The entire cover of this report is a designated image for KazashiteBokin. Please refer to pages 6 for details.
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 lifestyle. To fulfill this mission, the Group strives to contribute to society by placing priority on customers’ happiness. We also aim to meet our shareholders’ expectations by challenging ourselves to achieve future growth. We work to provide an environment where employees can grow by taking on challenges and feel a sense of fulfillment and pride, while ensuring that our business partners can prosper together with us through mutual trust and innovation. We will continue to contribute to realizing a society where the dream and vision of a healthy Internet society can be sustained for future generations.

We at the SoftBank Group want to be a company that grows together with our stakeholders through our business activities, based on the corporate philosophy of “Information Revolution – Happiness for everyone.” In order to achieve our goals, we continue to ask ourselves:

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

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

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

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

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

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

About the SoftBank Group

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

As of March 31, 2016:

Corporate name: SoftBank Group Corp.
Founded: September 3, 1981
Corporate headquarters: 1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303
Representative: Masayoshi Son, Chairman & CEO
Capital: ¥238.8 billion
Subsidiaries: 739
Number of associates: 1335
Number of employees: 199 (consolidated base: 63,591)

Business Segments and Main Group Companies (FY2015)
- Domestic Telecommunications Segment
  - Sprint Segment: ¥3,871.6 billion
  - Yahoo Japan Segment: ¥652.0 billion
  - Others: ¥390.7 billion
- Sprint Segment: ¥3,144.7 billion (SoftBank Corp. / Wireless City Planning Inc.)
- Distribution Segment: ¥1,420.4 billion (Brightstar Corp. / SoftBank Commerce & Service Corp.)
- Others: ¥390.7 billion (Fukuoka SoftBank HAWKS Corp. / SB Energy Corp. / Bloom Energy Japan Ltd.)

Company Names
Company names used in this report are current as of August 1, 2016 unless otherwise stated.
FIT Denki Plan (renewable energy) SoftBank Denki
Powered by SB Power Corp.

Promoting and Expanding the Use of Renewable Energy across the Group

SB Power Corp. has developed the FIT Denki Plan, which delivers electricity to residential customers "securely, safely and at a great price." In addition, Group companies from Renewable Energy Sources Electric Power Co., Inc., Tokyo Electric Power Company Holdings, Inc., and The Kansai Electric Power Co., Inc.

The plan is being offered in the areas served by Hokkaido Electric Power Co., Ltd. started operations at SoftBank Tomatoh Abira Solar Park, on December 1, 2015, renewable energy provider SB Energy Corp. and SoftBank Corp. began taking applications in January 2016 for its new electricity service, SoftBank Denki, which delivers electricity to residential customers. The plan is promised to be 50% or more on an annual basis.

So far, Pepper has been dispatched to a large number of kindergartens and children's medical facilities.* The children’s response was very positive and many of them were actively engaged with smiles on their faces. Having Pepper join us also served as a very good opportunity for imagining a society in which people and robots live happily together.

In SoftBank Tomatoh Abira Solar Park Goes Online with Annual Output for Approx. 30,000 Households

On December 1, 2015, renewable energy provider SB Energy Corp. and Mitsu & Co., Ltd. started operations at SoftBank Tomatoh Abira Solar Park, one of Japan's largest solar power facilities. This mega solar power facility occupies a site of approximately 1.66 million m² (approx. 166 ha) in Toasa, Abira, Yufutsu District, Hokkaido Prefecture and has power output of approximately 111,000 kW (approx. 111 MW). It is expected to generate around 108,014 million kWh annually, which is equivalent to the power consumed by roughly 30,000 average households in a year.

SB Energy Corp. will continue to promote the construction and operation of renewable energy power stations that generate power from natural energy sources including mega solar, wind, biomass, hydro, and geothermal, and work to further promote and expand use of renewable energy.

Pepper Smile Program—Bringing Joy and Learning to Children at Kindergartens and Pediatric Hospitals

The personal robot Pepper is the first robot in the world to have emotions. Pepper is loaded with fun robot apps that allow children to learn and play. We believe that in offering this exciting experience of the future, we are also able to provide great joy and learning as well. So in March 2016, SoftBank Robotics Corp. began soliciting participants for the Pepper Smile Program. Under the program, Pepper is loaned out free of charge for one month to kindergartens and children’s medical facilities to provide the opportunity for children to experience the future with him. So far, Pepper has been dispatched to a large number of kindergartens and children’s medical facilities.*

Providing Recreation at Nursing Care Facilities

Pepper for Biz is a corporate service that has garnered attention not only for its contributions to the business world but for Pepper’s role as a device for supporting local communities. Ittokai Group, a social welfare organization that provides day care services* for seniors, uses a day service robot app that was planned and developed jointly by rehabilitation specialists and Fubright Communications. The app provides seniors with an enjoyable form of recreation that also serves as rehabilitation by having them move their arms and legs following Pepper’s lead and learn choreographed movements while singing.

The response of seniors who have interacted with Pepper has been extremely positive, and many encouraging comments have been received, such as, “Pepper’s voice and gestures are so cute!” and “Pepper is like a grandchild.” Pepper also helps to lighten the load of staff members by acting as recreation support staff.

Activities in the Areas Affected by the 2016 Kumamoto Earthquake

Pepper was dispatched in June 2016 to evacuation shelters in Kumamoto Prefecture to support the communities affected by the 2016 Kumamoto Earthquake that occurred in April. The aim was to relieve some of the stress of those living in shelters for an extended time. Evacuees, from children to adults, had a fun time with Pepper, conversing, doing exercises, playing games, and more.
The SoftBank Group gives solid form to the desire many people have to help one another by partnering with customers to provide ongoing support for the people in need.

**Charity Smile Donation**

**Helping Children throughout Japan without Family Support**

SoftBank Corp. launched Charity Smile Donation in February 2016 to support children nationwide whose parents have passed away or who have lost their homes because of abuse or other reasons. It is an optional service that allows customers to donate ¥10 each month over a two-year period when they pay their mobile phone charges. SoftBank Corp. then matches the donation with an additional ¥10 so that each month a total of ¥20 is donated.

It is estimated that there are approximately 400,000 children*1 in Japan who have lost their parents due to an accident or disaster. Furthermore, approximately 30,000 children are forced to live in 600 foster care facilities throughout Japan due to abuse and other reasons. Over 100,000 cases*2 of child abuse are reported each year to child consultation centers throughout the country. Donations collected through Charity Smile Donation are used to provide scholarships to children in these situations and to fund programs that support their autonomy after they are out of foster care.

*1 Survey by Ashinaga in 1995
*2 Survey by Ministry of Health, Labour and Welfare
*3 As of August 2016

**KazashiteBokin**

**Enabling People to Contribute to Society Anytime, Anywhere, Using Their Mobile Phones**

SoftBank Corp. has provided KazashiteBokin since March 2014 to connect those wishing to donate with NPOs that need donations to fund sustainable activities. As of July 2016, donations totaling over ¥200 million have been made to over 300 NPOs in a variety of fields.

KazashiteBokin enables customers to make ongoing donations from a dedicated website to a registered organization of their choice when they pay their SoftBank mobile phone service charges. Donations can also be made to registered organizations from SoftBank mobile phones simply by dialing a dedicated number. Customers can also use their SoftBank points to make donations to organizations that conduct disaster relief activities when large-scale disasters occur.

We are conducting a range of initiatives utilizing KazashiteBokin to promote customer donations. For example, we conducted the "Heart Wrapping Project—Thank You for Reaching ¥100 Million" campaign from December 2015 to February 2016. During that time, SoftBank Corp. made additional donations to respective NPOs based on the number of times customers donated totaling ¥11 million*4 and provided a free gift (Otousan Social Contribution Badge) to everyone that initiated ongoing monthly donations to an eligible recipient organization.

*4 Not including donations made by calling dedicated numbers or using SoftBank points.

**Charity Mobile Donation**

**Enabling Customers to Contribute to Society Just by Using Their Mobile Phones**

Charity Mobile Donation was launched in February 2016 to enable customers to make donations to NPOs involved in social contribution activities simply by using their mobile phones.

When a customer signs up for a new phone or upgrades their phone, they can apply via a dedicated website set up for each NPO to have SoftBank Corp. make a donation to that organization (at no additional cost to the customer) of ¥6,000. A further donation of 3% of their monthly mobile phone service charges (total of the basic monthly usage charge, domestic voice call charges, and usage fees for added services) can also be made for up to two years.

**Satofull**

**Satofull Aims to Promote Ongoing Local Revitalization Using the Furusato Tax Program**

The Satofull website promotes the government’s Furusato Tax program for making tax donations to local municipalities for the purpose of promoting regional revitalization. The site aims to get as many people as possible supporting local communities by providing a one-stop service that allows them to apply to donate to a municipality of their choice, select local specialty items they wish to receive, and make donation payments.

Satofull is based on the idea of “full” maximization of hometown vitality and the “full” promotion of hometown charms and attractions, and is therefore focused on promoting the initiatives and local specialty products of these municipalities. As of August 1, 2016, Satofull handles Furusato Tax program procedures for 100 municipalities, and will continue promoting the program with even more communities to further contribute to local revitalization going forward.
Supporting the Tohoku Region


Charity White
Customers and SoftBank Corp. Work Together to Continue Supporting the Children of Tohoku
Donations of over ¥1.0 billion have been made through the Charity White program since August 2011 when it was launched to provide continuing support for children affected by the Great East Japan Earthquake.
Charity White is an optional service in which customers donate ¥10 each month when paying their mobile phone or broadband service charges and SoftBank Corp. matches the donation to provide a total donation of ¥20 every month for a period of two years.

Reciprocation
Support for affected area
Cumulative number of participating subscribers:
Approx. 2.99 million
Total donated amount:
¥1,082,054,1
Recipient organizations:
Ashinaga / Central Community Chest Society

SoftBank Corp. matched donations made by customers to seven organizations through KazashiteBokin during the project period. A total of ¥3,777,000* was donated.

Keep on Supporting Tohoku Project
Supporting Organizations Working on Behalf of Children in Tohoku
SoftBank Corp. conducted the Keep On Supporting Tohoku Project from March 3 to March 31, 2016 to support children who still do not have an adequate environment for learning or playing and children in need of emotional care due to the Great East Japan Earthquake.

SoftBank Corp. matched one-time donations during the project period and ongoing monthly donations for March that were initiated during the project period.

Recipient organizations: Ashinaga / Central Community Chest Society

TOMODACHI SoftBank Leadership Program
Dreams, Revitalization and Change for Tohoku—Providing Opportunities to Learn about Community Service to High School Students Who Will Support Tohoku’s Future—
SoftBank Group Corp. invites 100 high school students* from the Iwate, Miyagi, and Fukushima Prefectures, which were affected by the Great East Japan Earthquake, to the University of California, Berkeley, the alma mater of SoftBank Group Representative Masayoshi Son, for an intensive three-week training program each year to give them the opportunity to learn about leadership and community service.

The students participate in the university’s problem-solving workshop Y-PLAN (Youth-Plan, Learn, Act, Now) and seek out ways to reconstruct Tohoku by learning to think and act actively.

Upon returning to Japan, most of the students use what they learned in the program to demonstrate leadership in their communities and actively engage in social contribution activities.

After returning, opportunities are created for participants to get together to talk about their studies in the U.S. and how they are utilizing what they learned in local activities and also to help them network with similarly motivated people. In addition, to support the activities of students returning to their local communities from the U.S., initiatives such as a system for collaboration with local adults (adult allies) are in place to help them transform their studies into concrete actions.

* 300 people in fiscal 2012

Activities of Participants after Returning to Japan

1 trees
Promoting the Appeal of the Soso Region
(Soso Region, Fukushima Prefecture)
The Somauma Teikibin Internet shopping service has been operated since September 2014 by high school students living in the Soso region of Fukushima Prefecture in order to publicize the activities of people working for the reconstruction and create links between people living in Tohoku with people living in other regions.

For a ¥20,000 annual payment, customers are sent local products recommended by the high school students four times a year, along with a message from the producers, recipes, local information, and a letter of appreciation from the students.

2 Magnetic Decorating Project
Not “Temporary Housing” but “Home”
(Kamashi, Iwate Prefecture)
“Where we live is not temporary housing; please call it our home.” Out of this desire, the walls of a temporary housing complex in Kamashi were decorated in colorful magnetic sheets with hand-drawn artwork. The project was conducted with the cooperation of Sanriku Hitotsunagi Nature School, which is active in Kamashi.

People from all over the country participated in the project alongside temporary housing residents and local high school students, and a total of 6,000 magnetic sheets were installed to decorate the walls of the houses.

* Subscribers remain in the program for two years after signing up.
**Yahoo Japan’s Continuing Support for the Reconstruction of Tohoku**

Yahoo Japan Corporation ("Yahoo Japan") has conducted various initiatives since just after the Great East Japan Earthquake, including communications and support activities related to the disaster. Five years have passed since the earthquake, but the company remains committed to helping with many of the problems facing Tohoku, drawing on the Internet and the connections formed between people.

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**TOUR de TOHOKU**

Cycling Event Keeps the Memory of the Earthquake Alive

Yahoo Japan has been involved in addressing the challenge of getting people to come to the region affected by the earthquake, creating something together with local residents, and then conveying that from Tohoku to the rest of Japan. In 2013, we wanted to do something to bring people to Tohoku, so we started a cycling event called TOUR de TOHOKU. In the first year, around 1,500 people participated, and in the third year in 2015, roughly 3,500 people participated, as the number of riders has continued to increase. We plan to continue the event for 10 years and hope that in the future it becomes an event that draws two generations of participants—both parents and their children—so that memories are passed down and children who know nothing of the earthquake learn about it.

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**What We Can Do Five Years On from the Earthquake**

Search for 3.11

Search for 3.11 is a program in which Yahoo Japan donates to organizations involved in supporting the reconstruction at a rate of ¥10 per person who searches on Yahoo! Search on March 11 using the keyword “3.11.” Yahoo! Search data and other sources show that the public’s interest waned over the years following the Great East Japan Earthquake, so Yahoo Japan started the program in 2014 to again make the earthquake a personal concern by encouraging people to actively perform online searches. In March 2016, ¥24,662,060 was donated to 10 organizations involved in the Tohoku reconstruction.

Recipient organizations: Fisherman Japan / Otakai Worker’s Base / Dream Project / Minami Sanriku Michin Koubou / COOL AGR / Iwaki OtentOSUN Enterprise Cooperative / Kikiki Koku / TEDIC / Mother Link Japan / Goshi Goshi Fukushima

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**Tohoku Yell Market**

FUKKO DEPARTMENT, which communicates and sells products whose sales channels were disrupted by the earthquake to all of Japan through an online market, has been upgraded and reopened as the Tohoku Yell Market (meaning ‘yell out for Tohoku’). To continue to support Tohoku into the future, the market has been based on the concept of people buying things they truly want, rather than buying simply to support the reconstruction, and recognizing the importance of securing sustainable sales channels.

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**Responsibility as a Company Providing Communications Infrastructure**

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**Disaster Drills**

Biannual General Disaster Drills for Rapid Restoration of Communications Networks

As a provider of communications infrastructure, one of society’s important lifelines, SoftBank Corp. maintains its readiness for an emergency or disaster by developing guidelines and measures to prepare for large-scale disasters while closely coordinating with related government agencies.

Example, we hold biannual general disaster drills in the spring and fall to simulate a major earthquake or fire. In March 2016, the drill simulated the discontinuation of city functions in the Tokyo metropolitan area due to a major earthquake, using the exercise to reaffirm operations of the Disaster Response Department set up in the Kansai region and the series of operations involved in restoring communications. Specifically, engineering division employees in Kansai practiced relocating mobile power supply vehicles and mobile base stations dispersed throughout the country to a base camp established on the outskirts of the Tokyo metropolitan area and other key sites and putting them into operation.

In addition, helicopters were mobilized to confirm the safety of helicopter transport during a large-scale disaster. Helicopters can now be utilized in personnel transport and information-gathering during emergencies and disasters, providing visual confirmation of the situation on the ground from the air.

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**Reliable Services during Disasters**

Providing Information on Disasters and Preparedness and Securing a Means of Communication

The SoftBank Group provides services for distributing disaster and preparedness information, information when disasters occur, and the means for customers to communicate.

- Providing Information for Disaster Preparedness
  - Yahoo Japan’s weather and disaster information services provide a full range of meteorological and disaster-related information, including a rain cloud radar service with a zoom function that tracks rain clouds in real time. Practical articles on disaster preparedness are also published along with information on preparedness-related merchandise and other matters to increase people’s knowledge of disasters and preparedness issues.

- Providing Information Quickly in Disasters
  - SoftBank Corp.’s SoftBank-branded and Y!mobile-branded mobile services send out emergency earthquake alerts, tsunami warnings, special warnings, and disaster and evacuation information to customers in affected areas via emergency messages. In addition, Yahoo Japan provides the Yahoo! Disaster Alert service, which notifies customers via their smartphones or conventional mobile phones of emergency earthquake alerts, heavy rainfall alerts, and evacuation and other information.

- Securing a Means of Communication in Disasters
  - SoftBank Corp.’s SoftBank-branded and Y!mobile-branded services provide the Disaster Message Board and Disaster Voice Messaging Service to allow customers to confirm the safety of others during major disasters and similar situations. In addition, when emergency calls are made via the 110 or 119 numbers from a SoftBank mobile phone, location information is automatically sent to the organizations that receive emergency calls.

* See the companies’ websites for compatible models.
Using Various Means to Empower Everyone Who Takes Up a Challenge

**DO-IT Japan**

**Utilizing Mobile Devices to Help Young People with Disabilities Develop into Future Leaders**

Since 2007, SoftBank Corp. has supported DO-IT (Diversity, Opportunities, Internetworking and Technology) Japan, an education and employment support program for young people with special needs sponsored by the Research Center for Advanced Science and Technology at the University of Tokyo. DO-IT Japan seeks to help develop future society leaders by supporting elementary, junior high, and high school students, and university students with disabilities or illnesses in their pursuit of further education or employment.

SoftBank Corp. has conducted programs utilizing tablet devices with EDUAS Corp., which is engaged in the education business, since 2011 and held seminars for parents and guardians to support the further stimulation of learning.

**Baseball Clinics with Fukuoka SoftBank HAWKS Players**

**Children Experience the Joy of Sports with Fukuoka SoftBank HAWKS Players**

The Fukuoka SoftBank HAWKS and the Fukuoka SoftBank HAWKS Players Association held the “SoftBank HAWKS Baseball Kids in Kyushu,” baseball workshops at eight venues in November 2015, drawing the participation of some 2,000 elementary school students.

In addition, around 200 students took part in “SoftBank HAWKS Baseball Kids in Tokyo 2015,” which was held with support from Group companies.* The aim of the workshops is to contribute to sound youth development and help promote sports by allowing children to experience the joy of baseball while rubbing elbows with active and former SoftBank HAWKS players, as well as others.


**Tobitate Japan Scholarship Program**

**Public-Private Project for the Next Generation of Global Personnel**

SoftBank Group Corp. supports the Tobitate Japan Scholarship Program for international study, a public-private partnership initiative started in 2014. Over the seven years through 2020, the program plans to send approximately 10,000 high school and university students abroad as exchange students.

Toward a Society Where Everyone Can Use Mobile Phones and Smartphones Safely and Securely

**Let’s Think about Mobile Phones**

**Educational Materials for Teaching Children How to Stay Safe and Secure When Using Smartphones**

SoftBank Corp. is working to support moral education using the Let’s Think about Mobile Phones series of educational materials. The series uses videos and other media to teach young people how to stay safe and secure when using a mobile phone or smartphone. The fourth installment in the series, Let’s Think about Mobile Phones and Smartphones, focuses on current social issues such as cyberbullying and texting while walking. The course uses videos to highlight issues regarding safe and secure usage of mobile phones and smartphones, which the children then consider and discuss independently. In this way, the course content can help children to reconsider their own way of using mobile phones and the Internet.

The Let’s Think about Mobile Phones series includes a DVD of video materials, a teaching guide and worksheets. It is distributed free of charge to schools and other educational organizations. Teachers, parents, and local youth counselors can use the materials to facilitate lessons or courses on the safe and secure usage of mobile phones and smartphones.

Please click here to apply for the Let’s Think about Mobile Phones and Smartphones educational DVD.

**Yahoo! Anshin-net**

**Protecting Children from Danger with Mobile Phones and Smartphones**

SoftBank Corp. and Yahoo Japan teamed up to develop and provide Yahoo! Anshin-net for SoftBank, a filtering service app for smartphones and tablets. Users can select from five age-based filtering modes to block access to inappropriate sites and sites that charge usage fees. Furthermore, the app includes the Internet Safety Quiz feature to assess users’ Internet literacy and provide individually tailored guidance on safety measures.

The app can be downloaded here:

* The name of the app for iPad is Yahoo! Anshin-net HD for SoftBank.
Realizing a Society in Harmony with the Environment to Protect the Future of the Planet

3R Initiatives Recycling Mobile Phones to Help Preserve the Global Environment

SoftBank Corp. conducts 3R initiatives (reducing, reusing, and recycling waste products) to help bring about a recycling-based society.

Since mobile phones contain rare metals (palladium, cobalt, etc.) and many valuable resources like gold, silver, and copper, recycling them helps prevent deforestation and water pollution caused by resource mining as well as disputes over mining rights. SoftBank Corp. accepts mobile phone handsets for recycling regardless of the manufacturer or provider and collected approximately 1.28 million used mobile phones in fiscal 2015.

Bloom Energy Japan Stable, Secure, and Safe Bloom Energy Servers

The SoftBank Group company Bloom Energy Japan Limited has operated Bloom Energy Servers—high-efficiency, low-carbon fuel cell power generators for commercial and industrial applications—since November 2013. The servers use solid oxide fuel cell (SOFC) technology patented by Bloom Energy Corporation of the U.S. and have been in operation in Japan in four locations as of March 31, 2016, including the Osaka Prefectural Central Wholesale Market. The servers supply power continuously, 24 hours a day, every day of the year, independently of the main power grid to important facilities that require uninterrupted power even during emergencies.

Global Warming Countermeasures Reducing CO2 Emissions from Offices and Telecommunications Facilities

At the Group’s corporate headquarters building, we have been promoting various energy conservation measures, including appropriate lighting adjustments and rationalization of air conditioner operation times, based on the Act on the Rational Use of Energy (Energy Conservation Act), the Tokyo Metropolitan Basic Environmental Ordinance, and other regulations.

Moreover, the corporate headquarters and SoftBank Corp.’s network centers and data centers have obtained ISO 14001 certification, the international standard for environmental management systems, and actively work to reduce power consumption.

Cool Choice Support for COOL CHOICE

The SoftBank Group supports COOL CHOICE, a national campaign being conducted by the Ministry of the Environment to mitigate global warming, and is working to raise awareness of it. COOL CHOICE encourages people to make wise choices to mitigate global warming, such as choosing energy-efficient, low-carbon products, services, and activities, to achieve the goal of reducing greenhouse gases in fiscal 2030 by 26% compared to fiscal 2013, which is the target set by Japan’s Global Warming Prevention Headquarters.

Energy Efficient Data Centers

Green IT Initiatives

SoftBank Corp. has large-scale, environmentally considerate data centers with world-class energy efficiency in both eastern and western Japan and has installed state-of-the-art, fresh-air cooling systems to substantially reduce air conditioner power consumption. The Kitakyushu Data Center (Asian Frontier) in Kitakyushu, Kyushu Prefecture uses GreenMall® to improve heat circulation and optimize air conditioning efficiency, successfully reducing air conditioner power consumption and CO2 emissions. In addition, energy analysis with a building energy management system (BEMS) is being introduced to verify the energy-saving benefits of GreenMall® and further promote energy efficiency improvements.

SB Energy Building Mega Solar Facilities and Wind Farms throughout Japan

SB Energy Corp. operates mega solar power plants in 22 locations (25 plants) throughout Japan as of July 1, 2016, the first of which started operations in Kyoto, Kyoto Prefecture and Shingo, Gifu Prefecture on July 1, 2012. At Wind Farm Hamada, SB Energy’s first wind power generation plant, 29 wind turbines have been put into operation as of June 10, 2016. Going forward, SB Energy intends to continue building and operating power plants that use renewable energies.


- SB Energy

- Renewable Energy

- Constructing Mega Solar Power Plants and Wind Farms Nationwide

Wind Farm Hamada

- SB Energy

- Renewable Energy

- Constructing Mega Solar Power Plants and Wind Farms Nationwide

As of July 1, 2016

- SB Energy

- Renewable Energy

- Constructing Mega Solar Power Plants and Wind Farms Nationwide

- SB Energy
**Toward a Society Where Everyone Can Find Happiness**

**Short Working Hours Program**

New Employment Program for People with Disabilities

SoftBank Corp. has partnered with the Research Center for Advanced Science and Technology in the area of assistive technology to introduce a short working hours program that allows people who have difficulty working for long hours due to a disability to work less than 20 hours a week. This new employment program broadens work opportunities for people otherwise willing to work but who have lacked opportunities because they are unable to work the 20 hours a week minimum required for inclusion in the statutory employment rate for people with disabilities. As of August 2016, 13 people are employed under the program.

Moving ahead, we plan to increase the number of people employed under the program, share related know-how and expertise with other companies and organizations, and help society move toward a stage where it can more readily employ people with disabilities outside the framework of the statutory employment rate.

Comments from a Data Entry Staff Member (Male, 30s, Schizophrenia)

Schizophrenia (a mental disorder characterized by hallucinations and delusions) is a disease that prevents me from working the next day if I have worked long hours the previous day. It has also been quite difficult for me to make frequent visits to the local support center for people with disabilities. I had pretty much given up and really wondered whether I’d ever be able to fulfill my dream of maintaining a job, but I’ve now started working at SoftBank and feel like I’ve taken a very big step toward realizing my dream. Recently, I’ve been able to do more and more, and this has given me my confidence back as well.

**Magic Projects**

Utilizing ICT to Support the Lives and Learning of Children with Special Needs

SoftBank Corp., together with SoftBank Group company EDUAS Corp., which is involved in the education business, and the Research Center for Advanced Science and Technology at the University of Tokyo, has been conducting its series of Magic Projects since 2009 to research ways of applying mobile devices to benefit children with special needs. Schools participating in the project receive mobile devices on loan from SoftBank free of charge for certain periods, and the devices are utilized by the students for learning and in their daily lives.

Case studies of how they are utilized are shared through research presentations and publications with the goal of promoting support for the lives and learning of children with special needs. A total of over 300 special needs schools have participated in the project to date.

Example of Mobile Device Use

Yuga Takatsukasa, who attends Oita Prefecture Beppu Special Needs School, has difficulty moving his arms because of a physical disability. This made it a great challenge for him to copy what was on the chalkboard or turn the pages of his textbook. He told us how the tablet has changed his learning experience:

“...I can use it just by touching the screen, so it has made schoolwork a lot easier than before.”

**Services for People with Special Needs**

Supporting Communication with People with Special Needs for a Friendlier, Barrier-Free Society

This app lets users learn and practice basic iPhone operating methods when they enable VoiceOver, a visual support function for reading items displayed on the screen out loud.

Voice Text Talk

This app converts voice to text to allow people with auditory impairments to confirm what is being said in a conversation. The 1-on-1 Talk feature supports communication between two people. Group Talk enables interactions between up to eight people, and Amplify increases the volume of surrounding voices.

Assist Smartphone

This service primarily supports the communication and activities of people with cognitive disabilities. It offers various functions to support users’ activities. For example, caregivers can enable apps for use from a dedicated site, set destinations on Assist Navi, which is used to provide walking directions, and create set phrases with Assist Mail, which allows emails to be created by tapping a situation and a phrase.

Game de Manaberu Shouwa Jiten

(“A Sign Language Dictionary for Learning Sign Language through a Game”) This sign language study app helps the user learn over 3,000 signs using 360-degree 3D animation that incorporates actual signing movements. There is a game function as well to make learning the signs even more fun. It is also recommended for people who have the opportunity to interact with people with hearing impairments in their daily lives.

**Heartful Assist**

Making Mobile Phone Usage More Convenient and Comfortable for All

The SoftBank Heartful Assist portal site provides easy-to-understand information in various categories to enable people with special needs and senior citizens to utilize information devices with a greater degree of ease. The information includes services as well as helpful settings for different disabilities and difficulties.

**SoftBank Sign Language Class & Sign Language Counter**

Wider Communication through Sign Language

SoftBank Corp. holds the SoftBank Sign Language Class in Tokyo and Osaka to promote communication in Japanese sign language. A total of over 6,000 people took the class between April 2004 and March 31, 2016. In addition, the SoftBank Store in Shibuya has a Sign Language Counter attended full-time by staff fluent in sign language to make it easier for customers with hearing impairments to ask questions and complete procedures related to mobile phones.
Aiming to Be Top in Productivity and Creativity with a Flexible Work System

SoftBank Corp. has been promoting the “Smart Work Style” for employees as a new approach to working since April 2015. The Smart Work Style involves “Using the power of ICT, aiming for top productivity and creativity to produce results through a measured approach to work.” Specifically, there is a super flex-time system and telecommuting are determined based on the characteristics of the operations of each division.

Promoting Work-Life Balance

Creating Work Environments That Make Raising Families Easier

The SoftBank Group is taking steps to support employees during pregnancy, childbirth, and child-rearing. Employees who give birth receive a congratulatory bonus, and are allowed to use a flex-time system until the child completes the third grade of elementary school. Other initiatives unique to the SoftBank Group include free provision of mobile phones to children of employees who are attending elementary school, with no monthly basic charge.

In an effort to provide a working style that enables men to relax and participate in child-rearing alongside women, a child-rearing support portal website has been set up to accommodate the perspective of male employees. Furthermore, the SoftBank Group participates in the ikoboss Alliance, which is dedicated to changing attitudes among management and developing supervisors in tune with the ideals of the new generation. The Group aims to continue to foster a working environment that draws out the full potential of individuals and the organization by distributing the “Child Care Support Handbook for Managers” and providing e-learning courses.

Using the power of ICT, aiming for top productivity and creativity to produce results through a measured approach to work. Outstanding ideas are selected for future implementation. A total of approximately 1,900 ideas have been received to date, with four ideas commercialized to help solve social issues.

Examples of Employee Ideas That Have Been Commercialized

- September 2012 SOFTBANK Simple Donation*
  A service that allows users to donate an amount to be donated to an NPO along with payment of their mobile phone service charges using their SoftBank mobile phone.
  * Currently merged with AnshinBank

- March 2013 Tabi-Bari Furatto iteshima
  A service added on to the Furatto Annai GPS-enabled information distribution app to provide barrier-free tourism information to make sightseeing more enjoyable for people with special needs.

- May 2013 Elderly Staff “Senior Crew” Organization Smartphone classes for seniors taught by the Senior Crews.

Business Idea Contest

Social Contribution Business Idea Contest

The SoftBank Group has been holding an in-house contest to solicit employees’ business ideas for solving social issues since 2012, aiming to identify pioneering ideas that meet society’s needs and to provide employees with opportunities to build awareness and exchange opinions on societal needs. Outstanding ideas are selected for future implementation. A total of approximately 1,900 ideas have been received to date, with four ideas commercialized to help solve social issues.

Aiming to Be Top in Productivity and Creativity with a Flexible Work System

SoftBank Corp. has been promoting the “Smart Work Style” for employees as a new approach to working since April 2015. The Smart Work Style involves “Using the power of ICT, aiming for top productivity and creativity to produce results through a measured approach to work.” Specifically, there is a super flex-time system and telecommuting are determined based on the characteristics of the operations of each division.

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Promoting Work-Life Balance

Creating Work Environments That Make Raising Families Easier

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Results of FY2015 and Plan for FY2016

General Management

CSR principles

Dedicated to the SoftBank Group CSR Principles as the CSR policy for the Group.

Process and structure of the decision-making system

- Appointed a CSR office as the SoftBank Group CSR Officer
- Established the SoftBank Group CSR Working Group
- Shared and exchanged information in the semianual SoftBank Group CSR Working Group

Identifying key areas of CSR

- Realized achievements and targets for the following key areas of CSR (ISO 26000:2010):
  1. Building a healthy internal 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

Corporate governance

- Conducted verification and assessment of the internal control system by internal and external audit divisions.

Employment

- Conducted evaluations of personnel according to results, skills, and ability.
- Introduced new employee training and promoted talent development
- Implemented a robust childcare program
- Promoted the use of public transportation
- Task measures for the Tokyo metropolitan area working conditions improvement project

Working conditions and social security

- Continued various programs to encourage a healthy work-life balance
  - Promoted no-overtime days for each division, each company
  - Used flextime working hours
  - Encouraged employees to take various vacation programs
  - Task measures to prevent overwork

Compliance

- Maintained the compliance hotline (internal reporting system)
- Conducted compliance training (including awareness)

Safety and health

- Created a sound work environment and continuous management of safety and health
- Maintained a wellness center to provide support for emotional and physical well-being

Relations with Employees

- Hold CEO’s own program for training a successor (SoftBank Academy)
- Offered a rich variety of training programs that employees can choose from (SoftBank University)
- Maintained systems for widely soliciting ideas from employees

Amount of resources used

- Achieved lower power consumption compared to 2010: –25% (Headquarters)

Environmental protection

- Introduced a facility management system to enable visualization and centralized management of electricity usage, and implemented measures to reduce energy consumption

Educating and awareness-raising

- Continued operation of educational website Miru-Miru Wakaru Energy

Fair competition

- Maintained fair and cordial trading relationships with business partners

CSR REPORT 2016

Rating

A+ : Achieved results that exceeded the target
A : Initiative was carried out, but the targeted result was not achieved
C : Initiative achieved no result or was not carried out

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

<table>
<thead>
<tr>
<th>Item</th>
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<tr>
<td>Protection of consumers’ safety</td>
<td>FY2015 Results</td>
<td>Rating</td>
<td>FY2016 Plan</td>
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<tr>
<td>--------------------------------</td>
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</tr>
<tr>
<td>Promoted the series of information literacy education programs, “Let’s think about Mobile Phone!”</td>
<td>✔</td>
<td>✔</td>
<td>Continue such promotion of such programs</td>
</tr>
<tr>
<td>Provided disaster service applicable to smartphones</td>
<td>✔</td>
<td>✔</td>
<td>Conducted disaster service training in joint with the National Fire Agency</td>
</tr>
<tr>
<td>Increased awareness of mobile phone etiquettes</td>
<td>✔</td>
<td>✔</td>
<td>Concluded study on life and learning for children with special needs</td>
</tr>
<tr>
<td>Manpower in mobile communications,Human Capital</td>
<td>✔</td>
<td>✔</td>
<td>Continue to implement measures to ensure network security</td>
</tr>
<tr>
<td>Conducted disaster prevention and conduct disaster readiness training</td>
<td>✔</td>
<td>✔</td>
<td>Conduct disaster readiness training</td>
</tr>
<tr>
<td>Provided disaster prevention and conduct disaster preparedness drills</td>
<td>✔</td>
<td>✔</td>
<td>Continue to implement disaster preparedness training</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Consumer support and complaint settlement</th>
<th>FY2015 Results</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Conducted to implement various measures to increase customer satisfaction</td>
<td>✔</td>
<td>✔</td>
<td>Continue to implement measures to increase customer satisfaction</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted questionnaire surveys for call center users and customers using social networking websites and the results</td>
<td>✔</td>
<td>✔</td>
<td>Conduct a study on IT support for life and learning for children with special needs</td>
<td>✔</td>
</tr>
<tr>
<td>Maintained professional staff certification program</td>
<td>✔</td>
<td>✔</td>
<td>Strengthen and provide support for the people with special needs</td>
<td>✔</td>
</tr>
<tr>
<td>Enhanced city·softbank</td>
<td>✔</td>
<td>✔</td>
<td>Provided simple smartphone services</td>
<td>✔</td>
</tr>
<tr>
<td>Provided IT support for senior customers</td>
<td>✔</td>
<td>✔</td>
<td>Provide all employees with information security education and awareness</td>
<td>✔</td>
</tr>
<tr>
<td>Provided disaster information</td>
<td>✔</td>
<td>✔</td>
<td>Conduct training for all employees in web-based services</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consumer data protection and privacy</th>
<th>FY2015 Results</th>
<th>Rating</th>
<th>FY2016 Plan</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquired and maintained information security standard certification</td>
<td>✔</td>
<td>✔</td>
<td>Acquire and maintain Information security standard certification</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted maintenance of ISO 27001 certification</td>
<td>✔</td>
<td>✔</td>
<td>Continue maintenance of ISO 27001 certification</td>
<td>✔</td>
</tr>
<tr>
<td>Acquired and maintained information security standard certification (IS0 9001, PrivacyMark)</td>
<td>✔</td>
<td>✔</td>
<td>Maintain ISMS certification</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted additional ISO certification (ISO 27001, IS0 20000)</td>
<td>✔</td>
<td>✔</td>
<td>Maintain ISO 27001 certification and conduct additional certification</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted disaster readiness drills</td>
<td>✔</td>
<td>✔</td>
<td>Conduct disaster readiness training</td>
<td>✔</td>
</tr>
<tr>
<td>Conduct disaster readiness training</td>
<td>✔</td>
<td>✔</td>
<td>Expand and promote the Group-wide risk management system</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted disaster readiness training</td>
<td>✔</td>
<td>✔</td>
<td>Enhanced community risk management system</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted disaster readiness training</td>
<td>✔</td>
<td>✔</td>
<td>Conducted disaster readiness training and disaster prevention drills</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted earthquake drills</td>
<td>✔</td>
<td>✔</td>
<td>Conducted earthquake drills</td>
<td>✔</td>
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<tr>
<td>Conducted disaster readiness training</td>
<td>✔</td>
<td>✔</td>
<td>Conducted earthquake drills</td>
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<th>Education and awareness</th>
<th>FY2015 Results</th>
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<tbody>
<tr>
<td>Conducted on-site training</td>
<td>✔</td>
<td>✔</td>
<td>Conduct disaster readiness training</td>
<td>✔</td>
</tr>
<tr>
<td>Conducted disaster readiness training</td>
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<th>FY2015 Results</th>
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<tr>
<td>Conducted disaster readiness drills</td>
<td>✔</td>
<td>✔</td>
<td>Conduct disaster readiness training and drills</td>
<td>✔</td>
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<td>Conducted disaster readiness training</td>
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<td>Expanded and promoted the Group-wide risk management system</td>
<td>✔</td>
<td>✔</td>
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<th>FY2015 Results</th>
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<tbody>
<tr>
<td>Restored network centers, ensured 24-hour operation of base stations</td>
<td>✔</td>
<td>✔</td>
<td>Conducted joint drills with telecommunications operators</td>
<td>✔</td>
</tr>
<tr>
<td>Ensured the availability of mobile base stations during the disaster and future disaster</td>
<td>✔</td>
<td>✔</td>
<td>Conducted joint drills with telecommunications operators</td>
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<td>Provided an app to prevent smartphone operation while walking</td>
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<td>✔</td>
<td>Introduced incident command system (ICS)</td>
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