

NTT DOCOMO INC  
Form 6-K  
January 30, 2013  
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, 2013**

**Commission File Number: 001-31221**

**Total number of pages: 74**

**NTT DOCOMO, INC.**

**(Translation of registrant's name into English)**

**Sanno Park Tower 11-1, Nagata-cho 2-chome**

**Chiyoda-ku, Tokyo 100-6150**

**Japan**

**(Address of principal executive offices)**

## Edgar Filing: NTT DOCOMO INC - Form 6-K

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

**Form 20-F** x **Form 40-F** "

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

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

### SIGNATURES

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

NTT DOCOMO, INC.

Date: January 30, 2013

By: /s/ MUTSUO YAMAMOTO  
**Mutsuo Yamamoto**

**Head of Investor Relations**

Information furnished in this form:

1. Earnings release for the Nine Months Ended December 31, 2012
2. Results for the First Nine Months of the Fiscal Year Ending March 31, 2013

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

For the Nine Months Ended December 31, 2012

January 30, 2013

**[U.S. GAAP]**

Name of registrant:	<b>NTT DOCOMO, INC.</b> (URL <a href="http://www.nttdocomo.co.jp/">http://www.nttdocomo.co.jp/</a> )
Code No.:	9437
Stock exchange on which the Company's shares are listed:	Tokyo Stock Exchange-First Section
Representative:	Kaoru Kato, Representative Director, President and Chief Executive Officer
Contact:	Ken Takeuchi, Senior Manager, General Affairs Department / TEL +81-3-5156-1111
Scheduled date for filing of quarterly report:	February 5, 2013
Scheduled date for dividend payment:	
Supplemental material on quarterly results:	Yes
Presentation on quarterly results:	Yes (for institutional investors and analysts)

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

**1. Consolidated Financial Results for the Nine Months Ended December 31, 2012 (April 1, 2012 - December 31, 2012)****(1) Consolidated Results of Operations**

(Millions of yen, except per share amounts)

	Operating Revenues		Operating Income		Income before Income Taxes		Net Income Attributable to NTT DOCOMO, INC.	
Nine months ended December 31, 2012	3,370,795	6.2%	702,180	(5.6)%	699,225	(6.0)%	416,486	5.5%
Nine months ended December 31, 2011	3,174,154	(1.1)%	743,784	(1.9)%	744,083	(0.6)%	394,622	(11.1)%

(Note) Comprehensive income attributable to NTT DOCOMO, INC.:	For the nine months ended December 31, 2012:	472,421 million yen	29.7%
	For the nine months ended December 31, 2011:	364,332 million yen	(13.6)%

	Basic Earnings per Share Attributable to NTT DOCOMO, INC.	Diluted Earnings per Share Attributable to NTT DOCOMO, INC.
Nine months ended December 31, 2012	10,043.65 (yen)	
Nine months ended December 31, 2011	9,516.39 (yen)	

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

**(2) Consolidated Financial Position**

(Millions of yen, except per share amounts)

	Total Assets	Total Equity (Net Assets)	NTT DOCOMO, INC. Shareholders Equity	Shareholders Equity Ratio	NTT DOCOMO, INC. Shareholders Equity per Share
December 31, 2012	7,043,222	5,339,152	5,294,454	75.2%	127,676.88 (yen)
March 31, 2012	6,948,082	5,108,771	5,062,527	72.9%	122,083.91 (yen)

**2. Dividends**

Date of Record	Cash Dividends per Share (yen)					Total
	End of the First Quarter	End of the Second Quarter	End of the Third Quarter	Year End		
Year ended March 31, 2012		2,800.00		2,800.00		5,600.00
Year ending March 31, 2013		3,000.00				
Year ending March 31, 2013 (Forecasts)				3,000.00		6,000.00

(Note) Revisions to the forecasts of dividends: None

**3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2013 (April 1, 2012 - March 31, 2013)**

(Millions of yen, except per share amounts)

	Operating Revenues		Operating Income		Income before Income Taxes		Net Income Attributable to NTT DOCOMO, INC.		Basic Earnings per Share Attributable to NTT DOCOMO, INC.	
Year ending March 31, 2013	4,520,000	6.6%	820,000	(6.2)%	814,000	(7.2)%	507,000	9.3%	12,226.41 (yen)	

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

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

**Table of Contents**

\* Notes:

(1) Changes in significant subsidiaries (Changes in significant subsidiaries for the nine months ended December 31, 2012 which resulted in changes in scope of consolidation)		None
(2) Application of simplified or exceptional accounting		None
(3) Changes in accounting policies		
i. Changes due to revision of accounting standards and other regulations:		None
ii. Others:		None
(Refer to 2. (3) Changes in Accounting Policies on page 13, contained in the attachment for more information.)		
(4) Number of issued shares (common stock)		
i. Number of issued shares (inclusive of treasury stock):	As of December 31, 2012:	43,650,000 shares
	As of March 31, 2012:	43,650,000 shares
ii. Number of treasury stock:	As of December 31, 2012:	2,182,399 shares
	As of March 31, 2012:	2,182,399 shares
iii. Number of weighted average common shares outstanding:	For the nine months ended December 31, 2012:	41,467,601 shares
	For the nine months ended December 31, 2011:	41,467,601 shares

\* Presentation on the status of quarterly review procedure:

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

\* Explanation for forecasts of operations and other notes:

Forward-looking statements in this earnings release, such as forecasts of results of operations, are based on the information currently available and certain assumptions that we regard as reasonable, and therefore actual results may differ materially from those contained in, or suggested by, any forward-looking statements. With regard to the assumptions and other related matters concerning forecasts for the fiscal year ending March 31, 2013, refer to 1. (3) Prospects for the Fiscal Year Ending March 31, 2013 on page 12 and 5. Special Note Regarding Forward-Looking Statements on page 22, contained in the attachment.

**Table of Contents**

**CONTENTS OF THE ATTACHMENT**

Contents of the Attachment	page 1
<b><u>1. Information on Consolidated Results</u></b>	2-12
<u>(1) Operating Results</u>	2-10
<u>(2) Financial Review</u>	11
<u>(3) Prospects for the Fiscal Year Ending March 31, 2013</u>	12
<b><u>2. Other Information</u></b>	13
<u>(1) Changes in Significant Subsidiaries</u>	13
<u>(2) Application of Simplified or Exceptional Accounting</u>	13
<u>(3) Changes in Accounting Policies</u>	13
<b><u>3. Consolidated Financial Statements</u></b>	14-18
<u>(1) Consolidated Balance Sheets</u>	14
<u>(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income</u>	15-16
<u>(3) Consolidated Statements of Cash Flows</u>	17
<u>(4) Going Concern Assumption</u>	18
<u>(5) Segment Reporting</u>	18
<u>(6) Significant Changes in NTT DOCOMO, INC. Shareholders' Equity</u>	18
<b><u>4. Appendices</u></b>	19-21
<u>(1) Operating Data for 3rd Quarter of the Fiscal Year Ending March 31, 2013</u>	19
<u>(2) Definition and Calculation Methods of ARPU and MOU</u>	20
<u>(3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures</u>	21
<b><u>5. Special Note Regarding Forward-Looking Statements</u></b>	22

## **Table of Contents**

### **Earnings Release for the Nine Months Ended December 31, 2012**

#### **1. Information on Consolidated Results**

##### **(1) Operating Results**

###### **i. Business Overview**

As Japan's mobile telecommunications market continues to mature, competition among operators remains intense with user movements using Mobile Number Portability (MNP) system becoming increasingly active amid a major market transition caused by changes such as the rapid proliferation of smartphones.

Under these market conditions, we developed our corporate vision for 2020, "Pursuing Smart Innovation: HEART" with the goal of achieving further growth and proposing new values to society. To establish the clear steps toward this goal, we also developed our "Medium-Term Vision 2015" and implemented various measures to transform ourselves into "an Integrated Service Company placing mobile at the core."

During the nine months ended December 31, 2012, we have strived to increase the adoption of smartphones and Xi LTE service and deliver cloud-based services under the "docomo cloud" brand, while working on the expansion of new businesses\* in cooperation with various alliance partners.

With regard to the "dmarket," a marketplace accessible via smartphones and tablets, we have been undertaking initiatives, such as a launch of "dshopping," aiming to add service options closely related to our customers' daily lives by enriching contents and goods offered through "dmarket." We are also cooperating with our alliance partners in the development of new medical/healthcare services, by leveraging docomo Healthcare, Inc., a joint venture we established with OMRON HEALTHCARE Co., Ltd.

Further, we announced the creation of a new business incubation program and venture investment fund for the purpose of creating new services jointly with venture companies in Japan.

Meanwhile, we completed by the end of December 2012 the implementation of a number of measures to prevent recurrence of the series of service interruptions reported during the period between June 2011 and January 2012.

Also, to prepare against possible earthquakes and other disasters in the future, we have moved ahead with the dispersion of important facilities, opening new backup centers in Kyushu and Kansai in July and November 2012, respectively. In addition, as a new initiative to enhance our preparedness against long power outages, we introduced remote-controlled power-saving schemes in our nationwide base stations.

As a provider of social infrastructure, we will continue to employ measures to maintain communication services and construct a safe, secure and high-quality network.

For the nine months ended December 31, 2012, in our cellular services revenues, while voice revenues decreased by ¥206.4 billion due mainly to the impacts of penetration of the "Monthly Support" discount program and a decrease in MOU (Minutes of Use), packet revenues increased by ¥105.3 billion due to an increase in the number of Xi subscriptions and a growth in the user base of smartphones as a result of our active sales promotion. Other revenues grew by ¥69.1 billion owing mainly to an expansion of our new businesses via strategic alliances and other measures. Equipment sales revenues grew by ¥228.7 billion due to an increase in wholesale price per unit and an increase in the number of handsets sold to agent resellers. Consequently, we recognized operating revenues of ¥3,370.8 billion (an increase of ¥196.6 billion from the same period of the previous fiscal year).

Despite our ongoing cost-cutting efforts, operating expenses increased by ¥238.2 billion from the same period of the previous fiscal year to ¥2,668.6 billion as a result of costs for measures aimed to strengthen our cloud businesses and to expand new businesses as well as increased costs of equipment sold due to an increase in the purchase price per handset and the number of handset sold to agent resellers.





**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

As a result of the foregoing, we recorded operating income of ¥702.2 billion (a decrease of ¥41.6 billion from the same period of the previous fiscal year).

Income before income taxes and equity in net income (losses) of affiliates was ¥699.2 billion and net income attributable to NTT DOCOMO, INC. was ¥416.5 billion (an increase of ¥21.9 billion from the same period of the previous fiscal year).

\* Eight business fields in media content business, finance/payment business, commerce business, medical/healthcare business, Machine-to-Machine (M2M) business, aggregation/platform business, environment/ecology business, and safety/security business

Table of Contents

## DOCOMO Earnings Release

Nine Months Ended December 31, 2012

Consolidated results of operations for the nine months ended December 31, 2011 and 2012 were as follows:

&lt;Results of operations&gt;

	Billions of yen			
	Nine months ended December 31, 2011	Nine months ended December 31, 2012	Increase (Decrease)	
Operating revenues	¥ 3,174.2	¥ 3,370.8	¥ 196.6	6.2%
Operating expenses	2,430.4	2,668.6	238.2	9.8
Operating income	743.8	702.2	(41.6)	(5.6)
Other income (expense)	0.3	(3.0)	(3.3)	
Income before income taxes and equity in net income (losses) of affiliates	744.1	699.2	(44.9)	(6.0)
Income taxes	342.5	275.7	(66.8)	(19.5)
Income before equity in net income (losses) of affiliates	401.6	423.6	22.0	5.5
Equity in net income (losses) of affiliates	(7.9)	(13.7)	(5.8)	(73.6)
Net income	393.7	409.8	16.1	4.1
Less: Net (income) loss attributable to noncontrolling interests	0.9	6.6	5.7	614.1
Net income attributable to NTT DOCOMO, INC.	¥ 394.6	¥ 416.5	¥ 21.9	5.5%
EBITDA margin*	39.2%	36.2%	(3.0) point	
ROCE before tax effect*	14.1%	12.9%	(1.2) point	
ROCE after tax effect*	8.4%	8.0%	(0.4) 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 before tax effect and ROCE after tax effect, see 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 21.

&lt;Operating revenues&gt;

Billions of yen

Edgar Filing: NTT DOCOMO INC - Form 6-K

	Nine months ended December 31, 2011	Nine months ended December 31, 2012	Increase (Decrease)	
Wireless services	¥ 2,819.2	¥ 2,787.1	¥ (32.1)	(1.1)%
Cellular services revenues	2,559.4	2,458.3	(101.1)	(4.0)
- Voice revenues	1,187.8	981.4	(206.4)	(17.4)
- Packet communications revenues	1,371.7	1,476.9	105.3	7.7
Other revenues	259.8	328.9	69.1	26.6
Equipment sales	354.9	583.7	228.7	64.4
<b>Total operating revenues</b>	<b>¥ 3,174.2</b>	<b>¥ 3,370.8</b>	<b>¥ 196.6</b>	<b>6.2%</b>

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

<Operating expenses>

	Nine months ended December 31, 2011	Billions of yen Nine months ended December 31, 2012	Increase (Decrease)	
Personnel expenses	¥ 204.3	¥ 208.9	¥ 4.7	2.3%
Non-personnel expenses	1,493.5	1,726.5	233.0	15.6
Depreciation and amortization	488.6	500.5	11.9	2.4
Loss on disposal of property, plant and equipment and intangible assets	21.0	39.8	18.8	89.4
Communication network charges	193.8	163.7	(30.0)	(15.5)
Taxes and public dues	29.2	29.1	(0.2)	(0.5)
<b>Total operating expenses</b>	<b>¥ 2,430.4</b>	<b>¥ 2,668.6</b>	<b>¥ 238.2</b>	<b>9.8%</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012**

## ARPU and MOU

We newly introduced Smart ARPU as a performance indicator that is specifically designed to reflect revenues from new businesses, in addition to conventional Voice ARPU and Packet ARPU indicators, in the second quarter of the fiscal year ending March 31, 2013, in order to show the continuous growth that we aim to achieve by the Transformation into an Integrated Service Company placing mobile at the core.

## &lt;Trend of ARPU and MOU&gt;

	Nine months ended December 31, 2011	Nine months ended December 31, 2012	Yen	
			Increase (Decrease)	
Aggregate ARPU*	¥ 5,200	¥ 4,890	¥ (310)	(6.0)%
Voice ARPU	2,270	1,800	(470)	(20.7)
Packet ARPU	2,580	2,690	110	4.3
Smart ARPU	350	400	50	14.3
MOU* (minutes)	128	119	(9)	(7.0)%

## Notes:

1. ARPU and MOU data for the nine months ended December 31, 2011 include ARPU and MOU for Cellular (mova) services.
  2. With the introduction of Smart ARPU, Aggregate ARPU includes Smart ARPU. Some elements (revenues from content and other services) included in conventional Packet ARPU for the nine months ended December 31, 2011 have been retroactively reclassified into Smart ARPU. The impact of the reclassification is ¥90.
- \* See 4. (2) Definition and Calculation Methods of ARPU and MOU on page 20 for definition and calculation methods.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

**ii. Segment Results**

**Mobile phone business**

Toward the goal of further improving customer satisfaction, we have been working on the development and provision of products and services that can meet customers' diverse requirements.

<< Expanding the adoption of smartphones/Xi LTE service >>

We released a total of 40 new models, focusing on devices compatible with Xi or NOTTV V-high multimedia broadcasting service, in a continual effort to enrich our product lineup. We also introduced models equipped with a quad-core CPU or large-capacity battery to enhance the convenience of our smartphone products.

In October 2012, we launched a new flat-rate billing option for packet access using Xi service, Xi Pake-hodai Light, and new data-only billing plans for Xi service, Xi Data Plan Light Ninen and Xi Data Plan Light, to respond to customers' diversified usage of Xi-enabled smartphones, tablets, data devices, etc.

We steadily moved ahead with the expansion of Xi coverage and raised Xi's maximum downlink transmission speed to 100Mbps in some areas starting November 2012. We also completed the development of Xi femtocell ultra-compact base station equipment compatible with both LTE and 3G systems and started their installation in December 2012.

In October 2012, we upgraded docomo Anshin Scan virus protection service for smartphones by adding a feature that screens applications that access users' personal data, and we started offering Network Security Anshin Pack, a security package that also combines the virus check on sp-mode mail service.

We opened a new smartphone-dedicated call center in Sendai, in addition to our existing call centers in Tokyo and Osaka, to establish a structure that allows us to respond promptly to the inquiries from smartphone users. The Sendai call center began full-scale operation in November 2012.

The subscriber base of Smartphone Anshin Remote Support, a service that allows smartphone users to receive easy-to-follow prompts on their phone screen from dedicated call center operators to assist in the set-up or operation of the device, exceeded 1.5 million in December 2012.

In November 2012, we entered into an agreement with Microsoft Japan Co., Ltd. to cooperate in the cultivation of a tablet device market for enterprise users.

As a result of the foregoing, the total number of smartphones sold in the nine months ended December 31, 2012 reached 9.69 million units, and the aggregate number of Xi subscriptions exceeded 9 million in January 2013.

<<Provision of services leveraging docomo cloud >>

## Edgar Filing: NTT DOCOMO INC - Form 6-K

In October 2012, we launched Utsushite Hon yaku (augmented-reality translator with word recognition camera), which quickly translates into Japanese foreign words by simply placing a smartphone/tablet camera in front of the text. In November 2012, we also launched Hanashite Hon yaku automatic speech translation service, which provides translations between Japanese and the receiver's language (currently English, Chinese or Korean). Hanashite Hon yaku was awarded the Grand Prix prize in the CEATEC INNOVATION AWARDS As Selected by U.S. Journalists at CEATEC JAPAN 2012.

In November 2012, we made functional enhancements to Shabette Concier voice agent application, which was installed in a total of approximately 7 million devices and garnered approximately 240 million accesses by December 31, 2012.

In November 2012, we launched docomo denwacho, a cloud-based phonebook data storage service.

In December 2012, we introduced a new mobile gaming platform, dgame, on the dmarket, to offer an assortment of games that were selected taking into consideration the safety/security of their use. We also commenced an online shopping service, dshopping, to allow users to easily purchase daily commodities and other items through mobile devices.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

Through docomo cloud, we will strive to offer state-of-the-art services that can only be provided by us, thereby boosting the convenience to users.

Due to the strong sales of smartphones, the total number of mobile phone subscriptions as of December 31, 2012 reached 60.99 million (an increase of 1.36 million compared to the number as of December 31, 2011). However, the competition with other carriers for the acquisition of net additions remained intense, and the impact of subscriber port-outs using the MNP system expanded. As a consequence, our cellular churn rate for the nine months ended December 31, 2012 increased by 0.27 points from the same period of the previous fiscal year to 0.80%.

Although packet revenues recorded an increase of ¥105.3 billion from the same period of the previous fiscal year due to increased packet usage resulting from the expanded uptake of smartphones and other factors, voice revenues posted a decrease of ¥206.4 billion due to factors such as the penetration of Monthly Support discount programs and a decrease in MOU. As a result, cellular services revenues for the nine months ended December 31, 2012 decreased by ¥101.1 billion from the same period of the previous fiscal year to ¥2,458.3 billion.

With regard to equipment sales, equipment sales revenues and cost of equipment sold increased from the same period of the previous fiscal year due mainly to an increase in wholesale and purchase prices per unit, respectively, as well as an increase in the number of handsets sold to agent resellers. As a result of the foregoing, operating revenues and operating income from the mobile phone business for the nine months ended December 31, 2012 were ¥3,237.6 billion (an increase of ¥159.0 billion from the same period of the previous fiscal year) and ¥724.9 billion (a decrease of ¥25.2 billion from the same period of the previous fiscal year), respectively.

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012**

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

&lt;Number of subscriptions by services&gt;

	Thousand subscriptions		Increase	
	December 31, 2011	December 31, 2012	(Decrease)	
Cellular services	59,624	<b>60,988</b>	1,364	2.3%
Cellular (Xi) services	1,139	<b>8,678</b>	7,539	661.6
Cellular (FOMA) services	57,962	<b>52,310</b>	(5,652)	(9.8)
packet flat-rate services	35,153	<b>38,056</b>	2,904	8.3
i-mode services	44,737	<b>34,909</b>	(9,828)	(22.0)
sp-mode services	6,971	<b>16,193</b>	9,222	132.3
i-channel services	15,830	<b>14,515</b>	(1,315)	(8.3)
i-concier services	5,761	<b>8,194</b>	2,433	42.2

Notes:

1. Number of Cellular services subscriptions as of December 31, 2011 includes subscriptions to Cellular (mova) services.
2. Number of subscriptions to Cellular services and Cellular (FOMA) services includes Communication Module services subscriptions.
3. Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscriptions.

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

	Thousand units		Increase	
	Nine months ended December 31, 2011	Nine months ended December 31, 2012	(Decrease)	
Number of handsets sold	15,411	<b>17,570</b>	2,159	14.0%
Cellular (Xi) services				
New Xi subscription	812	<b>1,776</b>	964	118.7
Change of subscription from FOMA	333	<b>5,002</b>	4,669	
Xi handset upgrade by Xi subscribers	11	<b>379</b>	367	
Cellular (FOMA) services				
New FOMA subscription	3,586	<b>3,426</b>	(161)	(4.5)
Change of subscription from Xi	555	<b>17</b>	(538)	(96.9)
FOMA handset upgrade by FOMA subscribers	10,112	<b>6,971</b>	(3,142)	(31.1)
Churn Rate	0.53%	<b>0.80%</b>	0.27 point	

Notes:

1. Number of handsets sold and churn rate for the nine months ended December 31, 2011 includes number of mova handset sold and churn of subscriptions to Cellular (mova) services.

Results of operations are as follows:

&lt;Results of operations&gt;



Edgar Filing: NTT DOCOMO INC - Form 6-K

	Billions of yen			
	Nine months ended December 31, 2011	<b>Nine months ended December 31, 2012</b>	Increase (Decrease)	
Operating revenues from mobile phone business	¥ 3,078.6	¥ <b>3,237.6</b>	¥ 159.0	5.2%
Operating income (loss) from mobile phone business	750.0	<b>724.9</b>	(25.2)	(3.4)

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****All other businesses**

We have been taking measures to add service lineups in new business fields, aiming at shaping a Smart Life, where we provide more enriched life to our customers.

## &lt;Promotion of credit payment services&gt;

In October 2012, we agreed with MasterCard Worldwide to form a global business alliance for contactless payments via our compatible smartphones, aiming to expand our iD mobile credit payment system for acceptance at MasterCard® *PayPass* merchant location around the world.

With regard to DCMX, our credit card service compatible with the iD mobile card payment system, we executed marketing campaigns, aiming at acquiring users as well as facilitating usages among users. As a result, the number of DCMX users reached 13.64 million.

## &lt;Expanding the adoption of NOTTV&gt;

We undertook initiatives to expand the customer base of NOTTV, the first-ever broadcasting station specifically for smartphones, which we launched in April 2012, through which customers can enjoy high sound-quality, high definition broadcasting services. The initiatives include measures such as an increase in the number of NOTTV enabled-handsets to 17 models and expansion of service areas. The number of NOTTV subscription exceeded 500,000 in January 2013.

Also, we have continuously strived to increase our revenues from music and video software sales business, home shopping services provided primarily through TV media, premium home-delivery services offering organic and preservative-free food, high-speed internet connection services for hotel facilities, advertisement services and development, sales and maintenance of IT systems.

Operating revenues from all other businesses for the nine months ended December 31, 2012 were ¥133.2 billion, which represented 4.0% of total operating revenues. Operating expenses from all other businesses were ¥155.9 billion due to increased costs related to the expansion of new businesses, and as a result, operating loss from all other businesses was ¥22.7 billion.

Results of operations are as follows:

## &lt;Results of operations&gt;

	Billions of yen			
	Nine months ended		Increase	
	Nine months ended	ended		(Decrease)
	December	December 31,		
	31, 2011	2012		
Operating revenues from all other businesses	¥ 95.6	¥ 133.2	¥ 37.7	39.4%
Operating income (loss) from all other businesses	(6.2)	(22.7)	(16.4)	(263.1)

**Table of Contents**

DOCOMO Earnings Release

Nine Months Ended December 31, 2012

**iii. Trend of Capital Expenditures**

We are taking measures to expand the network coverage of Xi service in an effective manner, to reinforce our network capacity in response to an increase in data traffic demand as well as to disperse key business facilities for customer information management systems.

As a result of these initiatives, total capital expenditures for the nine months ended December 31, 2012 were ¥540.4 billion (an increase of 7.8% compared to the same period of the previous fiscal year).

&lt;Capital expenditures&gt;

	Billions of yen				
	Nine months ended		Nine months ended		
	December 31, 2011	December 31, 2012	December 31, 2012	Increase (Decrease)	
Total capital expenditures	¥ 501.3	¥ 540.4	¥ 39.1	7.8%	
Mobile phone business	399.6	438.6	39.0	9.8	
Other (including information systems)	101.8	101.8	0.0	0.0	

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****(2) Financial Review****i. Financial Position**

	Billions of yen				
	December 31, 2011	December 31, 2012	Increase (Decrease)		(Reference) March 31, 2012
Total assets	¥ 6,700.7	¥ 7,043.2	¥ 342.5	5.1%	¥ 6,948.1
NTT DOCOMO, INC. shareholders' equity	4,990.5	5,294.5	303.9	6.1	5,062.5
Liabilities	1,663.6	1,704.1	40.5	2.4	1,839.3
Including: Interest bearing liabilities	256.2	256.2	(0.1)	(0.0)	256.7
Shareholders' equity ratio (1)	74.5%	75.2%	0.7 point		72.9%
Debt ratio (2)	4.9%	4.6%	(0.3) point		4.8%

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

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

**ii. Cash Flow Conditions**

For the nine months ended December 31, 2012, net cash provided by operating activities was ¥547.8 billion, a decrease of ¥160.8 billion (22.7%) from the same period of the previous fiscal year. This was mainly due to an increase of fund-provision in relation to installment receivables for subscribers' handset purchases under the installment method.

Net cash used in investing activities was ¥474.2 billion, a decrease of uses by ¥272.7 billion (36.5%) from the same period of the previous fiscal year. This was mainly due to a decrease in purchases of short-term investments of more than three months for cash management purposes and an increase of proceeds from redemption of short-term bailment for consumption to a related party.

Net cash used in financing activities was ¥255.3 billion, a decrease of uses by ¥122.5 billion (32.4%) from the same period of the previous fiscal year. This was mainly due to a decrease in repayment of long-term debt.

The balance of cash and cash equivalents was ¥340.4 billion as of December 31, 2012, a decrease of ¥181.7 billion (34.8%) from the previous fiscal year end.

	Billions of yen			
	Nine months ended December 31, 2011	Nine months ended December 31, 2012	Increase (Decrease)	
Net cash provided by operating activities	¥ 708.6	¥ 547.8	¥ (160.8)	(22.7)%
Net cash used in investing activities	(746.9)	(474.2)	272.7	36.5
Net cash provided by (used in) financing activities	(377.7)	(255.3)	122.5	32.4
Free cash flows (1)	(38.3)	73.6	111.8	
Free cash flows excluding the effects of irregular factors (2), the effect of transfer of receivables (3), and changes in investments for cash management purposes (4)*	316.0	29.4	(286.6)	(90.7)

## Edgar Filing: NTT DOCOMO INC - Form 6-K

- 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) Effect of transfer of receivables = Effect caused by the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION  
(4) Changes in investments for cash management purposes = Changes by purchases, redemption at maturity and disposals of financial instruments held for cash management purposes with original maturities of longer than three months

\* See 4. (3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures on page 21.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

**(3) Prospects for the Fiscal Year Ending March 31, 2013**

Competition in Japan's mobile telecommunications market is expected to remain intense in such areas as acquisition of subscribers and further improvement of service offerings.

Under these market conditions, we expect that our operating revenues for the fiscal year ending March 31, 2013 will be ¥4,520.0 billion, an increase of ¥280.0 billion from the previous fiscal year, primarily because of the projected increase in packet revenues and equipment sales revenues that more than offsets a decrease in voice revenues due to the impact of penetration of VoIP\* and other factors.

On the expense side, despite our ongoing efforts aimed at further cost efficiency, we expect the implementation of measures aimed at Xi service area expansion, construction of a more reliable communication network and regaining our competitiveness. Accordingly, operating income is forecasted to be ¥820.0 billion, a decrease of ¥54.5 billion from the previous fiscal year.

As we are not currently aware of any factor that may have a material impact on our projected results of operations, we have not revised our forecasts announced on October 26, 2012.

\* VoIP (Voice over Internet Protocol) is a technology that allows voice data to be transmitted over networks such as the Internet.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

**2. Other Information**

**(1) Changes in Significant Subsidiaries**

None

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

None

**(3) Changes in Accounting Policies**

None

**Table of Contents**

DOCOMO Earnings Release

Nine Months Ended December 31, 2012

**3. Consolidated Financial Statements****(1) Consolidated Balance Sheets**

	Millions of yen	
	March 31, 2012	December 31, 2012
<b>ASSETS</b>		
<b>Current assets:</b>		
Cash and cash equivalents	¥ 522,078	¥ 340,417
Short-term investments	371,504	151,409
Accounts receivable	963,001	279,447
Receivables held for sale		579,479
Credit card receivables	189,163	202,590
Allowance for doubtful accounts	(23,550)	(20,666)
Other receivables	47,014	348,380
Inventories	146,563	212,400
Deferred tax assets	76,858	59,411
Prepaid expenses and other current assets	65,630	86,624
<b>Total current assets</b>	<b>2,358,261</b>	<b>2,239,491</b>
<b>Property, plant and equipment:</b>		
Wireless telecommunications equipment	5,700,951	5,375,527
Buildings and structures	867,553	876,623
Tools, furniture and fixtures	520,469	530,139
Land	199,802	199,846
Construction in progress	133,068	154,832
Accumulated depreciation and amortization	(4,885,546)	(4,575,896)
<b>Total property, plant and equipment, net</b>	<b>2,536,297</b>	<b>2,561,071</b>
<b>Non-current investments and other assets:</b>		
Investments in affiliates	480,111	344,030
Marketable securities and other investments	128,389	313,137
Intangible assets, net	680,831	680,538
Goodwill	204,890	222,476
Other assets	255,747	417,261
Deferred tax assets	303,556	265,218
<b>Total non-current investments and other assets</b>	<b>2,053,524</b>	<b>2,242,660</b>
<b>Total assets</b>	<b>¥ 6,948,082</b>	<b>¥ 7,043,222</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Current liabilities:</b>		
Current portion of long-term debt	¥ 75,428	¥ 130,822
Short-term borrowings	733	15,110



Edgar Filing: NTT DOCOMO INC - Form 6-K

Accounts payable, trade	738,783	711,323
Accrued payroll	55,917	41,666
Accrued interest	767	384
Accrued income taxes	150,327	71,822
Other current liabilities	132,048	142,203
<b>Total current liabilities</b>	<b>1,154,003</b>	<b>1,113,330</b>
<b>Long-term liabilities:</b>		
Long-term debt (exclusive of current portion)	180,519	110,220
Accrued liabilities for point programs	173,136	157,739
Liability for employees' retirement benefits	160,107	168,413
Other long-term liabilities	171,546	154,368
<b>Total long-term liabilities</b>	<b>685,308</b>	<b>590,740</b>
<b>Total liabilities</b>	<b>1,839,311</b>	<b>1,704,070</b>
<b>Equity:</b>		
NTT DOCOMO, INC. shareholders' equity		
Common stock	949,680	949,680
Additional paid-in capital	732,592	732,610
Retained earnings	3,861,952	4,037,926
Accumulated other comprehensive income (loss)	(104,529)	(48,594)
Treasury stock, at cost	(377,168)	(377,168)
Total NTT DOCOMO, INC. shareholders' equity	5,062,527	5,294,454
Noncontrolling interests	46,244	44,698
<b>Total equity</b>	<b>5,108,771</b>	<b>5,339,152</b>
<b>Total liabilities and equity</b>	<b>¥ 6,948,082</b>	<b>¥ 7,043,222</b>

**Table of Contents**

DOCOMO Earnings Release

Nine Months Ended December 31, 2012

**(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income****Consolidated Statements of Income**

	Millions of yen	
	Nine Months Ended December 31, 2011	Nine Months Ended December 31, 2012
<b>Operating revenues:</b>		
Wireless services	¥ 2,819,222	¥ 2,787,142
Equipment sales	354,932	583,653
Total operating revenues	3,174,154	3,370,795
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	683,712	741,149
Cost of equipment sold (exclusive of items shown separately below)	477,291	581,703
Depreciation and amortization	488,590	500,493
Selling, general and administrative	780,777	845,270
Total operating expenses	2,430,370	2,668,615
<b>Operating income</b>	<b>743,784</b>	<b>702,180</b>
<b>Other income (expense):</b>		
Interest expense	(2,386)	(1,246)
Interest income	1,000	1,145
Other, net	1,685	(2,854)
Total other income (expense)	299	(2,955)
<b>Income before income taxes and equity in net income (losses) of affiliates</b>	<b>744,083</b>	<b>699,225</b>
<b>Income taxes:</b>		
Current	270,378	237,574
Deferred	72,113	38,096
Total income taxes	342,491	275,670
<b>Income before equity in net income (losses) of affiliates</b>	<b>401,592</b>	<b>423,555</b>
Equity in net income (losses) of affiliates, net of applicable taxes	(7,901)	(13,717)
<b>Net income</b>	<b>393,691</b>	<b>409,838</b>
Less: Net (income) loss attributable to noncontrolling interests	931	6,648

Edgar Filing: NTT DOCOMO INC - Form 6-K

**Net income attributable to NTT DOCOMO, INC.** ¥ 394,622 ¥ **416,486**

**PER SHARE DATA**

Weighted average common shares outstanding Basic and Diluted (shares) 41,467,601 **41,467,601**

Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen) ¥ 9,516.39 ¥ **10,043.65**

**Consolidated Statements of Comprehensive Income**

	Millions of yen	
	Nine Months Ended December 31, 2011	Nine Months Ended December 31, 2012
<b>Net income</b>	¥ 393,691	¥ <b>409,838</b>
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	(3,550)	<b>36,143</b>
Change in fair value of derivative instruments, net of applicable taxes	(12)	<b>33</b>
Foreign currency translation adjustment, net of applicable taxes	(27,053)	<b>19,848</b>
Pension liability adjustment, net of applicable taxes	313	<b>(77)</b>
<b>Total other comprehensive income (loss)</b>	<b>(30,302)</b>	<b>55,947</b>
<b>Comprehensive income</b>	363,389	<b>465,785</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	943	<b>6,636</b>
<b>Comprehensive income attributable to NTT DOCOMO, INC.</b>	¥ 364,332	¥ <b>472,421</b>

**Table of Contents**

DOCOMO Earnings Release

Nine Months Ended December 31, 2012

**Consolidated Statements of Income**

	Millions of yen	
	Three Months Ended December 31, 2011	Three Months Ended December 31, 2012
<b>Operating revenues:</b>		
Wireless services	¥ 941,444	¥ 942,190
Equipment sales	119,727	221,285
Total operating revenues	1,061,171	1,163,475
<b>Operating expenses:</b>		
Cost of services (exclusive of items shown separately below)	247,125	265,444
Cost of equipment sold (exclusive of items shown separately below)	159,461	207,420
Depreciation and amortization	170,206	176,278
Selling, general and administrative	249,096	283,262
Total operating expenses	825,888	932,404
<b>Operating income</b>	235,283	231,071
<b>Other income (expense):</b>		
Interest expense	(706)	(337)
Interest income	328	417
Other, net	(2,693)	2,489
Total other income (expense)	(3,071)	2,569
<b>Income before income taxes and equity in net income (losses) of affiliates</b>	232,212	233,640
<b>Income taxes:</b>		
Current	74,750	72,805
Deferred	60,155	18,708
Total income taxes	134,905	91,513
<b>Income before equity in net income (losses) of affiliates</b>	97,307	142,127
Equity in net income (losses) of affiliates, net of applicable taxes	(2,091)	(13,180)
<b>Net income</b>	95,216	128,947
Less: Net (income) loss attributable to noncontrolling interests	388	1,656
<b>Net income attributable to NTT DOCOMO, INC.</b>	¥ 95,604	¥ 130,603

**PER SHARE DATA**

Weighted average common shares outstanding Basic and Diluted (shares)	41,467,601	<b>41,467,601</b>
Basic and Diluted earnings per share attributable to NTT DOCOMO, INC. (yen)	¥ 2,305.51	¥ <b>3,149.52</b>

**Consolidated Statements of Comprehensive Income**

	Millions of yen	
	Three Months Ended December 31, 2011	Three Months Ended December 31, 2012
<b>Net income</b>	¥ 95,216	¥ <b>128,947</b>
<b>Other comprehensive income (loss):</b>		
Unrealized holding gains (losses) on available-for-sale securities, net of applicable taxes	5,829	<b>27,120</b>
Change in fair value of derivative instruments, net of applicable taxes	(2)	<b>20</b>
Foreign currency translation adjustment, net of applicable taxes	(24,853)	<b>17,402</b>
Pension liability adjustment, net of applicable taxes	80	<b>(290)</b>
Total other comprehensive income (loss)	(18,946)	<b>44,252</b>
<b>Comprehensive income</b>	76,270	<b>173,199</b>
Less: Comprehensive (income) loss attributable to noncontrolling interests	385	<b>1,670</b>
<b>Comprehensive income attributable to NTT DOCOMO, INC.</b>	¥ 76,655	¥ <b>174,869</b>

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****(3) Consolidated Statements of Cash Flows**

	Millions of yen	
	Nine Months Ended December 31, 2011	Nine Months Ended December 31, 2012
<b>Cash flows from operating activities:</b>		
Net income	¥ 393,691	¥ 409,838
Adjustments to reconcile net income to net cash provided by operating activities-		
Depreciation and amortization	488,590	500,493
Deferred taxes	65,486	28,858
Loss on sale or disposal of property, plant and equipment	12,460	18,766
Impairment loss on marketable securities and other investments	3,563	10,716
Equity in net (income) losses of affiliates	14,526	22,566
Changes in assets and liabilities:		
(Increase) / decrease in accounts receivable	(160,584)	686,106
(Increase) / decrease in receivables held for sale		(579,479)
(Increase) / decrease in credit card receivables	(16,463)	(12,405)
Increase / (decrease) in allowance for doubtful accounts	4,004	(3,083)
(Increase) / decrease in other receivables	9,421	(288,045)
(Increase) / decrease in inventories	(35,634)	(54,456)
(Increase) / decrease in prepaid expenses and other current assets	(16,874)	(16,874)
(Increase) / decrease in non-current installment receivables for handsets	298	88,075
(Increase) / decrease in non-current receivables held for sale		(158,606)
Increase / (decrease) in accounts payable, trade	29,132	9,518
Increase / (decrease) in accrued income taxes	(79,207)	(79,297)
Increase / (decrease) in other current liabilities	25,957	5,713
Increase / (decrease) in accrued liabilities for point programs	(21,649)	(15,397)
Increase / (decrease) in liability for employees' retirement benefits	6,455	6,779
Increase / (decrease) in other long-term liabilities	(16,636)	(22,440)
Other, net	2,080	(9,578)
Net cash provided by operating activities	708,616	547,768
<b>Cash flows from investing activities:</b>		
Purchases of property, plant and equipment	(343,102)	(415,629)
Purchases of intangible and other assets	(180,656)	(187,026)
Purchases of non-current investments	(34,069)	(6,876)
Proceeds from sale of non-current investments	2,219	1,744
Acquisitions of subsidiaries, net of cash acquired		(17,237)
Purchases of short-term investments	(883,596)	(633,832)
Redemption of short-term investments	692,285	773,950
Long-term bailment for consumption to a related party		(80,000)
Proceeds from redemption of short-term bailment for consumption to a related party		90,000
Other, net	31	696
Net cash used in investing activities	(746,888)	(474,210)

Edgar Filing: NTT DOCOMO INC - Form 6-K

<b>Cash flows from financing activities:</b>			
Repayment of long-term debt	(171,837)		(21,475)
Proceeds from short-term borrowings	3,210		17,554
Repayment of short-term borrowings	(2,177)		(8,155)
Principal payments under capital lease obligations	(3,308)		(2,229)
Dividends paid	(223,671)		(240,209)
Contributions from noncontrolling interests	21,331		2,349
Other, net	(1,280)		(3,097)
Net cash provided by (used in) financing activities	(377,732)		(255,262)
Effect of exchange rate changes on cash and cash equivalents	(733)		43
Net increase (decrease) in cash and cash equivalents	(416,737)		(181,661)
Cash and cash equivalents at beginning of period	765,551		522,078
Cash and cash equivalents at end of period	¥ 348,814	¥	340,417
<b>Supplemental disclosures of cash flow information:</b>			
<b>Cash received during the period for:</b>			
Income tax refunds	¥ 247	¥	1,017
<b>Cash paid during the period for:</b>			
Interest, net of amount capitalized	2,923		1,629
Income taxes	351,819		320,439

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****(4) Going Concern Assumption**

None

**(5) Segment Reporting**

Three months ended December 31, 2011	Mobile phone business	Millions of yen All other businesses	Consolidated
Operating revenues	¥ 1,027,758	¥ 33,413	¥ 1,061,171
Operating expenses	790,576	35,312	825,888
Operating income (loss)	¥ 237,182	¥ (1,899)	¥ 235,283

Three months ended December 31, 2012	Mobile phone business	Millions of yen All other businesses	Consolidated
Operating revenues	¥ 1,108,863	¥ 54,612	¥ 1,163,475
Operating expenses	870,790	61,614	932,404
Operating income (loss)	¥ 238,073	¥ (7,002)	¥ 231,071

Nine months ended December 31, 2011	Mobile phone business	Millions of yen All other businesses	Consolidated
Operating revenues	¥ 3,078,603	¥ 95,551	¥ 3,174,154
Operating expenses	2,328,574	101,796	2,430,370
Operating income (loss)	¥ 750,029	¥ (6,245)	¥ 743,784

Nine months ended December 31, 2012	Mobile phone business	Millions of yen All other businesses	Consolidated
Operating revenues	¥ 3,237,564	¥ 133,231	¥ 3,370,795
Operating expenses	2,512,711	155,904	2,668,615
Operating income (loss)	¥ 724,853	¥ (22,673)	¥ 702,180

There were no transactions between the operating segments. We do not disclose geographical information since the amounts of operating revenues generated outside Japan are immaterial.

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



None

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****4. Appendices****(1) Operating Data for 3rd Quarter of the Fiscal Year Ending March 31, 2013**

Full-year Forecasts: as revised on October 26, 2012

		Fiscal Year Ended		Fiscal Year Ending		[Ref.]	[Ref.]
		Mar. 31, 2012	Mar. 31, 2013	Mar. 31, 2013	Mar. 31, 2013	Fiscal Year Ending	Fiscal Year Ending
		Nine Months	Third Quarter	Nine Months	Third Quarter	Mar. 31, 2012	Mar. 31, 2013
		(Apr. - Dec. 2011)	(Oct. - Dec. 2011)	(Apr. - Dec. 2012)	(Oct. - Dec. 2012)	Full-year	Full-year
		Results	Results	Results	Results	Results	Forecasts
<b>Number of Subscriptions and Other Operating Data</b>							
Cellular Subscriptions (1)	thousands	59,624	59,624	<b>60,988</b>	<b>60,988</b>	60,129	62,140
Xi	thousands	1,139	1,139	<b>8,678</b>	<b>8,678</b>	2,225	11,720
FOMA (2)	thousands	57,962	57,962	<b>52,310</b>	<b>52,310</b>	57,905	50,420
Communication Module Service (1)	thousands	2,263	2,263	<b>3,000</b>	<b>3,000</b>	2,330	
Prepaid Subscriptions	thousands	200	200	<b>96</b>	<b>96</b>	256	
Packet Flat-rate Services Subscriptions	thousands	35,153	35,153	<b>38,056</b>	<b>38,056</b>	36,295	
Net Increase from Previous Period (1) (3)	thousands	1,615	631	<b>859</b>	<b>201</b>	2,120	2,010
Xi	thousands	1,114	751	<b>6,453</b>	<b>2,480</b>	2,199	9,490
FOMA (2)	thousands	1,216	100	<b>(5,595)</b>	<b>(2,279)</b>	1,159	(7,480)
Churn Rate (3)	%	0.53	0.59	<b>0.80</b>	<b>0.86</b>	0.60	
Number of Handsets Sold (4)	thousands	15,411	5,066	<b>17,570</b>	<b>5,733</b>	22,089	
i-mode Subscriptions	thousands	44,737	44,737	<b>34,909</b>	<b>34,909</b>	42,321	32,920
sp-mode Subscriptions	thousands	6,971	6,971	<b>16,193</b>	<b>16,193</b>	9,586	19,000
i-channel Subscriptions	thousands	15,830	15,830	<b>14,515</b>	<b>14,515</b>	16,124	
i-concier Subscriptions	thousands	5,761	5,761	<b>8,194</b>	<b>8,194</b>	5,672	
DCMX Subscriptions (5)	thousands	12,776	12,776	<b>13,643</b>	<b>13,643</b>	12,949	13,520
<b>ARPU and MOU</b>							
Aggregate ARPU (6) (7)	yen/month/subscription	5,200	5,150	<b>4,890</b>	<b>4,850</b>	5,140	4,850
Voice ARPU (8)	yen/month/subscription	2,270	2,190	<b>1,800</b>	<b>1,710</b>	2,200	1,710
Packet ARPU (7)	yen/month/subscription	2,580	2,600	<b>2,690</b>	<b>2,720</b>	2,590	2,740
Smart ARPU	yen/month/subscription	350	360	<b>400</b>	<b>420</b>	350	400
MOU (9)	minute/month/subscription	128	126	<b>119</b>	<b>118</b>	126	

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

- (1) Fiscal year ended March 31, 2012 full-year results, nine months (April to December 2011) results and third quarter (October to December 2011) results include mova service which was terminated at the end of March 2012.
- (2) Effective March 3, 2008, FOMA subscription became mandatory for subscription to 2in1 services, and those FOMA subscriptions are included in the number of FOMA subscribers.
- (3) Data are calculated including communication module services subscriptions.
- (4) Sum of new subscriptions, change of subscription from FOMA to Xi, Xi to FOMA, Xi handset upgrade by Xi subscribers, FOMA handset upgrade by FOMA subscribers.
- (5) Inclusive of DCMX mini subscriptions

## Edgar Filing: NTT DOCOMO INC - Form 6-K

- (6) Data are calculated excluding revenues and subscriptions to communication module services, Phone Number Storage and Mail Address Storage.
- (7) With the introduction of Smart ARPU in the second quarter of the fiscal year ending March 31, 2013, Aggregate ARPU contains Smart ARPU . In addition, some elements (revenues from content and other services) included in conventional Packet ARPU for the fiscal year ended March 31, 2012 full-year results, Nine months (April to December 2011) results and third quarter (October to December 2011) results have been retroactively reclassified into Smart ARPU . The impact of the reclassification of those periods are 80 yen, 90 yen and 90 yen respectively.
- (8) Inclusive of circuit-switched data communication
- (9) Data are calculated excluding subscriptions to communication module services, Phone Number Storage and Mail Address Storage.

---

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

**(2) Definition and Calculation Methods of ARPU and MOU**

**i. Definition of ARPU and MOU**

a. ARPU (Average monthly Revenue Per Unit):

Average monthly revenue per unit, or ARPU, is used to measure average monthly operating revenues attributable to designated services on a per subscription basis. ARPU is calculated by dividing various revenue items included in operating revenues from our wireless services and other services that accompany our wireless services by the number of active subscriptions to our wireless services in the relevant periods. 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.

b. MOU (Minutes of Use): Average monthly communication time per subscription.

**ii. ARPU Calculation Methods**

Aggregate ARPU = Voice ARPU + Packet ARPU + Smart ARPU

- Voice ARPU : Voice ARPU Related Revenues (basic monthly charges, voice communication charges) / No. of active subscriptions
- Packet ARPU : Packet ARPU Related Revenues (basic monthly charges, packet communication charges) / No. of active subscriptions
- Smart ARPU : Revenues from providing services that accompany our wireless services (revenues from content, collection of charges, mobile phone insurance service, advertising and others) / No. of active subscriptions

**iii. Active Subscriptions Calculation Methods**

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

Note: Subscriptions and revenues for communication module services, Phone Number Storage and Mail Address Storage services are not included in the ARPU and MOU calculations.

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2012****(3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures****i. EBITDA and EBITDA margin**

	Year ended March 31, 2012	Billions of yen Nine months ended December 31, 2011	Nine months ended December 31, 2012
a. EBITDA	¥ 1,583.3	¥ 1,244.8	¥ 1,221.4
Depreciation and amortization	(684.8)	(488.6)	(500.5)
Loss on sale or disposal of property, plant and equipment	(24.1)	(12.5)	(18.8)
Operating income	874.5	743.8	702.2
Other income (expense)	2.5	0.3	(3.0)
Income taxes	(402.5)	(342.5)	(275.7)
Equity in net income (losses) of affiliates	(13.5)	(7.9)	(13.7)
Less: Net (income) loss attributable to noncontrolling interests	3.0	0.9	6.6
b. Net income attributable to NTT DOCOMO, INC.	463.9	394.6	416.5
c. Operating revenues	4,240.0	3,174.2	3,370.8
EBITDA margin (=a/c)	37.3%	39.2%	36.2%
Net income margin (=b/c)	10.9%	12.4%	12.4%

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

**ii. ROCE after tax effect**

	Year ended March 31, 2012	Billions of yen Nine months ended December 31, 2011	Nine months ended December 31, 2012
a. Operating income	¥ 874.5	¥ 743.8	¥ 702.2
b. Operating income after tax effect {=a*(1-effective tax rate)}	517.7	440.3	434.6
c. Capital employed	5,299.0	5,262.8	5,434.9
ROCE before tax effect (=a/c)	16.5%	14.1%	12.9%
ROCE after tax effect (=b/c)	9.8%	8.4%	8.0%

## Edgar Filing: NTT DOCOMO INC - Form 6-K

Notes: Capital employed (for annual period) = The average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities), each as of March 31, 2011 and 2012

Capital employed (for nine months) = The average of (NTT DOCOMO, INC. shareholders' equity + Interest bearing liabilities), each as of March 31, 2012 (or 2011) and December 31, 2012 (or 2011)

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

The effective tax rate for the years ended March 31, 2012 and the nine months ended December 31, 2011 was 40.8%.

The effective tax rate for the nine months ended December 31, 2012 was 38.1%.

### iii. Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes

	Year ended March 31, 2012	Billions of yen Nine months ended December 31, 2011	Nine months ended December 31, 2012
Free cash flows excluding irregular factors and effect by transfer of receivables and changes in investments for cash management purposes	¥ 503.5	¥ 316.0	¥ 29.4
Irregular factors (1)	(147.0)	(163.0)	147.0
Effect of transfer of receivables (2)			(253.0)
Changes in investments for cash management purposes (3)	(220.5)	(191.3)	150.1
Free cash flows	136.0	(38.3)	73.6
Net cash used in investing activities	(974.6)	(746.9)	(474.2)
Net cash provided by operating activities	1,110.6	708.6	547.8

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

(2) Effect of transfer of receivables represents the effect caused by the uncollected amounts of transferred receivables of telephone charges to NTT FINANCE CORPORATION. Since the payment conditions of the consideration of claims transferred to NTT FINANCE CORPORATION are set approximately equivalent to our cash collection cycle history, an impact derived from the transfer of receivables is not significant.

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

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2012**

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

This earnings release contains forward-looking statements such as forecasts of results of operations, management strategies, objectives and plans, forecasts of operational data such as the expected number of subscription, 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, businesses or other technologies caused by Mobile Number Portability, development of appealing new handsets, new market entrants and other factors, or the expansion of the areas of competition could limit our acquisition of new subscriptions and retention of existing subscriptions, or may lead to ARPU diminishing at a greater than expected rate 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 inside and outside of Japan, or the application of such laws and regulations to our corporate group could restrict our business operations, which may adversely affect our financial condition and results of operations.
- (4) Limitations in the amount of frequency spectrum or facilities made available to us could negatively affect our ability to maintain and improve our service quality and level of customer satisfaction and could increase our costs.
- (5) Other mobile service providers in the world may not adopt the technologies and the frequency bands that are compatible with those used by our corporate group's mobile communications system on a continuing basis, which could affect our ability to sufficiently offer international services.
- (6) Our domestic and international investments, alliances and collaborations may not produce the returns or provide the opportunities we expect.
- (7) Malfunctions, defects or imperfection in our products and services or those of other parties may give rise to problems.
- (8) Social problems that could be caused by misuse or misunderstanding of our products and services may adversely affect our credibility or corporate image.
- (9)

## Edgar Filing: NTT DOCOMO INC - Form 6-K

Inadequate handling of confidential business information including personal information by our corporate group, contractors and others, may adversely affect our credibility or corporate image.

- (10) Owners of intellectual property rights that are essential for our business execution may not grant us the right to license or otherwise use such intellectual property rights on acceptable terms or at all, which may limit our ability to offer certain technologies, products and/or services, and we may also be held liable for damage compensation if we infringe the intellectual property rights of others.
- (11) Events and incidents caused by natural disasters, social infrastructure paralysis such as power shortages, proliferation of harmful substances, terror or other destructive acts, the malfunctioning of equipment, software bugs, deliberate incidents induced by computer viruses, cyber attacks, equipment misconfiguration, hacking, unauthorized access and other problems could cause failure in our networks, distribution channels and/or other factors necessary for the provision of service, disrupting our ability to offer services to our subscribers, and such incidents may adversely affect our credibility or corporate image, or lead to a reduction of revenues and/or increase of costs.
- (12) Concerns about adverse health effects arising from wireless telecommunication may spread and consequently adversely affect our financial condition and results of operations.
- (13) Our parent company, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), could exercise influence that may not be in the interests of our other shareholders.

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



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**





**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**

**Table of Contents**



**Table of Contents**

**Table of Contents**

**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**