

Earnings Results for the First Quarter Ended June 30, 2008 (FY2008/Q1)



August 5, 2008

SOFTBANK CORP.

February 25, 2010 Version

Due to protection of rights, some of the photos and images included at the time of publication have been modified or revised.

<Highlights>

1 EBITDA, operating income, ordinary income record highs (YoY)

2. Mobile Business: 14 consecutive months as No.1 in net additions

3. iPhone 3G launched

FY08/Q1 Summary of Consolidated Earnings

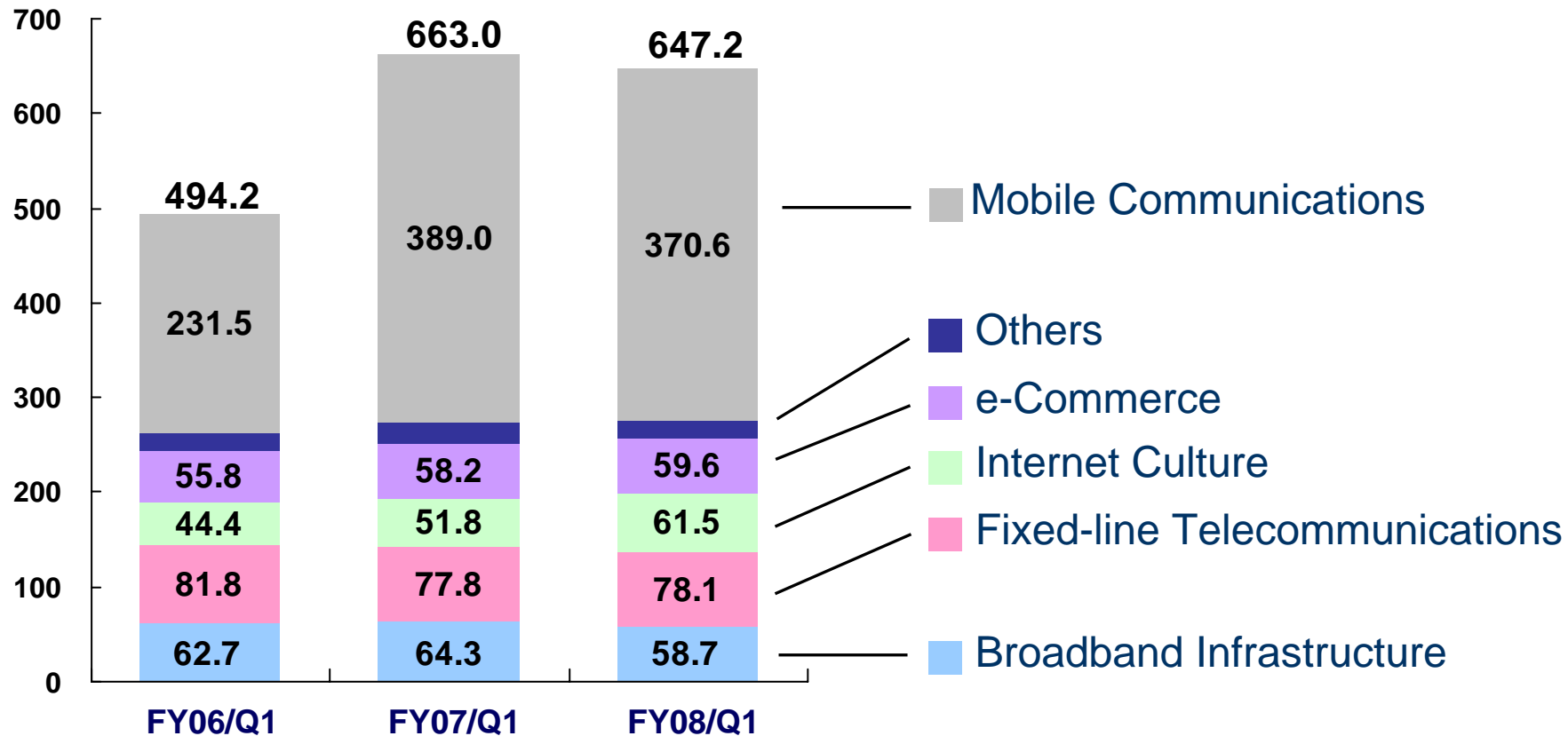
<bn JPY>

	FY08/Q1 (Apr/08-Jun/08)	FY07/Q1 (Apr/07-Jun/07)	YoY
Net Sales	647.2	663.0	(15.8)
EBITDA	161.4	149.7	+11.7
Operating income	85.0	78.7	+6.3
Ordinary income	54.2	51.1	+3.1
Income before income taxes and minority interest	57.3	58.4	(1.0)
Net income	19.3	25.1	(5.7)

Consolidated Earnings Results

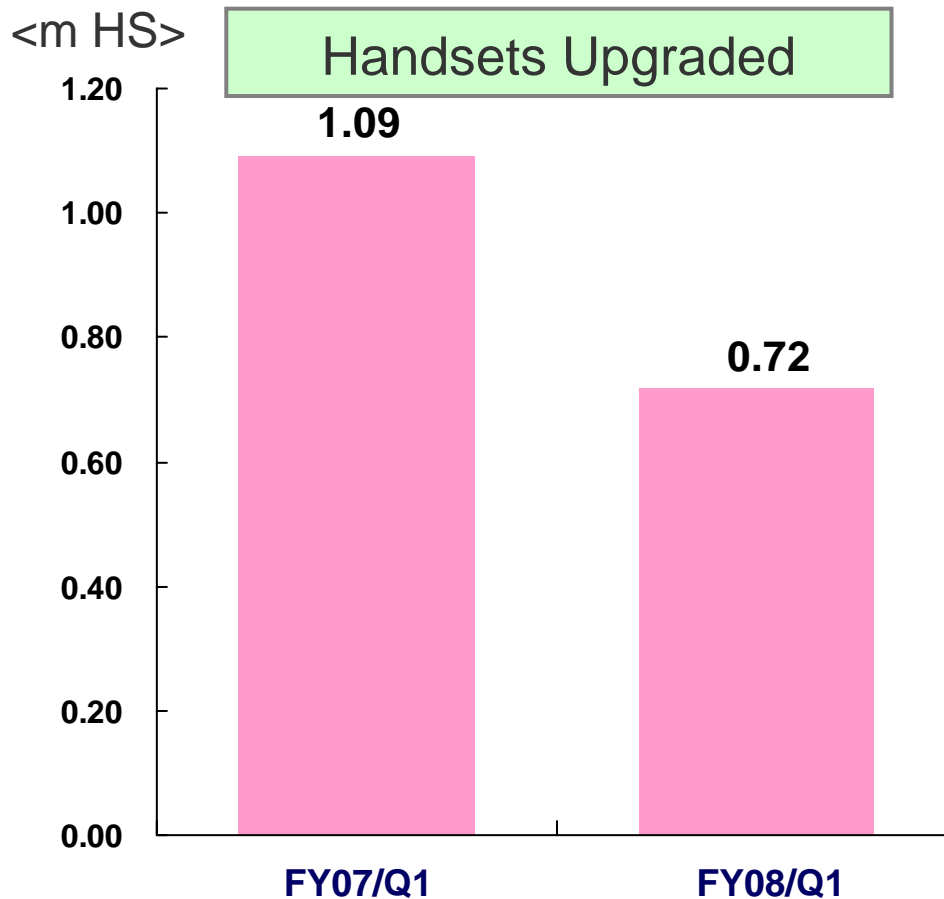
Net Sales (quarterly)

<bn JPY>



Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Factors Contributing to the Decrease in Mobile Communications Net Sales



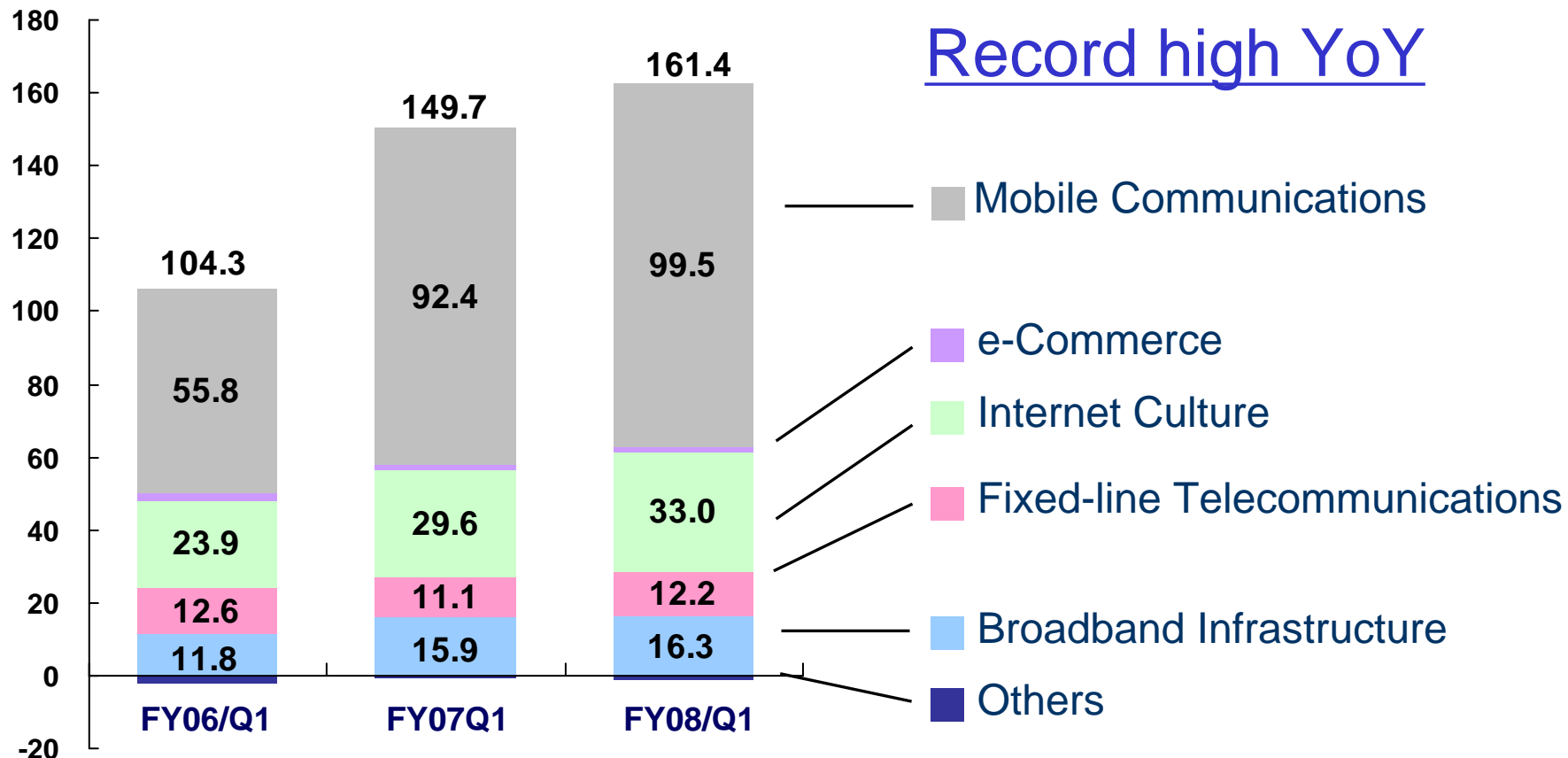
Decrease in handsets sales (approx. 13.9bn JPY)

HS upgrades decreased by 34%

Operating income improved due to expansion of installment sales

EBITDA (quarterly)

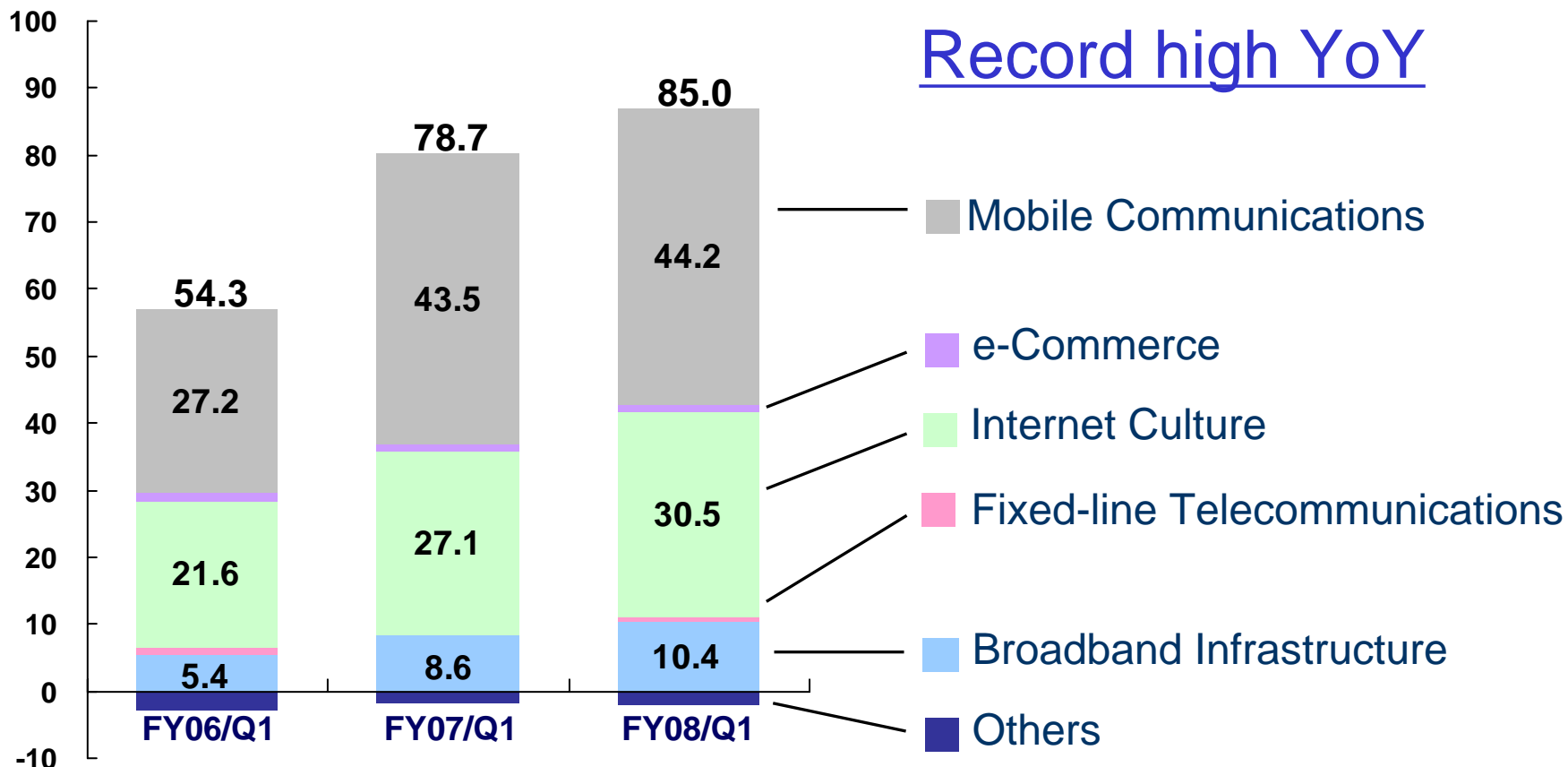
<bn JPY>



Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Operating Income (quarterly)

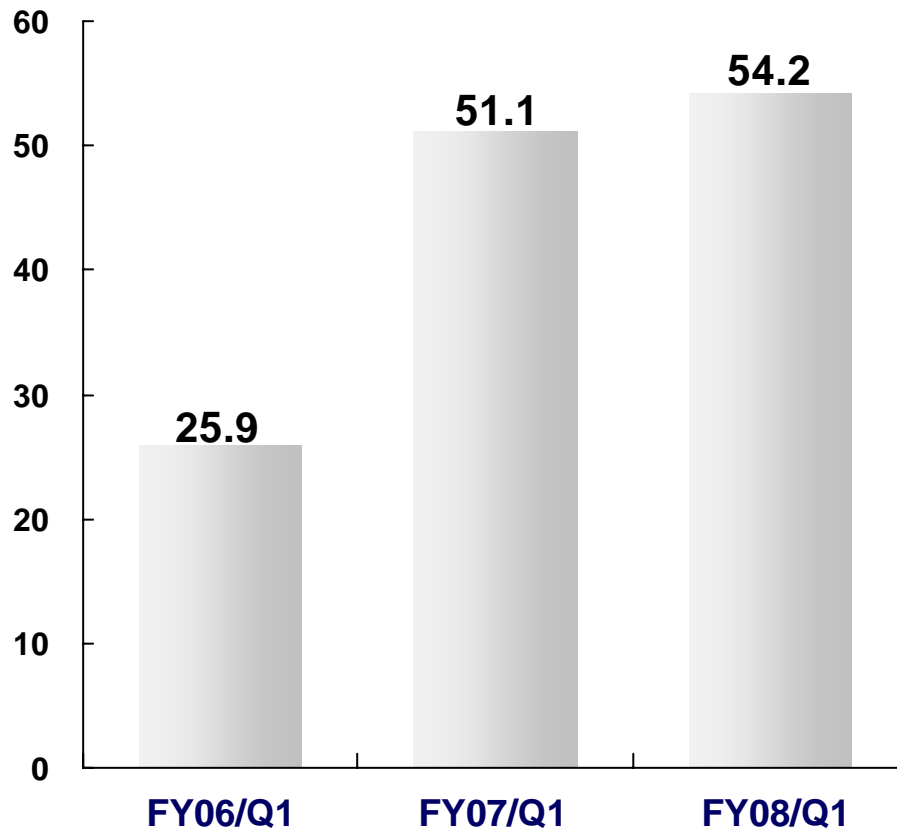
<bn JPY>



Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Consolidated Ordinary Income (quarterly)

<bn JPY>



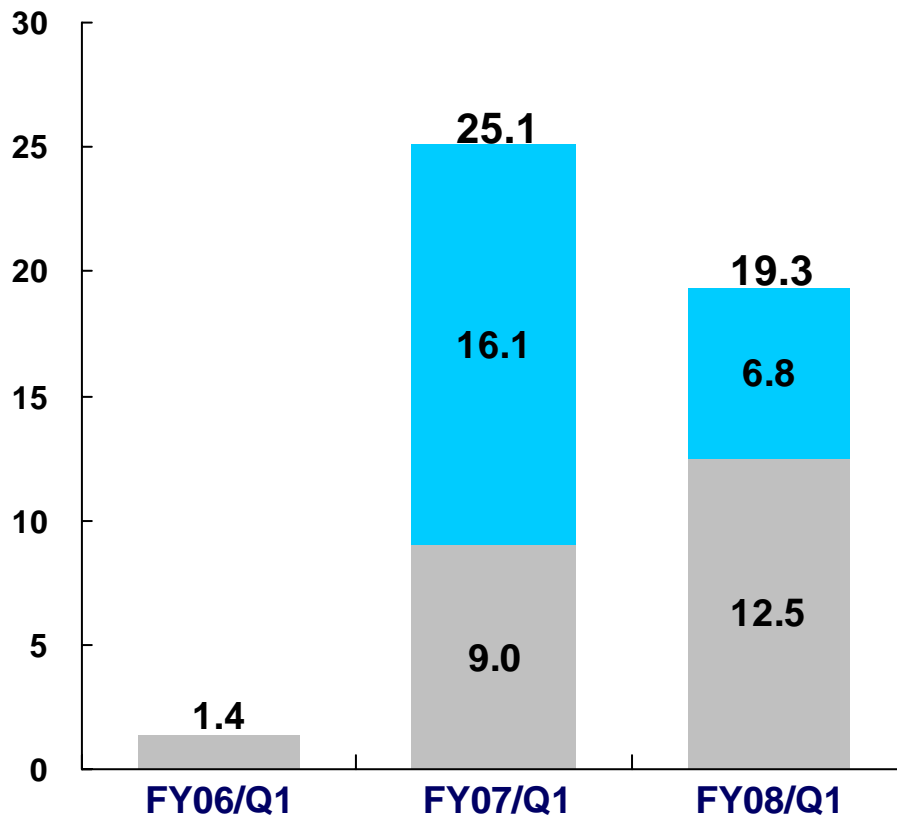
Record high YoY

FY08/Q1
54.2bn JPY

Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Consolidated Net Income (quarterly)

<bn JPY>



FY08/Q1
19.3bn JPY

■ Temporary factors resulting from special income/loss (net) and the release of income tax payable at a subsidiary in U.S.

Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Consolidated Net Income (quarterly)

<bn JPY>

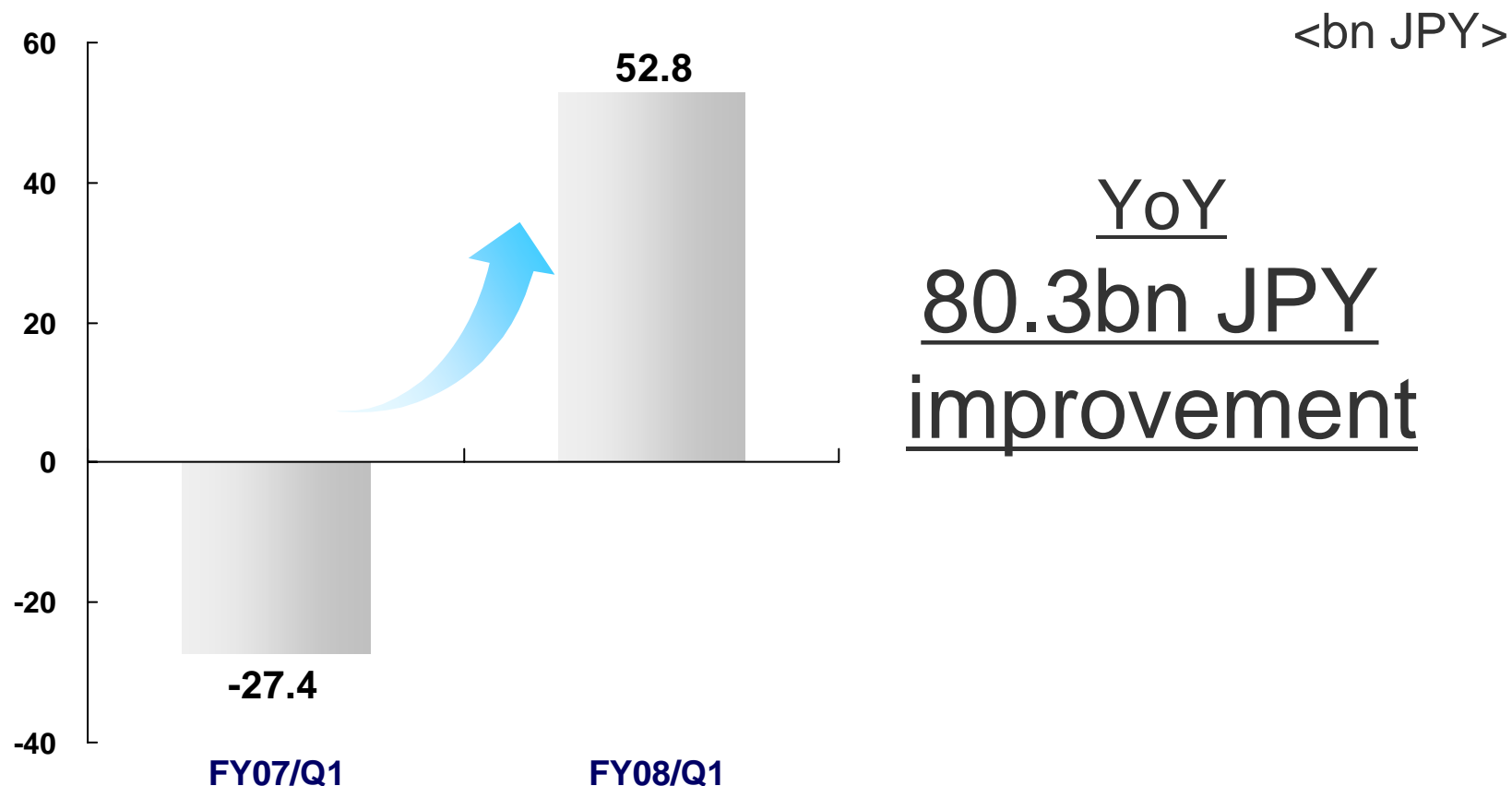
	FY08/Q1 (Apr/08-Jun/08)	FY07/Q1 (Apr/07-Jun/07)	<Notes>
Ordinary income	54.2	51.1	
Special income, net	3.0	7.2	Gain on sale of investment securities: 2.4 dilution gain from changes in equity interest: 2.2
Income before income taxes and minority interests	57.3	58.4	
Income taxes: Current	11.7	2.8	
Income taxes: Deferred	14.5	20.0	Mainly SOFTBANK MOBILE and BB Mobile
Minority interests	11.7	10.3	Mainly Yahoo Japan
Net income	<u>19.3</u>	<u>25.1</u>	

Consolidated Cash Flow (quarterly)

<bn JPY>

	FY08/Q1 (Apr/08-Jun/08)	Notes
Operating cash flow	52.8	Income tax paid (33.4) Interest paid (27.2) Increase in installment receivables (15.7)
Investing cash flow	(90.7)	Purchase of tangible/intangible fixed assets (71.5)
Financing cash flow	(32.2)	Share buyback by subsidiary (33.4)

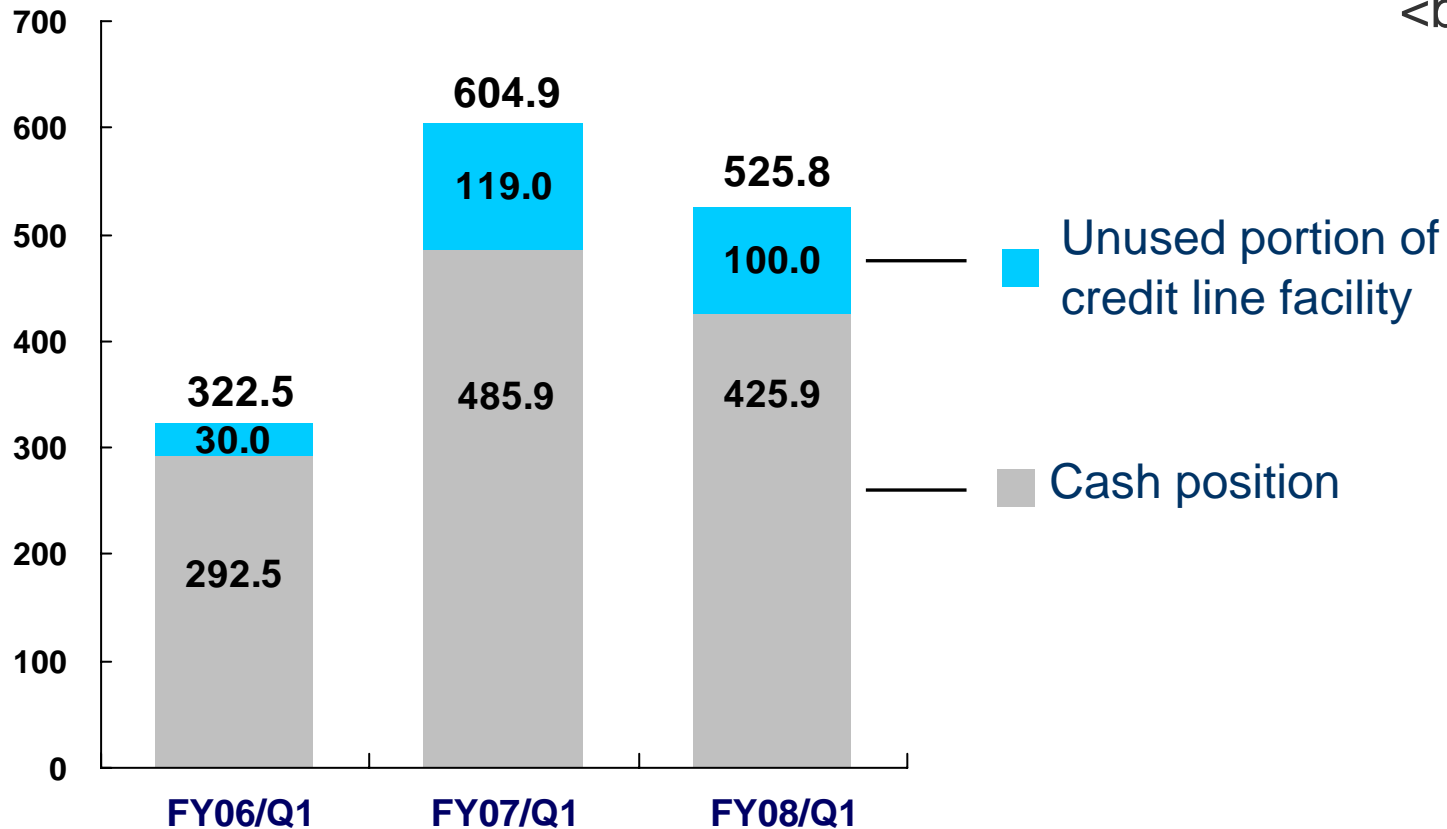
Operating Cash Flow (quarterly)



Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Cash Position (quarterly)

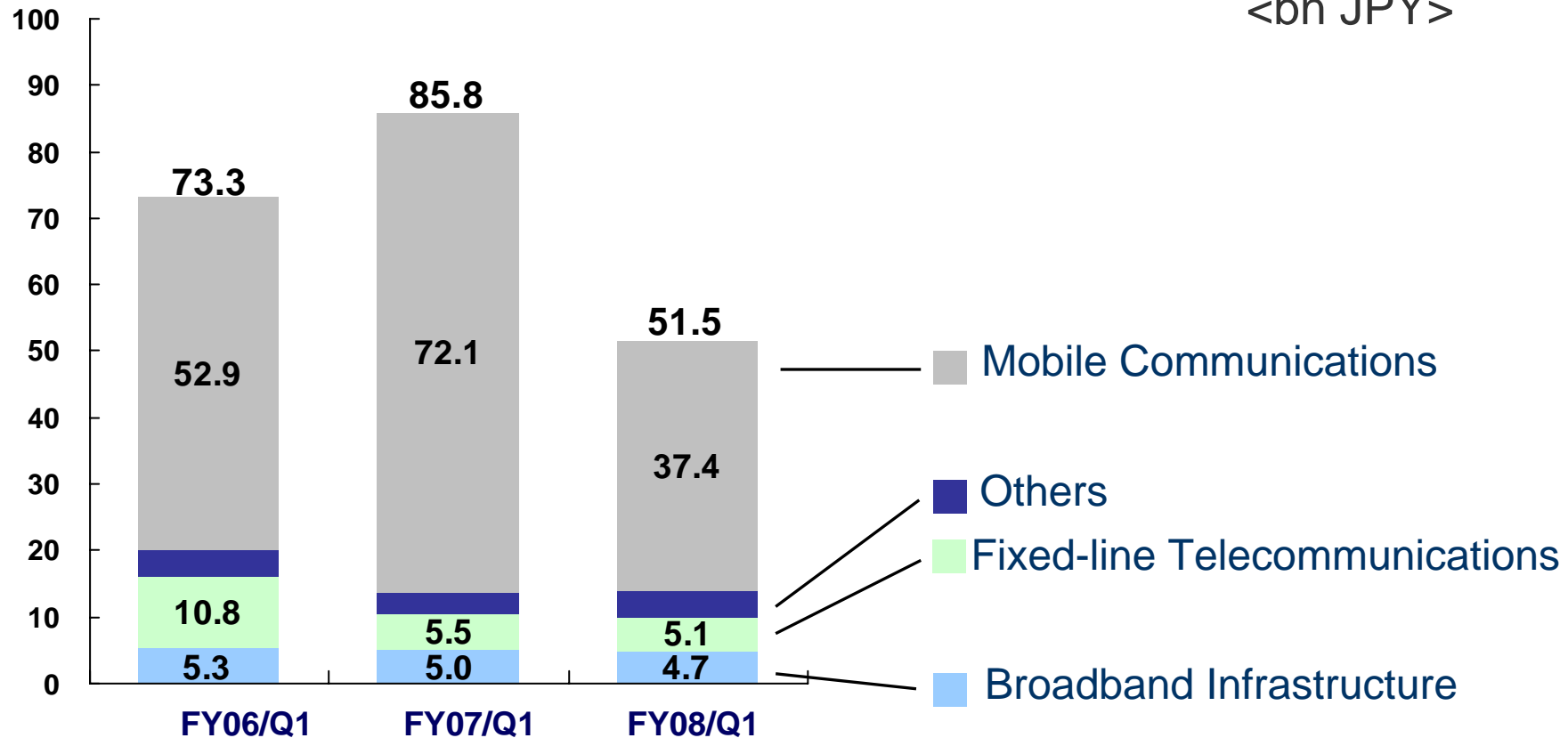
<bn JPY>



Note: Operating results of SOFTBANK MOBILE Corp. were consolidated from May 1, 2006

Capital Expenditure (acquisition base, quarterly)

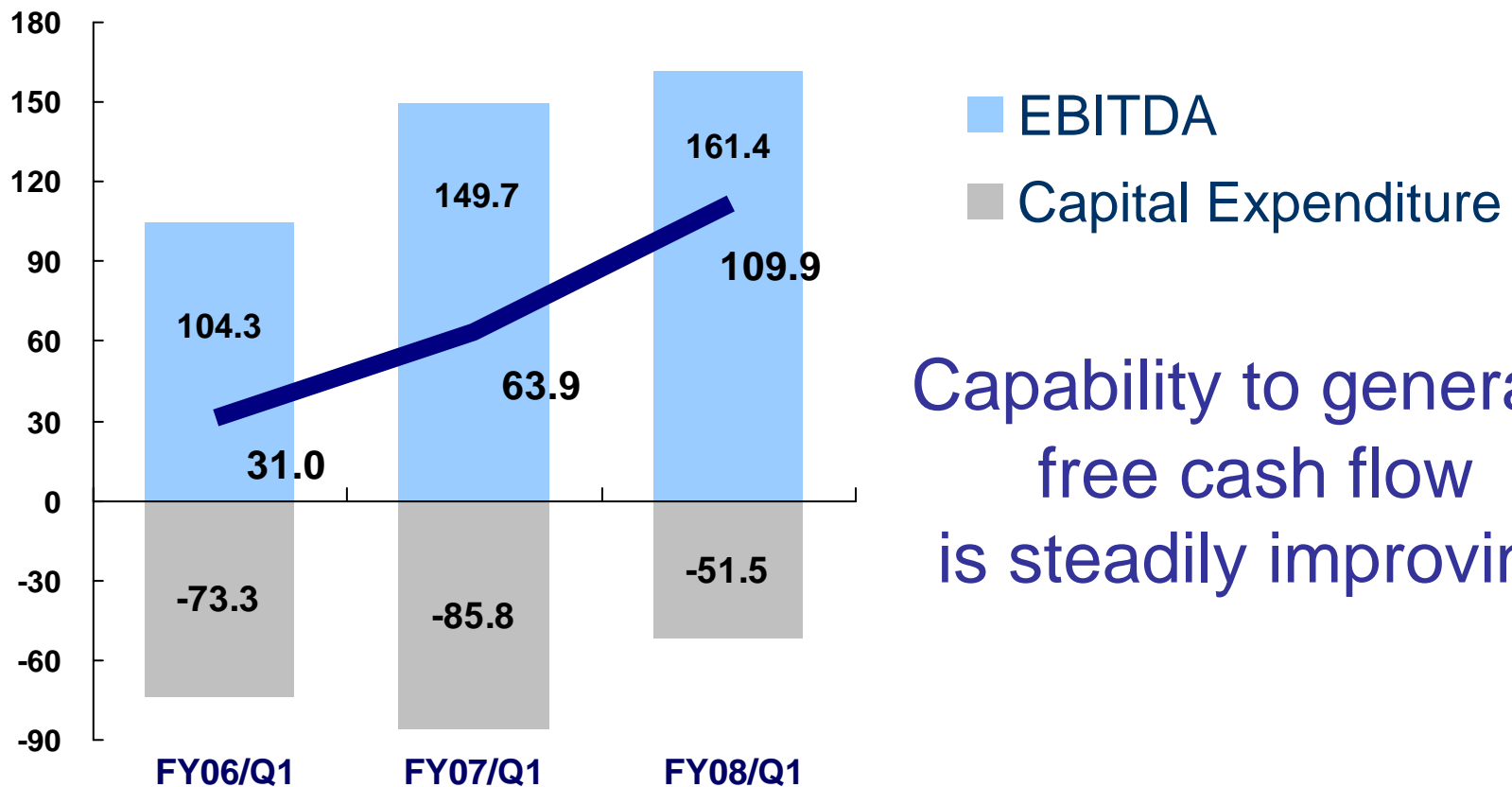
<bn JPY>



Note: amounts above include on and off-balance lease transactions.

EBITDA-Capital Expenditure (actual FCF)

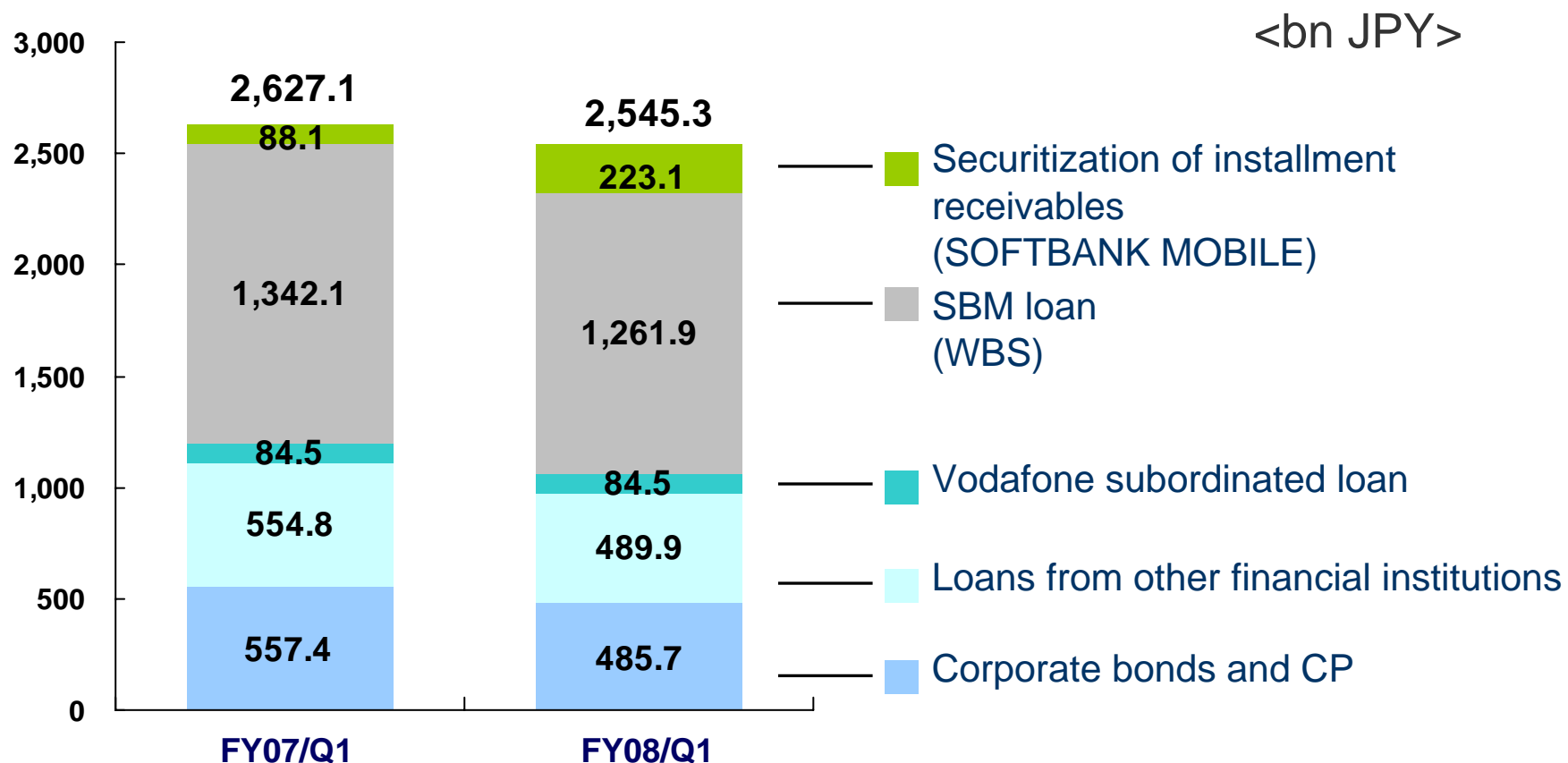
<bn JPY>



Capability to generate
free cash flow
is steadily improving

Note: amounts above include on and off-balance lease transactions.

Interest-bearing Debt (quarterly)

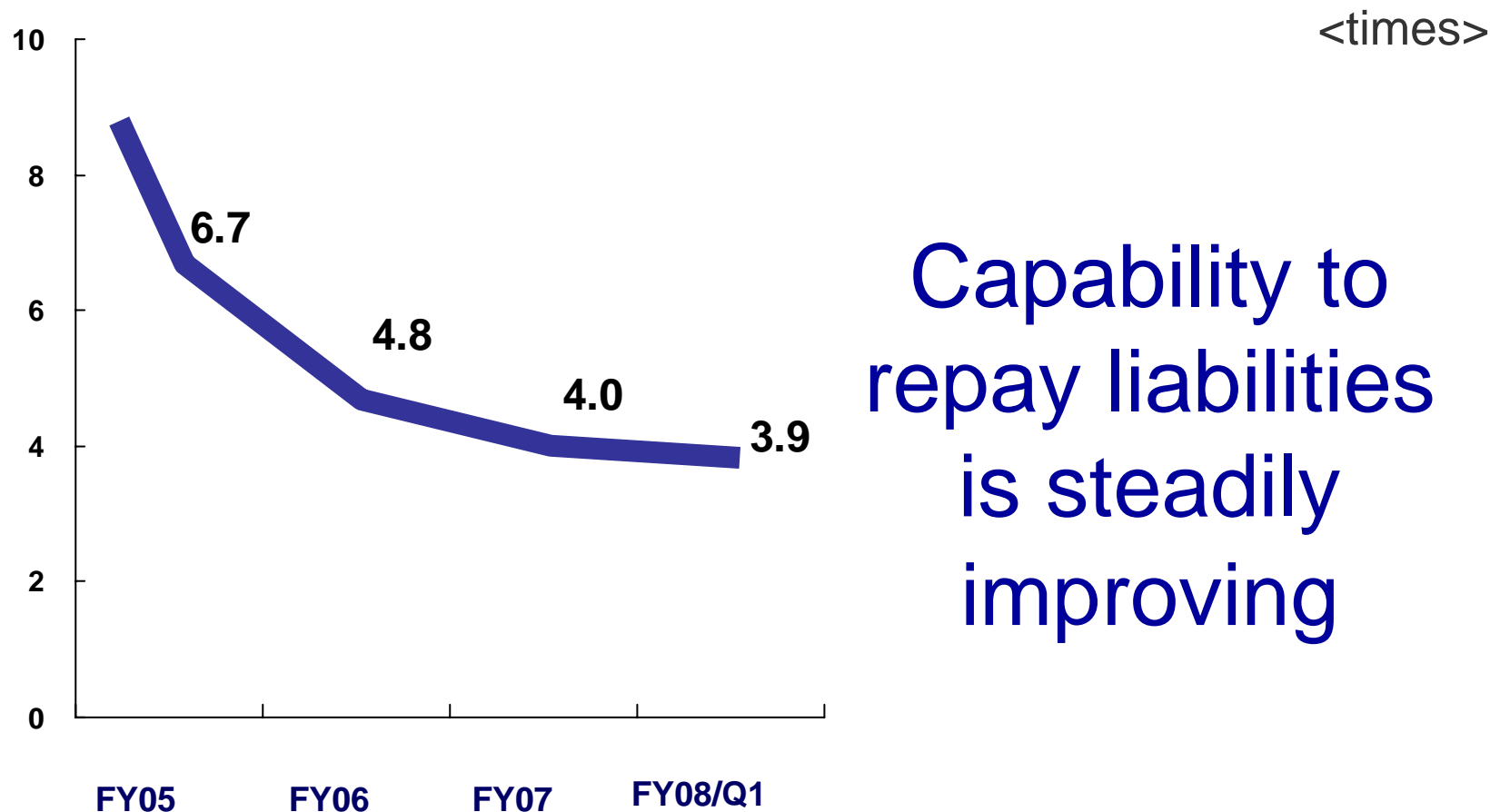


Notes:

Amount of interest-bearing debt before FY07 is calculated based on retroactive adjustments adding the cash receipts as collateral relating to marketable security lending transactions.

Lease obligations are not included in the interest-bearing debt.

Interest-bearing Debt/EBITDA Ratio (quarterly)



Capability to
repay liabilities
is steadily
improving





Notes:

Amount of interest-bearing debt before FY07 is calculated based on retroactive adjustments adding the cash receipts as collateral relating to marketable security lending transactions.

Lease obligations are not included in the interest-bearing debt.

FY08 EBITDA is annualized by multiplying the Q1 amount by a factor of four.

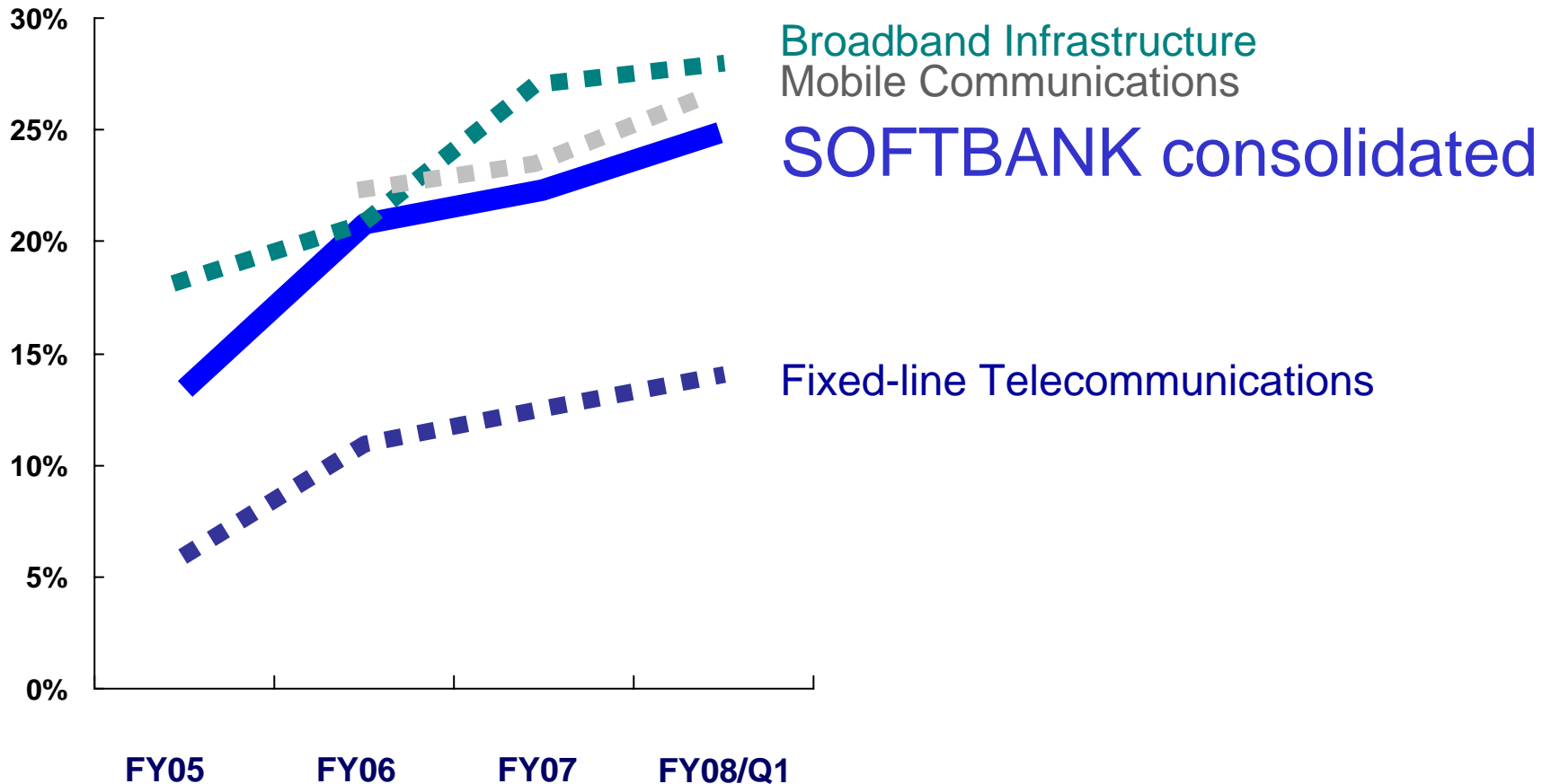
Overall Improvement in Financial Indexes

	FY08/Q1 (Apr/08-Jun/08)	FY07/Q1 (Apr/07-Jun/07)	Improvement
EBITDA margin (EBITDA/net sales)	24.9%	22.6%	+2.3 
Equity ratio (Total shareholders' equity/total assets)	9.0%	7.1%	+1.9 
D/E ratio (Interest-bearing debt/total shareholders' equity)	6.4 times	8.3 times	+1.9 
Net D/E ratio (Net interest-bearing debt/total shareholders' equity)	5.3 times	6.8 times	+1.5 

Note:

Amount of interest-bearing debt before FY07 is calculated based on retroactive adjustments adding the cash receipts as collateral relating to marketable security lending transactions.

EBITDA Margin by Segment

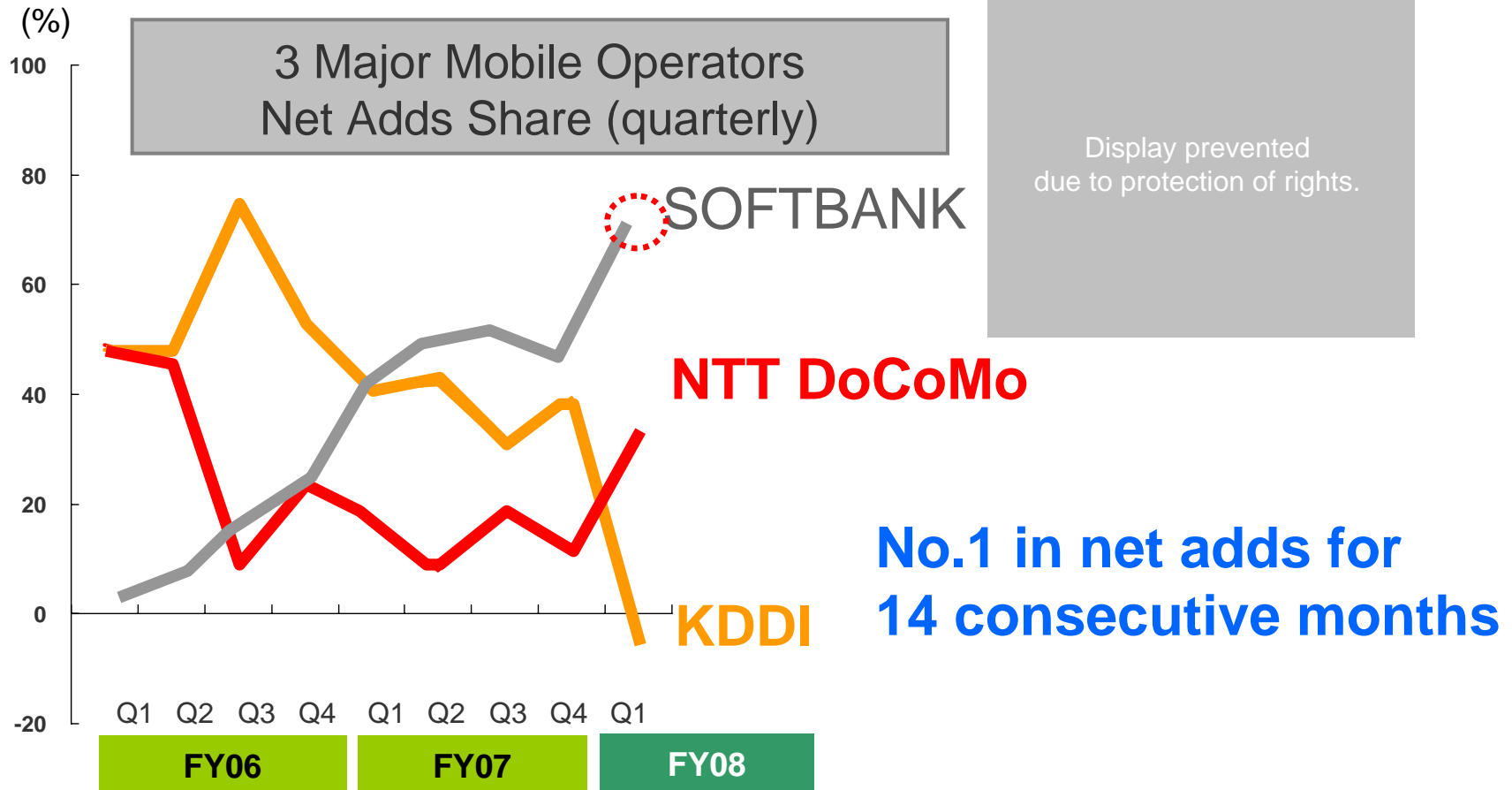


Note: EBITDA margin = EBITDA/Net sales

FY2008

1st Quarter Results

Strong New Acquisitions



Source: Calculated by SOFTBANK based on the data from Telecommunications Carriers Association

No.1 for 7 Consecutive Months

(TVCM preference by Production and by Brand)

	Company	Production	Brand
Aug/07	Among 1,217 companies in total 1st	Among 4,520 in total 1st	Among 3,184 brands in total 1st
Sep/07	Among 1,196 companies in total 1st	Among 4,559 in total 1st	Among 3,167 brands in total 1st
Oct/07	Among 1,219 companies in total 1st	Among 4,541 in total 1st	Among 3,185 brands in total 1st
Nov/07	Among 1,140 companies in total 1st	Among 4,524 in total 1st	Among 3,166 brands in total 1st
Dec/07	Among 1,117 companies in total 4th	Among 4,385 in total 2nd	Among 3,100 brands in total 2nd
Jan/08	Among 1,276 companies in total 1st	Among 4,767 in total 1st	Among 3,294 brands in total 1st
Feb/08	Among 1,167 companies in total 1st	Among 4,324 in total 1st	Among 2,991 brands in total 1st
Mar/08	Among 1,149 companies in total 1st	Among 4,366 in total 1st	Among 2,990 brands in total 1st
Apr/08	Among 1,218 companies in total 2nd	Among 3,204 in total 1st	Among 4,705 brands in total 1st
May/08	Among 1,085 companies in total 3rd	Among 2,906 in total 1st	Among 4,198 brands in total 1st
Jun/08	Among 1,085 companies in total 1st	Among 2,949 in total 1st	Among 4,281 brands in total 1st
Jul/08	Among 1,111 companies in total 1st	Among 4,561 in total 1st	Among 3,148 in total 1st

Display prevented due to protection of rights.

First ever!

Source: CM Data Bank/CM Research Center, monthly survey on 3,000 consumers' preference in CM

First ever!

Achieved No.1 in 14 Categories

(among 15 categories) in June

'Performer/Character'

1st (Among 693 brands in total)

'Persuasive'

1st (Among 355 brands in total)

'Honest'

1st (Among 293 brands in total)

'Humorous'

1st (Among 423 brands in total)

'Dull but lovable'

1st (Among 193 brands in total)

'Popular in general'

1st (Among 230 brands in total)

'Advertising copy'

1st (Among 582 brands in total)

'Soothing'

1st (Among 391 brands in total)

'Image/video'

1st (Among 535 brands in total)

'Attractive product'

1st (Among 667 brands in total)

'Cutting edge'

1st (Among 254 brands in total)

'Cute'

1st (Among 320 brands in total)

'Music/sound'

1st (Among 467 brands in total)

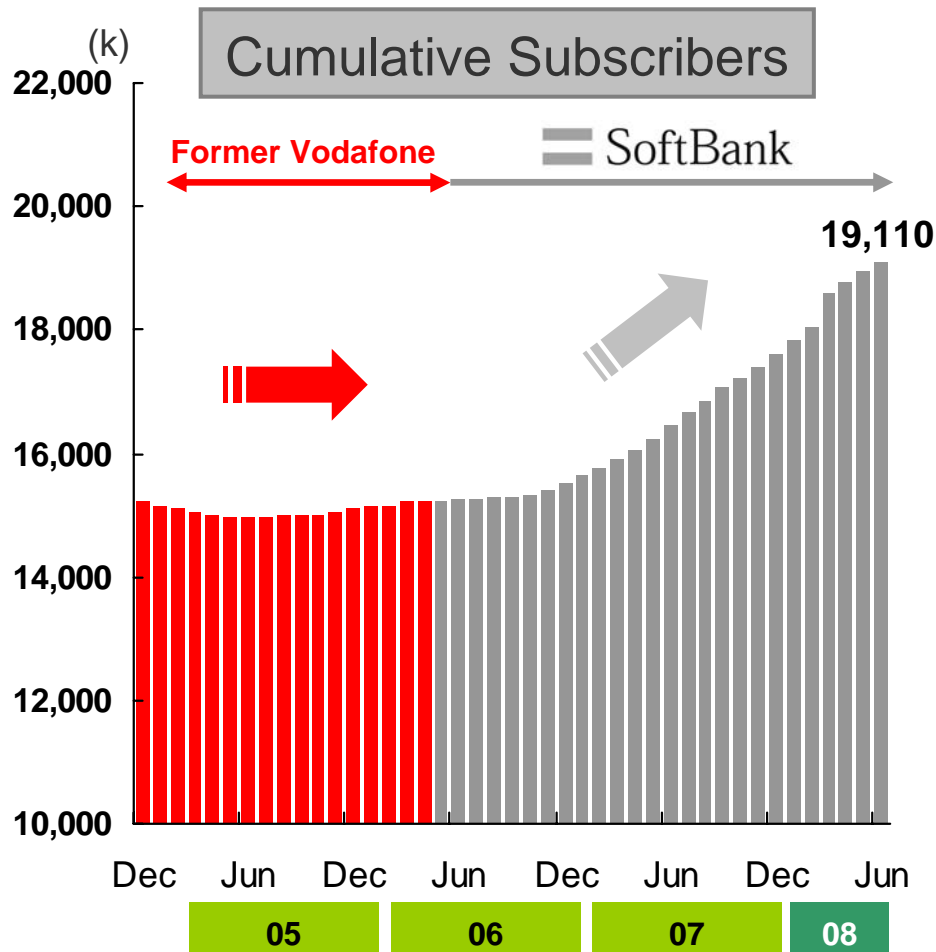
'Storyline'

1st (Among 437 brands in total)

'Sexy'

Display prevented
due to protection of rights.

Cumulative Subscribers Expansion



Display prevented due to protection of rights.

Churn Rate Improvement



Display prevented due to protection of rights.

FY08/Q1 churn rate
0.98%

Churn Rate Improvement



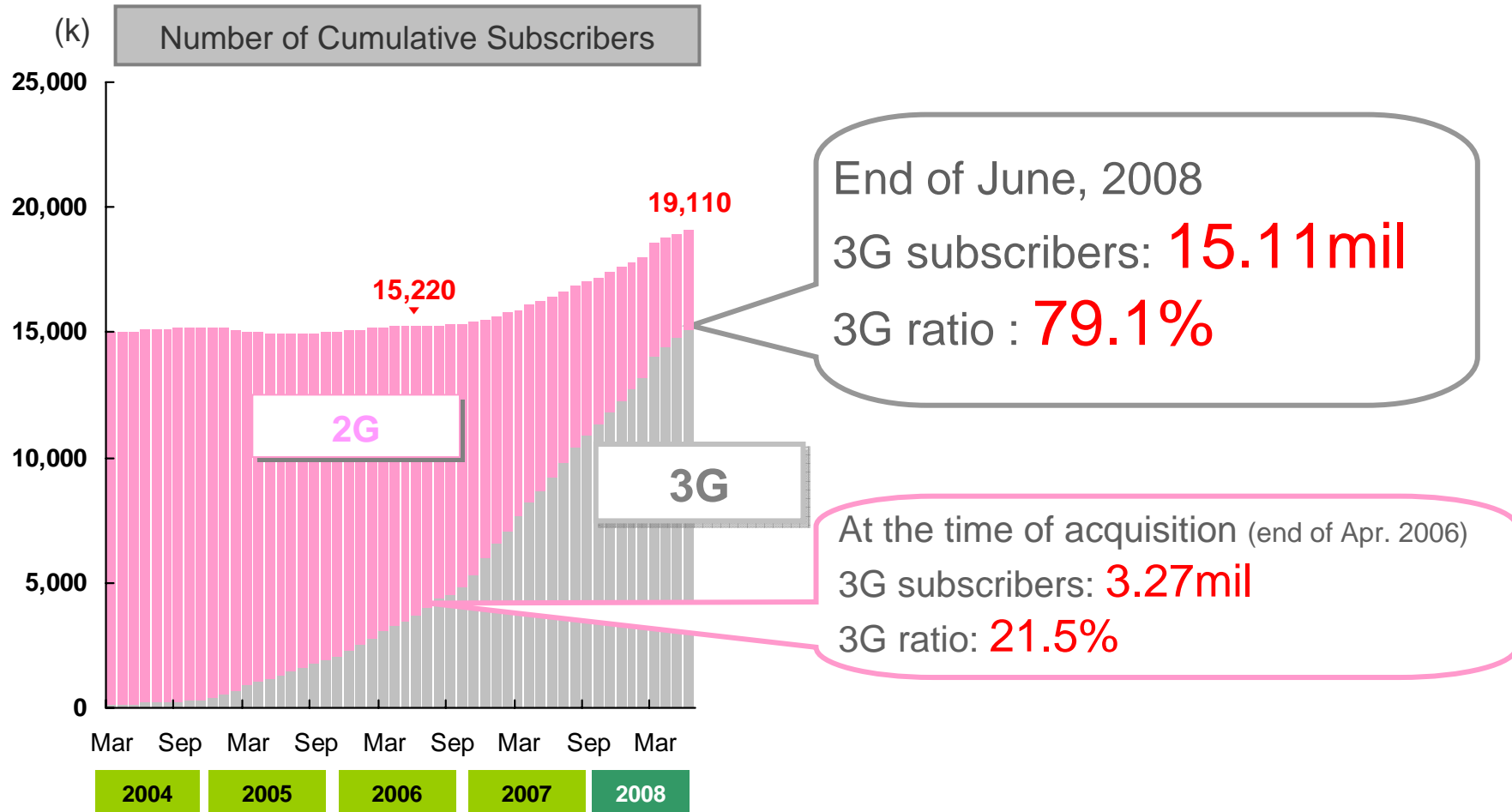
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FY08/Q1 churn rate
0.98%

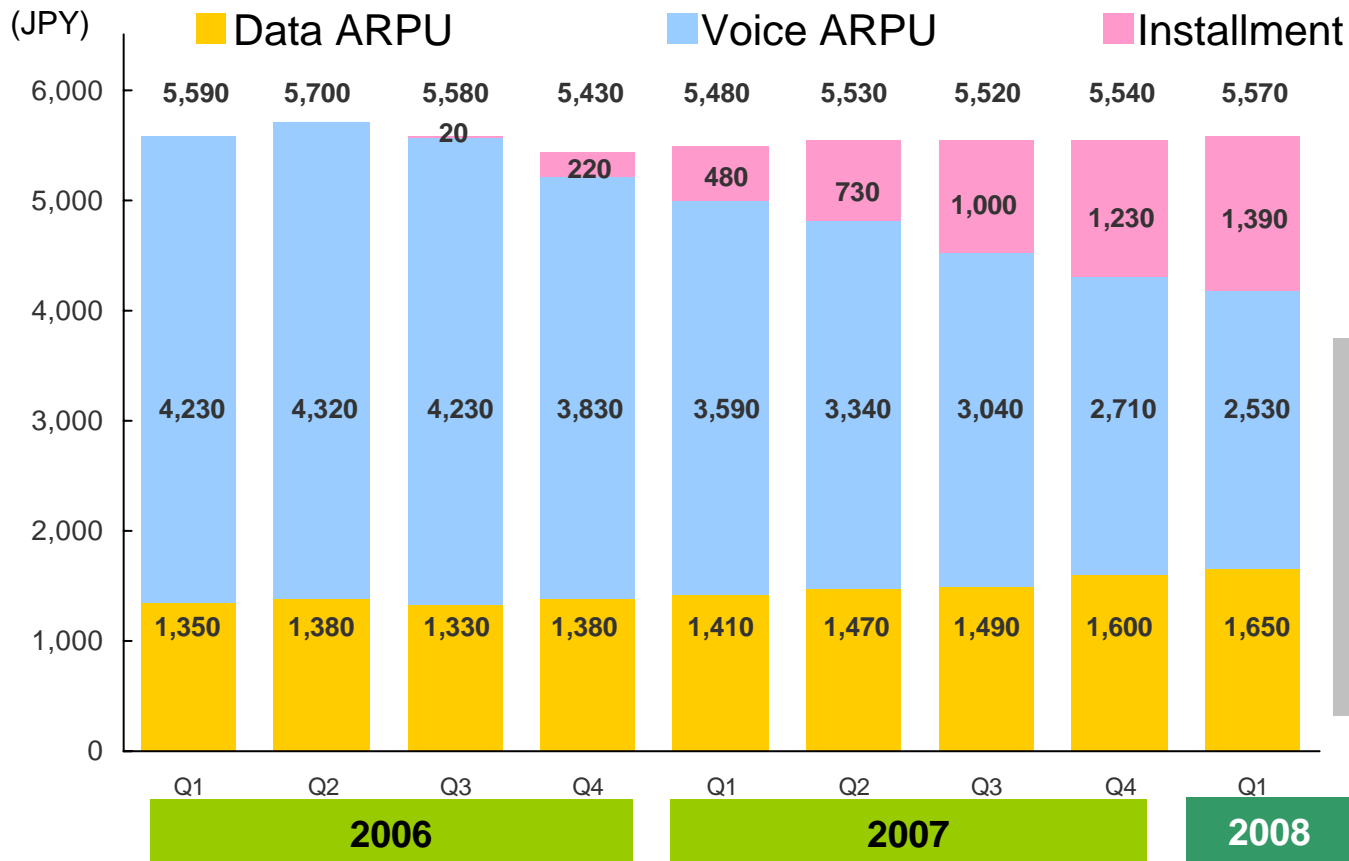
FY08/Q1 3G churn rate*
0.72%

*Postpaid churn rate

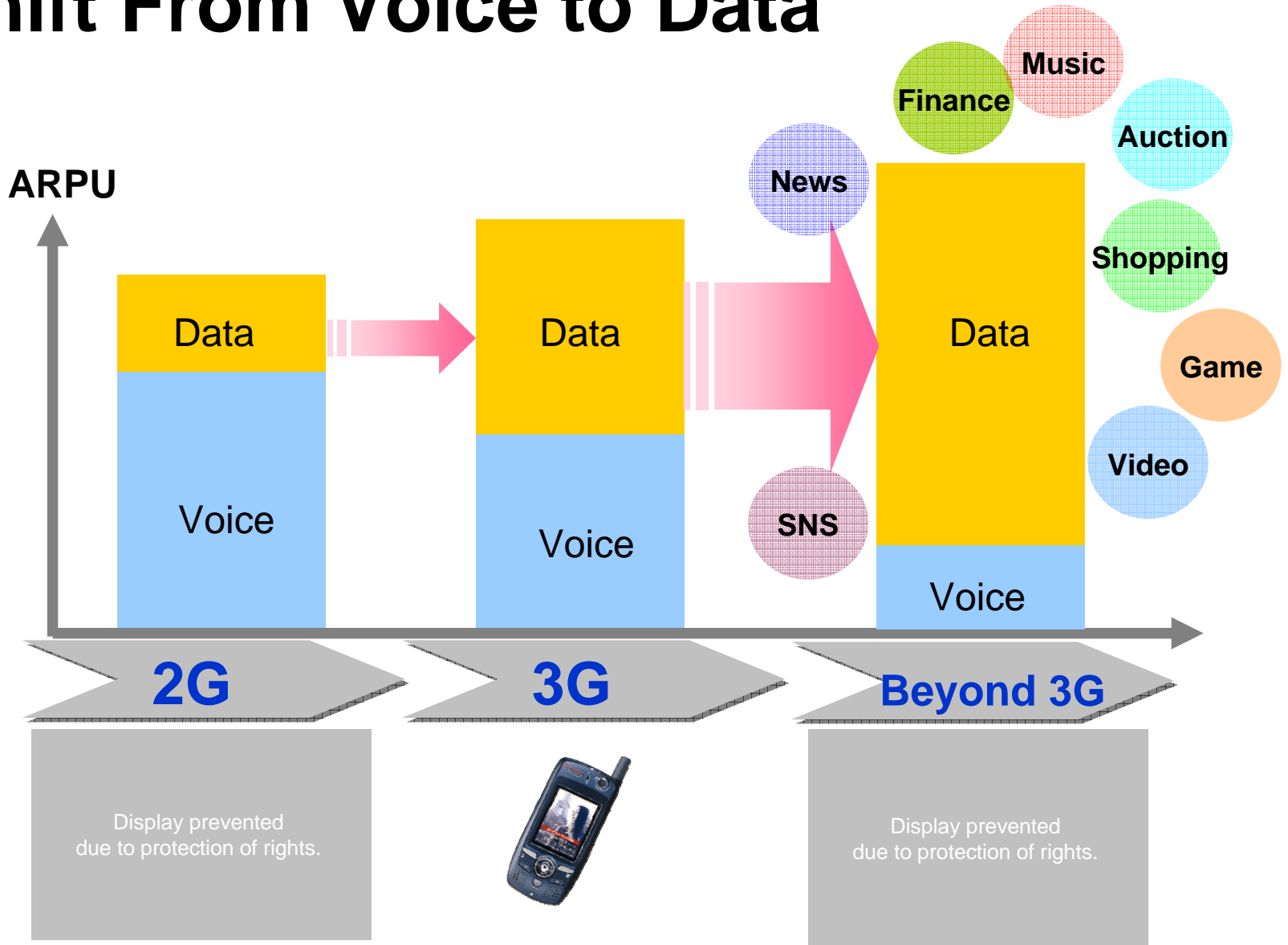
Growth in 3G Subscribers



Average Payment Per Subscriber

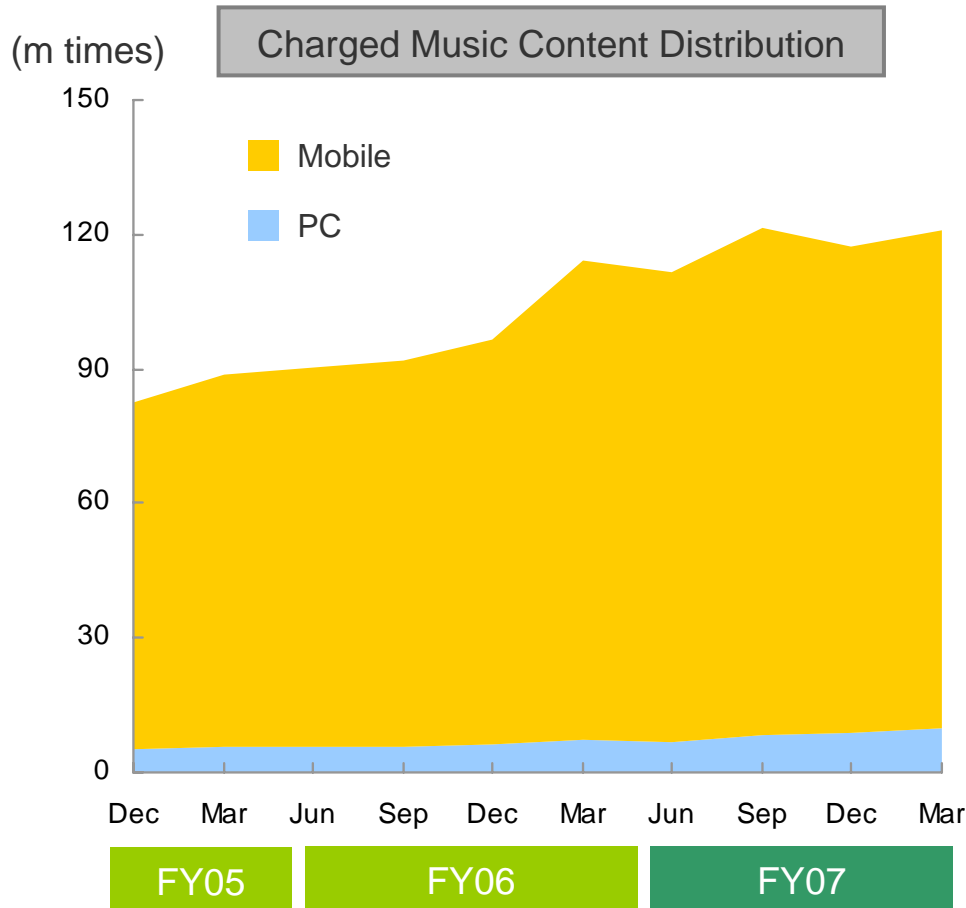


Shift From Voice to Data



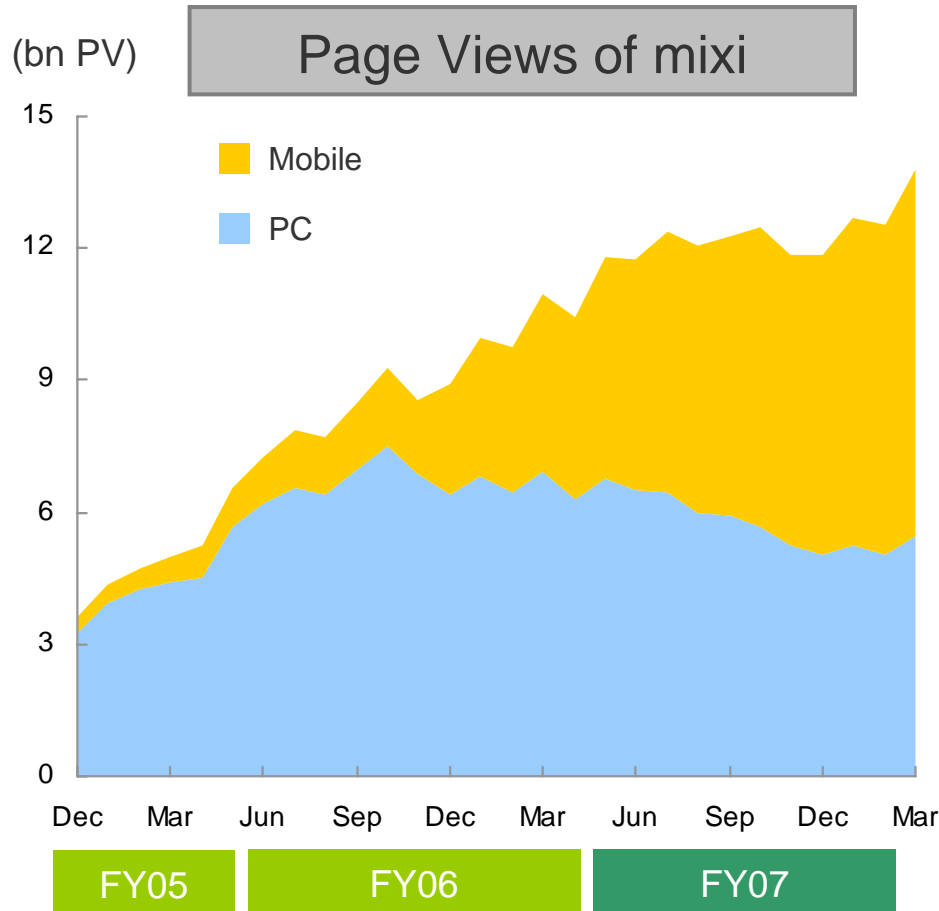
Downloads Music via Mobile

**Mobile downloads
11 times that
of PC downloads**

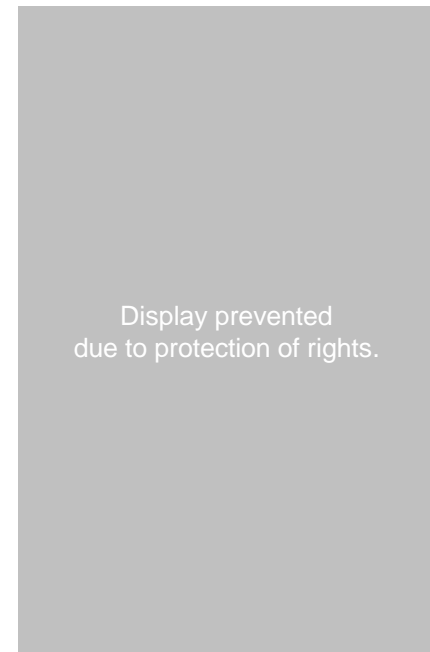


Source: Recording Industry Association of Japan

SNS via Mobile

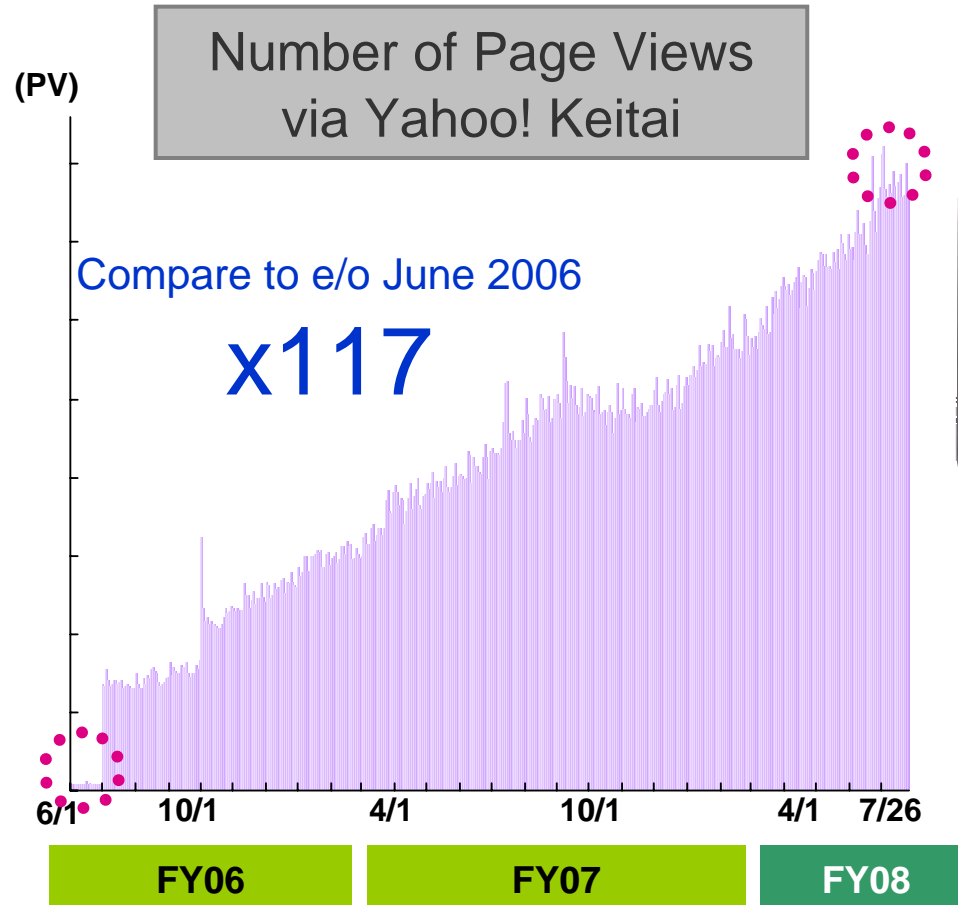


**More than 60%
of page views
accessed by Mobile**



Source: IR material publicized by mixi, inc.

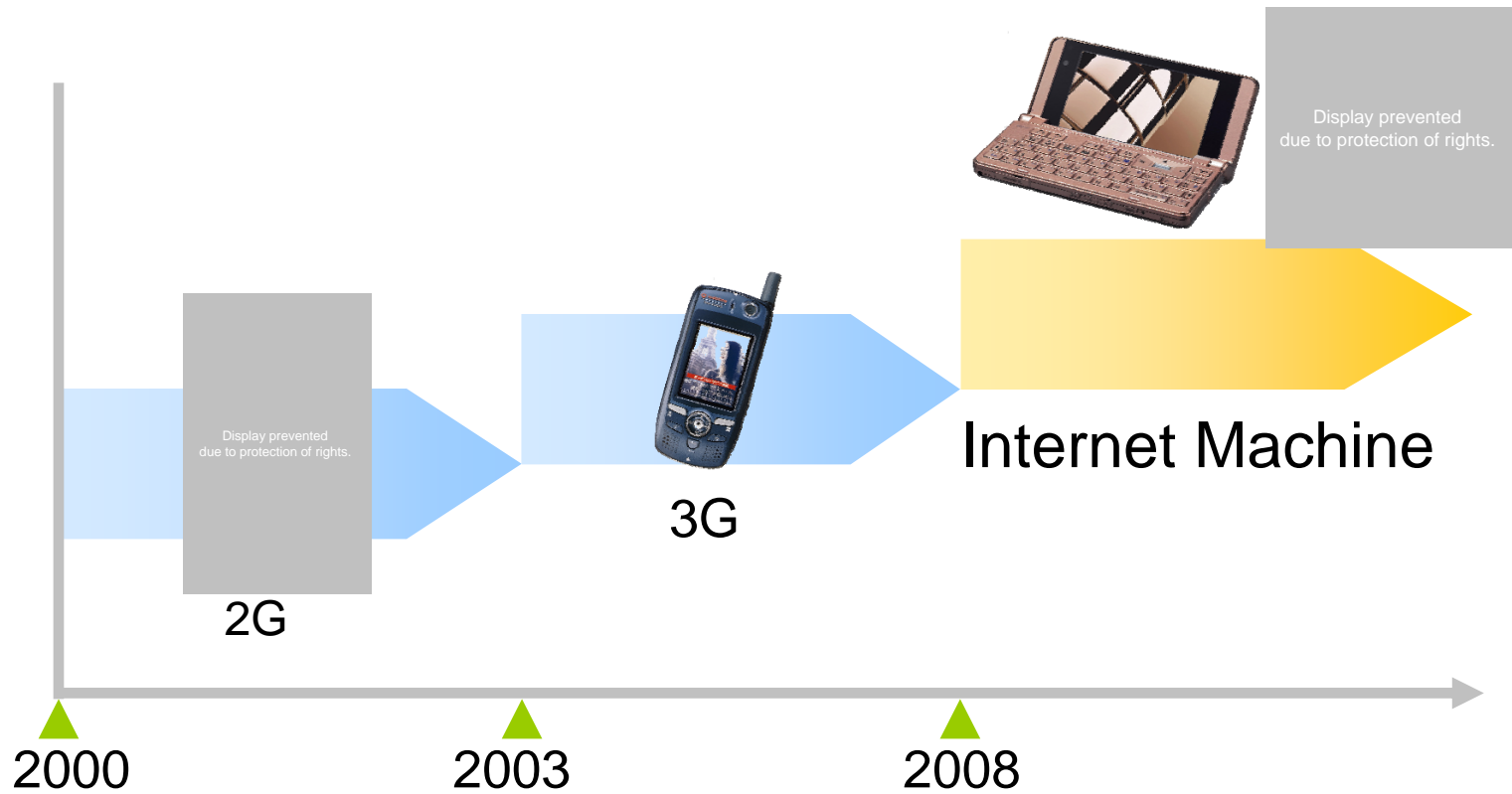
Page Views Increased 100 Times



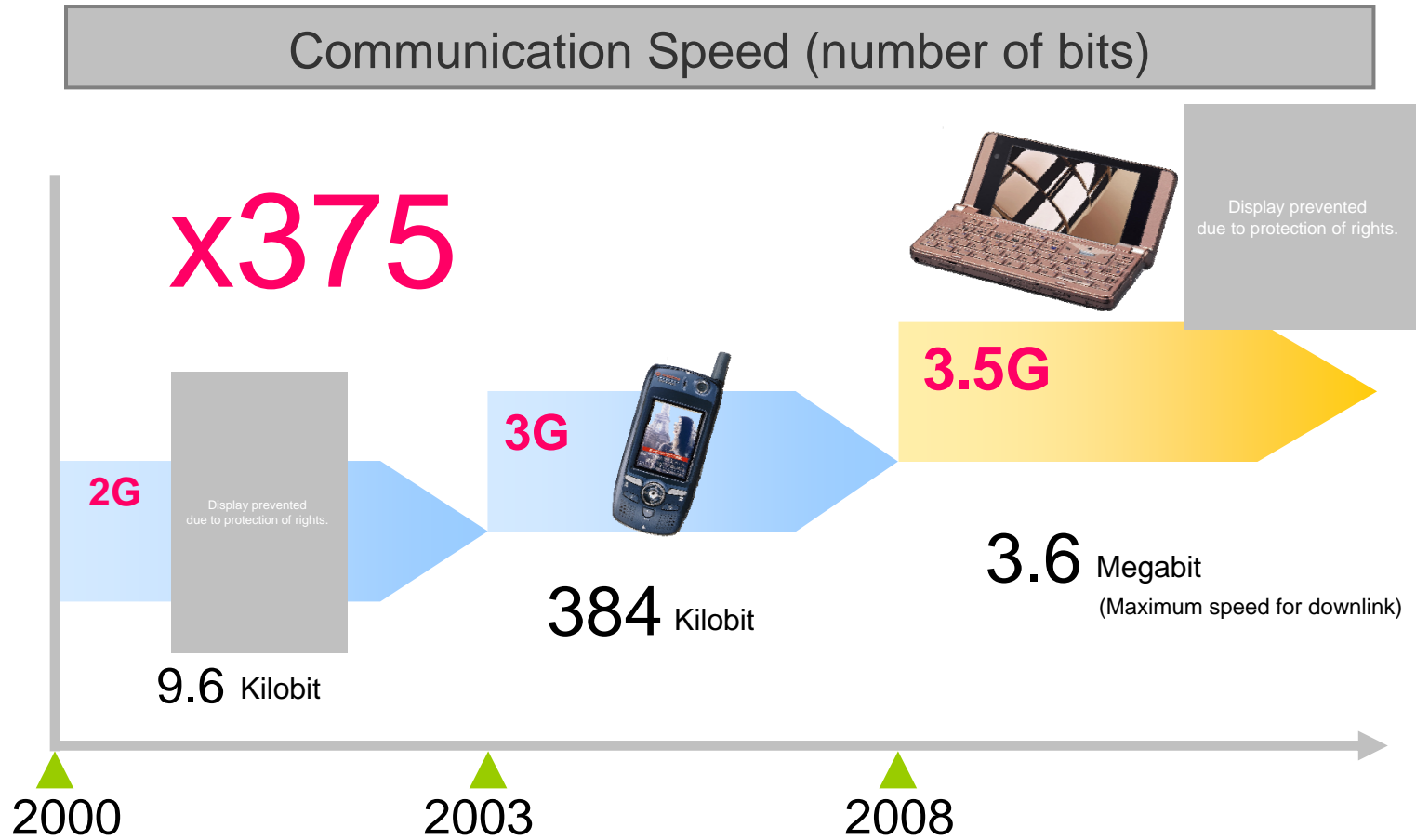
Note: Page views of Yahoo! JAPAN top page through SOFTBANK MOBILE
 Through Sep 30, 2006: Yahoo! Mobile
 Since Oct 1, 2006: Yahoo! Keitai

2008
**The Year of the Internet
Machine**

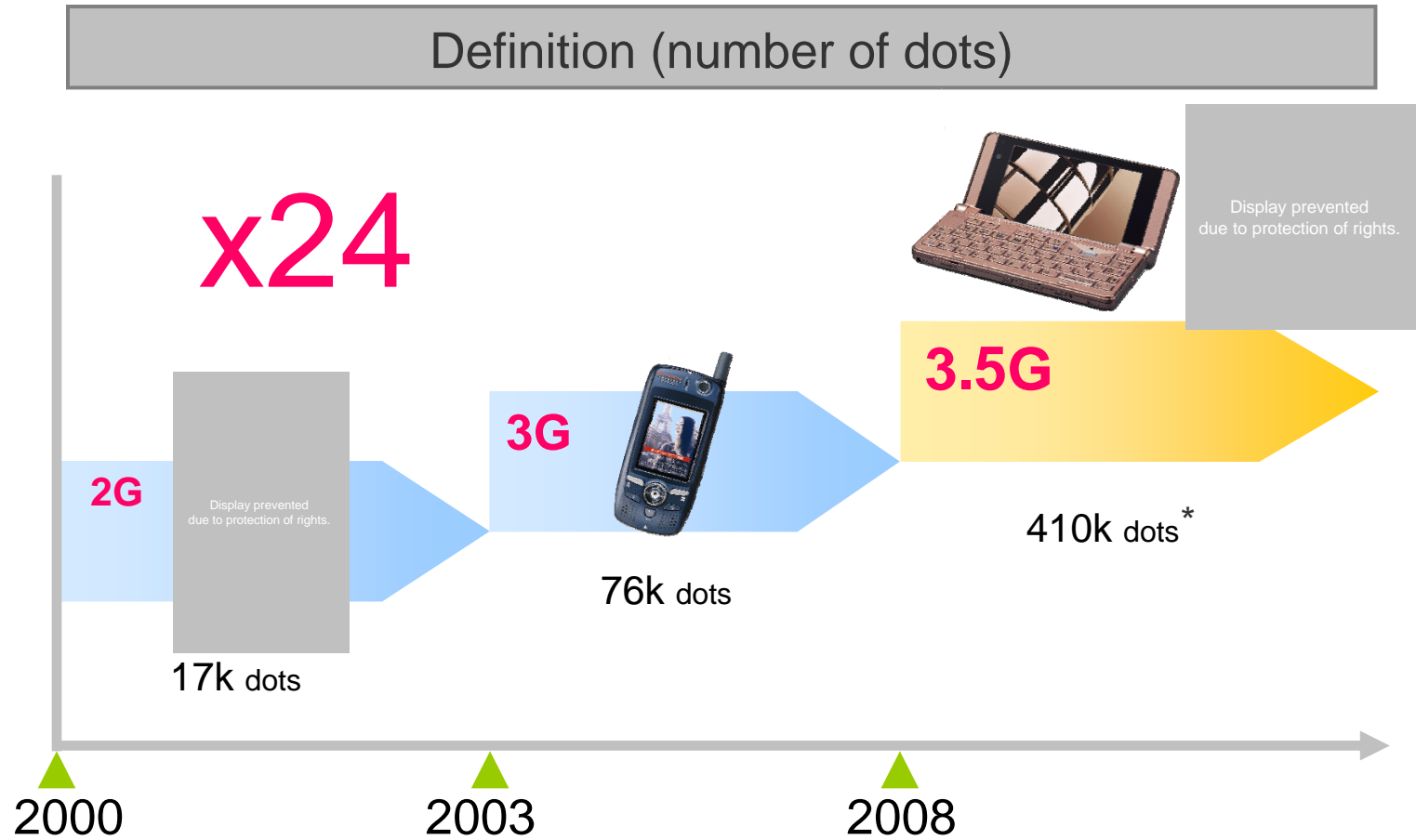
Mobile Evolution History



Communication Speed

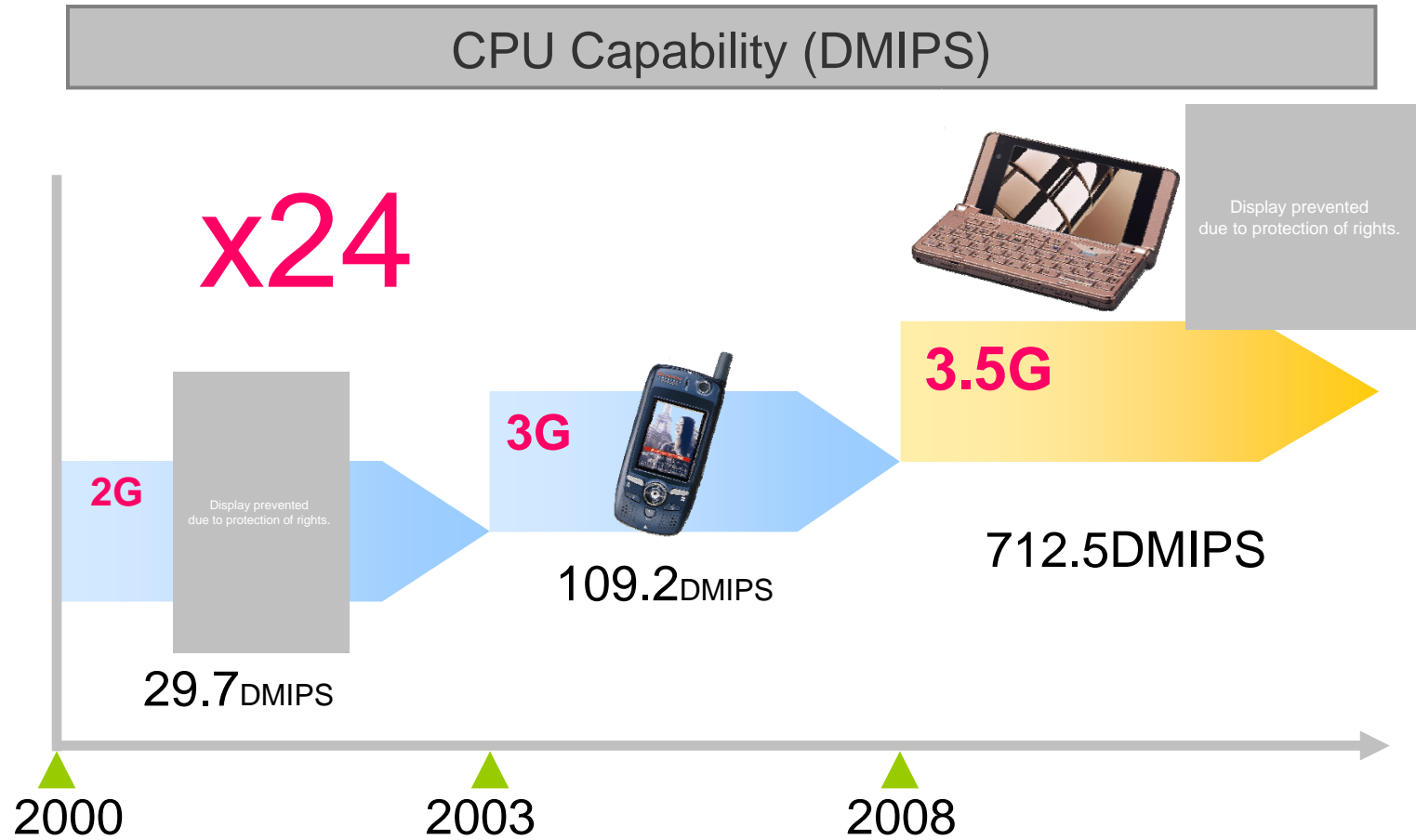


LCD Resolution



* Case for SoftBank 922SH

CPU Capability



iPhone 3G Launched

iPhone, iPod, and also
the Internet



Display prevented
due to protection of rights.

Accelerate the pace of Internet Machine adoption

The Best Handset

iPhone 3G

As of August 5, 2008

1) Evolving OS is a First

Display prevented
due to protection of rights.

iPhone 2.0

- OS update
- Never obsolete
- Various applications


1) Evolving OS is a First

Display prevented
due to protection of rights.

Advanced functions



Contact search



Push mail



Location Information Service

2) High Speed Internet

Blazing fast download using 3G + Wi-Fi

Display prevented
due to protection of rights.

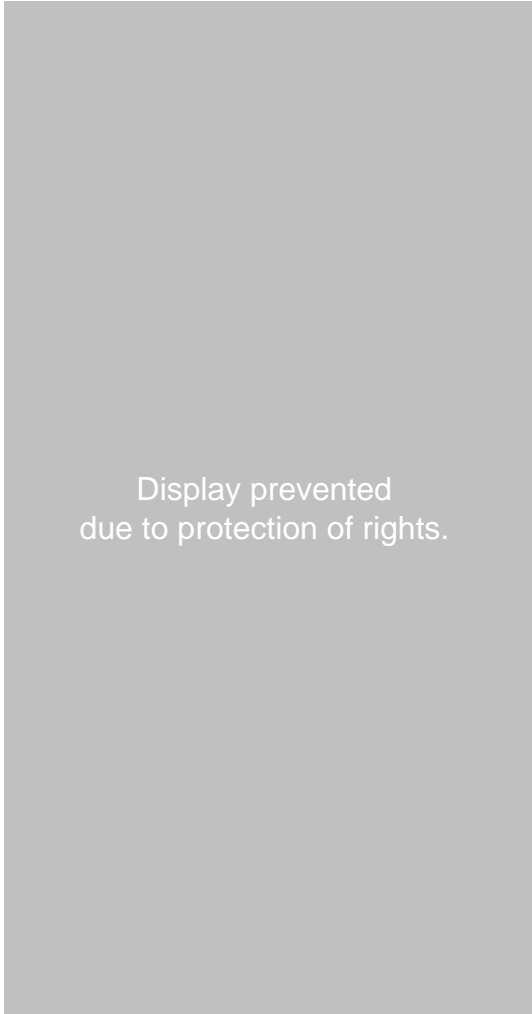
3) Sync with Microsoft Exchange

**Push mail, calendar,
and contact list**



Display prevented
due to protection of rights.

4) GPS Functionality



Display prevented
due to protection of rights.

**Map synchronizes
with web and phone**

5) Downloads Applications Easily



Display prevented
due to protection of rights.

App Store

- **New applications added daily**
- **Easy to download**
- **Universal platform**

Ability to Use Hundreds of Applications

Display prevented
due to protection of rights.

Many Other Applications

Display prevented
due to protection of rights.

6) Wide Range of Accessories

Display prevented
due to protection of rights.

7) Biggest Memory Ever

8GB/16GB

Display prevented
due to protection of rights.

8) Multi-touch Panel

Software enables intuitive operation

Display prevented
due to protection of rights.

9) Accelerometer

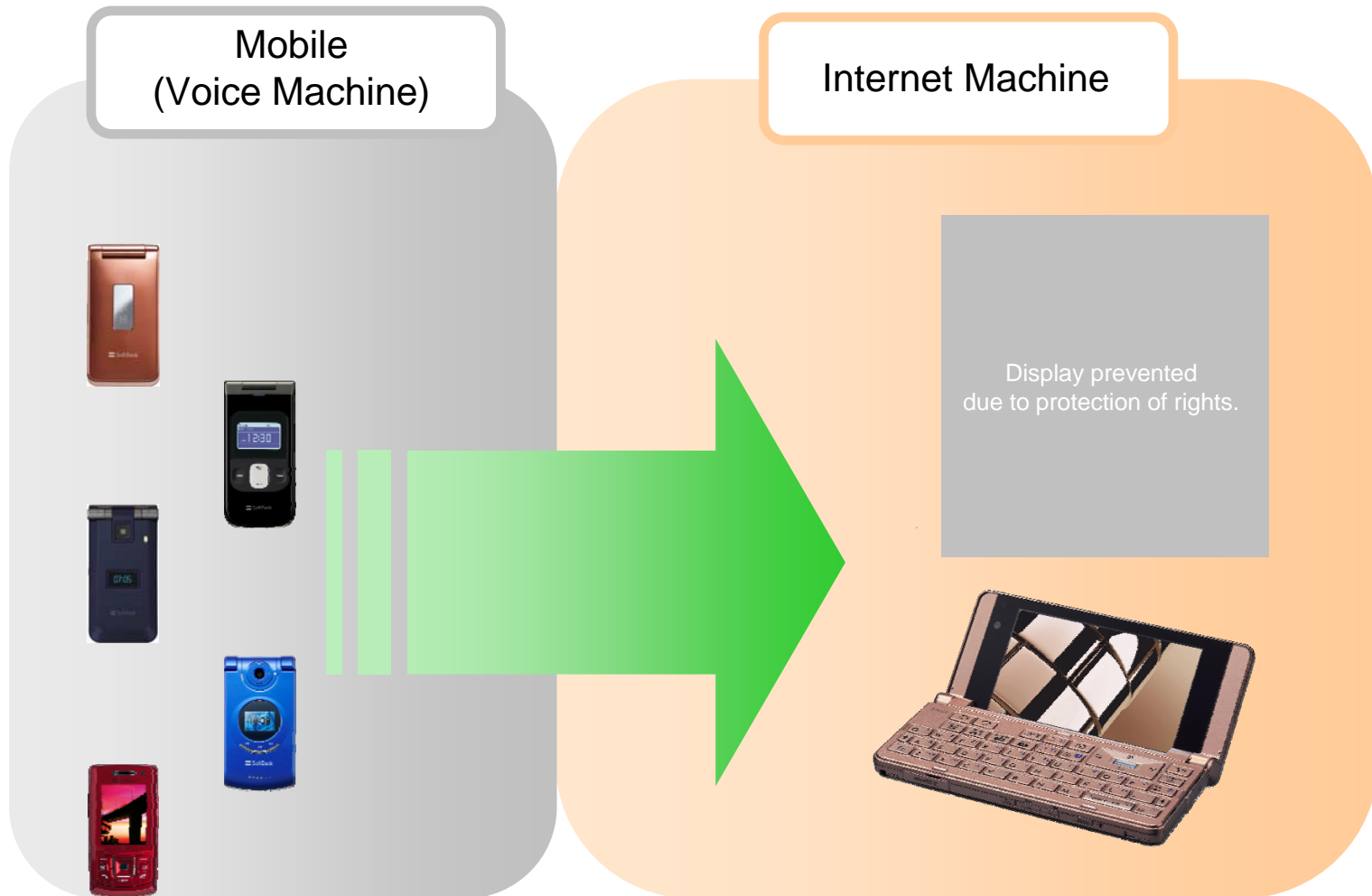
**Wide variety of
games available**



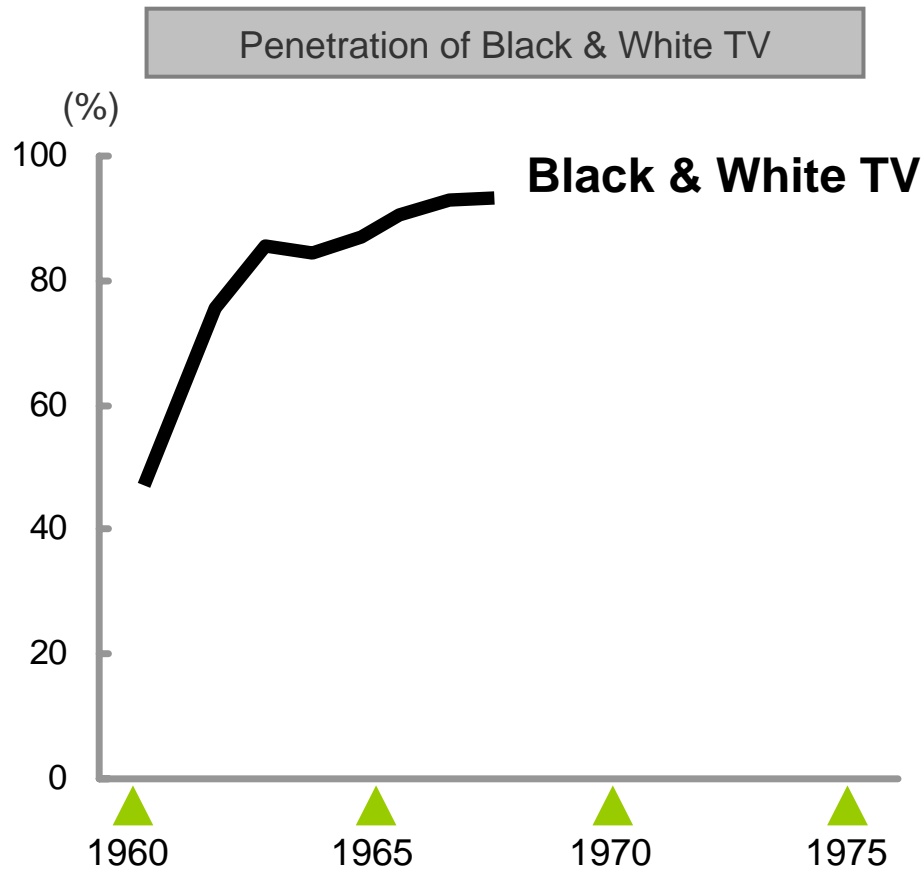
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due to protection of rights.

No. 1 Mobile Internet Company

Mobile to Internet Machine



Once, Black & White TV Was Mainstream

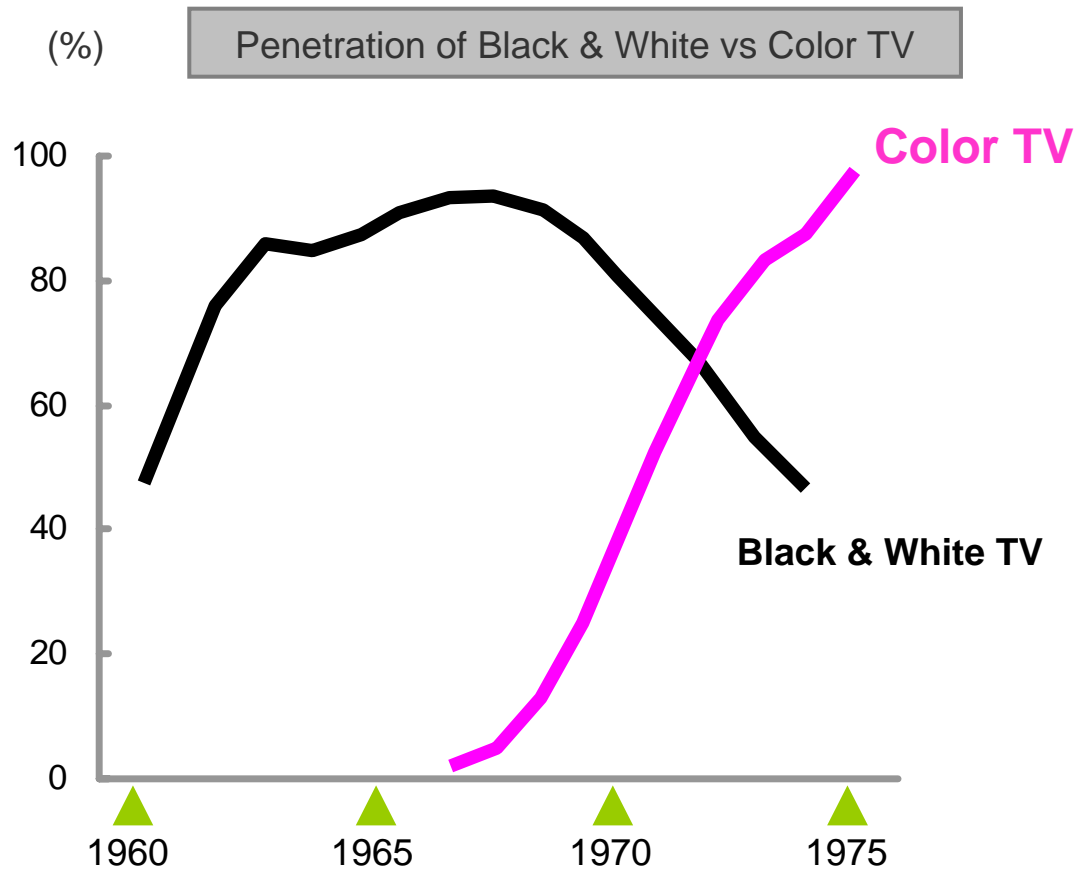


Display prevented
due to protection of rights.

Source: Consumers' Behavior Survey by MIC

Now, Color TV is Prevalent

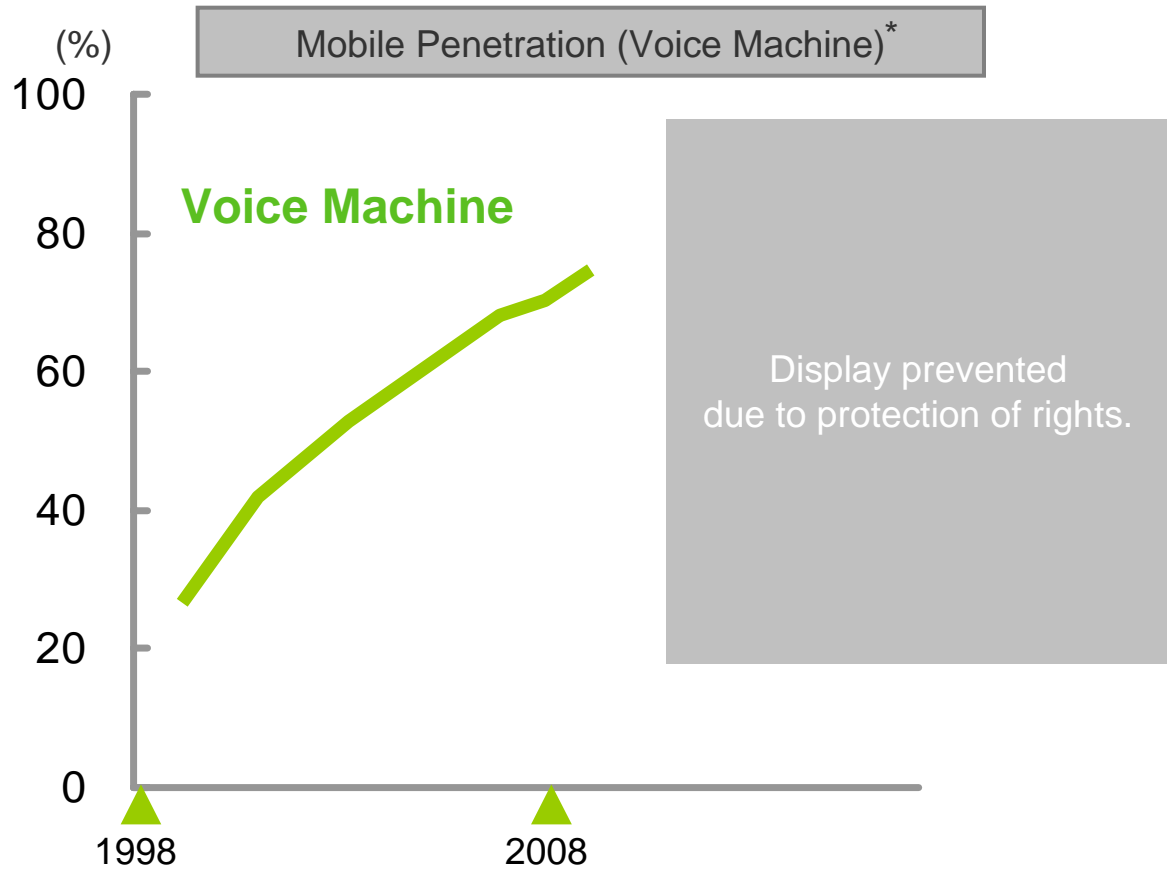
(High Value-Add Product)



Display prevented due to protection of rights.

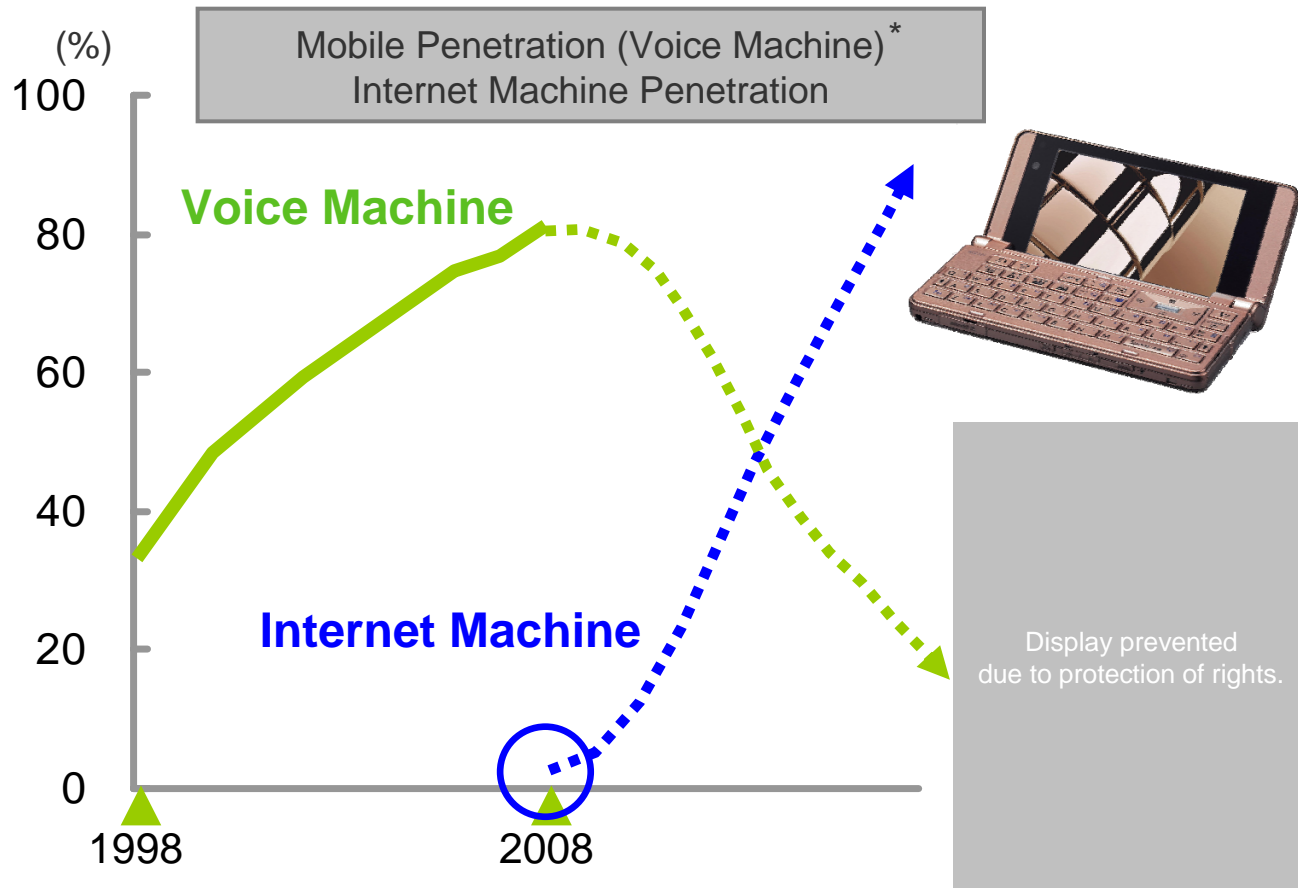
Source: Consumers' Behavior Survey by MIC

Now, Mobile is Mainly a Voice Machine



*Mobile penetration up till 2008 is from the Information Communication Statistics Database (Communication/Subscribers numbers) by MIC

Internet Machine Adoption

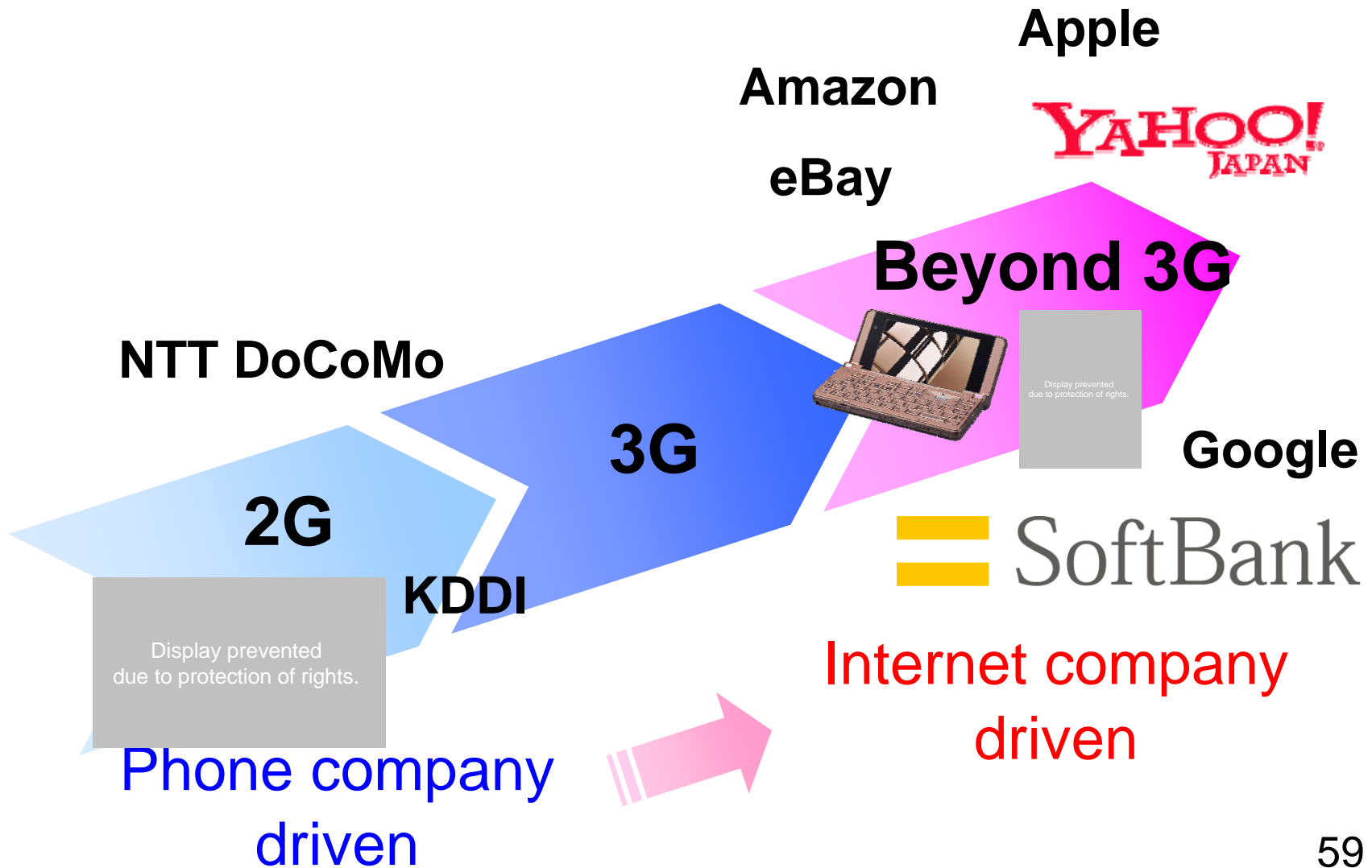


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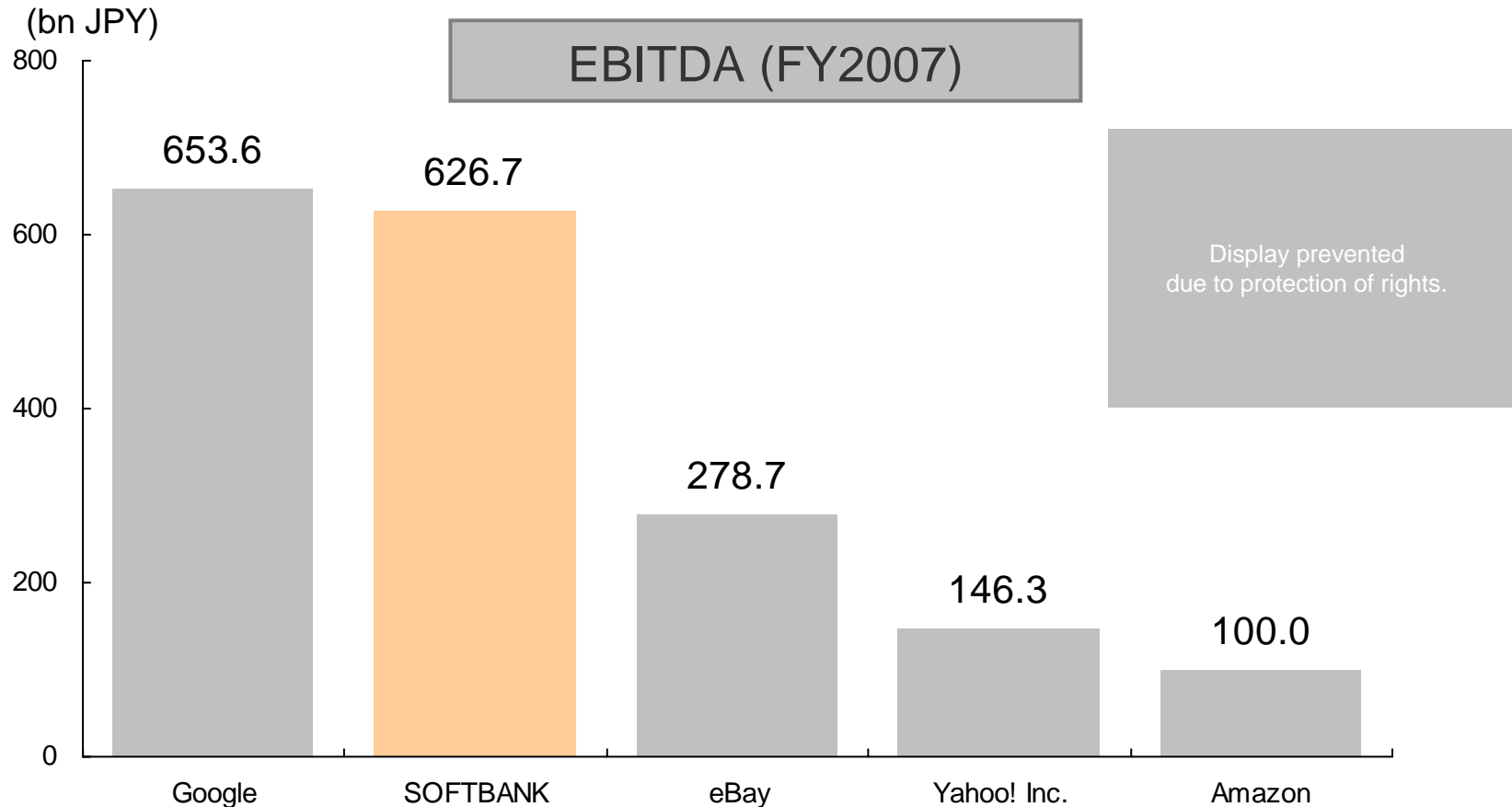
Display prevented due to protection of rights.

*Mobile penetration up till 2008 is from the Information Communication Statistics Database (Communication/Subscribers numbers) by MIC

Driven by Internet Companies

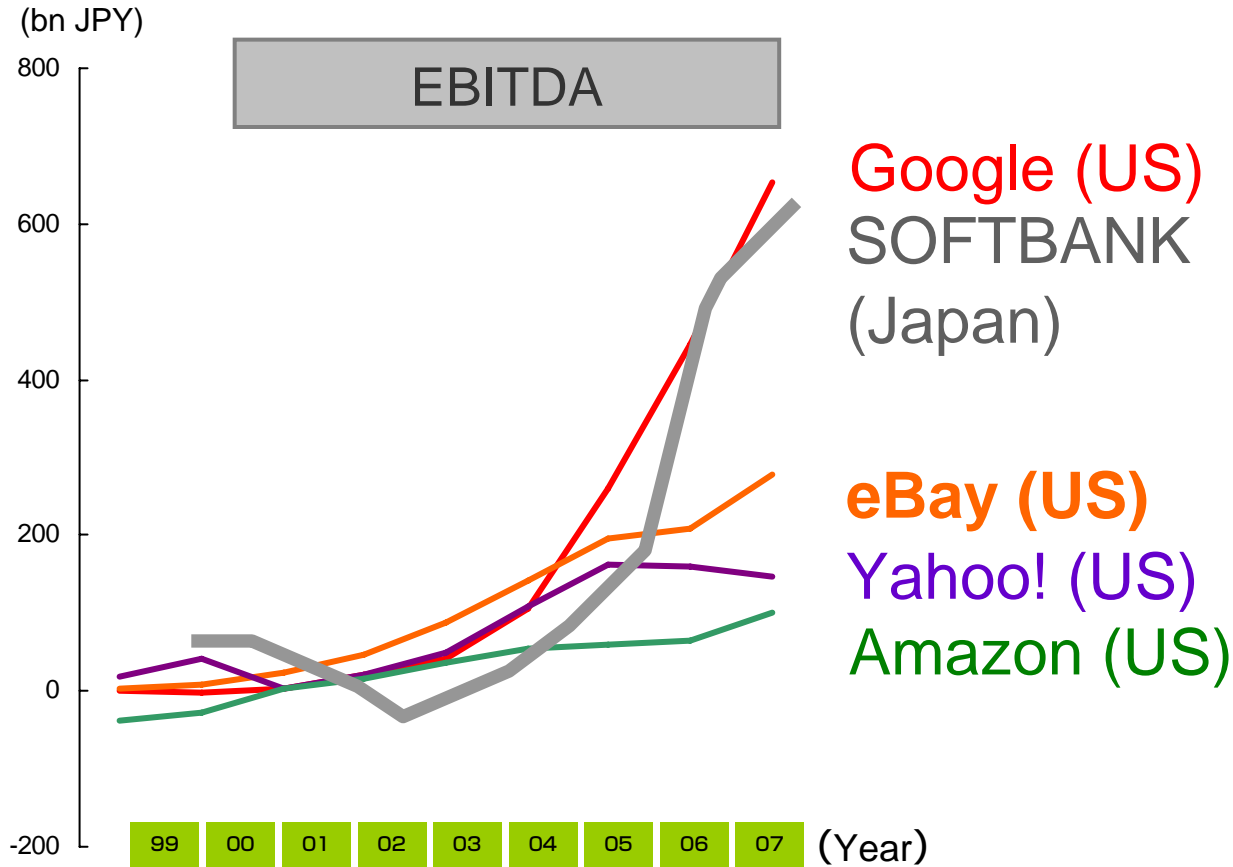


World's No.2 Internet Company in Terms of EBITDA



Source: Reuter
1 dollar = 108 JPY

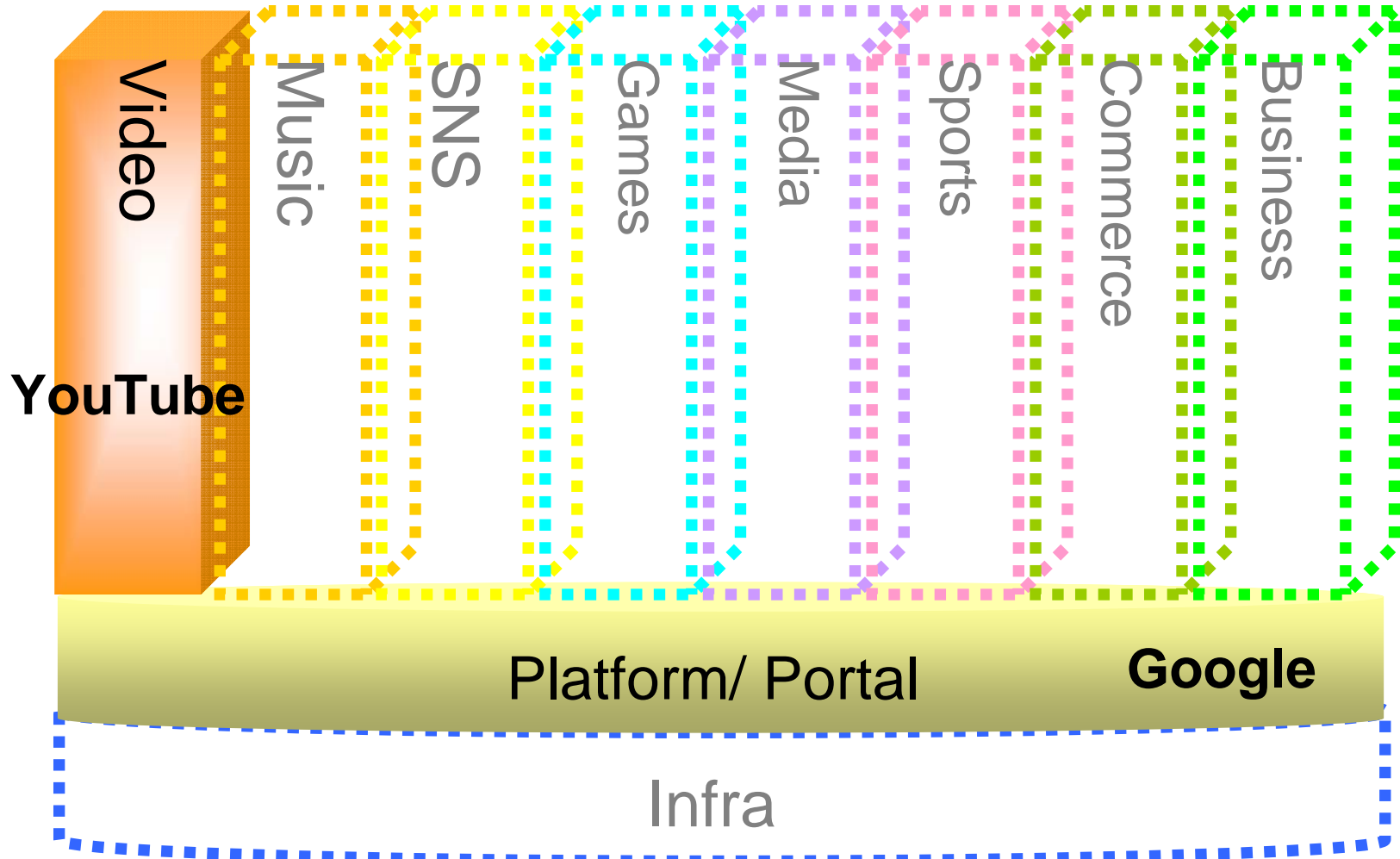
World's No.2 Internet Company in Terms of EBITDA



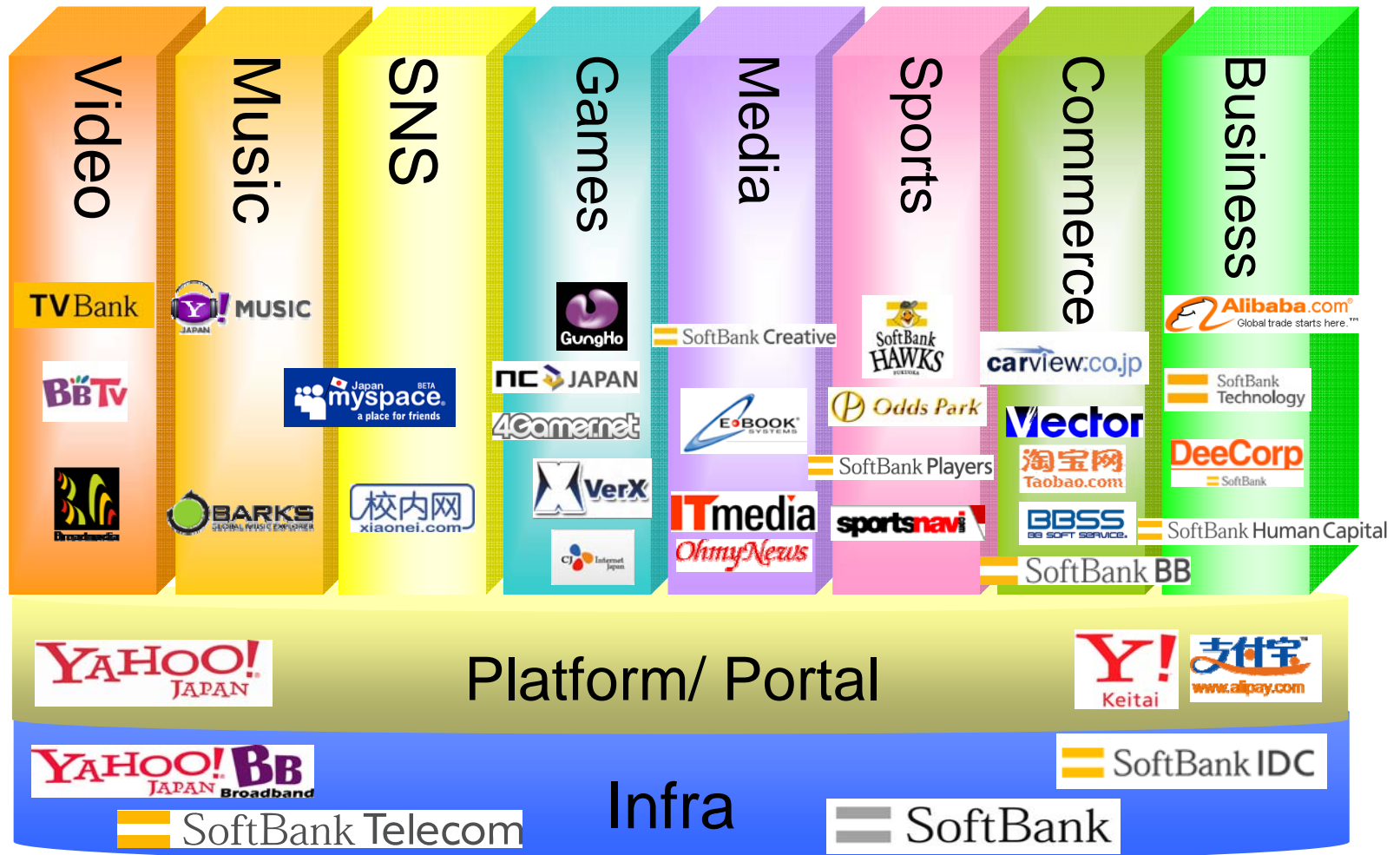
Display prevented due to protection of rights.

Source: Reuter
1 dollar = 108 JPY

Google's Business Model

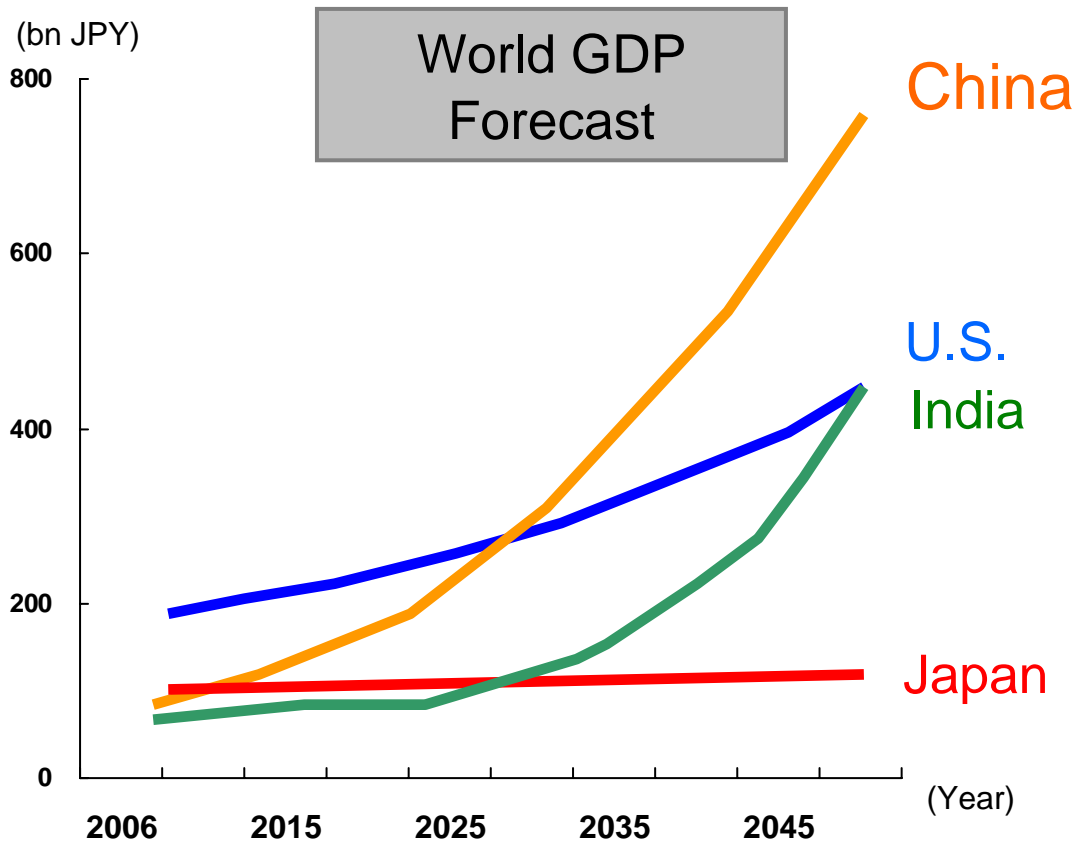


SOFTBANK'S Business Model



No. 1 Internet Company in Asia

China's GDP Becoming the Largest in the World



China and India GDP growth is dramatic

Display prevented due to protection of rights.

Source: Goldman Sachs, Global Economics Paper No: 153, March 28, 2007
 Converted at 1\$ = 108 ¥

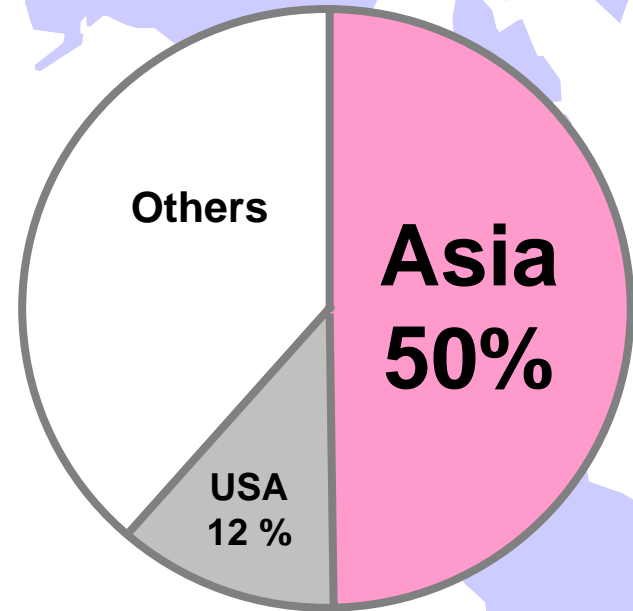
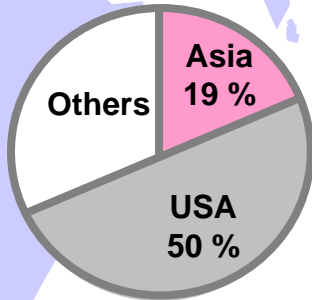
The Internet Focus is Shifting to Asia

World Internet Population and Comparison by Region

Display prevented due to protection of rights.

(2015)
Approx. 2.6bn people

(1998)
Approx. 190m people



Source: Euromonitor

No. 1 Internet Company in Asia

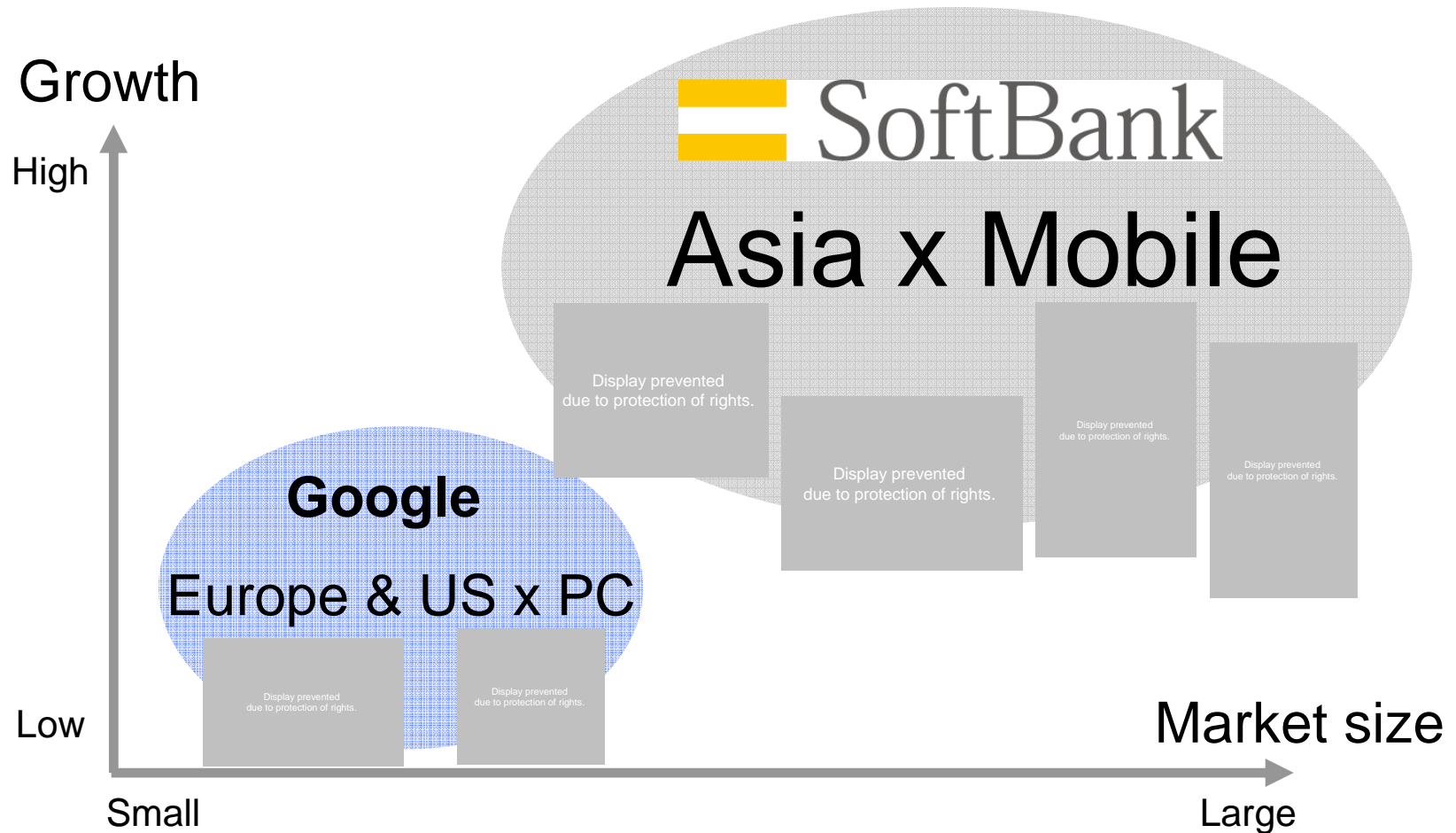
China

- 千橡互动 (Oak Pacific Interactive)
- 校内网 (xiaonei.com)
- Alibaba.com (Global trade starts here.™)
- 淘宝网 (Taobao.com)
- Alibaba Group
- 支付宝 (www.alipay.com)
- YAHOO! 雅虎
- alimama.com 阿里妈妈 (阿里巴巴旗下网站)
- 阿里软件 (Alisoft.com)

Japan

- Mector
- YAHOO! JAPAN
- carview.co.jp
- CU (サイバー大学)
- SoftBank Technology
- SoftBank
- ITmedia
- myspace.com Japan
- TVBank
- SoftBank HAWKS (YUKUOKA)
- Broadmedia
- GungHo (Online Entertainment, Inc.)

Entering the SOFTBANK Era



Mobile Internet No. 1

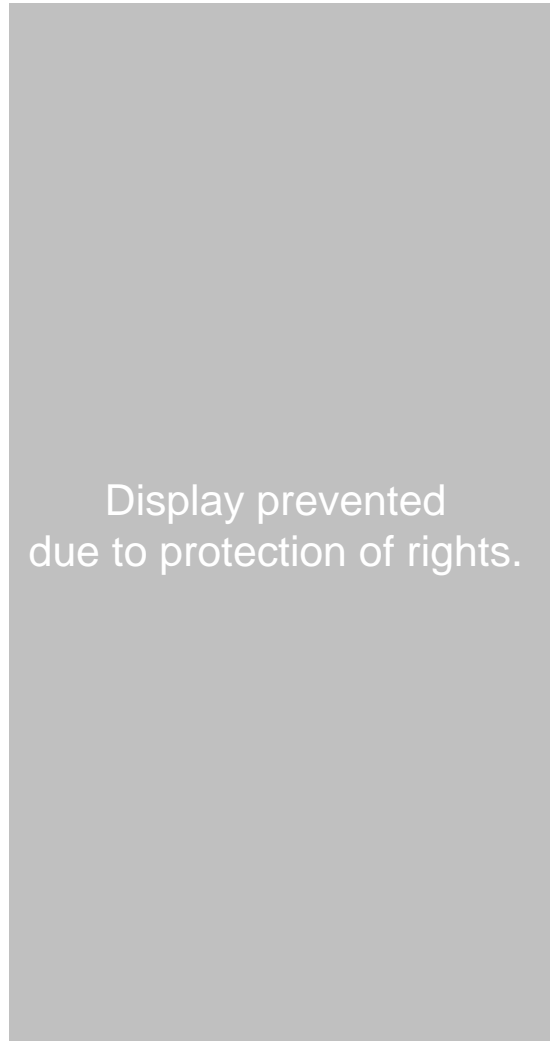
Internet in Asia No. 1

 SoftBank

iPhone 3G More Convenient

Three Announcements

1) Start Accepting Reservations

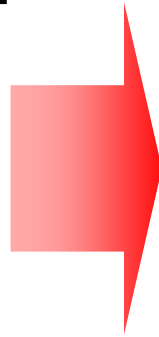


**From August 6th
2008 in stores
that offer iPhone 3G**

2) Unlimited Mail Storage Period*

Before revision

30 days



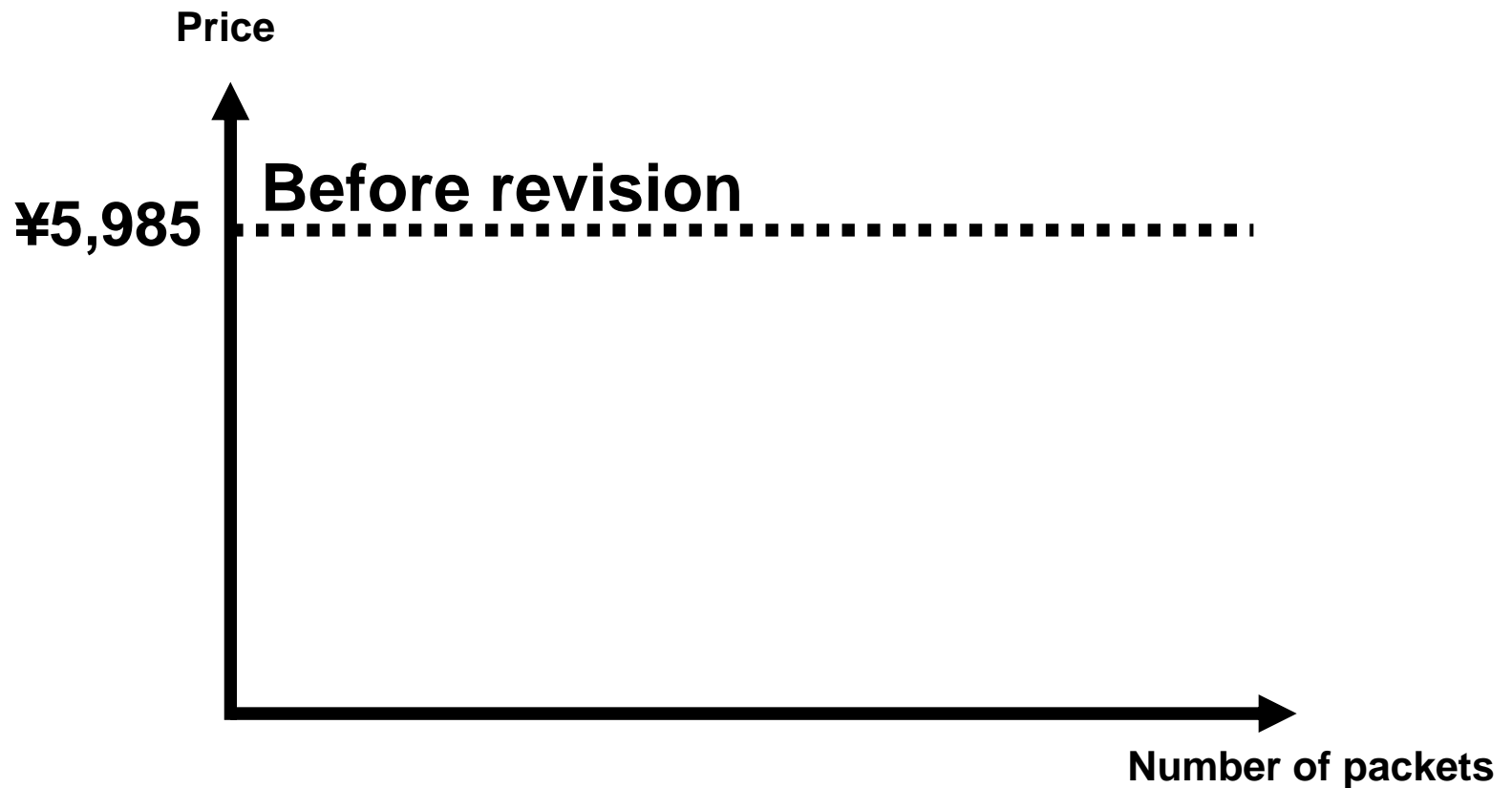
After revision

Unlimited

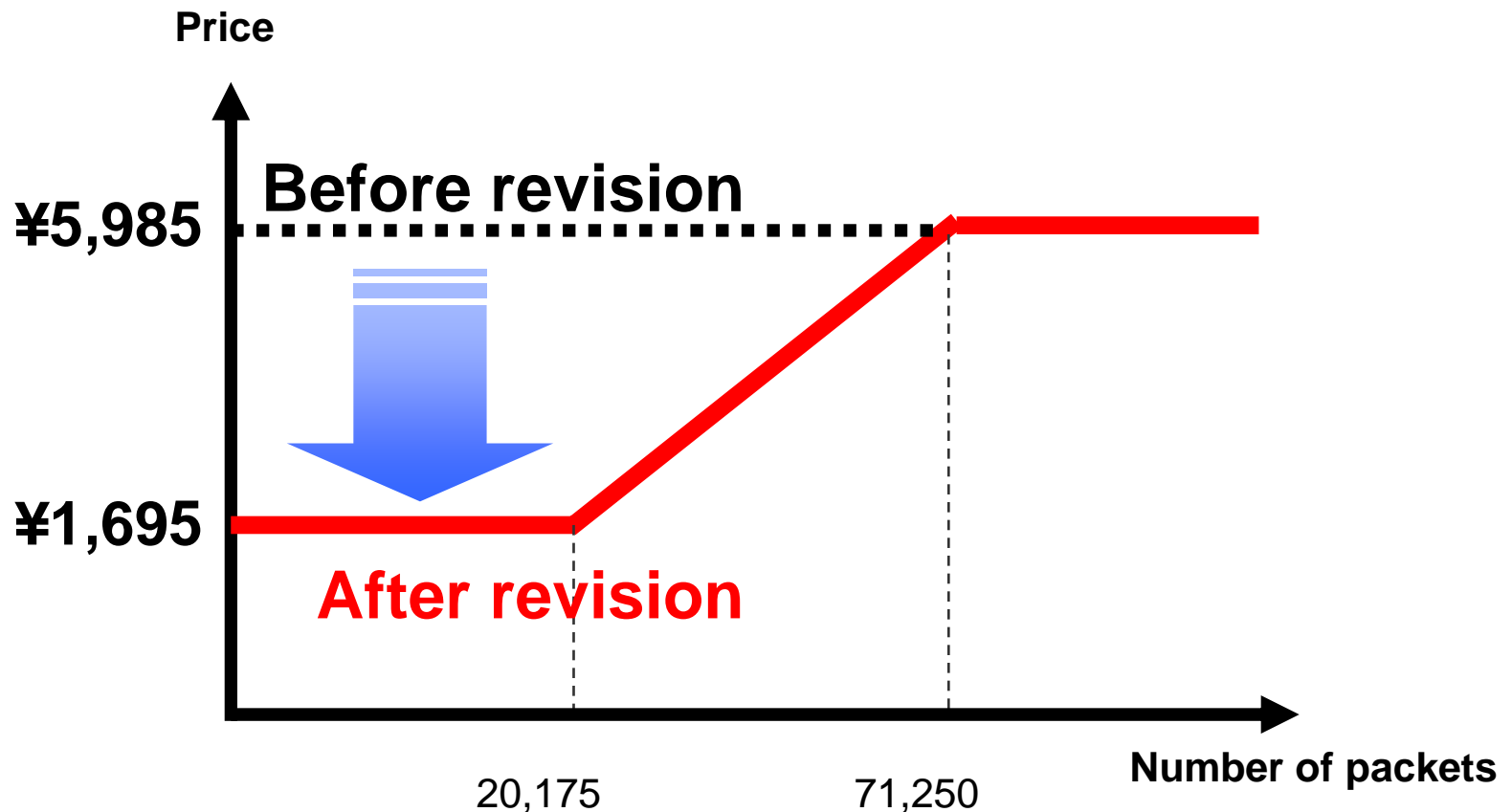
(Up to 5,000)

*E mail(i) mail storage period

3) Revision of Packet Flat-rate Full



3) Revision of Packet Flat-rate Full



Note: For customers who have already subscribed to Packet Flat-rate Full the revised pricing will be automatically applied from the usage of August 2008.

3) Monthly Minimum Charge

	Before	After
White Plan	980	980
Packet Flat-rate Full	5,985	1,695
S! Basic Pack	315	315
	¥7,280	¥2,990

Note:

For customers who have already subscribed to Packet Flat-rate Full the revised pricing will be automatically applied from the usage of August 2008.
 Packet Flat-rate Full monthly charge is ¥1695-¥5985



Lifestyle Company in the 21st Century



Broadband available to all living people everywhere



SOFTBANK'S Fundamental Management Policy



Endeavoring to benefit society and the economy and maximize enterprise value by fostering the sharing of wisdom and knowledge gained through the IT revolution



www.softbank.co.jp

•This presentation contains forward-looking statements including statements regarding future events, future strategies or future performance of SOFTBANK CORP. that involves risks or uncertainties. In evaluating these statements, a recipient thereof should specifically consider various factors that could cause actual events or results to differ materially from those indicated, including without limitation; continuing decline in the general economic conditions, general market conditions, customer demand for products and services, increased competition, inherent risk in the international operations and other important factors.

•The names of the products and services used in this presentation are trademarks or registered trademarks of the respective companies.

FY2008/Q1 Appendix to the Earnings Results

(Amounts less than one billion yen are omitted. / Net Sales to external customers)

Business segment	unit	FY2006				FY2007				FY2008	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	
Mobile Communications (*1) (Core company : SOFTBANK MOBILE Corp.)	Net sales	bn JPY	231.5	350.3	426.6	422.2	389.0	419.8	403.1	406.8	370.6
	Operating income	bn JPY	27.2	29.3	56.9	42.2	43.5	50.6	53.7	26.5	44.2
	EBITDA	bn JPY	55.8	73.6	104.0	87.9	92.4	104.0	108.3	80.6	99.5
	Operating margin	%	11.7%	8.3%	13.2%	9.9%	11.1%	12.0%	13.2%	6.5%	11.9%
	EBITDA margin	%	24.0%	20.9%	24.2%	20.6%	23.6%	24.6%	26.7%	19.7%	26.7%
	Total number of subscribers	thousand	15,240	15,307	15,497	15,909	16,441	17,053	17,614	18,586	19,112
Broadband Infrastructure (Core company : SOFTBANK BB Corp.)	Net sales	bn JPY	62.7	64.6	65.3	65.9	64.3	62.4	62.8	61.7	58.7 (*2)
	Operating (loss) income	bn JPY	5.4	6.1	7.7	7.3	8.6	10.3	11.3	9.4	10.4 (*2)
	Impact of the sale of the ADSL modem rental business	bn JPY	(0.8)	(0.1)	(0.4)	+0.3	(0.9)	(0.3)	+0.1	+0.0	(0.8)
	Operating income excluding the impact of the sale of the ADSL modem rental business	bn JPY	6.3	6.3	8.1	7.0	9.5	10.7	11.1	9.2	11.2
	EBITDA	bn JPY	11.8	12.6	15.4	15.7	15.9	17.5	18.5	18.2	16.3
	Operating margin	%	8.7%	9.4%	11.5%	10.9%	13.2%	16.1%	17.6%	14.7%	17.4%
	Operating margin excluding the impact of the sale of the ADSL modem rental business	%	9.4%	9.2%	11.5%	10.0%	13.8%	15.9%	16.8%	14.0%	18.0% (*2)
	EBITDA margin	%	18.7%	19.2%	22.9%	23.2%	24.3%	27.3%	28.9%	28.6%	27.3%
Number of Yahoo! BB ADSL lines installed	thousand	5,089	5,146	5,161	5,164	5,134	5,042	4,943	4,809	4,653	
Fixed-line Telecommunications (*3) (Core company : SOFTBANK TELECOM Corp.)	Net sales	bn JPY	81.8	84.3	81.4	84.4	77.8	80.0	78.4	88.4	78.1
	Operating (loss) income	bn JPY	1.2	(0.9)	(2.6)	(0.6)	(0.1)	0.4	1.3	1.6	0.7
	EBITDA	bn JPY	12.6	10.2	8.9	10.7	11.1	11.3	12.4	13.0	12.2
	Operating margin	%	1.4%	-	-	-	-	0.5%	1.5%	1.6%	0.9%
	EBITDA margin	%	14.3%	11.0%	9.5%	10.9%	12.3%	12.5%	13.8%	13.2%	13.8%
	number of lines installed for direct connection voice services (*3)	thousand	1,020	1,077	1,136	1,221	1,257	1,315	1,351	1,401	1,443
Internet Culture (Core company : Yahoo Japan Corporation)	Net sales	bn JPY	44.4	45.2	49.4	52.3	51.8	56.9	65.1	69.8	61.5
	Operating income	bn JPY	21.6	22.7	25.0	27.1	27.1	27.7	28.8	31.4	30.5
	EBITDA	bn JPY	23.9	25.2	27.6	29.4	29.6	30.5	31.7	34.5	33.0
	Operating margin	%	48.5%	48.7%	50.0%	51.5%	51.4%	48.2%	43.4%	44.5%	49.0%
	EBITDA margin	%	53.6%	54.1%	55.2%	55.7%	56.1%	53.1%	47.7%	48.9%	53.1%
e-Commerce	Net sales	bn JPY	55.8	61.1	61.2	78.5	58.2	60.2	65.5	71.6	59.6 (*4)
	Operating income	bn JPY	1.4	1.3	2.0	1.8	1.1	0.9	0.8	0.2	1.0
Others	Net sales	bn JPY	17.6	20.1	18.0	18.1	21.7	22.1	18.8	18.9	18.4
	Operating (loss) income	bn JPY	(0.7)	0.5	(4.0)	(0.5)	(0.6)	0.0	(2.6)	(1.8)	(0.7)
Elimination or corporate		bn JPY	(2.0)	(1.0)	(0.3)	(3.5)	(0.9)	(1.2)	(1.0)	(3.3)	(1.2)
Total	Net sales	bn JPY	494.2	625.9	702.1	721.8	663.0	701.6	694.0	717.4	647.2
	Operating (loss) income	bn JPY	54.3	58.1	84.7	73.7	78.7	89.0	92.4	64.0	85.0
	EBITDA	bn JPY	104.3	124.0	154.0	143.0	149.7	164.4	169.4	142.9	161.4
	Operating margin	%	11.0%	9.3%	12.1%	10.2%	11.9%	12.7%	13.3%	8.9%	13.1%
	EBITDA margin	%	21.1%	19.8%	21.9%	19.8%	22.6%	23.4%	24.4%	19.9%	24.9%

*1 : SOFTBANK CORP. ("SOFTBANK") acquired SOFTBANK MOBILE Corp. (former Vodafone K.K., "SOFTBANK MOBILE") in April 2006, and the Mobile Communications business segment was established at this time.
The financial results of SOFTBANK MOBILE were consolidated from May 2006 on.

*2 : SOFTBANK sold the ADSL modem rental business in December 2005, therefore the modem rental fee revenue has decreased. However, through the subcontract with BB Modem Rental Inc., commission fee revenue occurs.
The "Impact of the sale of the ADSL modem rental business" is based on management accounting, not on financial accounting.

*3 : SOFTBANK TELECOM started the "Otoku-line" direct fixed-line voice service. In June 2006, SOFTBANK TELECOM acquired the direct connection voice services of HEISEI DENDEN CO., LTD.

*4 : SOFTBANK applied the "Practical solution on accounting for revenue recognition of software" from FY2006/Q1.