



CSR REPORT 2019

INFORMATION REVOLUTION - HAPPINESS FOR EVERYONE.

Guided by our corporate philosophy, “Information Revolution—Happiness for Everyone,” the SoftBank Group continues to grow and advance toward its aim of becoming the corporate group needed most by people around the world.

We are now in the midst of the Information Revolution. As a phase of this revolution, the Internet has made our daily lives more convenient and has quickly become indispensable as a result.

AI is poised to bring about the next transformation. I am sure the dramatic advancement and penetration of AI will redefine all industries and make a major contribution to humanity.

With our sights set on the coming era, and as the corporate group that is driving the Information Revolution, we will continue to address social issues through our businesses in accordance with the SoftBank Group’s CSR Principles.

Without a doubt, AI and other leading-edge technologies will help resolve issues that humans have been unable to overcome.

Our corporate philosophy expresses our desire to spread happiness and reduce suffering by providing technologies and services.

Driven by our belief in technology’s potential, we will work with partners worldwide that share our vision to help enrich daily life.



Masayoshi Son
Chairman & CEO, SoftBank Group Corp.
July 2019

孫正義



About SoftBank Group Corp.

The SoftBank Group is driving the Information Revolution with cutting-edge technology and the most outstanding business models that meet the needs of today’s information industry, which is the Group’s business domain.

As of March 31, 2018

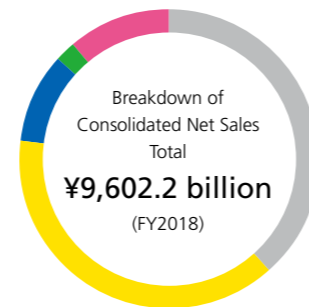
Company name	SoftBank Group Corp.	
Established	September 3, 1981	
Corporate headquarters	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303	
Representative	Masayoshi Son, Chairman & CEO	
Capital	¥238,772 million	
Subsidiaries	1,302	
Number of associates	423	
Number of employees	192 (Consolidated basis: 76,866)	

Business Segments and Main Group Companies (FY2017)

SoftBank	¥3,747.7 billion	SoftBank Corp. / Wireless City Planning Inc.
Sprint	¥3,726.8 billion	Sprint Corporation
Yahoo Japan	¥947.4 billion	Yahoo Japan Corporation / ASKUL Corporation
Arm	¥202.7 billion	Arm Limited
SoftBank Vision Fund and Delta Fund	—	SoftBank Vision Fund L.P. / SB Delta Fund (Jersey) L.P.
Brightstar	¥1,082.7 billion	Brightstar Corp.
Others	¥193.7 billion	Fortress Investment Group LLC / Fukuoka SoftBank HAWKS Corp. / PayPay Corporation

Company names used in this report are current as of July 1, 2019 unless otherwise stated. Net sales for each segment are rounded to the nearest ¥100 million.

Share of Net Sales*



SoftBank	38.6%
Sprint	38.4%
Yahoo Japan	9.8%
Arm	2.1%
Brightstar	11.1%

* Share of net sales for each reportable segment is based on the total of all segments (excluding Others)

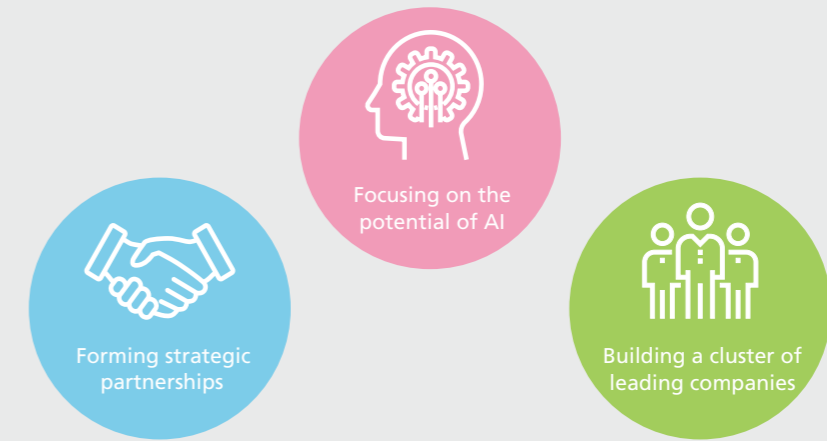
SoftBank Group’s Growth Strategy — the Cluster of No.1 AI Strategy

Working with partners that share our common vision, we will continue to be a corporate group that uses its technologies and services to address issues worldwide.

In accordance with our corporate philosophy, “Information Revolution—Happiness for Everyone,” and as an important leader of the Information Revolution, we aim to become a corporate group that provides the technologies and services needed most by people around the world and to maximize corporate value.

To achieve these goals, rather than fixating on certain technologies or business models, we must repeatedly transform ourselves as society changes.

Under the “Cluster of No.1 AI Strategy,”* our group of like-minded companies will offer solutions to a range of global issues to help realize a sustainable society.



* Cluster of No.1 and Cluster of No.1 AI Strategies

The goal of the Cluster of No.1 Strategy is to form a diverse group of companies that have outstanding technologies and business models in specific fields. Under this strategy, the companies are encouraged to generate synergies so they can evolve and grow together based on capital ties and a common vision while making decisions independently. In pursuing the Cluster of No.1 Strategy, we are focusing efforts on the Cluster of No.1 AI Strategy because the expansion of markets and the creation of new industries through the utilization of AI brings huge opportunities. To ensure that we seize these opportunities, we are investing to build a cluster of leading AI companies that are developing innovative services and business models based on the emerging capabilities of AI technology. We believe that the Cluster of No.1 AI Strategy is the most important strategy for sustaining our growth going forward.

CSR Principles and Promotion Structure

The SoftBank Group will sustainably contribute to society in partnership with its global partners.

- We will provide delight, trust, and happiness through our **customer**-oriented business approach.
- To meet **stakeholder** expectations, we will continue to challenge corporate growth and clearly disclose information.
- **Employee** satisfaction, pride, uniqueness and diversity will be encouraged and valued.
- Mutual trust and fair trade with our **suppliers** will be a priority.
- The SoftBank Group will continue to; drive the information society, support education for the next generation, increase communication for our diverse society, protect the environment and manage resources in a sustainable manner, and provide disaster response and relief, to create a better future for **everyone**.

Responsibility for the Future

We will continue striving to harness the power of the Information Revolution to create new value that leads to happiness for people throughout the world.

While addressing the social issues that are now before us, we think it is also important to constantly imagine events that could potentially occur in society in the future and work quickly to find solutions for social issues that could become significantly worse with the passage of time.

We have decided on five areas of focus for CSR: "Promotion of an Information-Oriented Society," "Development of the Next Generation," "Responding to Diverse Needs," "Conservation of the Environment and Precious Resources," and "Disaster Response and Reconstruction Support."

We will work with likeminded companies globally to bring about a society that enriches the lives of people throughout the world.



Initiatives for the Achievement of SDGs

The Sustainable Development Goals ("SDGs") adopted by the United Nations in 2015 consist of 17 goals for realizing a rich and vibrant future, and efforts are currently being made on a global scale to achieve them.

The SoftBank Group's corporate philosophy, "Information Revolution—Happiness for everyone," encapsulates our aspiration since our founding of continuing to contribute to a society where all people live fulfilled and enriched lives.

We will strive to achieve the SDGs by addressing social issues in five areas, which we regard as the responsibility of a company with global business operations.



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Sustainable Development Goals Corresponding to Initiatives

In the following pages, numbers in colored boxes, as shown in the example on the left, indicate which of the 17 Sustainable Development Goals (SDGs) correspond to the SoftBank Group's initiatives. For details on SDG initiatives, please refer to pages 28 and 29.



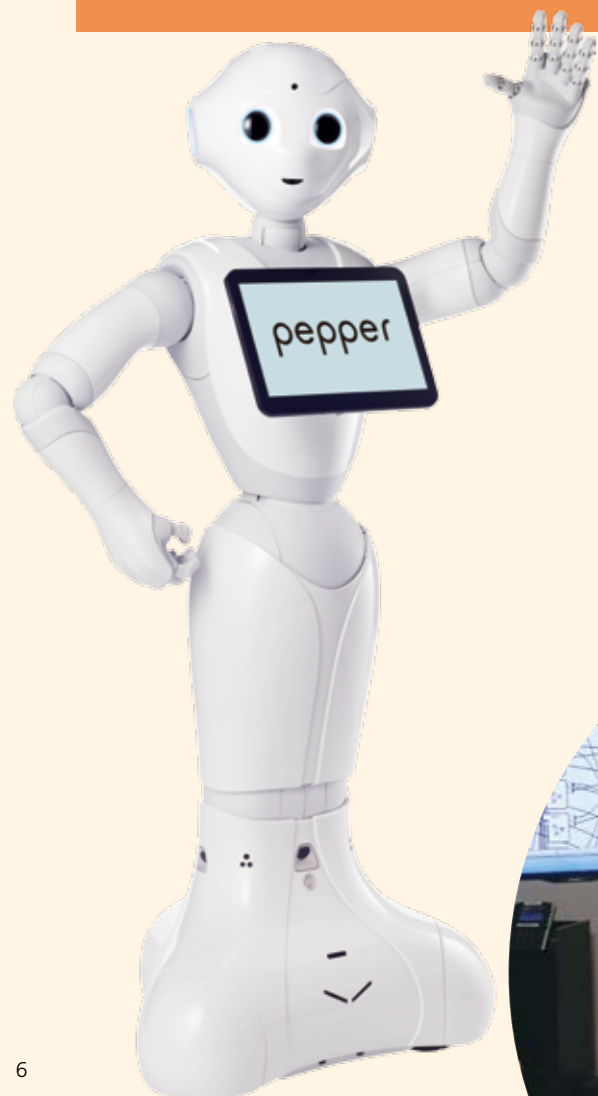
Feature
1
Pepper
CSR Program

Corresponding SDGs 4 | 9

Creating the Future with Pepper

Helping Educate the World's Next Generation

With the aim of assisting with the programming education of elementary and junior high school students and addressing social issues, the SoftBank Group Corp. conducts the *Pepper CSR Program*, which loans the humanoid robot *Pepper* to local governments, nonprofit institutions, and other organizations for three years. As well as assisting with numerous classes all over Japan, the program has been recently expanded overseas.



► Educational Support Initiatives

Launch of the *Pepper CSR Program 2*

In 2018, we launched the *Pepper CSR Program 2*, which extends the scope of the previous program beyond public elementary and junior high schools to encompass private schools, universities, and tutoring schools.

As a result, even more students are benefiting from leading-edge education that uses *Pepper*.



► Use of *Pepper* to Create Classroom Tools



Approx.
27,000 classes held
Introduced to **787** schools
(As of March 2019)

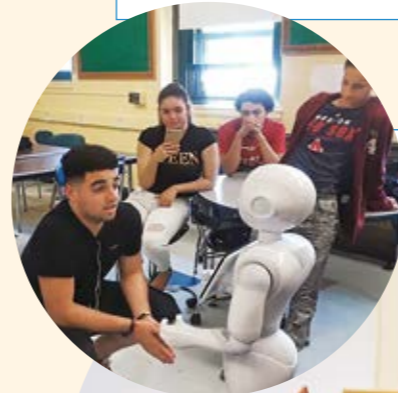
Initiatives to Draw Student's Interest Through Lessons Conducted by *Pepper*

To encourage the use of *Pepper* for educational purposes other than programming, we have begun using *Robo Blocks** to offer the *Robo Blocks School Template*, which allows instructors to prepare lesson plans conveniently. This new feature creates templates based on *Pepper*-mediated interactions between instructors and students during lessons. By combining a number of these templates, instructors can simply prepare plans for lessons that uses *Pepper* as an instructor.

* *Robo Blocks* is a robot programming tool that is based on the *Scratch* visual programming language and which was developed for the *Pepper CSR Program* by SoftBank Group Corp. and SoftBank Robotics Group Corp.



Robo Blocks



Extension of *Pepper*-Enabled Educational Support Overseas

In the United States and Canada, the SoftBank Group has been loaning *Pepper* to schools for use in programming education. In the United States, *Pepper*-enabled education began in the San Francisco Unified School District and at Boston Public Schools in November 2018. As for Canada, Simon Fraser University is using *Pepper* to conduct programming education. *Pepper* is also being used at events focused on popularizing science, technology, engineering, and mathematics education as well as at technology-related workshops. *Pepper*'s other roles include acting as a receptionist and an ambassador during the university's public relations activities.

Further, our educational initiatives are now reaching Asia. In May 2019, we provided 2,000 *Pepper* robots free of charge to elementary, junior high, and high schools in China's Zhejiang Province. In addition, plans call for using *Pepper* to help foster human resources in the fields of science and technology.



Selection for Use in an International Programming Competition

In 2020, the World Robot Summit will be hosted by the Ministry of Economy, Trade and Industry and the New Energy and Industrial Technology Development Organization. A preparatory event was held at Tokyo Big Sight from October 17 to 21, 2018.

Pepper was selected for use in the competitions of the Junior Category of this event, where children from all over the world demonstrated the results of their innovative ideas for programming *Pepper*. More than 76,000 people participated in the preparatory event, including 72 teams from Japan and 54 teams from overseas.

Corresponding SDGs

TOMODACHI Summer SoftBank Leadership Program 4 17

Training Program for Tohoku Reconstruction Leaders

Every year since 2012, SoftBank Group Corp. and the U.S.-Japan Council have invited 100 high school students from the region affected by the Great East Japan Earthquake (Iwate, Miyagi, and Fukushima prefectures) to the University of California, Berkeley, in the United States for an intensive three-week program conducted by the university. The students participate in a problem-solving workshop called Y-PLAN (Youth-Plan, Learn, Act, Now!), where they learn global leadership skills while studying approaches to community service. After returning to Japan, they utilize what they have learned through the program by actively participating in various community service activities.



Total 900 students have participated Planning to increase this number to 1,200 students by fiscal 2021

We have renewed the TOMODACHI Summer SoftBank Leadership Program section of our website to publicize the post-graduation activities of trainees. Further details can be viewed by using the QR code on the right.



Generation of Renewable Energy 7

Increased Supply of Safe and Reliable Renewable Energy

With the aim of combining renewable energy and technology to realize a convenient, comfortable society, SB Energy Corp. is building a platform that supplies energy safely and continuously.

The renewable energy power generation business, which SB Energy has been developing since its establishment in 2011, operates 39 mega solar power generation plants and a wind power generation plant in Japan as well as a wind power generation plant in Mongolia's Gobi Desert. Also, since 2012 the company has been conducting an experience-based environmental education program. To date, more than 2,300 children have participated in the program, which encourages participants to think independently and creatively about energy.

In addition to its power generation business, the company is conducting a virtual power plant verification project aimed at the effective utilization of power grids and investing in start-ups whose businesses are highly compatible with renewable energy.



Softbank Mie Shima Ago Solar Park



Wind Farm Hamada



Environmental education



CSR at SoftBank Corp.

CSR REPORT 2019

Feature 2
ICT Support for Extracurricular Activities

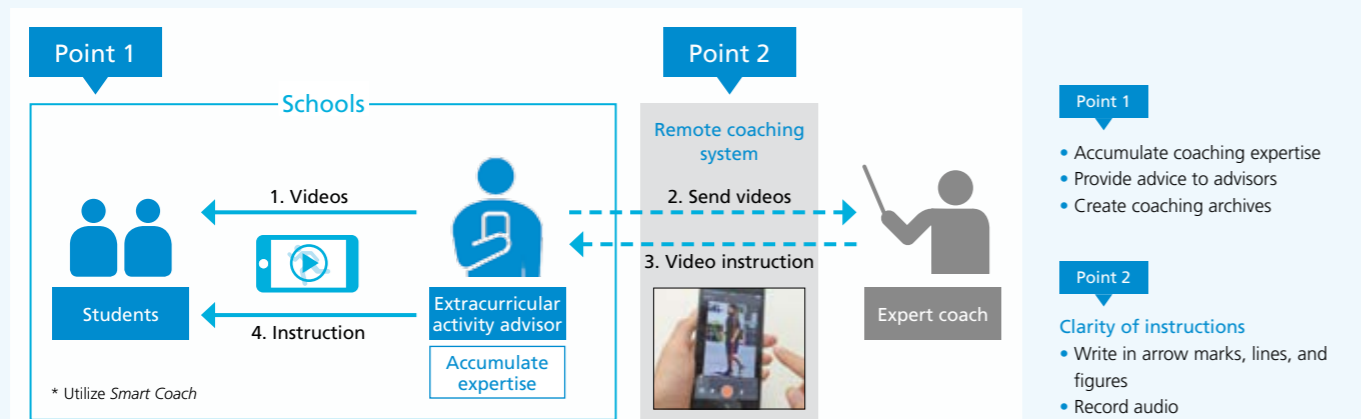
Corresponding SDGs **4** | **9**

Supporting Extracurricular Activities by Using ICT

Aiming to provide coaching regardless of time and distance constraints

The *ICT Support for Extracurricular Activities* initiative promotes the healthy growth of children through extracurricular activities by providing the means for knowledgeable and experienced coaches to assist remotely using smartphones or tablets.

Structure



* *Smart Coach* is a SoftBank Corp. service that allows users to receive private online lessons from knowledgeable and experienced coaches, including former professional athletes.

▶ For more about *Smart Coach*, please use this QR code (in Japanese).
<https://www.softbank.jp/mobile/service/smartcoach/>



Benefits

- Enables appropriate corrective instruction from expert coaches
- Eliminates time constraints
- Eliminates regional disparities
- Lightens load on teachers and advisors

ICT Support for Extracurricular Activities
 (Achievements as of March 2019)



Examples of adoption by prefectures

Nagano Prefecture: *ICT Support for Extracurricular Activities* has been used in the prefecture's *Kirakira-ko* child development project. Tablets and the *Smart Coach* distance coaching system are being loaned to support improved competitiveness heading toward the 82nd National Sports Festival in 2027 and to help train athletes.

Miyagi Prefecture: *ICT Support for Extracurricular Activities* has been adopted to ease the burden on teachers and to increase the physical strength of children and students. Full-scale use began in July 2019.



Example 1

Support for Physical Education at a Primary School (Ikeda City, Osaka)

For primary school teachers who struggle with teaching physical education classes, a remote support program using *Smart Coach* is being implemented in Ikeda City, Osaka. This program makes it possible to consult with a specialized coach about all sorts of topics at any time on how to proceed with classes and receive teaching tips. It aims to improve teachers' instruction capabilities and to dispel the aversion some children feel toward exercise.

Example 2

Cooperation with Universities (Kyushu Sangyo University, Ishinomaki Senshu University)

The deployment of *Smart Coach* has started in university classes.

At Kyushu Sangyo University, 100 students involved in four types of sports—kendo, volleyball, handball, and semi-hardball baseball—are benefiting from remote coaching through *Smart Coach*. In addition, the use of online instruction is discussed in lectures and seminars, which helps students explore possible applications in sports education.

At Ishinomaki Senshu University, *Smart Coach* is used in classes to provide distance coaching for junior high schools in the city. While students at Ishinomaki Senshu University aim to improve the skills of junior high school students and reduce the burden on junior high school teachers, the university students also learn the most advanced teaching skills by using coaching theory and applying ICT-based distance teaching.



Example 3

SoftBank Tohoku Kizuna Cup

The *SoftBank Tohoku Kizuna Cup* was held from July through October 2018 to encourage sports and cultural activities among children in the Tohoku region as part of efforts to support reconstruction after the Great East Japan Earthquake.

ICT Support for Extracurricular Activities was provided to participating children ahead of the tournament, with special support from expert coaches until it took place. About 1,000 children took part in the tournament, which offered them unforgettable experiences with friendly games and the chance to meet famous athletes. The *SoftBank Tohoku Kizuna Cup* is scheduled to be held again from July 2019.

Pepper and micro:bit—Launch of a New IoT Educational Program

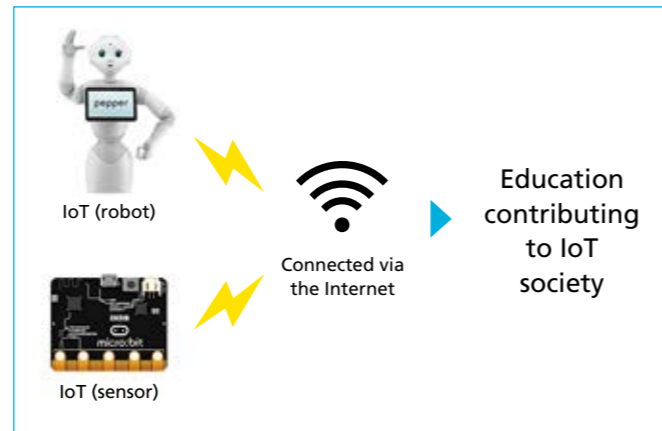
In addition to the robot programming education program utilizing the humanoid robot *Pepper*, we launched the *IoT Challenge* in April 2019 as a new educational program. Combined with micro:bit*, this program aims to promote exchanges among participants in the *Pepper CSR Program*.

The augmented micro:bit unit combines *Pepper*, a robot that speaks and moves, with various sensors (for detection of movement of people and objects, measurement of temperature, recognition of on/off position of buttons and switches, etc.). The combination of *Pepper* and micro:bit opens the door to various programming possibilities that connect things to one another to an extent that could not be achieved with the programming materials available until now.

Prior to the program's full-scale launch, we held workshops for participating schools and events for children during the spring break. In preparation for the coming IoT society, SoftBank Corp. will continue to provide children with an environment where they can experience new technology at school.

* micro:bit is a microcomputer that was developed by the BBC for educational purposes. In the United Kingdom, it is distributed free of charge to about one million fifth- and sixth-year pupils at all the country's primary schools, giving all access to a tool to learn programming intuitively.

* Teaching materials for learning programming using micro:bit and teaching materials for teachers edited independently are provided free of charge by SB C&S Corp.



ICT Opening the Door to the Future

The *Maho Project* researches ways of utilizing mobile devices to provide educational and lifestyle assistance to children with special needs. In fiscal 2018, we conducted "*Maho Project 2018—Maho Diary—*" on the theme of recording the changes of participating students and differences resulting from the use of ICT.

One student with a progressive disease who participated in this project is in need of daily life support in mobility and other areas, and, unable to envisage a role in society, was worried about future career prospects. Being adept at technology, including the use of PCs, the student worked enthusiastically on various activities by programming *Pepper*, thereby gaining confidence. That led the student to decide on engineering as a career path and enter the Waseda University e-School after passing the university entrance examination. At the university, the student chose "how technology can be used to overcome obstacles caused by physical disabilities" as a study theme.



Creation of a Society That Enables Diverse Work Styles Utilizing ICT

Short-Time Telework is aimed at people who are keen to work and have no difficulty in undertaking the tasks involved but have trouble in securing work opportunities due to restrictions in their lives or have difficulties finding nearby workplaces where they can use their abilities. It seeks to enable such people to use their abilities with work styles that are not restricted by time and place by using ICT devices, such as PCs, smartphones, and tablets, in the home or at co-working spaces.

In March 2019, we started trials with those who live in Shiomidai (Zushi Ward, Yokohama City) and whose child-rearing duties have eased or who for some reason have restrictions that make commuting difficult. These trials are part of efforts to realize an environment where women can work and play active roles, which represents an area of collaboration under the comprehensive collaboration agreement we concluded with Yokohama City regarding the promotion of "SDGsFutureCity".



Working remotely, linked to distant locations

Online Service for Recording and Managing Information Related to Growth, Development, and Health, Beginning from Infancy, by Linking Local Governments and Residents through ICT

成長ログサービス



This online service for local governments uses smartphones to record and manage information on the growth, development, and health of residents over their lifetimes from infancy. Through the service, local governments can deepen their relationship with residents by using ICT, while residents can record and manage information on the status of their families and themselves over their lifetimes by using a smartphone or tablet.

Aiming for regional revitalization using ICT, we are contributing to the realization of seamless support by connecting residents and local governments.

* Participating local governments: Ikeda City (Osaka Prefecture); Niimi City (Okayama Prefecture); and Abira (Hokkaido)

Better Communications for All with SoftBank's Heartful Assistance

1 Game de Manaberu Shuwa Jiten ("A Sign Language Dictionary for Learning Sign Language through a Game")

We provide apps for learning sign language in a fun way. In 2018, the number of downloads exceeded 140,000. Many people, from children to adults, are learning sign language while enjoying themselves.

2 iPhone app to support visually impaired users

We offer an app for people with visual impairment to learn and practice basic iPhone operations to help make communications using smartphones easier, even if only slightly.

3 Assist Smartphone

We provide the *Assist Smartphone* service to help people with cognitive and other disabilities to engage in daily activities.



Sign language dictionary app screen

Feature 3
CSR Organizations with Close Community Ties

Corresponding SDGs **8** **9** **11** **17**

Strive as an ICT Professional to Resolve Regional Social Issues

Aiming to further revitalize local communities by expanding geographical coverage

Since 2017, we have been establishing CSR offices in different parts throughout Japan to build close ties with local communities and help them find solutions to social issues. In addition to Tohoku, Tokai, Kansai, and Kyushu, we established CSR offices in the Hokkaido, Chugoku / Shikoku, and Okinawa areas. The offices are staffed with senior employees with extensive experience and proven track records. These CSR employees play a leading role as ICT professionals in solving community issues as well as promote work-style reforms as a new role model that utilizes senior human resources.

About Regional CSR and Our CSR Bases

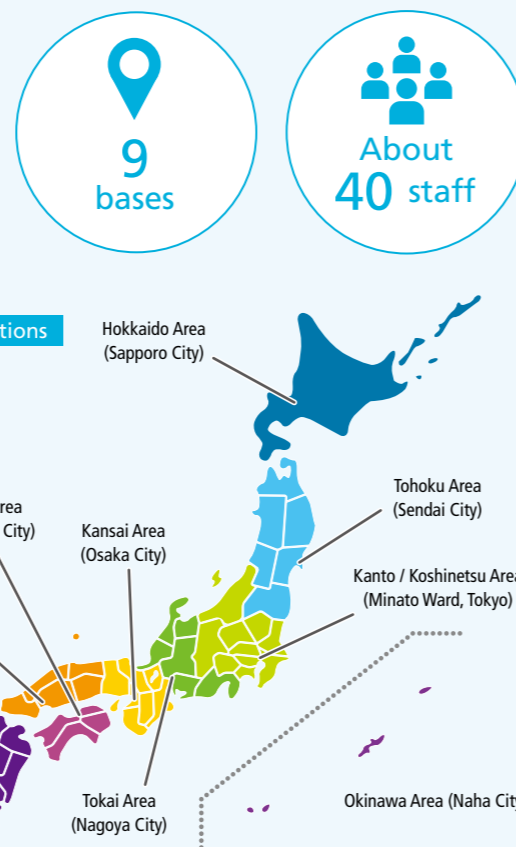
Regional revitalization has become a major theme in Japan, and we are working to help solve social issues using ICT in each region.

- Aims**
- Strengthen regional ties / Help resolve social issues
 - Promote new role model that utilizes senior human resources

- Main Activities**
- Collaboration with local governments, organizations, and key individuals
 - Planning and promotion of regional social contribution measures
 - Coordination with Group companies for solutions to regional issues
 - Support for education and youth development, including IT literacy
 - Support for disaster recovery and observance of laws and regulations, audits, and guidelines



Comprehensive partnership agreement concluded with Yokohama City



Example 1

Disaster Preparedness Classes Using Pepper Started in Iizuka City, Fukuoka

As part of our community-based CSR activities, we are focusing on disaster countermeasures and support for reconstruction.

As one initiative in this area, we have been moving ahead with the planning of disaster preparedness activities using the humanoid robot Pepper. This effort involves cooperation between three parties: SoftBank Corp.; Iizuka City, Fukuoka Prefecture; and the Fukuoka District Meteorological Observatory. The content of the disaster prevention lesson supervised by the Fukuoka District Meteorological Observatory was loaded into Pepper, and acting as a teacher, conducted disaster preparedness lessons for children. This endeavor is the first in the country and one that helped children learn about disaster preparedness in a fun way.



Example 2

CSR Employees Conduct Special Classes for Junior High School Students

In response to a request from a local government in Shizuoka Prefecture, CSR employees gave lectures at local junior high schools and held courses on "work styles in the coming AI era." Special classes that drew on the corporate experience of CSR employees provided children with new insights into such matters as companies' approaches to work.

We will continue to work on fostering the awareness of the next generation in cooperation with local communities.

Example 3

CSR Employees Based at Abira, Hokkaido, Undertaking Activities to Create Closer Ties with the Community

This project was initiated by CSR employees based in Abira, Hokkaido, which has a comprehensive partnership agreement with SoftBank Corp. under the Ministry of Internal Affairs and Communications-led "Regional Revitalization Personnel Exchange Program"*. Abira was one of the main areas affected by the Hokkaido Eastern Iburu Earthquake in September 2018, and the project is an important part of SoftBank Corp.'s reconstruction support activities.

CSR employees are assisting reconstruction activities in the region as advisors to the reconstruction promotion headquarters led by the mayor of Abira.

* Under this program, local governments accept employees from private-sector companies located in the three major metropolitan areas for a certain period and use their know-how and knowledge to engage in activities that help enhance local attractions and add to their value. The purpose of this project is to engage with the local community by leveraging the expertise and experience of corporate employees and to foster collaboration in various ways by bringing in external perspectives.



Corresponding SDGs

3R (Reduce, Reuse, Recycle) Initiative

12

SoftBank's Environmental Education Program for Recycling

SoftBank Corp. runs an environmental education program to teach children the importance of recycling as they take apart mobile phones. In the first half of these classes, children disassemble real mobile phones to learn about the natural resources—including rare metals—contained inside them. In the second half, the children use the parts of the phone to make something new, exercising their creativity and learning about recycling in an enjoyable way.



Held 6 times
in fiscal 2018, with
more than
200 participants

e-kakashi

2 | 12

Supporting Agriculture and Future Farmers through IoT Technology

Our cutting-edge *e-kakashi* (literally "electronic scarecrow") technology is currently being implemented around the world. *e-kakashi* is AI (artificial intelligence) for agriculture, which supports farming by combining data with experience and intuition. It processes extensive agricultural data, based on plant science, to make farming more efficient.

A pressing issue in Japan is the shortage of successors for aging farmers, and there is an urgent need to find ways to pass on their expert skills to the next generation. We expect that the introduction of information and communication technology (ICT) will encourage a smooth succession process. SoftBank Corp. is contributing to the development of sustainable agriculture in Japan and around the world through *e-kakashi*.



Visiting lecturer giving a talk on agricultural IoT at Miyazaki Agricultural Junior College



Participants in a workshop held at the International Center for Tropical Agriculture (CIAT) in Colombia

OpenStreet Co., Ltd.

1 | 9 | 10 | 11

Leveraging IoT to Make Transportation More Green and Convenient

In November 2016, OpenStreet Co., Ltd.* launched its bicycle sharing platform *HELLO CYCLING*. As of March 2019, the company has signed agreements with 44 local governments nationwide, offering services in nearly 170 municipalities and at roughly 1,700 stations. Users can borrow bicycles and return them to any *HELLO CYCLING* station. The platform has contributed to regional revitalization and brought increased value to towns by offering a green and healthy means of transportation. It has also improved access to areas not supported by existing public transportation.

* OpenStreet Co., Ltd. was established through SoftBank Group Corp.'s new business development system *SoftBank InnoVenture*.



MONET Technologies Inc.

11

Initiative to Address Transportation Challenges and Create New Value

MONET Technologies works with companies and regional governments to develop services that include regional on-demand transportation and shuttle services for enterprises.

In March 2019, the MONET Consortium was established to promote collaboration among companies as part of the firm's relationship-building activities, which seek innovative advances in mobility technology through the participation of diverse service providers from a variety of industries. Through business developments such as Mobility as a Service (MaaS)—which anticipates a future with self-driving technology—the consortium aims to promote next-generation mobility services, resolve mobility-related social issues, and create new value.

To enrich people's lives by bringing problem-free mobility to all, MONET Technologies will continue to pioneer new mobility advancements using the MONET Platform, which combines various data with AI and the latest technologies.

* MONET Technologies Inc. is a joint venture between SoftBank Corp. and Toyota Motor Corporation, with capital participation from other companies.



Vehicle for working parents



Share taxi in the Hattori school district, Fukuyama City

SB Drive Corp.

3 | 9 | 10 | 11 | 17

Introducing Self-Driving Bus Services in Various Locations

SB Drive is conducting trials of its automated driving technology in collaboration with certain local governments and bus companies. The company aims to provide a new mobility service in several regions that will allow all people to move around freely and safely. The service is expected to help tackle numerous issues, such as personnel shortages, aging drivers, and decreasing transportation options in areas with shrinking populations.

During these trials, SB Drive is seeking to extract data and identify issues on AI-driven, in-vehicle safety as well as information transmitted on in-vehicle screens with a view to practical operations.

Moving Toward Implementation

Currently, SB Drive is conducting tests for self-driving buses in regions across Japan. The test locations are diverse and include areas with aging populations, areas where bus routes have been cancelled due to driver shortages, and hilly areas of varying elevations. People who participated in the trials have responded to surveys positively and expressed a willingness to use self-driving bus services if they were to be introduced. Such responses make a strong case for full-fledged implementation in the future.

SB Drive's demonstration testing and studies help assure participants that self-driving buses are safe and reliable. Moreover, they provide an opportunity to test for various transportation challenges, the data from which can be applied to vehicles for future implementation.



Orange Safety Net

3 | 9

Smartphone-driven, Nationwide Support Service for Elderly People with Dementia

In collaboration with Japan's Ministry of Health, Labor and Welfare—which is conducting over a wide area project to safeguard the elderly with dementia—SoftBank Corp. is working with the National Caravan-Mate Coordinating Committee to provide nationwide monitoring support services that transcend local governments.

Japan has an aging population, and the use of ICT to keep watch over elderly people with dementia will be increasingly important in the future. SoftBank Corp. is actively promoting initiatives such as these in cooperation with the Japanese government.

Corresponding SDGs

Short Working Hours Program

8 10 17

Promotion of the Employment of People with Disabilities across System and Companies
Creating a Society Where Everyone Can Participate in Their Own Way

Short Time Work Program

The *Short Time Work Program* enables people at SoftBank Corp. who are unable to work long hours due to mental or developmental disabilities the opportunity work up to 20 hours per week. As of the end of fiscal 2018, more than 30 individuals with disabilities were employed at SoftBank Corp. (The program began in 2016.)



Testimony from a Staff Member Using the Program

I have autism spectrum disorder and ADHD, so I have a hard time remembering verbal information. I also tire easily. Currently, I mostly do data entry work twice a week.

Because I can progress at my own pace, my confidence is growing, and I feel that the work is rewarding.

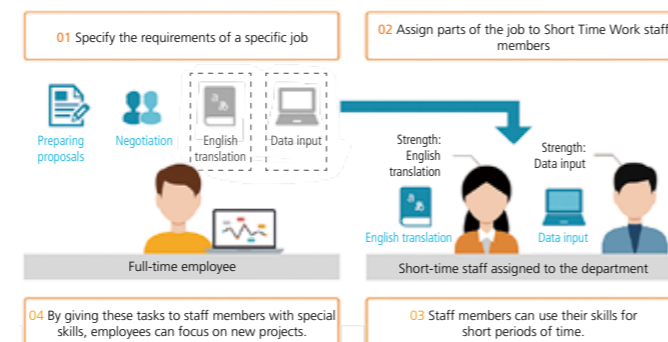


Short Time Work Alliance

The *Short Time Work Alliance* is an inter-regional and inter-industry alliance with the goal of promoting the *Short Time Work Program*. Currently, the alliance consists of 123 companies and organizations working to create a society where anyone, regardless of time constraints or disability, can make full use of their skills.



Work Examples in the Same Place of Work



Para-athletes

8

Supporting Para-athletes as They Pursue Their Dreams

SoftBank Corp. supports the activities of para-athletes (athletes with disabilities) who are striving to make their dreams a reality while both training and working. We help create an environment where para-athletes can focus effectively on their athletic programs and their jobs. Additionally, we have para-athletes share their personal experiences in person or through ICT (information and communication technology) to help improve awareness of disabilities in society. Our goal is to be a company that embraces diversity where people with disabilities can work comfortably.



Courtesy of the All Japan Taekwondo Association

Sponsored Athlete
Shoko Ota, Para-Taekwondo

When I participate in international competitions, I always aim to be positive and tenacious. Also, I would like to make greater use of the work experience I have gained through the programs offered by SoftBank Corp. to further my career while continuing to compete athletically. Through my athletic activities, I hope to show large numbers of people the wonder of sports and to be someone who inspires and gives hope to others.

LGBTQ+ Initiatives

5 10

Creation of a Society Where Everyone Can Participate

SoftBank Corp. is working to create an inclusive environment where everyone, including people from the LGBTQ+ community and other sexual minorities, can work comfortably. We have changed our internal definition of the word "spouse" to include same-sex partners, in addition to the definition of spouse under Japanese law.

Further, at the end of April 2019, we participated in the 2019 TOKYO RAINBOW PRIDE parade*, the largest LGBTQ+ event in Japan. It was the second consecutive year of our involvement in this event. We decorated the SoftBank store in Omotesando with rainbows to signify our respect for diversity. We also participated in the parade itself and had a display panel in the event space.

* Organized by the NPO Tokyo Rainbow Pride



Corresponding SDGs

Promoting Roles for Women

5 10

Providing an Environment Where Women Can Make Full Use of Their Abilities

At SoftBank Corp., approximately 30% of all employees and 6.2% of managers are female (as of April 2019). More than 90% of female employees return to work after going on maternity leave. The average length of service is 12 years for men and 11 years for women—a difference of only one year. Many of our female employees successfully balance work and childcare, and SoftBank Corp. has received the "Eruboshi" designation (class 2) from the Minister for Health, Labor and Welfare in recognition of being a company that excels in the empowerment of women.

SoftBank Corp. will continue to support women's careers through workshops, mentoring programs, and other initiatives.



IT Literacy Education

4 9 10

Initiatives to Ensure Children Can Safely Use the Internet and Their Smartphones

SoftBank Corp. promotes the appropriate use of smartphones by children and is helping to create a society where this is possible. We distribute an educational package about information ethics, called *Let's Think about Smartphones*, free of charge to schools and community organizations. This package, which can be used in classrooms, by parents' associations, and in other settings, contains videos of dramatized situations that teach children important lessons, making it easy for anyone to participate.

In addition, we offer our *Safety Filter* service to protect children from harmful information online. This service restricts access to inappropriate websites and apps, and it can also limit time spent online.



Proactive Social Contribution Activities by Employees

1 11 16 17

Donation Activities Funded by Employee Donations

In response to our employees' desire to support NPOs, SoftBank Corp. established an employee fundraising system in April 2013, through which donations continue to be given to certain organizations. Also, after a major disaster, we form a separate employee fund to help those affected. We match all employee donations, enabling a doubled contribution to be made to NPOs in disaster-stricken areas.

Promoting Employee Volunteer Activities

In order to create a volunteer-friendly environment, we provide our employees with two days of paid leave each year for volunteer activities. In fiscal 2018, approximately 160 employees made use of the system.

Group Blood Donation

At the SoftBank Group's corporate headquarters, we have held blood drives twice a year since 2006. In January 2019, approximately 250 employees donated blood. We plan to continue to hold blood drives.



Board with messages from organizations that received donations



Employee giving blood at a blood drive

Corresponding SDGs

Disaster Prevention and Reconstruction Initiatives

9 11

Safety and Security as Part of Our Corporate Responsibility

As an operator that manages telecommunications infrastructure, one of society's lifelines, we conduct disaster readiness and response drills that simulate a major earthquake or fire twice a year in spring and autumn. Additionally, on March 11, 2019, we conducted Japan's first disaster prevention demonstration that made use of a 5G mobile communications system. We use the latest technologies to protect our customers' means of communication in the event of a disaster.

Fiscal 2018 Disaster Support Activities

Following a natural disaster, which can occur anywhere in Japan, SoftBank Corp. is prepared to rapidly deliver digital devices and donate funds to places in need.

The assistance we can provide includes device-lending, usage fee deadline extensions, communications fee reductions, and free or reduced-rate repairs for damaged devices. SoftBank Corp. has received letters of appreciation from the Ministry of Economy, Trade and Industry for lending out 300 iPads during a period of heavy rain in western Japan as well as from Ibaraki City, Osaka Prefecture, for support provided in response to the 2018 Osaka earthquake.

Main Support Activities (Fiscal 2018)

		Device-lending	Donations
June	Osaka Earthquake	62 devices	¥512,762
July	Typhoon Prapiroon (heavy rain in western Japan)	1,145 devices	¥7,626,028
September	Hokkaido Eastern Iburi Earthquake	338 devices	¥1,359,943
September	Typhoon Jebi	No devices	¥538,566

Charity White

1 4 11

Ongoing Support for Children Affected by the Great East Japan Earthquake

Charity White allows mobile phone users to add a ¥10 donation to their monthly fees. SoftBank Corp. matches ¥10 for each donation*1, a total monthly donation of ¥20. Total donations have exceeded ¥1.1 billion*2, and the funds are being used for educational and psychological support of children in the Tohoku region.



*1 Recipient organizations: Ashinaga Foundation / Central Community Chest of Japan

*2 As of March 2019

Connected Through Fundraising

1 9 10

SoftBank Corp.'s Donation Platform

SoftBank Corp. supports the activities of NPOs through its *Tsunagaru Bokin* (literally "Connected Through Fundraising") program, which allows smartphone users to add a donation to their monthly fees.

Furthermore, to give continued support for the activities of NPOs, we provide information on services accepting donations and consider ways to better connect and improve communication between donors and NPOs.



3.11 Initiatives

3 11

Preserving the Memory of the Great East Japan Earthquake

It has been eight years since the Great East Japan Earthquake. In memory of this tragic event, the SoftBank store in Omotesando, Tokyo, was decorated and balloons were passed out from March 9 to 11. Over these three days, some 2,000 balloons were distributed, which was commented on widely over social media.

During the same period, we offered lunches in support of the reconstruction efforts at our corporate headquarters cafeteria, which served dishes made with ingredients from the Tohoku region.



CSR at Group Companies in Japan

CSR REPORT 2019





Corresponding SDGs

Yahoo Japan Corporation

8 9 11 12 13 14 15

Addressing Ocean-Related Issues through a New Media Service *Gyoppy!*

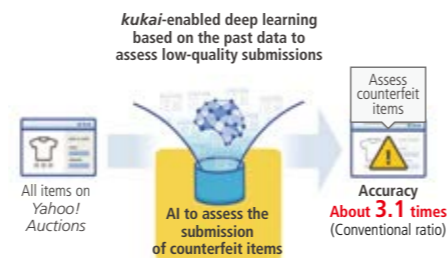
In October 2018, Yahoo Japan Corporation launched *Gyoppy!*, a new media service that provides articles on such issues as ocean pollution, the biodiversity crisis, and declining fish stocks. Underneath certain articles, there are links allowing readers to immediately support efforts aimed at addressing issues. We plan to develop a variety of support initiatives that leverage the strengths of the partners with whom we are collaborating in each initiative. Our partners' strengths include the facilitation of crowd funding support and the enabling of online purchases through Internet shopping services. Meanwhile, our production partners will plan and prepare articles featuring ocean-related issues and distribute them to a large readership.



Using a Supercomputer *kukai* to Enhance the Convenience of Services

In March 2017, Yahoo Japan Corporation developed the *kukai* supercomputer, which has advanced energy-saving performance designed for use in deep learning.

To heighten the level of user satisfaction with respect to the *Yahoo! Answers* service, we use AI to assess low-quality submissions—such as those that, while not violating the user agreement, are blank and do not answer the question—and then remove these submissions from prominent positions. We used *kukai* to build this AI, which has shortened processing time from approximately nine months to 1.5 days. Further, we have introduced *kukai*-enabled deep learning to *Yahoo! Auctions* as a way of strengthening measures against the submission of counterfeit items.



Helping Prevent Aid Supply Mismatches during Disasters

In August 2017, Yahoo Japan Corporation established the Social Emergency Management Alliance (SEMA) as a system for coordination among private-sector companies and civil society organizations in the provision of aid to disaster areas in Japan.

During normal times, SEMA compiles a list of the goods and services that affiliated companies can provide. When a large-scale natural disaster occurs, SEMA uses the list to expedite the supply of the goods and services needed.



Providing Vocational Training at a Prison

Operated under a private-public sector alliance comprising the Ministry of Justice, the city of Mine, in Yamaguchi, Shogakukan-Shueisha Productions Co., Ltd., and Yahoo Japan Corporation, the Mine Rehabilitation Program Center penal institution is conducting vocational training on the establishment and operation of online stores and promoting the sale of locally produced goods. The goals of this initiative are to prevent reoffending and to support regional revitalization.

In the vocational program, trainees study e-commerce based on a practical curriculum that gives them the specialized knowledge and skills required to operate online stores. Also, the program contributes to regional revitalization by supporting the sale of goods made in Mine. Specifically, the program operates the online store Mine's Road Station Ofuku, which sells goods produced in the city through other vocational training programs.



Corresponding SDGs

Fukuoka SoftBank HAWKS Corp.

4

Holding Baseball Clinics and Supporting the Reconstruction of Disaster-Affected Areas

The Fukuoka SoftBank HAWKS and the Fukuoka SoftBank HAWKS Players Association held baseball clinics for elementary school students at 10 venues. Including direct baseball coaching from members of the team, commemorative photographs, and gift draws, these events provided 3,000 children with opportunities for interaction through sports.

In other initiatives, we have established systems that enable fans to participate in the provision of support to disaster areas. For example, under the Fight! Kyushu earthquake reconstruction support project for the Kumamoto and Oita regions, we implemented a reconstruction support program linked to attendances at the FUKUOKA YAHUOKU! DOME. In addition, we have collected donations to assist with the reconstruction of areas affected by the torrential rain in northern Kyushu in July 2017 and the Great East Japan Earthquake.



SB C&S Corp.

12

Buying Back Unused ICT Devices

SB C&S Corp. conducts the ICT Lifecycle Service, which buys unused ICT devices, such as smartphones, PCs, and tablets. This environmentally-conscious service promotes reuse and recycling, reduces waste emissions, and preserves the planet's precious resources.



Cyber University Inc.

4 9

Using IT to Offer Educational Opportunities

The mission of Cyber University is to develop IT personnel who have advanced skills and knowledge in the fields of both IT and business. Everything from registration for courses and day-to-day participation in seminars through to exams, the submission of reports, and the checking of results is conducted through the Cloud Campus, a cloud-based study management system.

All Cyber University seminars, including tests, are conducted online. However, to coincide with its opening of a satellite office at WeWork in Daimyo, Fukuoka, Cyber University held an IT and business seminar in WeWork's event space. We plan to hold similar seminars in Fukuoka and Tokyo three or four times a year.

CSR at Group Companies Overseas

CSR REPORT 2019



Corresponding SDGs

Sprint Corporation

1 4 9

Helping Students Achieve Their Full Potential

At schools in the United States, the Internet is essential for acquiring the knowledge needed to graduate from high school. Established by Sprint Corporation, the 1Million Project Foundation (1MPF) is in its third year of providing free high-speed Internet connectivity and devices throughout the United States to high school students who do not have Internet connectivity. The company has provided this support to 220,000 students, and plans call for supporting a further 115,000 students.

In a survey of students participating in the program, more than 70% responded that their motivation to graduate from high school had increased, and more than 85% responded that they had an appropriate environment for tackling tasks. Moreover, we have received reports that participation in the project has led to improvements in the attitudes of students and significant improvements in their class attendance.



Brightstar Corporation

3 16

Cultivating Awareness of the Importance of Social Contributions

Brightstar Corporation encourages participation in social contribution activities by calling on employees and their families and friends to take part in fundraising. On October 27, 2018, we participated in a Making Strides Against Breast Cancer walk organized by the American Cancer Society. Also, we asked employees and those around them for donations to a support organization for breast cancer patients and collected \$859.

Further, to show their endorsement of the Light It Up Blue initiative and World Autism Awareness Day, personnel at Brightstar's 1,100 locations worldwide wore something blue on April 2, 2019, and collected donations for autism support organizations. Locations in 170 countries worldwide collected \$1,100 and donated the funds to the autism advocacy organization Autism Speaks Inc. Brightstar is engaged in a range of other fundraising activities. Going forward, the company will continue these activities to raise employees' awareness of the importance of social contributions.



Feature
4
Arm
Limited

Corresponding SDGs **1** **3** **9** **10** **17**

Advancing Social Innovation through the Power of Technology

Pursuing the 2030 Vision to create a society where people worldwide live happily

Aiming to create a society in which those in impoverished regions and people worldwide can live comfortably, Arm Limited established the 2030 Vision in collaboration with other companies, NPOs, educational organizations, and governments. As part of initiatives to realize a sustainable society, Arm is leveraging its technologies to advance the development of Simprints.

Putting the World on a Better Track through Social Innovation

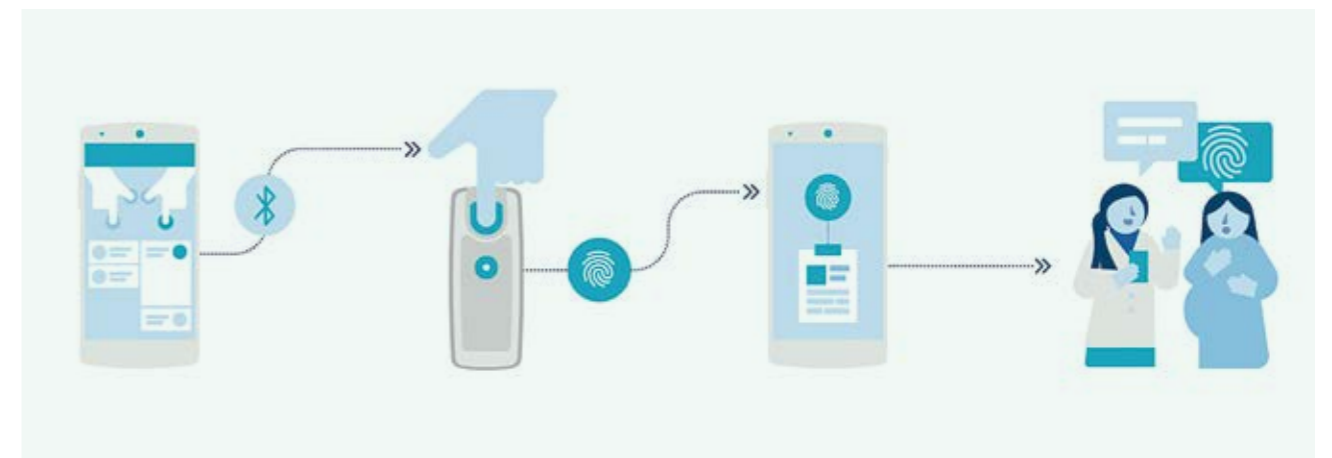
Through its partnership with the United Nations Children's Fund (UNICEF), Arm Limited is moving forward with measures focused on the Sustainable Development Goals (SDGs). With its sights set on realizing technological innovation that helps address challenging social issues, the company established the 2030 Vision. Simprints is a flagship example of initiatives we are taking under the vision. Based on Simprints, we aim to build a platform that in the world's poorest rural communities enables medical professionals to verify the identity of individual patients and access accurate medical records on them, thereby allowing patients to receive a range of services.

Worldwide, more than 1.1 billion people lack personal identification and are unable to avail of various services that are indispensable in daily life, such as medical care, education, and asset management. With the rolling out of Simprints, Arm's policy is to promote social innovation and benefit those who do not have sufficient access to education and other essential services. Reflecting this policy, we have introduced the technology to 11 countries, providing Simprints services to more than 250,000 beneficiaries.



Simprints System

Simprints can be introduced and used by following four simple steps.



- 1** Simple user interface guides collection

Can be seamlessly integrated into any existing workflow and application
- 2** Frontline worker places a person's finger

Offline or online. Rapid matching that reduces errors and improves accuracy, compliance, and quality
- 3** System runs matching algorithm

Fingerprint serves as a globally unique and secure ID that cannot be forgotten or lost
- 4** Unique ID links to records and next steps in service delivery

Rugged, waterproof, mobile fingerprints scanner built for the toughest conditions



Message from the Founder and CEO of Simprints Technology



Simprints Technology began rolling out large-scale assistance in Southeast Asia and Africa six years ago, and Arm has been one of our strongest supporters. When we were still a group of five students, Arm took a bold bet on us. Thanks to the company's belief in the project, we have been able to help more than 250,000 people in 11 countries gain access to health and education, have received commendations from around the world, and have grown into a recognized social enterprise.



Toby Norman
CEO, Simprints Technology

Comparison of the SoftBank Group's Initiatives and SDGs

The 17 Goals



Initiative	Summary	Company	SDGs
Promotion of an Information-Oriented Society			
Bridging the Digital Divide			
Maho Project	Research on ways of utilizing mobile devices to benefit children with special needs	SoftBank Corp.	8, 9, 10, 17
DO-IT Japan	Development of society's future leaders by supporting elementary, junior high, high school, and university students with special needs or illnesses in their pursuit of further education or employment		4, 8, 10, 17
1 Million Project	Provision of free devices and Internet connectivity to high school students across the U.S. who do not have home Internet access	Sprint Corporation	1, 4, 9
Cyber University—IT and Business Seminars	Free public seminars on themes related to the latest IT technologies and business trends that are topical in ICT-related sectors	Cyber University Inc.	4, 9
kukai supercomputer	Development of the kukai supercomputer, which has advanced energy-saving performance specially designed for use in deep learning, and use of the supercomputer for the Yahoo! Answers service	Yahoo Japan Corporation	12, 13, 14, 15
Health and Medical Support			
Simprints	Provision of devices and systems that use biometric authentication technology to allow access to medical records and other information	Arm Limited	1, 3, 9, 10, 17
Support for Communities and Organizations			
Tsunagaru Bokin	A service that enables customers who use SoftBank iPhones and smartphones to make ongoing donations that are paid together with their monthly payments of mobile phone usage charges	SoftBank Corp.	1, 9, 10
Charity Mobile Donation	A program whereby SoftBank Corp. makes a donation of a fixed amount (¥6,000) and an ongoing donation of 3% of monthly usage charges for two years to NPOs of customers' choosing when customers conclude a contract for an eligible device		1, 9, 10
Yahoo! Internet Fund Raising	A fundraising program to provide regular donations to organizations active in various fields, such as welfare, the environment, and international disaster cooperation, as well as an emergency support fundraising program that helps provide rapid support, such as donations immediately following a disaster	Yahoo Japan Corporation	1, 2, 11
HELLO CYCLING	Contribution to the spread of ecological, healthy, and smart transportation by providing the HELLO CYCLING bicycle sharing platform	OpenStreet Co., Ltd.	1, 9, 10, 11
Fundraising	Initiatives calling on employees and their families to participate in and donate to activities in local communities and the initiatives of NPOs	Brightstar Corporation	3, 16
Development of the Next Generation			
Educational Support			
Pepper CSR Program	A program that loans the humanoid robot Pepper for three years to local governments and NPOs to assist with programming lessons and with the addressing of social issues	SoftBank Group Corp.	4, 9
TOMODACHI Summer SoftBank Leadership Program	Invitation of 100 high school students from Iwate, Miyagi, and Fukushima prefectures, which were affected by the Great East Japan Earthquake, to the University of California, Berkeley, for a free, intensive three-week training program that gives the students the opportunity to learn global leadership skills and approaches to community service		4, 17
ICT Support for Extracurricular Activities	A service for supporting the growth of children through sports by providing remote instruction that assists with issues faced by elementary, junior high, and high schools in relation to physical education lessons and extracurricular activities	SoftBank Corp.	4, 9
Charity Smile Donation	An optional mobile phone service that provides support to children who have lost their homes due to abuse or have lost their parents to accidents or disasters through monthly donations of ¥20 per month per customer to supporting NPOs, with each donation comprising ¥10 from a customer and a matching ¥10 donation from SoftBank Corp.		1, 4, 10
IoT Challenge	A program that loans micro:bit to schools participating in the Pepper CSR Program so that they can advance their programming education even further		4, 9
Baseball Clinics and Support of Reconstruction of Disaster-affected Areas	A program that holds baseball clinics aimed at interaction through sports and which supports reconstruction of disaster-affected areas	Fukuoka SoftBank HAWKS Corp.	4
Programming Experience Classes	Programming classes held at elementary and junior high schools throughout Japan to prepare for educational reforms in 2020 that will make inclusion of programming lessons in school curriculums mandatory	SB C&S Corp.	4, 9
Childcare Support			
Growth Log Service	An online service for local governments that uses smartphones and tablets to record and manage information on the growth, development, and health of individuals and families over their entire lifetimes	SoftBank Corp.	3, 9
hugmo	Provision of the hugmo childcare cloud service as a platform that provides a convenient, reassuring environment for day-to-day childcare and connects childcare facilities and households	hugmo Co., Ltd.	3, 4, 9
Supporting a Diverse Society			
Initiatives for Senior Citizens			
New Mobility Modes Utilizing Automated Driving Technology	An initiative for commercializing mobility services that use automated driving technology with the goal of creating a society where everyone has unrestricted access to inexpensive, safe travel, including senior citizens and persons with disabilities	SB Drive Corp.	3, 9, 10, 11, 17
Simple Smartphone 3	A smartphone for senior citizens with a simple, intuitive design that makes it easy to use with confidence	SoftBank Corp.	3, 9
Orange Safety Net	Provision of support to those who watch over such individuals as senior citizens with dementia by installing the Orange Safety Net in the smartphones of dementia carers and others who help the monitoring and wandering-watch SOS network program for senior citizens with dementia and other individuals		
Measures for Persons with Disabilities			
Short Working Hours Program	A program to enable people to work up to 20 hours per week if they are unable to work for sustained periods due to mental or developmental disabilities	SoftBank Corp.	8, 10, 17
Assist Smartphone	A service that mainly assists people with cognitive disabilities participate in society by helping them to communicate and engage in daily activities		9, 10
Visually Impaired User Support App for iPhone	An application that enables visually impaired users to learn and practice basic ways of operating iPhone smartphones by using the VoiceOver visual support function, which reads aloud the items displayed on a screen		9, 10
Game de Manaberu Shuuwa Iiten	An application that enables users to learn sign language by using a dictionary or by playing a fun game		4, 9, 10
Priority Discount	A discount service for people with special needs based on a plan that has lower-than-normal usage charges when it is combined with either the Smartphone Flat-rate plan or the Smartphone Flat-rate Light plan		9, 10
Sign Language Counter	A sign language counter at the SoftBank Shibuya Store where customers with hearing impairments can consult with store personnel about mobile phones and complete various contract procedures with peace of mind		10
Measures for the Realization of a Diverse Society			
Short-Time Telework	A system that allows those who have the desire and ability to work but lack employment opportunities due to day-to-day commitments or do not have workplaces nearby appropriate for their capabilities to use their homes or such ICT devices as PCs, smartphones, and tablets to work in ways that are unrestricted by time or place	SoftBank Corp.	5, 8, 9, 10
Development of On-Demand Transportation in Collaboration with Local Communities and Shuttle Services for Companies	Development of on-demand transportation in collaboration with local communities and shuttle services for companies with a view to giving everyone access to mobility, addressing mobility-related social issues, and creating new value	MONET Technologies Inc.	11
Online Store Vocational Training	Provision at a penal institution of practical e-commerce training aimed at giving trainees the specialized knowledge and skills required to operate online stores	Yahoo Japan Corporation	8, 9



Initiative	Summary	Company	SDGs
Conservation of the Environment and Precious Resources			
Environmental Conservation			
Reduction of Greenhouse Gas Emissions	Formulation of electricity- and energy-saving measures and acquisition of ISO 14001 certification, the international standard for environmental management systems	SoftBank Corp.	7, 12, 13
Reduction of Electric Power and Paper Usage	Reduction of overall energy use by society through promotion of teleworking and reduction of paper documents through promotion of paperless systems		7, 13, 15
Improvement of Data Center Energy Efficiency	Implementation of environmental conservation activities, such as construction of next-generation, environment-friendly data centers and reduction of electricity consumption and CO ₂ emissions	IDC Frontier Inc.	7
Resource and Energy Countermeasures			
3R (Reduce, Reuse, Recycle) Initiative	<ul style="list-style-type: none"> Reduce: Collecting mobile phones and tablets that have become inoperable due to water submersion, breakage, etc. Reuse: Encouraging customers to trade in mobile phones and tablets that are in working order Recycle: Promoting collection of used mobile phone handsets, battery packs, chargers, USIM cards, and other equipment as a member of the Mobile Recycling Network (MRN) 	SoftBank Corp.	12
Shizen Denki	Contribution to the realization of a low-carbon society through provision of electric power services that use FIT (feed-in tariff) electricity generated from renewable energy sources	SoftBank Corp. SB Power Corp.	7, 13
Construction of Solar and Wind Power Generation Plants	Promotion of construction and operation of renewable energy power plants that use the power of nature to generate electricity, such as solar and wind power generation	SB Energy Corp.	7
Trials of Weed Removal Using Sheep and Goats	Cooperation with local companies in using sheep and goats for weed removal at certain power plants		13
Future x Energy Project	An experience-based program in which elementary school children use tablets and other devices as they experience and learn about energy through educational materials and group work		4
ICT Life Cycle Service	Buying of unneeded ICT equipment and its effective utilization as a source of precious resources, the recycling of which reduces waste materials	SB C&S Corp.	12
Gyoppy!	Articles themed on the sea and fishing industry, including links at the end to donation websites or Internet shopping services that allow readers to take action immediately after reading articles	Yahoo Japan Corporation	14
Food Problems			
e-kakashi	An agricultural IoT solution that provides farmers with guidance on optimal growing environments by using plant science to analyze environmental data and growth information obtained from fields and other locations; Support for farmers in Columbia in improving agricultural productivity and increasing their standard of living	SoftBank Group Corp.	2, 12
Disaster Response and Reconstruction Support			
Initiatives for Disaster Readiness and Mitigation			
Disaster Operational Plans	Formulation of Disaster Operational Plans as a designated public institution under the Disaster Countermeasures Basic Act	SoftBank Corp.	3, 11
Establishment of Internal Systems	Thorough adherence to response manuals, preparation of systems and contact networks for emergencies, establishment of disaster countermeasure facilities, and deployment of disaster supplies		11
Disaster Readiness Drills	Annual holding of comprehensive Company-wide readiness drills for major disasters		11
Network Breakdown Response Drills	Drills simulating scenarios similar to actual disaster conditions and reflection of drill results in revisions and improvements to the operation system for network maintenance		11
Safety Confirmation Drills	Drills on using the Safety Confirmation System to confirm the safety of personnel and on securing personnel to be dispatched for restoration of telecommunications in affected areas		11
Fire and Earthquake Response Drills	Holding of biannual general disaster drills in spring and autumn		11
Participation in Local Government Disaster Drills	Participation in municipal-level general disaster drills and drills for stranded commuters, provision of panel displays showing the Disaster Message Board Service and how to use it, and exhibition of mobile base station vehicles and satellite phones		11
Establishment of Emergency Response Department	Establishment of the Emergency Response Department and rapid implementation of measures to restore telecommunications networks in major disasters		9, 11
Disaster Response Agreements	Provision of satellite mobile phones, SoftBank mobile phones, and other communication equipment to the Ministry of Defense and the Japan Coast Guard as means of communication necessary for life-saving activities following a disaster		9, 11
Social Emergency Management Alliance (SEMA)	Compilation during normal times of a list of the goods and services that affiliated companies can provide to prevent aid supply mismatches during large-scale disasters	Yahoo Japan Corporation	9, 11
Services during Disasters	Provision of services that distribute information on disasters and preparedness as well as information on disasters when they occur and provision of services that give customers a means of communication	SoftBank Group Corp.	9, 11
Recovery Initiatives			
Initiatives for Mobile Telecommunications Service	Establishment of network centers with enhanced seismic resistance, redundancy, and uninterruptible power supply operations as well as base stations and other equipment capable of operating for at least 24 hours during power outages	SoftBank Corp.	9, 11
Securing of Telecommunications during Disasters	Maintenance and securing of a certain level of telecommunications service through temporary service restrictions based on the congestion scale to avoid major network failures (telecommunication faults) due to increased congestion; Development of a balloon-moored radio relay system using stationary balloons and deployment of mobile base stations to enable rapid restoration of mobile phone services when telecommunications services have been disrupted		9, 11
Provision of Means of Communication	Deployment of a total of 1,500 satellite phones and mobile phones as well as Wi-Fi and other equipment at locations across Japan to be loaned free of charge as means of communication during relief and recovery activities in disaster areas		9, 11
Initiatives to Support Reconstruction (Great East Japan Earthquake)			
SoftBank Tohoku Kizuna Cup	A contest to provide ongoing support for the dreams and aspirations of children in Tohoku through sports and cultural activities aimed at elementary and junior high school students in Iwate, Miyagi, and Fukushima prefectures, which were affected by the Great East Japan Earthquake	SoftBank Corp.	9, 11
Charity White	Donation of ¥20 per month to the Central Community Chest of Japan and Ashinaga, comprising a ¥10 donation from customers paid in addition to their monthly usage charges and a matching ¥10 donation per subscriber from SoftBank Corp.		1, 4, 11
Search for 3.11	An initiative that donates ¥10 to organizations engaged in supporting reconstruction for every person who uses Yahoo! Search on March 11 to search using the keyword "3.11"	Yahoo Japan Corporation	1, 11
TOUR de TOHOKU	Contribution to reconstruction in Miyagi Prefecture after the Great East Japan Earthquake and to revitalization of the prefecture by promoting bicycle tourism as a new tourism resource		1, 8, 11
Tohoku Yell Market ("yell out for Tohoku")	Promotion of initiatives together with the people of Tohoku to change buyer perceptions from a desire to buy something in support of a disaster-affected area to a desire to buy products based on their appeal by shining fresh light on traditional local wares and specialty products from Tohoku		1, 8, 11
Great East Japan Earthquake Charity Auction	Collaboration with many notable public figures in various fields, such as musicians, TV personalities, and athletes, to hold a charity auction aimed at donating to organizations that conduct reconstruction support activities in Tohoku		1
Yahoo Ishinomaki Base	Establishment of the Yahoo Ishinomaki Base in Ishinomaki City, Miyagi Prefecture, in July 2012 as a base for supporting reconstruction and working on problem-solving together with residents		11
Corporate Duties and Responsibilities			
Consideration for Safety and Security			
Safety Filter	Restriction of access to websites or applications with content inappropriate for minors, which can be adjusted according to school age	SoftBank Corp.	9, 10
Web Use Restrictions Service	Restriction of access to illegal content or adult websites inappropriate for minors, preempting expensive billings or exposure to crime		9, 10
Let's Think about Mobile Phones and Smartphones Series	A participative educational program for children and their guardians on rules and etiquette aimed at encouraging appropriate use of mobile phones and smartphones		4, 9
Smartphone for Kids	A smartphone equipped with filtering mode strengths that can be set according to the school ages of children		4, 9
Mimamori Phone	A mobile phone with Ichi Navi and Mimamori GPS app functions that enable guardians to easily check the location of their children at any time		4, 9
STOP Texting While Walking	An app that prevents accidents by displaying a warning screen when users look at their smartphone screen while walking		9
Initiatives with Employees			
Initiatives for LGBTQ+ Individuals	A range of internal and external initiatives aimed at helping create a society in which anyone can participate actively and in their own way	SoftBank Corp.	5, 10
Promotion of Active Roles for Women	Initiatives aimed at creating workplace environments that are conducive to the achievement of work-life balance for women		5, 10
Employee Donations	Support for NPO activities through donations collected from employees		1, 11
Employee Volunteer Activities	Promotion of employee participation in the volunteer activities of NPOs by providing up to two days a year of volunteering leave		11, 16, 17



SoftBank Group Corp.

1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303

Tel: +81-3-6889-2000

<https://group.softbank/en/>

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