

NTT DOCOMO INC  
Form 6-K  
January 31, 2011

**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, 2011.  
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)**

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):

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 31, 2011

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

Information furnished in this form:

1. Earnings release dated January 28, 2011 announcing the company's results for the nine months ended December 31, 2010
  2. Presentation material
-

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

For the Nine Months Ended December 31, 2010

January 28, 2011

**[U.S. GAAP]**

Name of registrant: **NTT DOCOMO, INC.** (URL <http://www.nttdocomo.co.jp/>)  
Code No.: 9437  
Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section  
Representative: Ryuji Yamada, Representative Director, President and Chief Executive Officer  
Contact: Ken Takeuchi, Senior Manager, General Affairs Department / TEL +81-3-5156-1111  
Scheduled date for filing of quarterly report: February 3, 2011  
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, 2010 (April 1, 2010 – December 31, 2010)****(1) Consolidated Results of Operations**

(Millions of yen, except per share amounts)

|                                     | <b>Operating Revenues</b> |        | <b>Operating Income</b> |        | <b>Income before Income Taxes</b> |        | <b>Net Income Attributable to NTT DOCOMO, INC.</b> |        |
|-------------------------------------|---------------------------|--------|-------------------------|--------|-----------------------------------|--------|--|--------|
| Nine months ended December 31, 2010 | 3,209,129                 | (1.0)% | 758,501                 | 7.9%   | 748,637                           | 6.7%   | 443,983  | 5.9%   |
| Nine months ended December 31, 2009 | 3,242,364                 | (4.0)% | 702,653                 | (5.9)% | 701,687                           | (1.1)% | 419,346  | (4.2)% |

|                                     | <b>Basic Earnings per Share Attributable to NTT DOCOMO, INC.</b> | <b>Diluted Earnings per Share Attributable to NTT DOCOMO, INC.</b> |
|-------------------------------------|--|--|
| Nine months ended December 31, 2010 | 10,671.42 (yen)  |  |
| Nine months ended December 31, 2009 | 10,046.99 (yen)  |  |

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

**(2) Consolidated Financial Position**

(Millions of yen, except per share amounts)

|                     | <b>Total Equity (Net Assets)</b> | <b>NTT DOCOMO, INC Shareholders Equity</b> | <b>Shareholders Equity Ratio</b> | <b>NTT DOCOMO, INC. Shareholders Equity per Share</b> |
|---------------------|----------------------------------|--|----------------------------------|---|
| <b>Total Assets</b> |                                  |  |                                  |   |

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|                   |           |           |           |       |                  |
|-------------------|-----------|-----------|-----------|-------|------------------|
| December 31, 2010 | 6,848,593 | 4,865,222 | 4,837,836 | 70.6% | 116,340.04 (yen) |
| March 31, 2010    | 6,756,775 | 4,662,446 | 4,635,877 | 68.6% | 111,423.97 (yen) |

**2. Dividends**

| Date of record                            | Cash dividends per share (yen) |                           |                          |          |          |
|---|--------------------------------|---------------------------|--------------------------|----------|----------|
|   | End of the first quarter       | End of the second quarter | End of the third quarter | Year-end | Total    |
| Year ended March 31, 2010                 |                                | 2,600.00                  |                          | 2,600.00 | 5,200.00 |
| Year ending March 31, 2011                |                                | 2,600.00                  |                          |          |          |
| Year ending March 31, 2011<br>(Forecasts) |                                |                           |                          | 2,600.00 | 5,200.00 |

Changes in forecasts of dividends during the three months ended December 31, 2010: None

**3. Forecasts of Consolidated Financial Results for the Fiscal Year Ending March 31, 2011 (April 1, 2010 March 31, 2011)**

(Millions of yen, except per share amounts)

| Year ending    | Operating Revenues |        | Operating Income |      | Income before Income Taxes |      | Net Income Attributable to NTT DOCOMO, INC. |      | Basic Earnings per Share Attributable to NTT DOCOMO, INC. |
|----------------|--------------------|--------|------------------|------|----------------------------|------|---|------|---|
|                |                    | (%)    |                  | (%)  |                            | (%)  |   | (%)  |   |
| March 31, 2011 | 4,209,000          | (1.8)% | 840,000          | 0.7% | 838,000                    | 0.2% | 497,000                                     | 0.4% | 11,951.83   |

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

Changes in earnings forecasts for the fiscal year ending March 31, 2011 during the three months ended December 31, 2010: None

**Table of Contents****4. Others** (See 2. Other Information in the attachment page 11 for more information)

|  |  |      |
|--|--|------|
| (1) Changes in significant subsidiaries for the three months ended December 31, 2010<br>(Changes in significant subsidiaries for the three months ended December 31, 2010 which resulted in changes in scope of consolidation) |  | None |
| (2) Application of simplified or exceptional accounting<br>(Application of simplified or exceptional accounting for quarterly consolidated financial statements)   |  | None |
| (3) Changes in significant accounting policies, procedures and presentation  |  |      |
| i. Changes due to revision of accounting standards and other regulations:  |  | None |
| ii. Others:  |  | None |
| (4) Number of issued shares (common stock)   |  |      |

|  |  |                      |
|--|--|----------------------|
| i. Number of issued shares (inclusive of treasury stock):  | As of December 31, 2010:                     | 43,790,000<br>shares |
|  | As of March 31, 2010:                        | 43,790,000<br>shares |
| ii. Number of treasury stock:                              | As of December 31, 2010:                     | 2,206,413<br>shares  |
|  | As of March 31, 2010:                        | 2,184,258<br>shares  |
| iii. Number of weighted average common shares outstanding: | For the nine months ended December 31, 2010: | 41,604,852<br>shares |
|  | For the nine months ended December 31, 2009: | 41,738,464<br>shares |

## \* Presentation on the status of quarterly review process:

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

## \* Explanation for forecasts of operation 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 the 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, 2011, please refer to the attachment (pages 10 and 20).

CONTENTS OF THE ATTACHMENT

|   | page  |
|---|-------|
| Contents of the Attachment  | 1     |
| <u>1. Information on Consolidated Results</u>   | 2     |
| <u>(1) Operating Results</u>  | 2-8   |
| <u>(2) Financial Review</u>   | 9     |
| <u>(3) Prospects for the Fiscal Year Ending March 31, 2011</u>  | 10    |
| <u>2. Other Information</u>   | 11    |
| <u>(1) Changes in Significant Subsidiaries</u>  | 11    |
| <u>(2) Application of Simplified or Exceptional Accounting</u>  | 11    |
| <u>(3) Changes in Significant Accounting Policies, Procedures and Presentation</u>  | 11    |
| <u>3. Consolidated Financial Statements</u>   | 12    |
| <u>(1) Consolidated Balance Sheets</u>  | 12    |
| <u>(2) Consolidated Statements of Income and Comprehensive Income</u>   | 13-14 |
| <u>(3) Consolidated Statements of Cash Flows</u>  | 15    |
| <u>(4) Going Concern Assumption</u>   | 16    |
| <u>(5) Segment Information</u>  | 16    |
| <u>(6) Significant Changes in NTT DOCOMO, INC. Shareholders' Equity</u>   | 16    |
| <u>4. Appendices</u>  | 17    |
| <u>(1) Operating Data for 3rd Quarter of Fiscal Year Ending March 31, 2011</u>  | 17    |
| <u>(2) Definition and Calculation Methods of ARPU and MOU</u>   | 18    |
| <u>(3) Reconciliations of the Disclosed Non-GAAP Financial Measures to the Most Directly Comparable GAAP Financial Measures</u> | 19    |
| <u>5. Special Note Regarding Forward-Looking Statements</u>   | 20    |



**Table of Contents**

**Earnings Release for the Nine Months Ended December 31, 2010**

**1. Information on Consolidated Results**

**(1) Operating Results**

**i. Business Overview**

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

Under these market conditions, we developed our new corporate vision "Pursuing Smart Innovation: HEART" with the aim of achieving further growth and delivering new values to customers in view of the possible changes in society in the future.

Based on our medium-term action plan "Change and Challenge", we continued to promote various measures aimed at improving customer satisfaction, and earned splendid appraisals from external organizations. Positioning this fiscal year as "a year to enter the execution phase" to realize the goals of our "Challenge" programs, we expanded the smartphone market, launched "Xi" (pronounced crossy) service using the LTE system, a new mobile communications standard and implemented various other measures to achieve an increase in packet ARPU (average monthly revenue per unit).

For the nine months ended December 31, 2010, with respect to our cellular services revenues, although voice revenues decreased by ¥140.5 billion from the same period of the prior fiscal year due to a decline in voice ARPU, packet communications revenues increased by ¥76.6 billion as a result of our efforts to boost packet usage and expand the uptake of packet flat-rate services. Other revenues grew by ¥54.6 billion owing mainly to an increase in the subscriptions to "Mobile Phone Protection & Delivery Service" and other factors. Equipment sales revenues decreased by ¥23.9 billion due to a decline in wholesale price per unit. Consequently, we recognized operating revenues of ¥3,209.1 billion (a decrease of ¥33.2 billion from the same period of the prior fiscal year). We recognized operating expenses of ¥2,450.6 billion (a decrease of ¥89.1 billion from the same period of the prior fiscal year) as a result of a decrease in network-related costs achieved through efficient use of capital expenditures and other ongoing cost-cutting efforts. As a result of the foregoing, we recorded an operating income of ¥758.5 billion (an increase of ¥55.8 billion from the same period of the prior fiscal year). Income before income taxes was ¥748.6 billion and net income attributable to NTT DOCOMO, INC. was ¥444.0 billion.

Notes: 1. The information in this earnings release is unaudited.

2. Amounts in this earnings release are rounded off.



Table of Contents**DOCOMO Earnings Release****Nine Months Ended December 31, 2010**

Consolidated results of operations for the three months and nine months ended December 31, 2009 and 2010, respectively, were as follows:

<Results of operations>

|  | Billions of yen                                  |   |   |                            |        |
|--|--|---|---|----------------------------|--------|
|  | Three<br>months<br>ended<br>December<br>31, 2009 | <b>Three months<br/>ended<br/>December 31,<br/>2010</b> |   | Increase<br><br>(Decrease) |        |
| Operating revenues   | ¥ 1,096.6  | ¥ <b>1,071.0</b>  | ¥ | (25.6)                     | (2.3)% |
| Operating expenses   | 879.1  | <b>843.9</b>  |   | (35.2)                     | (4.0)  |
| Operating income   | 217.4  | <b>227.0</b>  |   | 9.6                        | 4.4    |
| Other income (expense)   | 4.4  | <b>(5.4)</b>  |   | (9.8)                      |        |
| Income before income taxes                                       | 221.8  | <b>221.6</b>  |   | (0.2)                      | (0.1)  |
| Income taxes   | 89.7   | <b>90.2</b>   |   | 0.5                        | 0.5    |
| Equity in net income (losses) of affiliates                      | 2.9  | <b>3.4</b>  |   | 0.5                        | 15.9   |
| Net Income   | 135.0  | <b>134.8</b>  |   | (0.2)                      | (0.1)  |
| Less: Net (income) loss attributable to noncontrolling interests | (0.4)  | <b>(0.6)</b>  |   | (0.2)                      | (49.2) |
| Net income attributable to NTT DOCOMO, INC.                      | ¥ 134.6  | ¥ <b>134.2</b>  | ¥ | (0.4)                      | (0.3)% |
| EBITDA margin*   | 36.3%  | <b>38.1%</b>  |   | 1.8point                   |        |
| ROCE before tax effect*  | 4.2%   | <b>4.2%</b>   |   |                            |        |
| ROCE after tax effect*   | 2.5%   | <b>2.5%</b>   |   |                            |        |

|                            | Billions of yen                                 |  |   |                            |         |
|----------------------------|---|--|---|----------------------------|---------|
|                            | Nine<br>months<br>ended<br>December<br>31, 2009 | <b>Nine months<br/>ended<br/>December 31,<br/>2010</b> |   | Increase<br><br>(Decrease) |         |
| Operating revenues         | ¥ 3,242.4                                       | ¥ <b>3,209.1</b>                                       | ¥ | (33.2)                     | (1.0)%  |
| Operating expenses         | 2,539.7   | <b>2,450.6</b>   |   | (89.1)                     | (3.5)   |
| Operating income           | 702.7   | <b>758.5</b>   |   | 55.8                       | 7.9     |
| Other income (expense)     | (1.0)   | <b>(9.9)</b>   |   | (8.9)                      | (921.1) |
| Income before income taxes | 701.7   | <b>748.6</b>   |   | 47.0                       | 6.7     |

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|  |         |                |          |        |
|--|---------|----------------|----------|--------|
| Income taxes   | 283.8   | <b>303.4</b>   | 19.6     | 6.9    |
| Equity in net income (losses) of affiliates                      | 3.2     | <b>0.4</b>     | (2.8)    | (88.2) |
| Net Income   | 421.1   | <b>445.6</b>   | 24.6     | 5.8    |
| Less: Net (income) loss attributable to noncontrolling interests | (1.7)   | <b>(1.7)</b>   | 0.1      | 3.5    |
| Net income attributable to NTT DOCOMO, INC.                      | ¥ 419.3 | ¥ <b>444.0</b> | ¥ 24.6   | 5.9%   |
| EBITDA margin*   | 38.1%   | <b>39.5%</b>   | 1.4point |        |
| ROCE before tax effect*  | 13.9%   | <b>14.2%</b>   | 0.3point |        |
| ROCE after tax effect*   | 8.2%    | <b>8.4%</b>    | 0.2point |        |

\* 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 19.

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

&lt;Operating revenues&gt;

**Nine Months Ended December 31, 2010**

|                                  | Billions of yen                      |                                      |   |                     |        |
|----------------------------------|--------------------------------------|--------------------------------------|---|---------------------|--------|
|                                  | Three months ended December 31, 2009 | Three months ended December 31, 2010 |   | Increase (Decrease) |        |
| Wireless services                | ¥ 966.2                              | ¥ 951.1                              | ¥ | (15.1)              | (1.6)% |
| Cellular services revenues       | 896.6                                | 863.3                                |   | (33.2)              | (3.7)  |
| - Voice revenues                 | 499.3                                | 438.6                                |   | (60.7)              | (12.2) |
| Including: FOMA services         | 470.7                                | 426.7                                |   | (44.1)              | (9.4)  |
| - Packet communications revenues | 397.3                                | 424.8                                |   | 27.5                | 6.9    |
| Including: FOMA services         | 390.4                                | 421.4                                |   | 31.0                | 7.9    |
| Other revenues                   | 69.7                                 | 87.8                                 |   | 18.1                | 26.0   |
| Equipment sales                  | 130.3                                | 119.9                                |   | (10.5)              | (8.0)  |
| Total operating revenues         | ¥ 1,096.6                            | ¥ 1,071.0                            | ¥ | (25.6)              | (2.3)% |

|                                  | Billions of yen                     |                                     |   |                     |        |
|----------------------------------|-------------------------------------|-------------------------------------|---|---------------------|--------|
|                                  | Nine months ended December 31, 2009 | Nine months ended December 31, 2010 |   | Increase (Decrease) |        |
| Wireless services                | ¥ 2,859.5                           | ¥ 2,850.1                           | ¥ | (9.4)               | (0.3)% |
| Cellular services revenues       | 2,662.7                             | 2,598.8                             |   | (63.9)              | (2.4)  |
| - Voice revenues                 | 1,477.5                             | 1,337.0                             |   | (140.5)             | (9.5)  |
| Including: FOMA services         | 1,374.9                             | 1,292.4                             |   | (82.5)              | (6.0)  |
| - Packet communications revenues | 1,185.2                             | 1,261.8                             |   | 76.6                | 6.5    |
| Including: FOMA services         | 1,160.3                             | 1,249.6                             |   | 89.3                | 7.7    |
| Other revenues                   | 196.8                               | 251.3                               |   | 54.6                | 27.7   |
| Equipment sales                  | 382.9                               | 359.0                               |   | (23.9)              | (6.2)  |
| Total operating revenues         | ¥ 3,242.4                           | ¥ 3,209.1                           | ¥ | (33.2)              | (1.0)% |

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

&lt;Operating expenses&gt;

|  | Billions of yen                      |                                      |                     |
|--|--------------------------------------|--------------------------------------|---------------------|
|  | Three months ended December 31, 2009 | Three months ended December 31, 2010 | Increase (Decrease) |

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|   |   |       |   |              |   |        |        |
|---|---|-------|---|--------------|---|--------|--------|
| Personnel expenses  | ¥ | 64.7  | ¥ | <b>66.3</b>  | ¥ | 1.6    | 2.5%   |
| Non-personnel expenses  |   | 540.9 |   | <b>512.9</b> |   | (28.1) | (5.2)  |
| Depreciation and amortization   |   | 173.7 |   | <b>174.1</b> |   | 0.4    | 0.2    |
| Loss on disposal of property, plant and equipment and intangible assets |   | 11.8  |   | <b>10.5</b>  |   | (1.3)  | (10.7) |
| Communication network charges   |   | 78.4  |   | <b>70.5</b>  |   | (7.9)  | (10.1) |
| Taxes and public dues   |   | 9.6   |   | <b>9.6</b>   |   | 0.0    | 0.4    |
| Total operating expenses  | ¥ | 879.1 | ¥ | <b>843.9</b> | ¥ | (35.2) | (4.0)% |

Billions of yen

|   | Nine months ended December 31, 2009 | Nine months ended December 31, 2010 |   | Increase (Decrease) |        |
|---|-------------------------------------|-------------------------------------|---|---------------------|--------|
| Personnel expenses  | ¥ 191.5                             | ¥ <b>195.7</b>                      | ¥ | 4.2                 | 2.2%   |
| Non-personnel expenses  | 1,542.8                             | <b>1,495.0</b>                      |   | (47.9)              | (3.1)  |
| Depreciation and amortization   | 511.5                               | <b>496.1</b>                        |   | (15.4)              | (3.0)  |
| Loss on disposal of property, plant and equipment and intangible assets | 30.4                                | <b>23.1</b>                         |   | (7.3)               | (23.9) |
| Communication network charges   | 234.3                               | <b>211.6</b>                        |   | (22.6)              | (9.7)  |
| Taxes and public dues   | 29.2                                | <b>29.1</b>                         |   | (0.1)               | (0.3)  |
| Total operating expenses  | ¥ 2,539.7                           | ¥ <b>2,450.6</b>                    | ¥ | (89.1)              | (3.5)% |

**Table of Contents****DOCOMO Earnings Release****Nine Months Ended December 31, 2010****ii. Segment Results****Mobile phone business**

During the three months ended December 31, 2010, we continually implemented various actions aimed at enhancing customer satisfaction, and received the No.1 rating by J.D. Power Asia Pacific in its customer satisfaction study\*<sup>1</sup>. We also released 18 new models of mobile phones and smartphones, including the GALAXY S, to offer products and services catered to the diverse needs of customers. The cumulative number of smartphones sold during this fiscal year has exceeded one million units.

On December 24, 2010, we launched Xi service using the LTE system a new mobile communications standard featuring high-speed, large-capacity and low-latency transmission capabilities, in Tokyo, Osaka and Nagoya, and released the L-02C data terminal device compatible with Xi service.

As part of our efforts to raise the packet ARPU, we launched the i-mode version of docomo market portal to give users easier access to a wide array of applications and contents such as music and electronic books they need. We also introduced docomo Drive Nē wireless information distribution service for car navigation systems together with a dedicated billing plan for this service. Furthermore, we started offering a trial electronic book service, in which smartphone users can download magazines, books and other publications without having to pay any content fees.

As of December 31, 2010, the total number of our cellular services subscriptions was 57.21 million (an increase of 1.77 million compared to the number as of December 31, 2009), and our cellular churn rate for the nine months ended December 31, 2010, was 0.46%. The aggregate number of subscriptions to Fami-wari MAX 50 and other MAX discount programs introduced in August 2007 reached approximately 35.90 million, while the number of subscriptions to the Value Plan launched in November 2007 grew to approximately 38.90 million as of December 31, 2010. Although the packet ARPU posted an increase from the same period of the prior fiscal year, the aggregate ARPU for the nine months ended December 31, 2010, decreased by 5.0% year-on-year to ¥5,170 due to a drop in voice ARPU, which was negatively affected by the expanded uptake of Value Plan and other factors.

With regard to equipment sales, equipment sales revenues and cost of equipment sold decreased due primarily to a decline of purchase and wholesale prices per unit.

As a result of the foregoing, operating revenues and operating income from mobile phone business for the nine months ended December 31, 2010, were ¥3,106.8 billion (a decrease of ¥49.3 billion from the same period of the prior fiscal year) and ¥764.8 billion (an increase of ¥54.6 billion from the same period of the prior fiscal year), respectively.

\*1: J. D. Power Asia Pacific 2010 Japan Mobile Phone Service Customer Satisfaction Index Study<sup>SM</sup>. Study results were based on responses obtained from 7,500 mobile phone users residing in Japan during the period between late July and late August 2010. [www.jdpower.co.jp](http://www.jdpower.co.jp)

\*2: A new information delivery service for drivers which provides latest maps and other information such as tourism facilities and parking availability based on the vehicle location in real time through DOCOMO's network.

**Table of Contents**

**DOCOMO Earnings Release**

**Nine Months Ended December 31, 2010**

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

<Number of subscriptions by services>