

NTT DOCOMO INC  
Form 6-K  
November 02, 2009

**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 October, 2009.  
Commission File Number: 001-31221  
Total number of pages: 66**

**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 October 30, 2009 announcing the company's results for the six months ended September 30, 2009

2. Materials presented in conjunction with the earnings release dated October 30, 2009 announcing the company's results for the six months ended September 30, 2009

---

**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: October 30, 2009

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

---

**Table of Contents****Financial Statements**

For the Six Months Ended September 30, 2009

October 30, 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: November 4, 2009  
Scheduled date for dividend payment: November 20, 2009

**1. Consolidated Financial Results for the Six Months Ended September 30, 2009 (April 1, 2009 – September 30, 2009)****(1) Consolidated Results of Operations**

Amounts are rounded off to the nearest 1 million yen.

	(Millions of yen)				<b>Income before Income Taxes</b>	
	<b>Operating Revenues</b>		<b>Operating Income</b>			
Six months ended September 30, 2009	2,145,807	(5.4)%	485,223	(15.9)%	479,881	(14.3)%
Six months ended September 30, 2008	2,267,784		576,946		560,156	

(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>NTT DoCoMo, Inc. Shareholders Equity per Share</b>
	<b>Total Assets</b>	<b>NTT DoCoMo, Inc. Shareholders Equity</b>	<b>Equity Ratio (Ratio of NTT DoCoMo, Inc. Shareholders Equity to Total Assets)</b>		
September 30, 2009	6,501,764	4,552,099	70.0%		109,006.71 (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****Cash dividends per share (yen)**

Edgar Filing: NTT DOCOMO INC - Form 6-K

	<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 September 30, 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 September 30, 2009: Yes

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 September 30, 2009:		43,950,000 shares	
	As of March 31, 2009:		43,950,000 shares	
(ii) Number of treasury stock:	As of September 30, 2009:		2,190,193 shares	
	As of March 31, 2009:		2,190,193 shares	
(iii) Number of weighted average common shares outstanding:	For the six months ended September 30, 2009:		41,759,807 shares	
	For the six months ended September 30, 2008:		42,406,379 shares	

\* Explanation for forecasts of operation and other notes:

Edgar Filing: NTT DOCOMO INC - Form 6-K

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 Six Months Ended September 30, 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 Six Months Ended September 30, 2009 (April 1, 2009 – September 30, 2009)  
Consolidated Results of Operations

(Millions of yen, except per share amounts)

			<b>Basic Earnings per Share Attributable to NTT DoCoMo, Inc.</b>	<b>Diluted Earnings per Share Attributable to NTT DoCoMo, Inc.</b>
	<b>Net Income Attributable to</b>			
	<b>NTT DoCoMo, Inc.*</b>			
Six months ended September 30, 2009	284,718	(17.9)%	6,817.99 (yen)	8,174.69 (yen)
Six months ended September 30, 2008	346,659			

(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>Basic Earnings per Share Attributable to NTT DoCoMo, Inc.</b>
	<b>Net Income Attributable to</b>		
	<b>NTT DoCoMo, Inc.*</b>		
Year ending March 31, 2010	493,000	4.5%	11,805.61 (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 Six Months Ended September 30, 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 second quarter of this fiscal year, we strived to expand subscribers' packet usage by revising the rate of our two-tier flat-rate services "Pake-hodai double" and "Biz-hodai double" while enriching our video content services such as "docomo-doga". We also launched the "Mobile Phone Checking Service" to provide free basic after-care, including checkups, minor repairs and consulting, and reinforced our "Battery Pack Anshin Support" program by offering the option of receiving a free portable charger instead of receiving a free battery-pack in an effort to improve our after-sales support. Meanwhile, to offer greater convenience to our customers, we commenced "docomo Mobile Remittance" which enables individual users to make remittance simply by designating the payee's mobile phone number without registering for the service or opening a new bank account. Furthermore, we started marketing seven new models of handsets, including Japan's first "Android" \* phone, HT-03A, and "Raku Raku Phone VI", the first waterproof model in the "Raku Raku Phone" series featuring easy operability, to cater to the diverse needs of customers. For the three months ended September 30, 2009, we recorded operating revenues and operating income of ¥1,061.1 billion (a decrease of ¥36.5 billion from the same period of the prior year) and ¥233.4 billion (a decrease of ¥47.1 billion from the same period of the prior year), respectively. Income before income taxes was ¥232.4 billion and net income attributable to NTT DoCoMo, Inc. was ¥137.3 billion. For the six months ended September 30, 2009, operating revenues and operating income were ¥2,145.8 billion (down ¥122.0 billion from the same period of the prior year) and ¥485.2 billion (down ¥91.7 billion from the same period of the prior year), respectively. Income before income taxes was ¥479.9 billion and net income attributable to NTT DoCoMo, Inc. was ¥284.7 billion.

\* Android is a software stack which offers a free and open applications development environment.

Notes: 1. Consolidated financial statements as of September 30, 2008 and 2009, and for the three months and six months ended September 30, 2008 and 2009 in this release

are unaudited.

2. Amounts in this release are rounded off.

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2009**

Consolidated results of operations for the three months and six months ended September 30, 2008 and 2009, respectively, were as follows:

<Results of operations>

	(UNAUDITED)		Billions of yen (UNAUDITED)		
	Three months ended September 30, 2008		Three months ended September 30, 2009		Increase  (Decrease)
Operating revenues	¥ 1,097.5		¥ 1,061.1		¥ (36.5) (3.3)%
Operating expenses	817.1		827.6		10.6 1.3
Operating income	280.5		233.4		(47.1) (16.8)
Other income (expense)	(8.7)		(1.0)		7.7 88.7
Income before income taxes	271.7		232.4		(39.3) (14.5)
Income taxes	101.4		93.9		(7.5) (7.4)
Equity in net income (losses) of affiliates	2.8		(0.5)		(3.3)
Net Income	173.1		138.0		(35.1) (20.3)
Less: Net (income) loss attributable to noncontrolling interests	0.0		(0.7)		(0.7)
Net income attributable to NTT DoCoMo, Inc.	¥ 173.1		¥ 137.3		¥ (35.8) (20.7)%
EBITDA margin*	42.7%		38.6%		(4.1) point
ROCE*	5.7%		4.5%		(1.2) point
ROCE after tax effect*	3.4%		2.7%		(0.7) point

	(UNAUDITED)		Billions of yen (UNAUDITED)		
	Six months ended September 30, 2008		Six months ended September 30, 2009		Increase  (Decrease)
Operating revenues	¥ 2,267.8		¥ 2,145.8		¥ (122.0) (5.4)%
Operating expenses	1,690.8		1,660.6		(30.3) (1.8)
Operating income	576.9		485.2		(91.7) (15.9)
Other income (expense)	(16.8)		(5.3)		11.4 68.2
Income before income taxes	560.2		479.9		(80.3) (14.3)

Edgar Filing: NTT DOCOMO INC - Form 6-K

Income taxes	219.4	<b>194.1</b>	(25.3)	(11.5)
Equity in net income (losses) of affiliates	5.9	<b>0.3</b>	(5.6)	(95.1)
Net Income	346.7	<b>286.1</b>	(60.6)	(17.5)
Less: Net (income) loss attributable to noncontrolling interests	(0.0)	<b>(1.3)</b>	(1.3)	
Net income attributable to NTT DoCoMo, Inc.	¥ 346.7	¥ <b>284.7</b>	¥ (61.9)	(17.9)%
EBITDA margin*	41.4%	<b>39.0%</b>	(2.4) point	
ROCE*	11.9%	<b>9.6%</b>	(2.3) point	
ROCE after tax effect*	7.0%	<b>5.7%</b>	(1.3) 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****Six Months Ended September 30, 2009**

&lt;Operating revenues&gt;

	Billions of yen				
	(UNAUDITED)	(UNAUDITED)			
	Three	Three months			Increase
	months	ended			(Decrease)
	ended	September			
	September	30, 2008			
	30, 2008		September 30,		
			2009		
Wireless services	¥ 971.1	¥	<b>951.5</b>	¥	(19.6) (2.0)%
Cellular services revenues	935.5		<b>884.3</b>		(51.2) (5.5)
- Voice revenues	555.1		<b>487.6</b>		(67.4) (12.1)
Including: FOMA services	482.2		<b>453.8</b>		(28.4) (5.9)
- Packet communications revenues	380.4		<b>396.6</b>		16.2 4.3
Including: FOMA services	363.2		<b>388.4</b>		25.2 6.9
Other revenues	35.6		<b>67.2</b>		31.6 88.7
Equipment sales	126.5		<b>109.6</b>		(16.9) (13.3)
<b>Total operating revenues</b>	<b>¥ 1,097.5</b>	<b>¥</b>	<b>1,061.1</b>	<b>¥</b>	<b>(36.5) (3.3)%</b>

	Billions of yen				
	(UNAUDITED)	(UNAUDITED)			
	Six months	Six months ended			Increase
	ended	September 30,			(Decrease)
	September	30, 2008			
	30, 2008		September 30,		
			2009		
Wireless services	¥ 1,948.5	¥	<b>1,893.3</b>	¥	(55.3) (2.8)%
Cellular services revenues	1,871.9		<b>1,766.2</b>		(105.7) (5.6)
- Voice revenues	1,125.4		<b>978.3</b>		(147.1) (13.1)
Including: FOMA services	968.9		<b>904.2</b>		(64.7) (6.7)
- Packet communications revenues	746.5		<b>787.9</b>		41.4 5.5
Including: FOMA services	710.9		<b>769.9</b>		59.0 8.3
Other revenues	76.7		<b>127.1</b>		50.4 65.8
Equipment sales	319.2		<b>252.5</b>		(66.7) (20.9)
<b>Total operating revenues</b>	<b>¥ 2,267.8</b>	<b>¥</b>	<b>2,145.8</b>	<b>¥</b>	<b>(122.0) (5.4)%</b>

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

&lt;Operating expenses&gt;

	Billions of yen				
	(UNAUDITED)	(UNAUDITED)			
	Three	Three months			Increase
	months	ended			(Decrease)
	ended				



Edgar Filing: NTT DOCOMO INC - Form 6-K

	September 30, 2008	September 30, 2009			
Personnel expenses	¥ 63.4	¥ 62.5	¥	(1.0)	(1.5)%
Non-personnel expenses	467.3	498.2		30.9	6.6
Depreciation and amortization	179.9	168.8		(11.1)	(6.2)
Loss on disposal of property, plant and equipment and intangible assets	12.7	10.4		(2.3)	(18.2)
Communication network charges	83.5	78.1		(5.4)	(6.5)
Taxes and public dues	10.3	9.7		(0.6)	(5.7)
Total operating expenses	¥ 817.1	¥ 827.6	¥	10.6	1.3%

	(UNAUDITED) Six months ended September 30, 2008	(UNAUDITED) Six months ended September 30, 2009		Increase  (Decrease)	
Personnel expenses	¥ 126.7	¥ 126.8	¥	0.2	0.1%
Non-personnel expenses	1,011.3	1,001.9		(9.4)	(0.9)
Depreciation and amortization	348.4	337.8		(10.6)	(3.0)
Loss on disposal of property, plant and equipment and intangible assets	18.7	18.6		(0.1)	(0.5)
Communication network charges	165.8	155.8		(10.0)	(6.0)
Taxes and public dues	20.0	19.6		(0.4)	(2.0)
Total operating expenses	¥ 1,690.8	¥ 1,660.6	¥	(30.3)	(1.8)%

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2009****2. Segment Information****(1) Mobile phone business**

As of September 30, 2009, total number of our cellular services subscriptions reached 55.19 million, posting an increase of 1.25 million compared to the number as of September 30, 2008, of which FOMA subscriptions accounted for 92.9%, or 51.26 million. Our cellular churn rate for the three months ended September 30, 2009 improved significantly to 0.46%, compared to 0.52% for the same period of the prior year, as a result of the various measures that we implemented with the aim of enhancing customer satisfaction.

The number of subscribers to the new discount services including Fami-wari MAX50 introduced in August 2007 totaled approximately 34.80 million, while the subscription count of Value Plan launched in November 2007 was approximately 27.00 million as of September 30, 2009. As a consequence, aggregate average monthly revenue per unit (ARPU) of cellular (FOMA+mova) services for the three months ended September 30, 2009, decreased to ¥5,420 (down 7.5% compared to the same period of the prior year).

With respect to equipment sales, the number of handsets sold during the three months ended September 30, 2009, declined by 0.85 million from the same period of the prior year to 4.46 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 September 30, 2009 were ¥1,031.1 billion and ¥234.3 billion, respectively. For the six months ended September 30, 2009, operating revenues and operating income from mobile phone business were ¥2,089.0 billion and ¥489.5 billion, respectively.

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

<Number of subscriptions by services>

	Thousand subscriptions			
	September 30, 2008	September 30, 2009	Increase (Decrease)	
Cellular services	53,937	<b>55,186</b>	1,250	2.3%
Cellular (FOMA) services	46,444	<b>51,258</b>	4,814	10.4
Including: i-channel services	16,044	<b>16,692</b>	648	4.0
Including: i-concier services		<b>2,337</b>		
Including: flat-rate services for unlimited i-mode usage	13,949	<b>21,519</b>	7,570	54.3
Cellular (mova) services	7,493	<b>3,928</b>	(3,565)	(47.6)
i-mode services	48,069	<b>48,670</b>	601	1.3

Notes: 1. Number of subscriptions of 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  
subscriptions +  
Pake-hodai full  
subscriptions +  
Pake-hodai  
double  
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****Six Months Ended September 30, 2009**

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

	Thousand units			
	Three months ended September 30, 2008	Three months ended September 30, 2009	Increase (Decrease)	
Cellular services	5,318	4,464	(854)	(16.1)%
Cellular (FOMA) services				
New FOMA subscription	1,118	1,071	(47)	(4.2)
Change of subscription from mova to FOMA	796	587	(209)	(26.2)
FOMA handset upgrade by FOMA subscribers	3,370	2,800	(569)	(16.9)
Cellular (mova) services				
New mova subscription	23	4	(18)	(82.1)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	12	2	(10)	(84.5)
Churn Rate	0.52%	0.46%	(0.06) point	

	Thousand units			
	Six months ended September 30, 2008	Six months ended September 30, 2009	Increase (Decrease)	
Cellular services	10,265	8,808	(1,457)	(14.2)%
Cellular (FOMA) services				
New FOMA subscription	2,157	2,057	(100)	(4.6)
Change of subscription from mova to FOMA	1,632	1,400	(232)	(14.2)
FOMA handset upgrade by FOMA subscribers	6,402	5,339	(1,063)	(16.6)
Cellular (mova) services				
New mova subscription	45	8	(37)	(82.6)
mova handset upgrade by mova subscribers and change of subscription from FOMA to mova	29	4	(25)	(85.5)
Churn Rate	0.51%	0.45%	(0.06) point	

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

&lt;Trend of ARPU and MOU&gt;

**Six Months Ended September 30, 2009**

	Yen/Minutes			
	Three months ended September 30, 2008	Three months ended September 30, 2009	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,860	¥ 5,420	¥ (440)	(7.5)%
Voice ARPU	3,450	2,970	(480)	(13.9)
Packet ARPU	2,410	2,450	40	1.7
Aggregate ARPU (FOMA)	6,180	5,560	(620)	(10.0)
Voice ARPU	3,500	2,970	(530)	(15.1)
Packet ARPU	2,680	2,590	(90)	(3.4)
Aggregate ARPU (mova)	3,820	3,500	(320)	(8.4)
Voice ARPU	3,120	2,890	(230)	(7.4)
i-mode ARPU	700	610	(90)	(12.9)
MOU* (FOMA+mova) (minutes)	138	137	(1)	(0.7)%

	Yen/Minutes			
	Six months ended September 30, 2008	Six months ended September 30, 2009	Increase (Decrease)	
Aggregate ARPU* (FOMA+mova)	¥ 5,870	¥ 5,430	¥ (440)	(7.5)%
Voice ARPU	3,510	2,990	(520)	(14.8)
Packet ARPU	2,360	2,440	80	3.4
Aggregate ARPU (FOMA)	6,220	5,590	(630)	(10.1)
Voice ARPU	3,560	2,990	(570)	(16.0)
Packet ARPU	2,660	2,600	(60)	(2.3)
Aggregate ARPU (mova)	3,860	3,530	(330)	(8.5)
Voice ARPU	3,170	2,920	(250)	(7.9)
i-mode ARPU	690	610	(80)	(11.6)
MOU* (FOMA+mova) (minutes)	138	136	(2)	(1.4)%

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

MOU.

&lt;Results of operations&gt;

	(UNAUDITED)		Billions of yen		Increase (Decrease)	
	Three months ended September 30, 2008	Three months ended September 30, 2009	(UNAUDITED)	(UNAUDITED)		
Operating revenues from mobile phone business	¥ 1,081.7	¥ 1,031.1	¥	(50.6)	(4.7)%	
Operating income from mobile phone business	286.6	234.3		(52.3)	(18.2)	

	(UNAUDITED)		Billions of yen		Increase (Decrease)	
	Six months ended September 30, 2008	Six months ended September 30, 2009	(UNAUDITED)	(UNAUDITED)		
Operating revenues from mobile phone business	¥ 2,236.5	¥ 2,089.0	¥	(147.5)	(6.6)%	
Operating income from mobile phone business	587.6	489.5		(98.1)	(16.7)	

Table of Contents**DOCOMO Earnings Release****Six Months Ended September 30, 2009****(2) Miscellaneous businesses**

Operating revenues from miscellaneous businesses for the three months ended September 30, 2009 were ¥29.9 billion, which represented 2.8% 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 ¥30.8 billion and ¥0.9 billion, respectively. Operating revenues, operating expenses and operating loss from miscellaneous businesses for the six months ended September 30, 2009 were ¥56.8 billion, ¥61.1 billion and ¥4.3 billion, respectively.

&lt;Results of operations&gt;

	(UNAUDITED)		Billions of yen				
	Three months ended September 30, 2008		(UNAUDITED) Three months ended September 30, 2009		Increase (Decrease)		
Operating revenues from miscellaneous businesses	¥	15.8	¥	<b>29.9</b>	¥	14.1	89.1%
Operating loss from miscellaneous businesses		(6.1)		<b>(0.9)</b>		5.2	85.8

	(UNAUDITED)		Billions of yen				
	Six months ended September 30, 2008		(UNAUDITED) Six months ended September 30, 2009		Increase (Decrease)		
Operating revenues from miscellaneous businesses	¥	31.3	¥	<b>56.8</b>	¥	25.5	81.4%
Operating loss from miscellaneous businesses		(10.6)		<b>(4.3)</b>		6.3	59.7

**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 six months ended September 30, 2009 were ¥316.1 billion (down 6.0% compared to the same period of prior year).

&lt;Breakdown of capital expenditures&gt;

	(UNAUDITED)		Billions of yen				
	Three months ended September 30, 2008		(UNAUDITED) Three months ended September 30, 2009		Increase (Decrease)		
Mobile phone business	¥	143.0	¥	<b>135.6</b>	¥	(7.4)	(5.1)%
Other (including information systems)		29.7		<b>27.4</b>		(2.3)	(7.7)



Total capital expenditures	¥	172.7	¥	<b>163.0</b>	¥	(9.6)	(5.6)%
----------------------------	---	-------	---	--------------	---	-------	--------

	Billions of yen						
	(UNAUDITED)		(UNAUDITED)				
	Six months		Six months ended		Increase		
	ended		September 30,		(Decrease)		
	September		September 30,				
	30, 2008		2009				
Mobile phone business	¥	281.6	¥	<b>258.0</b>	¥	(23.6)	(8.4)%
Other (including information systems)		54.9		<b>58.2</b>		3.3	6.0
Total capital expenditures	¥	336.5	¥	<b>316.1</b>	¥	(20.3)	(6.0)%

Table of Contents

## DOCOMO Earnings Release

Six Months Ended September 30, 2009

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

## 1. Financial Position

	(UNAUDITED) September 30, 2008	(UNAUDITED) September 30, 2009	Billions of yen Increase (Decrease)		(Reference) March 31, 2009
Total assets	¥ 6,173.8	¥ 6,501.8	¥ 328.0	5.3%	¥ 6,488.2
NTT DoCoMo, Inc. shareholders equity	4,445.9	4,552.1	106.2	2.4	4,341.6
Liabilities	1,726.3	1,943.4	217.1	12.6	2,144.9
Including: Interest bearing liabilities	526.4	624.6	98.2	18.7	639.2
Equity ratio (1)	72.0%	70.0%	(2.0) point		66.9%
Debt ratio (2)	10.6%	12.1%	1.5 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 six months ended September 30, 2009, net cash provided by operating activities was ¥508.5 billion, an increase of ¥100.2 billion (24.5%) compared to the same period of the prior year, mainly due to a decrease in accounts receivables.

Net cash used in investing activities was ¥441.1 billion, an increase of ¥17.4 billion (4.1%) 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 3 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 ¥116.9 billion, an increase of ¥11.3 billion (10.7%) 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.

The balance of cash and cash equivalents was ¥550.6 billion as of September 30, 2009, a decrease of ¥48.9 billion (8.2%) from the prior fiscal year end.

	(UNAUDITED)		Billions of yen (UNAUDITED)				
	Six months ended September 30, 2008		Six months ended September 30, 2009			Increase  (Decrease)	
Net cash provided by operating activities	¥	408.4	¥	<b>508.5</b>	¥	100.2	24.5%
Net cash used in investing activities		(423.8)		<b>(441.1)</b>		(17.4)	(4.1)
Net cash provided by (used in) financing activities		(105.6)		<b>(116.9)</b>		(11.3)	(10.7)
Free cash flows (1)		(15.4)		<b>67.4</b>		82.8	
Free cash flows excluding the effects of changes in investments for cash management purposes (2)*		(64.6)		<b>94.5</b>		159.0	

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

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

\* See  
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****Six Months Ended September 30, 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, we have decided to revise our group's full-year guidance for the fiscal year ending March 31, 2010 as described in the table below.

The operating revenues forecast has been revised downwards by ¥106.0 billion from the initial guidance to ¥4,276.0 billion, mainly due to a decrease in equipment sales, though this is offset by an increase in cellular services revenues resulting from an increase in the number of subscribers and our efforts to increase subscribers' packet communication revenues.

On the other hand, we projected a decrease in operating expenses mainly due to the decrease in cost of equipment sold in line with our revised forecasts of number of handsets to be sold, and improvement of cost efficiency in network-related costs. Accordingly, our forecast of operating income remains unchanged from the original forecast of ¥830.0 billion.

	Billions of yen			
	Year ending March 31, 2010 (Original Forecasts)	Year ending March 31, 2010 (Revised Forecasts)	Increase (Decrease)	Year ended March 31, 2009 (Actual Results)
Operating revenues	¥ 4,382.0	¥ 4,276.0	¥ (106.0) (2.4)%	¥ 4,448.0
Operating income	830.0	830.0		831.0
Income before income taxes	832.0	825.0	(7.0) (0.8)%	780.5
Net income attributable to NTT DoCoMo, Inc.	493.0	493.0		471.9
Capital expenditures	690.0	690.0		737.6
Adjusted free cash flows *	380.0	360.0	(20.0) (5.3)%	93.4
EBITDA *	1,569.0	1,563.0	(6.0) (0.4)%	1,678.4
EBITDA margin *	35.8%	36.6%	0.8 point	37.7%
ROCE *	16.2%	16.2%		17.1%
ROCE after tax effect *	9.6%	9.6%		10.1%

\* 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 free cash flows excluding changes in investments for cash management purposes, 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.

The financial forecasts for the fiscal year ending March 31, 2010 are based on the forecasts of the following operating data:

	Million subscriptions/Yen				
	March 31, 2010 (Original Forecasts)	<b>March 31, 2010 (Revised Forecasts)</b>	Increase (Decrease)		March 31, 2009 (Actual Results)
Cellular services	55.76	<b>55.80</b>	0.04	0.1%	54.60
Cellular (FOMA) services	52.98	<b>53.03</b>	0.05	0.1%	49.04
Cellular (mova) services	2.78	<b>2.77</b>	(0.01)	(0.4)%	5.56
i-mode services	48.85	<b>48.90</b>	0.05	0.1%	48.47
Aggregate ARPU (FOMA + mova)	¥ 5,280	¥ <b>5,300</b>	¥ 20	0.4%	¥ 5,710
Voice ARPU	2,860	<b>2,840</b>	(20)	(0.7)%	3,330
Packet ARPU	2,420	<b>2,460</b>	40	1.7%	2,380

Notes:

1. Number of i-mode subscriptions includes numbers of cellular

(FOMA) and  
cellular  
(mova) i-mode  
subscriptions.

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

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2009****<<4. Others >>**

1. Changes in significant subsidiaries for the six months ended September 30, 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****Six Months Ended September 30, 2009****<< 5. Consolidated Financial Statements >>****1. Consolidated Balance Sheets**

	Millions of yen (UNAUDITED)	
	March 31, 2009	September 30, 2009
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 599,548	¥ 550,642
Short-term investments	2,448	32,158
Accounts receivable	835,063	779,913
Allowance for doubtful accounts	(15,072)	(17,105)
Inventories	123,206	178,787
Deferred tax assets	102,903	99,852
Prepaid expenses and other current assets	179,632	207,675
Total current assets	1,827,728	1,831,922
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,361,043	5,422,824
Buildings and structures	814,056	821,085
Tools, furniture and fixtures	519,213	526,140
Land	198,985	198,874
Construction in progress	99,232	112,674
Accumulated depreciation and amortization	(4,301,044)	(4,439,012)
Total property, plant and equipment, net	2,691,485	2,642,585
<b>Non-current investments and other assets:</b>		
Investments in affiliates	572,014	590,671
Marketable securities and other investments	141,544	151,126
Intangible assets, net	578,728	594,021
Goodwill	154,385	183,515
Other assets	273,440	253,570
Deferred tax assets	248,896	254,354
Total non-current investments and other assets	1,969,007	2,027,257
<b>Total assets</b>	<b>¥ 6,488,220</b>	<b>¥ 6,501,764</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 29,000	¥ 14,000
Accounts payable, trade	668,525	475,995
Accrued payroll	58,627	51,233

Edgar Filing: NTT DOCOMO INC - Form 6-K

Accrued interest	1,187	1,054
Accrued income taxes	238,742	207,743
Other current liabilities	152,354	152,223
<b>Total current liabilities</b>	<b>1,148,435</b>	<b>902,248</b>
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	610,233	610,556
Liability for employees' retirement benefits	146,326	151,413
Other long-term liabilities	239,918	279,204
<b>Total long-term liabilities</b>	<b>996,477</b>	<b>1,041,173</b>
<b>Total liabilities</b>	<b>2,144,912</b>	<b>1,943,421</b>
<b>Equity:</b>		
NTT DoCoMo, Inc. shareholders' equity		
Common stock	949,680	949,680
Additional paid-in capital	785,045	785,045
Retained earnings	3,061,848	3,246,342
Accumulated other comprehensive income (loss)	(65,689)	(39,669)
Treasury stock, at cost	(389,299)	(389,299)
Total NTT DoCoMo, Inc. shareholders' equity	4,341,585	4,552,099
Noncontrolling interests	1,723	6,244
<b>Total equity</b>	<b>4,343,308</b>	<b>4,558,343</b>
<b>Total liabilities and equity</b>	<b>¥ 6,488,220</b>	<b>¥ 6,501,764</b>

Table of Contents

## DOCOMO Earnings Release

Six Months Ended September 30, 2009

## 2. Consolidated Statements of Income and Comprehensive Income

	Millions of yen	
	(UNAUDITED)	(UNAUDITED)
	Six months ended	Six months ended
	September 30, 2008	September 30, 2009
<b>Operating revenues:</b>		
Wireless services	¥ 1,948,540	¥ 1,893,265
Equipment sales	319,244	252,542
Total operating revenues	2,267,784	2,145,807
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	413,731	449,617
Cost of equipment sold (exclusive of items shown separately below)	408,027	340,877
Depreciation and amortization	348,387	337,809
Selling, general and administrative	520,693	532,281
Total operating expenses	1,690,838	1,660,584
<b>Operating income</b>	576,946	485,223
<b>Other income (expense):</b>		
Interest expense	(2,398)	(2,989)
Interest income	1,045	668
Other, net	(15,437)	(3,021)
Total other income (expense)	(16,790)	(5,342)
<b>Income before income taxes</b>	560,156	479,881
<b>Income taxes:</b>		
Current	233,831	210,887
Deferred	(14,434)	(16,764)
Total income taxes	219,397	194,123
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	5,921	292
<b>Net income</b>	346,680	286,050
Less: Net (income) loss attributable to noncontrolling interests	(21)	(1,332)
<b>Net income attributable to NTT DoCoMo, Inc.</b>	¥ 346,659	¥ 284,718
<b>Net income</b>	¥ 346,680	¥ 286,050
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(5,945)	14,082

Edgar Filing: NTT DOCOMO INC - Form 6-K

Change in fair value of derivative instruments, net of applicable taxes	(159)	(35)
Foreign currency translation adjustment, net of applicable taxes	(16,672)	11,691
Pension liability adjustment, net of applicable taxes	(362)	296
Total other comprehensive income (loss)	(23,138)	26,034
<b>Comprehensive income</b>	323,542	<b>312,084</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	(20)	(1,346)
<b>Comprehensive income attributable to NTT DoCoMo, Inc.</b>	¥ 323,522	¥ <b>310,738</b>
<b>PER SHARE DATA</b>		
Weighted average common shares outstanding Basic and Diluted (shares)	42,406,379	<b>41,759,807</b>
Basic and Diluted earnings per share attributable to NTT DoCoMo, Inc. (yen)	¥ 8,174.69	¥ <b>6,817.99</b>

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2009**

	Millions of yen	
	(UNAUDITED)	(UNAUDITED)
	Three months ended September 30, 2008	Three months ended September 30, 2009
<b>Operating revenues:</b>		
Wireless services	¥ 971,077	¥ 951,470
Equipment sales	126,461	109,583
Total operating revenues	1,097,538	1,061,053
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	210,117	230,286
Cost of equipment sold (exclusive of items shown separately below)	165,979	150,051
Depreciation and amortization	179,907	168,804
Selling, general and administrative	261,078	278,508
Total operating expenses	817,081	827,649
<b>Operating income</b>	280,457	233,404
<b>Other income (expense):</b>		
Interest expense	(1,258)	(1,375)
Interest income	479	350
Other, net	(7,941)	38
Total other income (expense)	(8,720)	(987)
<b>Income before income taxes</b>	271,737	232,417
<b>Income taxes:</b>		
Current	131,300	121,356
Deferred	(29,902)	(27,476)
Total income taxes	101,398	93,880
<b>Equity in net income (losses) of affiliates, net of applicable taxes</b>	2,797	(529)
<b>Net income</b>	173,136	138,008
Less: Net (income) loss attributable to noncontrolling interests	13	(666)
<b>Net income attributable to NTT DoCoMo, Inc.</b>	¥ 173,149	¥ 137,342
<b>Net income</b>	¥ 173,136	¥ 138,008
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(4,997)	3,620

Edgar Filing: NTT DOCOMO INC - Form 6-K

Change in fair value of derivative instruments, net of applicable taxes	(141)		(8)
Foreign currency translation adjustment, net of applicable taxes	1,849		2,805
Pension liability adjustment, net of applicable taxes	(112)		147
Total other comprehensive income (loss)	(3,401)		6,564
<b>Comprehensive income</b>	169,735		144,572
Less: Comprehensive (income) loss attributable to noncontrolling interests	17		(665)
<b>Comprehensive income attributable to NTT DoCoMo, Inc.</b>	¥ 169,752	¥	143,907
<b>PER SHARE DATA</b>			
Weighted average common shares outstanding Basic and Diluted (shares)	42,309,587		41,759,807
Basic and Diluted earnings per share attributable to NTT DoCoMo, Inc. (yen)	¥ 4,092.43	¥	3,288.86

**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 2009****3. Consolidated Statements of Cash Flows**

	Millions of yen	
	(UNAUDITED) Six months ended September 30, 2008	(UNAUDITED) Six months ended September 30, 2009
<b>Cash flows from operating activities:</b>		
Net income	¥ 346,680	¥ 286,050
Adjustments to reconcile net income to net cash provided by operating activities		
Depreciation and amortization	348,387	337,809
Deferred taxes	(10,898)	(16,439)
Loss on sale or disposal of property, plant and equipment	12,846	12,973
Impairment loss on marketable securities and other investments	19,855	917
Equity in net (income) losses of affiliates	(9,940)	(366)
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	(38,453)	55,730
Increase / (decrease) in allowance for doubtful accounts	(1,369)	1,874
(Increase) / decrease in inventories	(38,833)	(54,755)
(Increase) / decrease in prepaid expenses and other current assets	(19,259)	(12,748)
(Increase) / decrease in non-current installment receivable for handsets	(40,010)	13,982
Increase / (decrease) in accounts payable, trade	(184,322)	(136,209)
Increase / (decrease) in accrued income taxes	(8,701)	(31,927)
Increase / (decrease) in other current liabilities	(21,153)	(3,022)
Increase / (decrease) in liability for employees' retirement benefits	4,622	4,951
Increase / (decrease) in other long-term liabilities	32,445	37,196
Other, net	16,474	12,520
Net cash provided by operating activities	408,371	508,536
<b>Cash flows from investing activities:</b>		
Purchases of property, plant and equipment	(302,124)	(249,126)
Purchases of intangible and other assets	(115,158)	(132,956)
Purchases of non-current investments	(46,913)	(8,992)
Proceeds from sale of non-current investments	550	9,124
Acquisitions of subsidiaries, net of cash acquired	27	(24,904)
Purchases of short-term investments	(3,334)	(33,758)
Redemption of short-term investments	2,494	6,718
Proceeds from redemption of long-term bailment for consumption to a related party	50,000	
Other, net	(9,314)	(7,231)
Net cash used in investing activities	(423,772)	(441,125)
<b>Cash flows from financing activities:</b>		

Edgar Filing: NTT DOCOMO INC - Form 6-K

Proceeds from long-term debt	79,944		
Repayment of long-term debt	(28,241)		(15,000)
Proceeds from short-term borrowings	200		138,149
Repayment of short-term borrowings	(1,958)		(138,149)
Principal payments under capital lease obligations	(1,385)		(1,696)
Payments to acquire treasury stock	(51,848)		
Dividends paid	(102,307)		(100,190)
Other, net	(4)		(3)
Net cash provided by (used in) financing activities	(105,599)		(116,889)
Effect of exchange rate changes on cash and cash equivalents	(2,071)		572
<b>Net increase (decrease) in cash and cash equivalents</b>	(123,071)		(48,906)
<b>Cash and cash equivalents at beginning of period</b>	646,905		599,548
<b>Cash and cash equivalents at end of period</b>	¥ 523,834	¥	550,642
<b>Supplemental disclosures of cash flow information:</b>			
<b>Cash received during the period for:</b>			
Income taxes	¥ 17,786	¥	675
<b>Cash paid during the period for:</b>			
Interest, net of amount capitalized	2,008		3,122
Income taxes	266,295		242,683



**Table of Contents****DOCOMO Earnings Release****Six Months Ended September 30, 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
September 30, 2008			
Operating revenues	¥ 1,081,720	¥ 15,818	¥ 1,097,538
Operating expenses	795,162	21,919	817,081
Operating income (loss)	¥ 286,558	¥ (6,101)	¥ 280,457

**Three months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
<b>September 30, 2009</b>			
Operating revenues	¥ <b>1,031,139</b>	¥ <b>29,914</b>	¥ <b>1,061,053</b>
Operating expenses	<b>796,867</b>	<b>30,782</b>	<b>827,649</b>
Operating income (loss)	¥ <b>234,272</b>	¥ <b>(868)</b>	¥ <b>233,404</b>

**Six months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
September 30, 2008			
Operating revenues	¥ 2,236,491	¥ 31,293	¥ 2,267,784
Operating expenses	1,648,917	41,921	1,690,838
Operating income (loss)	¥ 587,574	¥ (10,628)	¥ 576,946

**Six months ended**

Millions of yen

	Mobile phone business	Miscellaneous businesses	Consolidated
<b>September 30, 2009</b>			
Operating revenues	¥ <b>2,089,032</b>	¥ <b>56,775</b>	¥ <b>2,145,807</b>
Operating expenses	<b>1,599,529</b>	<b>61,055</b>	<b>1,660,584</b>
Operating income (loss)	¥ <b>489,503</b>	¥ <b>(4,280)</b>	¥ <b>485,223</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 2nd Quarter of Fiscal Year Ending March 31, 2010

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

		[Ref.]	Fiscal Year Ending Mar. 2010	First Quarter	Second Quarter	[Ref.]
		Fiscal Year Ended Mar. 31, 2009	Six Months (Apr.-Sep. 2009)	First Quarter (Apr.-Jun. 2009)	Second Quarter (Jul.-Sep. 2009)	Fiscal Year Ending Mar. 31, 2010
		Results	Results	Results	Results	Forecast (Revised)
<b>Cellular</b>						
Subscriptions	thousands	54,601	<b>55,186</b>	54,864	<b>55,186</b>	<b>55,800</b>
FOMA (1)	thousands	49,040	<b>51,258</b>	50,246	<b>51,258</b>	<b>53,030</b>
Communication Module Service (FOMA) (2)	thousands	858	<b>952</b>	897	<b>952</b>	
mova	thousands	5,560	<b>3,928</b>	4,618	<b>3,928</b>	<b>2,770</b>
Communication Module Service (DoPa) (3)	thousands	669	<b>585</b>	621	<b>585</b>	
Prepaid	thousands	38	<b>37</b>	38	<b>37</b>	
Market Share (4) (5)	%	50.8	<b>50.3</b>	50.6	<b>50.3</b>	
Net Increase from Previous Period (5)	thousands	1,213	<b>586</b>	263	<b>322</b>	<b>1,200</b>
FOMA (1)	thousands	5,091	<b>2,218</b>	1,206	<b>1,012</b>	<b>3,990</b>
Mova	thousands	(3,878)	<b>(1,632)</b>	(942)	<b>(690)</b>	<b>(2,790)</b>
Churn Rate (5)	%	0.50	<b>0.45</b>	0.44	<b>0.46</b>	
Number of Handsets (FOMA+mova) Sold (6)	thousands	20,129	<b>8,808</b>	4,344	<b>4,464</b>	
Aggregate ARPU (FOMA+mova) (7)	yen/month/subscription	5,710	<b>5,430</b>	5,440	<b>5,420</b>	<b>5,300</b>
Voice ARPU (8)	yen/month/subscription	3,330	<b>2,990</b>	3,010	<b>2,970</b>	<b>2,840</b>
Packet ARPU	yen/month/subscription	2,380	<b>2,440</b>	2,430	<b>2,450</b>	<b>2,460</b>
i-mode ARPU	yen/month/subscription	2,340	<b>2,390</b>	2,380	<b>2,390</b>	<b>2,390</b>
ARPU Generated from International Services (9)	yen/month/subscription	80	<b>80</b>	70	<b>80</b>	<b>80</b>
ARPU Generated Purely from i-mode (FOMA+mova) (7)	yen/month/subscription	2,550	<b>2,620</b>	2,610	<b>2,630</b>	<b>2,630</b>
Aggregate ARPU (FOMA) (7)	yen/month/subscription	6,010	<b>5,590</b>	5,610	<b>5,560</b>	<b>5,420</b>
Voice ARPU (8)	yen/month/subscription	3,360	<b>2,990</b>	3,010	<b>2,970</b>	<b>2,840</b>
Packet ARPU	yen/month/subscription	2,650	<b>2,600</b>	2,600	<b>2,590</b>	<b>2,580</b>
i-mode ARPU	yen/month/subscription	2,590	<b>2,530</b>	2,540	<b>2,520</b>	<b>2,510</b>
ARPU Generated from International Services (9)	yen/month/subscription	90	<b>80</b>	80	<b>90</b>	<b>80</b>

ARPU Generated Purely from i-mode (FOMA) (7)	yen/month/subscription	2,760	<b>2,740</b>	2,740	<b>2,730</b>	<b>2,730</b>
Aggregate ARPU (mova) (7)	yen/month/subscription	3,750	<b>3,530</b>	3,550	<b>3,500</b>	<b>3,440</b>
Voice ARPU (8)	yen/month/subscription	3,090	<b>2,920</b>	2,940	<b>2,890</b>	<b>2,850</b>
i-mode ARPU	yen/month/subscription	660	<b>610</b>	610	<b>610</b>	<b>590</b>
ARPU Generated from International Services (9)	yen/month/subscription	10	<b>0</b>	0	<b>10</b>	<b>10</b>
ARPU Generated Purely from i-mode (mova) (7)	yen/month/subscription	870	<b>830</b>	840	<b>830</b>	<b>810</b>
MOU (FOMA+mova) (7)	minute/month/subscription	137	<b>136</b>	135	<b>137</b>	
MOU (FOMA) (7)	minute/month/subscription	148	<b>143</b>	143	<b>143</b>	
MOU (mova) (7)	minute/month/subscription	63	<b>53</b>	54	<b>52</b>	
<b><i>i-mode</i></b>						
Subscriptions	thousands	48,474	<b>48,670</b>	48,597	<b>48,670</b>	<b>48,900</b>
FOMA	thousands	44,853	<b>46,261</b>	45,682	<b>46,261</b>	<b>47,310</b>
i-mode Subscription Rate (5)	%	88.8	<b>88.2</b>	88.6	<b>88.2</b>	<b>87.6</b>
Net Increase from Previous Period	thousands	481	<b>196</b>	123	<b>73</b>	<b>430</b>
<b><i>i-mode Packet Flat-rate Services</i></b>						
Subscriptions (10)	thousands	17,610	<b>21,519</b>	19,578	<b>21,519</b>	
i-channel Subscriptions	thousands	16,545	<b>16,692</b>	16,607	<b>16,692</b>	
i-concier Subscriptions	thousands	929	<b>2,337</b>	1,558	<b>2,337</b>	
<b><i>Others</i></b>						
DCMX Subscriptions (11)	thousands	8,980	<b>10,210</b>	9,630	<b>10,210</b>	<b>11,460</b>

\* 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) FOMA Ubiquitous plan subscriptions
- (3) DoPa Single service subscriptions

- (4) Source for other cellular telecommunications operators: Data announced by Telecommunications Carriers Association
- (5) Data are calculated including communication module services subscriptions.
- (6) 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
- (7) Data are calculated excluding communication module services-related revenues and communication module services subscriptions.
- (8) Inclusive of circuit-switched data communication
- (9) Inclusive of voice communication and packet communication
- (10) Sum of Pake-hodai double subscriptions, Pake-hodai full

subscriptions and  
Pake-hodai  
subscriptions

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

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

ARPU generated purely from i-mode (mova): 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**

The reconciliations for the year ending March 31, 2010 (Revised Forecasts) are provided to the extent available without unreasonable efforts.

**1. EBITDA and EBITDA margin**

	Billions of yen				
	Year ending March 31, 2010 (Revised Forecasts)	Year ended March 31, 2009	Six months ended September 30, 2008	Three months ended September 30, 2009	Six months ended September 30, 2009
a. EBITDA	¥ 1,563.0	¥ 1,678.4	¥ 938.2	¥ 409.6	¥ 836.0
Depreciation and amortization	(703.0)	(804.2)	(348.4)	(168.8)	(337.8)
Loss on sale or disposal of property, plant and equipment	(30.0)	(43.3)	(12.8)	(7.4)	(13.0)
Operating income	830.0	831.0	576.9	233.4	485.2
Other income (expense)	(5.0)	(50.5)	(16.8)	(1.0)	(5.3)
Income taxes	(332.0)	(308.4)	(219.4)	(93.9)	(194.1)
Equity in net income (losses) of affiliates	2.0	(0.7)	5.9	(0.5)	0.3
Less: Net (income) loss attributable to noncontrolling interests	(2.0)	0.5	(0.0)	(0.7)	(1.3)
b. Net income attributable to NTT DoCoMo, Inc.	493.0	471.9	346.7	137.3	284.7
c. Operating revenues	4,276.0	4,448.0	2,267.8	1,061.1	2,145.8
EBITDA margin (=a/c)	36.6%	37.7%	41.4%	38.6%	39.0%
Net income margin (=b/c)	11.5%	10.6%	15.3%	12.9%	13.3%

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 ending		

Edgar Filing: NTT DOCOMO INC - Form 6-K

	March 31, 2010 (Revised Forecasts)	Year ended March 31, 2009	Six months ended September 30, 2008	Three months ended September 30, 2009	Six months ended September 30, 2009
a. Operating income	¥ 830.0	¥ 831.0	¥ 576.9	¥ 233.4	¥ 485.2
b. Operating income after tax effect {=a*(1-effective tax rate)}	491.4	491.9	341.0	138.2	287.3
c. Capital employed	5,108.9	4,867.9	4,863.6	5,173.7	5,078.7
ROCE before tax effect (=a/c)	16.2%	17.1%	11.9%	4.5%	9.6%
ROCE after tax effect (=b/c)	9.6%	10.1%	7.0%	2.7%	5.7%

Notes: The effective tax rate is 40.9% for the six months ended September 30, 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, 2009 (or 2008) and 2010 (or 2009)

Capital employed (for six months) = The average of (NTT DoCoMo, Inc. shareholders equity + Interest bearing

liabilities), each  
as of March 31,  
2008 (or 2009)  
and  
September 30,  
2008 (or 2009)

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

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

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

	Billions of yen				
	Year ending March 31, 2010 (Revised Forecasts)	Year ended March 31, 2009	Six months ended September 30, 2008	Three months ended September 30, 2009	Six months ended September 30, 2009
Free cash flows excluding changes in investments for cash management purposes	¥ 360.0	¥ 93.4	¥ ( 64.6)	¥ 185.3	¥ 94.5
Changes in investments for cash management purposes (*)		49.3	49.2	(30.2)	(27.0)
Free cash flows	360.0	142.7	(15.4)	155.1	67.4
	(731.0)	(1,031.0)	(423.8)	(198.9)	(441.1)

Net cash used in investing activities					
Net cash provided by operating activities	1,091.0	1,173.7	408.4	<b>354.0</b>	<b>508.5</b>

Notes: (\*) 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. Net cash used in investing activities includes changes in investments for cash management purposes except for the year ending March 31, 2010. The effect of changes in investments for cash management purposes is not taken into account when we forecasted net cash used in investing activities for the year ending March 31, 2010

due to the  
difficulties in  
forecasting such  
effect.

**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 document 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**

---



**Table of Contents**