

## Operation Data for 3rd Quarter of 2002

February 3, 2003  
NTT DoCoMo, Inc.

		3rd Quarter of 2002 (from October, 2002 to December, 2002)	<b>[Ref.]</b> 3rd Quarter of 2001 (from October, 2001 to December, 2001)	<b>[Ref.]</b> Fiscal 2001 ended March 31, 2002 (full year results)
<b>Cellular</b>				
Subscribers	thousands	<b>42,874</b>	<b>39,635</b>	40,783
FOMA	thousands	<b>152.0</b>	<b>27.0</b>	89.4
Market Share (1)	%	<b>58.3</b>	<b>59.0</b>	59.0
Net Increase	thousands	<b>712</b>	<b>1,197</b>	4,757
FOMA	thousands	<b>16.3</b>	<b>27.1</b>	89
Aggregate ARPU (PDC) (2)	yen/month/ contract	<b>8,200</b>	<b>8,540</b>	8,480
Voice ARPU	yen/month/ contract	<b>6,430</b>	<b>6,960</b>	6,940
i-mode ARPU (3)	yen/month/ contract	<b>1,770</b>	<b>1,580</b>	1,540
ARPU (FOMA)	yen/month/ contract	<b>7,750</b>	<b>10,400</b>	8,750
MOU (4)	minute/month/ contract	<b>169</b>	<b>180</b>	178
Churn Rate (5)	%	<b>1.20</b>	<b>1.16</b>	1.18
<b>i-mode</b>				
Subscribers	thousands	<b>36,209</b>	<b>30,182</b>	32,156
i-appli <sup>TM</sup> compatible (PDC)	thousands	<b>15,658</b>	<b>10,481</b>	12,540
i-mode Subscription Rate	%	<b>84.5</b>	<b>76.1</b>	78.8
Net Increase	thousands	<b>1,326</b>	<b>2,413</b>	10,461
iMenu Sites	sites	<b>3,389</b>	<b>2,932</b>	2,994
i-appli	sites	<b>515</b>	<b>233</b>	270
Access percentage by content category (6)				
Ringing tone/Screen	%	<b>39</b>	<b>38</b>	37
Game/Horoscope	%	<b>20</b>	<b>23</b>	20
Entertainment Info	%	<b>21</b>	<b>20</b>	21
Information	%	<b>11</b>	<b>10</b>	12
Database	%	<b>5</b>	<b>4</b>	5
Transaction	%	<b>4</b>	<b>5</b>	5
Independent Sites*	sites	<b>61,180</b>	<b>51,744</b>	53,534
Percentage of packets transmitted (6)				
Web	%	<b>86</b>	<b>82</b>	83
Mail	%	<b>14</b>	<b>18</b>	17
ARPU generated purely from i-mode (PDC)	yen/month/ contract	<b>2,110</b>	<b>2,130</b>	2,200
<b>PHS</b>				
Subscribers	thousands	<b>1,761</b>	<b>1,910</b>	1,922
Market Share (1)	%	<b>31.6</b>	<b>33.6</b>	33.7
Net Increase	thousands	<b>-68</b>	<b>19</b>	110
ARPU	yen/month/ contract	<b>3,500</b>	<b>3,740</b>	3,830
MOU	minute/month/ contract	<b>116</b>	<b>121</b>	121
Data Transmission Rate (7)	%	<b>77.7</b>	<b>73.3</b>	72.5
Churn Rate (5)	%	<b>3.35</b>	<b>3.53</b>	3.58

(1) Source: Telecommunications Carriers Association

(2) ARPU (Average monthly Revenue Per Unit)

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

(3) i-mode ARPU = ARPU generated purely from i-mode x (no. of active i-mode users/no. of active cellular phone users)

No. of active users = (no. of subscribers at the end of previous quarter( or FY)+ no. of subscribers at the end of current quarter(or FY))/2 x no. of months

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

(5) Churn Rate:

FY: Total number of cancellations for one year/Total subscribers at the end of each month,  
from March in previous fiscal year to February in current fiscal year

Q3: Total cancellations for third quarter/Total subscribers at the end of each month, from September to November

(6) Calculation does not include i-mode access via FOMA

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

\* Formerly called "Voluntary Websites"