

CSR REPORT  
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# Information Revolution – Happiness for everyone



Guided by our corporate philosophy of “Information Revolution – Happiness for everyone,” the SoftBank Group will continue to take on the challenge of addressing the many problems still unsolved by humankind and thereby contribute to the betterment of society.

In 2015, we launched the personal robot “Pepper,” the first robot in the world to have emotions, and Pepper is now at work at facilities for seniors, kindergartens, and a wide range of other venues. As technology continues to advance on a global scale and the idea of a society that co-exists with robots becomes a reality, I believe people’s lives will be enriched for a better, more marvelous world.

In addition, the SoftBank Group is promoting the use of solar power, wind power, and other renewable energy resources with its business partners both in Japan and abroad, aiming to make a positive contribution to the Earth’s environment from a global standpoint.

As a driving force behind the Information Revolution, we will provide new platforms and services to realize a society that enriches people’s lives throughout the world while promoting technological innovation. With a focus on the key themes of the SoftBank Group CSR Principles, which are building a healthy Internet society, cultivating the next generation with dreams and aspirations, safeguarding the planet’s future through environmental protection, and supporting the reconstruction of areas affected by natural disasters, we will work through our businesses to solve the problems facing society.

Masayoshi Son Chairman & CEO, SoftBank Group Corp.  
August 2016

## 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	135
Number of employees	199 (consolidated base: 63,591)

### Business Segments and Main Group Companies (FY2015)

■ Domestic Telecommunications Segment	¥3,144.7 billion	SoftBank Corp. / Wireless City Planning Inc.
■ Sprint Segment	¥3,871.6 billion	Sprint Corporation
■ Yahoo Japan Segment	¥652.0 billion	Yahoo Japan Corporation / ASKUL Corporation
■ 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.

# SoftBank Group CSR Principles

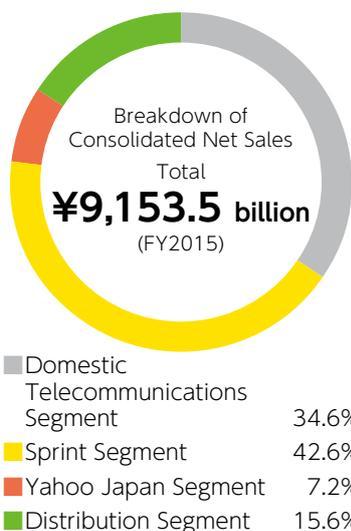
The SoftBank Group has an important social responsibility as an operator of high-speed broadband networks to provide information as a lifeline. To fulfill this mission, the Group strives to contribute to society by placing priority on customers' happiness. We also aim to meet our shareholders' expectations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

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

- Do We Create... excitement and surprises, user friendliness and reliability, and joy for everyone?  
The SoftBank Group stays **customer**-focused.
- Do We Maintain... a relentless pursuit of growth, a robust and transparent management, and fair and timely disclosure?  
The SoftBank Group strives to meet its **shareholders'** expectations.
- Do We Provide... opportunities for new challenges and personal growth, an environment that stimulates diversity, and fair recognition of efforts and results?  
The SoftBank Group nurtures its **employees'** motivation and pride.
- Do We Build... mutual trust, fair relationships, and partnerships leading to innovation?  
The SoftBank Group evolves together with **business partners**.
- Do We Promote... a healthy Internet society, the dreams and ambitions of the next generation, and the future of our planet?  
The SoftBank Group contributes to a brighter **society**.

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

## Share of Net Sales\*



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

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Reporting Period: April 2015–March 2016  
Reporting Scope: SoftBank Group (Consolidated subsidiaries inside Japan)

 More details can be found (Link to external website)

# Promoting and Expanding the Use of Renewable Energy across the Group

## ***FIT Denki Plan*** (renewable energy) ***SoftBank Denki*** Powered by SB Power Corp.



### SoftBank Corp.

### SB Power Corp.

#### ***SoftBank Denki Provides FIT Electricity from Renewable Energy Sources***

SoftBank Corp. began taking applications in January 2016 for its new electric power service, *SoftBank Denki*, which delivers electricity to residential customers “securely, safely and at a great price.” In addition, Group company SB Power Corp. has developed the *FIT Denki Plan (renewable energy)*, which provides power with a high FIT (feed-in tariff) electricity\* ratio. FIT electricity is generated from renewable sources like solar power. The plan is being offered in the areas served by Hokkaido Electric Power Co., Inc., Tokyo Electric Power Company Holdings, Inc., and The Kansai Electric Power Co., Inc.

(as of August 1, 2016).

\* Some of the costs incurred by SB Power Corp. in procuring this electricity are covered by surcharges collected from all electricity users. The CO<sub>2</sub> emissions derived from this electricity are treated as being equivalent to the nationwide average for electricity, including thermal power. The ratio of this electricity within SB Power Corp.’s overall power source mix is promised to be 50% or more on an annual basis.

### SB Energy Corp.

#### ***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 Mitsui & 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 m<sup>2</sup> (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.

#### Electricity provided through the FIT Denki Renewable Energy Plan

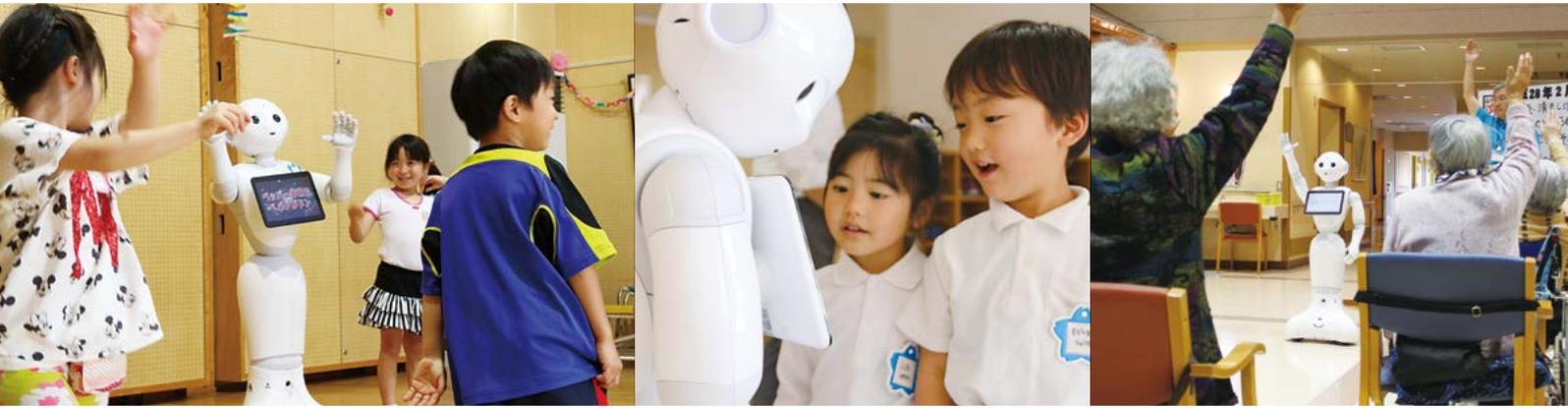
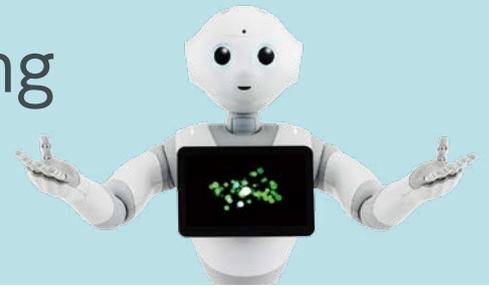


#### Expansion of renewable energy development



SoftBank Tomatoh Abira Solar Park

# Pepper's Broadening Scope of Service



## 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.\*

\* We are no longer taking applications due to the large number that have been received.  
 Photographs by courtesy of: Midorigaoka Gakuen Hayashi Kindergarten and Ishikawa Gakuen Suginoko Kindergarten

### Feedback from Users

**Tadahiro Nanba**  
 Midorigaoka Gakuen Hayashi Kindergarten

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.

From an educational perspective, I can see the potential for Pepper to play a unique role in fostering a greater desire in children to interact with their classmates and the adults around them as well as develop an awareness of people different from themselves.

## 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.

\* Day care services are rehabilitation services for seniors that include physical therapy, occupational therapy, and speech-language-hearing therapy. There are also programs for calisthenics, functional exercises, lunches, bathing and recreation.

### 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 de by partnering with customers to provide ongo

## 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\*<sup>1</sup> 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\*<sup>2</sup> 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.

\*<sup>1</sup> Survey by Ashinaga in 1995

\*<sup>2</sup> Survey by Ministry of Health, Labour and Welfare

\*<sup>3</sup> As of August 2016

\* In the event of a major disaster, the donations will be allocated to supporting affected areas. Subscribers remain in the program for two years after signing up.



チャリティスマイル

Cumulative number of participating subscribers:  
Approximately **76,000**\*<sup>3</sup>

Recipient organizations:  
Ashinaga / Central Community Chest Society



## 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.

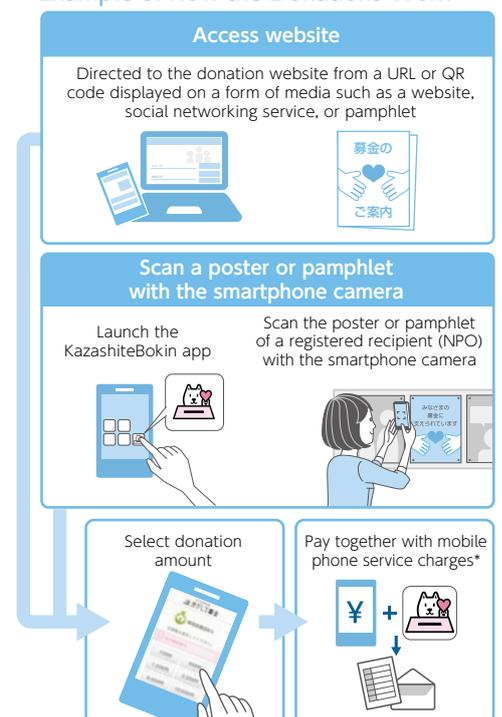
We are conducting a range of initiatives utilizing KazashiteBokin to promote customer donations. For example, we conducted the “Heart Wrapping Project—Thank You for Reaching ¥100 Million” campaign from December 2015 to February 2016. During that time, SoftBank Corp. made additional donations to respective NPOs based on the number of times customers donated (totaling ¥1.11 million)\* and provided a free gift (Otousan Social Contribution Badge) to everyone who initiated ongoing monthly donations to an eligible recipient organization.

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

## かざして募金

Recipients **Over 300 NPOs**

Example of How the Donations Work



\* Those using non-SoftBank mobile phones can pay using a credit card.

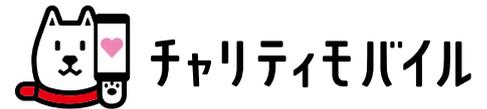
# Ensure many people have to help one another giving support for the people in need.

## 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.

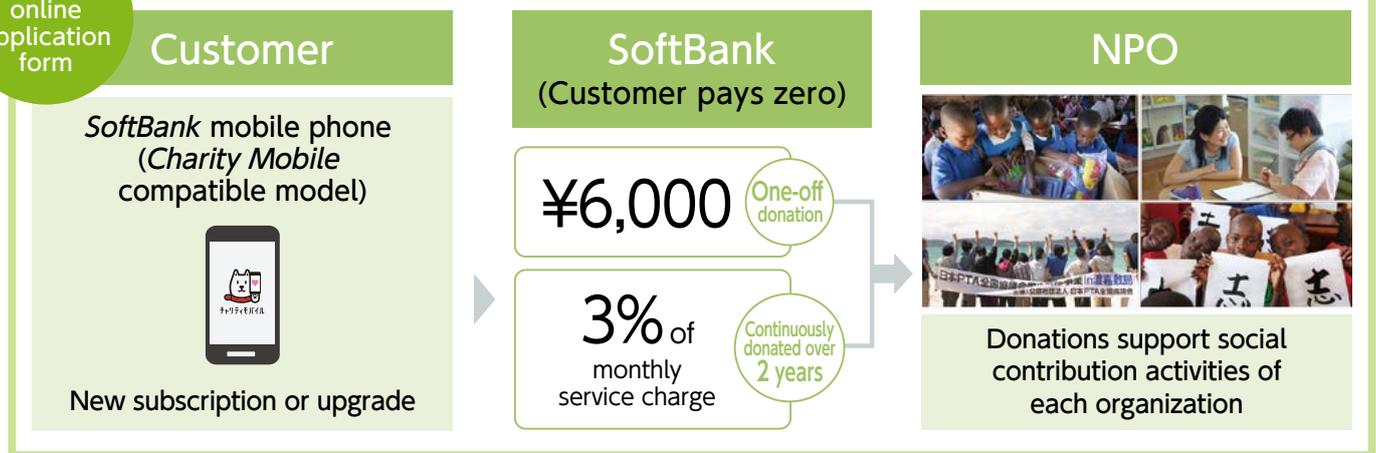


10 recipient NPOs

Customers can select the recipient organization from the following (as of August 2016)

Ashinaga / Central Community Chest Society / Médecins Sans Frontières Japan / Terra Renaissance / TOYBOX / doubutukikin / Organization for Cool Seniors in Japan / PUBLIC INTEREST INCORPORATED ASSOCIATION NATIONAL CONGRESS OF PARENTS & TEACHERS ASSOCIATION OF JAPAN / Japan Committee for UNICEF / Peace Boat Disaster Relief Volunteer Center

Dedicated online application form



## 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.



# Keeping On. Drawing Closer. Doing What Only the SoftBank Group Can Do.

## 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.

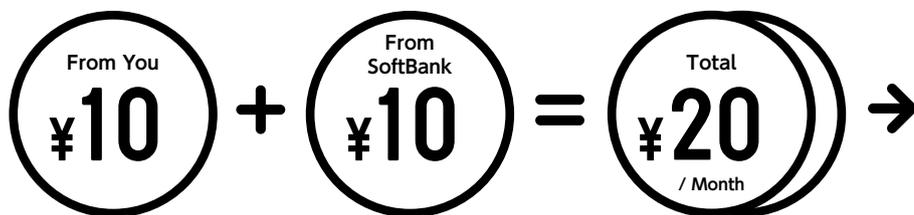
Charity White is an optional service in which customers donate ¥10 each month when paying their mobile phone or broadband service charges and SoftBank Corp. matches the donation to provide a total donation of ¥20 every month for a period of two years.

Cumulative number of participating subscribers:  
**Approx. 2.99 million**

Total donated amount:  
**¥1,082,054,1**

\* As of July 31, 2016

Recipient organizations:  
 Ashinaga / Central Community Chest Society



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

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

Recipient organizations: Ashinaga / Central Community Chest Society (Volunteer Support 2) / TOYBOX / Nijiirō Kureyon / Great East Japan Earthquake Recovery Initiatives Foundation / NPO Beans Fukushima / Baby Smile Ishinomaki

\* Calculated based on the donation application amount. The matching donation from SoftBank Corp. applied to one-time donations during the project period and ongoing monthly donations for March that were initiated during the project period.

## ずっと! 東北応援プロジェクト



### —Special Website to Provide Information on the SoftBank Group's Reconstruction Support Initiative—

The site uses a report format to provide information on the Group's reconstruction support initiatives conducted thus far, interviews with people involved in ongoing activities for Tohoku's reconstruction and information on the current situation in the region.

- The SoftBank Group's Reconstruction Support Initiatives
- Tohoku visit reports ● Reconstruction support interviews



(Japanese only)



## 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

Conducted since 2012  
To be conducted until fiscal 2021

A cumulative total of approximately  
**600** high school students  
had taken part as of fiscal 2015



## 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”

(Kamaishi, 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 Kamaishi 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 Kamaishi.

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.



# 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.

## 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.



## 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 / Odaka Worker's Base / Dream Project / Minami Sanriku Mishin Koubou / COOL AGR1 / Iwaki OtentoSUN Enterprise Cooperative / Kirikiri Koku / TEDIC / Mother Link Japan / Goshi Goshi Fukushima

## 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.



(Japanese only)



# Responsibility as a Company Providing Communications Infrastructure

## 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.

For 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.



## 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 2015 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.

\* SoftBank Group Corp., SoftBank Corp., Yahoo Japan Corporation, SB Atwork Corp., SB Creative Corp., SoftBank Payment Service Corp., Odds Park Corp., SoftBank Technology Corp.



#### Baseball Workshops Held in Areas Impacted by the 2016 Kumamoto Earthquakes

Baseball workshops have been held with former Fukuoka SoftBank HAWKS players since June 2016 to bring cheer to children through sports at elementary schools impacted by the 2016 Kumamoto Earthquakes. 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, and it really made me want to play baseball again.”

## 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.



(Japanese only)

## 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:  
(Japanese only)



for iPhone



for iPad

\* 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 installed 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 CO<sub>2</sub> 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 air conditioning 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 CO<sub>2</sub> 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 Shinto, Gunma 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.

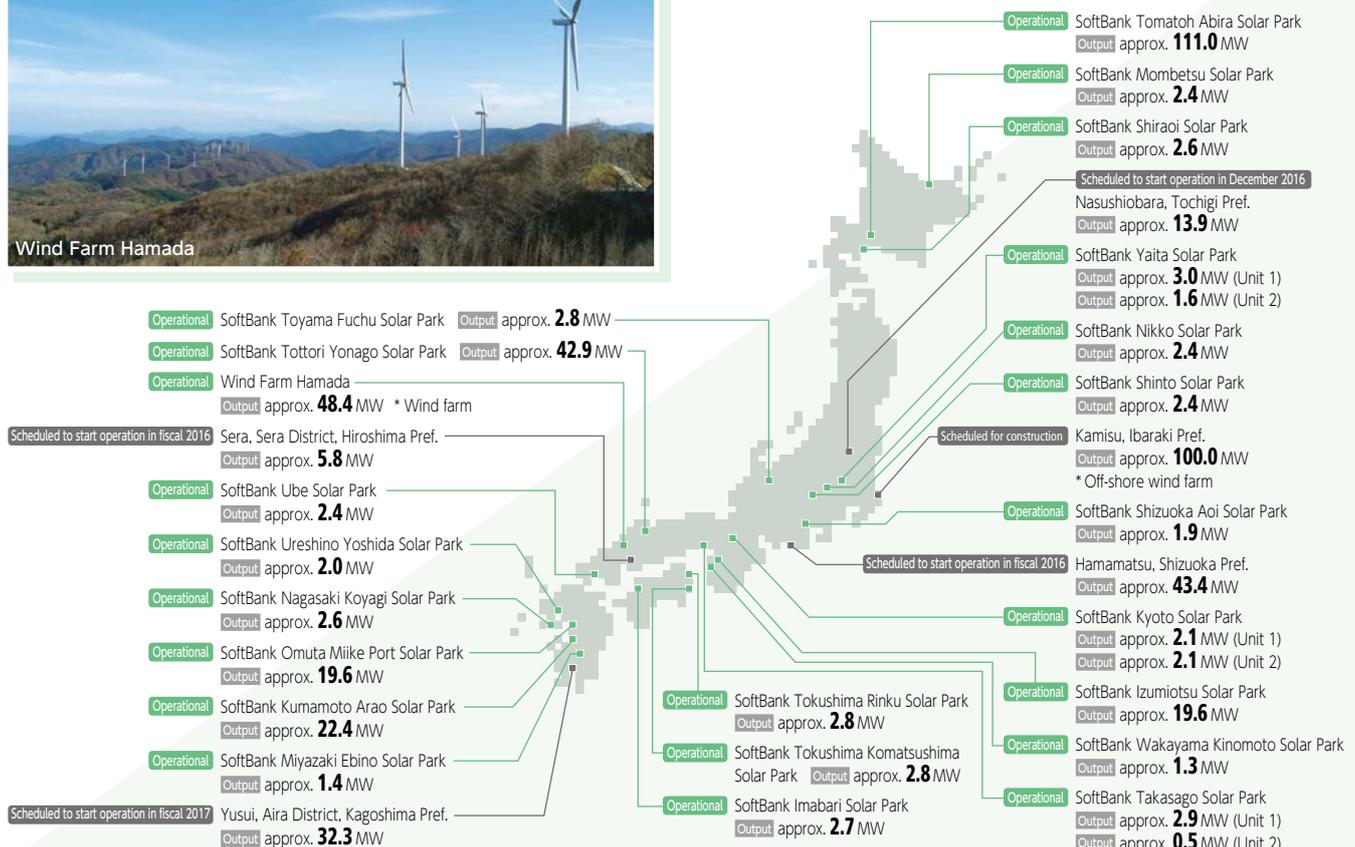


SoftBank Nagasaki Koyagi Solar Park

### [ Renewable Energy ] Constructing Mega Solar Power Plants and Wind Farms Nationwide As of July 1, 2016



Wind Farm Hamada



# 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.

#### Magic Project 2015

##### —Magic Homework—

In fiscal 2015, Windows OS tablets were introduced for the first time to strengthen tailored support for individual students. In addition, to provide better quality assistance more precisely tailored to children and students with special needs, local seminars were held by "Magic Teachers" certified by the Magic Projects for teachers of partner schools and the general public.

#### 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. Using a tablet device to capture images of the chalkboard and textbook allowed him to create his own unique tablet notebook. He told us how the tablet has changed his learning experience: "The tablet is like my partner in learning. 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

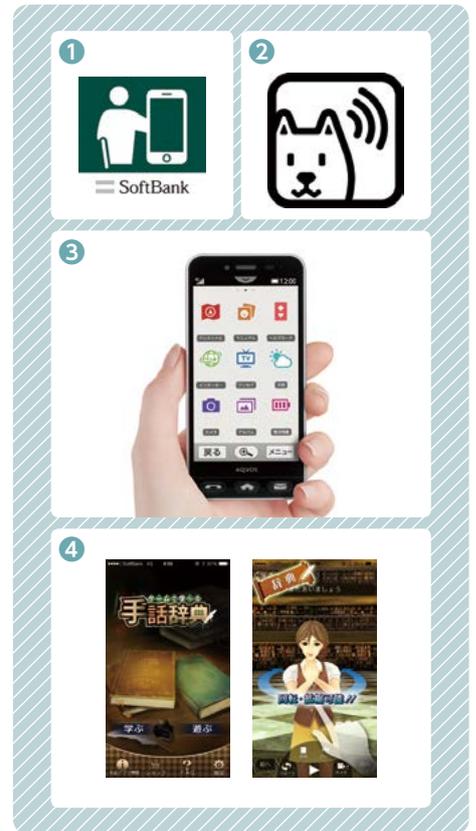
- 1** iPhone app to support visually impaired users .....

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.
- 2** 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.
- 3** 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.
- 4** Game de Manaberu Shuwa 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.



(Japanese only)



## 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 6,900 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.



**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.



**Examples of Employee Ideas That Have Been Commercialized**

- September 2012 *SOFTBANK Simple Donation\**  
A service that allows users to designate 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 *KazashiteBokin*
- March 2013 *Tabi-Bari Furatto Iseshima*  
A service added on to the *Furatto Annai* GPS-enabled information distribution app to provide barrier-free tourism information to make sightseeing more enjoyable for people with special needs.
- May 2013 Elderly Staff "Senior Crew" Organization  
Smartphone classes for seniors taught by the Senior Crews



**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 Ikuboss 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.

**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 a telecommuting system (up to one day per week) for employees whose working hours are restricted due to child-rearing or nursing care commitments.



Under the Smart Work Style, SoftBank Corp. has been working to reduce overtime and promote work-life balance, as well as setting days when everyone must leave the office on time. These efforts are designed to provide time after work for employees to spend with their families and friends or engage in self-improvement.

\* The applicability of the super flex-time system and telecommuting are determined based on the characteristics of the operations of each division.

## Alibaba

### Hosting a Global Conference on Women and Entrepreneurship

SoftBank Group company Alibaba Group Holding Limited, one of the world's largest e-commerce companies, held the inaugural Global Conference on Women and Entrepreneurship in Hangzhou, China in May 2015. The goal of the conference is to help create a society where more women can pursue their professional and personal ambitions. Around 500 people attended the conference, including female company presidents, employees, and leaders from different industries all over China. Keynote speakers included Alibaba executive chairman Jack Ma and CFO Maggie Wu.

Alibaba's mission is to make it easy to do business anywhere. Accordingly, the company is committed to helping many women to build active careers in the rapidly growing field of e-commerce.



### Alibaba Launches Entrepreneurs Fund for Hong Kong

Alibaba Group Holding Limited established the Entrepreneurs Fund for Hong Kong in November 2015. The fund will support the career formation and entrepreneurial activities of young people and stimulate fresh activity in Hong Kong.

The fund will also support the aspirations of young people by offering 200 internship opportunities each year for graduates as well as an investment program. Furthermore, through the fund, Alibaba aims to provide products and services using its e-commerce, logistics, mobile platforms, cloud computing and financial services to people in mainland China and countries around the world.



## Sprint

### Free Broadband Services for Students in Illinois Help to Bridge the Digital Divide

Sprint is currently implementing a project to provide free broadband services to several public schools in the state of Illinois until June 30, 2020.

Through this initiative, Sprint provides a high-speed LTE broadband Internet connection that serves at least 1,600 Illinois students.

Sprint also plans to provide wireless broadband connectivity for 50,000 low-income households across the U.S. as part of the U.S. government-led initiative ConnectED—a public and private effort to help bridge the digital divide in schools.



### Sprint Named as One of the Best Places to Work for People with Disabilities

Sprint received a top score of 100 points in the Disability Equality Index survey result in June 2015. This survey is jointly conducted each year by the American Association of People with Disabilities and The U.S. Business Leadership Network® to support companies that actively hire people with disabilities and adopt a progressive stance on their inclusion.

Sprint was awarded the top score for its long-standing commitment toward ensuring that people with disabilities are included in the workplace.



A ceremony held at Sprint's headquarters to mark the 25th anniversary of the Americans with Disabilities Act of 1990

# Results of FY2015 and Plan for FY2016

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

Items	FY2015 Results	Rating	Plan for FY2016
<b>General Management</b>			
CSR principles	Disclosed the "SoftBank Group CSR Principles" as the CSR policy for the Group	A	Further entrench the "SoftBank Group CSR Principles" as the CSR policy for the Group
Process and structure of the decision-making system	<ul style="list-style-type: none"> <li>Appointed a SoftBank Corp. director as the SoftBank Group Chief CSR Officer and directors of key companies within the Group as CSR officers</li> <li>Shared and exchanged information in the semiannual SoftBank Group CSR Working Group</li> </ul>	A	<ul style="list-style-type: none"> <li>Continue CSR Officer system</li> <li>Share and exchange information in the semiannual SoftBank Group CSR Working Group</li> </ul>
Identifying key areas of CSR	Released achievements and targets for the following key areas of CSR (ISO 26000 ratified) <ol style="list-style-type: none"> <li>Building a healthy Internet society</li> <li>Cultivating a next generation that has dreams and aspirations</li> <li>Protecting the planet's future through environmental protection</li> <li>Supporting the reconstruction of areas affected by the Great East Japan Earthquake</li> </ol>	A	Release achievements and targets for the following key areas of CSR (ISO 26000 ratified) <ol style="list-style-type: none"> <li>Building a healthy Internet society</li> <li>Cultivating a next generation that has dreams and aspirations</li> <li>Protecting the planet's future through environmental protection</li> <li>Supporting the reconstruction of areas affected by the Great East Japan Earthquake</li> </ol>
Corporate governance	Conducted verification and assessment of the internal control system by internal and external audit divisions	A	Conduct verification and assessment of the internal control system by internal and external audit divisions
<b>Relations with Employees</b>			
Employment	<ul style="list-style-type: none"> <li>Conducted fair evaluations of personnel according to role, results, and ability</li> <li>Hired and promoted talented personnel based on ability, regardless of gender, age, educational background, nationality, etc.</li> <li>Implemented annual ES survey and promoted subsequent improvements</li> <li>Implemented a robust childcare program</li> <li>Promoted hiring of personnel with special needs</li> <li>Took measures for the Tokyo metropolitan area working conditions improvement project</li> </ul>	A	<ul style="list-style-type: none"> <li>Conduct fair evaluations of personnel according to role, results, and ability</li> <li>Hire and promote talented personnel based on ability, regardless of gender, age, educational background, nationality, etc.</li> <li>Implement annual ES survey and promote subsequent improvements</li> <li>Implement a robust childcare program</li> <li>Promote hiring of personnel with special needs</li> <li>Take measures for the Tokyo metropolitan area working conditions improvement project</li> </ul> <p><b>SB Atwork</b> Introduce no-term contracts for employees on fixed-term contracts (introduce regular employee contracts with specified roles)</p>
Working conditions and social security	<ul style="list-style-type: none"> <li>Continued various programs to encourage a favorable work-life balance               <ul style="list-style-type: none"> <li>Promoted no-overtime days for each division, each company</li> <li>Used flextime working hours</li> </ul> </li> <li>Encouraged employees to take various vacation programs</li> <li>Took measures to prevent overwork</li> <li>Maintained a system for safety confirmation in times of disaster</li> <li>Held "FY15 Family Day"</li> </ul> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>Implemented a sabbatical system</li> <li>Held Family Day</li> <li>Established BASE6 staff cafeteria linked to business performance</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Continued 1/3 paid leave system</li> <li>Continued morning-oriented work system</li> <li>Continued full-charge recruitment system</li> </ul>	A	<ul style="list-style-type: none"> <li>Continue various programs to encourage a favorable work-life balance               <ul style="list-style-type: none"> <li>Promote no-overtime days for each division, each company</li> <li>Use flextime working hours</li> </ul> </li> <li>Encourage employees to take various vacation programs</li> <li>Take measures to prevent overwork</li> <li>Maintain a system for safety confirmation in times of disaster</li> <li>Hold "FY16 Family Day"</li> </ul> <p><b>Yahoo! JAPAN</b></p> <ul style="list-style-type: none"> <li>Implement sabbatical system</li> <li>Hold Family Day</li> <li>Operate BASE6 staff cafeteria linked to business performance</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Continue 1/3 paid leave system</li> <li>Continue morning-oriented work system</li> <li>Continue full-charge recruitment system</li> </ul>
Compliance	<ul style="list-style-type: none"> <li>Maintained the compliance hotline (internal reporting system)</li> <li>Conducted compliance training (including e-learning)</li> <li>Implemented Group-wide self-checking for compliance</li> <li>Held compliance-month to promote the awareness of compliance in the autumn period</li> </ul>	A	<ul style="list-style-type: none"> <li>Operate the compliance hotline (internal reporting system)</li> <li>Conduct compliance training               <ul style="list-style-type: none"> <li>Conduct training for officers and managing executives of Group companies</li> <li>Hold Compliance Month for officers and employees of Group companies</li> </ul> </li> <li>Conduct compliance survey (awareness survey)</li> <li>Implement self-checking for compliance</li> </ul>
Safety and health	<ul style="list-style-type: none"> <li>Created a sound work environment and continued management of safety and health</li> <li>Maintained a wellness center to provide support for emotional and physical well-being</li> <li>Developed a new stress check system available on mobile devices and implemented it for Group employees</li> <li>Maintained a safety and health hotline</li> <li>Maintained a communication flow for times of emergency</li> <li>Continued measures for mental illness prevention and care for mental health</li> <li>Set up a massage room</li> <li>Established a peer supporter system to provide counseling in the workplace</li> </ul> <p><b>SB Atwork</b></p> <ul style="list-style-type: none"> <li>Raised awareness of the need to quit smoking (lung-age check in the staff cafeteria)</li> <li>Held an emergency first-aid course</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Implemented the Early Bird Program</li> <li>Implemented the Walking Program</li> </ul>	A	<ul style="list-style-type: none"> <li>Maintain a sound work environment and continue management of safety and health</li> <li>Maintain a wellness center to provide support for emotional and physical well-being</li> <li>Use the stress check system available on mobile devices and implement it for Group employees</li> <li>Maintain a safety and health hotline</li> <li>Maintain a communication flow for times of emergency</li> <li>Continue measures for mental illness prevention and care for mental health</li> <li>Maintain a massage room</li> <li>Maintain a peer supporter system to provide counseling in the workplace</li> </ul> <p><b>SB Atwork</b></p> <ul style="list-style-type: none"> <li>Hold first aid/AED training seminars</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Continue the Early Bird Program</li> <li>Continue the Walking Program</li> </ul>

**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	FY2015 Results	Rating	Plan for FY2016
<b>Relations with Employees</b>			
<b>HR development and education</b>	<ul style="list-style-type: none"> <li>● Held CEO's own program for training a successor (SoftBank Academia)</li> <li>● Offered a rich variety of training programs that employees can choose from (SoftBank University)</li> <li>● Maintained systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest)</li> <li>● Promoted action to enhance English skills across the Group</li> <li>● Conducted an incentive program according to TOEIC scores (Up until December FY2015)</li> <li>● Conducted a program to support employees acquiring qualifications</li> <li>● Conducted a wisdom- and knowledge-sharing program between employees (Knowledge Market)</li> <li>● Maintained a system for providing training where employees serve as internally certified instructors</li> </ul>	A	<ul style="list-style-type: none"> <li>● Hold CEO's own program for training a successor (SoftBank Academia)</li> <li>● Offer a rich variety of training programs that employees can choose from (SoftBank University)</li> <li>● Maintain systems for widely soliciting ideas from employees (SoftBank Innoventure, Business Ideas that Contribute to Society Contest)</li> <li>● Promote action to enhance English skills across the Group</li> <li>● Conduct a program to support employees acquiring qualifications</li> <li>● Conduct a wisdom- and knowledge-sharing program between employees (Knowledge Market)</li> <li>● Maintain a system for providing training where employees serve as internally certified instructors</li> </ul>
<b>Environment</b>			
<b>Environmental management</b>	Maintained ISO 14001 standard certification (Headquarters, Sapporo)	A	Maintain ISO 14001 standard certification (Headquarters, Sapporo)
<b>Amount of resources used</b>	Set environmental goals at offices <ul style="list-style-type: none"> <li>● Achieved lower power consumption compared to 2010: -36% (Headquarters)</li> </ul> <b>ITMedia</b> <ul style="list-style-type: none"> <li>● Operated Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives)</li> </ul> <b>SoftBank Technology</b> Introduced a facility management system to enable visualization and centralized management of electricity usage, and implemented measures to reduce energy consumption	A	Set environmental goals at offices <ul style="list-style-type: none"> <li>● Achieve lower power consumption compared to 2010: -25% (Headquarters)</li> </ul> <b>ITMedia</b> <ul style="list-style-type: none"> <li>● Operate Smart Japan (problem-solving site for companies engaged in power-saving, power-storage, power-generation initiatives)</li> </ul> <b>SoftBank Technology</b> Implement a facility management system to enable visualization and centralized management of electricity usage, and implement measures to reduce energy consumption
<b>Environmental protection</b>	Continued to conduct environmental conservation activities <ul style="list-style-type: none"> <li>● Ensured thorough compliance with paperless operations</li> <li>● Ensured thorough compliance with green procurement guidelines</li> <li>● Implemented all lights-off system</li> </ul> <b>SB Energy</b> Promoted renewable energy Implemented weed control using sheep and goats at SoftBank Tottori Yonago Solar Park <b>ValueCommerce</b> Carried out support activities as a sponsor of Akagi Nature Park <b>IDC Frontier</b> Introduced "breathing" data centers	A	Continue to conduct environmental conservation activities <ul style="list-style-type: none"> <li>● Ensure thorough compliance with paperless operations</li> <li>● Ensure thorough compliance with green procurement guidelines</li> <li>● Implement all lights-off system</li> <li>● Change lighting to LED at the Toyosu Office</li> </ul> <b>SB Energy</b> Promote renewable energy Implement weed control using sheep and goats at SoftBank Tottori Yonago Solar Park <b>ValueCommerce</b> Carry out support activities as a sponsor of Akagi Nature Park <b>IDC Frontier</b> Continue to promote "breathing" data centers
<b>Recycling of resources</b>	<ul style="list-style-type: none"> <li>● Collected used mobile phones for recycling</li> <li>● Separated trash</li> <li>● Used dedicated recycling boxes for used documents</li> </ul>	A	<ul style="list-style-type: none"> <li>● Collect used mobile phones for recycling</li> <li>● Separate trash</li> <li>● Use dedicated recycling boxes for used documents</li> </ul>
<b>Educating and awareness-raising</b>	<ul style="list-style-type: none"> <li>● Implemented e-learning about the appropriate processing of industrial waste and Electronic Manifest System to increase knowledge of relevant laws and processes</li> <li>● Raised awareness and increased knowledge about disposal of used mobile phones</li> </ul> <b>ITMedia</b> <ul style="list-style-type: none"> <li>● Offered power-saving information on Smart Japan website</li> </ul> <b>SB Energy</b> <ul style="list-style-type: none"> <li>● Conducted renewable energy and environmental education</li> <li>● Implemented Future Energy Project at three schools, and opened the Tottori Nature and Environment Center</li> <li>● Opened educational website <i>Miru-Miru Wakaru Energy</i> (<a href="http://www.sbenergy.jp/">http://www.sbenergy.jp/</a>) (Japanese only)</li> </ul>	A	<ul style="list-style-type: none"> <li>● Implement e-learning about the appropriate processing of industrial waste and Electronic Manifest System to increase knowledge of relevant laws and processes</li> <li>● Raise awareness and increase knowledge about disposal of used mobile phones</li> </ul> <b>ITMedia</b> <ul style="list-style-type: none"> <li>● Offer power-saving information on Smart Japan website</li> </ul> <b>SB Energy</b> <ul style="list-style-type: none"> <li>● Conduct renewable energy and environmental education</li> <li>● Implement Future Energy Project at three schools, and continue operation of the Tottori Nature and Environment Center</li> <li>● Continue operation of educational website <i>Miru-Miru Wakaru Energy</i> (<a href="http://www.sbenergy.jp/">http://www.sbenergy.jp/</a>) (Japanese only)</li> </ul>
<b>Relations with Business Partners</b>			
<b>Fair competition</b>	<ul style="list-style-type: none"> <li>● Held reverse auctions (electronic auctions)</li> <li>● Ensured thorough adherence to Code of Ethical Purchasing</li> <li>● Maintained fair and cordial trading relationships with business partners</li> </ul> <b>IDC Frontier</b> <ul style="list-style-type: none"> <li>● Held Technical Partner Awards</li> </ul>	A	<ul style="list-style-type: none"> <li>● Hold reverse auctions (electronic auctions)</li> <li>● Ensure thorough adherence to Code of Ethical Purchasing</li> <li>● Maintain fair and cordial trading relationships with business partners</li> </ul> <b>IDC Frontier</b> Hold Technical Partner Awards

# Results of FY2015 and Plan for FY2016

Items	FY2015 Results	Rating	Plan for FY2016
<b>Relations with Customers</b>			
Protection of consumers' safety	<ul style="list-style-type: none"> <li>Promoted the series of information literacy education programs, "Let's Think about Mobile Phones"</li> <li>Provided filtering service applicable to smartphones</li> <li>Increased awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places</li> <li>Provided an app to prevent smartphone operation while walking, STOP Texting While Walking</li> <li><b>Yahoo Japan</b></li> <li>Provided phishing alert and security measures</li> <li>Implemented antifraud measures at YAHUOKU!</li> <li>Participated and offered advice in public meetings pertaining to the Internet and advocacy activity</li> </ul>	A	<ul style="list-style-type: none"> <li>Promote the series of information literacy education programs, "Let's Think about Mobile Phones"</li> <li>Provide filtering service applicable to smartphones</li> <li>Increase awareness of mobile phone etiquette, including smartphone operation while walking and points to consider when using mobile phone in public places</li> <li>Provide an app to prevent smartphone operation while walking, STOP Texting While Walking</li> <li><b>Yahoo Japan</b></li> <li>Provide phishing alert and security measures</li> <li>Implement antifraud measures on YAHUOKU!</li> <li>Participate and offer advice in public meetings pertaining to the Internet and advocacy activity</li> </ul>
Consumer support and complaint settlement	<ul style="list-style-type: none"> <li>Continued to implement various measures to increase customer satisfaction                             <ul style="list-style-type: none"> <li>Conducted questionnaire surveys for call center users and customers visiting stores and utilized the results</li> <li>Maintained professional staff certification program</li> <li>Enhanced My SoftBank</li> </ul> </li> <li>Promoted IT support for people with special needs                             <ul style="list-style-type: none"> <li>Conducted a study on IT support for life and learning for children with special needs</li> </ul> </li> <li>Strengthened and promoted support for people with special needs</li> <li>Provided ICT support for senior customers                             <ul style="list-style-type: none"> <li>Provide simple smartphone lectures</li> </ul> </li> <li>Provided SoftBank Sign Language Class</li> <li>Provided Unwanted Call Checker</li> <li><b>Yahoo Japan</b></li> <li>Provided disaster information</li> <li>Commenced chat-based support</li> <li>Strengthened service safety and security</li> <li>Enhanced help page content</li> <li>Conducted patrolling for all web-based services</li> </ul>	A	<ul style="list-style-type: none"> <li>Continue to implement various measures to increase customer satisfaction                             <ul style="list-style-type: none"> <li>Conduct questionnaire surveys for call center users and customers visiting stores and utilize the results</li> <li>Maintain professional staff certification program</li> <li>Improve My SoftBank</li> </ul> </li> <li>Promote IT support for people with special needs                             <ul style="list-style-type: none"> <li>Conduct a study on IT support for life and learning for children with special needs</li> </ul> </li> <li>Strengthen and promote support for the people with special needs</li> <li>Provide ICT support for senior customers                             <ul style="list-style-type: none"> <li>Provide simple smartphone lectures</li> </ul> </li> <li>Provide SoftBank Sign Language Class</li> <li>Provide Unwanted Call Checker</li> <li><b>Yahoo Japan</b></li> <li>Provide disaster information</li> <li>Enhance chat-based support</li> <li>Strengthen service safety and security</li> <li>Enhance help page content</li> <li>Conduct patrolling for all web-based services</li> </ul>
Consumer data protection and privacy	<ul style="list-style-type: none"> <li>Acquired and maintained information security standard certification                             <ul style="list-style-type: none"> <li>Continuous maintenance of acquired ISO 27001 certification</li> </ul> </li> <li><b>SB Atwork</b></li> <li>Acquired and maintained information security standard certification (ISO 90001, PrivacyMark)</li> <li>Acquired additional standard certification (ISO 27001, ISO 20000)</li> <li><b>Realize Mobile Communications, SB Human Capital</b></li> <li>Managed PrivacyMark (JISQ 15001:2006)</li> <li><b>ValueCommerce</b></li> <li>Managed information security standard certification (PrivacyMark, TRUSTe)</li> <li><b>Yahoo Japan</b></li> <li>Maintained ISMS certification</li> <li>Maintained ISO 15408 certification</li> <li>Maintained PDICSS certification</li> <li><b>SoftBank Technology</b></li> <li>Acquired Office Security Mark certification</li> <li>Acquired ISO/IEC 20000 certification</li> <li>Acquired and maintained standard certifications (ISMS certification, PrivacyMark)</li> </ul>	A	<ul style="list-style-type: none"> <li>Acquire and maintain information security standard certification                             <ul style="list-style-type: none"> <li>Continuous maintenance of acquired ISO 27001 certification</li> </ul> </li> <li><b>SB Atwork</b></li> <li>Maintain information security standard certification (ISO 90001, ISO 27001, ISO 20000, PrivacyMark)</li> <li><b>Realize Mobile Communications, SB Human Capital</b></li> <li>Manage PrivacyMark (JISQ 15001:2006)</li> <li><b>ValueCommerce</b></li> <li>Manage information security standard certification (PrivacyMark, TRUSTe)</li> <li><b>Yahoo Japan</b></li> <li>Maintain ISMS certification</li> <li>Maintain ISO 15408 certification</li> <li>Maintain PDICSS certification</li> <li><b>SoftBank Technology</b></li> <li>Maintain standard certifications (ISMS certification, PrivacyMark, Office Security Mark certification, ISO/IEC 20000)</li> </ul>
Educating and awareness-raising	<ul style="list-style-type: none"> <li>Provided all employees with information security education and e-learning                             <ul style="list-style-type: none"> <li>Periodically released security newsletters</li> </ul> </li> </ul>	A	<ul style="list-style-type: none"> <li>Provide all employees with information security education and e-learning                             <ul style="list-style-type: none"> <li>Periodically release security newsletters</li> </ul> </li> </ul>
Risk management	<ul style="list-style-type: none"> <li>Conducted disaster readiness drills</li> <li>Conducted disaster readiness e-learning</li> <li>Expanded and promoted the Group-wide risk management system</li> <li>Verified disaster readiness measures and reinforced operations</li> </ul>	A	<ul style="list-style-type: none"> <li>Conduct disaster readiness drills</li> <li>Conduct disaster readiness e-learning</li> <li>Expand and promote the Group-wide risk management system</li> <li>Verify disaster readiness measures and reinforce operations</li> </ul>
Access to essential services	<ul style="list-style-type: none"> <li>Reinforced network centers, ensured 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures)</li> <li>Implemented BCP measures                             <ul style="list-style-type: none"> <li>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</li> </ul> </li> <li><b>Yahoo Japan</b></li> <li>Re-established systems for use during disasters</li> <li>Revised Emergency Disaster Response Guidelines</li> <li>Revised service priorities during disasters</li> <li>Conducted disaster preparedness drills</li> <li>Introduced incident command system (ICS)</li> </ul>	A	<ul style="list-style-type: none"> <li>Reinforce network centers, ensure 24-hour operation of base stations in a disaster through batteries and generators (disaster countermeasures)</li> <li>Implement BCP measures                             <ul style="list-style-type: none"> <li>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</li> </ul> </li> <li><b>Yahoo Japan</b></li> <li>Re-establish systems for use during disasters</li> <li>Revise Emergency Disaster Response Guidelines</li> <li>Revise service priorities during disasters</li> <li>Conduct disaster preparedness drills</li> <li>Introduce incident command system (ICS)</li> </ul>

Items	FY2015 Results	Rating	Plan for FY2016
<b>Involvement in the community</b>			
Involvement in community activities	<p>Promoted use of the donation platform available for many NPOs (<i>KazashiteBokin</i>)</p> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>Accepted students for company tours as part of their social studies</li> <li>Held study group activities in collaboration with parents and guardians and schools</li> <li>Held special lessons for elementary, junior high school, and high school students</li> </ul> <p><b>SoftBank Payment Service</b></p> <ul style="list-style-type: none"> <li>Donated philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare</li> </ul> <p><b>SB Creative</b></p> <ul style="list-style-type: none"> <li>Donated books to The Japan Science Society</li> </ul> <p><b>SB Human Capital</b></p> <ul style="list-style-type: none"> <li>Provided support for second careers for professional athletes</li> </ul> <p><b>Cyber University</b></p> <ul style="list-style-type: none"> <li>Continued corporate scholarship program</li> <li>Held free Cyber University IT and business seminars in Fukuoka</li> </ul> <p><b>Fukuoka SoftBank HAWKS</b></p> <ul style="list-style-type: none"> <li>Visited Fukuoka Children's Hospital</li> <li>Invited elementary school students to watch baseball games and offered special programs for parents and guardians (facilitated parent-child communication through baseball)</li> <li>Participated in Fukuoka City Tokimeki Project (supporting sales of artwork by people with special needs)</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Started an academic program to support ICT for education in Fukuoka City</li> <li>Concluded a sponsorship agreement with the student-led NPO AIESEC</li> </ul>	A	<p>Promote use of the donation platform available for many NPOs (<i>KazashiteBokin</i>)</p> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>Accept students for company tours as part of their social studies</li> <li>Hold study group activities in collaboration with parents and guardians and schools</li> <li>Hold special lessons for elementary, junior high school, and high school students</li> </ul> <p><b>SoftBank Payment Service</b></p> <ul style="list-style-type: none"> <li>Donate philanthropy seats to the Fukuoka and Saga Prefectural Councils of Social Welfare</li> </ul> <p><b>SB Creative</b></p> <ul style="list-style-type: none"> <li>Donate books to The Japan Science Society</li> </ul> <p><b>SB Human Capital</b></p> <ul style="list-style-type: none"> <li>Provide support for second careers for professional athletes</li> </ul> <ul style="list-style-type: none"> <li>Conduct regional revitalization projects in Yazu, Yazu District, Tottori Prefecture (Hayabusa Lab)</li> </ul> <ul style="list-style-type: none"> <li>Conduct work-from-home creative marketing service "Mom's Lab" operated by freelance moms</li> </ul> <p><b>Cyber University</b></p> <ul style="list-style-type: none"> <li>Continue corporate scholarship program</li> </ul> <p><b>Fukuoka SoftBank HAWKS</b></p> <ul style="list-style-type: none"> <li>Visit Fukuoka Children's Hospital</li> <li>Invite elementary school students to watch baseball games and offer special programs for parents and guardians (facilitated parent-child communication through baseball)</li> <li>Participate in Fukuoka City Tokimeki Project (supporting sales of artwork by people with special needs)</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Continue academic program to support ICT for education in Fukuoka City</li> <li>Continue sponsorship agreement with the student-led NPO AIESEC</li> </ul>
Involvement in the community	<p><b>Ymobile (currently SoftBank Corp.)</b></p> <ul style="list-style-type: none"> <li>Sponsored Special Olympics Nippon</li> </ul> <p><b>SB Energy</b></p> <ul style="list-style-type: none"> <li>Held explanation meetings with local residents regarding construction of power plant</li> </ul> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>Participated in local-government organized events and meetings</li> <li>Opened up the Yahoo Ishinomaki Fukko Base to local communities</li> <li>Participated in government-office and local-government organized events and meetings</li> <li>Sponsored Special Olympics Nippon</li> </ul> <p><b>IDC Frontier</b></p> <ul style="list-style-type: none"> <li>Held IoT Bootcamp in a depopulated village in Gifu Prefecture</li> </ul>	A	<p><b>SoftBank Corp.</b></p> <ul style="list-style-type: none"> <li>Sponsor Special Olympics Nippon</li> </ul> <p><b>SB Energy</b></p> <ul style="list-style-type: none"> <li>Hold explanation meetings with local residents regarding construction of power plant</li> </ul> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>Participate in local-government organized events and meetings</li> <li>Open up the Yahoo Ishinomaki Fukko Base to local communities</li> <li>Participate government-office and local-government organized events and meetings</li> <li>Sponsor Special Olympics Nippon</li> </ul>
Great East Japan Earthquake	<ul style="list-style-type: none"> <li>Increase subscribers for Charity White, a circle of support that takes monthly donations from mobile charges</li> <li>Continued to support the economic revitalization of the affected areas – Continued to provide Gift Tickets for Reconstruction</li> </ul> <p><b>SoftBank Group Corp.</b></p> <ul style="list-style-type: none"> <li>Conducted the TOMODACHI SoftBank Leadership Program</li> </ul> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>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</li> <li>Operated FUKKO DEPARTMENT selling specialties from the Tohoku region online</li> <li>Provided on-going Internet-based support for the affected areas</li> </ul> <p><b>SB Creative/Odds Park</b></p> <ul style="list-style-type: none"> <li>Made a donation to the Great East Japan Earthquake Recovery Initiatives Foundation</li> </ul> <p><b>Vector</b></p> <ul style="list-style-type: none"> <li>Continued fund raising through the <i>Alpaca Leaf Project</i> (Finished in July 2015)</li> </ul> <p><b>ValueCommerce</b></p> <ul style="list-style-type: none"> <li>Supported the activities of Web Bellmark by providing it with an affiliate program</li> </ul> <p><b>SB Atwork</b></p> <ul style="list-style-type: none"> <li>Extended the scope for providing a framework and system for employees to donate directly from their salaries</li> </ul> <p><b>SB Human Capital</b></p> <ul style="list-style-type: none"> <li>Provided a job information website</li> </ul> <p><b>Fukuoka SoftBank HAWKS</b></p> <ul style="list-style-type: none"> <li>Carried a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "<i>Ganbaro! Nippon</i>" for supporting reconstruction of areas affected by the Great East Japan Earthquake</li> <li>Set up donation boxes in every baseball stadium</li> <li>Displayed the "<i>Ganbaro! Nippon</i>" slogan for supporting reconstruction on team helmets</li> </ul>	A	<ul style="list-style-type: none"> <li>Increase subscribers in <i>Charity White</i>, a circle of support that takes monthly donations from mobile charges</li> </ul> <p><b>SoftBank Group Corp.</b></p> <ul style="list-style-type: none"> <li>Conduct the TOMODACHI SoftBank Leadership Program</li> </ul> <p><b>Yahoo Japan</b></p> <ul style="list-style-type: none"> <li>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</li> <li>Provide the online Recovery Yell Market to sell specialty products from the Tohoku region</li> <li>Provide on-going Internet-based support for the affected areas</li> </ul> <p><b>SB Creative/Odds Park/SB Atwork</b></p> <ul style="list-style-type: none"> <li>Make a donation to the Great East Japan Earthquake Recovery Initiatives Foundation</li> </ul> <p><b>Vector</b></p> <ul style="list-style-type: none"> <li>Continue making donations to the Great East Japan Earthquake Recovery Initiatives Foundation through the <i>Game-no-Kizuna Project</i> (from August 2015 onward)</li> </ul> <p><b>ValueCommerce</b></p> <ul style="list-style-type: none"> <li>Support the activities of Web Bellmark by providing it with an affiliate program</li> </ul> <p><b>Fukuoka SoftBank HAWKS</b></p> <ul style="list-style-type: none"> <li>Carry a banner on the official Fukuoka SoftBank HAWKS website linking to the special website "<i>Ganbaro! Nippon</i>" for supporting reconstruction of areas affected by the Great East Japan Earthquake</li> <li>Maintain donation boxes in every baseball stadium</li> <li>Display the "<i>Ganbaro! Nippon</i>" slogan for supporting reconstruction on team helmets</li> </ul>



## SoftBank Group Corp.

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