

CSR REPORT 2018

Information Revolution - Happiness for everyone



Information Revolution – Happiness for everyone



We at the SoftBank Group want to be a corporate group that continues to grow over the next 300 years, contributing to people throughout the world based on our corporate philosophy of “Information Revolution – Happiness for everyone.”

Singularity refers to the point where computers surpass human intelligence. This most significant shift in human history is poised to occur in the near future. The Internet of Things (“IoT”), which connects the Internet to all manner of devices, will continue to grow exponentially, and big data generated by this will accelerate the evolution of artificial intelligence (“AI”), giving rise to a super intelligence that exceeds human intelligence.

With the advent of Singularity, all industries will be redefined and our lives will also change significantly.

Guided by the SoftBank Group CSR Principles, we will prepare for this future by working continually to solve social issues through our business activities as a corporate group leading the Information Revolution, and thereby strive to bring about a society that enriches the lives of people throughout the world.

Masayoshi Son
Chairman & CEO, SoftBank Group Corp.
July 2018

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 will 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 cutting-edge technology and the most outstanding business models that meet the needs of today's information industry, which is the Group's business domain.

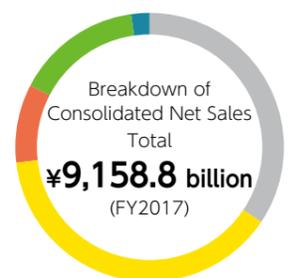
As of March 31, 2018	
Company name	SoftBank Group Corp.
Established	September 3, 1981
Corporate headquarters	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303
Representative	Masayoshi Son, Chairman & CEO
Capital	¥238,772 million
Subsidiaries	1,141
Number of associates	385
Number of employees	195 (Consolidated basis: 74,952)

Business Segments and Main Group Companies (FY2017)

SoftBank	¥3,229.8 billion	SoftBank Corp. / Wireless City Planning Inc.
Sprint	¥3,602.0 billion	Sprint Corporation
Yahoo Japan	¥884.4 billion	Yahoo Japan Corporation / ASKUL Corporation
Distribution	¥1,419.3 billion	Brightstar Corp. / SoftBank Commerce & Service Corp.
Arm	¥202.3 billion	Arm Limited
SoftBank Vision Fund and Delta Fund		— SoftBank Vision Fund L.P. / SB Delta Fund (Jersey) L.P.
Others	¥162.4 billion	Fukuoka SoftBank HAWKS Corp.

Company Names: Company names used in this report are current as of July 1, 2018 unless otherwise stated. Net sales for each segment are rounded to the nearest ¥100 million.

Share of Net Sales*



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

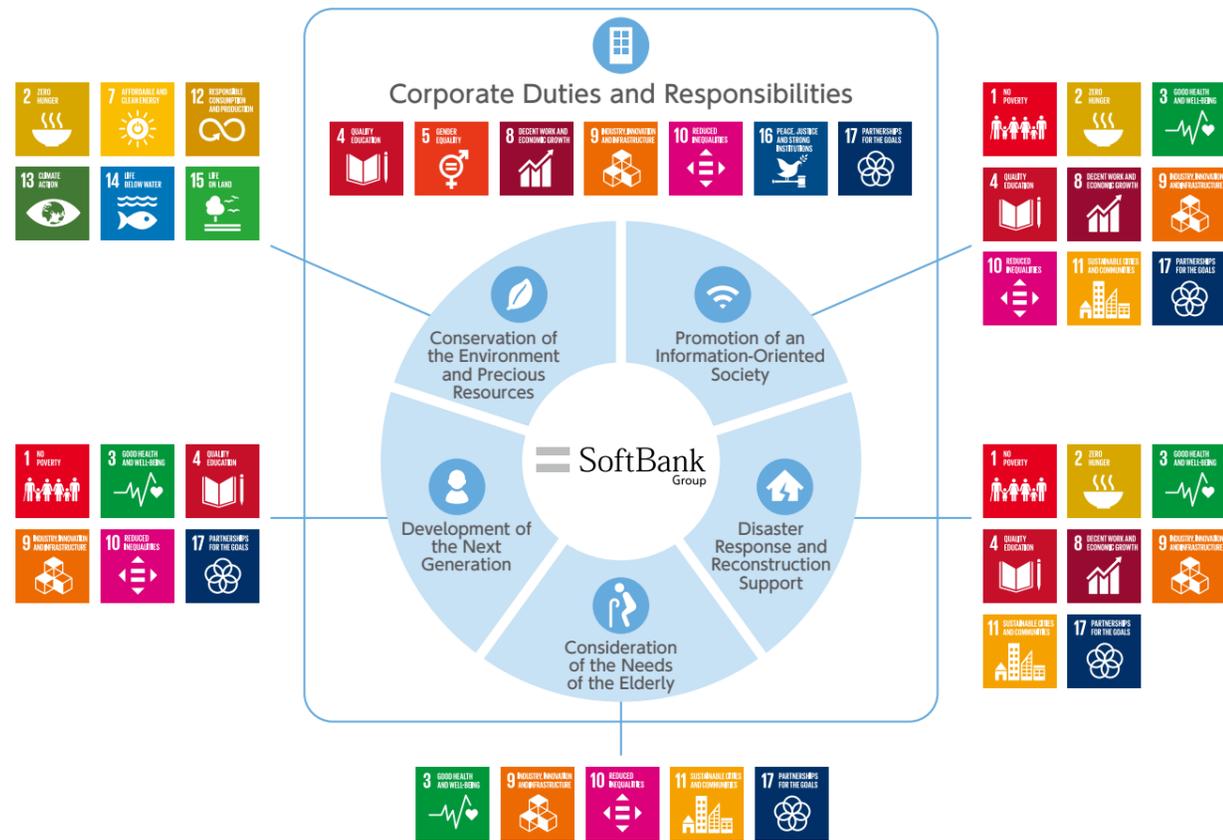


Responsibility for the Future

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

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

We have decided on five areas of focus for CSR: "Promotion of an Information-Oriented Society," "Development of the Next Generation," "Consideration of the Needs of the Elderly," "Conservation of the Environment and Precious Resources," and "Disaster Response and Reconstruction Support." We will work with likeminded companies globally to bring about a society that enriches the lives of people throughout the world.



Initiatives for the Achievement of SDGs

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

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

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



CONTENTS

CSR at SoftBank Group Corp.	6
<ul style="list-style-type: none"> Development of the Next Generation Development of the Next Generation Conservation of the Environment and Precious Resources 	<ul style="list-style-type: none"> Feature 1 Pepper CSR Program 6 TOMODACHI Summer SoftBank Leadership Program Tobitate Japan Scholarship Program Creation of Renewable Energy 8
CSR at SoftBank Corp.	9
<ul style="list-style-type: none"> Development of the Next Generation Promotion of an Information-Oriented Society Promotion of an Information-Oriented Society Conservation of the Environment and Precious Resources Consideration of the Needs of the Elderly Disaster Response and Reconstruction Support Corporate Duties and Responsibilities 	<ul style="list-style-type: none"> Feature 2 ICT Support for Extracurricular Activities 10 Feature 3 CSR Organizations with Close Community Ties 12 Maho Project DO-IT Japan Apps to Support People with Special Needs 13 Growth Log Service Shizen Denki Promotion of 3R Activities 14 Feature 4 SB Drive's Next-Generation Mobility Service 15 Reliable Services during Disasters Charity White The SoftBank Group's Donation Platform 16 Let's Think about Smartphones—Safety Filter Short Working Hours Program 17 Initiatives for LGBT Promoting Active Roles for Women Proactive Social Contribution Activities by Employees 18
CSR at Group Companies in Japan	19
<ul style="list-style-type: none"> Promotion of an Information-Oriented Society Disaster Response and Reconstruction Support Promotion of an Information-Oriented Society Development of the Next Generation Conservation of the Environment and Precious Resources 	<ul style="list-style-type: none"> Feature 5 Initiatives at Yahoo Japan Corporation Development of the Supercomputer <i>kukai</i> All Japan Disaster Prevention Test Setting Up the 3.11 Support Website 20 HELLO CYCLING Fukuoka SoftBank HAWKS Baseball Clinics ICT Lifecycle Service 21
CSR at Group Companies Overseas	22
<ul style="list-style-type: none"> Corporate Duties and Responsibilities Promotion of an Information-Oriented Society Development of the Next Generation 	<ul style="list-style-type: none"> Alibaba Group Holding Limited Sprint Corporation 23 Feature 6 Initiatives at Arm Limited 24
Comparison of the SoftBank Group's Initiatives and Sustainable Development Goals (SDGs)	26

More details can be found (Link to external website)



SDGs Corresponding to Each Initiative

* The following pages are marked in the upper right with colors and numbers that correspond to the 17 SDGs, as in the diagram on the left. For details on SDG initiatives, refer to pages 26–27.

Feature 1 **Pepper CSR Program**

A Future Made with Pepper

Educational Support for the Next Generation and Activities in Society

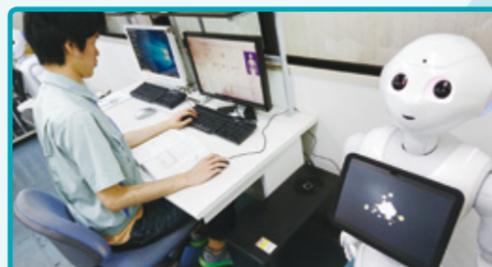
The **Pepper CSR Program** loans out the humanoid robot Pepper for three years to local governments, nonprofit institutions and other organizations, aiming to assist with programming classes for elementary and junior high school students and solving social issues. The program began in 2017, and Pepper has been working hard now for a year in various fields.



Example of Social Issue Initiatives

Creating New Employment for People with Disabilities **Pro-bono**

Pro-bono is an organization that utilizes IoT technologies to provide employment support for people with disabilities. It has started to develop Pepper apps for this purpose as part of *Social Challenge*. For example, at the Nara Palace Site Historical Park in Nara Prefecture, the organization operates a reception and guidance app using Pepper which it operates remotely. The program is focused on employment support for people with disabilities and their daily lives a decade into the future and is producing beneficial results.



Approx. 12,000 classes held*

The students formally presented the results of their programming projects at an event held in February 2018. They identified issues near to them and explained in high-quality presentations how Pepper could be used to help resolve them. The winning team was awarded an educational trip to Silicon Valley in the U.S. where they traveled to in March.

* As of July 31, 2018

Creating an Environment Focused on Learning

SoftBank Group Corp. has started to provide a variety of tools for students and teachers involved in programming classes.

- *Robo Blocks*, a robot programming tool for educational use
- Teacher's guide that meets new curriculum requirements
- *Robo App* for utilization in core subjects

Provided sequentially starting in February 2018

Education Support Initiatives

Cutting-Edge Education for Children

SoftBank Group Corp. has started offering programming classes using Pepper at elementary and junior high schools throughout Japan to help students develop logical thinking and problem-solving skills.

The students get to interact with a robot that has state-of-the-art technology and experience operating it themselves. We hope this helps the children grow and develop with big dreams and ambitions.



[Robo Blocks]



Toward a World of Harmonious Collaboration with Robots

The World Robot Summit will be held in Japan in 2020 by NEDO* and the Ministry of Economy, Trade and Industry, and SoftBank Group Corp. is co-sponsoring the summit as a Global Partner. Pepper was selected as the platform robot for use in the Junior Category, in which participants compete on utilization methods and application development for robots needed by schools. SoftBank Group Corp. is supporting the summit to expand possibilities for children throughout the world to prepare them for the future.

* New Energy and Industrial Technology Development Organization



TOMODACHI Summer SoftBank Leadership Program

Corresponding SDGs **4** **17**

A cumulative total of **800** students have taken part
Program aims to have more than **1,200** participants by fiscal 2021

**Program to Train Tohoku Recovery Leaders
Proactive Participants Contribute to Communities**

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



* 300 people in fiscal 2012

Connecting 800 People

SoftBank Group Corp. started the Fellow "Workshop" Program in December 2017, as a practical internship program for TOMODACHI Summer SoftBank Leadership Program graduates. Participants take part in initiatives for promoting networking among program graduates and in the operations of SoftBank Group Corp.'s CSR Division. This practical work experience leads to further growth for the participants themselves.



Tobitate Japan Scholarship Program

4 **17**

Public-Private Support for the Next Generation of Global Personnel

Since 2014, SoftBank Group Corp. has supported the Tobitate Japan Scholarship Program for international study, a public-private initiative of the Ministry of Education, Culture, Sports, Science and Technology ("MEXT") and the Japan Student Services Organization. Through the program, we contribute to the development of human resources able to act globally or with a global perspective. The program plans to send 10,000 high school and university students overseas for meaningful learning experiences from the start of the program until 2020.



Creation of Renewable Energy

7

Contributing to the Promotion and Expansion of the Use of Safe and Secure Renewable Energy

SB Energy Corp. ("SB Energy") engages in power generation projects using renewable energy to maintain the safety and security of the power supply.

SB Energy has 33 mega solar facilities in operation throughout Japan, including a solar power plant in Kyoto that went online in 2012. In the area of wind power, Wind Farm Hamada has been in operation since 2016.

Tsetsii Wind Farm went into operation in October 2017. It is the first wind power project in Mongolia's Gobi Desert. SB Energy will continue working to promote and expand the use of renewable energy through projects that utilize thermal heat and nature's other renewable resources in Japan and overseas.



Wind Farm Hamada



Tsetsii Wind Farm



SoftBank Kagoshima Iriki Solar Park

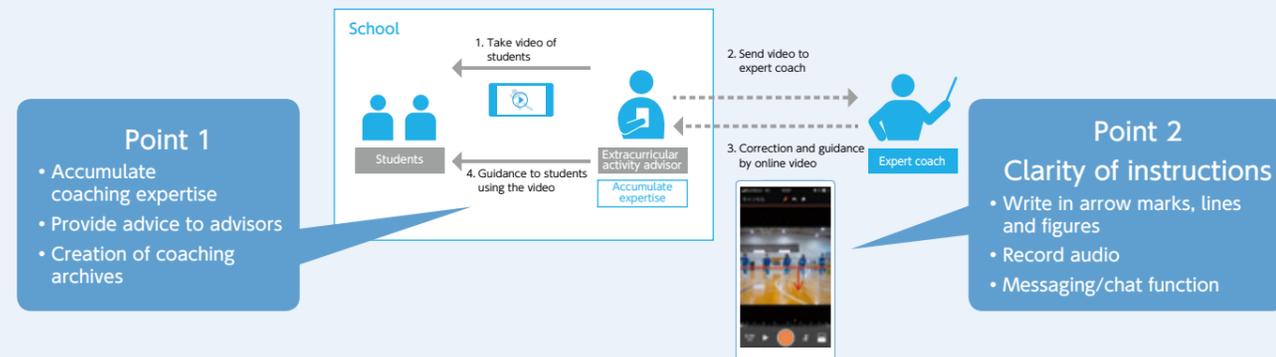


**CSR REPORT 2018
CSR at SoftBank Corp.**

Feature 2 ICT Support for Extracurricular Activities

Support Extracurricular Activities by Using ICT

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



Utilizing the dedicated *Smart Coach** platform with video editing and messaging functions makes it possible to easily consult with an expert coach at any time. Users can get instruction from coaches with special expertise, including former professional players and coaches, and graduate students enrolled in specialized courses of study.

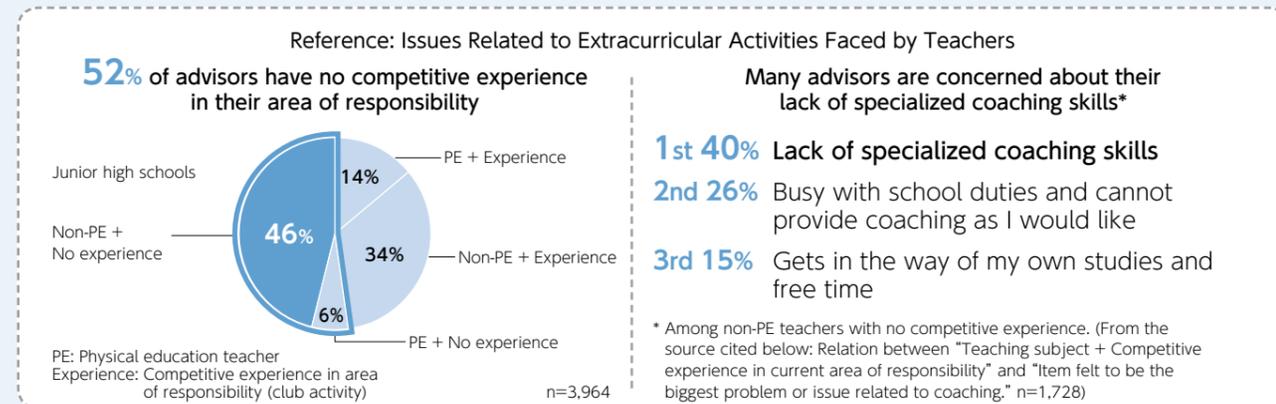
Social issues have emerged in extracurricular activities recently in connection with not only the education and development of students but also working hours and the burden on coaches (advisors). While being heavily burdened, coaches also worry about their own lack of competitive experience and coaching skills with respect to the club or team they are responsible for, which further exacerbates the burden. Advice from expert coaches helps solve the problems faced by advisors with little competitive experience or advisors working to provide more advanced instruction.

Leveraging the attributes of ICT, the service seeks to not only raise the quality of instruction at daily practice but also eliminate disparities in regions susceptible to climate- or time-related restrictions to provide coaching regardless of time and distance constraints.

* A SoftBank Corp. service that allows users to receive private online lessons from current and former professional athletes and coaches

Benefits

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



Source: "Report on the Actual Conditions Survey of Teachers and Coaches of School Athletic Activities," July 2014, Japan Sport Association

Current Use of the Service



Example of Improved Performance
Archery Club, Ube Frontier College Kagawa High School, Yamaguchi Prefecture



The expert coaches can use remote coaching to convey things that I have missed. This helped the children grow and also allowed me to build up my coaching know-how.
Advisor, Archery Club, Ube Frontier College Kagawa High School, Yamaguchi Prefecture

ICT Support for Extracurricular Activities

Example of Use in Remote Areas
Teshio Town, Hokkaido

Used by table tennis club

We introduced the service with the idea of utilizing ICT to eliminate distance and time disadvantages and create conditions that would enable local children to enjoy sports even more.
City official from Teshio Town, Hokkaido



SoftBank Tohoku Kizuna Cup Supporting Tohoku Children Involved in Sports and Cultural Activities

The *SoftBank Tohoku Kizuna Cup* will be held starting in August 2018 for elementary and junior high school students in Iwate, Miyagi and Fukushima Prefectures, which were affected by the Great East Japan Earthquake. The cup will include basketball, baseball, soccer, wind orchestra, and traditional performing arts. A presentation of the results of remote coaching will be held on the day of the event by clubs that had been receiving support for their daily practices through SoftBank's *ICT Support for Extracurricular Activities*. The day will also feature friendly matches and interactions between famous athletes and other participants. The event is designed to enable all the children to play a leading role and enjoy taking part in sports and cultural activities.

* The *ICT Support for Extracurricular Activities* is provided to junior high school clubs, and individual junior high school participants are given remote coaching using the *Smart Coach* platform.





Feature 3

CSR Organizations with Close Community Ties

Corresponding SDGs 8 9 11 17

Working Closely with Communities to Support Solutions to Social Issues

Striving as an ICT Professional to Revitalize Local Communities

SoftBank Corp. has **CSR offices** in the Tohoku, Tokai, Kansai and Kyushu areas in order to work closely with communities and help them find solutions to social issues.

These regional offices are staffed with senior employees with extensive experience and a proven track record. They play a leading role as ICT professionals in solving community issues and also promote workstyle reforms as a new model for utilization of senior human resources.

Major Initiatives

- Planning and promotion of social contribution measures in the region
- Coordination with Group companies for solutions to regional issues
- Support for education and youth development, including IT literacy
- Support for disaster recovery, etc.



CSR employees in the Tohoku area



Remote connection programming program conducted with Minamisoma City and Minamiaso Village



Comprehensive partnership agreement concluded with Higashi Matsushima City, Miyagi Prefecture

* As of April 1, 2018

Corresponding SDGs 8 9 10 17

Maho Project

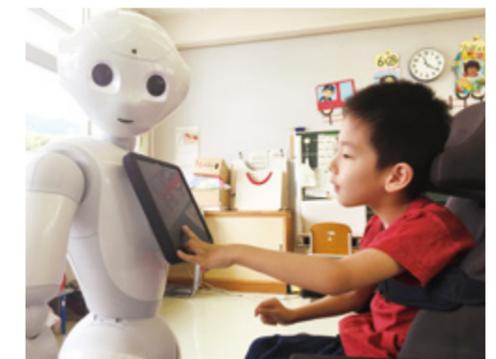
Utilizing ICT to Support the Education and Daily Lives of Children with Special Needs

Maho Project is an initiative that researches case studies of support for the education and daily lives provided to children with special needs using mobile devices.*1 In fiscal 2017, "Maho Project 2017—Maho no Kotoba (Magic Words)—" was conducted with the aim of utilizing ICT to expand the scope of students' communication.

Even students who had communicated only minimally came to interact with children of the same age and connect with them by sharing the same topic of conversation in the process of programming the humanoid robot Pepper.*2 In addition, students unable to convey their feelings due to anxiety or their limited vocabulary were able to use photos and video to communicate their feelings. Communication was established in this way, allowing the students to convey their intentions, obtain the necessary information, and thereby smoothly participate in the class. There were also cases of students learning how to negotiate and reach an understanding with others. The research has generated many insights.

*1 Maho Project has been conducted since 2009 by SoftBank Corp. and EDUAS Corp. in collaboration with the Research Center for Advanced Science and Technology at the University of Tokyo.

*2 Pepper is lent free of charge to the project as part of the Pepper CSR Program conducted by SoftBank Group Corp.



4 8 17

DO-IT Japan

Utilizing Robots, ICT, and Other Technology to Help Young People with Special Needs Develop into 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. For the fiscal 2017 summer program, Pepper participated on behalf of students unable to attend in person due to distance or a disability. A new learning environment was created in which participants controlled Pepper remotely to speak and interact with students in the actual classroom.

*1 Sponsored by the Research Center for Advanced Science and Technology at the University of Tokyo

*2 Diversity, Opportunities, Internetworking and Technology



4 9 10

Apps to Support People with Special Needs

Overcoming Communication Barriers with User-Friendly Apps



1 iPhone app to support visually impaired users

App for the visually impaired to learn and practice basic iPhone operations

2

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

Over 3,000 sign language signs are shown with 3D animation. It is the first sign language app to be recommended by the Tokyo Federation of the Deaf.*

* Tokyo Deaf Comprehensive Support Organization, Tokyo Federation of the Deaf



Corresponding SDGs 3 9

Growth Log Service

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



This service provided to local governments* enables growth, development and health-related information to be recorded and managed for a lifetime, beginning with infancy, using a smartphone or other device. In addition to keeping development records in the maternal and child health handbook that is traditionally used, residents can record and manage growth and development status in accordance with the various situations that occur in life. The service makes it possible to objectively determine that status, so it can be put to use for education, health, and welfare, for example. Local governments can utilize the notification and request functions to further deepen their connection with residents.

* Introduced in Ikeda City, Osaka Prefecture and Niimi City, Okayama Prefecture (as of July 2018)



7 13

Shizen Denki

Supplying FIT Denki to Households

The *Shizen Denki*-electric power service provides electricity using FIT (feed-in tariff) Denki*1 (renewable energy). Power is delivered to residential customers by SB Power Corp. ("SB Power"), an electric power retailer, based on an electricity plan that includes 82.9%*2 FIT Denki supplied by SB Energy Corp. and other providers. The service is offered in each of Japan's power utility areas—Hokkaido, Tohoku, Tokyo, Chubu, Kansai, Chugoku, Shikoku and Kyushu—and targets a ratio of 50% FIT Denki procured by SB Power. In addition, SB Power provides support for environmental protection activities by contributing ¥50 per month per contract at no charge to the customer in order to help bring about a low-carbon society.

*1 Some of the costs incurred by SB Power in procuring this electricity are covered by surcharges collected from all electricity users, including those 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.

*2 Power source composition figures are calculated based on transactions with each electricity provider (power producers, general power transmission and distribution business operators, and electric power retailers) (as of June 22, 2018). Calculation period: April 1, 2017 to March 31, 2018



12

Promotion of 3R Activities

Contribute to Creation of Recycling-Oriented Society through Business Activities

We are engaged in 3R initiatives (reduce, reuse, recycle) through our business activities.



Reduce

SoftBank Corp. collects mobile phones and tablet devices no longer in use from customers who use its mobile phone services and reuses the components. We also work to reduce paper use by digitizing user manuals and creating apps for them.

Reuse

When customers upgrade their phones or devices, they trade in their mobile phones or devices which they won't be using any longer. As these devices are still in working order, we refurbish them and promote their reuse in emerging countries and other markets.

Recycle

We actively collect used mobile phone handsets, battery packs, chargers, USIM cards, and other accessories regardless of the original mobile network operator or manufacturer. In fiscal 2017, approximately 1.33 million used mobile phones were collected.

Corresponding SDGs 3 9 10 11 17

Feature 4

SB Drive's Next-Generation Mobility Service

Creating a Society Where Everyone Can Get around Freely and Safely



SB Drive Corp. ("SB Drive"), a Group company of SoftBank Corp., seeks to create a society where everyone can get around freely and safely by providing a new mobility service that utilizes automated driving technology. SB Drive is currently conducting demonstration testing and studies with local governments and bus companies. The service is expected to help solve issues faced by various regions, including aging drivers, worker shortages, and reduced transportation options in sparsely populated areas.

Steps towards Implementation

1 SB Drive conducted demonstration testing for the introduction of autonomous buses at airports in February 2018 with All Nippon Airways Co., Ltd. Automated driving at levels 3 and 4 was conducted with autonomous buses on public roads in a new maintenance area at Haneda Airport.



2 SB Drive was contracted to perform demonstration testing for autonomous buses in Ginowan City and Kitanakagusuku Village in Okinawa Prefecture for the automated driving system portion of the Cabinet Office's Cross-ministerial Strategic Innovation Promotion Program. The testing was conducted from October to December 2017.



Corresponding SDGs **11**

Reliable Services during Disasters

Delivering Safety and Security as a Corporate Responsibility

As a communications provider that manages communications infrastructure, one of society's lifelines, we conduct disaster readiness and response drills that simulate a major earthquake or fire twice a year in spring and autumn. In order to deliver safety and security as fast as is possible, we also conduct specialized drills on a regular basis. These included a drill in November 2017 on loading mobile base stations onto Japan Self-Defense Force aircraft, as well as confirmation of communication restoration procedures in February 2018 via a balloon-moored radio relay system in anticipation of an earthquake directly below the Tokyo metropolitan area.

SoftBank Corp. is fully engaged in measures to prepare for the event of a disaster and utilize the latest technology to provide services for customers so that they are able to communicate when a disaster occurs.

1 Emergency Email Alerts

This service sends out email alerts to all customers in affected areas, including emergency earthquake alerts, tsunami warnings, special warnings and disaster and evacuation information. Mobile phones receiving emergency email alerts* are able to receive information without being impacted by network congestion.

* The service is supported by iPhone, Android and other smartphones as well as conventional mobile handsets.

2 Disaster Message Board and Disaster Voice Messaging Service

Disaster Message Board is a service that takes messages from customers and delivers them to family, friends and others even when networks are congested due to a disaster.

In addition, the Disaster Voice Messaging Service delivers voice messages via packet communication under the same conditions.



1 4 11 17

Charity White

Ongoing Support for Children Affected by the Great East Japan Earthquake

A donation of ¥10 is added to the customer's monthly mobile phone charges and the same amount is contributed by SoftBank Corp.*1 for a total monthly donation of ¥20 per customer. The donations, which now exceed ¥1.1 billion in total,*2 are utilized for emotional support and educational assistance for children in the Tohoku region.

*1 Recipient organizations: Ashinaga / Central Community Chest of Japan *2 As of July 31, 2018



Support for affected areas

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

1 2 9 10 11 17

The SoftBank Group's Donation Platform

Accessible Fundraising Using the Internet

SoftBank Corp. provides KazashiteBokin, which enables users to make donations when paying their smartphone usage charges, while Yahoo Japan Corporation provides Yahoo! Internet Fund Raising where people can donate with their credit cards or T-Points. Through these platforms, we provide support for ongoing NPO activities.

In order to continue supporting the activities of NPOs engaged in solving a variety of social issues, the SoftBank Group will proactively guide users towards donation services to facilitate use by larger numbers of people while considering means of communication between organizations and donors.



Becoming one of Japan's largest donation platforms
Donations totaled over
¥800 million in fiscal 2017

Corresponding SDGs **4 9 10**

Let's Think about Smartphones—Safety Filter

Teaching Children How to Stay Safe and Secure When Using Smartphones

SoftBank Corp. is engaged in awareness-raising activities to promote the appropriate use of smartphones by children and is taking steps to create environments where children can use smartphones in a healthier way.

Let's Think about Smartphones is an educational package about IT and morals that we distribute for free to schools, local organizations, and other groups. The package comprises an instruction sheet that can be used in school lessons, parent-teacher meetings, and other settings, and short movies designed to raise issues. The package is designed to enable anyone to easily run a participative course.

We also provide the Safety Filter* filtering service to protect children from harmful information and trouble online. The service restricts access to inappropriate websites and apps, and can also prevent children from using the Internet excessively.

* Available free of charge
For: iPhone, iPad, 4G smartphones, 4G mobile phones, and tablets



Please click here to apply for the Let's Think about Smartphones educational DVD.



Apply for the filter here→

8 10 17

Short Working Hours Program

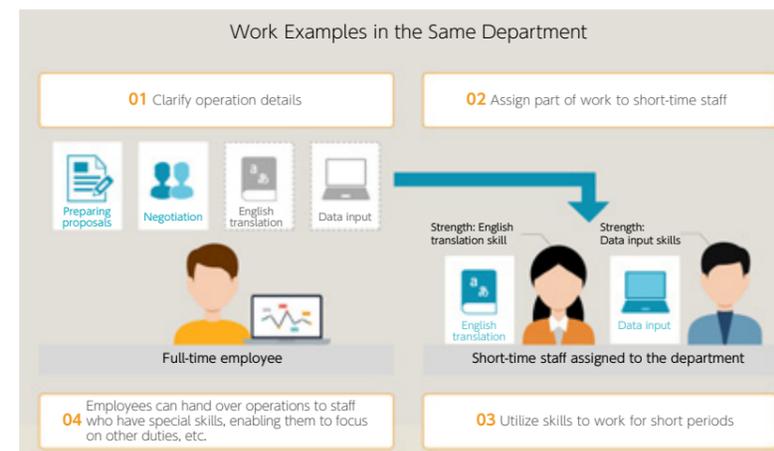
Promoting Employment of People with Disabilities across Programs and Companies

SoftBank Corp. has introduced the Short Working Hours Program to enable people to work up to 20 hours per week if they are capable but unable to work for sustained periods due to mental health issues or developmental disabilities, and so forth.



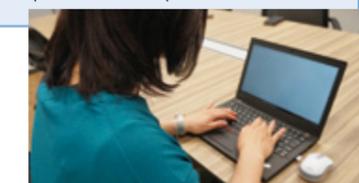
GOOD DESIGN AWARD 2017
特別賞 [未来づくり]

Received the Fiscal 2017 Good Design Special Award [Design for the Future]



Comment from Staff Using the System

I suffer from dysthymia and anxiety neurosis, with a strong tendency to feel nervous and fearful. The people in my department are understanding of my predisposition and provide an environment where I can work while having conversations with them. Repeated experiences of being able to perform tasks successfully have helped me develop confidence.



Corresponding SDGs **5** **10**

Initiatives for LGBT*1

Creating a Society Where Everyone Can Participate

As part of our efforts to create workplace environments that are good for all kinds of people to work in, in October 2016 we changed the definition of a spouse in our internal regulations to include same-sex partners in addition to the definition of spouse under Japanese law.

In addition to internal initiatives, we also agree with the aims of TOKYO RAINBOW PRIDE 2018,*2 one of Japan's largest LGBT-related events, which seeks to realize a society where members of sexual minority groups can participate in their own way without being subject to discrimination or prejudice. Over two days during the event, we decorated the SoftBank Store in Omotesando with rainbow colors to signify our respect for diversity. We also participated in the event parade and put up a panel display in the event space. We will continue our activities to raise awareness internally and externally, as we aim to be a company where diverse people can participate with a sense of purpose.

*1 Lesbian, gay, bisexual, and transgender *2 Held by Tokyo Rainbow Pride

**5** **10**

Promoting Active Roles for Women

Realizing a SoftBank Where Everyone Can Play a Role

The ratio of female employees at SoftBank Corp. is around 27%, and the ratio of female managers is 5.7%.* The average service period for women is around 11.6 years, with over 90% of women who take leave for childbirth and childcare returning afterwards. As a company where most women manage to balance work and childcare, and that has outstanding measures in place to promote active roles for women, SoftBank Corp. has received the "Eruboshi" designation (class 2) from the Minister for Health, Labour and Welfare.

In May 2017, we created the Diversity Section and will continue to strengthen our initiatives to promote active roles for women going forward.

* As of April 2018

**1** **11** **16** **17**

Proactive Social Contribution Activities by Employees

● Donation Activities Funded by Employee Donations

The employee-led Employee Donation Program donates money collected from SoftBank Group employees to assist NPOs that are working in local communities. After a major disaster has occurred, employees set up a staff donation to help those affected by the disaster, and the same amount of collected funds is matched in a donation by the Company made to NPOs who are providing support in the affected area.

● Promoting Employee Volunteer Activities

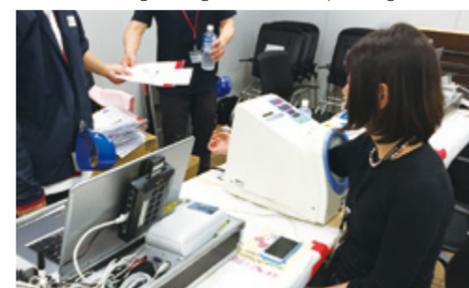
To create an environment that makes it easier for employees to undertake volunteer activities, we provide two days paid leave each year for volunteer activities. Through clean-ups, activities to support disaster affected areas, and other means, our employees build close communication with local communities that goes beyond our main operations. By utilizing this experience in our core business activities, we aim to create a better society.

● Group Blood Donation

At the SoftBank Group's corporate headquarters building, we have held a group blood donation event twice a year since 2006. Our other business sites also hold regular group blood donation events, aiming to continuously implement social contribution activities through blood donations to help those who require blood transfusions due to illness or injury.



A board featuring messages from the recipient organizations



A group blood donation event



CSR REPORT 2018

CSR at Group Companies
in Japan

Feature 5 Initiatives at Yahoo Japan Corporation

Rising to the Challenge of Solving the Social Issues of 20 Years Ahead

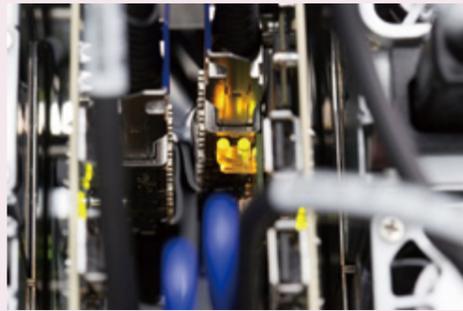


Corresponding SDGs 12 13 14 15

Development of the Supercomputer *kukai*

Second in the World in the GREEN500

Yahoo Japan Corporation ("Yahoo Japan") developed the *kukai** supercomputer with high energy-saving performance for use in deep learning, and as a result has achieved second place in the world in the "GREEN500" energy-saving performance ranking for supercomputers. The computer is operated at the Shirakawa Data Center run jointly with IDC Frontier Inc., where it performs large-scale deep learning processing in a short time and at low cost, while achieving world-class performance in terms of processing capability per unit of power consumed. In this way, the computer is contributing to the development of environmentally considerate information and communication technology.



Immersion cooling technology used in the *kukai* supercomputer

* Developed in cooperation with ExaScaler Inc. and HPC Systems Inc.

1 2 11

All Japan Disaster Prevention Test

Equipping People with the Knowledge Needed for Disaster Readiness Using ICT

Seven years after the Great East Japan Earthquake, Yahoo Japan took steps to keep the memory of the earthquake alive and raise awareness of the importance of preparing for disasters by conducting a "All Japan Disaster Prevention Test"* on the *Yahoo! JAPAN* smartphone app for the one month from March 1 to March 31, 2018. The examination was aimed at helping people prepare for disasters that could happen at some point by giving them an opportunity to consider what preparations they can make before a disaster occurs and what course of action they will take when it does occur, and take a moment to acquire the information they need to be ready. Approximately 1.5 million people took the examination.



* Associate Professor Shosuke Sato of the Tohoku University International Research Institute of Disaster Science supervised the formulation of the examination, which contained 25 questions aligned with phases from "Fire Break Out" to "Evacuation," "Evacuation Shelter," and "Rebuilding Lives."

1 2 11

Setting Up the 3.11 Support Website

Continuous Support Seven Years after the Great East Japan Earthquake

As part of the ongoing effort to support reconstruction after the Great East Japan Earthquake, Yahoo Japan established a support website to aid the Tohoku region with the kind wishes of its customers through donations, purchases, information, and searches. Under the "Search for 3.11" program, Yahoo Japan and supporters donate ¥10 for every person who searches on *Yahoo! Search* on March 11 using the keyword "3.11" to organizations involved in reconstruction support. In 2018, Yahoo Japan gifted ¥47,875,110 to six organizations involved in the Tohoku reconstruction.



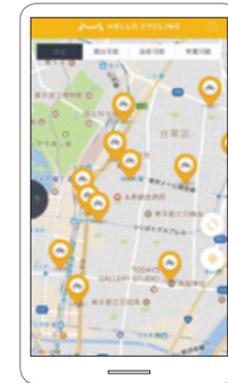
Corresponding SDGs 1 9 10 11

HELLO CYCLING

Ecological, Highly Convenient Mode of Transportation Achieved through IoT

OpenStreet* launched the bicycle sharing platform *HELLO CYCLING* in November 2016. As of June 2018, the platform is being provided in 85 municipalities throughout Japan. Users can borrow and return bicycles at any *HELLO CYCLING* station. This ecological and healthy mode of transport improves access to areas that were not covered by existing public transport systems and will help to revitalize local communities and increase "town value."

* A company established through SoftBank Group Corp.'s new business proposal system *SoftBank InnoVenture*



Free Use of Stations During Disasters

When an earthquake centered in the north of Osaka Prefecture struck in June 2018, people affected by the disaster were allowed to use bicycles from 11 stations free of charge. The system helped create an environment where people can feel a little more peace of mind by providing emergency transportation infrastructure when public transportation systems have stopped.

4

Fukuoka SoftBank HAWKS Baseball Clinics

Children Experience the Joy of Sports through Interaction with Professional Baseball Players

The Fukuoka SoftBank HAWKS and the Fukuoka SoftBank HAWKS Players Association run baseball workshops each year, providing opportunities for interaction through sports, such as direct baseball coaching from members of the team, commemorative photographs, and gift draw events. In November 2017, the "*SoftBank HAWKS Baseball Kids 2017 in Kyushu*" baseball workshops were held at nine venues throughout Kyushu, drawing the participation of some 2,250 elementary school students. The goal of initiatives like this is to contribute to society by promoting local sports activities and the healthy development of children.



12

ICT Lifecycle Service

Buying Back Disused ICT Devices

SoftBank Commerce & Service Corp. conducts the *ICT Lifecycle Service* for buying disused ICT devices such as smartphones, PCs, and tablets. The service promotes reuse and recycling out of consideration for the environment, as well as making use of the devices as social recycling products in order to reduce waste emissions and preserve the earth's precious resources.



Corresponding SDGs 5 10

Alibaba Group Holding Limited

Hosting the Global Conference on Women and Entrepreneurship

In 2015, Alibaba Group Holding Limited ("Alibaba Group") hosted its first Global Conference on Women and Entrepreneurship, a forum for discussion aimed at realizing a world of women's empowerment and gender equality through the introduction of initiatives for female entrepreneurs and corporate gender equality. In July 2017, the conference was held for a second time in Hangzhou, China, with over 1,500 participants. Over 30 leaders in different fields took to the podium to share their experiences and ideas.

Alibaba Group founder Yun Ma said in his keynote address that "our mission is to enable every individual to realize their dreams, regardless of their gender. Eighteen years after the foundation of Alibaba Group, my female colleagues are still encouraging me to move forward." Looking ahead, the Alibaba Group will continue to provide support for anyone to participate in their own way.



Alibaba Group founder Yun Ma

1 4 9

Sprint Corporation

Supporting the Unlimited Potential of Children

Sprint Corporation ("Sprint") and the Sprint Foundation operate the *1 Million Project*, which provides free high-speed Internet connectivity and mobile devices to high school students across the U.S. who do not have home Internet access in an effort to support them in their studies and further education.

In fiscal 2017, the service was provided to approximately 110,000 students in 31 states, and we plan to expand this number by a further 150,000 going forward. Some 70% of students participating in the project said that having an information device helped to motivate them towards graduating from high school, and more than 80% said they now had a suitable environment to handle their homework. Moreover, people involved with the schools reported that the students appeared to develop a better attitude to study after the project started and that their attendance in classes had improved.

* Sprint reached a definitive agreement on April 29, 2018 (Eastern time, U.S.) to merge with T-Mobile USA, Inc. ("T-Mobile"). The transaction is subject to Sprint and T-Mobile stockholder approval, regulatory approvals and other customary closing conditions.



Students who received mobile devices

CSR REPORT 2018

CSR at Group Companies Overseas





Feature 6

Initiatives at Arm Limited

Aiming to Realize a Better Society by 2030 Using Technology



Arm Limited ("Arm") has established its "2030 Vision"* aimed at achieving the SDGs. This vision involves using technology in cooperation with companies, NPOs, educational institutions, governments, and others to build a better future where all people can live in an optimal environment by 2030.

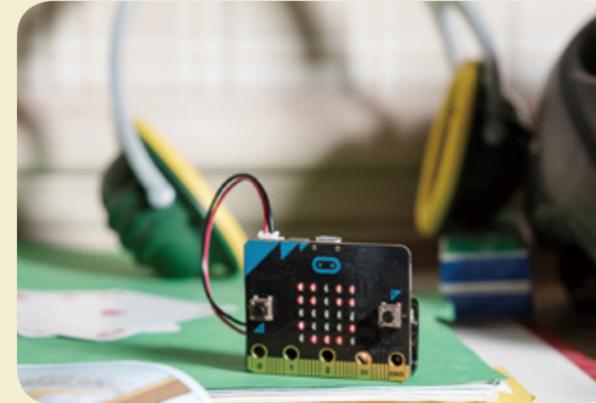
For example, in the Wearables for Good Challenge created by Arm and the United Nations International Children's Emergency Fund (UNICEF), the winning entry, Khushi Baby, a necklace that stores children's medical records, successfully tracked approximately 15,000 child vaccinations in India.



The latest technology is already playing an indispensable part in various aspects of our lives, but there is still much uncertainty as to how much of an impact it has on the societal aspects of production, employment, health, and prosperity. Will artificial intelligence deliver groundbreaking solutions in the areas of agricultural productivity and product design? Through such initiatives, corporate groups in the technology field will play the leading role as we build a platform for discussion and exploration to determine how the latest technologies can contribute to other industry sectors.



Link for further details→
 * Participating groups: the UN Global Compact, UNICEF, the New York Academy of Sciences, SustainAbility, Fauna & Flora International, the Centre for Global Equality, Cambridge Judge Business School, British Council and Be He@lthy, Be Mobile (A joint World Health Organization and International Telecommunication Union initiative)



Preparing Children for the Future with Opportunities to Learn about Cutting-Edge Technology



Arm is cooperating with charitable organizations, NPOs, and organizations supporting government initiatives around the world to promote the provision of technology encounters to assist in the development of young people active in STEM fields.*

For example, in 2016 Arm teamed up with over 30 international organizations to establish the Micro:bit Educational Foundation. The first step was to distribute over 800,000 arm-powered credit card-sized computers to 12-year-old children in the U.K., with the goal of developing their ability to think about and compose computer programs themselves. Now, Micro:bit is a truly global movement making learning and teaching code fun for hundreds of thousands of young people.



In the U.S., we provide sponsorship and volunteers help deliver the Tech Challenge. This signature program of The Tech Museum of San Jose invites teams of students ages 9–17 to use the engineering design process to solve real-world problems. Over the two days of the contest, around 2,500 participants presented approaches to solving issues that they had spent months investigating.

* A collective name for the educational fields of Science, Technology, Engineering, and Mathematics



Comparison of the SoftBank Group's Initiatives and SDGs

The 17 Goals



	Initiative	Details	Company	Corresponding SDGs
Promotion of an Information-Oriented Society	Bridging the Digital Divide			
	<i>Maho Project</i>	Researches ways of utilizing mobile devices to benefit children with special needs	SoftBank Corp.	8, 9, 10, 17
	<i>DOHT Japan</i>	Develops future leaders in society by supporting elementary, junior high, high school, and university students with special needs or illnesses in their pursuit of further education or employment	EDUAS Corp.	4, 8, 17
	<i>1 Million Project</i>	Provides free devices and Internet connectivity to high school students across the U.S. who do not have home Internet access	Sprint Corporation	1, 4, 9
	<i>Talking Book</i>	Based on the UN's SDGs, this system provides vital knowledge to subsistence farming communities	Arm Limited	1, 2
	<i>Cyber University—IT and Business Seminars</i>	Free public seminars on themes related to the latest IT technologies and business trends that are topical in ICT-related sectors	Cyber University	9
	Health and Medical Support			
	<i>Simpripts</i>	Devices that can access medical records using biometric authentication technology	Arm Limited	1, 3, 9, 10, 17
	<i>Khushi Baby</i>	A necklace that stores electronic health data to track child immunization		1, 3, 9, 10, 17
	Support for Communities and Organizations			
<i>KazashiteBokin</i>	A service that enables customers who use SoftBank iPhones and smartphones to make ongoing donations that are paid together with their monthly mobile phone service charge	SoftBank Corp.	1, 9, 10, 17	
<i>Charity Mobile Donation</i>	A program whereby SoftBank Corp. makes a donation of a fixed amount (¥6,000) and an ongoing donation of 3% of monthly usage charges for two years to an NPO of the customer's choice when the customer signs up for an eligible device		1, 9, 10, 17	
<i>Yahoo! Internet Fund Raising</i>	A fundraising program to provide regular donations to organizations active in various fields such as welfare, the environment, and international cooperation as well as an emergency support fundraising program that helps provide rapid support such as donations immediately following a disaster	Yahoo Japan Corporation	1, 2, 11, 17	
<i>HELLO CYCLING</i>	Contribution to the spread of ecological, smart transportation by providing a bicycle sharing platform	OpenStreet Co., Ltd.	1, 9, 10, 11	
Development of the Next Generation	Educational Support			
	<i>Pepper CSR Program</i>	A program that loans the robot Pepper for three years to local governments and NPOs to assist with programming classes and solving social issues	SoftBank Group Corp.	4, 9
	<i>TOMODACHI Summer SoftBank Leadership Program</i>	Invitation of 100 high school students from Iwate, Miyagi, and Fukushima Prefectures, which were affected by the Great East Japan Earthquake, to the University of California, Berkeley for a free intensive three-week training program to give them the opportunity to learn global leadership skills and community service		4, 17
	<i>Tobitate Japan Scholarship Program</i>	A public-private partnership initiative supporting an overseas study support program aimed at developing next-generation, globally competent human resources		4, 17
	<i>ICT Support for Extracurricular Activities</i>	A service for supporting the growth of children through sports by providing remote instruction to assist with issues faced by elementary schools, junior high schools, and high schools in relation to PE lessons and club activities	SoftBank Corp.	4, 9
	<i>Charity Smile Donation</i>	An optional mobile phone service that provides support to children who have lost their homes due to abuse or have lost their parents to accidents or disaster by donating ¥20 per month per customer to supporting NPOs. The donation comprises ¥10 from customers per month and a matching ¥10 donation from SoftBank Corp.		1, 4, 10, 17
	<i>Mobile Remote Information Assurance System</i>	Support for the development of an experimental system where interpreters in remote locations summarize the content spoken in lectures, etc., that is displayed in real time on a mobile phone		9, 10
	<i>Baseball Workshops</i>	Baseball workshops with former professional baseball players and sports workshops for small children to have fun playing baseball with SoftBank HAWKS mascots "Harry and Honey"	Fukuoka SoftBank HAWKS	4
	<i>Programming Experience Classes</i>	Programming classes held at elementary schools and junior high schools throughout Japan to prepare for the mandatory inclusion of programming classes in schools with educational reforms in 2020	SoftBank Commerce & Service Corp.	4, 9
	Childcare Support			
<i>Growth Log Service</i>	An online service, using smartphones and tablets, for local governments that records and manages information related to growth, development and health of individuals and families for their entire lifetimes	SoftBank Corp.	3, 9	
<i>hugmo</i>	Provision of the <i>hugmo</i> childcare cloud service as a platform connecting environments, childcare facilities, and families to enable convenient day-to-day childcare with peace of mind	hugmo Co., Ltd.	3, 4, 9	
Consideration of the Needs of the Elderly	New Mobility Modes Utilizing Automated Driving Technology			
	<i>Simple Smartphone 3</i>	A smartphone for seniors that is designed for simple, intuitive operation and is easy for anyone to use with confidence	SoftBank Corp.	3, 9
	<i>Helping to Watch Out for Seniors</i>	Provision of support in watching out for seniors suffering from dementia by installing the Orange Safety Net (OSN) in smartphones of dementia supporters and other people who cooperate with the wandering-watch SOS network program for seniors with dementia, etc.	SoftBank Corp.	3, 9
	<i>Rehabilitation Support</i>	Using a daycare service robot app to provide 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 nursery rhymes	SoftBank Corp. SoftBank Robotics Corp.	3, 9
Conservation of the Environment and Precious Resources	Environmental Conservation			
	<i>Reduction of Greenhouse Gas Emissions</i>	Formulation of electricity- and energy-saving measures. Acquisition of ISO 14001 certification, the international standard for environmental management systems	SoftBank Corp.	7, 12, 13
	<i>Reduction of Electric Power and Paper Usage</i>	Reduction of overall energy use by society through promotion of telework. Reduction of paper media through the promotion of paperless systems		7, 13, 15
	<i>Improving Data Center Energy Efficiency</i>	Construction of next-generation, environmentally friendly data centers and conducting environmental conservation activities such as reducing electricity consumption and CO ₂ emissions	IDC Frontier Inc.	7, 13
	Resource and Energy Countermeasures			
	<i>3R (Reduce, Reuse, Recycle) Initiatives</i>	<ul style="list-style-type: none"> Reduce: Collect mobile phones and tablets that have become inoperable due to water submersion, breakage, etc. Reuse: Encourage customers to trade in mobile phones and tablets that are in working order Recycle: Promote collection of used mobile phone handsets, battery packs, chargers, USIM cards, and other equipment as a member of the Mobile Recycling Network (MRN) 	SoftBank Corp.	12
	<i>Shizen Denki</i>	Contribution to realizing a low-carbon society through electric power services using FIT (feed-in tariff) electricity	SoftBank Corp. SB Power Corp.	7, 13
	<i>Building Mega Solar Facilities and Wind Farms</i>	Promotes the construction and operation of renewable energy power stations through energy generated using the power of nature, such as mega solar and wind power generation	SB Energy Corp.	7
	<i>Weed Removal Trials with Sheep and Goats</i>	Comparisons against mechanical weed removal throughout the growing period in terms of efficacy, quality and safety of the weed removal on target areas, as well as verification of the therapeutic effect and other factors		13, 15
	<i>Future X Energy Project</i>	An experience-based program for elementary school children to experience and learn about energy through educational materials, group work, and other means using tablets and other devices	SB Energy Corp. EDUAS Corp.	4
	<i>ICT Life Cycle Service</i>	Buying of ICT equipment that has become unneeded. Effective utilization as precious resources and recycling products to reduce waste materials	SoftBank Commerce & Service Corp.	12
	<i>Bloom Energy Server</i>	Contribution to reducing CO ₂ emissions in the wholesale market, where much electric power is consumed, and continuous sharing of clean, reliable, and safe electricity	Bloom Energy Japan Limited	7
	Food Problems			
	<i>e-kakashi</i>	An agricultural IoT solution that analyzes environmental data and growth information obtained in fields, etc., based on plant science, and guides farmers to the optimal growing environment. Contribution to lifestyle improvement for farmers in Columbia by improving agricultural productivity	PS Solutions Corp.	2, 12



	Initiative	Details	Company	Corresponding SDGs
Disaster Response and Reconstruction Support	Initiatives for Disaster Readiness and Mitigation			
	<i>Disaster Operational Plans</i>	Formulation of Disaster Operational Plans as a designated public institution under the Disaster Countermeasures Basic Act	SoftBank Corp.	3, 11
	<i>Establish Internal Systems</i>	Thorough adherence to response manual, preparation of systems and contact networks for emergencies, establishment of disaster countermeasure facilities and deployment of disaster supplies		11
	<i>Disaster Readiness Drills</i>	Comprehensive annual company-wide disaster readiness drills to prepare for a major disaster		11
	<i>Network Breakdown Response Drills</i>	Drills simulating situations similar to actual disaster conditions, reflection of drill results in reviewing and improving the network maintenance operation system		11
	<i>Safety Confirmation Drills</i>	Drills using the Safety Confirmation System to confirm the safety of personnel who are to be dispatched for the rapid restoration of telecommunications in affected areas with a view to securing the necessary personnel for restoration work		11
	<i>Fire and Earthquake Response Drills</i>	Holding of biannual general disaster drills in spring and autumn		11
	<i>Participation in Local Government Disaster Drills</i>	Participation in municipal-level disaster drills and drills for stranded commuters, as well as displaying panels explaining the Disaster Message Board Service and how to use it, and exhibiting mobile base station vehicles and satellite phones		11
	<i>Establishment of Emergency Response Department</i>	In a major disaster, establishment of an Emergency Response Department and taking action to rapidly restore telecommunications networks		9, 11
	<i>Disaster Response Agreements</i>	Provision of satellite mobile phones, SoftBank mobile phones and other communication equipment to the Ministry of Defense and the Japan Coast Guard as communications are a necessary means of assisting life-saving activities following a disaster		9, 11
	<i>Services during Disasters</i>	Collection, organization, and provision of local government information to the public on Yahoo! Japan to enable access anywhere, anytime to various disaster information such as evacuation mobilization notices, evacuation directions, and evacuation shelter details, using the capabilities of the Internet	Yahoo Japan Corporation	9, 11
		Provision of services for distributing disaster and preparedness information, information when disasters occur, and the means for customers to communicate	SoftBank Group Corp.	9, 11
	Recovery Initiatives			
	<i>Initiatives for Mobile Telecommunications Service</i>	Establishment of network centers with enhanced seismic resistance, redundancy, and uninterruptible power supply operations and base stations, and other equipment capable of operating for upwards of 24 hours during a power outage	SoftBank Corp.	9, 11
	<i>Securing Telecommunications during Disasters</i>	Maintenance and securing of reasonable telecommunications service through temporary service restriction based on congestion scale to avoid major network failure (telecommunication fault) due to spreading congestion. Development of a balloon-moored radio relay system using stationary balloons and deployment of mobile base stations to enable rapid restoration of mobile phone services when telecommunications services have been disrupted		9, 11
<i>Provision of Means of Communication</i>	Deployment of a total of 1,500 satellite phones and mobile phones, as well as Wi-Fi and other equipment at locations across Japan to be loaned free of charge for use as a means of communication and in relief and recovery activities in disaster areas		9, 11	
Initiatives for Reconstruction Support (Great East Japan Earthquake)				
<i>SoftBank Tohoku Kizuna Cup</i>	A contest to provide ongoing support for the dreams and aspirations of children in Tohoku through sports and cultural activities, aimed at elementary and junior high school students in Iwate, Miyagi, and Fukushima Prefectures, which were affected by the Great East Japan Earthquake	SoftBank Corp.	9, 11, 17	
<i>Charity White</i>	Donation of ¥20 per month to the Central Community Chest of Japan and Ashinaga, comprising a ¥10 donation from customers paid with their monthly user charges and a matching ¥10 donation per subscriber from SoftBank Corp.		1, 4, 11, 17	
<i>Search for 3.11</i>	An initiative that donates ¥10 for every person who searches on Yahoo! Search on March 11 using the keyword "3.11," to organizations engaged in supporting reconstruction	Yahoo Japan Corporation	1, 2, 11	
<i>TOUR de TOHOKU</i>	Contribution to reconstruction after the earthquake and regional revitalization by promoting cycle tourism as a new tourism resource for Miyagi Prefecture		1, 8, 11, 17	
<i>Tohoku Yell Market ('yell out for Tohoku')</i>	Promotion of initiatives together with the people of Tohoku to change buyer perceptions from a desire to buy something in support of a disaster-affected area to a desire to buy products due to their own appeal by shining a new light on traditional local wares and specialty products from Tohoku		1, 11, 17	
<i>Great East Japan Earthquake Charity Auction</i>	Collaboration with many notable public figures in various fields, such as musicians, TV personalities, and athletes to hold a charity auction aimed at donating to organizations running reconstruction support activities in Tohoku		11, 17	
<i>Ishinomaki Base</i>	Establishment of the Ishinomaki Base in Ishinomaki City, Miyagi Prefecture in July 2012 to work on problem-solving together with local residents		11, 17	
<i>Thank You Donation</i>	Donation to support the reconstruction after the Great East Japan Earthquake of an amount of money that corresponds to the number of "thank yous" that have been sent on in-house communication tools between employees expressing gratitude to one another over the past year	SoftBank Commerce & Service Corp.	1, 4, 11	
Initiatives to Support Reconstruction (2016 Kumamoto Earthquakes)				
<i>Pepper Brings Cheer to Disaster-Affected Areas</i>	From May to July 2016, dispatch of the personal robot Pepper to five evacuation shelters, including elementary schools in Kumamoto Prefecture, in order to provide emotional support for people living there	SoftBank Corp.	3, 11	
	In February 2018, holding of remote exchange lessons using Pepper between elementary school students in Minamisima City in Fukushima Prefecture, which was damaged by the Great East Japan Earthquake, and Minamisima Village in Kumamoto Prefecture, which was affected by the Kumamoto Earthquakes	SoftBank Robotics Corp.	4, 11	
<i>Baseball Workshops</i>	Since June 2016, holding of baseball workshops by former Fukuoka SoftBank HAWKS players to bring cheer to children through sports at elementary schools in Kumamoto Prefecture	SoftBank Corp. Fukuoka SoftBank HAWKS	4, 11	
<i>Reinvigorating Kyushu: Recovery Support by Members of the Fukuoka SoftBank HAWKS Baseball Team</i>	Holding of fundraising activities and charity games, player visits to disaster-affected areas, invites to the ballpark, and promotion of spectator-linked support program that donates ¥1 to the NPO HAWKS Junior Academy for each fan that comes out to watch a game	Fukuoka SoftBank HAWKS	1, 11	
<i>Recovery Support through the Internet</i>	Provision of support for Kumamoto's recovery through the Kumamon Bokinbako, which is used to raise money for the region's children, who will build the prefecture's future, and to repair and rebuild the damaged Kumamoto Castle	Yahoo Japan Corporation	1, 11	
Realizing a Diverse Society				
<i>Short Working Hours Program</i>	A program to enable people to work up to 20 hours per week if they are capable but unable to work for sustained periods due to mental health issues or developmental disabilities, and so forth	SoftBank Corp.	8, 10, 17	
<i>Assist Smartphone</i>	A service to support mainly people with cognitive disabilities and help them participate in society, such as communicating and engaging in daily activities		9, 10	
<i>Visually Impaired User Support App for iPhone</i>	An application for visually impaired users to learn and practice basic iPhone operations methods using the VoiceOver visual support function for having items displayed on the screen read out aloud		9, 10	
<i>Game de Manaburu Shuwa Jiten</i>	A sign language dictionary for learning sign language in detail while enjoying learning through a game		4, 9, 10	
<i>Priority Discount</i>	A discount service for people with special needs		9, 10	
<i>SoftBank Sign Language Class</i>	A plan that offers special lower prices by combining with either the Smartphone Flat-rate or Smartphone Flat-rate Light plans		4, 9, 10	
	One of Japan's foremost sign language classes where students can receive instruction in Japanese sign language used every day by deaf people. Taught by native Japanese signers (hearing-impaired people whose native language is Japanese Sign Language) trained in language teaching theory and method		4, 9, 10	
<i>Sign Language Counter</i>	Installation of a sign language counter where customers with hearing impairments can easily consult stuff about mobile phones and have them handle various contract procedures (SoftBank Shibuya)		10	
<i>Initiatives for LGBT People</i>	A range of internal and external initiatives aimed at making society ready for anyone to participate actively in their own way		5, 10	
<i>Promoting Active Roles for Women</i>	Initiatives aimed at creating workplace environments where women can achieve a good work-life balance easily		5, 10	
Consideration for Safety and Security				
<i>Safety Filter</i>	Restriction of access to sites or applications with content inappropriate for minors, which can be adjusted by student grade level	SoftBank Corp.	9, 10	
<i>Web Use Restrictions Service</i>	Restriction of access to illegal content or adult sites that are inappropriate for minors, preventing the risk of expensive billings or exposure to criminal elements		9, 10	
<i>Let's Think about Mobile Phones and Smartphones Series</i>	A participative educational program for children and their guardians on rules and good practices for the appropriate use of mobile phones and smartphones		4, 9	
<i>Smartphone for Kids</i>	A smartphone equipped with powerful age-based filtering modes		4, 9	
<i>Mimamori Phone</i>	A mobile phone with Ichi Navi and Mimamori GPS app functions that enable parents to easily confirm where their children are located anytime		4, 9	
<i>STOP Texting While Walking</i>	An app that displays a warning screen when users look at their smartphone screen while walking to prevent accidents		9	
Initiatives with Employees				
<i>Employee Donations</i>	Support for NPO activities through donations collected from employees	SoftBank Corp.	1, 11	
<i>Employee Volunteer Activities</i>	Promotion of employee participation in community volunteer activities by providing up to two days a year of volunteering leave		11, 16, 17	



SoftBank Group Corp.

1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303
Tel: +81-3-6889-2000
<http://www.softbank.jp/en/>