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.
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.

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.

Initiatives for the Achievement of SDGs

The 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.

More details can be found (Link to external website)
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.

Creating New Employment for People with Disabilities

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.

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

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.

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.

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

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
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
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.
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.

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

**Reference:** Issues Related to Extracurricular Activities Faced by Teachers

**Table:**

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<th>Experience</th>
<th>Junior high schools</th>
<th>Non-PE + Experience</th>
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52% of advisors have no competitive experience in their area of responsibility

Many advisors are concerned about their lack of specialized coaching skills

1st 40% Lack of specialized coaching skills

2nd 26% Busy with school duties and cannot provide coaching as I would like

3rd 15% Gets in the way of my own studies and free time

*Among non-PE teachers with no competitive experience. (From the source cited below Relation between “Teaching subject + Competitive experience in current area of responsibility” and “Lack left to be the biggest problem or issue related to coaching” in 1.72%)*

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

**Example of Use in Remote Areas**

Teshio Town, Hokkaido

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

**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.

**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.

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

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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.

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, 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

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. 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

* As of April 1, 2018

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.
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 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.

- **Recycle**
  Factory disposal, recycling, or reuse of components. This is a service that SoftBank Corp. launched in May 2018. The company collects mobile phones or devices, which they won’t be using any longer from customers who use mobile phone services. The company then collects components such as USIM cards and battery packs, and reuses them.

Promotion of 3R Activities

We are 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.

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.

1. **Steps towards Implementation**

   - 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.
   - SB Drive was contracted to perform demonstration testing for autonomous buses in Ginowan City and Kitakagasaki Village in Okayama 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.
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.

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.

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.

Corporation provides Yahoo! Internet Fund Raising where people can donate 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.

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.

Corresponding SDGs

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Let's Think about Smartphones—Safety Filter

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.

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.

The SoftBank Group’s Donation Platform

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

Creating a Society Where Everyone Can Participate and Take on Challenges in Their Own Way

In February 2018, SoftBank Corp. launched the Short Working Hour Alliance in collaboration with the Research Center for Advanced Science and Technology at the University of Tokyo. Currently 46 entities, including companies and organizations, are participating. The program has been extended to operate across regions and industries, aiming to create a society where individuals can exercise their special skills and take on challenges, regardless of time or disabilities.
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 go 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 transplants due to illness or injury.

Initiatives for LGBT**

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, 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

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

A board featuring messages from the recipient organizations

A group blood donation event
Rising to the Challenge of Solving the Social Issues of 20 Years Ahead

Development of the Supercomputer kukai

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 Shinakawa 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

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 one month from March 1 to March 31, 2018. The examination was aimed at helping people prepare for disasters that could happen at any 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.

Immersion cooling technology used in the kukai supercomputer

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 ¥478,751,100 to six organizations involved in the Tohoku reconstruction.

Free Use of Stations During Disasters

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.”

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.

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.
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.

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 shareholder approval, regulatory approvals and other customary closing conditions.
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.

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.
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<th>Details</th>
<th>Company</th>
<th>Corresponding SDGs</th>
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<td><strong>Feeding the Ezonu Code</strong></td>
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<td><strong>Childcare Support</strong></td>
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<td><strong>Growth Log Service</strong></td>
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<td><strong>ICT Support for Extracurricular Activities</strong></td>
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<td><strong>HELLO CYCLING</strong></td>
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<td><strong>Promoting Active Roles for Women Initiatives</strong></td>
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<td><strong>Pepper Brings Cheer to Disaster-Stricken Areas</strong></td>
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<td><strong>Establish Internal Systems</strong></td>
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<td><strong>Combating the Pandemic through Telecommunications</strong></td>
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</table>

**Details:**

- **Feeding the Ezonu Code:** Project to help children in need, focusing on nutrition and education.
- **Childcare Support:** Financial assistance and other support services for childcare and early education.
- **Future × Energy Project:** Initiative to promote energy education and awareness among children.
- **Recycle:** Program to promote recycling and eco-friendly practices.
- **E-kakashi:** IoT solution for agricultural data analysis and growth guidance.
- **Building Mega Solar Facilities and Efficiency:** Construction of solar facilities with a focus on efficiency.
- **Paper Usage:** Efforts to reduce paper usage and promote digitalization.
- **Growth Log Service:** Online service for local governments to manage growth-related information.
- **ICT Support for Extracurricular Activities:** Support for extracurricular activities in schools.
- **HELLO CYCLING:** Bicycle-sharing platform for ecological transportation.
- **Cyber University—Talking Book:** Educational program for subsistence farming communities.
- **DO-IT Japan:** Initiative to develop future leaders.
- **Recovery Initiatives:** Support for disaster recovery and reconstruction initiatives.
- **Let’s Think about Mobile Phones and Society:** Campaign to encourage responsible mobile phone use.
- **Promoting Active Roles for Women Initiatives:** Support for women’s leadership.
- **Pepper Brings Cheer to Disaster-Stricken Areas:** Support for disaster-affected areas.
- **Establish Internal Systems:** Improvement of disaster response systems.
- **Combating the Pandemic through Telecommunications:** Telecommunications support during pandemics.
- **Participation in Local Government:** Active involvement in local government initiatives.
- **Initiatives to Support Disabled Women:** Support for disabled women.
- **SDGs@ Wing of Mobile Phone:** Campaign to raise awareness of the SDGs.
- **Participation in the UN Global Compact:** Engagement in the UN Global Compact.
- **Cycling with Pepper:** Cycling support with Pepper the robot.
- **Digital French** and **Digital English** and **Digital Chinese**: Digital language learning programs.
- **Initiatives for Disasters and Migration:** Support for disaster-affected areas.

**Corresponding SDGs:**

- **1:** No poverty
- **2:** Zero hunger
- **3:** Good health and well-being
- **4:** Quality education
- **6:** Clean water and sanitation
- **7:** Affordable and clean energy
- **9:** Industry, innovation, and infrastructure
- **10:** Reduced inequalities
- **11:** Sustainable cities and communities
- **12:** Responsible consumption and production
- **13:** Climate action
- **14:** Life below water
- **15:** Life on land
- **16:** Peace and justice, strong institutions
- **17:** Partnerships for the goals