



**Earnings Results
for the Three-month Period
Ended June 30, 2013**

**July 30, 2013
SoftBank Corp.**

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**Become the global No.1 company.
Build a company growing for the
next 300 years.**

June 21, 2013



 SoftBank

**Build a company growing
for the next 300 years.**

Chapter 1

(from 1981)

Toward No.1 in Japan

EBIT
(Operating Income)

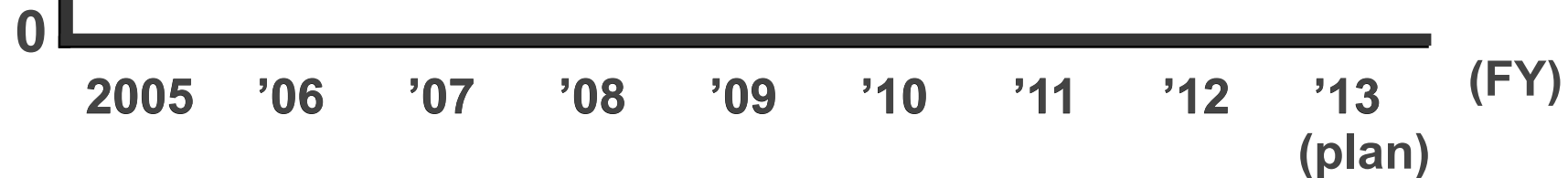
SoftBank

Exceed JPY 1t

^{NTT}
docomo

JPY 840.0bn

**Toward No.1
in Japan**



Chapter 2

(from 2013)

Toward Global No.1

Dawn of Chapter 2

(July 2013)

Sprint[®]



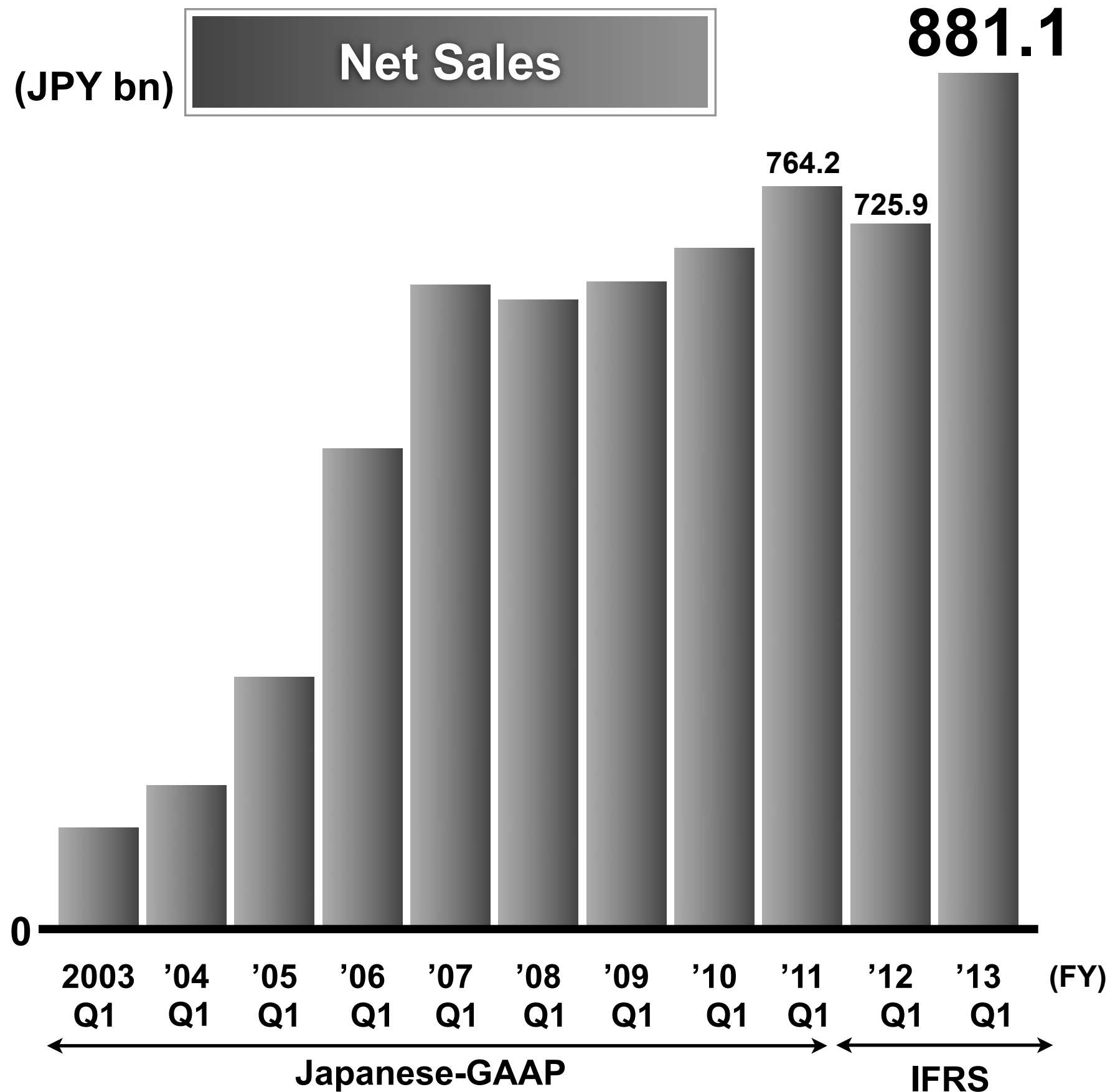
Clearwire[™]

Entering US Market

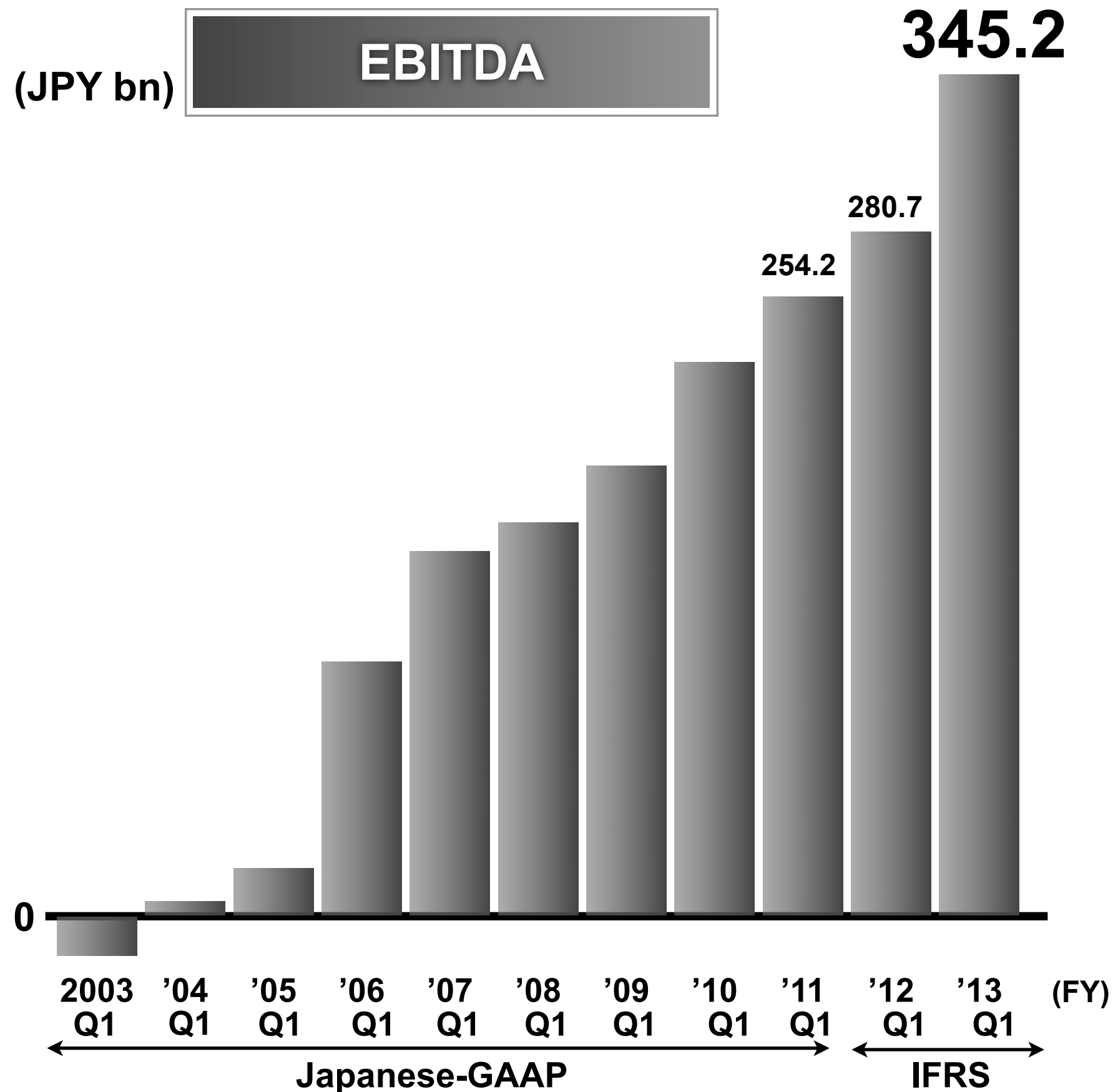
Consolidated Earnings Results

Highlights

- 1. Record high EBIT (operating income) for 8 consecutive periods (92% increase)**
- 2. Net income grew 2.3x (JPY 238.3bn)**

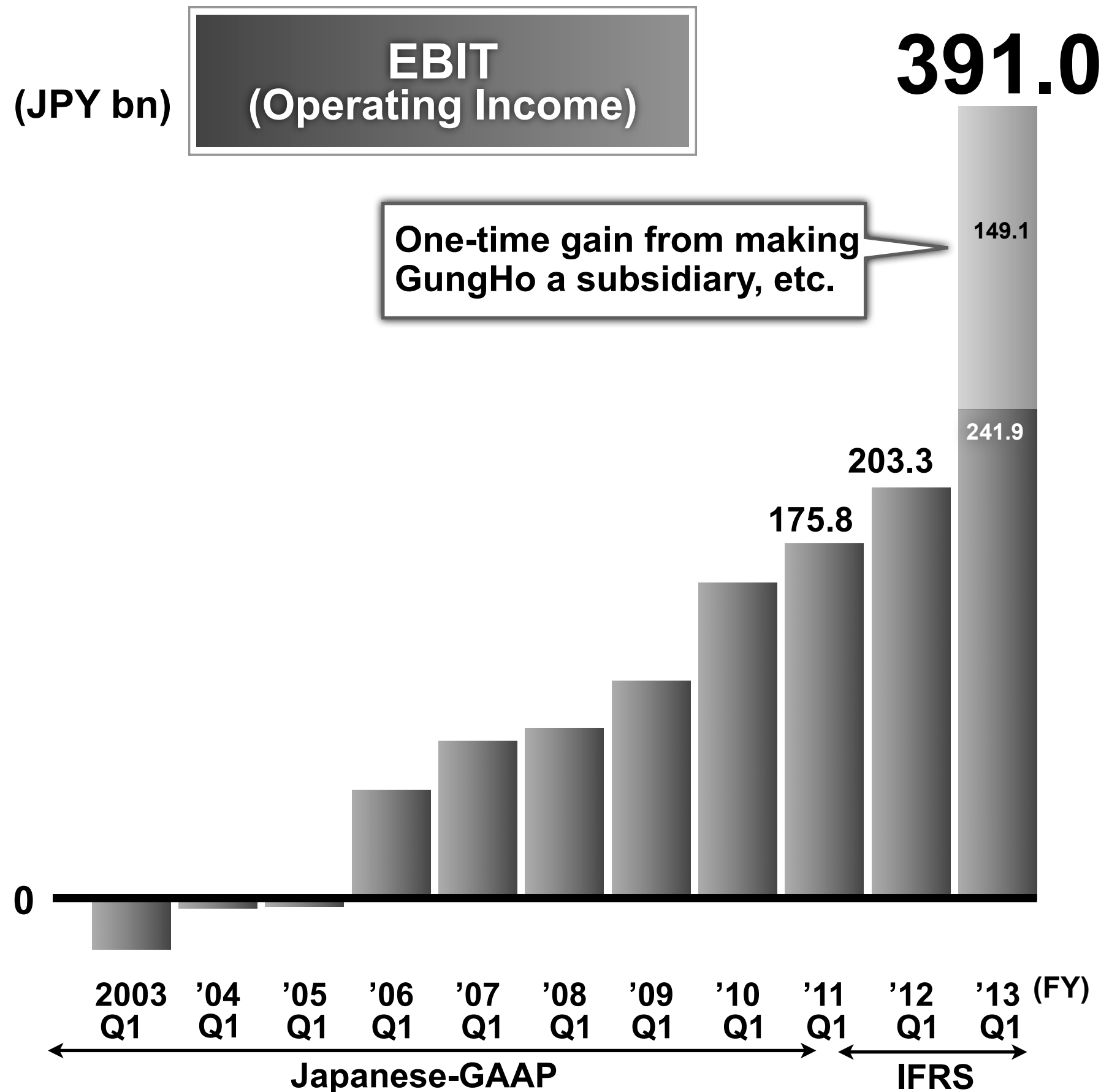


Record High
JPY 881.1bn
21% increase



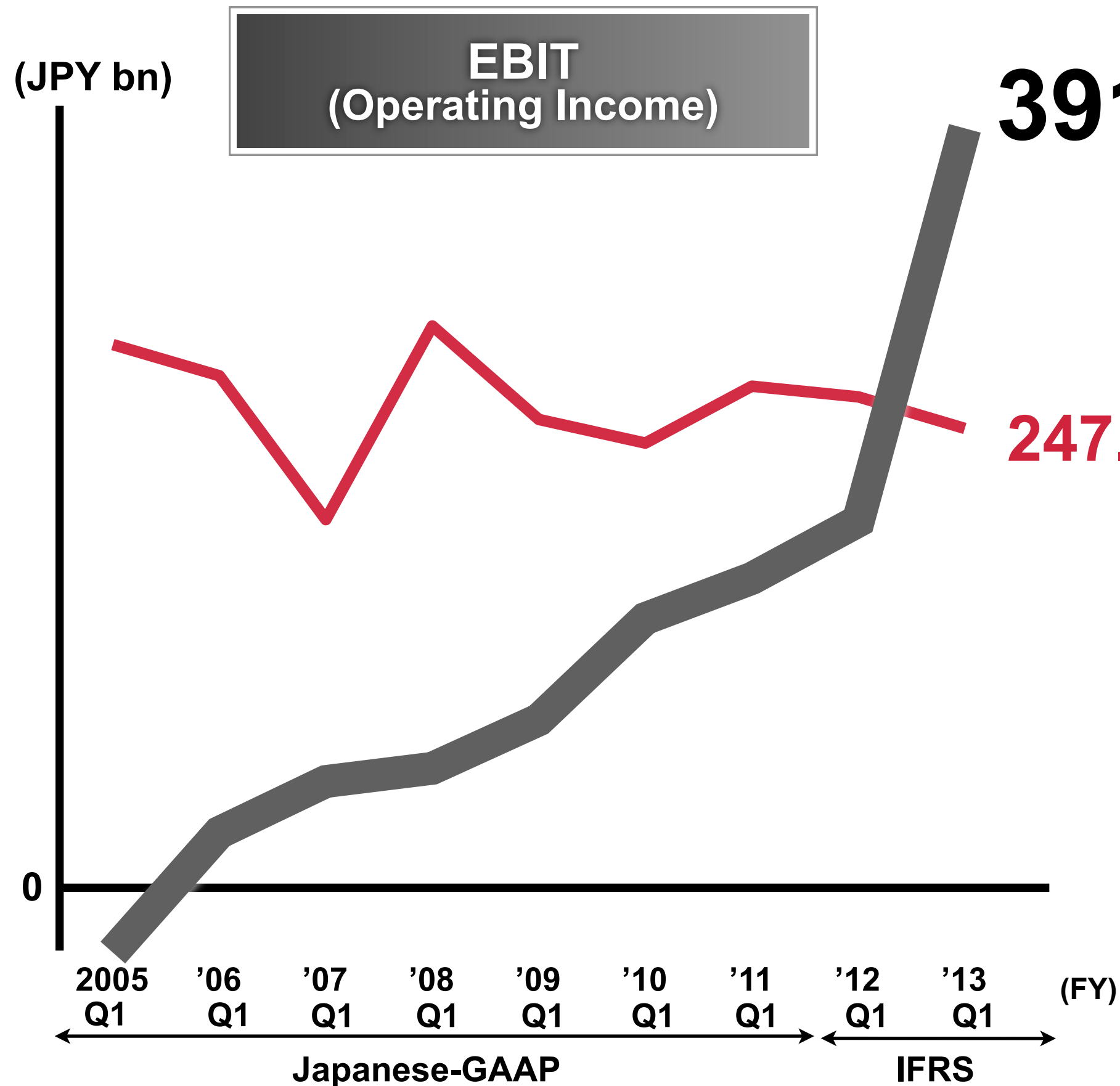
**Record high for
10 consecutive
periods**

**JPY 345.2bn
23% increase**



**Record high for
8 consecutive
periods**

**JPY 391.0bn
92% increase**



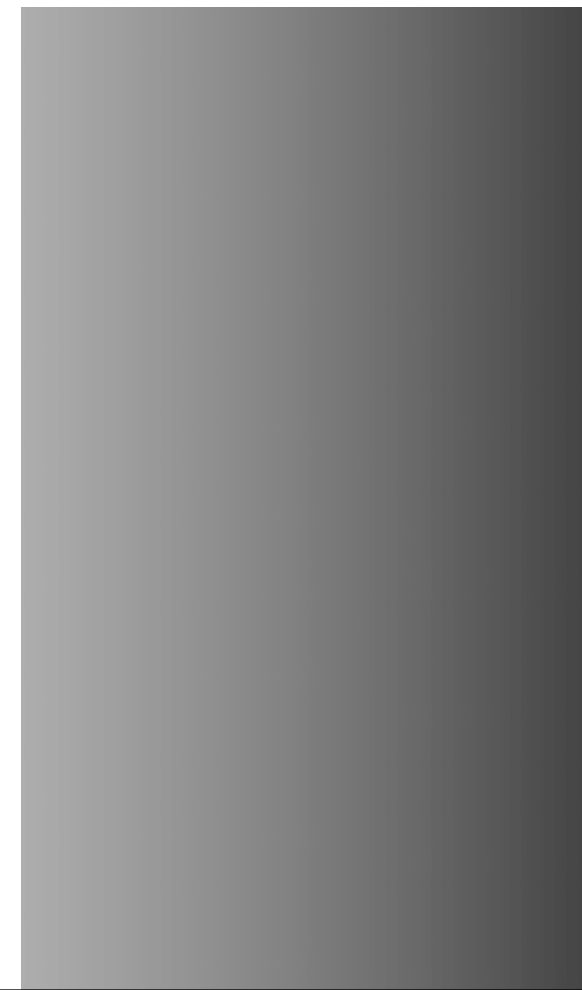
391.0 = SoftBank
Completely Outpaced

247.5 ^{NTT} **docomo** (US-GAAP)

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

EBIT (Operating Income)
Growth Rate (YoY)

+92%



SoftBank

- 6%

NTT
docomo

Significant Growth

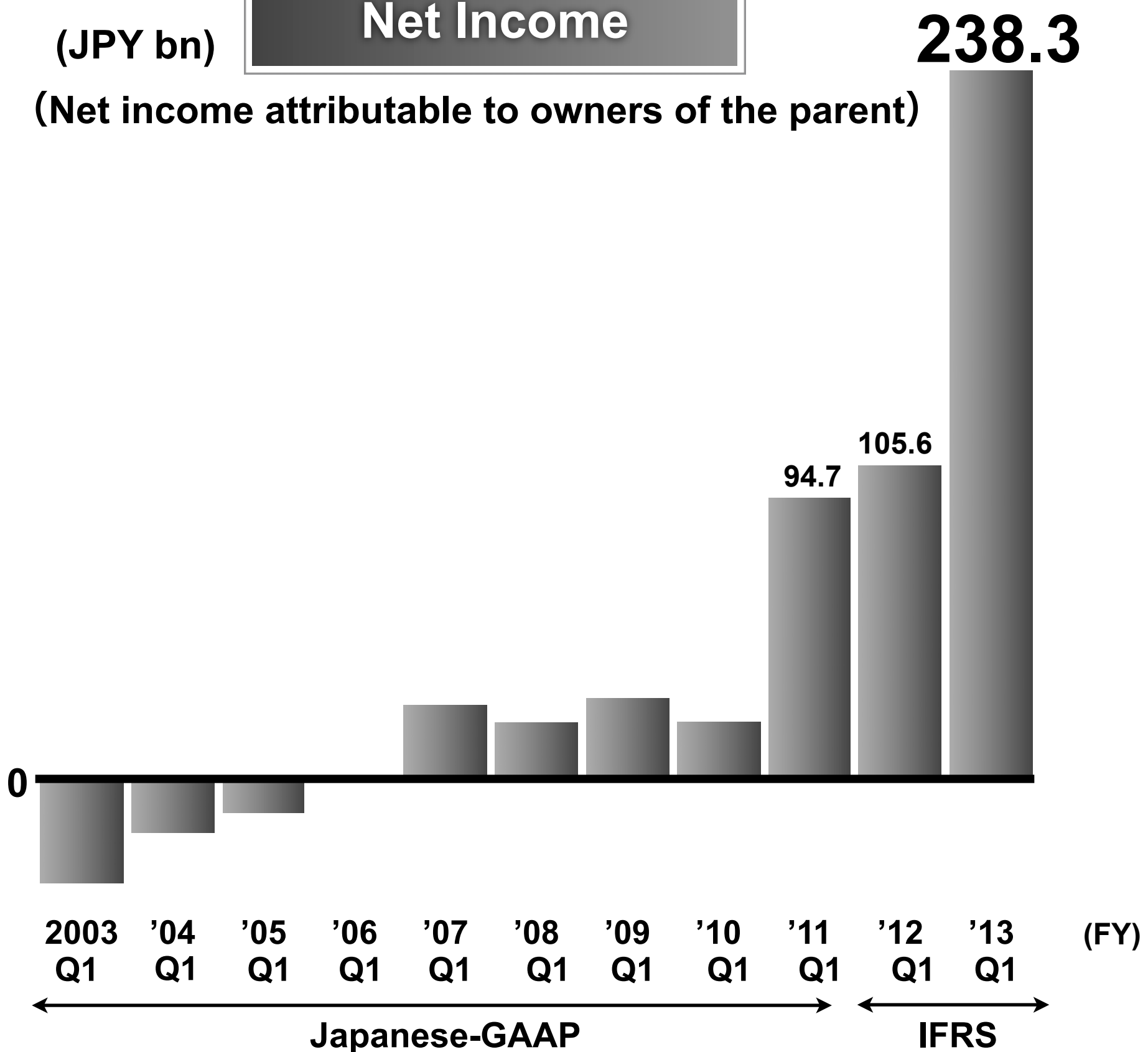


*Created by SoftBank Corp. based on respective companies' publicly available information.

(JPY bn)

Net Income

(Net income attributable to owners of the parent)



Record High
JPY 238.3bn
2.3x



Summary of Consolidated Earnings Results

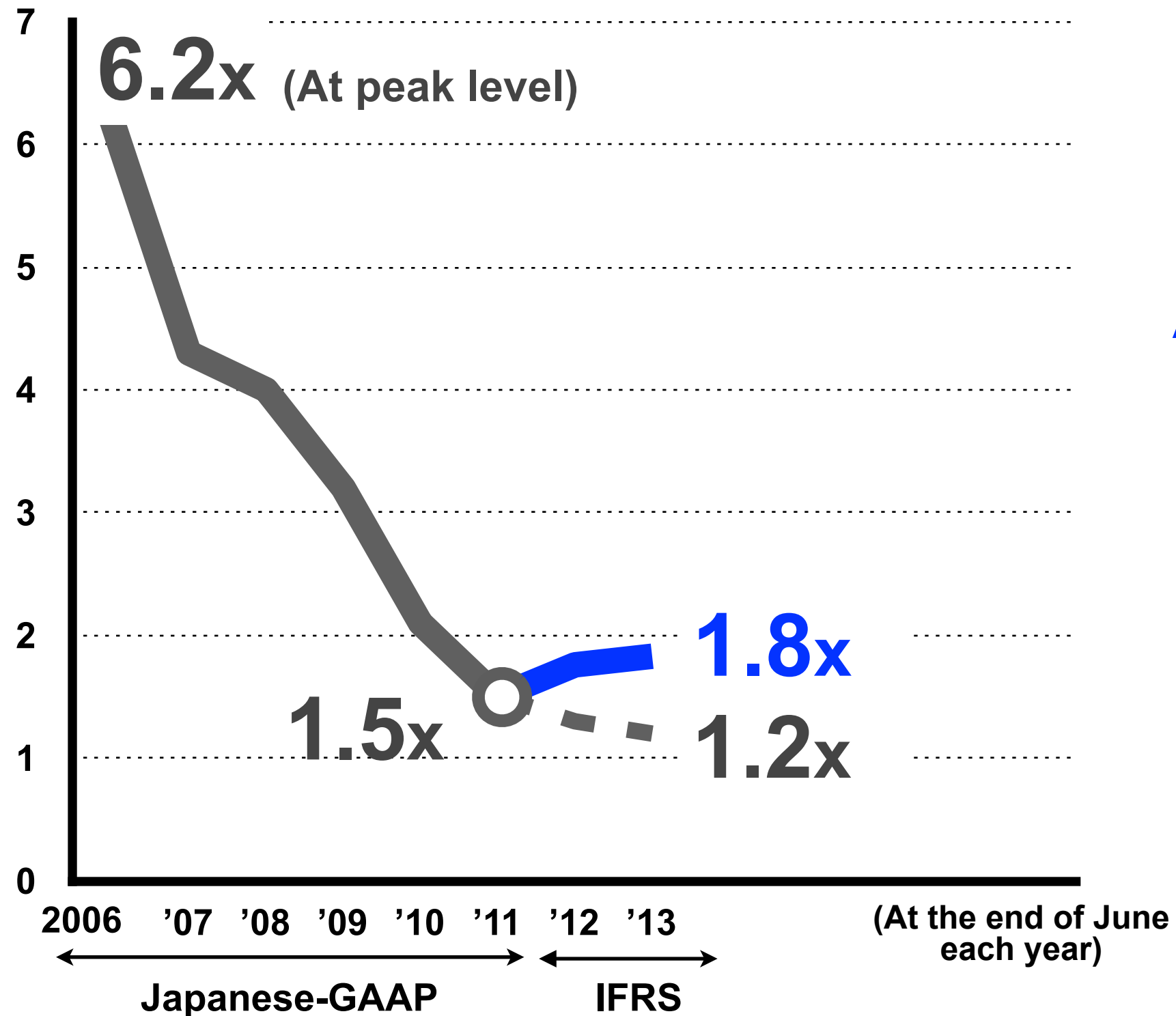
	FY12/Q1	FY13/Q1	Change	YoY
				(JPY bn)
Net sales	725.9	881.1	155.1	121%
EBITDA	280.7	345.2	64.4	123%
EBIT (Operating income)	203.3	391.0	187.7	192%
Net income (Net income attributable to owners of the parent)	105.6	238.3	132.7	226%

Cash Flow

	FY12/Q1	FY13/Q1	(JPY bn)
Operating cash flow	117.8	2.2	
Tax payment	- 124.7	- 256.3	
		(JPY 51.5bn to be recovered in Q2)	
Free cash flow	- 59.0	- 243.8	
CAPEX	- 126.9	- 182.3	

Net Interest-bearing Debt/ EBITDA Multiple

(times)



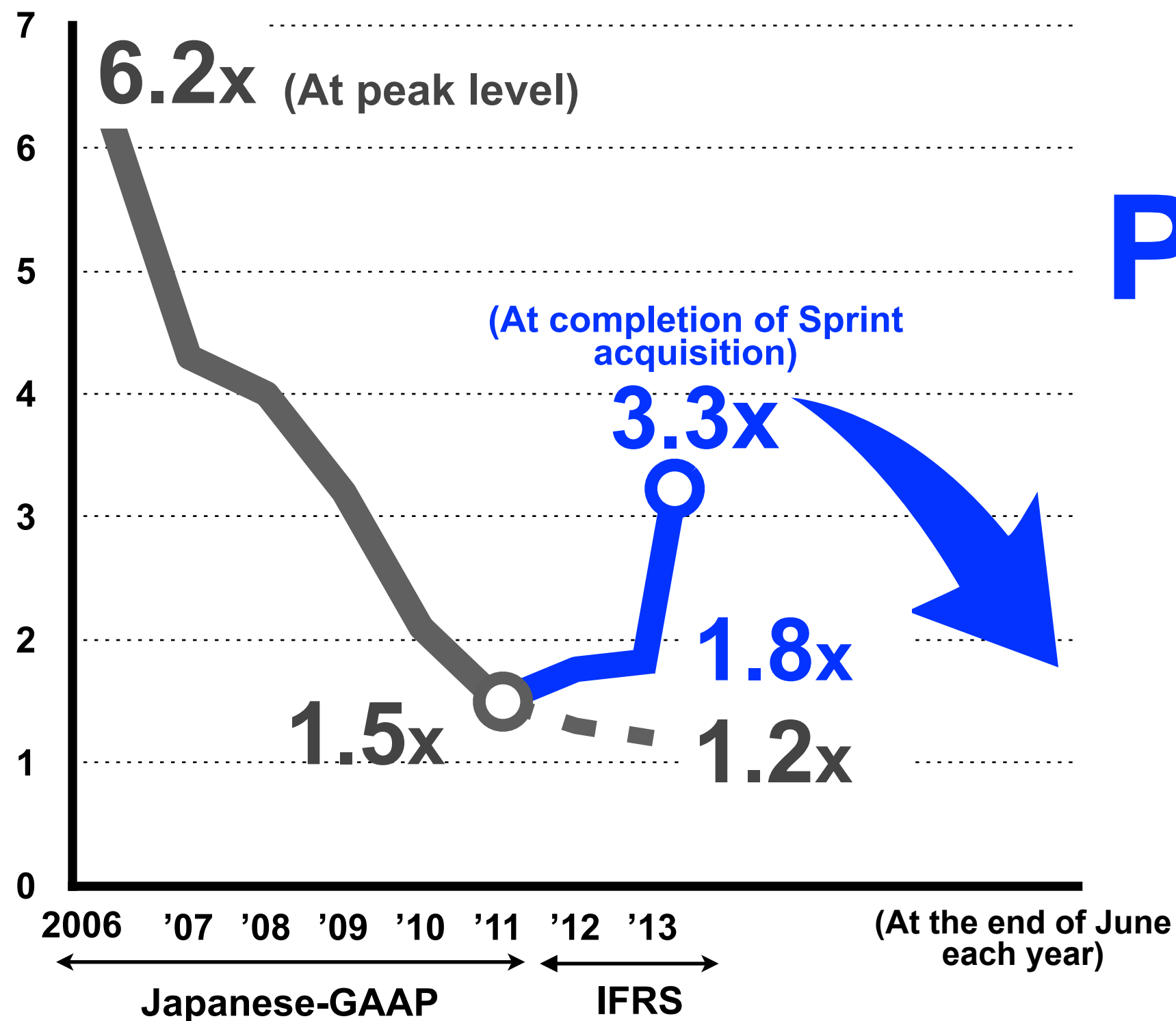
Maintaining Appropriate Level

IFRS
Japanese-GAAP (including leases)

EBITDA: Q1 EBITDA x 4
EBITDA for 2012 and 2013 are calculated under IFRS

Net Interest-bearing Debt/ EBITDA Multiple

(times)



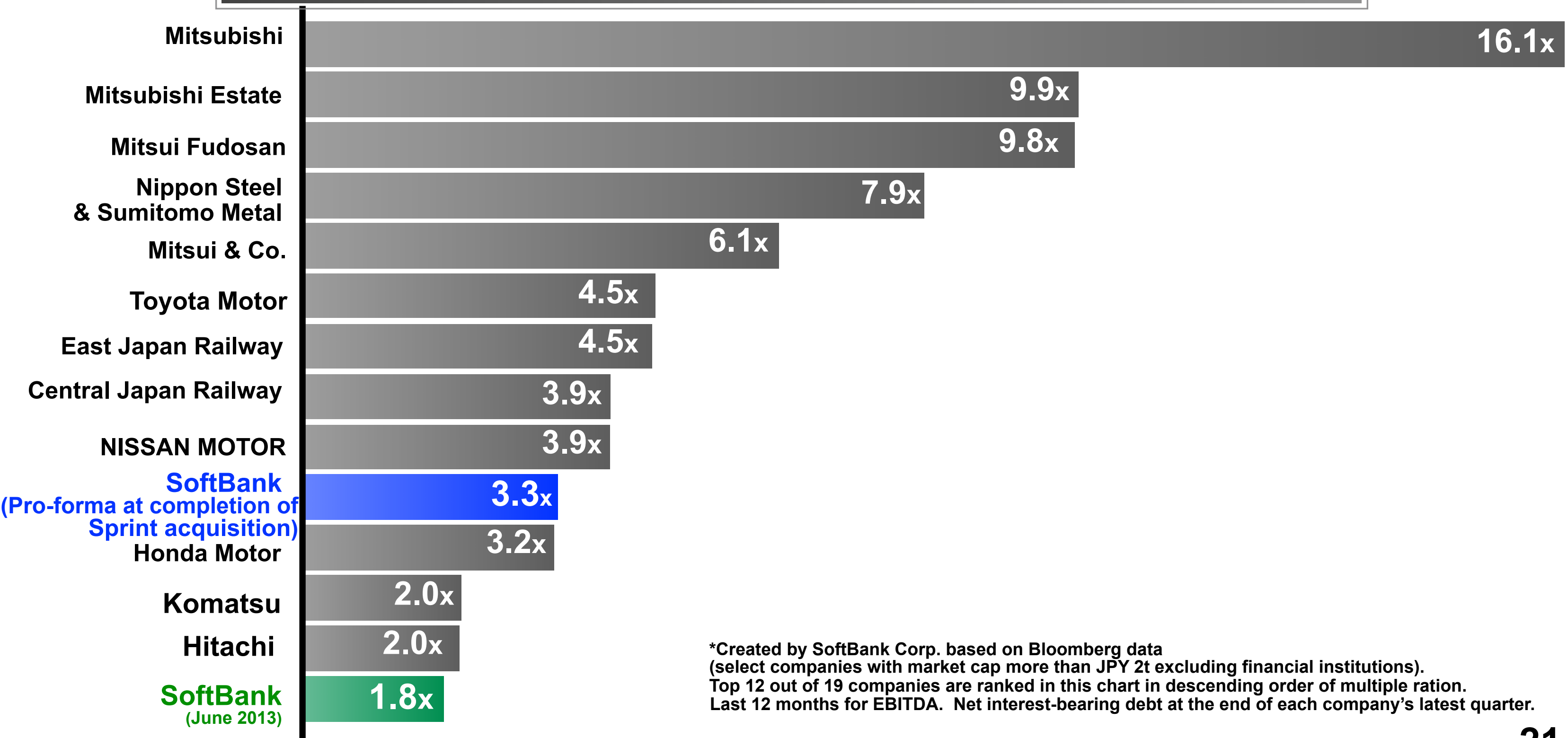
**Promptly return
to lower level**

IFRS
Japanese-GAAP (including leases)

EBITDA: Q1 EBITDA x 4
EBITDA for 2012 and 2013 are calculated under IFRS
At completion of Sprint acquisition: pro-forma calculated
based on Sprint earnings results of Mar. 2013

Net Interest-bearing Debt/EBITDA Multiple

(Major companies in Japan)



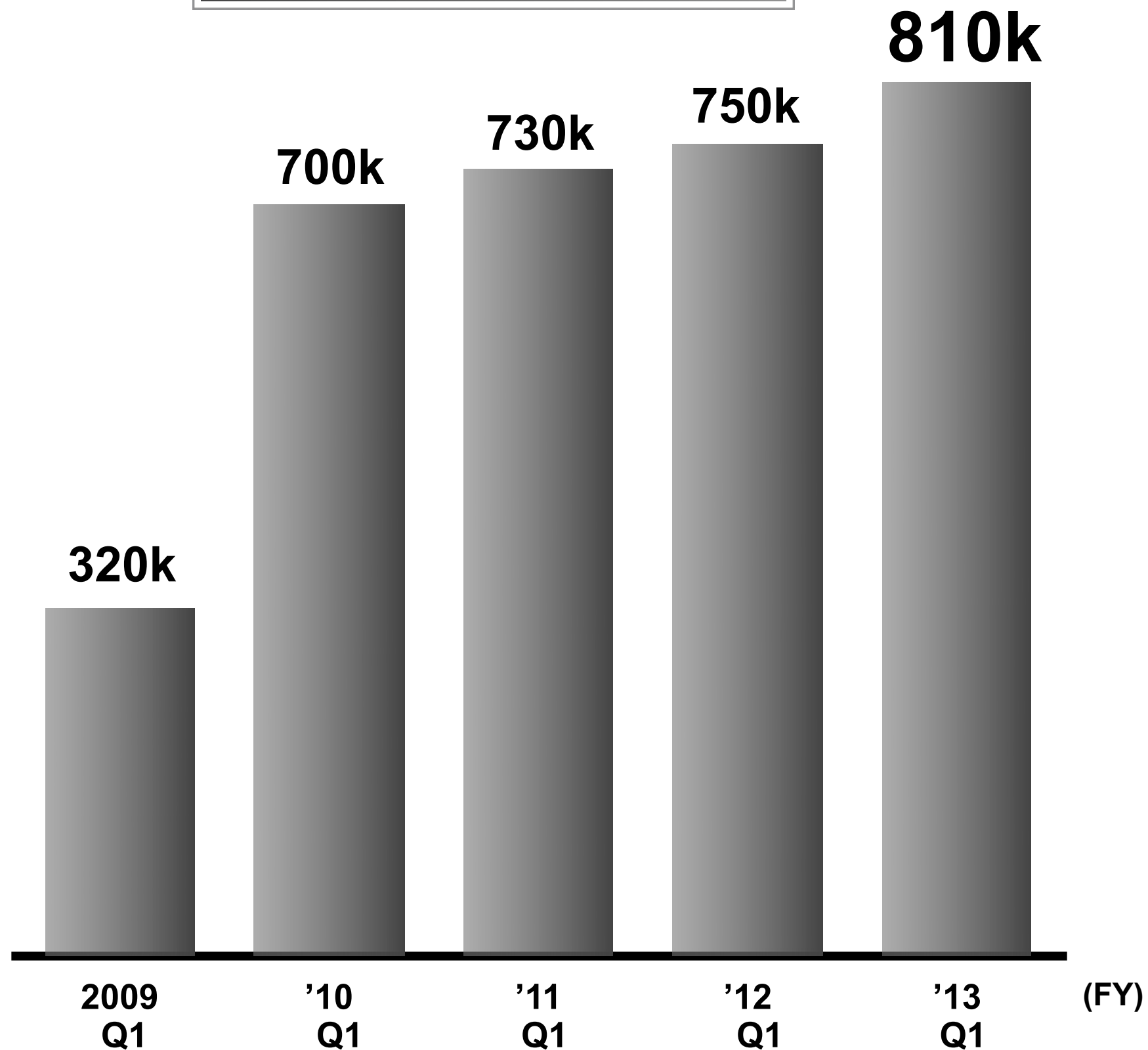
Dividend per Share

	2012/3	2013/3	2014/3 (plan)
Interim dividend	-	JPY 20	JPY 20
Year-end dividend	JPY 40	JPY 20	JPY 20
Annual dividend	JPY 40	JPY 40	JPY 40

Enhance shareholder return through continued interim dividend payments

Domestic Communications Business

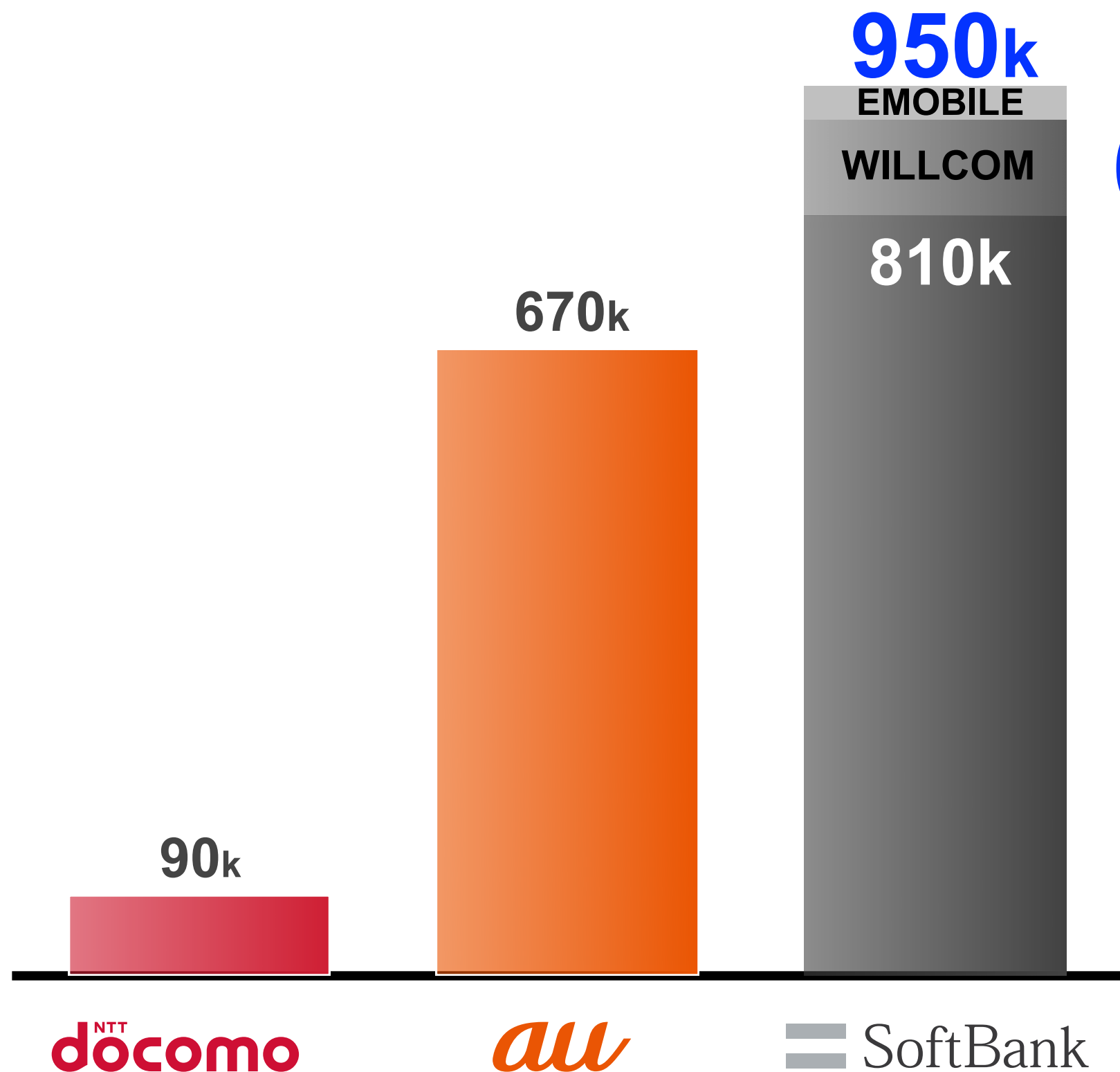
Net Additions



**Record high for
4 consecutive
periods**



Net Additions
(April - June 2013)



Overwhelmingly No.1

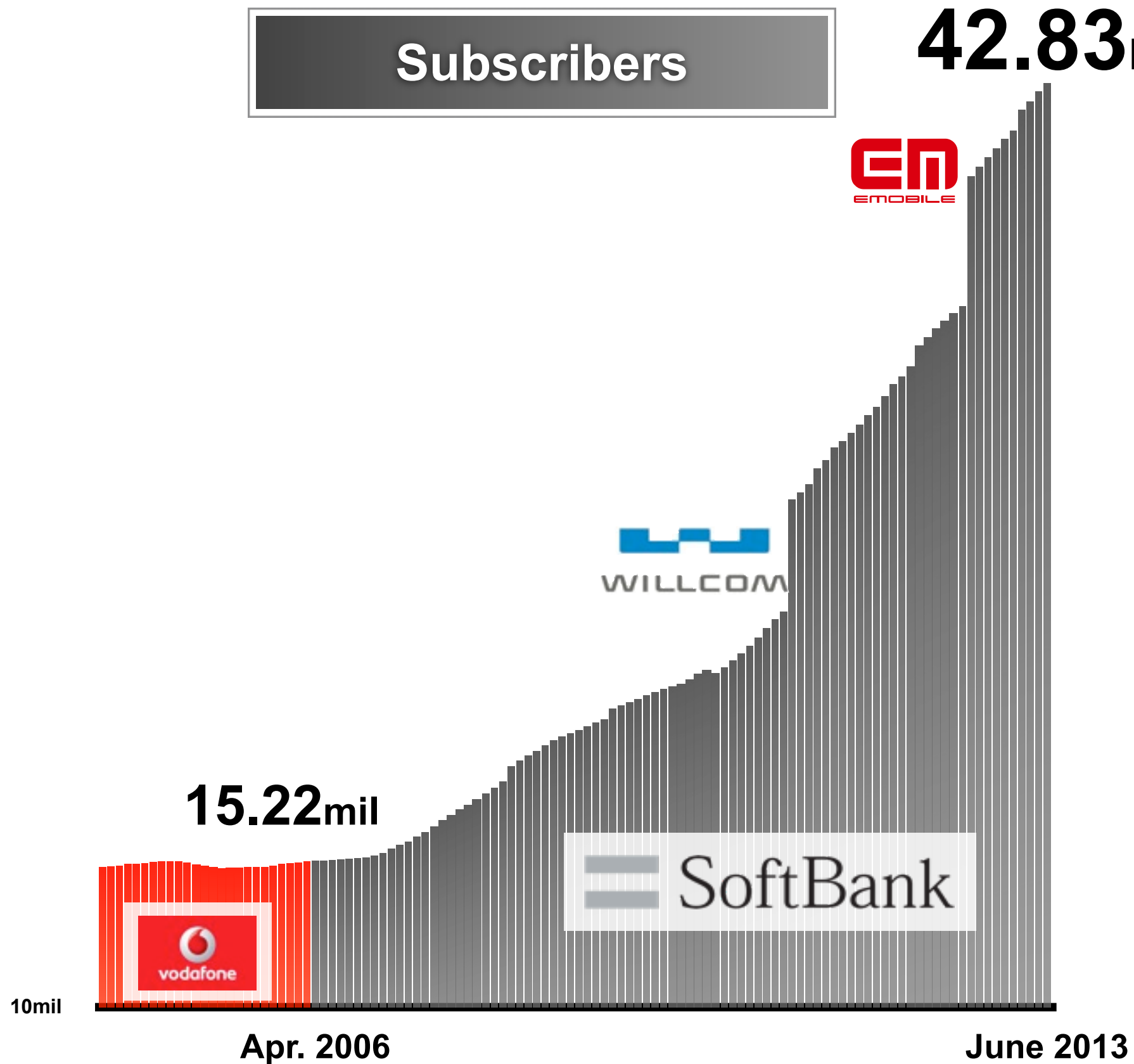


*Created by SoftBank Corp. based on respective companies' publicly available information.

Subscribers

42.83mil

Steady
Growth



(mil)

Subscribers

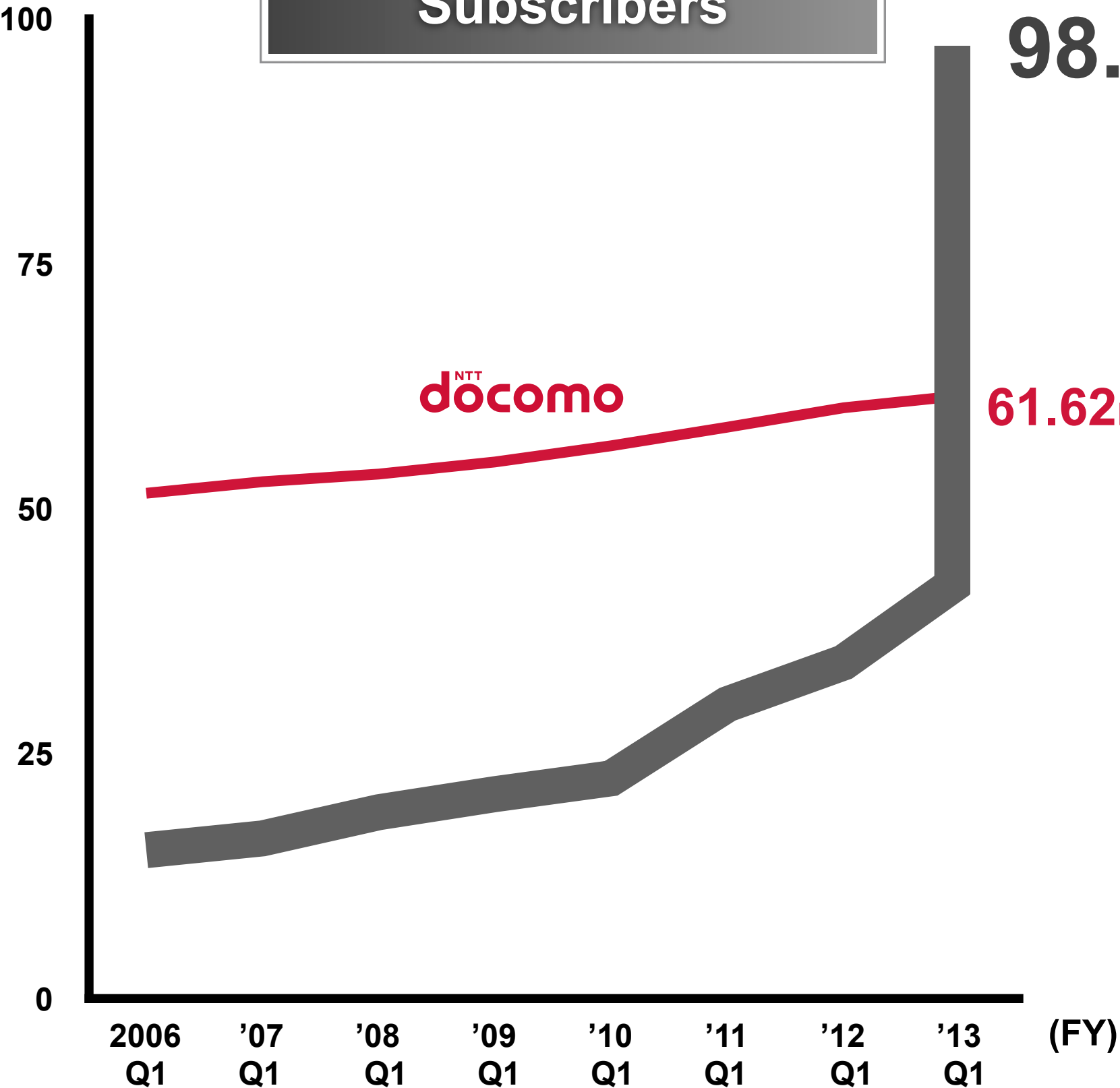
SoftBank + **EM** EMOBILE
+ **WILLCOM** + Sprint[®]
(as of March 2013)

98.04mil

Completely
Outpaced

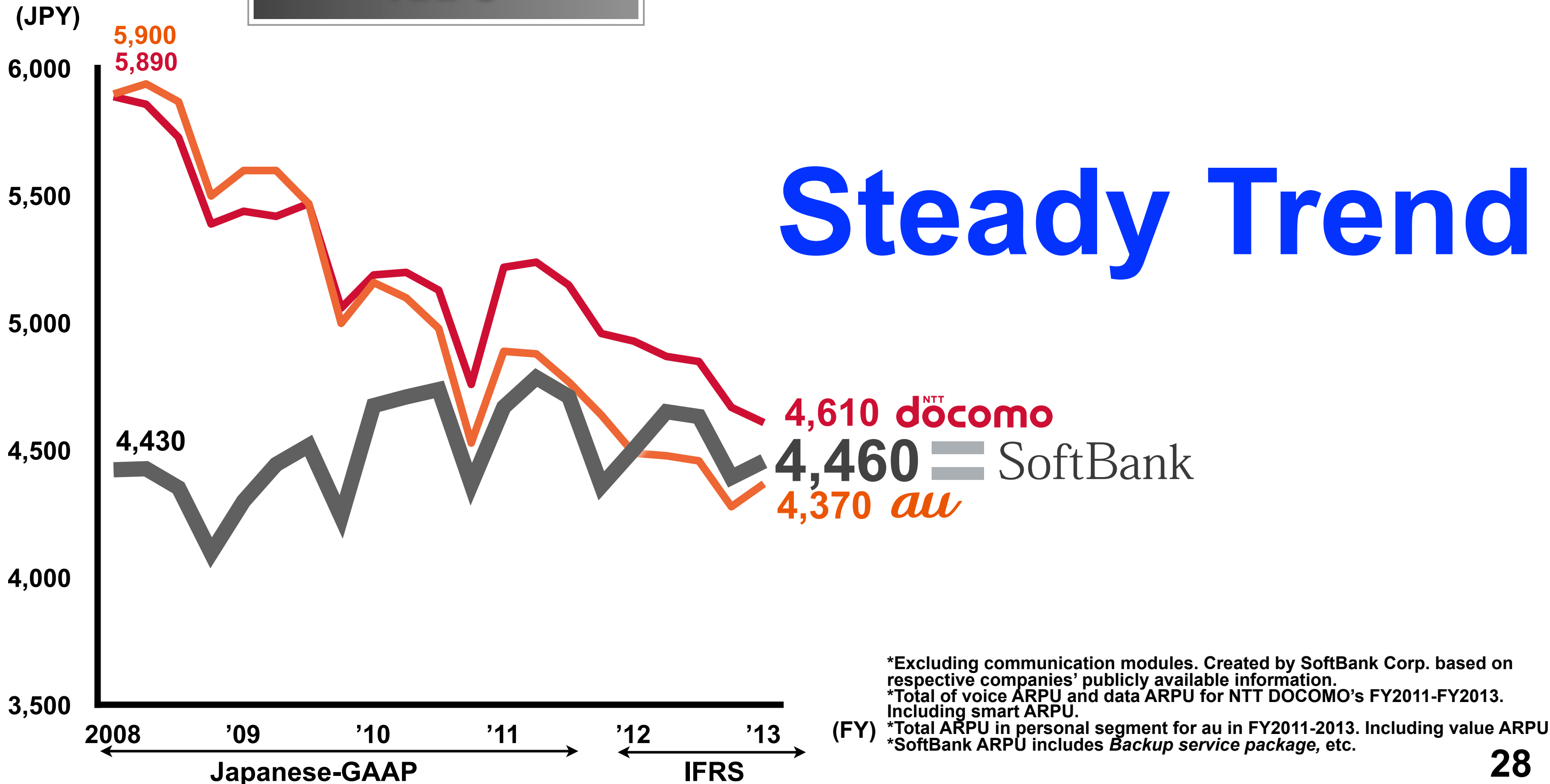
61.62mil

NTT
docomo



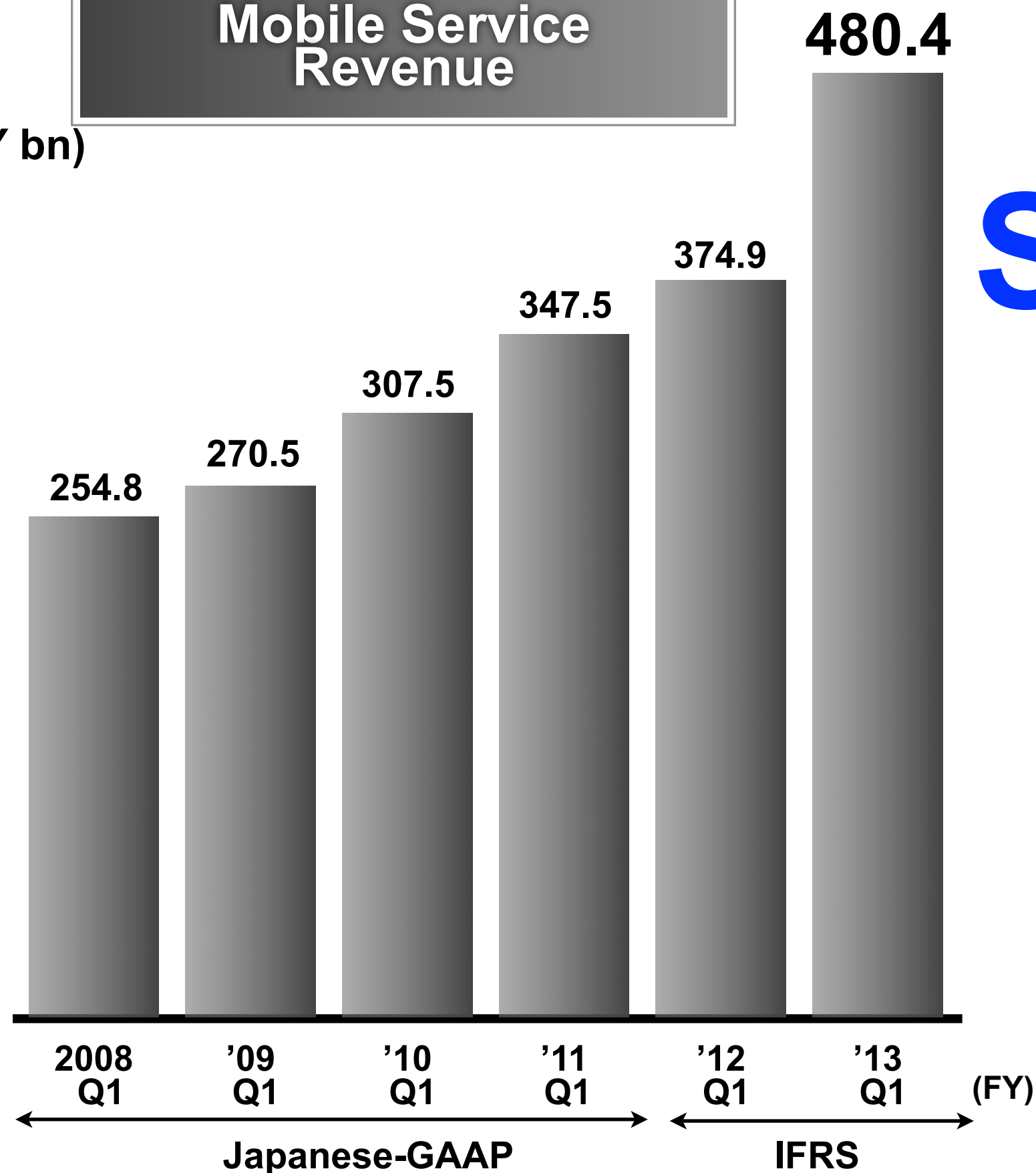
Created by SoftBank Corp. based on respective companies' publicly available information.

ARPU



Mobile Service Revenue

(JPY bn)



Steady Growth

28% increase

***Including impact of JPY 71.0bn of newly consolidated subsidiaries from FY2013/Q1. (GungHo, eAccess, etc.)**

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

Mobile Service Revenue Growth Rate



SoftBank

+28%



Verizon

+8%



Bharti Airtel

(2012/Q4) **+7%**



China Mobile

+6%



au

+5%



AT&T

+4%



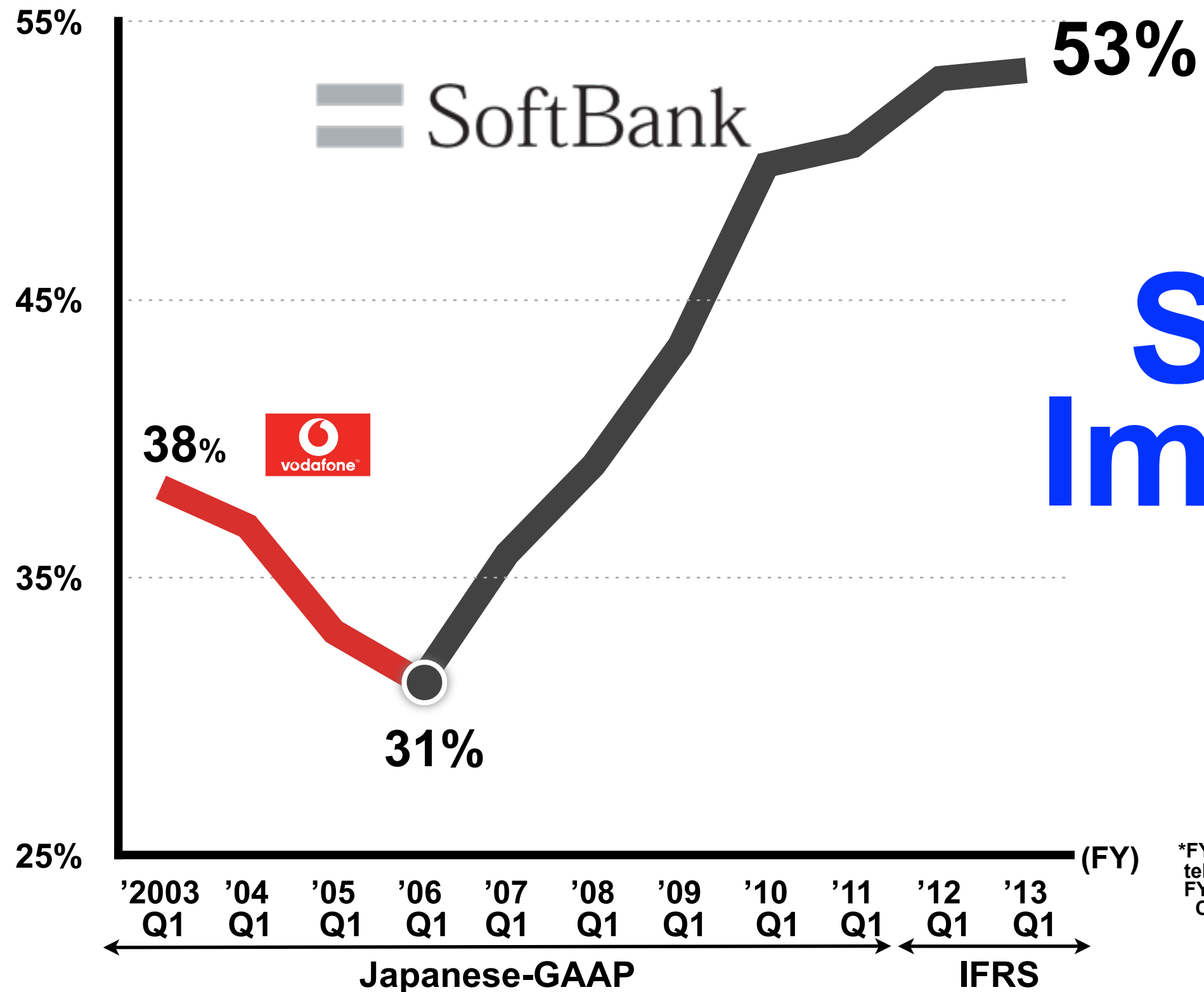
NTT DOCOMO

-2%

**Global
No.1**

*Created by SoftBank Corp. based on respective companies' publicly available information. (Year to date)
Telecom service revenue (mobile) of personal segment for au.
Consolidated results for China Mobile

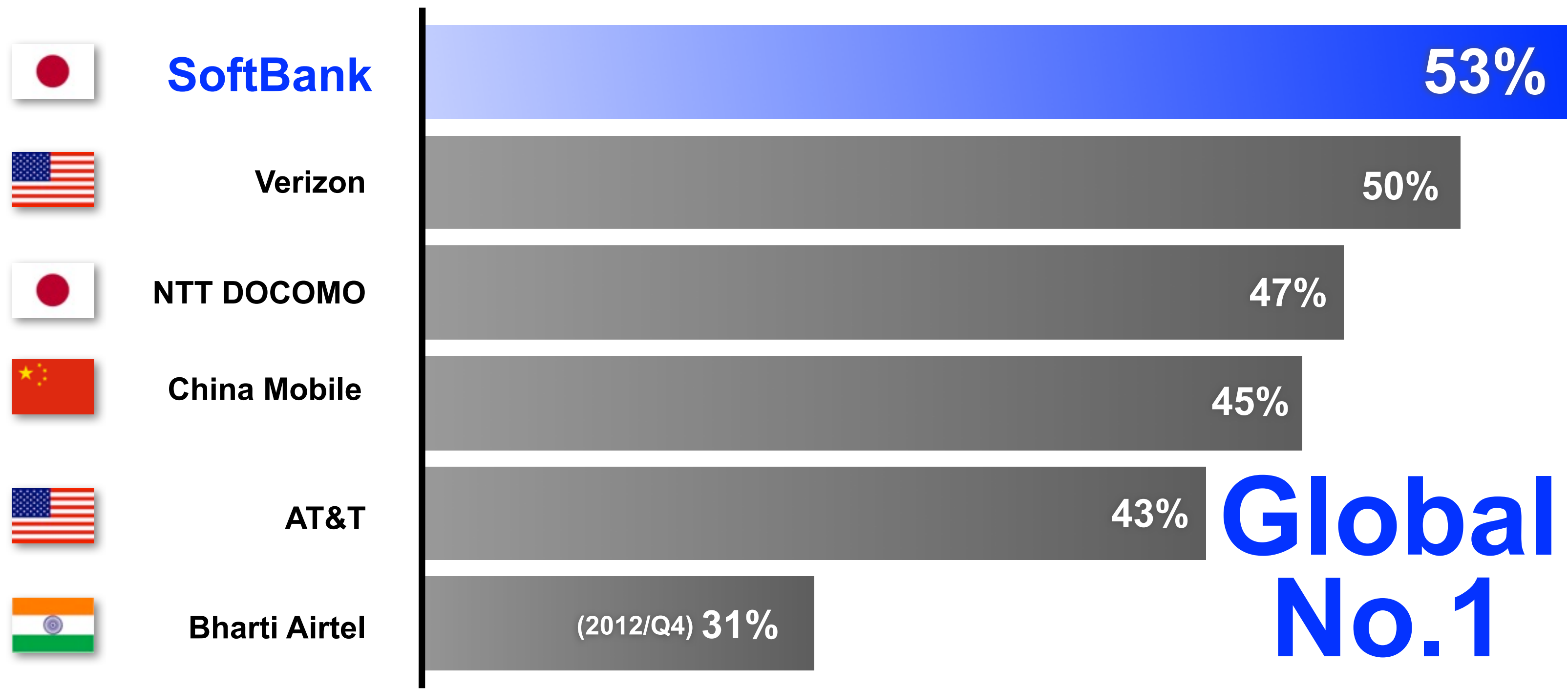
Mobile EBITDA Margin



Significant Improvement

*FY2006-2011: Mobile Communications business EBITDA divided by SoftBank Mobile's telecom service revenue.
FY2012-2013: Domestic Mobile Communications business EBITDA divided by Domestic Mobile Communications service revenue

Mobile EBITDA Margin



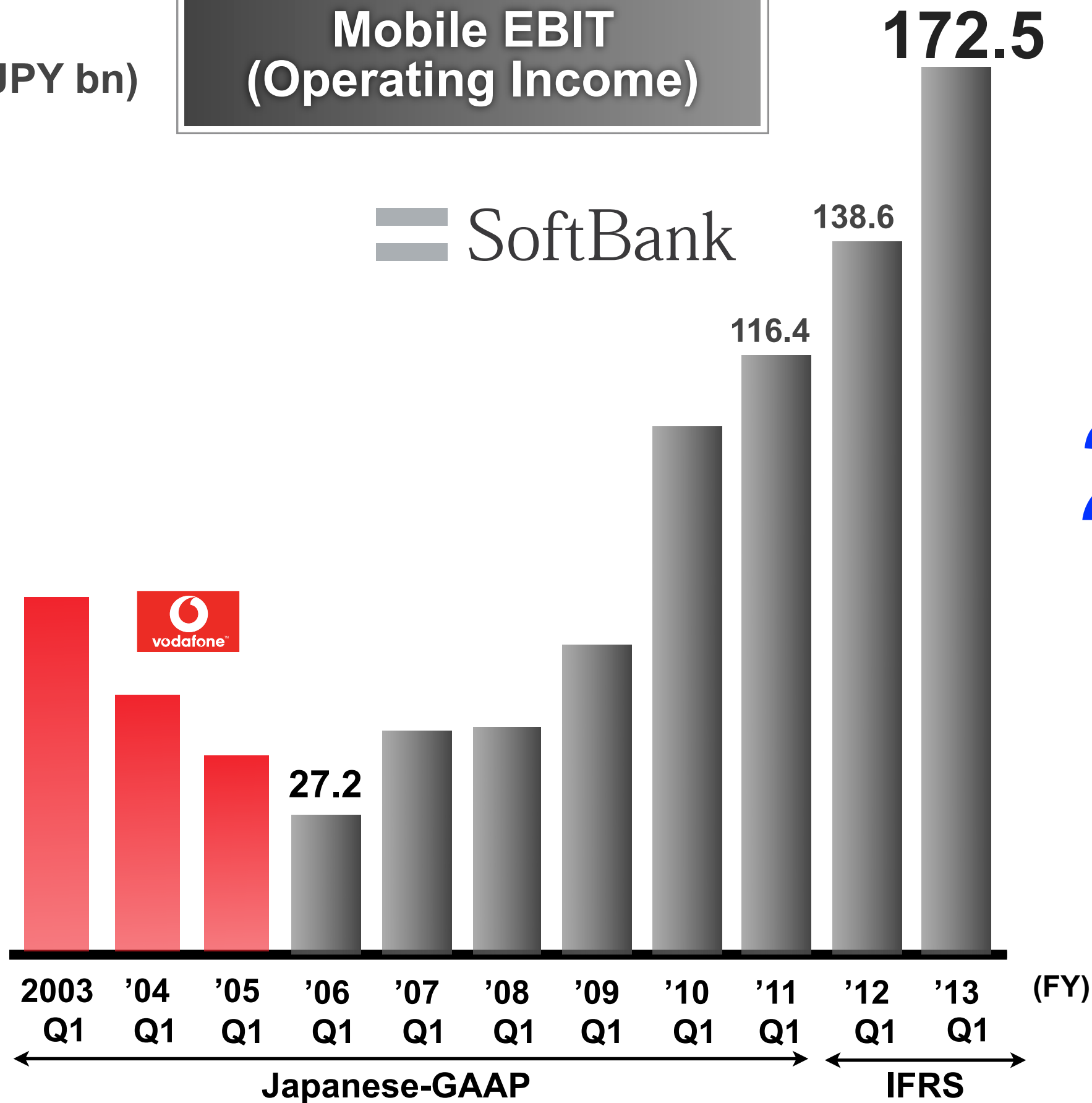
20%

*Created by SoftBank Corp. based on respective companies' publicly available information. (Year to date)
Mobile EBITDA margin = mobile EBITDA/ mobile telecom service revenue
Consolidated results for China Mobile

(JPY bn)

Mobile EBIT (Operating Income)

SoftBank

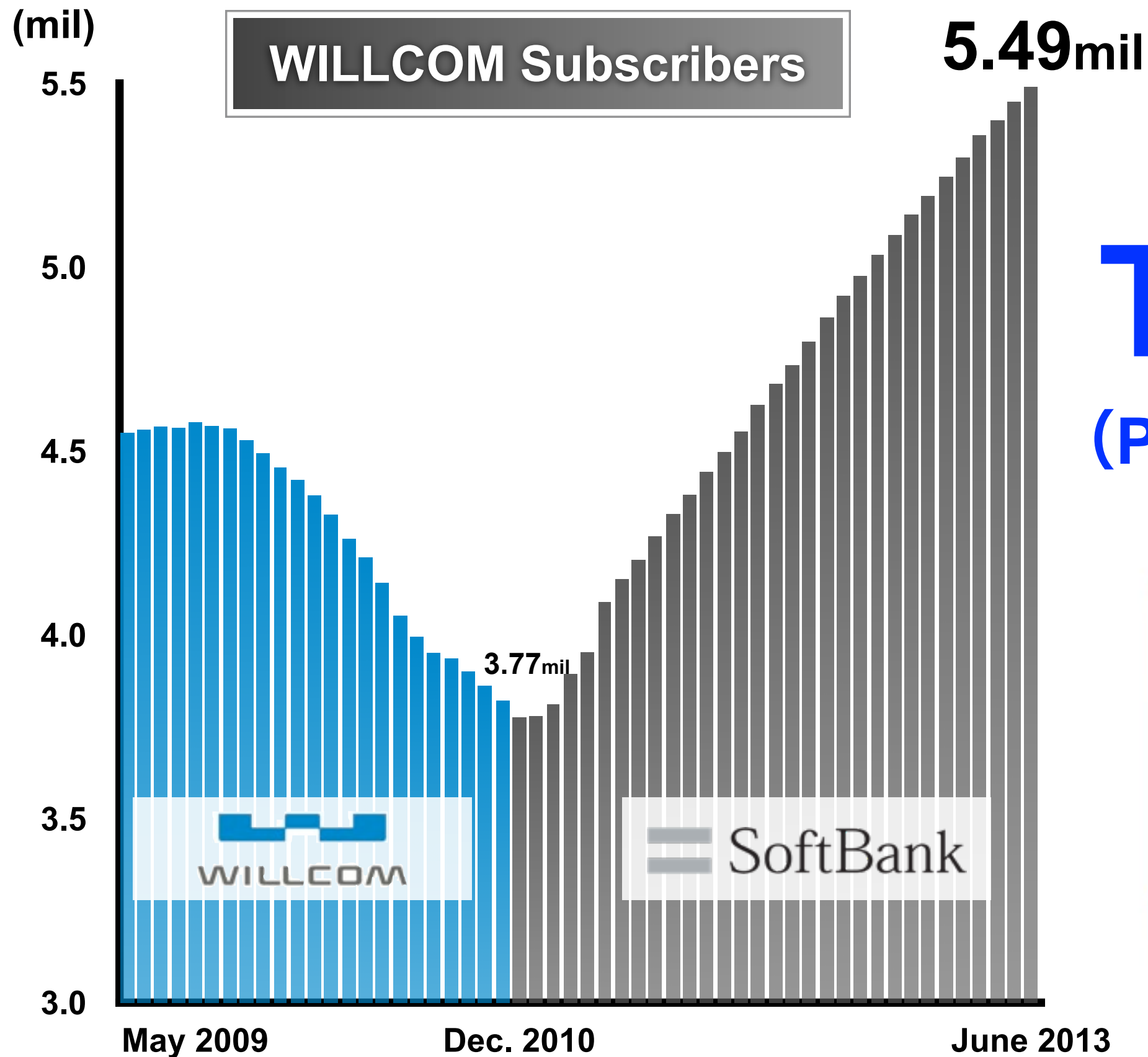


Significant Turnaround

24% increase

*Including impact of JPY 21.6bn of newly consolidated subsidiaries from FY2013/Q1. (GungHo, eAccess, WCP, etc.)

* FY2006-2011: Mobile Communications business
FY2012-2013: Domestic Mobile Communications business



Turnaround

(Profitable since FY2011/Q2)



*PHS+3G



Rehabilitation proceedings terminated

**WILLCOM was made a subsidiary
and was re-measured at fair value.**

Record gain of JPY103.8 billion
(FY2013/Q2)

WILLCOM's Stock Value



**Company under
rehabilitation
proceedings**

Subscribers

Net loss

EBIT
(Operating income)

**Declining
trend**

JPY104.1bn

**Growth
Company**

Subscribers

Turnaround

EBIT
(Operating income)

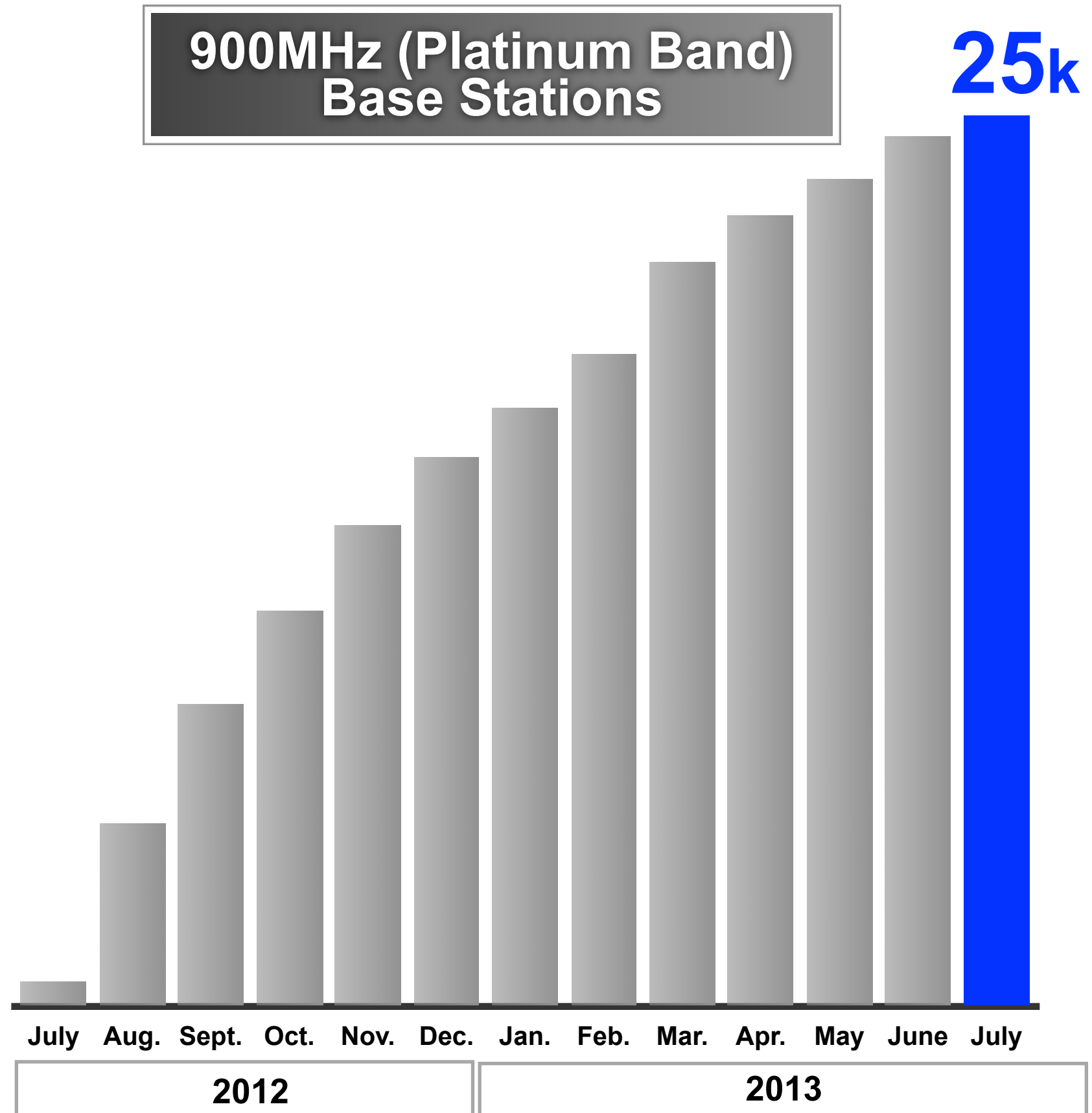
**Staying
profitable**

JPY 300m

At the start of
sponsorship
(December 2010)

Re-measured
at fair value
(July 2013)

Approaching No.1 in Connectivity



Rapid Increase

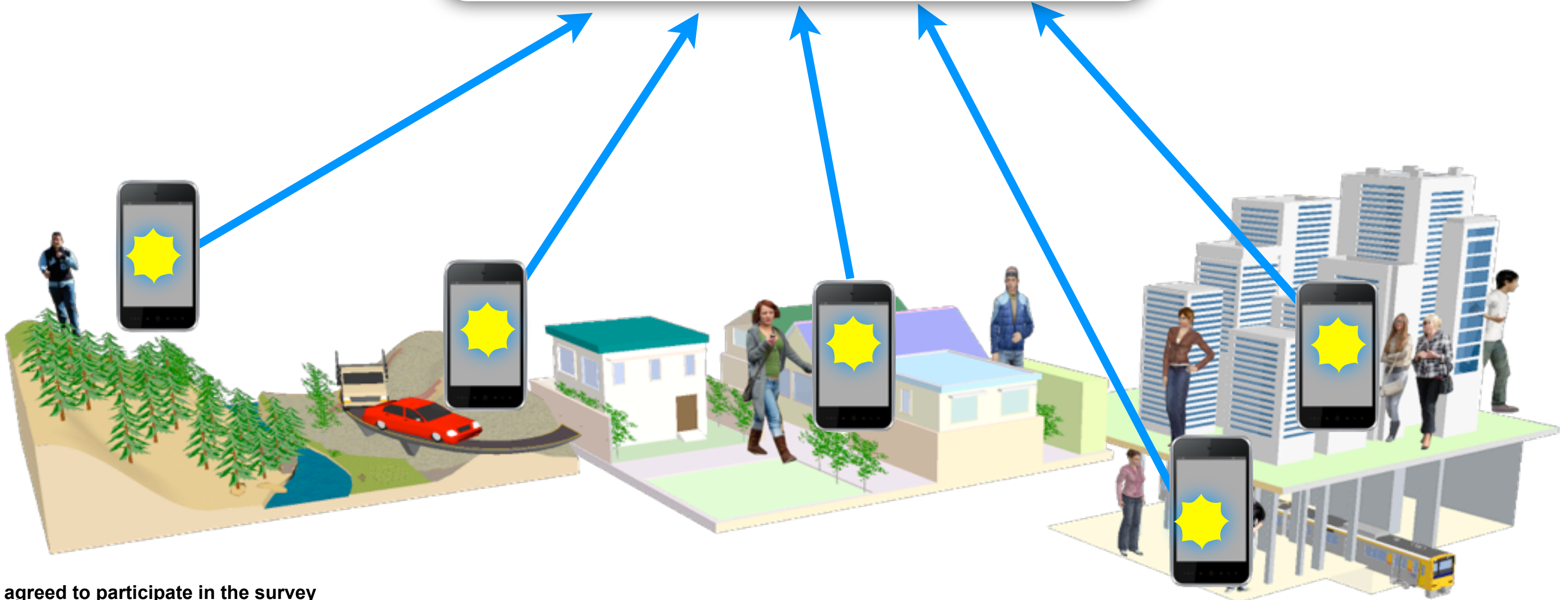


Data Connection Rate Survey

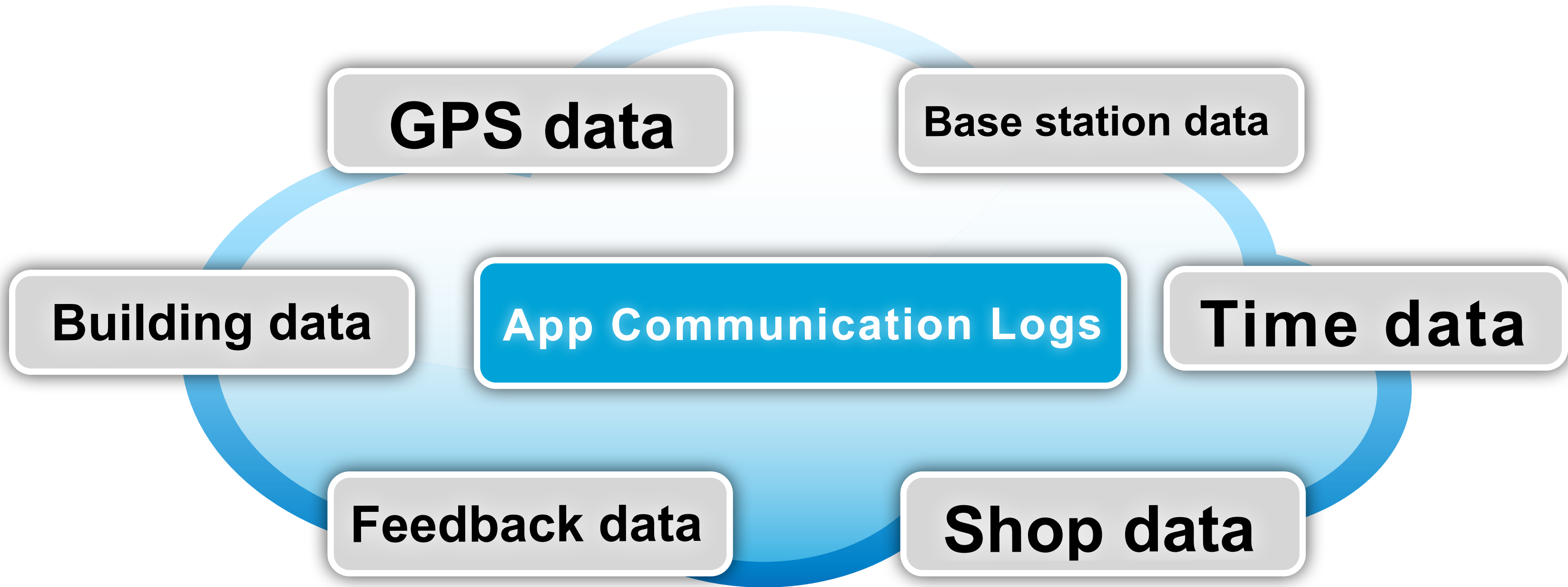
(Patent pending)

App Communication Logs

(900million/month)



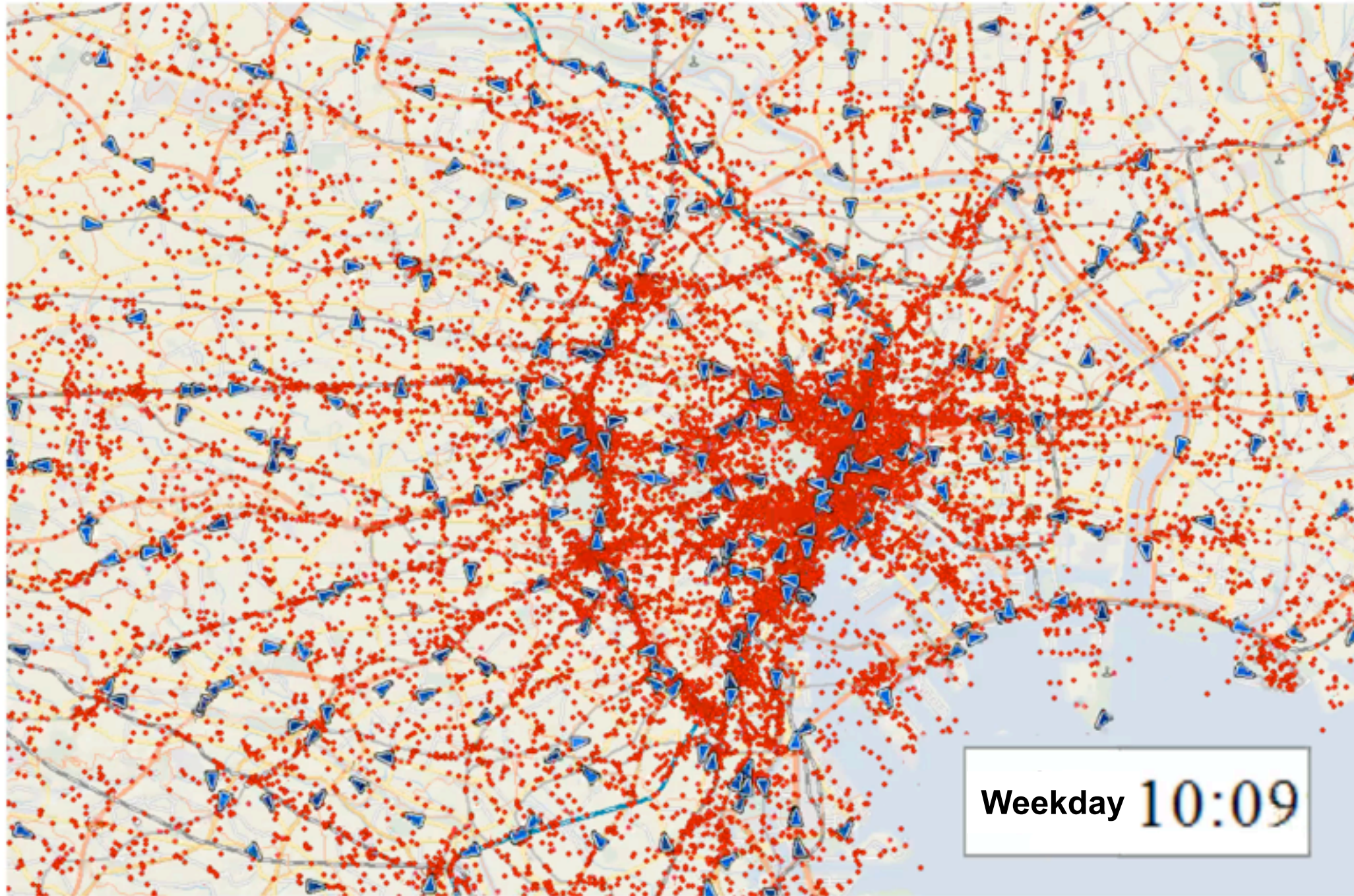
*Users agreed to participate in the survey



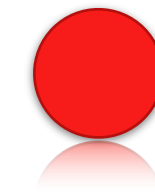
Analyze 30 billion data records

App Communication Log

Example: Hourly Population Distribution



Flow of people



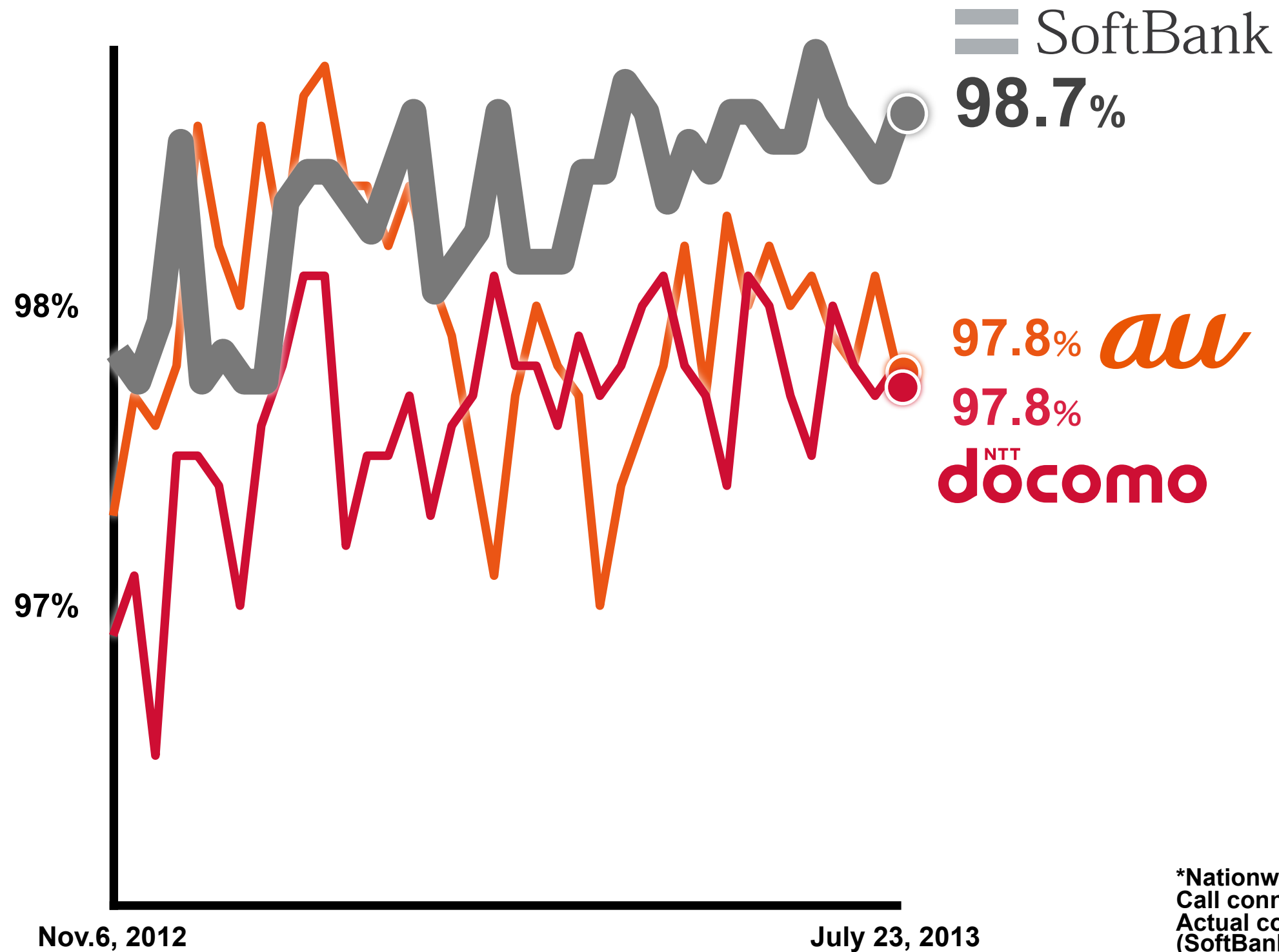
Keeping to same location

Copyright (c) 2013 Agoop Corp.
ArcGIS data collection standard pack 2009 (c) ESRI Japan

*Statistics analysis conducted by Agoop Corp.

Call Connection Rate LTE Smartphones

プラチナバンド



Call Connection
Rate
No.1

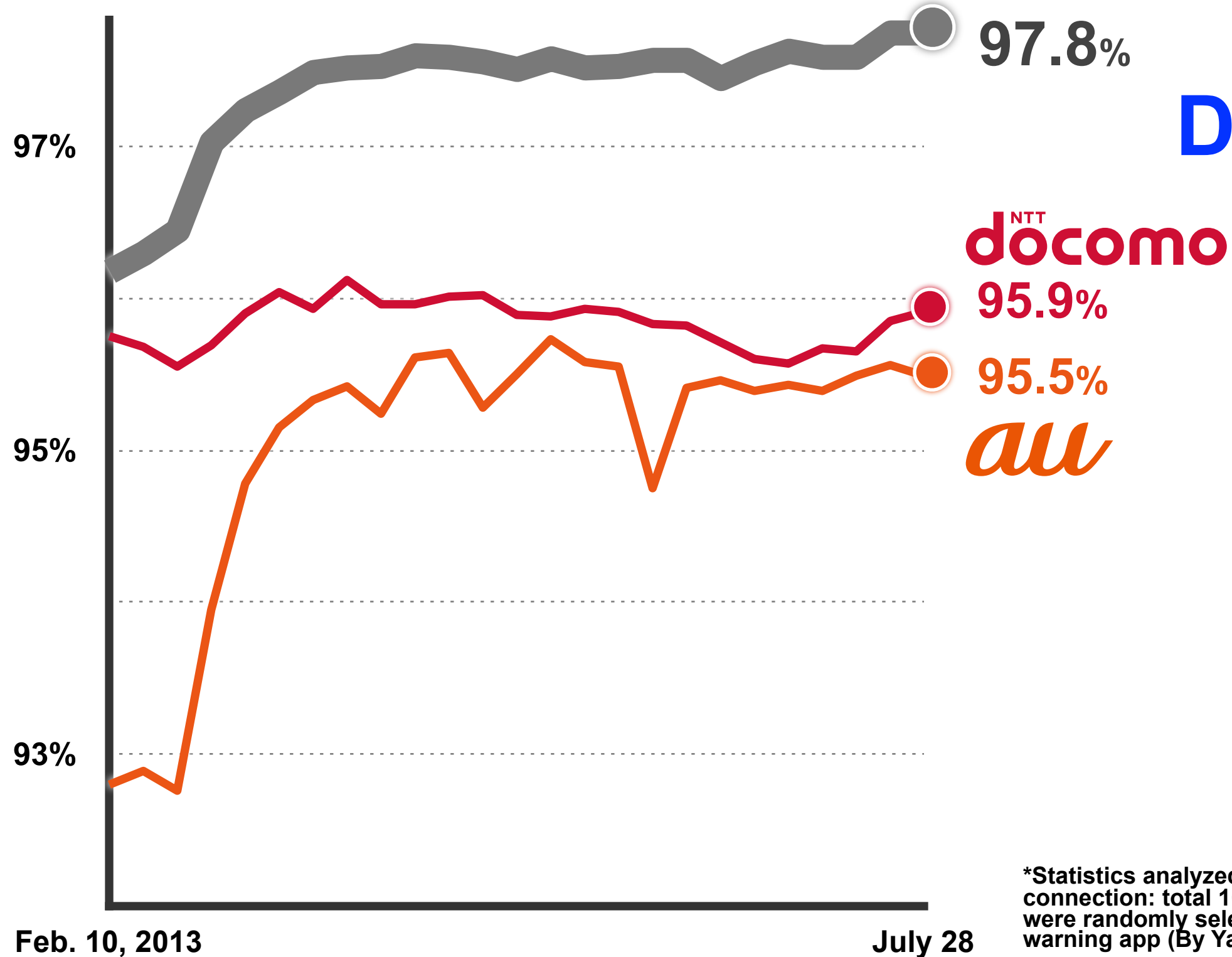


*Nationwide survey by Ipsos K.K.
Call connection rate of Platinum Band-compatible LTE smartphones.
Actual connection rate on calls made to 5,700 smartphone users
(SoftBank: 2,200 users, NTT DOCOMO: 1,600 users, au: 1,900 users)

Data Connection Rate LTE Smartphones

プラチナバンド

SoftBank



Data Connection Rate
No.1



*Statistics analyzed by Agoop Corp. Platinum Band-compatible LTE/ 4G smartphone data connection: total 108,000 platinum band-compatible smartphones (36,000 for each operator) were randomly selected for analysis. In analysis, data was collected through the disaster warning app (By Yahoo Japan) and Ramen Checker app (by Agoop)

Packet Congestion Instances (Tested 200 times at each station)

au = SoftBank

Shinagawa	105 times	18 times
Shinjuku	80 times	6 times
Shimbashi	25 times	0 times
Ikebukuro	19 times	4 times
Tokyo	10 times	0 times
Shibuya	6 times	0 times



iPhone 5

(Source) Press release by MMD LABO (June 21, 2013).
Packet congestion is defined as a situation where downloading a full web page takes over 30 seconds.

Packet Congestion Instances (Tested 200 times at each station)

^{NTT}**docomo** = SoftBank

Ikebukuro	35 times	0 times
Shinjuku	8 times	0 times
Tokyo	7 times	0 times
Shimbashi	5 times	0 times
Shibuya	4 times	0 times
Shinagawa	0 times	0 times



Android Smartphone

(Source) Press release by MMD LABO (June 21, 2013).

Packet congestion is defined as a situation where downloading a full web page takes over 30 seconds.
SoftBank: AQUOS PHONE Xx, NTT DOCOMO: Xperia Z

iPhone5 LTE 75Mbps Area Survey
(54 points in Tokyo Metropolitan Area)



36 points

**LTE 75Mbps
available points
6x of au**

6 points

au

SoftBank

Source : Kaden Hihiyo (August 2013 issue)
Surveyed at total of 54 points in Tokyo 23 Wards, Yokohama, Saitama
and Chiba (Ward offices and Prefectural offices)

Smartphone Speed Test Conducted by the Third Parties



(Mbps)



SoftBank

10.79

NTT DOCOMO

7.95

au

9.37

Source: ICT Research & Consulting
“Nation-wide 200 locations smartphone LTE actual communication speed survey” Nov. 6, 2012



(Mbps)



SoftBank

16.91

NTT DOCOMO

6.17

au

7.38

Source: MMRI
“Next generation high-speed 4G smartphone speed survey” Dec. 13, 2012



(Mbps)



SoftBank

6.9

NTT DOCOMO

3.4

au

3.9

Source: RBB TODAY
SoftBank wins the “SPEED TEST” in smartphone speed Jan. 23, 2013



(Mbps)



SoftBank

18.46

NTT DOCOMO

15.37

au

14.10

Source: MMD LABO
“Mar. 2013 smartphone operator speed comparison by region survey” Apr. 9, 2013



(Mbps)



SoftBank

16.65

NTT DOCOMO














10.68

au

13.10

Source: Campus Navi
“smartphone communication speed urgent nation-wide survey” Apr. 17, 2013

Material Incidents that must be Reported to the
Communications Minister (since June 2011)

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

*Includes KDDI's fixed-line communications service users.
(Source: Ministry of Internal Affairs and Communications "Telecommunication service incidents (FY2011)".
From 2013 on: Data created by SoftBank Corp. based on respective companies' press releases.

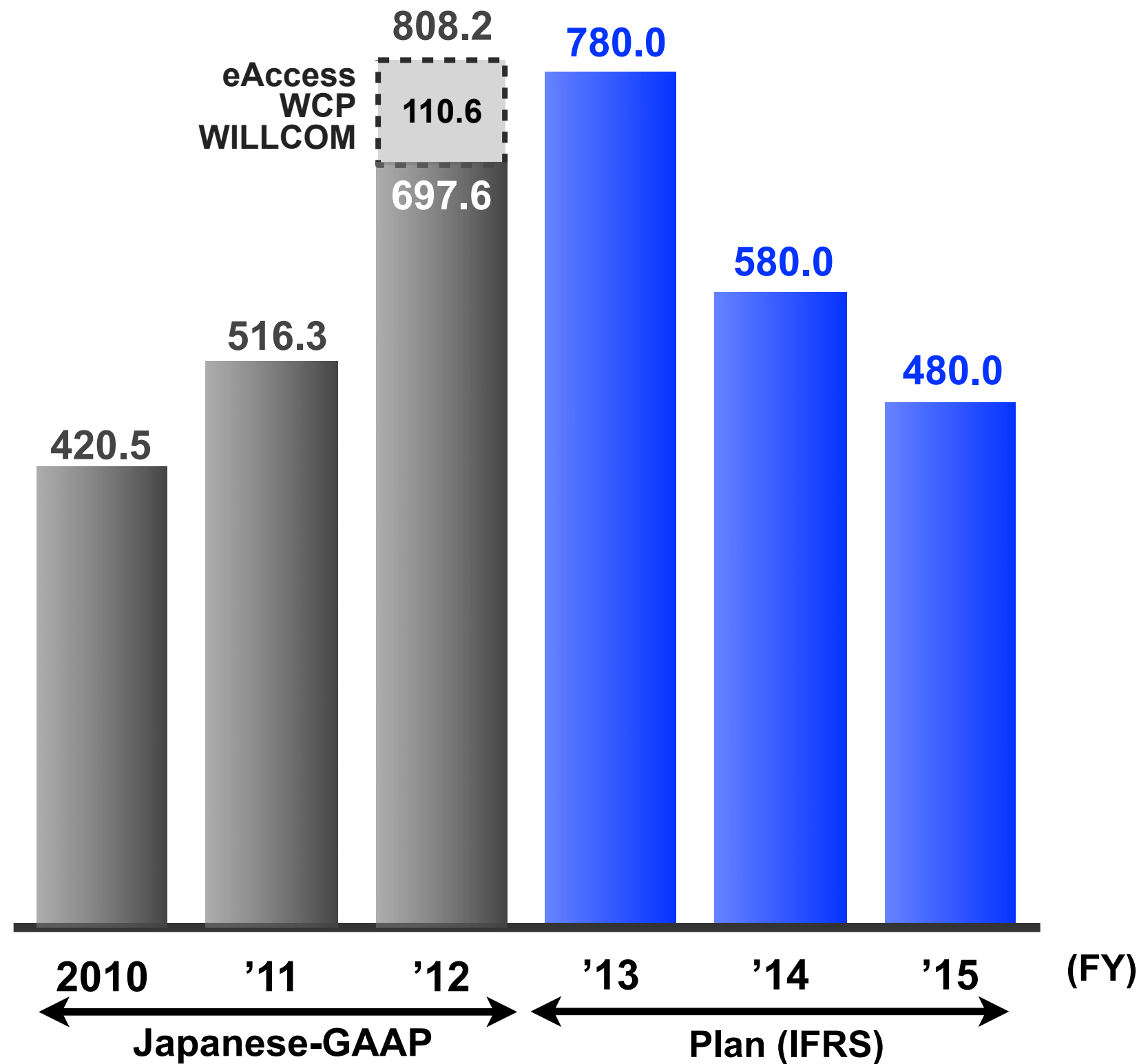
**No Serious
Incident
for 796 days**
(SoftBank Mobile)

Material incidents that must be reported to the
Communications Minister

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

(JPY bn)

Consolidated CAPEX



CAPEX Ahead of Schedule



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

Internet Business Update

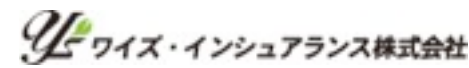


TELECOM EXPRESS CO.,LTD.

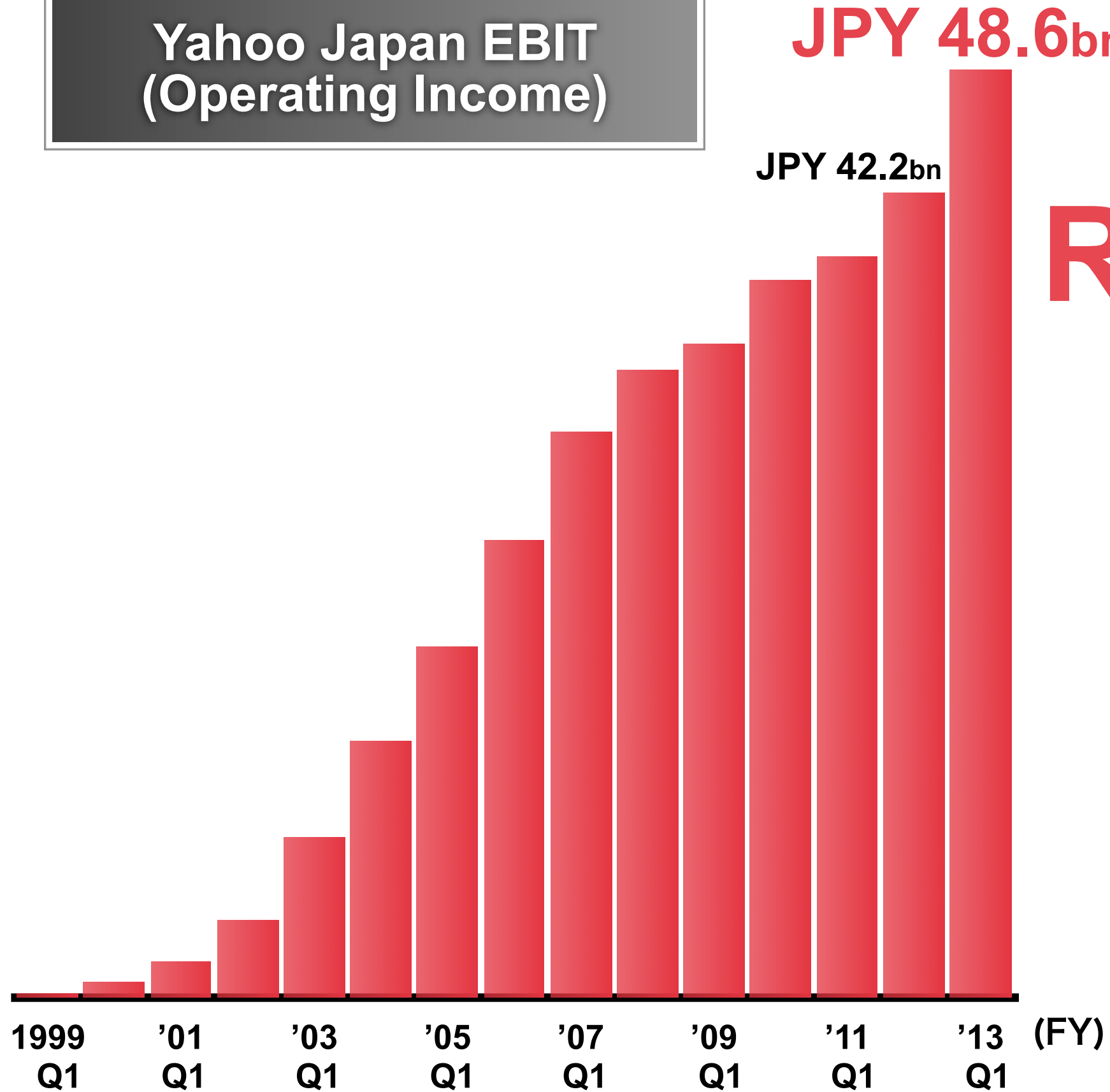


Number of SB Group Companies

Hit 1,300 mark



**Yahoo Japan EBIT
(Operating Income)**



**Growth
Re-accelerating
15% Growth**



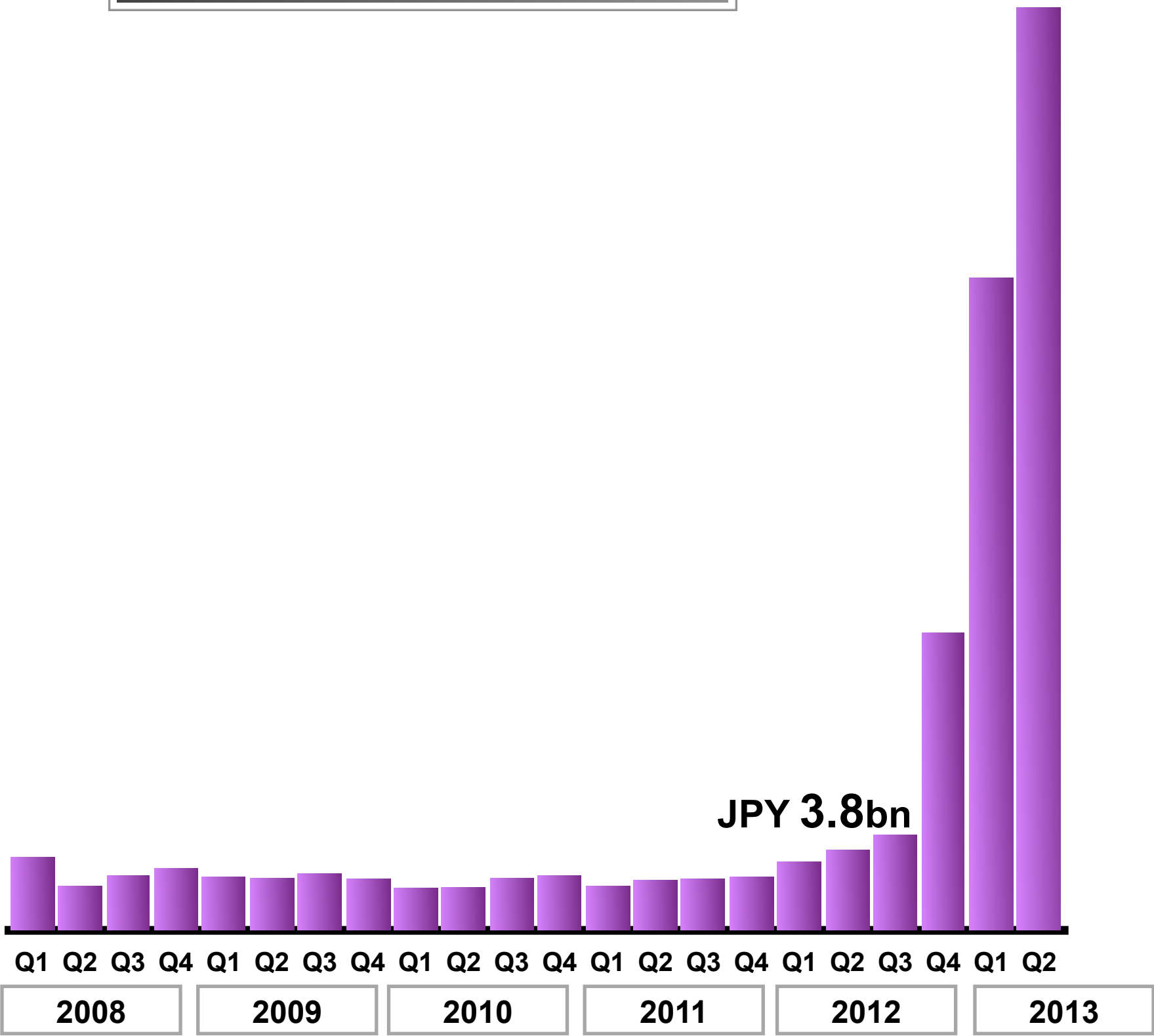
*Yahoo Japan Corporation's operating income (Japanese-GAAP)

GungHo Net Sales



JPY 43.7bn

Net Sales
11X YoY

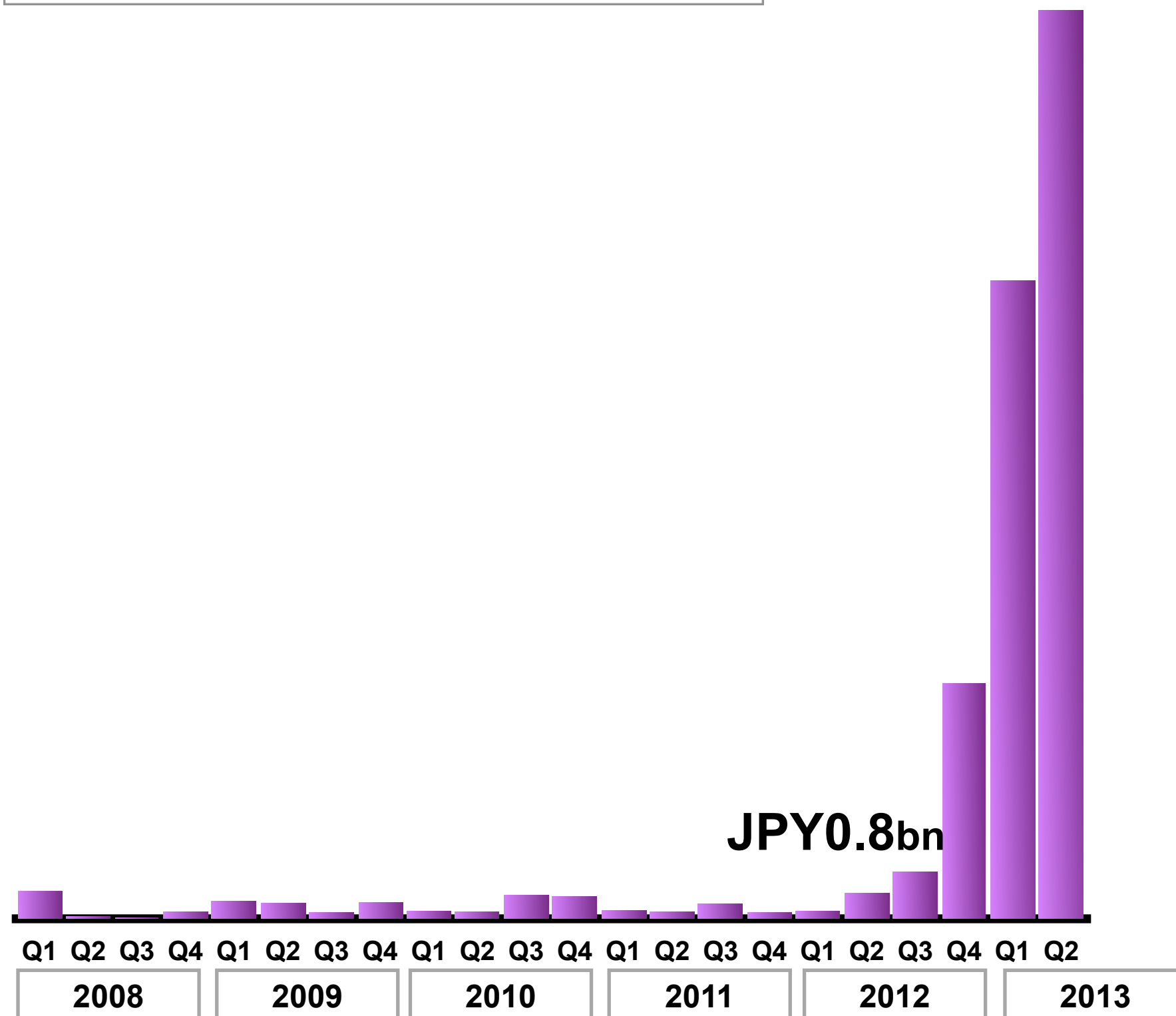


*GungHo Online Entertainment Inc.'s net sales (Japanese-GAAP)

GungHo EBIT (Operating Income)

JPY26.5bn

Operating Income
34X YoY

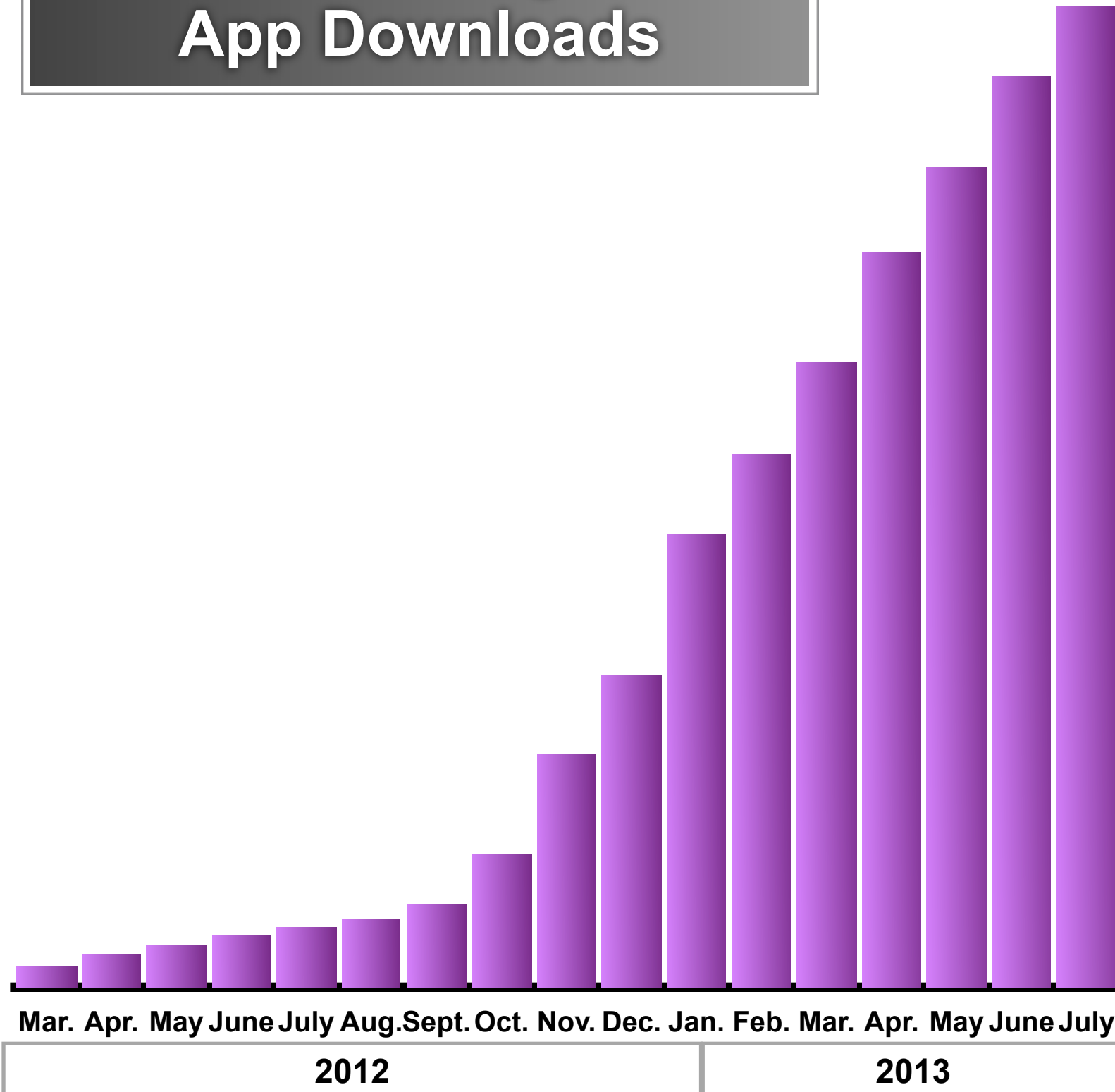


*GungHo Online Entertainment Inc.'s operating income (Japanese-GAAP)

Puzzle & Dragons App Downloads

Over 17mil

Steady Growth



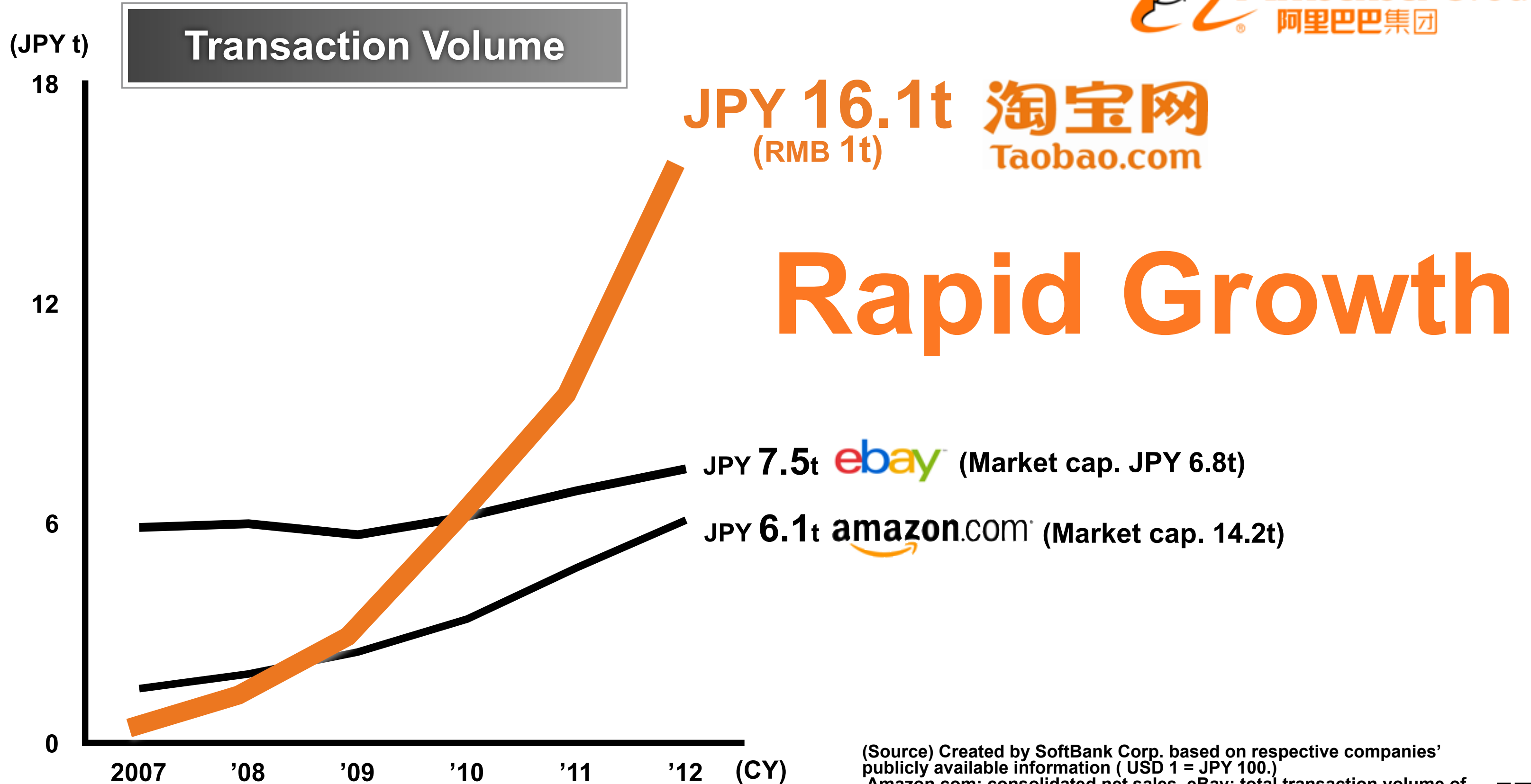


No.1 eCommerce Company in China

SoftBank's Ownership Ratio

31.9% ➡ 36.7%





(Source) Created by SoftBank Corp. based on respective companies' publicly available information (USD 1 = JPY 100.)
Amazon.com: consolidated net sales, eBay: total transaction volume of Market Place segment

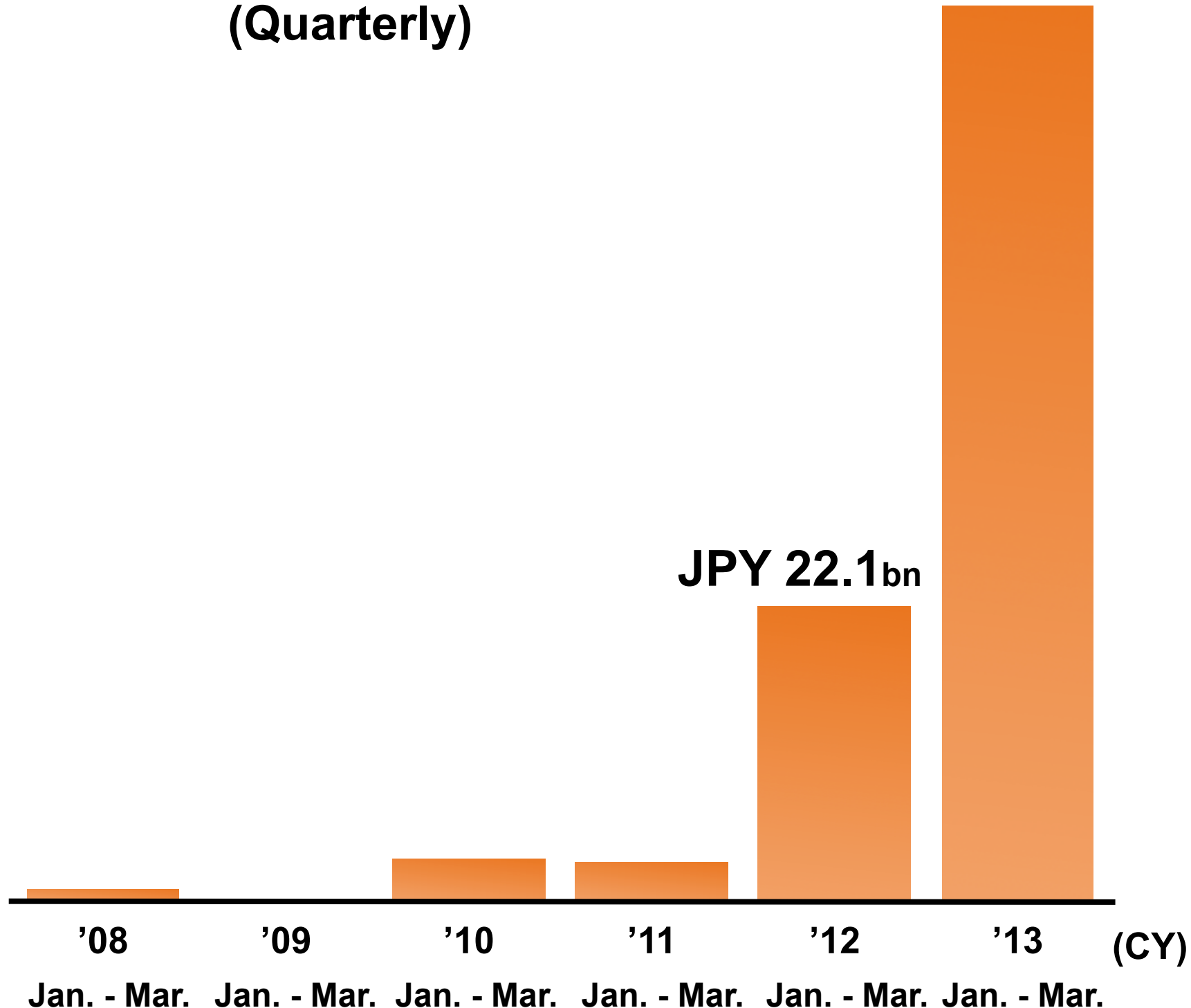
Net Income

(Quarterly)

JPY 66.9bn

3x YoY

JPY 22.1bn

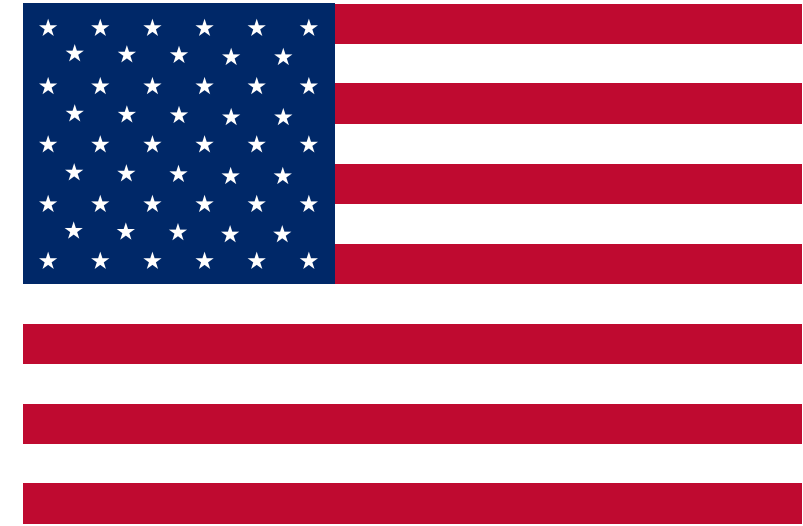
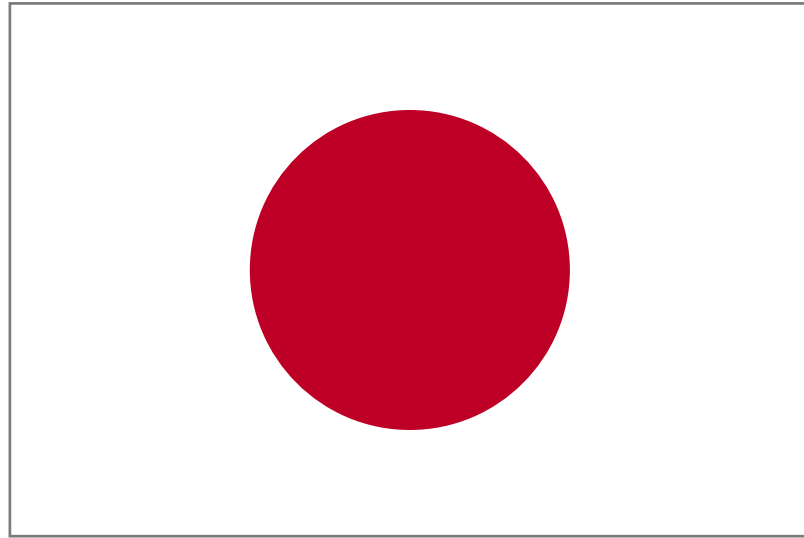


(Source) Created by SoftBank Corp. based on information disclosed by Yahoo! Inc. (USD 1 = JPY 100.)
Net Income: net income attributable to Alibaba Group

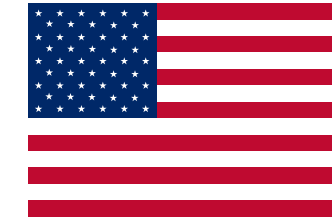
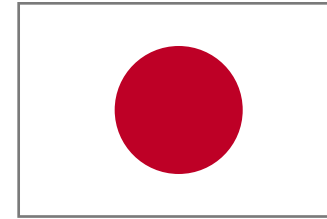
US Business Growth Strategy



Acquisition completed on July 11, 2013



Similar Markets



Network	LTE (FDD, TDD)
Devices	Smartphone
Sales	Shops/Electronics retail stores/ Enterprises
Services	Smartphone apps

Similar Markets

Network

Devices

4 Commitments

(at the time of the Vodafone Japan acquisition)



Sales/Branding

Service/Content

Network



Devices



Exporting experience from Japan to US



Sales/Branding



Service/Content





Network



Devices

1. Network

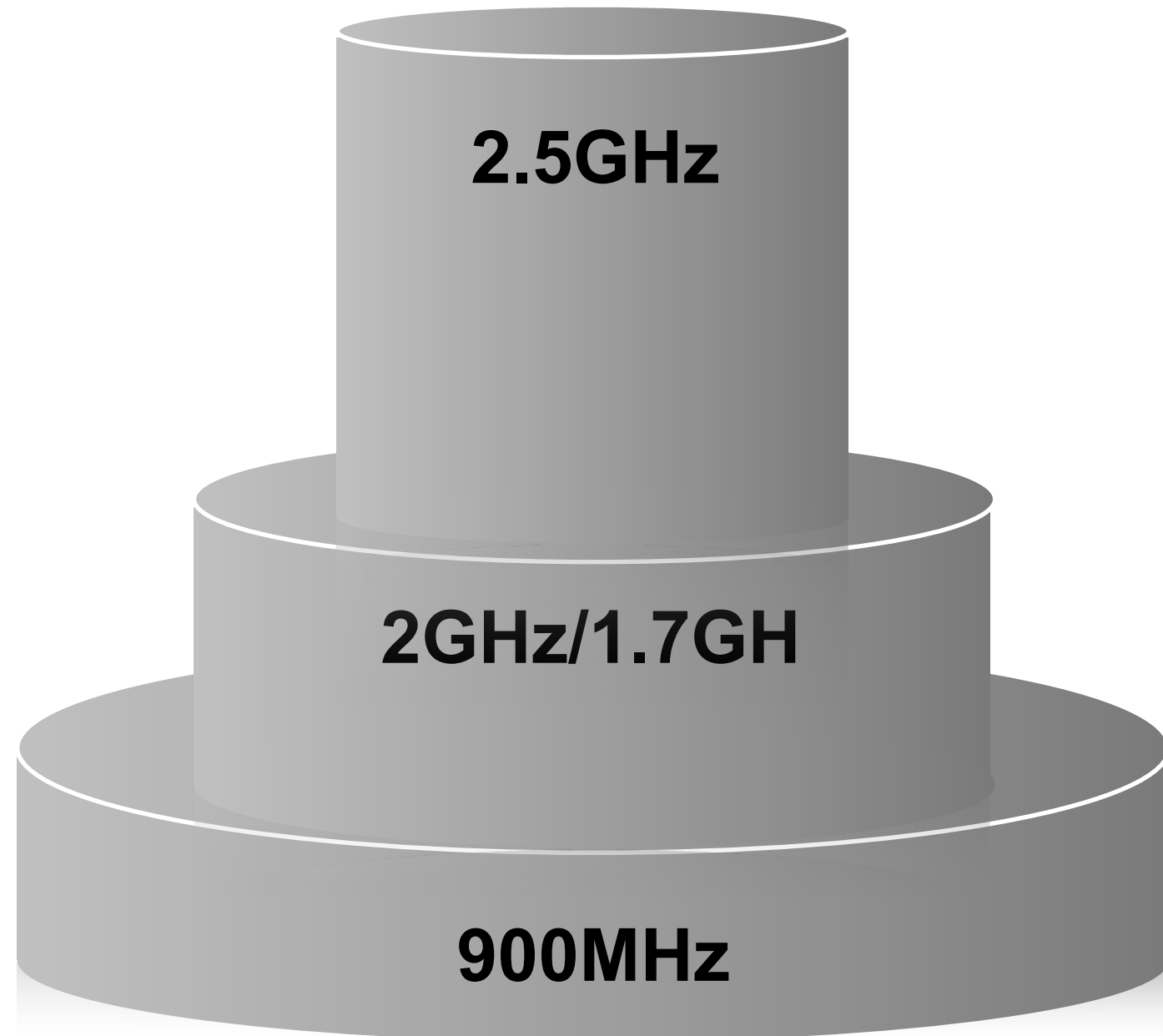


Sales/Branding

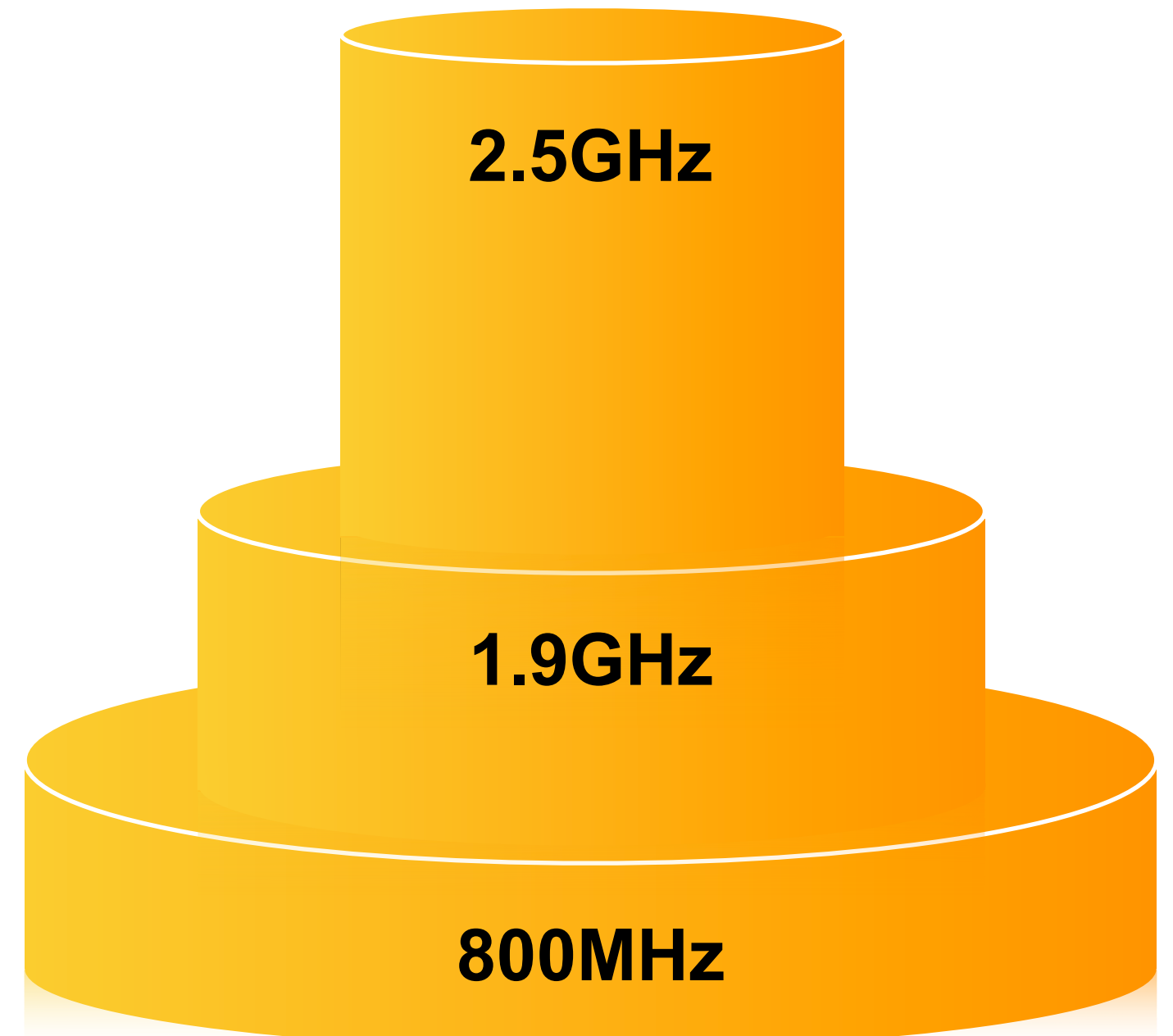


Service/Content

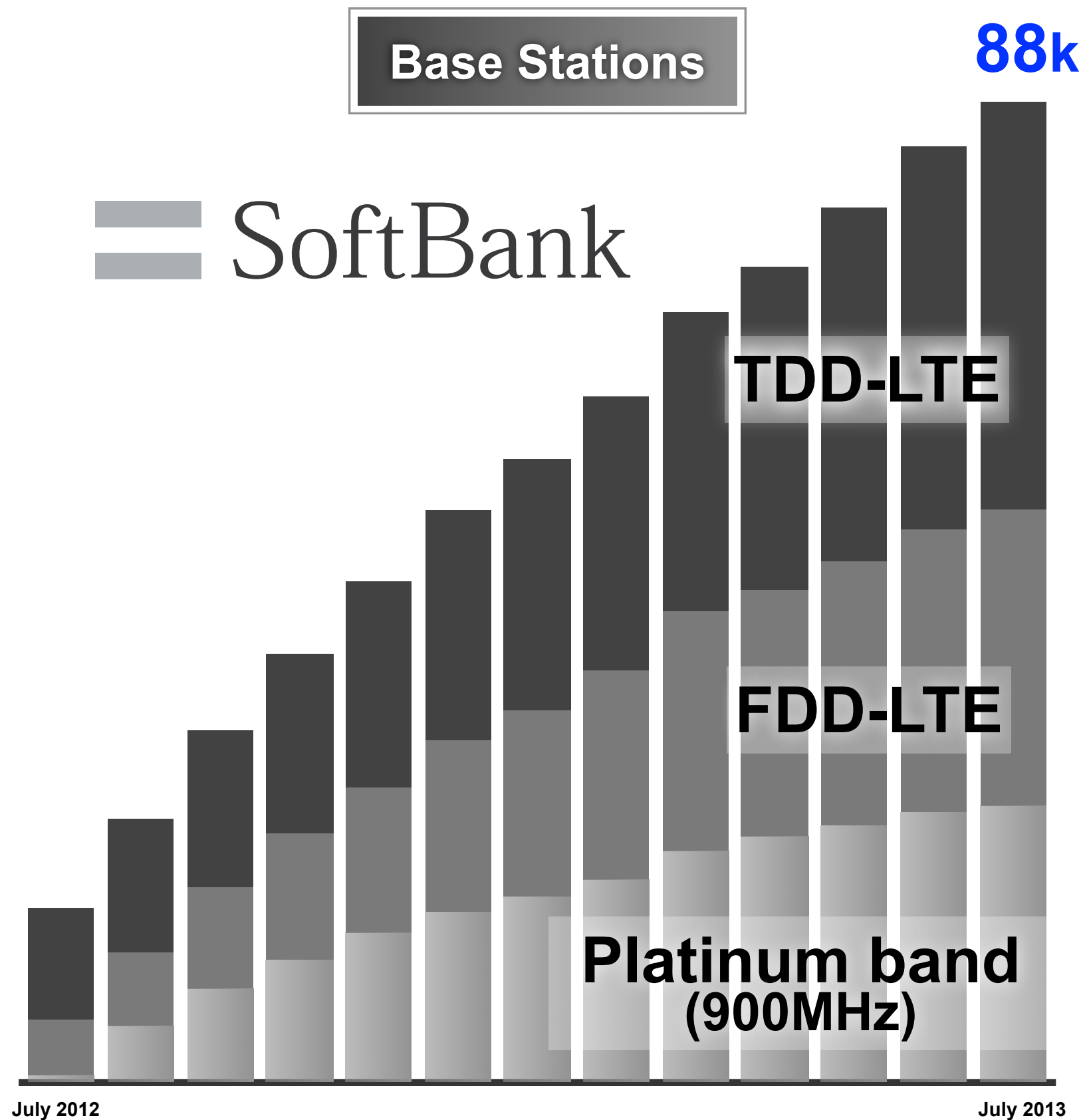
 SoftBank



Sprint® 



Same Network Strategy



Sharing Expertise on Base Station Build-out

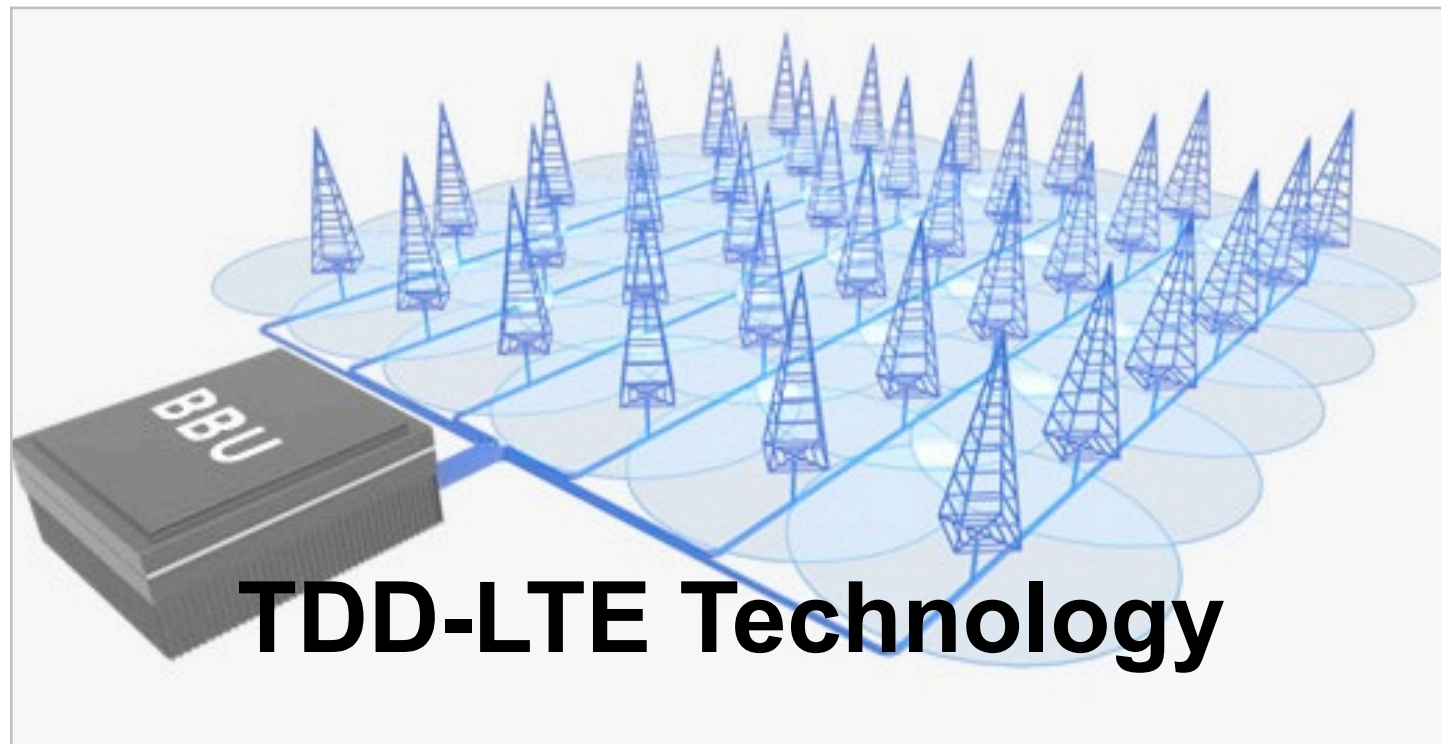


*AXGP (highly compatible with TDD-LTE) base stations.



**Use Big Data to optimize
base station design in US too**

CAPEX Efficiency



Network



Devices



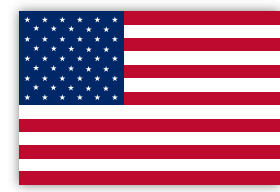
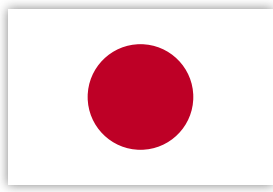
2. Devices

Sales/Branding



Service/Content





LTE Smartphones in Both Countries

TDD-LTE

FDD-LTE

Platinum band

 SoftBank

**Established a New Office
in Silicon Valley**

New Silicon Valley Office



**Develop the World's Most
Advanced Products**

Network



Devices



3. Sales / Branding

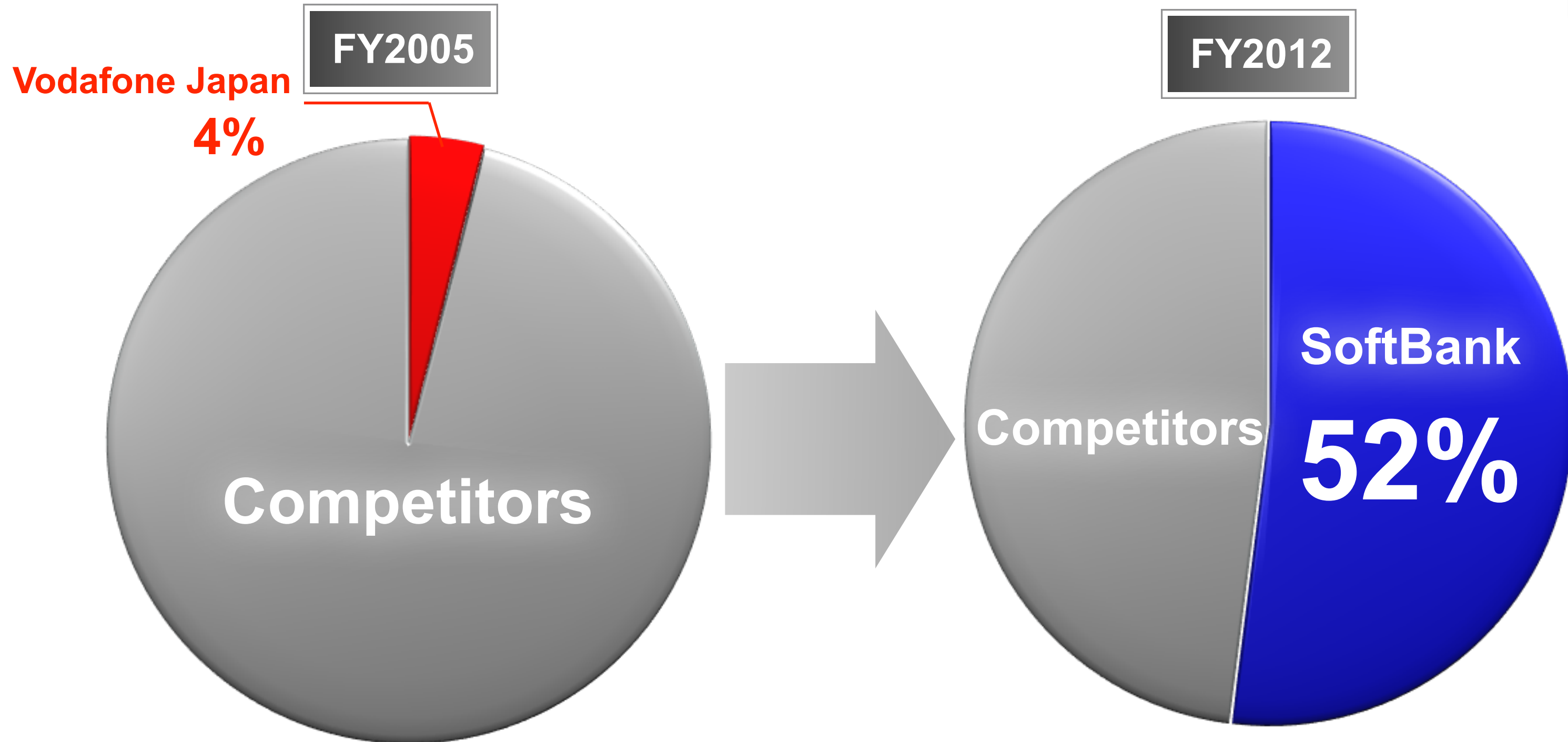
Sales/Branding



Service/Content



Net Additions Share



Unparalleled Sales Expertise

New Price Plan for Smartphones

(Announced on July 11, 2013)



Monthly Charge	USD 80	USD 100	USD 95
Data	Unlimited	Extra data costs for over 2GB	Extra data costs for over 2GB
Talk	Unlimited	Unlimited	Unlimited
Text	Unlimited	Unlimited	Unlimited

Competitive Price Plan

Verizon: Share Everything Plan with 2GB of data share option
AT&T: AT&T Mobile Share with Unlimited Talk & Text with 2GB of data share option

New Price Plan for Smartphones

(Announced on July 11, 2013)

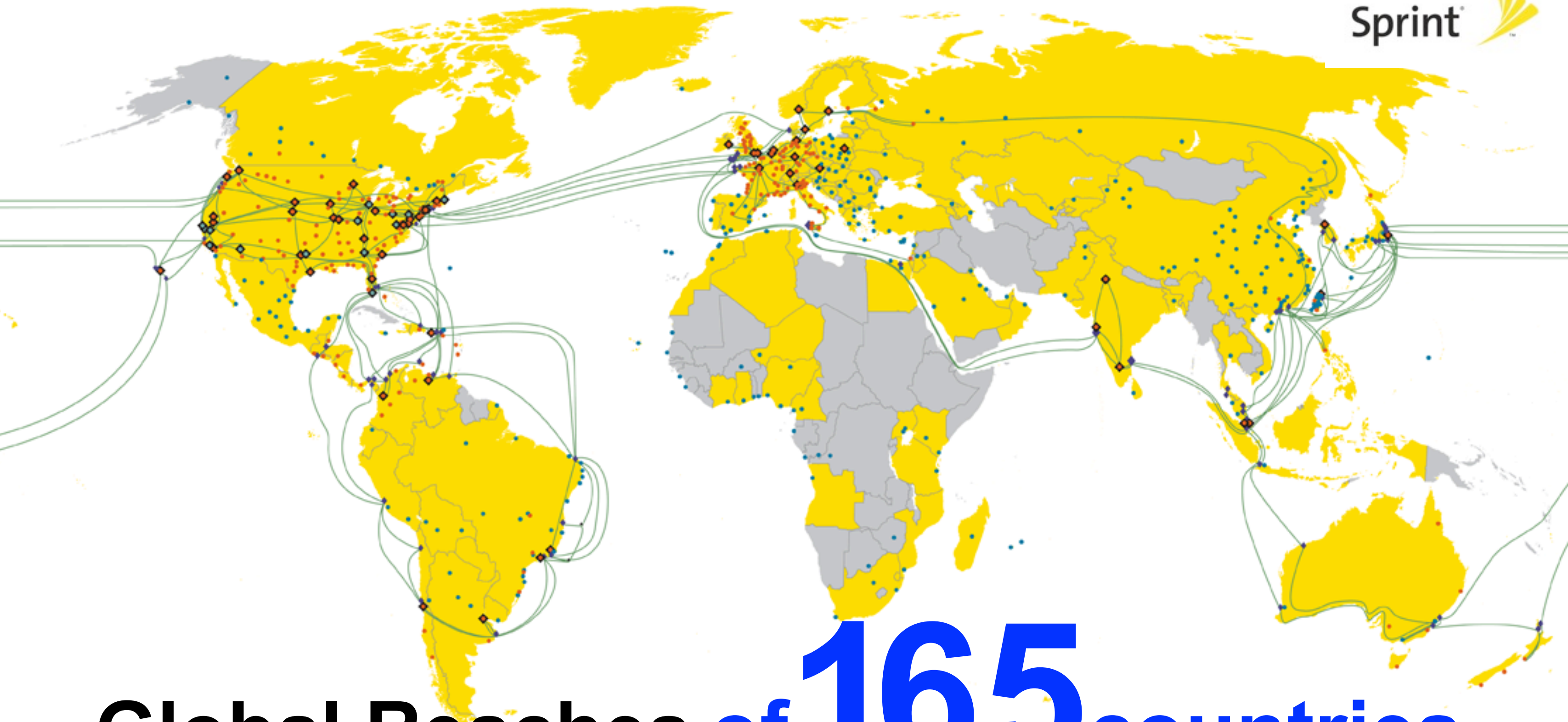


	1st	2nd	3rd	4-10th
Monthly Charge	USD 80	USD 70	USD 60	USD 50
Data	Unlimited			
Talk	Unlimited			
Text	Unlimited			

**Increased Savings Beginning with
2nd Smartphone**



**Operational Bases
in 30 countries**



Global Reaches of **165** countries

Network



Devices



4. Service / Content

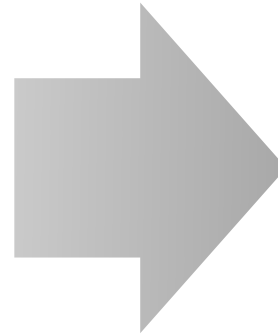
Sales/Branding



Service/Content



10 years ago



Present



Toward Mobile Internet Era

Telecom Company



Internet Company

SoftBank

Telecom Company



Internet Company



Share Corporate Culture

1. Network



2. Devices



5. Cost Synergies



3. Sales / Branding



4. Service / Content



Cost Synergies (OPEX Reduction)



Network OPEX



Churn Improvement

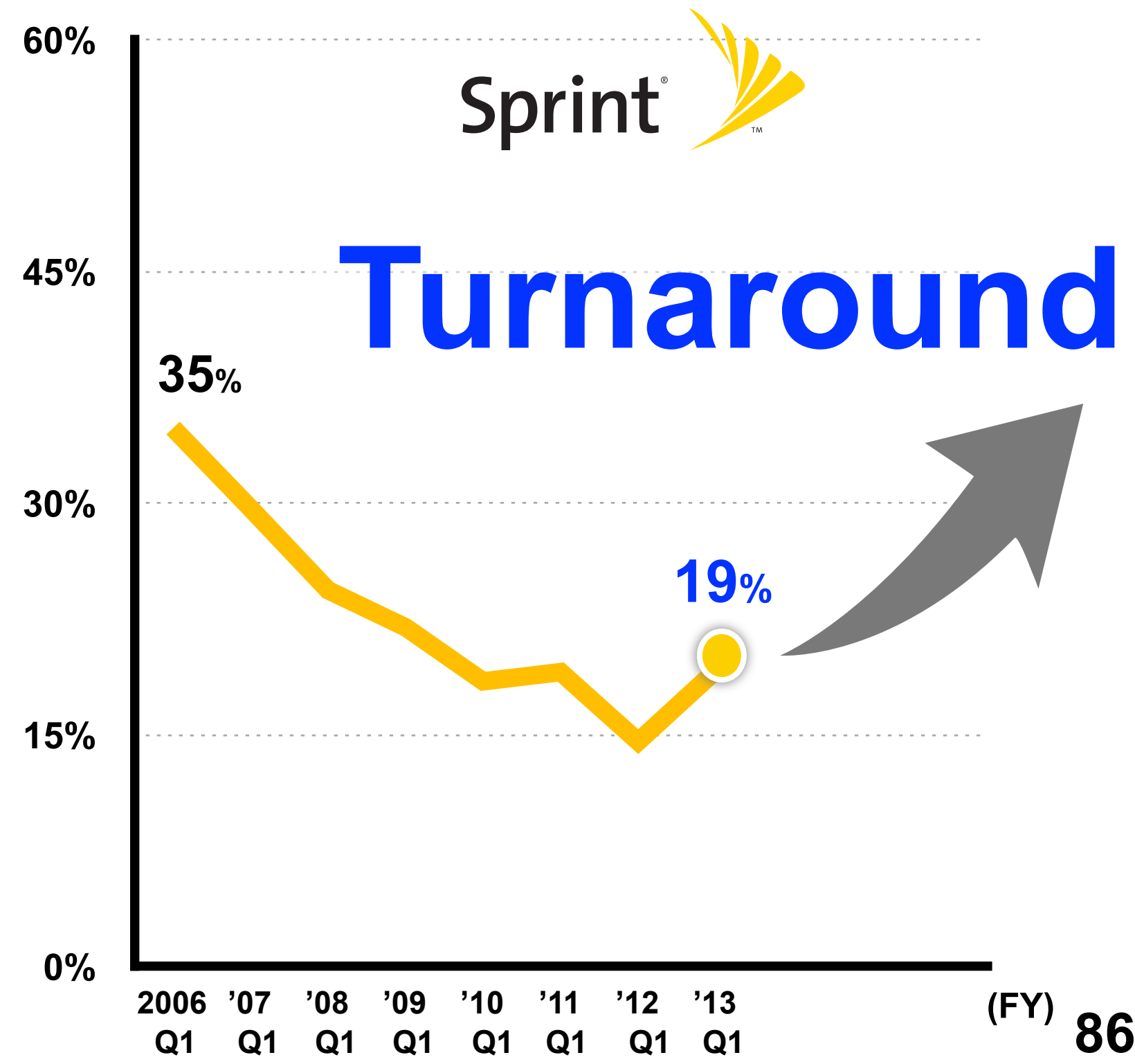
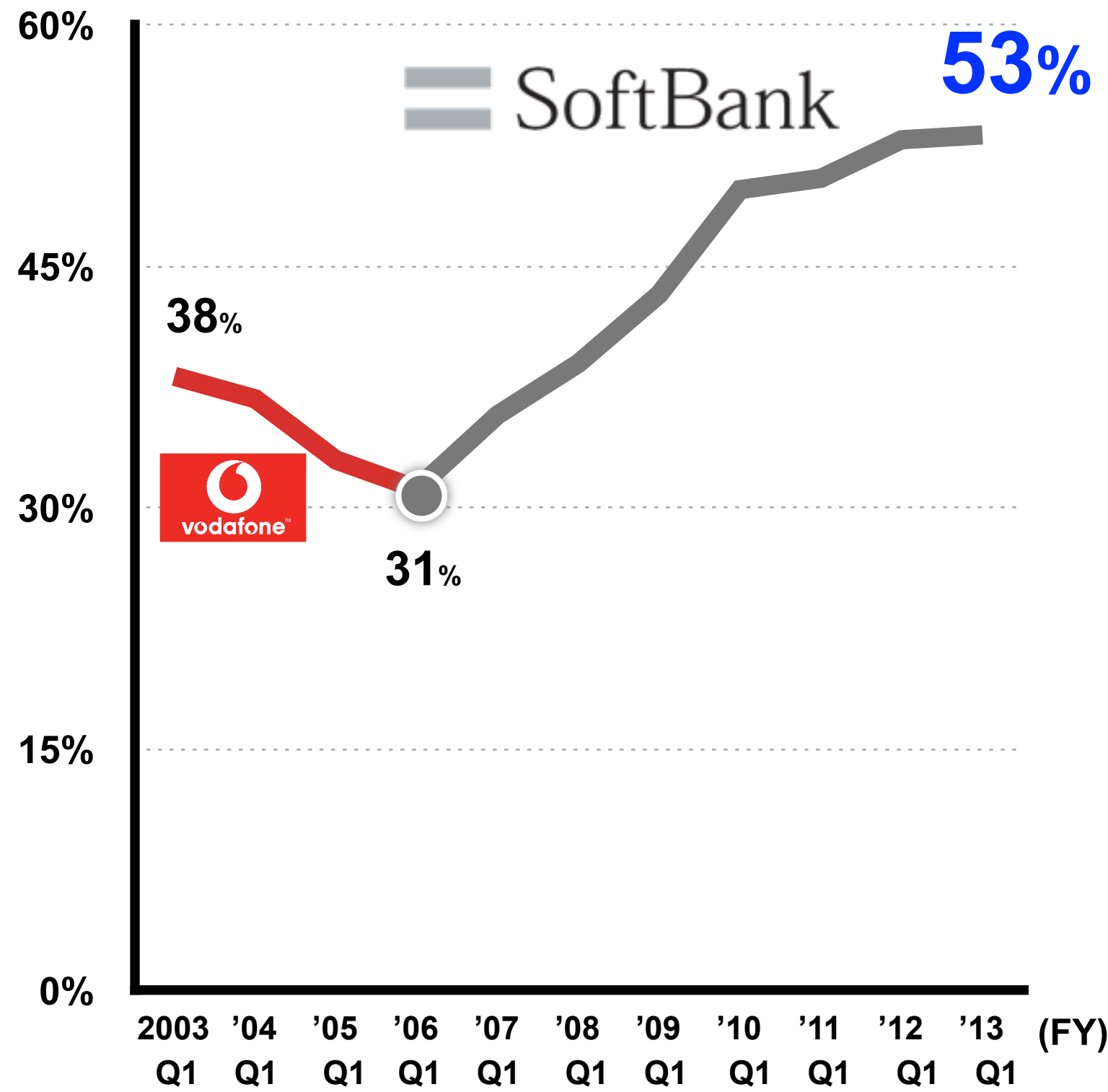


IT Cost Reduction



Customer Care

Mobile EBITDA Margin



1. Network



2. Devices



5. Cost Synergies



3. Sales / Branding



4. Service / Content



5 Strategies for US Business

Forecast

FY2013 Forecast

(Previously announced)

Domestic Operating Income

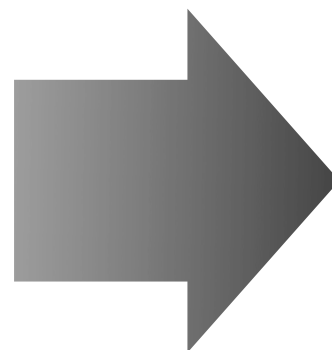
Exceed

JPY 1 trillion

FY2013 Earnings Forecast

Consolidated Operating Income

Previous guidance
JPY 900.0bn



Exceed
JPY 1t
(Upward revision)

Global Operating Income Ranking

(Mobile operators, forecast for FY2013)

Rank	Country	Company	JPY t
1		Verizon	2.5t
2		China Mobile	2.4t
3		AT&T	2.4t
4		Telefonica	1.3t
5		America Movil	1.2t
6		SoftBank	1.0t
6		Vodafone	1.0t
6		Deutsche Telekom	1.0t
9		Orange (former France Telecom)	0.8t
10		NTT DOCOMO	0.8t

Global No.6
(Mobile Operators)

(Source) Bloomberg
USD 1 = JPY 100

Global Operating Income Ranking

(All industries, forecast for FY2013)

Rank	Country	Company	JPY t
1		Exxon Mobil	6.1t
2		Apple	4.9t
3		Royal Dutch Shell	4.2t
4		Gazprom	3.9t
5		Chevron	3.8t
6		Samsung	3.6t
7		PetroChina	3.2t
8		Total	3.0t
9		Wal-Mart Stores	3.0t
10		BP	2.9t

Global No.62
(All industries)

62



SoftBank

1.0t

(Source) Bloomberg
USD 1 = JPY 100

Toward Global No.1



Summary

- 1. Consolidated operating income revised upwardly to JPY 1 trillion**
- 2. US business roll-out begins**

**From No.1 in Japan to
No.1 in the World**



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) = operating income (loss) - income from re-measurement relating to business combination - other operating income + 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. Q1 basis.

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