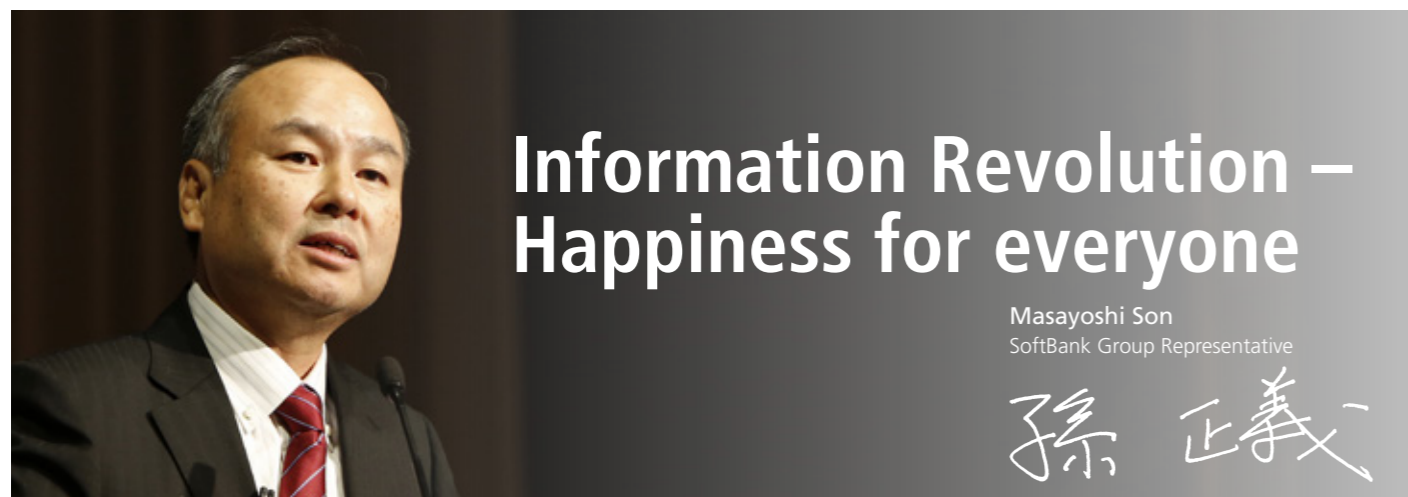


# SoftBank Group CSR Report 2014



CEO Message



The SoftBank Group has been contributing to people and society ever since it was founded, guided by the corporate philosophy “Information Revolution – Happiness for everyone.”

During the 200,000-year history of modern humans, there have been three great revolutions: the agricultural revolution, the industrial revolution, and the information revolution. Among these, the information revolution has had a most profound impact. This massive tide of change is expected to keep rolling forward, and we will continue to strive in the midst of it. At the same time, we also intend to keep contributing as a corporate group to people and societies around the world through our businesses.

Under the SoftBank Group CSR Principles, we have been taking action on the key themes of building a healthy Internet society, cultivating the next generation that has dreams and aspirations, protecting the planet’s future through environmental protection, and supporting the reconstruction of areas affected by the Great East Japan Earthquake. In doing so, we have built a foundation of trust with all of our stakeholders, including customers, shareholders, business partners, and employees.

We have also been motivated by a higher purpose, which is to relieve sadness from as many people as we can and bring them more happiness. We want to help people connect with each other so that we can bring more happiness to as many people in the world as possible.

Therefore, we strive to create innovative services through the information revolution to bring richness and joy to people’s lifestyles and to continue to develop together with people all over the world. To do so is our mission and our delight. This is the source of the SoftBank Group’s aspirations.

We will continue to grow and evolve, and we will continue to work diligently in our daily business activities, dedicating ourselves to providing solutions to problems in society that only SoftBank Group can answer.

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Reporting Period: April 2013–March 2014  
Reporting Scope: SoftBank Group (Consolidated subsidiaries inside Japan)

About the SoftBank Group

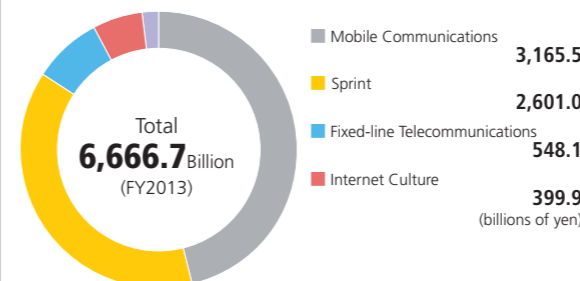
The SoftBank Group will drive the Information Revolution with cutting-edge technology and a superior business model that meet the needs of today’s information industry, which is the Group’s business domain.

**Corporate name** SoftBank Corp.  
**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** 756 (including 616 overseas associates)  
**Number of associates** 105 (including 60 overseas associates)  
**Number of employees** 185 (consolidated base: 70,336)  
As of March 31, 2014

Business Segments and Main Group Companies (FY2013)

- Mobile Communications Segment**
  - SoftBank Mobile Corp.
  - eAccess Ltd.
  - WILLCOM, Inc.
  - Wireless City Planning Inc.
  - Brightstar Corp.
  - GungHo Online Entertainment, Inc.
  - Supercell Oy
- Sprint Segment**
  - Sprint Corporation
- Fixed-line Telecommunications Segment**
  - SoftBank Telecom Corp.
  - SoftBank BB Corp.
- Internet Segment**
  - Yahoo Japan Corporation
- Others**
  - Fukuoka SoftBank HAWKS Corp.
  - SB Energy Corp.
  - Bloom Energy Japan Ltd.

Breakdown of Consolidated Net Sale



\* eAccess merged with WILLCOM on June 1, 2014 and changed its company name to Ymobile Corporation on July 1, 2014.

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.

Do We:

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.” To achieve this, we ask ourselves the following questions:

Create...

excitement and surprises, user friendliness and reliability, and joy for everyone?

The SoftBank Group stays **customer-focused**.

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.

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.

Build...

mutual trust, fair relationships, and partnerships leading to innovation?

The SoftBank group evolves together with **business partners**.


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 tomorrow’s Internet society.

Creating Communities Where Everyone Can Work Together **KazashiteBokin: Japan's First Donation Platform\*<sup>1</sup>**

View video here:  (Japanese only)

The non-profit Japan Fundraising Association has a vision of creating a society that receives over ¥10 trillion a year in the donations market by 2020. We talked with association president Masataka Uo about his assessment of the *KazashiteBokin* fundraising platform released by SoftBank Mobile in March 2014 and its potential for the future.



**Masataka Uo**

President  
Japan Fundraising Association

After serving in the Japan International Cooperation Agency (JICA) and Community Shares USA, established the fundraising strategy consulting company FUNDREX Co., Ltd. Involved with the founding of the Japan Fundraising Association. Completed a Master of Nonprofit Organizations at Case Western Reserve University in the U.S., and graduated from The Fund Raising School of Indiana University-Purdue University Indianapolis. Currently active throughout Japan in consulting for NPOs and public interest corporations, and organizing training and lecture programs, with the vision of realizing a society where donations exceed ¥10 trillion annually by 2020. Author of *Fandoreijingu ga Shakai wo Kaeru* ("Fundraising Can Change Society") and others.



**Masato Ikeda**

General Manager  
CSR Planning Department  
SoftBank Mobile Corp.

**Japan Fundraising Association** 

The Japan Fundraising Association was established in 2009 by the agreement of 580 founding members from all of Japan's 47 prefectures with the vision of realizing a society where donations exceed ¥10 trillion annually by 2020. As an NPO for fundraisers from private-sector NPOs and people concerned with donations and other social contributions, the association is active in operating a certified fundraisers program, the annual Fundraising Japan event, and "Learning to Give" workshops for children, as well as publishing "Giving Japan" whitepapers about donations, and other activities.

**KazashiteBokin—A New Stage in Japan's Giving Culture**

**Ikeda:** What is the current state of fundraising in Japan and what are some of the issues it faces?

**Uo:** Since the Great East Japan Earthquake, more and more people have been seeking to contribute to their communities. According to a survey conducted in 2012 by the Cabinet Office,\* 76.9% of respondents indicated that they had donated to an organization. In addition, respondents indicating a "strong interest" or "interest" in NPOs increased to over 50% after the disaster. However, even though people want to help, there may not be an opportunity. There is no sense of accomplishment when fundraising consists only of dropping money in a donation box and bank transfers can be troublesome for some people. So I believe what people want is to be able to make donations through a more accessible system in an enjoyable way.

Moreover, since the earthquake, NPOs have started to shift away from the belief that doing good work will bring in public support. The new thinking is that much greater support is possible by bringing together large numbers of people, materials, and organizations and then thinking together on how to solve various issues.

**Ikeda:** Certainly in our case it was after the earthquake that we established the *Charity White* program for providing long-term support for children in Tohoku together with our many participating customers. *KazashiteBokin* came about after that as a result of thinking long and hard about how a platform might inspire even greater numbers of people to participate. So as the representative

of an organization that advocates innovation in the donation culture, what is your opinion of the *KazashiteBokin* platform?

**Uo:** *KazashiteBokin* allows people to contribute to society in a fun way using the image recognition function on their smartphone, and as a pipeline connecting people who want to donate with NPOs that need donations, I consider it a highly innovative system without precedent in any country. Text, images and other creative content preregistered by participating NPOs are recognized by a smartphone app, which then accesses the donation sites of the organizations to enable users to make a donation. This service is the first of its kind in Japan.\*<sup>1</sup> From this standpoint as well, one could say that the platform has continued on from *Charity White* and represents a new stage in Japan's giving culture.

**Ikeda:** Thank you. We truly have the sense that new possibilities for mobiles have emerged. Industries, educational institutions and other organizations that had few points of contact previously are now talking with us about collaborations that go beyond the framework of donations.

**Mobile Users Partnering with NPOs Can Help Solve Problems**

**Ikeda:** What are your expectations for the *KazashiteBokin* platform?

**Uo:** It would be great if there were a system where donors could receive a note from an NPO when they make repeated donations through *KazashiteBokin*. It would be even better if the note came with words of thanks as well as stories that are moving or memorable. Such a note would make donors feel rewarded and impart positive energy to their own lives. I hope the platform opens a door for smartphone users to make donations and helps them to find their own favorite NPO. I also hope to see as many people

talking about their favorite NPOs as possible.

**Ikeda:** On the point of partnering with NPOs, we are envisioning ways of using the platform to help generate solutions for issues that are unique to each community. For example, we have an idea for a system that would allow people who use *KazashiteBokin* to participate directly in the activities of NPOs, such as those that provide programs that allow children living in urban areas to experience nature.

**Uo:** That's a great idea. Right now, Japan is at the forefront in seeking solutions to emerging challenges such as educational issues and an aging society coupled with a falling birthrate, but these challenges cannot be overcome within existing frameworks alone. Neither can they be solved by public agencies, the private-sector or NPOs alone. The solutions require all the participants to go beyond existing frameworks and innovate. In this sense, new donation platforms like *KazashiteBokin* that use smartphone apps are highly unique and could spark new solutions. The ways of utilizing apps are almost endless and the potential is determined by our ingenuity. I look forward to seeing how they are used going forward.

\* FY2011 Survey Report on the State of Specified Non-Profit Corporations and Use of the System for Specified Non-Profit Corporations.



The app can be downloaded here:



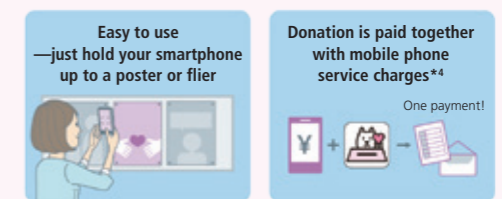
# Creating Communities Where Everyone Can Work Together

**KazashiteBokin**

SoftBank Mobile began providing the *KazashiteBokin* platform to allow people to make donations with their monthly service charges. Smartphone users who have installed the special free app can make ongoing donations by simply holding their phones up to the poster or flyer of a participating organization.\*<sup>2</sup> *KazashiteBokin* is Japan's first donation platform\*<sup>1</sup> provided by a mobile carrier as a part of its social contribution activities.


Many NPOs currently cite fundraising as a major issue in being able to conduct sustainable activities. By operating this platform to support NPOs on an ongoing basis, SoftBank Mobile provides opportunities for individuals to contribute to society by donating to organizations they wish to support.

Customers can also make donations paid together with their mobile service charges directly from the websites of NPOs participating in *KazashiteBokin*.\*<sup>3</sup>



\*<sup>4</sup> Non-SoftBank Mobile smartphone users are required to enter a credit card number and other details to pay by credit card. No receipts can be issued for donations.

\*<sup>1</sup> According to research by the Japan Fundraising Association (as of March 5, 2014).  
\*<sup>2</sup> Donations can be limited to one time only by removing the check from "Monthly Donation."  
\*<sup>3</sup> Non-SoftBank Mobile smartphone users are required to pay by credit card.

More details can be found here:  (Japanese only)

# Ongoing Support for Children in Japan's Tohoku Region



Donations have totaled **¥614,500,454**  
(As of July 25, 2014)

*Charity White* is an optional service to SoftBank customers begun on August 1, 2011, through which the SoftBank Group and its customers can provide ongoing support for children in Japan's Tohoku region. Donations go to the Central Community Chest of Japan, the organizer of the Charity White Project,\* which supports the NPO Toybox. We talked with NPO Toybox representative director Tomoko Shirai about the activities of the Minamisoma Learning Center and the organization's future plans.

\* A program that provides support for specific local organizations conducting local community-based activities in areas affected by the Great East Japan Earthquake to help the children there to grow up with hopes and dreams.



**Tomoko Shirai**  
Representative Director,  
NPO Toybox  
Principal, Smile Factory  
In 2003 established Japan's first public-private school and counseling center for children who had stopped attending school. Following the Great East Japan Earthquake, established the Minamisoma Learning Center, also known as the "Stepping into the Future School," to provide support for children with developmental disabilities in the city of Minamisoma. Serves on the Cabinet Office's Council on the Promotion of "New Public Commons," and on the Subcommittee for Promotion of Experience-Based Learning Activities for Youths of the Ministry of Education, Culture, Sports, Science and Technology's Central Council for Education, among others.

## New Center Established and Target Age Range Expanded with Funding from *Charity White*

The Minamisoma Learning Center—"Stepping into the Future School" is a facility that seeks to provide educational support and mental health services for children with developmental disabilities or those requiring mental healthcare in difficult conditions in affected areas affected by the Great East Japan Earthquake. Since its establishment in January 2012, many children have spent time together learning at the facility, which has provided learning methods and communication training tailored to individual student needs.

The center started with a capacity of 10 elementary school students and now accommodates 22 children. Two years after

the facility opened its doors, some students were on the verge of graduating and would have to leave the center. They expressed a desire to continue to attend even after entering junior high school, saying they had finally found a place where they belonged and didn't want to lose it. However, there were issues with the center's size, funding, and acceptance policies, so it was not able to accommodate the children's requests.

Around that time, we received notice from the screening committee of the Central Community Chest of Japan that our center had been selected as its first recipient of funds from *Charity White*. Thanks to this support, the decision was made in May 2014 to build a new center, and we will now be able to accept junior high school students and preschoolers in addition to elementary school students.

## How Can We Continue These Support Activities?

There is no doubt that people in the affected area have been heartened by this outpouring of support from a huge number of people who have joined with *Charity White* to help the children in Japan's Tohoku region. Moreover, because *Charity White* is a

system for providing support on an ongoing basis, we are very grateful as an organization that intends to be involved in the region for the long term. For this reason, we are constantly aware that we need to use the support we receive wisely.

Our main issue right now is how to continue our current activities. As one of the results of these activities over these past two years, the children appear to have become much more relaxed and able to think about others when they act. Their grades at school have improved and this is giving them more confidence. However, the environment surrounding the children is still fraught with difficulties. This is why ongoing support is such a necessity.

Another issue is training the next generation of personnel. Most people involved in this type of support evacuated the areas after the earthquake, and the percentage of people requiring support looks rather like a very tall inverse pyramid. Just the other day, some of the children at the Learning Center told me they wanted to work hard, study, and someday become staff members at the center. For the sake of these children and others, we hope to steadily foster and train the next generation of personnel through long-term activities.

**NPO Toybox (Japanese only)**   
NPO Toybox is engaged in providing support to children with developmental disabilities and those who have stopped attending school, giving children with Down syndrome dance lessons that help them develop self-reliance, and undertaking other activities such as community planning and development. The NPO works with experts from a variety of fields to realize a society where children with difficulties, and their parents, can live healthy lives.

## Charity White

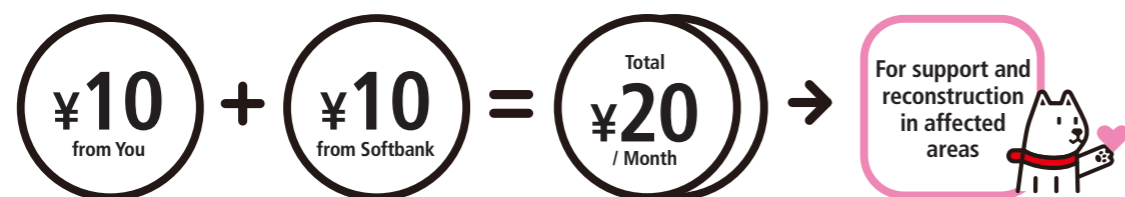
*Charity White* is an initiative in which customers and the SoftBank Group offer ongoing support of the children of Tohoku. The SoftBank Group provides matching funds to the ¥10 extra that customers pay in addition to their basic monthly charges so that the total donation per month comes to ¥20. Since the start of the service on August 1, 2011, the total number of donations made so far under the program has reached 30,900,000, for a total donation of ¥614,500,454.\*

A special *Charity White* website has also been established to regularly provide information on reconstruction efforts and the current situation in areas affected by the Great East Japan Earthquake. The site includes a section for the "Stepping into the Future School."

We intend to continue partnering with our customers to provide ongoing support for children in the region.

\* As of July 25, 2014

**Charity White is an optional service through which donations can be made to groups supporting children in areas affected by the Great East Japan Earthquake. Customers pay an additional ¥10 on top of their basic monthly charges and Softbank matches the amount so that a donation of ¥20 is made for each participating customer every month.**



More details can be found here: (Japanese only)

## Grant to Residents Mutual Support Project Launched as a Part of the Disaster Relief Volunteer & NPO Support Fund Organized by the Central Community Chest of Japan.

The Central Community Chest of Japan established the Collective Community Support Funding Program in April 2013 to help local residents support the progress of their reconstruction efforts by providing them with funding. Grants of up to ¥100,000 per application are given. Among organizations receiving funding, *Charity White* has been funding the full amount for activities for children implemented since July 2013.

The grants are being used in the affected areas to conduct a wide variety of activities, including summer festivals, sports events, and Christmas parties for children organized by temporary housing community associations. Thus, in addition to activities for children organized by NPOs and volunteer groups, *Charity White* donations also support activities for children run by local residents who themselves have been affected by the disaster.

## Activities Report from the Takai Children's Association of Kesenuma, Miyagi Prefecture

The district of Takai in Kesenuma City, Miyagi Prefecture, has been home to the prefecture's only beach where swimming is permitted

**Charity White Report Page on Facebook**   
(Japanese only)

since the major earthquake. However, because of painful memories of the tsunami, some children feel too anxious to swim in the ocean or to even get close, and it was decided to hold a parent-child day at the pool complex at Shidotaira Hot Springs. The children were hugely excited at enjoying waterslides for the first time. Even though there was a bit of rain, they had great fun climbing up the stairs and sliding down over and over again. The parents, who are normally very busy and don't have the opportunity to converse with each other, also enjoyed talking together. The event helped to strengthen the bonds between parents and children and within the community as well. The day was organized by the Children's Association, whose activities had been suspended since the earthquake, and have now been able to resume thanks to everyone's support. It is sincerely appreciated. Thank you.



Support for Reconstruction of Areas Affected by the Great East Japan Earthquake

View video here: [\(Japanese only\)](#)

## Empowering Local High School Students in Affected Areas for Their Future and Reconstruction



### TOMODACHI SoftBank Leadership Program

Softbank supports the TOMODACHI Initiative led by the U.S. Embassy in Japan, the Japanese government, and the U.S.-Japan Council. Since 2012, we have provided a training program for approximately 400 high school students in Iwate, Miyagi, and Fukushima prefectures, all regions affected by the Great East Japan Earthquake. In a three-week intensive program at the University of California at Berkeley, participants seek out ways that they can contribute to their communities and encounter a foreign culture by meeting with entrepreneurs, undertaking volunteer activities, participating in home-stays, and socializing with U.S. high school students. In this way, the program provides participants with the opportunity to think about their own goals and how to achieve them.

Softbank Chairman & CEO Masayoshi Son went to the U.S. when he was 16 years old and has said that experiencing a new culture and lifestyle dramatically changed his life. The program is conducted at his alma mater, the University of California at Berkeley, and is intended to help many high school students take their first steps toward achieving their dreams.

### Initiatives of High School Students after Returning to Japan

In November 2013, around 100 high school students who had participated in the program that year gathered again in Sendai. They gave presentations on how they intended to utilize what they had learned in the intensive three-week program to help the region's reconstruction.



The seminar was attended by around 20 representatives from NPOs and private-sector companies and other specialists



working in the region, who participated as judges.

The students giving the presentations offered a variety of ideas. One team planned to work with local venture companies to conduct online sales of local specialty products to help farmers and fishermen suffering from the stigma attached to the region's products. Another team planned a playground support program that would bring local children together to play tag rugby, a long-running local tradition, with the goal of helping children who lost their playgrounds when temporary housing was erected on elementary school grounds and at public parks. The students received advice from the judges and are now working to act on the ideas they developed through their studies and training in the U.S.

High school students who participated in 2012 have partnered with the major travel agency H.I.S. to launch the TOMOTRA project for providing bus tours planned and administered by high school students. The project was conceived out of a strong desire to bring new life to the city of Iwaki in Fukushima Prefecture, which has seen its tourism numbers plummet since the earthquake. So far, 188 people\* have taken part in the tours.

\* As of June 25, 2014

More details can be found here: [\(Japanese only\)](#)

Support for Reconstruction of Areas Affected by the Great East Japan Earthquake

TOUR de TOHOKU

## A tour by bicycle provides a sense of the "current reality" of the disaster-affected areas and helps to preserve the memory of the earthquake for the future



Manabu Miyasaka

President and CEO  
Yahoo Japan Corporation

Photography: Shunsuke Mizukami

### Inception of TOUR de TOHOKU

Yahoo Japan is a "problem-solving engine" designed to use information technology to solve problems confronting individual people and society as a whole. The biggest problem facing Yahoo Japan regarding the Great East Japan Earthquake is the reconstruction of the Tohoku region. For this reason, we started by establishing "FUKKO DEPARTMENT" (see page 10), which connects producers in Tohoku with buyers all over Japan, and then established "Yahoo Ishinomaki Fukko Base" in Ishinomaki City, Miyagi Prefecture. Next, just as we were thinking of creating a scheme to attract people from all over Japan to the disaster-affected areas, we were fortunate to have an opportunity to meet President Ichiriki of KAHOKU

SHIMPO PUBLISHING CO. KAHOKU SHIMPO PUBLISHING had organized a cycling race around Tohoku as part of efforts for reconstruction after the Second World War. After years of discontinuation, the event restarted as the "TOUR de TOHOKU" stage race from 1993 and continued for 15 years to 2008. During our conversation with President Ichiriki, we found that we were in agreement on the problems facing Tohoku and decided to reinstate the TOUR de TOHOKU to help the earthquake reconstruction efforts.

### Pedaling around Tohoku myself helped me to connect with the spirit of the reconstruction there

On November 3, 2013, I biked around the 60-km course as an ordinary participant in TOUR de TOHOKU 2013 in Miyagi Sanriku, the first reincarnation of an event that had been in hiatus in the wake of the disaster. I was moved by the number of supporters on the sidelines of the course—far more than I had expected. Even if participants and volunteers from all around Japan simply returned to their homes and talked about what they had seen and felt during TOUR de TOHOKU, I believe it would be a great benefit to the area.

We aim to continue holding the event for the next 10 years and we are also considering introducing a race, too, in the future. I hope we can develop it into an event that people from all over the world who are interested in Tohoku reconstruction can come and enjoy together.

### Overview of the TOUR de TOHOKU

The TOUR de TOHOKU 2013 in Miyagi Sanriku, [TOUR de TOHOKU Facebook Page \(Japanese Only\)](#)

the first restoration of an earlier event, was held in the Sanriku coastal area of Miyagi Prefecture on November 3, 2013. The response was so positive that all positions in the event were filled 14 minutes after applications were opened. Altogether, 1,316 participants rode around Tohoku. The second event is scheduled to be held in September 2014, with plans for



a larger number of participants and enhancements to the course, the available distances, and other aspects. The proceeds from the event are being used to assist in reviving cycling tourism in the Tohoku area as well as to develop cycling lanes and other infrastructure.

More details can be found here: [\(Japanese only\)](#)

### Support the Reconstruction by Searching for "3.11"

To help preserve the memory of the Great East Japan Earthquake and support the reconstruction of the disaster-affected areas, Yahoo Japan conducted a campaign where it donated ¥10 to the Great East Japan Earthquake Recovery Initiatives Foundation for every person who performed a search for "3.11" on Yahoo! Search on March 11, 2014. Many people cooperated with a total of 2,568,325 people (unique browsers) searching for "3.11." As a result, Yahoo Japan donated ¥25,683,250 to the Great East Japan Earthquake Recovery Initiatives Foundation in April 2014.

Yahoo! Search will continue to support Tohoku going forward.



More details can be found here: [\(Japanese only\)](#)

Support for Reconstruction of Areas Affected by the Great East Japan Earthquake

## Widening the Circle of Support for the Reconstruction

### Charity Mobile Phones

SoftBank Mobile supported the “We will never forget that day” declaration by the Great East Japan Earthquake Recovery Initiatives Foundation by providing free mobile phones for loan at events held around Japan to support the recovery efforts from the earthquake. The project is called “Charity Mobile Phones for Tohoku—Widen the Circle of Support for the Reconstruction.”



Three years on from the earthquake, many organizations working to support

the reconstruction have cited declining donations as a problem. In response, SoftBank Mobile will cover the communications-related costs for event management on the condition that the management and administration office for the event makes a donation to organizations supporting the reconstruction. By increasing the number of charity events making use of this system, SoftBank Mobile will help such organizations to solve their problem.

More details can be found here: [\(Japanese only\)](#)

Support for Reconstruction of Areas Affected by the Great East Japan Earthquake

## Showcasing Local Specialties That Convey Local Flavors of Tohoku to People All Over Japan

### FUKKO DEPARTMENT

FUKKO DEPARTMENT is an online department store for bringing Tohoku's finest tasting foods and best quality products to consumers all over Japan.

Yahoo Japan serves as the secretariat for the website, connecting customers nationwide to the attractive local products of Tohoku and

the dedication of their producers, while working to develop independent local businesses and enhance the value of products branded “made-in Tohoku.”

Tohoku has long been known for appealing marine and agricultural produce grown in its abundant natural regions, as well as for traditional crafts steeped in history. Why not take a look at FUKKO DEPARTMENT and see what's available?



### FUKKO DEPARTMENT Project

FUKKO DEPARTMENT Store	Producers, Processors, Retailers
FUKKO DEPARTMENT Unit	NPOs, chambers of commerce, and other organizations, who organize producers and retailers in each region and provide e-commerce services on their behalf
FUKKO DEPARTMENT Partners	Corporations and organizations who utilize their strengths to support FUKKO DEPARTMENT

### Aiming for the World! Sanriku Fisherman's Project

The Sanriku Fisherman's Project brings together fishing industry participants, including fishermen, fishmongers, consumers, and all other relevant parties, to create a new fishing industry in Sanriku. Sanriku is blessed with an abundance of fresh seafood, including mussels with their seashore aroma, and plump, tasty oysters. By promoting Sanriku's rich food resources, producers' passion, and daily activities, the project creates new value and business opportunities for the Tohoku fishing industry. FUKKO DEPARTMENT has a special website for promoting the actual people involved in the fishing industry and introducing opportunities to support the industry. The website carries not only activity reports but also information on seasonal marine produce, delicious ways to prepare it, and more.



FUKKO DEPARTMENT special website: [\(Japanese only\)](#)

Always Striving for Safety and Security

View video here: [\(Japanese only\)](#)

## Filtering App for Recommending Individualized Child Safety Measures



### Yahoo! Anshin-net for SoftBank

In recent years, the increased popularity of smartphones and tablets has given rise to more diverse ways to access Internet services and it is more important than ever to take safety measures in the home and to educate family members about safety.

Yahoo Japan and SoftBank Mobile have teamed up to provide *Yahoo! Anshin-net for SoftBank*, a filtering app that restricts access to inappropriate web sites in order to help ensure safer, more secure smartphone use by juvenile customers. Parents can configure the app simply by choosing the appropriate filtering mode for an elementary school student or junior-high school student based on their child's age. The app then blocks access to harmful sites with a high level of precision by utilizing its enormous database and advanced screening technology.

In addition, in February 2014 a new feature called *Internet Safety Quiz* was added. This feature checks the level of children's comprehension of safe Internet use with a 21-question quiz. Safety measures are then presented based on each child's level of understanding. Through the service, children are able to deepen their knowledge of safe Internet use and the risks involved, helping them make more appropriate decisions. At the same time, the app assists parents to take safety measures suitable for the experience and safety awareness of their children.

“There are so many services available, but I wonder what safety measures my child needs...”

If you find yourself in this situation, try the *Internet Safety Quiz*.

- 21 questions in all
- Answer questions on using the Internet

Based on the results, we present some **recommended** safety measures appropriate for your child.

- Security Services
- Web Filtering (Web Use Restriction Service)
- Spam Mail Blocking Measures

More details can be found here: [\(Japanese only\)](#)

The app can be downloaded here:



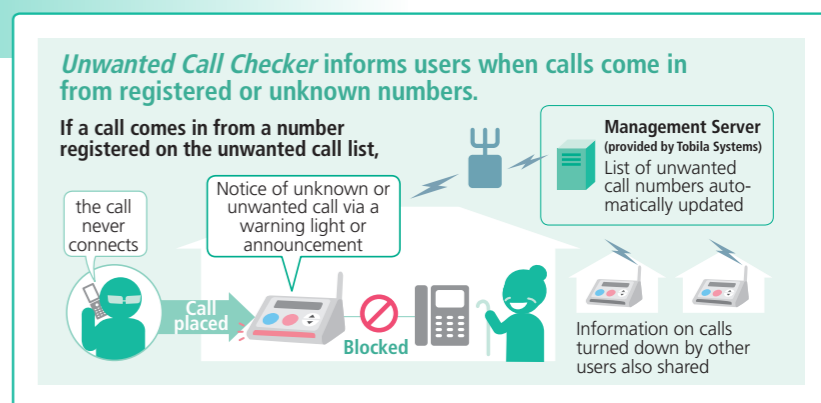
Always Striving for Safety and Security

## Automatic Warnings for Unwanted Calls

### Unwanted Call Checker

Ymobile (formerly WILLCOM) offers the *Unwanted Call Checker*, which automatically warns users of incoming unwanted calls when it is installed on residential fixed-line telephones. Information on phone numbers that place unwanted calls is registered and shared between all users, so even when being called from a number for the first time, users can be confident that they will be warned of an unwanted call before picking up the phone.

Over 25,000 unwanted call numbers have been registered as of May 2014, and information is also provided by police organizations and local governments. There is also an equivalent optional service for Ymobile mobile phones called *Mobile Unwanted Call Checker*.



More details can be found here: [\(Japanese only\)](#)

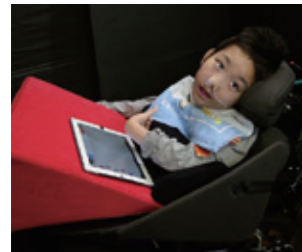
Nurturing Hopes and Dreams

# Research on Mobile Device Use for Children with Special Needs

## The Magic Projects

SoftBank Mobile and EDUAS Corp. have been working with the Research Center for Advanced Science and Technology at the University of Tokyo to promote opportunities for children with special needs to participate in society by researching ways for them to make use of mobile devices. The research is exploring the possibilities of mobile terminals as tools for communication and cognition. For example, children who have difficulty interacting verbally with others can communicate by displaying text on their mobile devices, or they can be assisted in

comprehending the abstract concept of time, such as in the expression "hold on a second," by using an app that displays time visually. Special-needs schools participating in the project are lent mobile devices, such as mobile phones, smartphones, and tablets, for a period of time free of charge, and specific examples of how they are used are researched and publicized. A total of 153 special-needs schools have participated in the project to date. Examples of how the terminals are used that have been collected by the research are reported at seminars and published and publicized in collections. In this way, the project is promoting efforts to tackle learning barriers.



### Project Progress

#### FY2009

**Aki-chan's Magic Pocket Project**  
Case studies gathered from research on learning and daily life assistance, primarily 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



## Magic Lamp Project to help children with special needs participate in the community (FY2013)

The Magic Lamp Project was initiated in April 2013 to help children with special needs participate in their communities. Drawing on the previous successes of the project, mobile devices are utilized by children not only for classroom learning but in any place, in the same way that a pair of glasses is used for example. The Magic Lamp name reflects our hope that support for

children with special needs through use of mobile devices will serve to illuminate their futures. Seminars and awareness-raising activities have been conducted for the general public in eight locations around the country to broadly publicize the project's research results.

### Examples of Mobile Device Use

The progress report for fiscal 2013 has been published on the Magic Project website. It features case studies of how participating schools are utilizing mobile devices through the Magic Lamp Project to help children with special needs learn at school and engage in various activities in their daily lives.

#### • Deeper Understanding of Personal Allergies

A boy with mental disabilities and allergies began using an app that simplifies records and information management so that he can look up the information any time. He has learned to always use the app on his mobile device to check whether foods contain any allergens before eating them. This has helped him to become more conscious of his own allergies and improve his self-management abilities.

#### • Convey Feelings That Cannot Be Conveyed with Body Language

A boy unable to convey his intentions or what he wanted verbally due to a disability began using communication apps (VOCA and picture cards) to convey intentions and feelings that he could not convey with body language. He has experienced joy and satisfaction at being able to express himself and has deepened communication with the people around him.

Read the Magic Lamp Project Report:  
(Japanese only)



Nurturing Hopes and Dreams

# A Leadership Program for Young People with Special Needs

## DO-IT Japan

Since 2007, SoftBank Mobile 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 attend college and find employment. The young people are selected from candidates throughout Japan.

Since fiscal 2011, as a part of the DO-IT Japan Program, SoftBank Mobile has run a program using tablets for elementary school children



with EDUAS Corp., a SoftBank Group company involved in education.

### Participant Impressions /

#### Issei Takei, First Grader, Junior High School

I am very happy to have been able to participate in the DO-IT Japan Program. Taking a test on a tablet device was much easier than any tests I have ever taken. Reading text usually takes me a lot of time, but the tablet read out the text for me, and its typing function enabled me to write answers much more easily.

When we got to sit in on a college class and used a tablet, I was surprised at how well I understood it, even though it was supposed to be a very difficult class. I am very keen to use the tablet at school and in daily life to help me do



things that I am not very good at doing. I am really looking forward to next year.

#### Natsuno Takei (Issei's parent)

Issei couldn't read or write very well, and there have been more and more things to worry about even in junior high school. As a parent, it has been difficult knowing how much to do for him and how much support he really needs, but with the help of ICT, it has also become clear how we can support his autonomy. "It would be great if there were a school like DO-IT"—he has said this many times. It is all just getting started, but there is no doubt that DO-IT Japan Program activities have been a big step forward for my son.

More details can be found here:  
(Japanese only)



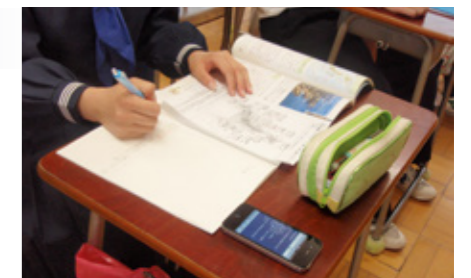
Nurturing Hopes and Dreams

# Learning Assistance for Children with Hearing Impairments with the Mobile Remote Information Assurance System\*

## Mobile Remote Information Assurance System

SoftBank Mobile lends mobile phones to Kaishin Daini Junior High School, in Tokyo's Nerima Ward, to provide learning support for children with hearing impairments through a mobile remote information assurance system.\* A third-year student gave his impressions: "I am able to get a great deal of information without any problem in my social studies class. Even at times when I wasn't able to hear what the teacher was saying during class, thanks to the subtitles displayed on my smartphone, I don't fall behind my classmates and am able to keep learning." In fiscal 2013, seven students used the phones for

social studies class, a lecture presentation, extracurricular learning, and other activities.



\* The mobile remote information assurance system originated in a project begun in fiscal 2008 by the NPO Nagano Summarize Center, and was developed and field-tested by a joint research group from National University Corporation Tsukuba University of Technology, SoftBank Mobile, Nagano Summarize Center, National University Corporation Gunma University, the University of Tokyo's Research Center for Advanced Science and Technology, and a non-judicial organization, MCC HubneT.

Environment

# Helping to Create a Society that Uses Secure, Reliable Energy

## Initiatives in Renewable Energy

SB Energy Corp. aims to promote and popularize 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.

In cooperation with EDUAS Corp. and EDUCA & QUEST INC., SB Energy conducts an environmental education program for elementary schools located near solar photovoltaic 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.

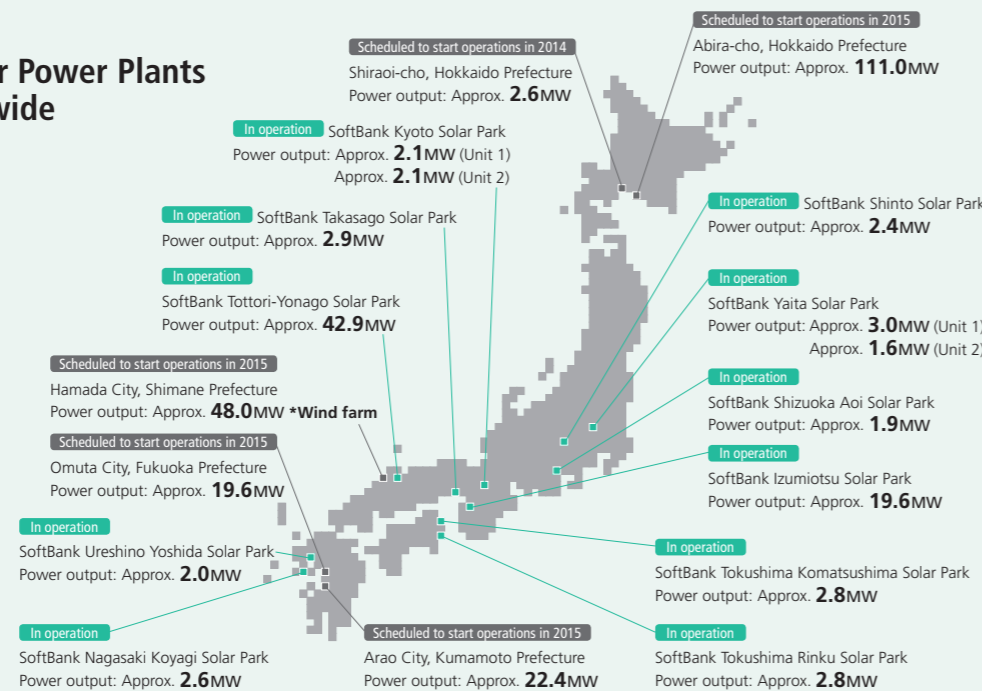


On July 1, 2012, operations started at a solar power plant in Shinto-mura, Gunma Prefecture.

## Renewable Energy Business

### Constructing Mega Solar Power Plants and Wind Farms Nationwide

Starting with mega solar power plants in Kyoto and in Shinto-mura, Gunma Prefecture, went online on July 1, 2012, SB Energy had mega solar power plants in operation in 11 locations (13 generators) nationwide as of July 17, 2014, and it is currently working to prepare for the running of new renewable energy power plants in more than six locations across the nation. SB Energy will continue to promote the construction of mega solar power plants and wind farms throughout Japan.



### Construction of First Ever Wind Farm "Wind Farm Hamada" Underway in Hamada City, Shimane Prefecture

SB Energy is collaborating with MITSUI & CO., LTD. and Green Power Investment Corporation to build a wind farm in Hamada City, Shimane Prefecture. Construction of the wind farm, SB Energy's first, began in June 2013, aiming to start operations during fiscal 2015. The farm will be equipped with 291,670 kW wind power generators. With a total installed capacity of about 48 MW, annual energy production of approximately 85 million kWh is expected.



SB Energy's first wind power generation plant "Wind Farm Hamada" (Image of the completed plant)

More details about SB Energy can be found here: [\(Japanese only\)](#)



Environment

# Clean, Safe, Reliable and Affordable Distributed Power, All Day Every Day

## First Installation in Japan Starts Operations at Fukuoka M-TOWER

Bloom Energy Japan Ltd. installed Japan's first Bloom Energy Server at M-TOWER in Fukuoka, Fukuoka Prefecture, where it has been operating since November 25, 2013. The Bloom Energy Server is a clean, highly efficient fuel cell power generator for commercial and industrial applications. It uses solid oxide fuel cell technology patented by Bloom Energy Corporation of the U.S. (Sunnyvale, California), and the installation and operation start at M-TOWER is the first in Japan. The Bloom Energy Server at M-TOWER has an output of 200 kW. This

provides roughly 75% of the power consumption of the entire building, creating a clean, safe and reliable source of energy for the building.



## About Bloom Energy Servers

Bloom Energy Servers use solid oxide fuel cell (SOFC) technology to convert fuels, such as city gas or biogas, to electricity by 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 does not involve 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)

More details can be found here: [\(Japanese only\)](#)



Environment

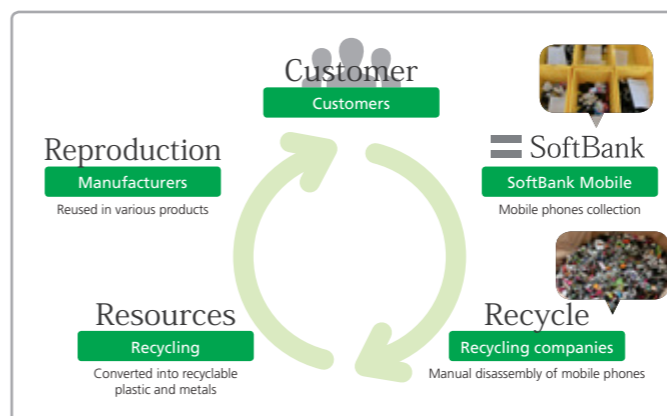
# Recovery of Used Mobile Phones up 23% from the Previous Year

## Initiatives for Mobile Phone Recycling and Reuse

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 handsets, 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 the raw materials for components in electronic devices and other products. The Shops also work to raise awareness of the initiative through catalogs, events, and other promotions to encourage even more customers to participate. In fiscal 2013, we were able to recycle approximately 1.09 million used mobile phones, a 23% increase over the previous fiscal year. Moreover, in addition to recycling mobile phones, SoftBank Mobile is also promoting their re-use. For further information, please visit your local SoftBank Shop.



More details can be found here: [\(Japanese only\)](#)





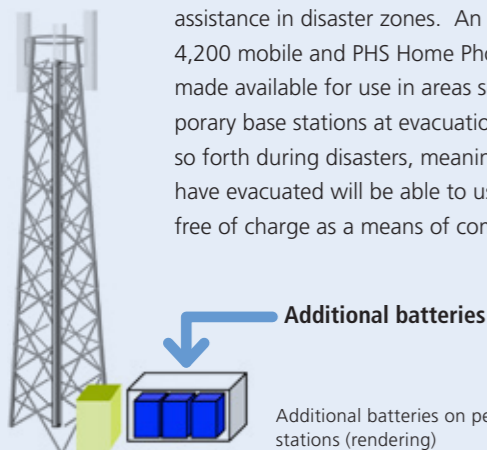
# Learning from the Great East Japan Earthquake—Being Ready

## Disaster Readiness Initiatives

### Satellite Phones on All Mobile Base Stations and Power Supply Vehicles

#### Building Robust, Disaster-Resistant Communications Networks

SoftBank Mobile has distributed 1,500 satellite phones and mobile phones to points across the country so that they can be lent free of charge to non-profit and public organizations and used for communication and restoration activities, as well as emergency assistance in disaster zones. An additional 4,200 mobile and PHS Home Phones have been made available for use in areas served by temporary base stations at evacuation centers and so forth during disasters, meaning people who have evacuated will be able to use the phones free of charge as a means of communication.



In addition, as a readiness measure for any loss of power during disasters, we have established a system to enable communication services to be provided for more than 24 hours even during black-outs, primarily at important sites such as prefectural offices and designated disaster-response hospitals. To achieve this, additional batteries and generators have been installed at peripheral base stations. Moreover, even if the power is cut to base stations, power supply vehicles deployed throughout the country will spring into action and provide a source of power.



Mobile power supply vehicles

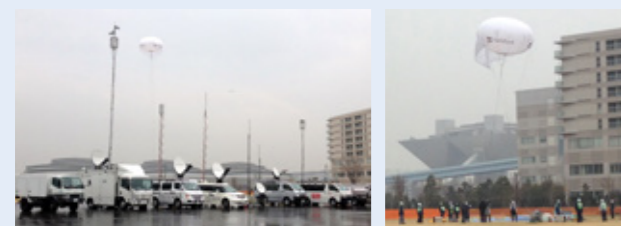


Satellite phone (SoftBank 201TH)

### SoftBank Group Joint Disaster Drill Balloon Base Stations Utilized Ensuring Quick Restoration of Communications

In February 2014, SoftBank Mobile, eAccess\* and WILLCOM\* held the SoftBank Group Joint Disaster Drill for the Second Half of Fiscal 2013. Disaster readiness drills had previously been held independently by each of the companies, but this drill represents the first time all three companies have come together for a joint exercise. The drill simulated an earthquake with an epicenter directly under Tokyo, and a series of activities were confirmed for emergency restoration of a communications area in the event of a large-scale disaster. SoftBank has mobile base station vehicles ready for deployment throughout the country and has also developed balloon base stations to be used to cover areas where damage is extensive. The balloon base stations are kept ready at ten nationwide locations.

\* Currently Ymobile



First joint disaster drill in progress

### Yahoo! Disaster Alert

Yahoo Japan provides a free *Yahoo! Disaster Alert* service that delivers emergency alerts for earthquakes, tsunami, heavy rainfall and other disasters via an app or email. Users can receive alerts at up to three pre-registered locations plus a current, unregistered location, which the app can determine using location information. The service covers emergency earthquake alerts, evacuation information issued by municipalities and other official agencies (from August 2013), and civil protection information issued by J-ALERT (from February 2014), accommodating a wide range of potential disaster situations. It is also used by municipal bodies for evacuation drills and other exercises.



### Designated Public Institutions

SoftBank Mobile and SoftBank Telecom were officially designated as "designated public institutions" under the Basic Act on Disaster Control Measures in October 2013. Therefore, in order to ensure prompt action to restore networks and respond to requests from municipalities and other bodies in a time of emergency, efforts are being made to reinforce internal systems, such as for issuing advance notification of emergency vehicle use to allow priority use of roads during emergencies, and to otherwise maintain close collaborative relationships with relevant governmental agencies.



# Assist Smartphone Service Launched to Help People with Special Needs Participate in Society

## Assist Smartphone

The *Assist Smartphone* service was started by SoftBank Mobile in March 2014 to help people with special needs participate in society. The service can be used by downloading special software onto the *Simple Smartphone SoftBank 204SH* (manufactured by Sharp Corporation) and then switching the phone to "Assist Smartphone" mode. As a service for helping people with mental and other disabilities to communicate and engage in daily activities, *Assist Smartphone* has been selected by the Ministry of Health, Labour and Welfare for a fiscal 2013 ministry program aimed at the development and promotion of self-sufficiency support devices for people with special needs. SoftBank Mobile also exhibited the service at Barrier Free 2014, which was held in April 2014.

Through a special website that allows guardians and helpers to configure device settings and provide back-end support, the service

makes it possible to check the user's location and change the home screen, select which apps may be used, create email templates, and set destinations for walking navigation based on the user's level of proficiency. Applications for the service are accepted through the SoftBank Online Shop and specially designated agencies including NPOs and special subsidiaries. We also established a new hotline for questions on *Assist Smartphone* in conjunction with the start of the service. It helps customers who are considering using the service, provides support on setup and use after purchase, and handles requests for installation at facilities and companies. We also plan to hold seminars through our designated agencies to explain operations and other aspects of the service.



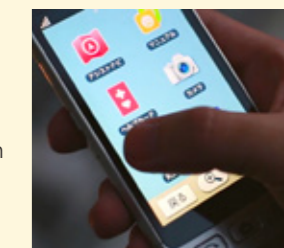
### Assist Smartphone\* Overview

The *Assist Smartphone* service includes an extensive set of features to help users communicate and act on their own initiative. *Assist Mail* enables emails to be created by simply selecting a scenario and touching on sample text, *Schedule* allows users to report that scheduled plans have been completed with the touch of a button, and *Assist Navi* helps users to move around by displaying the direction and distance to a destination with easy-to-follow arrows.

Additionally, the *Mimamoru Fence* feature sends alerts to pre-registered email addresses if the user does not arrive within a preset destination area at a designated time when commuting to work or school. Whether the user has gotten lost or is on track

can be gauged based on the person's stride, enabling helpers to provide support for each situation.

Customizing the home screen on *Support Web*, the dedicated website for helpers, allows the operations screen to be set up so that it is easy to remember, even for people using it for the first time. Positioning information can also be used via *Support Web*. The *Assist Smartphone* service is provided free of charge.



The Assist Smartphone service

\* The Assist Smartphone service is provided free of charge.

More details about *Assist Smartphone* can be found here: (Japanese only)



## We lent smartphones loaded with Assist Smartphone to athletes with mental disabilities throughout the Special Olympics Nippon®. Their impressions on using the service are reported on the Assist Smartphone website.

### Yuko Arimori

President and CEO, Special Olympics Nippon



Special Olympics Nippon®

The support needed by people with mental disabilities differs for each individual. In light of this, *Assist Smartphone* is designed so that the functions needed by each user and the home screen are customizable to make the service easy to use. I think *Assist Smartphone* has been well designed to make daily life easier for people with mental disabilities. It is my hope that the living environment for people with mental disabilities will improve further through such communication services and that they will continue to gain autonomy, interact with many different people, expand their social circles, and discover new and challenging arenas in which to excel.

Diverse Needs

# Barrier-Free Communication for All!

View video here: [\(Japanese only\)](#)



## Game de Manaberu Shuwa Jiten

SoftBank Mobile 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. Employees were asked to submit ideas to the company's Business Ideas that Contribute to Society contest, and the winning idea was developed into this service.

to show actual signing movements that can also be rotated through 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.

The application was designed to increase interest in sign language and is intended not only for users of sign language but for all people with opportunities to interact with people with hearing impairments in daily life, such as bank tellers, train station attendants, shop staff, and school teachers.

### Development Story

Subtle adjustments were made while checking everything—each signing movement, mouth positions, expression, explanatory text and more.

### Development Story

There is a feature that automatically makes the character's body transparent so that its hand movements can be seen from its own perspective when the camera angle is rotated behind it. We came up with this feature as the result of talking with a variety of people and listening to their feedback.



## Interview with the Developers Yeongchel Woo and Keiji Kudo, Product Services & Planning Division, SoftBank Mobile

**Kudo:** In developing the app, we made subtle adjustments while checking everything, each signing movement, mouth position, expression, explanatory text and more, so I believe that it successfully reproduces the movements used in sign language with a high level of detail. As the project progressed, we talked with people with hearing impairments and people in regular contact with them such as sign language interpreters. Seeing so many of them show support for the project's concept, I came to realize that what we were trying to achieve was meaningful.

**Woo:** The app had to be developed on a tight schedule, but making all the adjustments was more difficult than expected, and it was difficult balancing the two. However, all the hard work was worth it. Because we paid so much attention to the signing movements and other details, we were finally able to launch the app with a great deal of



(From left) Yeongchel Woo and Keiji Kudo

information technology we can all create a friendly society that enables barrier-free communication between people with hearing impairments and people who hear normally.

The app can be downloaded here:



confidence. I think we will be able to utilize the expertise, technologies, and assets cultivated in developing this app in a range of social infrastructure. I hope that by utilizing

More details can be found here: [\(Japanese only\)](#)



Diverse Needs

# Simple, Convenient Mobile Usage Techniques



## Solutions to Everyday Problems

SoftBank Mobile 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 information devices can be used to solve some of the inconveniences of

daily life. The website presents ideas for simple ways of using smartphones and tablets to solve problems often encountered by people in their day-to-day living.

### Case Study: Simple Solutions to everyday problems

**Shopping: Will it fit in my fridge?** Worried about whether some food products you want to buy on sale will fit in your refrigerator? Well, you can use your smartphone or tablet to find out.



Cheap! Looks delicious! But will it fit in my fridge?

Use your phone or tablet to solve this problem!



By taking a picture of your refrigerator before going shopping, you'll know what you have and how much space you have before you buy anything.

More details can be found here: [\(Japanese only\)](#)



Diverse Needs

# Helping People with Special Needs Utilize Their Mobile Phones

## Sign Language Counter

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 store's Sign Language Counter.



The counter is attended full-time by sign language-speaking staff, who can talk with customers in sign language 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 2010 at 17 SoftBank Shops around the country, allows customers to interact with staff at the Sign Language Counter via a video conferencing system and receive information in sign language. Signing staff also appear in a DVD distributed to schools for the hearing impaired and related organizations that explains in sign language and subtitles how to use mobile phones safely and securely.

# Promoting Japanese Sign Language Used Among People with Hearing Impairments

## SoftBank Sign Language Class

SoftBank Mobile runs the *SoftBank Sign Language Class* to promote communication using Japanese Sign Language. The class is taught by instructors who are "native signers," people who speak Japanese Sign Language as their mother language, and have been trained in the theory and practice of language education. Japanese Sign Language is a unique linguistic system that is different from the Japanese language. There are two types of courses, one intended for beginning learners and one for people who already have experience with the language, and classes are then further divided by level. Lessons are primarily conversational and are taught by the native instructors without using verbal instructions or Japanese language textbooks. This helps students to learn Japanese Sign Language in a very natural way. Over 6,100 people\* have taken the *SoftBank Sign Language Class* to date.



\* Total number of participants from April 2004 to March 31, 2014.

More details can be found here:



Topics

# Soliciting Employees' Ideas for Pioneering Social Contributions

## Business Ideas that Contribute to Society Contest

The SoftBank Group has been holding the Business Ideas that Contribute to Society contest to solicit Group company employees' ideas 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, where outstanding ideas are selected for future implementation.

[Session]	<b>Contests held to date</b>	
	1st: January 2012	
	2nd: July 2012	
	3rd: February 2013	
[Eligible participants]	SoftBank Group company employees	
	[Total number of applications]	About 1,200
[Adopted plans]	8	



## Example Project Originating from an Employee Idea

### Senior Crew

#### Smartphone Lectures for Seniors by Seniors

Senior Crew, one of the winning entries in our second Business Idea contest, was taken up as a project in cooperation with Society for Applied Gerontology-Japan LLP. Through the project, senior staff members, the "Senior Crew," give smartphone lectures for seniors at SoftBank Shops, community centers, and other locations primarily in the Tokyo Metropolitan Area. The project goals are to help seniors find new meaning and purpose and to raise customer satisfaction among the growing segment of senior smartphone users.

Over 230 people participated in smartphone lectures from the first one in May 2013 through to the end of March 2014, providing a significant number of seniors with a window into how fun smartphones can be. The lectures have been a hit with participants, who have commented on how easy they are to follow because the instructors are on their level, and how the lectures are a fun social engagement as well.

#### Experiencing the Joy of Work

Since the Senior Crew started holding smartphone lectures, many customers have participated and experienced both the fun and convenience of smartphones. The

instructors in the Senior Crew have also expressed how good it feels to help people, and say that while working as an instructor can be a little unnerving at first, it is also fun. Through the lectures, they say, they experience the joy of work.



#### Summary of Contest Entry

##### [Creator of Idea]

Shinsuke Takano  
Sales Division  
SoftBank Payment Service Corp.

##### [Project]

Create meaning and purpose for seniors through reemployment

##### [Inspiration]

I gave my parents a tablet as a present, but saw how they hardly used it at all. This started me thinking about a way to get the senior segment using them easily.



#### Senior Crew/Simple Smartphone Lectures

Since its launch in May 2013, the *Simple Smartphone Softbank 204SH* has been very popular with seniors. The Senior Crew (staff age 60 and older) hold smartphone lectures using these phones to help many seniors take their first step into the world of smartphones.



A Simple Smartphone

Topics

# Opportunity to Deepen Ties with Families

## Family Day



(Yahoo Japan Family Day 2013)

### The SoftBank Group

Employees' families and friends are invited to offices for Family Day, with the goal of deepening ties with them. Workplace events, such as watching fireworks over Tokyo Bay and cooking classes, are also held in the employee cafeteria, "Festa," at corporate headquarters to encourage contact between employees, families and friends. In addition, SoftBank and the three telecommunications companies of the SoftBank Group team up with the NPO C.C.C Furano Field to hold an original program every year during summer break focused on fostering healthy relationships between parents and children, and thinking seriously about the environment and nature.

### Yahoo Japan

Yahoo Japan strives to maintain an organizational culture that motivates and inspires its employees. Families support the employees day in and day out, and so Family Day is held to provide them with the opportunity to experience the type of workplace atmosphere and culture that Yahoo Japan aspires to achieve. Family Day is intended to promote a fun workplace environment. The many events include activity booths for both parents and children to enjoy, a stamp collecting game, and "work interviews" in which employees respond to questions from children. Through these events, families become better acquainted with Yahoo Japan as a company.

Topics

# Providing Communications Solutions that Enable People with Visual Impairments to Participate More Fully in Society

## Accessibility

Sprint recognizes the powerful role technology can play in reducing communications barriers faced by individuals with special needs. Sprint is committed to working with suppliers and manufacturers to create accessible technology that improves the quality of life for people with special needs.

To better help people with visual impairments communicate and access information, Sprint launched the Kyocera Kona, the first feature phone in the U.S. wireless industry to offer verbal translation, enabling Internet browsing. Sprint also launched the LG Optimus F3™, the first U.S. smartphone to come preloaded with *TalkBack* by Google Inc. and Sprint's *Accessible Now* startup wizard, which provides immediate voice guidance on how to set-up and activate the phone, making it

more accessible for people with visual impairments.

To help foster a more conducive learning environment for students with print disabilities, Sprint launched a unique Accessible Education ID pack that makes it simple to access web-based educational resources on their smartphones.



## SoftBank Group CSR Activities—Results of FY2013 and Plan for FY2014

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

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	FY2013 Record	Rating	Plan for FY2014
<b>General Management</b>			
<b>CSR principles</b>	Disclosed the "SoftBank Group CSR Principles" as the CSR policy for the Group	A	Disclose the "SoftBank Group CSR Principles" as the CSR policy for the Group ( <a href="http://www.softbank.jp/en/corp/csr/about/guideline/">http://www.softbank.jp/en/corp/csr/about/guideline/</a> )
<b>Process and structure of the decision-making system</b>	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	Appoint a SoftBank Corp. director as the SoftBank Group Chief CSR Officer and directors of key companies within the Group as CSR officers Share and exchange information in the semiannual SoftBank Group CSR Working Group
<b>Identifying key areas of CSR</b>	Released achievements and targets for the following key areas of CSR (ISO 26000 ratified) (1) Building a healthy Internet society (2) Cultivating a next generation that has dreams and aspirations (3) Protecting the planet's future through environmental protection (4) 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) (1) Building a healthy Internet society (2) Cultivating a next generation that has dreams and aspirations (3) Protecting the planet's future through environmental protection (4) Supporting the reconstruction of areas affected by the Great East Japan Earthquake
<b>Corporate governance</b>	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

<b>Relations with Employees</b>			
<b>Employment</b>	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	A	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 the personnel with special needs <b>Yahoo Japan</b> Implement the "Job Challenge" internal transfer system twice a year ( <a href="http://csr.yahoo.co.jp/stakeholder/employee/index.html">http://csr.yahoo.co.jp/stakeholder/employee/index.html</a> ) (Japanese only)
<b>Working conditions, social security</b>	Continued various programs to encourage a favorable work-life balance 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 "FY13 Family Day/Family Ties" three times	A	Continue various programs to encourage a favorable work-life balance ( <a href="http://www.softbank.jp/en/corp/csr/employee/">http://www.softbank.jp/en/corp/csr/employee/</a> ) 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 system for safety confirmation in times of disaster Hold "FY14 Family Day/Family Ties" <b>Yahoo Japan</b> Implement a sabbatical system ( <a href="http://csr.yahoo.co.jp/stakeholder/employee/2.html">http://csr.yahoo.co.jp/stakeholder/employee/2.html</a> ) (Japanese only) Hold Family Day Establish BASE6 staff cafeteria linked to business performance
<b>Compliance</b>	Promoted compliance and awareness survey through e-learning Maintained the compliance hotline (internal reporting system) Conducted compliance training Implemented group-wide self-checking for compliance Held compliance-month to promote the awareness of compliance in the autumn period	A	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
<b>Safety and health</b>	Created a sound work environment and continued management of safety and health Maintained a wellness center to provide support for emotional and physical well-being 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 <b>SB Atwork</b> Raised awareness of the need to quit smoking (lung-age check in the staff cafeteria) Held an emergency first-aid course	A	Maintain a sound work environment and continue management of safety and health Maintain a wellness center to provide support for emotional and physical well-being 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 <b>SB Atwork</b> Raise awareness of the need to quit smoking (lung-age check in the staff cafeteria) Hold an emergency first-aid course
<b>HR development and education</b>	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 Innovation, Business Ideas that Contribute to Society Contest) Conducted the Business Ideas that Contribute to Society Contest (January, called for ideas, March: conducted judging, May: announced results) 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 (ICIs)	A	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 Innovation, 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 the wisdom- and knowledge-sharing program between employees (Knowledge Market) Maintained the system for providing training where employees serve as internally certified instructors (ICIs)

<b>Environment</b>			
<b>Environmental management</b>	Maintained ISO 14001 standard certification (Headquarters, Sapporo)	A	Maintain ISO 14001 standard certification (Headquarters, Sapporo) ( <a href="http://www.softbank.jp/en/corp/csr/future/instance_01/">http://www.softbank.jp/en/corp/csr/future/instance_01/</a> )
<b>Amount of resources used</b>	Promoted energy saving Achieved lower power consumption compared to 2010: -28.3% (Headquarters), -28.4% (Sapporo) Disclosed environmental data ( <a href="http://www.softbank.jp/corp/csr/future/instance_03/">http://www.softbank.jp/corp/csr/future/instance_03/</a> ) (Japanese only)	A	Set environmental goals at offices Achieve lower power consumption compared to 2010: -25% (Headquarters), -25% (Sapporo) ( <a href="http://www.softbank.jp/corp/csr/future/instance_02/">http://www.softbank.jp/corp/csr/future/instance_02/</a> ) (Japanese only) <b>ITMedia</b> Operate <i>Smart Japan</i> (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives) <b>SoftBank Technology</b> Introduce a facility management system to enable visualization and centralized management of electricity usage, and implement measures to reduce energy consumption
<b>Environmental protection</b>	Continued to conduct environmental conservation activities Ensured thorough compliance with paperless operations Ensured thorough compliance with green procurement guidelines in all aspects of operations Installed <i>Bloom Energy Server</i> (Fukuoka M-TOWER) <b>SB Energy</b> Promoted renewable energy <b>ValueCommerce</b> Carried out support activities as a sponsor of Akagi Nature Park <a href="http://akagishizen.jp/">http://akagishizen.jp/</a> (Japanese only)	A+	Continue to conduct environmental conservation activities Ensure thorough compliance with paperless operations Ensure thorough compliance with green procurement guidelines ( <a href="http://www.softbank.jp/en/corp/csr/future/instance_04/">http://www.softbank.jp/en/corp/csr/future/instance_04/</a> ) Install <i>Bloom Energy Server</i> (Tokyo Shiodome Building) <b>SB Energy</b> Promote renewable energy ( <a href="http://www.softbank.jp/en/corp/csr/future/instance_04/contents_05/">http://www.softbank.jp/en/corp/csr/future/instance_04/contents_05/</a> ) <b>ValueCommerce</b> Carry out support activities as a sponsor of Akagi Nature Park <a href="http://akagishizen.jp/">http://akagishizen.jp/</a> (Japanese only)
<b>Recycling of resources</b>	Collected roughly 1,090,000 used mobile phones for recycling, up 23% from the previous year Separated trash Used dedicated recycling boxes for used documents	A+	Collect used mobile phones for recycling Separate trash Use dedicated recycling boxes for used documents
<b>Educating and awareness-raising</b>	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	A	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 ( <a href="http://www.softbank.jp/corp/csr/future/instance_02/">http://www.softbank.jp/corp/csr/future/instance_02/</a> ) (Japanese only)
	Added pages on the Intranet to increase awareness of energy saving <b>Yahoo Japan</b> Posted power use status meters from each electricity provider <b>ITMedia</b> Operated <i>Smart Japan</i> (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives) <b>SB Energy</b> Conducted renewable energy and environmental education	A	<b>Yahoo Japan</b> Post power use status meters from each electricity provider <b>ITMedia</b> Offer power saving information on <i>Smart Japan</i> website <b>SB Energy</b> Conduct renewable energy and environmental education ( <a href="http://www.softbank.jp/corp/csr/future/instance_04/contents_05/">http://www.softbank.jp/corp/csr/future/instance_04/contents_05/</a> ) Implemented Future Energy Project at three schools, and opened Tottori Nature and Environment Center Open educational website <i>Miru-Miru Wakaru Energy</i> ( <a href="http://www.sbenery.jp/">http://www.sbenery.jp/</a> ) (Japanese only)

<b>Relations with Business Partners</b>			
<b>Fair competition</b>	Held reverse auctions (electronic auctions) Ensured thorough adherence to Code of Ethical Purchasing	A	Hold reverse auctions (electronic auctions) Ensure thorough adherence to Code of Ethical Purchasing Maintain fair and cordial trading relationships with business partners ( <a href="http://www.softbank.jp/en/corp/csr/dealer/">http://www.softbank.jp/en/corp/csr/dealer/</a> )

<b>Relations with Customers</b>			
<b>Protection of consumers' safety</b>	Provided a series of information literacy education programs, "Let's Think about Mobile Phones," targeted for parents and teachers Promoted filtering service applicable to smartphones Provided the safe Internet use comprehension check and countermeasures advice service, <i>Internet Safety Quiz</i> , as an addition to the <i>Yahoo! Anshin-net</i> service (recommended by the National Congress of Parents & Teachers Association of Japan) ( <a href="http://www.softbank.jp/en/corp/csr/internet/instance_02/">http://www.softbank.jp/en/corp/csr/internet/instance_02/</a> )	A	Promote the series of information literacy education programs, "Let's Think about Mobile Phones" ( <a href="http://www.softbank.jp/en/corp/csr/internet/instance_02/">http://www.softbank.jp/en/corp/csr/internet/instance_02/</a> ) Provide filtering service applicable to smartphones ( <a href="http://www.softbank.jp/en/corp/csr/internet/instance_01/">http://www.softbank.jp/en/corp/csr/internet/instance_01/</a> ) Increase awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places ( <a href="http://www.softbank.jp/mobile/support/protect/manner/usage/">http://www.softbank.jp/mobile/support/protect/manner/usage/</a> ) (Japanese only)

Items	FY2013 Record	Rating	Plan for FY2014
<b>Protection of consumers' safety</b>	Increased awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places Participated and offered advice in private and public meetings pertaining to the Internet and advocacy activity <b>Yahoo Japan</b> Provided phishing alert and antivirus functions	A	Provide an app to prevent smartphone operation while walking, STOP Texting While Walking <b>Yahoo Japan</b> Provide phishing alert and security measures Participate and offer advice in public meetings pertaining to the Internet and advocacy activity ( <a href="http://csr.yahoo.co.jp/stakeholder/customer/index.html">http://csr.yahoo.co.jp/stakeholder/customer/index.html</a> ) (Japanese only)
<b>Consumer support, complaint settlement</b>	<b>SoftBank Mobile</b> Continued to implement various measures to increase customer satisfaction Conducted questionnaire surveys for call center users and customers visiting stores and utilized the results, maintained professional staff certification program, and improved online customer support solutions Promoted IT support for people with special needs Conducted a study on IT support for life and learning for children with special needs Offered social life support for people with special needs ( <i>Assist Smartphone</i> ) Provided an app for learning sign language with dictionaries and games ( <i>Game de Manabu Shuwa Jiten</i> ) ( <a href="http://www.softbank.jp/mobile/service/shuwa-jiten/">http://www.softbank.jp/mobile/service/shuwa-jiten/</a> ) (Japanese only) Published tips on how to use smartphones and other devices to solve everyday problems on the Company's website Provided ICT support for senior customers Launched smartphones for senior users Provided smartphone lectures (assigning Senior Crew White Staff) Provided <i>SoftBank Sign Language Class</i> <b>Ymobile (formerly WILLCOM)</b> Provided <i>Unwanted Call Checker</i> Sponsored Special Olympics Nippon <b>Yahoo Japan</b> Conducted patrolling for all web-based services Provided accurate disaster information	A	<b>SoftBank Mobile</b> Continue to implement various measures to increase customer satisfaction Conduct questionnaire surveys for call center users and customers visiting shops and utilize the results, maintain professional staff certification program, and improve <i>My SoftBank</i> Promote IT support for people with special needs Continue to study IT support for life and learning for children with special needs Strengthen and promote support for the people with disabilities Provide ICT support for senior customers Provide simple smartphone lectures Provide <i>SoftBank Sign Language Class</i> <b>Ymobile</b> Provide <i>Unwanted Call Checker</i> Sponsor the Special Olympics Nippon <b>Yahoo Japan</b> Conduct patrolling for all web-based services Enhance the help page Provide accurate disaster information Grasp customer needs through customer support operations Safety Confirmation Service ( <a href="http://safety.yahoo.co.jp/">http://safety.yahoo.co.jp/</a> ) (Japanese only)
<b>Consumer data protection and privacy</b>	Acquired and maintained information security standard certification *Continuous maintenance of acquired ISO 27001 certification <b>SB Atwork</b> Acquired and maintained information security standard certification (ISO 9001, PrivacyMark) <b>Realize Mobile Communications</b> Managed information security standard certification (PrivacyMark) <b>ValueCommerce</b> Managed information security standard certification (PrivacyMark, TRUSTe) <b>Yahoo Japan</b> There was an incident of unauthorized external access to the server managing <i>Yahoo! JAPAN</i> IDs. Yahoo Japan responded by taking measures to prevent unauthorized access by a similar method from occurring again, and asked users to confirm the status of their <i>Yahoo! JAPAN</i> IDs.	B	Acquire and maintain information security standard certification *Continue maintenance of acquired ISO 27001 certification <b>SB Atwork</b> Acquire and maintain information security standard certification (ISO 9001, PrivacyMark) <b>Realize Mobile Communications</b> Manage information security standard certification (PrivacyMark) <b>ValueCommerce</b> Manage information security standard certification (PrivacyMark, TRUSTe) <b>Yahoo Japan</b> Acquire ISMS certification Acquire ISO 15408 certification Acquire PDCSS certification
<b>Education and awareness-raising</b>	Provided all employees with information security education and e-learning Periodically released security newsletters Conducted study sessions on various relevant laws and regulations including the Act against Delay in Payment of Subcontract Proceeds, etc. to Subcontractors	A	Provide all employees with information security education and e-learning Periodically release security newsletters
<b>Risk management</b>	Conducted disaster readiness drills Conducted disaster readiness e-learning "Preparation for Large Earthquakes" Expanded and promoted the Group-wide risk management system Verified disaster readiness measures and reinforced operations Created initial disaster response manual using IT and included Group companies	A+	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
<b>Access to essential services</b>	Reinforced network centers, ensured 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) ( <a href="http://www.softbank.jp/mobile/disaster/network/run24hr/">http://www.softbank.jp/mobile/disaster/network/run24hr/</a> ) (Japanese only) Implemented BCP measures Carried out nationwide deployment of mobile base station vehicles, portable wireless base stations, power supply vehicles, portable generators, and mobile phones / satellite phones for lending and so forth <a href="http://www.softbank.jp/en/corp/csr/management/riskmanagement/readiness/">http://www.softbank.jp/en/corp/csr/management/riskmanagement/readiness/</a> Carried out nationwide deployment of balloon-moored radio relay system <b>SoftBank Technology</b> Promoted BCP measures such as migration of operational system on OA networks to VDI and separation from commercial networks	A	Reinforce network centers, ensure 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) ( <a href="http://www.softbank.jp/mobile/disaster/network/run24hr/">http://www.softbank.jp/mobile/disaster/network/run24hr/</a> ) (Japanese only) Implement BCP measures Carry out nationwide deployment of mobile base station vehicles, portable wireless base stations, power supply vehicles, portable generators, and mobile phones / satellite phones for lending and so forth <a href="http://www.softbank.jp/en/corp/csr/management/riskmanagement/readiness/">http://www.softbank.jp/en/corp/csr/management/riskmanagement/readiness/</a> Increase satellite mobile phones <b>Yahoo Japan</b> Divide services into three levels depending on importance ( <a href="http://csr.yahoo.co.jp/stakeholder/management/4.html">http://csr.yahoo.co.jp/stakeholder/management/4.html</a> ) (Japanese only)

<b>Relations with Local Communities</b>			
<b>Involvement in community</b>	Participated in local-government organized events and meetings Promoted volunteer activities in areas affected by the March 2011 earthquake and elsewhere Sponsored the World Children's Baseball Fair Sponsored for SoftBank Baseball School in Tokyo <b>SoftBank Mobile</b> Provided a donation platform available for many NPOs ( <i>KazashiteBokin</i> ) <b>SoftBank Payment Service</b> Donated philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare <b>Cyber University</b> Established corporate scholarship program <b>SB Creative</b> Donated books to The Japan Science Society (approximately 3,000 books in September 2013, and March 2014) <a href="http://www.js.or.jp/kouryutohoteikyoku.html">http://www.js.or.jp/kouryutohoteikyoku.html</a> (Japanese only) <b>Fukuoka SoftBank HAWKS</b> 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+	<b>SoftBank Mobile</b> Expand use of the donation platform available for many NPOs ( <i>KazashiteBokin</i> ) <b>Yahoo Japan</b> 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 ( <a href="http://csr.yahoo.co.jp/stakeholder/child/2.html">http://csr.yahoo.co.jp/stakeholder/child/2.html</a> ) (Japanese only) <b>SoftBank Payment Service</b> Donate philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare <b>Cyber University</b> Maintain corporate scholarship program <b>Fukuoka SoftBank HAWKS</b> Visit Fukuoka Children's Hospital Invite elementary school children to watch baseball games and offered special programs for parents and guardians (facilitate parent-child communication through baseball) Participate in Fukuoka City Tokimeki Project (supporting sales of artwork by people with special needs) <b>SB Energy</b> Hold explanation meetings with local residents regarding construction of power plant
<b>Involvement in community</b>	<b>SB Energy</b> Held explanation meetings with local residents regarding construction of power plant, and obtained agreement		<b>SB Energy</b> Hold explanation meetings with local residents regarding construction of power plant

<b>Support for Reconstruction Efforts in Disaster Affected Areas</b>			
<b>Great East Japan Earthquake</b>	<b>SoftBank Mobile, SoftBank BB</b> Reached 1.8 million subscribers in <i>Charity White</i> , a circle of support that takes monthly donations from mobile charges ( <a href="http://www.softbank.jp/mobile/special/charity_white/">http://www.softbank.jp/mobile/special/charity_white/</a> ) (Japanese only) <b>SoftBank Mobile</b> Supported the economic revitalization of the affected areas Offered support for smartphone apps skills development and employment creation Provided Gift Tickets for Reconstruction Provided free mobile phones for loan at events held to support the recovery from the earthquake through "Charity Mobile Phones for Tohoku—Widen the Circle of Support for the Reconstruction" <b>Yahoo Japan</b> 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 <i>FUKKO DEPARTMENT</i> selling specialties from the Tohoku region online Provided on-going Internet-based support for the affected areas Charity auctions / Offering of volunteering information / Charity fund raising Conducted the <i>Search for 3.11 Project</i> (2,568,325 people performed a search for "3.11" and Yahoo Japan donated ¥25,683,250) <b>Vector</b> Carried out fund raising through the <i>Alpaca Leaf Project</i> <b>Odds Park</b> Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation ( <a href="http://minnade-ganbaro.jp/shien/sponorc_dantai/">http://minnade-ganbaro.jp/shien/sponorc_dantai/</a> ) (Japanese only) <b>ValueCommerce</b> Supported the activities of Web Bellmark by providing it with an affiliate program ( <a href="https://www.webbellmark.jp/">https://www.webbellmark.jp/</a> ) (Japanese only) <b>SB Atwork</b> Provided a framework and system for donations by deduction from employees' salaries <b>SoftBank Corp.</b> Conducted the 2nd TOMODACHI SoftBank Leadership Program inviting 100 high school students from areas affected by the Great East Japan Earthquake <b>SB Human Capital</b> Provided a job information website at <a href="http://onejob.jp/">http://onejob.jp/</a> (Japanese only) <b>Fukuoka SoftBank HAWKS</b> Carried a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "Ganbaro! Nippon" (a collaborative project by all 12 professional Japanese baseball teams) for supporting reconstruction of areas affected by the Great East Japan Earthquake Set up donation boxes in every baseball stadium Carried the "Ganbaro! Nippon," slogan for supporting reconstruction on team helmets	A+	<b>SoftBank Mobile, SoftBank BB</b> Increase subscribers in <i>Charity White</i> , a circle of support that takes monthly donations from mobile charges <b>SoftBank Mobile</b> Continue to support the economic revitalization of the affected areas Continue to provide support for smartphone apps skills development and employment creation Continue to provide Gift Tickets for Reconstruction <b>Yahoo Japan</b> 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 <i>FUKKO DEPARTMENT</i> selling specialties from the Tohoku region online Provide on-going Internet-based support for the affected areas ( <a href="http://csr.yahoo.co.jp/fukko/index.html">http://csr.yahoo.co.jp/fukko/index.html</a> ) (Japanese only) Charity auctions / Offering of volunteering information / Charity fund raising <b>Vector</b> Continue fund raising through the Alpaca Leaf Project <b>Odds Park</b> Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation <b>ValueCommerce</b> Support the activities of Web Bellmark by providing it with an affiliate program ( <a href="https://www.webbellmark.jp/">https://www.webbellmark.jp/</a> ) (Japanese only) <b>SB Atwork</b> Extend the scope for providing a framework and system for donations by deduction from employees' salaries <b>SoftBank Corp.</b> Conduct the 3rd TOMODACHI SoftBank Leadership Program ( <a href="http://usjapanomodachi.yusajapan.org/">http://usjapanomodachi.yusajapan.org/</a> ) (Japanese only) <b>SB Human Capital</b> Continue to provide the job information website <b>Fukuoka SoftBank HAWKS</b> Carried a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "Ganbaro! Nippon" (a collaborative project by all 12 professional Japanese baseball teams) for supporting reconstruction of areas affected by the Great East Japan Earthquake Set up donation boxes in every baseball stadium Continue to carry the "Ganbaro! Nippon," slogan for supporting reconstruction on team helmets

# The SoftBank Group

<http://www.softbank.jp/en/>

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