

# Operation Data for Second Quarter of 2001

2001.11.7  
NTT DoCoMo, Inc.

		2nd Quarter of 2001 (from April, 2001 to September, 2001)	First Half of 2001 (from April, 2001 to September, 2001)	Fiscal 2001 ending March 31, 2002 (Anticipated number)	Fiscal 2000 ended March 31, 2001
<b>Cellular</b>					
Subscribers	thousands	38,438	38,438	40,700	36,026
Market Share (1)	%	58.8	58.8	-	59.1
Net increase	thousands	1,117	2,412	4,670	6,669
Aggregate ARPU (2)	yen/month/ contract	8,570	8,680	8,500	8,650
Voice ARPU	yen/month/ contract	7,060	7,190	6,960	7,770
i-mode ARPU (3)	yen/month/ contract	1,510	1,490	1,540	880
MOU (4)	yen/month/ contract	181	182	180	189
Churn Rate (5)	%	1.19	1.21	1.24	1.39
<b>i-mode</b>					
Subscribers	thousands	27,769	27,769	31,700	21,695
503i	thousands	7,160	7,160	-	1,598
i-mode subscription rate	%	72.2	72.2	78	60.2
Net Increase	thousands	2,780	6,074	10,005	16,092
iMenu sites	sites	1,888	1,888	-	1,620
i appli	sites	182	182	-	68
Voluntary web sites	sites	48,763	48,763	-	41,093
Access					
iMenu sites	%	23	23	-	30
Voluntary web sites	%	28	29	-	31
Mail	%	49	48	-	39
Categories					
Ringing tone/ Screens	%	34	33	-	
Game/ Horoscope	%	20	20	-	70
Entertainment	%	21	21	-	
Information	%	14	16	-	15
Database	%	6	5	-	5
Transaction	%	5	5	-	10
ARPU generated purely from i-mode	yen/month/ contract	2,180	2,250	2,210	2,110
<b>PHS</b>					
Subscribers	thousands	1,891	1,891	1,950	1,812
Market Share (1)	%	33.2	33.2	-	31.0
Net Increase	thousands	25	79	140	371
ARPU	yen/month/ contract	3,840	3,910	3,720	4,200
MOU	yen/month/ contract	122	124	117	125
Data transmission rate(6)	%	72.0	70.6	-	58.0

(1)Source: Telecommunications Carriers Association

(2)ARPU(Average monthly Revenue Per Unit )

Aggregate ARPU=Cellular Phone Service ARPU(Voice ARPU) + i-mode ARPU

(3)i-mode ARPU=ARPU generated purely from i-mode×(No. of i-mode subscribers / No. of cellular phone subscribers )

No. of active users = (No. of subscribers at the end of previous quarter + no. of sub. of current quarter / 2 × month)

(4)MOU (Minutes of Usage):Average communication time per one month per one user

(5)Annual Churn Rate: Total no. of cancellations for one year / Total subscribers from end of Mar. 2000 to end of Feb. 2001

Second Quarter: Total cancellations for second quarter / total subscribers from end of June to end of August

Fist Harf : Total cancellations for first half / total subscribers from end of March to end of August

(6)Percent of data traffic in total outbound call time