

NTT DOCOMO INC  
Form 6-K  
July 31, 2007  
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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE  
SECURITIES EXCHANGE ACT OF 1934**

For the month of July, 2007.

Commission File Number: 001-31221

Total number of pages: 50

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**NTT DoCoMo, Inc.**

(Translation of registrant's name into English)

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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

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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):

*Note:* Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

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):

*Note:* Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

**Yes**  **No**

If **Yes** is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

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Information furnished in this form:

1. Earnings release dated July 27, 2007 announcing the company's results for the three months ended June 30, 2007.
2. Materials presented in conjunction with the earnings release dated July 27, 2007 announcing the company's results for the three months ended June 30, 2007.

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**SIGNATURES**

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

NTT DoCoMo, Inc.

Date: July 30, 2007

By:

/s/ YOSHIKIYO SAKAI  
**Yoshikiyo Sakai**

**Head of Investor Relations**

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3:00 P.M. JST, July 27, 2007

NTT DoCoMo, Inc.

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**Earnings Release for the Three Months Ended June 30, 2007**

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Consolidated financial results of NTT DoCoMo, Inc. and its subsidiaries (collectively we or DoCoMo ) for the three months ended June 30, 2007 (April 1, 2007 to June 30, 2007), are summarized as follows.

<< Highlights of Financial Results >>

For the three months ended June 30, 2007, operating revenues were ¥1,182.9 billion (down 2.9% compared to the same period of the prior year), operating income was ¥203.9 billion (down 25.2% compared to the same period of the prior year), income before income taxes was ¥205.5 billion (down 25.1% compared to the same period of the prior year) and net income was ¥122.8 billion (down 24.9% compared to the same period of the prior year).

Earnings per share were ¥2,825.21 (down 23.3% compared to the same period of the prior year) and EBITDA margin\* was 32.7% (down 3.8 point compared to the same period of the prior year).

Notes:

1. Consolidated financial statements in this release are unaudited.
2. Amounts in this release are rounded off.

\* EBITDA and EBITDA margin, as we use them, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used by other companies. For an explanation of our definition of EBITDA, see the reconciliations to the most directly comparable financial measures calculated and presented in accordance with GAAP on page 17.

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<< Comment from Masao Nakamura, President and CEO >>

Amid intensified competition following the launch of Mobile Number Portability (MNP) last year, we embarked on the DoCoMo 2.0 campaign during the first quarter of this fiscal year, and implemented various measures with a goal to create new values for cellular services. As a part of these efforts, we released FOMA 904i series handsets equipped with various new advanced features including, among others, the 2in1 service, which allows users to carry two phone numbers and two mail addresses with a single handset, and Chokkan Game that is played using intuitive motion. Meanwhile, the subscriber base of our pake-hodai flat-rate packet access service grew steadily, topping the 10 million mark in May 2007. Operating revenues and operating income for the first three months of this fiscal year ending March 31, 2008 were ¥1,182.9 billion and ¥203.9 billion, respectively, posting a decrease compared to the same period of last fiscal year due mainly to the impact of the accounting change during the same period of the prior year to initially recognize as revenues the portion of Nikageitsu Kurikoshi (two-month carry-over) allowances that are estimated to expire, and growth in operating expenses resulting from an increase in the number of handsets sold.

In the second quarter, more models of the slim and compact FOMA 704i series handsets offering a wide range of convenient features will go on sale, and new billing plans such as Fami-wari MAX 50 and Hitoridemo Discount 50 are planned for introduction. With the aim to further enhance DoCoMo's brand and reinforce our marketing capability, we decided to newly establish Corporate Branding Division. We have also reorganized our existing DCMX credit business by setting up DCMX Business Department to accelerate the uptake of DCMX subscriptions, which reached 2.85 million as of June 30, 2007.

Going forward, we will step up our efforts to improve our handsets, network, services, billing plans and after-sales support, to enhance the level of satisfaction of every single customer, and at the same time, take up the challenge to create new values placing cellular phones in the center of the hub, through, for example, collaboration with other companies.

**Table of Contents**<< 1. Operating Results >>**1. Business Overview**

## (1) Results of operations

Billions of yen

	(UNAUDITED)		(UNAUDITED)		Year ended March 31, 2007
	Three months ended		Increase		
	June 30, 2006	June 30, 2007	(Decrease)		
Operating revenues	¥ 1,218.6	¥ 1,182.9	¥ (35.7)	(2.9)%	¥ 4,788.1
Operating expenses	945.8	979.0	33.2	3.5	4,014.6
Operating income	272.7	203.9	(68.8)	(25.2)	773.5
Other income (expense)	1.7	1.6	(0.1)	(4.3)	(0.6)
Income before income taxes	274.4	205.5	(68.9)	(25.1)	772.9
Income taxes	110.7	82.6	(28.2)	(25.5)	313.7
Equity in net income (losses) of affiliates	(0.1)	(0.1)	0.0	36.5	(1.9)
Minority interests in consolidated subsidiaries	(0.0)	(0.0)	(0.0)	(188.9)	(0.0)
Net income	¥ 163.5	¥ 122.8	¥ (40.7)	(24.9)%	¥ 457.3

## (2) Operating revenues

Billions of yen

<Breakdown of operating revenues>

	(UNAUDITED)		(UNAUDITED)		Increase (Decrease)
	Three months ended		Increase		
	June 30, 2006	June 30, 2007	(Decrease)		
Wireless services	¥ 1,094.9	¥ 1,062.3	¥ (32.7)	(3.0)%	
Cellular services revenues	1,065.4	1,032.7	(32.8)	(3.1)	
- Voice revenues	764.1	702.8	(61.2)	(8.0)	
Including: FOMA services	409.2	521.3	112.1	27.4	
- Packet communications revenues	301.4	329.8	28.5	9.5	
Including: FOMA services	215.0	291.1	76.1	35.4	
PHS services revenues	7.0	3.8	(3.1)	(45.1)	
Other revenues	22.5	25.8	3.2	14.4	
Equipment sales	123.6	120.6	(3.0)	(2.5)	

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Total operating revenues	¥ 1,218.6	¥ 1,182.9	¥ (35.7)	(2.9)%
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Notes:

- Cellular services revenues for the three months ended June 30, 2006 reflect the impact of changes in estimates regarding initially recognizing as revenues the portion of Nikagetsu Kurikoshi (two-month carry-over) allowances that are estimated to expire.
- Voice revenues include data communications revenues through circuit switching systems.

Operating revenues totaled ¥1,182.9 billion (down 2.9% compared to the same period of the prior year).

Cellular services revenues decreased to ¥1,032.7 billion (down 3.1% compared to the same period of the prior year), due to the impact of changes in estimates regarding initially recognizing as revenues during the same period of the prior year the portion of Nikagetsu Kurikoshi (two-month carry-over) allowances that are estimated to expire.

Voice revenues from FOMA services increased to ¥521.3 billion (up 27.4% compared to the same period of the prior year) and packet communications revenues from FOMA services increased to ¥291.1 billion (up 35.4% compared to the same period of the prior year) owing to a significant increase in the number of FOMA services subscriptions to 37.85 million (up 44.4% compared to the same period of the prior year).

Equipment sales totaled ¥120.6 billion (down 2.5% compared to the same period of the prior year), as the amount accounted for as sales revenue per handset decreased while the number of handsets sold increased.

(3) Operating expenses

<Breakdown of operating expenses>	Billions of yen			
	(UNAUDITED)		(UNAUDITED)	
	Three months ended	Three months ended	Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Personnel expenses	¥ 62.9	¥ 62.8	¥ (0.1)	(0.1)%
Non-personnel expenses	609.3	633.5	24.2	4.0
Depreciation and amortization	169.3	177.1	7.8	4.6
Loss on disposal of property, plant and equipment and intangible assets	4.3	7.6	3.3	77.5
Communication network charges	90.7	88.1	(2.6)	(2.9)
Taxes and public dues	9.3	9.8	0.5	5.5
Total operating expenses	¥ 945.8	¥ 979.0	¥ 33.2	3.5%



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Operating expenses were ¥979.0 billion (up 3.5% compared to the same period of the prior year).

Personnel expenses were ¥62.8 billion (down 0.1% compared to the same period of the prior year). The number of employees as of June 30, 2007 was 22,049.

Non-personnel expenses increased to ¥633.5 billion (up 4.0% compared to the same period of the prior year) mainly due to an increase in cost of equipment sold, reflecting the increased number of handsets sold as well as the proportional growth in sales of FOMA handsets to the aggregate number of handsets sold.

Depreciation and amortization increased to ¥177.1 billion (up 4.6% compared to the same period of the prior year) following active capital expenditures in the prior fiscal year.

### (4) Operating income

Operating income decreased to ¥203.9 billion (down 25.2% compared to the same period of the prior year).

### (5) Income before income taxes

Income before income taxes decreased to ¥205.5 billion (down 25.1% compared to the same period of the prior year), due to a decrease in operating income.

### (6) Net income

Net income was ¥122.8 billion (down 24.9% compared to the same period of the prior year).

**Table of Contents****2. Key Performance Indicators**

## (1) Number of subscriptions

<Number of subscriptions by services>	Thousand subscriptions			
				Increase
	March 31, 2007	June 30, 2007	(Decrease)	
Cellular (FOMA+mova) services	52,621	<b>52,846</b>	225	0.4%
Cellular (FOMA) services	35,529	<b>37,854</b>	2,325	6.5
Cellular (mova) services	17,092	<b>14,991</b>	(2,100)	(12.3)
i-mode services	47,574	<b>47,725</b>	151	0.3
PHS services	453	<b>374</b>	(79)	(17.5)

Note:

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

<Number of handsets sold>	Thousand units			
	Three months ended		Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Cellular (FOMA+mova) services	5,703	<b>6,238</b>	535	9.4%
Cellular (FOMA) services				
New FOMA subscription	1,190	<b>1,492</b>	302	25.4
FOMA subscription by mova subscribers	2,117	<b>1,780</b>	(337)	(15.9)
Handset upgrade by FOMA subscribers	1,583	<b>2,791</b>	1,208	76.3
Cellular (mova) services				
New mova subscription	345	<b>78</b>	(267)	(77.3)
Handset upgrade by mova subscribers	468	<b>97</b>	(372)	(79.4)
Churn Rate	0.64%	<b>0.85%</b>	0.21point	

The aggregate number of cellular (FOMA+mova) services subscriptions was 52.85 million as of June 30, 2007, an increase of 0.22 million compared to the number as of March 31, 2007. The increase derived from our continued efforts to strengthen total competitiveness from a customer-centric viewpoint, including the offering of subscriber-friendly billing arrangements, enrichment of our handset lineup and network services and enhancement of network quality.

Due to the steady migration of subscribers from mova services to FOMA services, the number of FOMA services subscriptions increased to 37.85 million, up 2.32 million from the number as of March 31, 2007, and the proportion of FOMA services subscriptions to the aggregate cellular (FOMA+mova) subscriptions increased to 71.6% as of June 30, 2007.

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The number of handsets sold (FOMA+mova) increased to 6.24 million units (up 9.4% compared to the same period of the prior year), owing to an increase in the number of handsets sold for new FOMA subscriptions and handset upgrades by FOMA subscribers.

Churn rate for cellular (FOMA+mova) services for the three months ended June 30, 2007 was 0.85% (up 0.21 point compared to the same period of the prior year), due to the influence of the MNP. The churn rate for the three months ended June 30, 2007 decreased by 0.12 point from 0.97% for the three months ended March 31, 2007.

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## (2) Trend of ARPU

<ARPU and other operation data>	Yen/Minutes/Thousand subscriptions			
	Three months ended		Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Aggregate ARPU (FOMA+mova)	¥ 6,900	¥ 6,560	¥ (340)	(4.9)%
Voice ARPU	4,930	4,440	(490)	(9.9)
Packet ARPU	1,970	2,120	150	7.6
Aggregate ARPU (FOMA)	8,300	7,370	(930)	(11.2)
Voice ARPU	5,420	4,710	(710)	(13.1)
Packet ARPU	2,880	2,660	(220)	(7.6)
MOU (FOMA+mova) (minutes)	145	140	(5)	(3.4)
Number of i-channel subscriptions (thousand)	3,624	12,272	8,648	238.6%
Number of subscriptions for flat-rate billing plans for unlimited i-mode usage (thousand)	6,912	10,455	3,543	51.3%

Note:

Number of subscriptions for flat-rate billing plans for unlimited i-mode usage: pake-hodai subscriptions + pake-hodai full subscriptions

\* See Definition and Calculation Methods of ARPU and MOU on page 16 for details of definitions and calculation methods of ARPU and MOU.

Aggregate ARPU of cellular (FOMA+mova) services decreased to ¥6,560 for the three months ended June 30, 2007 (down 4.9% compared to the same period of the prior year) due mainly to the impact of changes in estimates regarding initially recognizing as revenues during the same period of the prior year the portion of Nikagetsu Kurikoshi (two-month carry-over) allowances that are estimated to expire.

## (3) Trend of capital expenditure

<Breakdown of capital expenditures>	Billions of yen			
	(UNAUDITED)		(UNAUDITED)	
	Three months ended		Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Mobile phone business	¥ 187.3	¥ 126.2	¥ (61.1)	(32.6)%
PHS business	0.2	0.1	(0.1)	(69.8)

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Other (including information systems)	27.1	24.9	(2.2)	(8.2)
Total capital expenditures	¥ 214.7	¥ 151.2	¥ (63.5)	(29.6)%

<Approximate number of base stations installed>	Units/Facilities			Increase	
	March 31, 2007	June 30, 2007		(Decrease)	
Outside base stations (units)	35,700	37,300	1,600		4.5%
Facilities with indoor systems (facilities)	10,400	11,300	900		8.7

After focusing on the geographical expansion of FOMA network coverage in the prior fiscal year, we were involved more in enhancement of its network quality reflecting requests from our customers so far this fiscal year, while we continued our efforts to save on equipment procurement costs. As a result, total capital expenditure during the three months ended June 30, 2007 decreased to ¥151.2 billion (down 29.6% compared to the same period of the prior year).

The aggregate number of outside base stations installed was approximately 37,300, an increase by 1,600 from the number as of March 31, 2007, and the aggregate number of facilities with indoor systems was approximately 11,300, an increase by 900 from the number as of March 31, 2007.

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## (4) Segment information

<Results of operations by segment>	Billions of yen			
	(UNAUDITED)		(UNAUDITED)	
	Three months ended	Three months ended	Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Operating revenues				
Mobile phone business	¥ 1,202.5	¥ 1,168.9	¥ (33.6)	(2.8)%
PHS business	7.1	3.9	(3.1)	(44.5)
Miscellaneous businesses	9.0	10.0	1.0	11.3
Total operating revenues (consolidated)	¥ 1,218.6	¥ 1,182.9	¥ (35.7)	(2.9)%
Operating expenses				
Mobile phone business	¥ 923.6	¥ 955.7	¥ 32.2	3.5%
PHS business	9.3	7.7	(1.6)	(17.3)
Miscellaneous businesses	12.9	15.5	2.6	20.2
Total operating expenses (consolidated)	¥ 945.8	¥ 979.0	¥ 33.2	3.5%
Operating income				
Mobile phone business	¥ 278.9	¥ 213.2	¥ (65.7)	(23.6)%
PHS business	(2.3)	(3.8)	(1.5)	(67.5)
Miscellaneous businesses	(3.9)	(5.5)	(1.6)	(40.6)
Total operating income (consolidated)	¥ 272.7	¥ 203.9	¥ (68.8)	(25.2)%

## &lt;Topics in the three months ended June 30, 2007&gt;

Mobile phone business &lt;&lt;Handsets&gt;&gt;

Nine new FOMA handsets were released, including the latest FOMA 904i series.

The aggregate number of FOMA Raku Raku Phone series handsets sold exceeded 10 million.

&lt;&lt;Services&gt;&gt;

2in1 service, which enables a single handset to contain the capabilities of two separate handsets and subscriptions, was launched.

Business mopera internet services were launched.

PBX connection capability was added to OFFICEED services.

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Emergency services, which enables corporate and municipal customers to send emergency messages to pre-registered members all at once in case of a disaster, was introduced.

It was announced that CITYPHONE, a 1.5GHz digital mobile service will be terminated on June 30, 2008.

i-mode services were launched in Romania and Hong Kong.

We expanded the service area of international roaming-out services (for voice calls and SMS to 153 countries and areas, for packet communications to 101 countries and areas, and for videophone calls to 37 countries and areas as of June 30, 2007).

### <<Billing>>

A new optional packet billing plan called Biz-hodai, which enables users of FOMA smart phones without i-mode capability to utilize packet communications at a flat rate, was introduced.

A new discount program for corporate subscribers called Office Discount was introduced and the discount rate of Business Discount was expanded.

The aggregate number of subscriptions to the flat-rate packet billing plans surpassed 10 million (to reach 10.46 million as of June 30, 2007).

### PHS business

We were continuously engaged in a campaign to encourage current PHS subscribers to migrate to FOMA services. (PHS services will be terminated on January 7, 2008 as already announced.)

### Miscellaneous business

Settlement capability via Internet was added to iD services.

We started offering DCMX GOLD mobile credit cards.

We started issuing DCMX MasterCard credit cards as an addition to the DCMX mobile credit cards.

**Table of Contents**<< 2. Financial Position >>

## (1) Financial position

<Financial position>	Billions of yen			
			Increase	
	June 30, 2006	June 30, 2007	(Decrease)	
Total Assets	¥ 6,022.3	¥ 5,923.4	¥ (98.8)	(1.6)%
Shareholders' equity	4,065.5	4,125.2	59.7	1.5
Liabilities	1,955.6	1,797.0	(158.6)	(8.1)
Interest bearing liabilities	650.1	502.7	(147.4)	(22.7)
Equity ratio (1)	67.5%	69.6%	2.1 point	
Debt ratio (2)	13.8%	10.9%	(2.9) point	

Notes:

(1) Equity ratio = Shareholders' equity / Total assets

(2) Debt ratio = Interest bearing liabilities / (Shareholders' equity + Interest bearing liabilities)

## (2) Cash flow conditions

<Cash flow>	Billions of yen			
	(UNAUDITED)		(UNAUDITED)	
	Three months ended		Three months ended	
	June 30, 2006	June 30, 2007	Increase (Decrease)	
Net cash provided by operating activities	¥ 98.4	¥ 300.7	¥ 202.4	205.7%
Net cash used in investing activities	(264.6)	(157.8)	106.7	40.3
Net cash used in financing activities	(282.4)	(259.3)	23.2	8.2
Free cash flows (1)	(166.2)	142.9	309.1	
Adjusted free cash flows excluding the effects of irregular factors (2) and changes in investments for cash management purposes (3)	(165.9)	49.2	215.0	

Notes:



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- (1) Free cash flows = Net cash provided by operating activities + Net cash used in investing activities
- (2) Irregular factors = the 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, redemptions and disposal of financial instruments for cash management purposes with original maturities of longer than 3 months.

\* See the reconciliations to the most directly compatible financial measures calculated and presented in accordance with GAAP on page 17.

Net cash provided by operating activities was ¥300.7 billion (up 205.7% compared to the same period of the prior year). The increase in net cash provided by operating activities resulted mainly from a decrease in payment of income taxes to ¥95.1 billion from ¥218.6 billion in the same period of the prior year, after the deferred tax assets from the impairment of our investment in Hutchison 3G UK Holdings Limited was realized during the prior fiscal year. As the bank was closed both on the end of March and June 2007, which fell on weekends, cash in the amount of ¥210.0 billion including cellular revenues, which had been earned during the prior fiscal year, was received during the three months ended June 30, 2007, while the cash reception of ¥214.0 billion including cellular revenues, which were earned during the three months ended June 30, 2007, was deferred to July 2007.

Net cash used in investing activities decreased to ¥157.8 billion (down 40.3% compared to the same period of the prior year). An increase in acquisition of long-term investments was more than offset by a combination of a decrease in acquisitions of tangible and intangible assets and an increase in net cash inflows from changes of investments for cash management purposes.

Net cash used in financing activities decreased to ¥259.3 billion (down 8.2% compared to the same period of the prior year). An increase in payment for repurchase of our own stock was more than offset by a decrease of repayments for outstanding long-term debt. We spent ¥73.0 billion in the three months ended June 30, 2007 to repurchase our own stock in the market.

Free cash flows were ¥142.9 billion. Free cash flows excluding the effects of irregular factors and changes in investments for cash management purposes were ¥49.2 billion.

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July 27, 2007

For the Three Months Ended June 30, 2007

**[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: Masao Nakamura, Representative Director, President and Chief Executive Officer  
Contact: Shinya Hasegawa, Senior Manager, General Affairs Department / TEL +81-3-5156-1111

**1. Consolidated Financial Results for the Three Months Ended June 30, 2007 (April 1, 2007 - June 30, 2007)**

## (1) Consolidated Results of Operations

Amounts are rounded off to the nearest 1 million yen.

(Millions of yen, except per share amounts)

	<b>Operating Revenues</b>		<b>Operating Income</b>		<b>Income before Income Taxes</b>		<b>Net Income</b>	
Three months ended June 30, 2007	1,182,864	(2.9)%	203,881	(25.2)%	205,466	(25.1)%	122,810	(24.9)%
Three months ended June 30, 2006 (Reference)	1,218,560	2.7%	272,727	(5.2)%	274,383	(22.4)%	163,512	(21.3)%
Year ended March 31, 2007	4,788,093	0.5%	773,524	(7.1)%	772,943	(18.8)%	457,278	(25.1)%

	<b>Basic Earnings per Share</b>	<b>Diluted Earnings per Share</b>
Three months ended June 30, 2007	2,825.21 (yen)	
Three months ended June 30, 2006 (Reference)	3,684.23 (yen)	
Year ended March 31, 2007	10,396.21 (yen)	

Notes: Percentage indications for operating revenue, operating income, income before income taxes, and net income were the rate of changes compared with the same period of the prior year.

## (2) Consolidated Financial Position

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(Millions of yen, except per share amounts)

	Equity Ratio			
	Total Assets	Shareholders Equity	(Ratio of Shareholders	Shareholders Equity
			Equity to Total Assets)	per Share
June 30, 2007	5,923,446	4,125,232	69.6%	95,395.94 (yen)
June 30, 2006	6,022,271	4,065,546	67.5%	91,999.59 (yen)
(Reference) March 31, 2007	6,116,215	4,161,303	68.0%	95,456.65 (yen)

(3) Consolidated Cash Flows

(Millions of yen)

	Cash Flows from	Cash Flows from	Cash Flows from	Cash and Cash
	Operating Activities	Investing Activities	Financing Activities	Equivalents at
				End of Period
Three months ended June 30, 2007	300,736	(157,840)	(259,284)	226,966
Three months ended June 30, 2006	98,381	(264,584)	(282,441)	391,992
(Reference)				
Year ended March 31, 2007	980,598	(947,651)	(531,481)	343,062

2. Dividends

Date of record	Cash dividends per share (yen)		
	September 30	March	Total
		31	
Year ended March 31, 2007	2,000.00	2,000.00	4,000.00
Year ending March 31, 2008			
(Forecasts)			
Year ending March 31, 2008	2,400.00	2,400.00	4,800.00

**Table of Contents****3. Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2008 (April 1, 2007 - March 31, 2008)**

(Millions of yen)

	Operating Revenues		Operating Income		Income before		Net Income	
					Income Taxes			
Year ending March 31, 2008	4,728,000	(1.3)%	780,000	0.8%	788,000	1.9%	476,000	4.1%

(Reference) Expected earnings per share is 11,007.49 yen.

Notes: We did not revise our earnings forecasts for the fiscal year ending March 31, 2008. (The amounts above are the same as we announced as of April 27, 2007 on Financial Statements for the Fiscal Year Ended March 31, 2007 .)

**4. Others**

- |   |      |
|---|------|
| (1) Change of reporting entities (Change of condition of significant consolidated subsidiaries)   | None |
| (2) Adoption of simplified accounting and reporting policies                                      | None |
| (3) Change of significant accounting and reporting policies for consolidated financial statements | None |

Explanation for forecasts of operation and other notes.

The mobile communications market in Japan is characterized by rapid changes in the market environment due to technical innovations, market entry by new competitors and other factors. To respond to such changes, our corporate group may introduce new billing plans or other measures that could potentially have a significant impact on our revenues and income. The timing of introduction of such measures will be decided after comprehensively taking into consideration our operational circumstances and the actions of our competitors, and therefore, is not necessarily decided beforehand. Such measures, depending on the timing of implementation, may significantly affect our results forecasts to be made at the time of our first-half results announcement. Providing such prospects on a half-year basis, therefore, may not be adequate or useful as information to be disclosed to investors. Accordingly, we will provide prospects for the full year only, and report the progress vis-à-vis the projected full-year forecasts by disclosing actual results on a quarterly basis.

With regard to the assumptions and other related matters concerning consolidated financial results forecasts for the fiscal year ending March 31, 2008, please refer to page 18.

Consolidated financial statements in this earnings release are unaudited.

**Table of Contents**<< Consolidated Financial Statements >>**1. Consolidated Balance Sheets**

	Millions of yen				
	(UNAUDITED) June 30, 2006	(UNAUDITED) June 30, 2007	Increase (Decrease)		March 31, 2007
<b>ASSETS</b>					
<b>Current assets:</b>					
Cash and cash equivalents	¥ 391,992	¥ 226,966	¥ (165,026)	(42.1)%	¥ 343,062
Short-term investments	151,747	102,783	(48,964)	(32.3)	150,543
Accounts receivable	612,228	862,382	250,154	40.9	872,323
Allowance for doubtful accounts	(14,258)	(13,010)	1,248	8.8	(13,178)
Inventories	252,098	168,772	(83,326)	(33.1)	145,892
Deferred tax assets	95,773	88,438	(7,335)	(7.7)	94,868
Prepaid expenses and other current assets	148,825	152,133	3,308	2.2	138,403
<b>Total current assets</b>	<b>1,638,405</b>	<b>1,588,464</b>	<b>(49,941)</b>	<b>(3.0)</b>	<b>1,731,913</b>
<b>Property, plant and equipment:</b>					
Wireless telecommunications equipment	4,824,010	5,223,631	399,621	8.3	5,149,132
Buildings and structures	744,284	783,452	39,168	5.3	778,638
Tools, furniture and fixtures	616,688	616,940	252	0.0	613,945
Land	198,128	199,227	1,099	0.6	199,007
Construction in progress	174,381	107,301	(67,080)	(38.5)	114,292
Accumulated depreciation and amortization	(3,743,584)	(4,066,484)	(322,900)	(8.6)	(3,954,361)
<b>Total property, plant and equipment, net</b>	<b>2,813,907</b>	<b>2,864,067</b>	<b>50,160</b>	<b>1.8</b>	<b>2,900,653</b>
<b>Non-current investments and other assets:</b>					
Investments in affiliates	177,207	177,364	157	0.1	176,376
Marketable securities and other investments	300,150	291,896	(8,254)	(2.7)	261,456
Intangible assets, net	550,412	554,355	3,943	0.7	551,029
Goodwill	141,055	147,696	6,641	4.7	147,821
Other assets	214,129	169,747	(44,382)	(20.7)	219,271
Deferred tax assets	187,006	129,857	(57,149)	(30.6)	127,696
<b>Total non-current investments and other assets</b>	<b>1,569,959</b>	<b>1,470,915</b>	<b>(99,044)</b>	<b>(6.3)</b>	<b>1,483,649</b>
<b>Total assets</b>	<b>¥ 6,022,271</b>	<b>¥ 5,923,446</b>	<b>¥ (98,825)</b>	<b>(1.6)%</b>	<b>¥ 6,116,215</b>
<b>LIABILITIES AND SHAREHOLDERS' EQUITY</b>					
<b>Current liabilities:</b>					
Current portion of long-term debt	¥ 149,607	¥ 59,326	¥ (90,281)	(60.3)%	¥ 131,005
Short-term borrowings	160	110	(50)	(31.3)	102
Accounts payable, trade	715,526	716,746	1,220	0.2	761,108
Accrued payroll	28,053	31,094	3,041	10.8	46,584
Accrued interest	1,044	1,198	154	14.8	809
Accrued income taxes	69,747	53,951	(15,796)	(22.6)	68,408
Other current liabilities	141,599	163,116	21,517	15.2	154,909

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Total current liabilities	1,105,736	<b>1,025,541</b>	(80,195)	(7.3)	1,162,925
<b>Long-term liabilities:</b>					
Long-term debt (exclusive of current portion)	500,300	<b>443,253</b>	(57,047)	(11.4)	471,858
Liability for employees' retirement benefits	137,344	<b>137,799</b>	455	0.3	135,890
Other long-term liabilities	212,218	<b>190,429</b>	(21,789)	(10.3)	183,075
Total long-term liabilities	849,862	<b>771,481</b>	(78,381)	(9.2)	790,823
<b>Total liabilities</b>	<b>1,955,598</b>	<b>1,797,022</b>	<b>(158,576)</b>	<b>(8.1)</b>	<b>1,953,748</b>
<b>Minority interests in consolidated subsidiaries</b>	<b>1,127</b>	<b>1,192</b>	<b>65</b>	<b>5.8</b>	<b>1,164</b>
<b>Shareholders' equity:</b>					
Common stock	949,680	<b>949,680</b>			949,680
Additional paid-in capital	1,311,013	<b>1,135,958</b>	(175,055)	(13.4)	1,135,958
Retained earnings	2,287,302	<b>2,528,778</b>	241,476	10.6	2,493,155
Accumulated other comprehensive income	15,745	<b>14,178</b>	(1,567)	(10.0)	12,874
Treasury stock, at cost	(498,194)	<b>(503,362)</b>	(5,168)	(1.0)	(430,364)
<b>Total shareholders' equity</b>	<b>4,065,546</b>	<b>4,125,232</b>	<b>59,686</b>	<b>1.5</b>	<b>4,161,303</b>
<b>Total liabilities and shareholders' equity</b>	<b>¥ 6,022,271</b>	<b>¥ 5,923,446</b>	<b>¥ (98,825)</b>	<b>(1.6)%</b>	<b>¥ 6,116,215</b>

**Table of Contents****2. Consolidated Statements of Income and Comprehensive Income**

	Millions of yen				
	(UNAUDITED) Three months ended	(UNAUDITED) Three months ended	Increase		Year ended
	June 30, 2006	June 30, 2007	(Decrease)		March 31, 2007
<b>Operating revenues:</b>					
Wireless services	¥ 1,094,933	¥ 1,062,279	¥ (32,654)	(3.0)%	¥ 4,314,140
Equipment sales	123,627	120,585	(3,042)	(2.5)	473,953
Total operating revenues	1,218,560	1,182,864	(35,696)	(2.9)	4,788,093
<b>Operating expenses:</b>					
Cost of services (exclusive of items shown separately below)	170,022	184,855	14,833	8.7	766,960
Cost of equipment sold (exclusive of items shown separately below)	300,667	315,727	15,060	5.0	1,218,694
Depreciation and amortization	169,288	177,071	7,783	4.6	745,338
Selling, general and administrative	305,856	301,330	(4,526)	(1.5)	1,283,577
Total operating expenses	945,833	978,983	33,150	3.5	4,014,569
<b>Operating income</b>	<b>272,727</b>	<b>203,881</b>	<b>(68,846)</b>	<b>(25.2)</b>	<b>773,524</b>
<b>Other income (expense):</b>					
Interest expense	(1,438)	(1,557)	(119)	(8.3)	(5,749)
Interest income	267	455	188	70.4	1,459
Other, net	2,827	2,687	(140)	(5.0)	3,709
Total other income (expense)	1,656	1,585	(71)	(4.3)	(581)
<b>Income before income taxes</b>	<b>274,383</b>	<b>205,466</b>	<b>(68,917)</b>	<b>(25.1)</b>	<b>772,943</b>
<b>Income taxes</b>	<b>110,736</b>	<b>82,550</b>	<b>(28,186)</b>	<b>(25.5)</b>	<b>313,679</b>
<b>Equity in net losses of affiliates</b>	<b>(126)</b>	<b>(80)</b>	<b>46</b>	<b>36.5</b>	<b>(1,941)</b>
<b>Minority interests in consolidated subsidiaries</b>	<b>(9)</b>	<b>(26)</b>	<b>(17)</b>	<b>(188.9)</b>	<b>(45)</b>
<b>Net income</b>	<b>¥ 163,512</b>	<b>¥ 122,810</b>	<b>¥ (40,702)</b>	<b>(24.9)%</b>	<b>¥ 457,278</b>
<b>Other comprehensive income (loss):</b>					
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(10,852)	2,068	12,920		(15,763)
Net revaluation of financial instruments, net of applicable taxes	(98)	20	118		34
Foreign currency translation adjustment, net of applicable taxes	(205)	(602)	(397)	(193.7)	1,103
Pension liability adjustment, net of applicable taxes		(182)	(182)		
Minimum pension liability adjustment, net of applicable taxes	119		(119)	(100.0)	5,562
<b>Comprehensive income</b>	<b>¥ 152,476</b>	<b>¥ 124,114</b>	<b>¥ (28,362)</b>	<b>(18.6)%</b>	<b>¥ 448,214</b>

**PER SHARE DATA**

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Weighted average common shares outstanding basic and diluted (shares)	<u>44,381,601</u>	<u><b>43,469,272</b></u>	<u>(912,329)</u>	<u>(2.1)</u>	<u>43,985,082</u>
Basic and diluted earnings per share (Yen)	<u>¥ 3,684.23</u>	<u><b>¥ 2,825.21</b></u>	<u>¥ (859.02)</u>	<u>(23.3)%</u>	<u>¥ 10,396.21</u>



**Table of Contents****3. Consolidated Statements of Shareholders' Equity**

	Millions of yen				
	(UNAUDITED) Three months ended June 30, 2006	(UNAUDITED) Three months ended June 30, 2007	Increase (Decrease)		Year ended March 31, 2007
<b>Common stock:</b>					
At beginning of period	¥ 949,680	¥ 949,680	¥	%	¥ 949,680
At end of period	949,680	949,680			949,680
<b>Additional paid-in capital:</b>					
At beginning of period	1,311,013	1,135,958	(175,055)	(13.4)	1,311,013
Retirement of treasury stock					(175,055)
At end of period	1,311,013	1,135,958	(175,055)	(13.4)	1,135,958
<b>Retained earnings:</b>					
At beginning of period	2,212,739	2,493,155	280,416	12.7	2,212,739
Cash dividends	(88,949)	(87,187)	1,762	2.0	(176,862)
Net income	163,512	122,810	(40,702)	(24.9)	457,278
At end of period	2,287,302	2,528,778	241,476	10.6	2,493,155
<b>Accumulated other comprehensive income:</b>					
At beginning of period	26,781	12,874	(13,907)	(51.9)	26,781
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(10,852)	2,068	12,920		(15,763)
Net revaluation of financial instruments, net of applicable taxes	(98)	20	118		34
Foreign currency translation adjustment, net of applicable taxes	(205)	(602)	(397)	(193.7)	1,103
Pension liability adjustment, net of applicable taxes		(182)	(182)		
Minimum pension liability adjustment, net of applicable taxes	119		(119)	(100.0)	5,562
Adjustment to initially apply SFAS No.158, net of applicable taxes					(4,843)
At end of period	15,745	14,178	(1,567)	(10.0)	12,874
<b>Treasury stock, at cost:</b>					
At beginning of period	(448,196)	(430,364)	17,832	4.0	(448,196)
Purchase of treasury stock	(49,998)	(72,998)	(23,000)	(46.0)	(157,223)
Retirement of treasury stock					175,055
At end of period	(498,194)	(503,362)	(5,168)	(1.0)	(430,364)
<b>Total shareholders' equity</b>	<b>¥ 4,065,546</b>	<b>¥ 4,125,232</b>	<b>¥ 59,686</b>	<b>1.5%</b>	<b>¥ 4,161,303</b>



**Table of Contents****4. Consolidated Statements of Cash Flows**

	Millions of yen		
	(UNAUDITED) Three months ended June 30, 2006	(UNAUDITED) Three months ended June 30, 2007	Year ended March 31, 2007
<b>I Cash flows from operating activities:</b>			
1. Net income	¥ 163,512	¥ 122,810	¥ 457,278
2. Adjustments to reconcile net income to net cash provided by operating activities-			
(1) Depreciation and amortization	169,288	177,071	745,338
(2) Deferred taxes	12,253	3,467	74,987
(3) Loss on sale or disposal of property, plant and equipment	2,981	5,661	55,708
(4) Equity in net losses (income) of affiliates	(189)	21	2,791
(5) Minority interests in consolidated subsidiaries	9	26	45
(6) Changes in assets and liabilities:			
(Increase) decrease in accounts receivable	(2,391)	9,941	(262,032)
Decrease in allowance for doubtful accounts	(482)	(168)	(1,600)
Increase in inventories	(22,575)	(22,880)	83,716
Increase in prepaid expenses and other current assets	(50,431)	(13,560)	(39,254)
(Decrease) increase in accounts payable, trade	(58,341)	28,963	(42,013)
Decrease in accrued income taxes	(98,840)	(14,457)	(100,197)
(Decrease) increase in other current liabilities	(13,039)	8,200	534
Increase in liability for employees' retirement benefits	1,833	1,909	379
Increase (decrease) in other long-term liabilities	4,419	7,722	(26,241)
Other, net	(9,626)	(13,990)	31,159
Net cash provided by operating activities	98,381	300,736	980,598
<b>II Cash flows from investing activities:</b>			
1. Purchases of property, plant and equipment	(185,941)	(143,705)	(735,650)
2. Purchases of intangible and other assets	(63,391)	(80,927)	(213,075)
3. Purchases of non-current investments	(15,017)	(31,259)	(41,876)
4. Proceeds from sale and redemption of non-current investments	36	50,452	50,594
5. Purchases of short-term investments	(762)	(2,416)	(3,557)
6. Redemption of short-term investments	411	141	4,267
7. Long-term bailment for consumption to a related party		50,000	
8. Other, net	80	(126)	(8,354)
Net cash used in investing activities	(264,584)	(157,840)	(947,651)
<b>III Cash flows from financing activities:</b>			
1. Repayment of long-term debt	(142,316)	(98,200)	(193,723)
2. Proceeds from short-term borrowings	160	60	18,400
3. Repayment of short-term borrowings	(152)	(52)	(18,450)
4. Principal payments under capital lease obligations	(1,185)	(905)	(3,621)
5. Payments to acquire treasury stock	(49,998)	(72,998)	(157,223)
6. Dividends paid	(88,949)	(87,187)	(176,862)
7. Other, net	(1)	(2)	(2)
Net cash used in financing activities	(282,441)	(259,284)	(531,481)

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<b>IV</b>	<b>Effect of exchange rate changes on cash and cash equivalents</b>	(88)	<b>292</b>	872
<b>V</b>	<b>Net increase (decrease) in cash and cash equivalents</b>	(448,732)	<b>(116,096)</b>	(497,662)
<b>VI</b>	<b>Cash and cash equivalents at beginning of period</b>	840,724	<b>343,062</b>	840,724
<b>VII</b>	<b>Cash and cash equivalents at end of period</b>	¥ 391,992	¥ <b>226,966</b>	¥ 343,062
<b>Supplemental disclosures of cash flow information:</b>				
<b>Cash received during the period for</b>				
	Income taxes	¥ 5	¥ 6	¥ 925
<b>Cash paid during the period for:</b>				
	Interest	1,659	<b>1,169</b>	6,203
	Income taxes	218,557	<b>95,078</b>	359,861
<b>Non-cash investing and financing activities:</b>				
	Retirement of treasury stock			175,055

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### **Notes to Unaudited Consolidated Financial Statements**

The accompanying unaudited consolidated financial statements of NTT DoCoMo, Inc. and its subsidiaries (collectively "DoCoMo") have been prepared in accordance with accounting principles generally accepted in the United States of America.

The adoption of a new accounting standard and a subsequent event for the three months ended June 30, 2007 are as follows:

#### **1. Adoption of a new accounting standard**

##### **Accounting for Uncertainty in Income Taxes**

Effective April 1, 2007, DoCoMo applied the Financial Accounting Standards Board Interpretation No. 48 "Accounting for Uncertainty in Income Taxes" an interpretation of Statement of Financial Accounting Standards (SFAS) No. 109 (FIN 48). FIN 48 clarifies the accounting for uncertainty in income taxes recognized in an enterprise's financial statements in accordance with SFAS No. 109. FIN 48 prescribes a recognition threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return as well as provides guidance on de-recognition, classification, interest and penalties, accounting in interim periods, disclosure and transition. The application of FIN 48 did not have a material impact on DoCoMo's results of operations and financial position.

#### **2. Subsequent event**

##### **Disbursement of substitutional portion to the NTT Plan**

DoCoMo participates in a contributory defined benefit welfare pension plan sponsored by the NTT group ("NTT Plan"). On July 1, 2007, the NTT plan was granted an approval by the Japanese government, which permitted the NTT plan to be released from the past obligation to disburse the NTT Plan benefits covering the substitutional portion. No accounting should be recognized until the completion of the entire transfer. It is undetermined when the transfer of the benefit obligations and related plan assets will take place and what the net effect of settlement on DoCoMo's result of operations and financial position will be. If the amount equivalent to the substitutional portion had been repaid on March 31, 2007, the estimated amount of such effect on DoCoMo's results of operations would have been approximately ¥25 billion.

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(APPENDIX 1)

**Operation Data for 1st Quarter of Fiscal Year Ending March 31, 2008**

		<b>[Ref.] Fiscal Year Ended Mar. 31, 2007 Full-year Results</b>	<b>[Ref.] First Quarter (Apr.-Jun.2006) Results</b>	<b>Fiscal Year Ending Mar. 2008 First Quarter (Apr.-Jun. 2007) Results</b>	<b>[Ref.] Fiscal Year Ending Mar. 31, 2008 Full-year Forecast</b>
<b>Cellular</b>					
Subscriptions	thousands	52,621	51,672	<b>52,846</b>	53,890
FOMA	thousands	35,529	26,217	<b>37,854</b>	44,420
mova	thousands	17,092	25,456	<b>14,991</b>	9,470
Market share (1) (2)	%	54.4	55.6	<b>53.9</b>	
Net increase from previous period (2)	thousands	1,477	529	<b>225</b>	1,269
FOMA (2)	thousands	12,066	2,753	<b>2,325</b>	8,891
mova (2)	thousands	(10,589)	(2,225)	<b>(2,100)</b>	(7,622)
Aggregate ARPU (FOMA+mova) (3)	yen/month/contract	6,700	6,900	<b>6,560</b>	6,480
Voice ARPU (4)	yen/month/contract	4,690	4,930	<b>4,440</b>	4,330
Packet ARPU	yen/month/contract	2,010	1,970	<b>2,120</b>	2,150
i-mode ARPU	yen/month/contract	1,990	1,950	<b>2,090</b>	2,130
ARPU generated from international services (5)	yen/month/contract	50	50	<b>60</b>	70
ARPU generated purely from i-mode (FOMA+mova) (3)	yen/month/contract	2,160	2,120	<b>2,270</b>	2,310
Aggregate ARPU (FOMA) (3)	yen/month/contract	7,860	8,300	<b>7,370</b>	7,150
Voice ARPU (4)	yen/month/contract	5,070	5,420	<b>4,710</b>	4,540
Packet ARPU	yen/month/contract	2,790	2,880	<b>2,660</b>	2,610
i-mode ARPU	yen/month/contract	2,750	2,840	<b>2,630</b>	2,570
ARPU generated from international services (5)	yen/month/contract	80	70	<b>80</b>	80
ARPU generated purely from i-mode (FOMA) (3)	yen/month/contract	2,830	2,910	<b>2,730</b>	2,680
Aggregate ARPU (mova) (3)	yen/month/contract	5,180	5,540	<b>4,600</b>	4,370
Voice ARPU (4)	yen/month/contract	4,190	4,460	<b>3,800</b>	3,650
i-mode ARPU	yen/month/contract	990	1,080	<b>800</b>	720
ARPU generated from international services (5)	yen/month/contract	20	20	<b>10</b>	20
ARPU generated purely from i-mode (mova) (3)	yen/month/contract	1,160	1,260	<b>970</b>	890
MOU (FOMA+mova) (3)	minute/month/contract	144	145	<b>140</b>	
MOU (FOMA) (3)	minute/month/contract	175	181	<b>161</b>	
MOU (mova) (3)	minute/month/contract	104	110	<b>89</b>	
Churn Rate (2)	%	0.78	0.64	<b>0.85</b>	
2in1 Subscriptions (6)	thousands			<b>67</b>	
Communication Module Service Subscriptions (7)	thousands	1,027	733	<b>1,140</b>	1,310
FOMA Ubiquitous plan (8)	thousands	277	40	<b>392</b>	

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DoPa Single Service (9)	thousands	750	693	<b>748</b>	
Prepaid Subscriptions (9)	thousands	45	49	<b>43</b>	
<b><i>i-mode</i></b>					
Subscriptions	thousands	47,574	46,823	<b>47,725</b>	48,590
FOMA	thousands	34,052	25,511	<b>36,089</b>	
i-appli compatible (10) (11)	thousands	38,800	36,000	<b>39,206</b>	
i-mode Subscription Rate (2)	%	90.4	90.6	<b>90.3</b>	90.2
Net increase from previous period	thousands	1,214	463	<b>151</b>	1,016
<b><i>i-mode Flat-rate Packet Communication Plan</i></b>					
Subscriptions (12)	thousands	9,563	6,912	<b>10,455</b>	
i-channel Subscriptions	thousands	10,580	3,624	<b>12,272</b>	
<b><i>Percentage of Packets Transmitted</i></b>					
Web	%	98	97	<b>98</b>	
Mail	%	2	3	<b>2</b>	
<b><i>Others</i></b>					
PHS Subscriptions	thousands	453	679	<b>374</b>	
DCMX Subscriptions (13)	thousands	2,090	310	<b>2,850</b>	4,000

\* Please refer to the attached sheet (P.16) for the definition of ARPU and MOU, and an explanation of the methods used to calculate ARPU and the number of active subscribers used in calculating ARPU, MOU and Churn Rate.

- (1) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association
- (2) Data are calculated including Communication Module Service subscriptions.
- (3) Data are calculated excluding Communication Module Services-related revenues and Communication Module Services subscriptions.
- (4) Inclusive of circuit-switched data communications
- (5) Inclusive of Voice Communications and Packet Communications
- (6) Not included in Cellular subscriptions nor FOMA subscriptions
- (7) Included in total cellular subscriptions
- (8) Included in FOMA subscriptions
- (9) Included in mova subscriptions
- (10) Sum of FOMA handsets and mova handsets
- (11) The number of subscribers prior to the third quarter results of Fiscal Year ended March 31, 2007 are revised due to the change of calculation method.
- (12) Sum of pake-hodai subscriptions and pake-hodai full subscriptions
- (13) Inclusive of DCMX mini subscriptions

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(APPENDIX 2)

Definition and Calculation Methods of ARPU and MOU

***1. Definition of ARPU and MOU***

- i) ARPU (Average monthly Revenue Per Unit)<sup>1</sup>:

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 various revenue items included in operating revenues from our wireless services, such as monthly charges, voice communication charges and packet communication charges, from designated services which are incurred consistently each month, by the number of active subscribers 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 of our subscribers and the impacts of changes in our billing arrangements. The revenue items included in the numerators of our ARPU figures are based on our U.S. GAAP results of operations. This definition applies to all ARPU figures hereinafter.

- ii) MOU (Minutes of Usage): Average monthly communication time per user.

***2. ARPU Calculation Methods***

- i) **ARPU (FOMA + mova)**

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

Voice ARPU (FOMA+mova): Voice ARPU (FOMA+mova) Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscribers (FOMA+mova)

Packet ARPU (FOMA+mova): {Packet ARPU (FOMA) Related Revenues (monthly charges, packet communication charges)+ i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges)}/ No. of active cellular phone subscribers (FOMA+mova)

i-mode ARPU (FOMA+mova)<sup>2</sup>: i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscribers (FOMA+mova)

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



ii) **ARPU (FOMA)**

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

Voice ARPU (FOMA): Voice ARPU (FOMA) Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscribers (FOMA)

Packet ARPU (FOMA): Packet ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscribers (FOMA)

i-mode ARPU (FOMA)<sup>2</sup>: i-mode ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscribers (FOMA)

ARPU generated purely from i-mode (FOMA)<sup>3</sup>: i-mode ARPU (FOMA) Related Revenues (monthly charges, packet communication charges) / No. of active i-mode subscribers (FOMA)

iii) **ARPU (mova)**

Aggregate ARPU (mova) = Voice ARPU (mova) + i-mode ARPU (mova)

Voice ARPU (mova): Voice ARPU (mova) Related Revenues (monthly charges, voice communication charges) / No. of active cellular phone subscribers (mova)

i-mode ARPU (mova)<sup>2</sup>: i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges) / No. of active cellular phone subscribers (mova)

ARPU generated purely from i-mode (mova)<sup>3</sup>: i-mode ARPU (mova) Related Revenues (monthly charges, packet communication charges) / No. of active i-mode subscribers (mova)

iv) **ARPU (PHS)**

ARPU (PHS): ARPU (PHS) Related Revenues (monthly charges, voice communication charges) / No. of active PHS subscribers

**3. Active Subscribers Calculation Methods**

No. of active subscribers used in ARPU/MOU/Churn Rate calculations is the sum of No. of active subscribers<sup>4</sup> for each month.

---

- 1 Communication Module service subscribers and the revenues thereof are not included in the ARPU and MOU calculations.
- 2 The denominator used in calculating i-mode ARPU (FOMA+mova, FOMA, mova) is the aggregate number of cellular subscribers to each service (FOMA+mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.
- 3 ARPU generated purely from i-mode (FOMA+mova, FOMA, mova) is calculated using only the number of active i-mode subscribers as a denominator.
- 4  $\text{active subscribers} = (\text{No. of subscribers at the end of previous month} + \text{No. of subscribers at the end of current month}) / 2$

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(APPENDIX 3)

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

**1. EBITDA and EBITDA margin**

	Billions of yen	
	Three months ended June 30, 2006	Three months ended June 30, 2007
<b>a. EBITDA</b>	¥ 445.0	¥ 386.6
Depreciation and amortization	(169.3)	(177.1)
Losses on sale or disposal of property, plant and equipment	(3.0)	(5.7)
Operating income	272.7	203.9
Other income (expense)	1.7	1.6
Income taxes	(110.7)	(82.6)
Equity in net losses of affiliates	(0.1)	(0.1)
Minority interests in consolidated subsidiaries	(0.0)	(0.0)
<b>b. Net income</b>	163.5	122.8
<b>c. Total operating revenues</b>	1,218.6	1,182.9
<b>EBITDA margin (=a/c)</b>	36.5%	32.7%
<b>Net income margin (=b/c)</b>	13.4%	10.4%

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

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

Billions of yen	
Three months ended June 30, 2006	Three months ended June 30, 2007

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<b>Free cash flows excluding irregular factors and changes in investments for cash management purposes</b>	¥ (165.9)	¥ (49.2)
Irregular factors (1)		(4.0)
Changes of investments for cash management purposes (2)	(0.4)	97.7
<b>Free cash flows</b>	(166.2)	142.9
Net cash used in investing activities	(264.6)	(157.8)
Net cash provided by operating activities	98.4	300.7

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

Irregular factors during the three months ended June 30, 2007 was net effects of bank closures as of March 31, 2007 and June 30, 2007.

(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.

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**Special Note Regarding Forward-Looking Statements**

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

1. As competition in the market becomes more fierce due to changes in the business environment caused by the Mobile Number Portability, new market entrants, competition from other cellular service providers or other technologies, and other factors, could limit our acquisition of new subscribers, retention of existing subscribers and ARPU, or may lead to an increase in our costs and expenses.
2. The new services and usage patterns introduced by our corporate group may not develop as planned, which could 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. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other overseas operators, which could limit our ability to offer international services to our subscribers.
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, and services of parties other than those belonging to our corporate group are provided through our cellular handsets, potential problems resulting from malfunctions, defects or loss of handsets, 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 other factors, 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.

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11. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of service, disrupting our ability to offer services to our subscribers and may adversely affect our credibility or corporate image.
12. Concerns about wireless telecommunications health risks may adversely affect our financial condition and results of operations.
13. Our parent company, Nippon Telegraph and Telephone Corporation (NTT), could exercise influence that may not be in the interests of our other shareholders.

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NTT DoCoMo, Inc.  
RESULTS FOR THE FIRST THREE MONTHS  
OF THE FISCAL YEAR ENDING MAR. 31, 2008  
JULY 27, 2007  
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FOR

1Q

OF

FY2007

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Forward-Looking Statements

This presentation contains forward-looking statements such as forecasts of results of operations, management strategies, objectives, plans, forecasts of operational data such as expected number of subscribers, and expected dividend payments. All forward-looking statements that are not historical facts are based on management's current plans, expectations, assumptions and estimates based on the information currently available. Some of the projected numbers in this report were derived using certain assumptions that are indispensable to 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. As competition in the market becomes more fierce due to changes in the business environment caused by the Mobile Number

new market

entrants,

competition

from

other

cellular

service

providers



or  
other  
technologies,  
and  
other  
factors,  
could  
limit  
our

acquisition of new subscribers, retention of existing subscribers and ARPU, or may lead to an increase in our costs and expenses.

2. The new services and usage patterns introduced by our corporate group may not develop as planned, which could 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

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. The W-CDMA technology that we use for our 3G system and/or mobile multimedia services may not be introduced by other operators, which could limit our ability to offer international services to our subscribers.

6. Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunity to

7. As electronic payment capability and many other new features are built into our cellular phones, and services of parties other than us  
belonging to  
our  
corporate  
group  
are  
provided  
through  
our  
cellular  
handsets,  
potential  
problems  
resulting  
from  
malfunctions,  
defects  
or  
loss  
of handsets,  
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, contractor factors, 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 own such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others.

11. Earthquakes, power shortages, malfunctioning of equipment, software bugs, computer viruses, cyber attacks, hacking, unauthorized access and other problems could cause systems failures in the networks required for the provision of services, disrupting our ability to provide services to our subscribers and may adversely affect our credibility or corporate image.

12. Concerns about wireless telecommunications health risks may adversely affect our financial condition and results of operations.

13. Our parent company, Nippon Telegraph and Telephone Corporation (NTT), could exercise influence that may not be in the best interests of our other shareholders.

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FY2007 First Quarter  
Results Highlights

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FY2007 1Q Financial Results Highlights

US GAAP

-

-3.8

points

-13.1

%

-24.9 %

-25.1 %

-25.2 %

-3.1 %

-2.9 %

Changes

(1)  
(2)  
-  
33.3  
32.7  
36.5  
EBITDA  
margin  
(%)  
\*  
8.8 %  
560.0  
49.2  
-165.9  
Adjusted Free Cash Flow  
(Billions of yen) \*\*  
25.1 %  
4,118.0  
1,032.7  
1,065.4  
Cellular Services Revenues  
(Billions of yen)  
Progress to  
forecast  
(2) / (3)  
2008/3  
(Full year  
forecast)  
(3)  
2007/4-6  
(1Q)  
2006/4-6  
(1Q) (1)  
1,573.0  
476.0  
788.0  
780.0  
4,728.0  
26.1 %  
205.5  
274.4  
Income Before Income Taxes  
(Billions of yen)  
26.1 %  
203.9  
272.7  
Operating Income  
(Billions of yen)  
25.0 %  
1,182.9

1,218.6  
Operating Revenues  
(Billions of yen)

24.6

%

386.6

445.0

EBITDA

(Billions of yen)\*

25.8 %

122.8

163.5

Net income

(Billions of yen)

Consolidated financial statements in this document are unaudited.

\* For an explanation of the calculation processes for these numbers, please see the reconciliations to the most directly comparable financial statements calculated

and

presented

in

accordance

with

GAAP

on

Slide

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and the IR page of our web site, [www.nttdocomo.co.jp](http://www.nttdocomo.co.jp).

\*\*Adjusted free cash flow excludes the effects of uncollected revenues due to bank holidays at the end of the fiscal year and cash management purposes with original maturities of longer than three months.

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FY2007 1Q Results Highlights

Operating income: 203.9 billion yen

(Down 68.8

billion yen year-on-year)

.

Progress to FY2007 full-year forecast: 26.1%

Operating revenues:

Down 35.7 billion yen year-on-year

.

Cellular services revenues decreased 32.8 billion yen year-on-year.

(Inclusive of 30.6 billion-yen impact of incurring in revenues the portion of



Nikagetsu

Kurikoshi

(2-month carry over) allowances that are projected to expire)

Operating expenses:

Up 33.2 billion yen year-on-year

.

Revenue-linked expenses grew 9.5 billion yen due to increased handset sales

.

Depreciation/amortization increased 7.8 billion yen (inclusive of impact of changes in depreciation methods)

.

Other expenses grew 14.7 billion yen, due to increase in no. of base stations, etc.

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RESULTS FOR 1Q OF FY2007

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5

/27

-20

0

20

40

60

80

100

05/4

5

6

7  
8  
9  
10  
11  
12  
06/1  
2  
3  
06/4  
5  
6  
7  
8  
9  
10  
11  
12  
07/1  
2  
3  
07/4  
5  
6  
DoCoMo s  
market share of net additions in FY2007/1Q was 17.6%  
\* No. of 2 in 1  
service subscribers as of June 30, 2007: 66,800  
DoCoMo s  
market  
share  
of  
net  
adds  
calculated  
inclusive  
of  
2in1  
subscribers:  
June: 29.7%, FY2007/1Q cumulative: 21.7%  
Source  
of  
data  
used  
in  
calculation:  
Telecommunications  
Carriers  
Association  
(TCA)

SoftBank

SoftBank

KDDI(au+TU-KA)

Subscribers of EMOBILE, Ltd. are not included

Full-year net adds share: 48.4%

Full-year net adds share: 30.0%

Monthly Market Share of Net Additions

FY2005

FY2006

FY2007

(%)

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RESULTS FOR 1Q OF FY2007

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·Churn rate for FY2007/1Q was 0.85%

0.00

0.50

1.00

1.50

2.00

05/4-6(1Q)

7-9(2Q)

10-12(3Q)

06/1-3(4Q)

06/4-6(1Q)

7-9(2Q)

10-12(3Q)

07/1-3(4Q)

07/4-6(1Q)

0.85%

0.97%

0.93%

Churn Rate

Full-year churn rate:

0.77%

Full-year churn rate:

0.78%

FY2006/2H:0.95%

Inclusive of Communication Module Service subscribers

FY2005

FY2006

FY2007

(%)

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RESULTS FOR 1Q OF FY2007

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.

FOMA subscribers reached 37.85 million as of June 30, 2007

(71.6% of DoCoMo's  
total cellular subscribers)

0

1,000

2,000

3,000

4,000

5,000

6,000

05/6

05/9  
05/12  
06/3  
06/6  
06/9  
06/12  
07/3  
07/6  
08/3 (Forecast)  
mova  
5,389  
1,371  
(27.7%)  
2,622  
(50.7%)  
4,442  
(82.4%)  
3,785  
(71.6%)  
5,285  
3,553  
(67.5%)  
FOMA subs.  
projected  
to reach  
80% of total  
Numbers in  
parentheses  
indicate  
the  
percentage  
of  
FOMA  
subscribers  
to  
total  
cellular subscribers  
(10,000 subs.)  
u  
Inclusive of Communication Module Service subscribers  
Subscriber Migration to FOMA  
% of FOMA subs  
to total:  
Topped  
70%



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RESULTS FOR 1Q OF FY2007

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8

/27

0

20

40

60

80

100

120

140

160

180

200

-25

-20

-15  
-10  
-5  
0  
5  
10  
15  
20  
25  
MOU  
(  
Left axis  
)

149  
152  
151  
146  
145  
146  
146  
139  
140

Year-on-year changes in MOU (Right axis)

-2.0  
-1.9  
-1.3  
0.7  
-2.7  
-3.9  
-3.3  
-4.8  
-3.4

05/4-6(1Q)  
7-9(2Q)  
10-12(3Q)  
06/1-3(4Q)  
06/4-6(1Q)  
7-9(2Q)  
10-12(3Q)  
07/1-3(4Q)  
07/4-6(1Q)

·MOU for  
FY2007/1Q  
was  
140  
minutes

(down 3.4% year-on-year)  
Cellular (FOMA+mova) MOU

u  
For an explanation of MOU, please see Slide 26

of this document, Definition and Calculation Methods of MOU and ARPU

(%)

(minutes)

Full-year MOU: 149

minutes

(Down 1.3% year-on-year)

Full-year MOU: 144 minutes

(Down 3.4% year-on-year)

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RESULTS FOR 1Q OF FY2007

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0

1,000

2,000

3,000

4,000

5,000

6,000

7,000

8,000

-20.0

-15.0

-10.0

-5.0  
0.0  
5.0  
10.0  
15.0  
20.0  
Packet ARPU (Left axis)  
1,820  
1,880  
1,880  
1,940  
1,970  
1,980  
2,010  
2,080  
2,120  
(Incl.) i-mode ARPU  
1,810  
1,870  
1,860  
1,920  
1,950  
1,960  
1,990  
2,060  
2,090  
Voice ARPU (Left Axis)  
5,120  
5,170  
5,040  
4,780  
4,930  
4,740  
4,660  
4,450  
4,440  
International service ARPU  
30(Incl.)  
40(Incl.)  
40(Incl.)  
40(Incl.)  
50(Incl.)  
50(Incl.)  
50(Incl.)  
60(Incl.)  
60(Incl.)  
Year-on-year changes in aggregate ARPU (Right axis)  
-6.2  
-4.0  
-3.5

-2.9  
-0.6  
-4.7  
-3.6  
-2.8  
-4.9  
05/4-6(1Q)  
7-9(2Q)  
10-12(3Q)  
06/1-3(4Q)  
4-6(1Q)  
7-9(2Q)  
10-12(3Q)  
07/1-3(4Q)  
4-6(1Q)  
6,940  
7,050  
6,920  
6,530  
6,900  
6,720  
6,670  
6,720

Cellular (FOMA+mova) ARPU  
Full-year aggregate ARPU: ¥6,910  
(Down 4.0% year-on-year)  
Full-year aggregate ARPU: ¥6,700  
(Down 3.0% year-on-year)

The ARPU data for FY2006/1Q and FY2006 full-year include the impact of incurring revenues for the portion of Nikagetsu Kurikoshi(two month carryover) allowances that are projected to expire, which are estimated as follows:

u FY2006/1Q (actual): 200 yen  
u FY2006/full-year (actual): 50 yen

YOY  
changes  
in  
aggregate  
ARPU  
(excluding  
the  
impact  
of  
incurring  
revenues  
for  
the  
portion  
of

Nikagetsu  
Kurikoshi(two  
month  
carryover)  
allowances  
that  
are  
projected  
to  
expire)  
u

International service-related revenues, which had not been included in previous reports, have been included in the ARPU data in view of their growing contribution to total revenues.

u  
For  
an  
explanation  
of  
ARPU,  
please  
see  
Slide  
26  
of  
this  
document,  
Definition  
and  
Calculation  
Methods  
of  
MOUand  
ARPU .  
(%)  
(yen)

FY2007/1Q aggregate ARPU: 6,560  
yen  
(Excluding impact of irregular factors: Down 2.1%  
year-on-year)  
6,560

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Principal Actions  
Planned For FY2007  
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pake-hodai

Subscribers

Subscriber base

of

pake-hodai

service

grew

to

10.46 million

\*

0

200

400

600

800

1,000

1,200

1,400

05/6

05/9

05/12

06/3

06/6

06/9

06/12

07/3

07/6

08/3(Forecast)

Richer contents

Pake-hodai

Service menu

Grow users

1,046

pake-hodai

subscription rate \*

\*

28%

(As of June 2007)

\* \*

pake-hodai

subscription rate=No. of pake-hodai  
subscribers/total FOMA subscribers

\* Inclusive of pake-hodai

full

subscribers

No. of pake-hodai

subscribers

(10,000 subscribers)

Lifted pake-hodai

subscription

restrictions

from March 2006

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RESULTS FOR 1Q OF FY2007

SLIDE No.

12

12

/27

i-channel

No. of i-channel subscribers reached 12.27 million

(Boosting

ARPU

and

facilitating

users

migration

to

flat-rate

package)

0  
200  
400  
600  
800  
1,000  
1,200  
1,400  
1,600  
1,800  
05/9  
05/12  
06/3  
06/6  
06/9  
06/12  
07/3  
07/6  
08/3  
(  
Forecast  
)  
1,227  
i-channel subscription rate\*  
46%  
(As of June 2007)  
n Boosted data ARPU  
i-channel revenue per subscriber:  
340 yen/month  
Equivalent to 70  
yen of data ARPU  
(Estimated value for FY2007/1Q)  
No. of i-channel  
subscribers  
(10,000 subscribers)  
\*  
i-channel subscription  
rate:  
No.  
of  
i-channel  
subscribers/Total  
users  
of  
compatible handsets

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RESULTS FOR 1Q OF FY2007

SLIDE No.

13

13

/27

Video

i-movie gate

Improved video viewing environment

via cell phones

Faster

transmission

speeds

Enhanced  
video viewing  
functions  
HSDPA  
10MB  
i-motion  
Targets of service  
Targets of service  
Pioneer mobile video market  
ahead of competition  
Animation  
Movie  
Music Video  
Gravure  
Comprehensive variety entertainment  
video delivery site  
Overwhelmingly large content portfolio  
500  
titles  
1,500  
titles  
(at launch)  
(by 2007/end)  
(Planned)  
Sukima  
Switch  
\* The  
Melancholy  
of  
Haruhi  
Suzumiya  
(C)Nagaru  
Tanigawa/Noizi  
Ito/SOS  
Brigade  
AkiHoshino,  
G-Telemovie  
Scandal  
(C)Kadokawa  
The  
Television  
Co.  
Ltd.  
Daimajin (C)1996  
Kadokawa  
Movies  
.  
Newly  
opened  
video

delivery  
web  
site  
i-movie  
gate  
leveraging  
our  
alliance with Kadokawa  
Group.



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RESULTS FOR 1Q OF FY2007

SLIDE No.

14

14

/27

Credit Business

0

50

100

150

200

250

300  
06/4  
5  
6  
7  
8  
9  
10  
11  
12  
07/1  
2  
3  
4  
5  
6  
(10,000 subscribers)  
n  
As of Mar. 31, 2008:  
Target no. of DCMX members:  
4  
million  
Target no. of iD  
payment terminals installed:  
Approx. 250,000  
n  
Enriched card lineup  
n  
Establish CXD NEXT Co.,  
Ltd  
Started  
issuance of:  
Gold card  
Family card  
ETC card  
Started accepting  
applications for :  
MasterCard  
Reinforce DCMX member acquisition  
e-payment-related  
Proprietor Support  
Mobile credit iD  
Magnetic credit card  
Sales calculation/  
management  
Scanning  
April 2007  
May 2007  
.  
DCMX

membership  
topped  
3  
million.  
No.  
of  
iD  
payment  
terminals installed grew to approx. 190,000 units.  
Expand iD  
usage opportunities in  
small/medium-size retail outlets  
n  
DCMX membership:  
Over 3 million  
No. of iD  
payment terminals installed:  
Approx. 190,000  
(As of Jul. 26, 2007)  
n  
Establish DCMX Business Dept.

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RESULTS  
FOR  
1Q  
OF  
FY2007  
SLIDE No.  
15  
15  
/27  
International Services  
0  
200  
400  
600  
800  
1,000

06/3  
06/6  
06/9  
06/12  
07/3  
07/6  
0  
10  
20  
30  
40  
50  
60  
70  
80  
(10,000 subscribers)  
(%)  
% of own-handset roamers\*  
No. of roaming-enabled  
handset users  
(Billions of yen)  
\*  
%  
of  
own-handset  
roamers:  
No.  
of  
World  
Wing  
roaming  
users  
using  
own  
handset//Total  
roaming  
service  
users  
FY2006/1Q  
FY2007/1Q  
Int'l dialing  
revenues  
Int'l roaming  
revenues  
3.6  
7.3  
**7.3**  
.3  
10.3  
**10.3**

.3

3

5.6

n

International Services Revenues

n

of own-handset roamers

International services revenues grew 41% year-on-year

Expanded W-CDMA roaming coverage (effect of overseas investment/alliance)

+41%

+56%

\*

\*

Saipan

refers

to

Commonwealth

of

the

Northern

Mariana

Islands

(CNMI),

a

self-governing

dominion

of

the

USA,

comprising 14 islands including Saipan.

Grow

int'l

roaming

revenues

Boost

DoCoMo's

competitiveness

in

home

market

n

Effects of overseas investment/

alliance becoming increasingly visible

n

Korea

Completed nationwide rollout of

W-CDMA and HSDPA

n

Guam/Saipan

\*\*

Plan to launch W-CDMA and HSDPA in  
2008 and beyond

To enable use of DoCoMo s

3G roaming-

enabled handsets

n

Hawaii Islands

Plan to launch W-CDMA in 2007/2H

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RESULTS FOR 1Q OF FY2007

SLIDE No.

16

16

/27

Combine with Family Discount

Combine with Family Discount

for more benefits!

for more benefits!

Billing Plans

\*\*The unused communication allowances remaining after carried over for two months can be shared with other family members in proportion to each family member's usage in excess of the allowance provided for the applicable month.

With a 2-year contract,\*

Subscribers can immediately receive

Subscribers can immediately receive

50% discount on basic

50% discount on basic



monthly charge

monthly charge

\*

Cancellation fee of 9,975 yen will be incurred if subscribers cancels discount service, cancels subscription or suspends use of subscribed circuit during the two-year period (except for month following the maturity of contract).

Carry over up to 2

Carry over up to 2

months and share

months and share

allowances with

allowances with

family members\* \*

family members\* \*

\* \*

\*

Call charge

Call charge

between family

between family

members:

members:

30%OFF

30%OFF

%OFF

OFF

Mail between

Mail between

family members:

family members:

Free

Free

(i-mode mail)

.

To introduce 2 new billing plans on Aug. 22, 2007.

(To start accepting applications from Aug. 1, 2007)

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RESULTS FOR 1Q OF FY2007

SLIDE No.

17

17

/27

704i Series

D704i

L704i

P704i

SH704i

SO704i

F704i

N704iμ

P704iμ

Sliding style

Compact one-segment TV

phone  
HIGH SPEED-enabled  
Music phone  
Smart Flash™  
for clear photos  
Slim slide  
phone  
Compact one-segment  
TV  
phone  
Optional illuminating  
Style Up  
panel  
Waterproof slim™  
Global  
phone  
Illuminating My  
Signal™  
indicator  
SuperSlim  
global phone  
Equipped with refined & tough body  
SuperSlim  
global phone  
Slim  
& Compact  
704i series, each model equipped with distinctive  
set of functions to cater to varying needs of users.  
\* Smart Flash  
is a trademark of Matsushita Electric Industrial, Co. Ltd.  
\* Waterproof slim  
is a trademark of Fujitsu Limited.  
\* My Signal  
is a trademark of NEC Corporation

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RESULTS FOR 1Q OF FY2007

SLIDE No.

18

18

/27

FOMA Network

.

Capital expenditures

for

FY2007/1Q

were

151.2

billion

yen

(Progress to full-year forecast: 20.2%)

06/6

06/9

06/12  
 07/3  
 07/6  
 08/3 forecast  
 :  
 (No. of outdoor base stations)  
 : (No. of indoor systems)  
 25,700  
 29,300  
 7,000  
 8,100  
 20.2%  
 750.0  
 -29.6%  
 151.2  
 214.7  
 CAPEX  
 (Billions of yen)  
 Changes  
 (1) ○ (2)  
 2008/3  
 (Full year forecast)  
 (3)  
 (As announced 07/4/27)  
 Progress to forecast  
 (2)/(3)  
 2007/4-6  
 (1Q) (2)  
 2006/4-6  
 (1Q) (1)  
 32,500  
 9,100  
 10,400  
 35,700  
 42,700  
 14,000  
 Enhance quality of  
 FOMA s  
 coverage  
 HSDPA coverage  
 Expanded to 82% of populated areas in Japan  
 Facility buildup responding to  
 increased data capacity  
 11,300  
 37,300  
 -  
 Strengthen area tuning  
 -  
 Interactive coverage roll-out  
 listening to customers

requests

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RESULTS FOR 1Q OF FY2007

SLIDE No.

19

19

/27

Reinforce Brand Marketing

Customers

Dialogue with

customers/market

Corporate Branding Division

Marketing research

Design

one step ahead

brand strategy

Comprehensive

promotion based on

brand strategy

Collect

customers

comments

System

Channel

Coverage

Billing

plan

Handset

Service

Promotion

Deployment at business unit

To establish Corporate Branding Division in August 2007



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RESULTS  
FOR  
1Q  
OF  
FY2007  
SLIDE No.  
20  
20  
/27  
Fiscal year ending Mar. 31, 2008  
Planned  
Dividend  
per  
share:  
4,800  
yen  
(Up

20%)

Repurchase of own shares :

Authorized to repurchase up to 1 million shares (upper limit) for up to

200 billion

yen

at

Ordinary

General

Meeting

of

Shareholders

on

June

19,

2007.

(Plan to cancel treasury shares kept in excess of 5% of issued shares at end of fiscal year)

Repurchase of Own Shares

No. of shares repurchased

(millions of shares)

Budget (billions of yen)

1.0

1.4

Max. authorized

200

Repurchase

authorized

at

16<sup>th</sup>

ordinary

general shareholder mtg

0.95

(67.7%)

180.2

(72.1%)

250

Repurchase

authorized

at

15<sup>th</sup>

ordinary

general shareholder mtg

Actual no. of shares

repurchased

Actual amount

spent

Max.

authorized

Return to Shareholders

Returning profits to shareholders is considered one of the most important

issues in our corporate policies

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Appendices  
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RESULTS FOR 1Q OF FY2007

SLIDE No.

22

22

127

US GAAP

0

1,000

2,000

3,000

4,000

5,000

Equipment sales

123.6

120.6

478.0

Other revenues

22.5  
 25.8  
 123.0  
 PHS revenues  
 7.0  
 3.8  
 9.0  
 Cellular services revenues (voice, packet)\*  
 1,065.4  
 1,032.7  
 4,118.0  
 2006/4-6(1Q)  
 2007/4-6(1Q)  
 2008/3(Full-year forecast)  
 4,728.0  
 1,218.6  
 1,182.9  
 1,182.9  
 Operating Revenues  
 \*  
     International  
     services  
     revenues  
     are  
     included  
     in  
     Cellular  
     services  
     revenues  
     (voice,  
     packet) .  
     (Billions of yen)  
     (Billions of yen)  
     FY2007  
     1Q  
     Operating revenues  
     Compared to FY2006:  
     Down 2.9%  
     (Cellular services revenues)  
     Compared to FY2006:  
     Down 3.1%  
     (Equipment sales revenues)  
     Compared to FY2006:  
     Down 2.5%

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RESULTS FOR 1Q OF FY2007

SLIDE No.

23

23

/27

US GAAP

3,948.0

945.8

979.0

979.0

Operating Expenses

\*

Revenue-linked expenses: Cost of equipment sold + distributor commissions + cost of DoCoMo Point service

(Billions of yen)

(Billions of yen)

0

1,000

2,000

3,000  
 4,000  
 Personnel expenses  
 62.9  
 62.8  
 253.0  
 Taxes and public duties  
 9.3  
 9.8  
 39.0  
 Depreciation and amortization  
 169.3  
 177.1  
 753.0  
 Loss on disposal of property, plant and  
 equipment and intangible assets  
 4.3  
 7.6  
 64.0  
 Communication network charges  
 90.7  
 88.1  
 349.0  
 Non-personnel expenses  
 609.3  
 633.5  
 2,490.0  
 (Incl.) Revenue-linked expenses\*  
 447.1  
 456.5  
 1,727.0  
 (Incl.) Other non-personnel expenses  
 162.3  
 177.0  
 763.0  
 2006/4-6(1Q)  
 2007/4-6(1Q)  
 2008/3 (Full year forecast)  
 FY2007  
 FY2007  
 1Q  
 1Q  
 Operating expenses  
 Operating expenses  
 u  
 Compared to FY2006:  
 Up 3.5%

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RESULTS FOR 1Q OF FY2007

SLIDE No.

24

24

/27

0

100

200

300

400

500

600

700

800

Other (information systems, etc.)\*

27.1

24.9



139.0  
PHS business  
0.2  
0.1  
0.0  
Mobile phone business (FOMA)  
156.4  
106.9  
518.0  
Mobile phone business (mova)  
6.5  
2.7  
8.0  
Mobile phone business (Other)  
24.5  
16.7  
85.0  
2006/4-6(1Q)  
2007/4-6(1Q)  
2008/3(Full year forecast)  
214.7  
750.0  
151.2  
151.2  
Capital Expenditures  
(Billions of yen)  
(Billions of yen)  
FY2007  
FY2007  
1Q  
1Q  
CAPEX  
CAPEX  
u  
Compared to FY2006:  
Down 29.6%

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RESULTS FOR 1Q OF FY2007

SLIDE No.

25

25

/27

48,590

+1.9

%

47,725

46,823

i-mode

Other\*\*

Migration from

mova

New

Replace

New

PHS

FOMA

mova  
 Communication Module Service  
 FOMA  
 mova  
 MOU  
 (minutes)\*\*\*  
 ARPU  
 (yen)\*\*\*  
 No. of Subscribers (1,000)  
 Churn rate (%)  
 Handsets sold  
 (1,000)  
 (including handsets  
 sold without  
 involving sales by  
 DoCoMo)  
 Market share  
 (%)  
 No. of Subscribers (1,000)\*  
 -  
 -79.3  
 %  
 97  
 468  
 -  
 -77.4  
 %  
 78  
 345  
 -  
 -1.7  
 Points  
 53.9  
 55.6  
 1,310  
 +55.5  
 %  
 1,140  
 733  
 44,420  
 +44.4  
 %  
 37,854  
 26,217  
 9,470  
 -41.1  
 %  
 14,991  
 25,456  
 53,890

+2.3

%

52,846

51,672

-

-4.4

%

3,030

3,170

2008/3

(Full year forecast)

Changes

(1) Õ(2)

2007/4-6

(1Q)

(2)

2006/4-6

(1Q)

(1)

-

-

-

-

-

-

+76.3

%

2,791

1,583

-15.9

%

1,780

2,117

+25.4 %

1,492

1,190

-19.4

%

50

62

-44.9

%

374

679

+0.21

Points

0.85

0.64

\*Communication Module Service subscribers are included in the no. of cellular phone subscribers to align the calculation method with other

cellular  
phone  
carriers.  
(Market  
share,  
the  
no.  
of  
handsets  
sold  
and  
churn  
rate  
are  
calculated  
inclusive  
of  
Communication  
Module  
Service  
subscribers.)

\*\* Other includes purchases of additional handsets by existing FOMA subscribers.

\*\*\*

For an explanation of MOU and ARPU, please see Slide 26 of this document, Definition and Calculation Methods of MOU and  
Operational  
Results  
and  
Forecasts

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RESULTS

FOR

1Q

OF

FY2007

SLIDE No.

26

26

/27

Definition and Calculation Methods of MOU and ARPU

MOU (Minutes of usage): Average communication time per one month per one user.

ARPU

(Average

monthly

Revenue

Per

Unit):

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated basis.

ARPU

is

calculated

by

dividing

various

revenue

items

included

in

our

wireless

services

revenues,

such

as

monthly

charges,

voice

transmission

charges and packet transmission charges, from designated services which are incurred consistently each month, by the number of the relevant services. Accordingly, the calculation of ARPU excludes revenues that are not representative of monthly average fees. We believe that our ARPU figures provide useful information to analyze the average usage of our subscribers. The revenue numerators of our ARPU figures are based on our U.S. GAAP results of operations.

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

Voice

ARPU

(FOMA+mova):

Voice

ARPU

(FOMA+mova)

Related

Revenues

(monthly

charges,

voice

transmission

charges)

/

No.

of active cellular phone subscribers (FOMA+mova)

Packet ARPU (FOMA+mova):

{Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) +

i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges)} /

No. of active cellular phone subscribers (FOMA+mova)

i-mode ARPU (FOMA+mova):

i-mode ARPU (FOMA+mova) Related Revenues (monthly charges, packet transmission charges) /

No. of active cellular phone subscribers (FOMA+mova)

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

Voice ARPU (FOMA):

Voice ARPU (FOMA) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscribers (FOMA)

Packet ARPU (FOMA):

Packet ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (FOMA)

i-mode ARPU (FOMA):

i-mode ARPU (FOMA) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (FOMA)

Aggregate ARPU (mova): Voice ARPU (mova) + i-mode ARPU (mova)

Voice ARPU (mova):

Voice ARPU (mova) Related Revenues (monthly charges, voice transmission charges) / No. of active cellular phone subscribers (mova)

i-mode ARPU (mova):

i-mode ARPU (mova) Related Revenues (monthly charges, packet transmission charges) / No. of active cellular phone subscribers (mova)

Number of active subscribers used in ARPU and MOU calculations are as follows:

Quarterly data: sum of No. of active subscribers in each month \* of the current quarter

Half-year data: sum of No. of active subscribers in each month \* of the current half

Full-year data: sum of No. of active subscribers in each month \* of the current fiscal year

\* No. of active subscribers in each month : (No. of subs at end of previous month + No. of subs at end of current month)/2

The revenues and no. of subscribers of Communication Module Service are not included in the above calculation of ARPU and



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RESULTS FOR 1Q OF FY2007

SLIDE No.

27

27

/27

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

1.

EBITDA and EBITDA margin

Billions of yen

Three months ended

June 30, 2006

Three months ended

June 30, 2007

a. EBITDA

¥

445.0

¥

386.6

(169.3)  
(177.1)  
(3.0)  
(5.7)  
272.7  
203.9  
1.7  
1.6  
(110.7)  
(82.6)  
(0.1)  
(0.1)  
(0.0)  
(0.0)  
163.5  
122.8  
1,218.6  
1,182.9  
36.5%  
32.7%  
13.4%  
10.4%

Note:

2.  
Free cash flows excluding irregular factors and changes in investments for cash management purpose

Billions of yen

Three months ended

June 30, 2006

Three months ended

June 30, 2007

(¥

165.9)

¥

49.2

-

(4.0)

(¥

0.4)

97.7

(166.2)

142.9

(264.6)

(157.8)

98.4

300.7

Note:

Irregular

factors

during

the

three  
months  
ended  
June  
30,  
2007  
was  
net  
effects  
of  
bank  
closures  
as  
of  
March  
31,  
2007  
and  
June  
30,  
2007.

(2) Changes in investments for cash management purpose were derived from purchases, redemption at maturity and disposals of investments held for cash management purpose with original maturities of longer than three months.

Irregular factors (1)

Depreciation and amortization

Losses on sale or disposal of property, plant and equipment

Operating income

Other income (expense)

Income taxes

Equity in net income (losses) of affiliates

Free cash flows excluding irregular factors and changes in investments

for cash management purpose

Net income margin (=b/c)

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 directly comparable to similarly titled measures used by other companies.

Minority interests in consolidated subsidiaries

b. Net income

c. Total operating revenues

EBITDA margin (=a/c)

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

Changes of investments for cash management purpose (2)

Free cash flows

Net cash used in investing activities

Net cash provided by operating activities

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