

Our Priority Issues (Materiality) for SDGs Management

 SoftBank

Sustainable Development Goals (SDGs)





Corporate Philosophy

Information Revolution — Happiness for Everyone



Consistently pursue "social contribution through the Information Revolution"



1995~
Internet

2000~
Mobile phones

2008~
Smartphones



Communication technology innovation

4G → 5G



Digital transformation

AI · IoT · Robotics

**Largest paradigm
shift ever**



Work style reform

Diversity, decline of working population,
remote working



Climate Change

Environmental pollution and
depletion of resources

The background is a collage of four images: top-left shows the Oriental Pearl Tower at night with a network overlay; top-right shows a blue robotic arm; bottom-left shows a modern office interior; bottom-right shows a large iceberg in the ocean. A large white diamond shape is centered over the collage, containing the text.

Our Materiality Priority Issues

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Contribute to achieve SDGs

— SoftBank



Building society and industry through digital transformation

Create new industries and provide solutions for transforming various businesses in society by utilizing cutting-edge technologies such as 5G and AI.



Connecting people and information to create new excitement

Provide new experiences and enrich the lifestyles of our customers by promoting the adoption of smart devices.

Concurrently, create value for both consumers and enterprises by providing partners with attractive platforms that connect people to information.





Creating new business through open innovation

Develop cutting-edge technologies and innovative business models in Japan by leveraging our relationships with global leading innovative companies. Concurrently, promote the development of a highly-skilled workforce and the establishment of an organization that supports the expansion and penetration of new businesses.



Contributing to the global environment with the power of technology

Contribute to mitigating climate change, promoting a circular economy and the adoption of renewable energy by utilizing cutting-edge technologies to pass on a sustainable global environment to the next generation.





Building high-quality social communication networks

Commit to maintaining a constantly-connected and stable network and to protecting our customers' important data, as communication networks serve as a lifeline.



Developing a resilient management foundation

Conduct corporate governance with integrity to earn the trust of society through ongoing dialogue with stakeholders. In addition, foster innovation and improve the well-being of our employees by developing a progressive workplace environment where diverse human resources can thrive utilizing cutting-edge technologies.



Materiality

SoftBank Priority Issues

Solving social
issues through
business

**Building society and
industry through
digital transformation**

**Connecting people and
information to create
new excitement**

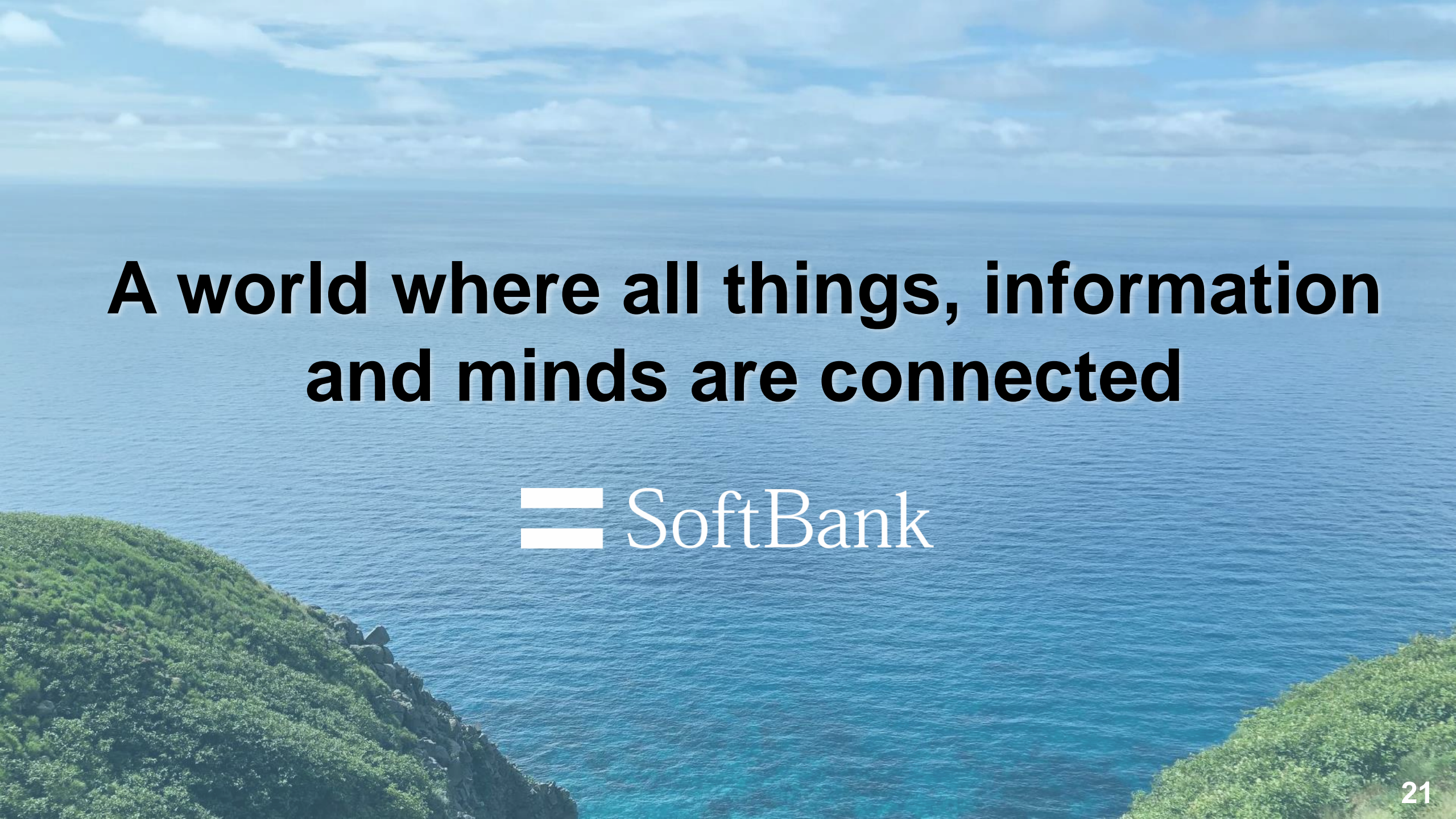
**Creating new business
through open
innovation**

Solving social
issues through
corporate activities

**Contributing to the global
environment with the
power of technology**

**Building high-quality
social communication
networks**

**Developing a resilient
management
foundation**



**A world where all things, information
and minds are connected**

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