

CSR REPORT 2017

INFORMATION REVOLUTION HAPPINESS FOR EVERYONE.

Information Revolution – Happiness for everyone



The SoftBank Group aims to contribute to all individuals and society by leading the Information Revolution.

Singularity, which represents the most significant paradigm shift in human history, is likely to occur in the not-so-distant future. The Internet of Things (IoT), which connects the Internet to all manner of devices, is set to grow exponentially, and big data generated by this will continue to expand at an accelerating rate. Then, as artificial intelligence (AI) learns from these data, the day will likely come when machine intelligence exceeds human intelligence.

With a view to this future, we acquired U.K.-based chip designer Arm, which is expected to be a key player in the IoT era, and established the ¥10 trillion SoftBank Vision Fund. Through these initiatives, we will further accelerate the Information Revolution and help to find solutions to address the issues and risks facing humankind.

The SoftBank Group has established the SoftBank Group CSR Principles under our corporate philosophy of “Information Revolution – Happiness for everyone.” Working continually to solve social issues through our business activities, we will seek to bring about a society that enriches the lives of people throughout the world.

Masayoshi Son
Chairman & CEO, SoftBank Group Corp.
August 2017

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SoftBank Group CSR Principles

The SoftBank Group, as an operator of communication networks, has an important social responsibility to provide information access as a lifeline. To fulfill this mission, the Group strives to contribute to society by placing priority on customer joy. 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, 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 its **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 SoftBank Group Corp.

The SoftBank Group is driving the Information Revolution with advanced technology and superior business models that meet the needs of today's information industry, which is the Group's business domain.

As of March 31, 2017

Company name	SoftBank Group Corp.
Established	September 3, 1981
Corporate headquarters	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303
Representative	Masayoshi Son, Chairman & CEO
Capital	¥238,772 million
Subsidiaries	761
Number of associates	130
Number of employees	199 (consolidated base: 68,402)

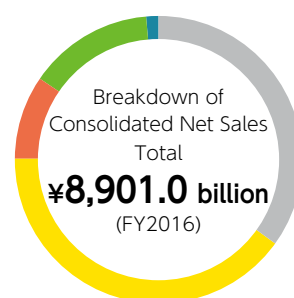
Business Segments and Main Group Companies (FY2016)

■ Domestic Telecommunications Segment	¥3,193.8 billion	SoftBank Corp. / Wireless City Planning Inc.
■ Sprint Segment	¥3,623.4 billion	Sprint Corporation
■ Yahoo Japan Segment	¥853.5 billion	Yahoo Japan Corporation / ASKUL Corporation
■ Distribution Segment	¥1,295.4 billion	Brightstar Corp. / SoftBank Commerce & Service Corp.
■ Arm Segment	¥112.9 billion	Arm Holdings plc
■ Others	¥128.3 billion	Fukuoka SoftBank HAWKS Corp.

Company Names:

Company names used in this report are current as of August 1, 2017 unless otherwise stated. Net sales for each segment are rounded to the nearest ¥100 million.

Share of Net Sales*



■ Domestic Telecommunications Segment	35.2%
■ Sprint Segment	39.9%
■ Yahoo Japan Segment	9.4%
■ Distribution Segment	14.3%
■ Arm Segment	1.2%

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



Pepper CSR Program



Support for Areas Affected by the 2016 Kumamoto Earthquakes



Short Working Hours Program

Feature 1

The *Pepper CSR Program* loans the personal humanoid robot Pepper for three years free of charge to local governments and nonprofit organizations throughout Japan with the aim of utilizing Pepper programming classes and social contribution activities.

▶ To P. 6-7

Feature 2

The SoftBank Group provides ongoing support for the areas affected by the 2016 Kumamoto Earthquakes.

▶ To P. 10-11

Feature 3

SoftBank Corp. is promoting a *Short Working Hours Program* that enables broadened work opportunities for people willing to work but who have lacked opportunities due to their disabilities.

▶ To P. 14-15

- Feature 1 *Pepper CSR Program* 6
- Striving to Make Dreams and Aspirations a Reality 8
 - ICT Support for Extracurricular Activities*
 - Growth Log Service*
 - DO-IT Japan*
 - Baseball Workshops with Fukuoka SoftBank HAWKS Players
 - Tobitate Japan Scholarship Program*
- Creating a Cooperative Community 9
 - Charity Smile Donation*
 - KazashiteBokin Platform*
 - Charity Mobile Donation*
- Feature 2 Support for Areas Affected by the 2016 Kumamoto Earthquakes 10
- Helping Recovery following the Great East Japan Earthquake 12
 - Charity White*
 - TOMODACHI SoftBank Leadership Program*
 - [Continuing Support for the Reconstruction of Tohoku by Yahoo Japan]
 - Search for 3.11*
 - TOUR de Tohoku*
- Addressing Diverse Needs 13
 - Athletes with Disabilities
 - Maho Project*
 - Apps to Support People with Special Needs
 - SoftBank Sign Language Class*
- Feature 3 *Short Working Hours Program* 14
- Work Style Reforms *Smart & Fun!* 16
- For the Environment's Future 17
 - Mega Solar and Wind Power Generation
 - Shizen Denki*
 - 3R Initiatives
- Disaster Countermeasures / Information Literacy 18
 - Disaster Drills and Reliable Services during Disasters
 - Let's Think about Mobile Phones and Safety Filter Service*
- Overseas Group Company Initiatives 19
 - Arm Holdings
 - Sprint Corp.
 - Brightstar Corp.
- CSR Activity Report Results of FY2016 and Plan for FY2017 20

Reporting Period: April 2016-March 2017

Reporting Scope: SoftBank Group (Consolidated subsidiaries inside Japan)



More details can be found (Link to external website)

Working to Solve Social Issues with Pepper

Approx. 2,000 Pepper Loaned for Free for Three Years throughout Japan

The SoftBank Group's *Pepper CSR Program* loans out the personal robot Pepper for three years free of charge to local governments and nonprofit organizations with the aim of utilizing Pepper in programming classes for children and to help address community and social issues.

This initiative is conducted in two categories, *School Challenge**¹ and *Social Challenge**².

*¹ Pepper is loaned to public elementary and junior high schools managed by municipal districts as a teaching resource in programming classes and other activities.

*² Pepper is lent to nonprofit organizations around the country to help address social issues, including support for disaster affected areas and support for people with disabilities.



Currently
deployed at
341
sites!

* Total of *Social Challenge* and *School Challenge*

■ Areas where Pepper has been deployed as of March 31, 2017



Cutting-edge Education to Prepare Children for a Future Where People Coexist with Robots

In partnership with 17 local municipalities throughout Japan, *School Challenge* supports educational activities that develop logical thinking skills, problem-solving abilities, creativity and other core abilities. Programming classes using robots will help prepare children for their role as future leaders of society and industry, with a view to the coming age where people coexist with robots and AI. Our goal is to drive a paradigm shift in education.



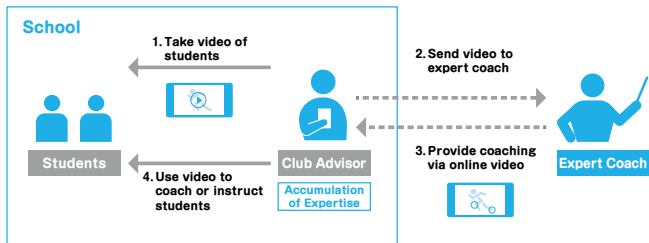
ICT Support for Extracurricular Activities

Support for School Club Advisors and Coaches Utilizing Smartphones

SoftBank Corp. supports the growth of young people through sports via its *ICT Support for Extracurricular Activities* program. The program supplements the coaching and instructional abilities of PE teachers and club advisors who need additional help by allowing them to receive remote instruction via an online system from expert coaches with extensive knowledge and experience.

The teachers take videos of the students and upload them using a smartphone or other device to a dedicated website to receive advice from expert coaches. This helps eliminate disparities in regions susceptible to climate- or time-related restrictions and also lessens the burden on teachers.

ICT Support for Extracurricular Activities



Growth Log Service

Recording and Managing Information on Lifetime Growth, Development, and Health

SoftBank Corp. launched its online service *Growth Log Service*^{*1, *2} in July 2017 to enable information related to growth, development, and health to be recorded and managed for a lifetime, beginning from infancy.

By allowing the person, or their family, to identify and understand individual attributes and characteristics from an early stage, the service makes it possible to create a better environment in terms of utilizing and accentuating those characteristics and ensuring that others have a correct understanding of them and that appropriate support is provided. Focus is placed on the importance of such observations, and in addition to the development records traditionally kept during infancy in a maternity record book, the service makes it possible to manage information on communication and life development as well as health from the time the child enters school.

*1 Introduced in Niimi City, Okayama Prefecture (as of July 2017)

*2 Utilizes learnings and findings from the development of e-keda_s, a growth recording service provided from June 2016 to residents of Ikeda City, Osaka Prefecture and its actual usage log that SoftBank Corp. helped to plan and develop.



DO-IT Japan

Utilizing Technology to Help Young People with Disabilities Develop into Future Leaders

Since 2007, SoftBank Corp. has supported *DO-IT Japan*^{*1, *2}, an education and employment support program for young people with special needs and illnesses.

In fiscal 2016, programming classes using Pepper, the robot with emotions, were incorporated into the program to increase students' interest in IT and give them the opportunity to acquire IT skills through creative programming. A total of 19 young people with special needs related to literacy participated in the classes, from sixth-year elementary school students to third-year high school students.



*1 Sponsored by the Research Center for Advanced Science and Technology at the University of Tokyo
*2 Diversity, Opportunities, Internetworking and Technology

Baseball Workshops with Fukuoka SoftBank HAWKS Players

Children Experience the Joy of Sports with Fukuoka SoftBank HAWKS Players

SoftBank Group Corp. runs baseball workshops each year aimed at contributing to sound youth development and helping promote sports by allowing children to experience the joy of baseball. The Fukuoka SoftBank HAWKS and Fukuoka SoftBank HAWKS Players Association held the "*SoftBank HAWKS Baseball Kids 2016 in Kyushu*" baseball workshops at nine venues throughout the Kyushu area* in November 2016, drawing the participation of some 2,250 elementary school students.



* Excludes Okinawa

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, aiming to support them in becoming human resources equipped for participating globally in the future.



Charity Smile Donation

Helping Children without Family Support for ¥10 per Month

Charity Smile Donation is an optional mobile phone service that provides support to children who have lost their parents to accidents or disasters and children who have lost their homes due to abuse or other reasons. In Japan today, there are approximately 30,000 children living in foster care facilities due to various circumstances, approximately 60% of whom have been abused. Customers who sign up for the service pay an additional ¥10 donation per month when they pay their mobile phone charges. SoftBank Corp. matches the donation with an additional ¥10 so that each month ¥20 is donated for two years to NPOs involved in helping children.* The donations are used to assist children in becoming independent during and after their time at foster care facilities and to provide scholarships to orphaned children.

Cumulative number of participating subscribers: Approximately **127,000**

* As of July 31, 2017



チャリティスマイル



GOOD DESIGN AWARD 2016

Recipient organizations:
Ashinaga / Central Community Chest of Japan

Sign up for Charity Smile Donation here



* Subscribers remain in the program for two years after signing up.

KazashiteBokin Platform

Accessible Fundraising with Mobile Phones

SoftBank Corp. provides the KazashiteBokin platform to make it possible to make donations as small as ¥100 when paying smartphone usage charges. By providing a platform that makes it easy for large numbers of people to make donations, SoftBank Corp. is supporting the sustained activities of NPOs.

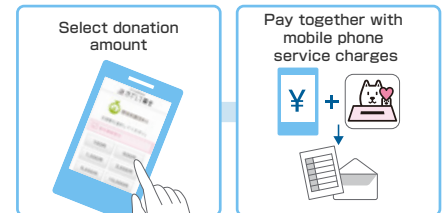
As of August 2017, over 340 organizations use the platform and over ¥800 million has been donated.

In order to continue supporting the activities of NPOs engaged in solving a variety of social issues, we will enhance the platform environment to facilitate use by larger numbers of people while considering additional ways of using it, including as a platform for communication between organizations and donors.

Total donated amount: **¥800 million**

* As of August 31, 2017

かざして募金



How to donate
Donations can be made by selecting the donation amount and type on the dedicated fundraising screens of each NPO. (People who use non-SoftBank mobile phones can pay using a credit card.)

Charity Mobile Donation

Contribute to Society Simply by Using Your SoftBank Mobile Phone

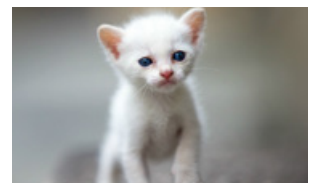
Through the Charity Mobile Donation, SoftBank Corp. makes donations to NPOs when customers sign up for a new SoftBank mobile phone or upgrade via a dedicated website. The donation consists of a fixed amount (¥6,000) and 3% of monthly usage charges for up to two years. The program allows customers to support NPOs at no charge to themselves and enables us to deliver the spirit of giving on their behalf.

10
recipient NPOs

Customers can select the recipient organization from the following (as of July 2017)
Ashinaga / Central Community Chest of Japan / Médecins Sans Frontières Japan / Terra Renaissance / TOYBOX / doubutukikin / Japan IDDM network / Japan Committee for UNICEF / Peace Winds Japan / Peace Boat Disaster Relief Volunteer Center



チャリティモバイル



Supporting Affected Regions to Recover

The SoftBank Group Continues Support Activities Closely
Linked to the Needs of Local People Affected by the
2016 Kumamoto Earthquakes.

Pepper Visits Evacuation Facilities



We dispatched the personal robot Pepper to five evacuation shelters from May to July 2016, including elementary schools in Kumamoto Prefecture, in order to provide emotional support for people living at them. Pepper was extremely popular with senior citizens living at the facilities and also with children attending the schools used as shelters. It was reported that the seniors who had tended to remain in their rooms at the facilities often ventured out in order to talk with Pepper, which shows how the robot can provide a unique form of support for disaster-affected areas.

Baseball Workshops Held in Areas Affected by Earthquakes

In an effort to bring cheer through sports to children affected by the Kumamoto Earthquakes, SoftBank Group Corp. has held baseball workshops with former Fukuoka SoftBank HAWKS players since June 2016. The baseball clinics are open to both boys and girls, and even children trying baseball for the first time are free to participate.

One child commented, "There were so many days I couldn't play baseball because of the earthquakes, but I was able to get out there, move around and have fun thanks to the workshop. It really made me want to play baseball again."



Reinvigorating Kyushu: Recovery Support from the Fukuoka SoftBank HAWKS

The Fukuoka SoftBank HAWKS have conducted the "Fight! Kyushu" earthquake recovery support project for the Kumamoto and Oita regions since May 2016.

As a professional baseball team rooted in Kyushu, the team is always asking itself what should be done, what it can do, and what is needed. The team carries out fund-raising activities, holds charity games, sends players to visit disaster-affected areas, invites people to the ballpark, and promotes a spectator-linked support program that donates ¥1 to the NPO HAWKS Junior Academy for each fan that comes out to watch a game. In fiscal 2016, the team donated a total of ¥25,761,761.

We continue to promote this project.



Recovery Support through the Internet

Yahoo Japan works to provide support for Kumamoto's recovery in various ways through the *Yahoo! Internet Fund Raising*. Examples include *Kumamon Bokinbako*, which is used to raise money for the region's children, who will build Kumamoto's future, and to repair and rebuild Kumamoto Castle, which was damaged in the earthquakes.

Yahoo! Internet Fund Raising allows people to donate using their credit card or by other means, including T-Points.



Charity White

Partnering with Customers to Provide Ongoing Support for Tohoku's Children

Charity White is an optional service that provides support for children affected by the Great East Japan Earthquake. A ¥10 donation is added to monthly mobile phone or broadband service charges and SoftBank Corp. matches with an additional ¥10 to make a total monthly ¥20 donation.* The donations go to NPOs that support children in disaster-affected areas and are used to provide children with emotional support, educational assistance, and opportunities to interact and socialize.

Since starting the program in August 2011, donations totaling over ¥1.1 billion have been made.

Total donated amount:

Over **¥1.1 billion**

* As of July 31, 2017



* Subscribers remain in the program for two years after signing up.

Recipient organizations: Ashinaga / Central Community Chest of Japan

TOMODACHI SoftBank Leadership Program

Program to Train Tohoku Recovery Leaders

SoftBank Group Corp. invites 100 high school students* from Iwate, Miyagi, and Fukushima Prefectures, which are in the region affected by the Great East Japan Earthquake, each summer for a three-week intensive training course at the University of California, Berkeley and other locations. Most of the students who study leadership and community service through the program return to Japan and use what they have learned to proactively engage in local contribution activities while demonstrating leadership skills.

* 300 people in fiscal 2012

A cumulative total of **800** students have taken part

Program planned to continue until fiscal 2021

TOMO DACHI



Continuing Support for the Reconstruction of Tohoku by Yahoo Japan

Search for 3.11

Searching for 3.11 Provides Support

Through its "Search for 3.11" program, Yahoo Japan donates ¥10 for every person who searches on Yahoo! Search on March 11th using the keyword "3.11" to organizations engaged in supporting reconstruction. The program began in 2014, and in March 2017, ¥42,945,320 was delivered to six organizations involved in the Tohoku reconstruction.

Total donated amount:

¥122,473,410

2017 donation recipients: NPO Katariba / NPO Sokoage / Chance for Children / The MICHINOKU Future Fund / Fukushima Prefectural ODAKA Industrial Technology and Commerce High School / Futaba Future High School



TOUR de Tohoku

Keeping Up with the Status of the Region by Bicycle, Connecting to the Future

TOUR de Tohoku, a cycling event that began in 2013, was held for the fifth time this year. While steadily expanding each year, TOUR de Tohoku has grown into a memorable event for everyone who participates, from local residents to riders and volunteer staff. The goal is to continue holding the event for around 10 years in order to support the Tohoku reconstruction over the long term.

Cumulative number of riders who have participated:

11,517



Athletes with Disabilities

Supporting Athletes with Disabilities Chasing Their Dreams

Yahoo Japan supports athletes with disabilities giving it their all every day as they balance training with work responsibilities for a shot at a medal at the Tokyo 2020 Paralympic Games.

Thanks to everyone for cheering on the athletes with disabilities at Yahoo Japan who are overcoming hurdles and hardship to chase their dreams.

Athletes with Disabilities Supported by Yahoo Japan



Para-Badminton

Akiko Sugino

Recent Results
2016 Champion in women's singles and champion in mixed doubles at the 1st Colombia Para-Badminton International

Wheelchair Track and Field (Marathon)

Kota Hokinoue

Recent Results
2016 7th place in the full marathon at the Rio de Janeiro Paralympics

Wheelchair Fencing

Shintaro Kano

Recent Results
Ranked first in Japan by the Japan Wheelchair Fencing Association (JWFA) (as of June 10, 2017)

Wheelchair Track and Field (Marathon)

Koki Takemura

Recent Results
2016 10th place in the half-marathon at the 36th Oita International Wheelchair Marathon (Newcomer Award)

Maho Project

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

SoftBank Corp. and EDUAS Corp. have partnered with the Research Center for Advanced Science and Technology at the University of Tokyo to conduct the *Maho Project* since 2009 to research ways of utilizing mobile devices to benefit children with special needs. A total of over 430 special needs schools and other institutions nationwide have participated in the program.

In fiscal 2016, we conducted "*Maho Project 2016 ~tane (seeds)~*" on the theme of improving learning quality using ICT. Wide-ranging research was carried out with the participation of working teachers as well as students in teacher training programs.

Received the Education Innovation Award at the 12th Japan Partnership Awards

SoftBank Corp.'s initiatives to date were recognized with the *Education Innovation Award** in March 2017 at the *12th Japan Partnership Awards*, which recognize exceptional partnerships between NPOs and private-sector corporations.

* Sponsored by the Partnership Support Center

Apps to Support People with Special Needs

Toward a Society of Universal Communication

1) iPhone app to support visually impaired users

App for people with visual impairment to learn and practice basic iPhone operations



2) Game de Manaberu Shuwa

*Jiten ("A Sign Language Dictionary for Learning Sign Language through a Game")**

Sign language learning app with rotating 360° 3D animation for over 3,000 signs



* Approximately 110,000 downloads (as of July 31, 2017)

SoftBank Sign Language Class

Wider Communication through Sign Language

SoftBank holds sign language classes at venues in Tokyo and Osaka to promote communication using Japanese sign language. A total of over 7,328 people have taken the classes, which are taught by native Japanese sign language signers.



Toward a Society of Universal Participation

A New Employment System Allows People to Start Working Using the *Short Working Hours Program*

SoftBank Corp.'s **Short Working Hours Program** is designed to broaden work opportunities for people willing to work but who have lacked opportunities due to their disabilities. The system allows them to work for less than 20 hours per week.

SoftBank Corp. has joined with Research Center for Advanced Science and Technology The University of Tokyo in the area of assistive technology to develop work environments that allow people with developmental or mental disabilities to work without excessive difficulty. After a trial period, we fully rolled out the *Short Working Hours Program* in May 2016.

As of July 31, 2017, 20 employees are utilizing the program.



■ Consumer Business Unit Staff Member Mr. Kuramitsu

I have autism spectrum disorder and ADHD, so my brain has a hard time absorbing verbal information and constitutionally I tire very easily. I have used the program since the trial period and currently work two times a week, primarily doing data entry. Little by little, I'm being given more advanced work, so I've gained confidence in myself and find my job rewarding. I experienced difficulty in working long hours and this program has opened up new possibilities for me. I want to continue using my skills and taking on new challenges.

■ Mr. Kuramitsu's Department

Credit Collection Support Section, Credit Collection Department, Administration Division, Customer Care & Operation Division, Consumer Sales Unit

The *Short Working Hours Program* was instituted due to personnel shortages caused by an increase in routine administrative work.

For our *short-time staff*,* I think there was significant apprehension at first about taking that initial step in a new environment. However, we are very proud of their commitment and the energy they bring to their work, and each of them has become a valuable member of our team.

* Program employees





Jointly Promoting Policies

Associate Professor
Takeo Kondo

Research Center for
Advanced Science and
Technology
University of Tokyo



For people with disabilities, the very short working hours employment model serves to expand opportunities for inclusive work and social participation at regular worksites. For companies, the program helps raise productivity by structuring administrative work and clarifying responsibilities while increasing understanding of diversity. We expect the program to become more popular as a new employment option at companies in various regions.

Implementing the Very Short Hours Employment Model

Yasuyuki Hirai

Department for Promotion of
Employment and Work for
People with Disabilities
Kawasaki City Health and
Welfare Bureau



Kawasaki City is working to become a city of diversity. This project seeks working formats that provide opportunities for people with disabilities and others outside the scope of the statutory employment rate. For workers, it is a first step toward restoring confidence, while for companies, it is an opportunity to deploy a diverse workforce. We intend to expand the project into other fields and use it to help create a city friendlier for everyone.

Smart & Fun!

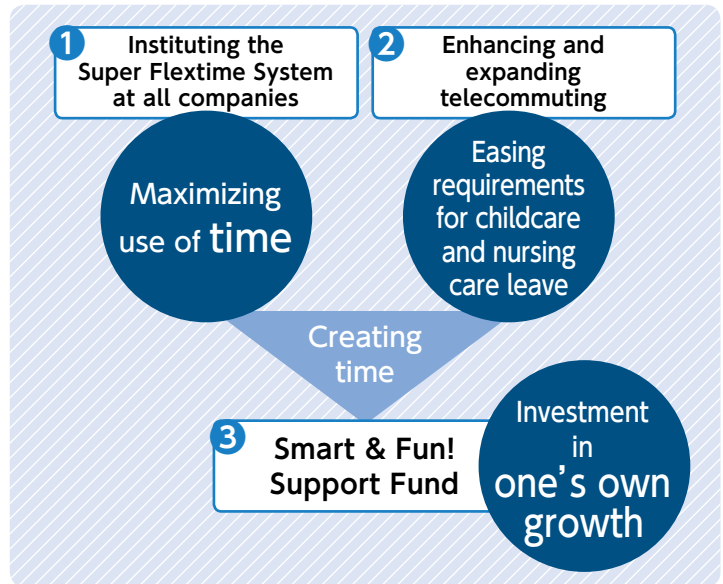
ITでスマートに楽しく!

Smart & Fun!

Using the Power of IT for Smarter, More Enjoyable Work

Realizing “Smart & Fun!”

SoftBank Corp. is actively engaged in a new approach to work styles under the slogan of “Smart & Fun!” By enabling all employees to work in a smarter, more enjoyable way using the power of IT and AI, we hope to continue to grow as an innovative and creative company.



(1) Super Flextime System

This program allows employees to change their work start and end times on a daily basis, depending on their duties and other circumstances, abolishing the conventional core time from 10:00 a.m. to 4:00 p.m. The program’s goal is to maximize effectiveness for both individuals and organizations through an efficient, measured approach to work. Around 10,000 employees are eligible to use the system.

(2) Telecommuting program

Making full use of IT such as smartphones and tablet devices, we are working to create conditions that allow employees to also work from home. The program is generally for employees with work time restrictions due to childcare or nursing care obligations, and working from home is allowed up to three times a week. We hope in the future to expand it to cover all employees.

(3) Smart & Fun! Support Fund*

The *Smart & Fun! Support Fund* of ¥10,000 per month has been provided to all employees since April 2017 to encourage them to take advantage of opportunities for additional personal growth by making use of time created through work improvements from utilizing IT and AI, more dynamic work styles, and other means.

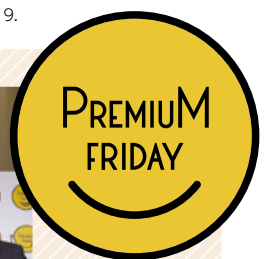
* Payments will be provided for the limited time of April 2017 to March 2019.

Premium Friday* Instituted

The SoftBank Group supports the objectives of Premium Friday, and since February 24, 2017, has set 3:00 p.m. as the recommended work end time on the last Friday of each month. This initiative applies to approximately 16,000 people.

On Premium Fridays, the Festa employee cafeteria on the 25th floor of our Shiodome head office offers a special menu starting at 3:00 p.m. and becomes filled with employees who are done for the day.

* Premium Friday is a new initiative being promoted by the Ministry of Economy, Trade and Industry and the Japan Business Federation to encourage people to leave work early on the last Friday of each month and go shopping, eat out at restaurants, and spend money on travel.



Mega Solar and Wind Power Generation

Enriching Society for Future Generations by Promoting Renewable Energy

SB Energy Corp. actively promotes renewable energy, which can be supplied safely, securely, and perpetually.

Mega solar plants went online at four locations across Japan in 2017, and as of August 1, 2017, SB Energy Corp. now operates mega solar power facilities at 29 sites (32 facilities) in Japan. In addition, SB Energy Corp. opened its first wind power generation plant, Wind Farm Hamada, in 2016, and 29 wind turbines have commenced operations.

SB Energy Corp. will continue working to advance and expand renewable energy in order to bring about an enriched society that future generations can be proud of.

(1) *SoftBank Kagoshima Yusui Solar Park* (commenced operations June 1, 2017)

(2) *SoftBank Itako Solar Park* (commenced operations January 10, 2017)

(3) *SoftBank Hamamatsu Chukai Solar Park* (commenced operations February 1, 2017)



Shizen Denki

Protecting Forests with Electricity at Home

The *Shizen Denki* service was launched in February 2017 in the areas served by Hokkaido Electric Power Co., Inc., Tokyo Electric Power Company Holdings, Inc., and The Kansai Electric Power Co., Inc. for customers interested in environmental protection and renewable energy.

Shizen Denki has the goal of maintaining a FIT (feed-in tariff) electricity* (renewable energy) ratio of 50% or higher by utilizing electricity generated by SoftBank Group company SB Energy Corp. and others involved in renewable energy power projects and having power supplied by SB Power Corp.

Other features of the program are its simple rate structure without a basic charge—customers are only billed for the electricity they use. It also allows customers to contribute to the environment at no cost to themselves, because SB Power Corp. contributes ¥50 per month per contract to provide support for environmental protection organizations.

* Some of the costs incurred by SB Power Corp. in procuring this electricity are covered by surcharges collected from all electricity users, including users who are not customers of the company. The CO₂ emissions derived from this electricity are treated as being equivalent to the nationwide average for electricity, including thermal power.

自然でんき

Monthly basic charge is 0
 Monthly support provided by SoftBank Corp. for forest protection activities

3R Initiatives

Toward a Recycling-based Society

SoftBank Corp. conducts 3R initiatives (reduce, reuse, and recycle).

● Reduce

We are working to reduce the use of paper resources when selling mobile devices, for example revising point-of-sale materials, in order to reduce the amount of waste generated.

● Reuse

We encourage customers to trade in their used, functioning mobile phones and tablets when upgrading. The traded-in devices are then refurbished and reused, primarily in emerging countries.

● Recycle

We collect used mobile phones, battery packs, chargers, USIM cards, and other accessories regardless of the original mobile network operator, manufacturer, or functioning status. In fiscal 2016, approximately 1.13 million used mobile phones were collected.



Disaster Drills and Reliable Services during Disasters

Responsibility as a Company Providing Communications Infrastructure

SoftBank Corp. fully recognizes its responsibilities as a provider of communications infrastructure, one of society's lifelines, and holds biannual general disaster drills in the spring and fall that simulate a major earthquake, fire, or other disaster. In March 2017, the drill simulated a major earthquake in the Tokai region and reaffirmed the operations of the Disaster Response Department and actions taken to restore communications. In the fall, we plan to hold a drill simulating an earthquake occurring directly under the Tokyo metropolitan area.

We also provide services for distributing disaster and preparedness information, information when disasters occur, and the means for customers to communicate.



Yahoo! Weather & Disaster

Providing comprehensive weather information, alerts and warnings, typhoon information, etc.



Yahoo! Disaster Alerts

Providing early notice through push alerts of emergency earthquake warnings, tsunami warnings, heavy rainfall warnings, evacuation information, etc.



Disaster Message Board Disaster Voice Messaging Service

Message board and voice messaging service used to confirm the safety and well-being of customers when major earthquakes and other large-scale disasters occur.



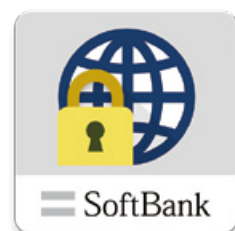
Let's Think about Mobile Phones and Safety Filter Service

Teaching Children How to Stay Safe and Secure When Using Smartphones

SoftBank Corp. is focused on initiatives to protect children from danger when they use mobile phones or the Internet.

The *Let's Think about Mobiles Phones* series of educational materials with videos has been created to teach young people how to use their mobile phones and smartphones safely and securely. With a focus on topics that have become major social issues, such as cyberbullying and texting while walking, the curriculum encourages children to think on their own about these problems, talk with one another, and reconsider the way they use their mobile phones and the Internet. The materials are provided to schools and other educational institutions free of charge.

Safety Filter Service is a filtering service that helps young people safely enjoy the Internet. It restricts access to inappropriate adult sites and illegal sites to prevent incurring excessive charges or being involved in crime. Settings are provided by age group so that they are appropriate for each user's age.



For: iPhone, iPad, 4G smartphones and tablets



Apply for the *Let's Think about Mobile Phones and Smartphones* educational DVD.

Arm Holdings

Utilizing Technology to Address Problems in Impoverished Regions



Guided by the UN's Sustainable Development Goals, Arm devotes its design, licensing, and other expertise to developing technology-based solutions to problems faced by some of the poorest communities in the world. The company's activities include promoting the use of the *Talking Book* technology, which is designed to help subsistence farming communities with basic knowledge on vital topics, and providing the *Simprints* solution that enables access to health records using biometric technology.

In addition, in 2015, Arm and UNICEF created the *Wearables for Good Challenge*. The winning entry, *Khushi Baby*, a necklace that stores children's medical records, successfully tracked 15,000 child vaccinations in India.



Khushi Baby



Simprints

Sprint Corp.

Supporting High School Students by Providing Free Internet Access



In October 2016, Sprint and the Sprint Foundation launched the *1 Million Project* to provide one million devices and free Internet connectivity to high school students across the U.S. who do not have home Internet access.

In the U.S., around 70% of teachers assign homework requiring online connectivity, yet more than five million families with school-aged children do not have access to the Internet at home. This project helps young people who struggle to complete their homework or gather information to apply for college and secure financial aid due to not having Internet access at home. In this way, it supports them in charting their own course to a brighter future.



Potential is Everywhere. Opportunity is Not.™



Brightstar Corp.

Named a 2017 World's Most Ethical Company



Brightstar has been recognized as a 2017 World's Most Ethical Company for the first time by the Ethisphere Institute, a U.S.-based global leader in defining and advancing the standards of ethical business practices.

This recognition is reserved for companies that excel in promoting ethical business standards and practices through their ethics programs and CSR initiatives. This year, 124 companies were selected, representing 52 industry sectors across 19 countries, and Brightstar is one of only three companies selected from the telecommunications industry.

This achievement underscores Brightstar's commitment to high ethical business practices, corporate social responsibility and compliance.



CSR Activity Report Results of FY2016 and Plan for FY2017

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

Items	FY2016 Results	Rating	Plan for FY2017
General Management			
CSR principles	<ul style="list-style-type: none"> Disclosed the "SoftBank Group CSR Principles" as the CSR policy for the Group 	A	<ul style="list-style-type: none"> Further entrench the "SoftBank Group CSR Principles" as the CSR policy for the Group
Process and structure of the decision-making system	<ul style="list-style-type: none"> Appointed a SoftBank Corp. director as the SoftBank Group Chief CSR Officer and directors of key companies within the Group as CSR Officers Shared and exchanged information in the semiannual SoftBank Group CSR Working Group 	A	<ul style="list-style-type: none"> Continue Group Chief CSR Officer and CSR Officer systems Share and exchange information in the semiannual SoftBank Group CSR Working Group
Identifying key areas of CSR	<ul style="list-style-type: none"> Released achievements and targets for each company's key areas of CSR (ISO 26000 ratified) 	A	<ul style="list-style-type: none"> Release achievements and targets for each company's key areas of CSR (ISO 26000 ratified)
Corporate governance	<ul style="list-style-type: none"> Conducted verification and assessment of the internal control system by internal and external audit divisions 	A	<ul style="list-style-type: none"> Conduct verification and assessment of the internal control system by internal and external audit divisions
Relations with Employees			
Employment	<ul style="list-style-type: none"> Conducted fair evaluations of personnel according to role, results, and ability Hired and promoted talented personnel based on ability, regardless of gender, age, educational background, nationality, etc. Implemented annual ES survey and promoted subsequent improvements Implemented a robust childcare program Promoted hiring of personnel with special needs Took measures for the Tokyo metropolitan area working conditions improvement project [Yahoo Japan] Implemented basic policy on employment Assessed Yahoo value and 360-degree value Enhanced the childcare working system Took measures for personnel with special needs Implemented flexible work styles [SoftBank Technology] Implemented annual ES survey and promoted subsequent improvements [SB AtWork] Introduced no-term contracts for employees on fixed-term contracts (introduced regular employee contracts with specified roles) [SoftBank Payment Service] Implemented annual ES survey and promoted subsequent improvements 	A	<ul style="list-style-type: none"> Conduct fair evaluations of personnel according to role, results, and ability Hire and promote talented personnel based on ability, regardless of gender, age, educational background, nationality, etc. Implement annual ES survey and promote subsequent improvements Implement a robust childcare program Promote hiring of personnel with special needs Take measures for the Tokyo metropolitan area working conditions improvement project [Yahoo Japan] Implement basic policy on employment Assess Yahoo value and 360-degree value Enhance the childcare working system Take measures for personnel with special needs Implement flexible work styles [SoftBank Technology] Implement annual ES survey and promote subsequent improvements [SoftBank Payment Service] Implement annual ES survey and promote subsequent improvements
Working conditions and social security	<ul style="list-style-type: none"> Continued various programs to encourage a favorable work-life balance <ul style="list-style-type: none"> Promoted days for leaving the office on time Introduced Premium Fridays Promoted use of the flextime system Encouraged employees to take various vacation programs Took measures to prevent overwork Maintained a system for safety confirmation in times of disaster Held "FY16 Family Day" [Yahoo Japan] Promoted fulfilling work environments Promoted flexible working styles (anywhere office) Supported balance between work and home life [SoftBank Technology] Held "FY16 Family Day" Promoted days for leaving the office on time Introduced the flextime system and super flex-time system Held Premium Fridays Set recommended days for taking paid leave [Fukuoka SoftBank HAWKS] Set weeks for promoting taking paid leave (28 days) Held employee recreation [SB AtWork] Held 401K seminar [SoftBank Payment Service] Promoted days for leaving the office on time Introduced the flextime system [IDC Frontier] Continued 1/3 paid leave system Continued morning-oriented work system Continued full-charge recruitment system Promoted full support working system 	A	<ul style="list-style-type: none"> Continue various programs to encourage a favorable work-life balance <ul style="list-style-type: none"> Promote days for leaving the office on time Hold Premium Fridays In addition to the flextime system, promote use of <i>super flextime system</i> with no core time Promote use of telecommuting system for eligible people engaged in childcare and nursing care Encourage employees to take various vacation programs Take measures to prevent overwork Maintain a system for safety confirmation in times of disaster Hold "FY17 Family Day" [Yahoo Japan] Promote fulfilling work environments Promote flexible working styles (anywhere office) Support balance between work and home life Implement selectable work systems [SoftBank Technology] Held "FY17 Family Day" Promote days for leaving the office on time Promote the flextime system and <i>super flextime system</i> Hold Premium Fridays Set recommended days for taking paid leave [Fukuoka SoftBank HAWKS] Set weeks for promoting taking paid leave (28 days) Hold employee recreation [SB AtWork] Held 401K seminar [SoftBank Payment Service] Promote days for leaving the office on time Promote the flextime system [IDC Frontier] Continue 1/3 paid leave system Continue morning-oriented work system Continue full-charge recruitment system Promote full support working system
Compliance	<ul style="list-style-type: none"> Operated the compliance hotline (internal reporting system) Conducted compliance training <ul style="list-style-type: none"> Conducted training for officers and managing executives of Group companies Conducted compliance survey (awareness survey) Implemented self-checking for compliance [Yahoo Japan] Constructed compliance system and implemented training and self-checking Conducted division-specific training Measured penetration of e-learning programs Maintained the compliance hotline (internal reporting system) [Fukuoka SoftBank HAWKS] Took measures to reject antisocial forces Held compliance courses for outsource suppliers Held anger management training for all management personnel 	A	<ul style="list-style-type: none"> Operate the compliance hotline (internal reporting system) Conduct compliance training <ul style="list-style-type: none"> Conduct training for officers and managing executives of Group companies Hold Compliance Month for officers and employees of Group companies Conduct compliance survey (awareness survey) Implement self-checking for compliance [Yahoo Japan] Construct compliance system and implement training and self-checking Conduct division-specific training Measure penetration of e-learning programs Maintain the compliance hotline (internal reporting system) [Fukuoka SoftBank HAWKS] Take measures to reject antisocial forces Hold compliance courses for outsource suppliers Hold anger management training for all management personnel
Safety and health	<ul style="list-style-type: none"> 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 Implemented a stress check app available on multiple devices 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 support system to provide counseling in the workplace Promoted increased health awareness using a health support app and smart weight and body composition scale 	A	<ul style="list-style-type: none"> 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 Implement a stress check app available on multiple devices 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 support system to provide counseling in the workplace Promote increased health awareness using a health support app and smart weight and body composition scale

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

Items	FY2016 Results	Rating	Plan for FY2017
Safety and health	<p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Promoted health maintenance Upgraded health and safety systems <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Maintained a safety and health hotline Implemented stress checks <p>[SB AtWork]</p> <ul style="list-style-type: none"> Provided AED training seminars <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Implemented the Early Bird Program Participated in KENKO Kigyokai Designated as a Tokyo Prefecture Sports Promoting Company 	A	<p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Promote health maintenance Upgrade health and safety systems <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Maintain a safety and health hotline Implement stress checks <p>[SB AtWork]</p> <ul style="list-style-type: none"> Provide AED training seminars Implement smoking cessation program <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Continue the Early Bird Program Continue the Walking Program Participate in KENKO Kigyokai
HR development and education	<ul style="list-style-type: none"> Held CEO's own program for training a successor (SoftBank Academia) Offered a rich variety of training programs that employees can choose from (SoftBank University) Maintained systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest) Ran the Innoventure Lab program for realizing new businesses through study groups and mentor support Promoted action to enhance English skills across the Group 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 <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Provided various training systems for employees Provided the Black Belt system <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Conducted a program to subsidize employees acquiring qualifications Held SBT cram school Held a program to collect wide-ranging proposals from employees (in-house business contest) <p>[SoftBank Payment Service]</p> <ul style="list-style-type: none"> Conducted a program to subsidize employees acquiring qualifications 	A	<ul style="list-style-type: none"> Hold CEO's own program for training a successor (SoftBank Academia) Offer a rich variety of training programs that employees can choose from (SoftBank University) Maintain systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest) Run the Innoventure Lab program for realizing new businesses through study groups and mentor support Promote measures to improve English skills, statistical skills, and technology knowledge/skills throughout the Company Conduct a program to support employees acquiring qualifications Conduct a wisdom- and knowledge-sharing program between employees (Knowledge Market) Maintain a system for providing training where employees serve as internally certified instructors <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Provide various training systems for employees Provide the Black Belt system <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Conduct a program to subsidize employees acquiring qualifications Hold SBT cram school Hold a program to collect wide-ranging proposals from employees (in-house business contest) <p>[Fukuoka SoftBank HAWKS]</p> <ul style="list-style-type: none"> Establish HAWKS new business proposal system Hold business training for former athletes <p>[SoftBank Payment Service]</p> <ul style="list-style-type: none"> Conduct a program to subsidize employees acquiring qualifications
Environment			
Environmental management	<ul style="list-style-type: none"> Maintained ISO 14001 standard certification 	A	<ul style="list-style-type: none"> Maintain ISO 14001 standard certification
Amount of resources used	<ul style="list-style-type: none"> Set environmental goals at offices <ul style="list-style-type: none"> Achieved lower power consumption compared to 2010: -34% (Headquarters) <p>[ITmedia]</p> <ul style="list-style-type: none"> Operated Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives) <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Introduced a facility management system to enable visualization and centralized management of electricity usage, and implemented measures to reduce energy consumption <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Reduced CO₂ emissions by around 93.42 t through carbon offsets for office paper Improved energy usage efficiency at data centers <p>[Fukuoka SoftBank HAWKS]</p> <ul style="list-style-type: none"> Reduced energy consumption by separating customer zone and general zone for temperature control Revised air conditioning operation times and areas to reduce waste 	A	<ul style="list-style-type: none"> Set environmental goals at offices <ul style="list-style-type: none"> Achieve lower power consumption compared to 2010: -25% (Headquarters) <p>[ITmedia]</p> <ul style="list-style-type: none"> Operate Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives) <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Implement a facility management system to enable visualization and centralized management of electricity usage, and implement measures to reduce energy consumption <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Reduce CO₂ emissions by around 93.42 t through carbon offsets for office paper Improve energy usage efficiency at data centers <p>[Fukuoka SoftBank HAWKS]</p> <ul style="list-style-type: none"> Reduce energy consumption by separating customer zone and general zone for temperature control Revise air conditioning operation times and areas to reduce waste
Environmental protection	<ul style="list-style-type: none"> Continued to conduct environmental conservation activities <ul style="list-style-type: none"> Ensure thorough compliance with paperless operations Ensure thorough compliance with green procurement guidelines Implement all lights-off system <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Constructed next-generation data centers to protect the environment Promoted adoption of paperless systems <p>[ValueCommerce]</p> <ul style="list-style-type: none"> Carried out support activities as a sponsor of Akagi Nature Park <p>[SB Energy]</p> <ul style="list-style-type: none"> Promote renewable energy Implemented weed control using sheep and goats at SoftBank Tottori Yonago Solar Park <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Introduced "breathing" data centers 	A	<ul style="list-style-type: none"> Continue to conduct environmental conservation activities <ul style="list-style-type: none"> Ensure thorough compliance with paperless operations Ensure thorough compliance with green procurement guidelines Implement all lights-off system <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Promote adoption of paperless systems <p>[ValueCommerce]</p> <ul style="list-style-type: none"> Carry out support activities as a sponsor of Akagi Nature Park <p>[SB Energy]</p> <ul style="list-style-type: none"> Promote renewable energy Implement weed control using sheep and goats at SoftBank Tottori Yonago Solar Park <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Continue to promote "breathing" data centers
Recycling of resources	<ul style="list-style-type: none"> Collected used mobile phones for recycling Separated trash Used dedicated recycling boxes for used documents <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Promote reduce, reuse, recycle activities (separating 15 types of trash, using dedicated recycling boxes) <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Collected PET bottle caps <p>[Fukuoka SoftBank HAWKS]</p> <ul style="list-style-type: none"> Continued 100% reuse of bottles, cans, and other back-yard trash, and separation and collection in the customer zone 	A	<ul style="list-style-type: none"> Collect used mobile phones for recycling Separate trash Use dedicated recycling boxes for used documents <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Promote reduce, reuse, recycle activities (separating 15 types of trash, using dedicated recycling boxes) <p>[SoftBank Technology]</p> <ul style="list-style-type: none"> Collect PET bottle caps <p>[Fukuoka SoftBank HAWKS]</p> <ul style="list-style-type: none"> Continue 100% reuse of bottles, cans, and other back-yard trash, and separation and collection in the customer zone
Educating and awareness-raising	<ul style="list-style-type: none"> Implemented e-learning about the appropriate processing of industrial waste and Electronic Manifest System to increase knowledge of relevant laws and processes Raised awareness and increased knowledge about disposal of used mobile phones <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Produce sponsored content for social contribution materials Provided the <i>Yahoo! Answers</i> service (social contribution experts) <p>[ITmedia]</p> <ul style="list-style-type: none"> Offered power-saving information on the Smart Japan website <p>[SB Energy]</p> <ul style="list-style-type: none"> Conducted renewable energy and environmental education Implemented the <i>Future Energy Project</i> at 10 schools, and opened the Tottori Nature and Environment Center Launched educational website <i>Miru-Miru Wakaru Energy</i> (http://www.sbenergy.jp/) (Japanese only) <p>[Cyber University]</p> <ul style="list-style-type: none"> Held free seminars on regional revitalization and IoT and AI, with teaching staff providing the lectures Published recorded videos on the Internet as public lectures 	A	<ul style="list-style-type: none"> Implement e-learning about the appropriate processing of industrial waste, such as appropriate management of fluorocarbons and how to dispose of used mobile phones, to increase knowledge of relevant laws and processes <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Produce sponsored content for social contribution materials Provide the <i>Yahoo! Answers</i> service (social contribution experts) <p>[ITmedia]</p> <ul style="list-style-type: none"> Offer power-saving information on the Smart Japan website <p>[SB Energy]</p> <ul style="list-style-type: none"> Conduct renewable energy and environmental education Implement the <i>Future Energy Project</i> at 10 schools, and continue operation of the Tottori Nature and Environment Center Continue operation of educational website <i>Miru-Miru Wakaru Energy</i> (http://www.sbenergy.jp/) (Japanese only)
Relations with Business Partners			
Fair competition	<ul style="list-style-type: none"> Held reverse auctions (electronic auctions) Ensured thorough adherence with the Code of Ethical Purchasing Maintained fair and cordial trading relationships with business partners <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Communicated with stakeholders <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Held Technical Partner Awards 	A	<ul style="list-style-type: none"> Hold reverse auctions (electronic auctions) Ensure thorough adherence with the Code of Ethical Purchasing Maintain fair and cordial trading relationships with business partners <p>[Yahoo Japan]</p> <ul style="list-style-type: none"> Communicate with stakeholders <p>[IDC Frontier]</p> <ul style="list-style-type: none"> Hold Technical Partner Awards

CSR Activity Report Results of FY2016 and Plan for FY2017

Items	FY2016 Results	Rating	Plan for FY2017
Relations with Customers			
Protection of consumers' safety	<ul style="list-style-type: none"> • Promoted the series of information literacy education programs <i>Let's Think about Mobile Phones</i> • Provided the <i>Anshin Filter</i> app for all mobile network operators • Increased awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phones in public places • Provided an app to prevent smartphone operation while walking, <i>STOP Texting While Walking</i> [Yahoo Japan] • Took steps against spam email • Took steps to strengthen login security • Published <i>Yahoo! Auction</i> intellectual property protection guide • Participated and offered advice in public meetings pertaining to the Internet and advocacy activity [Fukuoka SoftBank HAWKS] • Prepared for emergencies during events • Examined Disaster Response Agreements with Fukuoka City 	A	<ul style="list-style-type: none"> • Promote the series of information literacy education programs <i>Let's Think about Mobile Phones</i> • Provide the <i>Anshin Filter</i> app for all mobile network operators • Increase awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phones in public places • Provide an app to prevent smartphone operation while walking, <i>STOP Texting While Walking</i> • Conduct safety awareness activities around use of mobile phones [Yahoo Japan] • Take steps against spam email • Take steps to strengthen login security • Publish <i>Yahoo! Auction</i> intellectual property protection guide • Participate and offer advice in public meetings pertaining to the Internet and advocacy activity [Fukuoka SoftBank HAWKS] • Prepare for emergencies during events • Examine Disaster Response Agreements with Fukuoka City
Consumer support and complaint settlement	<ul style="list-style-type: none"> • Continued to implement various measures to increase customer satisfaction <ul style="list-style-type: none"> – Conducted questionnaire surveys for call center users and customers visiting stores and utilized the results – Maintained professional staff certification program – Enhanced and improved <i>My SoftBank</i> • Promoted IT support for people with special needs <ul style="list-style-type: none"> – Conducted a study on IT support for life and learning for children with special needs • Strengthened and promoted support for people with special needs • Provided <i>SoftBank Sign Language Class</i> • Provided <i>Unwanted Call Checker</i> [Yahoo Japan] • Constructed support systems • Improved customer service • Promoted basic policy on accessibility • Took initiatives to maintain quality • Enhanced help page • Conducted examinations and patrols • Enhanced advertising screening system • Issued media statements [Fukuoka SoftBank HAWKS] • Conducted service improvement project 	A	<ul style="list-style-type: none"> • Continue to implement various measures to increase customer satisfaction <ul style="list-style-type: none"> – Conduct questionnaire surveys for call center users and customers visiting stores and utilize the results – Maintain professional staff certification program – Reflect results from customer surveys of call center users and store visitors in crew evaluations – Expand communication channels with LINE and chat support – Enhance and improve <i>My SoftBank</i> • Promote IT support for people with special needs <ul style="list-style-type: none"> – Conduct a study on IT support for life and learning for children with special needs • Strengthen and promote support for people with special needs • Provide <i>SoftBank Sign Language Class</i> • Provide <i>Unwanted Call Checker</i> [Yahoo Japan] • Construct support systems • Improve customer service • Create a structure for incorporating customer needs in services • Promote basic policy on accessibility • Take initiatives to maintain quality • Enhance help page • Conduct examinations and patrols • Enhance advertising screening system • Issue media statements [Fukuoka SoftBank HAWKS] • Conduct service improvement project
Consumer data protection and privacy	<ul style="list-style-type: none"> • Acquired and maintained information security standard certification <ul style="list-style-type: none"> * Continuous maintenance of acquired ISO 27001 and JISQ 15001 certifications [Yahoo Japan] • Protected user information • Maintained ISMS (Information Security Management System) certification • Maintained ISO 15408 certification • Maintained PCI DSS certification [SoftBank Technology] • Acquired and maintained standard certifications (ISMS certification, PrivacyMark, Office Security Mark, ISO/IEC 2000) [ValueCommerce] • Managed information security standard certification (PrivacyMark, TRUSTe) [SB AtWork] • Acquired and maintained information security standard certification (ISO 90001, ISO 20000, ISO 27001, PrivacyMark) [SoftBank Payment Service] • Acquired ISMS certification • Maintained PCI DSS certification • Acquired PrivacyMark [Realize Mobile Communications, SB Human Capital] • Managed PrivacyMark (JISQ 15001:2006) 	A	<ul style="list-style-type: none"> • Acquire and maintain information security standard certification <ul style="list-style-type: none"> * Continuous maintenance of acquired ISO 27001 and JISQ 15001 certifications [Yahoo Japan] • Protect user information • Maintain ISMS (Information Security Management System) certification • Maintain ISO 15408 certification • Maintain PCI DSS certification [SoftBank Technology] • Acquire and maintain standard certifications (ISMS certification, PrivacyMark, Office Security Mark, ISO/IEC 2000) [ValueCommerce] • Manage information security standard certification (PrivacyMark, TRUSTe) • Acquire ISMS certification [SB AtWork] • Acquire and maintain information security standard certification (ISO 90001, ISO 20000, ISO 27001, PrivacyMark) [SoftBank Payment Service] • Maintain ISMS certification • Maintain PCI DSS certification • Maintain PrivacyMark [Realize Mobile Communications, SB Human Capital] • Manage PrivacyMark (JISQ 15001:2006)
Educating and awareness-raising	<ul style="list-style-type: none"> • Provided all employees with information security education and e-learning <ul style="list-style-type: none"> – Periodically released security newsletters [Yahoo Japan] • Established information security rules and ensured they are understood throughout the company • Held stakeholder dialogues • Promoted and measured penetration of e-learning • Conducted division-specific training • Implemented self-checking for compliance [SoftBank Technology] • Provided all employees with information security education and e-learning [SoftBank Payment Service] • Provided all employees with information security education and e-learning 	A	<ul style="list-style-type: none"> • Provide all employees with information security education and e-learning <ul style="list-style-type: none"> – Periodically release security newsletters [Yahoo Japan] • Establish information security rules and ensure they are understood throughout the company • Hold stakeholder dialogues • Promote and measure penetration of e-learning • Conduct division-specific training • Implement self-checking for compliance [SoftBank Technology] • Provide all employees with information security education and e-learning [SoftBank Payment Service] • Provide all employees with information security education and e-learning
Risk management	<ul style="list-style-type: none"> • Conducted disaster readiness drills • Conducted disaster readiness e-learning • Expanded and promoted the Group-wide risk management system • Verified disaster readiness measures and reinforced operations [Yahoo Japan] • Implemented information security systems • Implemented multi-layer defense against cyberattacks • Conducted risk management • Utilized incident reporting system 	A	<ul style="list-style-type: none"> • Conduct disaster readiness drills • Conduct disaster readiness e-learning • Expand and promote the Group-wide risk management system • Verify disaster readiness measures and reinforce operations [Yahoo Japan] • Implement information security systems • Implement multi-layer defense against cyberattacks • Conduct risk management • Utilize incident reporting system
Access to essential services	<ul style="list-style-type: none"> • Reinforced network centers, ensured 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) • Implemented BCP measures <ul style="list-style-type: none"> – Carried out nationwide deployment of mobile base stations, portable wireless base stations, power supply vehicles, portable generators, and mobile phones/satellite phones for lending and so forth [Yahoo Japan] • Revised Emergency Disaster Response Guidelines • Revised service priorities during disasters • Conducted disaster preparedness drills • Considered structure for time of disaster (BCP) • Ensured service continuity and data safety (availability, completeness) [Fukuoka SoftBank HAWKS] • Launched the customer integration project, and developed the new point system, <i>TAKA POINT</i> 	A	<ul style="list-style-type: none"> • Reinforce network centers, ensure 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures) • Implement BCP measures <ul style="list-style-type: none"> – Carry out nationwide deployment of mobile base stations, portable wireless base stations, power supply vehicles, portable generators, and mobile phones/satellite phones for lending and so forth [Yahoo Japan] • Revise Emergency Disaster Response Guidelines • Revise service priorities during disasters • Conduct disaster preparedness drills • Consider structure for time of disaster (BCP) • Ensure service continuity and data safety (availability, completeness) [Fukuoka SoftBank HAWKS] • Continue the customer integration project, and administer the new point system, <i>TAKA POINT</i>

Items	FY2016 Results	Rating	Plan for FY2017
Involvement in the Community			
Involvement in community activities	<ul style="list-style-type: none"> Promoted use of the donation platform available for many NPOs (<i>KazashiteBokin</i>) [Yahoo Japan] Accepted students for company tours as part of their social studies Held study group activities in collaboration with parents and guardians and schools Held special lessons for elementary, junior high school, and high school students [Fukuoka SoftBank HAWKS] Visited Fukuoka Children's Hospital Visited Fukuoka Chuo Tokubetsushien School Invited elementary school students to watch baseball games and offered special programs for parents and guardians (facilitating parent-child communication through baseball) Conducted Pink Ribbon Festival activities [SoftBank Payment Service] Donated philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare [SB Creative] Donated books to The Japan Science Society [SB Human Capital] Provided support for second careers for professional athletes Conducted regional revitalization projects in Yazu, Yazu District, Tottori Prefecture (Hayabusa Lab) Conducted work-from-home creative marketing service "Mom's Lab" operated by freelance moms [IDC Frontier] Participated in Waseda University IPS Kitakyushu Consortium Conducted an academic program to support ICT for education in Fukuoka City [Cyber University] Continued corporate scholarship program 	A	<ul style="list-style-type: none"> Promote use of the donation platform available for many NPOs (<i>KazashiteBokin</i>) [Yahoo Japan] Accept students for company tours as part of their social studies Hold study group activities in collaboration with parents and guardians and schools Hold special lessons for elementary, junior high school, and high school students [Fukuoka SoftBank HAWKS] Visit Fukuoka Children's Hospital Visit Fukuoka Chuo Tokubetsushien School Invite elementary school students to watch baseball games and offer special programs for parents and guardians (facilitating parent-child communication through baseball) Conduct Pink Ribbon Festival activities [SoftBank Payment Service] Donate philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare [SB Creative] Donate books to The Japan Science Society [SB Human Capital] Provide support for second careers for professional athletes Conduct regional revitalization projects in Yazu, Yazu District, Tottori Prefecture (Hayabusa Lab) Conduct creativity support project in Niimi City, Okayama Prefecture Conduct work-from-home creative marketing service "Mom's Lab" operated by freelance moms [IDC Frontier] Participate in Waseda University IPS Kitakyushu Consortium Conduct an academic program to support ICT for education in Fukuoka City Partnered with Yahoo Japan athletes with disabilities [Cyber University] Continue corporate scholarship program
Involvement in the community	<ul style="list-style-type: none"> Loaned the humanoid robot Pepper for free for a three-year period under the <i>Pepper CSR Program</i> to assist with programming classes and solving social issues <ul style="list-style-type: none"> Selected recipients for loaned Pepper robots under the <i>Social Challenge program</i> Started trial at pilot schools under the <i>School Challenge program</i> Sponsored Special Olympics Nippon [Yahoo Japan] Participated in local-government organized events and meetings Opened up the Yahoo Ishinomaki Fukko Base to local communities Sponsored Special Olympics Nippon [SB Energy] Held explanation meetings with local residents regarding construction of a power plant 	A	<ul style="list-style-type: none"> Loan the humanoid robot Pepper for free for a three-year period under the <i>Pepper CSR Program</i> to assist with programming classes and solving social issues <ul style="list-style-type: none"> Implement the <i>Social Challenge program</i> Implement the <i>School Challenge program</i> Resolve regional issues using ICT Sponsor Special Olympics Nippon [Yahoo Japan] Participate in local-government organized events and meetings Open up the Yahoo Ishinomaki Fukko Base to local communities Sponsor Special Olympics Nippon [SB Energy] Hold explanation meetings with local residents regarding construction of a power plant [IDC Frontier] Conduct observation tours of the Kitakyushu Data Center for junior high school students
Reconstruction Support for Areas Affected by Disasters			
Great East Japan Earthquake	<ul style="list-style-type: none"> Increased subscribers for <i>Charity White</i>, a circle of support that takes monthly donations from mobile charges Conducted the <i>TOMODACHI SoftBank Leadership Program</i> [Yahoo Japan] Held the <i>TOUR de Tohoku</i> cycling event to support reconstruction after the Great East Japan Earthquake and preserve the memory of the disaster for the future Operated the <i>Tohoku Yell Market</i> selling specialties from the Tohoku region online Provided on-going Internet-based support for the affected areas (<i>Search for 3.11</i>) [ITmedia] Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [ValueCommerce] Supported the activities of <i>Web Bellmark</i> by providing it with an affiliate program [Vector] Continued making donations to the Great East Japan Earthquake Recovery Initiatives Foundation through the <i>Game-no-Kizuna Project</i> [Fukuoka SoftBank HAWKS] Set up donation boxes in every baseball stadium [SB Creative] Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [SB Players] Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation through subsidiary Odds Park Corp. [SB Human Capital] Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [IDC Frontier] Sponsored <i>TOUR de Tohoku</i> 	A	<ul style="list-style-type: none"> Increase subscribers in <i>Charity White</i>, a circle of support that takes monthly donations from mobile charges Conduct the <i>TOMODACHI SoftBank Leadership Program</i> [Yahoo Japan] Hold the <i>TOUR de Tohoku</i> cycling event to support reconstruction after the Great East Japan Earthquake and preserve the memory of the disaster for the future Operate the <i>Tohoku Yell Market</i> selling specialties from the Tohoku region online Provide on-going Internet-based support for the affected areas (<i>Search for 3.11</i>) [ITmedia] Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [ValueCommerce] Support the activities of <i>Web Bellmark</i> by providing it with an affiliate program Participate in the <i>TOUR de TOHOKU</i> cycling event as a partner to support reconstruction and preserve the memory of the disaster for the future [Vector] Continue making donations to the Great East Japan Earthquake Recovery Initiatives Foundation through the <i>Game-no-Kizuna Project</i> [Fukuoka SoftBank HAWKS] Conduct donation collection activities by coaches and athletes on March 11 Maintain donation boxes in every baseball stadium Invite people to watch the HAWKS game at Kobo Stadium Miyagi [SB Creative] Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [SB Human Capital] Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation [IDC Frontier] Sponsor <i>TOUR de Tohoku</i>
Kumamoto Earthquakes	<ul style="list-style-type: none"> Conducted disaster support projects <ul style="list-style-type: none"> Loaned the humanoid robot Pepper for free for a three-month period Held baseball workshops at elementary schools given by former SoftBank HAWKS players [Yahoo Japan] Collected donations through <i>Yahoo! Internet Fund Raising</i> and the <i>Yahoo! Kikin</i> charity platform Provided LOHACO support gift deliveries Conducted on-site employee volunteer activities Provided information services with <i>Yahoo! News</i> [Fukuoka SoftBank HAWKS] Donated relief funds to earthquake-affected areas in the Kumamoto and Oita regions Launched the <i>Fight! Kyushu</i> earthquake reconstruction support projects in Kumamoto and Oita <ul style="list-style-type: none"> Attached <i>Fight! Kyushu</i> badges to the sleeves of athletes' uniforms Conducted donation drives Sold charity merchandise and donated part of the proceeds Conducted earthquake site visits and held baseball workshops Invited around 3,000 residents of Kumamoto and Oita who were affected by the earthquakes to watch baseball games Held a <i>Fight! Kyushu</i> reconstruction support game Held a charity auction [SB Players] Conducted emergency support donation drive for disaster-affected areas using the government's Furusato Tax program through Satofull Co., Ltd. [Realize Mobile Communications] Held a charity auction on the website <i>FOOTBALL FREEDOM</i>, operated by the company, and donated proceeds to Kumamoto Prefecture as relief funds 	A	<ul style="list-style-type: none"> Conduct disaster support projects <ul style="list-style-type: none"> Hold baseball workshops at elementary schools given by former SoftBank HAWKS players [Yahoo Japan] Collect donations through <i>Yahoo! Internet Fund Raising</i> and the <i>Yahoo! Kikin</i> charity platform [Fukuoka SoftBank HAWKS] Conduct the <i>Fight! Kyushu</i> earthquake reconstruction support projects in Kumamoto and Oita <ul style="list-style-type: none"> Attach <i>Fight! Kyushu</i> badges to the sleeves of athletes' uniforms Conduct donation drives Sell charity merchandise and donate part of the proceeds Conduct earthquake site visits and hold baseball workshops Invite residents of Kumamoto and Oita who were affected by the earthquakes to watch baseball games Hold a charity auction Provide wristbands with the message "Supporting Kumamoto through Baseball" to all spectators at games held in Kumamoto [SB Players] Conduct emergency support donation drive for disaster-affected areas using the government's Furusato Tax program through Satofull Co., Ltd.



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