

NTT DOCOMO INC  
Form 6-K  
February 01, 2010

Table of Contents

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 6-K  
REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR  
15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934  
For the month of January, 2010.  
Commission File Number: 001-31221  
Total number of pages: 65**

**NTT DoCoMo, Inc.  
(Translation of registrant's name into English)**

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

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-

Information furnished in this form:

1. Earnings release dated January 29, 2010 announcing the company's results for the nine months ended December 31, 2009
  2. Presentation material
-

**Table of Contents**

**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 29, 2010

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

**Table of Contents**

January 29, 2010

**Financial Statements**

For the Nine Months Ended December 31, 2009

**[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, 2010

**1. Consolidated Financial Results for the Nine Months Ended December 31, 2009 (April 1, 2009 – December 31, 2009)****(1) Consolidated Results of Operations**

Amounts are rounded off to the nearest 1 million yen.

	(Millions of yen)					
	<b>Operating Revenues</b>		<b>Operating Income</b>		<b>Income before Income Taxes</b>	
Nine months ended December 31, 2009	3,242,364	(4.0)%	702,653	(5.9)%	701,687	(1.1)%
Nine months ended December 31, 2008	3,378,760		746,785		709,393	

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

Since Net Income includes noncontrolling interests from the fiscal year ending March 31, 2010 in accordance with the accounting pronouncement issued in December 2007 relating to noncontrolling interests, Net Income is not presented on this page. For further details, see Noncontrolling Interests in Consolidated Financial Statements on page 3.

**(2) Consolidated Financial Position**

(Millions of yen, except per share amounts)

	<b>Equity Ratio</b>			<b>NTT DoCoMo, Inc.</b>
	<b>Total Assets</b>	<b>NTT DoCoMo, Inc. Shareholders Equity</b>	<b>(Ratio of NTT DoCoMo, Inc. Shareholders Equity to Total Assets)</b>	<b>Shareholders Equity per Share</b>
December 31, 2009	6,494,617	4,528,168	69.7%	108,835.17 (yen)
March 31, 2009	6,488,220	4,341,585	66.9%	103,965.64 (yen)

NTT DoCoMo, Inc. Shareholders Equity was previously referred to as Shareholders Equity in prior years.  
**2. Dividends**

	<b>Cash dividends per share (yen)</b>				
	<b>End of the first quarter</b>	<b>End of the second quarter</b>	<b>End of the third quarter</b>	<b>Year-end</b>	<b>Total</b>
Year ended March 31, 2009		2,400.00		2,400.00	4,800.00
Year ending March 31, 2010		2,600.00			
Year ending March 31, 2010 (Forecasts)				2,600.00	5,200.00
Change in forecasts of dividends during the three months ended December 31, 2009: None					

---

**Table of Contents****3. Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2010 (April 1, 2009 March 31, 2010)**

	(Millions of yen)					
	<b>Operating Revenues</b>		<b>Operating Income</b>		<b>Income before Income Taxes</b>	
Year ending March 31, 2010	4,276,000	(3.9)%	830,000	(0.1)%	825,000	5.7%

(Percentages above represent changes compared to the previous year)

Change in earnings forecasts for the fiscal year ending March 31, 2010 during the three months ended December 31, 2009: No

Since Net Income includes noncontrolling interests from the fiscal year ending March 31, 2010 in accordance with the accounting pronouncement issued in December 2007 relating to noncontrolling interests, Net Income for the Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2010 is not presented on this page. For further details, see Noncontrolling Interests in Consolidated Financial Statements on page 3.

**4. Others**

- |  |                   |
|--|-------------------|
| (1) Changes in significant consolidated subsidiaries (which resulted in changes in scope of consolidation)                 | None              |
| (2) Application of accounting which is simplified or exceptional for quarterly consolidated financial statements           | None              |
| (3) Changes in significant accounting policies, procedures and presentation in quarterly consolidated financial statements |                   |
| (i) Changes due to revision of accounting standards and other regulations:   | Yes               |
| (ii) Others:   | None              |
| (See more information on page 13.)   |                   |
| (4) Number of issued shares (common stock)   |                   |
| (i) Number of issued shares (inclusive of treasury stock):   |                   |
| As of December 31, 2009:   | 43,950,000 shares |
| As of March 31, 2009:  | 43,950,000 shares |
| (ii) Number of treasury stock:   |                   |
| As of December 31, 2009:   | 2,344,258 shares  |
| As of March 31, 2009:  | 2,190,193 shares  |
| (iii) Number of weighted average common shares outstanding:  |                   |
| For the nine months ended December 31, 2009:   | 41,738,464 shares |
| For the nine months ended December 31, 2008:   | 42,341,664 shares |

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

With regard to the assumptions and other related matters concerning consolidated financial results forecasts for the fiscal year ending March 31, 2010, refer to pages 12 and 22.

Consolidated financial statements in this earnings release are unaudited.

**Table of Contents****Noncontrolling Interests in Consolidated Financial Statements**

Effective April 1, 2009, DOCOMO adopted the accounting pronouncement issued in December 2007 relating to noncontrolling interests in consolidated financial statements. This pronouncement requires Noncontrolling interests, which was previously referred to as Minority interests, held by parties other than the parent be clearly identified, labeled and presented in the consolidated statement of financial position within equity, but separate from the parent's equity. This pronouncement also requires changes in a parent's ownership interest while the parent retains its controlling financial interest in its subsidiary be accounted for as equity transactions.

Upon the adoption of this pronouncement, Net income, which includes net income or loss attributable to noncontrolling interests, and Net income attributable to NTT DoCoMo, Inc. are both presented in the consolidated statements of income and comprehensive income. Net Income Attributable to NTT DoCoMo, Inc., Basic Earnings per Share Attributable to NTT DoCoMo, Inc. and Diluted Earnings per Share Attributable to NTT DoCoMo, Inc. for the Consolidated Financial Results for the Nine Months Ended December 31, 2008 and 2009, as well as Net Income Attributable to NTT DoCoMo, Inc. and Basic Earnings per Share Attributable to NTT DoCoMo, Inc. for the Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2010 are as follows:

Consolidated Financial Results for the Nine Months Ended December 31, 2009 (April 1, 2009 – December 31, 2009)  
Consolidated Results of Operations

(Millions of yen, except per share amounts)

	<b>Net Income Attributable to NTT DoCoMo, Inc.*</b>	<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, 2009	419,346 (4.2)%	10,046.99 (yen)	
Nine months ended December 31, 2008	437,705	10,337.45 (yen)	

(Percentage above represents changes compared to the corresponding previous quarterly period)

Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2010 (April 1, 2009 – March 31, 2010)

(Millions of yen, except per share amounts)

	<b>Net Income Attributable to NTT DoCoMo, Inc.*</b>	<b>Basic Earnings per Share Attributable to NTT DoCoMo, Inc.</b>
Year ending March 31, 2010	493,000 4.5%	11,849.33 (yen)

(Percentage above represents changes compared to the previous year)

\* Net Income Attributable to NTT DoCoMo, Inc. is calculated in the same manner as Net income for the fiscal year ended



March 31, 2009.

**Table of Contents**

**Earnings Release for the Nine Months Ended December 31, 2009**

**<< 1. Operating Results >>**

**1. Business Overview**

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

Under these market conditions, we have moved ahead with our business transformation initiatives from a customer-centric perspective based on our new action plan, "Change and Challenge". We aim to further grow our revenues by offering a wide array of services catered to the diverse needs of customers, thereby expanding the data communications market.

During the third quarter of this fiscal year, we released 20 different models in our 2009 winter/spring handset lineup, which are designed to further accelerate personalization of services and expand subscribers' video usage. In conjunction with the release of the new handsets, we introduced new features and services, including the Auto-GPS function that enables the delivery of information linked with user's current location and MyArea wireless coverage for homes, which creates a private FOMA area in the home as stable wireless environment for high-speed packet communication and also detects registered phones entering/leaving the private FOMA area through a small femtocell base station. In addition, we have taken various steps aimed at enhancing customer satisfaction, such as the launch of Mail Tsukai-hodai, which allows FOMA users to send and receive i-mode mails within Japan on an unlimited basis for a flat monthly rate, as part of our efforts to provide customers with more affordable and easy-to-use billing options. As a result of the foregoing, we successfully maintained our churn rate at low levels.

For the three months ended December 31, 2009, we recorded operating revenues and operating income of ¥1,096.6 billion (a decrease of ¥14.4 billion from the same period of the prior year) and ¥217.4 billion (an increase of ¥47.6 billion from the same period of the prior year), respectively. Income before income taxes was ¥221.8 billion and net income attributable to NTT DoCoMo, Inc. was ¥134.6 billion. For the nine months ended December 31, 2009, operating revenues and operating income were ¥3,242.4 billion (a decrease of ¥136.4 billion from the same period of the prior year) and ¥702.7 billion (a decrease of ¥44.1 billion from the same period of the prior year), respectively. Income before income taxes was ¥701.7 billion and net income attributable to NTT DoCoMo, Inc. was ¥419.3 billion.

Notes: 1. Consolidated financial statements as of December 31, 2008 and 2009, and for the three months and nine months ended December 31, 2008 and 2009 in this release are unaudited.

2. Amounts in this release are rounded off.



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2009**

Consolidated results of operations for the three months and nine months ended December 31, 2008 and 2009, respectively, were as follows:

<Results of operations>

	(UNAUDITED)		Billions of yen (UNAUDITED)		
	Three months ended December 31, 2008		Three months ended December 31, 2009		Increase  (Decrease)
Operating revenues	¥ 1,111.0		¥ 1,096.6		¥ (14.4) (1.3)%
Operating expenses	941.1		879.1		(62.0) (6.6)
Operating income	169.8		217.4		47.6 28.0
Other income (expense)	(20.6)		4.4		25.0
Income before income taxes	149.2		221.8		72.6 48.6
Income taxes	60.0		89.7		29.7 49.4
Equity in net income (losses) of affiliates	1.8		2.9		1.1 58.4
Net Income	91.0		135.0		44.0 48.3
Less: Net (income) loss attributable to noncontrolling interests	0.0		(0.4)		(0.4)
Net income attributable to NTT DoCoMo, Inc.	¥ 91.0		¥ 134.6		¥ 43.6 47.9%
EBITDA margin*	37.4%		36.3%		(1.1) point
ROCE*	3.4%		4.2%		0.8 point
ROCE after tax effect*	2.0%		2.5%		0.5 point

	(UNAUDITED)		Billions of yen (UNAUDITED)		
	Nine months ended December 31, 2008		Nine months ended December 31, 2009		Increase  (Decrease)
Operating revenues	¥ 3,378.8		¥ 3,242.4		¥ (136.4) (4.0)%
Operating expenses	2,632.0		2,539.7		(92.3) (3.5)
Operating income	746.8		702.7		(44.1) (5.9)
Other income (expense)	(37.4)		(1.0)		36.4 97.4

Edgar Filing: NTT DOCOMO INC - Form 6-K

Income before income taxes	709.4	<b>701.7</b>	(7.7)	(1.1)
Income taxes	279.4	<b>283.8</b>	4.4	1.6
Equity in net income (losses) of affiliates	7.7	<b>3.2</b>	(4.6)	(58.9)
Net Income	437.7	<b>421.1</b>	(16.7)	(3.8)
Less: Net (income) loss attributable to noncontrolling interests	(0.0)	<b>(1.7)</b>	(1.7)	
Net income attributable to NTT DoCoMo, Inc.	¥ 437.7	¥ <b>419.3</b>	¥ (18.4)	(4.2)%
EBITDA margin*	40.1%	<b>38.1%</b>	(2.0) point	
ROCE*	15.3%	<b>13.9%</b>	(1.4) point	
ROCE after tax effect*	9.0%	<b>8.2%</b>	(0.8) point	

\* EBITDA and EBITDA margin, as we use them in this earnings release, are different from EBITDA as used in Item 10(e) of Regulation S-K and may not be comparable to similarly titled measures used by other companies. For an explanation of our definitions of EBITDA, EBITDA margin, ROCE and ROCE after tax effect, see Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 21.



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2009**

&lt;Operating revenues&gt;

	Billions of yen						
	(UNAUDITED)	(UNAUDITED)					
	Three	Three months		Increase			
	months	ended		(Decrease)			
	ended	December	December 31, 2009				
	December	31, 2008					
Wireless services	¥	962.6	¥	<b>966.2</b>	¥	3.6	0.4%
Cellular services revenues		919.1		<b>896.6</b>		(22.6)	(2.5)
- Voice revenues		539.6		<b>499.3</b>		(40.4)	(7.5)
Including: FOMA services		475.9		<b>470.7</b>		(5.2)	(1.1)
- Packet communications revenues		379.5		<b>397.3</b>		17.8	4.7
Including: FOMA services		365.0		<b>390.4</b>		25.4	7.0
Other revenues		43.4		<b>69.7</b>		26.2	60.3
Equipment sales		148.4		<b>130.3</b>		(18.1)	(12.2)
Total operating revenues	¥	1,111.0	¥	<b>1,096.6</b>	¥	(14.4)	(1.3)%

	Billions of yen						
	(UNAUDITED)	(UNAUDITED)					
	Nine	Nine months		Increase			
	months	ended		(Decrease)			
	ended	December	December 31,				
	December	31, 2008	2009				
Wireless services	¥	2,911.1	¥	<b>2,859.5</b>	¥	(51.6)	(1.8)%
Cellular services revenues		2,791.0		<b>2,662.7</b>		(128.3)	(4.6)
- Voice revenues		1,665.0		<b>1,477.5</b>		(187.5)	(11.3)
Including: FOMA services		1,444.8		<b>1,374.9</b>		(69.9)	(4.8)
- Packet communications revenues		1,126.0		<b>1,185.2</b>		59.2	5.3
Including: FOMA services		1,075.9		<b>1,160.3</b>		84.4	7.8
Other revenues		120.1		<b>196.8</b>		76.6	63.8
Equipment sales		467.6		<b>382.9</b>		(84.8)	(18.1)
Total operating revenues	¥	3,378.8	¥	<b>3,242.4</b>	¥	(136.4)	(4.0)%

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

&lt;Operating expenses&gt;

	Billions of yen				
	(UNAUDITED)	(UNAUDITED)			
	Three months ended December 31, 2008	Three months ended December 31, 2009		Increase (Decrease)	
Personnel expenses	¥ 63.8	¥ 64.7	¥	0.8	1.3%
Non-personnel expenses	534.1	540.9		6.8	1.3
Depreciation and amortization	233.9	173.7		(60.2)	(25.7)
Loss on disposal of property, plant and equipment and intangible assets	16.7	11.8		(4.9)	(29.4)
Communication network charges	83.3	78.4		(4.9)	(5.9)
Taxes and public dues	9.2	9.6		0.4	3.9
Total operating expenses	¥ 941.1	¥ 879.1	¥	(62.0)	(6.6)%

	Billions of yen				
	(UNAUDITED)	(UNAUDITED)			
	Nine months ended December 31, 2008	Nine months ended December 31, 2009		Increase (Decrease)	
Personnel expenses	¥ 190.5	¥ 191.5	¥	1.0	0.5%
Non-personnel expenses	1,545.4	1,542.8		(2.6)	(0.2)
Depreciation and amortization	582.3	511.5		(70.8)	(12.2)
Loss on disposal of property, plant and equipment and intangible assets	35.4	30.4		(5.0)	(14.1)
Communication network charges	249.1	234.3		(14.9)	(6.0)
Taxes and public dues	29.2	29.2		(0.0)	(0.1)
Total operating expenses	¥ 2,632.0	¥ 2,539.7	¥	(92.3)	(3.5)%



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2009****2. Segment Information****(1) Mobile phone business**

As of December 31, 2009, total number of our cellular services subscriptions reached 55.44 million, posting an increase of 1.28 million compared to the number as of December 31, 2008, of which FOMA subscriptions accounted for 93.9%, or 52.05 million. The number of subscribers to the new discount services including Fami-wari MAX50 introduced in August 2007 totaled approximately 34.60 million, while the subscription count of Value Plan launched in November 2007 was approximately 29.70 million as of December 31, 2009. Additionally, we continued to implement the various measures with the aim of enhancing customer satisfaction. As a consequence, our cellular churn rate for the three months ended December 31, 2009 was 0.45%, the same level as an all time low of 0.44% for the same period of the prior year. Due to penetration of Value Plan, among others, aggregate average monthly revenue per unit (ARPU) of cellular (FOMA+mova) services for the three months ended December 31, 2009, decreased to ¥5,470 (down 4.5% compared to the same period of the prior year).

With respect to equipment sales, the number of handsets sold during the three months ended December 31, 2009, declined by 0.31 million from the same period of the prior year to 4.20 million units. Equipment sales revenues and cost of equipment sold posted a decrease from the same period of the prior year due to a reduction in the number of handsets sold to agent resellers and the procurement cost per unit.

As a result, operating revenues and operating income from mobile phone business for the three months ended December 31, 2009 were ¥1,067.0 billion and ¥220.6 billion, respectively. For the nine months ended December 31, 2009, operating revenues and operating income from mobile phone business were ¥3,156.1 billion and ¥710.1 billion, respectively.

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

<Number of subscriptions by services>

	Thousand subscriptions			
	December	December 31,	Increase	
	31, 2008	2009	(Decrease)	
Cellular services	54,155	<b>55,436</b>	1,281	2.4%
Cellular (FOMA) services	47,494	<b>52,045</b>	4,551	9.6
Including: i-channel services	16,228	<b>16,733</b>	505	3.1
Including: i-concier services	296	<b>3,101</b>	2,805	947.8
Including: flat-rate services for unlimited i-mode usage	15,751	<b>23,078</b>	7,328	46.5
Cellular (mova) services	6,661	<b>3,391</b>	(3,270)	(49.1)
i-mode services	48,150	<b>48,688</b>	539	1.1

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

2. Effective March 3, 2008, FOMA services subscription became mandatory for subscription to 2in1 \* service. Such FOMA services subscriptions to 2in1 services are included in the above numbers of Cellular services subscriptions and Cellular (FOMA) services subscriptions.

3. Number of subscriptions to flat-rate services for unlimited i-mode usage = Pake-hodai double subscriptions + Pake-hodai simple subscriptions + Pake-hodai subscriptions + Pake-hodai full subscriptions
4. Number of i-mode subscriptions = Cellular (FOMA) i-mode subscriptions + Cellular (mova) i-mode subscriptions

\* 2in1 refers to an optional network service which enables a subscriber to subscribe to an additional phone number and an e-mail address for a single compatible handset.

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009**

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

	Thousand units			
	Three months ended December 31, 2008	Three months ended December 31, 2009	Increase (Decrease)	
Cellular services	4,511	<b>4,201</b>	(310)	(6.9)%
Cellular (FOMA) services				
New FOMA subscription	921	<b>987</b>	66	7.2
Change of subscription from mova to FOMA	716	<b>450</b>	(266)	(37.2)
FOMA handset upgrade by FOMA subscribers	2,856	<b>2,762</b>	(94)	(3.3)
Cellular (mova) services				
New mova subscription	11	<b>1</b>	(10)	(89.1)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	7	<b>1</b>	(6)	(79.2)
Churn Rate	0.44%	<b>0.45%</b>	0.01 point	

	Thousand units			
	Nine months ended December 31, 2008	Nine months ended December 31, 2009	Increase (Decrease)	
Cellular services	14,775	<b>13,009</b>	(1,766)	(12.0)%
Cellular (FOMA) services				
New FOMA subscription	3,077	<b>3,044</b>	(34)	(1.1)
Change of subscription from mova to FOMA	2,348	<b>1,850</b>	(498)	(21.2)
FOMA handset upgrade by FOMA subscribers	9,258	<b>8,101</b>	(1,157)	(12.5)
Cellular (mova) services				
New mova subscription	56	<b>9</b>	(47)	(83.9)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	36	<b>6</b>	(30)	(84.3)
Churn Rate	0.49%	<b>0.45%</b>	(0.04) point	

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

&lt;Trend of ARPU and MOU&gt;

**Nine Months Ended December 31, 2009**

	Yen/Minutes			
	Three months ended December 31, 2008	Three months ended December 31, 2009	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,730	¥ 5,470	¥ (260)	(4.5)%
Voice ARPU	3,340	3,030	(310)	(9.3)
Packet ARPU	2,390	2,440	50	2.1
Aggregate ARPU (FOMA)	6,000	5,600	(400)	(6.7)
Voice ARPU	3,370	3,040	(330)	(9.8)
Packet ARPU	2,630	2,560	(70)	(2.7)
Aggregate ARPU (mova)	3,730	3,460	(270)	(7.2)
Voice ARPU	3,070	2,880	(190)	(6.2)
i-mode ARPU	660	580	(80)	(12.1)
MOU* (FOMA+mova) (minutes)	139	138	(1)	(0.7)%

	Yen/Minutes			
	Nine months ended December 31, 2008	Nine months ended December 31, 2009	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,820	¥ 5,440	¥ (380)	(6.5)%
Voice ARPU	3,450	3,000	(450)	(13.0)
Packet ARPU	2,370	2,440	70	3.0
Aggregate ARPU (FOMA)	6,150	5,590	(560)	(9.1)
Voice ARPU	3,500	3,010	(490)	(14.0)
Packet ARPU	2,650	2,580	(70)	(2.6)
Aggregate ARPU (mova)	3,820	3,510	(310)	(8.1)
Voice ARPU	3,140	2,910	(230)	(7.3)
i-mode ARPU	680	600	(80)	(11.8)
MOU* (FOMA+mova) (minutes)	138	137	(1)	(0.7)%

\* See Definition and Calculation Methods of ARPU and MOU on page 20 for details of definitions and calculation methods of

ARPU and  
MOU.  
<Results of operations>

	Billions of yen			
	(UNAUDITED) Three months ended December 31, 2008	(UNAUDITED) <b>Three months ended December 31, 2009</b>	Increase  (Decrease)	
Operating revenues from mobile phone business	¥ 1,095.7	¥ <b>1,067.0</b>	¥ (28.7)	(2.6)%
Operating income from mobile phone business	175.3	<b>220.6</b>	45.3	25.8

	Billions of yen			
	(UNAUDITED) Nine months ended December 31, 2008	(UNAUDITED) <b>Nine months ended December 31, 2009</b>	Increase  (Decrease)	
Operating revenues from mobile phone business	¥ 3,332.2	¥ <b>3,156.1</b>	¥ (176.1)	(5.3)%
Operating income from mobile phone business	762.9	<b>710.1</b>	(52.8)	(6.9)

Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2009****(2) Miscellaneous businesses**

Operating revenues from miscellaneous businesses for the three months ended December 31, 2009 were ¥29.5 billion, which represented 2.7% of total operating revenues. The revenues derived mainly from home shopping services provided mainly through TV media, high-speed internet connection and video-clip casting 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 ¥32.7 billion and ¥3.2 billion, respectively. Operating revenues, operating expenses and operating loss from miscellaneous businesses for the nine months ended December 31, 2009 were ¥86.3 billion, ¥93.8 billion and ¥7.5 billion, respectively.

&lt;Results of operations&gt;

	(UNAUDITED)		(UNAUDITED)		Billions of yen	
	Three months ended December 31, 2008		Three months ended December 31, 2009		Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥	15.3	¥	29.5	¥	14.3 93.5%
Operating loss from miscellaneous businesses		(5.5)		(3.2)		2.3 42.0

	(UNAUDITED)		(UNAUDITED)		Billions of yen	
	Nine months ended December 31, 2008		Nine months ended December 31, 2009		Increase (Decrease)	
Operating revenues from miscellaneous businesses	¥	46.5	¥	86.3	¥	39.7 85.4%
Operating loss from miscellaneous businesses		(16.1)		(7.5)		8.7 53.7

**3. Trend of Capital Expenditures**

We continued to improve the quality of our FOMA service area and reinforced its network capacity to meet an increase in traffic demand, together with our efforts to make capital expenditures more efficient and less costly by saving on equipment purchase costs and improving our design and construction process. Total capital expenditures for the nine months ended December 31, 2009 were ¥484.5 billion (down 3.2% compared to the same period of prior year).

&lt;Breakdown of capital expenditures&gt;

	(UNAUDITED)		(UNAUDITED)		Billions of yen	
	Three months ended December 31, 2008		Three months ended December 31, 2009		Increase (Decrease)	
Mobile phone business	¥	131.2	¥	142.0	¥	10.8 8.2%

Edgar Filing: NTT DOCOMO INC - Form 6-K

Other (including information systems)	32.9	<b>26.4</b>	(6.5)	(19.7)
Total capital expenditures	¥ 164.0	¥ <b>168.4</b>	¥ 4.3	2.6%

	Billions of yen			
	(UNAUDITED)	(UNAUDITED)		
	Nine months ended December 31, 2008	Nine months ended December 31, 2009		
			Increase	
			(Decrease)	
Mobile phone business	¥ 412.7	¥ <b>399.9</b>	¥ (12.8)	(3.1)%
Other (including information systems)	87.8	<b>84.6</b>	(3.2)	(3.6)
Total capital expenditures	¥ 500.5	¥ <b>484.5</b>	¥ (16.0)	(3.2)%

Table of Contents

## DOCOMO Earnings Release

Nine Months Ended December 31, 2009

## &lt;&lt; 2. Financial Review &gt;&gt;

## 1. Financial Position

	(UNAUDITED) December 31, 2008	(UNAUDITED) December 31, 2009	Billions of yen Increase (Decrease)		(Reference) March 31, 2009
Total assets	¥ 6,381.6	¥ 6,494.6	¥ 113.0	1.8%	¥ 6,488.2
NTT DoCoMo, Inc. shareholders equity	4,375.1	4,528.2	153.1	3.5	4,341.6
Liabilities	2,005.0	1,940.3	(64.7)	(3.2)	2,144.9
Including: Interest bearing liabilities	641.8	625.0	(16.8)	(2.6)	639.2
Equity ratio (1)	68.6%	69.7%	1.1 point		66.9%
Debt ratio (2)	12.8%	12.1%	(0.7) point		12.8%

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

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

**2. Cash Flow Conditions**

For the nine months ended December 31, 2009, net cash provided by operating activities was ¥592.1 billion, a decrease of ¥36.0 billion (5.7%) compared to the same period of the prior year, mainly due to an increase in net payment for income taxes, a decrease in depreciation and amortization charges and a decrease in net income, which were partially offset by a decrease of changes in accounts receivables.

Net cash used in investing activities was ¥700.4 billion, an increase of ¥75.4 billion (12.1%) compared to the same period of the prior year. This was mainly due to a decrease of proceeds from redemption of long-term bailment for consumption to a related party and an increase in net purchases of short-term investments of more than three months for cash management purposes, which were partially offset by a decrease in purchases of property, plant and equipment and non-current investments.

Net cash used in financing activities was ¥246.0 billion, an increase of ¥100.8 billion (69.4%) compared to the same period of the prior year. This was mainly due to a decrease of proceeds from long term debt, which was partially offset by a decrease in payments to acquire treasury stock.



Edgar Filing: NTT DOCOMO INC - Form 6-K

The balance of cash and cash equivalents was ¥245.4 billion as of December 31, 2009, a decrease of ¥354.2 billion (59.1%) from the prior fiscal year end.

	(UNAUDITED)		Billions of yen (UNAUDITED)	
	Nine months ended December 31, 2008	Nine months ended December 31, 2009	Increase  (Decrease)	
Net cash provided by operating activities	¥ 628.1	¥ 592.1	¥ (36.0)	(5.7)%
Net cash used in investing activities	(625.0)	(700.4)	(75.4)	(12.1)
Net cash provided by (used in) financing activities	(145.2)	(246.0)	(100.8)	(69.4)
Free cash flows (1)	3.2	(108.3)	(111.5)	
Free cash flows excluding the effects of irregular factors (2) and changes in investments for cash management purposes (3)*	167.3	178.1	10.7	6.4

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  
Reconciliations  
of the Disclosed  
Non-GAAP  
Financial  
Measures to the  
Most Directly  
Comparable  
GAAP Financial  
Measures on  
page 21.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2009**

**<< 3. Prospects for the Fiscal Year Ending March 31, 2010 >>**

As Japan's mobile phone market has continued to mature in line with the rise in cellular penetration rate and the economic environment in Japan becomes severe, competition among carriers is expected to intensify even further in the future, due to competition among operators in such areas as customer acquisition and improvement of services as well as market entry by new competitors such as MVNOs.

Under these market conditions, operating revenues for the fiscal year ending March 31, 2010 are estimated to be ¥4,276.0 billion, a decrease of ¥172.0 billion from the prior fiscal year, mainly due to a decrease in voice revenues and equipment sales, though this is expected to be offset by an increase in the number of subscribers and an increase in subscribers' packet communication revenues.

We project a decrease in operating expenses mainly due to the decrease in cost of equipment sold resulting from the reduction in the number of handsets to be sold, and improvement of cost efficiency in network-related costs. Accordingly, operating income is expected to be ¥830.0 billion, the same level as that of prior fiscal year.

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 projections announced on October 30, 2009.

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009****<< 4. Others >>**

1. Changes in significant subsidiaries for the nine months ended December 31, 2009 (which resulted in changes in scope of consolidation): None
2. Application of accounting which is simplified or exceptional for quarterly consolidated financial statements: None
3. Changes in significant accounting policies, procedures and presentation in quarterly consolidated financial statements:

**Accounting Standards Codification**

Effective July 1, 2009, DOCOMO adopted the accounting pronouncement issued by Financial Accounting Standards Board ( FASB ) in June 2009 relating to FASB Accounting Standards Codification ( ASC ). This pronouncement established ASC as the single source of authoritative accounting principles generally accepted in the United States of America ( U.S. GAAP ), and reorganized then-existing U.S. GAAP pronouncements into ASC. Upon the adoption of this pronouncement, the descriptions and references of accounting standards in DOCOMO 's financial statements are made in accordance with ASC. The adoption of this pronouncement did not have any impact on DOCOMO 's results of operations and financial position.

**Business Combinations**

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

**Noncontrolling Interests in Consolidated Financial Statements**

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

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009****<< 5. Consolidated Financial Statements >>****1. Consolidated Balance Sheets**

	Millions of yen (UNAUDITED)	
	March 31, 2009	December 31, 2009
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 599,548	¥ 245,378
Short-term investments	2,448	113,419
Accounts receivable	835,063	988,681
Allowance for doubtful accounts	(15,072)	(17,445)
Inventories	123,206	175,117
Deferred tax assets	102,903	74,669
Prepaid expenses and other current assets	179,632	233,396
Total current assets	1,827,728	1,813,215
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,361,043	5,447,880
Buildings and structures	814,056	824,652
Tools, furniture and fixtures	519,213	515,323
Land	198,985	199,032
Construction in progress	99,232	111,033
Accumulated depreciation and amortization	(4,301,044)	(4,472,793)
Total property, plant and equipment, net	2,691,485	2,625,127
<b>Non-current investments and other assets:</b>		
Investments in affiliates	572,014	567,580
Marketable securities and other investments	141,544	136,549
Intangible assets, net	578,728	609,858
Goodwill	154,385	197,745
Other assets	273,440	263,073
Deferred tax assets	248,896	281,470
Total non-current investments and other assets	1,969,007	2,056,275
<b>Total assets</b>	<b>¥ 6,488,220</b>	<b>¥ 6,494,617</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 29,000	¥ 14,086
Short-term borrowings		12
Accounts payable, trade	668,525	554,462

Edgar Filing: NTT DOCOMO INC - Form 6-K

Accrued payroll	58,627	<b>39,276</b>
Accrued interest	1,187	<b>1,245</b>
Accrued income taxes	238,742	<b>96,361</b>
Other current liabilities	152,354	<b>141,754</b>
<b>Total current liabilities</b>	<b>1,148,435</b>	<b>847,196</b>
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	610,233	<b>610,862</b>
Liability for employees' retirement benefits	146,326	<b>154,460</b>
Other long-term liabilities	239,918	<b>327,766</b>
<b>Total long-term liabilities</b>	<b>996,477</b>	<b>1,093,088</b>
<b>Total liabilities</b>	<b>2,144,912</b>	<b>1,940,284</b>
<b>Equity:</b>		
NTT DoCoMo, Inc. shareholders' equity		
Common stock	949,680	<b>949,680</b>
Additional paid-in capital	785,045	<b>784,842</b>
Retained earnings	3,061,848	<b>3,272,395</b>
Accumulated other comprehensive income (loss)	(65,689)	<b>(69,450)</b>
Treasury stock, at cost	(389,299)	<b>(409,299)</b>
Total NTT DoCoMo, Inc. shareholders' equity	4,341,585	<b>4,528,168</b>
Noncontrolling interests	1,723	<b>26,165</b>
<b>Total equity</b>	<b>4,343,308</b>	<b>4,554,333</b>
<b>Total liabilities and equity</b>	<b>¥ 6,488,220</b>	<b>¥ 6,494,617</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009****2. Consolidated Statements of Income and Comprehensive Income**

	Millions of yen	
	(UNAUDITED)	(UNAUDITED)
	Nine months	Nine months ended
	ended	December 31, 2009
	December	December 31, 2009
	31, 2008	December 31, 2009
<b>Operating revenues:</b>		
Wireless services	¥ 2,911,115	¥ 2,859,472
Equipment sales	467,645	382,892
Total operating revenues	3,378,760	3,242,364
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	633,082	682,777
Cost of equipment sold (exclusive of items shown separately below)	621,201	510,168
Depreciation and amortization	582,300	511,529
Selling, general and administrative	795,392	835,237
Total operating expenses	2,631,975	2,539,711
<b>Operating income</b>	746,785	702,653
<b>Other income (expense):</b>		
Interest expense	(3,566)	(4,108)
Interest income	1,673	969
Other, net	(35,499)	2,173
Total other income (expense)	(37,392)	(966)
<b>Income before income taxes</b>	709,393	701,687
<b>Income taxes:</b>		
Current	324,721	291,393
Deferred	(45,305)	(7,586)
Total income taxes	279,416	283,807
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	7,748	3,186
<b>Net income</b>	437,725	421,066
Less: Net (income) loss attributable to noncontrolling interests	(20)	(1,720)
<b>Net income attributable to NTT DoCoMo, Inc.</b>	¥ 437,705	¥ 419,346
<b>Net income</b>	¥ 437,725	¥ 421,066
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(7,508)	4,527

Edgar Filing: NTT DOCOMO INC - Form 6-K

Change in fair value of derivative instruments, net of applicable taxes	(212)	(72)
Foreign currency translation adjustment, net of applicable taxes	(25,269)	(8,678)
Pension liability adjustment, net of applicable taxes	(475)	446
Total other comprehensive income (loss)	(33,464)	(3,777)
<b>Comprehensive income</b>	404,261	<b>417,289</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	(18)	(1,704)
<b>Comprehensive income attributable to NTT DoCoMo, Inc.</b>	¥ 404,243	¥ <b>415,585</b>
<b>PER SHARE DATA</b>		
Weighted average common shares outstanding Basic and Diluted (shares)	42,341,664	<b>41,738,464</b>
Basic and Diluted earnings per share attributable to NTT DoCoMo, Inc. (yen)	¥ 10,337.45	¥ <b>10,046.99</b>



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2009**

	Millions of yen	
	(UNAUDITED)	(UNAUDITED)
	Three months ended December 31, 2008	Three months ended December 31, 2009
<b>Operating revenues:</b>		
Wireless services	¥ 962,575	¥ 966,207
Equipment sales	148,401	130,349
Total operating revenues	1,110,976	1,096,556
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	219,350	233,160
Cost of equipment sold (exclusive of items shown separately below)	213,174	169,291
Depreciation and amortization	233,913	173,720
Selling, general and administrative	274,700	302,956
Total operating expenses	941,137	879,127
<b>Operating income</b>	169,839	217,429
<b>Other income (expense):</b>		
Interest expense	(1,168)	(1,119)
Interest income	628	302
Other, net	(20,062)	5,194
Total other income (expense)	(20,602)	4,377
<b>Income before income taxes</b>	149,237	221,806
<b>Income taxes:</b>		
Current	90,889	80,506
Deferred	(30,869)	9,178
Total income taxes	60,020	89,684
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	1,827	2,894
<b>Net income</b>	91,044	135,016
Less: Net (income) loss attributable to noncontrolling interests	2	(388)
<b>Net income attributable to NTT DoCoMo, Inc.</b>	¥ 91,046	¥ 134,628
<b>Net income</b>	¥ 91,044	¥ 135,016
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(1,563)	(9,555)

Edgar Filing: NTT DOCOMO INC - Form 6-K

Change in fair value of derivative instruments, net of applicable taxes	(53)		(37)
Foreign currency translation adjustment, net of applicable taxes	(8,596)		(20,369)
Pension liability adjustment, net of applicable taxes	(113)		150
Total other comprehensive income (loss)	(10,325)		(29,811)
<b>Comprehensive income</b>	80,719		<b>105,205</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	2		(358)
<b>Comprehensive income attributable to NTT DoCoMo, Inc.</b>	¥ 80,721	¥	<b>104,847</b>
<b>PER SHARE DATA</b>			
Weighted average common shares outstanding Basic and Diluted (shares)	42,212,938		<b>41,696,009</b>
Basic and Diluted earnings per share attributable to NTT DoCoMo, Inc. (yen)	¥ 2,156.83	¥	<b>3,228.80</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009****3. Consolidated Statements of Cash Flows**

	Millions of yen	
	(UNAUDITED) Nine months ended December 31, 2008	(UNAUDITED)  <b>Nine months ended December 31, 2009</b>
<b>Cash flows from operating activities:</b>		
Net income	¥ 437,725	¥ 421,066
Adjustments to reconcile net income to net cash provided by operating activities-		
Depreciation and amortization	582,300	511,529
Deferred taxes	(40,578)	(5,335)
Loss on sale or disposal of property, plant and equipment	24,667	20,386
Impairment loss on marketable securities and other investments	28,648	3,960
Equity in net (income) losses of affiliates	(13,009)	(5,150)
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	(301,659)	(151,584)
Increase / (decrease) in allowance for doubtful accounts	(1,408)	2,062
(Increase) / decrease in inventories	(20,963)	(51,135)
(Increase) / decrease in prepaid expenses and other current assets	(18,307)	(28,321)
(Increase) / decrease in non-current installment receivable for handsets	(51,091)	5,212
Increase / (decrease) in accounts payable, trade	(31,163)	(63,170)
Increase / (decrease) in accrued income taxes	(31,350)	(143,278)
Increase / (decrease) in other current liabilities	(6,440)	(13,857)
Increase / (decrease) in liability for employees' retirement benefits	6,845	8,002
Increase / (decrease) in other long-term liabilities	51,969	85,617
Other, net	11,941	(3,908)
Net cash provided by operating activities	628,127	592,096
<b>Cash flows from investing activities:</b>		
Purchases of property, plant and equipment	(415,247)	(369,476)
Purchases of intangible and other assets	(176,659)	(183,670)
Purchases of non-current investments	(50,212)	(9,617)
Proceeds from sale of non-current investments	568	9,262
Acquisitions of subsidiaries, net of cash acquired	27	(29,209)
Purchases of short-term investments	(30,736)	(136,656)
Redemption of short-term investments	4,593	38,310
Proceeds from redemption of long-term bailment for consumption to a related party	50,000	
Short-term bailment for consumption to a related party		(10,000)
Other, net	(7,297)	(9,335)
Net cash used in investing activities	(624,963)	(700,391)

**Cash flows from financing activities:**

Proceeds from long-term debt	179,913	
Repayment of long-term debt	(77,441)	(15,000)
Proceeds from short-term borrowings	62,074	138,149
Repayment of short-term borrowings	(1,958)	(138,149)
Principal payments under capital lease obligations	(2,098)	(2,461)
Payments to acquire treasury stock	(101,846)	(20,000)
Dividends paid	(203,839)	(208,488)
Other, net	(3)	(3)
Net cash provided by (used in) financing activities	(145,198)	(245,952)
Effect of exchange rate changes on cash and cash equivalents	(3,740)	77
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>(145,774)</b>	<b>(354,170)</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>646,905</b>	<b>599,548</b>
<b>Cash and cash equivalents at end of period</b>	<b>¥ 501,131</b>	<b>¥ 245,378</b>

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

Income taxes	¥ 21,430	¥ 679
--------------	----------	-------

**Cash paid during the period for:**

Interest, net of amount capitalized	3,035	4,050
Income taxes	380,352	436,076

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2009****4. Going Concern Assumption**

None

**5. Segment Reporting**

Segment information is as follows:

Three months ended	Millions of yen		
	Mobile phone business	Miscellaneous businesses	Consolidated
December 31, 2008			
Operating revenues	¥ 1,095,723	¥ 15,253	¥ 1,110,976
Operating expenses	920,388	20,749	941,137
Operating income (loss)	¥ 175,335	¥ (5,496)	¥ 169,839

**Three months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
<b>December 31, 2009</b>			
Operating revenues	¥ <b>1,067,046</b>	¥ <b>29,510</b>	¥ <b>1,096,556</b>
Operating expenses	<b>846,429</b>	<b>32,698</b>	<b>879,127</b>
Operating income (loss)	¥ <b>220,617</b>	¥ <b>(3,188)</b>	¥ <b>217,429</b>

**Nine months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
December 31, 2008			
Operating revenues	¥ 3,332,214	¥ 46,546	¥ 3,378,760
Operating expenses	2,569,306	62,669	2,631,975
Operating income (loss)	¥ 762,908	¥ (16,123)	¥ 746,785

**Nine months ended**

Millions of yen

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

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

**6. Significant Changes in NTT DoCoMo, Inc. Shareholders Equity**

None

**Table of Contents**

(APPENDIX 1)

Operating Data for 3rd Quarter of Fiscal Year Ending March 31, 2010

Full-year forecast: as revised at October 30, 2009

		[Ref.]	Fiscal Year Ending Mar. 2010				[Ref.]
		Fiscal Year Ended Mar. 31, 2009	Nine Months (Apr.-Dec. 2009)	First Quarter (Apr.-Jun. 2009)	Second Quarter (Jul.-Sep. 2009)	Third Quarter (Oct.-Dec. 2009)	Fiscal Year Ending Mar. 31, 2010 Full-year Forecast
		Full-year Results	Results	Results	Results	Results	(Revised)
<b>Cellular</b>							
Subscriptions	thousands	54,601	<b>55,436</b>	54,864	55,186	<b>55,436</b>	55,800
FOMA (1)	thousands	49,040	<b>52,045</b>	50,246	51,258	<b>52,045</b>	53,030
Communication Module							
Service (FOMA)	thousands	858	<b>996</b>	897	952	<b>996</b>	
mova	thousands	5,560	<b>3,391</b>	4,618	3,928	<b>3,391</b>	2,770
Communication Module							
Service (DoPa)	thousands	669	<b>558</b>	621	585	<b>558</b>	
Prepaid	thousands	38	<b>37</b>	38	37	<b>37</b>	
Market Share (2) (3)	%	50.8	<b>50.1</b>	50.6	50.3	<b>50.1</b>	
Net Increase from							
Previous Period (3)	thousands	1,213	<b>835</b>	263	322	<b>250</b>	1,200
FOMA (1)	thousands	5,091	<b>3,005</b>	1,206	1,012	<b>787</b>	3,990
mova	thousands	(3,878)	<b>(2,169)</b>	(942)	(690)	<b>(537)</b>	(2,790)
Churn Rate (3)	%	0.50	<b>0.45</b>	0.44	0.46	<b>0.45</b>	
Number of Handsets							
(FOMA+mova) Sold (4)	thousands	20,129	<b>13,009</b>	4,344	4,464	<b>4,201</b>	
Aggregate ARPU							
(FOMA+mova) (5) yen/month/subscription		5,710	<b>5,440</b>	5,440	5,420	<b>5,470</b>	5,300
Voice ARPU (6)	yen/month/subscription	3,330	<b>3,000</b>	3,010	2,970	<b>3,030</b>	2,840
Packet ARPU	yen/month/subscription	2,380	<b>2,440</b>	2,430	2,450	<b>2,440</b>	2,460
i-mode ARPU	yen/month/subscription	2,340	<b>2,380</b>	2,380	2,390	<b>2,370</b>	2,390
ARPU Generated from							
International							
Services (7)	yen/month/subscription	80	<b>80</b>	70	80	<b>80</b>	80
ARPU Generated Purely							
from i-mode							
(FOMA+mova) (5) yen/month/subscription		2,550	<b>2,620</b>	2,610	2,630	<b>2,610</b>	2,630
Aggregate ARPU							
(FOMA) (5)	yen/month/subscription	6,010	<b>5,590</b>	5,610	5,560	<b>5,600</b>	5,420
Voice ARPU (6)	yen/month/subscription	3,360	<b>3,010</b>	3,010	2,970	<b>3,040</b>	2,840
Packet ARPU	yen/month/subscription	2,650	<b>2,580</b>	2,600	2,590	<b>2,560</b>	2,580
i-mode ARPU	yen/month/subscription	2,590	<b>2,510</b>	2,540	2,520	<b>2,480</b>	2,510
	yen/month/subscription	90	<b>80</b>	80	90	<b>80</b>	80

ARPU Generated from International Services (7)							
ARPU Generated Purely from i-mode (FOMA) (5)	yen/month/subscription	2,760	<b>2,720</b>	2,740	2,730	<b>2,700</b>	2,730
Aggregate ARPU (mova) (5)	yen/month/subscription	3,750	<b>3,510</b>	3,550	3,500	<b>3,460</b>	3,440
Voice ARPU (6)	yen/month/subscription	3,090	<b>2,910</b>	2,940	2,890	<b>2,880</b>	2,850
i-mode ARPU	yen/month/subscription	660	<b>600</b>	610	610	<b>580</b>	590
ARPU Generated from International Services (7)	yen/month/subscription	10	<b>0</b>	0	10	<b>0</b>	10
ARPU Generated Purely from i-mode (mova) (5)	yen/month/subscription	870	<b>830</b>	840	830	<b>810</b>	810
MOU (FOMA+mova) (5)	minute/month/subscription	137	<b>137</b>	135	137	<b>138</b>	
MOU (FOMA) (5)	minute/month/subscription	148	<b>143</b>	143	143	<b>144</b>	
MOU (mova) (5)	minute/month/subscription	63	<b>52</b>	54	52	<b>51</b>	
<b><i>i-mode</i></b>							
Subscriptions	thousands	48,474	<b>48,688</b>	48,597	48,670	<b>48,688</b>	48,900
FOMA	thousands	44,853	<b>46,667</b>	45,682	46,261	<b>46,667</b>	47,310
i-mode Subscription Rate (3)	%	88.8	<b>87.8</b>	88.6	88.2	<b>87.8</b>	87.6
Net Increase from Previous Period	thousands	481	<b>214</b>	123	73	<b>19</b>	430
i-mode Packet Flat-rate Services Subscriptions (8)	thousands	17,610	<b>23,078</b>	19,578	21,519	<b>23,078</b>	
i-channel Subscriptions	thousands	16,545	<b>16,733</b>	16,607	16,692	<b>16,733</b>	
i-concier Subscriptions	thousands	929	<b>3,101</b>	1,558	2,337	<b>3,101</b>	
<b><i>Others</i></b>							
DCMX Subscriptions (9)	thousands	8,980	<b>10,730</b>	9,630	10,210	<b>10,730</b>	11,460

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

(1) From March 3, 2008 onward, another FOMA subscription is a prerequisite for the application of 2in1 in principle, and



those FOMA  
subscriptions are  
included in the  
number of FOMA  
subscribers.

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

communication

- (8) Sum of Pake-hodai double subscriptions, Pake-hodai simple subscriptions, Pake-hodai subscriptions and Pake-hodai full subscriptions
- (9) Inclusive of DCMX mini subscriptions

**Table of Contents**

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

**ii) MOU (Minutes of Use): Average monthly communication time per subscription.****2. ARPU Calculation Methods****i) ARPU (FOMA+mova)**

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

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

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

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

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

**ii) ARPU (FOMA)**

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

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

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

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

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

**iii) ARPU (mova)**

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

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

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

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

**3. Active Subscriptions Calculation Methods**

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

No. of active subscriptions for each month:

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

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

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

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

2 The denominator used in calculating i-mode ARPU (FOMA+mova, FOMA, mova) is the aggregate number of subscriptions to each service (FOMA+mova, FOMA, mova, respectively), regardless of whether i-mode service is activated or not.

3 ARPU generated purely from i-mode (FOMA+mova,

FOMA, mova)  
is calculated  
using only the  
number of  
i-mode  
subscriptions as  
a denominator.

**Table of Contents**

(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			
	Year ended	Nine months ended	Three months ended	Nine months ended
	March 31, 2009	December 31, 2008	December 31, 2009	December 31, 2009
a. EBITDA	¥ 1,678.4	¥ 1,353.8	¥ 398.6	¥ 1,234.6
Depreciation and amortization	(804.2)	(582.3)	(173.7)	(511.5)
Loss on sale or disposal of property, plant and equipment	(43.3)	(24.7)	(7.4)	(20.4)
Operating income	831.0	746.8	217.4	702.7
Other income (expense)	(50.5)	(37.4)	4.4	(1.0)
Income taxes	(308.4)	(279.4)	(89.7)	(283.8)
Equity in net income (losses) of affiliates	(0.7)	7.7	2.9	3.2
Less: Net (income) loss attributable to noncontrolling interests	0.5	(0.0)	(0.4)	(1.7)
b. Net income attributable to NTT DoCoMo, Inc.	471.9	437.7	134.6	419.3
c. Operating revenues	4,448.0	3,378.8	1,096.6	3,242.4
EBITDA margin (=a/c)	37.7%	40.1%	36.3%	38.1%
Net income margin (=b/c)	10.6%	13.0%	12.3%	12.9%

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

**2. ROCE after tax effect**

	Billions of yen			
	Year ended March 31, 2009	Nine months ended December 31, 2008	Three months ended December 31, 2009	Nine months ended December 31, 2009
a. Operating income	¥ 831.0	¥ 746.8	¥ 217.4	¥ 702.7
b. Operating income after tax effect {=a*(1-effective tax rate)}	491.9	441.4	128.7	416.0
c. Capital employed	4,867.9	4,885.9	5,164.9	5,067.0
ROCE before tax effect (=a/c)	17.1%	15.3%	4.2%	13.9%
ROCE after tax effect (=b/c)	10.1%	9.0%	2.5%	8.2%

Notes: The effective tax rate is 40.9% for the nine months ended December 31, 2008 and 40.8% for the other periods.

Capital employed (for annual period) = The average of (NTT DoCoMo, Inc. shareholders equity + Interest bearing liabilities), each as of March 31, 2008 and 2009

Capital employed (for nine months) = The average of (NTT DoCoMo, Inc. shareholders equity + Interest bearing liabilities), each as of March 31, 2008 (or 2009)

and  
December 31,  
2008 (or 2009)

Capital  
employed (for  
three months) =  
The average of  
(NTT DoCoMo,  
Inc.  
shareholders  
equity + Interest  
bearing  
liabilities), each  
as of  
September 30,  
2009 and  
December 31,  
2009

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

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

	Billions of yen			
	Year ended March 31, 2009	Nine months ended December 31, 2008	Three months ended December 31, 2009	Nine months ended December 31, 2009
Free cash flows excluding irregular factors and changes in investments for cash management purposes	¥ 93.4	¥ 167.3	¥ 83.6	¥ 178.1
Irregular factors (1)		(188.0)	(178.0)	(178.0)
Changes in investments for cash management purposes (2)	49.3	23.9	(81.3)	(108.3)
Free cash flows	142.7	3.2	(175.7)	(108.3)
Net cash used in investing activities	(1,031.0)	(625.0)	(259.3)	(700.4)
Net cash provided by operating activities	1,173.7	628.1	83.6	592.1

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**

**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. 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.
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 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.

**Table of Contents**

---

**Table of Contents**



**Table of Contents**



**Table of Contents**

---

**Table of Contents**

---



**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**



**Table of Contents**

---

**Table of Contents**

---



**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---



**Table of Contents**



**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---



**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**

---

**Table of Contents**



**Table of Contents**

---

**Table of Contents**

---



**Table of Contents**



**Table of Contents**

---

**Table of Contents**