

NTT DoCoMo USA, Inc.

March 12, 2002

President & CEO

Nobuharu Ono

Forward Looking Statement

Statements made in this presentation with respect to DoCoMo's plans, strategies, projected financials and operational figures and beliefs and other statements that are not historical facts are forward looking statements about the future performance of DoCoMo which are based on management's assumptions and beliefs in light of information currently available to it and involve risks and uncertainties. Potential risks and uncertainties include, without limitation, DoCoMo's ability to continue to attract and retain subscribers to its services; DoCoMo's ability to add capacity to its existing networks or add capacity in the future through successful expansion of its FOMA services; DoCoMo's ability to successfully pursue international opportunities and realize expected returns from its investments outside Japan; and DoCoMo's ability to continue to win acceptance of its products and services, which are offered in highly competitive markets characterized by continual new product introductions, rapid developments in technology, and subjective and changing customer preferences.

Reorganization of Cellular Industry in Japan

NTT Group

NTT DoCoMo

Date of establishment: July 92

KDDI Group

au

Tu-Ka

Date of establishment: October 00

Japan Telecom Group

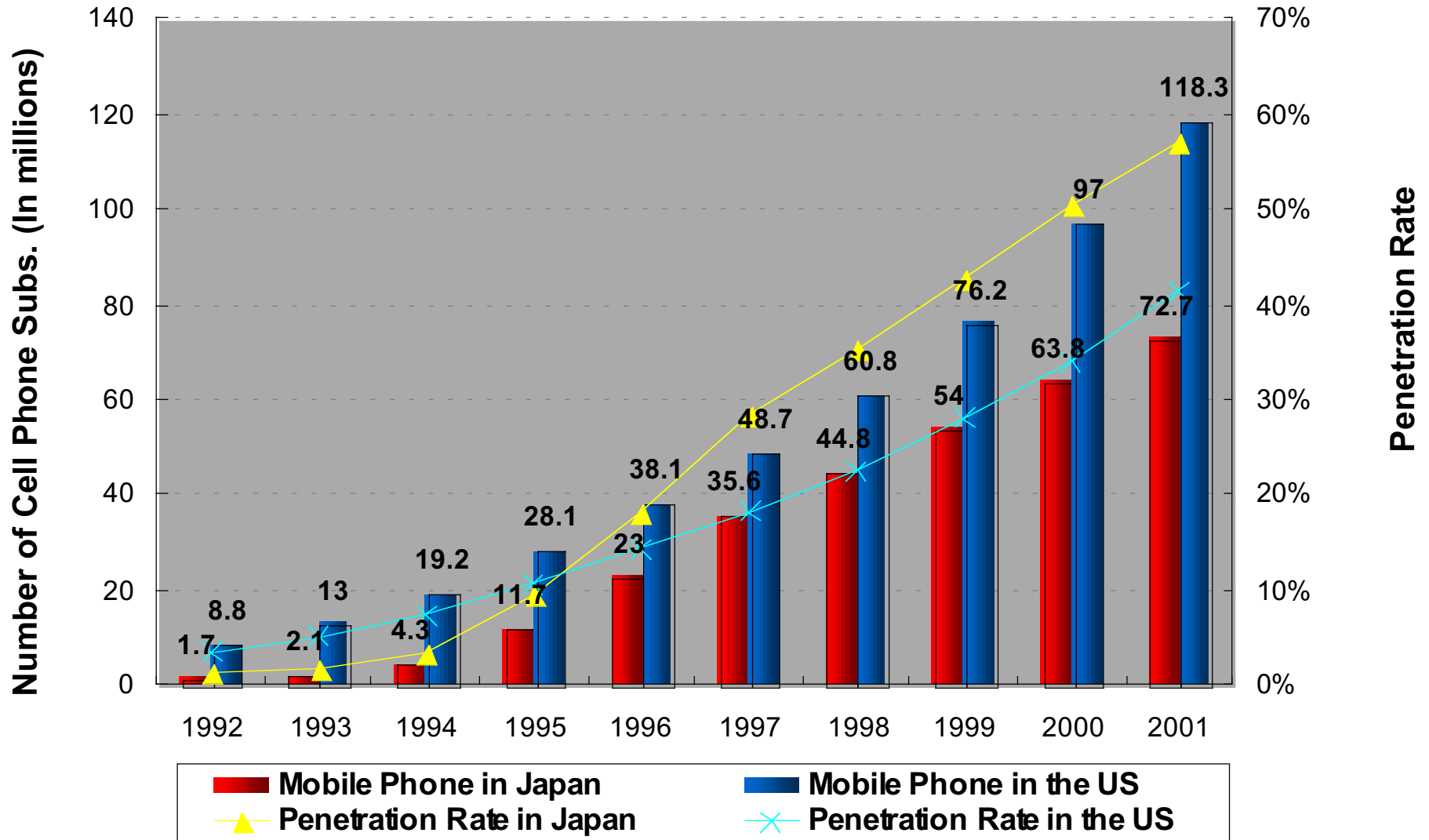
J-Phone

Date of establishment: October 99

Corporate History

Date	Event
December 1979	World's first automobile telephone service (analog) launched
July 1992	DoCoMo separated from NTT
March 1993	800MHz digital cellular services launched
July 1993	NTT DoCoMo reorganized into 9 regional companies
April 1994	1.5GHz digital cellular services launched
July 1995	PHS service launched
October 1998	NTT DoCoMo Listed Tokyo Stock Exchange
February 1999	i-mode service launched
October 2001	FOMA(3G) service launched
March 2002	NTT DoCoMo Listed in London Stock Exchange and NY Stock Exchange

Mobile Phones in the U.S. and Japan

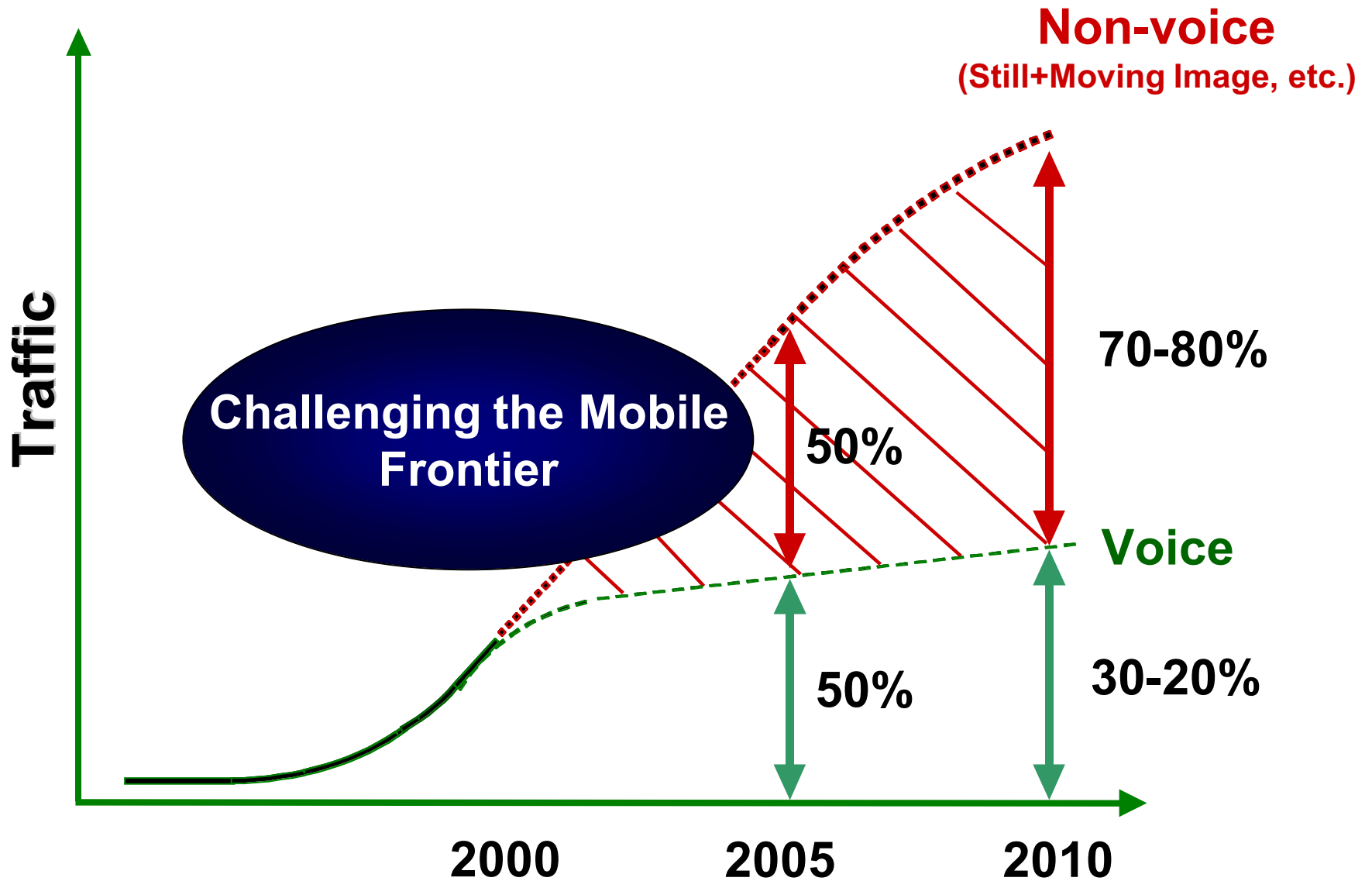


Source: Mobile Phone in Japan TCA(PDC PHS) / Mobile Phone in the USA CTIA

What Made Cell Phones So Popular?

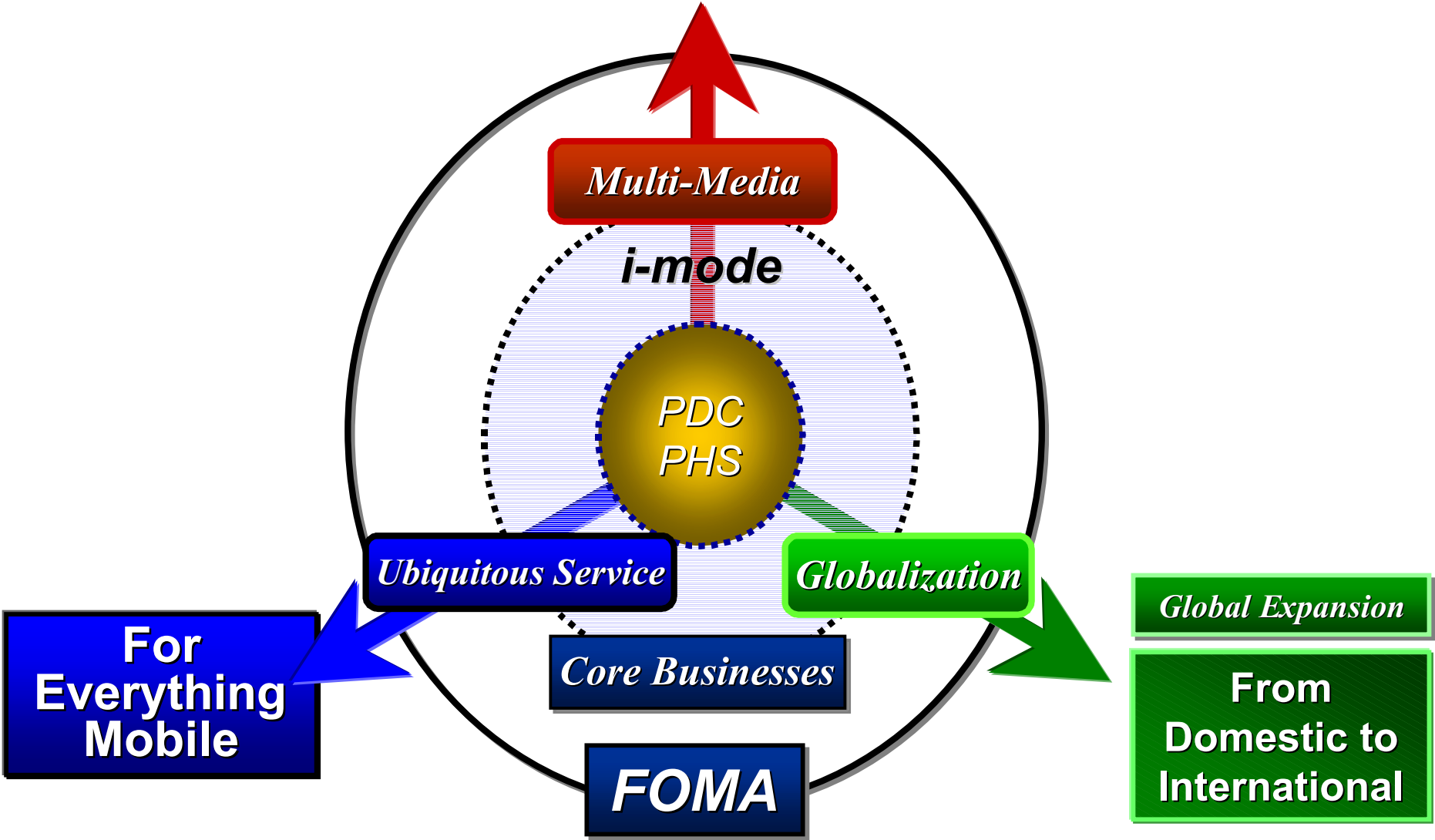
		1987		2000
Charges	Initial Cost	72,800 Yen	1/25 →	3,000 Yen
	Monthly Charge	23,000 Yen	1/5 →	4,500 Yen
	Airtime Charge	100 Yen / Min	1/5 →	20 Yen / Min
Handset Performance	Size	500 cc	1/8 →	58 cc
	Weight	750g	1/13 →	57g
	Battery Life	Standby time 6 hours Talk time 60 minutes	→	Standby time 350 hours Talk time 125 minutes

Multimedia



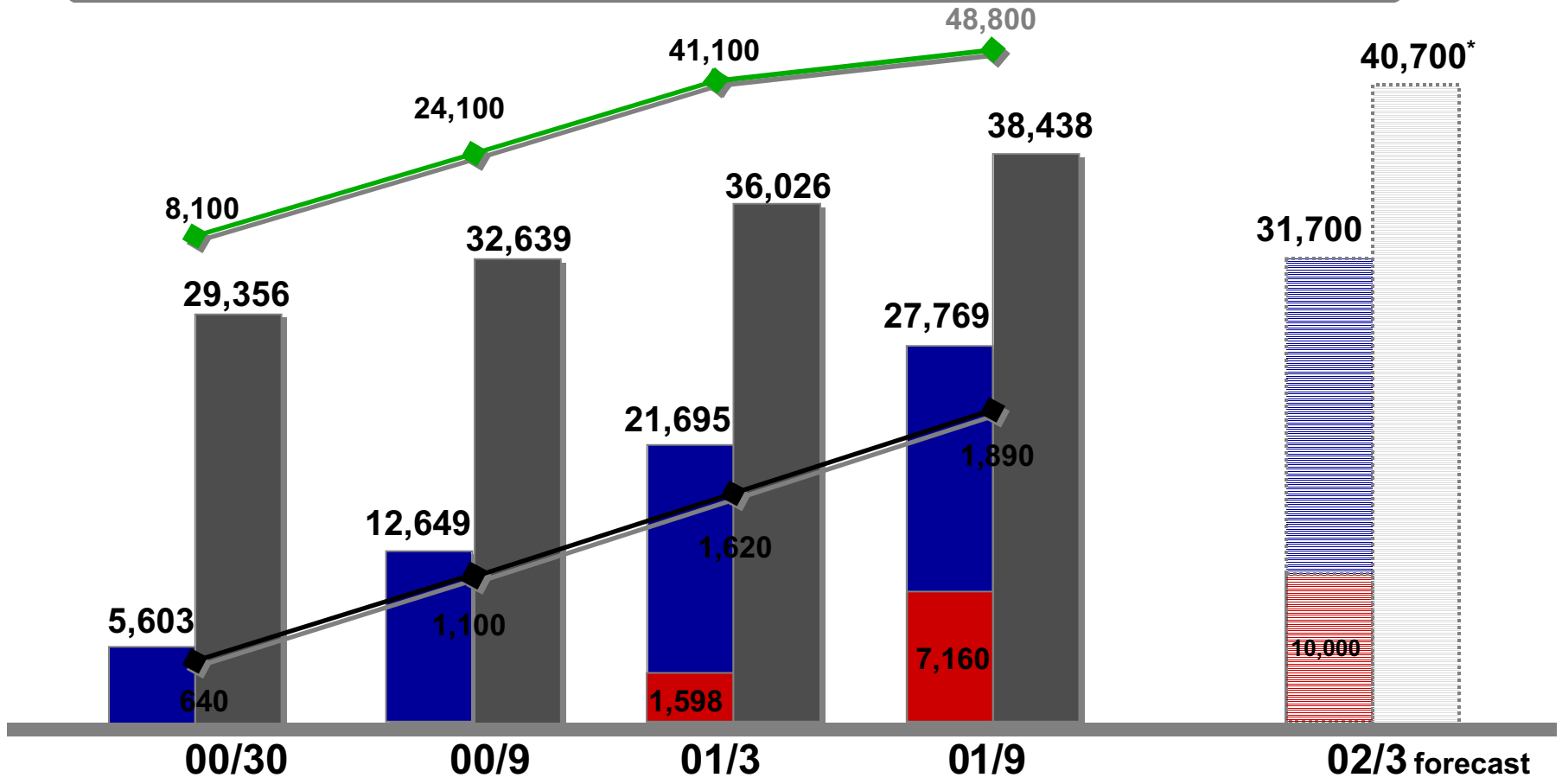
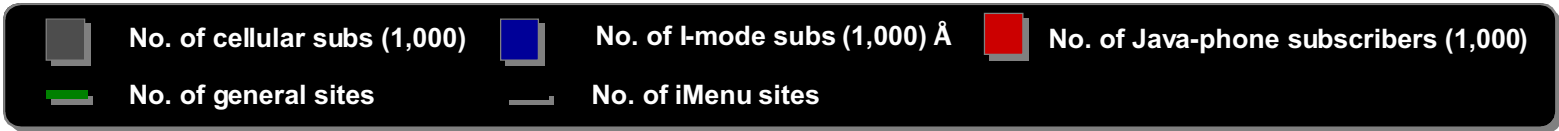
DoCoMo's Growth Strategies

From Voice to
Non-voice



i-mode Historical growth of subscribers/sites

i-mode subscriber count has increased steadily, thanks to popularity of Java-enabled phones



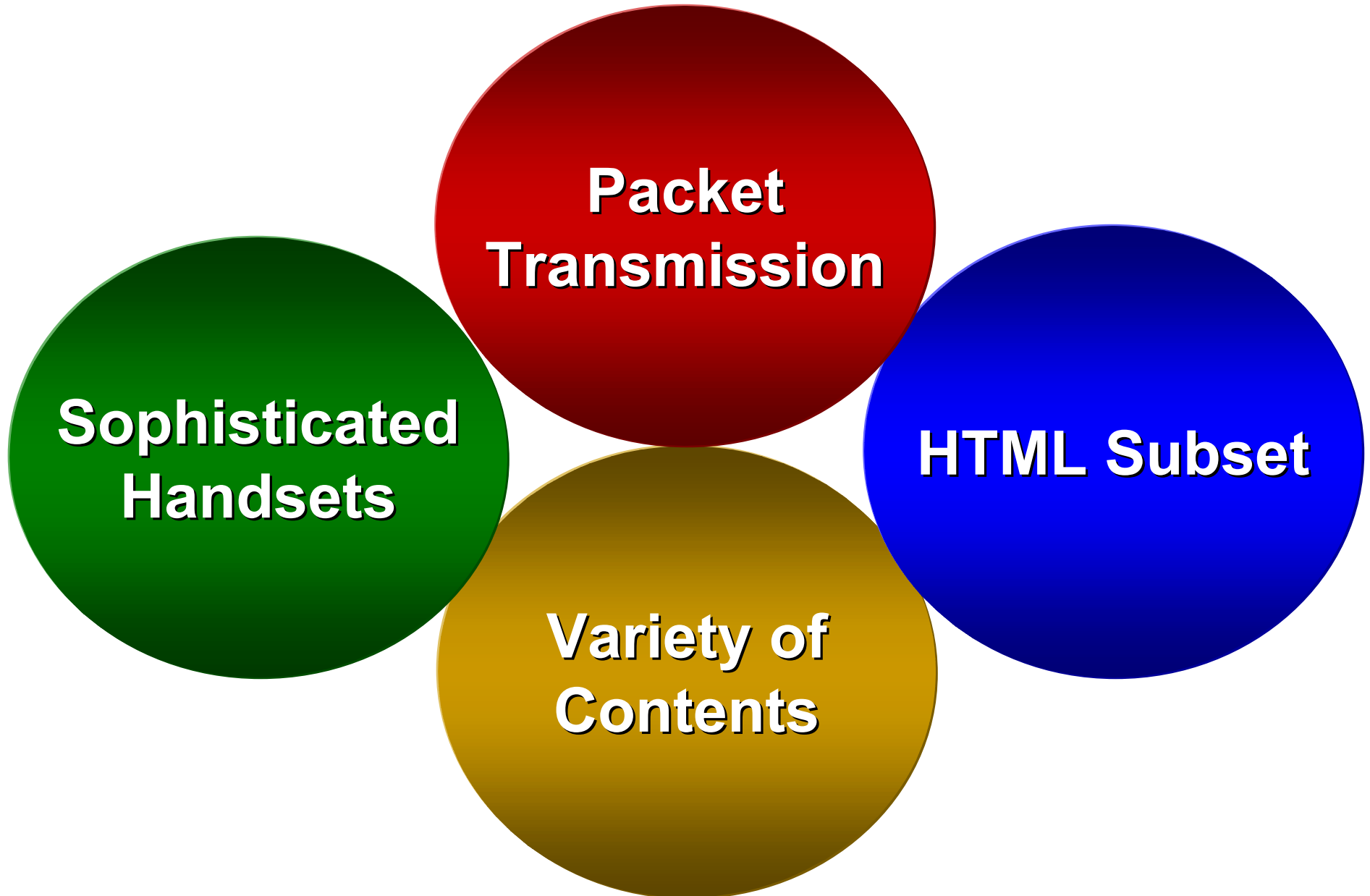
*Inclusive of 150,000 FOMA handsets

Outlook – i-mode Service

Wireless Internet services with handset micro-browser

Service Menu	<ul style="list-style-type: none">• i-mode Mail• On-line Services• i-melody• i-animation• i_ppli
Language	<ul style="list-style-type: none">• C-HTML (HTML Subsets)
Maximum Data Volume (Per Transmission)	<ul style="list-style-type: none">• 2k bytes for pull type content (Web browsing)• 500 bytes for push type content (Email)
Coverage	<ul style="list-style-type: none">• Approx. 99% of the population in Japan (Same as the Cell Phone Coverage Area)
Transmission Technology	<ul style="list-style-type: none">• Packet Transmission (Maximum 9.6kbps)
Date Launched	<ul style="list-style-type: none">• February 22, 1999

Key Success Factors of i-mode



Java Realizes New World for i-mode



- Real Time Stock Quote
- Interactive Game



The impact of Mobile multimedia i-area service



Cellular Phone ARPU trend

Aggregate ARPU decreased slightly, as increase in i-mode ARPU was offset by decline in voice ARPU.

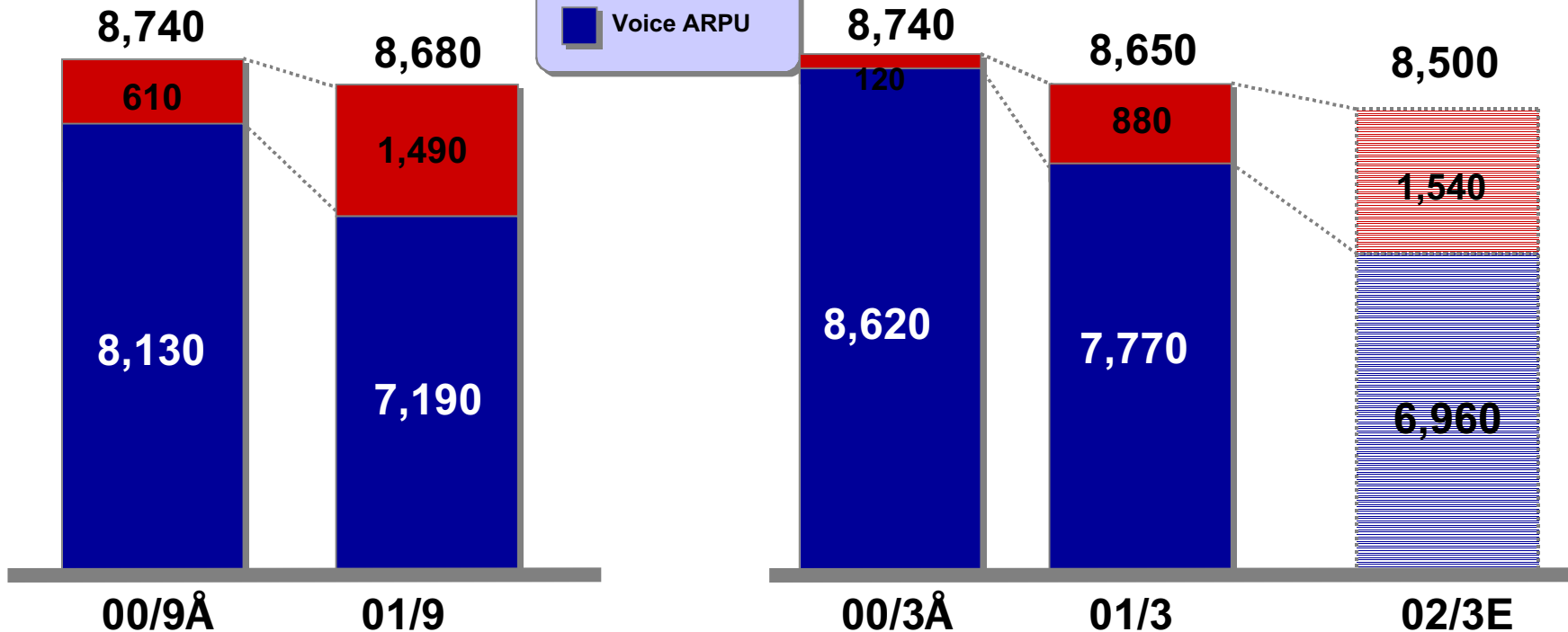
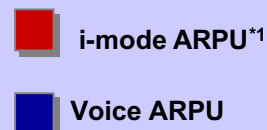
Increased take-up among low-usage customers

Change of communication behavior (SMS i-mode mail)

Free bundled minutes usable for packet connections

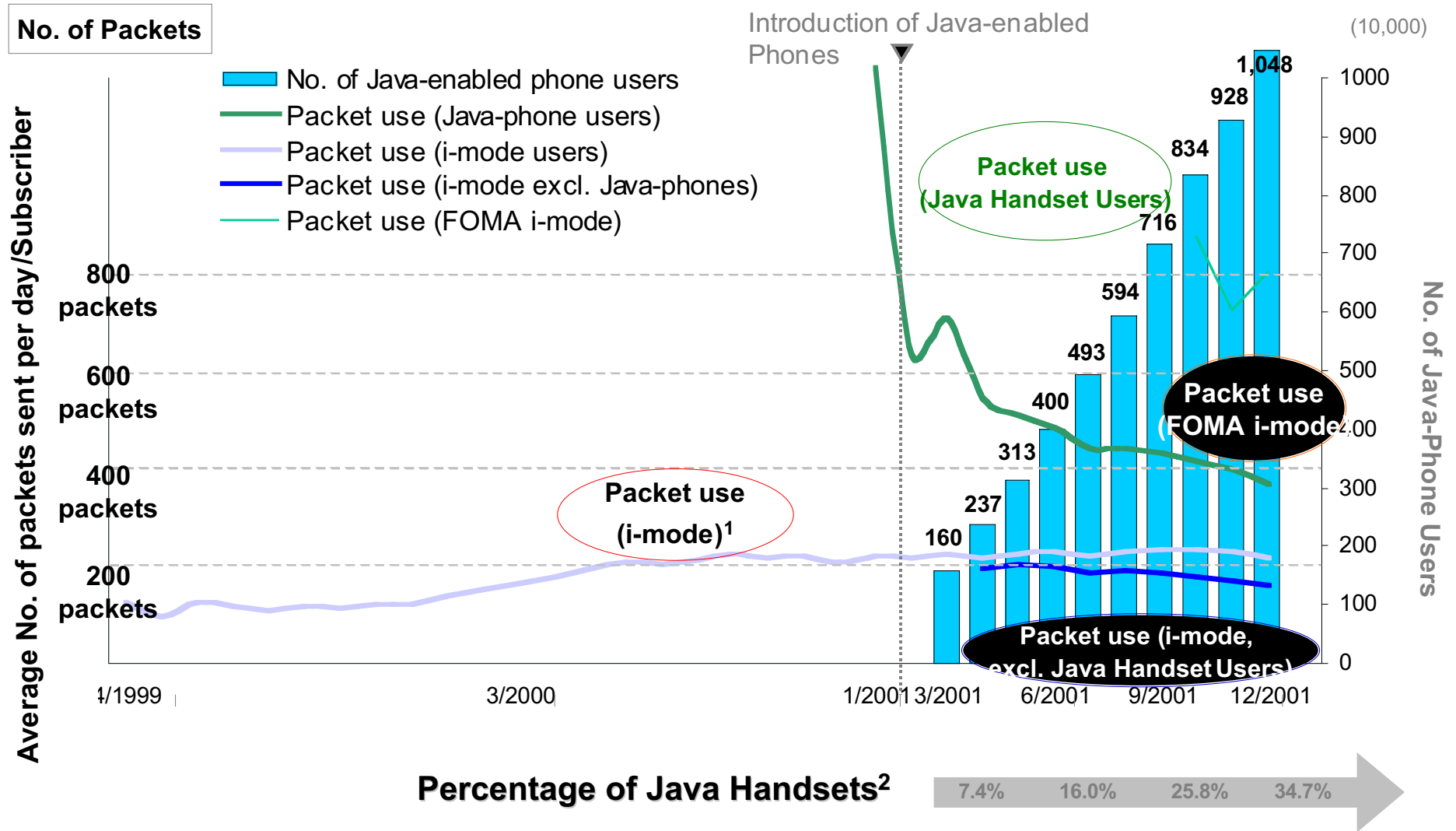
YOY comparison (1H)

YOY Comparison (full year)



*1 i-mode ARPU x (i-mode subscribers/total cellular subscribers)

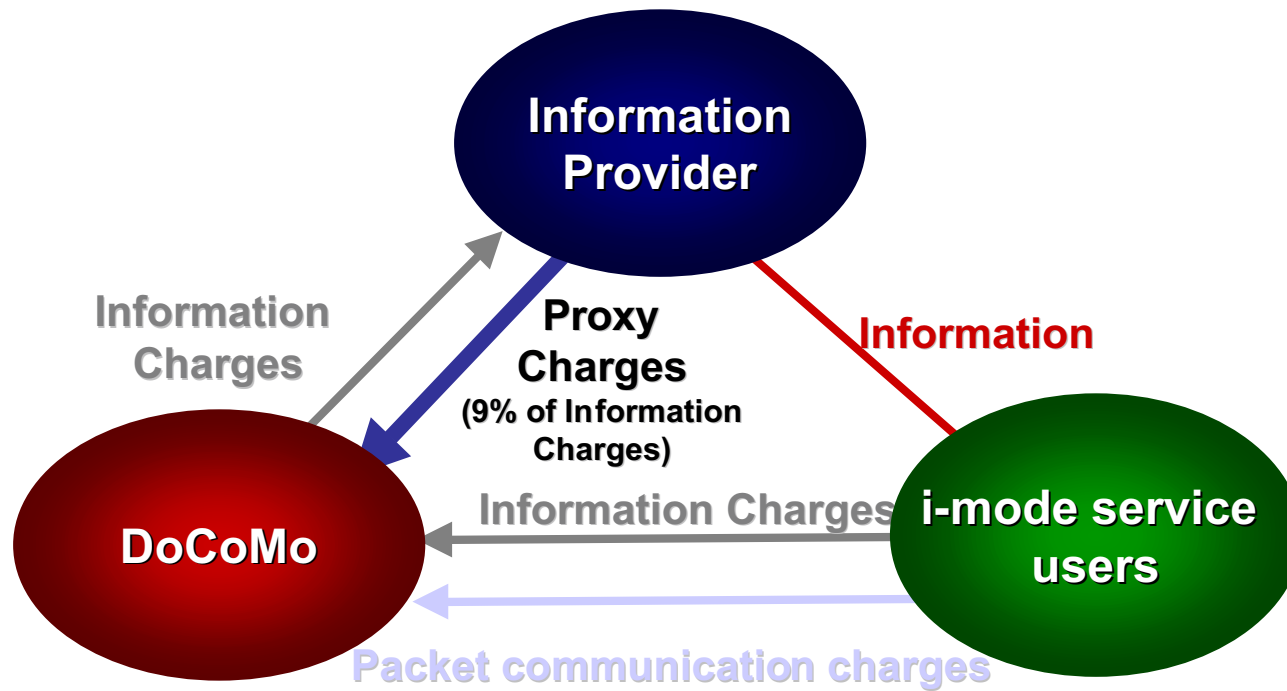
Historical Record of Packet Use



1) Packet use (i-mode users) includes No. of Packets used by Java-phone users (not include No. of Packets used by FOMA i-mode users)

• Percentage of Java-phone users of total i-mode users

i-mode information charges: Bill collection system



	3/00	3/01	12/01
Number of IPs	421	905	1,995
Number of iMenu sites	640	1,620	2,932
	3/00 Å million yenÅ	3/01 Å million yenÅ	3/02 E Å million yenÅ
Proxy collection revenue	200	3,100	6,800

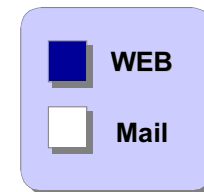
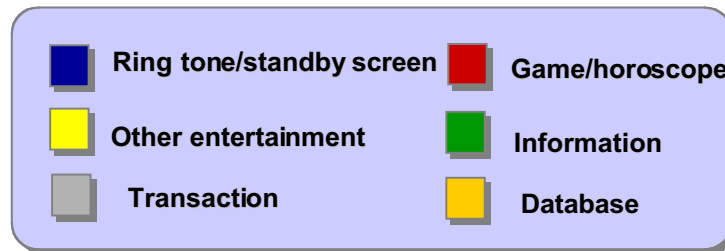
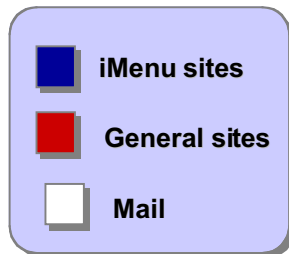
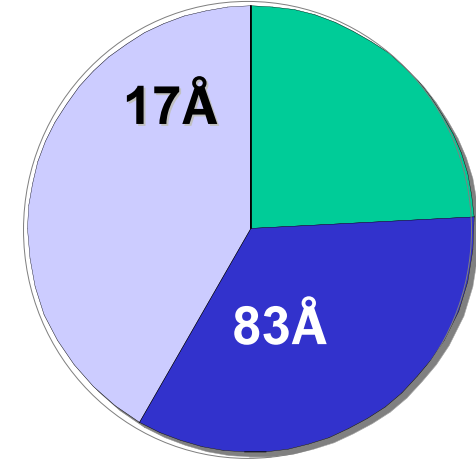
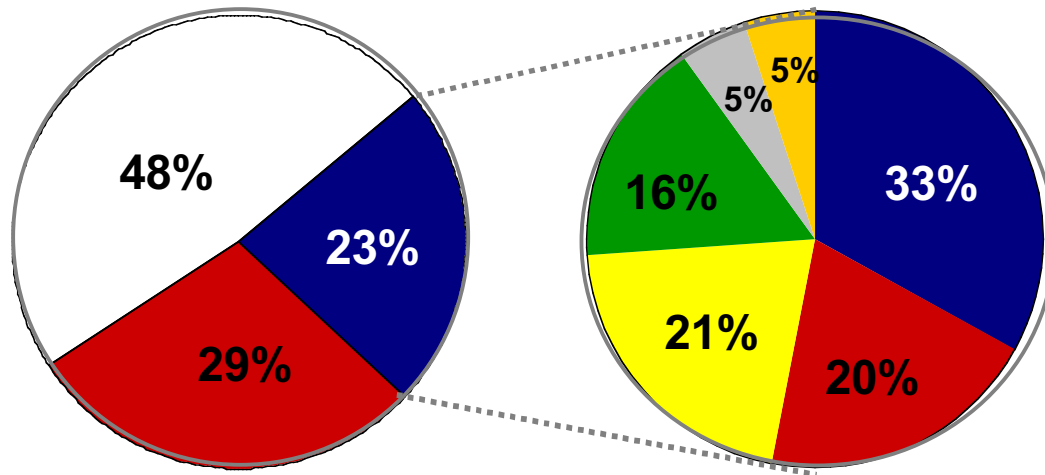
i-mode Usage

Breakdown of access *1

Breakdown of packets used *3

Sites/ mail

By Category *2



*1 Each of the figures above indicates the percentage to total accesses made in the first half of FY2001

*2 Only the sites provided by content providers are counted in the survey.

*3 The figures indicate the percentage to the total number of packets sent and received during the 1st half of FY 2001.

FOMA Handset Line-up

Select from three types depending on usage style

Standard type



FOMA N2002



FOMA N2001

Visual type



FOMA P2101V

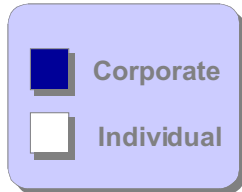
Data-card type



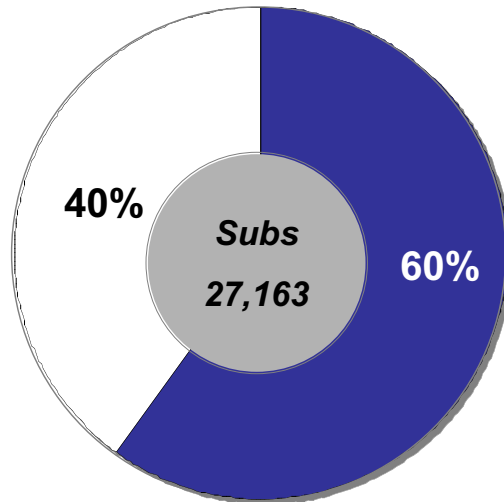
FOMA P2401

FOMA; Breakdown of Subscribers (As of Dec.31, 2001)

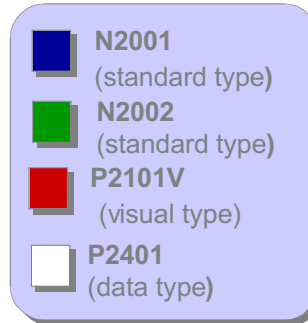
Corporate / Individual *1



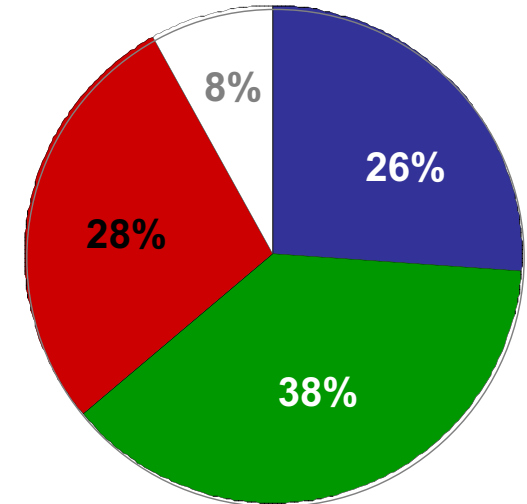
*1“Corporate” and “Individual” customers are classified by the account name in subscription agreement



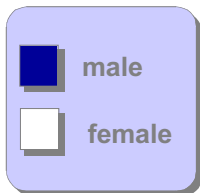
Handsets *3



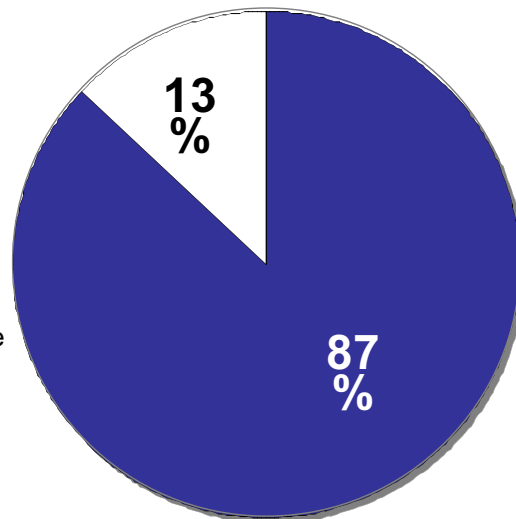
*3Handset sales basis



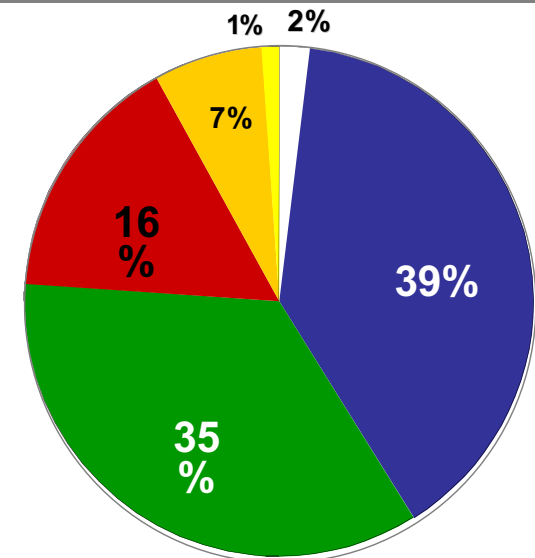
Male / Female *2



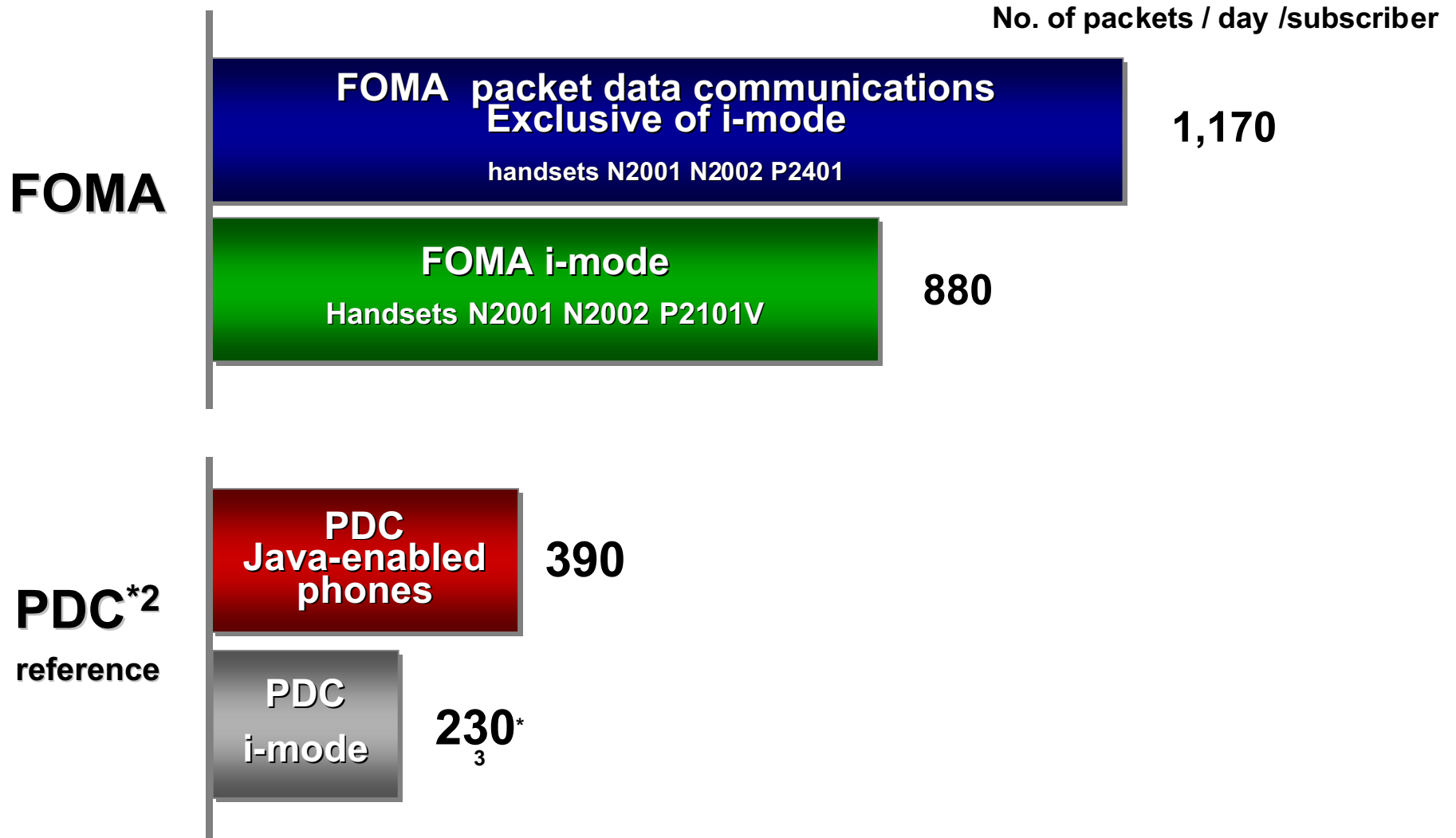
*2 male” and “female” customers are classified by the account name in subscription agreement



Age



FOMA Traffic*1



*1 Figures for FOMA and PDC are the average use of packets per day from Dec. 1 through Dec. 16, 2001.

*2 Free-of-charge packets included

*3 This figure includes packets used by PDC Java-enabled phones.

Outline of FOMA i-motion Services

The FOMA high-speed data transmission functions make possible i-motion services with three patterns of contents.

Å All patterns can be accessed with N2002

Pattern 1
video +
sound

Replays videos of sports highlights, news, etc. (maximum length about 15 sec.)

Pattern 2
still frames +
sound

Replay of still images (news, graphic art, etc.) sent in frames + sound (about 30 sec.)

Pattern 3
sound only
music files

Replay of sound only for trial listening to music, etc. (maximum length about 100 sec.)



i-motion compatible handsets

FOMA N2002



Contents Line-up for i-motion

NEWS / TV



➡ 13 contents

SHOW BIZ / MUSIC / MOVIE



SPY Kids
(C)2001 MIRAMAX FILM CORP.
ALL RIGHTS RESERVED.

(C)2001 TOSHIBA-EMI LIMITED

➡ 15 contents

HOBBY / ENTERTAINMENT



➡ 13 contents

OTHERS*

* Corporate advertisement etc.

➡ 4 contents

Packet transmission charges for accessing a 100 KB i-motion according to Packet Pack(est.)

Packet Pack 80 \ 16_17

Packet Pack 40 \ 42_43

Packet Pack 20 \ 84_85

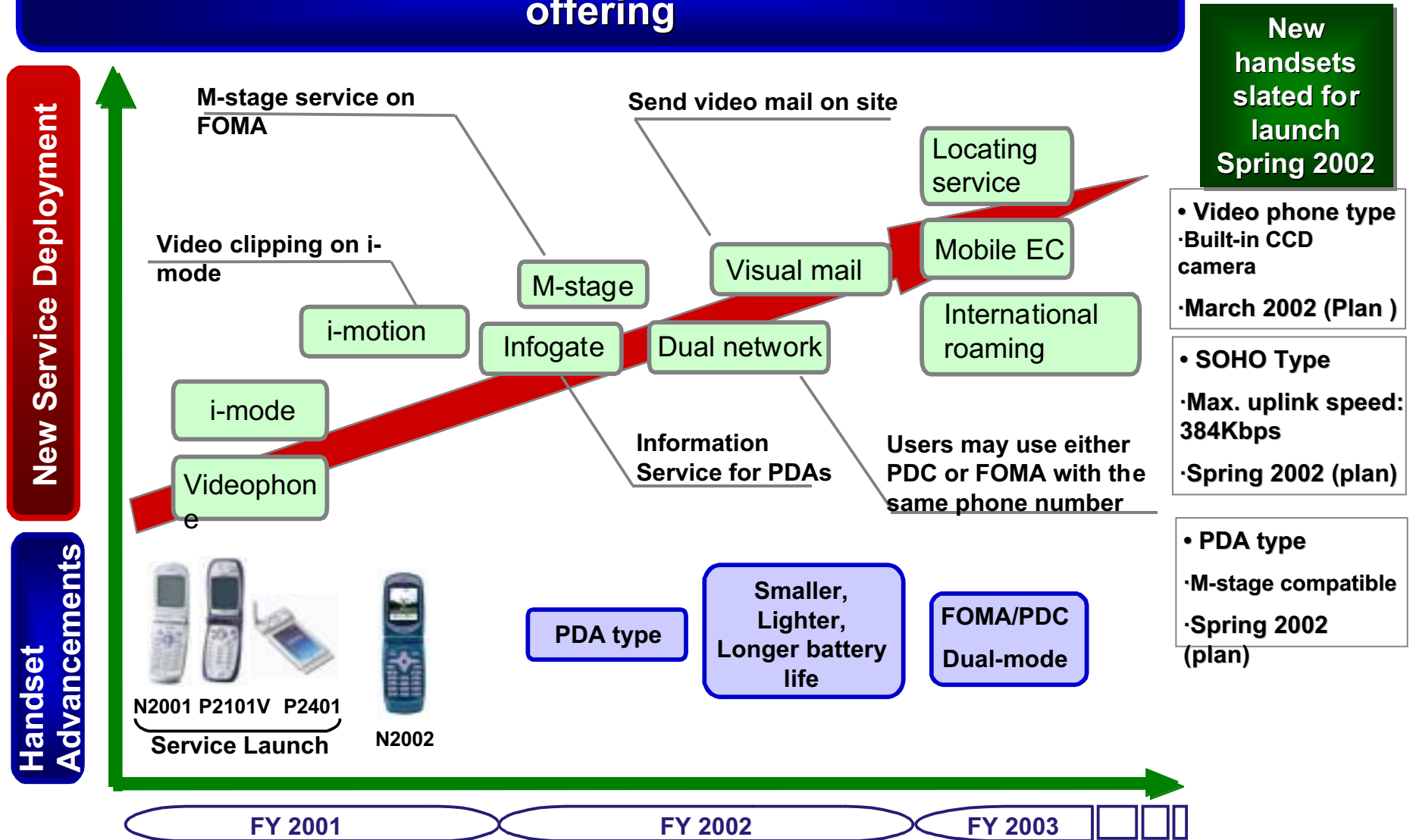
Without Packet Pack \ 168_169



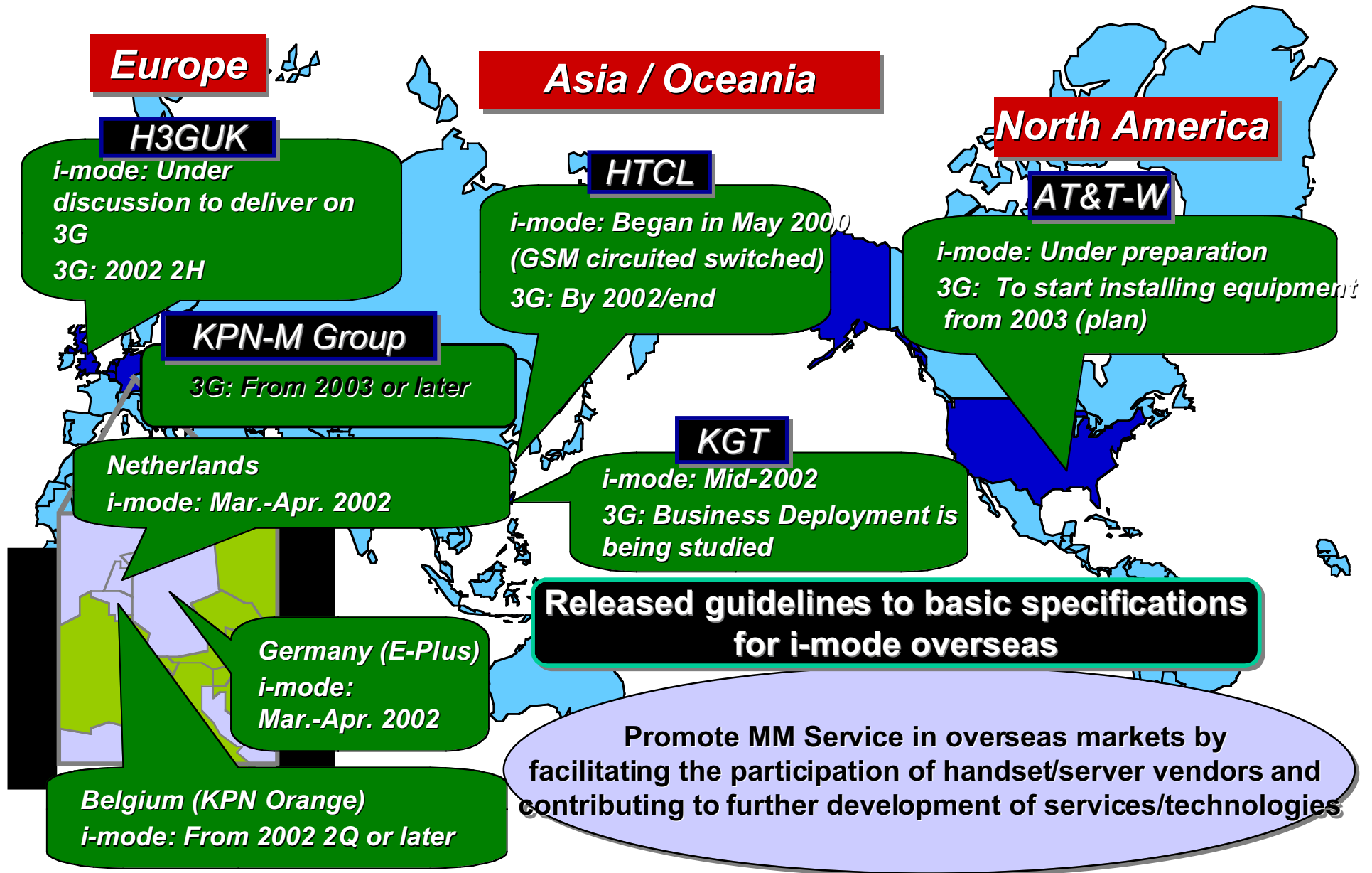
Total 45 contents
As of Dec. 2001

FOMA : Deployment Schedule

New functionality continues to improve FOMA service offering



Planned Global Deployment of i-mode/3G





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