOU****a. ARPU (Average monthly Revenue Per Unit):**

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

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

$$\text{Aggregate ARPU (Xi+FOMA+mova)} = \text{Voice ARPU (Xi+FOMA+mova)} + \text{Packet ARPU (Xi+FOMA+mova)}$$

$$\text{Voice ARPU (Xi+FOMA+mova)}: \text{Voice ARPU (FOMA+mova) Related Revenues (basic monthly charges, voice communication charges) / No. of active subscriptions (Xi+FOMA+mova)}$$

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

**b. ARPU (FOMA)**

$$\text{Aggregate ARPU (FOMA)} = \text{Voice ARPU (FOMA)} + \text{Packet ARPU (FOMA)}$$

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

$$\text{Packet ARPU (FOMA)}: \text{Packet ARPU (FOMA) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (FOMA)}$$

**c. ARPU (mova)**

$$\text{Aggregate ARPU (mova)} = \text{Voice ARPU (mova)} + \text{Packet ARPU (mova)}$$

$$\text{Voice ARPU (mova)}: \text{Voice ARPU (mova) Related Revenues (basic monthly charges, voice communication charges) / No. of active subscriptions (mova)}$$

$$\text{Packet ARPU (mova)}: \text{Packet ARPU (mova) Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions (mova)}$$

**iii. Active Subscriptions Calculation Methods**

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

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

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**DOCOMO Earnings Release** **Nine Months Ended December 31, 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			
	Year ended March 31, 2010	Nine months ended December 31, 2009	Three months ended December 31, 2010	Nine months ended December 31, 2010
a. EBITDA	¥ 1,568.1	¥ 1,234.6	¥ 407.6	¥ 1,268.3
Depreciation and amortization	(701.1)	(511.5)	(174.1)	(496.1)
Loss on sale or disposal of property, plant and equipment	(32.7)	(20.4)	(6.4)	(13.7)
Operating income	834.2	702.7	227.0	758.5
Other income (expense)	1.9	(1.0)	(5.4)	(9.9)
Income taxes	(338.2)	(283.8)	(90.2)	(303.4)
Equity in net income (losses) of affiliates	(0.9)	3.2	3.4	0.4
Less: Net (income) loss attributable to noncontrolling interests	(2.3)	(1.7)	(0.6)	(1.7)
b. Net income attributable to NTT DOCOMO, INC.	494.8	419.3	134.2	444.0
c. Operating revenues	4,284.4	3,242.4	1,071.0	3,209.1
EBITDA margin (=a/c)	36.6%	38.1%	38.1%	39.5%
Net income margin (=b/c)	11.5%	12.9%	12.5%	13.8%

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

**ii. ROCE after tax effect**

	Billions of yen			
	Year ended March 31, 2010	Nine months ended December 31, 2009	Three months ended December 31, 2010	Nine months ended December 31, 2010
a. Operating income	¥ 834.2	¥ 702.7	¥ 227.0	¥ 758.5
b. Operating income after tax effect {=a*(1-effective tax rate)}	493.9	416.0	134.4	449.0
c. Capital employed	5,113.5	5,067.0	5,436.3	5,346.5
ROCE before tax effect (=a/c)	16.3%	13.9%	4.2%	14.2%

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ROCE after tax effect (=b/c) 9.7% 8.2% 2.5% 8.4%

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

Capital employed (for nine months) = The average of (NTT DOCOMO, INC. shareholders equity + Interest bearing liabilities), each as of March 31, 2009 (or 2010) and December 31, 2009 (or 2010)

Capital employed (for three months) = The average of (NTT DOCOMO, INC. shareholders equity + Interest bearing liabilities), each as of September 30, 2010 and December 31, 2010

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

Effective tax rate:40.8%

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

	Billions of yen			
	Year ended March 31, 2010	Nine months ended December 31, 2009	Three months ended December 31, 2010	Nine months ended December 31, 2010
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 416.9	¥ 178.1	¥ 109.2	¥ 394.1
Irregular factors (1)		(178.0)	(171.0)	(171.0)
Changes in investments for cash management purposes (2)	(398.0)	(108.3)	11.8	11.5
Free cash flows	18.9	(108.3)	(50.0)	234.6
Net cash used in investing activities	(1,163.9)	(700.4)	(171.2)	(519.9)
Net cash provided by operating activities	1,182.8	592.1	121.3	754.5

Notes: (1) Irregular factors represent the effects of uncollected revenues due to a bank closure at the end of the fiscal period.

(2) 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****Nine Months Ended December 31, 2010****5. Special Note Regarding Forward-Looking Statements**

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

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

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

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