



**Earnings Results
for the Six-month Period
Ended September 30, 2010
(April to September 2010)**

**October 28, 2010
SOFTBANK CORP.**

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*Please refer to the last page for details relating to the application of new accounting standards, definition of terms, trademarks and registered trademarks used in this material.

Highlights

Record High Revenue and Profit

- 1) Operating income exceeds JPY 300.0bn,
record high for 5 consecutive periods**
- 2) Mobile Communications continues to thrive
net additions increased 2.3-fold**

Consolidated Earnings Results

Summary of Consolidated Earnings Results


(bn JPY)

	FY09/H1 (Apr. - Sept. '09)	FY10/H1 (Apr. - Sept. '10)	Increment	YoY
Net sales	1,349.2	1,465.0	+115.7	109%
EBITDA	387.1	459.3	+72.2	119%
Operating income	230.6	315.5	+84.8	137%
Ordinary income	173.5	253.8	+80.3	146%
Net income	70.7	76.8	+6.0	109%

Competitors' Comparison

(FY10/H1 YoY)

(bn JPY)

	 SoftBank	KDDI	NTT DOCOMO
Consolidated net sales (YoY)	+115.7	(4.6)	(7.6)
Consolidated operating income (YoY)	+84.8	(3.1)	46.2

Revenue and profit
increase

Revenue and profit
decrease

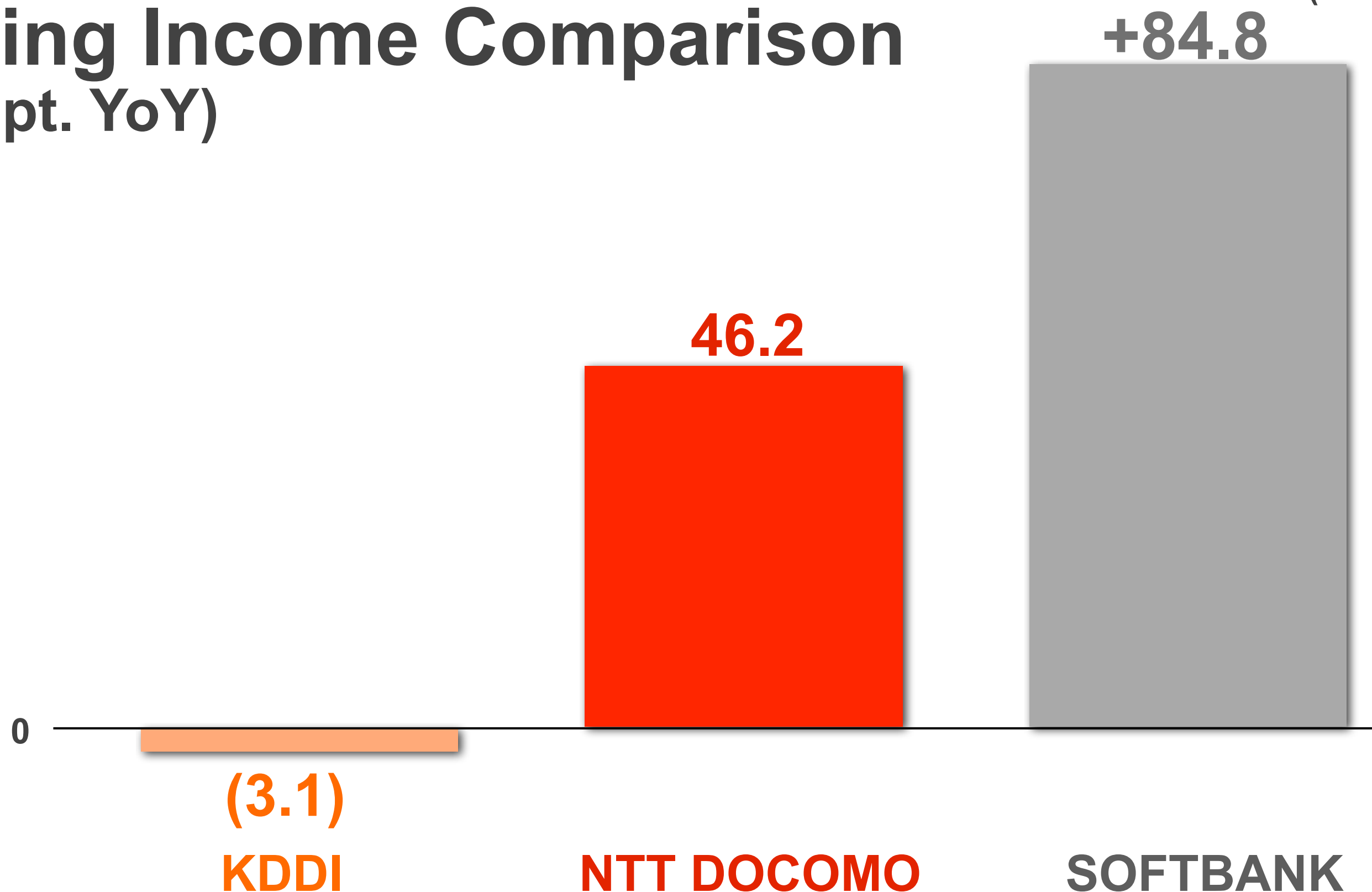
Revenue decrease and
profit increase

*Created by SOFTBANK CORP. based on respective companies' publicly available information.

Operating Income Comparison

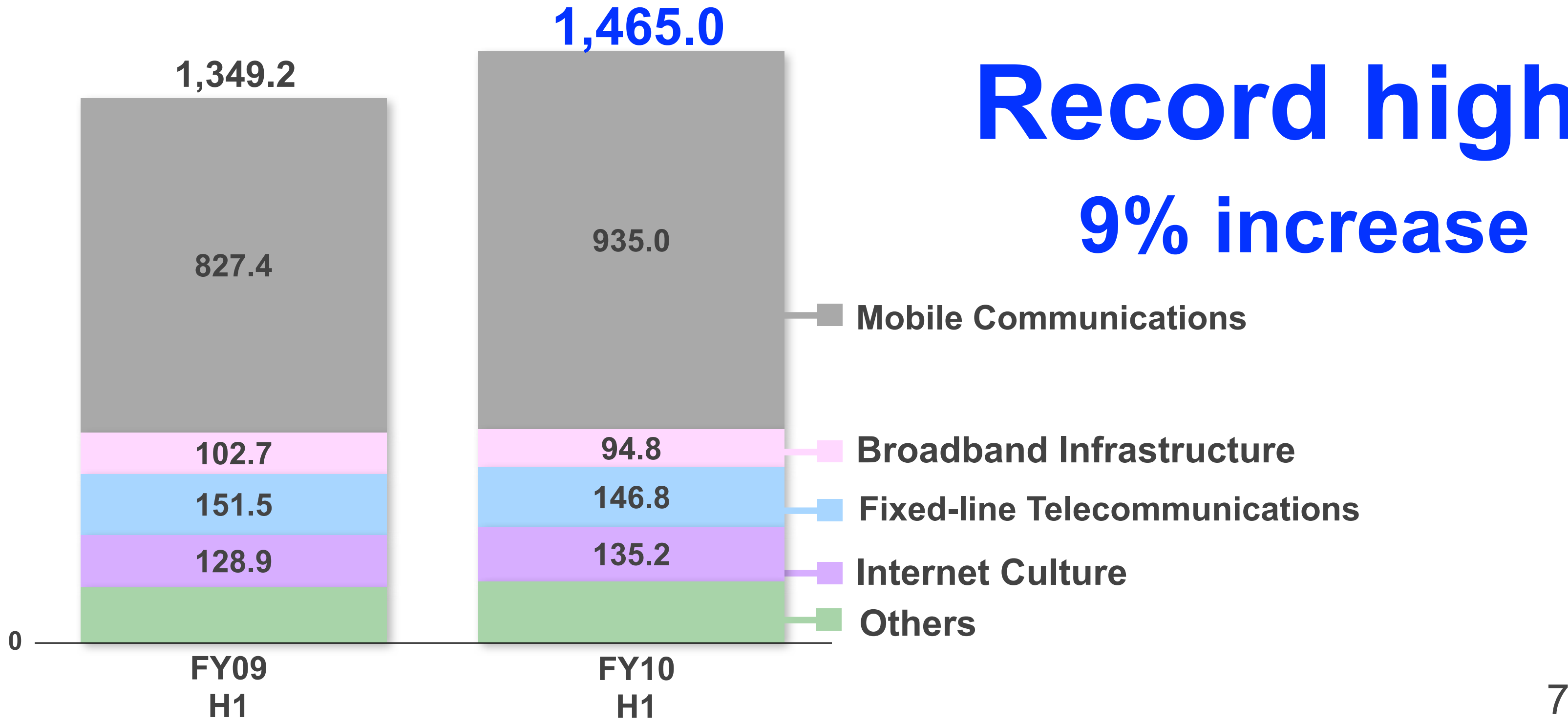
(Apr. - Sept. YoY)

(bn JPY)



Consolidated Net Sales (Apr. - Sept.)

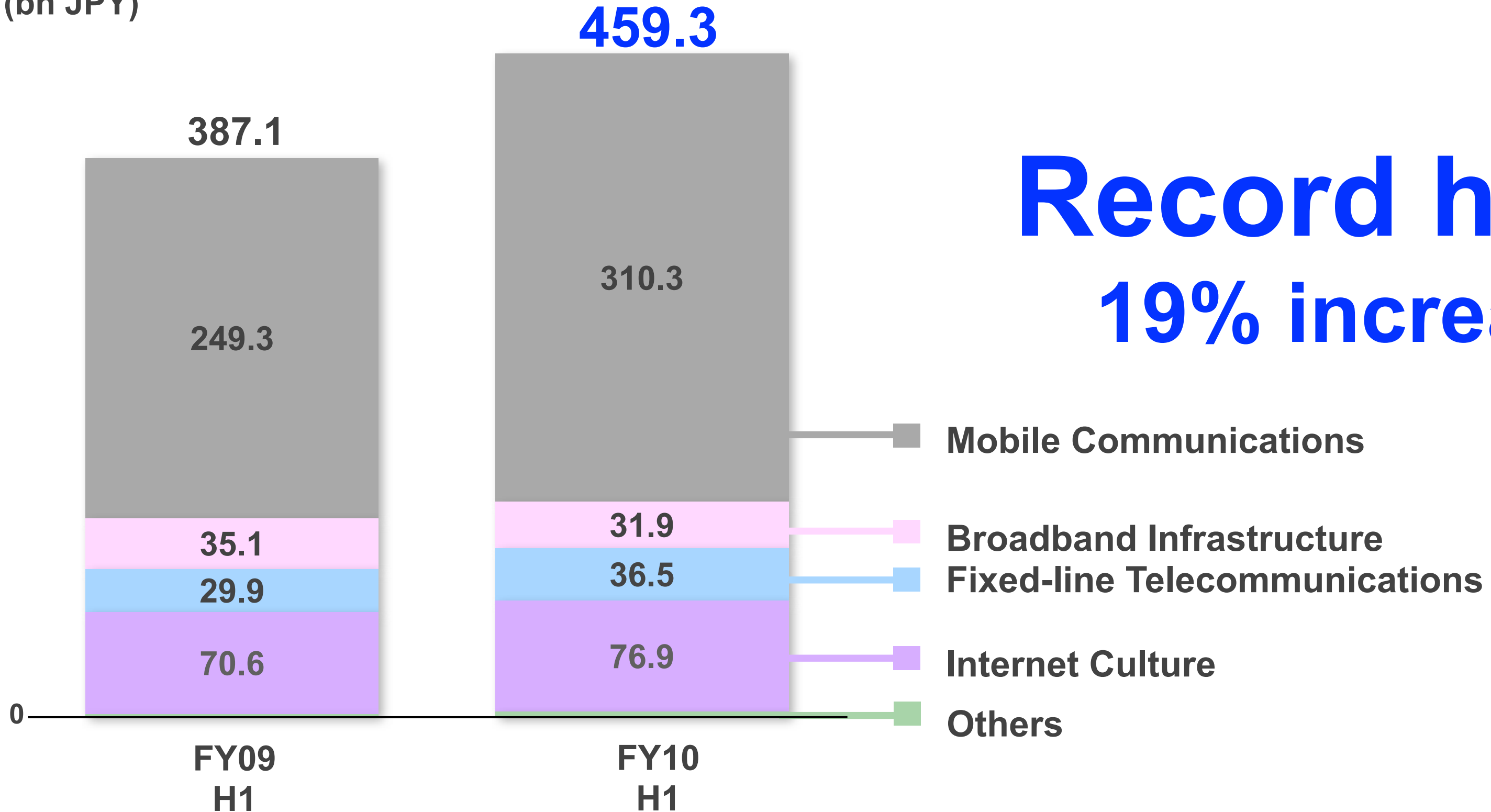
(bn JPY)



*The figures for each segment exclude the amounts of inter-segment sales and transfers.

Consolidated EBITDA (Apr. - Sept.)

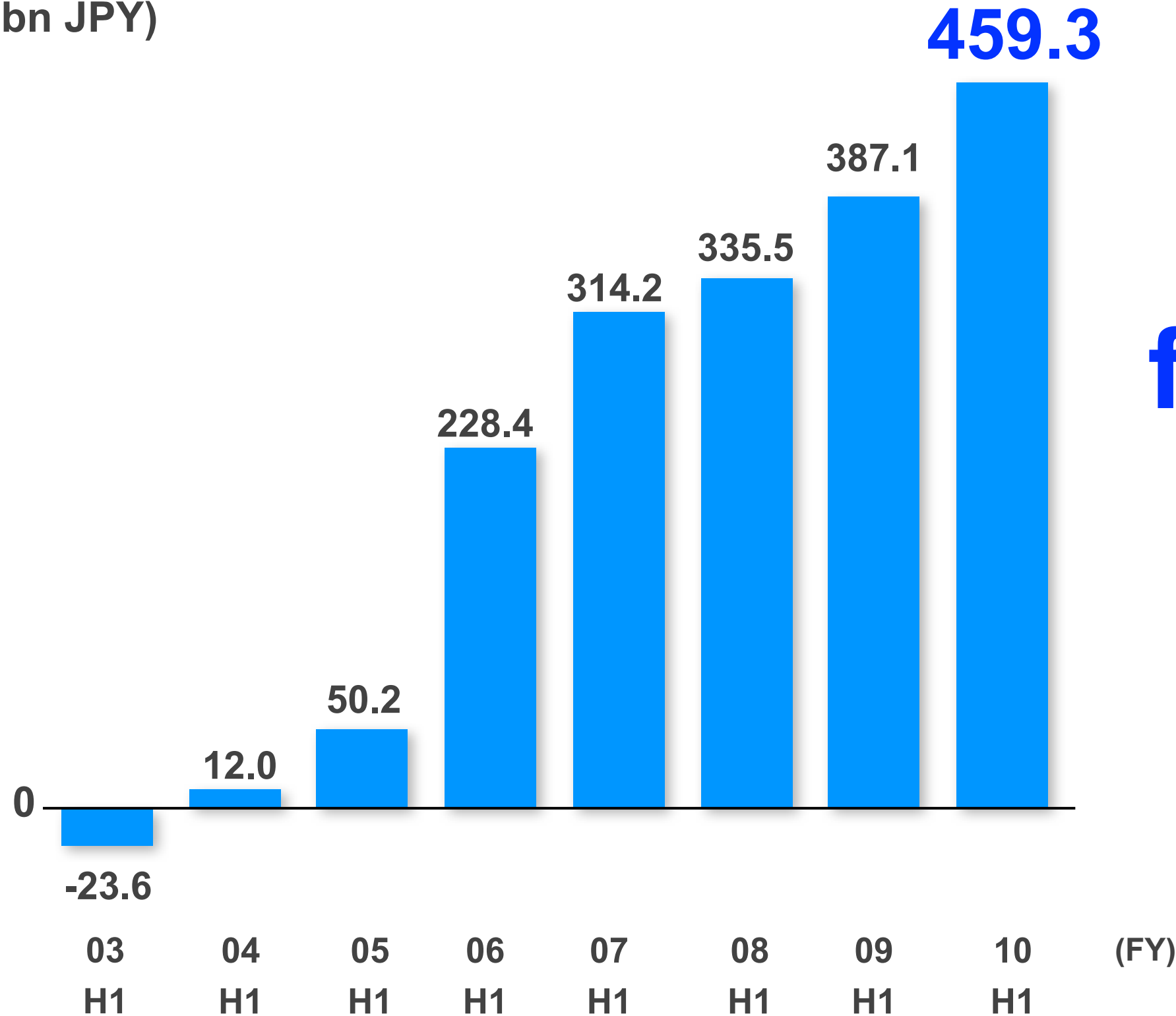
(bn JPY)



Record high
19% increase

Consolidated EBITDA (Apr. - Sept.)

(bn JPY)

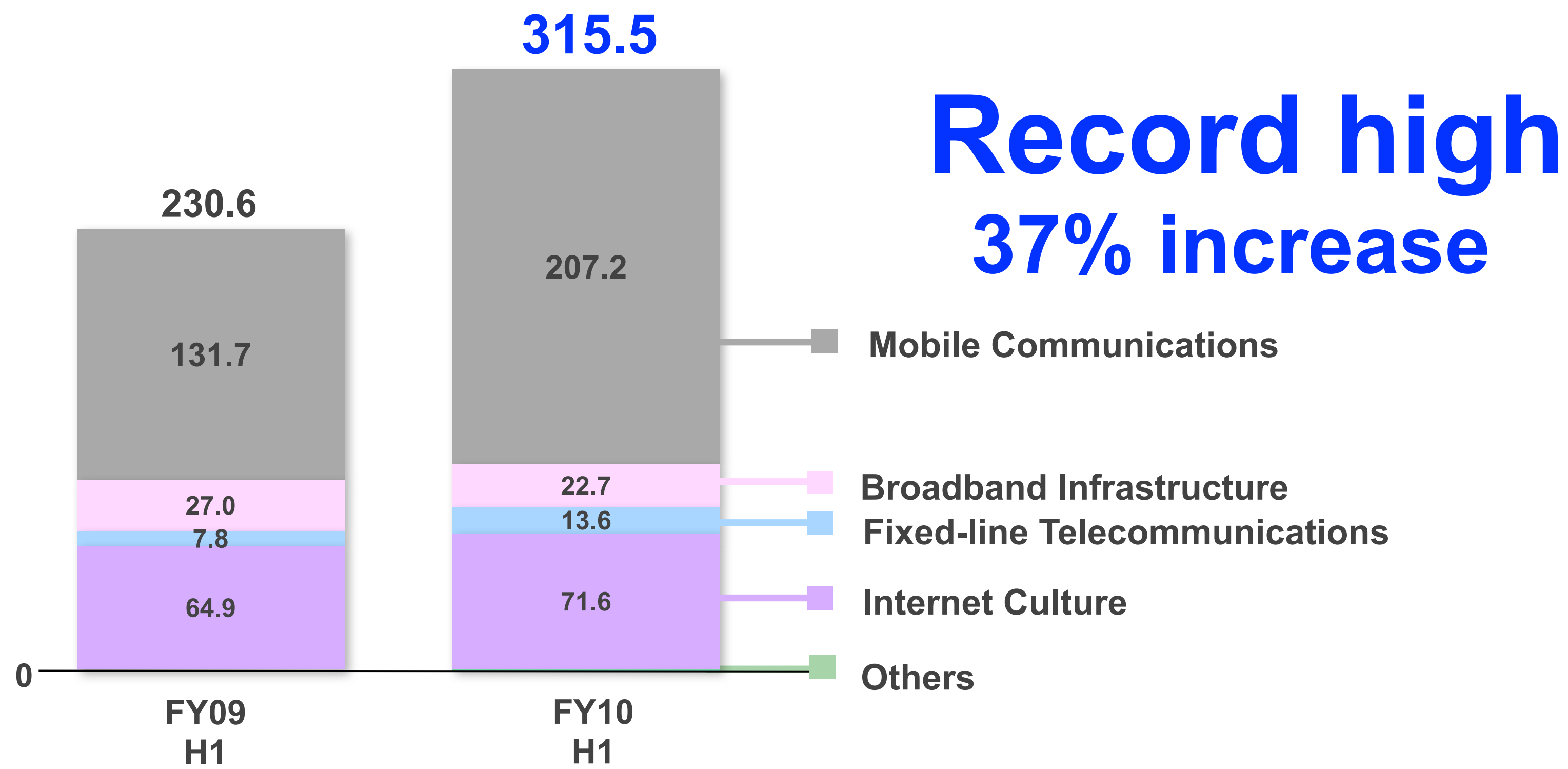


**Record high
for 7 consecutive
periods**

19% increase

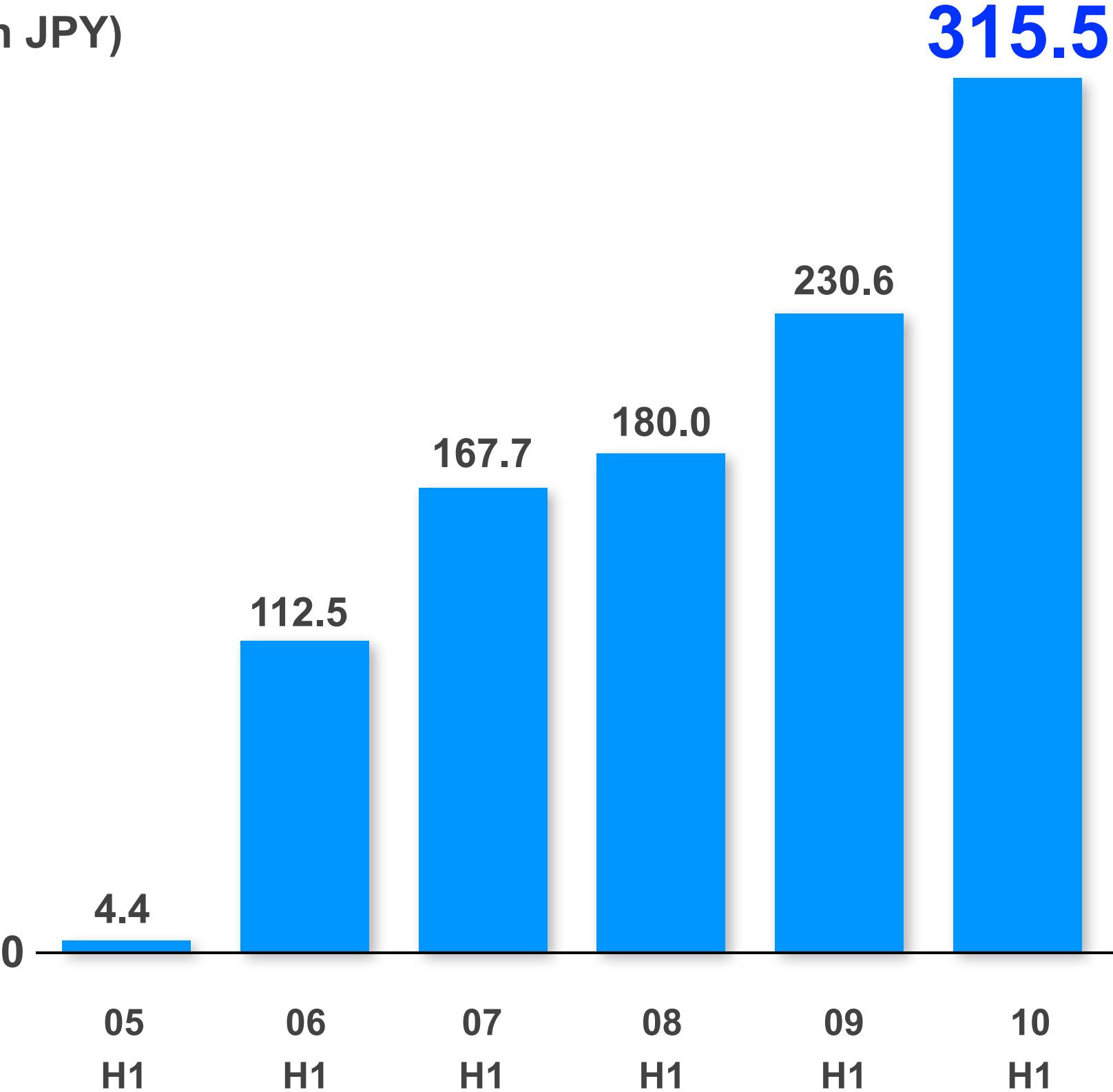
Consolidated Operating Income (Apr. - Sept.)

(bn JPY)



Consolidated Operating Income (Apr. - Sept.)

(bn JPY)

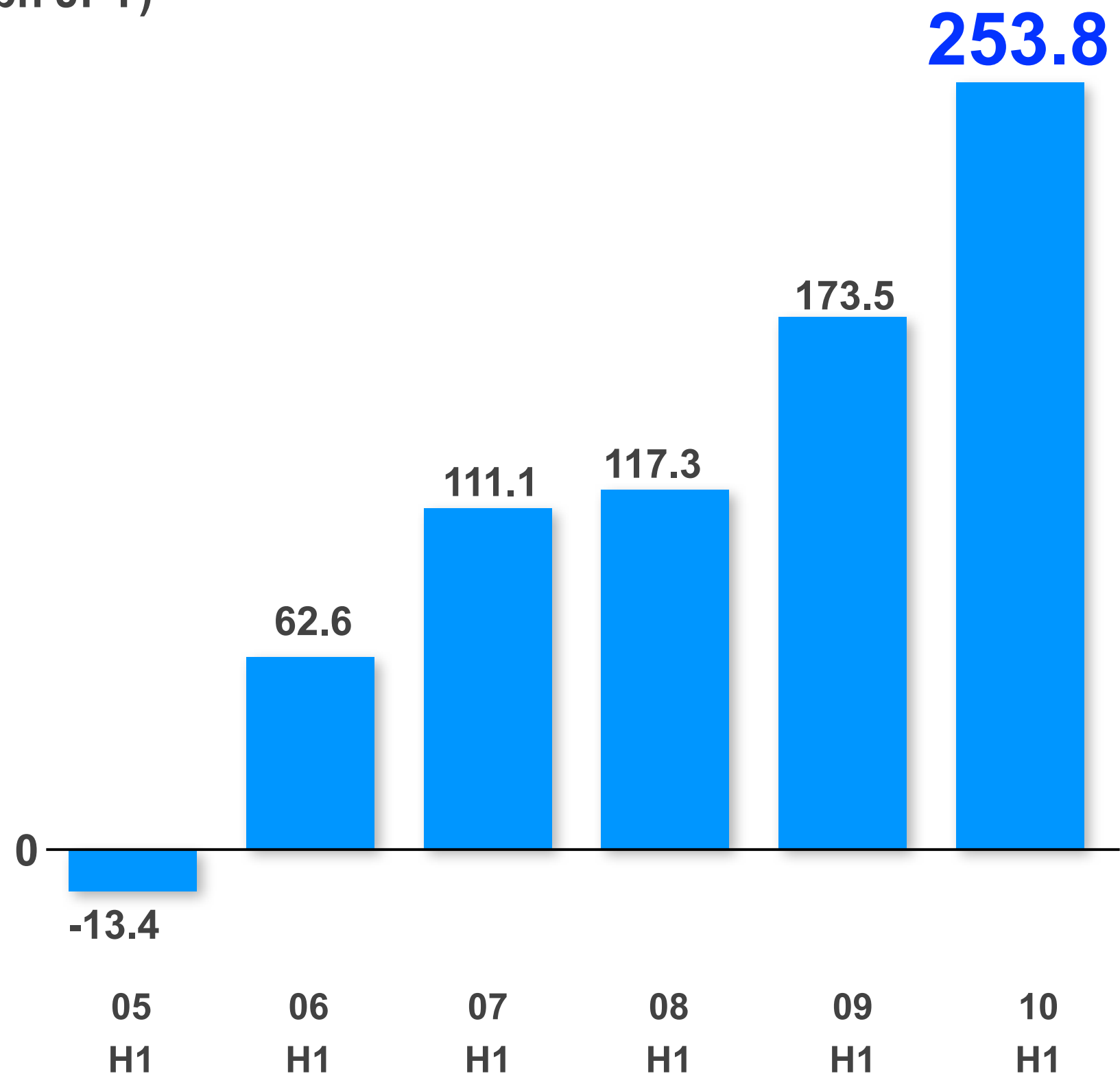


**Record high for
5 consecutive
periods**

37% increase

Consolidated Ordinary Income (Apr. - Sept.)

(bn JPY)



**Record high for
5 consecutive
periods**

46% increase

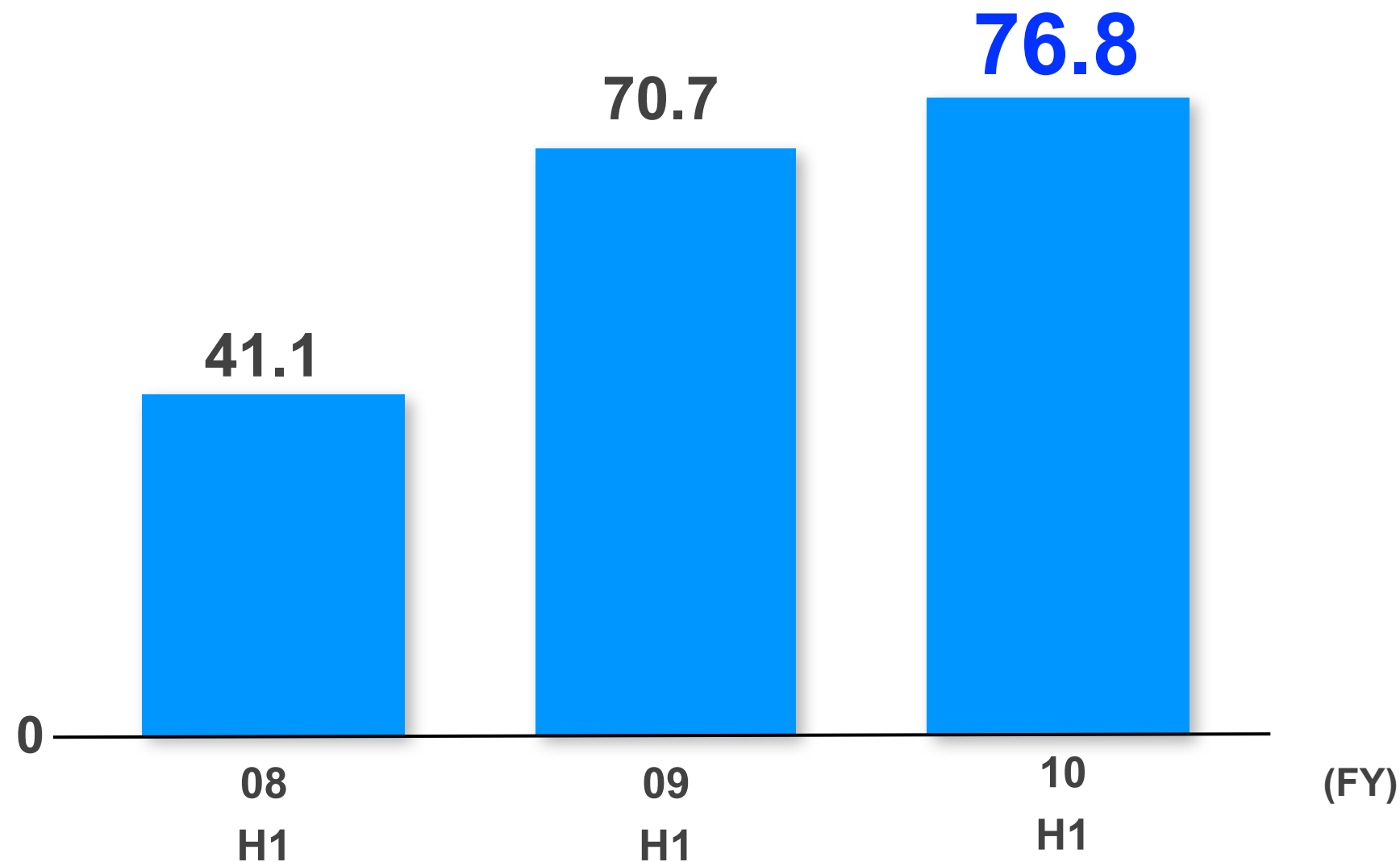
Consolidated Ordinary Income/Net Income

(bn JPY)

	FY09/H1 (Apr. - Sept. '09)	FY10/H1 (Apr. - Sept. '10)	Notes
Ordinary income	173.5	253.8	
Special income/loss (net)	3.2	(7.3)	Asset retirement obligations, etc.
Income before income taxes and minority interests	176.8	246.5	
Income tax: Current	48.8	95.7	
Income tax: Correction	-	26.4	Yahoo Japan
Income tax: Deferred	34.7	18.5	SOFTBANK MOBILE etc.
Net income before minority interests adjustment	-	105.8	
Minority interests	22.5	29.0	Yahoo Japan etc.
Net income	70.7	76.8	

Consolidated Net Income (Apr. - Sept.)

(bn JPY)

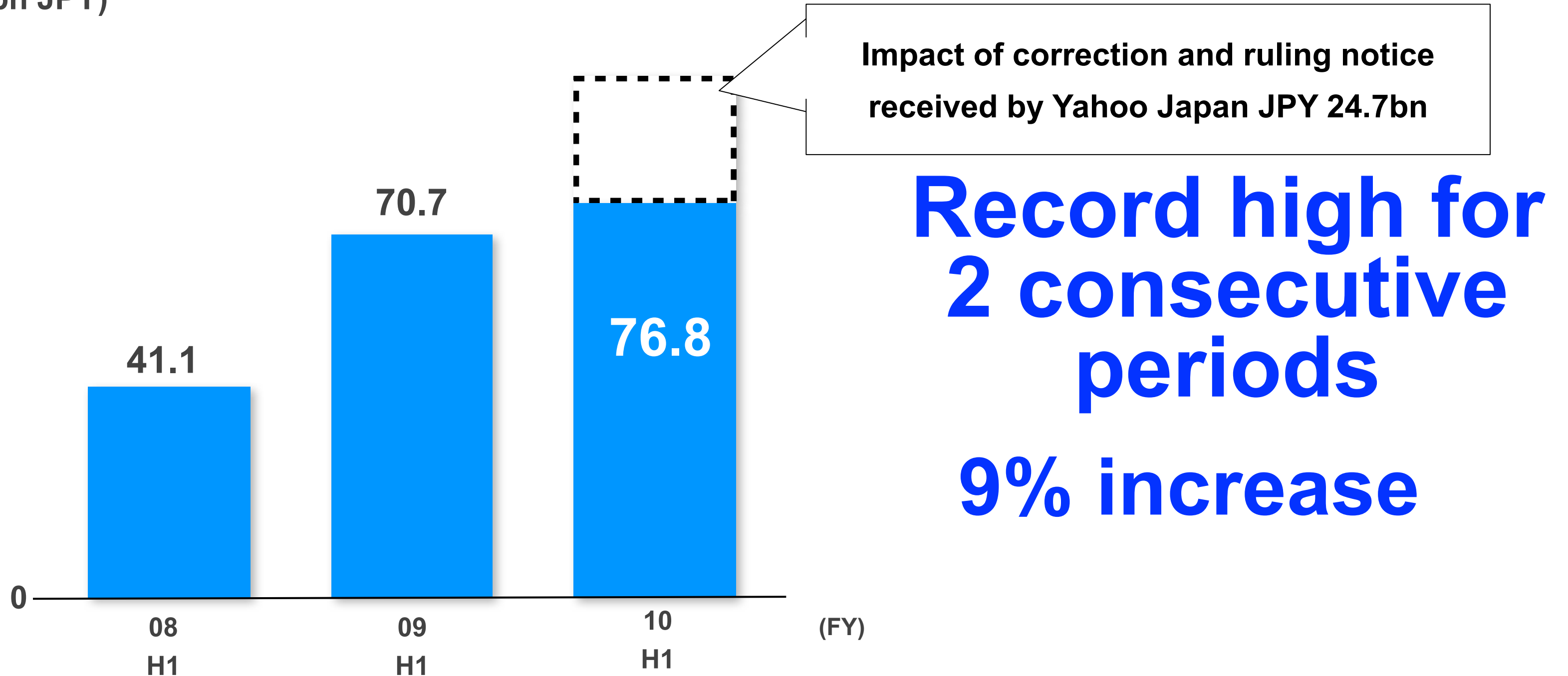


**Record high for
2 consecutive
periods**

9% increase

Consolidated Net Income (Apr. - Sept.)

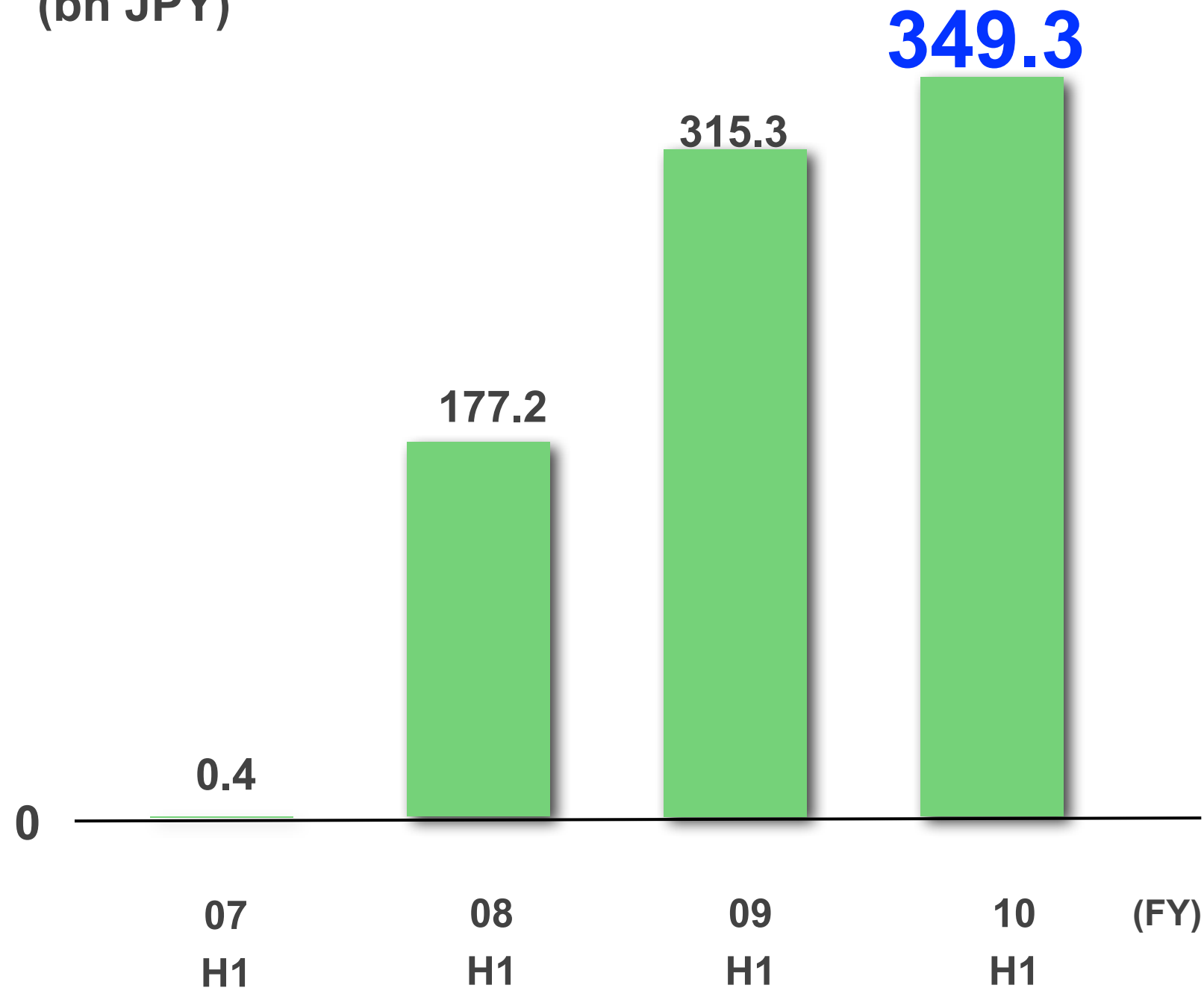
(bn JPY)



Financial Status

Consolidated Operating Cash Flow (Apr. - Sept.)

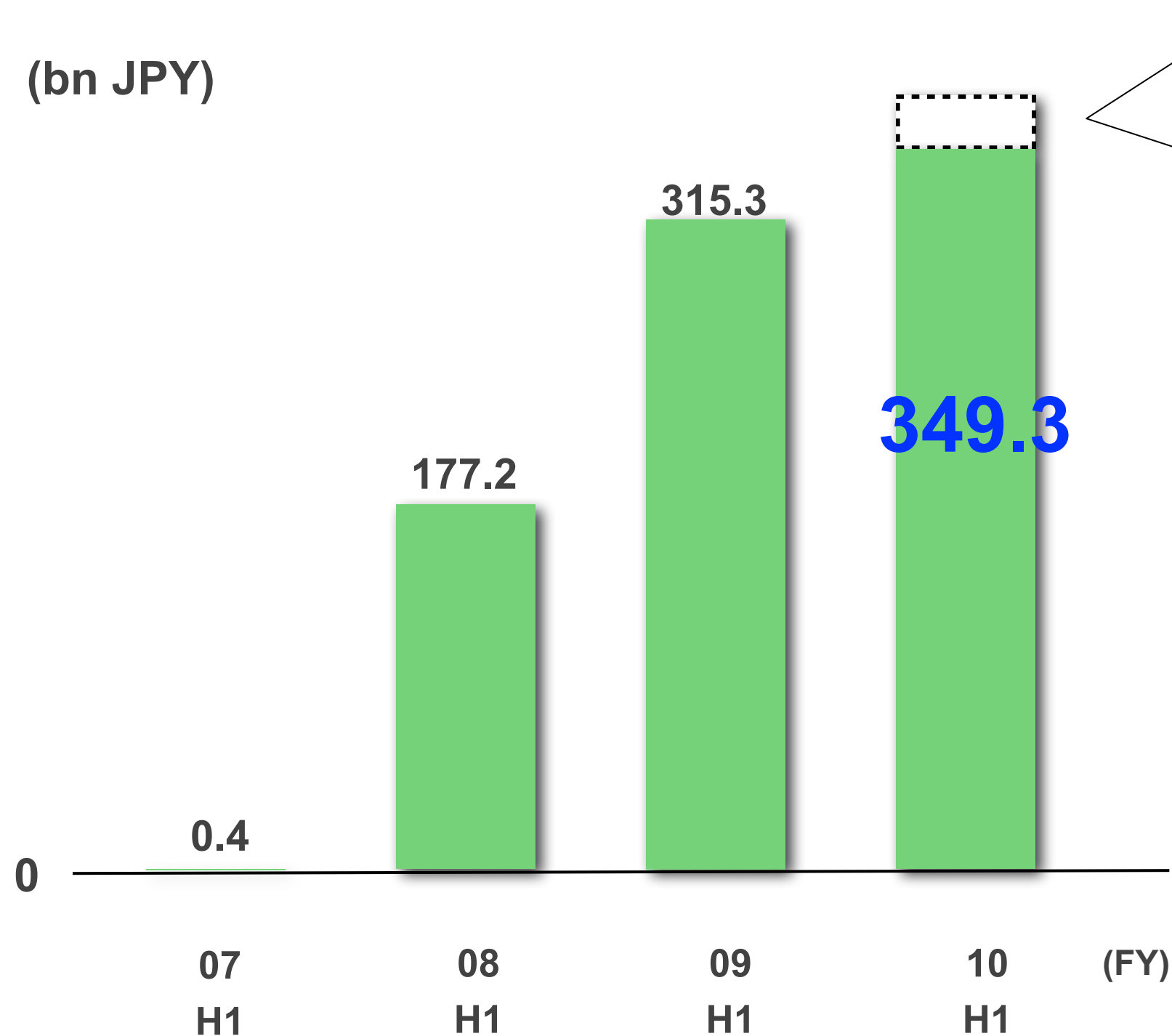
(bn JPY)



**Record high for
2 consecutive
periods**
11% increase

Consolidated Operating Cash Flow (Apr. - Sept.)

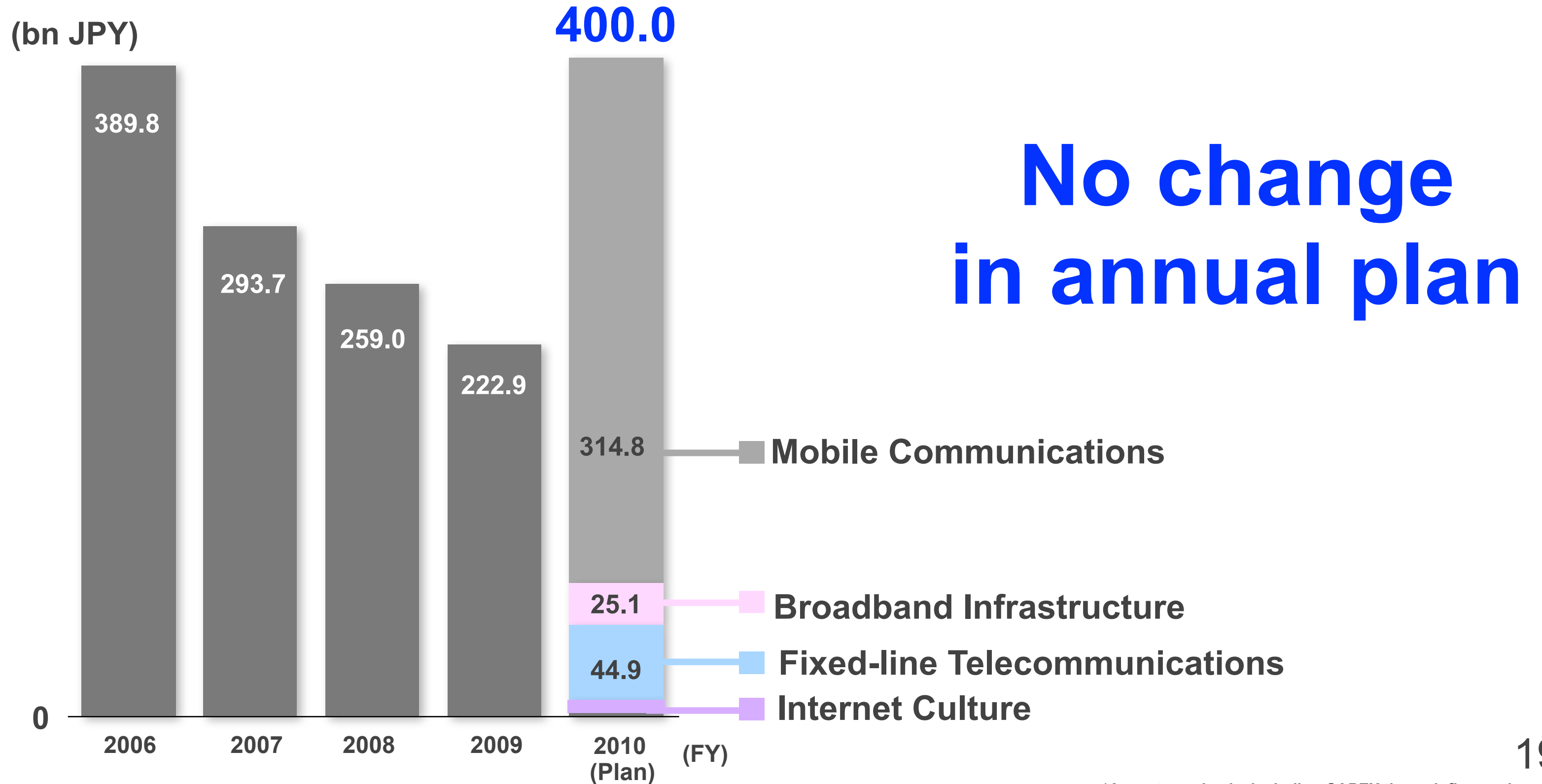
(bn JPY)



Impact of correction and ruling notice
received by Yahoo Japan JPY 26.4bn

**Record high for
2 consecutive
periods
11% increase**

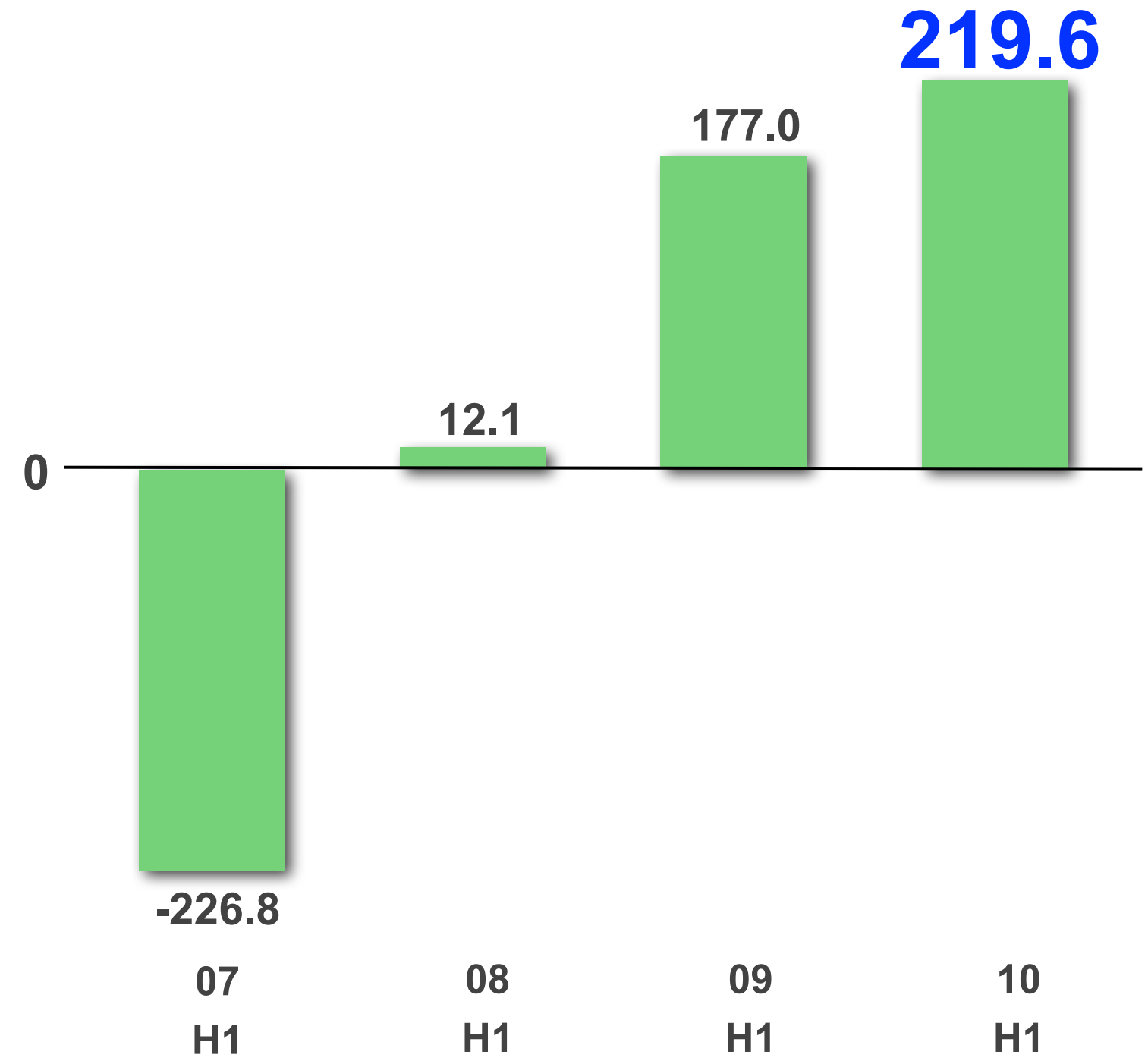
Consolidated CAPEX



*Acceptance basis, including CAPEX through finance leases.

Consolidated Free Cash Flow (Apr. - Sept.)

(bn JPY)

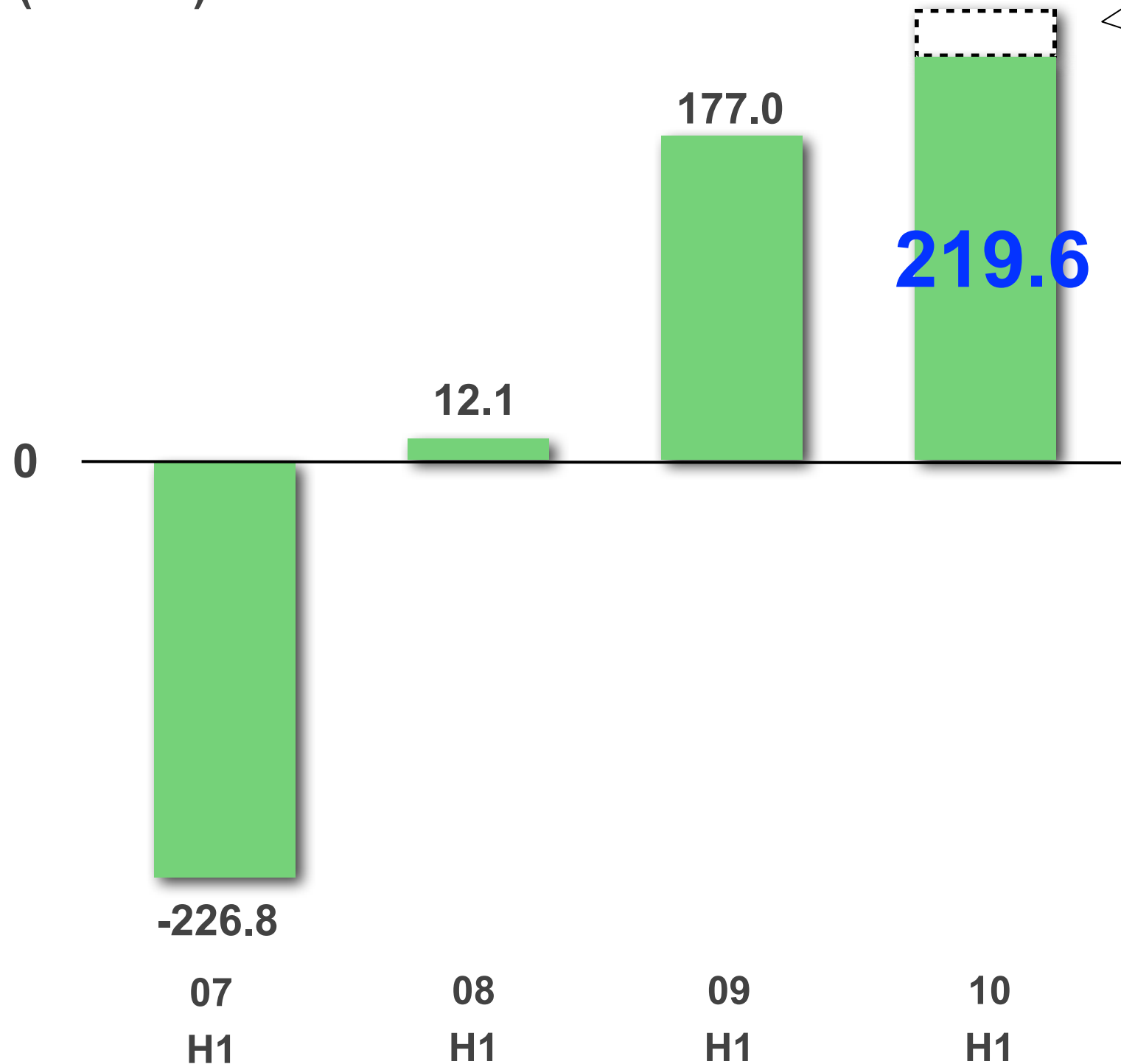


**Record high for
2 consecutive
periods**

24% increase

Consolidated Free Cash Flow (Apr. - Sept.)

(bn JPY)

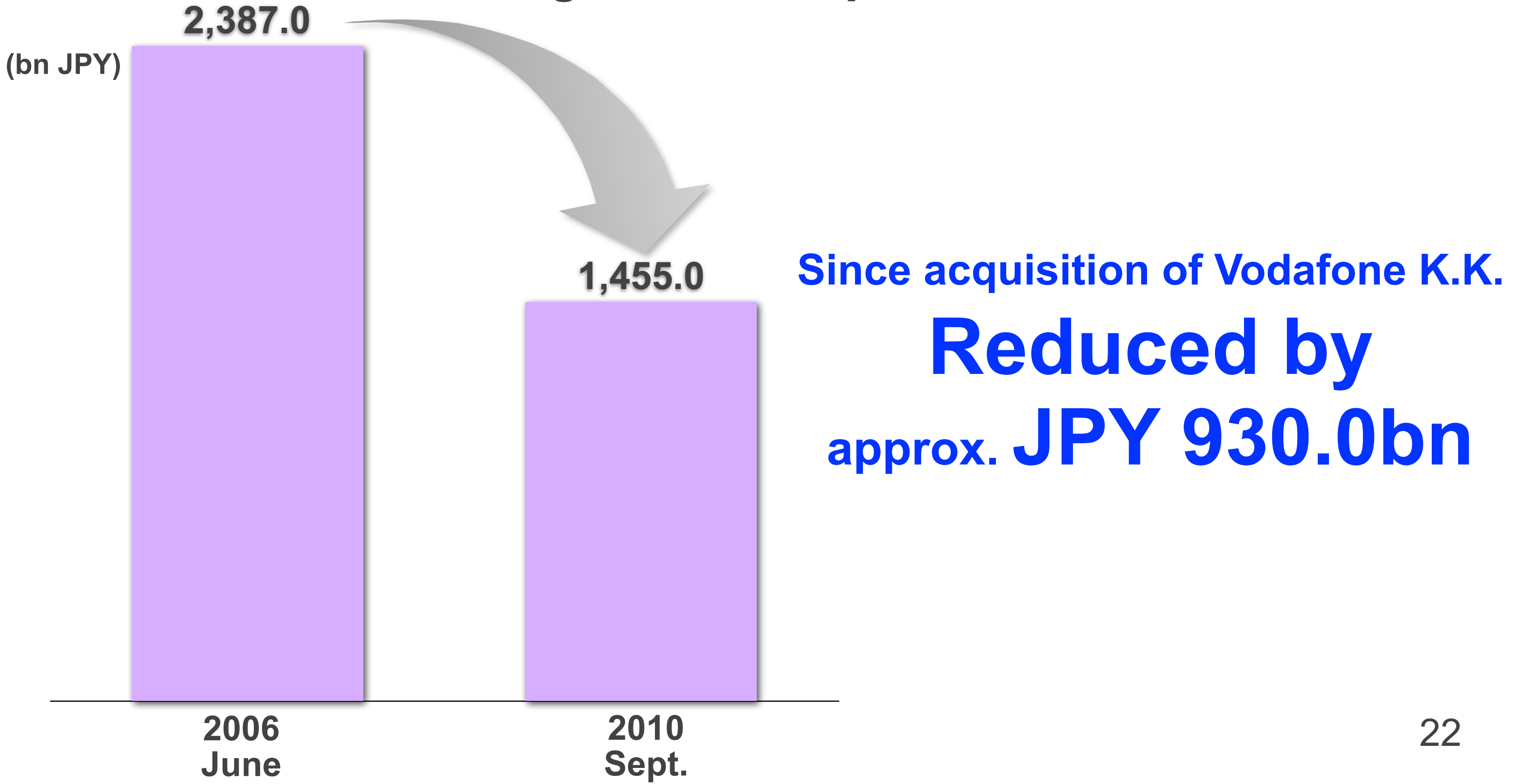


Impact of correction and ruling notice
received by Yahoo Japan JPY 26.4bn

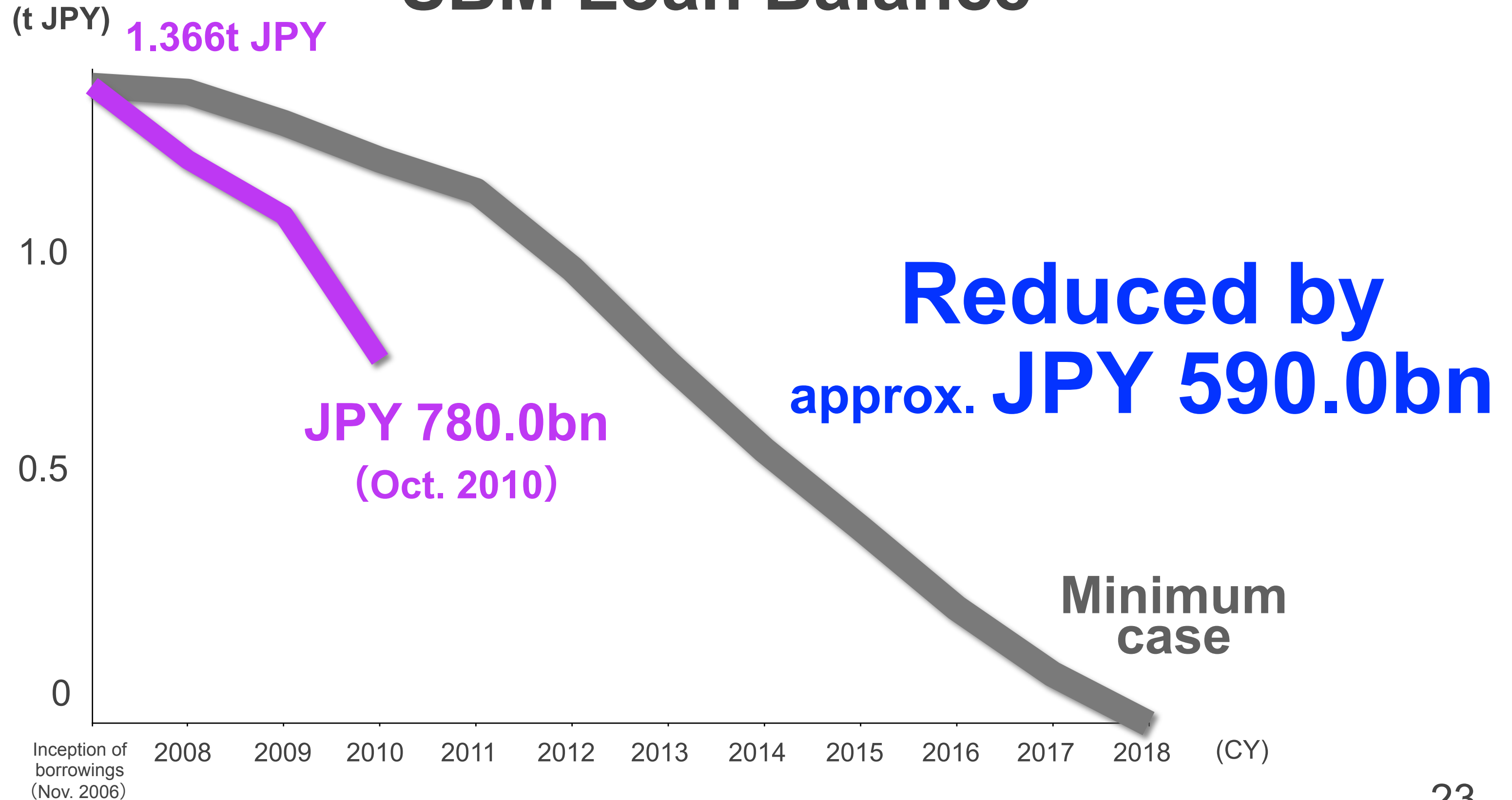
**Record high for
2 consecutive
periods**

24% increase

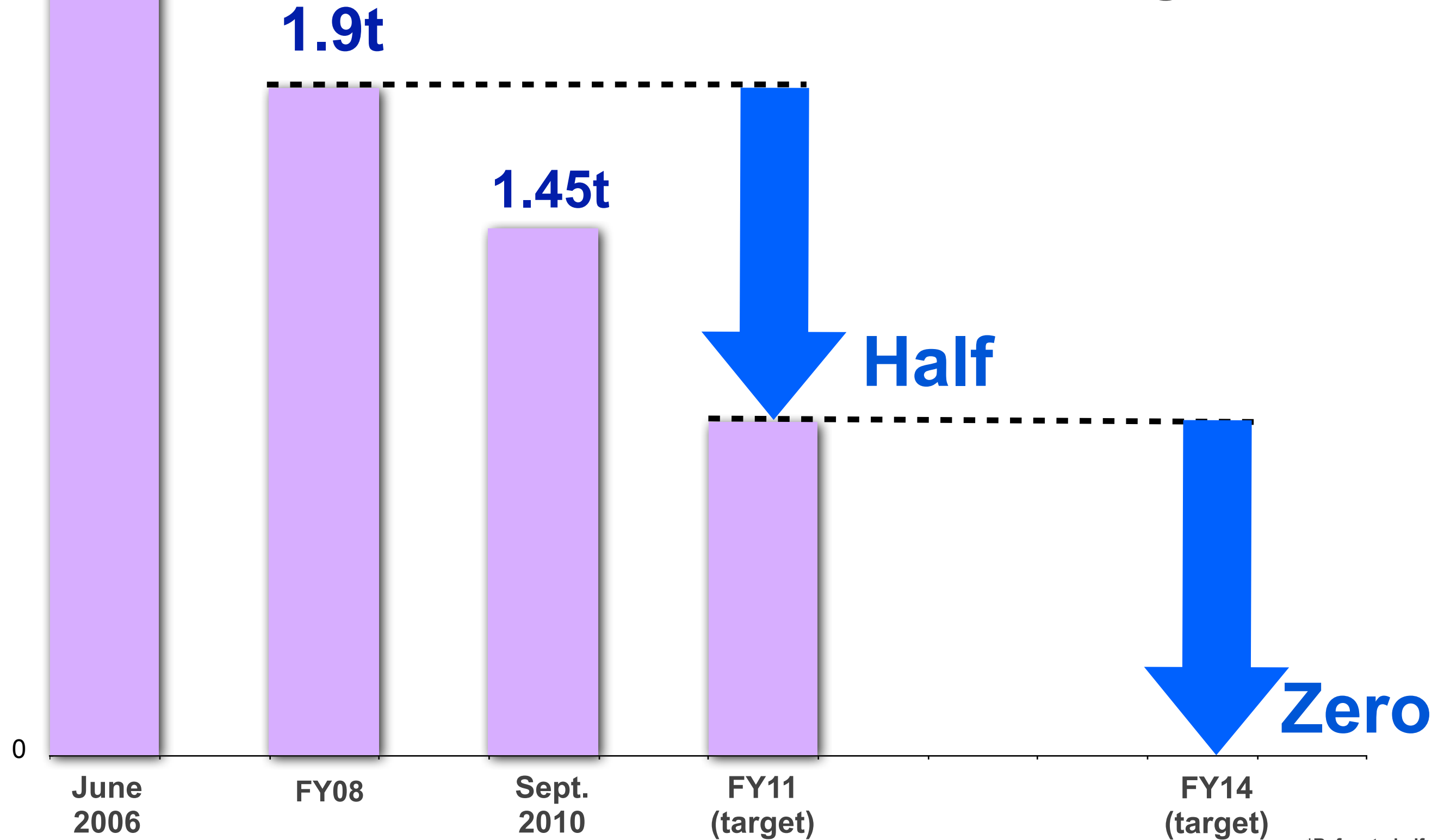
Net Interest-bearing Debt Comparison to Peak Level



SBM Loan Balance



2.4t Commitment to Reduce Net Interest-bearing Debt Remains Unchanged



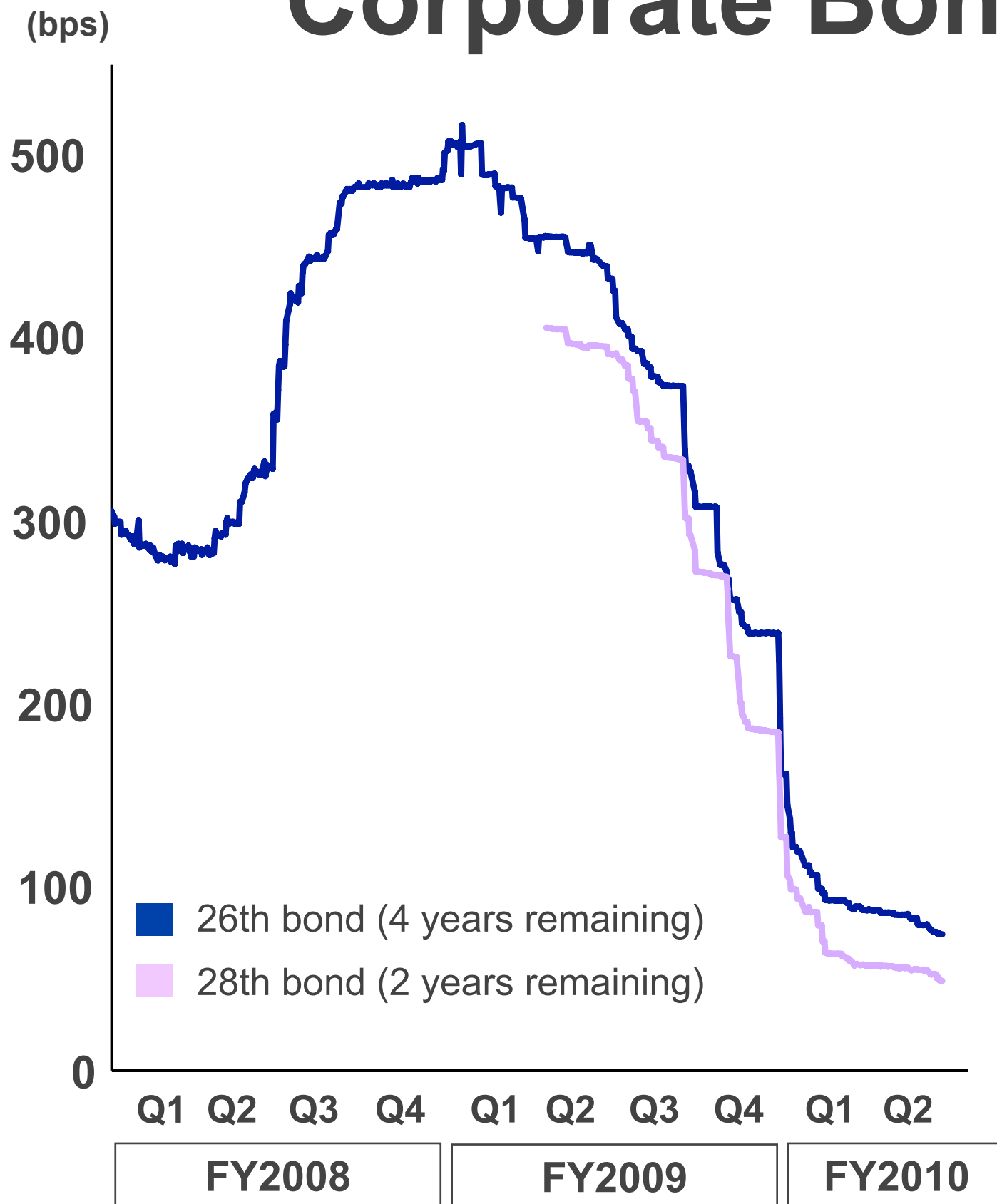
*Refers to half of the end of FY08 level.

Corporate Bond Spread Improved

Issued corporate bond for retail market

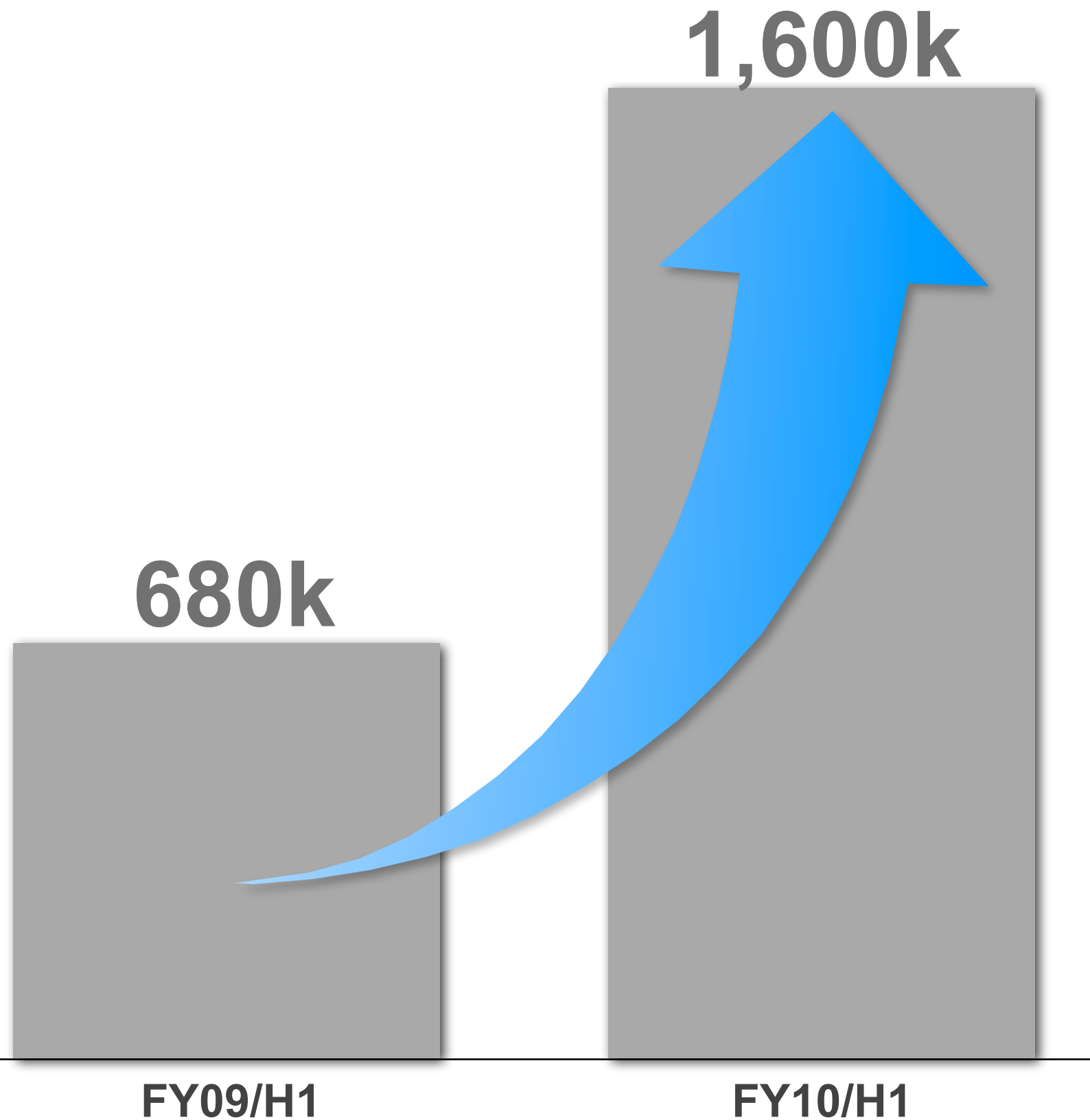
33rd Series Unsecured Straight Corporate Bond
(Fukuoka SoftBank HAWKS Bond)

Amount: JPY 130.0bn
Term to maturity: 3 years
Coupon rate: 1.24% p.a.



Mobile Communications Business

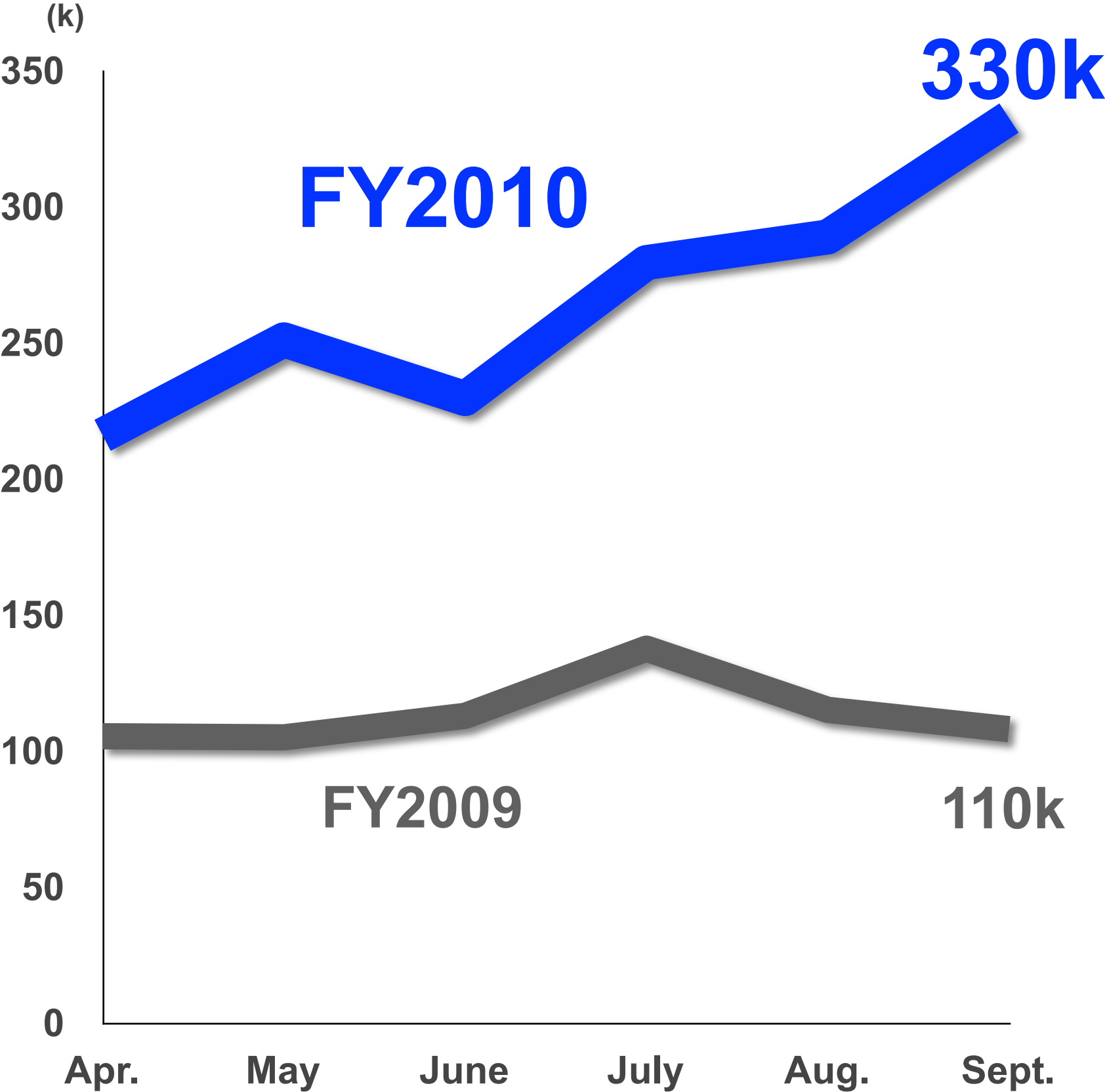
Net Subscriber Additions (Apr. - Sept.)



2.3-fold
(YoY)



Monthly Net Adds

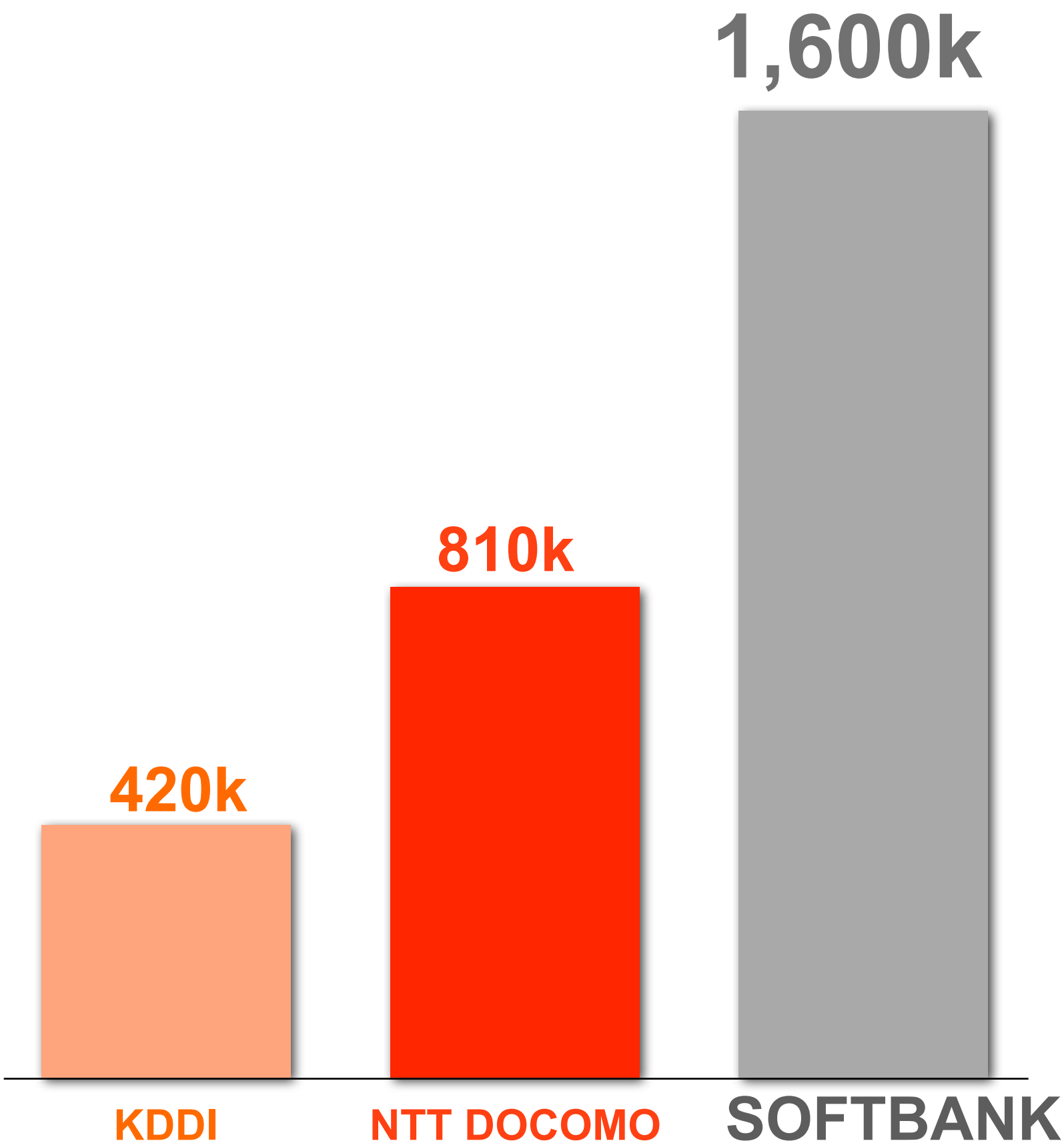


3-fold
(Sept. YoY)

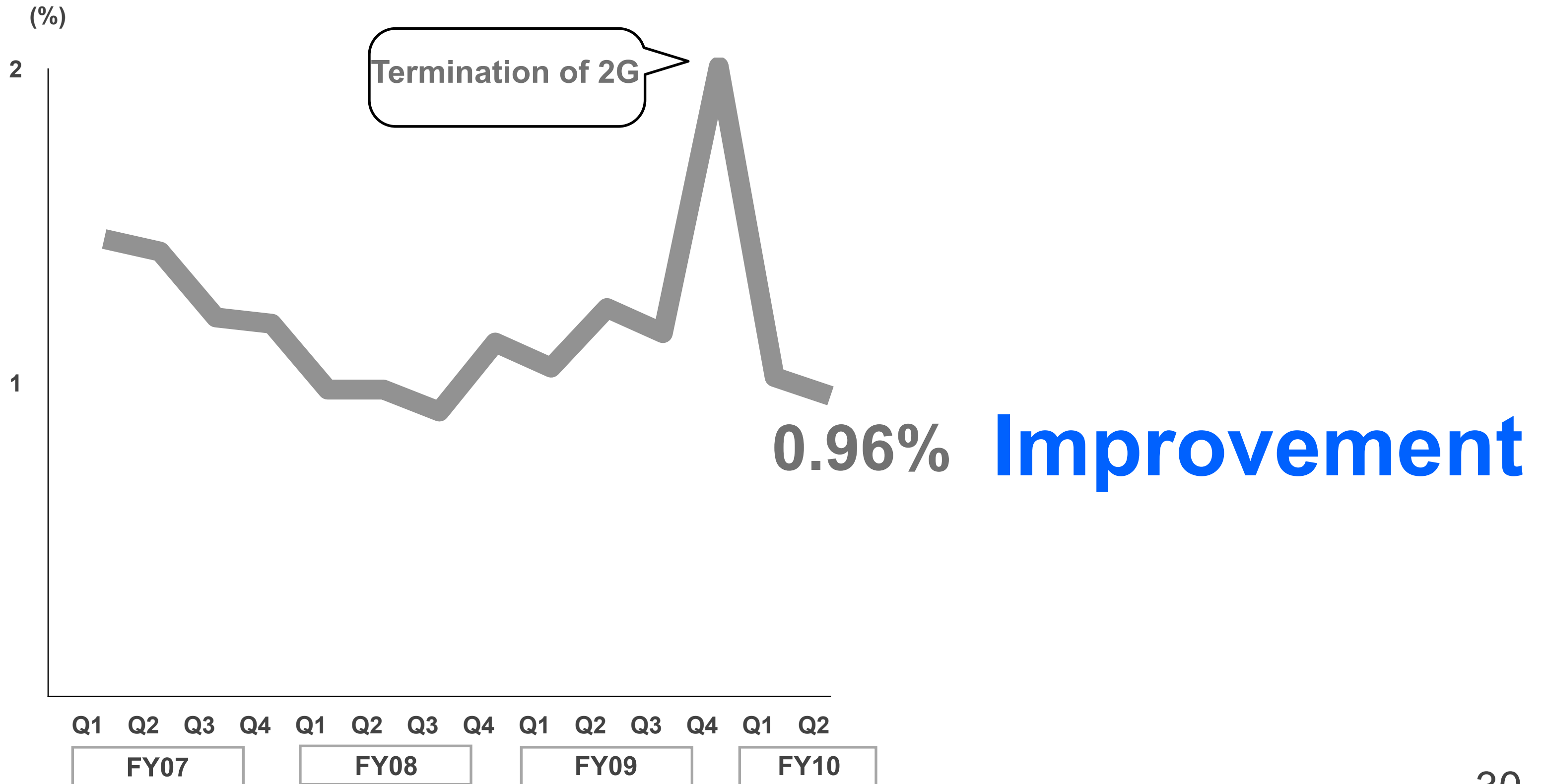


Net Adds (Apr. - Sept.) Competitors' Comparison

Overwhelmingly
No.1



Churn Rate



*Churn rate: includes the number of prepaid mobile phones and communication module subscribers.

TV CM Preference Ranking (Sept. 2010)



1st

By production
(among 4,411
productions)



1st

By brand
(among 2,881
brands)



1st

By company
(among 1,125
companies)

Triple Crown



TV CM Came From Twitter

Ayumi Hamasaki x Jiro Shirato



Let's do it. RT @xxxxxxx
Want to see that!!! !!! RT
@ayu_19980408 Hello, my name is
Ayumi Hamasaki. Mr. Son! I want to be
on TV CM with Father Dog!

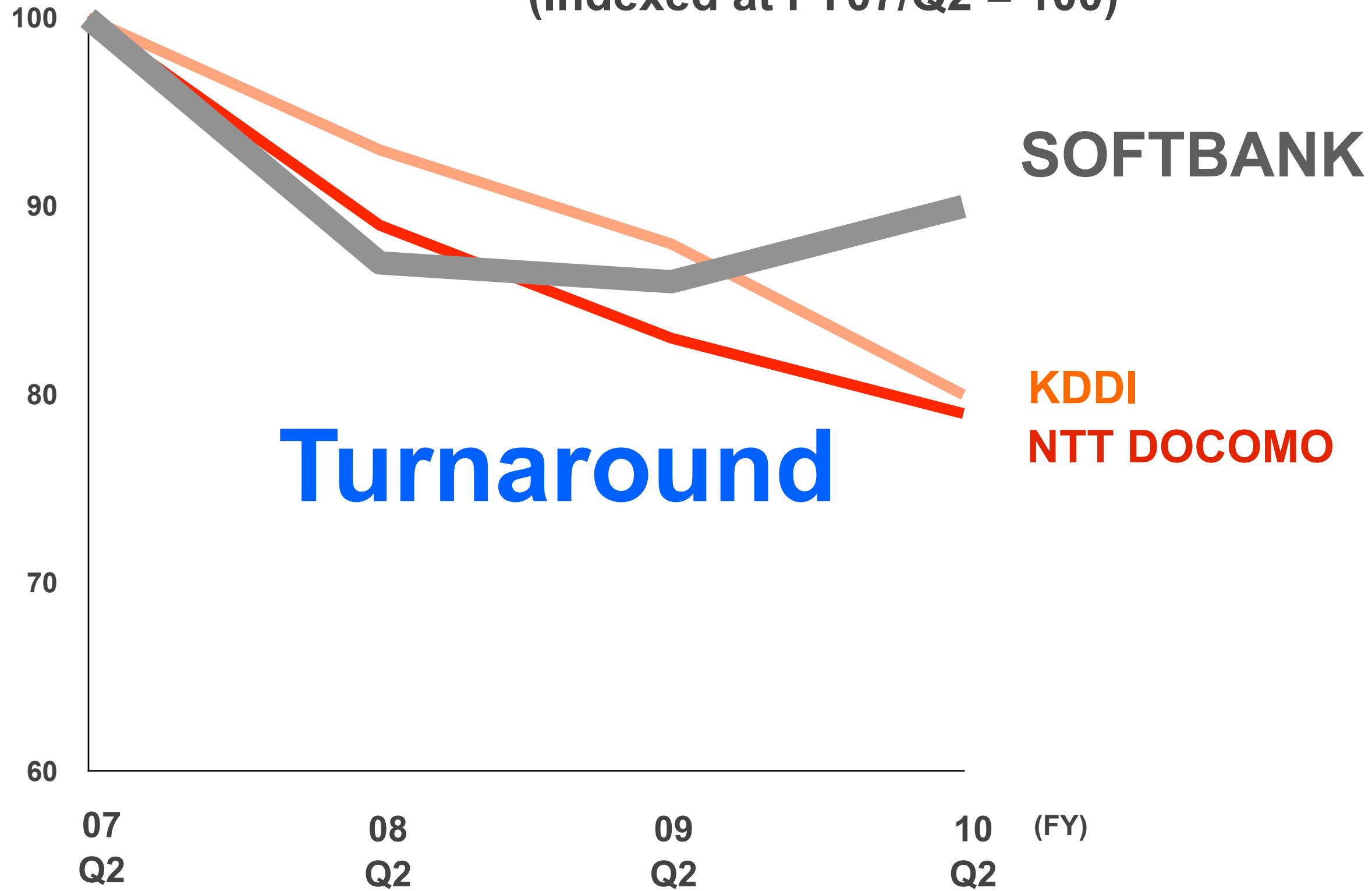
*Original text in Japanese, translated for reference only.



TV CM

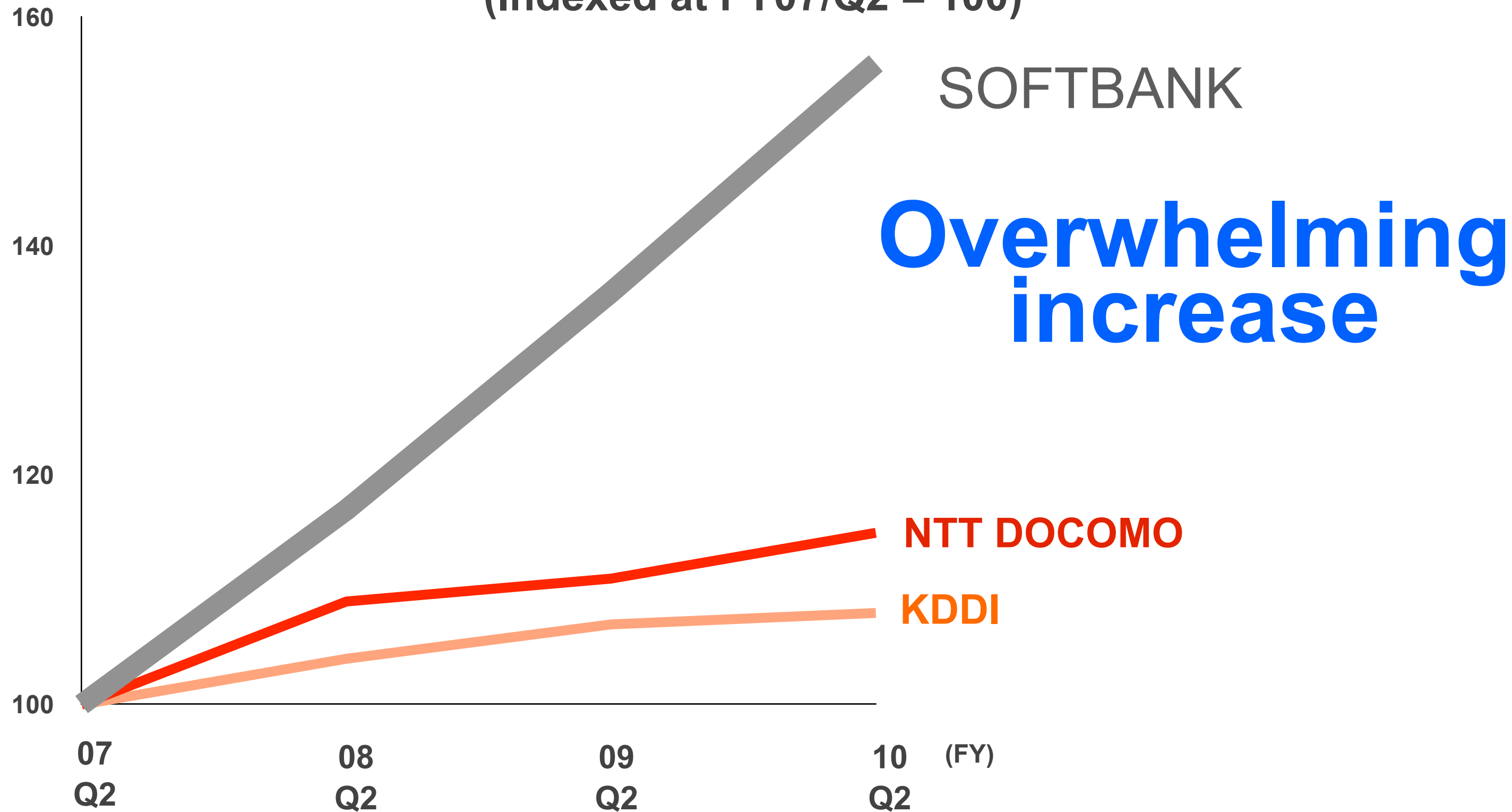
ARPU

(Indexed at FY07/Q2 = 100)



Data ARPU

(Indexed at FY07/Q2 = 100)



**Overwhelming
increase**

Mobile Communications Business Operating Income

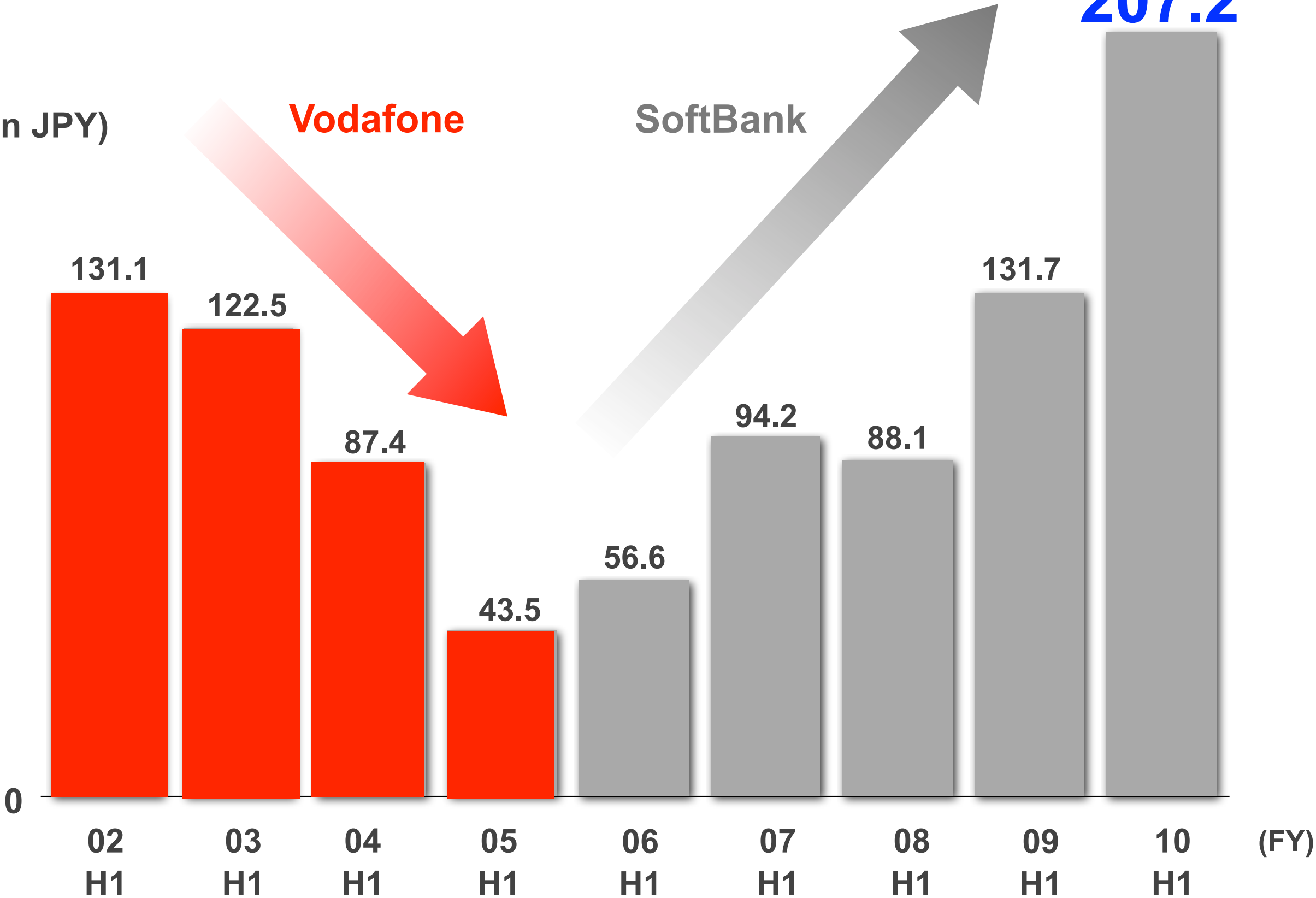
(bn JPY)

Vodafone

SoftBank

207.2

Increase



We are working hard to improve coverage as fast as we can.

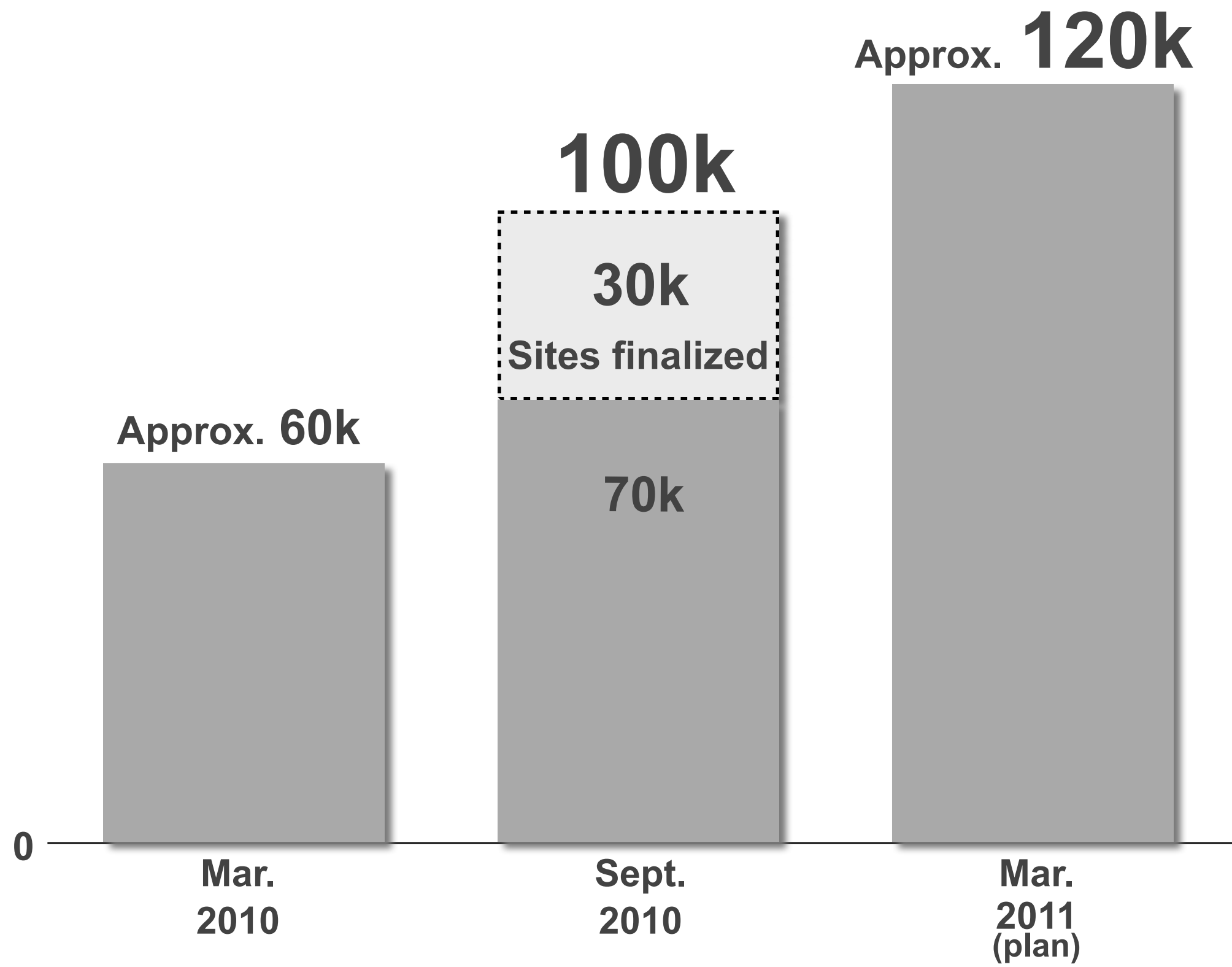
SoftBank Network Enhancement Initiative!



People who have coverage problems, please let us know



Progress on Plan to Double the Number of Mobile Phone Base Stations




**Progress
as scheduled**



ただいま電波改善工事を急ピッチで進めています。

電波改善宣言！

 つながらない方は、お知らせください。



1 2010年度中に**基地局**倍増

2 **小型基地局**を無料提供
(フェムトセル)

3 **Wi-Fi環境**も拡大中

改善
1

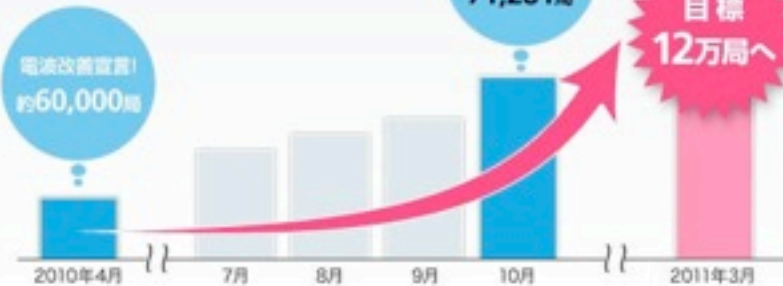
どんどん増えていきます！

基地局倍増計画

倍増達成
12万局
まで

あと **4 8 7 1 9** 局
(約1.2倍)

お客さまよりお寄せいただいた電波改善要望をもとに計画立案、場所確定、着工を経て、いよいよ新たな基地局が開局し始めます。気になる場所の進捗状況が見れるピンポイント検索や日次速報を通じ進捗状況も随時お伝えしていきます。




倍増計画月報 10月

2010年
10月12日現在
71,281局

目標
12万局へ

 大学プロジェクトはこちら

電波改善エリア日次速報はこちら >

 つながらない方は、お知らせください。

電波特性や周辺環境の影響を受ける電波状況の改善計画にはお客さまの声が不可欠です。引き続き、お困りのエリアやスポット等がございましたらご要望をお寄せください。

電波改善要望フォーム

iPhoneをご利用の方には
「電波チェッカー」



電波状況ピンポイント検索

地図や住所からピンポイントの電波状況の確認や改善要望の投稿、基地局倍増計画の進捗が確認できます！

詳細はこちら



つながるしくみ

つなげたいのは、あなたの「ドキドキ」です。

ケータイってどうやってつながってるの？基地局ってどうやってできるの？
そんな「電波」にまつわる疑問を分かりやすく解説。

トラブル 診断

～故障かな？と思ったら～

電波状況以外でつながりにくくなるケースと解決方法を調べられます

Renewed Website

Create monthly report

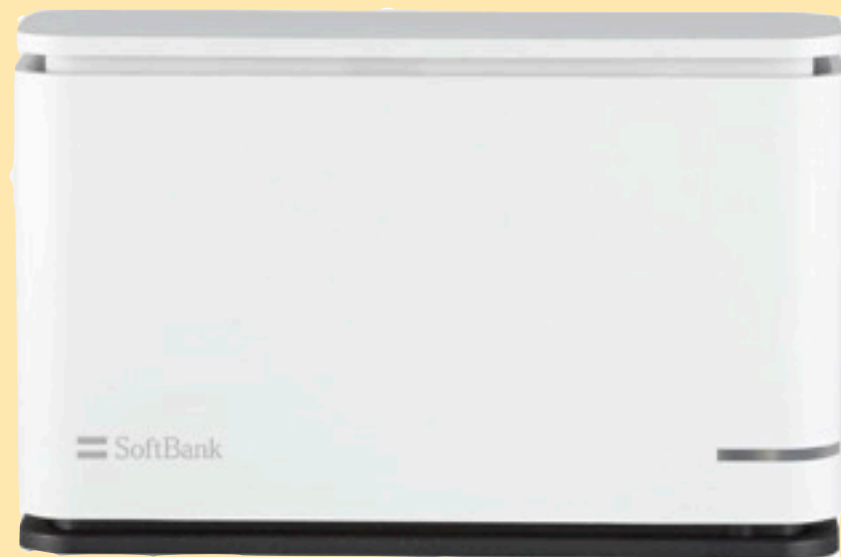
Communicate on progress of initiative



Number of Applications for Femtocell

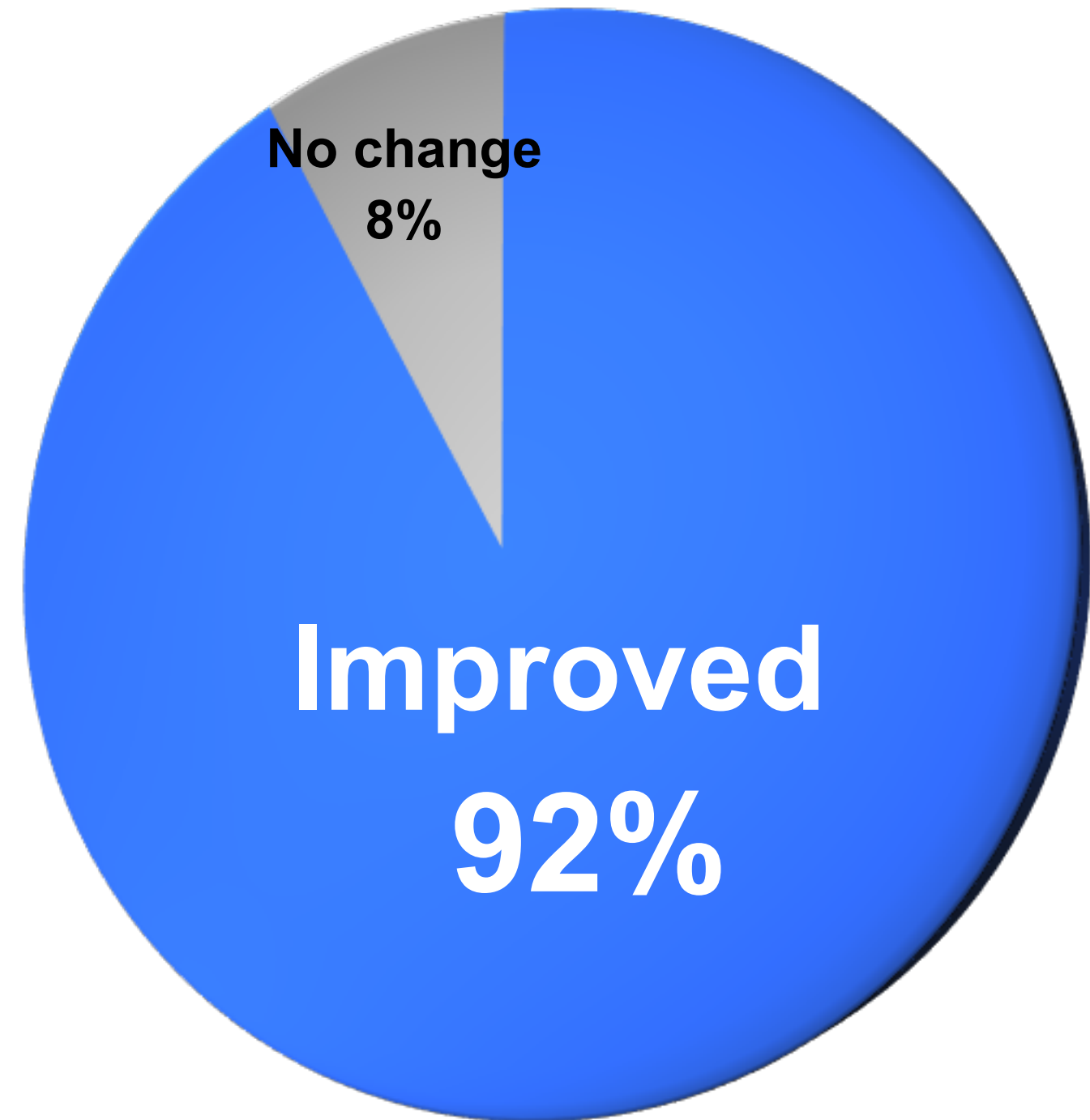
54,000

(as of Sept. 2010)





Coverage After Installing Femtocell



*Survey conducted by 1,276 users whose femtocell is activated.

WILLCOM Joins the SOFTBANK Group

**1 Rehabilitation plan
expected to be approved
in November 2010**



**2 Accelerate initiative to
double the number of
mobile phone base
stations**



Summary of FY2010/H1



Revenue and profit increase to reach record high



Net adds: overwhelmingly No.1



ARPU positive turnaround

Question

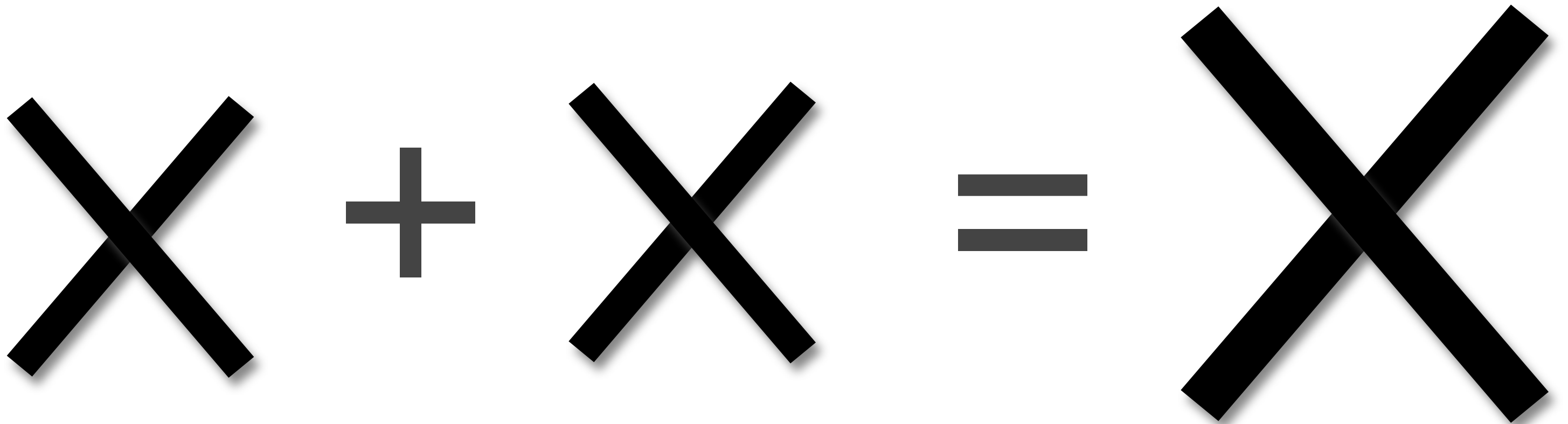
The image features two black silhouettes of men against a white background. The man on the left is shown from the side, holding a smartphone in his right hand and looking at it. The man on the right is shown from the back, also holding a smartphone in his right hand. A large speech bubble originates from the man on the left, containing the text 'Will SOFTBANK keep winning?'.

**Will SOFTBANK keep
winning?**

Let's do it.

**Towards No. 1 Mobile
Internet Company**

Equation Towards Victory

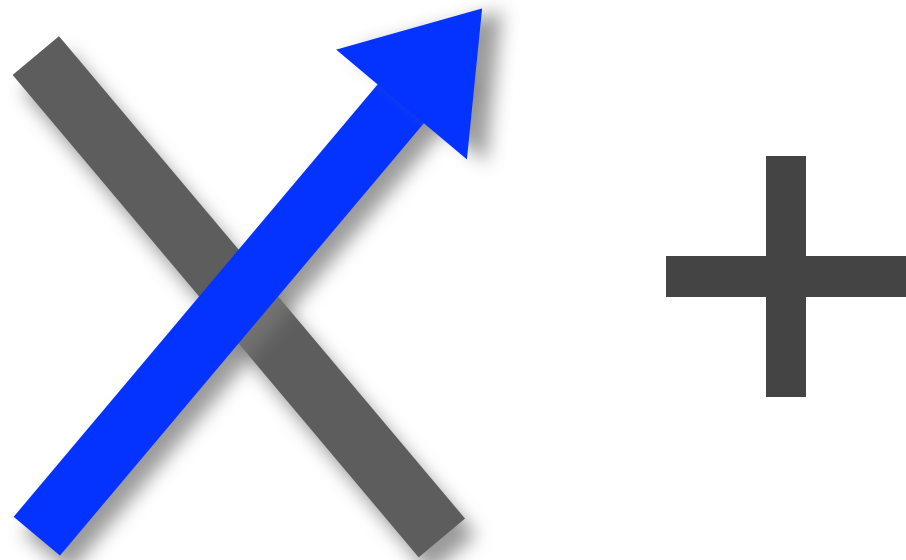


Equation Towards Victory

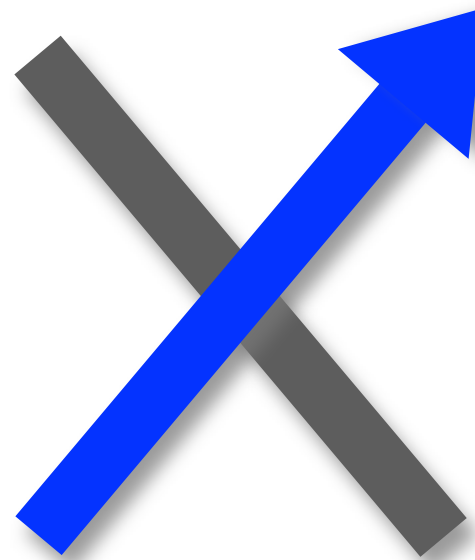
Smartphone

Smartpad

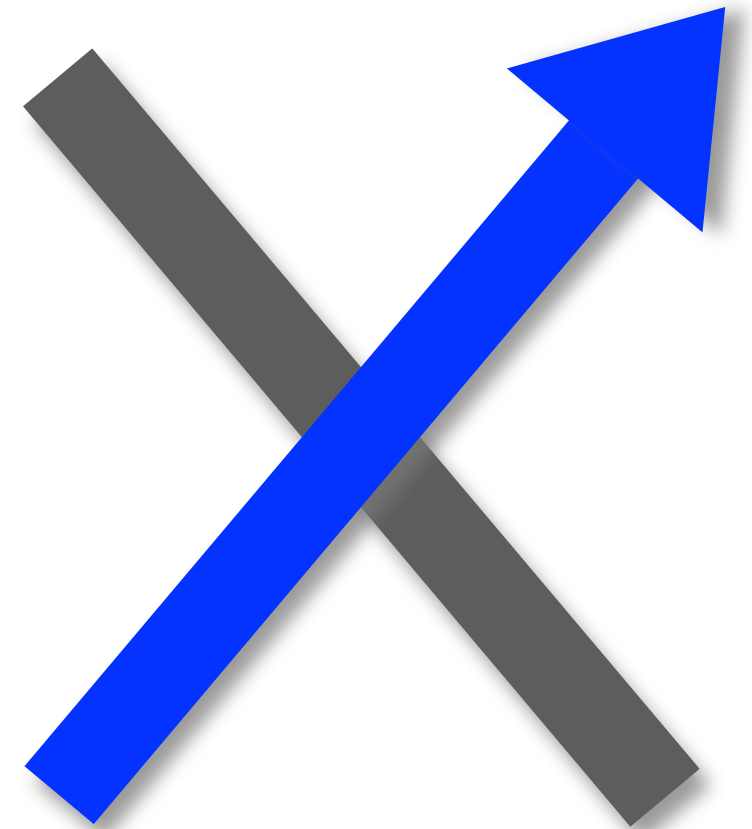
SoftBank



+



=



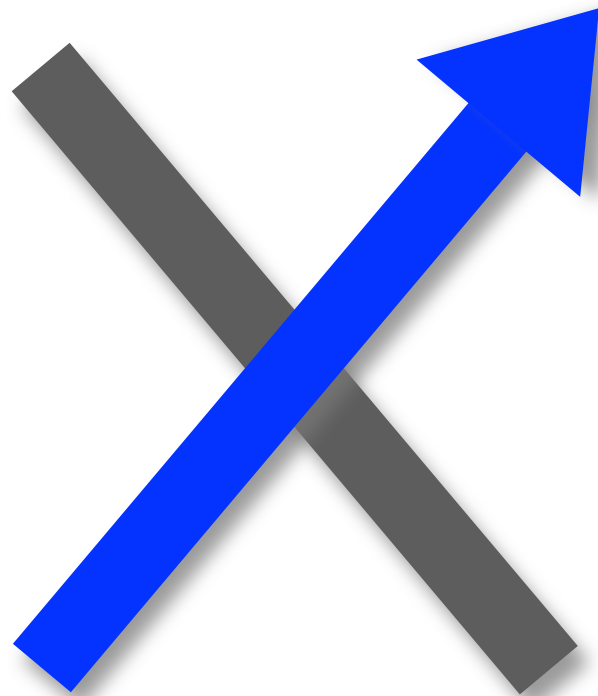
**Conventional
terminal**

PC

Competitors

2008 Start of Smartphone era

Smartphone

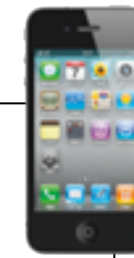


**Conventional
terminal**



Cumulative number of iPhones sold

**June 2010
Launched iPhone 4**



**June 2009
Launched iPhone 3GS**



**July 2008
Launched iPhone 3G**



**Overwhelmingly
the No.1 smartphone**

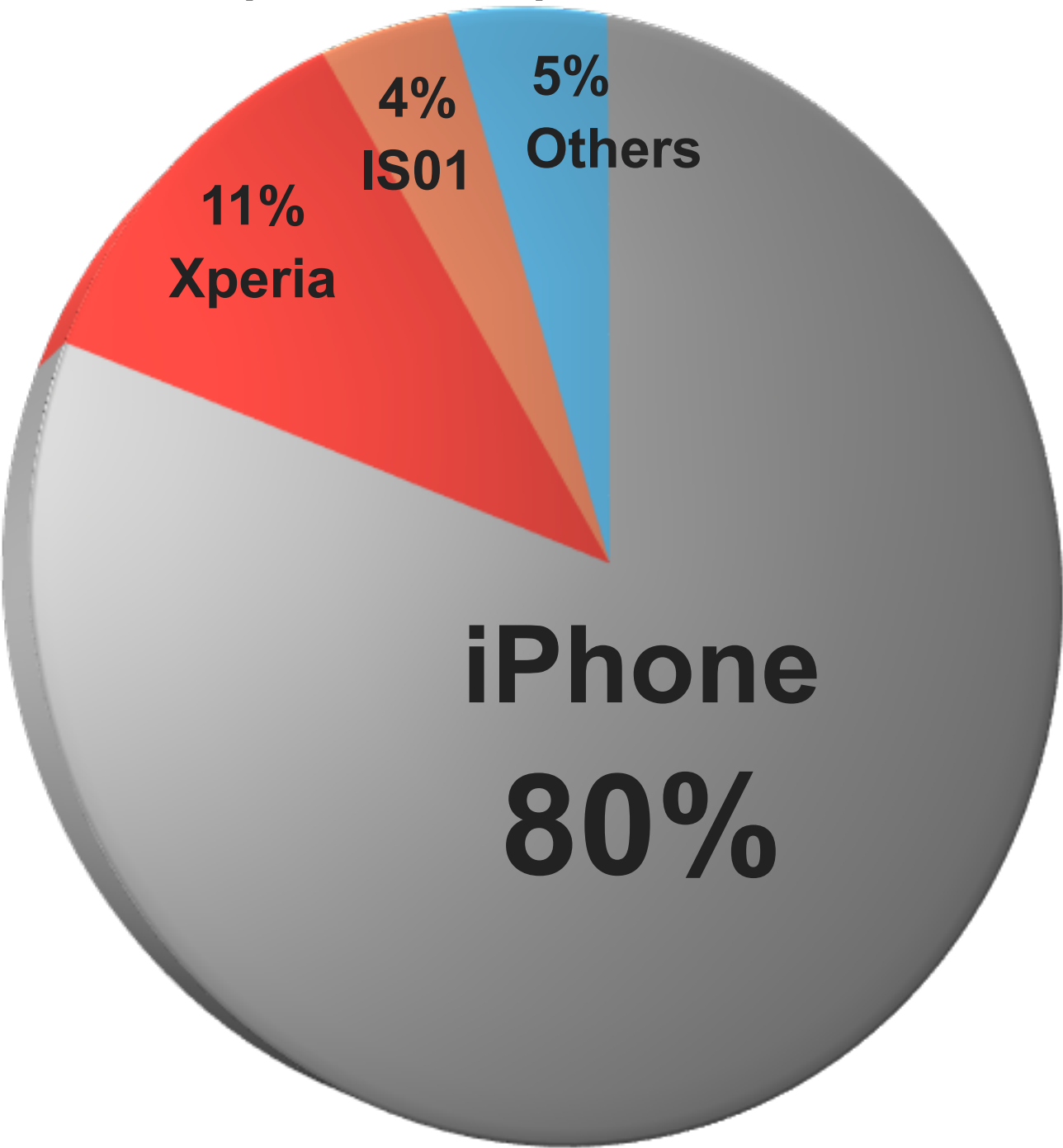
2008

2009

2010

*External data.

Percentage of Smartphones Within
Total New Smartphones Sold
(FY10/H1)

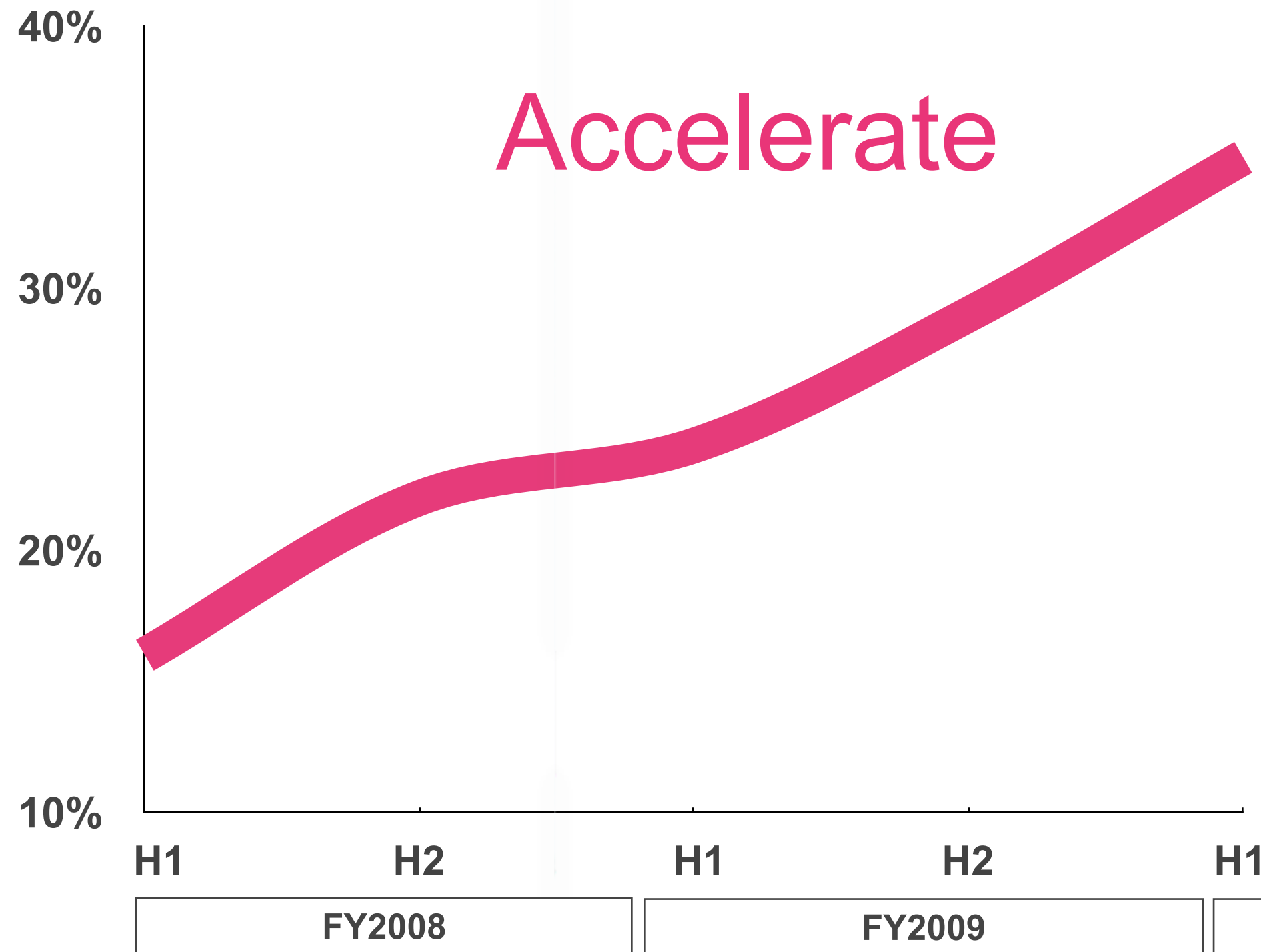


Overwhelmingly
No.1 smartphone

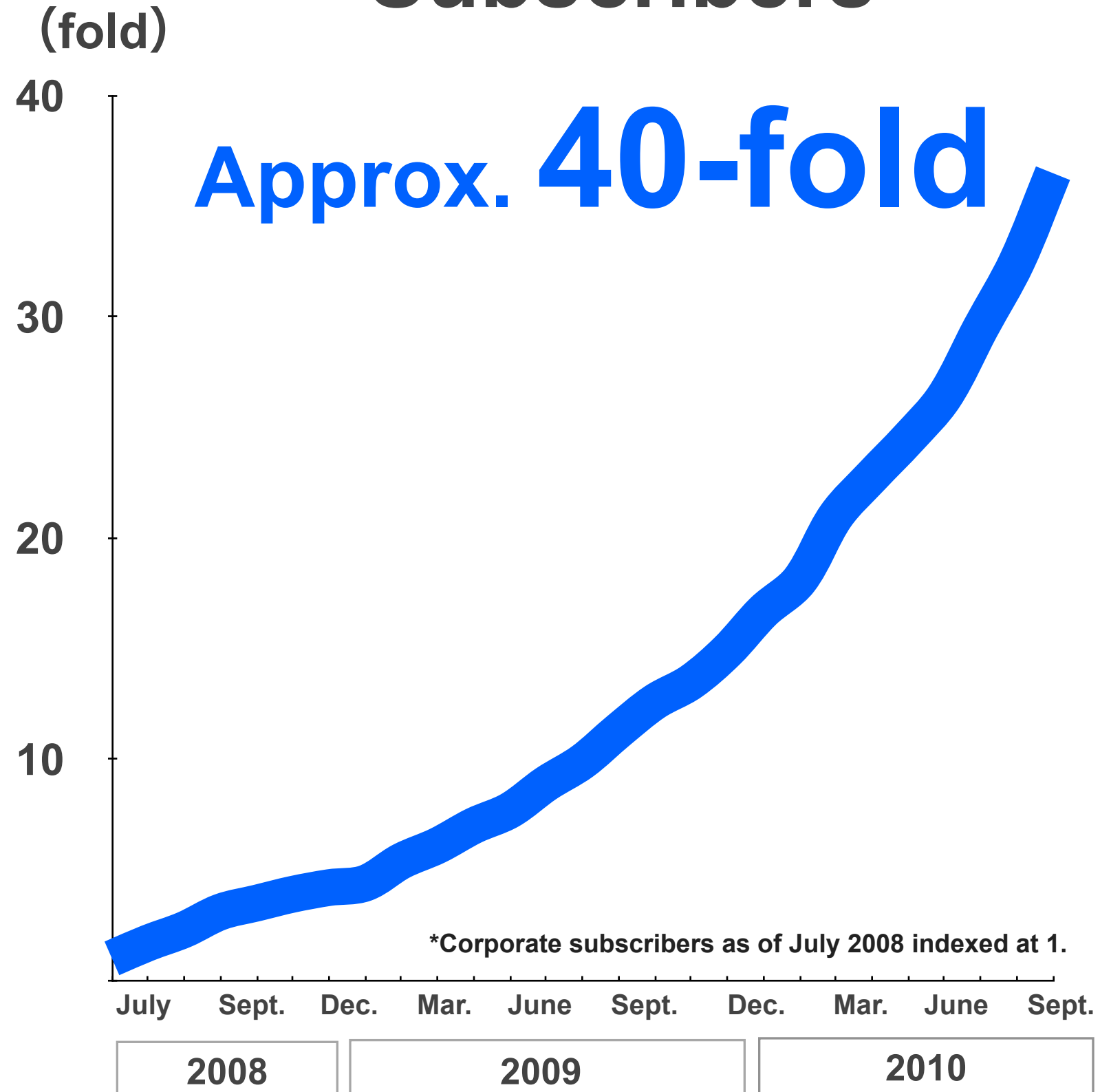


*External data (Apr. - Sept. 2010).

Female Users Among New iPhone Subscribers



Corporate iPhone Subscribers



More Smartphones With Android™



**HTC
Desire II**
Android 2.2



**HTC
Desire HD**
Android 2.2



Cutting-edge Shop for Smartphone Era



PREMIUM
SHOP 

SOFTBANK PREMIUM SHOP

- **Staffed by IT skilled employees**
- **Exceeds 400 shops nationwide**
(as of Oct. 1)

Smartphone Becomes the Center of One's Lifestyle



Mobile Handsets Sold (Japan)

(mil)

40
30
20
10
0

2008

2009

2010

2011

2012

2013

2014

2015

(FY)

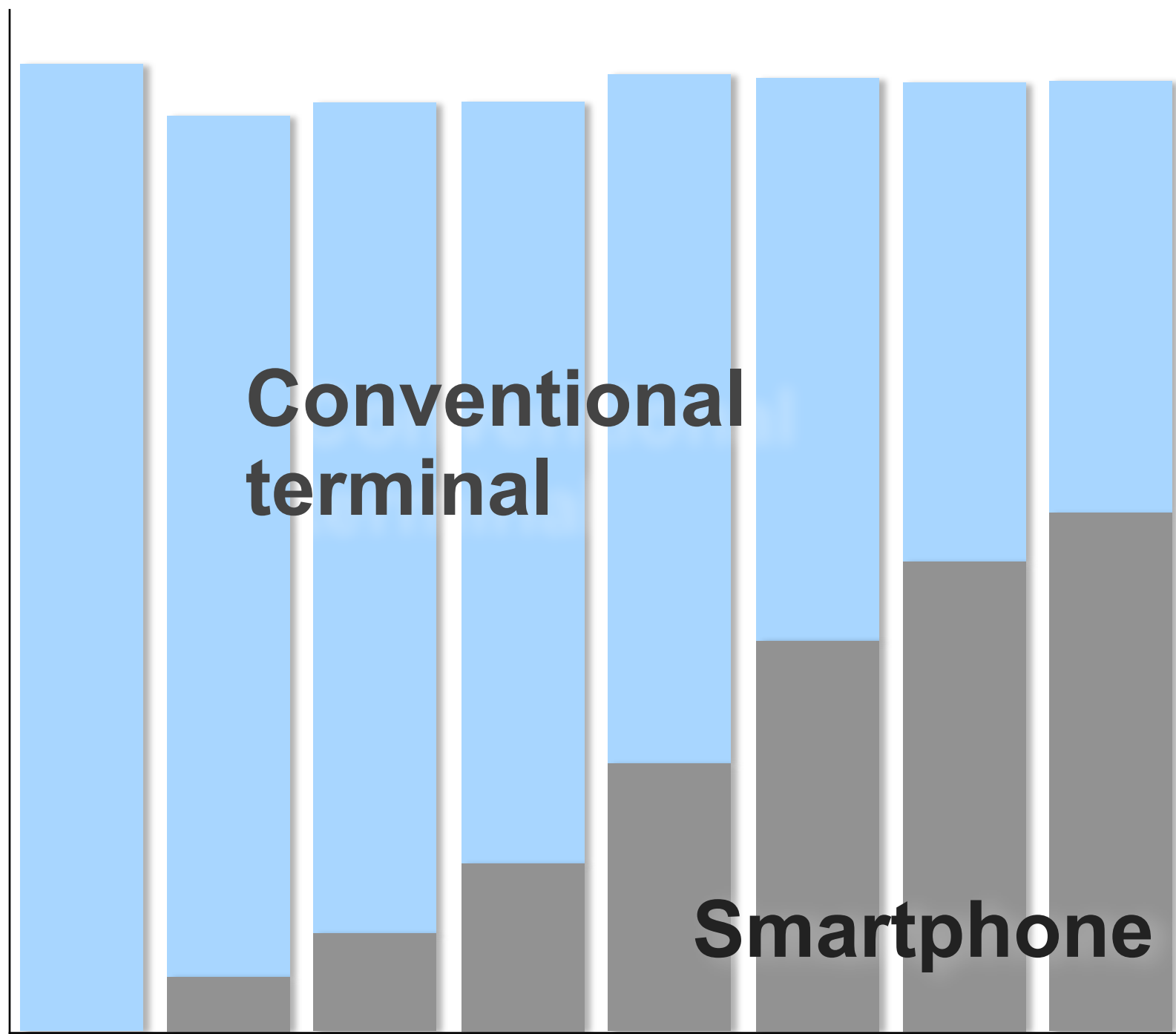
**Conventional
terminal**

Smartphone

**Entering the
smartphone era**

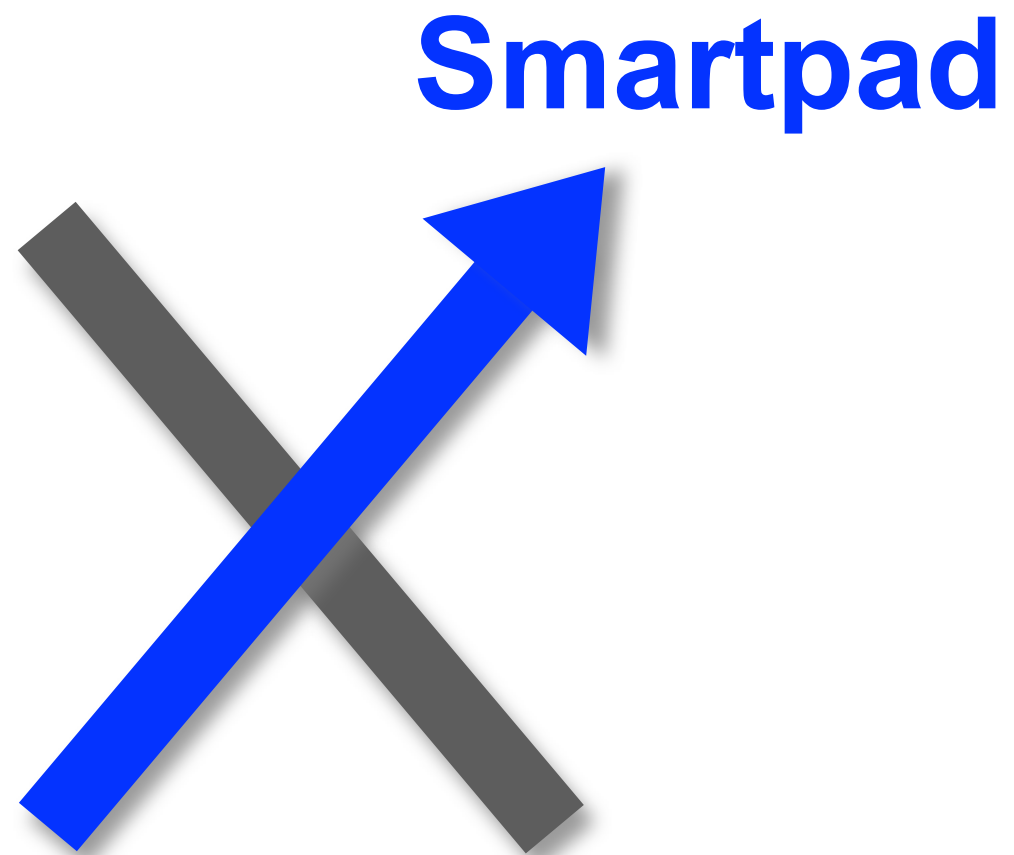
(forecast)

*Calculated by SOFTBANK CORP. based on material disclosed by MM Research Institute (Aug. 31, 2010).



2010

Start of the Smartpad era



PC



iPad Corporate Implementations

武田薬品工業株式会社



日立メディカルコンピュータ株式会社



MIZUHO

みずほ銀行

BMW Group

AIGエジソン生命

野村證券

KOKUYO



スターツ出版株式会社



カブドットコム証券
わたしたちはMUFGです。



学校法人 博多学園
博多高等学校



名古屋市医師会健診センター
人間ドック・脳ドック・婦人科健診・一般健診・各種健康診断・各種検査
名古屋市医師会協同組合
名医株式会社



朝日新聞



明治製菓



dentsu



HUDSON®
a member of konami group



竹田印刷株式会社



IDC大塚家具

EPSON
EXCEED YOUR VISION

Benesse®



RECRUIT



三国コカ・コーラボトリング株式会社

Gakken
HOLDINGS



富士通エフ・アイ・ピー株式会社

Hitachi Joho
Information Systems



cybertrust



Human & Technological Gallery



日本相撲協会



日本ユニシス株式会社



60

Smartpad Better Addresses Business Users' Needs

Model sold the most in 2009

Laptop

Smartpad

Boot speed

Several minutes

1 second

Battery life

Approx. 2hrs

Approx. 10hrs

Weight

2.8kg

0.7kg

UI

Mouse

Touch

One for Each Business Person





Shops Selling iPad Expanding (SoftBank shops)

114 shops

7-fold

16 shops

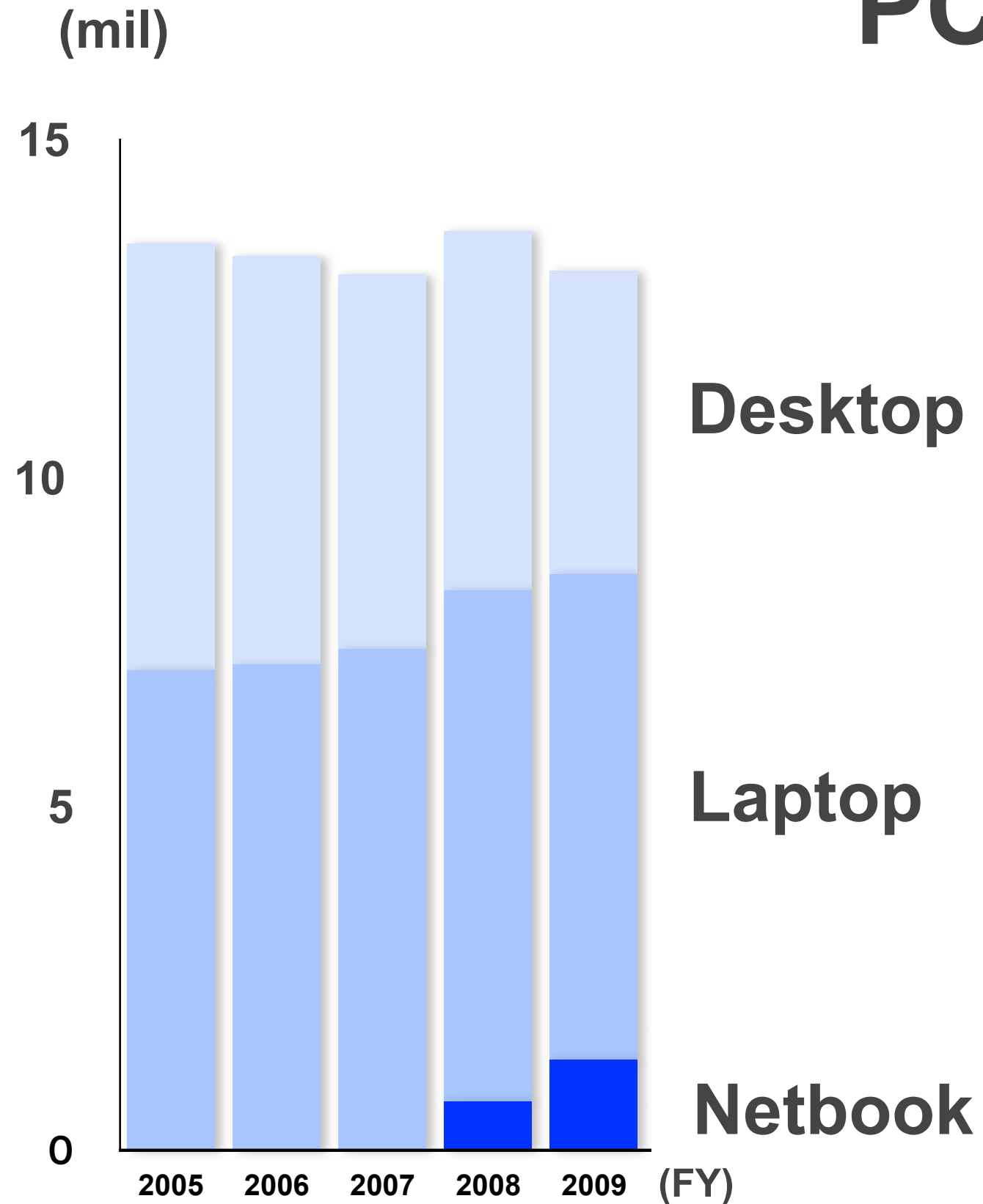
Before Oct. 21

As of Oct. 22

63



PCs Sold (Japan)



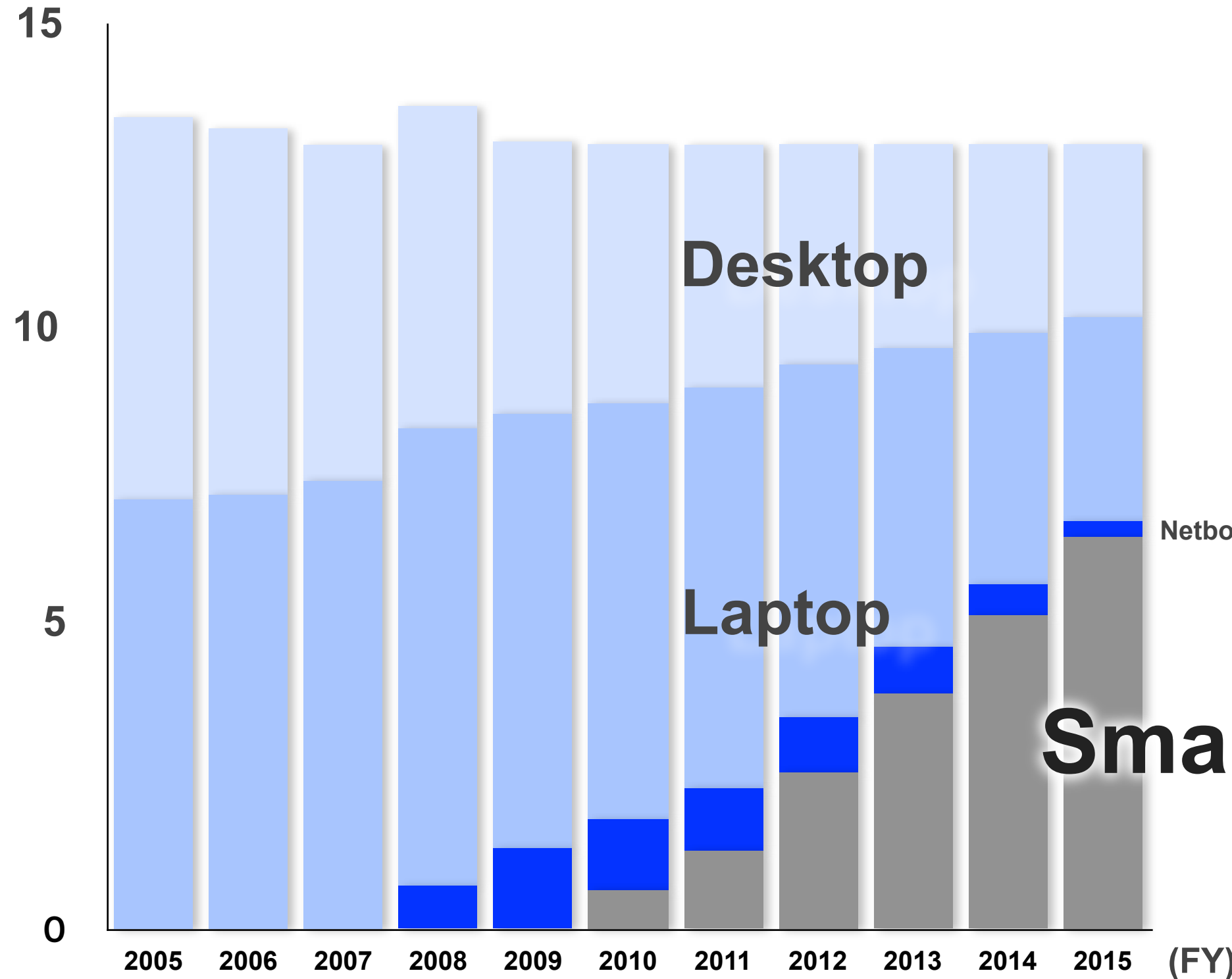
From the PC era



*2005 - 2009 data based on material disclosed by MM Research Institute (Feb. 3, 2010).

PCs Sold (Japan)

(mil)



**Entering the
smartpad era**

Smartpad

Forecast

*2005 - 2009 data based on material disclosed by MM Research Institute (Feb. 3, 2010). After 2010 estimated by SOFTBANK CORP.

Penetration in the SOFTBANK Group

iPhone	100%
iPad	100%
Wi-Fi	100%
Twitter	96%



*Penetration rate in employees of three telecommunications companies and SOFTBANK CORP.
Penetration rate of Twitter based on internal company survey results (as of Oct. 2010).

Smartphone No.1

+

Smartpad No.1

=

Mobile Internet No.1

SOFTBANK MOBILE

**New Milestone:
40 Million Lines**

- **Profit increase**
- **Zero net debt**
- **40 million lines**

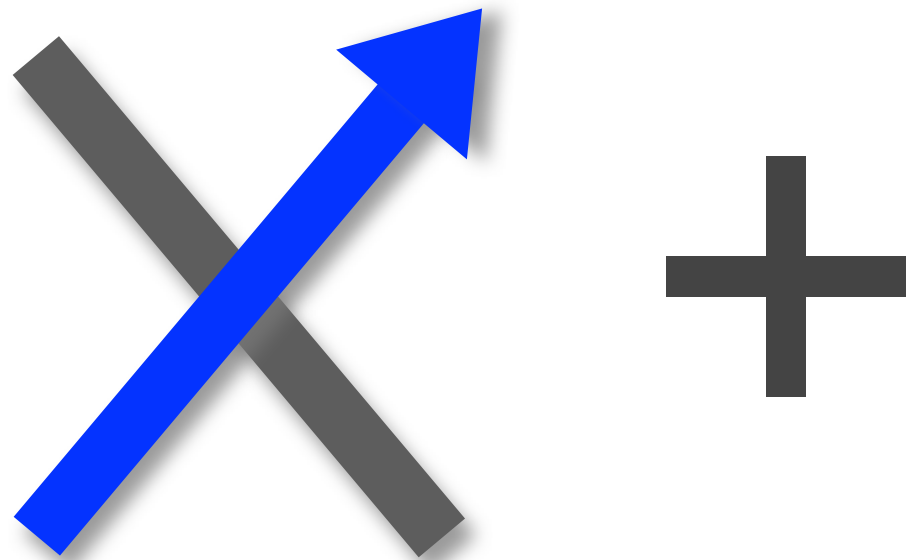
in 201X

40 Million Lines Equation

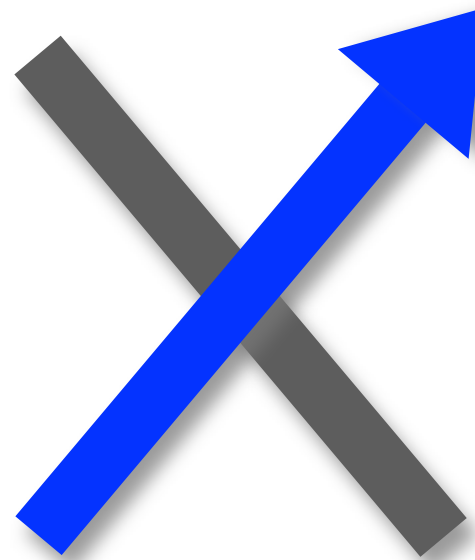
Smartphone

Smartpad

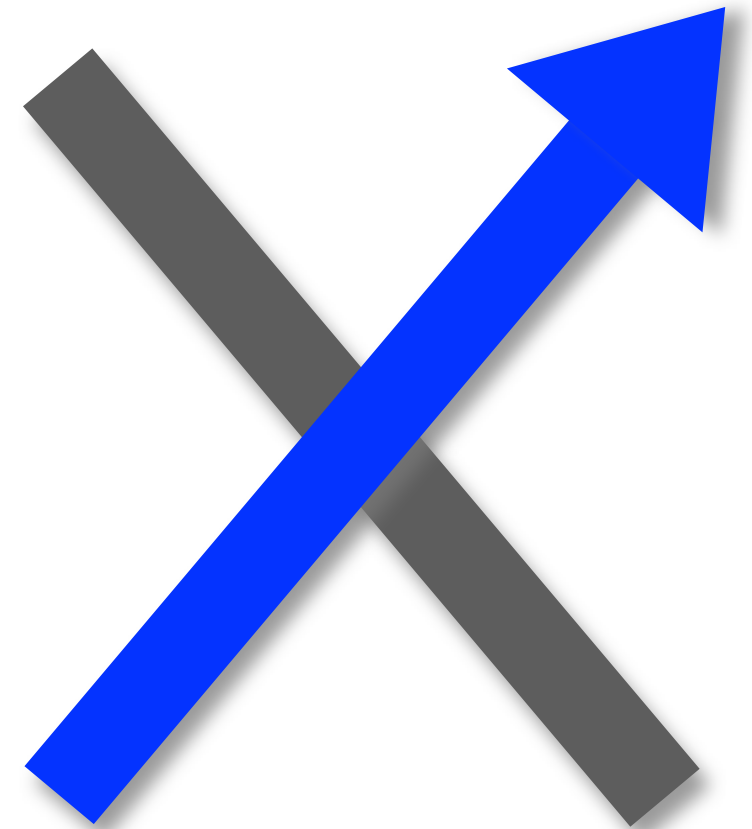
SoftBank



+



=



**Conventional
terminal**

PC

Competitors

**Towards No. 1 Mobile
Internet Company**

**Make People Happy
Through
Information Revolution**



1. Application of accounting standard for disclosure on segments

The “Accounting Standard for Disclosures about Segments of an Enterprise and Related Information” and related “Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information” are applied from FY2010/Q1. Financial results for FY2009 are shown based on the new standard for comparison purposes only and have neither been audited nor reviewed by our independent auditors. All financial information for FY2009 presented herein based on the new standard are subject to our audited and reviewed financial reports for the relevant corresponding periods.

2. Definition of terms in this material

Free cash flow (FCF): cash flows from operating activities + cash flows from investing activities.

EBITDA: operating income (loss) + depreciation and amortization (including amortization of goodwill), and loss on disposal of fixed assets included in operating expenses.

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

Interest-bearing debt: short-term borrowings + commercial paper + current portion of corporate bonds + corporate bonds + long-term borrowings. Lease obligations are not included. This excludes the corporate bonds (WBS Class B2 Funding Notes, issued by J-WBS Funding K.K.) with a face value of JPY 27.0bn acquired by SOFTBANK CORP. during FY2009 that were issued under the whole business securitization financing scheme associated with the acquisition of Vodafone K.K.

Cash position: cash & cash deposits + marketable securities recorded as current assets. (excludes Yahoo! Inc. shares held by a subsidiary of SOFTBANK CORP. in the United States of America).

SBM loan: the funds procured for the acquisition of Vodafone K.K. were refinanced in November 2006 via a whole business securitization program. This excludes the corporate bonds (WBS Class B2 Funding Notes, issued by J-WBS Funding K.K.) with a face value of JPY 27.0bn acquired by SOFTBANK CORP. during FY2009 that were issued under the whole business securitization financing scheme associated with the acquisition of Vodafone K.K.

Record high, record high revenue: since SOFTBANK CORP. applied consolidated accounting in FY1994 (Apr. - Sept. basis).

The mobile communications business operating income from FY2002 - 2005 is based on Vodafone K.K. (current SOFTBANK MOBILE Corp.)’s semi-annual report. For FY2002 - 2003 this material is based on Vodafone K.K. (at the time Nippon Telecom Holdings)’s mobile communications segment’s operating income (Apr. - Sept. basis).

Net subscriber additions: number of new subscribers minus cancellations. Includes the number of prepaid mobile phones and communication module subscribers.

ARPU (Average Revenue Per User): Revenue and number of mobile phone subscribers include prepaid mobile phones and communication modules.

3. Trademarks and registered trademarks

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