

 SoftBank

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SoftBank's Journey So Far

1981



SoftBank Established

The logo for SoftBank, featuring the words "SOFT" and "BANK" in bold, black, sans-serif capital letters stacked vertically inside a yellow rectangular box with a black border.

1981



1982

The logo for COMDEX, consisting of the word "COMDEX" in a bold, black, sans-serif font.

1995

The logo for Yahoo! Japan, with "YAHOO!" in red and "JAPAN" in black, both in a stylized font.

1996

The logo for Alibaba Group, featuring an orange stylized "A" icon followed by the text "Alibaba Group" and "阿里巴巴" in Chinese characters.

2000
(Initial investment)

The logo for Yahoo! Japan BB, with "YAHOO!" in red, "JAPAN" in black, and "BB" in purple, with "Broadband" written in smaller black text below.

2001

The logo for Japan Telecom, featuring a blue stylized "J" icon followed by the text "JAPAN TELECOM" in black.

2004

The logo for Vodafone, featuring a red speech mark icon above the word "vodafone" in a red, lowercase, sans-serif font.

2006

The logo for Sprint, with the word "Sprint" in black and a yellow stylized bird-like icon to the right.

2013

The logo for Pepper, consisting of the word "pepper" in a lowercase, black, sans-serif font.

2014

Business Domain = Information Revolution



YAHOO!



vodafone

Bold Decisions










YAHOO! BB
JAPAN Broadband



Sprint

Our Track Record

	Estimated Return	IRR
 Alibaba Group 阿里巴巴®	\$67bn	76%
 vodafone (current SoftBank Mobile)	\$36bn	41%
 JAPAN TELECOM (current SoftBank Mobile)	\$16bn	19%
 Sprint	\$15bn	-2%
 YAHOO! JAPAN	\$11bn	78%
 YAHOO!	\$3bn	30%
 GungHo Online Entertainment, Inc.	\$2bn	41%

IRR 43%

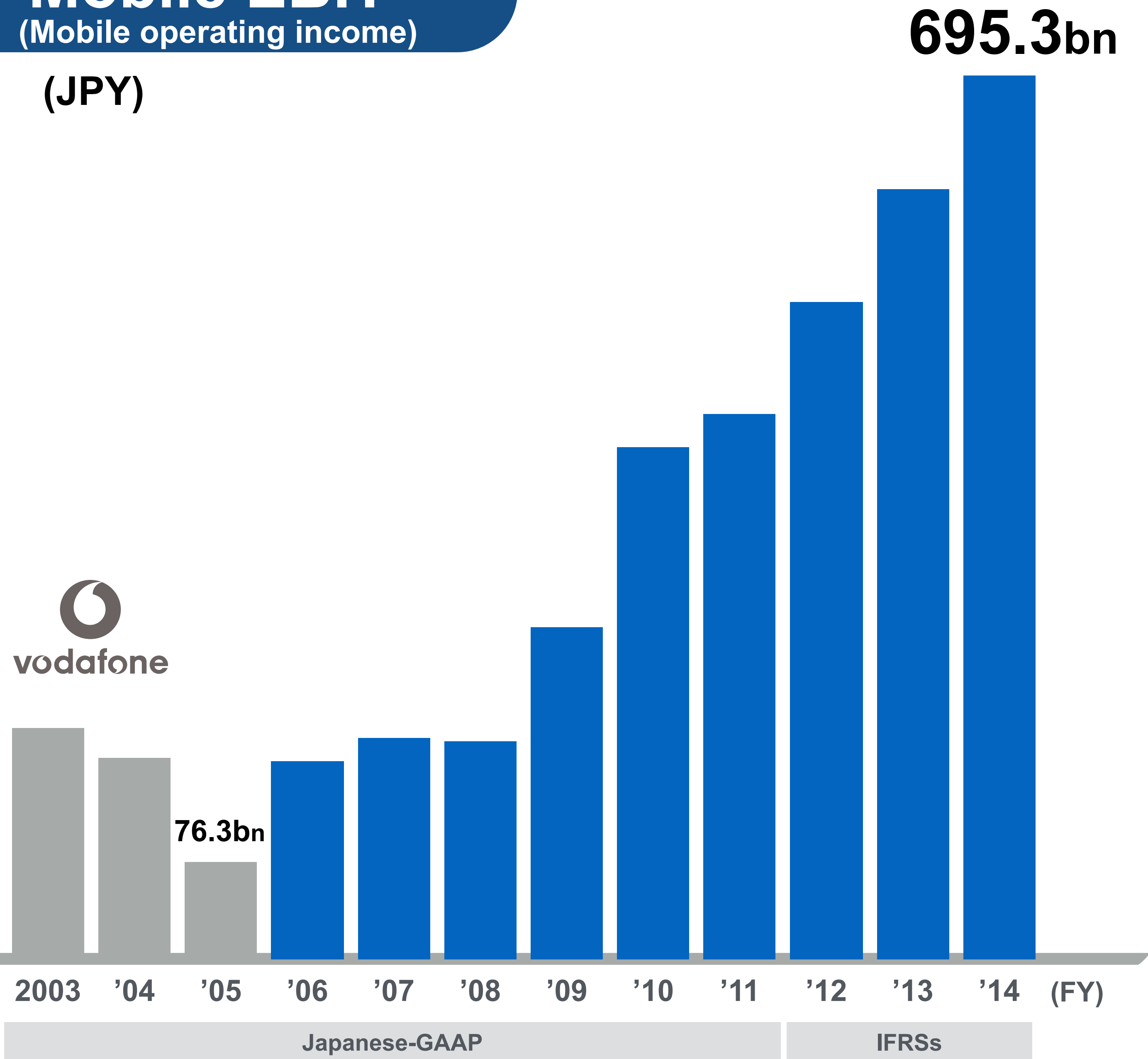
*Aggregation of investments with over JPY 10bn or more of accumulated investment or accumulated return after SoftBank became a pure holding company in Oct. 1999.
*Also includes listed subsidiaries and affiliates that SoftBank Corp. is currently investing in (excludes investments of those listed subsidiaries).

Key Business Review

Mobile EBIT

(Mobile operating income)

(JPY)

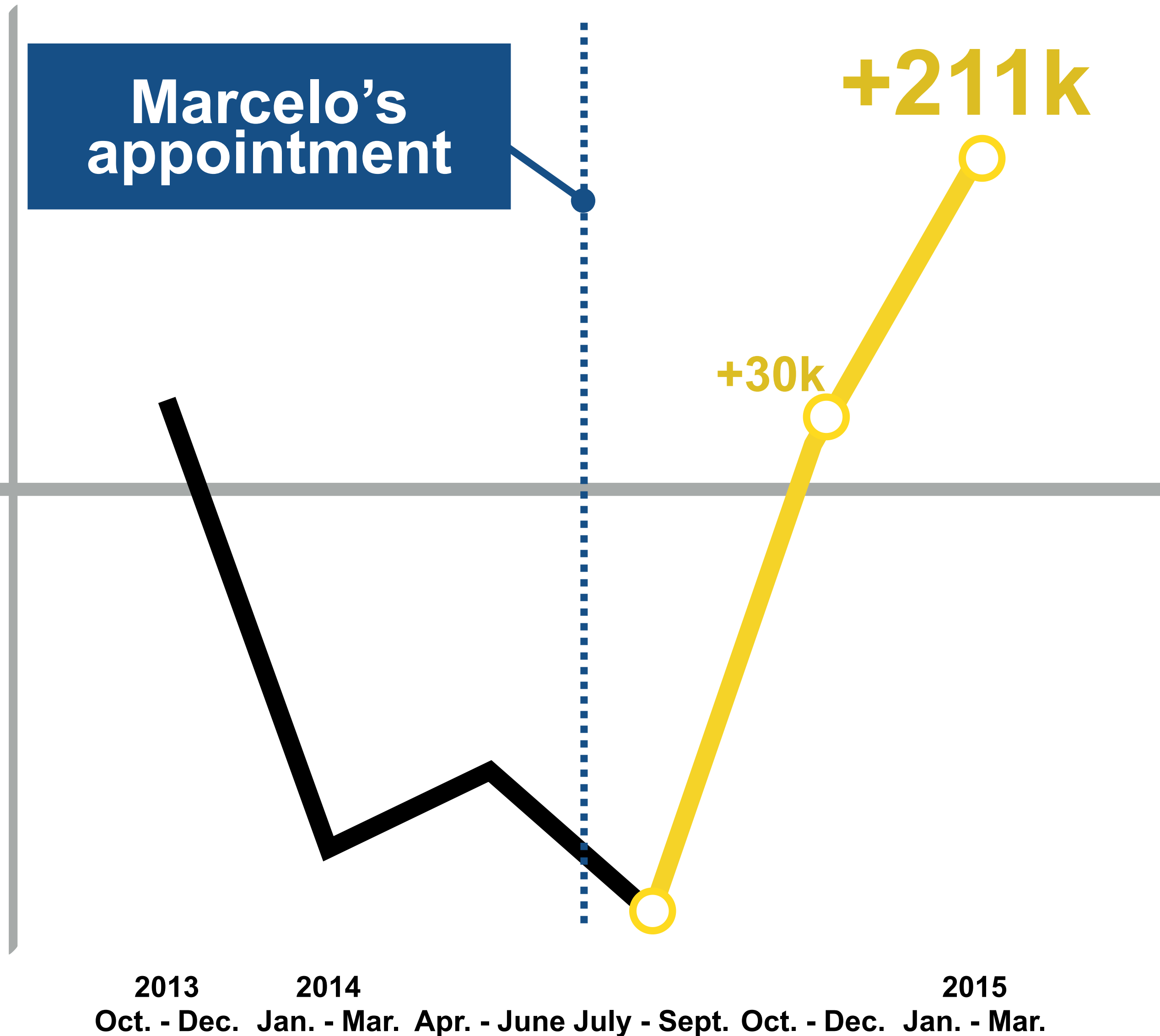


SoftBank

- Confidence in leading position
- Continue efficient operations
- Mobile innovator

*FY2006-2011: operating income of Mobile Communications business
 FY2012-2014: segment income of Mobile Communications business

Net Additions (postpaid)



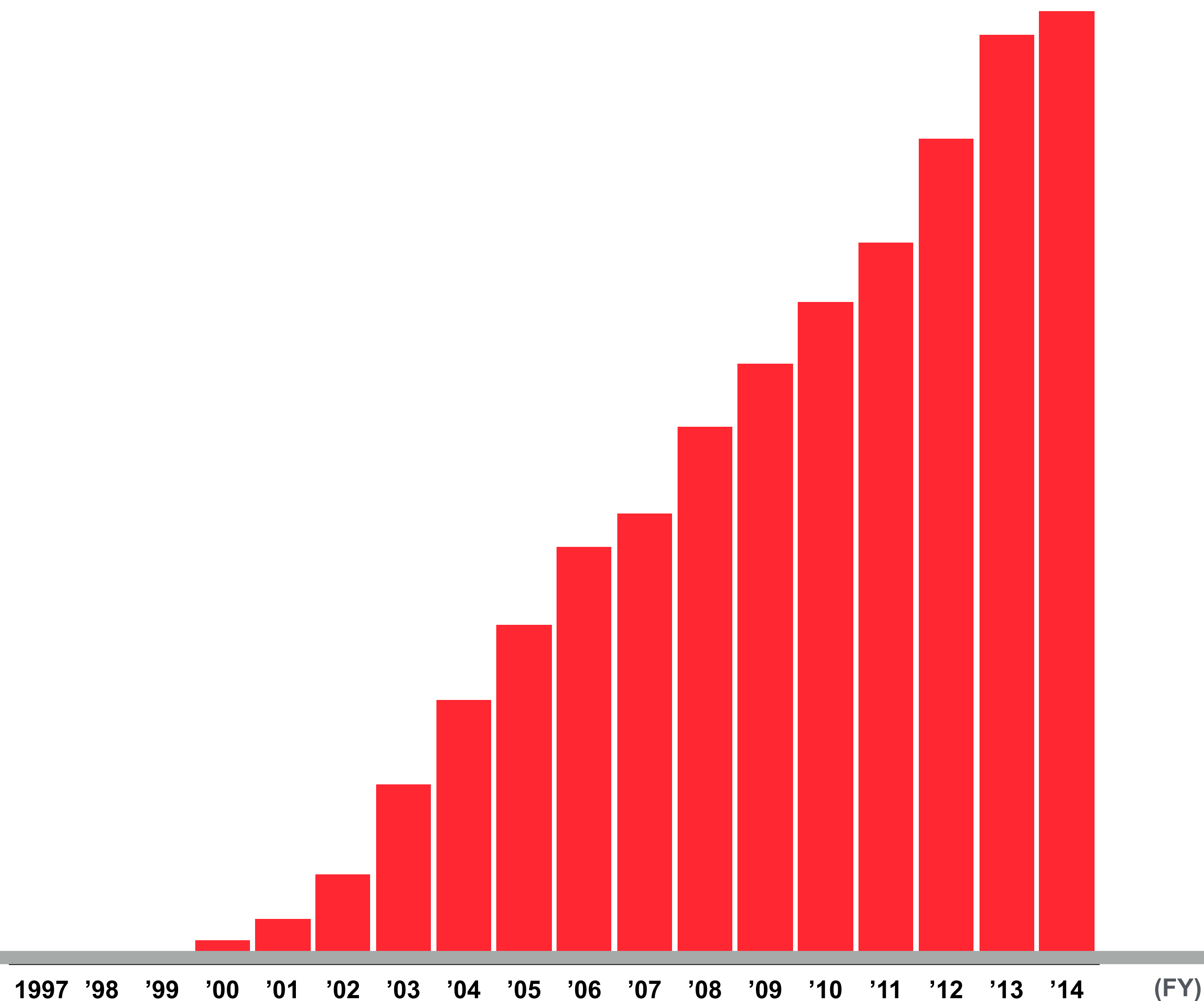
- Japan - U.S. synergies
- Enhancing network
- Efficient operations

Net Income

(JPY)



133.0bn



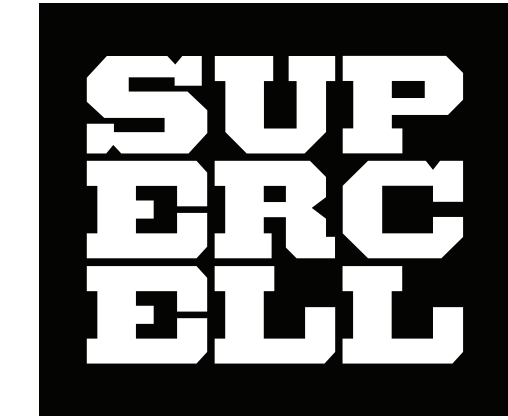
- Transforming business model
- Mobile centric strategy
- Collaborate with Alibaba

Japanese-GAAP

IFRSs

*Net income attributable to owners of the parent

World's Games Ranking



	2014								2015			
	4	5	6	7	8	9	10	11	12	1	2	3
1												
2												
3												
4												
5												

- Maximize existing value
- Create new entertaining games
- Enhance global user base

Gross Merchandise Volume



- Enhance ecosystem
- Mobile focus
- Develop cross-border commerce

	Apr. '11 - Mar. '12	Apr. '12 - Mar. '13	Apr. '13 - Mar. '14	Apr. '14 - Mar. '15
Alibaba				
Walmart	Feb. '11 - Jan. '12	Feb. '12 - Jan. '13	Feb. '13 - Jan. '14	Feb. '14 - Jan. '15

(Source) Created by SoftBank Corp. based on publicly available historical information published by Alibaba Group Holding Limited. USD 1 = JPY 120, USD 1 = RMB 6.2
 Walmart (global): sum of net sales of Walmart U.S. and Walmart International

Key Highlights of Our Recent Investments

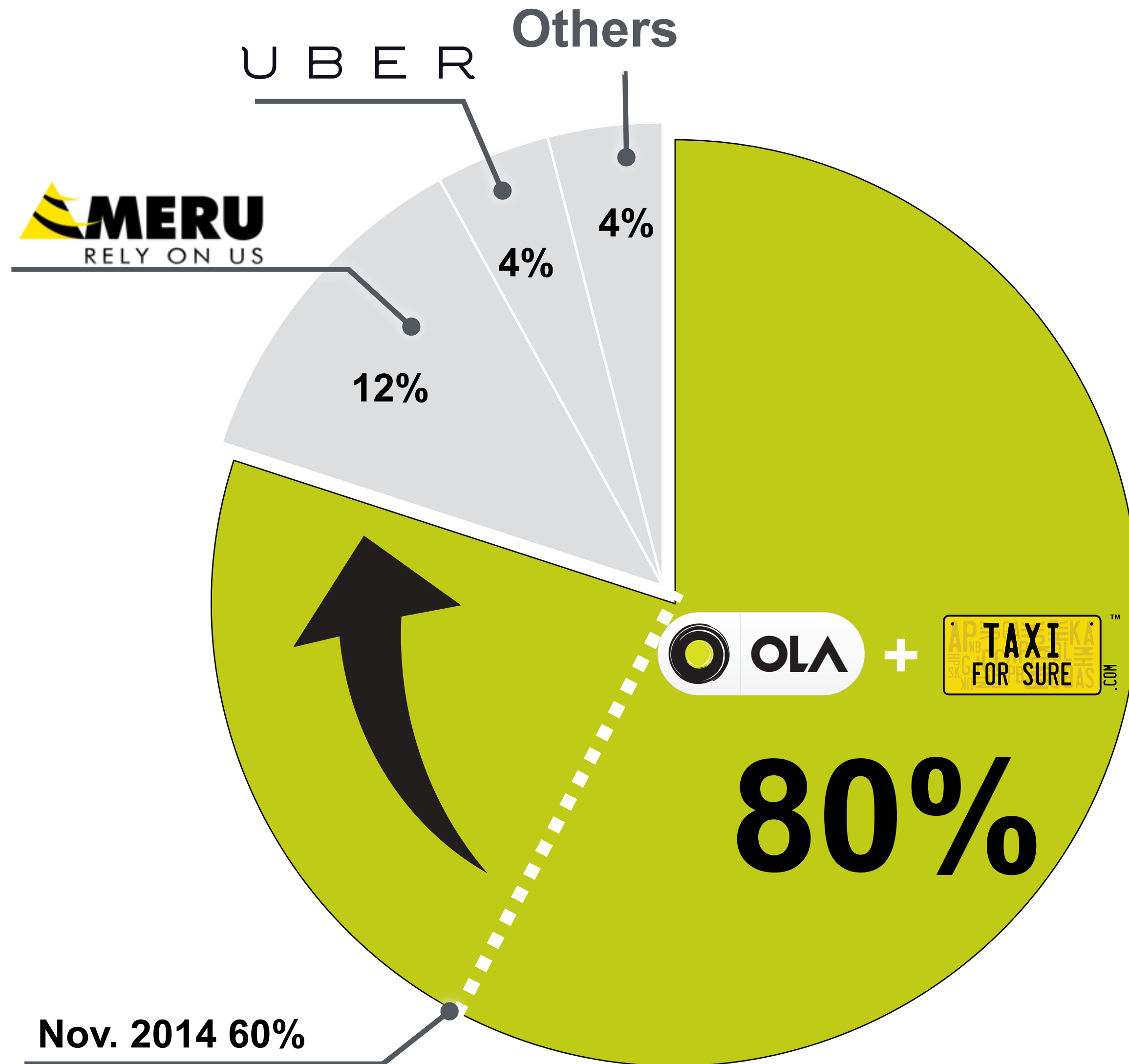
Gross Merchandise Volume



snapdeal.com

- **30x market expansion in next 7 years**
- **Product diversification**
- **Enhance mobile ecosystem**

Market Share (India)



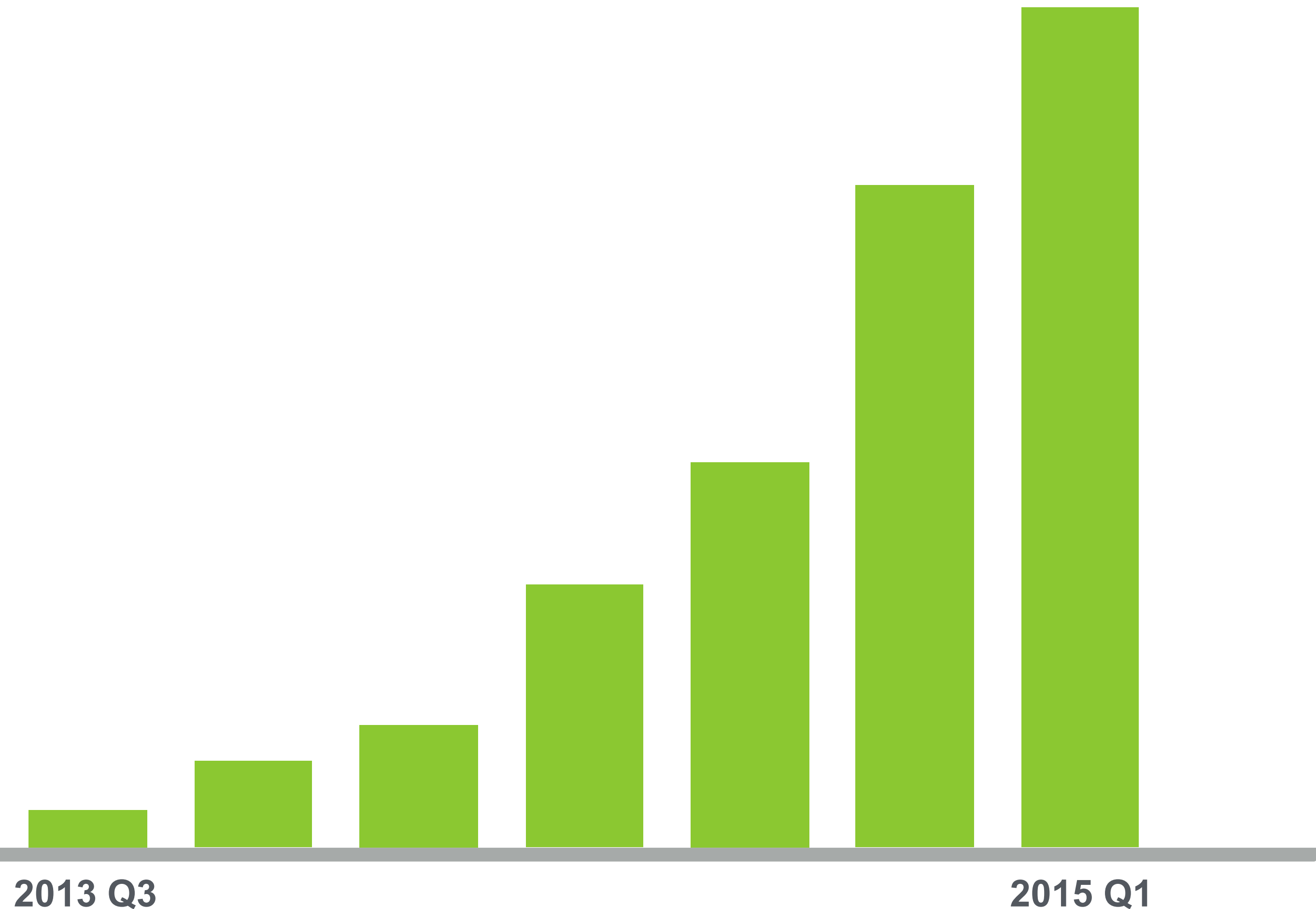
- Expand service to 200 cities across India
- Leapfrogging car usage
- Leading on-demand platform in India

*Market share based on available or estimated data of registered vehicles on respective platforms.

Quarterly Bookings

Indexed at 2013 Q3 = 1

22x
in 1.5 years



GRABTAXI

- Fully capturing local transportation
- 600mil potential users in SEA
- Create new ecosystem

Gross Merchandise Volume

(USD, latest 12 months)

\$2.0bn



- **Shaking up the entire industry**
- **Integrated fulfillment & delivery pioneer**
- **Broad product assortment catering to diverse users**

2011 Q1
(latest 12 months)

2015 Q1
(latest 12 months)

*USD = 1,050 KRW

Our Approach



**Japanese company with telco focus
and some global assets**

SoftBank 2.0 - Global Technology Player



SoftBank 2.0



SoftBank Group

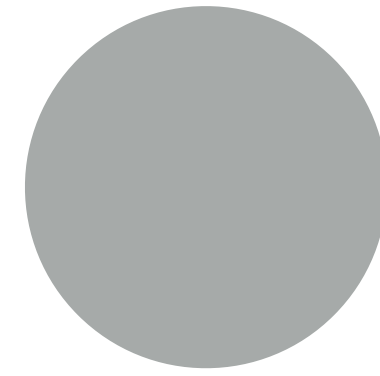
Representative Director,
President & COO

Nikesh Arora

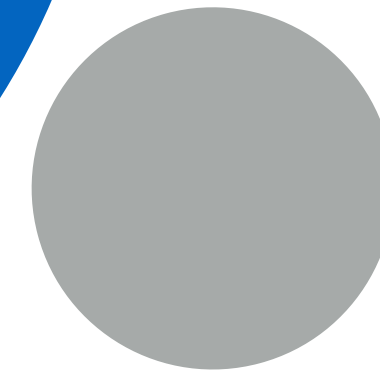
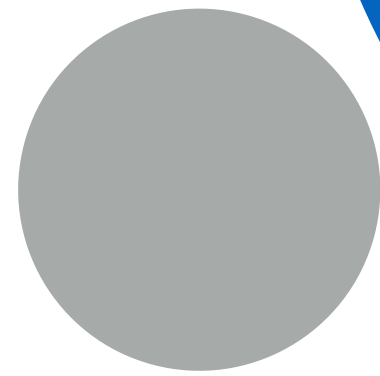
* Pending AGM resolution.

*The title of Masayoshi Son, chairman and CEO remains the same.

Right market



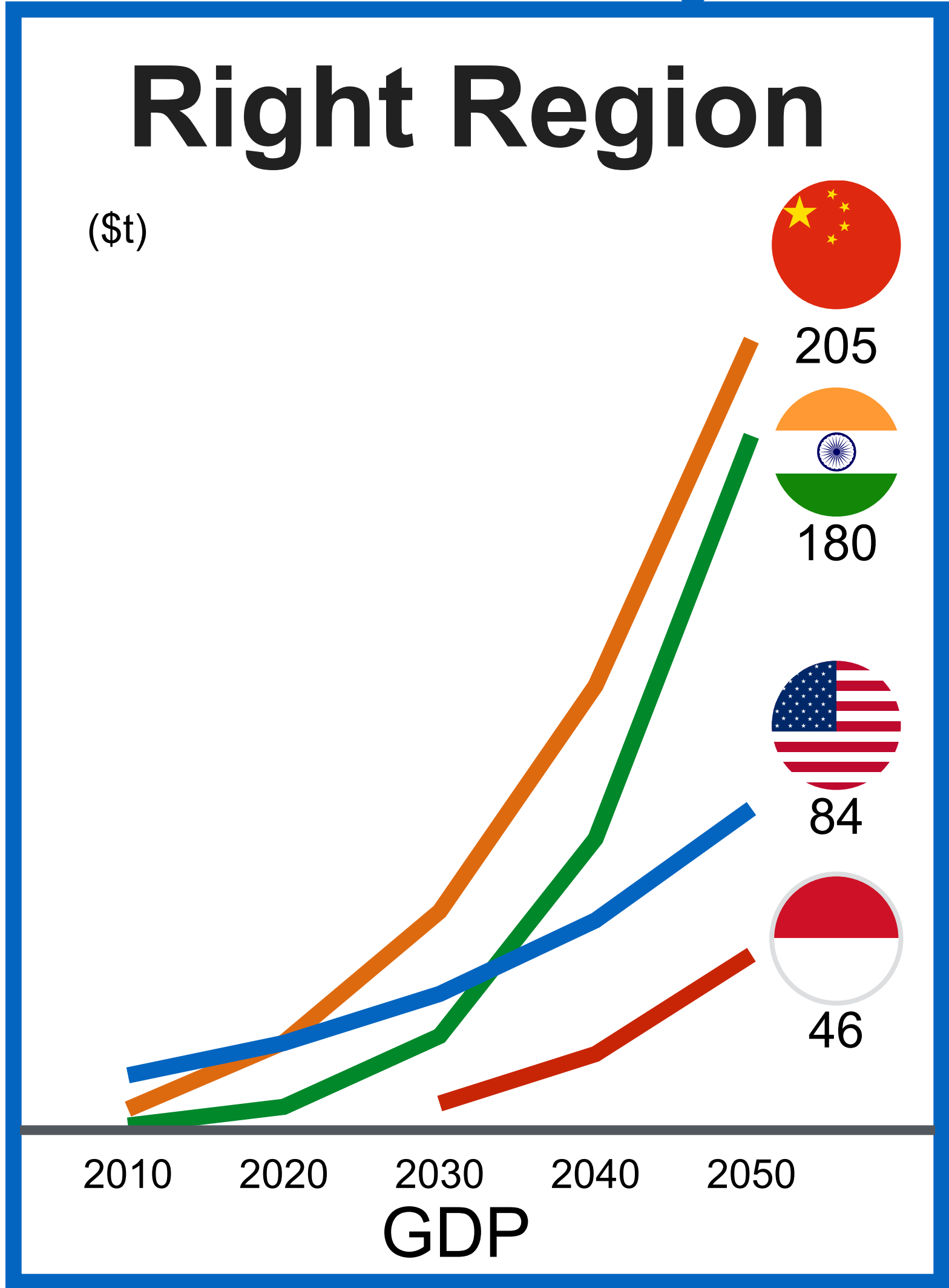
**Permanent
capital**



Right idea

Right team

Right market



Right Industry

- E-Commerce
- Taxi
- Global Network
- Film
- Music

Right idea

Permanent capital

Disruptive business model

Potential demand

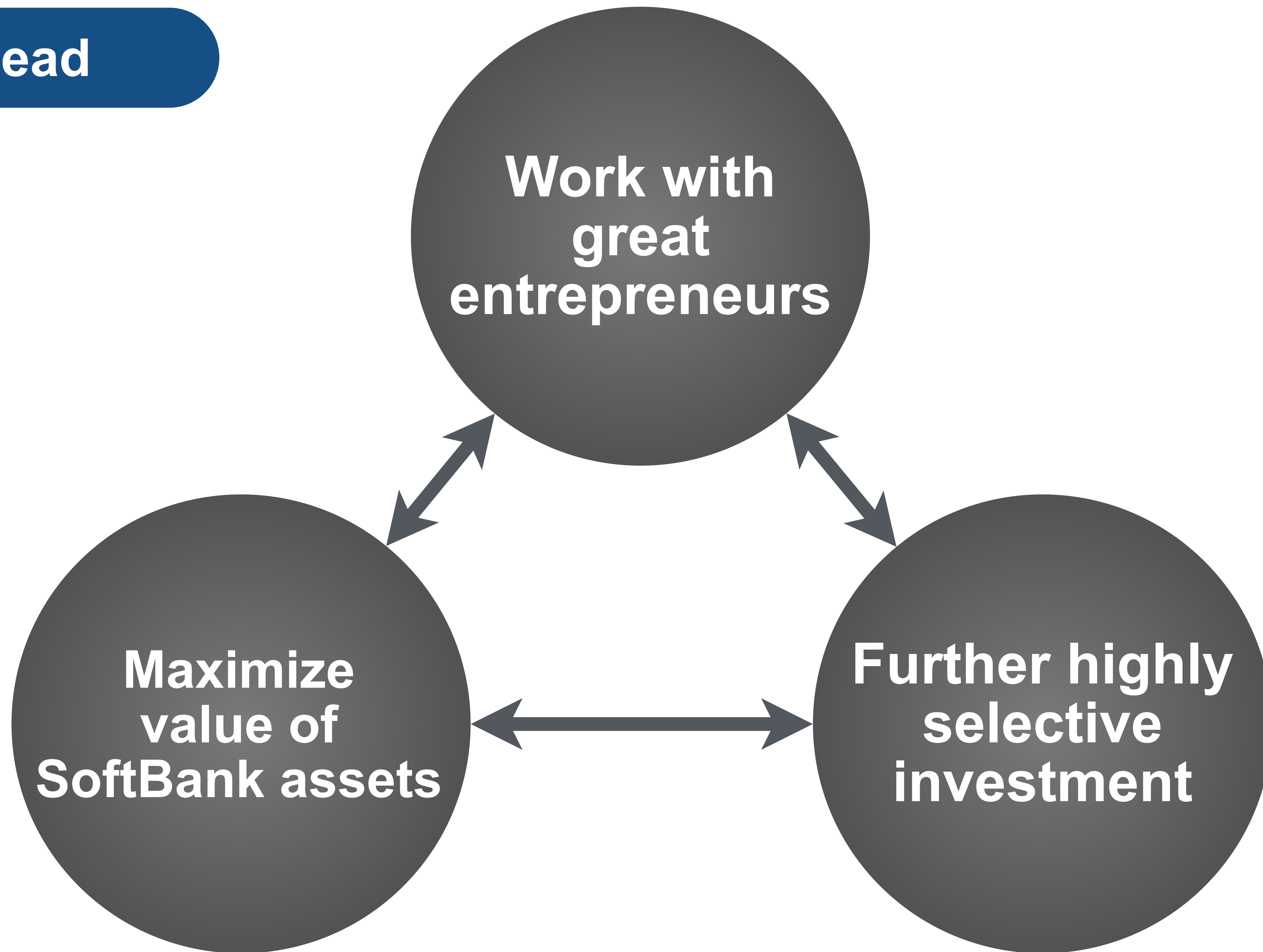
Cutting-edge product

Right team

Permanent capital

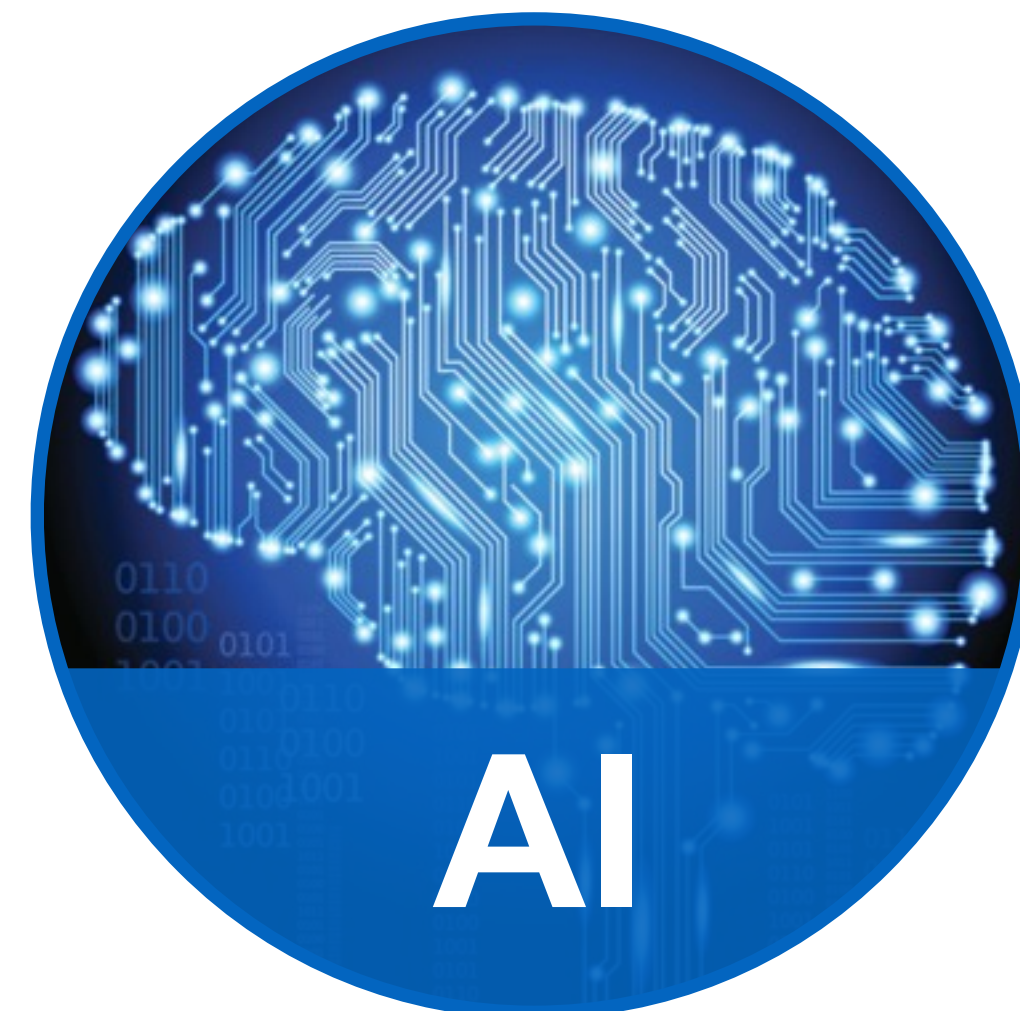
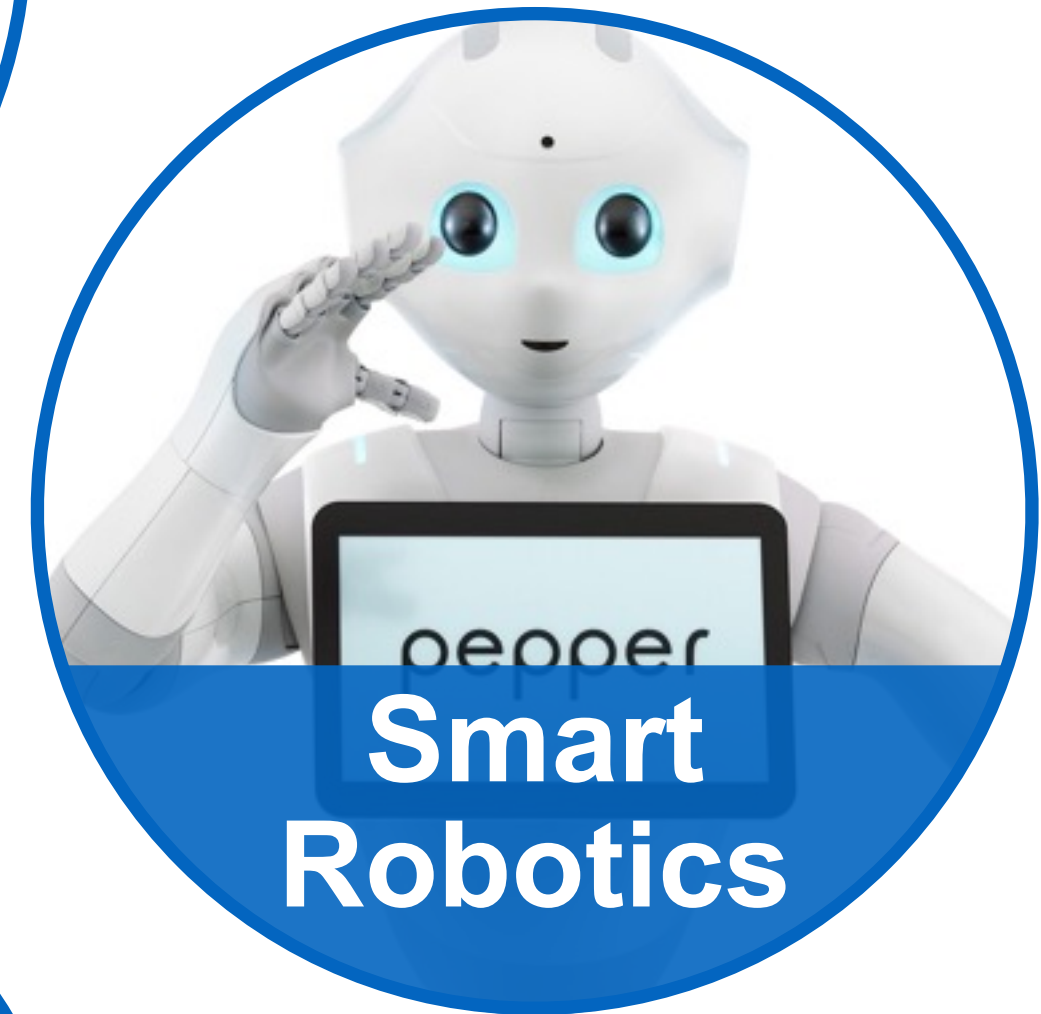
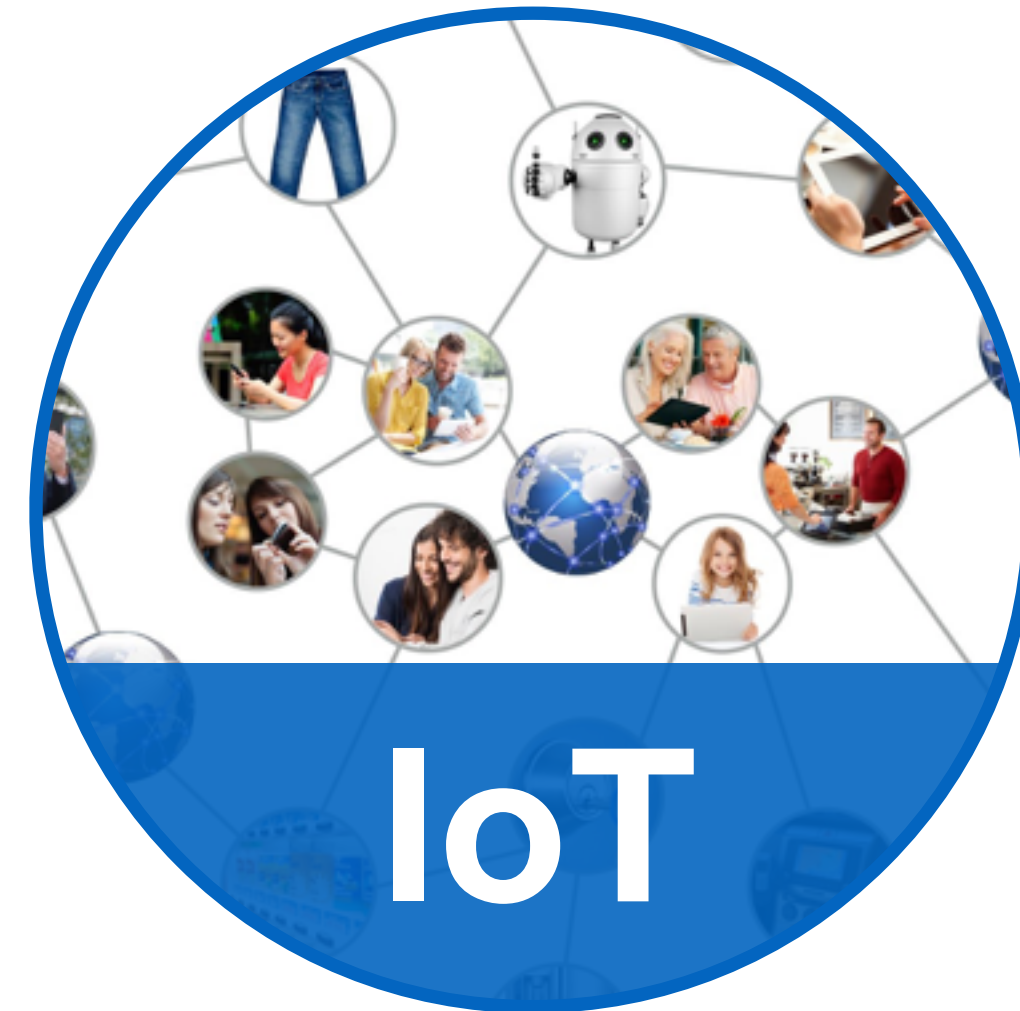
World-class Entrepreneurs






Information Revolution

Next Themes of Information Revolution

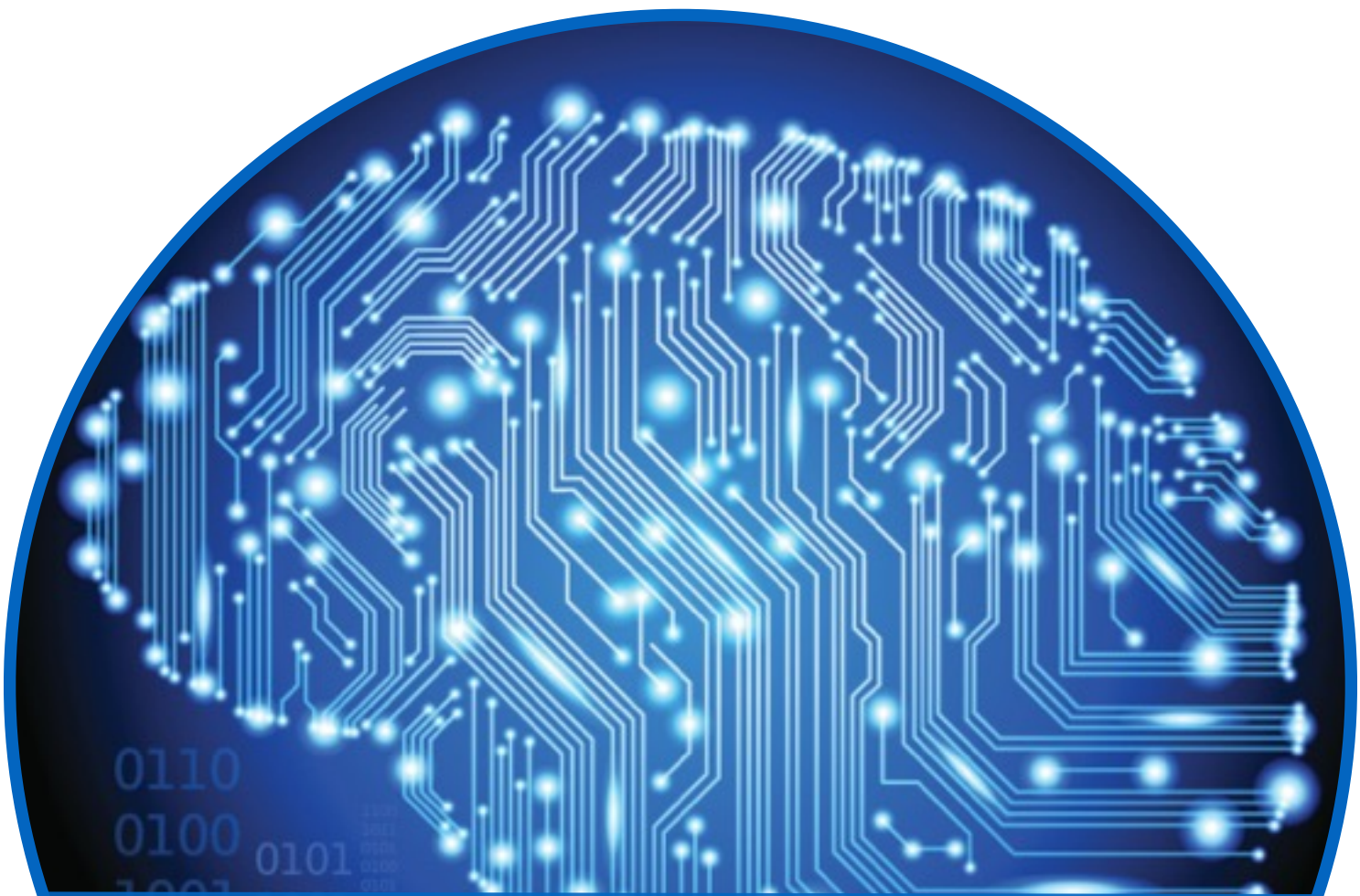


Focus on 3 Themes of Information Revolution



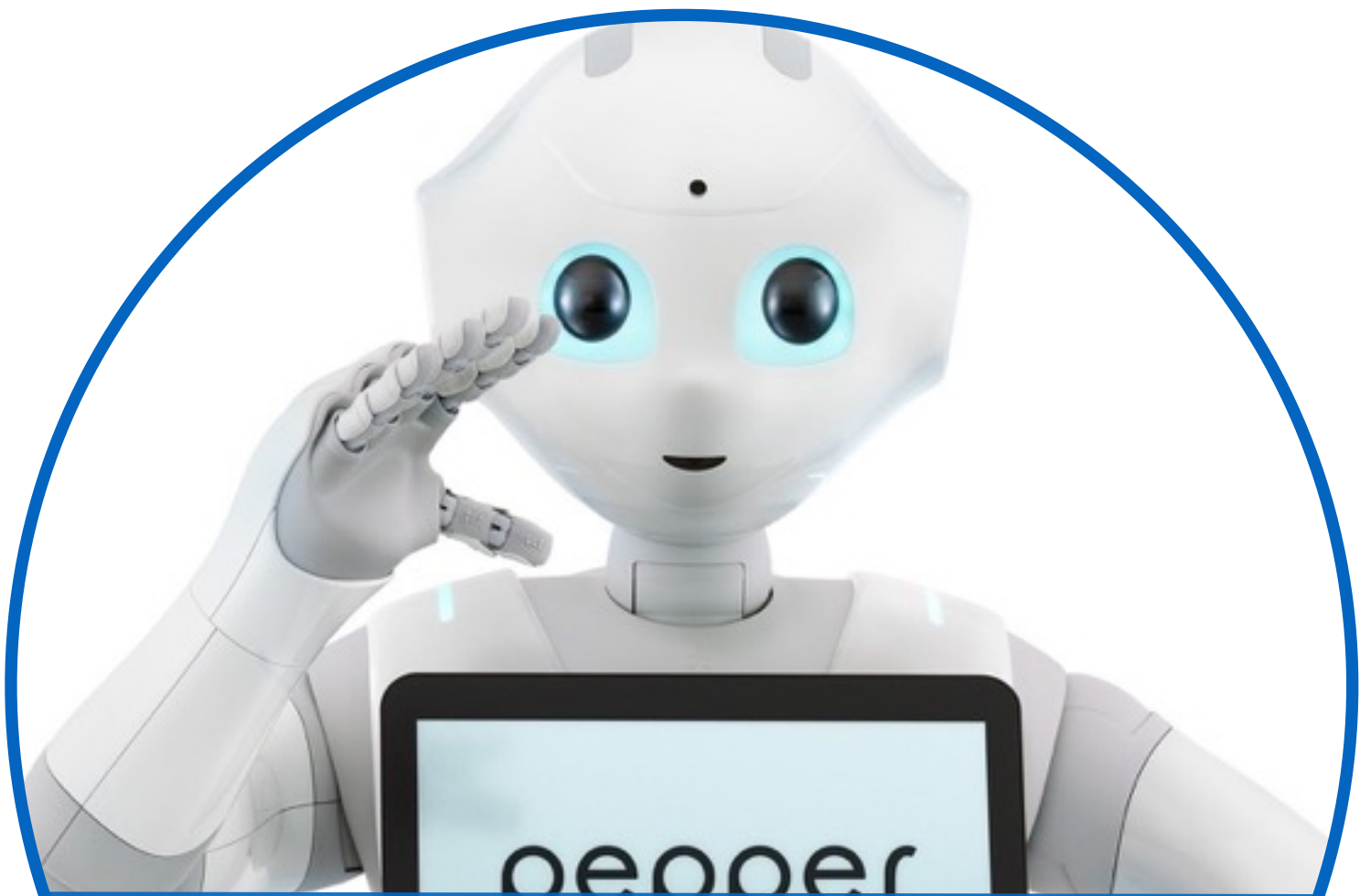
The IoT graphic features a network of interconnected nodes. Each node contains a small image representing a different type of smart device or application: a pair of jeans, a robot, a person using a tablet, a couple, an elderly couple, a person with a laptop, a person on a phone, a globe, and a person with a laptop. The nodes are connected by thin lines, symbolizing a global network of devices.

IoT



The AI graphic shows a stylized human brain composed of glowing blue circuitry and data lines. The background is dark blue with some binary code (0s and 1s) visible, representing artificial intelligence and neural networks.

AI



The Smart Robotics graphic features a white humanoid robot with glowing blue eyes. The robot is holding a tablet that displays the word "pepper". The robot is saluting with its right hand.

**Smart
Robotics**



IoT

-Internet of Things-

Toward IoT Era

Devices

10t

1,000+ devices per person (2040)



Population

9bn

50bn

12.5bn
6.9bn

2010

2020

2030

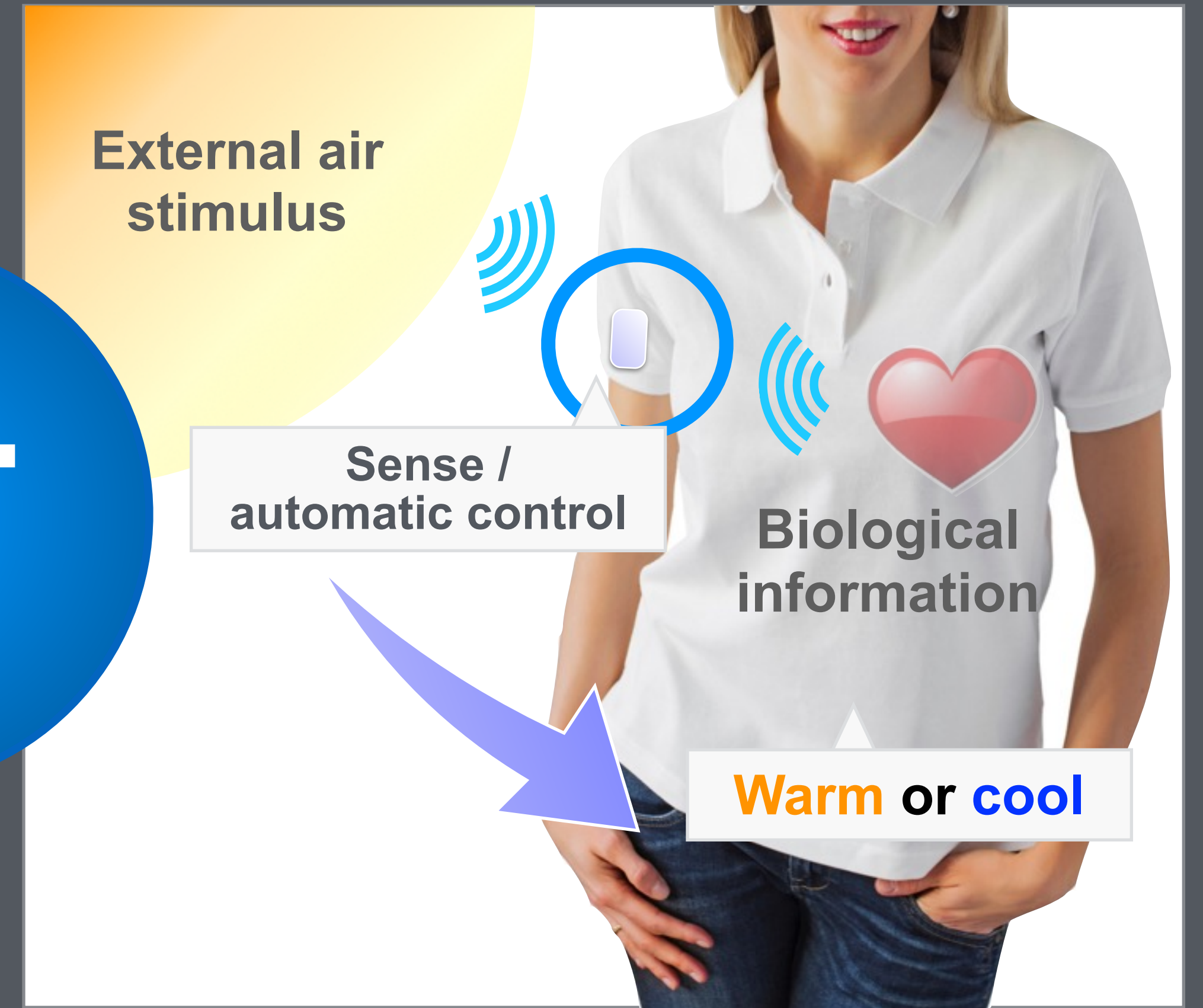
2040

Better Health



Cloud Health Monitor

Embeddable Fashion



Smart Wear

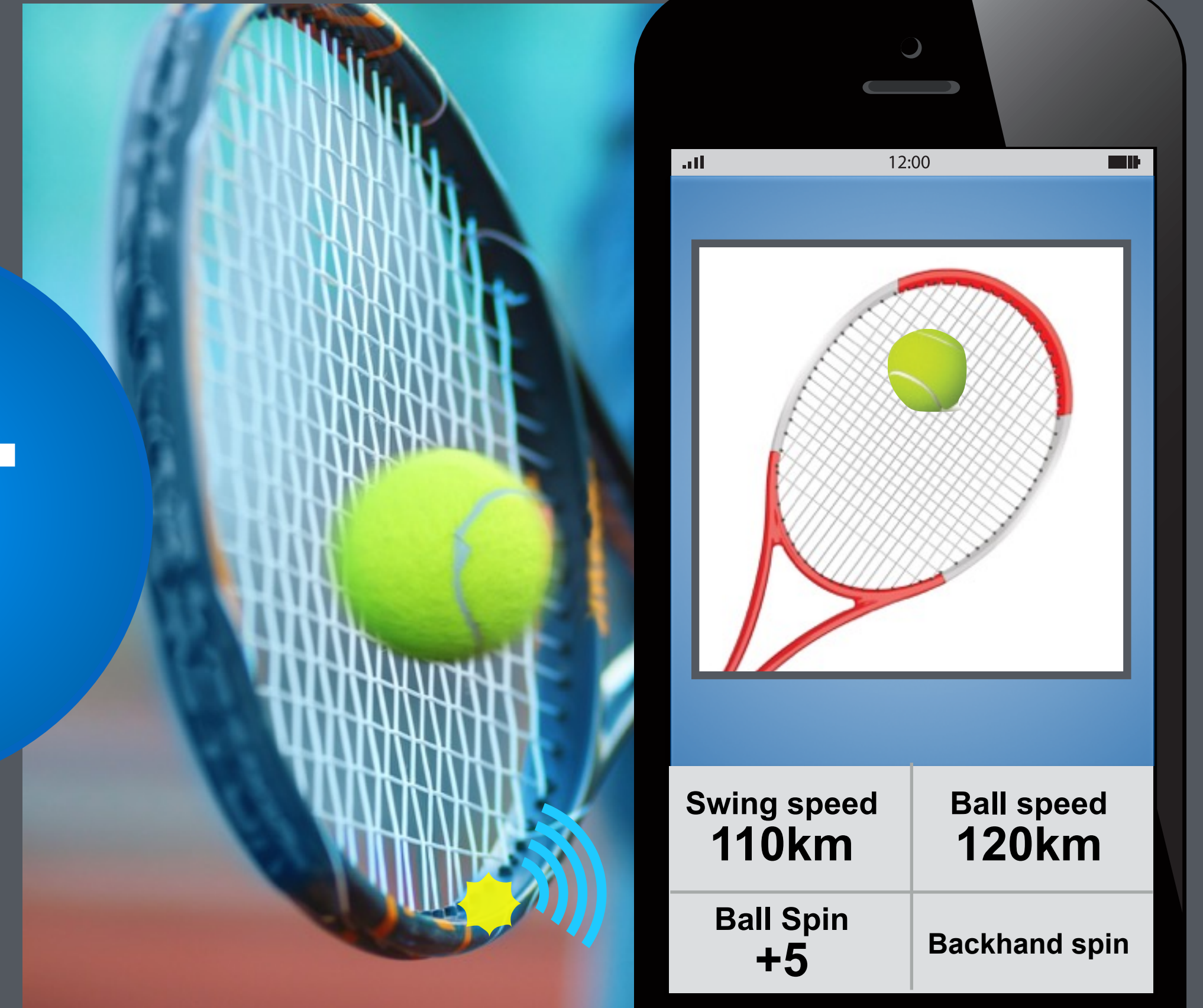
Better Living



IoT

App-controlled Kettle

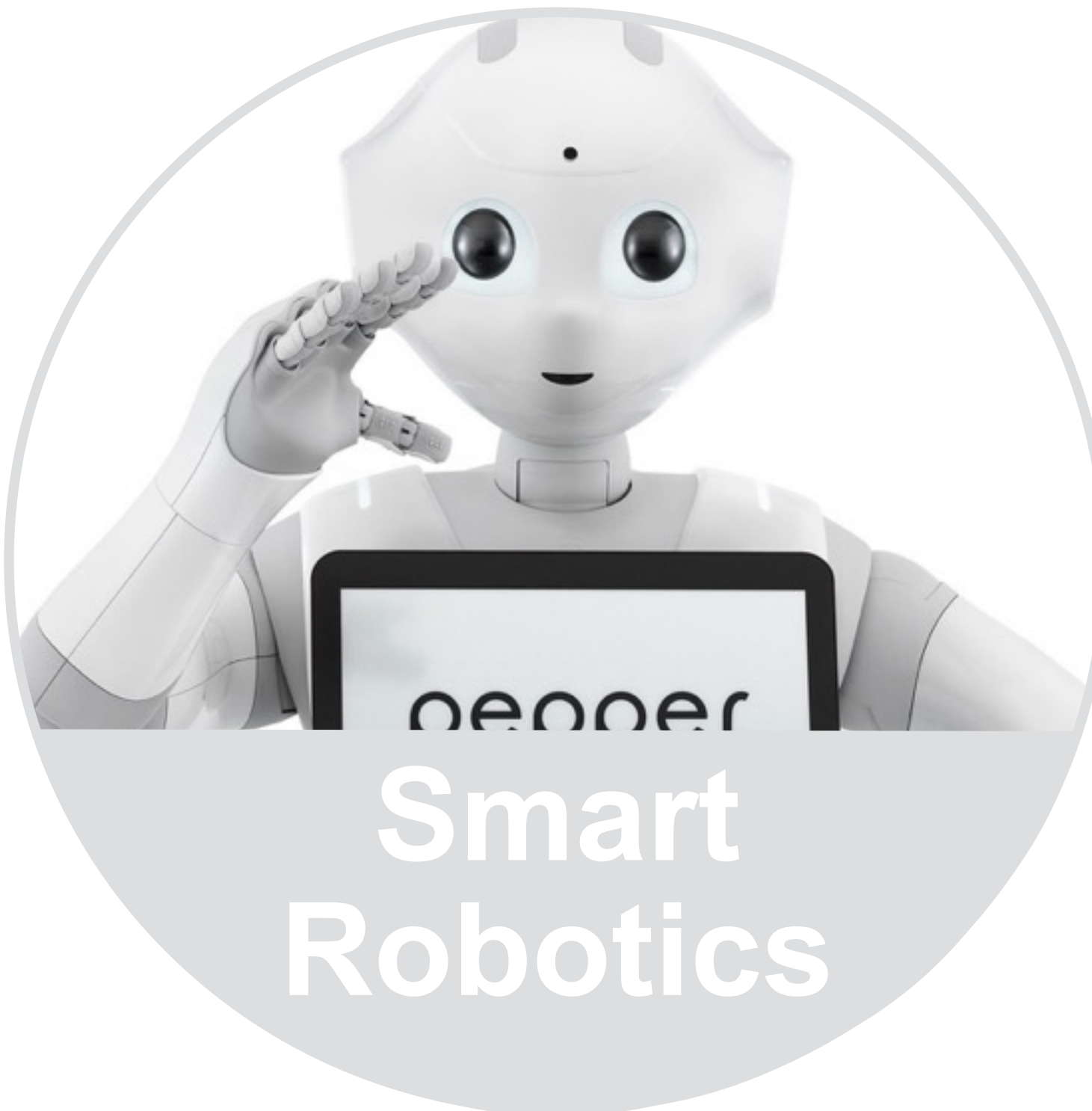
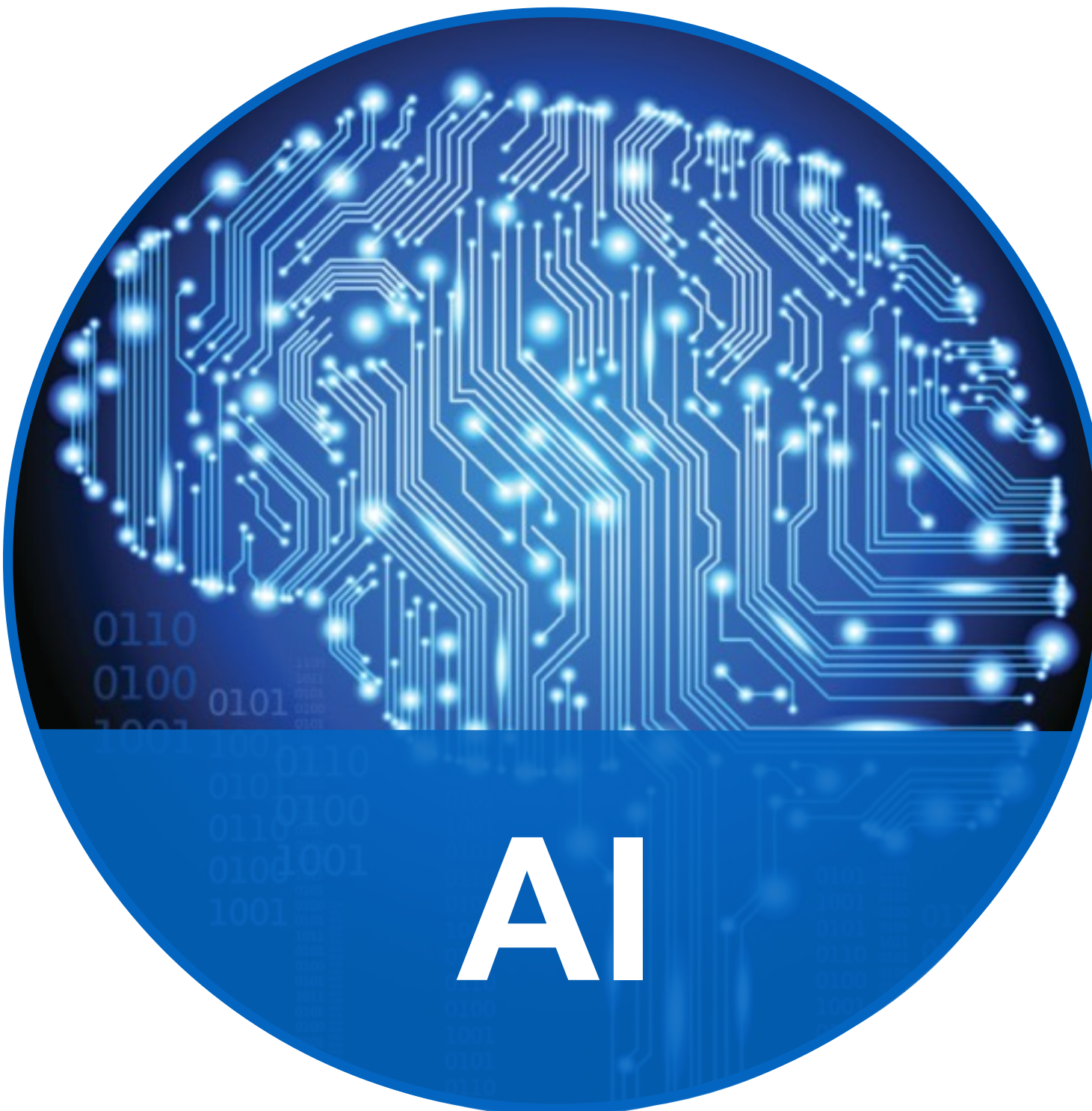
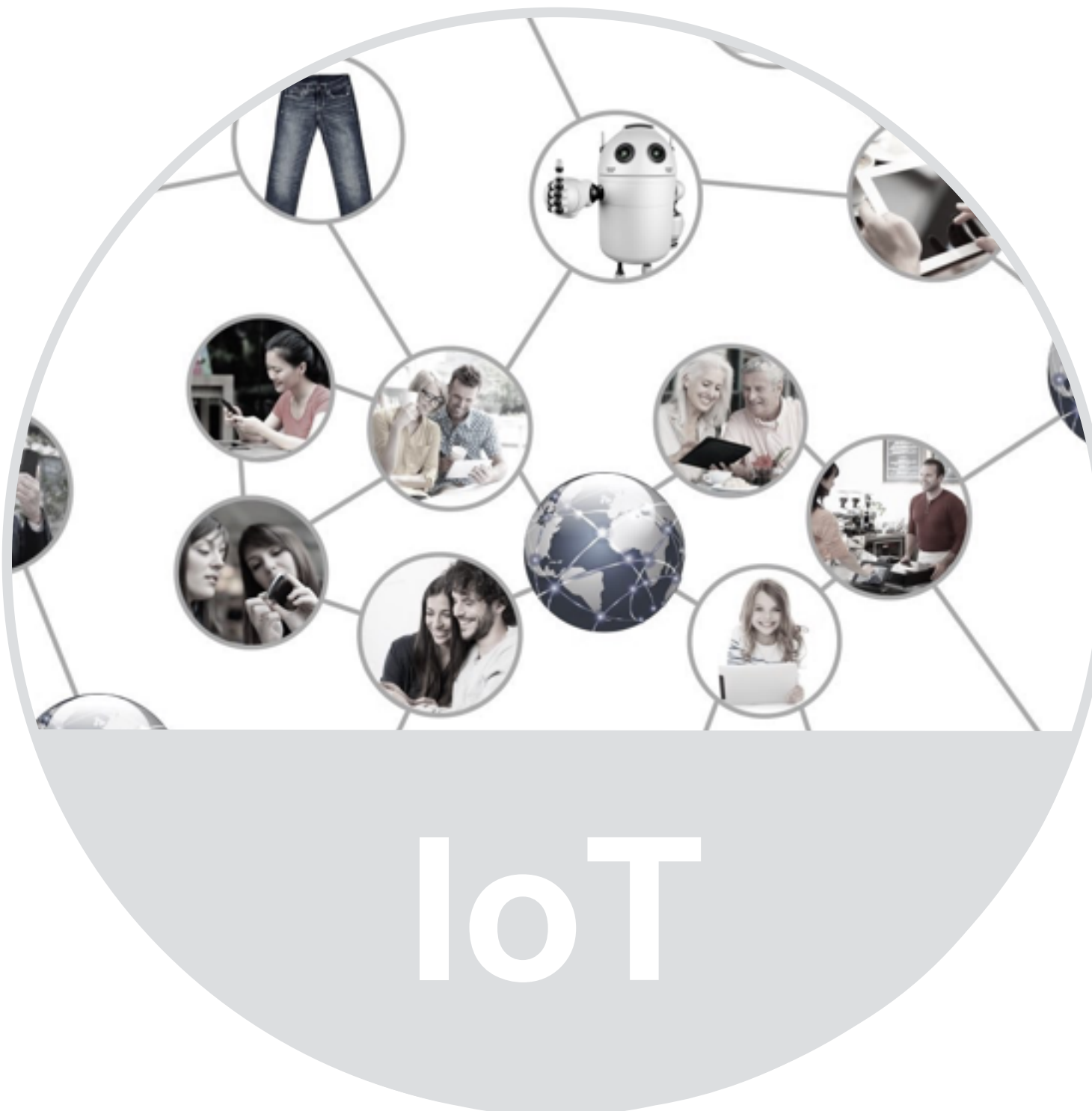
Better Player



Swing speed 110km	Ball speed 120km
Ball Spin +5	Backhand spin

Smart Tennis Racket

Focus on 3 Themes of Information Revolution





Self-driving cars



Smart search



Smart drug discovery

AI



Smart finance



Smart manufacturing

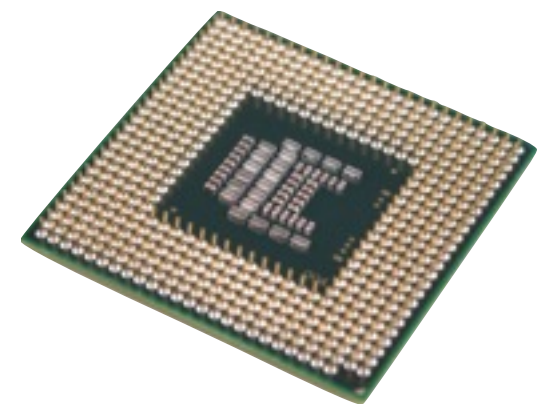


Smart workout

Toward AI Era

Number of cells
(Transistor counts)

30bn



**Exceeds
human brain
in 2018**

1980

2018

Realtime Translation

Hello สวัสดีค่ะ Jambo

Buon giorno ជម្រាប សួរ។

你好 Здравствуйте

안녕하세요 Xin chào

Guten tag

السلام عليكم

Selamat siang

こんにちは

Buenas tardes

Γειά σας

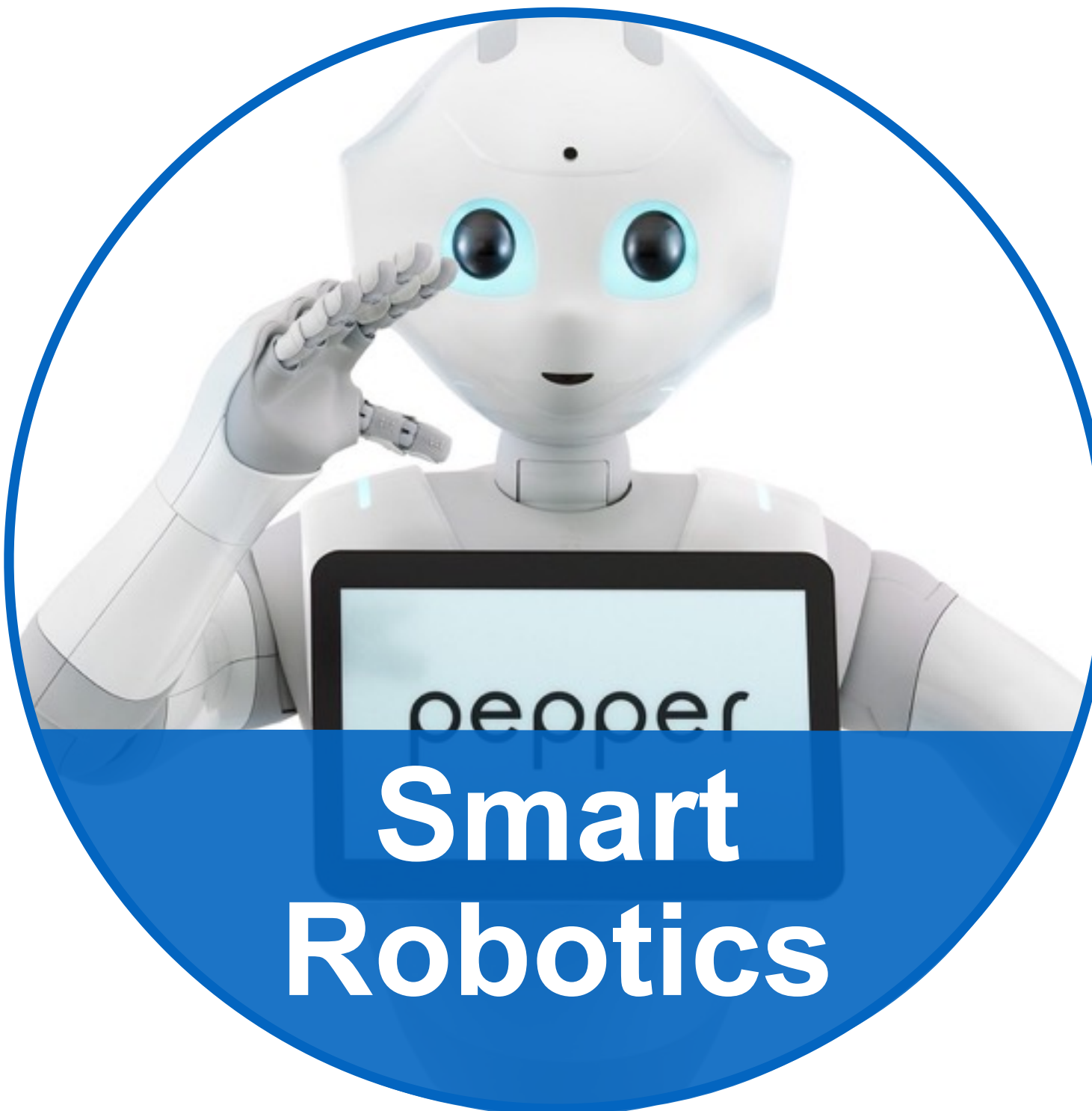
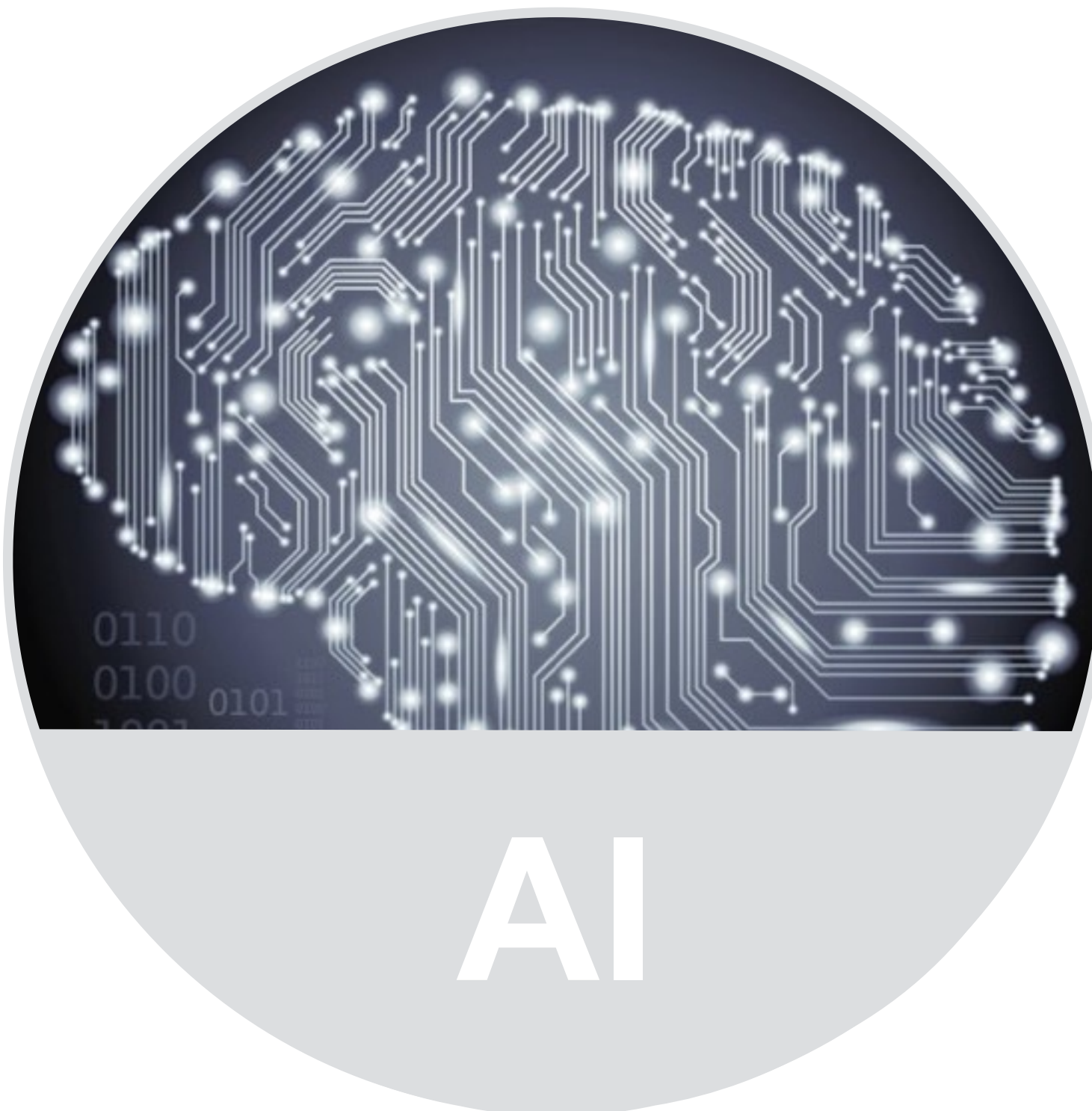
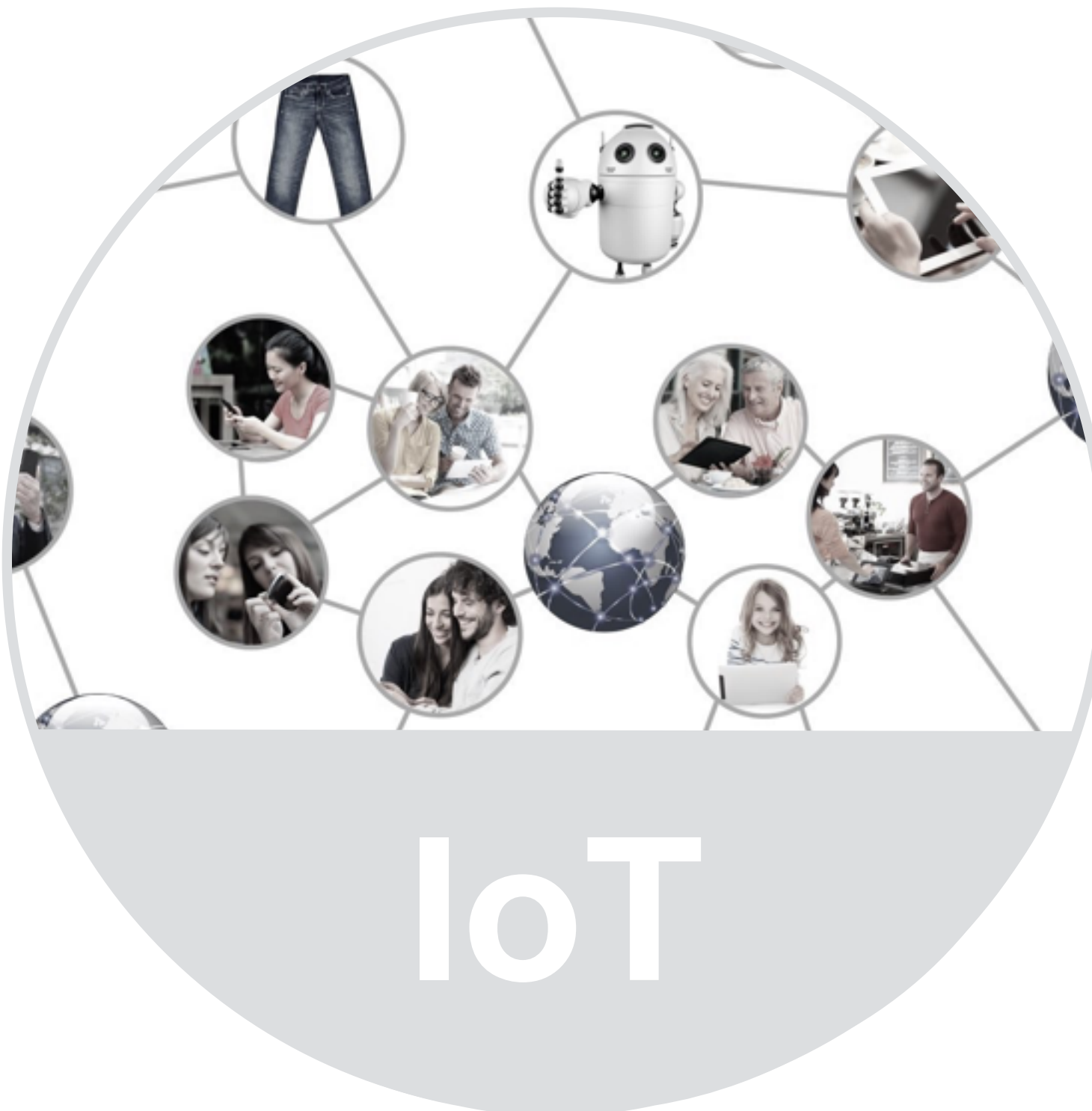
AI

Personal Assistant



Apple Siri, Google Now, Microsoft Cortana, IBM Watson

Focus on 3 Themes of Information Revolution

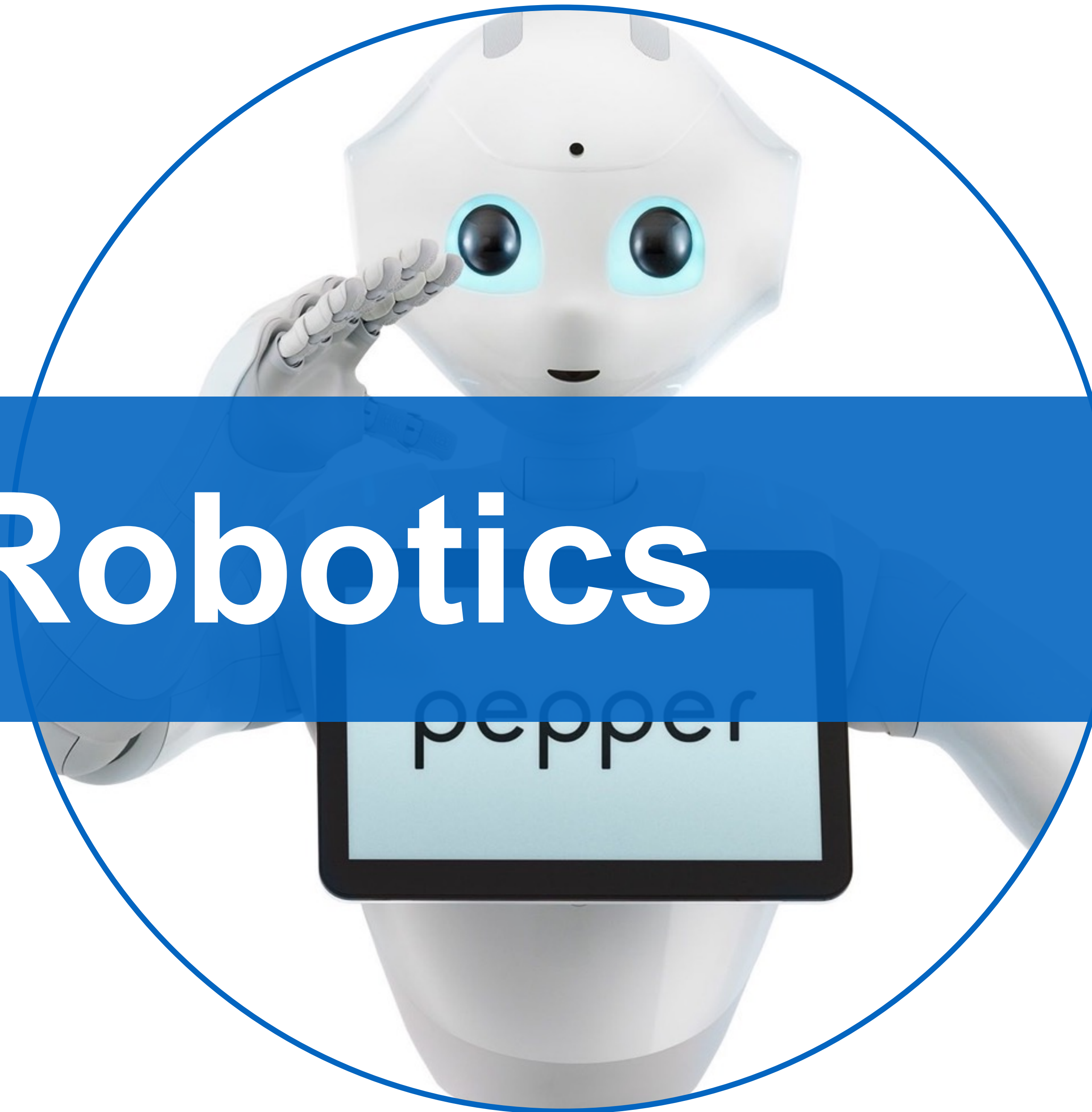




Healthcare



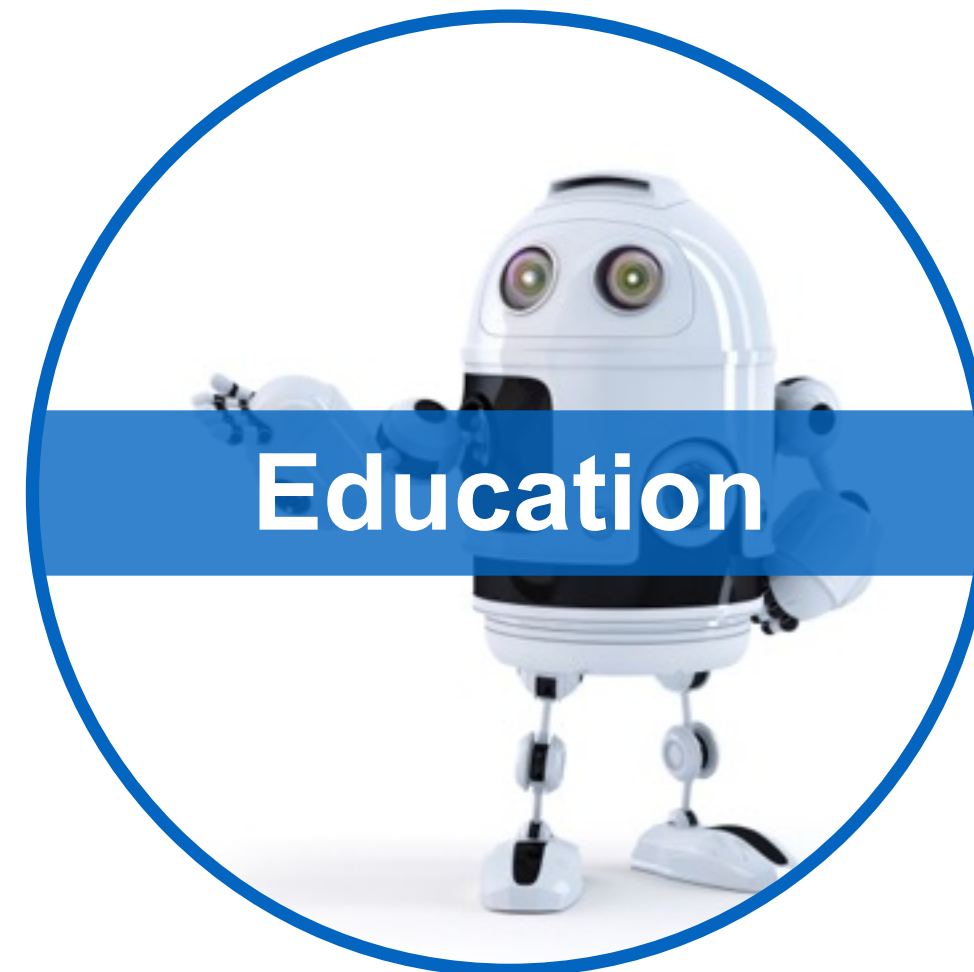
Logistics



Smart Robotics

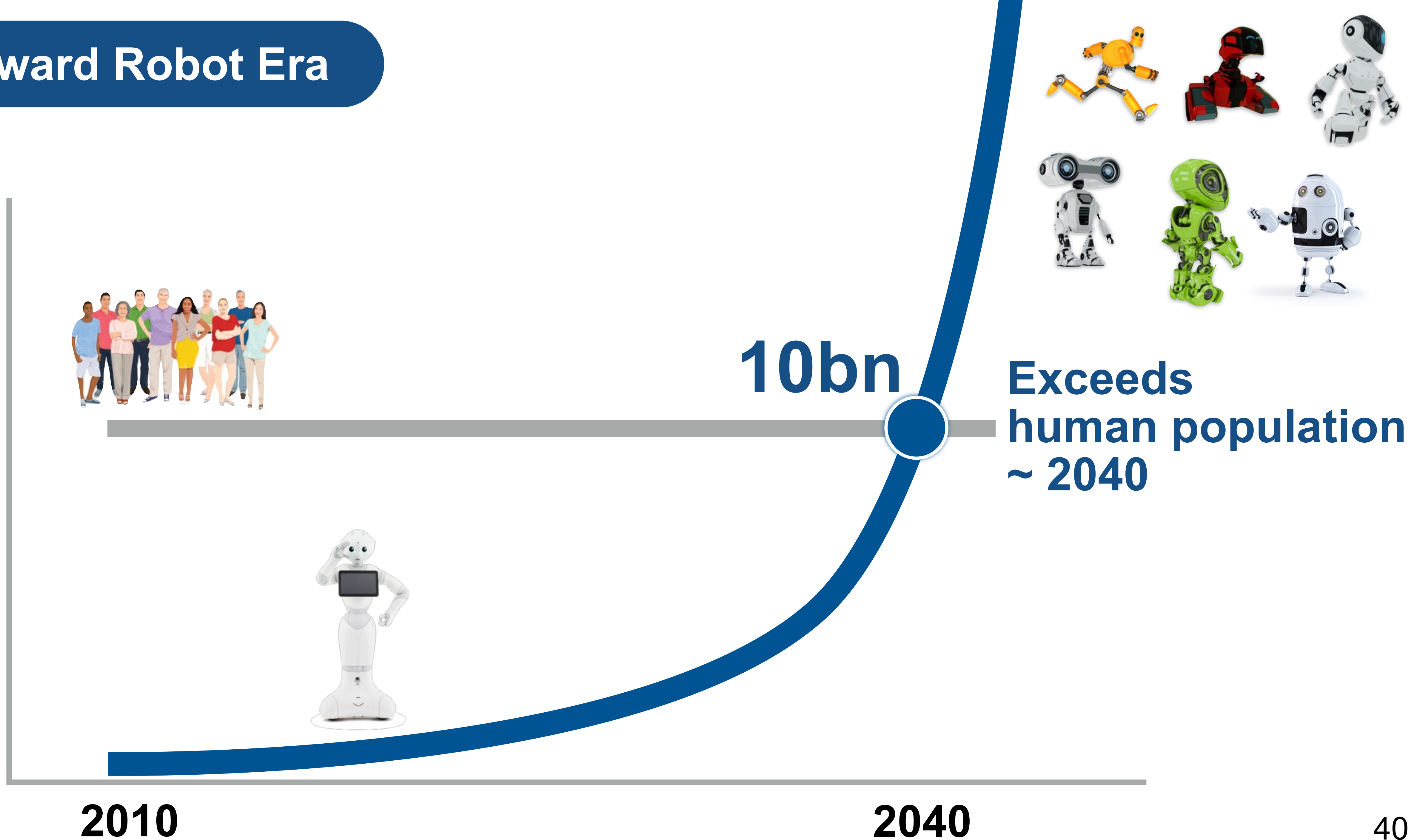


Manufacturing



Education

Toward Robot Era



Fastest Delivery



Smart
Robotics

Engaging Companion

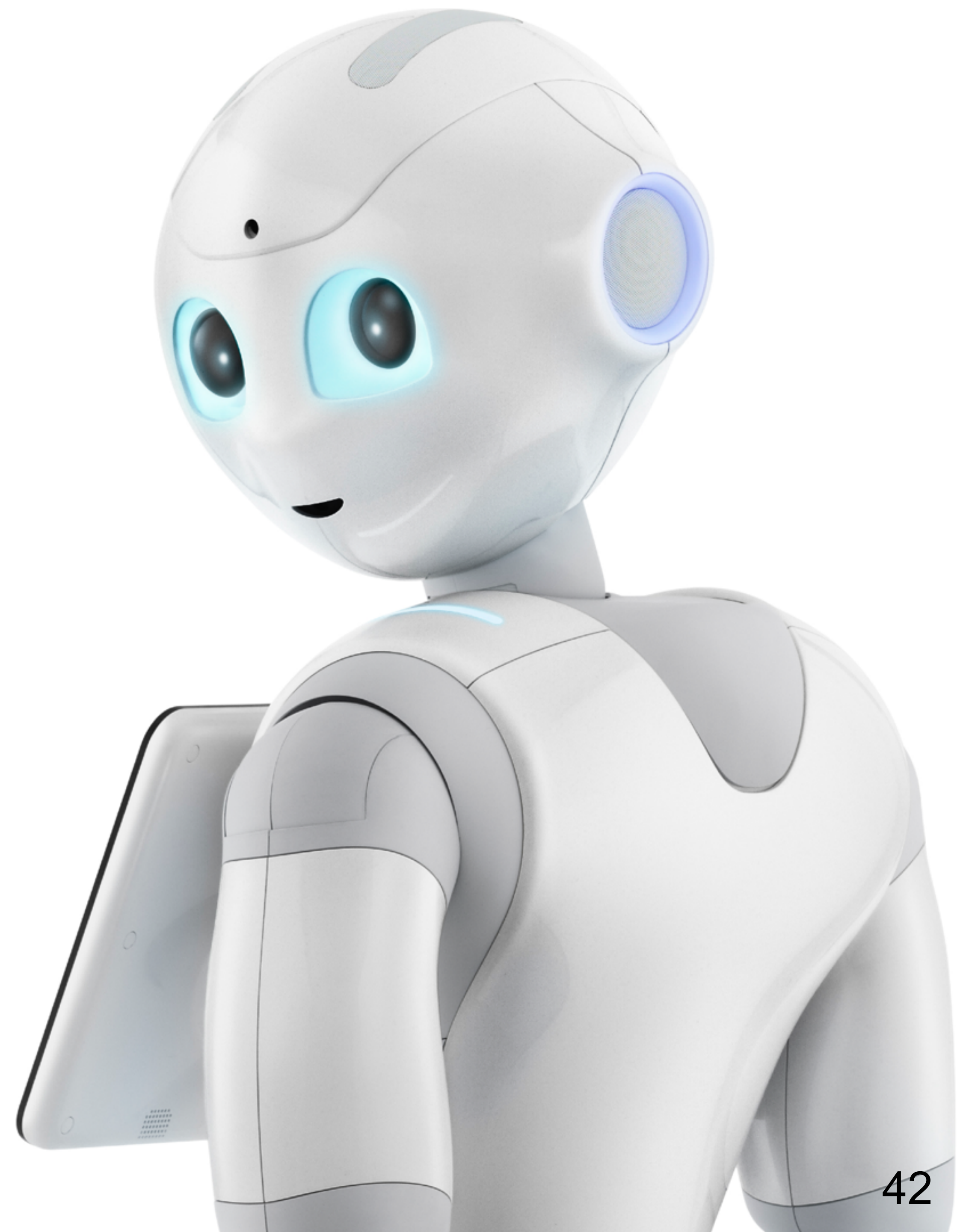


Drone Distribution

pepper

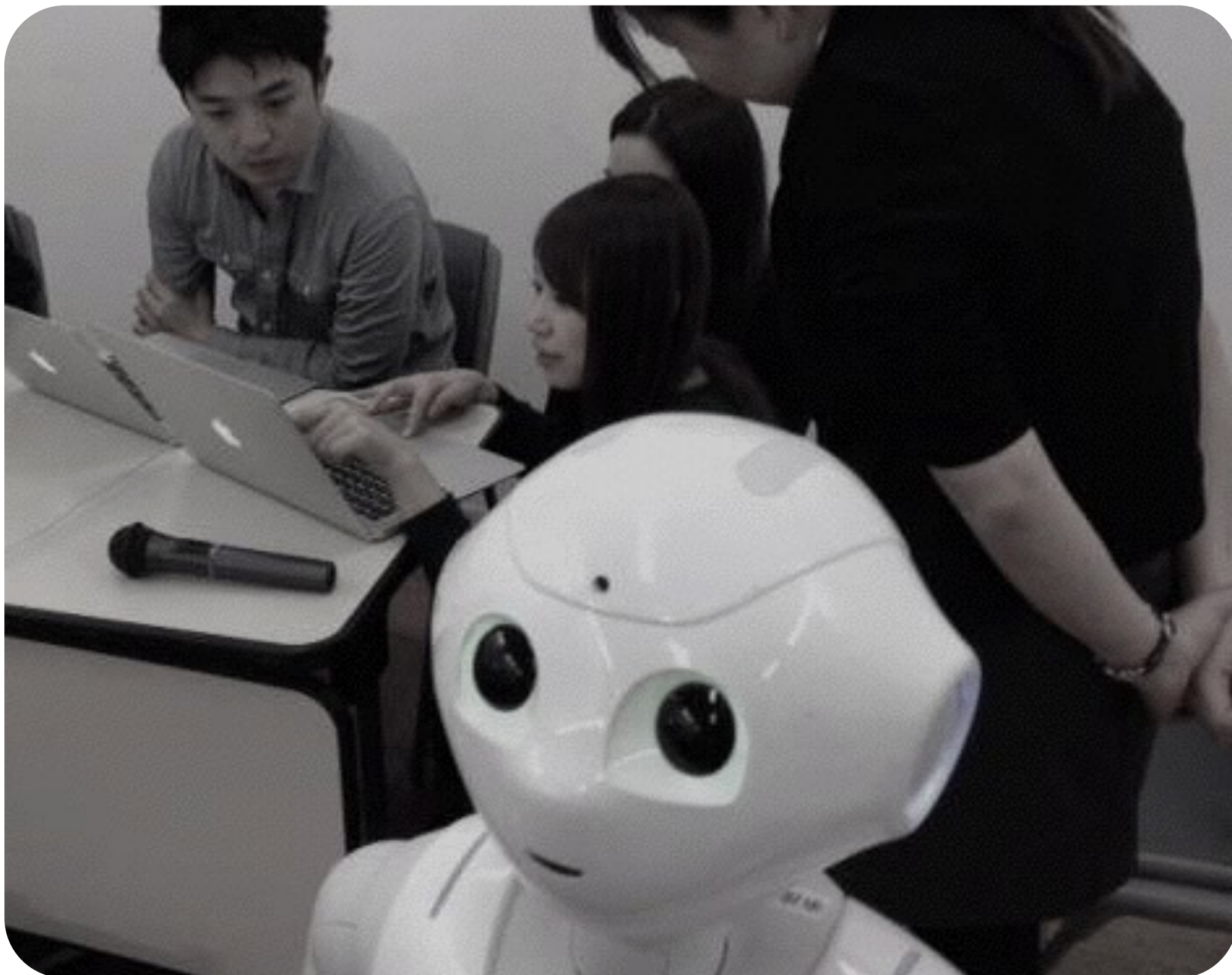
World's first
personal robot
with **emotion**

pepper



Emotion Changes through Communication

Depressed when ignored



Happy when praised



Emotion Changes Based on External Stimulus

News



Sports



Weather



Emotion Generating Mechanism

Input of external stimulus



Endocrine multi-layer neural network



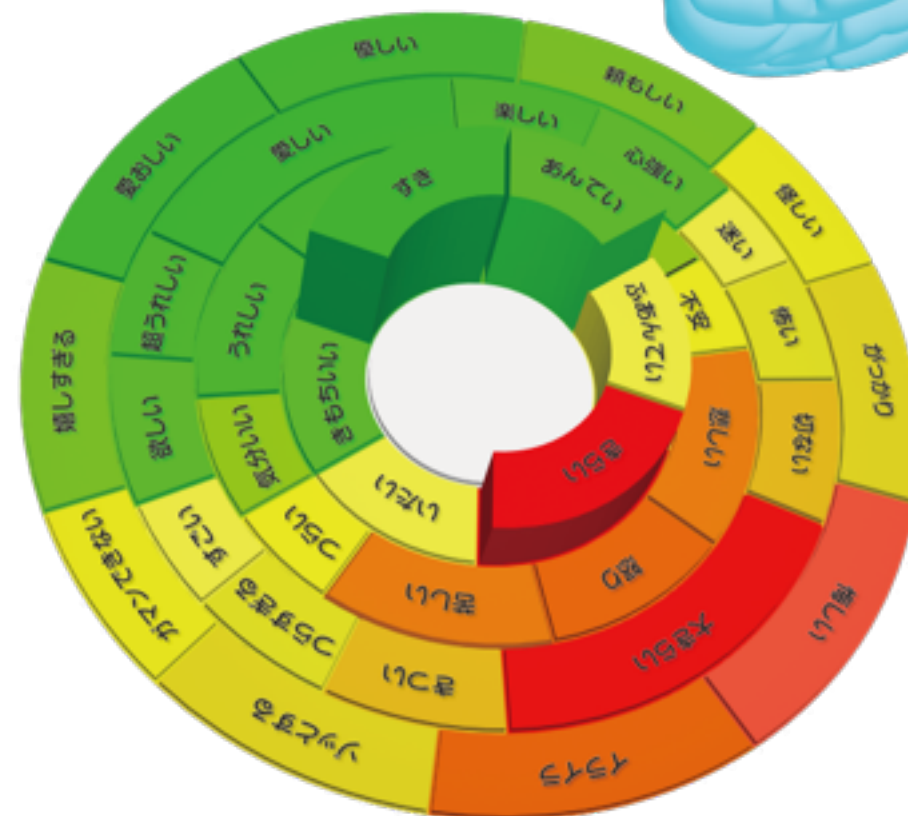
Generate emotions

Seeing
Listening
Knowing

Serotonin

Dopamine

Noradrenalin



Like

Relieved

Enjoyable

Joyful

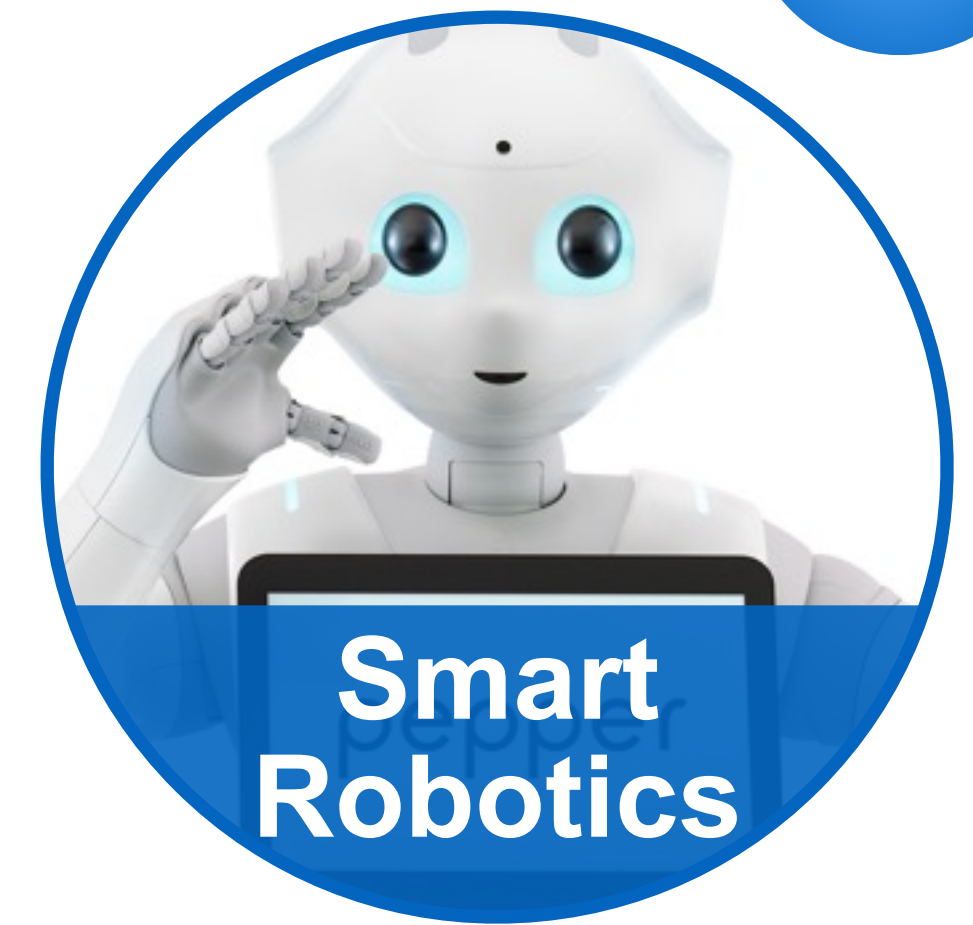
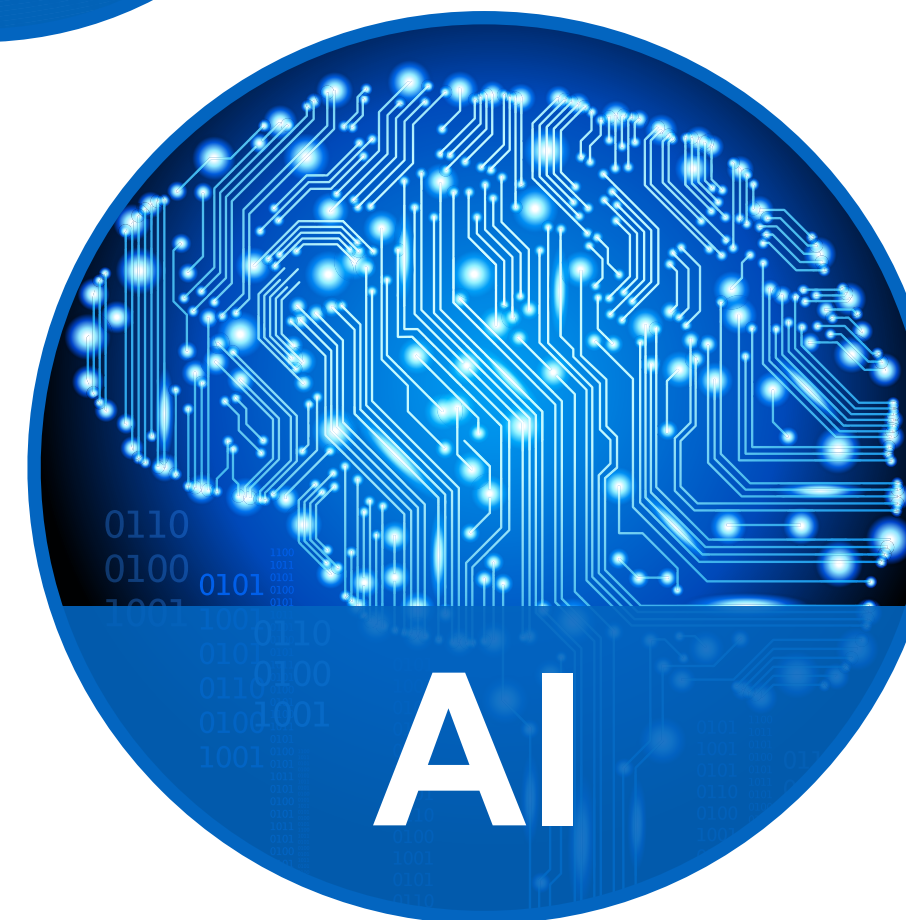
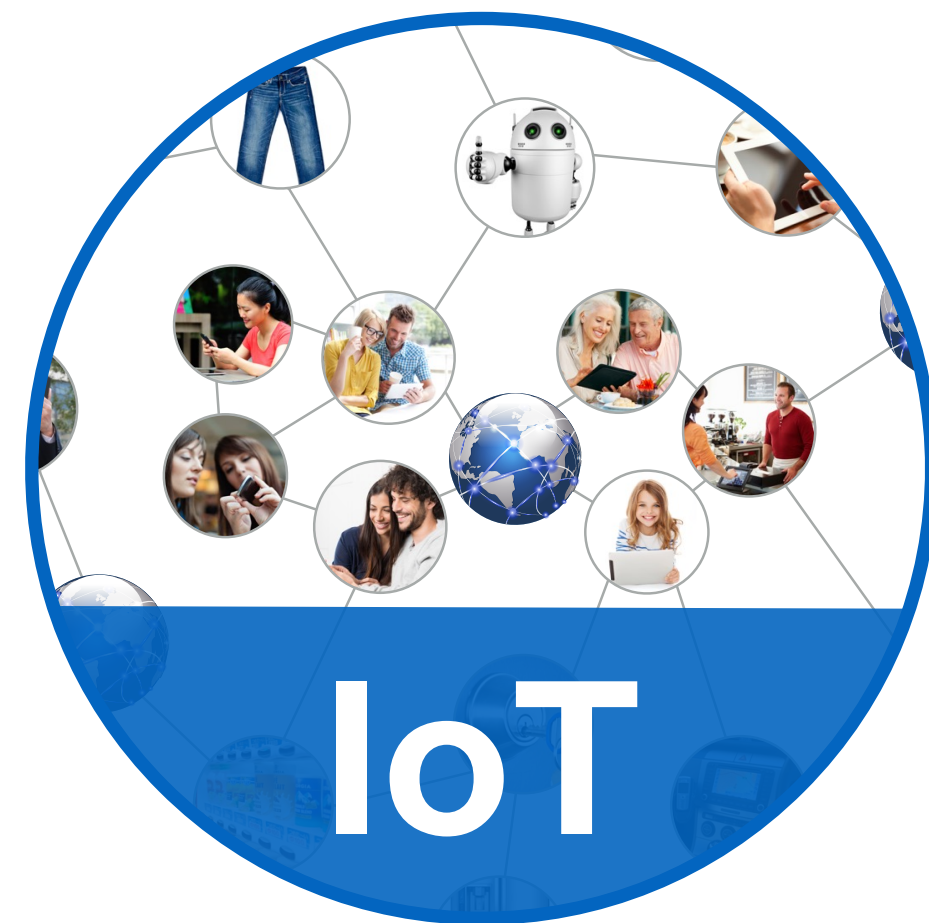
Nervous

Wistful

Seize the Opportunity

SoftBank 1.0

SoftBank 2.0



SoftBank 2.0

**A global company with
sustainable growth for centuries**

== SoftBank

Information Revolution - Happiness for everyone

 SoftBank

Movie

Information Revolution

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

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

Interest-bearing debt (IFRSs): 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.

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