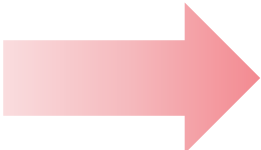

Analyst Meeting concerning New Rate Plans



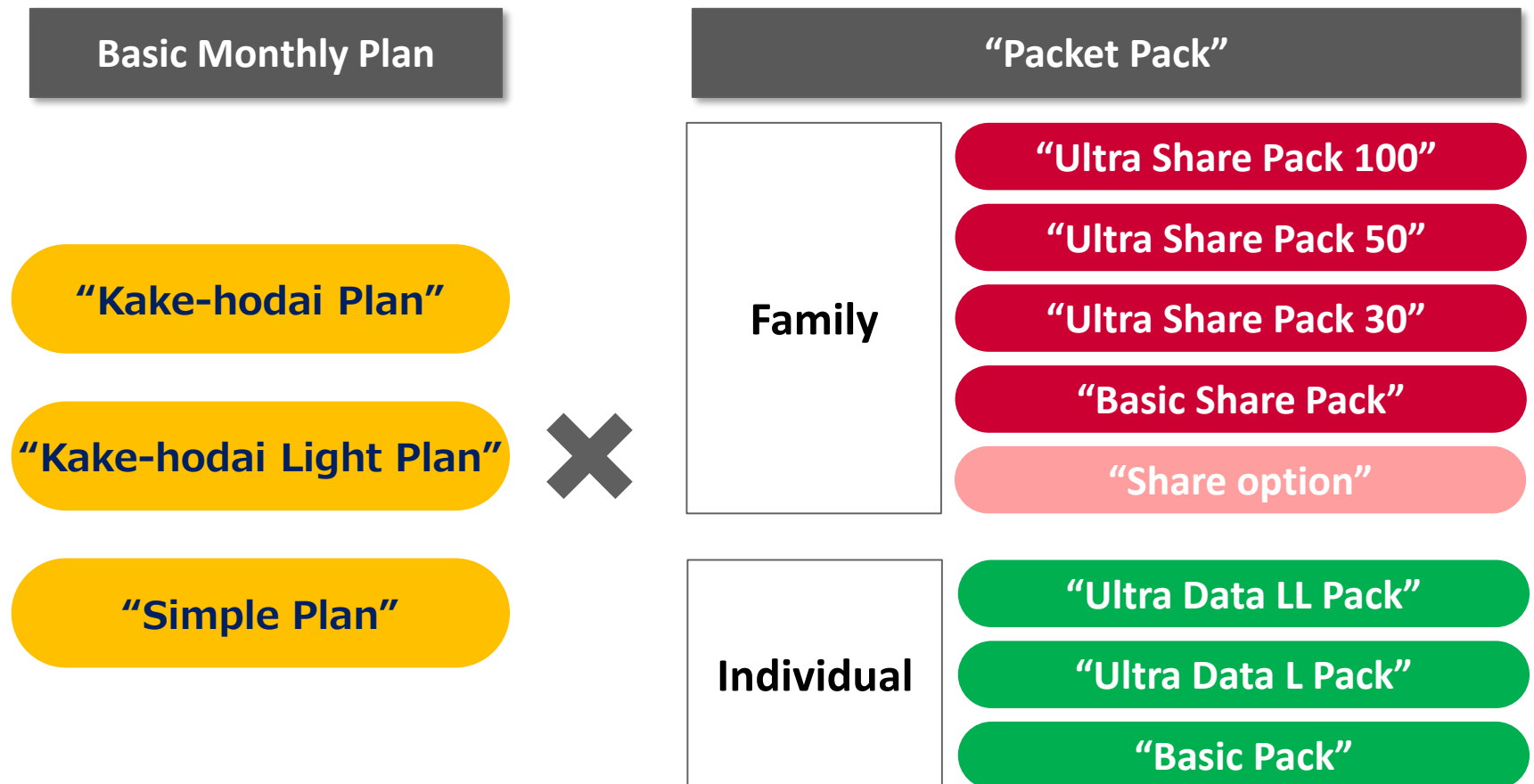
April 16, 2019

Today's Key Messages

- ▶ **Simple and great value rate plans**
- ▶ **Easy-to-understand rate structure offering two choices**
- ▶ **Stepped up benefits to families**
 -  **Up to 40% rate reduction**

Existing Rate Plans

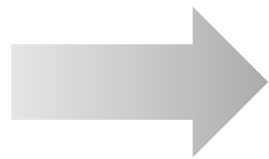
Choose from multiple patterns of combinations
of Basic Monthly Plan + Packet Pack



▶ **Simple and great value rate plan**

▶ Easy-to-understand rate structure offering two choices

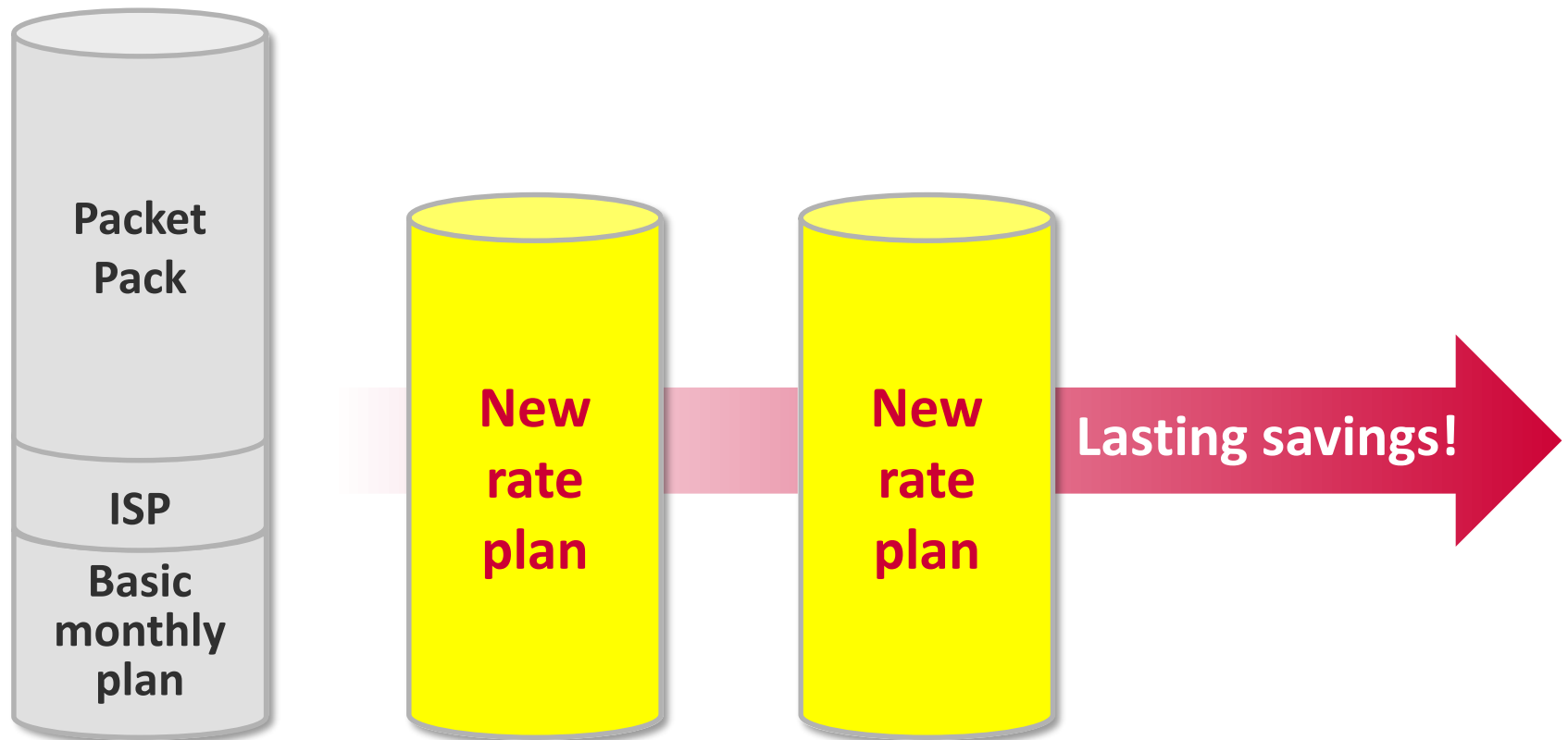
▶ Stepped up benefits to families



Up to 40% rate reduction

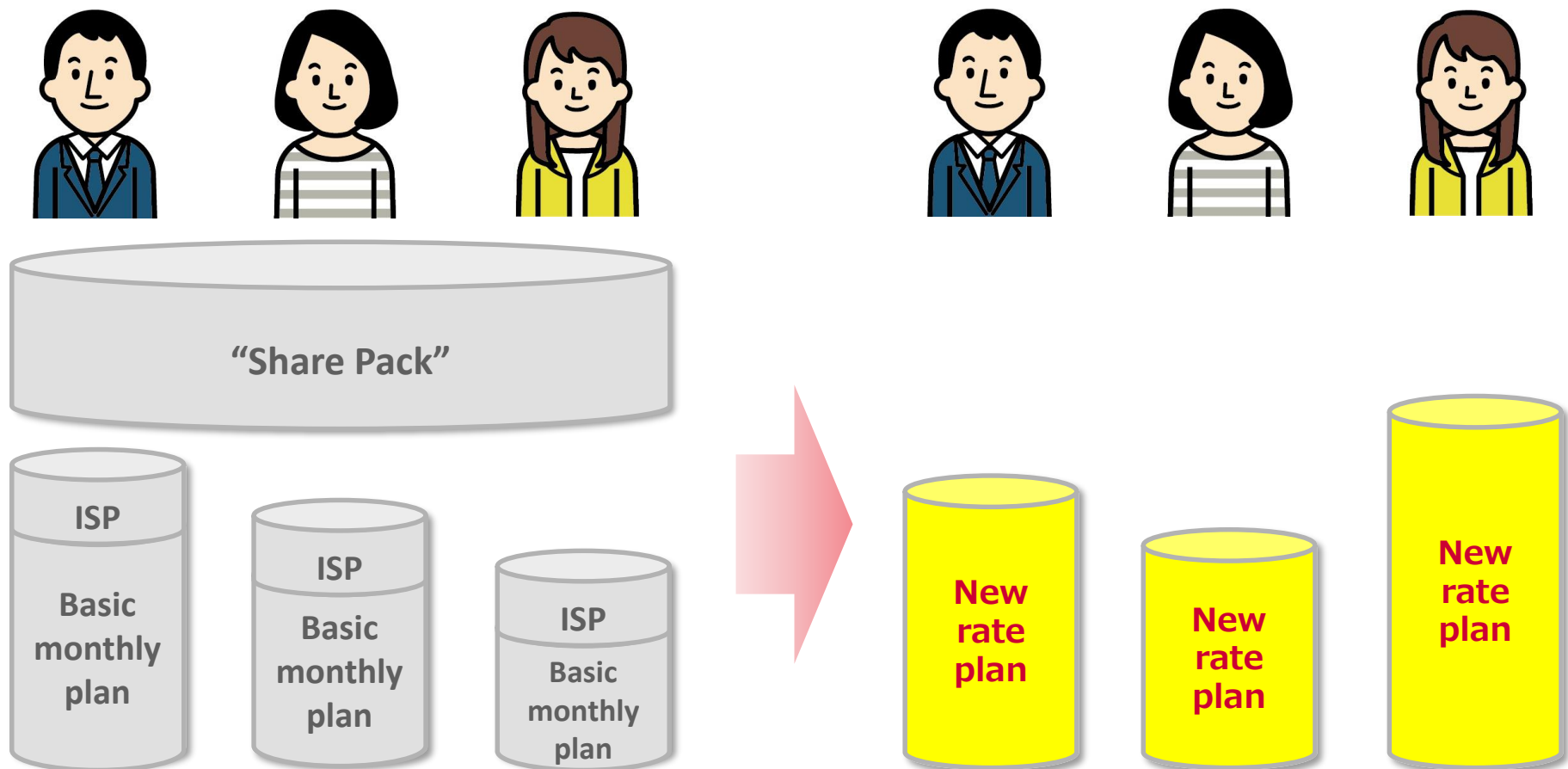
Simple and Great Value Rate Plan

**A simple price structure based on package prices.
More affordable than conventional plans.**



Each User Chooses a Rate Plan

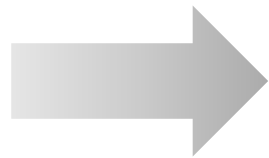
Can choose any plan as you like!



▶ Simple and Great Value Rate Plan

▶ **Easy-to-understand rate structure offering two choices**

▶ Stepped up benefits to families



Up to 40% rate reduction

Gigahome

Unlimited data

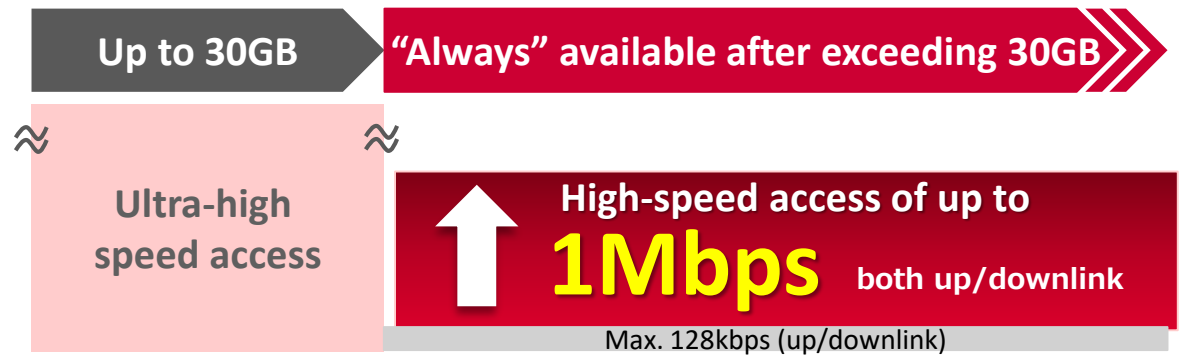
Gigalight

Pay-as-you-go

“Gigaho”

Large data bucket of 30GB and
unlimited network access at speeds of up to 1Mbps
even after exceeding 30GB

Gigaho



¥5,980

Gigaho

Unlimited data



Heavily use
smartphone
outside
home/office



Frequently view
videos or upload
posts on SNS

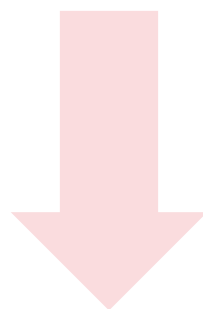


Want to use
services without
worries about
data allowance

“Gigaho Wari”

¥5,980

Gigaho Wari



Up to 6 months

¥1,000 discount/
month

¥4,980

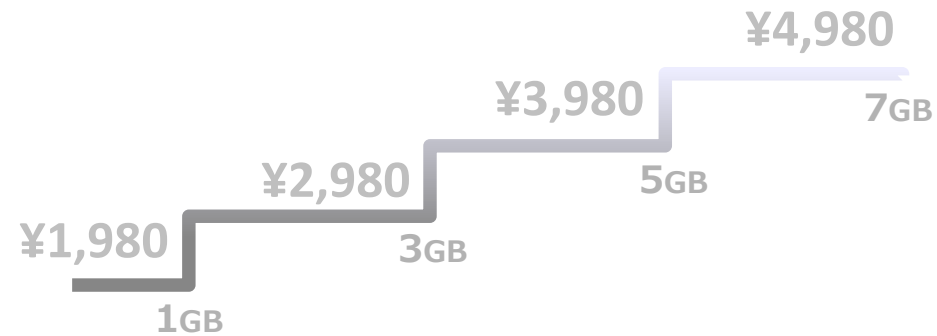
* Applied with “Minna DOCOMO Wari (3 or more lines)”. Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.

* “Gigaho Wari” will be offered for subscription applications submitted by Sept. 30, 2019.

“Gigalight”

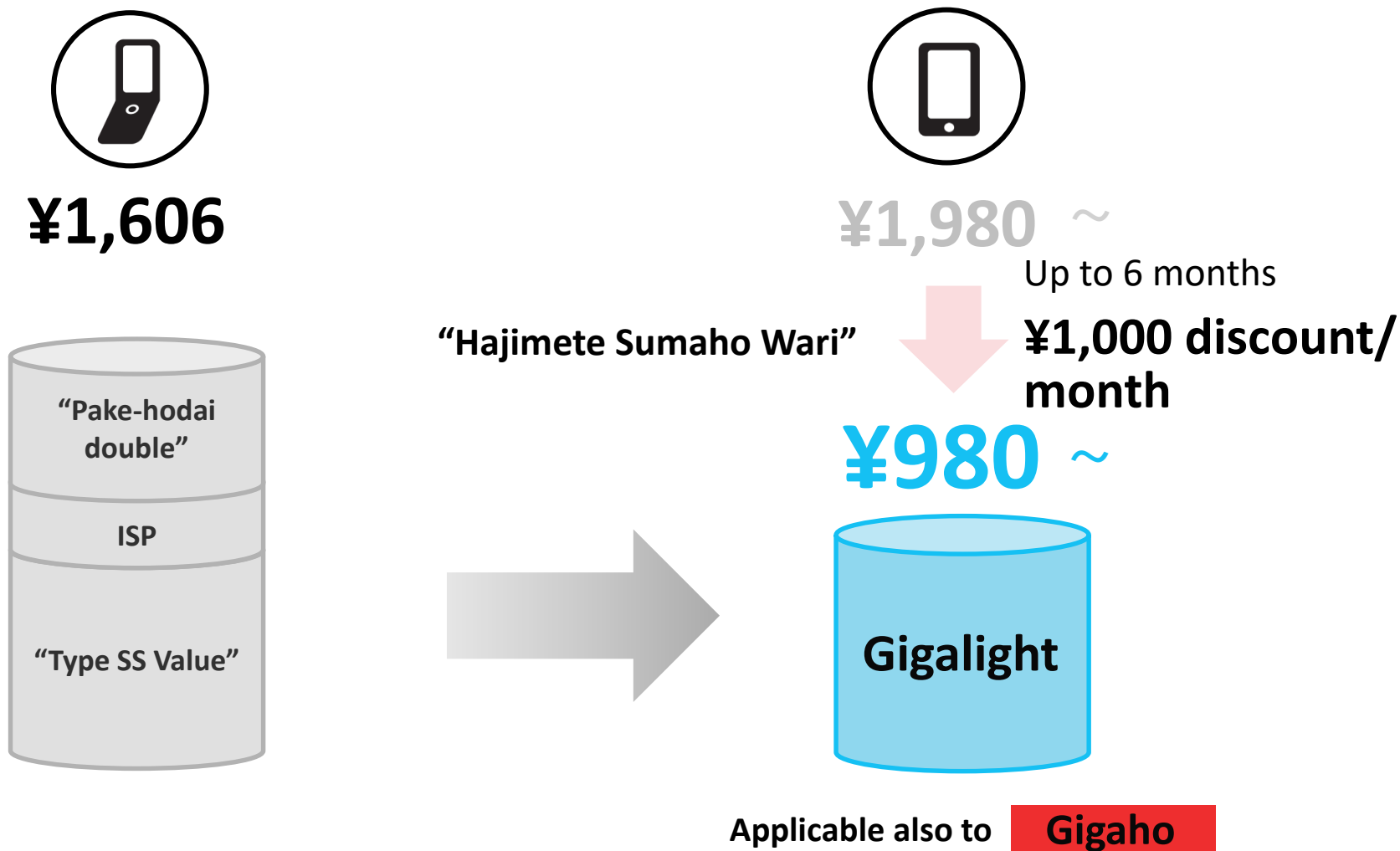
Monthly rate based on user's data usage remains unchanged in the second year and beyond

Gigalight



¥1,980 ~

“Hajimete Sumaho Wari”



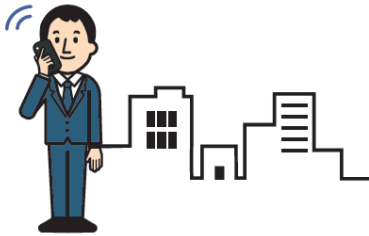
* Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.

* Feature phone rate assumes subscription to “Type SS Value” plan + i-mode + “Pake-hodai Double”

* Smartphone rate assumes subscription to “Gigalight (up to 1GB) applied with “Minna DOCOMO Wari (3 lines or more) + “Hajimete Sumaho Wari”

Gigalight

Pay-as-you-go



Does not view
videos that much



Use mobile phone
mainly for
checking email
and SNS



Primarily
connect via
Wi-Fi at home

Gigaho

Unlimited data

With “Gigaho Wari”:

¥4,980

for up to 6 months

Gigalight

Pay-as-you-go

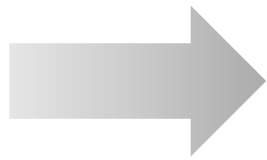
¥1,980

~

* Applied with “Minna DOCOMO Wari (3 or more lines).” Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.

* “Gigaho Wari” will be offered for subscription applications submitted by Sept. 30, 2019.

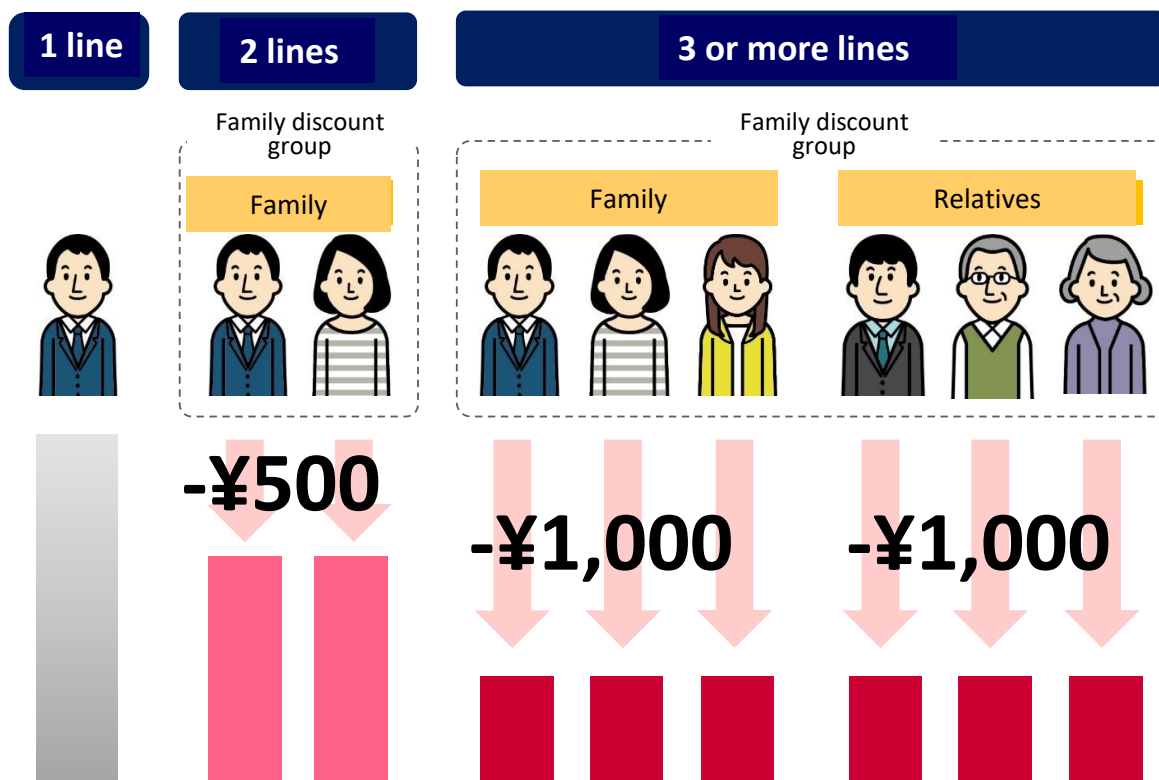
- ▶ Simple and Great Value Rate Plan
- ▶ Easy-to-understand rate structure offering two choices
- ▶ **Stepped up benefits to families**



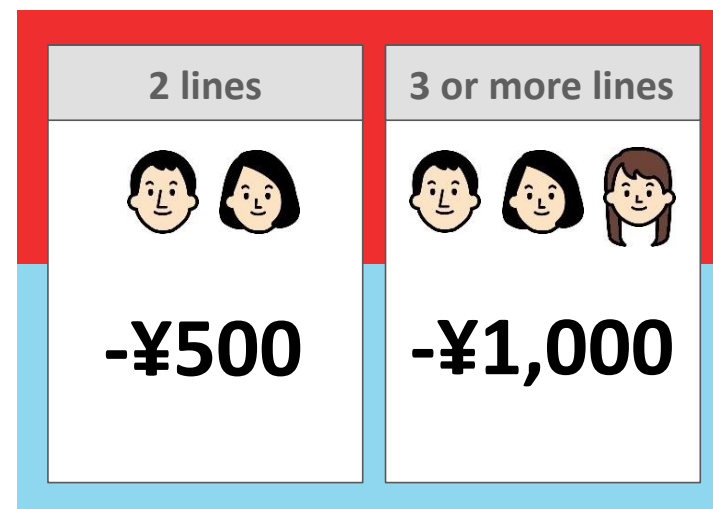
Up to 40% rate reduction

“Minna DOCOMO Wari”

Everyone gets savings based on the number of family members/relatives



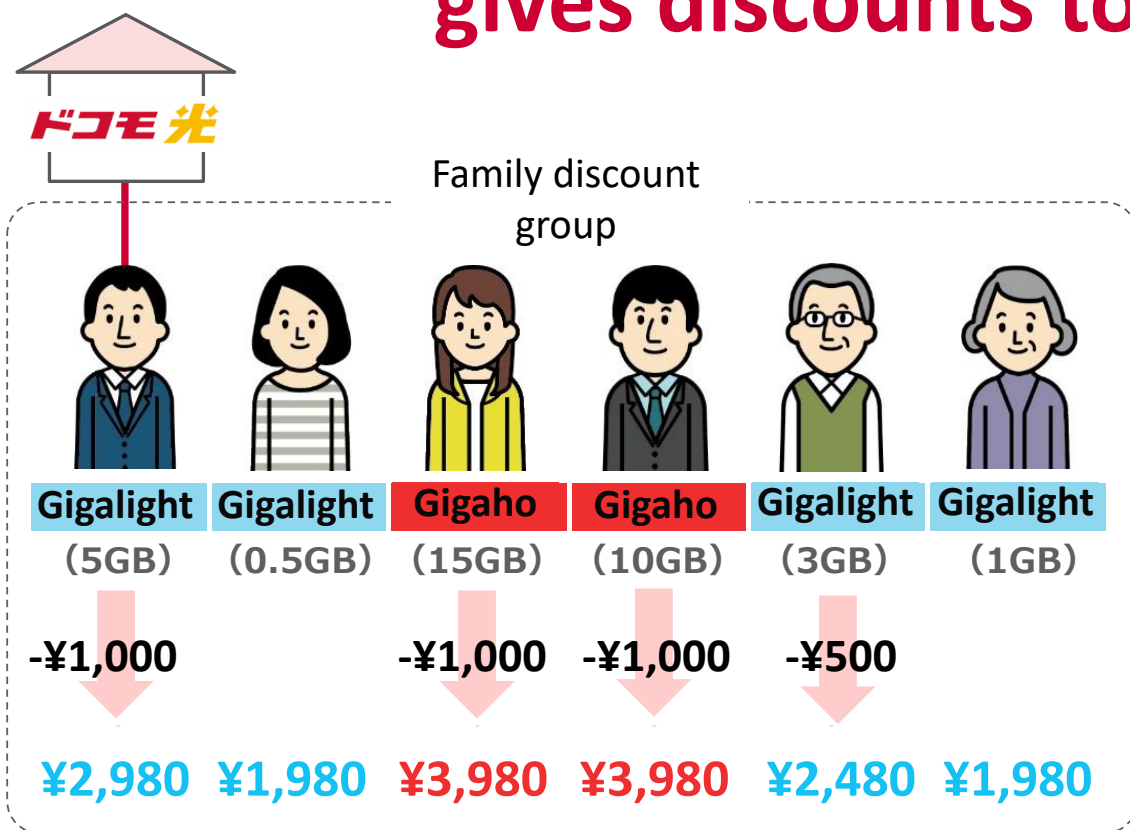
Minna DOCOMO Wari



* “Minna DOCOMO Wari” can be applied to “Gigaho” or “Gigalight” package

“docomo Hikari set discount”

Just one subscription of “docomo Hikari”
by a family member/relative
gives discounts to everyone!



docomo Hikari set discount

Gigaho		-¥1,000
Gigalight	~7GB	-¥1,000
	~5GB	-¥1,000
	~3GB	-¥500
	~1GB	—

* “docomo Hikari set discount” can be applied to “Gigaho” or “Gigalight” package

* Applied with “Minna DOCOMO Wari (3 or more lines)”. Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.

* “Gigaho Wari” discount is applied to “Gigaho” service.

Family & Relatives All Get Benefits

Savings of up to ¥2,000/person



Gigaho

Minna DOCOMO Wari

-¥1,000

docomo Hikari set discount

-¥1,000



Gigalight

Gigalight

Minna DOCOMO Wari

-¥1,000 -¥1,000

docomo Hikari set discount

-¥500



Gigaho

Minna DOCOMO Wari

-¥1,000

docomo Hikari set discount

-¥1,000



Gigalight

Gigalight

Minna DOCOMO Wari

-¥1,000

-¥1,000

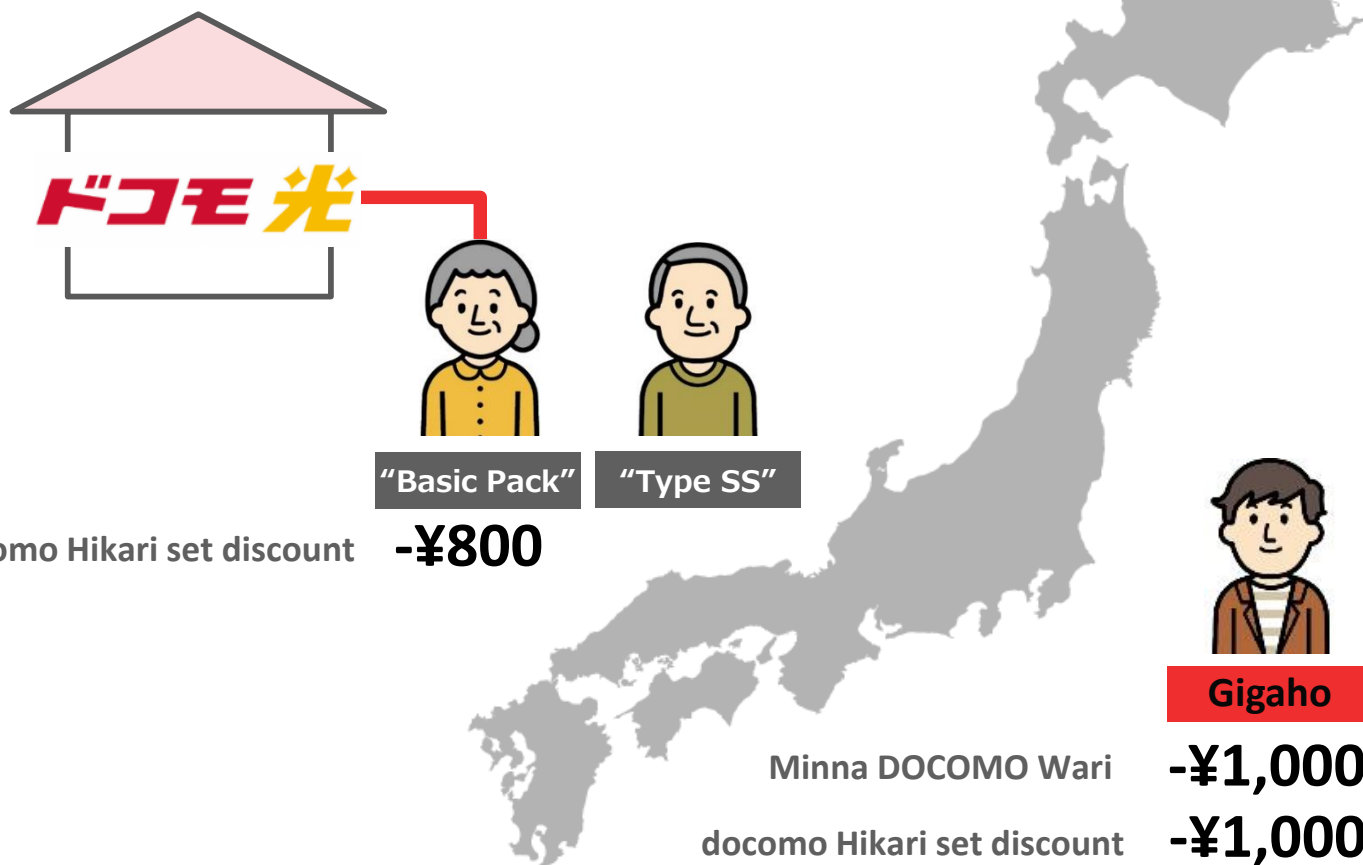
docomo Hikari set discount

-¥1,000



Handling of Existing Rate Plan Users

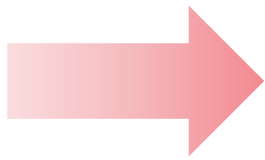
Subscriptions to plans other than the new rate plans are also counted for “Minna DOCOMO Wari”. “docomo Hikari set discount” can be applied also to existing plans other than the new rate plans



▶ Simple and Great Value Rate Plan

▶ Easy-to-understand rate structure offering two choices

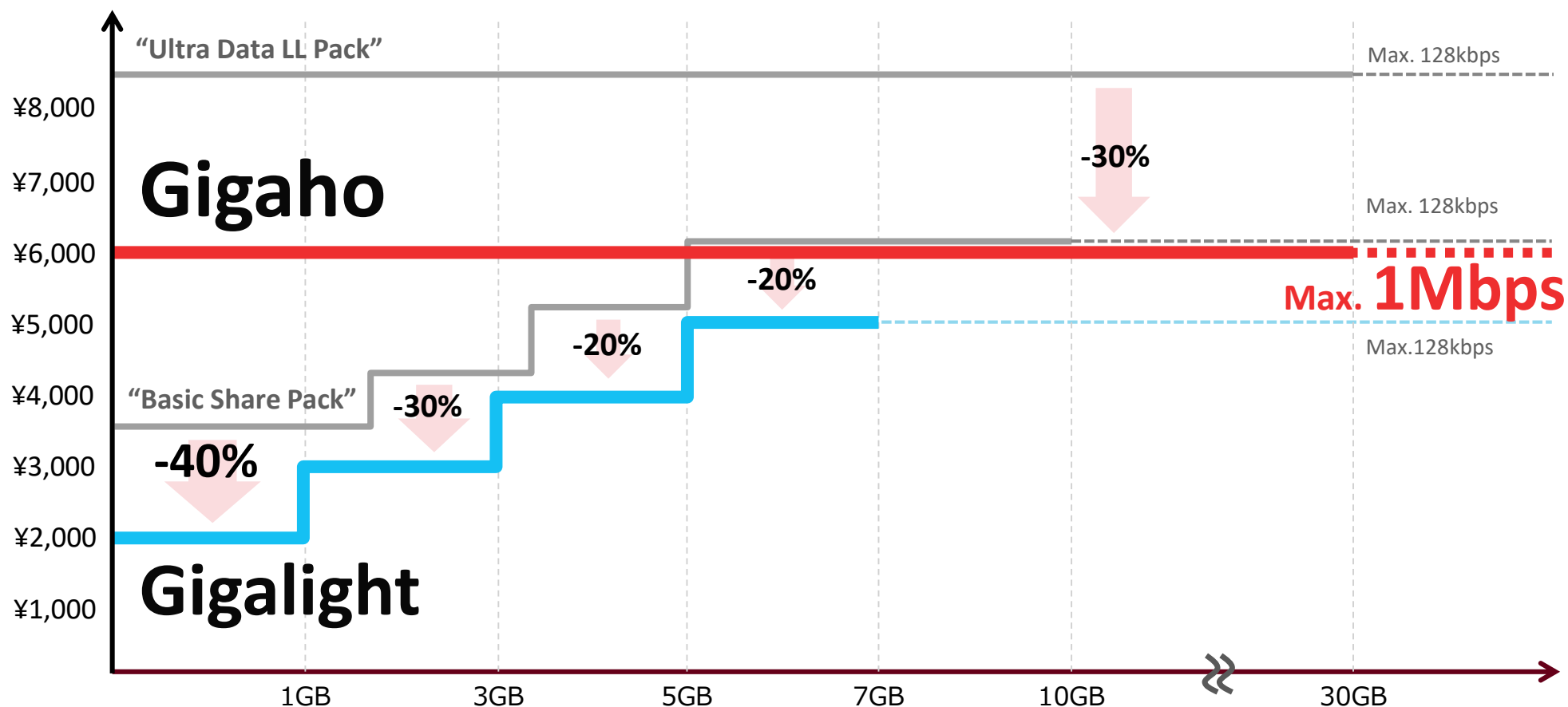
▶ Stepped up benefits to families



Up to 40% rate reduction

Comparison with Existing Rates

Up to 40% reduction



* Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.

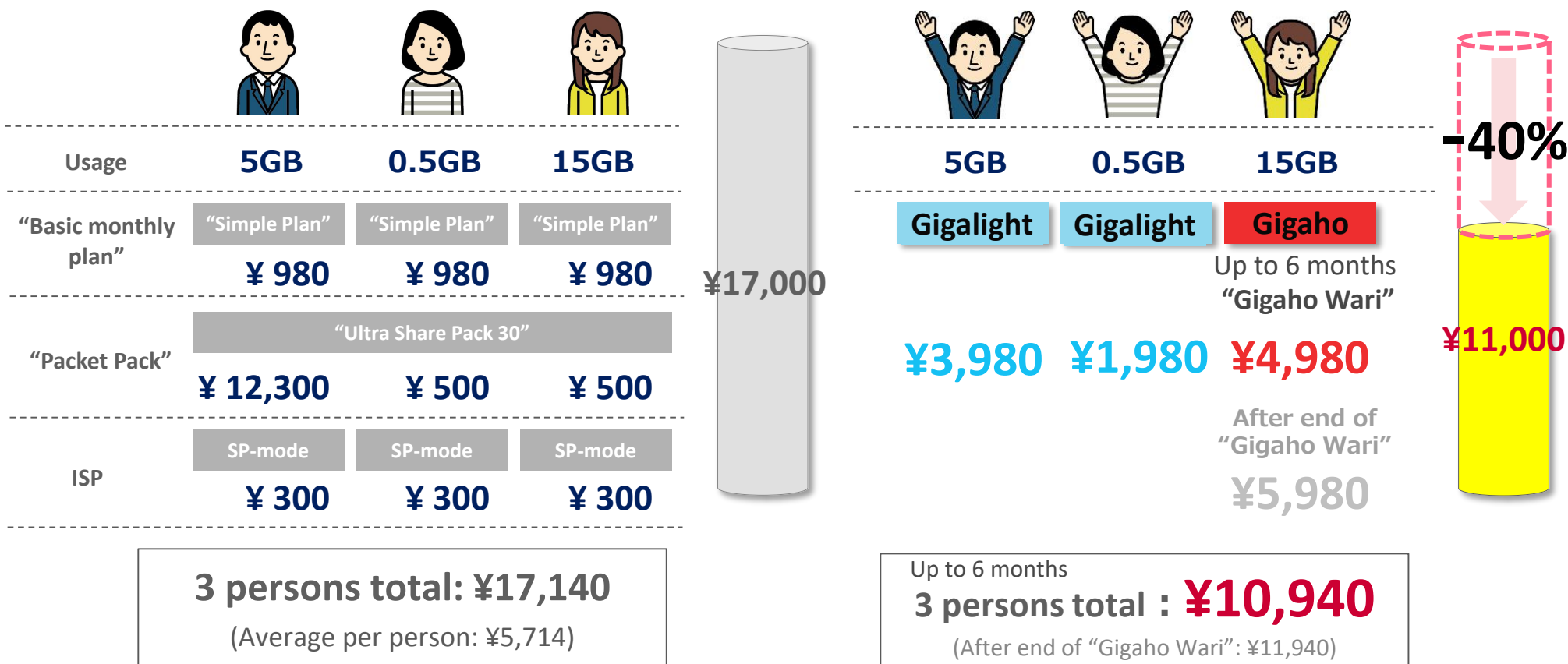
* Existing rate assumes the use of "Simple Plan," "ISP" and "Zutto DOCOMO Discount Plus" (Platinum Stage)

* "Basic Share Pack" rate represents the rate per one user in the case where data allowance is shared by three family members.

* Assumes application of "Minna DOCOMO Wari" (3 or more lines) to "Gigaho" or "Gigalight" package.

Shift to Simple and Great Value Rate Plans ^{NTT} docomo

Greater “simplicity” than ever
Greater “value” than ever



- * Contingent on 2-year subscription (automatic contract renewal with cancellation fee for early termination). Voice communication charge not included.
- * “Ultra Share Pack 30” rates represent the rates after applying “Zutto DOCOMO Wari Plus (Platinum Stage)”
- * Assumes application of “Gigaho Wari” discount to “Gigaho” package.

Gigaho

Unlimited data

Gigalight

Pay-as-you-go

May 22 (Wed)
**Start of
pre-order applications**

June 1 (Sat)
Launch of new rates

Up to 500 “d POINTs” awarded
to customers that apply for
new rate plan via web site

* Customers who completed web application by June 30, 2019 are eligible for giveaway d POINTs.

* Customers making pre-entry in the period between April 15 and May 21 will be awarded 500 points, and customers without pre-entry 300 points.

* d POINT CLUB membership required to receive giveaway d POINTs (with restriction on period/purpose of use)

Notice to Customers

April 15 (Mon)



- Information on new rate plans

**Easy rate
simulation**

**Simulation requiring customers
to input conditions**

May 22 (Wed)



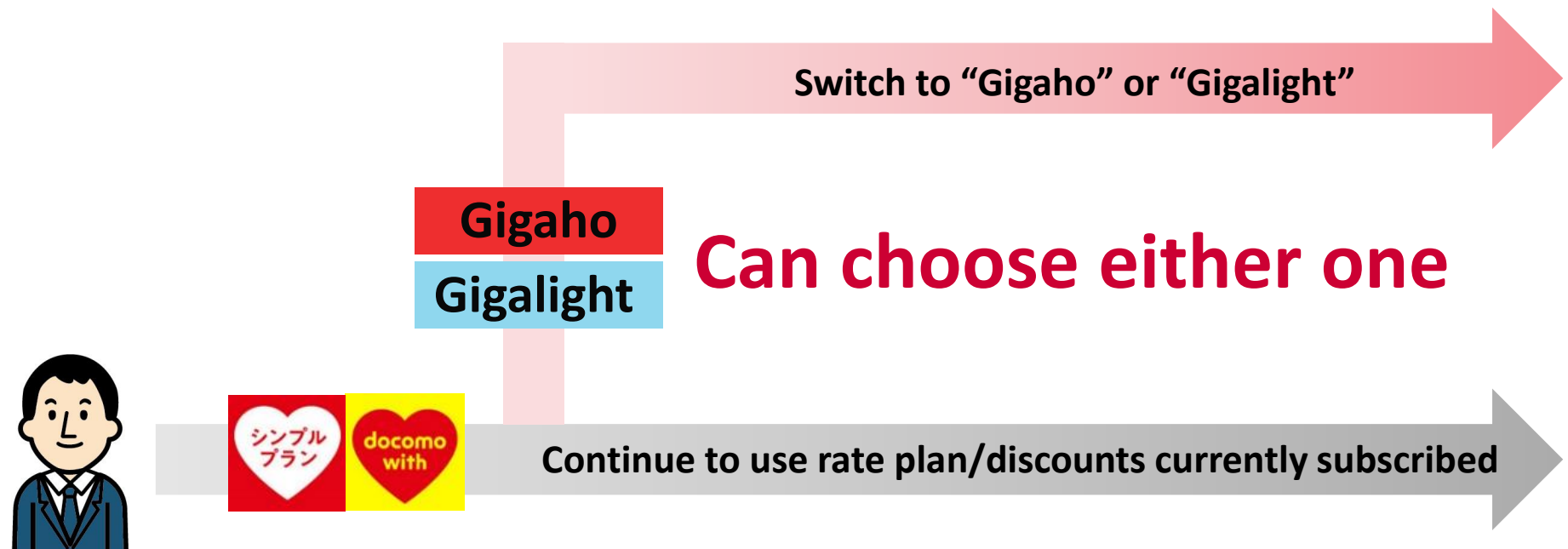
- Notice of start of pre-order acceptance
- Notice of in-depth rate simulation

**In-depth rate
simulation**

**A simulation that recommends
suitable rate plan based on
customer's usage**

Existing Rate Plans/Discounts

Customers can continue to use the existing plans/discounts even after launch of new rate plans



“Zutto DOCOMO Tokuten”

**Based on customer’s “d POINT CLUB” stage,
every year a pleasant gift will be given
in customer’s birthday month**



“Zutto DOCOMO Tokuten”

**Up to 3,000 points
to be awarded based on
customer’s “d POINT CLUB” stage**

“d POINT” Super Reward Program

Earn up to +7% by paying with “d Payment” or “iD” at stores. All Platinum Stage members will be given +1%.



To start
June 10 (Mon)

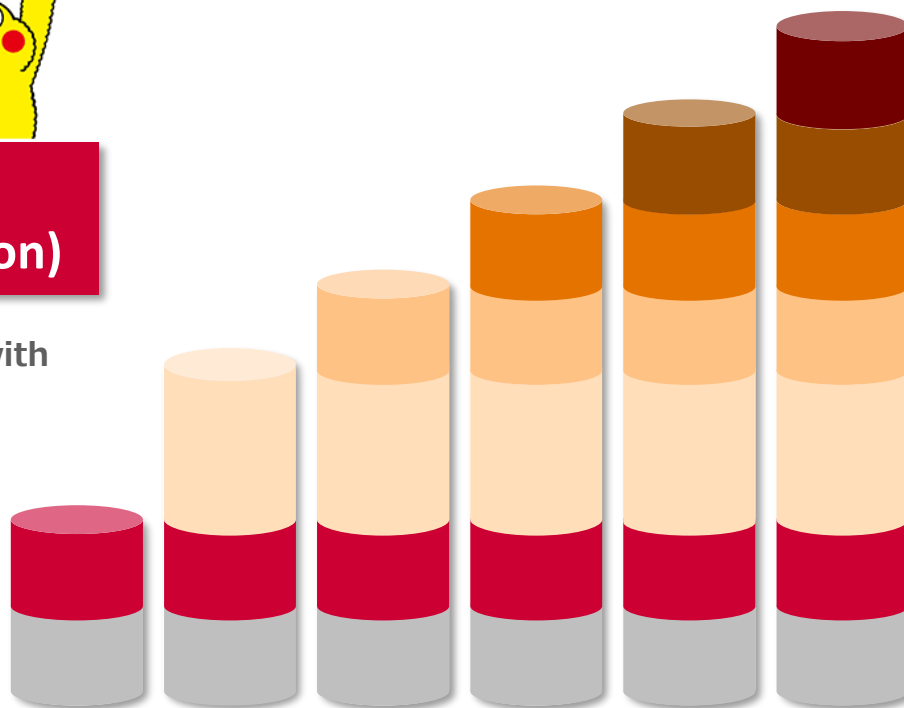
By making payment with



at stores



Base point at the
time of payment



Use of “Ichioshi Pack”: +1%

Use of “DAZN for docomo”: +1%

Use of “Disney DELUXE”: +1%

Pay phone bill with dCARD: +1%

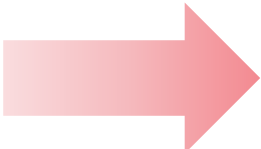
Use of d Market: +2%

Platinum stage: +1%

* Type of iD payment eligible for this program is d CARD iD payment.

* d POINT CLUB membership required to receive d POINTs (with restriction on period/purpose of use)

Today's Key Messages

- ▶ **Simple and great value rate plan**
- ▶ **Easy-to-understand rate structure offering two choices**
- ▶ **Stepped up benefits to families**
 -  **Up to 40% rate reduction**

NTT
docomo