



**Earnings Results
for the Six-month Period
Ended September 30, 2013**

**October 31, 2013
SoftBank Corp.**

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Highlights

- 1. Net sales JPY 2.6t (73% increase)**
- 2. Record high EBIT JPY 715.1bn (67% increase)**
- 3. Net income JPY 394.9bn (84% increase)**

FY2013 H1 Consolidated Earnings Results

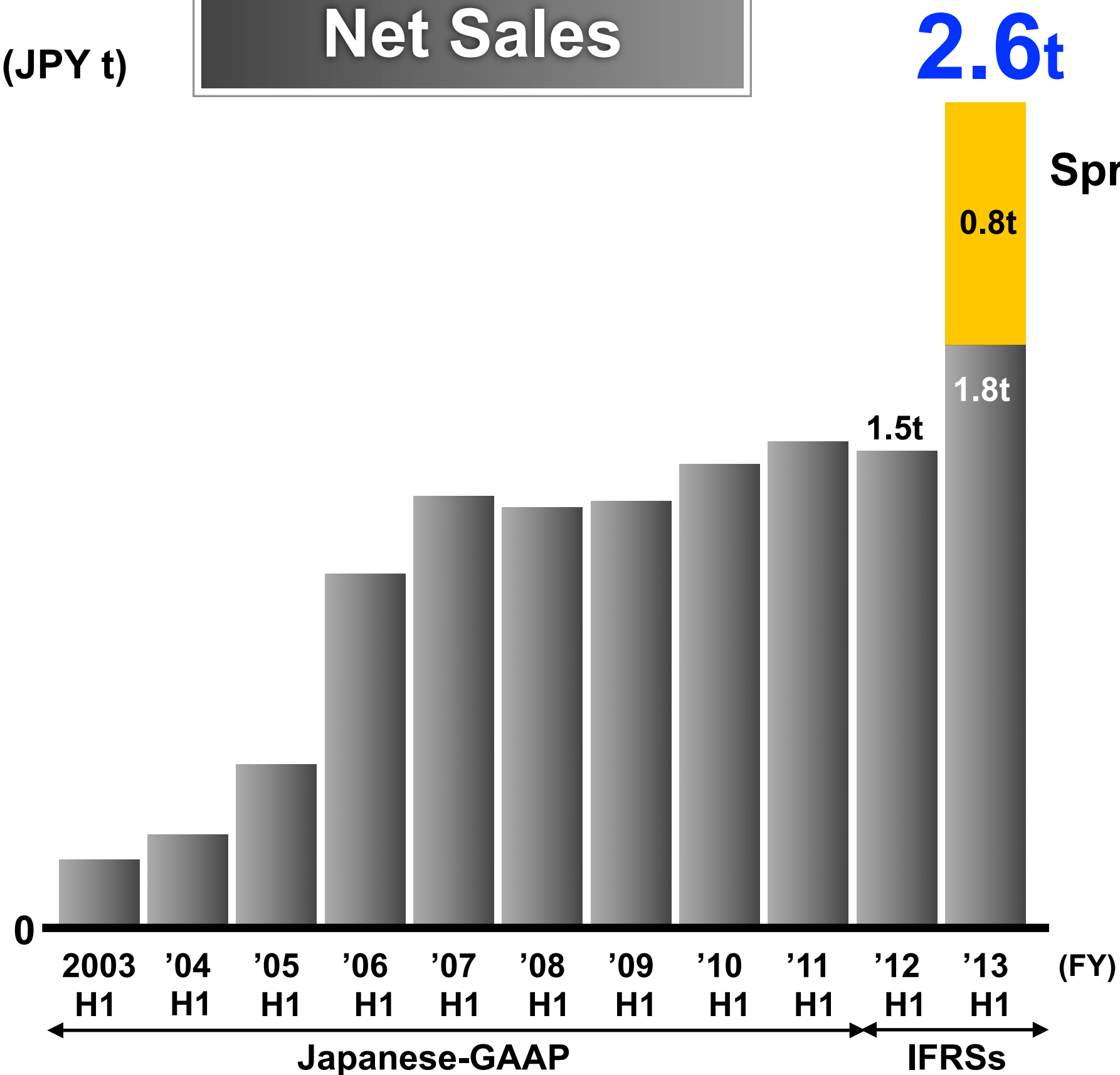
| Rank | Company | Net Sales | EBIT (Operating Income) | Net Income |
|------|--|-----------|----------------------------|-------------|
| 1 |  SoftBank | JPY 2.6t | JPY 715.1bn | JPY 394.9bn |
| 2 |  | JPY 2.2t | JPY 473.2bn | JPY 300.4bn |
| 3 |  | JPY 2.1t | JPY 347.6bn | JPY 163.0bn |

No.1 in all KPIs

Consolidated Earnings Results

(JPY t)

Net Sales

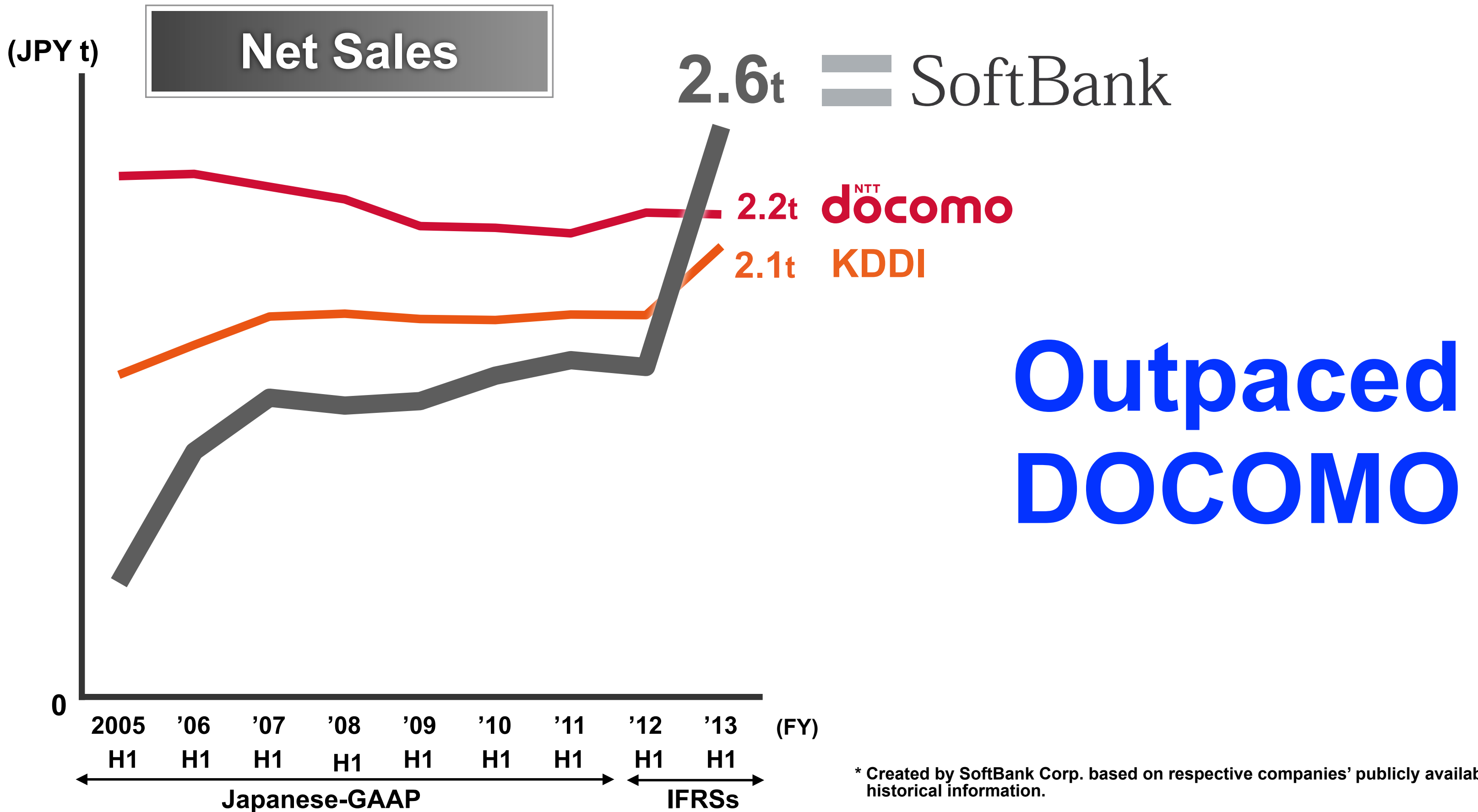


Sprint segment

0.8t

1.8t

**Record high
73% increase**



EBITDA

(JPY bn)

816.0

111.9

Sprint segment

704.1

587.8

Record high for
10 consecutive
periods

39% increase

0

2003 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 (FY)
H1 H1 H1 H1 H1 H1 H1 H1 H1 H1 H1

Japanese-GAAP

IFRSs

(JPY bn)

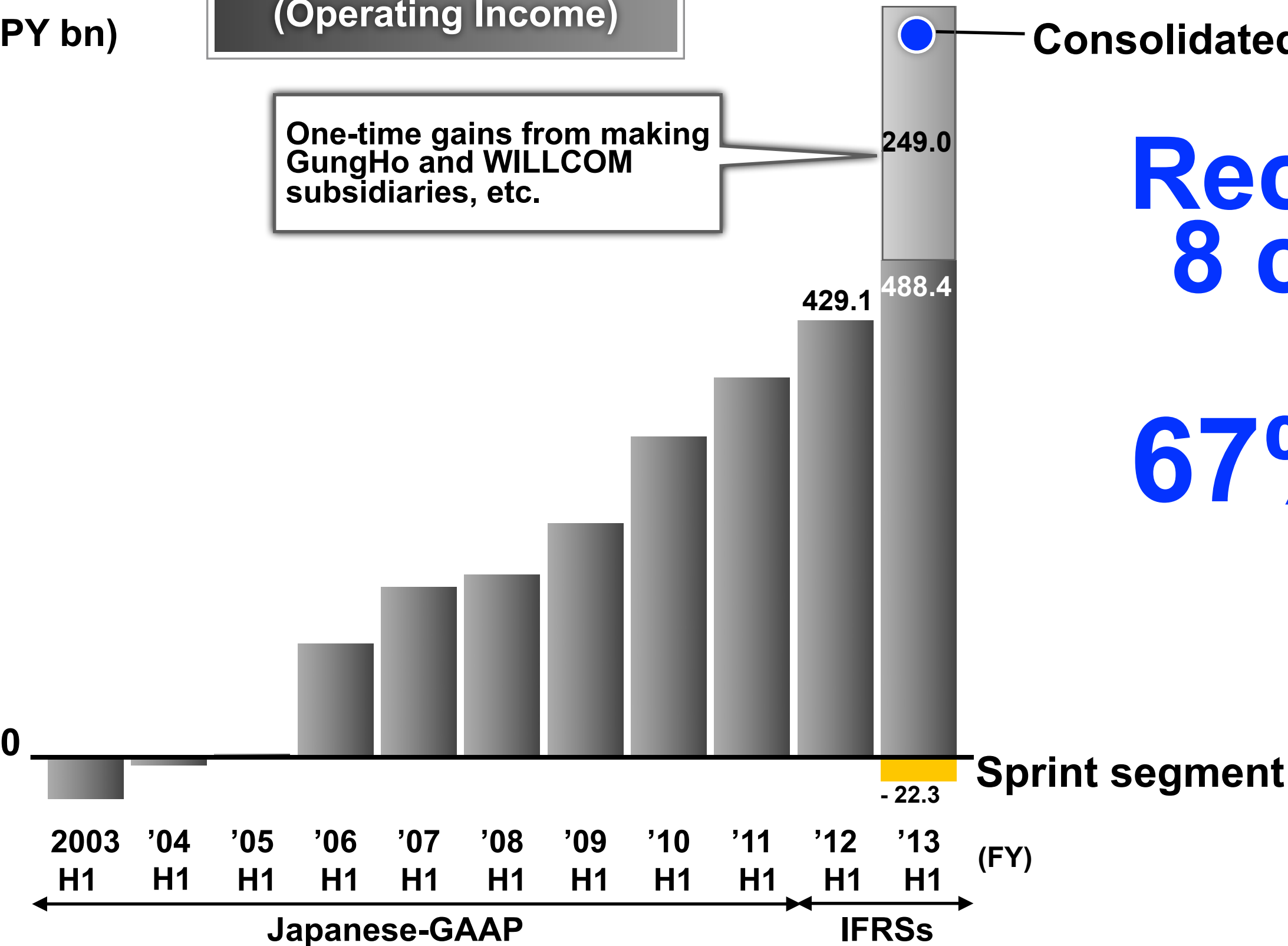
EBIT
(Operating Income)

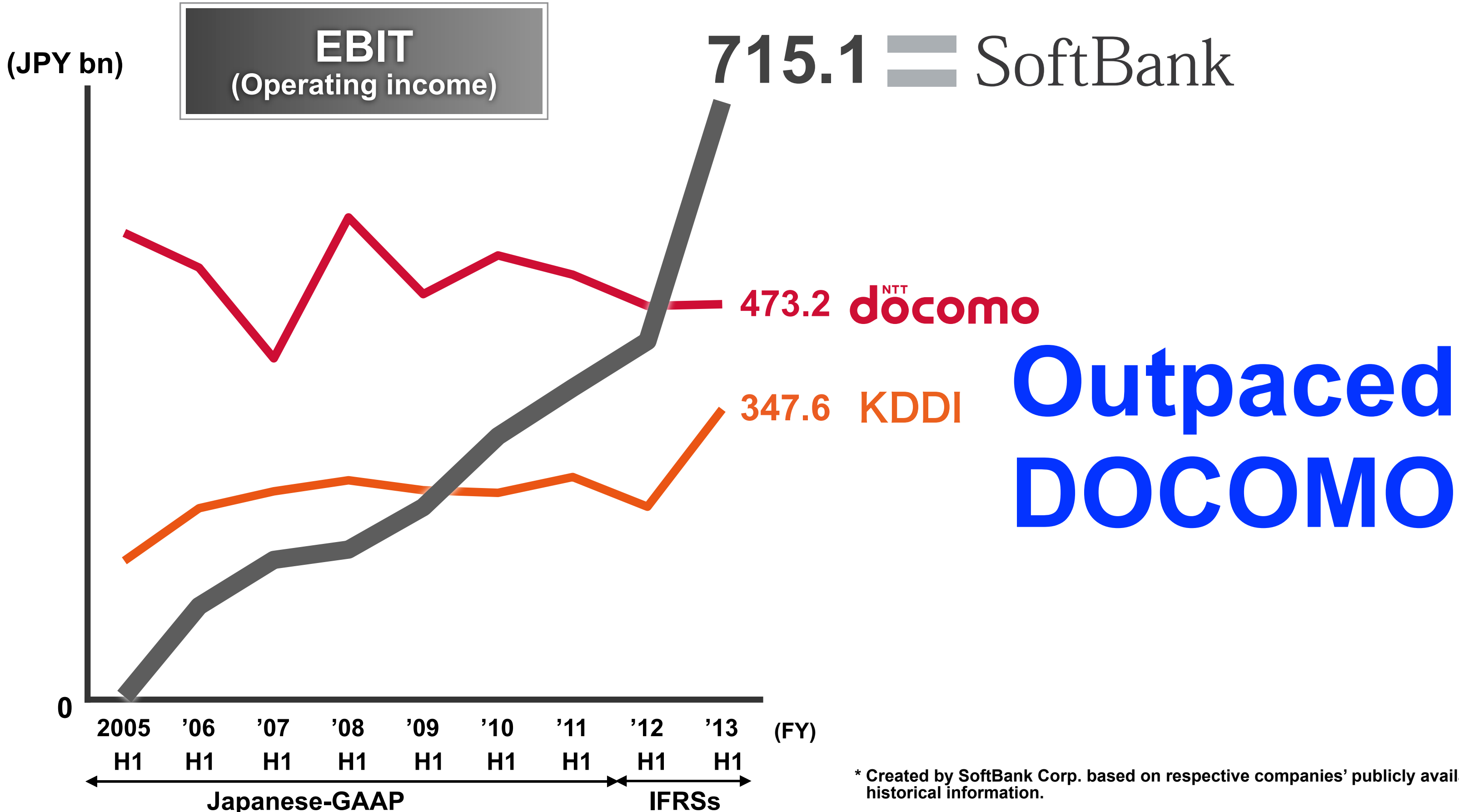
One-time gains from making
GungHo and WILLCOM
subsidiaries, etc.

715.1

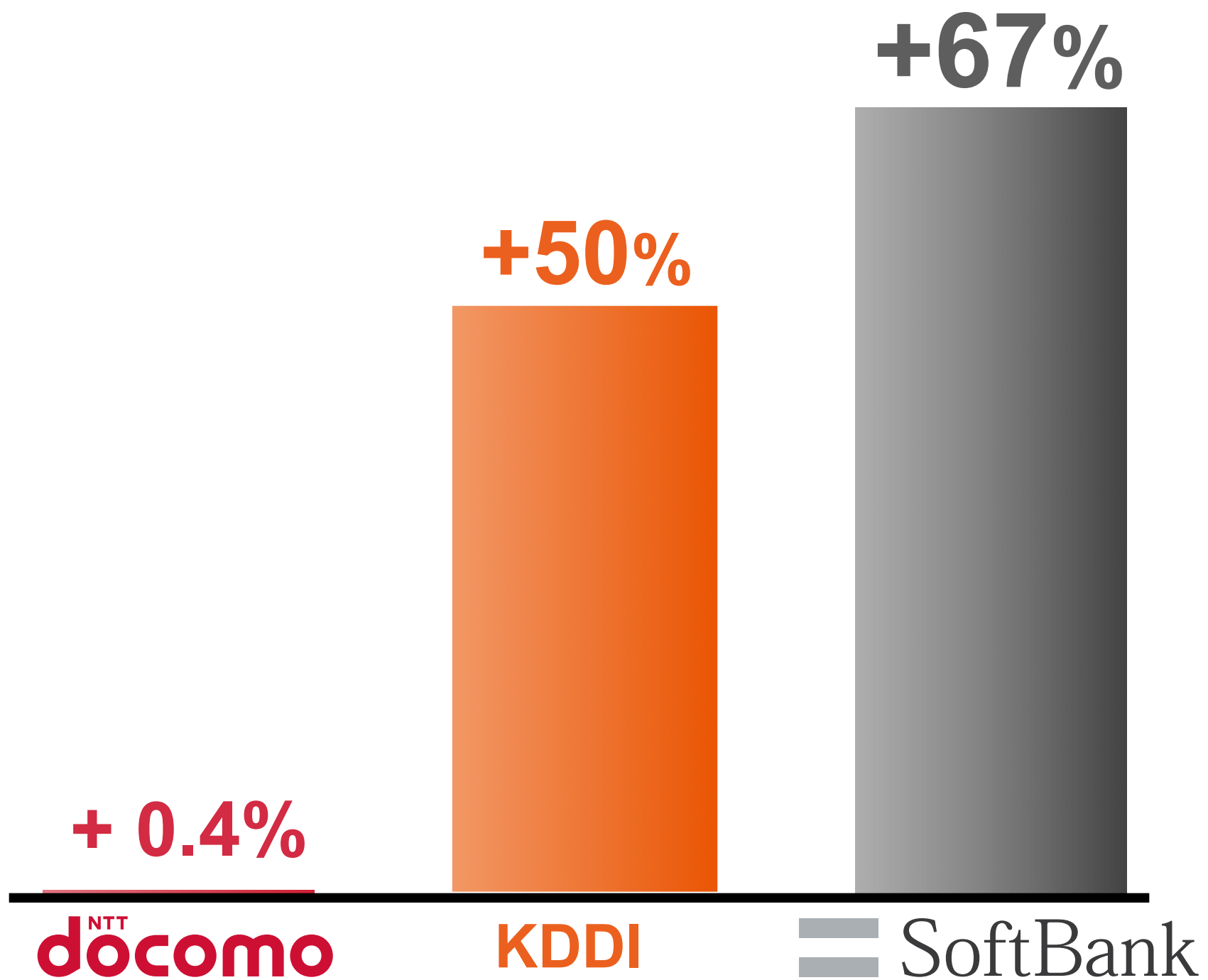
Consolidated EBIT

**Record high for
8 consecutive
periods
67% increase**





EBIT (Operating Income)
Growth Rate (YoY)



Significant growth



* Created by SoftBank Corp. based on respective companies' publicly available information.







Domestic EBIT (Operating Income) Ranking (FY13/H1 forecast)

| Rank | Company | JPY t |
|------|--------------------------------|-------|
| 1 | Toyota Motor | 1.27 |
| 2 | SoftBank (actual) | 0.72 |
| 3 | NTT | 0.67 |
| 4 | NTT DOCOMO (actual) | 0.47 |
| 5 | Honda Motor (actual) | 0.36 |
| 6 | KDDI (actual) | 0.35 |
| 7 | INPEX | 0.33 |
| 8 | JT | 0.30 |
| 9 | Central Japan Railway (actual) | 0.29 |
| 10 | East Japan Railway (actual) | 0.26 |

Domestic No.2

(Source) Bloomberg (excluding financial institutions)
Actual FY13 H1 results used for companies which announced their FY13/H1 earnings results by Oct. 30, 2013.
Bloomberg estimates (as of Oct. 25, 2013) for the others

Global EBIT (Operating Income) Ranking (Last 6 months results)

| Rank | Country | Company | JPY t |
|------|---|-------------------|-------|
| 1 |  | Gazprom | 2.6 |
| 2 |  | Apple | 2.1 |
| 3 |  | Exxon Mobil | 1.9 |
| 4 |  | Samsung | 1.7 |
| 5 |  | PetroChina | 1.5 |
| 6 |  | Royal Dutch Shell | 1.4 |
| 7 |  | Chevron | 1.4 |
| 8 |  | Verizon | 1.4 |
| 9 |  | Wal-Mart Stores | 1.3 |
| 10 |  | Toyota Motor | 1.3 |

24  **SoftBank** **0.72**











EBIT
Global No.24

(Source) Bloomberg (excluding financial institutions)
as of Oct. 25, 2013

Global EBIT Growth Rate Ranking

(Last 6 months results)

(Companies with more than 7 trillion yen of market cap)

| Rank | Country | Company | % |
|------|---|-----------------|-----|
| 1 |  | Toyota Motor | 84% |
| 2 |  | Samsung | 75% |
| 3 |  | SoftBank | 67% |
| 4 |  | BP | 57% |
| 5 |  | Verizon | 53% |
| 6 |  | TSMC | 49% |
| 7 |  | Qualcomm | 47% |
| 8 |  | Schlumberger | 47% |
| 9 |  | The Home Depot | 46% |
| 10 |  | China Petroleum | 45% |

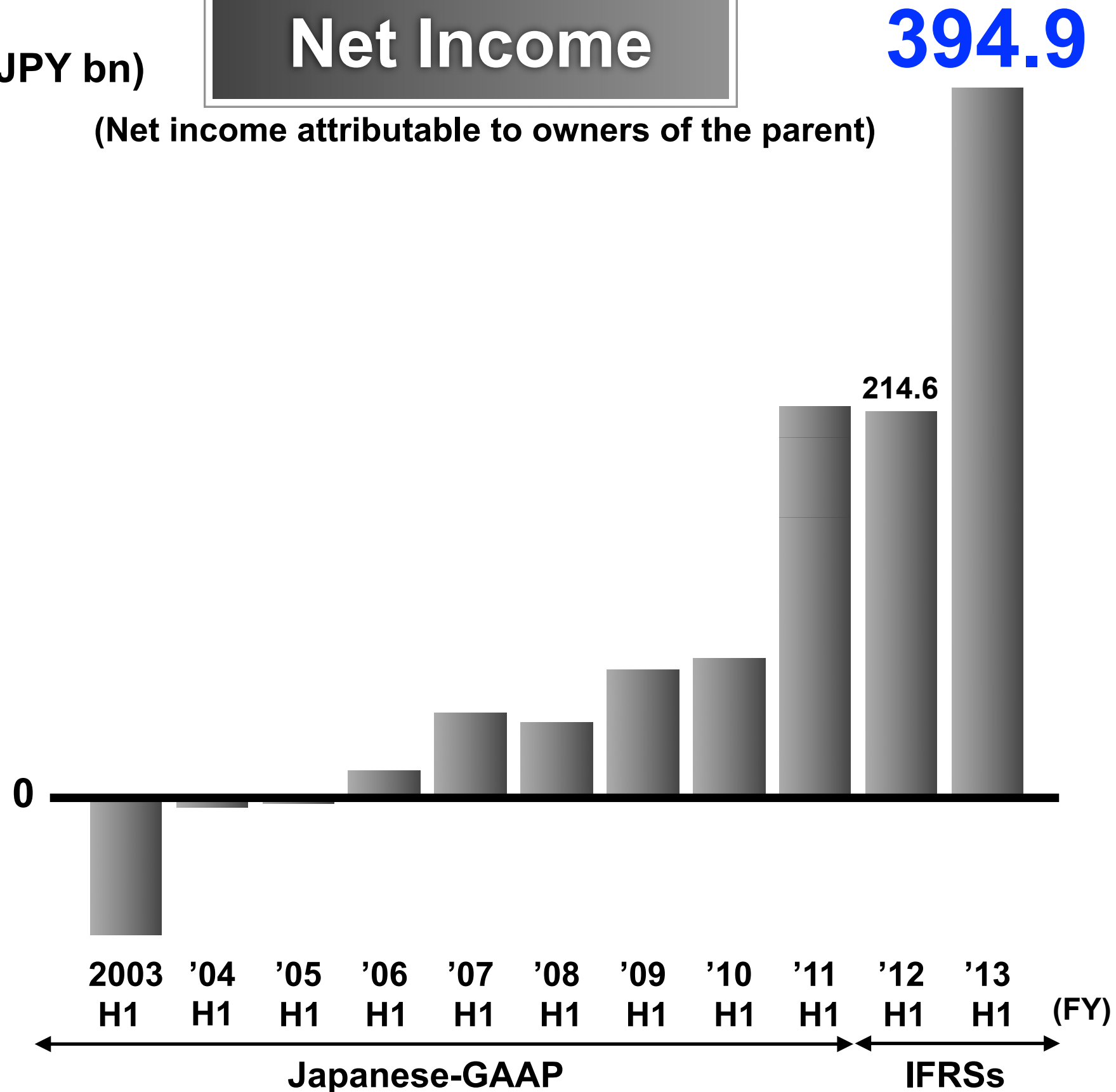
Growth rate
Global No.3
 (out of 77 companies)

(Source) Bloomberg (excluding financial institutions)
 as of Oct. 25, 2013

Net Income

(JPY bn)

(Net income attributable to owners of the parent)



**Record high
84% increase**

Net Income

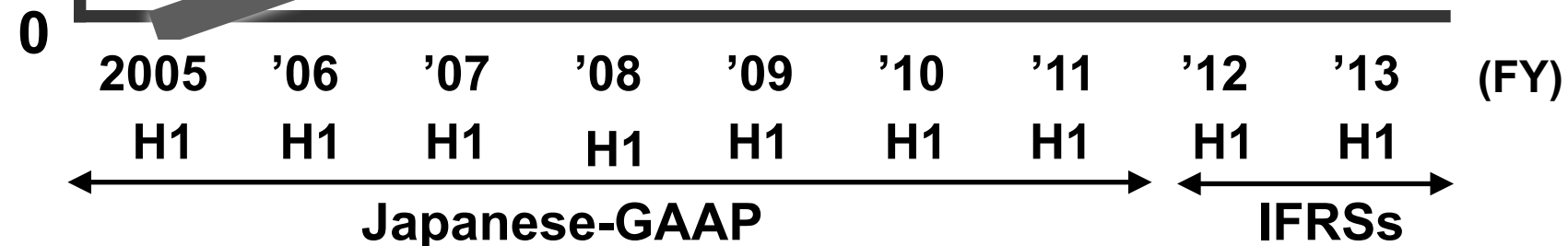
(JPY bn)

394.9 = SoftBank

300.4 ^{NTT} docomo

163.0 KDDI

Outpaced
DOCOMO



* Created by SoftBank Corp. based on respective companies' publicly available historical information.

Summary of Consolidated Earnings Results

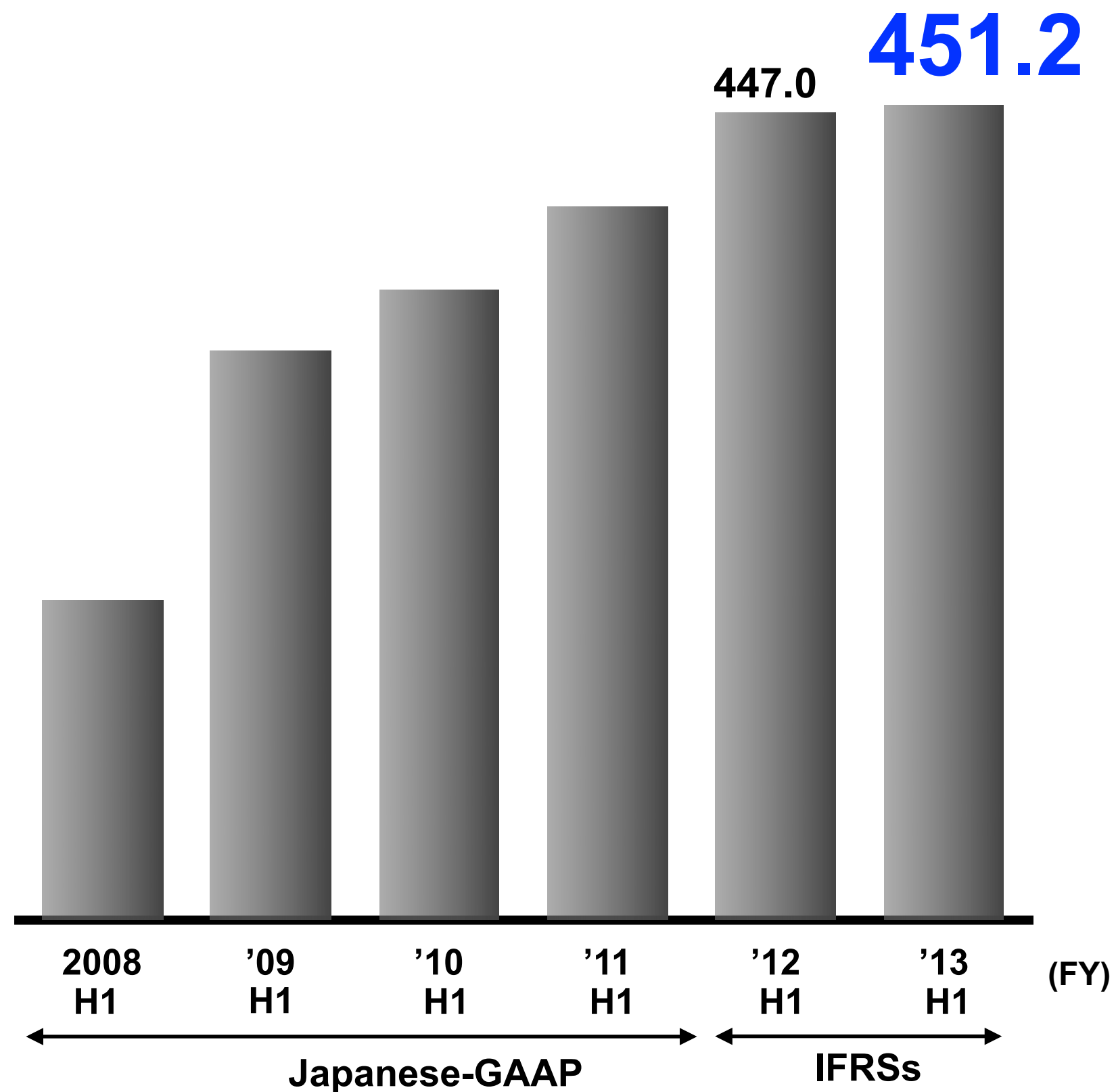
| | | | | (JPY bn) |
|---|---------|---------|---------|----------|
| | FY12/H1 | FY13/H1 | Change | YoY |
| Net Sales | 1,504.6 | 2,598.6 | 1,094.0 | 173% |
| EBITDA | 587.8 | 816.0 | 228.2 | 139% |
| EBIT (Operating income) | 429.1 | 715.1 | 286.0 | 167% |
| Net Income (Net income attributable to owners of the parent) | 214.6 | 394.9 | 180.3 | 184% |

Cash Flow

| | FY12/H1 | FY13/H1 | (JPY bn) |
|--|----------------|------------------|----------|
| Operating cash flow | 447.0 | 451.2 | |
| Free cash flow | 103.3 | - 1,650.8 | |
| incl. | | | |
| Decrease from acquisition of control over subsidiaries (Sprint, GungHo, etc.) | - 2.0 | - 1,430.7 | |
| Proceeds from settlement of foreign currency forward contract for acquisition of control of subsidiaries | - | 310.1 | |
| CAPEX | - 287.5 | - 583.6 | |

(JPY bn)

Operating Cash Flow

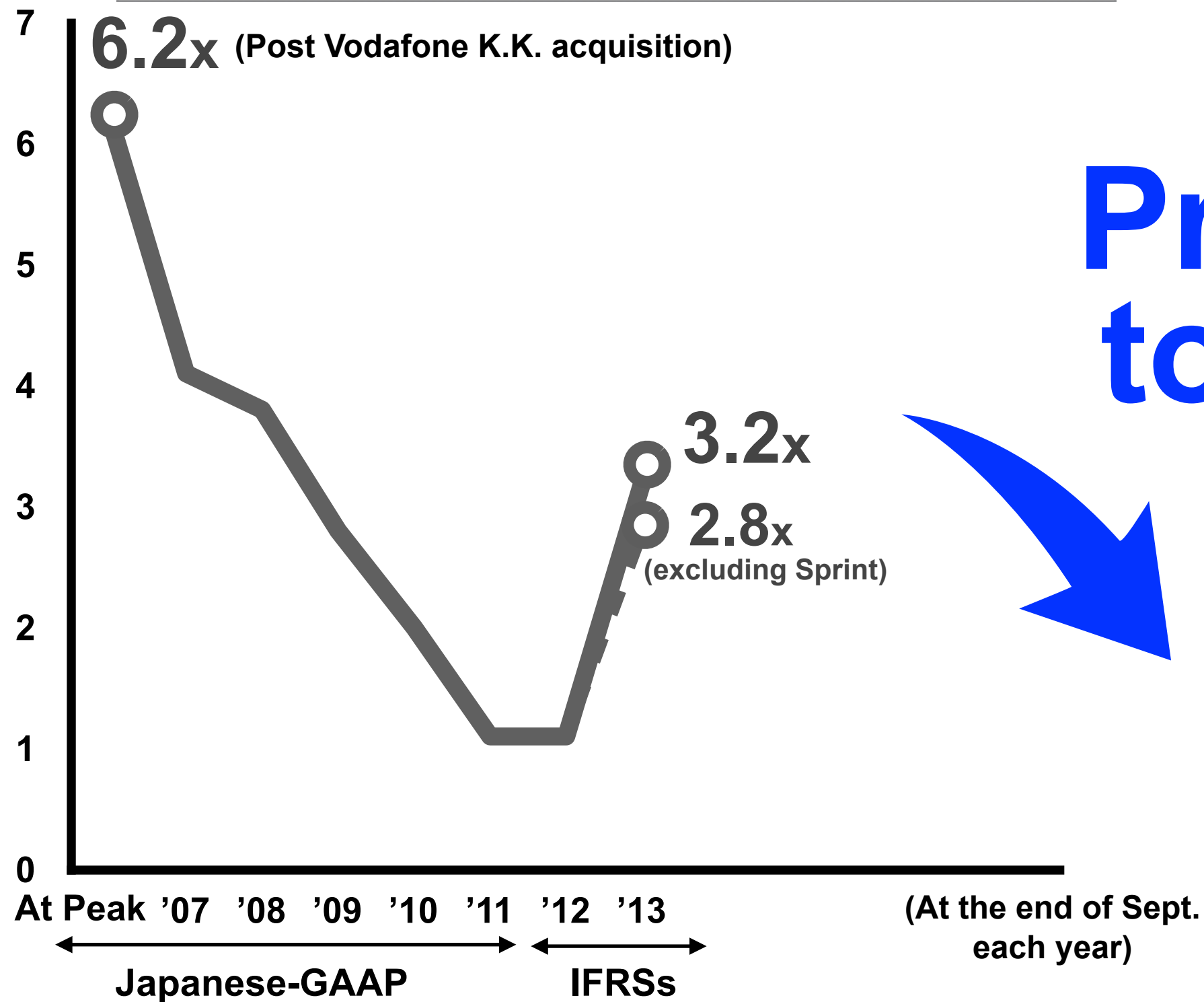


**Record high for
5 consecutive
periods**



Net Interest-bearing Debt/ EBITDA Multiple

(times)



**Promptly return
to a lower level**

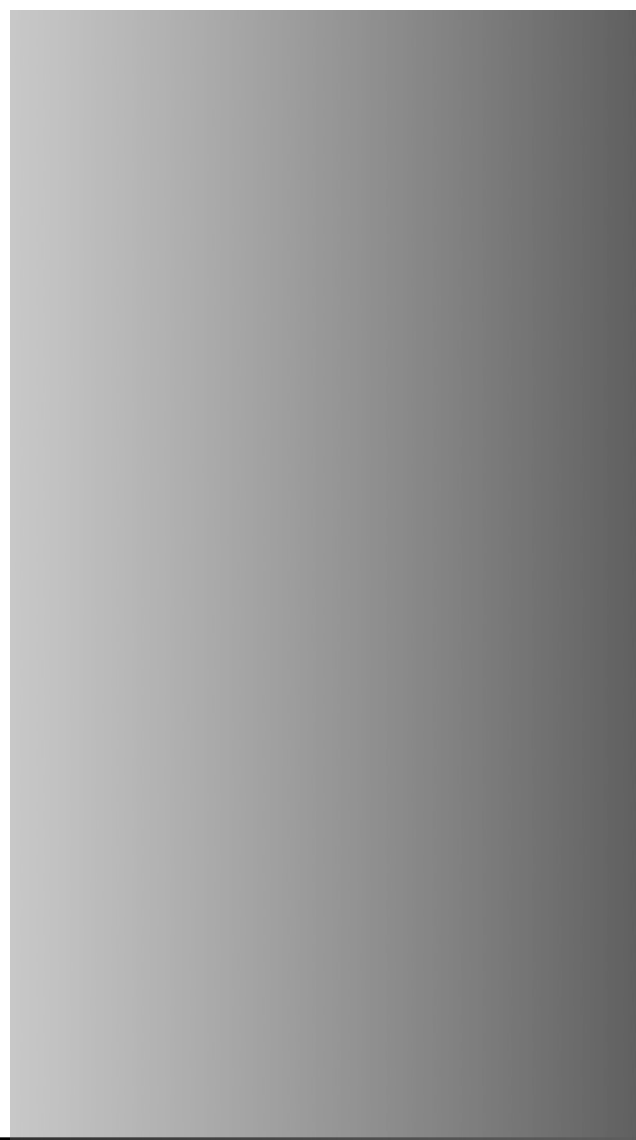
EBITDA: H1 EBITDA x 2
* EBITDA for 2013 = (H1 actual of domestic business x 2) + (Sprint forecast for full year 2013)

Refinancing of Acquisition Finance of Sprint, etc.

| | |
|-----------------------------|---|
| Date of contract | September 13, 2013 |
| Amount | JPY 1.98 t |
| Maturity | 5 years / 7 years |
| Use of loan proceeds | 1. Repayment of bridge loan for Sprint acquisition 2. Repayment of some existing borrowings 3. Repayment of some existing debts at eAccess |
| Interest rate | 1.4% |

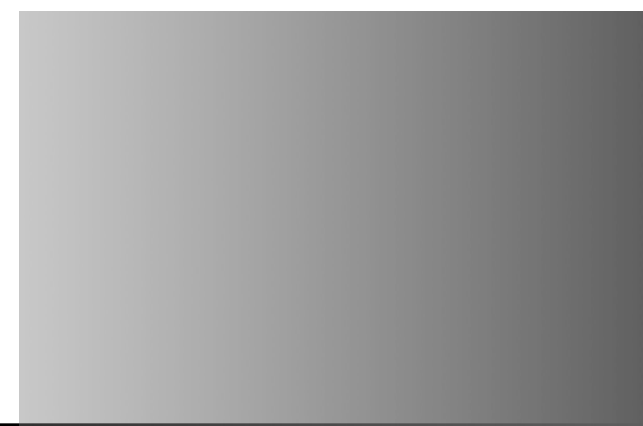
Average Borrowing Cost

3.8%



**Vodafone K.K.
acquisition
(2006)**

1.4%



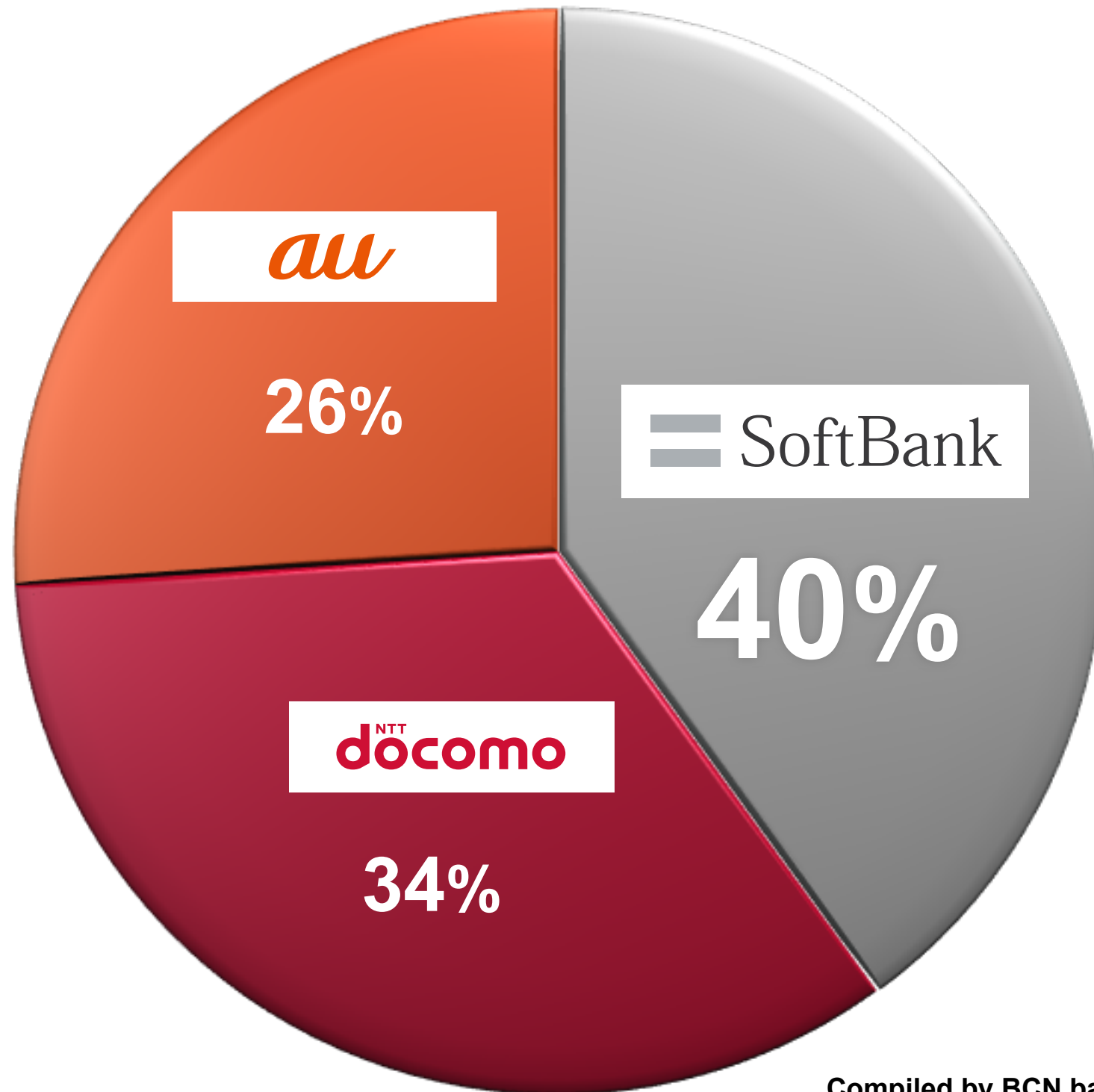
**Sprint
acquisition
(2013)**

**Substantially lower
borrowing cost**



Mobile Communications Segment

iPhone 5s and 5c Cumulative Sales Share



デジタル生活応援サイト
BCN
ランキング

Sales share No.1

(Source) BCN Ranking
Compiled by BCN based on sales data from major electronics retail stores nationwide (Sept. 20 - Oct. 20, 2013)

No.1 Operator for Net Additions

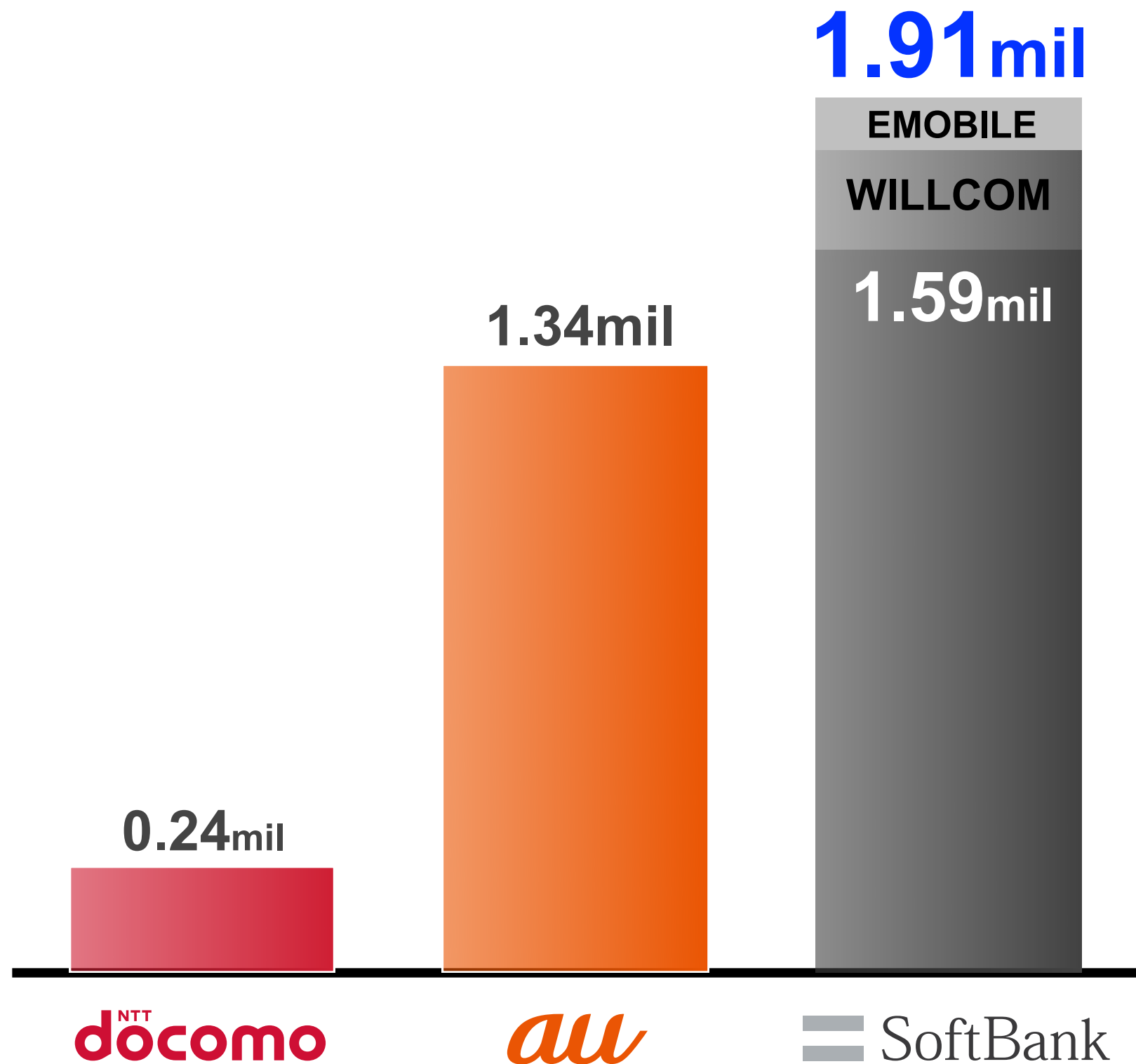
| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|-------|---------------|---------------|-----------|----------|---------------|---------------|---------------|----------|----------|
| Jan. | docomo | docomo | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| Feb. | docomo | docomo | <i>au</i> | SoftBank | SoftBank | docomo | SoftBank | SoftBank | SoftBank |
| Mar. | docomo | docomo | <i>au</i> | SoftBank | SoftBank | docomo | SoftBank | SoftBank | SoftBank |
| Apr. | docomo | docomo | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| May | docomo | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| June | docomo | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| July | docomo | docomo | SoftBank | SoftBank | docomo | SoftBank | SoftBank | SoftBank | SoftBank |
| Aug. | <i>au</i> | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| Sept. | <i>au</i> | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| Oct. | <i>au</i> | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| Nov. | <i>au</i> | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank | SoftBank |
| Dec. | docomo | <i>au</i> | SoftBank | SoftBank | SoftBank | SoftBank | docomo | SoftBank | SoftBank |

SoftBank
iPhone

au
iPhone

docomo
iPhone

Net Additions (April - September 2013)

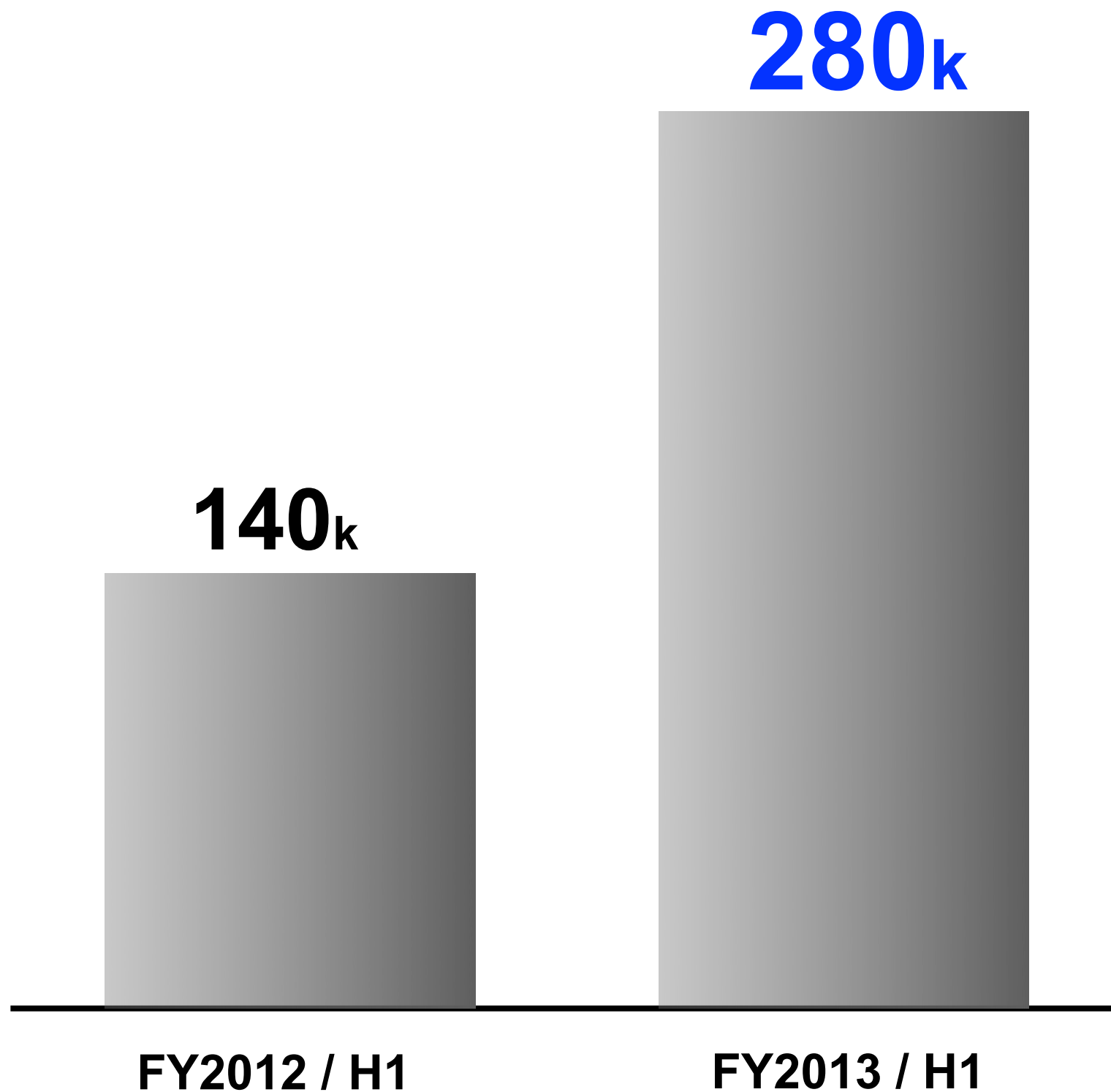


Overwhelmingly No.1



* Created by SoftBank Corp. based on respective companies' publicly available information.

MNP Net Additions

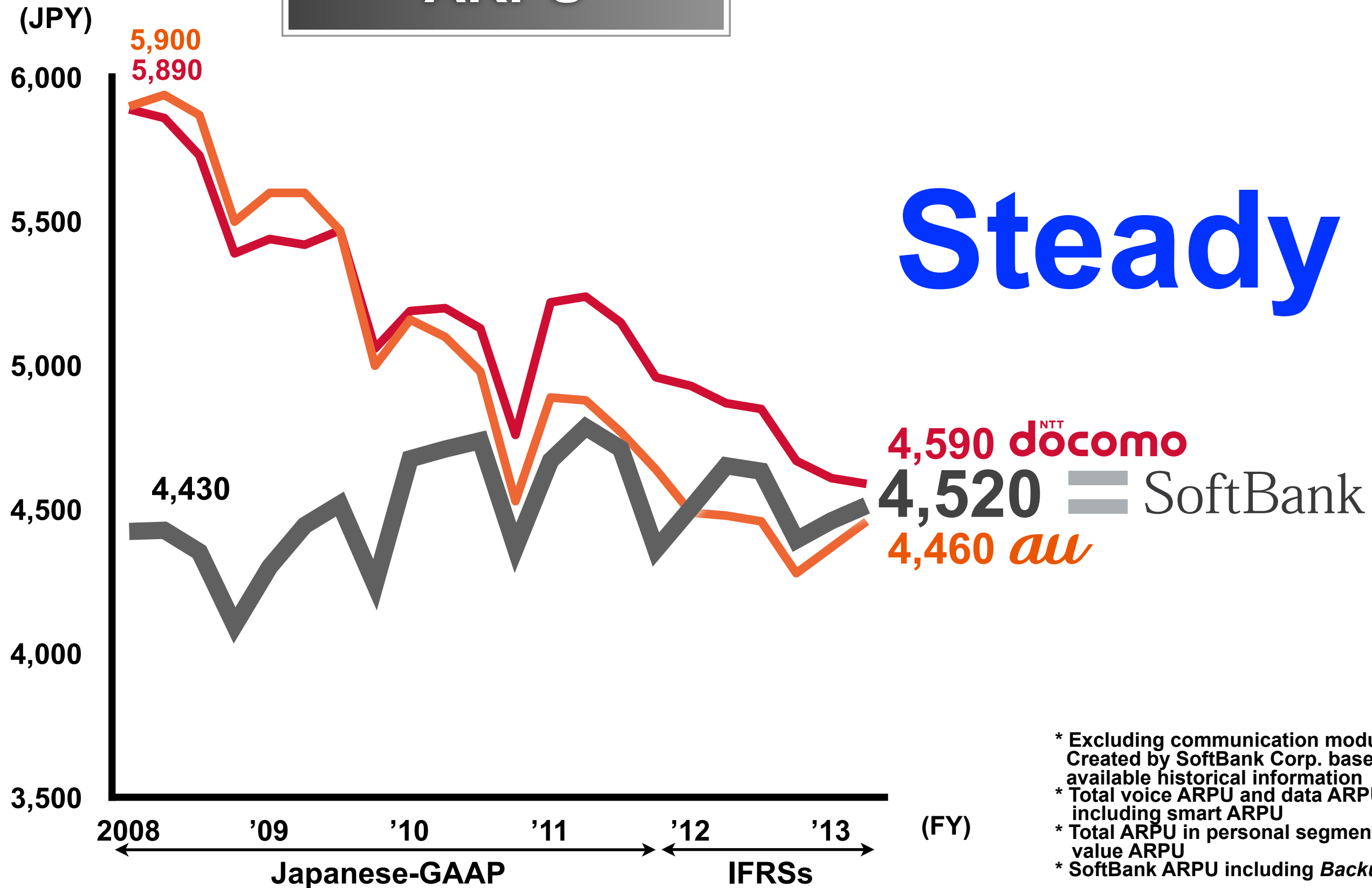


Doubled YoY



* Created by SoftBank Corp. based on respective companies' publicly available information.

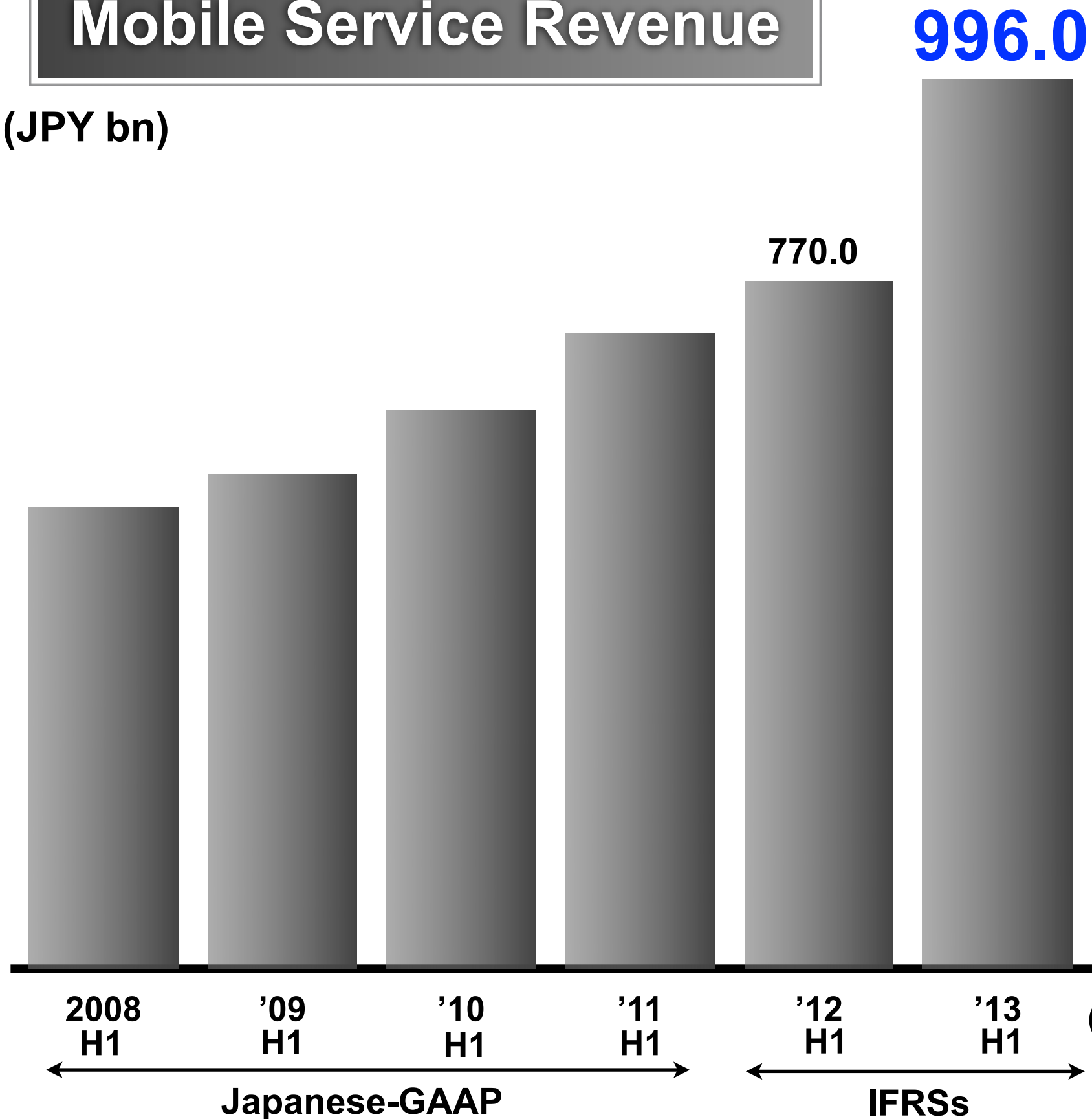
ARPU



- * Excluding communication modules.
Created by SoftBank Corp. based on respective companies' publicly available historical information
- * Total voice ARPU and data ARPU for NTT DOCOMO's FY2011 - 2013 including smart ARPU
- * Total ARPU in personal segment for au's FY2011 - 2013 including value ARPU
- * SoftBank ARPU including *Backup service package*, etc.

Mobile Service Revenue

(JPY bn)

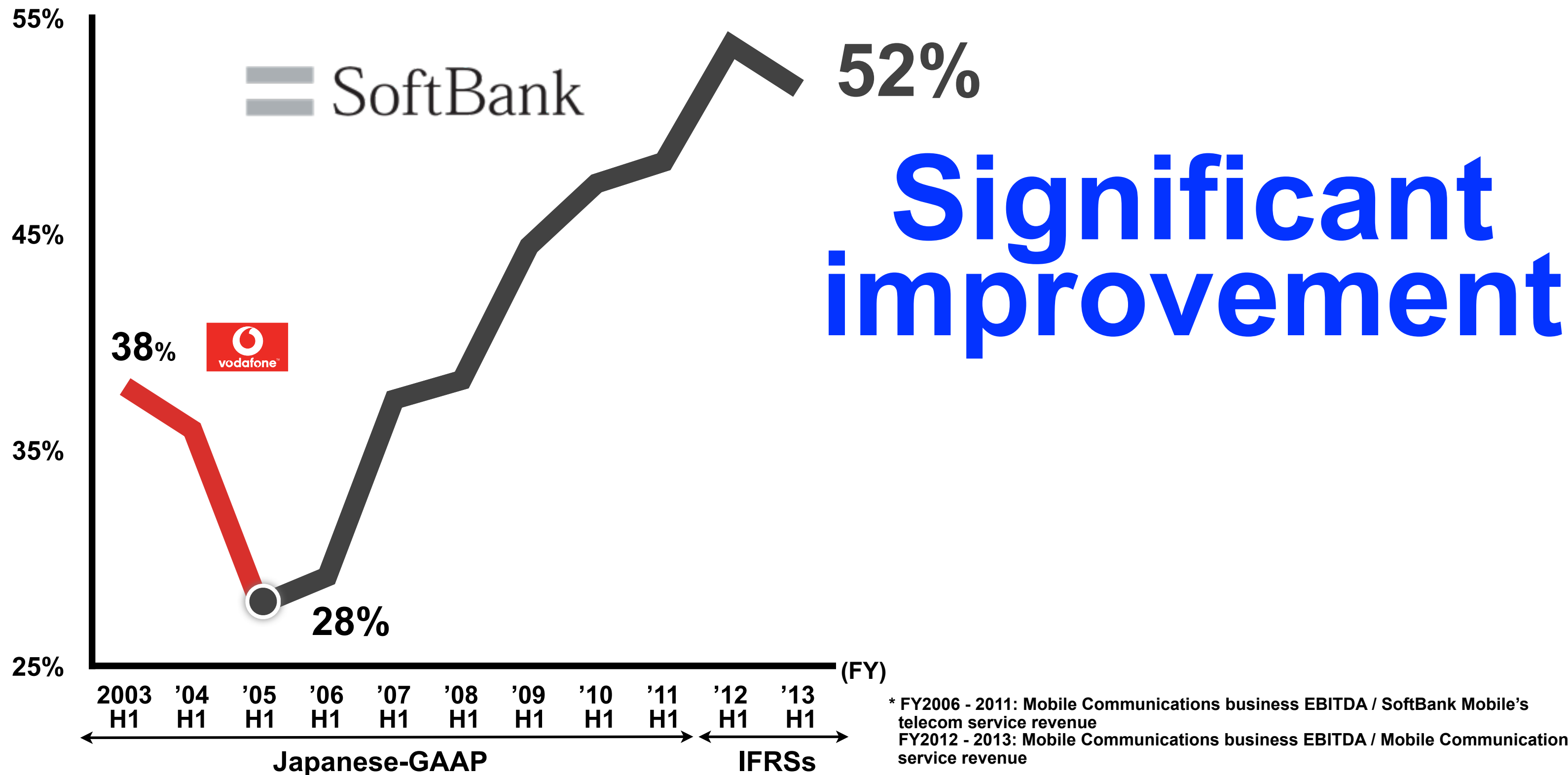


Steady growth
29% increase

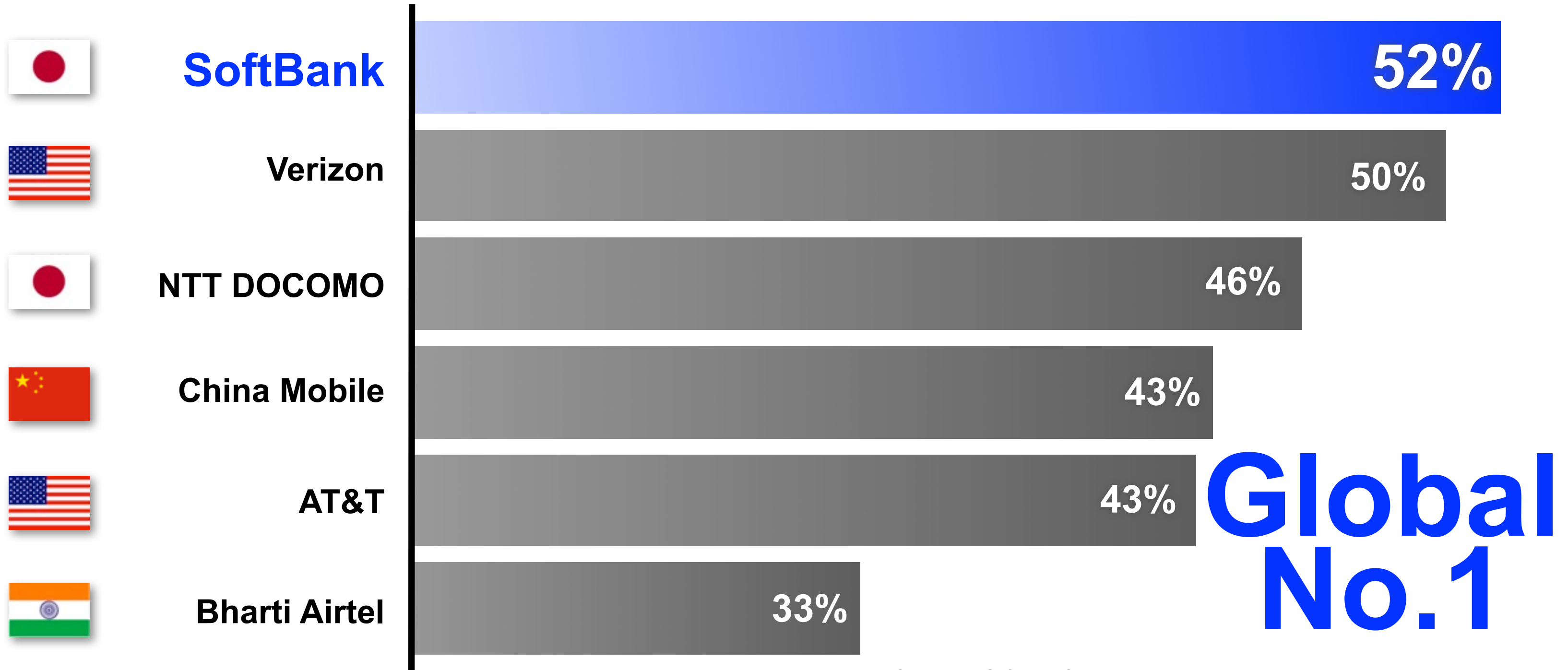
* Including impact of JPY 164.4bn from newly consolidated subsidiaries from FY2013 (GungHo, eAccess, WILLCOM, etc.)

* FY2008 - 2011: mobile telecom service revenue of SoftBank Mobile
FY2012 - 2013: service revenue of Mobile Communications segment

Mobile EBITDA Margin



Mobile EBITDA Margin



20%

* Created by SoftBank Corp. based on respective companies' publicly available information. YTD 2013
Mobile EBITDA Margin = Mobile EBITDA / Mobile telecom service revenue
Consolidated results for China Mobile

(JPY bn)

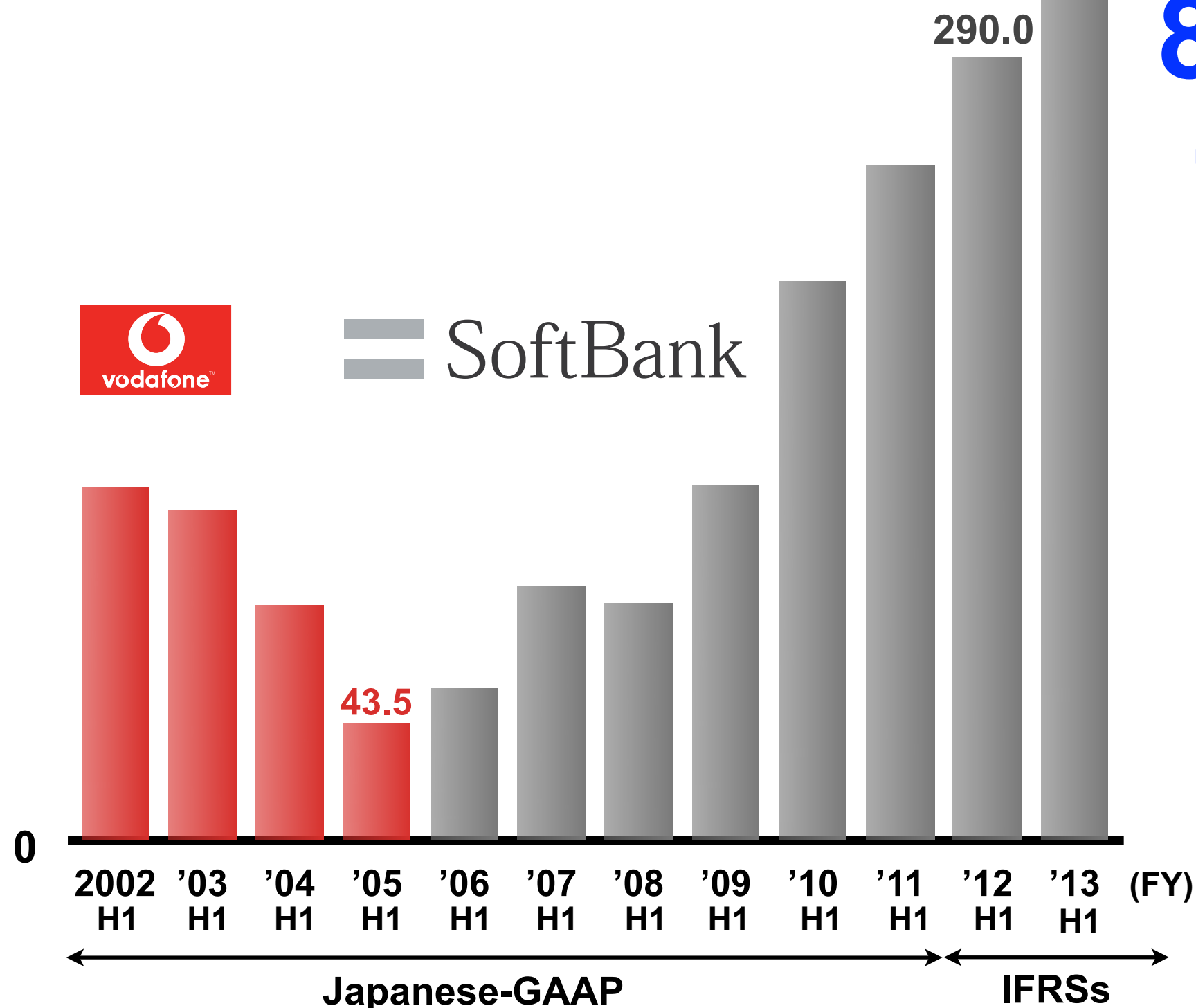
Mobile EBIT
(Operating Income)

339.6

8x after acquisition
17% increase YoY



SoftBank



* Including impact of JPY 28.3bn from newly consolidated subsidiaries from FY2013 (GungHo, eAccess, WILLCOM, etc.)

* FY2006 - 2011: operating income of Mobile Communications business
FY2012 - 2013: segment income of Mobile Communications

Toward the No.1 Network in the Smartphone Era

No.1 Network in the Smartphone Era

1. No.1 in smartphone connectivity

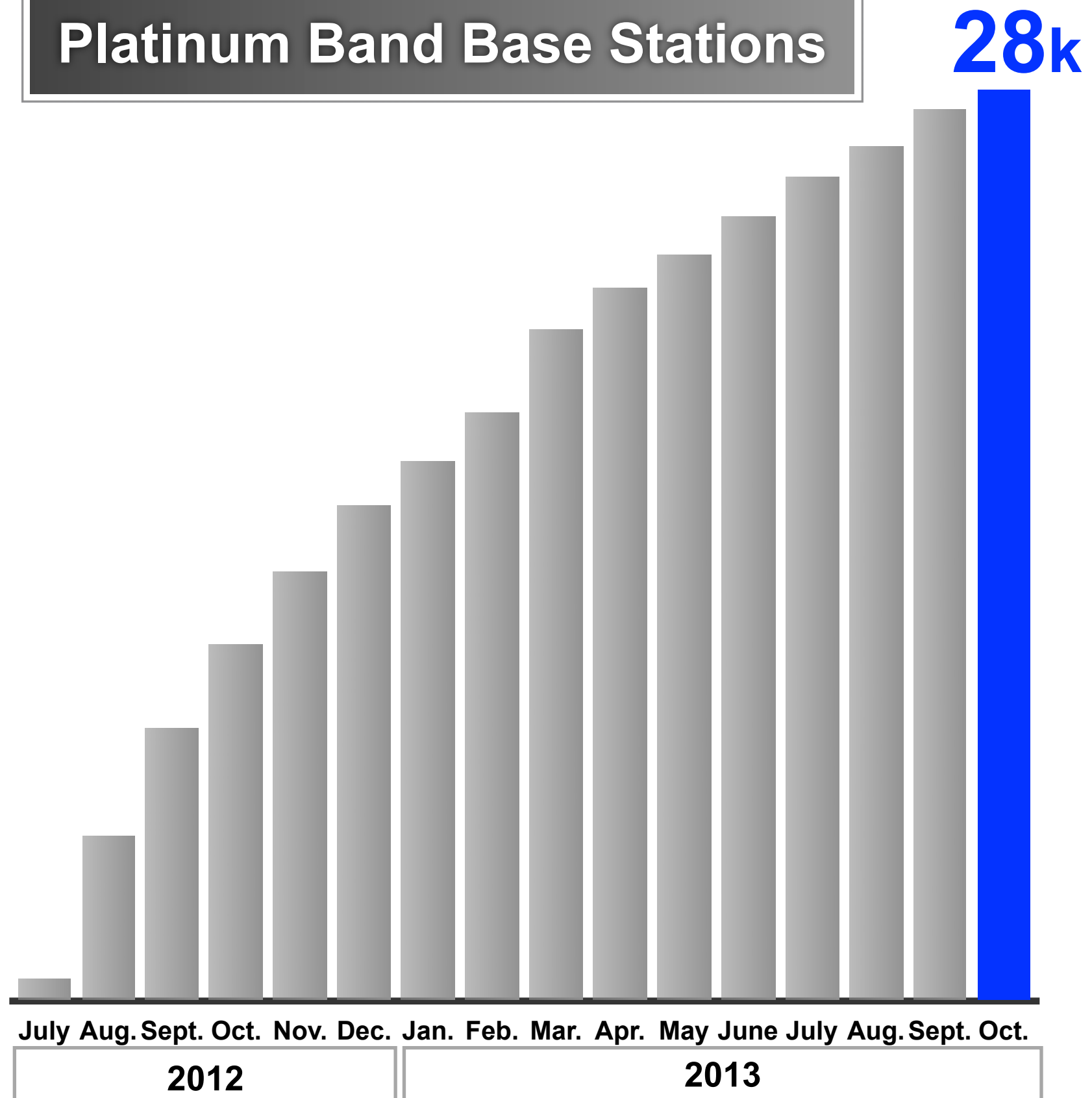
2. No.1 in high-speed services

No.1 Network in the Smartphone Era

1. No.1 in smartphone connectivity

2. No.1 in high-speed services

Platinum Band Base Stations



プラチナバンド

Steady increase

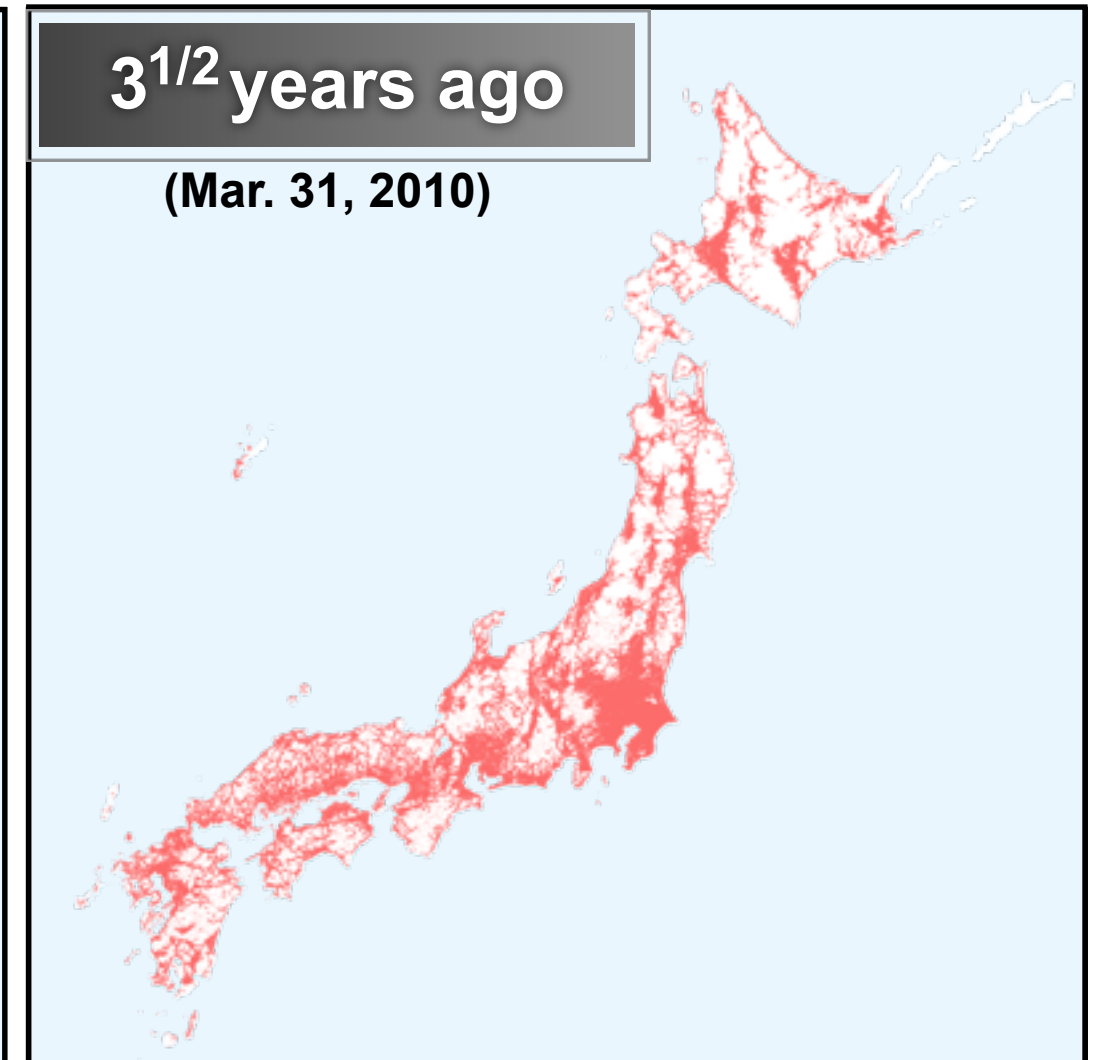
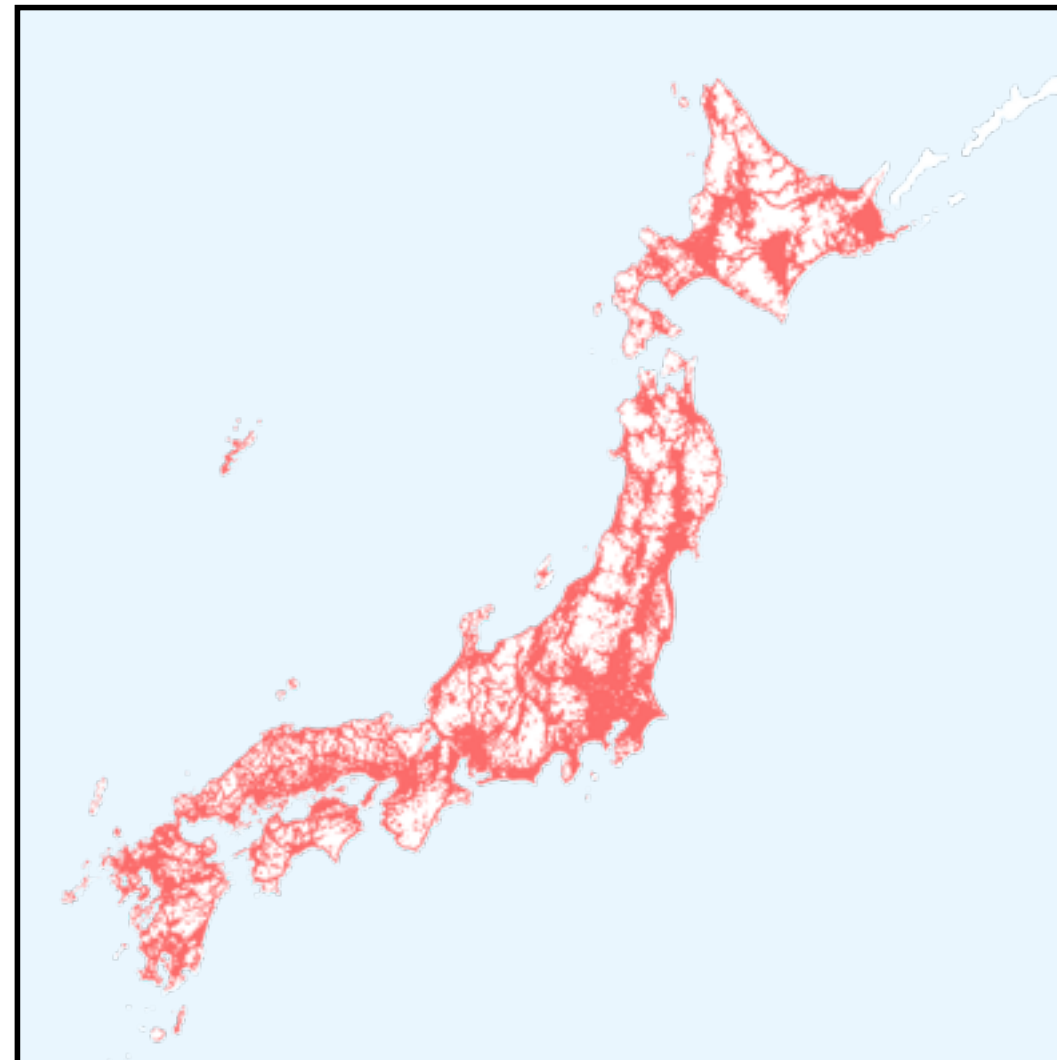
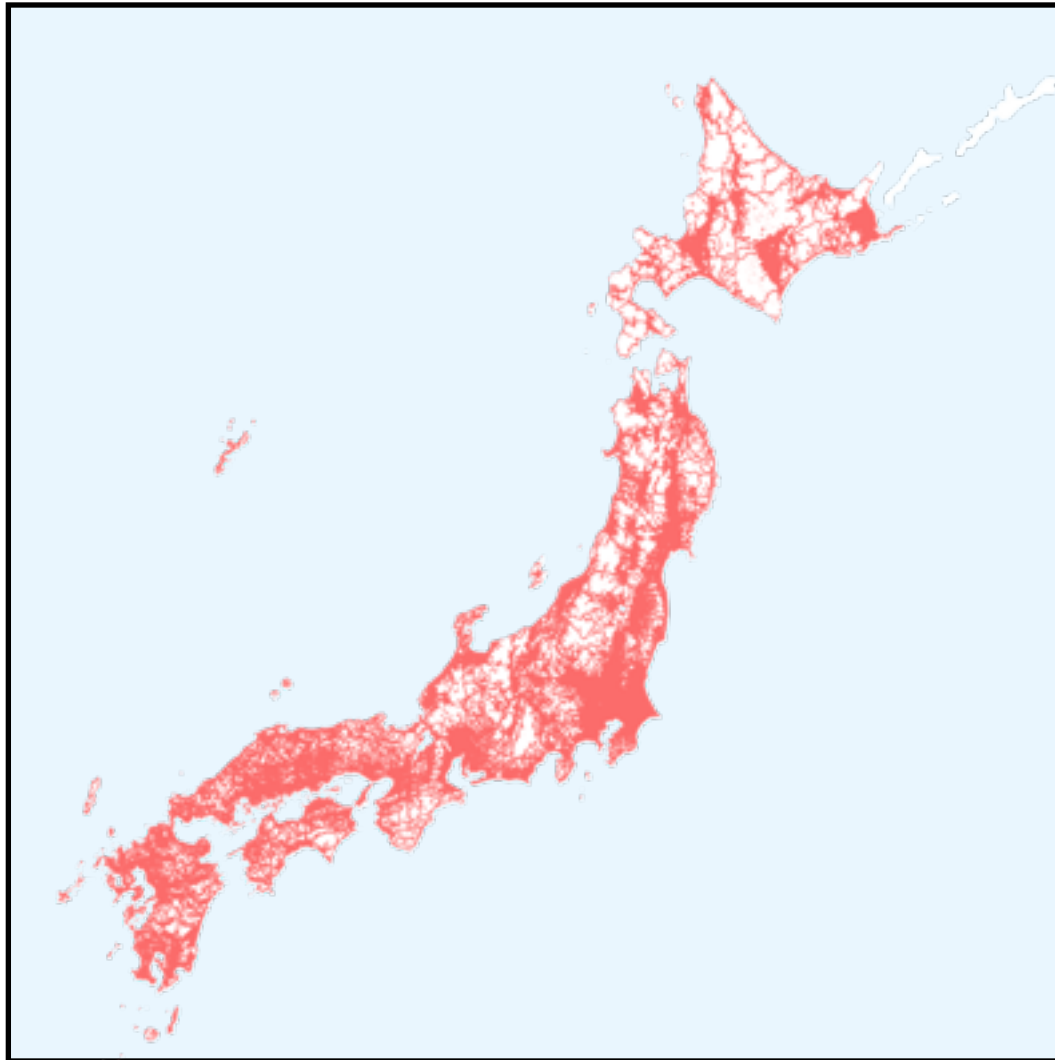


Service Coverage Area Map

^{NTT}
docomo

au

SoftBank



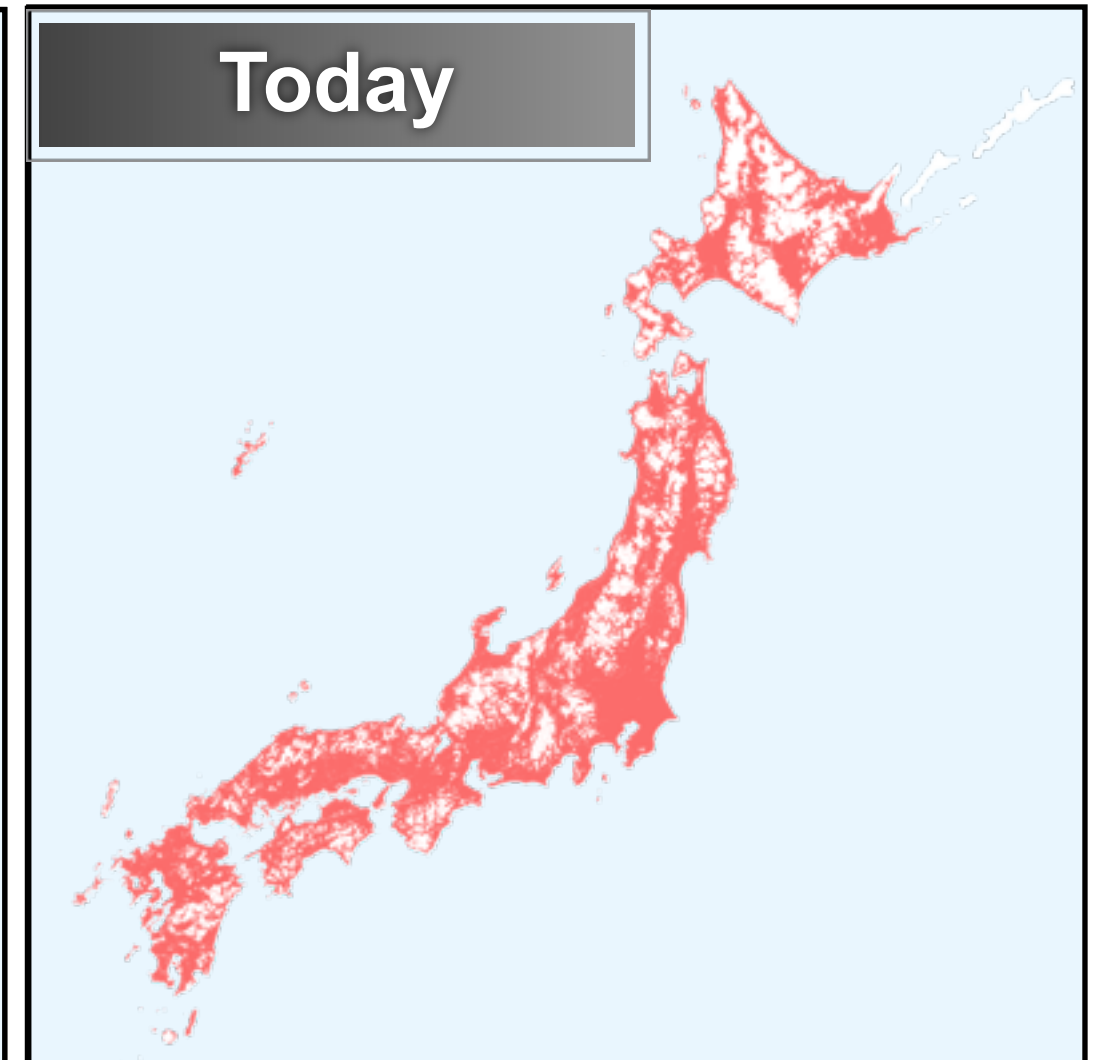
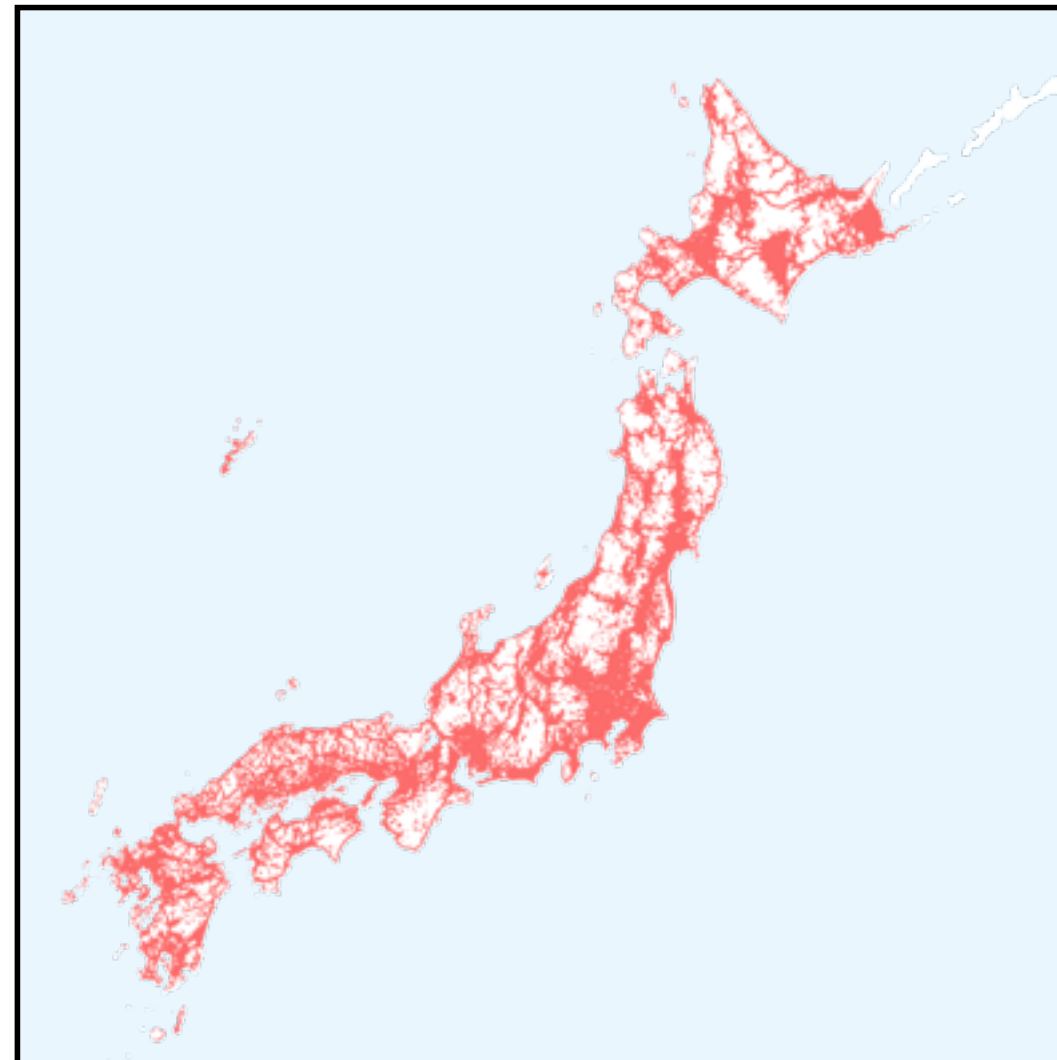
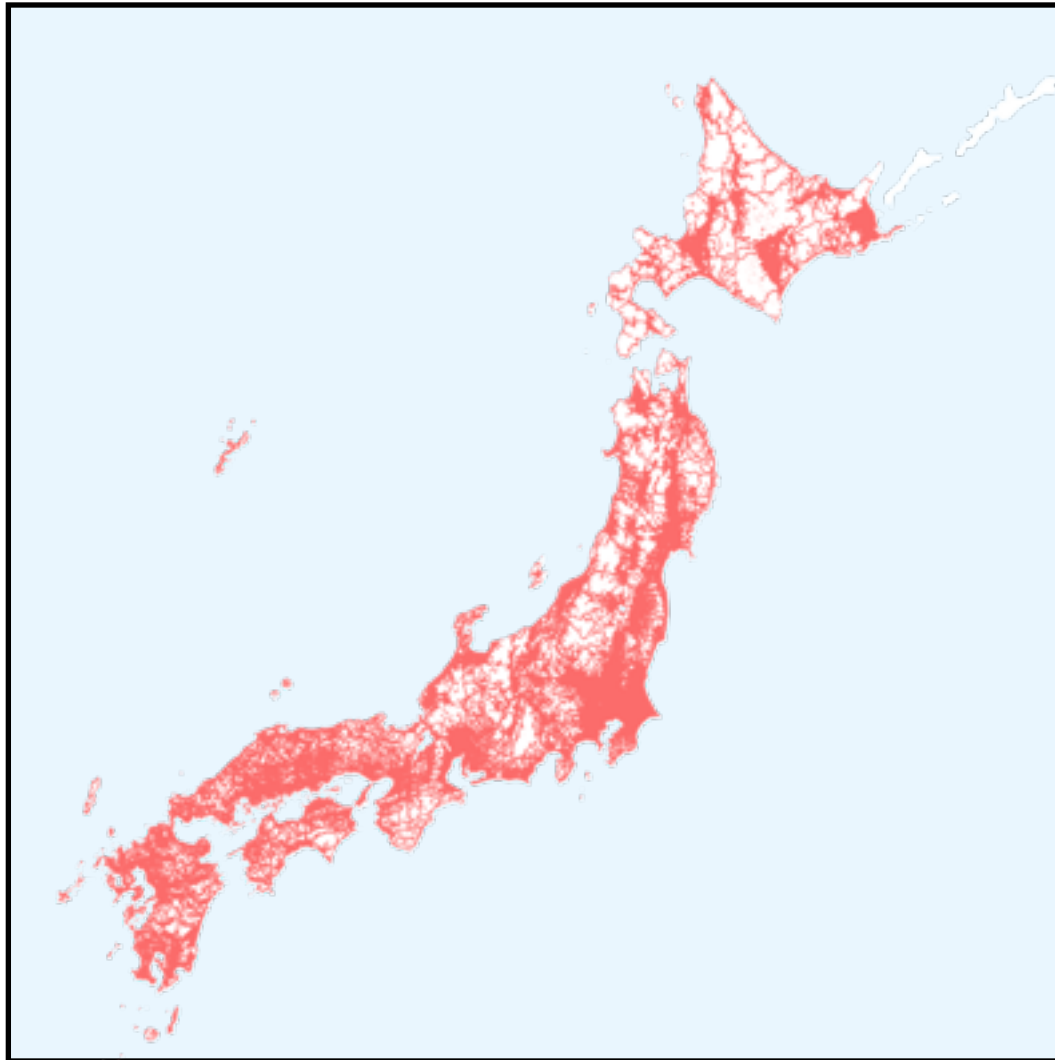
* Created by SoftBank Corp. based on the latest information published on respective companies' websites.
(NTT DOCOMO: Aug. 31, 2013, KDDI: June 30, 2013)

Service Coverage Area Map

^{NTT}
docomo

au

— SoftBank



* Created by SoftBank Corp. based on the latest information published on respective companies' websites.
(NTT DOCOMO: Aug. 31, 2013, KDDI: June 30, 2013, SoftBank: Aug. 31, 2013)

Service Coverage Area Map



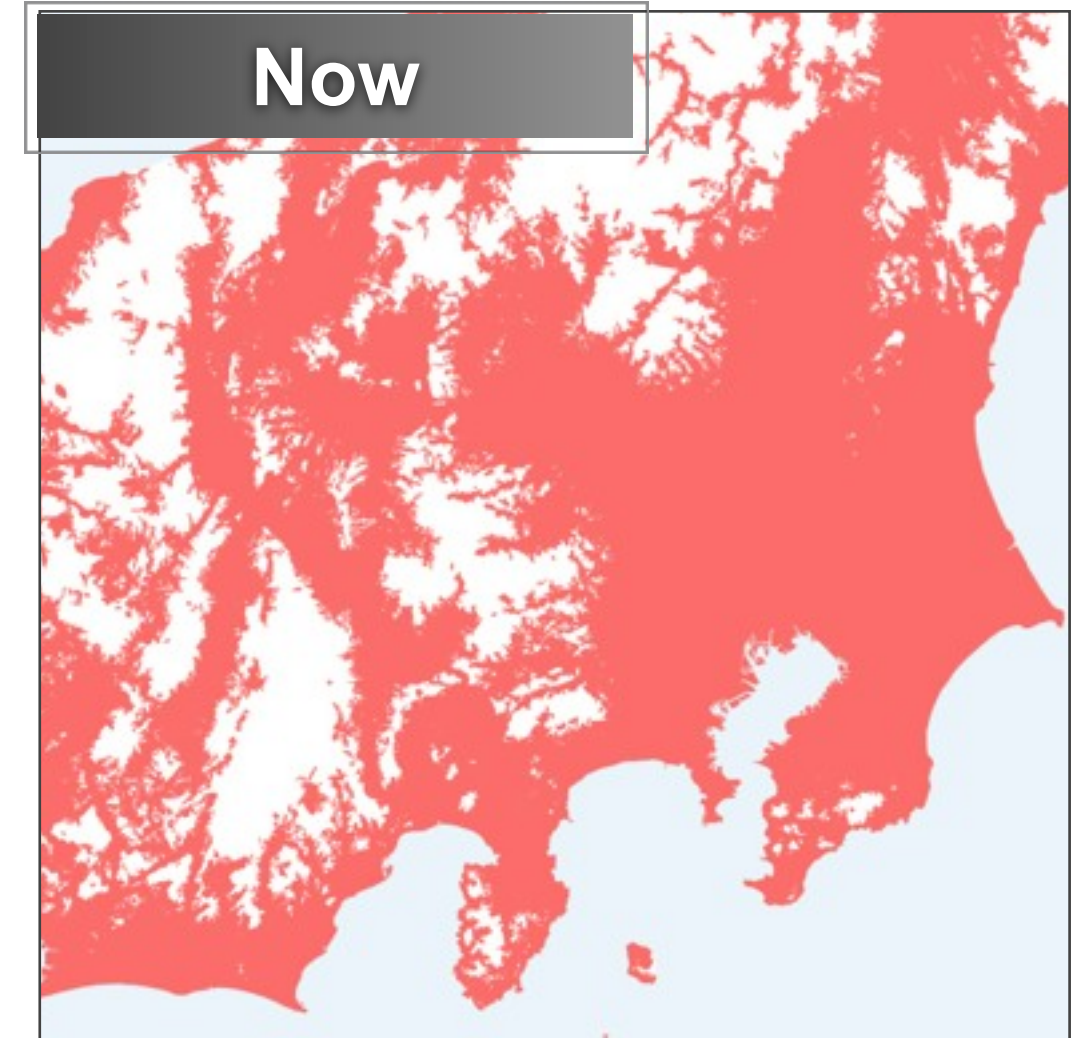
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(NTT DOCOMO: Sept. 30, 2013, KDDI: June 30, 2013)

Service Coverage Area Map

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docomo

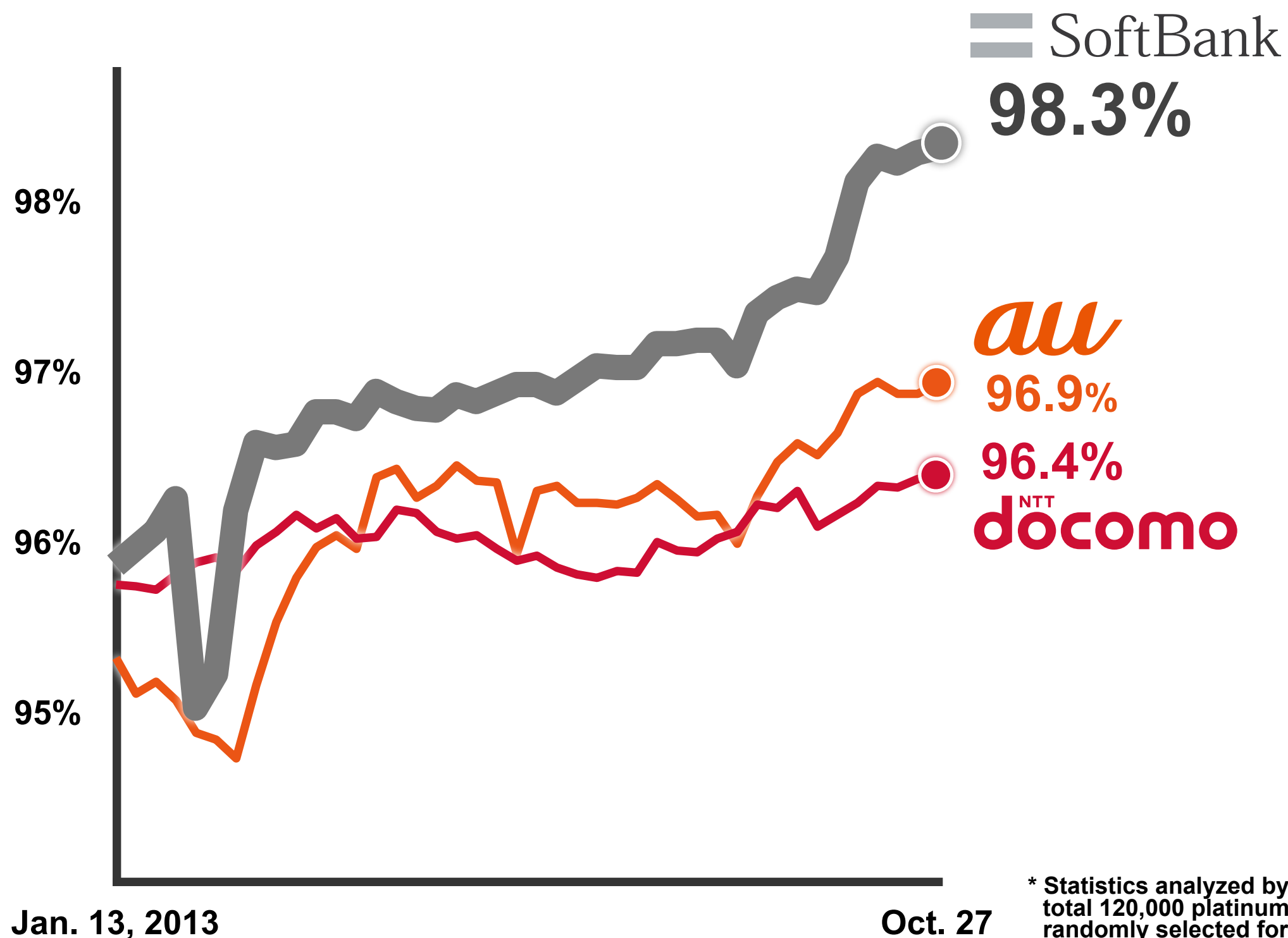
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— SoftBank



* Created by SoftBank Corp. based on the latest information published on respective companies' websites.
(NTT DOCOMO: Sept. 30, 2013, KDDI: June 30, 2013, SoftBank: Aug. 31, 2013)

Smartphone Data Connectivity Rate












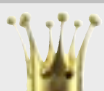
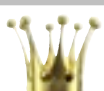
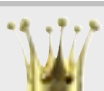

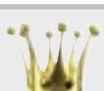

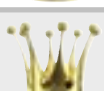
プラチナバンド

Data
connectivity
No.1



* Statistics analyzed by Agoop Corp. Platinum band-compatible smartphone data connection: total 120,000 platinum band-compatible smartphones (40,000 for each operator) were randomly selected for analysis. Analysis data was collected through the disaster warning app (by Yahoo Japan) and Ramen Checker app (by Agoop)

Data Connectivity Rate by Landmark プラチナバンド

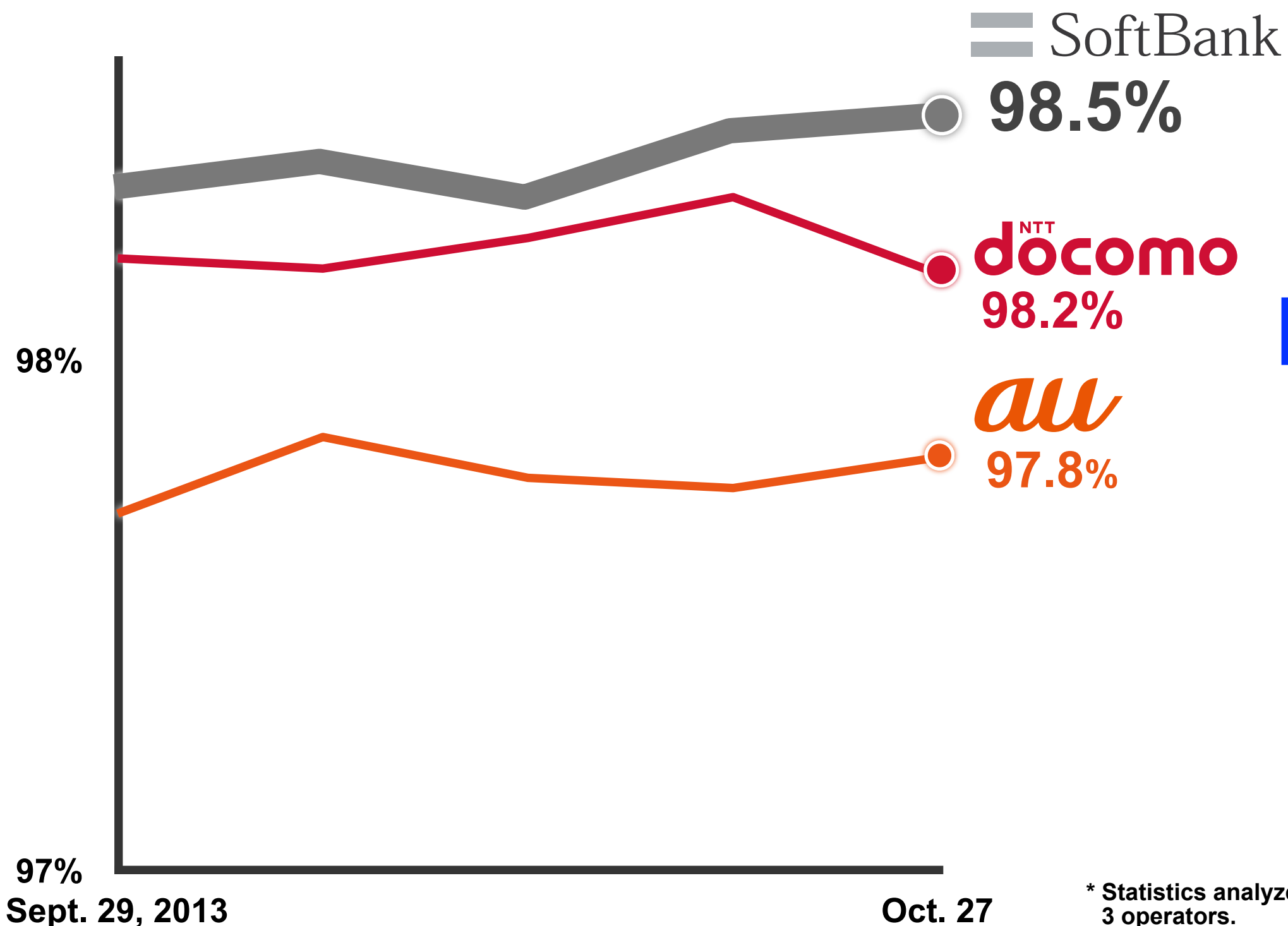
| Landmarks |  SoftBank |  |  |
|----------------------------------|---|---|---|
| Railway stations | 98.3%  | 96.5% | 97.5% |
| Universities | 97.6%  | 95.7% | 96.8% |
| Shopping malls | 98.2%  | 96.7% | 97.3% |
| Department stores | 97.8%  | 97.1% | 97.2% |
| Electronics retail stores | 98.3%  | 96.8% | 97.4% |
| Convenience stores | 98.5%  | 96.5% | 97.5% |
| Restaurants | 98.5%  | 96.8% | 97.6% |
| Hotels / inns | 98.3%  | 96.5% | 97.3% |
| Theme parks / leisure facilities | 98.1%  | 96.3% | 97.0% |
| Golf courses | 96.4%  | 95.9% | 95.3% |
| Beaches | 97.9%  | 96.6% | 97.2% |
| Expressway rest areas | 98.7%  | 96.4% | 97.1% |
| Roadside stations | 98.6%  | 96.7% | 97.0% |

Clean
sweep

* Statistics analyzed by Agoop Corp.
Data collected from Sept. 28 - Oct. 27, 2013
Railway stations: top 1,000 by number of commuters
Universities: top 100 by number of students

iPhone 5s and 5c Data Connectivity Rate

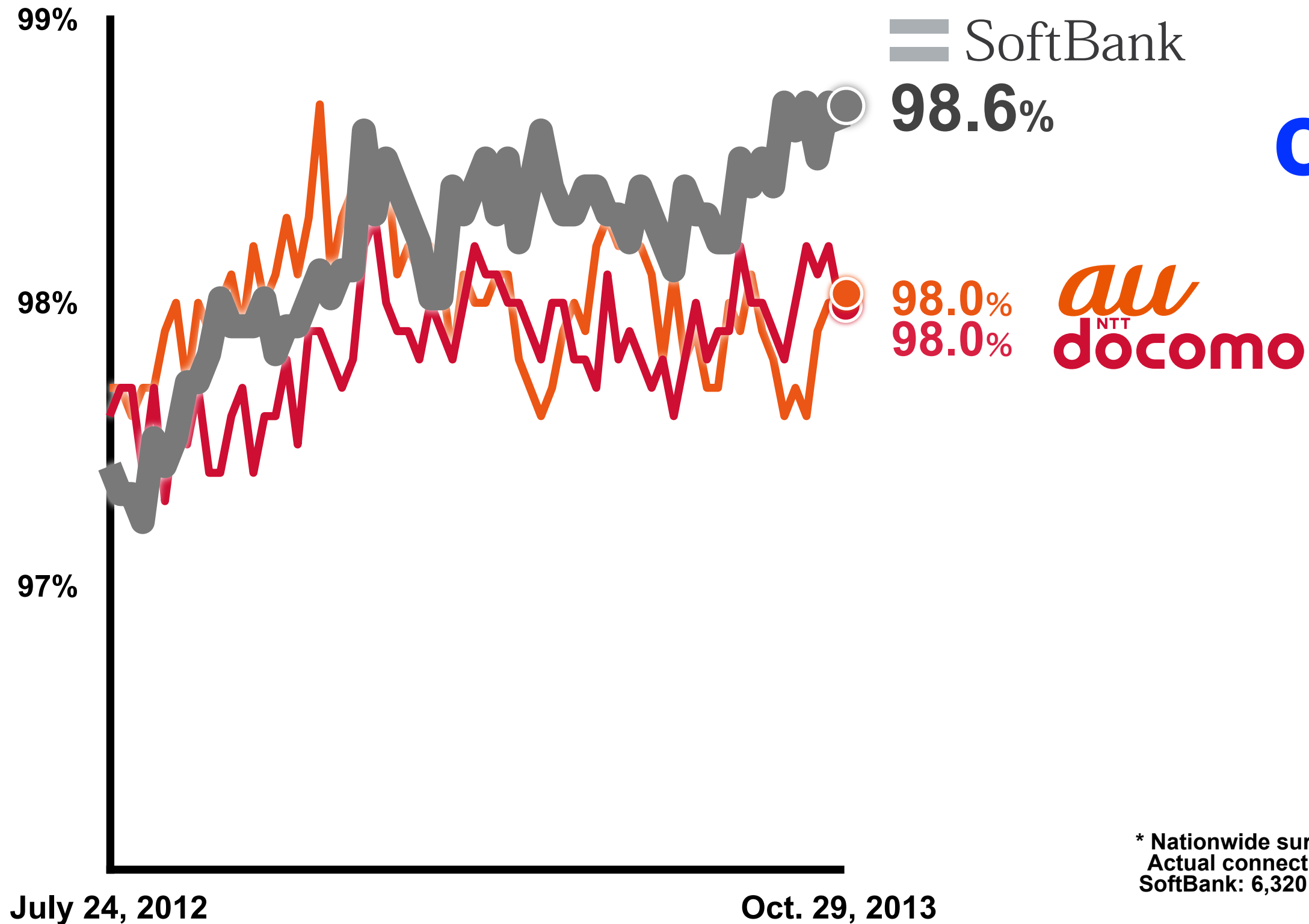
プラチナバンド



Data connectivity
No.1

* Statistics analyzed by Agoop Corp.: total 54,000 iPhone 5s and iPhone 5c from the 3 operators.
Analysis data was collected through the disaster warning app (by Yahoo Japan) and Ramen Checker app (by Agoop).

Smartphone Call Connectivity Rate




















Call connectivity No.1



* Nationwide survey by Ipsos K.K. Call connection rates of smartphones
 Actual connection rate on calls made to 16,370 smartphone users
 SoftBank: 6,320 users, NTT DOCOMO: 4,860 users, au: 5,190 users)

Major incidents that must be reported to the
Communications Minister (since June 2011)

| Date | Operator | Affected Users |
|--------------|---|----------------|
| 2011/6/6 |  | 1.5mil |
| 2011/8/16 |  | 1.1mil |
| 2011/11/2 |  | 1.1mil |
| 2012/1/1 |  | 2.61mil |
| 2012/1/25 |  | 2.52mil |
| 2012/1/25 |  | 74k * |
| 2012/2/9 |  | up to 1.3mil |
| 2012/2/11 |  | up to 6.15mil |
| 2012/4/24 |  | 64k |
| 2012/5/3 |  | 131k |
| 2012/8/2 |  | up to 70k |
| 2012/8/13 |  | up to 80k |
| 2012/12/31 |  | 1.8mil |
| 2013/4/16~19 |  | up to 2.88mil |
| 2013/4/27 |  | up to 590k |
| 2013/5/29 |  | up to 560k |
| 2013/5/30 |  | up to 640k |

**No serious
network incident
for 889 days**
(SoftBank Mobile)

Major incidents that must be reported to
the Communications Minister

**Affects over 30k users
for 2 consecutive hours**

* Includes KDDI's fixed-line communications service users.

* Source: FY2011 and FY2012: Ministry of Internal Affairs and Communications
"Telecommunication Service Incidents. FY2013: created by SoftBank based on
publicly released information.

No.1 Network in the Smartphone Era

1. No.1 in smartphone connectivity

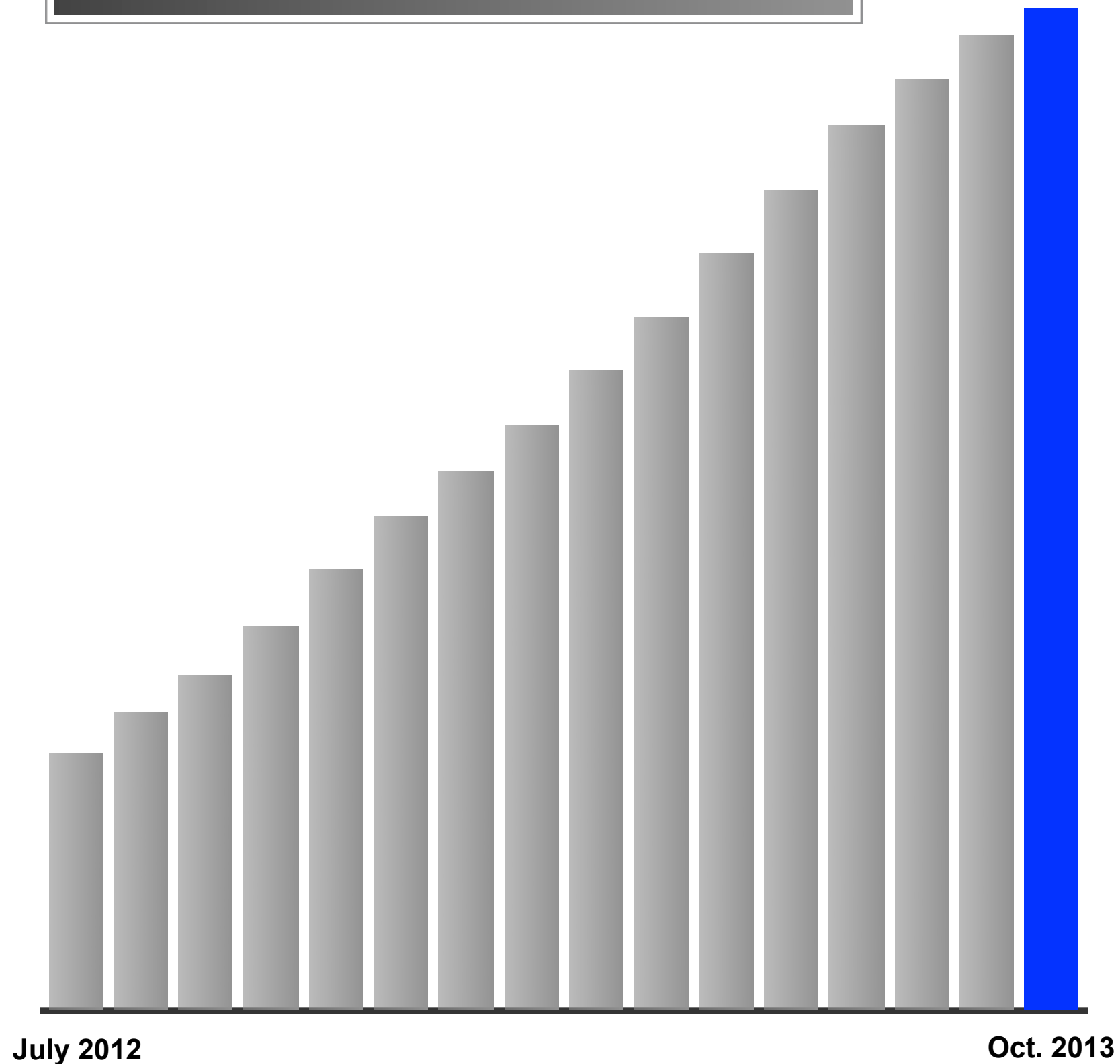
2. No.1 in high-speed services

TDD-LTE Base Stations

SoftBank 4G

42k

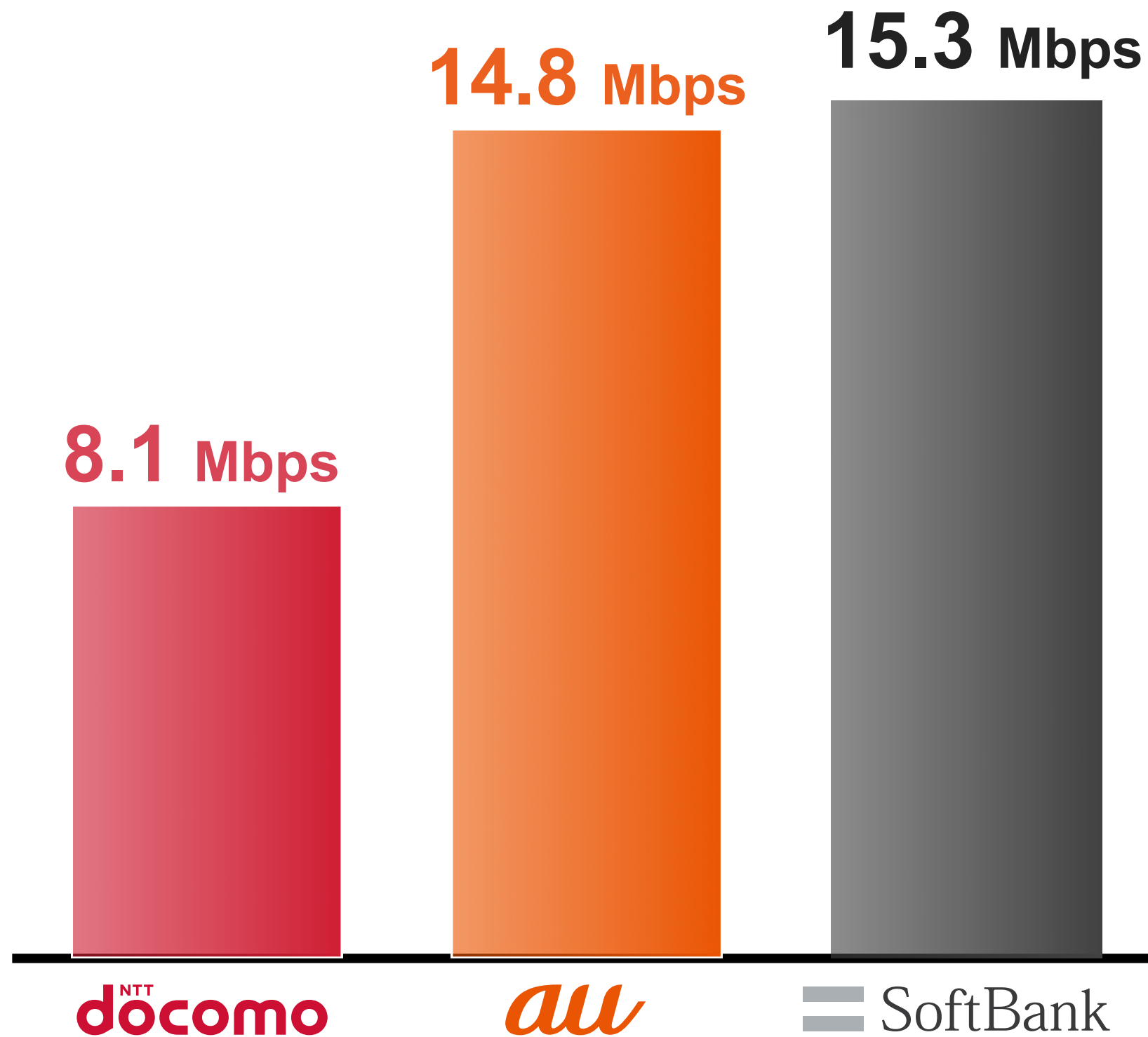
Rapid increase



*AXGP (highly compatible with TDD-LTE) base stations.

Android Device Average Data Throughput

SoftBank 4G



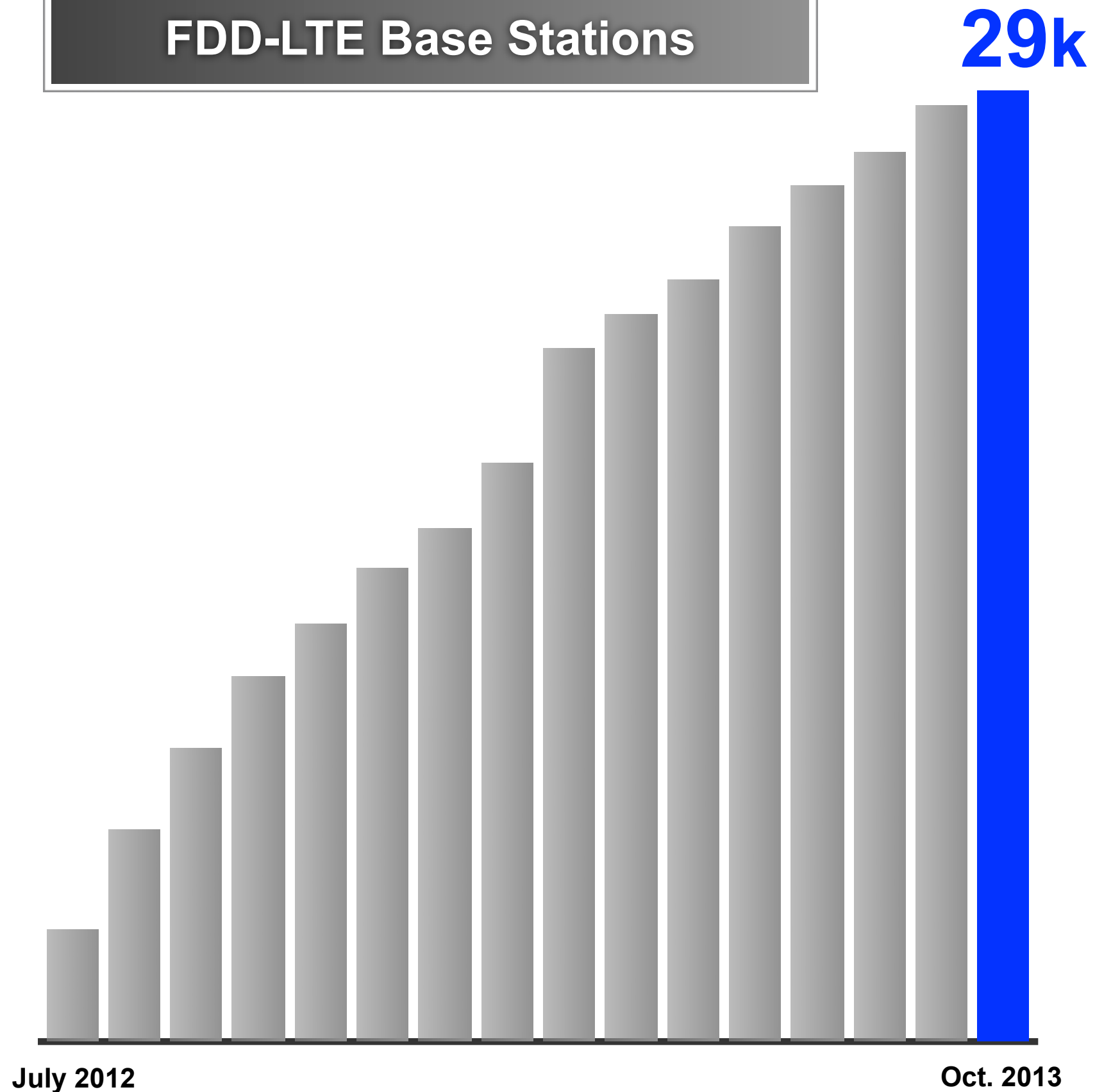
iRBBTODAY

Android device
data throughput
No.1



(Source) RBB TODAY (Aug. 29, 2013)
Data taken from Apr. 1 - June 30, 2013
<http://www.rbbtoday.com/article/2013/08/29/111166.html>

FDD-LTE Base Stations



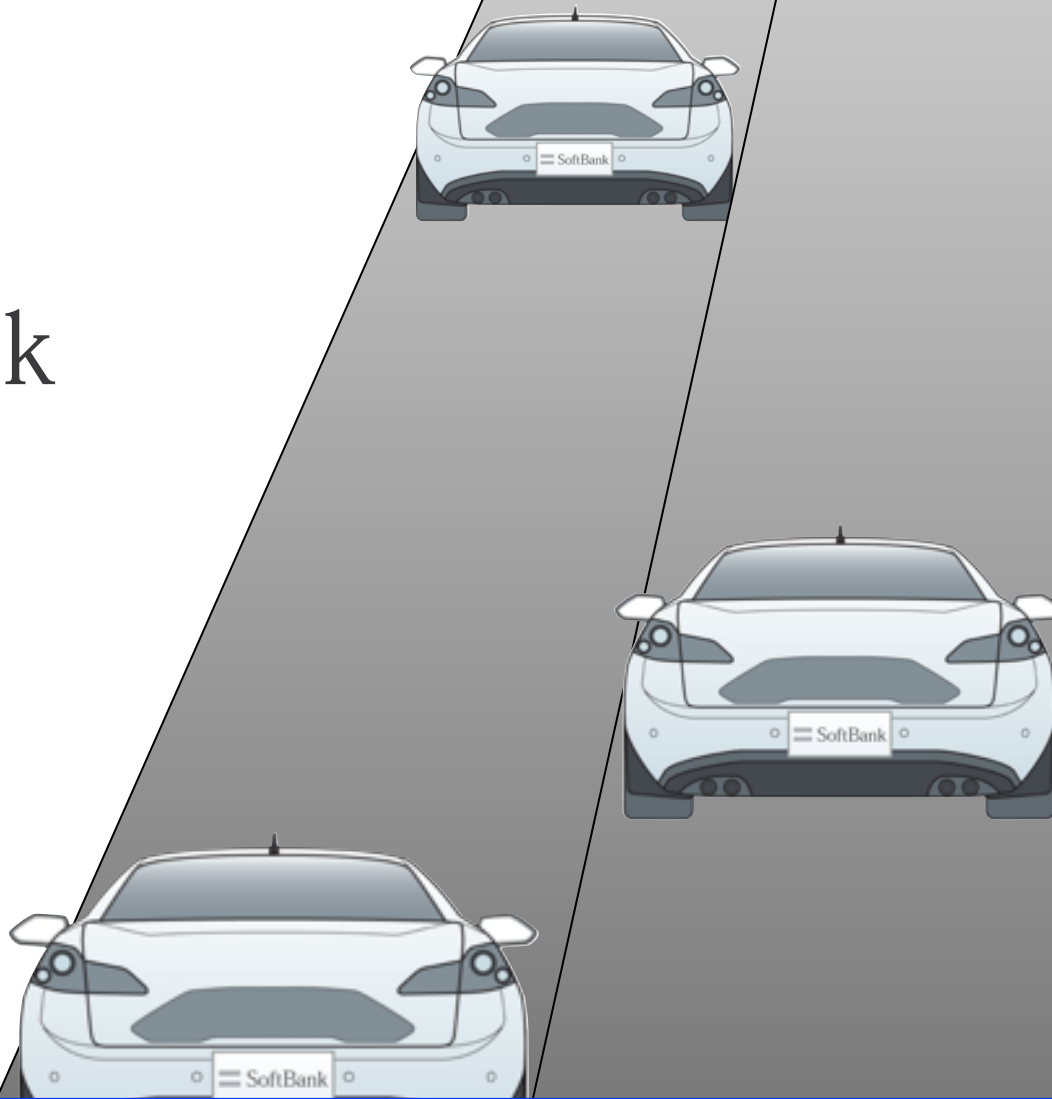
Rapid increase



2.1
GHz

SoftBank

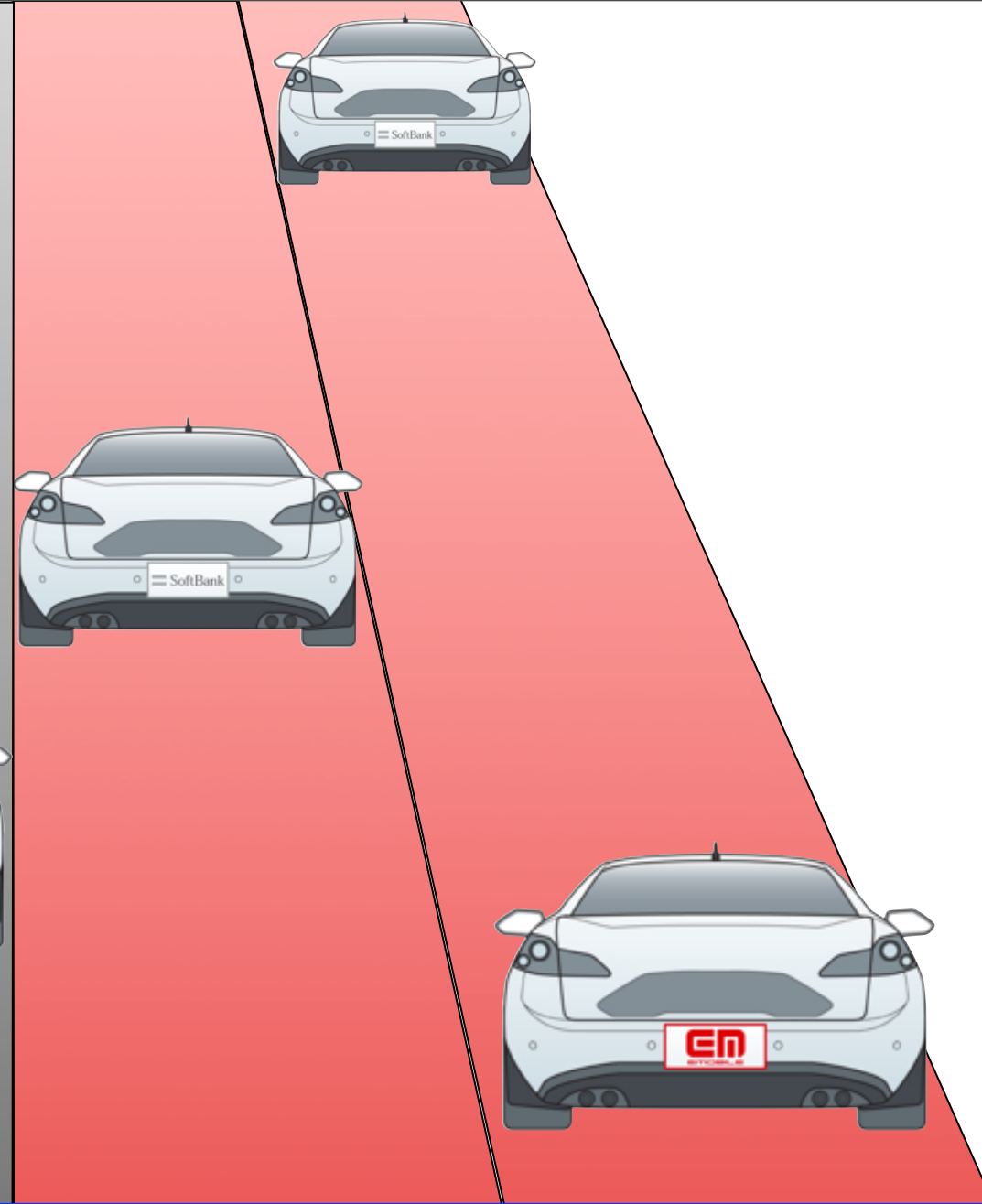
75Mbps



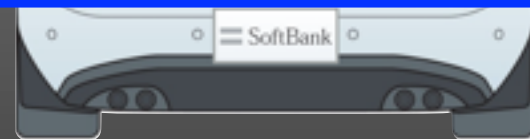
1.7
GHz



75Mbps

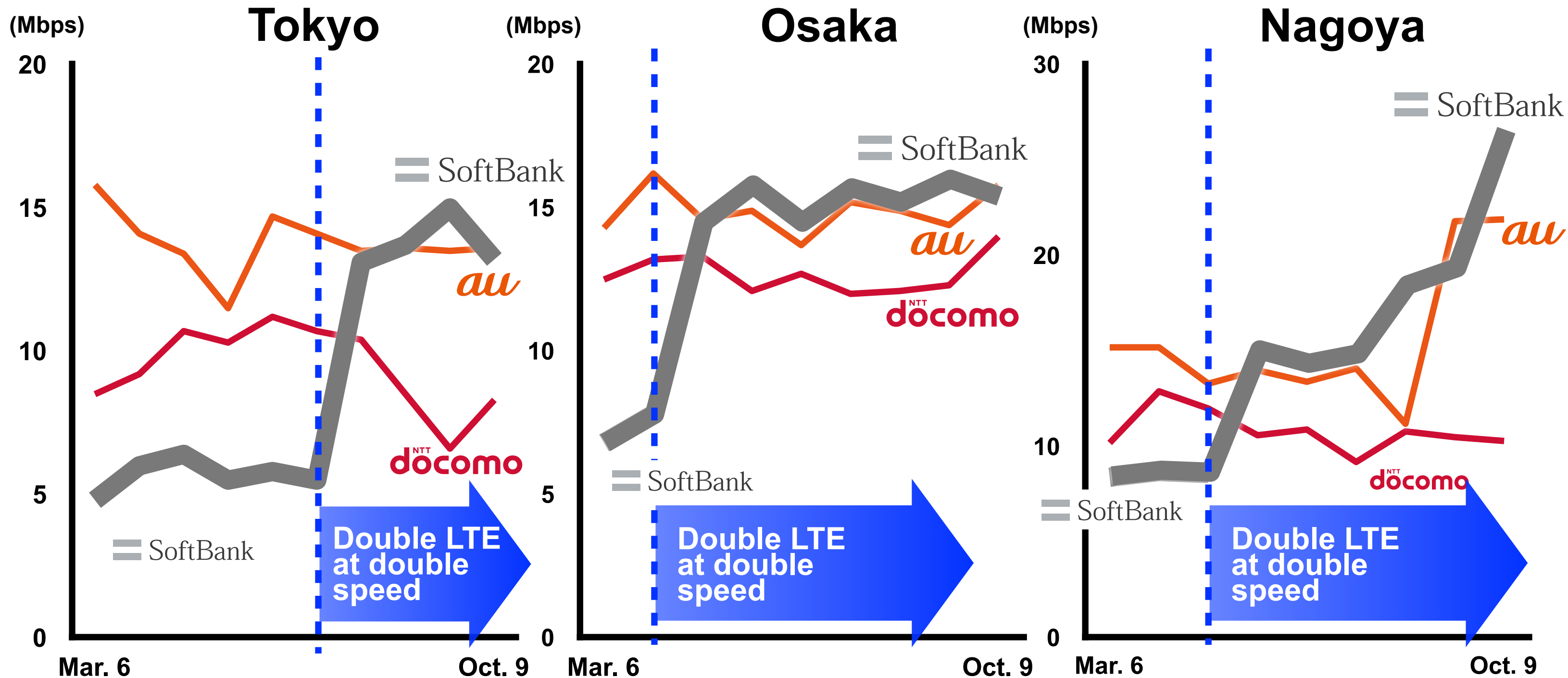


Double LTE at double speed



Download Speed

SoftBank 4G LTE



Measured by SoftBank Mobile
 NTT DOCOMO: Galaxy SIII α, au: Galaxy SIII Progre, SoftBank: iPhone 5
 Comparison based on average downlink speed (measured 3 times per location)

iPhone 5c Speed Survey: Number of wins at railway stations

(average downlink speed)

427 stations
(out of 500 stations)



 Cross Marketing

No.1
in 500 stations
survey

27 stations



NTT
docomo

46 stations



au

 SoftBank

(Source) Cross Marketing (Sept. 30, 2013)
Surveyed at top 500 stations by number of daily commuters in Japan

iPhone 5c Downlink Speed Survey

11.9Mbps



6.7Mbps

5.8Mbps



^{NTT}
docomo



au



 **SoftBank**

 Cross Marketing

No.1
in 500 stations
survey

(Source) Cross Marketing (Sept. 30, 2013)
Surveyed at top 500 stations by number of daily commuters in Japan

Better Connectivity in High-speed Communications

Triple LTE - Coming next spring

900
MHz

+

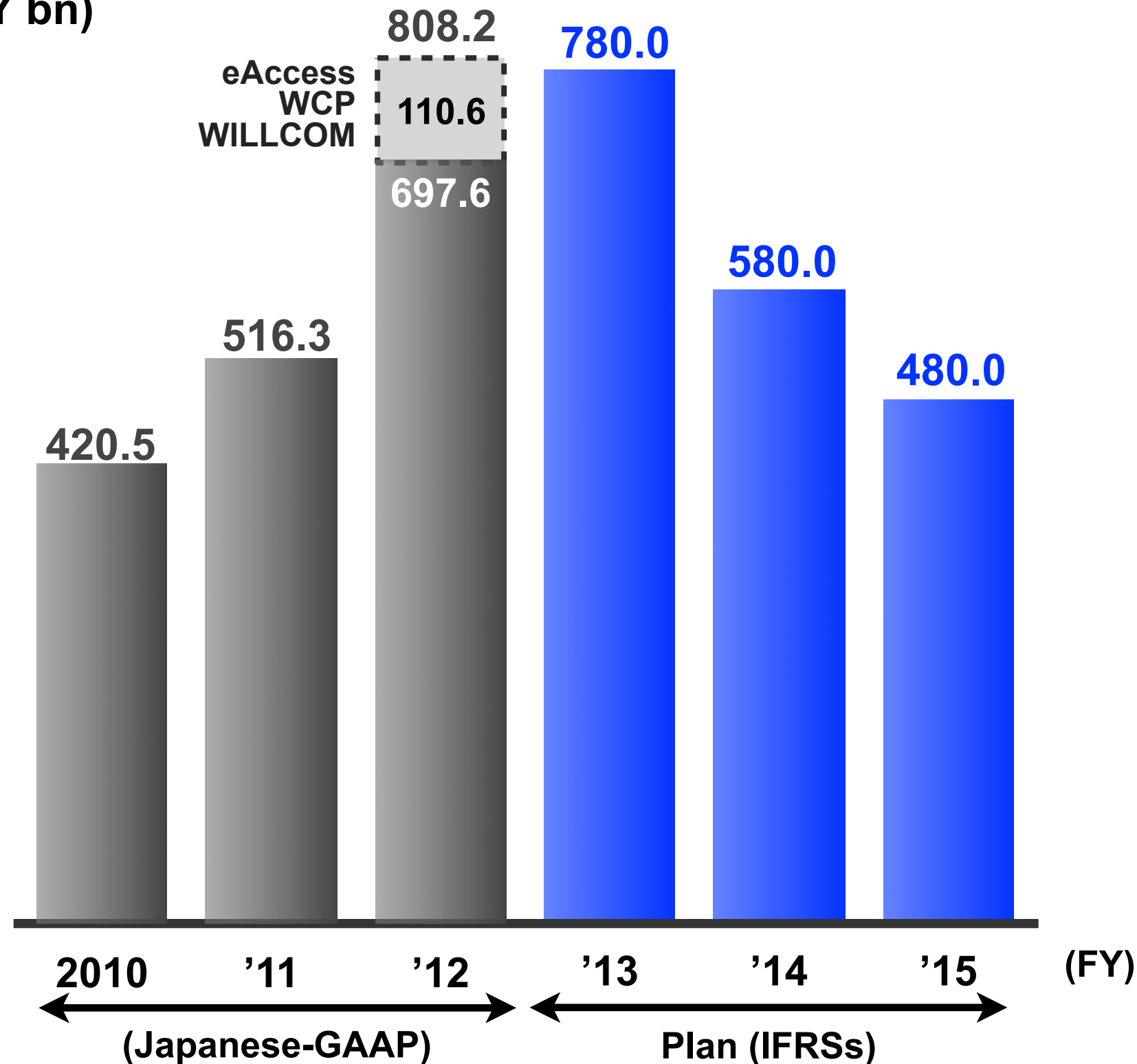
1.7
GHz

+

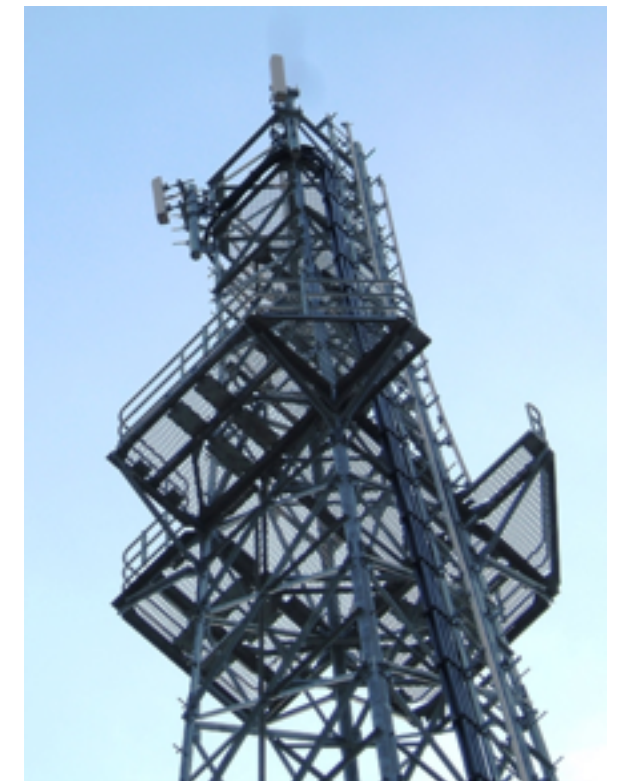
2.1
GHz

Consolidated CAPEX (Japan)

(JPY bn)



CAPEX ahead of schedule

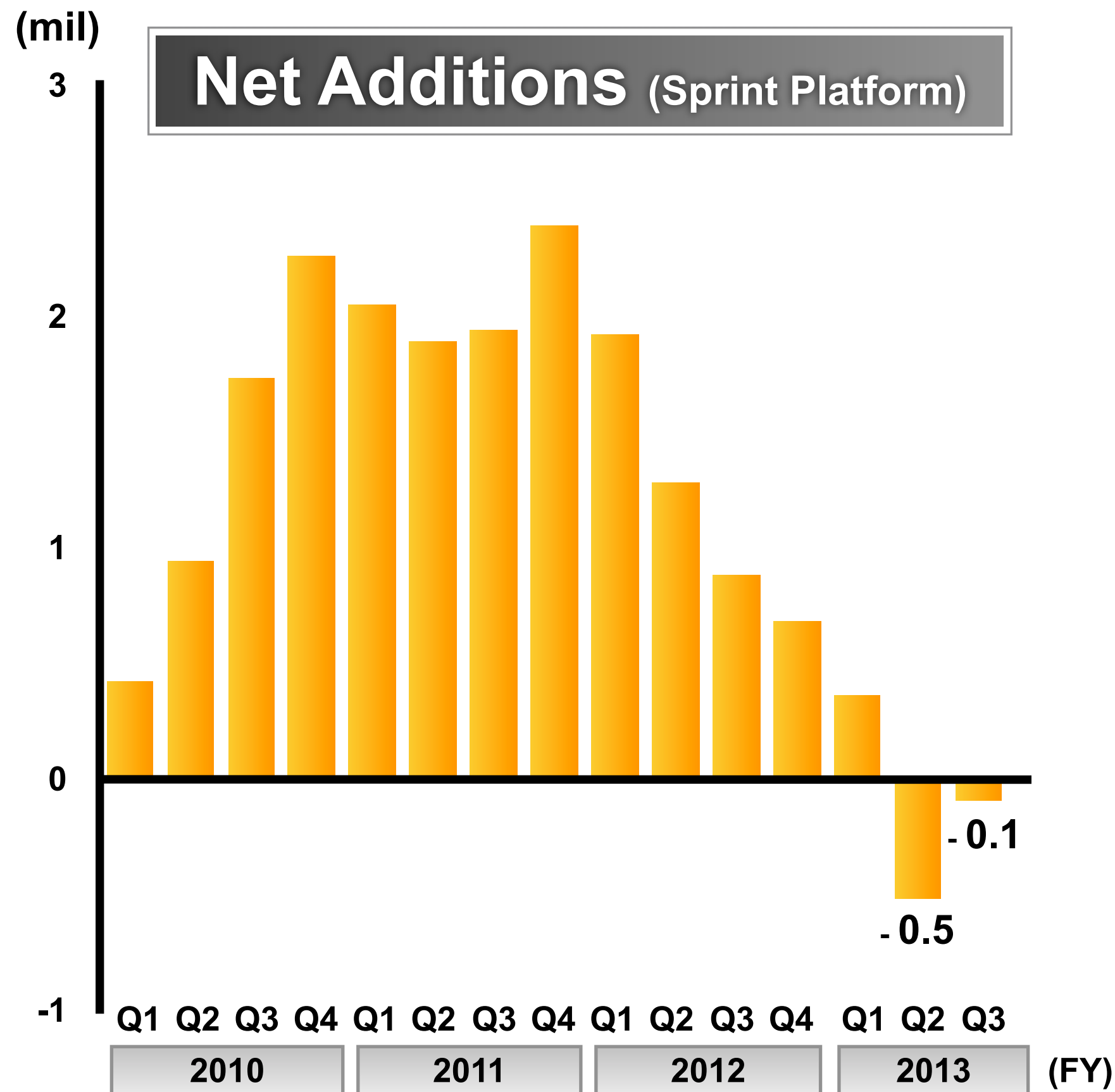


* FY2012 excludes FUKUOKA YAHUOKU! DOME related CAPEX.
* Excludes Sprint CAPEX
WCP: Wireless City Planning

Sprint[®]



Turnaround



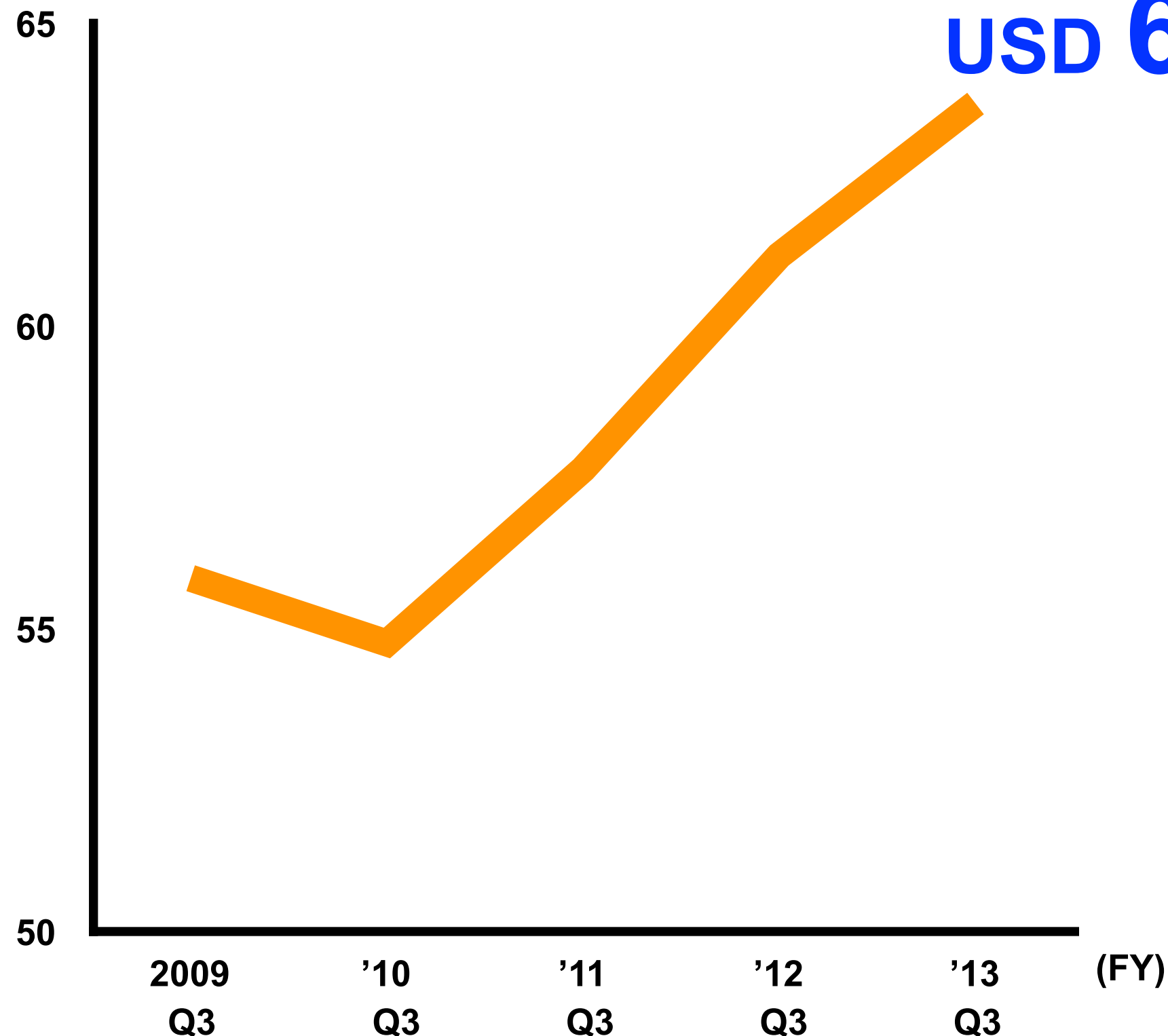
Turnaround trend



* Combined consolidated U.S. GAAP results presented to be consistent with Sprint's public disclosure and presentation of Q3 results.

Total Postpaid ARPU

(USD)



USD 63.69

Best ever

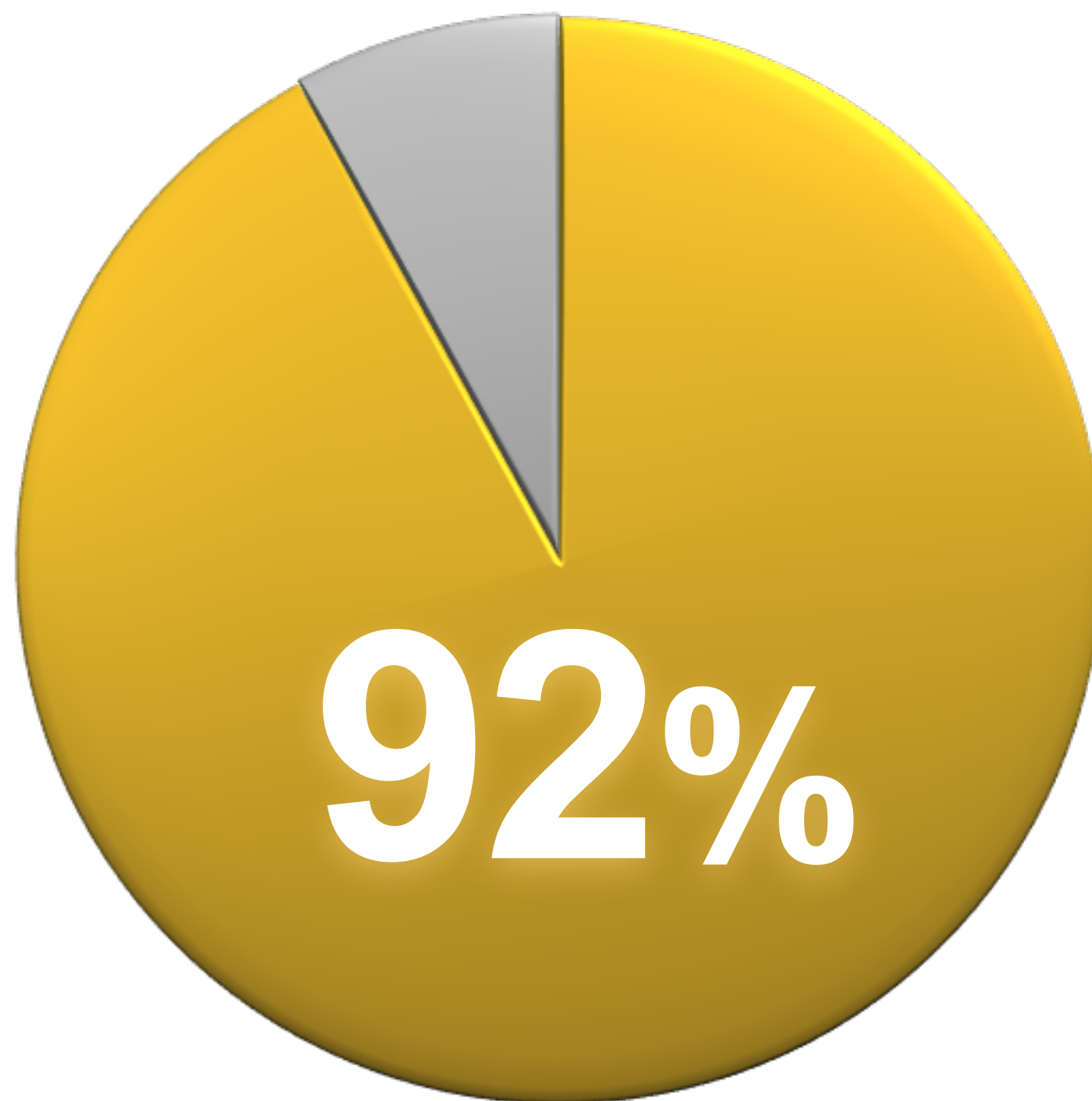


* Total Retail Postpaid ARPU

* Combined consolidated U.S. GAAP results presented to be consistent with Sprint's public disclosure and presentation of Q3 results.

Q3 Postpaid Sales Mix

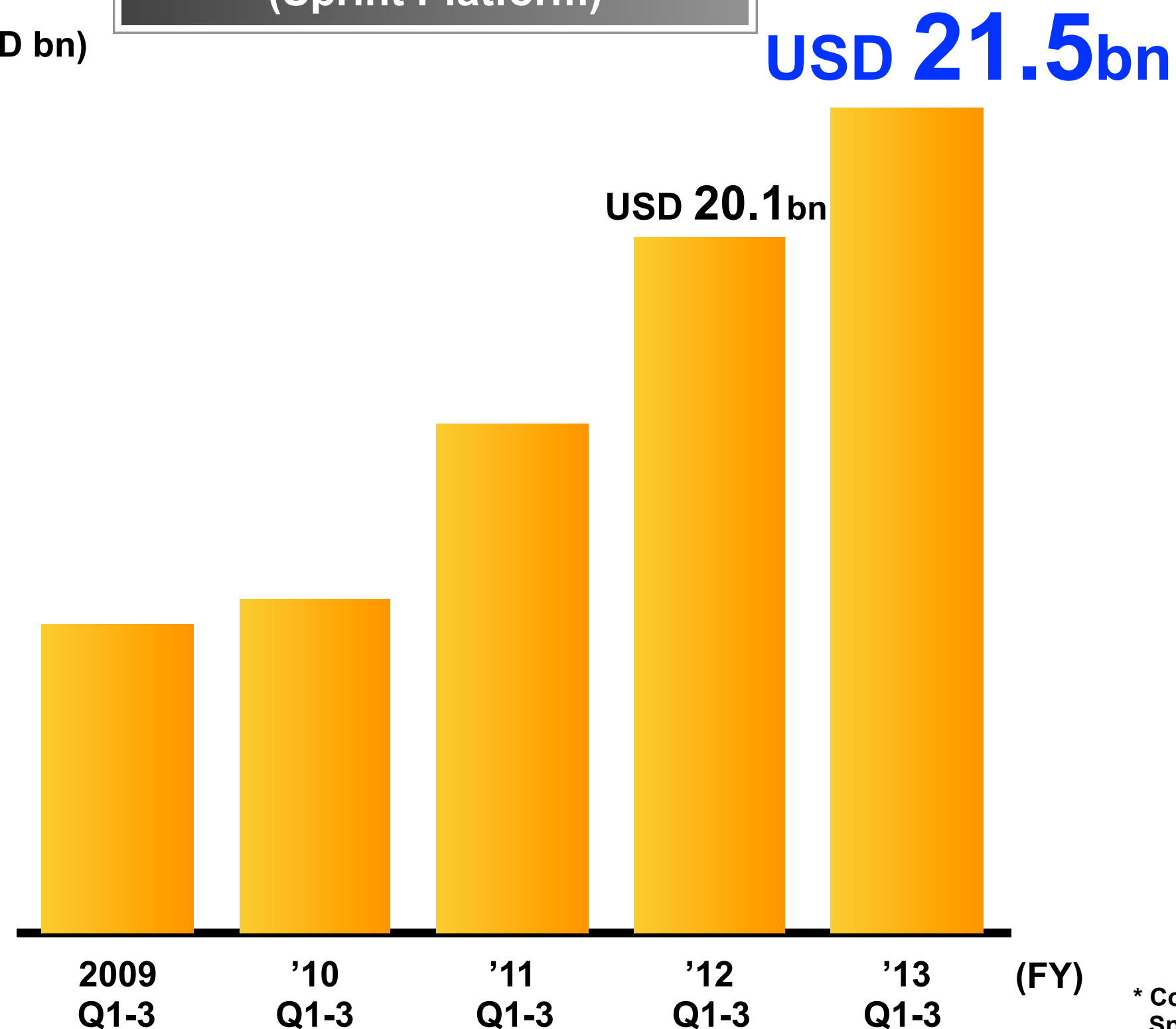
Highest ever



- * The sales mix is as a percent of handset devices (i.e. excluding tablets, MBB).
- * Combined consolidated U.S. GAAP results presented to be consistent with Sprint's public disclosure and presentation of Q3 results.

Service Revenue (Sprint Platform)

(USD bn)



Steady growth

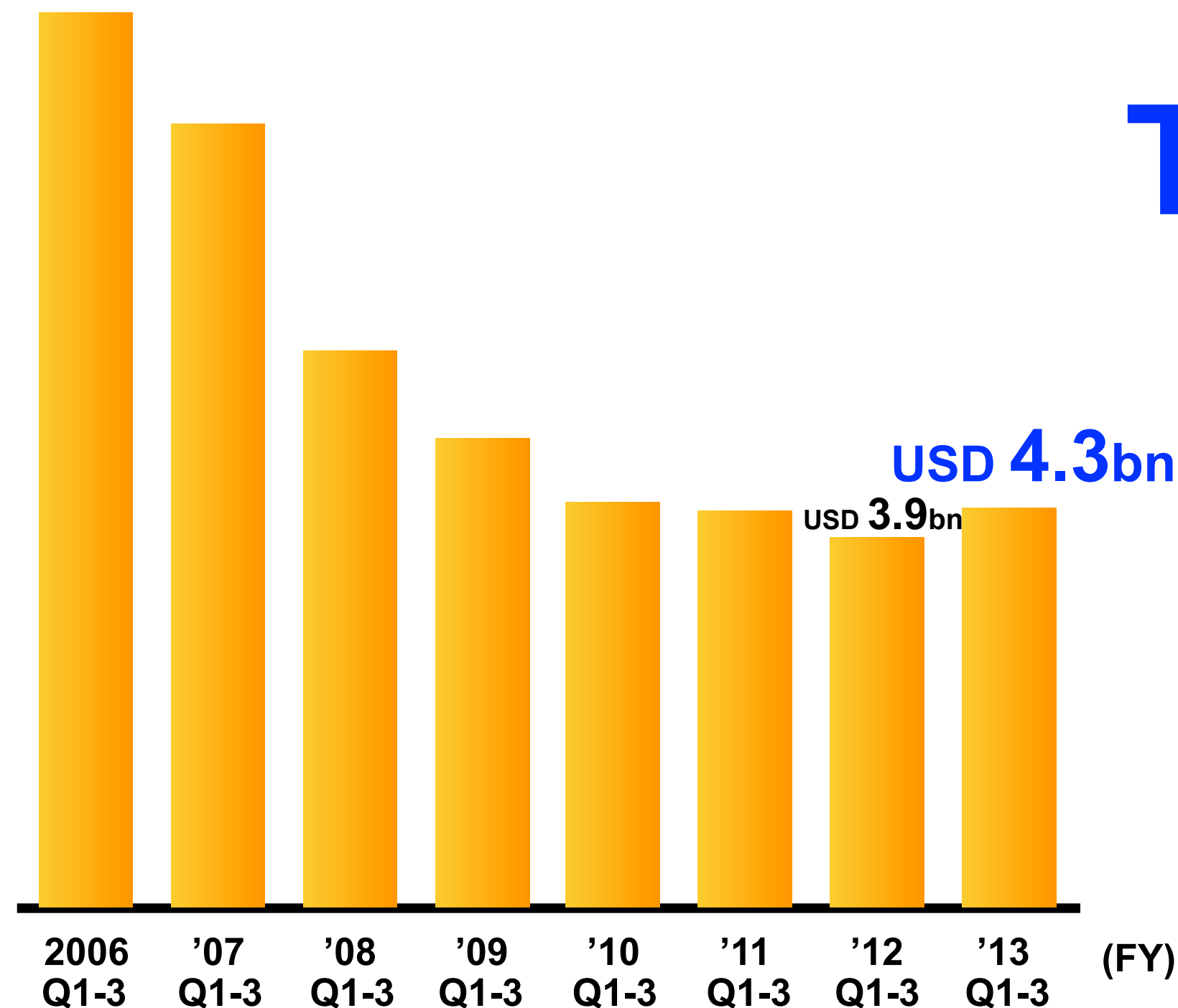


* Combined consolidated U.S. GAAP results presented to be consistent with Sprint's public disclosure and presentation of Q3 (Jan. - Sept.) results.

(USD bn)

Consolidated Adjusted EBITDA

Turning around



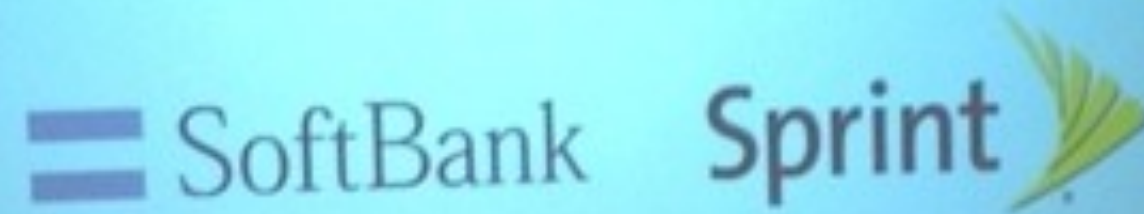
* Combined consolidated U.S. GAAP results presented to be consistent with Sprint's public disclosure and presentation of Q3 (Jan. - Sept.) results.

Toward Further Growth of Sprint



- 1. Network improvement**
- 2. OPEX efficiencies**
- 3. Handset procurement cost reduction**
- 4. Sales enhancement**

One Team, One Vision



94

**Presentation to
Sprint directors and above**
(September, 2013 at Sprint Headquarters)



One Team, One Vision



SoftBank

Sprint



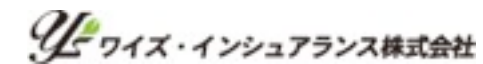


1,300 Internet Companies



Indival

USTREAM



SB Creative
= SoftBank Group



= SoftBank Technology



SB Human Capital
= SoftBank Group



= SoftBank
China & India Holdings

inmobi

ValueCommerce/



PS Communications



One Team, One Vision

SB Players
= SoftBank Group



TVBank

SB Frameworks
= SoftBank Group



SoftBank

Sprint



SoftBank Korea
B³! Broadband

= SB Energy



= SoftBank
Payment Service

WIRELESS CITY PLANNING



SB CK
= SoftBank Group



SB Media Holdings
= SoftBank Group



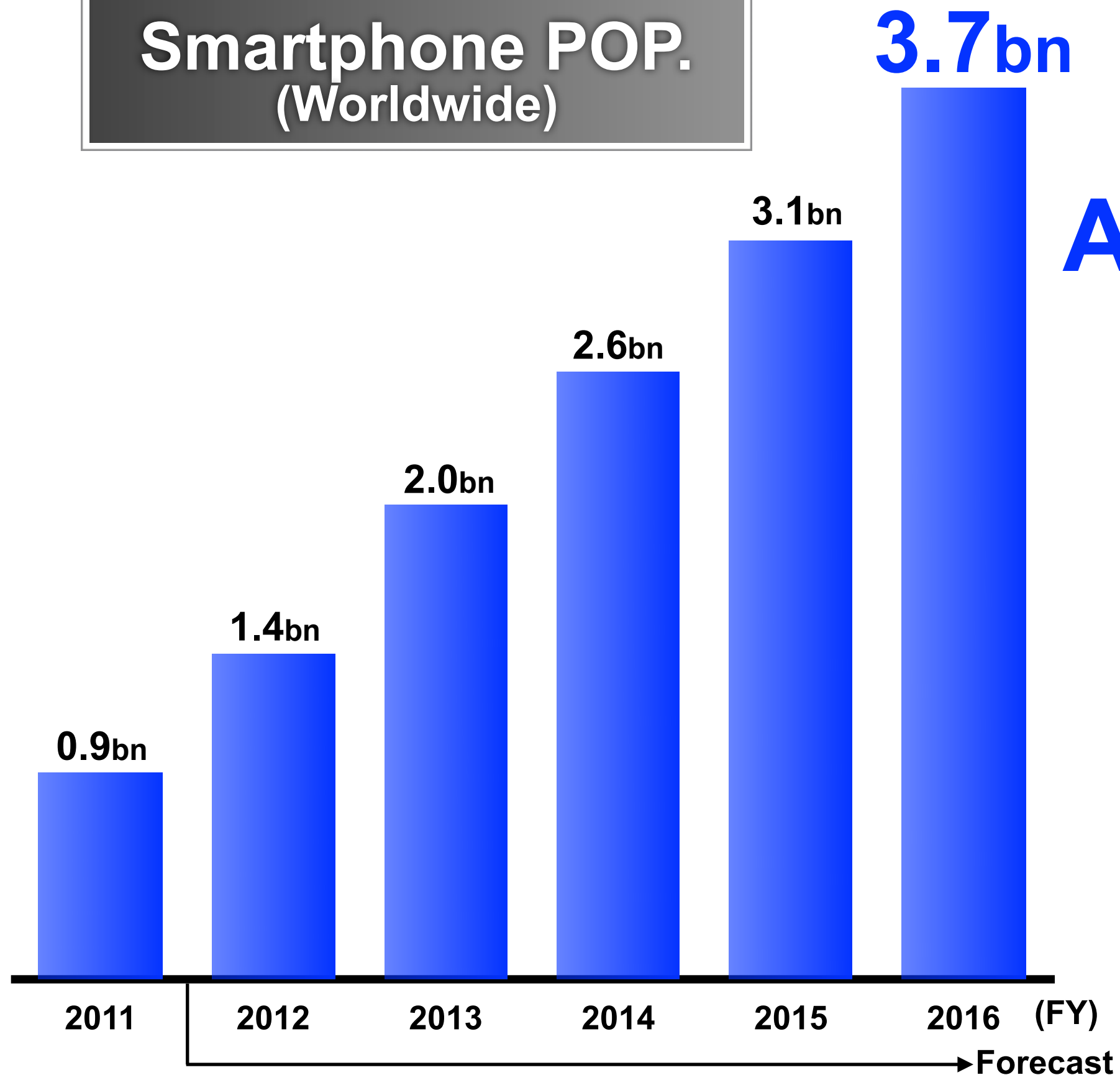
= SoftBank
Ventures Korea

TELECOM EXPRESS CO., LTD. = SoftBank Telecom Partners



Toward No.1 Content in the Smartphone Era

Smartphone POP. (Worldwide)



Arrival of the mobile Internet era



(Source) Seed Planning Press Release (July 26, 2012)

**Aiming to be Global No.1
in e-Commerce**

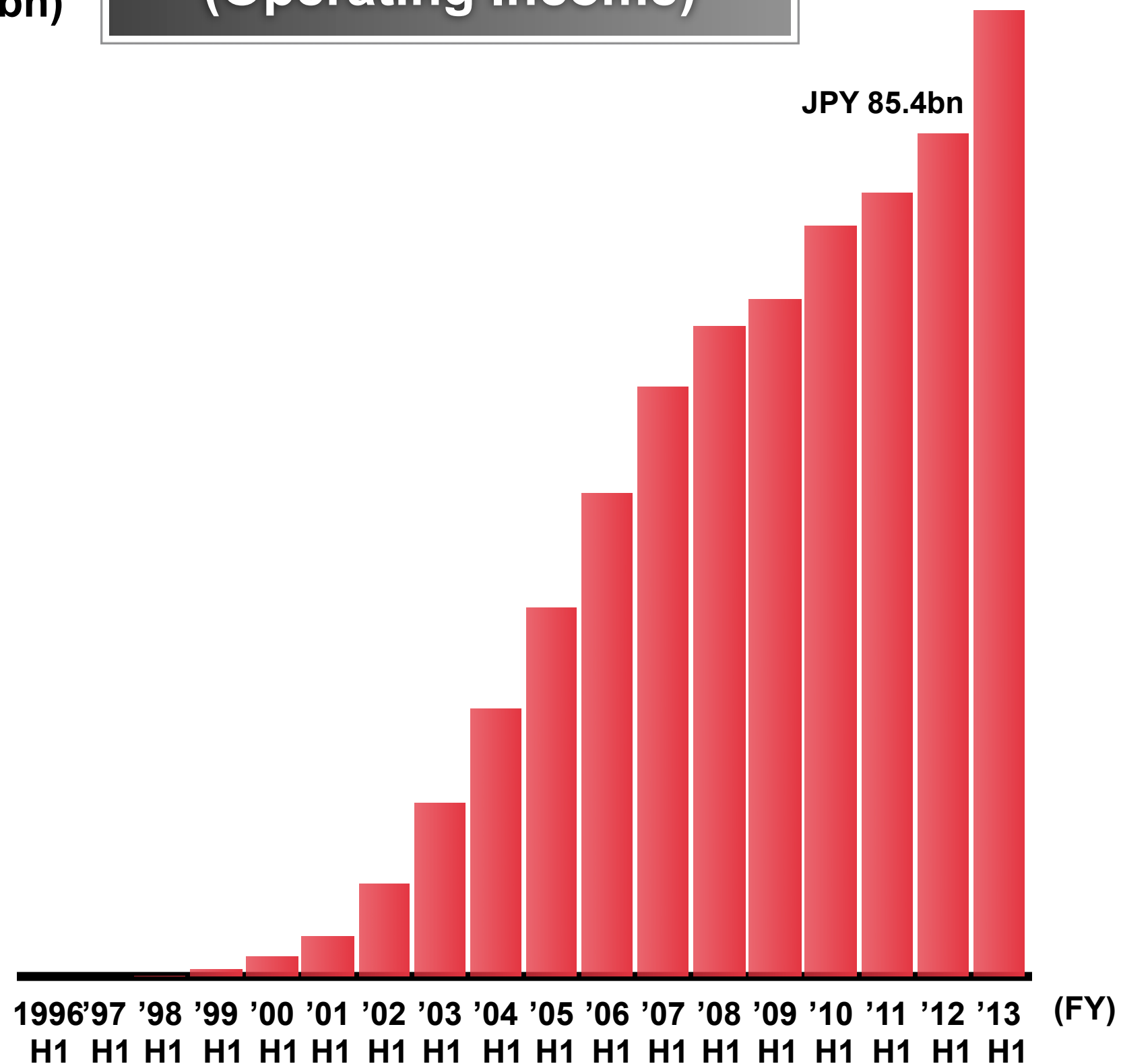
Yahoo Japan EBIT (Operating Income)

(JPY bn)

JPY 97.9bn

JPY 85.4bn

**Growth
re-accelerating
15% increase**



* Yahoo Japan Corporation's operating income (Japanese-GAAP)



(announced on Oct. 7, 2013)

YAHOO! ショッピング
JAPAN

ヤフオク!

YAHOO! 予約 飲食店
JAPAN

Monthly tenant fee

Commission
(System fee)

Free

Monthly tenant fee

Auction fee

Bidding fee

Free

**Contingent fee
upon reservation**

Free



(announced on Oct. 7, 2013)

YAHOO! ショッピング
JAPAN

**Mail to
customers**

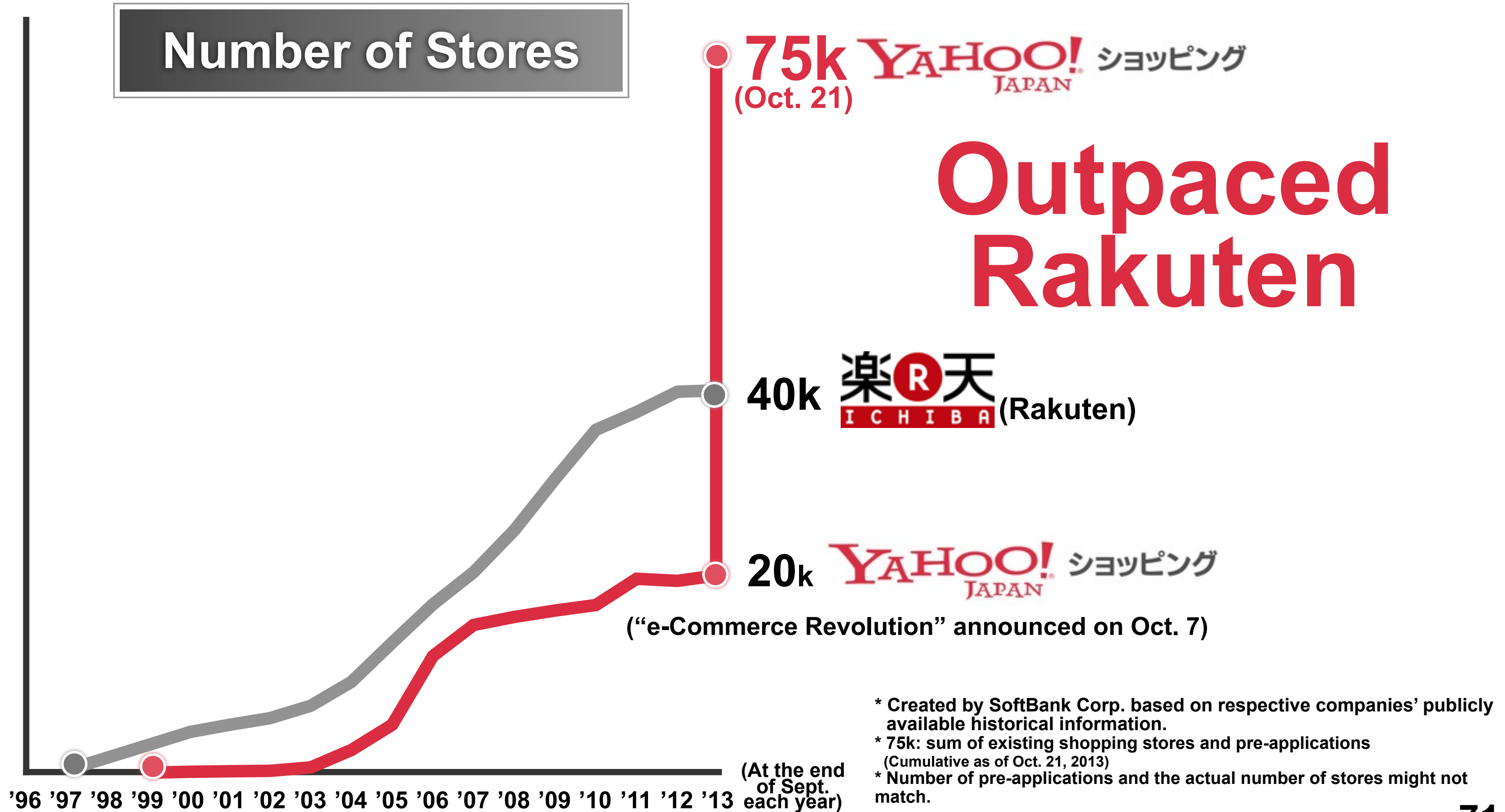
**No
restriction**

YAHOO! ショッピング
JAPAN

**Lead customers
to own website**

**No
restriction**

Number of Stores



Pre-applications for Auction Stores
(Per day)



(Yahuoku)

Pre-applications
for auction stores
30x

30

1

Before

Following “e-Commerce
Revolution” announcement
(Oct. 8)

* Index assuming the pre-applications for auction stores pre-announcement was 1.

By 201X

Product Line-up No.1

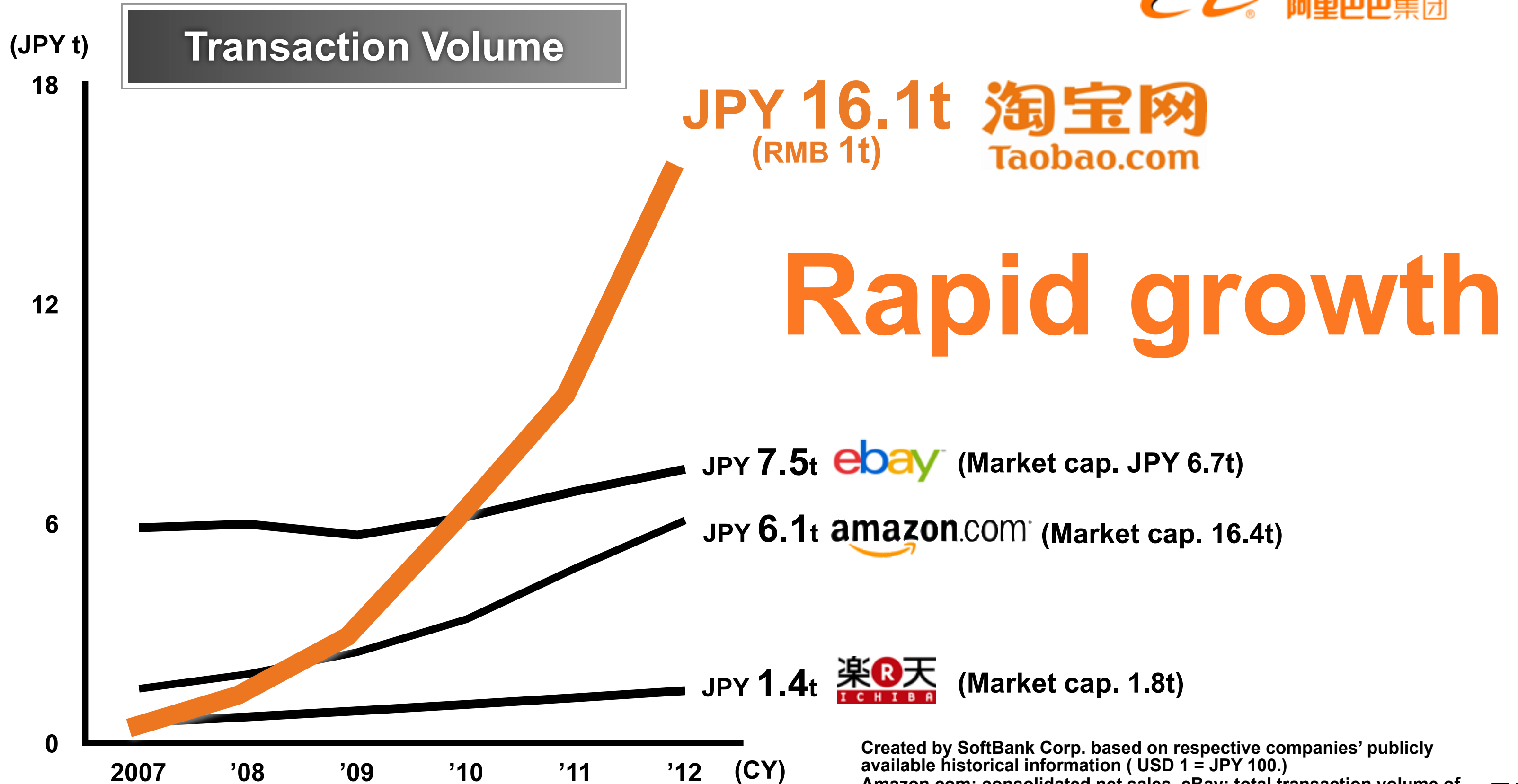
e-Commerce Transaction Value No.1



As of 2013

Product Line-up No.1

e-Commerce Transaction Value No.1



Created by SoftBank Corp. based on respective companies' publicly available historical information (USD 1 = JPY 100.)
Amazon.com: consolidated net sales, eBay: total transaction volume of Market Place segment
Rakuten: Domestic e-Commerce Gross Merchandise Sales

Transaction Volume
Growth Rate (YoY)

64%

**Transaction
volume growth
No.1**

27%

10%









Created by SoftBank Corp. based on respective companies' publicly available information (2011 and 2012)
Amazon.com: consolidated net sales, eBay: total transaction volume of Market Place segment

Net Income

(6-month period)

JPY 137.6bn



2.8x YoY

JPY 49.4bn

'08 Jan.-June '09 Jan.-June '10 Jan.-June '11 Jan.-June '12 Jan.-June '13 Jan.-June (CY)



Created by SoftBank Corp. based on disclosed material by Yahoo! Inc.
 USD = JPY 100
 Net income attributable to Alibaba Group

Net Income
Growth Rate (YoY)

179%

Net income
growth No.1

4%



-45%

 amazon.com

 ebay

 **Alibaba Group**
阿里巴巴集团

Created by SoftBank Corp. based on respective companies' publicly available information

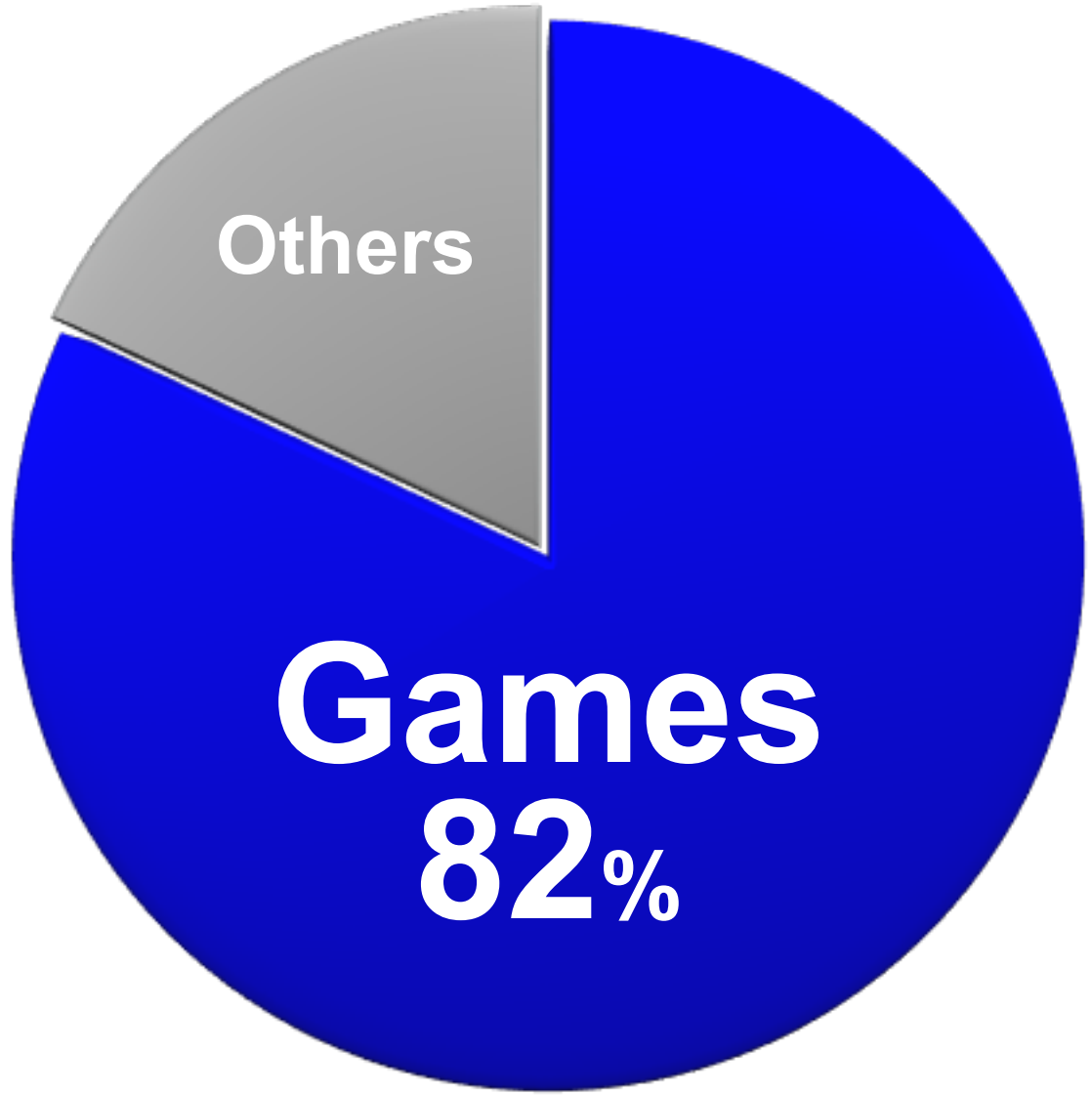
* Comparison of net income in FY2012 Jan. - June and FY13 Jan. - June

**Winners in mobile games will become
winners in mobile content**

Breakdown of App Revenue (Worldwide)



Google play

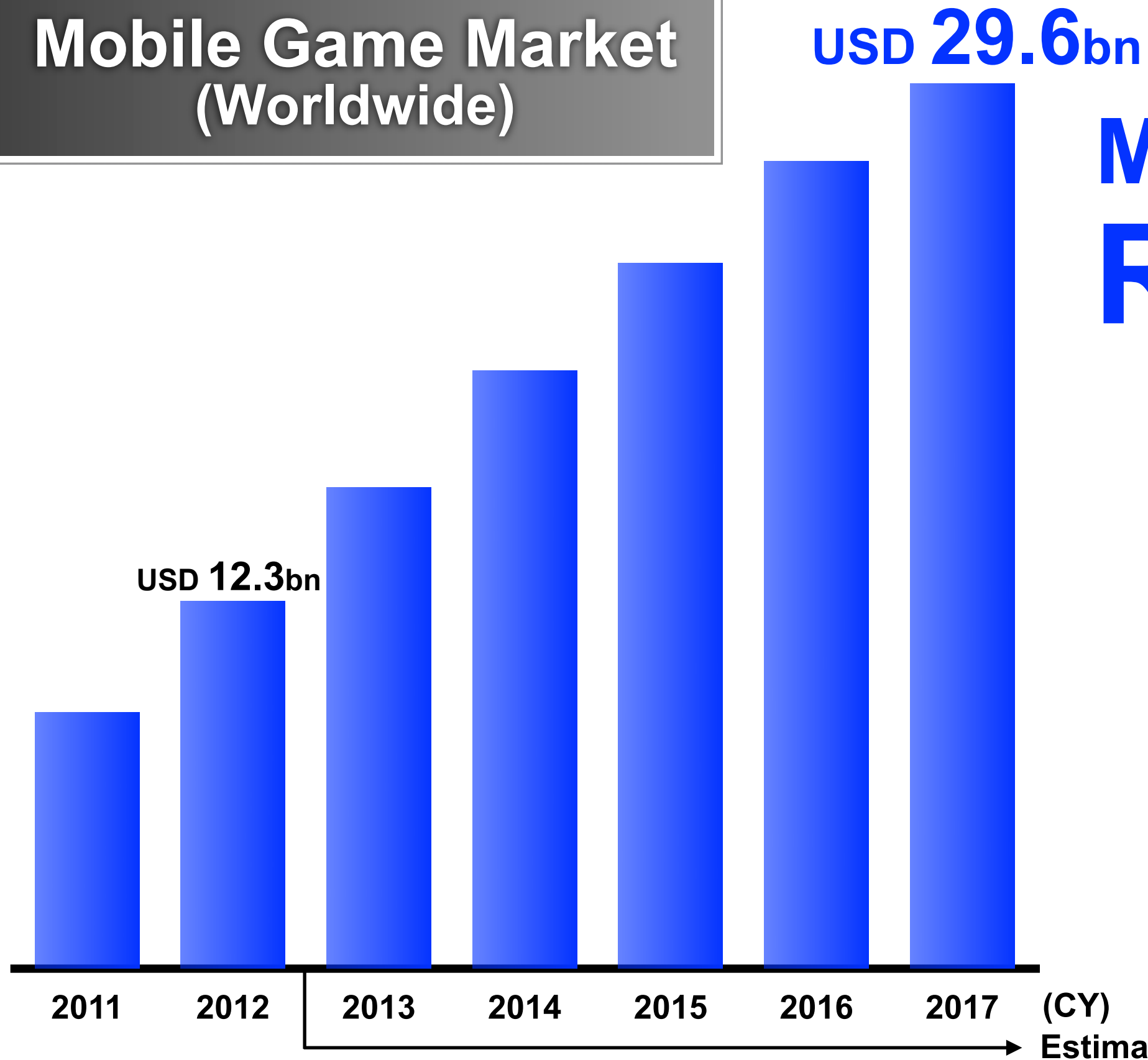


App Store



Games are the top mobile content

Mobile Game Market (Worldwide)



Mobile game market Rapid growth



(Source) IDG

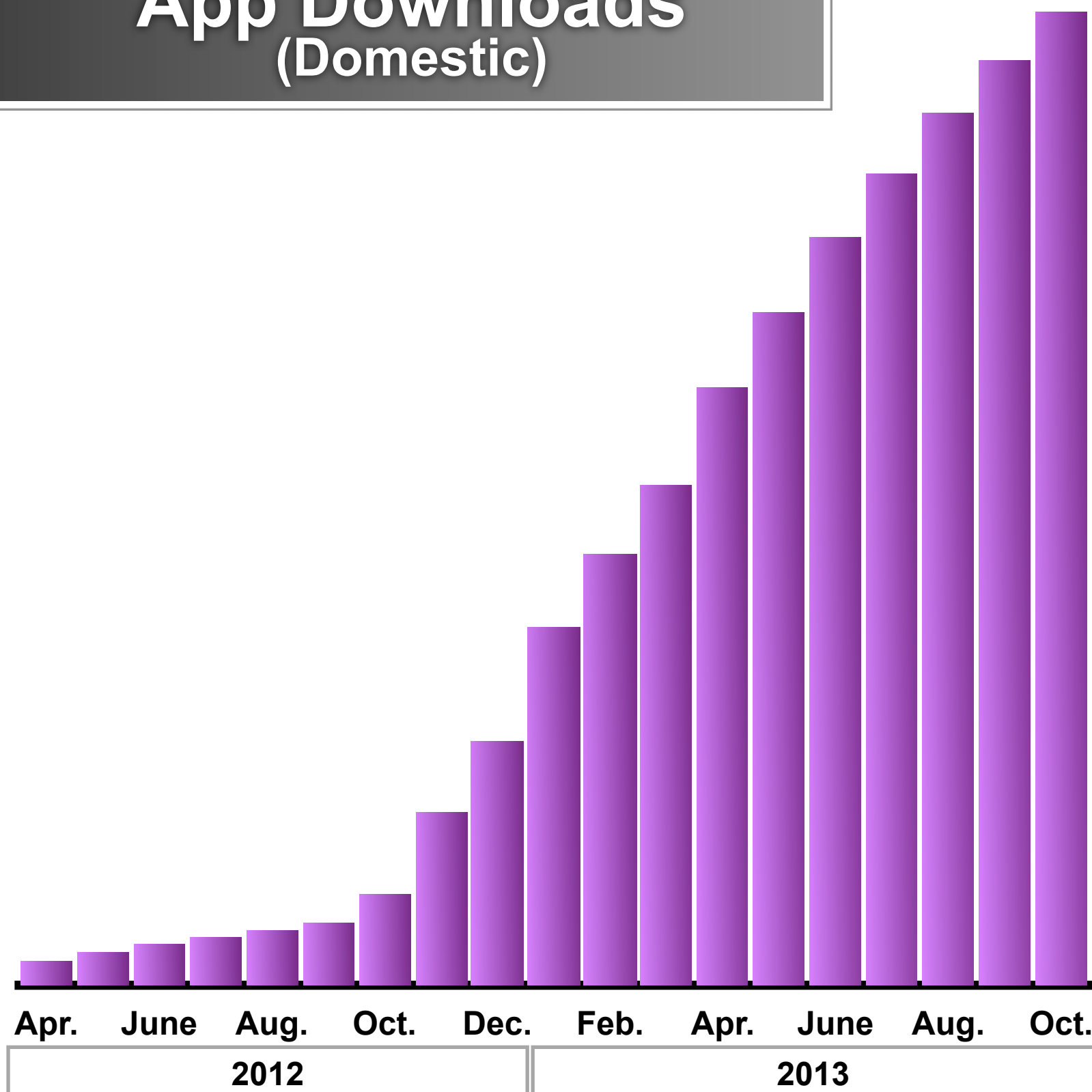
**Aiming to be Global No.1
in Mobile Games**

Puzzle & Dragons App Downloads (Domestic)

Over 20mil

Continued growth

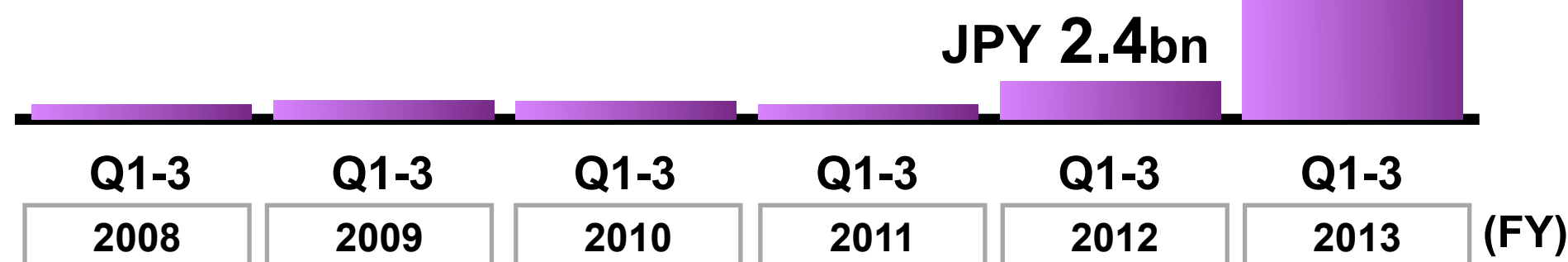
(reached over 2 million overseas)



GungHo EBIT (Operating Income)

JPY 68.5bn

EBIT
(Operating Income)
28x YoY



*GungHo Online Entertainment, Inc.'s operating income (Japanese-GAAP)



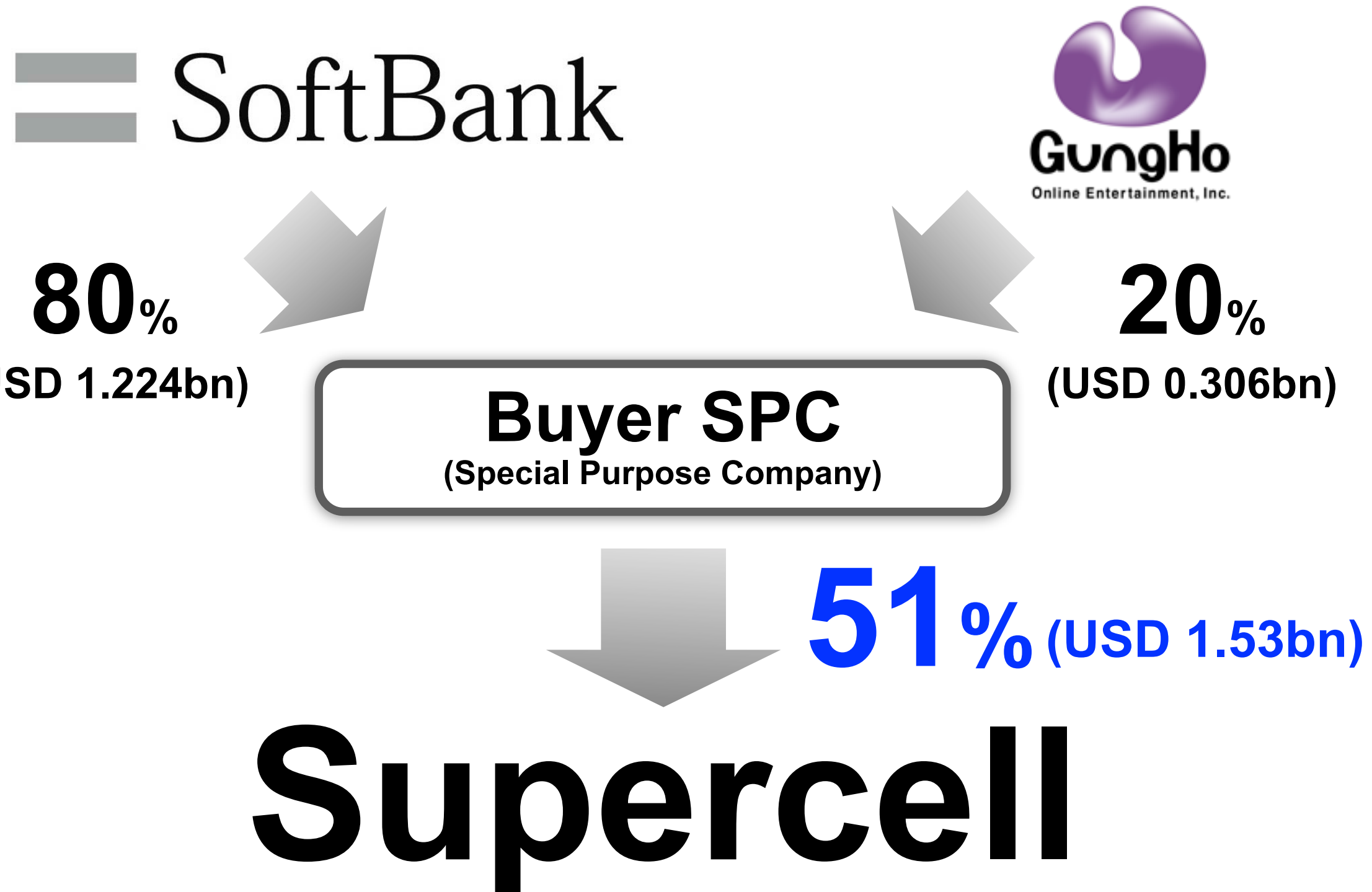
**SUP
ERC
ELL**



Global No.1^{*}
Mobile Game Company

* AppAnnie "Top Publishers by Monthly Game Revenue iOS"

Transaction Method





**SUP
ERC
ELL**

Ilkka Paananen
CEO



The Best People Make the Best Games



Our Mission

Supercell aims to be the first truly global games company and the #1 games company worldwide



#1 on iOS with only Two Games

#1 iOS

- #1 iOS game publisher by game revenue in August 2013



- Reached #1 in 139 countries



- Reached #1 in 102 countries



**SUP
ERC
ELL**



No.1

in 139 countries

Source: App Annie
Clash of Clans: Highest Grossing Game Ranking for iPad

**SUP
ERC
ELL**



No. 1

in 102 countries

Source: App Annie
Hay Day: Highest Grossing Game Ranking for iPad



Video

iOS
Game Apps Revenue Global Ranking

SUP
ERC
ELL

Rank Publisher/Game

1



Supercell

Clash of Clans

2



King

Candy Crush Saga

3



GungHo Online Entertainment, Inc.

Puzzle & Dragons

4



Supercell

Hay Day

5



Electronic Arts

The Simpsons™: Tapped Out

Megahit
on iOS



Created by SoftBank Corp. based on App Annie, Top Publishers by
Monthly Game Revenue iOS August 2013

Top Publishers by Monthly Game Revenue (iOS)

Feb.

Mar.

Apr.

May

June

July

Aug.

1

**SUP
ERC
ELL**

**SUP
ERC
ELL**

**SUP
ERC
ELL**

**SUP
ERC
ELL**

**SUP
ERC
ELL**

**SUP
ERC
ELL**

**SUP
ERC
ELL**

2



GungHo
Online Entertainment, Inc.



GungHo
Online Entertainment, Inc.



GungHo
Online Entertainment, Inc.



GungHo
Online Entertainment, Inc.



King.com



King.com



King.com

3



Electronic Arts



Electronic Arts



King.com



King.com



GungHo
Online Entertainment, Inc.



GungHo
Online Entertainment, Inc.



GungHo
Online Entertainment, Inc.

4



King.com



King.com



Electronic Arts



Electronic Arts



Electronic Arts



Electronic Arts



Electronic Arts

No. 1 for 7 consecutive months

* Created by SoftBank Corp. based on App Annie, Top Publishers by Monthly Game Revenue iOS, Feb. - Aug. 2013

Launched on Android (Oct. 7, 2013)

**SUP
ERC
ELL**



**Top-10 in two weeks
from launch in both
U.S. and Japan**

Making history

 SoftBank

**SUP
ERC
ELL**

Toward No.1 in mobile games



SoftBank

**SUP
ERC
ELL**

Global No.1 mobile device distributor



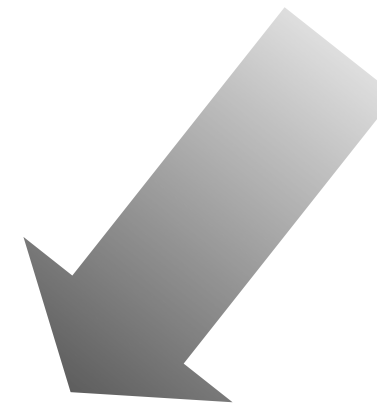
- **Over 100 manufacturers**
- **Over 200 mobile operators**
- **Over 50k retailers**

Transaction Method

 SoftBank

Mr. Marcelo Claure
(Founder and CEO of Brightstar)

70%*
(initially 57%)



30%*
(initially 43%)



* After exercising the warrant (progressively over a 5 year period)

* Structure is subject to regulatory approvals and other closing conditions

* Details shown in the press release announced on Oct. 19, 2013

Conclusions

Conclusions

- 1. Domestic business**
 - On track for further growth**
- 2. U.S. business**
 - Turning around**

On track for operating income JPY 1t

(JPY bn)

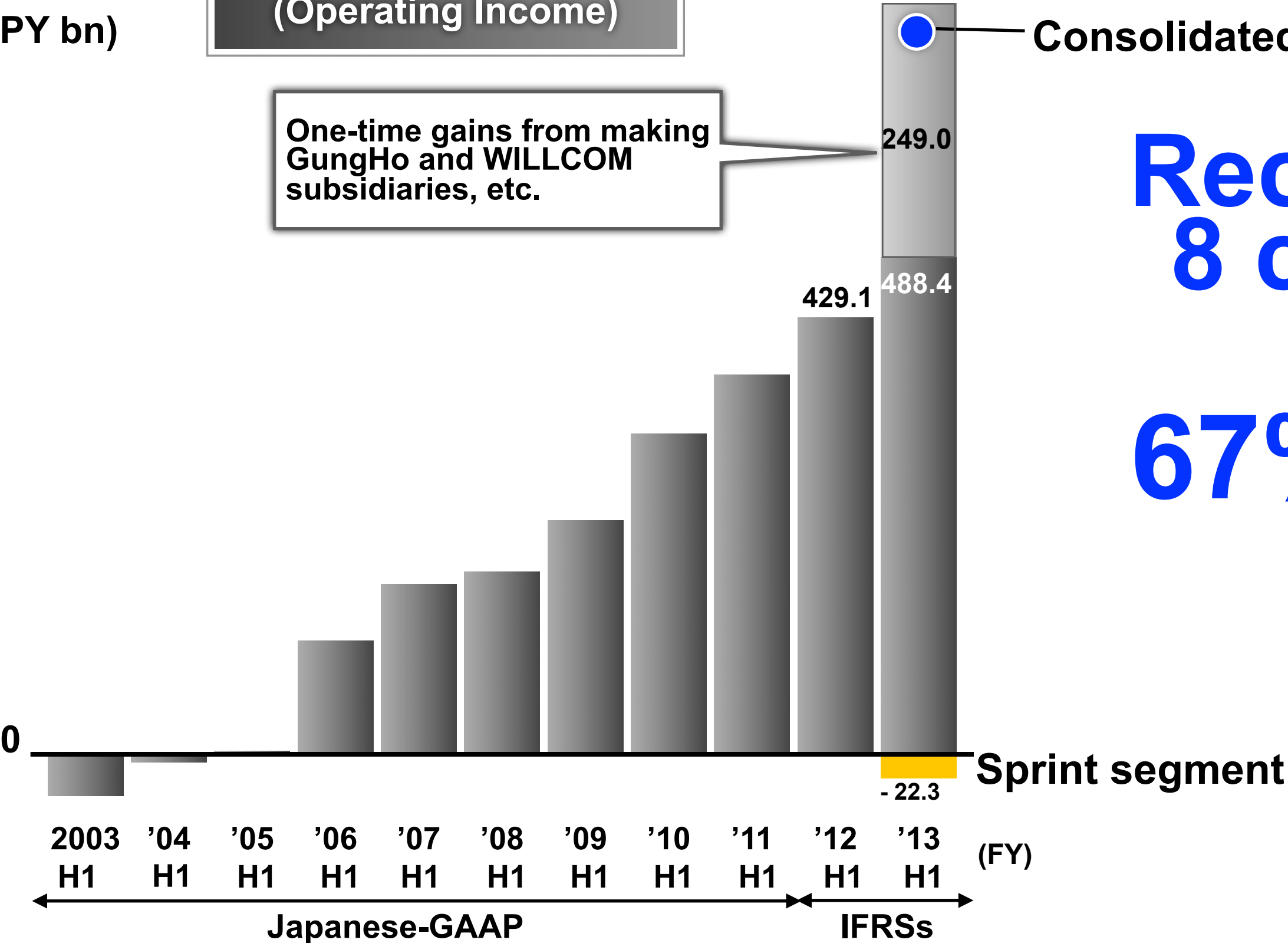
EBIT
(Operating Income)

One-time gains from making
GungHo and WILLCOM
subsidiaries, etc.

715.1

Consolidated EBIT

**Record high for
8 consecutive
periods
67% increase**



Forecast

FY2014 Consolidated Earnings Forecast

Net sales

JPY 7t

EBITDA

JPY 2t

EBIT

(Operating income)

JPY 1t

(excluding one-time gain)

A detailed photograph of a hawk in flight, viewed from below. The hawk's wings are spread wide, showing intricate patterns of brown and white feathers. Its head is turned towards the right, and its sharp talons are visible. The background is a clear, solid blue sky.

**Toward global No.1
in every aspect**



1. Adoption of IFRSs

SoftBank Corp. has adopted the International Financial Reporting Standards (IFRSs) from the three-month period ended June 30, 2013 (transition date: April 1, 2012). The financial data for the three-month period ended June 30, 2012 (“YoY”) and the fiscal year ended March 31, 2013 are also presented based on IFRSs. Units in this material are rounded to the nearest unit. (Previously less than one unit rounded down).

2. Definition of terms etc. in this material.

Free cash flow = cash flows from operating activities + cash flows from investing activities

EBITDA (IFRS) = net sales – cost of sales – selling, general and administrative expenses + depreciation and amortization

EBITDA (Japanese-GAAP) = operating income (loss) + depreciation + amortization of goodwill

Interest-bearing debt (IFRS): corporate bonds and commercial paper + long-term borrowings + short-term borrowings + lease obligations + installment payables + preferred securities

Interest-bearing debt (Japanese-GAAP): corporate bonds and commercial paper + long-term borrowings + short-term borrowings (excluding lease obligations)

Net interest-bearing debt: interest-bearing debt - cash position

ARPU (Average Revenue Per User per month) (rounded to the nearest JPY10)

ARPU (excluding communication modules) = (data-related revenue (excluding communication modules) + basic monthly charge, voice-related revenues, etc. (excluding communication modules)) / number of active subscribers (excluding communication modules)

Record high, record high revenue: since SoftBank Corp. applied consolidated accounting in 1995/3. H1 basis.

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