CSR REPORT 2017

INFORMATION REVOLUTION HAPPINESS FOR EVERYONE.
The SoftBank Group aims to contribute to all individuals and society by leading the Information Revolution.

Singularity, which represents the most significant paradigm shift in human history, is likely to occur in the not-so-distant future. The Internet of Things (IoT), which connects the Internet to all manner of devices, is set to grow exponentially, and big data generated by this will continue to expand at an accelerating rate. Then, as artificial intelligence (AI) learns from these data, the day will likely come when machine intelligence exceeds human intelligence.

With a view to this future, we acquired U.K.-based chip designer Arm, which is expected to be a key player in the IoT era, and established the ¥10 trillion SoftBank Vision Fund. Through these initiatives, we will further accelerate the Information Revolution and help to find solutions to address the issues and risks facing humankind.

The SoftBank Group has established the SoftBank Group CSR Principles under our corporate philosophy of “Information Revolution – Happiness for everyone.” Working continually to solve social issues through our business activities, based on the corporate philosophy of “Information Revolution – Happiness for everyone,” in order to achieve our goals, we continue to ask ourselves:

- **Do We Create**—excitement and surprises, user friendliness and reliability, and joy for everyone?
  - The SoftBank Group stays customer-focused.

- **Do We Maintain**—a relentless pursuit of growth, robust and transparent management, and fair and timely disclosure?
  - The SoftBank Group strives to meet its shareholders’ expectations.

- **Do We Provide**—opportunities for new challenges and personal growth, an environment that stimulates diversity, and fair recognition of efforts and results?
  - The SoftBank Group nurtures employees’ motivation and pride.

- **Do We Build**—mutual trust, fair relationships, and partnerships leading to innovation?
  - The SoftBank Group evolves together with its business partners.

- **Do We Promote**—a healthy Internet society, the dreams and ambitions of the next generation, and the future of our planet?
  - The SoftBank Group contributes to a brighter society.

The SoftBank Group is moving ahead in business, with high aspirations for the future Internet society.

---

**About SoftBank Group Corp.**

The SoftBank Group is driving the Information Revolution with advanced technology and superior business models that meet the needs of today’s information industry, which is the Group’s business domain.

As of March 31, 2017

- **Company name:** SoftBank Group Corp.
- **Established:** September 3, 1981
- **Corporate headquarters:** 1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303
- **Representative:** Masayoshi Son, Chairman & CEO
- **Capital:** ¥238,772 million
- **Subsidiaries:** 761
- **Number of employees:** 130
- **Number of associates:** 199 (consolidated basis: 68,402)

### Business Segments and Main Group Companies

<table>
<thead>
<tr>
<th>Segment</th>
<th>FY2016 Net Sales (¥ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Telecommunications</td>
<td>3,193.9</td>
</tr>
<tr>
<td></td>
<td>SoftBank Corp. / Wireless City Planning Inc.</td>
</tr>
<tr>
<td>Sprint Segment</td>
<td>¥1,662.4</td>
</tr>
<tr>
<td>Yahoo Japan Segment</td>
<td>¥833.5</td>
</tr>
<tr>
<td>Distribution Segment</td>
<td>¥1,295.4</td>
</tr>
<tr>
<td>Sprint Corporation</td>
<td>¥1,295.4</td>
</tr>
<tr>
<td>Yahoo Japan Corporation / ASKLL Corporation</td>
<td>¥1,295.4</td>
</tr>
<tr>
<td>SoftBank Commerce &amp; Service Corp.</td>
<td>¥1,295.4</td>
</tr>
<tr>
<td></td>
<td>¥112.9 billion Arm Holdings plc</td>
</tr>
<tr>
<td></td>
<td>Others</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Share of Net Sales**

- **Breakdown of Consolidated Net Sales:** ¥8,901.0 billion (FY2016)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Telecommunications</td>
<td>35.2%</td>
</tr>
<tr>
<td></td>
<td>35.2%</td>
</tr>
<tr>
<td>Sprint Segment</td>
<td>39.9%</td>
</tr>
<tr>
<td>Yahoo Japan Segment</td>
<td>9.4%</td>
</tr>
<tr>
<td>Distribution Segment</td>
<td>14.3%</td>
</tr>
<tr>
<td>Arm Segment</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

* Share of net sales for each reportable segment is based on the total of all segments (excluding Others).
Support for Areas Affected by the 2016 Kumamoto Earthquakes

Feature 1
The Pepper CSR Program

The Pepper CSR Program loans the personal humanoid robot Pepper for three years free of charge to local governments and nonprofit organizations throughout Japan with the aim of utilizing Pepper programming classes and social contribution activities.

Feature 2
Support for Areas Affected by the 2016 Kumamoto Earthquakes

The SoftBank Group provides ongoing support for the areas affected by the 2016 Kumamoto Earthquakes.

Feature 3
Short Working Hours Program

SoftBank Corp. is promoting a Short Working Hours Program that enables broadened work opportunities for people willing to work but who have lacked opportunities due to their disabilities.
Approx. 2,000 Pepper Loaned for Free for Three Years throughout Japan

The SoftBank Group’s Pepper CSR Program loans out the personal robot Pepper for three years free of charge to local governments and nonprofit organizations with the aim of utilizing Pepper in programming classes for children and to help address community and social issues.

This initiative is conducted in two categories, School Challenge*1 and Social Challenge.*2

*1 Pepper is loaned to public elementary and junior high schools managed by municipal districts as a teaching resource in programming classes and other activities.

*2 Pepper is lent to nonprofit organizations around the country to help address social issues, including support for disaster affected areas and support for people with disabilities.

Cutting-edge Education to Prepare Children for a Future Where People Coexist with Robots

In partnership with 17 local municipalities throughout Japan, School Challenge supports educational activities that develop logical thinking skills, problem-solving abilities, creativity and other core abilities. Programming classes using robots will help prepare children for their role as future leaders of society and industry, with a view to the coming age where people coexist with robots and AI. Our goal is to drive a paradigm shift in education.

Areas where Pepper has been deployed as of March 31, 2017

Currently deployed at 341 sites!

* Total of Social Challenge and School Challenge
ICT Support for Extracurricular Activities
Support for School Club Advisors and Coaches Utilizing Smartphones
SoftBank Corp. supports the growth of young people through sports via its ICT Support for Extracurricular Activities program. The program supplements the coaching and instructional abilities of PE teachers and club advisors who need additional help by allowing them to receive remote instruction via an online system from expert coaches with extensive knowledge and experience.

The teachers take videos of the students and upload them using a smartphone or other device to a dedicated website to receive advice from expert coaches. This helps eliminate disparities in regions susceptible to climate- or time-related restrictions and also lessens the burden on teachers.

ICT Support for Extracurricular Activities

Growth Log Service
Recording and Managing Information on Lifetime Growth, Development, and Health
SoftBank Corp. launched its online service Growth Log Service*1, 2 in July 2017 to enable information related to growth, development, and health to be recorded and managed for a lifetime, beginning from infancy.

By allowing the person, or their family, to identify and understand individual attributes and characteristics from an early stage, the service makes it possible to create a better environment in terms of utilizing and accentuating those characteristics and ensuring that others have a correct understanding of them and that appropriate support is provided. Focus is placed on the importance of such observations, and in addition to the development records traditionally kept during infancy in a maternity record book, the service makes it possible to manage information related to literacy participation in the classes, from sixth-year elementary school students to third-year high school students.

Baseball Workshops with Fukuoka SoftBank HAWKS Players
Children Experience the Joy of Sports with Fukuoka SoftBank HAWKS Players
SoftBank Group Corp. runs baseball workshops each year aimed at contributing to sound youth development and helping promote sports by allowing children to experience the joy of baseball. The Fukuoka SoftBank HAWKS and Fukuoka SoftBank HAWKS Players Association held the "SoftBank HAWKS Baseball Kids 2016 in Kyushu" baseball workshops at nine venues throughout the Kyushu area* in November 2016, drawing the participation of some 2,250 elementary school students.

1. Introduced in Ikeda City, Osaka Prefecture and its surrounding area* in November 2016.
2. Select donation amount and type on the dedicated fundraising website (www.charity-smile.co.jp).
3. Subscribers remain in the program for two years after signing up.

Charity Smile Donation
Helping Children without Family Support for ¥10 per Month
Charity Smile Donation is an optional mobile phone service that provides support to children who have lost their parents to accidents or disasters and children who have lost their homes due to abuse or other reasons. In Japan today, there are approximately 30,000 children living in foster care facilities due to various circumstances, approximately 60% of whom have been abused. Customers who sign up for the service pay an additional ¥10 donation per month when they pay their mobile phone charges. SoftBank Corp. matches the donation with an additional ¥10 so that each month ¥20 is donated for two years to NPOs involved in helping children.* The donations are used to assist children in becoming independent during and after their time at foster care facilities and to provide scholarships to orphaned children.

Recipient organizations: Alumni/ Central Community Chest of Japan
Sign up for Charity Smile Donation here

KazashiteBokin Platform
Accessible Fundraising with Mobile Phones
SoftBank Corp. provides the KazashiteBokin platform to make it possible to make donations as small as ¥100 when paying smartphone usage charges. By providing a platform that makes it easy for large numbers of people to make donations, SoftBank Corp. is supporting the sustained activities of NPOs.

As of August 2017, over 340 organizations use the platform and over ¥800 million has been donated.

In order to continue supporting the activities of NPOs engaged in solving a variety of social issues, we will enhance the platform environment to facilitate use by larger numbers of people while considering additional ways of using it, including as a platform for communication between organizations and donors.

Charity Mobile Donation
Contribute to Society Simply by Using Your SoftBank Mobile Phone
Through the Charity Mobile Donation, SoftBank Corp. makes donations to NPOs when customers sign up for a new SoftBank mobile phone or upgrade via a dedicated website. The donation consists of a fixed amount (¥6,000) and 3% of monthly usage charges for up to two years. The program allows customers to support NPOs at no charge to themselves and enables us to deliver the spirit of giving on their behalf.

Recipient NPOs: Japan Red Cross Society

DO-IT Japan
Utilizing Technology to Help Young People with Disabilities Develop into Future Leaders
Since 2007, SoftBank Corp. has supported DO-IT Japan*1, 2, an education and employment support program for young people with special needs and illnesses.

In fiscal 2016, programming classes using Pepper, the robot with emotions, were incorporated into the program to increase students’ interest in IT and give them the opportunity to acquire IT skills through creative programming. A total of 19 young people with special needs related to literacy participated in the classes, from sixth-year elementary school students to third-year high school students.

1. Supported by the Research Center for Advanced Science and Technology at the University of Tokyo.
2. Diversity, Opportunities, Internetworking and Technology

Tobitate Japan Scholarship Program
Public-Private Project for the Next Generation of Global Personnel
SoftBank Group Corp. supports the Tobitate Japan Scholarship Program for international study, a public-private partnership initiative started in 2014. Over the seven years through 2020, the program plans to send approximately 10,000 high school and university students abroad as exchange students, aiming to support them in becoming human resources equipped for participation globally in the future.
Supporting Affected Regions to Recover

The SoftBank Group Continues Support Activities Closely Linked to the Needs of Local People Affected by the 2016 Kumamoto Earthquakes.

Pepper Visits Evacuation Facilities

We dispatched the personal robot Pepper to five evacuation shelters from May to July 2016, including elementary schools in Kumamoto Prefecture, in order to provide emotional support for people living at them. Pepper was extremely popular with senior citizens living at the facilities and also with children attending the schools used as shelters. It was reported that the seniors who had tended to remain in their rooms at the facilities often ventured out in order to talk with Pepper, which shows how the robot can provide a unique form of support for disaster-affected areas.

Baseball Workshops Held in Areas Affected by Earthquakes

In an effort to bring cheer through sports to children affected by the Kumamoto Earthquakes, SoftBank Group Corp. has held baseball workshops with former Fukuoka SoftBank HAWKS players since June 2016. The baseball clinics are open to both boys and girls, and even children trying baseball for the first time are free to participate.

One child commented, “There were so many days I couldn’t play baseball because of the earthquakes, but I was able to get out there, move around and have fun thanks to the workshop. It really made me want to play baseball again.”

Reinvigorating Kyushu: Recovery Support from the Fukuoka SoftBank HAWKS

The Fukuoka SoftBank HAWKS have conducted the “Fight! Kyushu” earthquake recovery support project for the Kumamoto and Oita regions since May 2016. As a professional baseball team rooted in Kyushu, the team is always asking itself what should be done, what it can do, and what is needed. The team carries out fundraising activities, holds charity games, sends players to visit disaster-affected areas, invites people to the ballpark, and promotes a spectator-linked support program that donates ¥1 to the NPO HAWKS Junior Academy for each fan that comes out to watch a game. In fiscal 2016, the team donated a total of ¥25,761,761.

Recovery Support through the Internet

Yahoo Japan works to provide support for Kumamoto’s recovery in various ways through the Yahoo! Internet Fund Raising. Examples include Kumamon Bokinbako, which is used to raise money for the region’s children, who will build Kumamoto’s future, and to repair and rebuild Kumamoto Castle, which was damaged in the earthquakes.

Yahoo! Internet Fund Raising allows people to donate using their credit card or by other means, including T-Points.
Helping Recovery following the Great East Japan Earthquake

Supporting Athletes with Disabilities Chasing Their Dreams
Yahoo Japan supports athletes with disabilities giving it their all every day as they balance training with work responsibilities for a shot at a medal at the Tokyo 2020 Paralympic Games. Thanks to everyone for cheering on the athletes with disabilities at Yahoo Japan who are overcoming hurdles and hardship to chase their dreams.

ATHLETES WITH DISABILITIES SUPPORTED BY YAHOO JAPAN

PARA-BADMINTON

AKIKO SUGINO

RECENT RESULTS

2016: Champion in women’s singles and champion in mixed doubles at the 1st Colombia Para-Badminton International

WHEELCHAIR TRACK AND FIELD (MARATHON)

KOTA HOKINOUE

RECENT RESULTS

2016: 7th place in the full marathon at the Rio de Janeiro Paralympics

SHINTARO KANO

RECENT RESULTS

2016: 10th place in the half-marathon at the 36th Oita International Wheelchair Marathon

KOKEI TAKEMURA

RECENT RESULTS

2016: 11th place in the full marathon at the 36th Oita International Wheelchair Marathon

Utilizing ICT to Support the Lives and Learning of Children with Special Needs
SoftBank Corp. and EDUSAS Corp. have partnered with the Research Center for Advanced Science and Technology at the University of Tokyo to conduct the Maho Project since 2009 to research ways of utilizing mobile devices to benefit children with special needs. A total of over 430 special needs schools and other institutions nationwide have participated in the program.

In fiscal 2016, we conducted “Maho Project 2016 −tane (seeds)−” on the theme of improving learning quality using ICT. Wide-ranging research was carried out with the participation of working teachers as well as students in teacher training programs.

Support for the lives and learning of children with special needs

Maho Project

Toward a Society of Universal Communication

1) iPhone app to support visually impaired users
App for people with visual impairment to learn and practice basic iPhone operations

2) Game de Manabero Shuwa
Jiten (“A Sign Language Dictionary for Learning Sign Language through a Game”)
Sign language learning app with rotating 360° 3D animation for over 3,000 signs

*Approximately 110,000 downloads (as of July 31, 2017)

Apps to Support People with Special Needs

Wider Communication through Sign Language
SoftBank holds sign language classes at venues in Tokyo and Osaka to promote communication using Japanese sign language. A total of over 7,328 people have taken the classes, which are taught by native Japanese sign language signers.

Charity White
Partnering with Customers to Provide Ongoing Support for Tohoku’s Children
Charity White is an optional service that provides support for children affected by the Great East Japan Earthquake. A ¥10 donation is added to mobile phone or broadband service charges and SoftBank Corp. matches with an additional ¥10 to make a total monthly ¥20 donation.* The donations go to NPOs that support children in disaster-affected areas and are used to provide children with emotional support, educational assistance, and opportunities to interact and socialize.

Since starting the program in August 2011, donations totaling over ¥1.1 billion have been made.

Total donated amount: ¥1,103,372,990

Support for affected children

TOUR de Tohoku
Keeping Up with the Status of the Region by Bicycle, Connecting to the Future
TOUR de Tohoku, a cycling event that began in 2013, was held for the fifth time this year. While steadily expanding each year, TOUR de Tohoku has grown into a memorable event for everyone who participates, from local residents to riders and volunteer staff. The goal is to continue holding the event for around 10 years in order to support the Tohoku reconstruction over the long term.

Cumulative number of riders who have participated: 11,517

TOUR DE TOHOKU AUCTION

Support for MS Dream Project

TOUR de Tohoku has been auctioning off the original art created by participants to raise funds for the MS Dream Project. All auction proceeds are donated to the MS Dream Project. The MS Dream Project is a program run by the National Multiple Sclerosis Society (USA) to support people with MS to dream, plan, and achieve their personal goals.

Support for MS Dream Project

Support for the Tour de Tohoku

The MS Dream Project supports people with MS to dream, plan, and achieve their personal goals.

---

* 300 people in fiscal 2012

Continuing Support for the Reconstruction of Tohoku by Yahoo Japan

Search for 3.11

Total donated amount: ¥122,473,410

Attach a photo

Search for 3.11

Through its “Search for 3.11” program, Yahoo Japan donates ¥10 for every person who searches on Yahoo! Search on March 11th using the keyword “3.11” to organizations engaged in supporting reconstruction. The program began in 2014, and in March 2017, ¥42,945,320 was delivered to six organizations involved in the Tohoku reconstruction.

Recipient organizations: Ashinaga / Central Community Chest of Japan

Reciprocal of Contribution

- Meet the region

- Meet the people

- Meet the national

- Meet the local

- Meet the world

- Meet the internet

---

Utilizing ICT to Support Education and Training at Local Schools
Since starting the program in August 2011, donations totaling over ¥1.1 billion have been made.

Total donated amount: ¥1,103,372,990

Support for affected areas

---

Connecting to the Future

Keeping Up with the Status of the Region by Bicycle,
Connecting to the Future
TOUR de Tohoku, a cycling event that began in 2013, was held for the fifth time this year. While steadily expanding each year, TOUR de Tohoku has grown into a memorable event for everyone who participates, from local residents to riders and volunteer staff. The goal is to continue holding the event for around 10 years in order to support the Tohoku reconstruction over the long term.

Cumulative number of riders who have participated: 11,517

TOUR de Tohoku AUCTION

Support for MS Dream Project

TOUR de Tohoku has been auctioning off the original art created by participants to raise funds for the MS Dream Project. All auction proceeds are donated to the MS Dream Project. The MS Dream Project is a program run by the National Multiple Sclerosis Society (USA) to support people with MS to dream, plan, and achieve their personal goals.

Support for MS Dream Project

Support for the Tour de Tohoku

The MS Dream Project supports people with MS to dream, plan, and achieve their personal goals.

---

* 300 people in fiscal 2012

Continuing Support for the Reconstruction of Tohoku by Yahoo Japan

Search for 3.11

Total donated amount: ¥122,473,410

Attach a photo

Search for 3.11

Through its “Search for 3.11” program, Yahoo Japan donates ¥10 for every person who searches on Yahoo! Search on March 11th using the keyword “3.11” to organizations engaged in supporting reconstruction. The program began in 2014, and in March 2017, ¥42,945,320 was delivered to six organizations involved in the Tohoku reconstruction.

Recipient organizations: Ashinaga / Central Community Chest of Japan

Reinforcing Recovery through Education

Almost all students from Iwate, Miyagi, and Fukushima Prefectures have participated in the program. Most of the students who study leadership and community service through the program return to Japan and use what they have learned to proactively engage in local contribution activities while demonstrating leadership skills.

Total donated amount: ¥1,103,372,990

Support for affected areas

---

Helping Recovery following the Great East Japan Earthquake

Supporting Athletes with Disabilities Chasing Their Dreams
Yahoo Japan supports athletes with disabilities giving it their all every day as they balance training with work responsibilities for a shot at a medal at the Tokyo 2020 Paralympic Games. Thanks to everyone for cheering on the athletes with disabilities at Yahoo Japan who are overcoming hurdles and hardship to chase their dreams.

ATHLETES WITH DISABILITIES SUPPORTED BY YAHOO JAPAN

PARA-BADMINTON

AKIKO SUGINO

RECENT RESULTS

2016: Champion in women’s singles and champion in mixed doubles at the 1st Colombia Para-Badminton International

WHEELCHAIR TRACK AND FIELD (MARATHON)

KOTA HOKINOUE

RECENT RESULTS

2016: 7th place in the full marathon at the Rio de Janeiro Paralympics

SHINTARO KANO

RECENT RESULTS

2016: 10th place in the half-marathon at the 36th Oita International Wheelchair Marathon

KOKEI TAKEMURA

RECENT RESULTS

2016: 11th place in the full marathon at the 36th Oita International Wheelchair Marathon

Utilizing ICT to Support the Lives and Learning of Children with Special Needs
SoftBank Corp. and EDUSAS Corp. have partnered with the Research Center for Advanced Science and Technology at the University of Tokyo to conduct the Maho Project since 2009 to research ways of utilizing mobile devices to benefit children with special needs. A total of over 430 special needs schools and other institutions nationwide have participated in the program.

In fiscal 2016, we conducted “Maho Project 2016 −tane (seeds)−” on the theme of improving learning quality using ICT. Wide-ranging research was carried out with the participation of working teachers as well as students in teacher training programs.

Support for the lives and learning of children with special needs

Maho Project

Toward a Society of Universal Communication

1) iPhone app to support visually impaired users
App for people with visual impairment to learn and practice basic iPhone operations

2) Game de Manabero Shuwa
Jiten (“A Sign Language Dictionary for Learning Sign Language through a Game”)
Sign language learning app with rotating 360° 3D animation for over 3,000 signs

*Approximately 110,000 downloads (as of July 31, 2017)

Apps to Support People with Special Needs

Wider Communication through Sign Language
SoftBank holds sign language classes at venues in Tokyo and Osaka to promote communication using Japanese sign language. A total of over 7,328 people have taken the classes, which are taught by native Japanese sign language signers.

SoftBank Sign Language Class

Wider Communication through Sign Language
SoftBank holds sign language classes at venues in Tokyo and Osaka to promote communication using Japanese sign language. A total of over 7,328 people have taken the classes, which are taught by native Japanese sign language signers.

SoftBank Sign Language Class

Wider Communication through Sign Language
SoftBank holds sign language classes at venues in Tokyo and Osaka to promote communication using Japanese sign language. A total of over 7,328 people have taken the classes, which are taught by native Japanese sign language signers.
Toward a Society of Universal Participation

A New Employment System Allows People to Start Working Using the Short Working Hours Program

SoftBank Corp.’s Short Working Hours Program is designed to broaden work opportunities for people willing to work but who have lacked opportunities due to their disabilities. The system allows them to work for less than 20 hours per week.

SoftBank Corp. has joined with Research Center for Advanced Science and Technology The University of Tokyo in the area of assistive technology to develop work environments that allow people with developmental or mental disabilities to work without excessive difficulty. After a trial period, we fully rolled out the Short Working Hours Program in May 2016.

As of July 31, 2017, 20 employees are utilizing the program.

Mr. Kuramitsu

I have autism spectrum disorder and ADHD, so my brain has a hard time absorbing verbal information and constitutionally I tire very easily. I have used the program since the trial period and currently work two times a week, primarily doing data entry. Little by little, I’m being given more advanced work, so I’ve gained confidence in myself and find my job rewarding. I experienced difficulty in working long hours and this program has opened up new possibilities for me. I want to continue using my skills and taking on new challenges.

Mr. Kuramitsu’s Department

Credit Collection Support Section, Credit Collection Department, Administration Division, Customer Care & Operation Division, Consumer Sales Unit

The Short Working Hours Program was instituted due to personnel shortages caused by an increase in routine administrative work. For our short-time staff, I think there was significant apprehension at first about taking that initial step in a new environment. However, we are very proud of their commitment and the energy they bring to their work, and each of them has become a valuable member of our team.

* Program employees

Jointly Promoting Policies

Associate Professor Takeo Kondo
Research Center for Advanced Science and Technology
University of Tokyo

For people with disabilities, the very short working hours employment model serves to expand opportunities for inclusive work and social participation at regular worksites. For companies, the program helps raise productivity by structuring administrative work and clarifying responsibilities while increasing understanding of diversity. We expect the program to become more popular as a new employment option at companies in various regions.

Implementing the Very Short Hours Employment Model

Yasuyuki Hirai
Department for Promotion of Employment and Work for People with Disabilities
Kawasaki City Health and Welfare Bureau

Kawasaki City is working to become a city of diversity. This project seeks working formats that provide opportunities for people with disabilities and others outside the scope of the statutory employment rate. For workers, it is a first step toward restoring confidence, while for companies, it is an opportunity to deploy a diverse workforce. We intend to expand the project into other fields and use it to help create a city friendlier for everyone.
Using the Power of IT for Smarter, More Enjoyable Work

Realizing “Smart & Fun!”

SoftBank Corp. is actively engaged in a new approach to work styles under the slogan of “Smart & Fun!” By enabling all employees to work in a smarter, more enjoyable way using the power of IT and AI, we hope to continue to grow as an innovative and creative company.

---

**Using the Power of IT for Smarter, More Enjoyable Work**

Maximizing use of time

Creating time

Investment in one’s own growth

---

1. **Instituting the Super Flextime System at all companies**

2. **Enhancing and expanding telecommuting**

3. **Smart & Fun! Support Fund**

---

**(1) Super Flextime System**

This program allows employees to change their work start and end times on a daily basis, depending on their duties and other circumstances, abolishing the conventional core time from 10:00 a.m. to 4:00 p.m. The program’s goal is to maximize effectiveness for both individuals and organizations through an efficient, measured approach to work. Around 10,000 employees are eligible to use the system.

**(2) Telecommuting program**

Making full use of IT such as smartphones and tablet devices, we are working to create conditions that allow employees to also work from home. The program is generally for employees with work time restrictions due to childcare or nursing care obligations, and working from home is allowed up to three times a week. We hope in the future to expand it to cover all employees.

**(3) Smart & Fun! Support Fund**

The Smart & Fun Support Fund of ¥10,000 per month has been provided to all employees since April 2017 to encourage them to take advantage of opportunities for additional personal growth by making use of time created through work improvements from utilizing IT and AI, more dynamic work styles, and other means.

*Payments will be provided for the limited time of April 2017 to March 2019.

---

**Premium Friday**

The Premium Friday program allows employees to change their work start and end times on the last Friday of each month, depending on their duties and other circumstances. This initiative applies to approximately 16,000 people.

On Premium Fridays, the Festa employee cafeteria on the 25th floor of our Shiodome head office offers a special menu starting at 3:00 p.m., and becomes filled with employees who are done with their work.

*Premium Friday is a new initiative being promoted by the Ministry of Economy, Trade and Industry and the Japan Business Federation to encourage people to leave work early on the last Friday of each month and go shopping, eat out at restaurants, and spend money on travel.

---

**Shizen Denki**

Protecting Forests with Electricity at Home

The Shizen Denki service was launched in February 2017 in the areas served by Hokkaido Electric Power Co., Inc., Tokyo Electric Power Company Holdings, Inc., and The Kansai Electric Power Co., Inc. for customers interested in environmental protection and renewable energy.

Shizen Denki has the goal of maintaining a FIT (feed-in tariff) electricity* (renewable energy) ratio of 50% or higher by utilizing electricity generated by SoftBank Group company SB Energy Corp. and others in renewable energy power projects and having power supplied by SB Power Corp.

---

**3R Initiatives**

Toward a Recycling-based Society

SoftBank Corp. conducts 3R initiatives (reduce, reuse, and recycle).

- **Reduce**
  - We are working to reduce the use of paper resources when selling mobile devices.
  - For example, revising point-of-sale materials, in order to reduce the amount of waste generated.

- **Reuse**
  - We encourage customers to trade in their used, functioning mobile phones and tablets when upgrading. The traded-in devices are then refurbished and reused, primarily in emerging countries.

- **Recycle**
  - We collect used mobile phones, battery packs, chargers, SIM cards, and other accessories regardless of the original mobile network operator, manufacturer, or function status. In fiscal 2016, approximately 1.13 million used mobile phones were collected.
Disaster Drills and Reliable Services during Disasters

Responsibility as a Company Providing Communications Infrastructure

SoftBank Corp. fully recognizes its responsibilities as a provider of communications infrastructure, one of society’s lifelines, and holds biannual general disaster drills in the spring and fall that simulate a major earthquake, fire, or other disaster. In March 2017, the drill simulated a major earthquake in the Tokai region and reaffirmed the operations of the Disaster Response Department and actions taken to restore communications. In the fall, we plan to hold a drill simulating an earthquake occurring directly under the Tokyo metropolitan area.

We also provide services for distributing disaster and preparedness information, information when disasters occur, and the means for customers to communicate.

Let’s Think about Mobile Phones and Safety Filter Service

Teaching Children How to Stay Safe and Secure When Using Smartphones

SoftBank Corp. is focused on initiatives to protect children from danger when they use mobile phones or the Internet.

The Let’s Think about Mobiles Phones series of educational materials with videos has been created to teach young people how to use their mobile phones and smartphones safely and securely. With a focus on topics that have become major social issues, such as cyberbullying and texting while walking, the curriculum encourages children to think on their own about these problems, talk with one another, and reconsider the way they use their mobile phones and the Internet. The materials are provided to schools and other educational institutions free of charge.

Safety Filter Service is a filtering service that helps young people safely enjoy the Internet. It restricts access to inappropriate adult sites and illegal sites to prevent incurring excessive charges or being involved in crime. Settings are provided by age group so that they are appropriate for each user’s age.

Apply for the Let’s Think about Mobile Phones and Smartphones educational DVD.

Disaster Drills and Reliable Services during Disasters

Responsibility as a Company Providing Communications Infrastructure

SoftBank Corp. fully recognizes its responsibilities as a provider of communications infrastructure, one of society’s lifelines, and holds biannual general disaster drills in the spring and fall that simulate a major earthquake, fire, or other disaster. In March 2017, the drill simulated a major earthquake in the Tokai region and reaffirmed the operations of the Disaster Response Department and actions taken to restore communications. In the fall, we plan to hold a drill simulating an earthquake occurring directly under the Tokyo metropolitan area.

We also provide services for distributing disaster and preparedness information, information when disasters occur, and the means for customers to communicate.

Let’s Think about Mobile Phones and Safety Filter Service

Teaching Children How to Stay Safe and Secure When Using Smartphones

SoftBank Corp. is focused on initiatives to protect children from danger when they use mobile phones or the Internet.

The Let’s Think about Mobiles Phones series of educational materials with videos has been created to teach young people how to use their mobile phones and smartphones safely and securely. With a focus on topics that have become major social issues, such as cyberbullying and texting while walking, the curriculum encourages children to think on their own about these problems, talk with one another, and reconsider the way they use their mobile phones and the Internet. The materials are provided to schools and other educational institutions free of charge.

Safety Filter Service is a filtering service that helps young people safely enjoy the Internet. It restricts access to inappropriate adult sites and illegal sites to prevent incurring excessive charges or being involved in crime. Settings are provided by age group so that they are appropriate for each user’s age.

Apply for the Let’s Think about Mobile Phones and Smartphones educational DVD.
# CSR Activity Report Results of FY2016 and Plan for FY2017

## Corporate Governance

### Identifying key areas of CSR

- **Working conditions and social security**
- **Environmental management**
- **Fair competition**

### Working conditions and social security

- **Set up a massage room**
- **Continue measures for mental illness prevention and care for mental health**
- **Maintained the compliance hotline (internal reporting system)**
- **Conducted compliance training**
- **Promoted days for leaving the office on time**
- **Held employee recreation**
- **Set weeks for promoting taking paid leave (28 days)**
- **Promoted days for leaving the office on time**
- **Held “FY16 Family Day”**
- **Implemented annual ES survey and promoted subsequent improvements**
- **Took measures for personnel with special needs**
- **Enhanced the childcare working system**
- **Implemented basic policy on employment**
- **Hired and promoted talented personnel based on ability, regardless of gender, age, educational background, nationality, etc.**
- **Conducted training for officers and managing executives of Group companies**

### Environmental management

- **Collected PET bottle caps**
- **Introduced "breathing" data centers**
- ** Implemented weed control using sheep and goats at SoftBank Tottori Yonago Solar Park**

### Fair competition

- **Reduced CO2 emissions by around 93.42 t through carbon offsets for office paper**
- **Upgraded health and safety systems**
- **Maintained a safety and health hotline**
- **Upgrade health and safety systems**
- **Promote health maintenance**
- **Conduct a program to subsidize employees acquiring qualifications**
- **Conduct a program to support employees acquiring qualifications**
- **Provide AED training seminars**
- **Participate in KENKO Kigyokai**
- **Provide the Black Dial System**

### Manner and methods

- **Offered power-saving information on the Smart Japan website**
- **Produced sponsored content for social contribution materials**
- **Maintain safe and healthy working conditions**
- **Conduct an annual compliance survey**
- **Conduct an annual compliance survey**
- **Improve energy usage efficiency at data centers**
- **Make sure that the "SoftBank Group CSR Principles" are fully disseminated**
- **Undertake business for foreign affliates**
- **Conduct a program to support employees acquiring qualifications**

### Plan for FY2017

- **Promote health maintenance**
- **Maintain and improve health and safety systems**
- **Improve health and safety systems**
- **Conducting training for the "SoftBank Group CSR Principles"**
- **Provide the Black Dial System**
- **Provide AED training seminars**
- **Participate in KENKO Kigyokai**
- **Provide the Black Dial System**
- **Provide AED training seminars"**

## Plan for FY2017

### CSR Activity Report Results of FY2016 and Plan for FY2017

- **Achieved results that exceeded the target**
- **Achieved the intended results of the initiative**
- **Initiative achieved to result or was not carried out**

---

* Items that are not labeled with a company name have been carried out by SoftBank Corp. or its Group companies.

---

* GRI guidelines

### Rating A - Achieved results that exceeded the target

- **Achieved results that exceeded the target**

### Rating B - Achieved the intended results of the initiative

- **Achieved the intended results of the initiative**

### Rating C - Initiative achieved to result or was not carried out

- **Initiative achieved to result or was not carried out**
### Consumer Data Protection and Privacy
- Enhanced assurance of mobile phone numbers in the event of a natural disaster.
- Increased assurance of mobile phone numbers in the event of a natural disaster.
- Prepared a plan to prevent unauthorized access to mobile phone numbers.
- Provided a plan to prevent unauthorized access to mobile phone numbers.
- Conducted a disaster readiness drill.
- Conducted a disaster readiness drill.
- Provided information security training for all employees.
- Provided information security training for all employees.

### Consumer Support and Complaint Settlement
- Published Yahoo! Auction intellectual property protection guide.
- Issued media statements.
- Conducted work-from-home creative marketing service "Mom’s Lab" operated by freelance moms.
- Conducted regional revitalization projects in Yazu, Yazu District, Tottori Prefecture (Hayabusa Lab).
- Conducted emergency support donation drive for disaster-affected areas using the government’s Furusato Tax program through Satofull Co., Ltd.

### Corporate Social Responsibility
- Provided STRaight Texting While Walking.
- Provided an app to prevent smartphone operation while walking, STOP Texting While Walking.
- Provided an app to prevent smartphone operation while walking, STOP Texting While Walking.
- Provided an app to prevent smartphone operation while walking, STOP Texting While Walking.
- Conducted on-site employee volunteer activities.
- Provided LOHACO support gift deliveries.
- Sponsored TOUR de Tohoku.
- Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation.
- Sponsored TOUR de Tohoku.
- Held the TOUR de Tohoku cycling event to support reconstruction after the Great East Japan Earthquake.
- Sponsored the Kitakyushu Data Center tours for junior high school students.

### Workforce Development
- Conducted a workshop for junior high school students.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Convinced at the Tohoku Prefecture Business School.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.

### Environmental Sustainability
- Conducted a workshop for junior high school students.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Convinced at the Tohoku Prefecture Business School.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.

### Education and Training
- Conducted disaster support projects.
- Sponsored TOUR de Tohoku.
- Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation.
- Held the TOUR de Tohoku cycling event to support reconstruction after the Great East Japan Earthquake.
- Conducted observation tours of the Kitakyushu Data Center for junior high school students.
- Conducted development of the Tohoku Yell Market selling specialties from the Tohoku region online.
- Held the TOUR de Tohoku cycling event to support reconstruction after the Great East Japan Earthquake.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Conducted an academic program to support ICT for education in Fukuoka City.
- Convinced at the Tohoku Prefecture Business School.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.
- Conducted annual meetings with local volunteers regarding construction of a power plant.