Press Conference
Platinum Band

March 1, 2012

Masayoshi Son
Chairman & CEO
SOFTWARE MOBILE Corp.
Connect
Anywhere
Advocacy ad on 800MHz on Sept. 6, 2004
@SoftBank User

My home is out of coverage.
Mr. Son, help me please!

@SoftBank User

Weak signal…
Do something!

@SoftBank User

SoftBank signal is weak.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Poor coverage</td>
</tr>
<tr>
<td>2nd</td>
<td>Tariff</td>
</tr>
<tr>
<td>3rd</td>
<td>Family members on other network</td>
</tr>
</tbody>
</table>

Coverage was biggest weakness

*Surveyed by SBM*
Network Satisfaction (survey in March 2010)

- NTT DOCOMO: 51%
- au: 51%
- SOFTBANK: 27%

Half of competitors’ users

*Surveyed by SBM*
Improve
Network Satisfaction
Network Satisfaction

Connectivity $\times$ Speed
Network Satisfaction

Connectivity × Speed
Number of Base Stations

x3 in 2 years

*Excluding home femtocell and home repeaters
Caught up with competitors

Connectivity Ratio

NTT DOCOMO: 98.9%
au: 98.8%
SOFTBANK: 98.2%

*Surveyed by external research company (as of Jan. 2012). Calls executed by each operator to test monitor participants (approx. 150,000/month).
Number of Wi-Fi Spots

SOFTBANK

au

approx. 70,000

approx. 8,100

NTT DOCOMO

Overwhelming No. 1

240,000

*Surveyed by SBM
Network Satisfaction

Connectivity $\times$ Speed
Smartphone Speed Comparison
(average of major cities in Japan)

<table>
<thead>
<tr>
<th>Network</th>
<th>Model</th>
<th>Speed (Mbps)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOFTBANK</td>
<td>iPhone 4S</td>
<td>1.32</td>
</tr>
<tr>
<td>NTT DOCOMO</td>
<td>MEDIAS WP</td>
<td>0.83</td>
</tr>
<tr>
<td>au</td>
<td>iPhone 4S</td>
<td>0.78</td>
</tr>
</tbody>
</table>

*Publicly available information of MM Research Institute (Nov. 29, 2011).
3G down-link (5-10 PM). Average of measurements in 11 different spots nationwide.
Unfair Battle
## (Former) Allocation of Platinum Band

<table>
<thead>
<tr>
<th></th>
<th>NTT DOCOMO</th>
<th>au</th>
<th>SOFTBANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unfair allocation</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

### Unfair allocation
Inefficient CAPEX

*Created by SOFTBANK CORP. based on respective companies’ publicly available information. Value was calculated by dividing CAPEX amount by average number of customers.
Lack of Platinum Band

Biggest weakness
March 1, 2012

Platinum Band
Allocated to SOFTBANK
(900MHz band)
(Future) Allocation of Platinum Band

<table>
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Fair fight
What is Platinum Band?
Characteristics of Platinum Band (1)

*Test results on the 2.1GHz band and the 800MHz band
Characteristics of Platinum Band (2)

2.1GHz

Wide coverage
Characteristics of Platinum Band (3)

2.1GHz Signal reflects

Platinum Band Signal deflects
Characteristics of Platinum Band (4)

Platinum Band

Penetration

2.1GHz

Fast decay
July 25, 2012

Launch 900MHz Service
Quick expansion

900MHz Band Base Station Plan

FY ( Fiscal Year )

Peak Expansion

*Base Station Plan
900MHz Band Population Coverage

Quick expansion

2012  '13  '14  '15  '16 (FY)

96.1% 99.9%

*Base Station Plan
Coverage Example (Kanto)

Former coverage

2GHz
Coverage Example (Kanto)

Almost complete

- 2GHz
- 900MHz

*Excluding some mountainous areas
Consolidated CAPEX (former plan)

JPY 1t in 2 years

(JPY bn)
Consolidated CAPEX (new plan)

JPY 1.55t in 3 years
900MHz = Global Standard
900MHz Compatible Devices
(as of Mar. 1, 2012)

iPhone 4
iPhone 4S
iPad 2

etc.
Ease Traffic Congestion

Former

Future

Platinum band

2.1GHz

2.1GHz
900MHz Compatible Device

PANTONE® 4
SoftBank 105SH
Coming March 2012
Summer 2012

All models will be 900MHz compatible
Connect Anywhere

Downtown  Underground  Mountains
Operators’ Calling
Lifeline
Information = Lifeline
July 25, 2012
Launch 900MHz Service
Connect Anywhere
Information Revolution - Happiness for Everyone