

The Future Beyond Digitalization


The power of technology is poised to largely transform society over the next 10 years. What we have seen in science fiction will soon become a reality for everyone—a spectacle in which all manner of things are connected to the Internet, people no longer carry cash, and autonomous driving, remote medical care, and mixed reality become the norm.



New modes of travel
are emerging



Everything is connected
through
telecommunications



A world of coexistence
with robots



How we use money is
changing

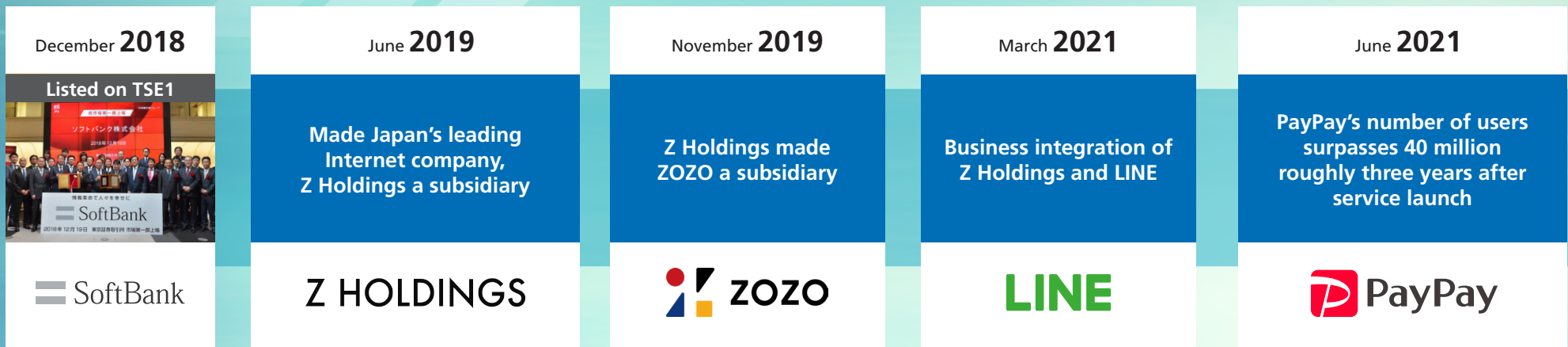


AI creates new
possibilities

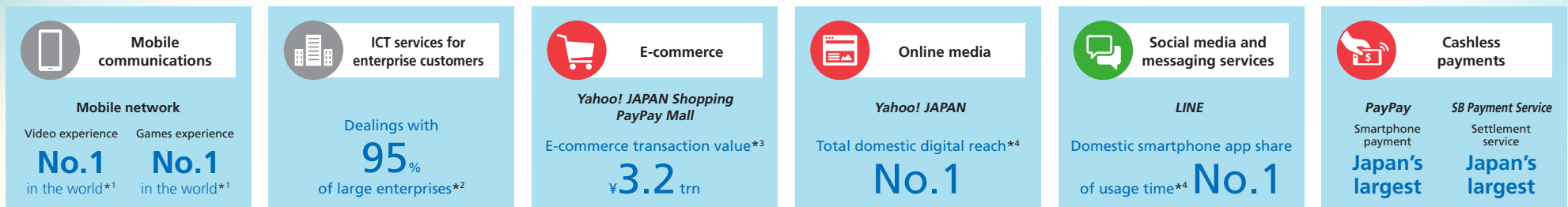
SoftBank's High-Speed Evolution

— Going beyond mobile communications carrier and diversifying business fields

When its shares were publicly listed in 2018, SoftBank was predominately a mobile phone and fixed-line telecommunications carrier. Since then, we have welcomed leading Internet companies such as Z Holdings, ZOZO, Inc., and LINE into the Group as subsidiaries and diversified our business operations in other fields, like social media, payments, media, and e-commerce. As such, we have now grown into a corporation that delivers top-class ICT services in Japan.



Providing top-class ICT services in Japan



*1 Source: Opensignal's Global Mobile Network Experience Awards 2021
SoftBank Corp. was ranked No.1 in the world in the two categories of "Video Experience" and "Games Experience," and No.2 in the "Voice App Experience" category (No.1 in Japan).
*2 Approximate percentage of listed companies with annual revenue of at least ¥100 billion that the SoftBank Corp. has transactional relationships with (as of February 2021)
*3 Total value of merchandise transaction volume and services/digital transaction volume (for the fiscal year ended March 31, 2021)
*4 Source: Nielsen's Tops of 2020: Digital in Japan

Helping to Solve Social Issues with the Power of Technology

Based on the concept of “a world where all things, information, and minds are connected,” we have identified six priority issues (materiality) and are endeavoring to solve social issues through our business and corporate activities as we aim to realize our corporate philosophy of “Information Revolution—Happiness for everyone.”

Solving social issues through business

 <p>ACTION 01 Building society and industry through DX</p> 	 <p>ACTION 02 Connecting people and information to create new excitement</p> 	 <p>ACTION 03 Creating new business through open innovation</p> 
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Solving social issues through corporate activities

 <p>ACTION 04 Contributing to the global environment with the power of technology</p> 	 <p>ACTION 05 Building high-quality social communication networks</p> 	 <p>ACTION 06 Developing a resilient management foundation</p> 
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Corporate Philosophy

Information Revolution — Happiness for everyone

Since our founding, the SoftBank Group has sought to harness the Information Revolution to contribute to the wellbeing of people and society. The Information Revolution has unlimited potential, so it is important to use its power in a way that contributes to the happiness of humanity. This vision is our driving force as we continue to pursue growth.

Vision

Becoming a Corporate Group needed most by people around the world

The aim of our corporate group is to contribute to people's happiness through the Information Revolution, and become the corporate group needed most by people around the world. To achieve our vision, SoftBank strives to build an ideal society where anyone can live a comfortable life with the power of digitalization.