

SoftBank Group CSR Report 2015



Information Revolution —Happiness for Everyone

Masayoshi Son
SoftBank Group Representative

孫正義



Guided by our corporate philosophy, “Information Revolution—Happiness for everyone,” the SoftBank Group is continuing to take on challenges in an age of rapid change brought on by the Information Revolution. At the same time, we aim to continue to contribute to all individuals and society as a corporate group through our business activities.

The Information Revolution is expected to usher in a new era in the near future, where the cognitive abilities of computers will surpass those of humans. This will enable computers to interact even more closely with people in daily life, understanding our thoughts and emotions. We believe these advances will offer new ways to enrich human emotions and feelings, as well as bring happiness to humanity.

As a pioneer of the Information Revolution, the SoftBank Group is looking to this future as it works to enhance and enliven people’s lifestyles and continues to develop in step with people around the world. When people lead fuller

lives, they are able to relax and expand their horizons to consider a wider range of social issues. We believe that contributing to society in this way is part of our responsibility as a company.

We will continue our efforts to make people around the world happy. To encourage this, we have been taking action according to the SoftBank Group CSR Principles, following the key themes of building a healthy Internet society, cultivating the next generation with dreams and aspirations, safeguarding the planet’s future through environmental protection, and supporting the reconstruction of areas affected by the Great East Japan Earthquake. Over the years, we have created a strong foundation of trust with our stakeholders, including customers, shareholders, business partners, and employees. We are committed to solving social issues through our business activities.

SoftBank Group CSR Principles

The SoftBank Group has an important social responsibility as an operator of high-speed broadband networks to provide information as a lifeline. To fulfill this mission, the Group strives to contribute to society by placing priority on customers’ happiness. We also aim to meet our shareholders’ expectations by challenging ourselves to achieve future growth. We work to provide an environment where employees can grow by taking on challenges and feel a sense of fulfillment and pride, while ensuring that our business partners can prosper together with us through mutual trust and innovation. We will continue to contribute to realizing a society where the dream and vision of a healthy Internet society can be sustained for future generations.

We at the SoftBank Group want to be a company that grows together with our stakeholders 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, a 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 its **employees’** motivation and pride.

Do We Build... mutual trust, fair relationships, and partnerships leading to innovation?

The SoftBank Group evolves together with **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.

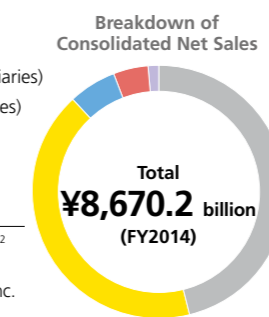
About the SoftBank Group

The SoftBank Group will drive the Information Revolution with cutting-edge technology and a superior business model that meet the needs of today’s information industry, which is the Group’s business domain.

Corporate name	SoftBank Corp.*1	As of March 31, 2015
Founded	September 3, 1981	
Corporate headquarters	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303	
Representative	Masayoshi Son, Chairman & CEO	
Capital	238,772 million yen	
Subsidiaries	769 (including 621 overseas subsidiaries)	
Number of associates	120 (including 70 overseas associates)	
Number of employees	202 (consolidated base: 66,154)	

Business Segments and Main Group Companies (FY2014)

■ Mobile Communications Segment	SoftBank Mobile Corp.*2 Ymobile Corporation*2 Wireless City Planning Inc. Brightstar Corp. GungHo Online Entertainment, Inc.*3 / Supercell Oy	¥4,189.5 billion
■ Sprint Segment	Sprint Corporation	¥3,800.0 billion
■ Fixed-line Telecommunications Segment	SoftBank Telecom Corp.*2 / SoftBank BB Corp.*2 Ymobile Corporation*2 / Yahoo Japan Corporation	¥541.1 billion
■ Internet Segment	Yahoo Japan Corporation	¥419.1 billion
■ Others	Fukuoka SoftBank HAWKS Corp. / SB Energy Corp. Bloom Energy Japan Ltd.	¥111.2 billion



*1 On July 1, 2015, SoftBank Corp., a pure holding company, changed its company name to SoftBank Group Corp.
*2 On April 1, 2015, SoftBank BB, SoftBank Telecom, and Ymobile merged into SoftBank Mobile. On July 1, 2015, SoftBank Mobile changed its company name to SoftBank Corp.
*3 As a result of the completion of a tender offer by GungHo for its shares on June 1, 2015, and other factors, GungHo became an equity method associate of SoftBank Corp. (currently SoftBank Group Corp.).

■ Company Names
Company names used in this report are current as of July 1, 2015 unless otherwise stated.

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Reporting Period: April 2014–March 2015
Reporting Scope: SoftBank Group
(Consolidated subsidiaries inside Japan)

More details can be found

- Link to external website
- View video
- Go to related page

KazashiteBokin: Japan's First*¹ Donation Platform for Making Donations through Mobile Phone Service Charges For a New World Where Everyone Is Helping Others



A New Way to Donate Using Smartphones

SoftBank Corp. is contributing to society by providing KazashiteBokin, a new platform that enables people to easily make monthly donations through their SoftBank mobile phone service charges. After the Great East Japan Earthquake, we looked for ways to enable more people to contribute to society, and we came up with the idea of providing a platform that connects people who want to donate with non-profit organizations (NPOs) that need funding for sustainable activities.

We launched KazashiteBokin in March 2014, and today it is used by over 240 NPOs*² working in a wide variety of fields. Donors can make ongoing contributions by paying for them together with their mobile phone service charges, visiting the websites of NPOs registered under KazashiteBokin, or using the

KazashiteBokin app. Smartphone users who have installed the app can also simply scan certain posters or flyers of participating organizations with their smartphone cameras to make donations. KazashiteBokin is drawing attention as a new way of donating that provides an easy way for the many smartphone users among the general public to contribute to society.

We will continue to help create an environment so that more people can use this donation service to provide ongoing support for NPOs. We will also examine effective ways of using the platform to solve social problems, and strive to build channels of communication between NPOs and donors to create opportunities for new activities.

*¹ Surveyed by the Japan Fundraising Association
*² As of June 1, 2015

(Japanese only)

KazashiteBokin Gains Momentum

SoftBank Corp. conducted the "Heart Wrapping Project" from June 9 to September 30, 2014, making additional donations of its own in response to the number of donations made by KazashiteBokin users to support NPOs engaged in social contribution activities or charity programs. During this approximate three-month period, KazashiteBokin collected ¥4,015,900 from users, with SoftBank Corp. adding an additional ¥1,130,000 donation.

SoftBank Corp. also cooperated with Kenjaya (a company managing free study spaces for students) in operating the Social Good Academy, which aims to help foster a donation culture and promote social contribution activities by students. Participating students attended seminars on social contribution and fundraising, and executed their own planned fundraising activities by using KazashiteBokin.

We hope to ensure a future of hope and happiness for children living in the Tohoku region, which was devastated by the Great East Japan Earthquake. In March 2015, we ran a support project in which we used KazashiteBokin to gather support for

certain organizations dedicated to helping children in Tohoku. For those making ongoing donations, we expressed our heartfelt gratitude by sending gifts, such as special smartphone wallpapers featuring SoftBank's iconic canine father figure, Otousan, visiting three prefectures of the Tohoku region.

The total amount of donations collected through the platform until May 31, 2015 was ¥9,245,800, with around 80% of users providing monthly support. SoftBank Corp. plans to promote wider use of the KazashiteBokin platform to solve all manner of social issues.



Creating a Cooperative Community

The app can be downloaded here:

 View video here:
 (Japanese only)



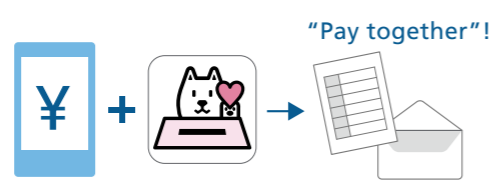
KazashiteBokin

If you download the KazashiteBokin app and scan the area inside the brackets () on this page or the cover of this CSR Report (the whole cover) with your smartphone camera, you can make ongoing donations to various NPOs active in and outside of Japan.

Make ongoing monthly donations just by selecting an optional amount



Pay together with mobile phone service charges



No need for entering long credit card numbers



* Donations can be limited to one time only by removing the check from "Monthly Donation." In the case of non-SoftBank smartphones, donations are limited to one-time donations and can only be paid by credit card.

Interview with an Organization Participating in KazashiteBokin

NPO Lifeboat for Abandoned Dogs and Cats (Chiba Prefecture)

Lifeboat for Abandoned Dogs and Cats works to save the lives of dogs and cats that are brought into public health centers by providing them with temporary care at our own facility until a new owner can be found. Since our start in 2001, we have rescued over 13,000 animals. KazashiteBokin has enabled us to respond to people who would like to make casual donations, and the collected funds have been of immense assistance to our activities.

In the future, we think it would be great if messages from recipient organizations could be delivered to the contributors.

Yuji Inaba



Pioneering a New Society with “Pepper” —The World’s First Robot with Emotions

The SoftBank Group believes that robots have an important role to play in enriching people’s lives and is striving for a future in which robots are seamlessly integrated into society.

In June 2015, the SoftBank Group launched sales of “Pepper,” a personal robot with a variety of functions and the first in the world to have emotions. Pepper is equipped with proprietary algorithms that allow him to perceive his surroundings,



autonomously make judgments, and act. Pepper’s functions and interface are designed specifically for communicating with humans, including advanced voice recognition technology, highly precise joint articulation that enables smooth motion, and emotion recognition technology that generates emotions artificially. This allows people to engage with Pepper in natural conversation as they would with their close friends or families. Pepper also has an array of entertainment functions, including joke-telling and dancing, while his various capabilities can be further augmented by installing additional apps, allowing him to be customized based on a person’s individual preferences.

Pepper’s various features have garnered significant attention, and he is also expected to play a role in the field of nursing care. Pepper has already visited nursing homes and been introduced on a trial basis for recreation and conversation with residents.

In the future, we intend to explore new potential ways of using Pepper to help solve social issues; for example, some possibilities include having Pepper provide assistance to caregivers or installing special apps to help limit the progression of dementia.



Ensuring Quick Action in Emergencies —Conducted a National Joint Disaster Drill in the Second Half of Fiscal 2014

In February 2015, the SoftBank Group conducted a live-action drill that simulated a major earthquake occurring in the Nankai Trough to verify the series of actions that are needed to quickly restore emergency communications during a major disaster scenario. SoftBank Corp. has mobile base station vehicles and mobile power supply vehicles at the ready throughout Japan, as well as a balloon-moored radio relay system compatible with LTE that can serve as a base station for areas where disaster damage is extensive.

In addition, the Group has positioned portable base stations nationwide that are capable of providing satellite communications. They are intended to cover spot areas such as evacuation sites and areas that are not completely covered by mobile base stations. The time required to set up a base station varies depending on the location and other external factors. In this drill, mobile base station vehicles were set up in approximately 30 minutes, and even with the portable base stations, which are more difficult to set up, we confirmed that the process could be completed in approximately one hour.

In fiscal 2014, we concluded a disaster response agreement with the Japan Ground Self-Defense Force that covers the entire country, agreeing to lend out mobile phones and satellite phones free of charge for use in communicating with NPOs and other organizations involved in disaster recovery, and to conduct nationwide joint preparedness drills in coordination with central and local government bodies. A disaster response agreement was also established with the Japan Coast Guard, and we will conduct drills with them in fiscal 2015.



(Left) Satellite Phone 201TH
(Right) PHS Home Phone

Disaster drill held in west Japan (Kansai region) in February 2015

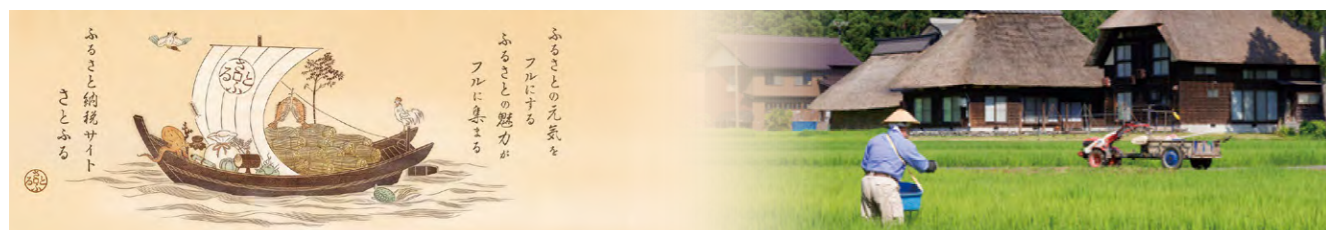


Promoting Local Revitalization through *Satofull* さとふる

Satofull is a portal site that promotes the revitalization of local regions through a hometown tax donation called the “Furusato Tax,” in which taxpayers can choose to divert part of their residential tax to a specified local government to support a locality. The site is designed to serve as a Furusato Tax portal site supporting small regional municipalities through the “full” maximization of hometown vitality and “full” promotion of hometown charms and attractions. It handles all procedures for the Furusato Tax program, from accepting applications to collecting payments, managing deposits, sending thank-you gifts, and responding to

inquiries. A website has also been created to make it easy to quickly find towns to support and information on local products, making the process even more convenient for donors. In this way, we are using the Internet to help raise awareness of the Furusato Tax program and to familiarize people with the system and the local communities supported by it.

Satofull intends to continue conducting a variety of initiatives while increasing the number of covered municipalities in order to help revitalize communities throughout Japan.



Continuous Support for Children in Tohoku through *Charity White*



(Japanese only)

The SoftBank Group established *Charity White* in August 2011 to help ensure that continuous support is provided for children affected by the Great East Japan Earthquake. The program allows customers to make donations when paying their monthly service charges.

Charity White was recognized for creating an effective cycle that links donors, organizations receiving donations, and beneficiaries, receiving the Special Award at the 5th Fundraising Japan Awards* and an award at the 9th Kids Design Award (supported by the Consumer Affairs Agency within the Ministry of Economy, Trade and Industry).

* Awards given by the Japan Fundraising Association to honor organizations that conduct fundraising that inspires people and fosters happiness.



Through the *Charity White* program, SoftBank Corp. works together with customers to provide continuing support for children in the Tohoku region. Customers have the option to donate an additional ¥10 on top of their monthly service charges, which is then matched by SoftBank Corp. so that a total of ¥20 is donated each month.



The collected money is donated each month to support organizations to fund activities for children in areas affected by the Great East Japan Earthquake.

[Sample Activities]

- Counseling activities for children affected by the disaster
- Social interaction opportunities for children affected by the disaster
- Activities in support of children's education



赤い羽根共同募金

From a SoftBank mobile phone

3710
(Search) Toll free / IVR

QR Code for downloading the Charity White app



Thanks to the generous support of everyone involved,
over **50** million*¹ donations have been made thus far,

totaling **¥980,536,278.***²

*¹ As of May 31, 2015 *² As of July 5, 2015

Supporting Organizations Active in the “Red Feather *Charity White* Project”*



* A program in partnership with the Central Community Chest of Japan

Minamisoma,
Fukushima
Prefecture



The Minamisoma Learning Center—“Stepping into the Future Classroom”—is a facility that seeks to provide educational support and counseling services for children with developmental disabilities or those requiring mental health support in difficult conditions in areas affected by the Great East Japan Earthquake.

We have been certified to receive funds through the “Red Feather *Charity White* Project,” which we have used to create a facility for elementary school students as well as a new center that accepts a broader range of ages, from infants to middle school students.

There are still challenges involved in continuing the stable operation of such facilities, but the ongoing support received through *Charity White* is extremely reassuring, and we are very grateful for it. The children and their parents absolutely depend on the facilities, so we are constantly aware of the need to make careful use of the support we receive from everyone and to continue conducting activities for the children.



Tomoko Shirai
Representative Director, NPO Toybox
Principal, Smile Factory



Utilizing Tablets to Restore Community Bonds

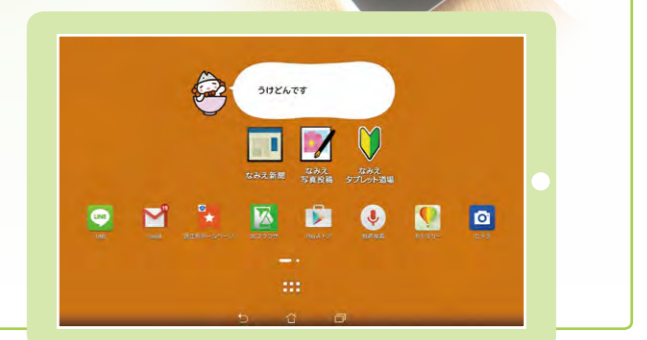
In Namie, as part of the Ministry of Economy, Trade and Industry's “Kizuna (Bond) Reconstruction & Reinforcement Project,” we distributed 6,000 tablets* to residents who were dispersed throughout Japan after the earthquake to help them recover their connections with others. The tablets feature video phone functions and an original Namie Town app that has served to promote communication between townspeople as an information dissemination point for both the local government and residents.

In distributing the tablets to the residents, SoftBank Corp. built and operated a dedicated call center, and held seminars throughout Japan for the people of Namie to teach them how to use the tablets. SoftBank Corp. will continue to make every effort to support this activity, in the hope of relieving the families and friends who have been forced to live apart. We also hope to support those suffering from the effects of the earthquake as well as the Namie local government, which is still struggling to restore the town to its former state.

* As of July 21, 2015



Namie,
Fukushima
Prefecture



TOMODACHI SoftBank Leadership Program—Dreams, Revitalization, and Change for the Tohoku Region

(Japanese only)

“Become someone who serves others.” —Masayoshi Son

This program brings high school students from Iwate, Miyagi, and Fukushima prefectures, the regions affected by the Great East Japan Earthquake that occurred on March 11, 2011, to the University of California, Berkeley (UC-Berkeley), the alma mater of SoftBank Group Representative Masayoshi Son, for a three-week program that provides them with an opportunity to learn about leadership and community service.

Through the program, participants take part in UC-Berkeley's Y-PLAN (Youth-Plan, Learn, Act, Now!) program to explore ways to improve local communities, conduct volunteer activities with local residents, meet with entrepreneurs, participate in homestays, and interact with U.S. high school students. Participants acquire leadership and community service skills.

In 2012, the initial year of the program, 300 students participated, and since 2013, approximately 100 students have taken part each year, so a total of about 600 high school students have made the journey to the U.S. so far.

After returning to Japan, many of the students have demonstrated leadership in a variety of ways and have actively taken part in community service activities, seeking to make use of what they learned through the program for the benefit of their own communities.



Iwaki,
Fukushima
Prefecture

Ishinomaki,
Miyagi
Prefecture

■ Planning Tours to Revive Tourism

With a desire to restore flagging tourism in their local area, Haruna Shiraiwa and six local high school students planned the TOMOTRA bus tour with the help of H.I.S., a major Japanese travel agency. Tour participants are given the opportunity to experience local industries firsthand, including making bamboo *chikuwa* (fish sausages) and taking hula dance lessons, as well as meeting people who are making an impact in the community. The tour has been held 10 times so far, and a total of approximately 320 people have participated.



■ Conveying the Beauty of One's True Self

This program was started by Haruhi Yamada, an aspiring fashion designer who wants to turn Ishinomaki, which has lost much of its vitality, into a fun and exciting fashion hub. The program promotes the natural beauty of Ishinomaki women in magazines and on websites, and in July 2014, it held a fashion show called the Ishinomaki Collection. This was followed by the Sendai and Kobe collections as the program continued to expand its scope.



Winning first prize at KIBOW Sanriku in Ishinomaki, sponsored by the KIBOW Foundation

Students are demonstrating leadership skills in a variety of ways after returning to Japan and making use of lessons learned through the program for the benefit of the community.

**TOMO
DACHI**

Iwaki,
Fukushima
Prefecture

■ Conveying the Safety and Great Taste of Agricultural Products

Out of a desire to “help farmers and let people know the truth,” Kenya Okada, together with local friends, started a hands-on agricultural tour called TOMODACHI Farm, focusing on the plight of Fukushima vegetables, whose reputation has been damaged by the accident at the Fukushima Daiichi Nuclear Power Station. Participants learn from local farmers about agricultural production while also participating in experiential events like vegetable harvesting and workshops. The program started in August 2014 and so far around 150 people have participated.



Won an award at FROM PROJECT 2014

Soso region,
Fukushima
Prefecture

■ Conveying the Appeal of the Soso Region

Kazusa Monma, Hiroaki Akutsu, Naho Shigihara, and Hana Fukaya started an Internet shopping service called Somauma Teikubin to publicize the activities of people working for the region's reconstruction and to create links between the region and people outside it. For an annual fee of ¥20,000, local products recommended by high school students are delivered four times a year along with a message from the producers, local information, and a letter of appreciation from the students. This program began in October 2014 and currently has approximately 100 customers.



Sendai,
Miyagi
Prefecture

■ Conveying the Current State of Disaster-Affected Areas

High school students living near Sendai travel to disaster-affected areas in Miyagi Prefecture to learn about actual conditions there and then convey that information to others through a program called TOMODACHI RAW VOICE. At the 3rd UN World Conference on Disaster Risk Reduction, held in Sendai in March 2015, a talk entitled “From TOMODACHI to Miyagi, from Miyagi to the World” was held, reporting the post-earthquake activities of high school students.



Throughout
Iwate
Prefecture

■ Uniting Prefectural High School Students

In order to eliminate an information gap perceived to exist between the inland and coastal regions of Iwate Prefecture since the earthquake, high school students inside and outside the prefecture have created a newspaper for public high schools in the prefecture and distributed it through a project called TOMORROW Project. The goal is to eliminate the awareness gap among young people. The thoughts and feelings of high school students in various parts of the prefecture are featured in the newspaper, along with activities initiated to further improve the community. The project is succeeding in deepening interaction between high school students.



Received the “Best Encourage Award” at MY PROJECT AWARD 2014, sponsored by the NPO Katariba

Yahoo Japan's Continuing Support for Reconstruction of Tohoku



We talked with Manabu Miyasaka, President and Representative Director of Yahoo Japan Corporation ("Yahoo Japan"), who is working to solve problems facing society through use of the Internet.

Change in Awareness after the Great East Japan Earthquake

Yahoo Japan Corporation ("Yahoo Japan") conducted a variety of activities immediately after the Great East Japan Earthquake that included using the Internet to provide accurate information and conduct fundraising activities. Through this, the Internet was widely praised as a highly useful medium for gathering information on the earthquake and as a trustworthy media source. At the same time, Internet accessibility in areas affected directly by the earthquake, where conditions were chaotic, declined drastically, and even if information could be conveyed to people in areas outside that region and support solicited from them, there was still the major issue of not being able to provide support for the region directly. The Great East Japan Earthquake also caused us to reconsider the nature of the solutions we are capable of offering as an Internet services provider.

Reconstruction Support as an Internet Service Provider Born of Ideas from Employees

FUKKO DEPARTMENT

(Japanese only)

FUKKO DEPARTMENT is a program that was started by employees who volunteered in Tohoku in response to local residents expressing a desire to do business again on their own land. Through the Internet, FUKKO DEPARTMENT delivers quality products found only in Tohoku together with a message from the producers to people all throughout Japan.



Search for 3.11—Encouraging People to Make the Disaster a Personal Concern Once Again

(Japanese only)

Search for 3.11 is a program that donates ¥10 for each person that searches with the keyword "3.11" on Yahoo! Search on March 11 to organizations involved in reconstruction support.

As time has passed since the earthquake, Yahoo! Search data also clearly shows that less attention is being given to the situation, and this program was started in response. We want people to turn their attention to Tohoku as if it were their own immediate concern through the proactive act of searching. In March 2015, donations totaling close to ¥30.0 million were given to support organizations.



Traveling to Tohoku, Talking about the Disaster Yahoo Ishinomaki Fukko Base and TOUR de TOHOKU

We have also taken up the challenge of traveling to Tohoku, working with local residents to create something together and conveying it from Tohoku to the rest of the country. In July 2012, the Yahoo Ishinomaki Fukko Base was established with five full-time employees to serve as a hub for reconstruction support activities in Ishinomaki, Miyagi Prefecture.

As we continued to engage in activities locally, we came to realize that many of the issues facing Tohoku are also faced by Japan's rural cities in general. While tackling these issues and generating results together with local community members, centering on Ishinomaki, we now want to apply those activities as a model case and expand our efforts to regional cities throughout Japan.



Manabu Miyasaka
President and Representative Director
Yahoo Japan Corporation



Photography by Shunsuke Mizukami

Yahoo! Net Bokin—Online Fundraising

Providing an Environment for Easy, Secure Donations

Yahoo Japan has established a fundraising portal site and provides systems that allow donations to be made securely. Starting with donations made to the region affected by the 2004 Niigata-Chuetsu Earthquake, the site has been used by many people and through it a total of ¥2.2 billion has been donated as of May 2015. Donations received to date have been utilized in a wide variety of areas, including welfare, the environment, medicine, and international cooperation, and we have plans to increase donation recipients even further.



In 2013, we considered ways to encourage people to visit Tohoku and started a cycling event called TOUR de TOHOKU.

Around 1,500 people participated in the first year, and participation has continued to increase. In 2015, 3,500 people took part. The tour is set to continue for ten years, and we hope that this will help bring many people into Tohoku. We want the event to become a multigenerational affair in which parents talk to their children about the earthquake so they can learn about it and pass on the memory of it to future generations.



(Japanese only)

Maintaining Support through Commercialization

We believe in the importance of maintaining these activities and producing results. We treat support for the Tohoku reconstruction as a type of business endeavor. As a business it should generate enough revenue to be self-sustaining at minimum so that reconstruction support can be maintained regardless of the company's financial performance in the future. We firmly pursue success in this sense, not to satisfy ourselves, but to bring happiness to as many people as possible. Moreover, as a result, the project will grow and be able to continue. I believe this to be the meaning of CSR as practiced by Yahoo Japan.

Links for Good

Support for NPO Activities

Yahoo Japan provides use of the Yahoo! JAPAN Display Ad Network (YDN), a technology for distributing advertisements based on the preferences and interests of site viewers, to NPOs free of charge. By using YDN, organizations are able to efficiently convey information on social contribution activities, such as volunteering and charity events, to people that have an interest in them.



Empowering Life and Learning for Children with Special Needs by Using Mobile Devices

(Japanese only)

The Magic Projects

SoftBank Corp. and the SoftBank Group company EDUAS Corp., which is engaged in the education business, have been working with the Research Center for Advanced Science and Technology at the University of Tokyo since 2009 on research into the potential of mobile devices as a means for communication and cognition. The goal is to assist children with special needs in living and learning through the use of mobile devices such as mobile phones and tablets. Mobile devices are lent free of charge for a certain period to cooperating special support education schools, and case studies regarding how they are used in daily life are conducted and published, reporting on their use for learning in school and for communicating with family members outside of school.

Over 300 schools have participated in the project to date. The accumulated case studies are reported at results reporting seminars and published in a collection as part of efforts to remove barriers from learning and promote participation in the community.

FY2014 Magic Project 2014 —Magic Wand—

The project name, "Magic Wand," expresses the hope that children with special needs will use mobile devices as a powerful tool in their daily lives. For a year from April 2014 to the end of March 2015, a total of 164 smartphones and tablets were loaned for free to 79 pairs of preschoolers or students and a teacher at 76 schools for use in educational settings as well as everyday life. The project is now being extended to include children in ordinary schools who encounter learning difficulties due to developmental disabilities. This is part of an initiative led by the Ministry of Education, Culture, Sports, Science and Technology to create a society where all can coexist together by developing an inclusive education* system.

In a first-time initiative during this project, two teachers were accredited as "Magic Teachers." The project also focuses on the development of teachers' abilities to understand and effectively use the functions and apps of mobile devices to individually support learning and the lives of children with a wide variety of special needs. In order to emphasize these efforts, the project accredited two outstanding teachers for the first time as "Magic Teachers" and plans to continue to accredit teachers with excellence in teaching.

* A system where people with special needs and people without special needs are able to learn together



The Magic Projects received an award at the 9th Kids Design Award (supported by the Ministry of Economy Trade and Industry and the Consumer Affairs Agency).

Previous Projects

FY2009 Aki-chan's Magic Pocket Project

Case studies gathered from research on learning and daily life assistance using mobile phones

FY2011 Aki-chan's Magic Pen Case Project

Case studies gathered primarily from research on classroom learning using tablets

FY2012 Magic Carpet Project

Case studies gathered from research on learning and daily life assistance using tablets and smartphones

FY2013 Magic Lamp Project

Case studies of children using mobile devices not only for classroom learning, but in any place needed to promote participation in the community

[Examples of Mobile Device Use]

A first-year elementary school student who lives at a facility next to his school due to quadriplegia caused by cerebral palsy felt lonely and anxious about living away from his family. However, using messaging and video chats with a tablet to communicate with his family eased his loneliness and he began to make fewer negative comments and became motivated in his studies.



A Program for Nurturing Leaders among Young People with Special Needs

DO-IT Japan

Since 2007, SoftBank Corp. has supported the DO-IT (Diversity, Opportunities, Internetworking and Technology) Japan Program administered by the Research Center for Advanced Science and Technology at the University of Tokyo. The program is aimed at training future leaders for society, using computers, IT devices, and other aids to help young people with special needs to attend college and find employment. Participants are selected from candidates throughout Japan.

Since fiscal 2011, as a part of the DO-IT Japan Program, SoftBank Corp. has run a program using tablets for elementary school children with SoftBank Group company EDUAS Corp.

Looking ahead, we aim to improve the communication abilities of participants with special needs or illnesses to remove the barriers that exist in society and support efforts to realize a diverse society.



Children Enjoy a Dream Encounter with Professional Baseball Players

SoftBank HAWKS Baseball Kids 2014 in Kyushu



The Fukuoka SoftBank HAWKS and the

Fukuoka SoftBank HAWKS Players Association held the "SoftBank HAWKS Baseball Kids 2014 in Kyushu" coaching events with professional players in November 2014. The workshop was held at eight baseball fields in Kyushu for a total of 2,000 participants.

These coaching events provide children with an opportunity to meet active Fukuoka SoftBank HAWKS players and experience the fun of baseball firsthand. They are intended to contribute to sound education and development of children and to support interest in local sports. At the events, participants received baseball instruction and memorial photographs, and lotteries with prizes were held. The events provide children with an opportunity to learn how to enjoy exercising with their friends through baseball.

A Public-private Collaboration Project to Develop the Next Generation of Global Talent

Tobitate Japan Scholarship Program



SoftBank Group Representative Masayoshi Son went to the U.S. when he was 16 years old and felt that experiencing a new culture and lifestyle dramatically changed his life. The SoftBank Group seeks to offer the same experience to students who have dreams and aspirations by supporting Tobitate Japan Scholarship Program which was launched in 2014 as a public-private partnership initiative. The program aims to send around 10,000 high school and university students abroad as overseas student, over seven years through 2020. These students will work with sponsoring companies to form a community of global talent, aiming to become "human resources who can contribute to society and industry" and "human resources able

to act globally and with a global perspective." After they return to Japan, they are expected to communicate the appeal of their overseas experience to help foster greater interest in overseas study throughout Japan.

Aiming to Expand Renewable Energy Adoption

(Japanese only)

SB Energy Corp. aims to promote and drive the adoption of renewable energy, such as large-scale solar power generation (mega solar) and wind power generation, by using land owned by public bodies and private owners throughout Japan to build and operate renewable energy power plants.

At SoftBank Tottori Yonago Solar Park, we carried out a trial using sheep and goats to remove weeds as part of our activities that show consideration for the environment. The trial took place in autumn of 2014, and proved effective in removing weeds and attracting visitors. There was also a therapeutic effect for local residents and people working at the site. In 2015, we started a second trial from April, when the weeds began to grow. Throughout the growing period, we will compare against mechanical weed removal in terms of efficacy, quality and safety of the weed removal on target areas, as well as the therapeutic effect and other factors.

In cooperation with EDUCA & QUEST INC., SB Energy



conducts an environmental education program for elementary schools located near mega solar power plants. Called "The Future x Energy Project," the project is designed to provide children, who will lead in the future, with a chance to proactively and creatively think about energy issues. SB Energy is actively promoting renewable energy to realize a society that we can proudly pass on to our children.

SB Energy

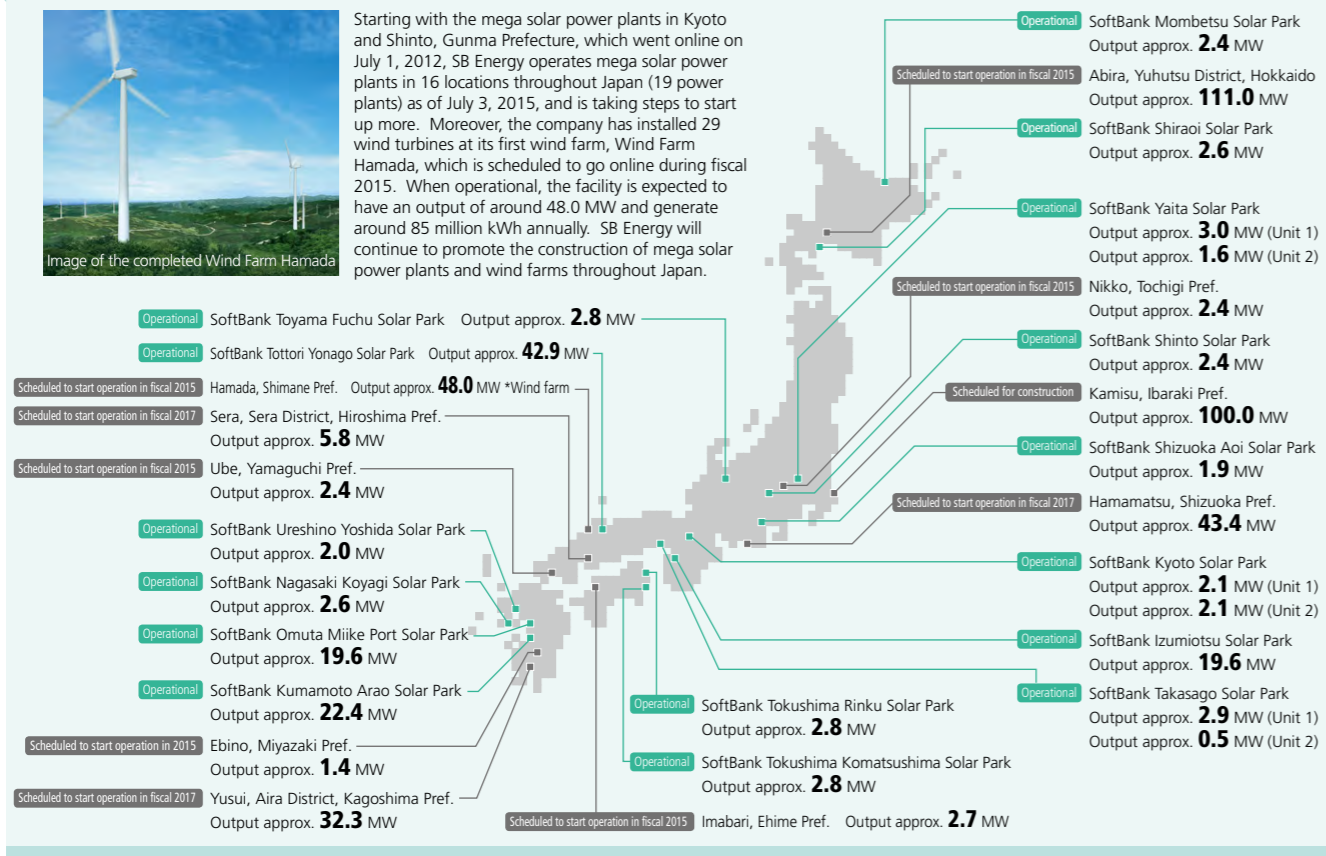
SoftBank Group

Renewable Energy

Constructing Mega Solar Power Plants and Wind Farms Nationwide



Starting with the mega solar power plants in Kyoto and Shinto, Gunma Prefecture, which went online on July 1, 2012, SB Energy operates mega solar power plants in 16 locations throughout Japan (19 power plants) as of July 3, 2015, and is taking steps to start up more. Moreover, the company has installed 29 wind turbines at its first wind farm, Wind Farm Hamada, which is scheduled to go online during fiscal 2015. When operational, the facility is expected to have an output of around 48.0 MW and generate around 85 million kWh annually. SB Energy will continue to promote the construction of mega solar power plants and wind farms throughout Japan.



Bloomenergy

Bloom Energy Servers

Fuel Cell with the Largest Output in Japan Starts Operations

Bloom Energy Japan Limited installed Japan's first Bloom Energy Server at M-TOWER in Fukuoka, Fukuoka Prefecture, where it has been operating since November 25, 2013. Bloom Energy Servers are clean, highly efficient fuel cell power generators for commercial and industrial applications. They use solid oxide fuel cell technology patented by Bloom Energy Corporation. There are four servers installed in Japan as of March 31, 2015.

On March 9, 2015, a Bloom Energy Server was installed at the Osaka Prefectural Central Wholesale Market, the first installation in Japan's Kansai region. The unit has an output of around 1.2 MW and is the first* solid oxide fuel cell in Japan to have an output greater than 1.0 MW. Bloom Energy Japan will contribute to Osaka Prefecture's policy of creating a city that is both disaster-ready and sustainable by supplying around-the-clock power throughout the year to critical facilities that require an uninterrupted power supply no matter



About Bloom Energy Servers

Bloom Energy Servers use solid oxide fuel cell technology to convert fuels, such as city gas or LPG, to electricity through a chemical reaction rather than combustion. They create a clean form of energy with generating efficiencies of over 60%. * As a breakthrough, distributed energy source that is clean, highly efficient, and non-combustion, the servers are being progressively installed in the U.S. at facilities that require sustained power supply such as data centers, large-scale commercial complexes, and government offices. Each Bloom Energy Server provides 200 kW of power. They can be installed in varying numbers depending on capacity requirements, thanks to a modular technology that is both flexible and scalable.

* AC net thermal efficiency (LHV)

what happens, with a focus on refrigeration facilities. The highly efficient Bloom Energy Server also helps to reduce the CO₂ emissions of the wholesale market. The effects of the current installation will therefore be publicized as an advanced model case by Bloom Energy Japan and Osaka Prefecture going forward.

* According to research by Bloom Energy Japan in March 2015

Sustainable Data Centers

Kitakyushu Data Center / Shirakawa Data Center

IDC Frontier Inc. builds next-generation sustainable data centers, as well as works on a range of environmental preservation activities such as saving electricity, reducing CO₂ emissions, and undertaking new environmental conservation activities.

At the Kitakyushu Data Center (Asian Frontier) in Kitakyushu, Kyushu Prefecture, IDC Frontier has adopted GreenMall® technologies, which seek to improve heat circulation efficiency and optimize air conditioning. As a result, the center has successfully reduced power consumption and CO₂ emissions.

In addition, at the Shirakawa Data Center in Shirakawa, Fukushima Prefecture, IDC Frontier has applied the high-level expertise acquired from its experience in operating the Kitakyushu Data Center to install a free cooling system that is built into the building structure to take in cooler external air to assist with temperature control. This system fulfills over 90% of the data center's annual air conditioning needs. As a result, the data center has

significantly increased energy efficiency for air conditioning, which comprises a major portion of its overall power consumption, and is aiming to achieve a PUE* of 1.2 or lower. In addition, the data center also introduced an energy management system to analyze energy consumption and verify energy efficiency benefits to encourage the continued pursuit of energy savings.

* Power Usage Effectiveness

An indicator of data center energy efficiency, the PUE is calculated by dividing the overall power consumption of the data center by the power consumption of its IT equipment. Data centers in Japan are typically said to have a PUE value of 2.0 or less.



Mobile Phone Recycling

Promoting Mobile Phone Recycling Collection Activities

As a part of the Mobile Recycle Network that works to recycle mobile and PHS phones, SoftBank Shops at some 2,600 locations nationwide promote the recycling of used mobile and PHS phones, battery packs, battery chargers, USIM cards, and other accessories, regardless of the original provider or manufacturer. The Shops work very hard to protect the personal information of customers who bring in their phones and accessories so that they can feel confident about recycling them. The mobile phones themselves are physically destroyed with a punching tool before being recycled.

Disassembly, pulverization, dissolution and other processes are conducted at a recycling facility, and precious metals extracted through this process are reused as raw materials for components in electronic

devices and other products. In fiscal 2014, we were able to recycle approximately 1.05 million used mobile phones. Moreover, in addition to recycling mobile phones, SoftBank Corp. is also offering buybacks and trade-ins. Customers can learn more at their local SoftBank Shop.

Daredemo Risaikujii

SoftBank Corp. seeks to encourage more people to recycle their mobile and PHS phones. One of its initiatives was *Daredemo Risaikujii*, a monthly drawing of 100 people from among customers who have recycled their mobile phones at SoftBank Shops, with winners receiving a ¥10,000 gift card. Furthermore, in October 2014, for a limited-time, *Daredemo Risaikujii* was extended to buybacks of broken devices and trade-ins.

Each time someone enters the drawing, SoftBank Corp. provides a donation of ¥5 to the government-certified NPO Terra Renaissance.* The donations are used to help support the self-reliance of victims in the ongoing struggle over conflict minerals in the Democratic Republic of the Congo.

* A government-certified international NPO that is actively dealing with issues such as land mines, small arms, child soldiers, and peace education.

Toward a Connected Society for All

The SoftBank Group is working to bring about an Internet society in which anyone can connect anytime and anywhere—a society that makes individuals' lives more convenient, fun, and enriched.

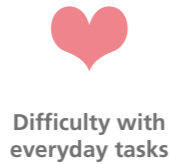
The needs of our customers are highly diverse. Some, for example, have physical disabilities, while others have difficulty using devices due to their advanced age. To accommodate such diverse needs, the SoftBank Group provides services that address these various challenges. To help make mobile phones more convenient for everyone, we provide easy-to-understand information organized into different categories on our SoftBank Heartful Assist portal site.



Difficulty comprehending words or sounds



Difficulty seeing



Difficulty with everyday tasks



Physical disabilities



Difficulty in operating due to advancing age

(Japanese only)



Game de Manaberu Shuwa Jiten

SoftBank Corp. offers an app for learning sign language called *Game de Manaberu Shuwa Jiten* (“A Sign Language Dictionary for Learning Sign Language through a Game”) that was developed out of a desire to foster a kinder social environment that enables barrier-free communication between people with hearing impairments and people who can hear. The app includes roughly 3,000 signs, all presented in 3D animation to show actual signing movements that can also be rotated 360

degrees. Detailed hand movements can be viewed and studied from various angles. There is also a game that allows users to enjoy learning sign language while fighting monsters with magic spells.

This application became the first sign language app to be recommended by the Tokyo Federation of Deaf. In addition, it received the Silver Award at the IAUD Awards* 2014 sponsored by the International Association for Universal Design.

* Awarded to groups and individuals that have conducted or proposed particularly noteworthy activities aimed at realizing a universal design society in which everyone can live comfortably without feeling any undue inconvenience.



▶ View video here: (Japanese only)

▶ The app can be downloaded here:



Simple Smartphone & Simple Smartphone 2

Senior-friendly Smartphones

SoftBank Corp. offers *Simple Smartphone* and *Simple Smartphone 2* for senior customers. The phones are designed to be easily viewed and operated. They have large-sized screens that display large buttons and text as well as functionality that makes it easy to directly call or email frequently used contacts.

Simple Smartphone 2, released in November 2014, comes preloaded with popular applications like communications apps not supported by the original *Simple Smartphone*. The new phone also has a larger screen, high-capacity battery and high-resolution camera; plus it offers better ease-of-use.

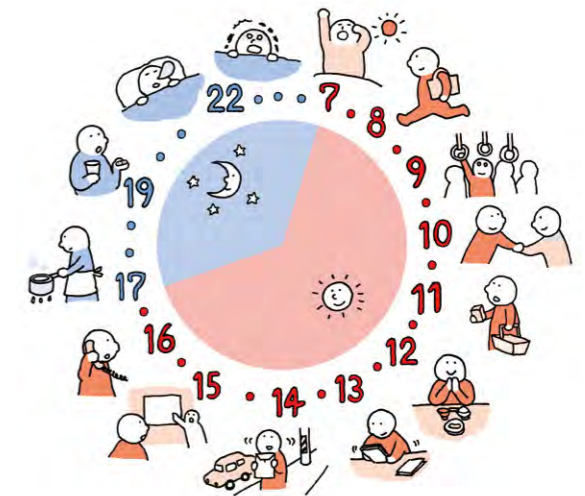
The smartphone also has features for travel, a beloved pastime of many seniors, with functions such as “Travel Memories,” which allows the location, weather, paces walked and other data to be imprinted on pictures that are taken with the camera while traveling. In this way, the phone offers the kind of support that makes the lives of active seniors richer and more convenient.



Simple, Convenient Mobile Phone Usage Techniques

Solutions to Everyday Problems Using Ideas from Everyone

SoftBank Corp. has created the website “Simple, Convenient Mobile Usage Techniques for Solutions to Everyday Problems” to provide support for people with special needs by showing how mobile devices can be used to solve problems that occur in daily life. The site presents ideas for simple ways of using smartphones and tablets to solve problems generally encountered by many people in their day-to-day living.



SoftBank Sign Language Class & Sign Language Counter

Communication via Sign Language

The SoftBank Group holds the *SoftBank Sign Language Class* to promote communication using Japanese Sign Language. Participants learn Japanese Sign Language, which is a unique linguistic system that differs from standard Sign Language, from instructors whose native language is Japanese Sign Language and who have been trained in the theory and practice of language education. Over 6,600 people* have attended the *SoftBank Sign Language Class* to date.

Customers with hearing impairments who visit the SoftBank Shop in Shibuya can consult with staff with confidence about their mobile phones or sign-up procedures at the shop's Sign

Language Counter. The counter is attended full-time by staff fluent in sign language, who can sign with customers about everything from selecting a mobile phone to how to use it, price plans, and sign-up procedures. Counter staff can also communicate through writing with customers who do not use sign language. In addition, the *Sign Language Support Service*, started in December 2012 at 17 SoftBank Shops around the country, allows customers to interact with Sign Language Counter staff via a video conferencing system and to receive information in sign language.

* Total number of participants from April 2004 to March 31, 2015



Yahoo! Anshin-net for SoftBank

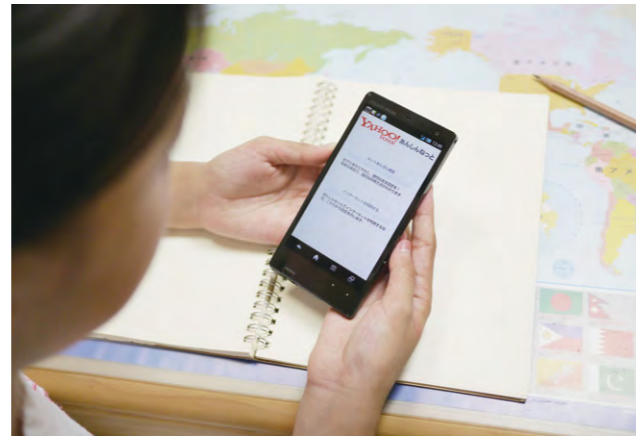
(Japanese only)

Recently it has become increasingly common for children and young people to own smartphones, creating a need for systems that allow children to use the Internet safely and securely.

SoftBank Corp. and Yahoo Japan have teamed up to develop *Yahoo! Anshin-net for SoftBank*, a filtering app for smartphones and tablets. This filtering app makes it possible to block access to inappropriate sites and sites that charge usage fees.

The app has settings that can be adjusted to the child's stage of maturity, from elementary school to high school age, to help ensure that the Internet is being used safely and securely.

A new feature called *Internet Safety Quiz*, developed by SoftBank Corp., was added to the app starting February 14, 2014. Children respond to quiz-like questions to deepen their knowledge of safe Internet use and related risks. Parents, guardians, and instructors can then implement measures in line with the child's experience and knowledge based on advice generated by the quiz results.



(公社)日本PTA全国協議会

* The name of the app for iPad is *Yahoo! Anshin-net HD for SoftBank*
 * The name of the app for Android™ is *Yahoo! Anshin-net*

▶ View video here: (Japanese only)

▶ The app can be downloaded here:



Program at Kobe Public Elementary Schools



In fiscal 2014, the Kobe Board of Education began conducting Internet safety classes to teach proper use of the Internet and information ethics to upper-grade elementary school students in cooperation with the University of Hyogo and the NPO Association of Corporation and Education. The SoftBank Group is making use of its *Internet Safety Quiz* to measure the effectiveness of the program for raising awareness as well as increasing the level of Internet comprehension of children in order to make the program's progress visible and facilitate further improvement.

The test results showed relatively low scores for "appropriate security measures," "handling of e-commerce," and "privacy protection." These results were presented as feedback to the Board of Education, schools, and families. The results are now being used in school curriculums for creating rules at home and in initiatives to further raise the information literacy of each child.

Using Police Information to Prevent Unwanted Calls

Unwanted Call Checker

Unwanted Call Checker WX07A automatically alerts the user with lights and sounds when an incoming call is likely to be an unwanted or nuisance call, such as a call made to perpetrate banking fraud or to solicit sales with undue persistence. The product is easy to install and operate on fixed-line home phones and is expected to function as an effective measure against the increasing trend of unwanted calls.

Information on phone numbers from which unwanted or nuisance calls originate is shared with all users, and information on such numbers is provided by 30 prefectural police departments that have partnered with us. The product is therefore able to determine whether a call is an unwanted call even if the user is receiving the call for the first time. Over 26,000 phone numbers associated with unwanted and nuisance calls have been registered as of December 2014. In testing, over the course of a month, over 800 calls were blocked from numbers potentially used for criminal purposes. *Mobile Unwanted Call Checker* has also been made available since November 2014 for *Y!mobile* phones.



Social Contribution Business Idea Contest

Examples of Services Originating from Employee Ideas

- **September 2012 SOFTBANK Simple Donation**
A service that allows donations to be made from a mobile phone in an amount designated by the user, the first* service of its kind in Japan's mobile phone industry
- **March 2013 Tabi-Bari Furatto Iseshima**
A service added on to the Furatto Annai GPS-enabled information distribution app to provide barrier-free tourism information to make sightseeing more enjoyable for people with special needs
- **May 2013 Organization of Elderly Staffs "Senior Crew"**
Smartphone classes for seniors taught by the Senior Crews

* Source: Japan Fundraising Association

The SoftBank Group has been holding an in-house contest to solicit employees' business ideas for solving social issues since 2012, aiming to identify pioneering ideas that meet society's needs and to provide employees with opportunities to build awareness and exchange opinions on societal needs. Outstanding ideas are selected for future implementation.

Held for the fourth time in April 2015, a total of approximately 1,700 ideas have been received to date, with eight ideas commercialized to help solve social issues.

Charity Mobile Phones: Free Mobile Device Rentals for Reconstruction Events

Four years have passed since the Great East Japan Earthquake and many organizations involved in the reconstruction face the problem of decreasing donations. SoftBank Corp. has started a program called "Charity Mobile Phones for Tohoku—Widen the Circle of Support for the Reconstruction," which provides free mobile device rentals to organizers of events that contribute donations to reconstruction support organizations. These phones

and devices can be used at events that are spread out geographically such as marathons and bicycle races.

By increasing the number of charity events that utilize the program, we hope to provide continuing support for the region and its support organizations, and to help solve some of the issues they face.

A Leader in Accessibility

Sprint launched a mobile phone in 2013 that is highly accessible for customers with visual impairments, the first such phone made available everywhere in the U.S. The phone is a compact, easy-to-use flip phone with text-to-speech functionality, a high-contrast display, and a tactile keypad.

Sprint also began sales of smartphones preloaded with Accessible Now, the company's proprietary startup wizard. Accessible Now enables blind or visually impaired users to conduct initial settings immediately after purchase using Google TalkBack,* a support application from Google for people with visual disabilities. So even with a visual impairment, users can begin operating their mobile phones themselves immediately after purchase, making them much easier to use.

Sprint intends to continue supplying functional mobile devices through close coordination with its partner manufacturers.

* Google TalkBack is a trademark or registered trademark of Google Inc.

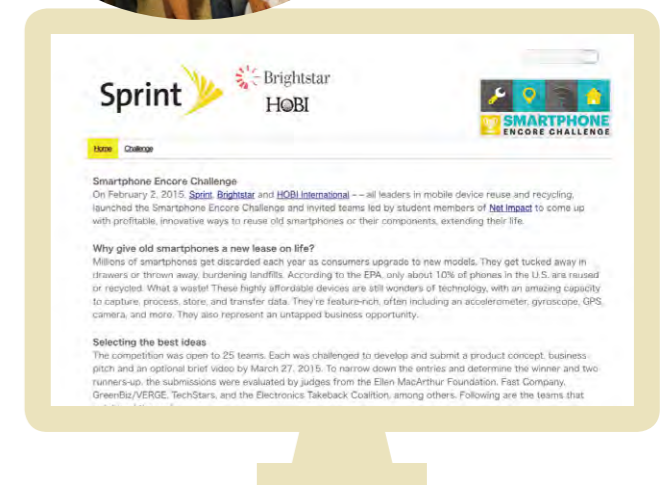
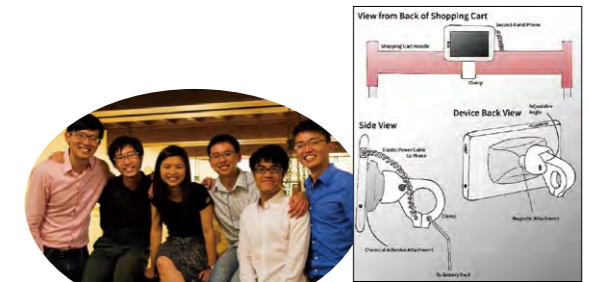


Contest for Repurposing Old Smartphones

According to estimates from the United States Environmental Protection Agency, 135 million mobile phones are disposed of each year, and only 11% of them are recycled. Electronic waste has become a serious environmental issue.

Sprint teamed up with Brightstar Corp. and HOB International, Inc. to conduct the Smartphone Encore Challenge, a contest that challenges college and graduate students to propose ideas for repurposing smartphones and their components. Used devices in good condition are still capable of importing, processing, saving, and transferring data and parts like acceleration sensors, gyroscopes, GPS, cameras, and screen displays can also be reused. The contest had students formulate product concepts and sales strategies and also produce a short video using refurbished smartphones and accessories provided by Sprint and Brightstar Corp.

Through the contest, Sprint is considering potential new ways to address the problem of electronic waste.

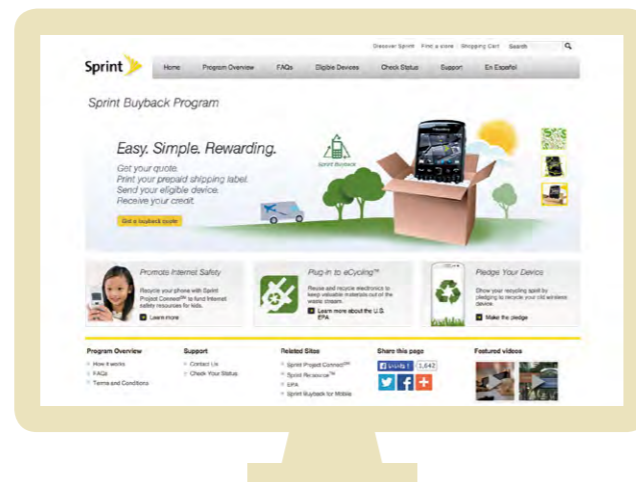


A Forerunner in Mobile Phone Recycling

In 2001, Sprint launched a buyback program for wireless devices ahead of its competitors in the U.S., and in 2010, it began offering to buyback the wireless devices of other companies as well. Sprint has been selected by Compass Intelligence, a market intelligence and consulting firm, as the "Most Eco-Focused Carrier" for four years running thanks to its proactive wireless device recycling initiatives and the simplicity of the recycling application process, which can be conducted online or at stores.

In 2014, Sprint bought back over 3.0 million wireless devices. The amount returned to customers through the program totaled over \$250 million. Over 90% of the devices collected were reused, and the remaining 10% or so were disassembled and melted down to be recycled into materials that are then used in jewelry, batteries, automobile parts, and other products. The buyback program is not only a plus for customers as Sprint has

also been able to reduce costs by over U.S.\$1.0 billion.



Foundation Created to Support Young Entrepreneurs in Hong Kong



Alibaba has established the NPO Alibaba Hong Kong Young Entrepreneurs Foundation to support young people's career development and entrepreneurship in Hong Kong. The foundation will provide young entrepreneurs in Hong Kong with equity, technologies, and specialized knowledge to allow them to use marketplaces and platforms within Alibaba's system to start businesses and provide products and services to mainland China from Hong Kong. The foundation will maintain funding by investing in businesses started by young entrepreneurs and reinvesting the proceeds from them. This venture investment program is scheduled to be launched in the second half of 2015.

SoftBank Group CSR Activities

—Results of FY2014 and Plan for FY2015

Rating
A+ : Achieved an effect that exceeded the target
A : Achieved the intended effect of the initiative
B : Initiative was carried out, but the targeted effect was not achieved
C : Initiative achieved no effect or was not carried out

Items	FY2014 Results	Rating	Plan for FY2015
General Management			
CSR principles	Disclosed the "SoftBank Group CSR Principles" as the CSR policy for the Group	A	Further entrench the "SoftBank Group CSR Principles" as the CSR policy for the Group
Process and structure of the decision-making system	<ul style="list-style-type: none"> Appointed a SoftBank Corp. director as the SoftBank Group Chief CSR Officer and directors of key companies within the Group as CSR officers Shared and exchanged information in the semiannual SoftBank Group CSR Working Group 	A	<ul style="list-style-type: none"> Continue CSR Officer system Share and exchange information in the semiannual SoftBank Group CSR Working Group
Identifying key areas of CSR	Released achievements and targets for the following key areas of CSR (ISO 26000 ratified) <ol style="list-style-type: none"> Building a healthy Internet society Cultivating a next generation that has dreams and aspirations Protecting the planet's future through environmental protection Supporting the reconstruction of areas affected by the Great East Japan Earthquake 	A	Release achievements and targets for the following key areas of CSR (ISO 26000 ratified) <ol style="list-style-type: none"> Building a healthy Internet society Cultivating a next generation that has dreams and aspirations Protecting the planet's future through environmental protection Supporting the reconstruction of areas affected by the Great East Japan Earthquake
Corporate governance	Conducted verification and assessment of the internal control system by internal and external audit divisions	A	Conduct verification and assessment of the internal control system by internal and external audit divisions
Relations with Employees			
Employment	<ul style="list-style-type: none"> Conducted fair evaluations of personnel according to role, results, and ability Hired and promoted talented personnel based on ability, regardless of gender, age, educational background, nationality, etc. Implemented annual ES survey and promoted subsequent improvements Implemented a robust childcare program Promoted hiring of personnel with special needs <p>Yahoo Japan Implemented the "Job Challenge" internal transfer system twice a year</p>	A	<ul style="list-style-type: none"> Conduct fair evaluations of personnel according to role, results, and ability Hire and promote talented personnel based on ability, regardless of gender, age, educational background, nationality, etc. Implement annual ES survey and promote subsequent improvements Implement a robust childcare program Promote hiring of personnel with special needs Take measures for the Tokyo metropolitan area working conditions improvement project
Working conditions and social security	<ul style="list-style-type: none"> Continued various programs to encourage a favorable work-life balance <ul style="list-style-type: none"> Promoted no-overtime days for each division, each company Used flextime working hours Encouraged employees to take various vacation programs Took measures to prevent overwork Maintained a system for safety confirmation in times of disaster Held "FY14 Family Day/Family Ties" <p>Yahoo Japan Implemented a sabbatical system Held Family Day Established BASE6 staff cafeteria linked to business performance</p>	A	<ul style="list-style-type: none"> Continue various programs to encourage a favorable work-life balance <ul style="list-style-type: none"> Promote no-overtime days for each division, each company Use flextime working hours Encourage employees to take various vacation programs Take measures to prevent overwork Maintain a system for safety confirmation in times of disaster Hold "FY15 Family Day/Family Ties" <p>Yahoo Japan Implement sabbatical system Hold Family Day Operate BASE6 staff cafeteria linked to business performance</p>
Compliance	<ul style="list-style-type: none"> Maintained the compliance hotline (internal reporting system) Conducted compliance training (including e-learning) Implemented Group-wide self-checking for compliance Held compliance-month to promote the awareness of compliance in the autumn period 	A	<ul style="list-style-type: none"> Maintain the compliance hotline (internal reporting system) Conduct compliance training (including e-learning) Implement Group-wide self-checking for compliance Hold compliance-month to promote the awareness of compliance in the autumn period
Safety and health	Created a sound work environment and continued management of safety and health <ul style="list-style-type: none"> Maintained a wellness center to provide support for emotional and physical well-being Developed a new stress check system available on mobile devices and implemented it for Group employees Maintained a safety and health hotline Maintained a communication flow for times of emergency Continued measures for mental illness prevention and care for mental health Set up a massage room Established a peer supporter system to provide counseling in the workplace <p>SB Atwork Raised awareness of the need to quit smoking (lung-age check in the staff cafeteria) Held an emergency first-aid course</p>	A	Maintain a sound work environment and continue management of safety and health <ul style="list-style-type: none"> Maintain a wellness center to provide support for emotional and physical well-being Use the stress check system available on mobile devices and implement it for Group employees Maintain a safety and health hotline Maintain a communication flow for times of emergency Continue measures for mental illness prevention and care for mental health Maintain a massage room Maintain a peer supporter system to provide counseling in the workplace <p>SB Atwork Raise awareness of the need to quit smoking (lung-age check in the staff cafeteria) Hold an emergency first-aid course</p>
HR development and education	<ul style="list-style-type: none"> Held CEO's own program for training a successor (SoftBank Academia) Offered a rich variety of training programs that employees can choose from (SoftBank University) Maintained systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest) Promoted action to enhance English skills across the Group Conducted an incentive program according to TOEIC scores Conducted a program to support employees acquiring qualifications Conducted a wisdom- and knowledge-sharing program between employees (Knowledge Market) Maintained a system for providing training where employees serve as internally certified instructors 	A	<ul style="list-style-type: none"> Hold CEO's own program for training a successor (SoftBank Academia) Offer a rich variety of training programs that employees can choose from (SoftBank University) Maintain systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest) Promote action to enhance English skills across the Group Conduct an incentive program according to TOEIC scores Conduct a program to support employees acquiring qualifications Conduct a wisdom- and knowledge-sharing program between employees (Knowledge Market) Maintain a system for providing training where employees serve as internally certified instructors

Items	FY2014 Results	Rating	Plan for FY2015
Environment			
Environmental management	Maintained ISO 14001 standard certification (Headquarters, Sapporo)	A	Maintain ISO 14001 standard certification (Headquarters, Sapporo)
Amount of resources used	Set environmental goals at offices <ul style="list-style-type: none"> Achieved lower power consumption compared to 2010: -28.3% (Headquarters), -28.4% (Sapporo) <p>ITMedia Operated Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives)</p> <p>SoftBank Technology Introduced a facility management system to enable visualization and centralized management of electricity usage, and implemented measures to reduce energy consumption</p>	A	Set environmental goals at offices <ul style="list-style-type: none"> Achieve lower power consumption compared to 2010: -25% (Headquarters), -25% (Sapporo) <p>ITMedia Operate Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives)</p> <p>SoftBank Technology Implement a facility management system to enable visualization and centralized management of electricity usage, and implement measures to reduce energy consumption</p>
Environmental protection	Continued to conduct environmental conservation activities <ul style="list-style-type: none"> Ensured thorough compliance with paperless operations Installed <i>Bloom Energy Server</i> (Tokyo Shiodome Building) Ensured thorough compliance with green procurement guidelines Implemented all lights-off system <p>SB Energy Promoted renewable energy</p> <p>ValueCommerce Carried out support activities as a sponsor of Akagi Nature Park</p>	A+	Continue to conduct environmental conservation activities <ul style="list-style-type: none"> Ensure thorough compliance with paperless operations Ensure thorough compliance with green procurement guidelines Implement all lights-off system <p>SB Energy Promote renewable energy Implement weed control using sheep and goats at SoftBank Tottori Yonago Solar Park</p> <p>ValueCommerce Carry out support activities as a sponsor of Akagi Nature Park</p>
Recycling of resources	<ul style="list-style-type: none"> Collected roughly 1,050,000 used mobile phones for recycling Separated trash Used dedicated recycling boxes for used documents 	A	<ul style="list-style-type: none"> Collect used mobile phones for recycling Separate trash Use dedicated recycling boxes for used documents
Educating and awareness-raising	<ul style="list-style-type: none"> Implemented e-learning about the appropriate processing of industrial waste and Electronic Manifest System to increase knowledge of relevant laws and processes Raised awareness and increased knowledge about disposal of used mobile phones <p>ITMedia Offered power-saving information on Smart Japan website</p> <p>SB Energy Conducted renewable energy and environmental education Implemented Future Energy Project at three schools, and opened the Tottori Nature and Environment Center Opened educational website <i>Miru-Miru Wakaru Energy</i> (http://www.sbenergy.jp/) (Japanese only)</p>	A	<ul style="list-style-type: none"> Implement e-learning about the appropriate processing of industrial waste and Electronic Manifest System to increase knowledge of relevant laws and processes Raise awareness and increase knowledge about disposal of used mobile phones <p>ITMedia Offer power-saving information on Smart Japan website</p> <p>SB Energy Conduct renewable energy and environmental education Implement Future Energy Project at three schools, and continue operation of the Tottori Nature and Environment Center Continue operation of educational website <i>Miru-Miru Wakaru Energy</i> (http://www.sbenergy.jp/) (Japanese only)</p>
Relations with Business Partners			
Fair competition	<ul style="list-style-type: none"> Held reverse auctions (electronic auctions) Ensured thorough adherence to Code of Ethical Purchasing Maintained fair and cordial trading relationships with business partners 	A	<ul style="list-style-type: none"> Hold reverse auctions (electronic auctions) Ensure thorough adherence to Code of Ethical Purchasing Maintain fair and cordial trading relationships with business partners
Relations with Customers			
Protection of consumers' safety	<ul style="list-style-type: none"> Promoted the series of information literacy education programs, "Let's Think about Mobile Phones" Provided filtering service applicable to smartphones Increased awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places Provided an app to prevent smartphone operation while walking, STOP Texting While Walking <p>Yahoo Japan Provided phishing alert and security measures Implemented antifraud measures at <i>YAHUOKU!</i> Participated and offered advice in public meetings pertaining to the Internet and advocacy activity</p>	A	<ul style="list-style-type: none"> Promote the series of information literacy education programs, "Let's Think about Mobile Phones" Provide filtering service applicable to smartphones Increase awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places Provide an app to prevent smartphone operation while walking, STOP Texting While Walking <p>Yahoo Japan Provide phishing alert and security measures Implement antifraud measures on <i>YAHUOKU!</i> Participate and offer advice in public meetings pertaining to the Internet and advocacy activity</p>
Consumer support and complaint settlement	<p>SoftBank Mobile (currently SoftBank Corp.) Continued to implement various measures to increase customer satisfaction <ul style="list-style-type: none"> Conducted questionnaire surveys for call center users and customers visiting stores and utilized the results Maintained professional staff certification program Enhanced <i>My SoftBank</i> </p> <p>Promoted IT support for people with special needs <ul style="list-style-type: none"> Conducted a study on IT support for life and learning for children with special needs </p> <p>Strengthened and promoted support for people with special needs <ul style="list-style-type: none"> Provided ICT support for senior customers Provided simple smartphone lectures Provided <i>SoftBank Sign Language Class</i> <p>Ymobile (currently SoftBank Corp.) Provided <i>Unwanted Call Checker</i></p> <p>Yahoo Japan Provided disaster information Brought customer support functions in-house and established a system for reflecting customer needs in services Commenced chat-based support Enhanced help page content Conducted patrolling for all web-based services</p> </p>	A	<p>SoftBank Corp. Continue to implement various measures to increase customer satisfaction <ul style="list-style-type: none"> Conduct questionnaire surveys for call center users and customers visiting stores and utilize the results Maintain professional staff certification program Improve <i>My SoftBank</i> </p> <p>Promote IT support for people with special needs <ul style="list-style-type: none"> Conduct a study on IT support for life and learning for children with special needs </p> <p>Strengthen and promote support for the people with special needs <ul style="list-style-type: none"> Provide ICT support for senior customers Provide simple smartphone lectures Provide <i>SoftBank Sign Language Class</i> Provide <i>Unwanted Call Checker</i> <p>Yahoo Japan Provide disaster information Enhance chat-based support Strengthen service safety and security Enhance help page content Conduct patrolling for all web-based services</p> </p>

Items	FY2014 Results	Rating	Plan for FY2015
Relations with Customers			
Consumer data protection and privacy	<ul style="list-style-type: none"> Acquired and maintained information security standard certification *Continuous maintenance of acquired ISO 27001 certification SB Atwork Acquired and maintained information security standard certification (ISO 90001, PrivacyMark) Realize Mobile Communications, SB Human Capital Managed PrivacyMark (JISQ 15001:2006) ValueCommerce Managed information security standard certification (PrivacyMark, TRUSTe) Yahoo Japan Acquired ISMS certification Acquired ISO 15408 certification Acquired PDICSS certification 	A	<ul style="list-style-type: none"> Acquire and maintain information security standard certification *Continuous maintenance of acquired ISO 27001 certification SB Atwork Acquire and maintain information security standard certification (ISO 90001, PrivacyMark) Acquire additional certification (ISO 27001, ISO 20000) Realize Mobile Communications, SB Human Capital Manage PrivacyMark (JISQ 15001:2006) ValueCommerce Manage information security standard certification (PrivacyMark, TRUSTe) Yahoo Japan Acquire ISMS certification Acquire ISO 15408 certification Acquire PDICSS certification
Educating and awareness-raising	<ul style="list-style-type: none"> Provided all employees with information security education and e-learning – Periodically released security newsletters 	A	<ul style="list-style-type: none"> Provide all employees with information security education and e-learning – Periodically release security newsletters
Risk management	<ul style="list-style-type: none"> Conducted disaster readiness drills Conducted disaster readiness e-learning Expanded and promoted the Group-wide risk management system Verified disaster readiness measures and reinforced operations 	A+	<ul style="list-style-type: none"> Conduct disaster readiness drills Conduct disaster readiness e-learning Expand and promote the Group-wide risk management system Verify disaster readiness measures and reinforce operations
Access to essential services	<ul style="list-style-type: none"> Reinforced network centers, ensured 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) Implemented BCP measures – Carried out nationwide deployment of mobile base stations, portable wireless base stations, power supply vehicles, portable generators, and mobile phones/satellite phones for lending and so forth – Increased satellite mobile phones Yahoo Japan Established systems for use during disasters Established Emergency Disaster Response Guidelines in 2009 	A	<ul style="list-style-type: none"> Reinforce network centers, ensure 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) Implement BCP measures – Carry out nationwide deployment of mobile base stations, portable wireless base stations, power supply vehicles, portable generators, and mobile phones/satellite phones for lending and so forth Yahoo Japan Re-establish systems for use during disasters Revise Emergency Disaster Response Guidelines Revise service priorities during disasters Conduct disaster preparedness drills Introduce incident command system (ICS)
Involvement in the community			
Involvement in community activities	<ul style="list-style-type: none"> SoftBank Mobile (currently SoftBank Corp.) Expanded use of the donation platform available for many NPOs (<i>KazashiteBokin</i>) Yahoo Japan Accepted students for company tours as part of their social studies Held study group activities in collaboration with parents and guardians and schools Held special lessons for elementary, junior high school, and high school students SoftBank Payment Service Donated philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare Cyber University Established corporate scholarship program SB Creative Donated books to The Japan Science Society (approximately 6,000 books in September 2014 and March 2015) SB Human Capital Provided support for second careers for professional athletes Fukuoka SoftBank HAWKS Visited Fukuoka Children's Hospital Invited elementary school children to watch baseball games and offered special programs for parents and guardians (facilitated parent-child communication through baseball) Participated in Fukuoka City Tokimeki Project (supporting sales of artwork by people with special needs) 	A	<ul style="list-style-type: none"> SoftBank Corp. Expand use of the donation platform available for many NPOs (<i>KazashiteBokin</i>) Yahoo Japan Accept students for company tours as part of their social studies Hold study group activities in collaboration with parents and guardians and schools Hold special lessons for elementary, junior high school, and high school students SoftBank Payment Service Donate philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare SB Human Capital Provide support for second careers for professional athletes Cyber University Continue corporate scholarship program Hold free Cyber University IT and business seminars in Fukuoka Fukuoka SoftBank HAWKS Visit Fukuoka Children's Hospital Invite elementary school children to watch baseball games and offer special programs for parents and guardians (facilitated parent-child communication through baseball) Participate in Fukuoka City Tokimeki Project (supporting sales of artwork by people with special needs)
Involvement in the community	<ul style="list-style-type: none"> Ymobile (currently SoftBank Corp.) Sponsored Special Olympics Nippon SB Energy Held explanation meetings with local residents regarding construction of power plant Yahoo Japan Participated in local-government organized events and meetings Opened up the Yahoo Ishinomaki Fukko Base to local communities Participated in government-office and local-government organized events and meetings Sponsored Special Olympics Nippon 		<ul style="list-style-type: none"> SoftBank Corp. Sponsor Special Olympics Nippon SB Energy Held explanation meetings with local residents regarding construction of power plant Yahoo Japan Participate in local-government organized events and meetings Open up the Yahoo Ishinomaki Fukko Base to local communities Participate government-office and local-government organized events and meetings Sponsor Special Olympics Nippon

Items	FY2014 Results	Rating	Plan for FY2015
Support for Reconstruction Efforts in Disaster Affected Areas			
Great East Japan Earthquake	<ul style="list-style-type: none"> SoftBank Mobile, SoftBank BB (currently SoftBank Corp.) Increased subscribers for <i>Charity White</i>, a circle of support that takes monthly donations from mobile charges SoftBank Mobile (currently SoftBank Corp.) Supported the economic revitalization of the affected areas – Offered support for smartphone apps skills development and employment creation – Provided Gift Tickets for Reconstruction Yahoo Japan Held the <i>TOUR de TOHOKU</i> cycling event to support reconstruction after the Great East Japan Earthquake and preserve the memory of the disaster for the future Operated FUKKO DEPARTMENT selling specialties from the Tohoku region online Provided on-going Internet-based support for the affected areas Conducted the <i>Search for 3.11 Project</i> Vector Continued fund raising through the <i>Alpaca Leaf Project</i> Odds Park Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation ValueCommerce Supported the activities of Web Bellmark by providing it with an affiliate program SB Atwork Extended the scope for providing a framework and system for donations by deduction from employees' salaries Used the services of BOOKOFF CORPORATION LIMITED to donate sales payments for unwanted books to the Red Feather Campaign SB Creative Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation (April 2014, ¥1 million) SoftBank Corp. (currently SoftBank Group Corp.) Conducted the 3rd TOMODACHI SoftBank Leadership Program inviting 100 high school students from areas affected by the Great East Japan Earthquake SB Human Capital Provided a job information website Fukuoka SoftBank HAWKS Carried a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "<i>Ganbaro! Nippon</i>" for supporting reconstruction of areas affected by the Great East Japan Earthquake Set up donation boxes in every baseball stadium Displayed the "<i>Ganbaro! Nippon</i>" slogan for supporting reconstruction on team helmets 	A+	<ul style="list-style-type: none"> SoftBank Corp. Increase subscribers in <i>Charity White</i>, a circle of support that takes monthly donations from mobile charges Continue to support the economic revitalization of the affected areas – Continue to provide Gift Tickets for Reconstruction Yahoo Japan Hold the <i>TOUR de TOHOKU</i> cycling event to support reconstruction after the Great East Japan Earthquake and preserve the memory of the disaster for the future Operate FUKKO DEPARTMENT selling specialties from the Tohoku region online Provide on-going Internet-based support for the affected areas Vector Continue fund raising through the <i>Alpaca Leaf Project</i> Odds Park Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation ValueCommerce Support the activities of Web Bellmark by providing it with an affiliate program SB Atwork Extend the scope for providing a framework and system for employees to donate directly from their salaries SoftBank Group Corp. Conduct the 4th TOMODACHI SoftBank Leadership Program SB Human Capital Provide a job information website Fukuoka SoftBank HAWKS Carry a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "<i>Ganbaro! Nippon</i>" for supporting reconstruction of areas affected by the Great East Japan Earthquake Maintain donation boxes in every baseball stadium Display the "<i>Ganbaro! Nippon</i>" slogan for supporting reconstruction on team helmets

* Unless a **company name** is provided, the activities have been or will be conducted by SoftBank Group Corp. and other Group companies.

* On April 1, 2015, SoftBank BB, SoftBank Telecom, and Ymobile merged into SoftBank Mobile. On July 1, 2015, SoftBank Mobile changed its company name to SoftBank Corp. and SoftBank Corp. changed its company name to SoftBank Group Corp.



SoftBank Group Corp.

1-9-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7303
Tel: +81-3-6889-2000
<http://www.softbank.jp/en/>