

NTT DOCOMO INC
Form 6-K
November 08, 2002

FORM 6-K
U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13A-16 OR 15D-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

For the month of November, 2002.

Commission File Number: 001-31221

Total number of pages: 46

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):

Note: Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

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):

Note: Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Information furnished on this form:

EXHIBITS

Exhibit Number

1. Press release dated November 7, 2002 announcing the company's Consolidated Semi-annual Financial Statements for the six months ended September 30, 2002. NTT DoCoMo, Inc. filed the Japanese language version of this press release with the Tokyo Stock Exchange on November 7, 2002.
2. Press release dated November 7, 2002 announcing NTT DoCoMo's operational data for the second quarter of fiscal 2002.

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: November 8, 2002

By:

/s/ MASAYUKI HIRATA

Masayuki Hirata
Executive Vice President and
Chief Financial Officer

Consolidated Semi-annual Financial Statements

November 7, 2002

For the Six Months Ended September 30, 2002

[U.S. GAAP]

Name of registrant: **NTT DoCoMo, Inc.**
Code No.: 9437
Stock exchange on which the Company's shares are listed: Tokyo Stock Exchange-First Section
Address of principal executive office: Tokyo, Japan
(URL <http://www.nttdocomo.co.jp/>)
Representative: Keiji Tachikawa, Representative Director, President and Chief Executive Officer
Contact: Ken Takeuchi, Senior Manager, General Affairs Department / TEL (03) 5156-1111
Date of the meeting of the Board of Directors for approval of consolidated semi-annual financial statements: November 7, 2002
Name of Parent Company: Nippon Telegraph and Telephone Corporation (Code No. 9432)
Percentage of ownership interest in NTT DoCoMo, Inc. held by parent company: 63.0%
Adoption of US GAAP: Yes

1. Consolidated Financial Results for the Six Months Ended September 30, 2002 (April 1, 2002 - September 30, 2002)**(1) Consolidated Results of Operations**

Amounts are rounded off per 1 million yen throughout this report.

	Operating Revenues		Operating Income		Income before Income Taxes	
	(Millions of yen, except per share amounts)					
Six months ended September 30, 2002	2,384,264	1.9%	639,983	17.5%	627,967	22.3%
Six months ended September 30, 2001	2,338,745	18.6%	544,609	30.0%	513,324	25.4%
Year ended March 31, 2002	4,659,254		1,000,887		956,391	
	Net Income (Loss)		Earnings (Loss) per Share		Diluted Earnings per Share	
Six months ended September 30, 2002	4,174	(95.3%)	83.68	(yen)		(yen)
Six months ended September 30, 2001	89,207	(59.9%)	1,777.74	(yen)		(yen)
Year ended March 31, 2002	(116,191)		(2,315.48)	(yen)		(yen)

Notes: 1. Equity in net losses of affiliates For the six months ended September 30, 2002: (309,559) million yen
For the six months ended September 30, 2001: (184,962) million yen
For the fiscal year ended March 31, 2002: (643,962) million yen

2. Earnings (loss) per share information is adjusted to reflect a five-for-one stock split that took effect on May 15, 2002. Treasury shares are not included in the calculation of the weighted average number of shares outstanding.

Weighted average number of shares outstanding: For the six months ended September 30, 2002: 49,882,337 shares
For the six months ended September 30, 2001: 50,180,000 shares
For the fiscal year ended March 31, 2002: 50,180,000 shares

3. Change in accounting policy: Yes (Adoption of new accounting principle)

4. Percentages above represent changes compared to corresponding previous semi-annual period.

(2) Consolidated Financial Position

Total Assets	Shareholders Equity	Equity Ratio (Ratio of Shareholders Equity to Total Assets)	Shareholders Equity per Share
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	(Millions of yen, except per share amounts)			
September 30, 2002	5,682,819	3,009,985	53.0%	61,042.08 (yen)
September 30, 2001	6,068,964	3,405,023	56.1%	67,856.18 (yen)
March 31, 2002	6,067,225	3,291,883	54.3%	65,601.49 (yen)

Note: Shareholders' equity per share information is adjusted to reflect a five-for-one stock split that took effect on May 15, 2002. Treasury shares are not included in the number of shares outstanding at the end of the period.

Number of shares outstanding at end of period:	September 30, 2002:	49,310,000 shares
	September 30, 2001:	50,180,000 shares
	March 31, 2002:	50,180,000 shares

(3) Consolidated Cash Flows

	Cash Flows from Operating Activities	Cash Flows from Investing Activities	Cash Flows from Financing Activities	Cash and Cash Equivalents at End of Period
(Millions of yen)				
Six months ended September 30, 2002	846,156	(489,843)	(219,867)	437,488
Six months ended September 30, 2001	606,537	(587,287)	(27,092)	110,582
Year ended March 31, 2002	1,341,088	(1,125,093)	(33,372)	301,048

(4) Number of Consolidated Subsidiaries and Companies Accounted for Using the Equity Method

The number of consolidated companies:	36
The number of unconsolidated subsidiaries accounted for using the equity method:	27
The number of affiliated companies accounted for using the equity method:	12

(5) Change of Reporting Entities

The number of consolidated companies added:	2	The number of consolidated companies removed:	0
The number of companies on the equity method added:	2	The number of companies on the equity method removed:	1

2. Consolidated Financial Results Forecasts for the Fiscal Year Ending March 31, 2003 (April 1, 2002-March 31, 2003)

	Operating Revenues	Income before Income Taxes	Net Income
(Millions of yen, except per share amounts)			
Year ending March 31, 2003	4,676,000	998,000	182,000

(Reference) Expected Earnings per Share (Fiscal year ending March 31, 2003): 3,643.60 yen

- Notes:
1. With regard to the assumptions and other related matters concerning the above estimated results, please refer to page 12 in the Consolidated Semi-annual Financial Statements.
 2. Pursuant to revision of rules in regard to domestic statutory reporting, NTT DoCoMo, Inc. has elected to prepare and disclose consolidated financial statements in accordance with U.S. GAAP. Information on the prior period and fiscal year has also been presented to show U.S. GAAP information.
 3. Consolidated semi-annual financial statements as of and for the six months ended September 30, 2001 and 2002 were unaudited.

1. Conditions of the Corporate Group

NTT DoCoMo, Inc., (the Company) principally provides wireless telecommunications services as a member of the NTT Group, which is controlled by Nippon Telegraph and Telephone Corporation (NTT), parent holding company.

The Company, its 63 subsidiaries and its 12 affiliates (collectively DoCoMo or DoCoMo group) constitute the largest wireless telecommunications services provider in Japan.

The business segments of DoCoMo and the corporate position of each group company in DoCoMo are described below.

[Business Segment Information]

<u>Businesses</u>	<u>Main service lines</u>
Mobile phone business	Cellular services, FOMA services, packet communications services, satellite mobile communications services, in-flight telephone service, and equipment sales for each service
PHS business	PHS service and PHS equipment sales
Quickcast business	Quickcast (radio paging) service and Quickcast equipment sales
Miscellaneous business	International dialing service and other miscellaneous businesses

[Position of Each Group Company]

- (1) The Company conducts cellular, PHS, Quickcast and other operations in the Kanto-Koshinetsu region of Japan. The Company also provides nationwide services such as satellite mobile communications service, in-flight telephone service and international dialing service. The Company is solely responsible for overall DoCoMo Group R&D activities for basic wireless telecommunications technology, the development of services for the wireless telecommunications business and the development of information processing systems. The Company provides the results of such research and development to the eight regional subsidiaries of the Company, each of which operates in a region of Japan (DoCoMo Regional Subsidiaries).
- (2) Each of the DoCoMo Regional Subsidiaries conducts cellular (excluding satellite mobile communications service and in-flight telephone service), PHS and Quickcast operations in their respective regions.
- (3) Twenty-eight other subsidiaries of the Company, each of which is entrusted with certain services by the Company and/or DoCoMo Regional Subsidiaries, have separate and independent specialties and are responsible for their own operational efficiencies. They are entrusted with a part of the services provided by, or give assistance to, the Company and DoCoMo Regional Subsidiaries.
- (4) There are 27 other subsidiaries and 12 affiliates including, among others, some foreign-based corporations established for the purpose of global deployment of the third-generation mobile communications system (IMT-2000), and joint venture companies established for the purpose of developing new businesses.

The following chart summarizes the above descriptions (as of September 30, 2002).

FOMA, QUICKCAST, i-mode, i-appli, mova, i-shot, Dual Network, musea, DLP Service, Posiseek, M-stage, P-p@c, P-in, M-stage visual, Lookwalk, MOBILER S CHECK, WORLD CALL, WORLD WALKER and Mzone are trademarks or registered trademarks of NTT DoCoMo, Inc.

2. Management Policies

1. Basic Management Policies

The basic management policies of DoCoMo, which are based on its corporate principle of creating a new world of communications culture, are to expand DoCoMo's businesses and contribute to realizing a rich and vigorous society by emphasizing and strengthening its current core business of voice communications services as well as assertively promoting mobile multimedia services to the public. Pursuing these goals, DoCoMo intends to maximize its enterprise value and retain the confidence of its customers and shareholders.

2. Mid-to Long Term Management Strategies

The Japanese wireless telecommunications market has recently entered a transition phase to stable growth, as the combined penetration rate of cellular and PHS services reached a high level after a remarkable expansion during the last several years.

Against this backdrop, DoCoMo intends to realize additional growth with its three major mid-to-long term strategies that have been implemented in response to the growing trend for IT utilization and globalization of the society and economy: from voice to non-voice as its multimedia strategy, to anything mobile as its ubiquity strategy, and from domestic to global as its globalization strategy. DoCoMo will also simultaneously reinforce its core businesses. DoCoMo seeks to enhance its enterprise value by implementing the following measures.

(1) Multimedia

To further disseminate mobile multimedia services, DoCoMo intends to develop and offer a variety of advanced non-voice services, including the distribution of music, video and text information. DoCoMo also plans to accelerate the uptake of mobile multimedia capitalizing on the fast-speed, large-volume data transmission capability of its third-generation network (FOMA).

DoCoMo is also committed to continuing its research and development on the fourth-generation mobile communications system in order to further enhance services.

(2) Ubiquity

With the development of mobile multimedia services, the business boundaries of mobile communications have extended from conventional person-to-person communications to person-to-machine communication services, most typically represented by data access to i-mode. In order to further expand its business domain, DoCoMo intends to equip anything mobile with transmission capabilities, including remote control of intelligent home appliances, distributing information to vehicles (telematics services), or electronic commerce services on mobile information devices (mobile e-commerce). DoCoMo also plans to expand the usage of mobile communications to machine-to-machine communications services such as monitoring the inventory level of vending machines.

(3) Globalization

To globalize its businesses, DoCoMo, through alliances with its investee partners, is steadily facilitating an early deployment of i-mode service, IMT-2000 systems based on W-CDMA technology, and mobile multimedia services overseas. At the same time, DoCoMo will continue to explore various opportunities in a bid to flexibly implement its global strategies depending on circumstances, which includes alliances that may not involve equity participation.

3. Basic Policies for Profit Distribution

The basic principles of the Company are to strengthen its financial position and maintain internal reserves in

order to build a highly advanced network, offer high-quality and stable services, and promote mobile multimedia. At the same time, the Company aims to continue stable dividend payments taking into account its business performance and business environment.

The internal reserves will be allocated for research and development, capital expenditure, and investment activities in order to respond to the rapid movements in the market. The Company seeks to enhance its enterprise value by introducing new technologies, offering new services, and deploying businesses overseas through alliances with new business partners.

4. Organizational Changes to Reinforce Management Control

The Company established an Advisory Board in February 1999 to receive objective opinions and proposals of knowledgeable persons from various fields concerning managerial challenges facing DoCoMo. The Advisory Board was renewed and commenced its second term in May 2001. Similarly, to receive advice from a more global perspective, a US Advisory Board was created in December 2000. The opinions and proposals from the advisors are reflected in the Company's business management.

5. Relationship with the Parent Company

- (1) The Company operates its business mainly in the field of wireless telecommunications under its own managerial responsibilities within the NTT Group. Currently, NTT owns 63.0% of the outstanding shares of the Company, and NTT may be in a position to influence the Company's direction by exercising its appointment and dismissal right with respect to directors as the majority shareholder of the Company.
- (2) On July 1, 1999 the Company reached an agreement with NTT relating to the basic research and development undertaken by NTT, the content of services, benefits and appropriate compensation. NTT is being compensated for the basic research and development it provides to the Company. In addition, the Company and NTT reached an agreement on April 1, 2002, relating to group management/operation, the content of services, benefits and appropriate compensation. Under the agreement, NTT is being compensated for the group management/operation services that it provides to the DoCoMo group. Prior to March 31, 2002, each of the Company and its eight Regional Subsidiaries had concluded individual management agreements with NTT.

6. Target Management Index

Now that the Japanese mobile communications market has entered a period of stable growth, DoCoMo, from the viewpoint of emphasizing profitability, considers EBITDA margin an important index for corporate management. DoCoMo targets to achieve an EBITDA margin of at least 30% and will try to improve it every year in an effort to maximize its enterprise value.

(Note) EBITDA margin = EBITDA/ operating revenues

EBITDA: operating income + depreciation and amortization +loss on sale or disposal of property, plant and equipment

7. Others

Recognizing that one of the most important issues facing the company is to support the building of environment conservation-oriented social systems, DoCoMo is committed to continue its efforts to alleviate its burden on the environment. Along with its endeavors to achieve ISO14001 certification at all levels of the group, DoCoMo has also actively encouraged green procurement and purchasing in order to reduce its environmental impact, and collected and recycled cellular phones and accessories in order to promote a recycling-oriented society.

3. Business Review and Financial Position

1. Overview of the First Six Months of the Fiscal Year Ending March 31, 2003 (Fiscal 2002)

(1) Business Overview

The general business climate remained severe during the first six months of the fiscal year ending March 31, 2003, despite growing exports to other Asian countries, with low corporate earnings, a high rate of unemployment, and consumers' continued reluctance for spending.

The growth of the wireless communications market in Japan has slowed down as the penetration rate of mobile communications services has already reached a high level and the market has entered a transition phase from rapid expansion to stable growth. The wireless communications market in Japan has continued to expand, however, and the combined number of net additional subscribers for cellular phones and PHS during this period was 2.89 million. The aggregate number of cellular and PHS subscriptions in Japan as of September 30, 2002, was 77.71 million, and the penetration rate has reached 61% of the population. In the meantime, competition among wireless carriers has intensified as each carrier continuously introduced various new services.

To swiftly respond to these changes in the market, the Company shifted its managerial focus to attach more emphasis on profits rather than revenues, and has endeavored to expand into new business domains by steadfastly deploying businesses based on the three growth strategies of multimedia, ubiquity and globalization, while reinforcing its core business.

In order to implement business and capital strategies together with the eight DoCoMo Regional Subsidiaries in a more integrated manner and enhance the enterprise value of the total DoCoMo Group, the Company decided to acquire all the publicly held shares of its Regional Subsidiaries by way of share exchanges. The Company completed the repurchase of 870,000 shares of its own stock (at a total of 234.5 billion yen) required for the equity swap in August 2002. As of November 1, 2002, the Company completed its acquisition of all the publicly held shares of its Regional Subsidiaries.

In July 2002, the Company celebrated its 10th anniversary of its inauguration on July 1, 1992. Commemorating this event, special discounts were provided to customers for a limited period, commemorative dividends were paid to shareholders as a year-end dividend for the fiscal year ended March 31, 2002 and various civic-minded programs were implemented.

The business results of the first six months of the fiscal year ending March 31, 2003 are summarized below.

Results for the first six months of the fiscal year ending March 31, 2003 (billions of yen,%)

	<u>Result of FY2002 1H</u>	<u>Changes from FY2001 1H</u> (%)
Operating revenues	2,384.3	1.9
Operating income	640.0	17.5
Income before income taxes	628.0	22.3
Net income	4.2	(95.3)
EBITDA	981.3	15.4
EBITDA margin	41.2%	Up 4.8 points

[Operating Revenues]

Cellular service revenues were 1,640.4 billion (up 0.2% compared to the same six months period of the previous fiscal year), a slight increase due primarily to changes in customers' usage behavior, e.g., migration

from voice messages to i-mode mail. Packet communications service revenues were 417.3 billion (up 23.8% compared to the same period of the previous fiscal year), due to an increase of i-mode subscribers. Consequently, Operating Revenues for the first six months of fiscal year ending March 31, 2003 were 2,384.3 billion yen, up 1.9% compared to the same period of the previous fiscal year.

[Operating Expenses]

As the market entered a period of stable growth and the growth in the number of subscribers slowed, the cost of handset sales, such as the aggregate cost of handset equipment and the aggregate commissions to sales agencies, has been reduced.

As a result of the foregoing, despite the increase of depreciation and amortization by 44.9 billion yen due to the commencement of FOMA service, overall operating expenses fell to 1,744.3 billion yen, down 2.8% compared to the same six months period of the previous fiscal year.

[Impairment losses from investments in overseas affiliates]

As a result of an appraisal of the market price or fair value of the shares of all of the overseas investee affiliates, DoCoMo decided to recognize and post impairment losses on its investments in AT&T Wireless Services, Inc. of the United States (AT&T Wireless), KPN Mobile N.V., of the Netherlands (KPN Mobile), and Hutchison 3G UK Holdings Limited of the United Kingdom (H3G UK). DoCoMo recognized impairment charges of 307.8 billion yen (167.6 billion yen on AT&T Wireless, 67.9 billion yen on KPN Mobile, and 72.2 billion yen on H3G UK, respectively), net of deferred taxes of 217.5 billion yen.

The results for each business segment are summarized below.

[Mobile Phone Business]

As for the second-generation mobile phone service, the packet communication speed was enhanced (to maximum 28.8kbps downlink) and the i-appli content size was expanded in an effort to increase i-mode ARPU (the monthly average revenue per unit from data transmission). Measures to improve the convenience to customers were undertaken, including the introduction of i-appli standby screen feature, which allows users to receive an incoming call or mail even when i-appli function is activated. New products introduced during this period include the mova 504i cellular phone series that supports enhanced i-mode features and infrared data connection capability, and the mova 251i cellular phone series with a built-in camera compatible with picture mail service i-shot. To further increase the variety of products, a new model mova F671iS (Raku Raku Phone IIS), a model especially tailored for use by a wider range of age groups, was also released.

Despite these efforts, the voice ARPU from cellular service declined 9.7% compared to the same six months period of the previous year to 6,490 yen, due largely to an increase of low-usage customers and a continuing change in customers usage behavior, e.g., migration from voice messages to i-mode mail. Consequently, although the monthly i-mode ARPU rose to 1,670 yen (up 12.1% compared to the same period of the previous fiscal year) as a result of further increase in the number of i-mode subscribers and the efforts to promote usage by offering enhanced capabilities, the aggregate ARPU (the monthly average revenue per unit) decreased by 6.0% to 8,160 yen as of September 30, 2002

In the meantime, DoCoMo has gradually expanded the coverage of its FOMA network to cover 77% of the populated areas in Japan as of September 30, 2002. Dual Network service, which enables users to use

both second-generation 800MHz digital handsets and FOMA handsets with a single phone number, has started to improve the convenience to customers. Furthermore, a PDA type device with videophone capability, FOMA SH2101V, and a new handset model FOMA T2101V that offers significantly longer battery hours, were also introduced. Despite these endeavors, however, sales of the FOMA handsets remained sluggish, as customers' demand for richer content offerings, among other things, was not completely satisfied.

In April, i-mode service was launched in the Netherlands by KPN Mobile, and in June in Taiwan by KG Telecommunications Co., Ltd. (KG Telecom). The Company also entered into technical alliance agreements on i-mode service with Bouygues Telecom S.A. (Bouygues Telecom) of France, and Telefonica Moviles S.A. (Telefonica Moviles) of Spain to facilitate its global expansion plans.

On the other hand, DoCoMo continued its efforts to counter and eradicate unsolicited bulk e-mails and the problem of companies calling mobile phones and then hanging up after one ring in a scam to solicit business, by upgrading the function to allow mail reception only from designated domains, and providing a new function to reject calls from pre-designated numbers. DoCoMo is committed to do its utmost as a telecommunications carrier so that customers can use its services in a more comfortable manner.

Additionally, to respond to customers' diverse needs for mobile multimedia, DoCoMo introduced new products such as musea, a Pocket PC 2002-compatible PDA, and Posiseek R, a terminal for DoCoMo's GPS-based location information service DLP.

As a result of the foregoing, the number of subscribers to DoCoMo's principal services, and the revenues at the end of first six months of Fiscal 2002, were as follows:

Number of Subscribers for Main Services

	As of Sept. 30, 2002	Changes from March 31, 2002 (%)
	(thousand subscribers, %)	
Cellular services	42,026	3.3
FOMA services	136	51.8
i-mode service*	34,883	8.5
Satellite mobile communications service	28	1.4

* The number of i-mode subscribers is the aggregate of PDC i-mode subscribers (34,761 thousand subscribers) and FOMA i-mode subscribers (123 thousand subscribers).

Operating Revenues for Main Services

	Results of Fiscal 2002 1H	Changes from FY2001 1H (%)
	(billion yen, %)	
Cellular service revenues	1,640.4	0.2
FOMA service revenues*	5.5	
Packet communication service revenues	417.3	23.8
Satellite mobile communications service revenues	3.6	(25.3)

* Inclusive of packet data transmission revenues from FOMA subscribers.

Results for the First Six months of the Year Ending March 31, 2003

	Results of Fiscal 2002 1H
	(billions of yen)
Mobile phone business revenues	2,325.8
Mobile phone business operating income	656.1

* Result for each business segment (Mobile phone business, PHS business, Quickcast business and Miscellaneous business) is prepared based on U.S. GAAP starting this interim period ended September 30, 2002.

1) ARPU: Average monthly revenue per unit

Aggregate ARPU: Cellular phone service ARPU (Voice ARPU) + i-mode ARPU

2) i-mode ARPU: i-mode ARPU purely generated from i-mode multiplied by (number of active i-mode users / number of active cellular phone users)

Number of active users: (number of subscribers at the end of previous fiscal year + number of subscribers at the end of this fiscal half or at the end of this fiscal year) / 2 multiplied by number of months.

3) These definitions are applicable throughout 3. Business Review and Financial Position .

[PHS Business]

As for the PHS service, DoCoMo took different measures to promote data communication service. Promotion of the P-p@c service, a discount service for data communication, and the sales of P-in series, data-card type PHS, that are linked to P-p@c service was one measure. Another was the introduction of various new products including Lookwalk P751v , a handset with videophone capability supporting DoCoMo's video distribution service M-stage visual . DoCoMo also expanded the use of DoCoMo Telephone Card MOBILER S CHECK , a prepaid phone card, to PHS subscribers to pay PHS service charges in advance. In spite of these efforts, the number of PHS subscribers declined and the ARPU from PHS service fell 9.2 % compared to the same six months period of the previous year to 3,550 yen as severe business conditions persisted.

However, the losses from the PHS business were considerably trimmed to 15.6 billion yen for the first six months of Fiscal 2002 as a result of continued efforts for cost reduction and efficient facility utilization.

As a consequence of the foregoing, the PHS subscriber count and revenues amounted to the following:

Number of PHS subscribers as at September 30, 2002

	<u>Subscriber count as at Sept. 30, 2002</u>	<u>Changes from March 31, 2002 (%)</u>
	(thousand subscribers, %)	
PHS service	1,829	(4.8)

Results for the First Six Months of the Fiscal Year Ending March 31, 2003

	<u>Fiscal 2002 1H</u>
	(billions of yen)
PHS business revenues	43.6
Operating loss from PHS business	(15.6)

[Quickcast Business]

Despite attempts to boost system sales to corporate users and municipal governments by emphasizing Quickcast's multicast feature and information distribution capability to electronic bulletin boards, the Quickcast business suffered from a constant decline in subscriptions as the market for pager services in Japan continued to shrink. To decrease costs and improve its profitability, the number of personnel engaged in this business was reduced.

The number of subscribers and the results for the first six months of Fiscal 2002 are summarized below:

Number of Quickcast subscribers as at September 30, 2002

	<u>Subscriber count as at Sept. 30, 2002</u>	<u>Changes from March 31, 2002 (%)</u>
	(thousand subscribers, %)	
Quickcast service	709	(14.2)

Results for the First Six Months of the Year Ending March 31, 2003

	Fiscal 2002 1H
	(billions of yen)
Quickcast business revenues	4.3
Operating loss from Quickcast business	(1.0)

[Miscellaneous Business]

The user count for DoCoMo's WORLD CALL service, an international dialing service from cellular phones, increased in the first six months of Fiscal 2002 as DoCoMo enabled users to use this service without having to apply in advance to use this service, and started providing the service to subscribers of satellite telephones. As for international roaming service, WORLD WALKER, DoCoMo added a new service for the United States, and made endeavors to allow users to use the service at a more reasonable price.

DoCoMo also launched public wireless LAN service, Mzone, with a goal to cultivate new markets by interconnecting this service with FOMA.

Leveraging their own technologies and know-how, the subsidiaries in the DoCoMo Group have expanded into new business areas, including systems development and consulting.

The results for the first six months of the fiscal year ending March 2003 are summarized below:

Results for the First Six Months of the Fiscal Year Ending March 31, 2003

	Results of Fiscal 2002 1H
	(billions of yen)
Miscellaneous business revenues	10.6
Operating income from Miscellaneous business	0.4

(2) Cash Flow Conditions

Certain informatio7>

Balance at December 31, 2008:

Common stock

\$
4,065,746
\$
-
\$
-
\$
4,065,746

Common collective trusts

	-
	3,369,617
	-
	3,369,617
Mutual funds	
	1,683,206
	-
	-
	1,683,206
Money market funds	
	518,428
	-
	-
	518,428
Participant loans	
	-
	-
	609,754
	609,754
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Total investments	
	\$
	6,267,380
	\$

3,369,617
\$
609,754
\$
10,246,751

The following table sets forth a summary of changes in the fair value of the Plan's level 3 assets:

	Year Ended December 31,	
	<u>2009</u>	<u>2008</u>
Level 3 Assets - Participant Loans:		
Balance at beginning of year	\$ 609,754	\$ 743,546
Issuances, repayments and settlements, net	93,300	(133,792)
Balance at end of year	\$ 703,054	\$ 609,754

SUPPLEMENTAL SCHEDULE

FIRST CASH 401(k) PROFIT SHARING PLAN

Schedule H, line 4i -Schedule of Assets (Held at End of Year)

EIN: 75-2237318 Plan Number: 001

December 31, 2009

(a)	(b)	(c)	(d)	(e)
	IDENTITY OF ISSUER, BORROWER, LESSOR OR SIMILAR PARTY	DESCRIPTION OF INVESTMENT INCLUDING MATURITY DATE, RATE OF INTEREST, COLLATERAL PAR OR MATURITY VALUE	COST	CURRENT VALUE
	Money Market Funds:			
*	TD Ameritrade Trust Company	TD Bank USA Institutional MMDA	** \$	679,885
*	TD Ameritrade Trust Company	TD Bank USA MMDA	**	120,497
				800,382

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Mutual Funds:

Dimensional Fund Advisors	US Large Cap Value Fund	**	670,645
Dreyfus	Small Cap Index Fund	**	241,410
Dreyfus	Basic S&P 500 Stock Index Fund	**	242,698
T. Rowe Price	Equity International Equity Index Fund	**	693
American Funds	EuroPacific Growth Fund	**	646,865
American Funds	Investment Company of America Fund	**	1,250
Vanguard	Short Term Bond Index Fund	**	251,565
Vanguard	Growth Index Fund	**	404,220
Vanguard	Mid Cap Index Fund	**	605

2,459,951

Common/Collective Trust Funds:

*	TD Ameritrade Trust Company	StarCore I Fund	**	164,110
*	TD Ameritrade Trust Company	StarCore II Fund	**	2,451,168
*	TD Ameritrade Trust Company	StarCore III Fund	**	515,244
*	TD Ameritrade Trust Company	StarCore IV Fund	**	495,228
*	TD Ameritrade Trust Company	StarCore Global Value Fund	**	161,930
*	TD Ameritrade Trust Company	StarCore International Fund	**	133,053
*	TD Ameritrade Trust Company	StarCore US Fund	**	54,277
*	TD Ameritrade Trust Company	StarTrack 2010 Fund	**	100,728
*	TD Ameritrade Trust Company	StarTrack 2020 Fund	**	178,859
*	TD Ameritrade Trust Company	StarTrack 2030 Fund	**	177,033
*	TD Ameritrade Trust Company	StarTrack 2040 Fund	**	102,550

4,534,180

*	First Cash Financial Services, Inc.	Common Stock	**	4,137,858
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*	Participant loans	4.5% - 9.5% interest and varying maturities through 11/30/2034	0	703,054
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Total Investments

\$ 12,635,425

* Party-In-Interest

** Historical cost information not required for participant directed accounts

See Report of Independent Registered Public Accounting Firm.

REQUIRED INFORMATION

ITEM 1 Not Applicable.

ITEM 2 Not Applicable.

ITEM 3 Not Applicable.

ITEM 4 Financial Statements and Exhibits

(a) Financial Statements

Financial statements and supplemental schedule prepared in accordance with the financial reporting requirements of ERISA filed hereunder are listed on page 2 hereof in the Table of Contents, in lieu of the requirements of Items 1 to 3 above.

(b) Exhibits:

23.1 Consent of Independent Registered Public Accounting Firm

32.1 Certification of Plan Administrator

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Plan Administrative Committee that administers the Plan has duly caused this Annual Report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: June 21, 2010

FIRST CASH 401(k) PROFIT SHARING PLAN

By:

/s/ Rick Wessel

Plan Administrator