CSR REPORT 2019
INFORMATION REVOLUTION - HAPPINESS FOR EVERYONE.
Guided by our corporate philosophy, “Information Revolution—Happiness for Everyone,” the SoftBank Group continues to grow and advance toward its aim of becoming the corporate group needed most by people around the world.

We are now in the midst of the Information Revolution. As a phase of this revolution, the Internet has made our daily lives more convenient and has quickly become indispensable as a result. AI is poised to bring about the next transformation. I am sure the dramatic advancement and penetration of AI will redefine all industries and make a major contribution to humanity.

With our sights set on the coming era, and as the corporate group that is driving the Information Revolution, we will continue to address social issues through our businesses in accordance with the SoftBank Group’s CSR Principles.

Without a doubt, AI and other leading-edge technologies will help resolve issues that humans have been unable to overcome.

Our corporate philosophy expresses our desire to spread happiness and reduce suffering by providing technologies and services.

Driven by our belief in technology’s potential, we will work with partners worldwide that share our vision to help enrich daily life. Masayoshi Son

Driven by our belief in technology’s potential, we will work with partners worldwide that share our vision to help enrich daily life.

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

<table>
<thead>
<tr>
<th>Company name</th>
<th>Established</th>
<th>Corporate headquarters</th>
<th>Representative</th>
<th>Capital</th>
<th>Subsidiaries</th>
<th>Number of associates</th>
<th>Number of employees</th>
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<tr>
<td>SoftBank Corp.</td>
<td>September 3, 1981</td>
<td>1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-7303</td>
<td>Masayoshi Son, Chairman &amp; CEO</td>
<td>¥238,772 million</td>
<td>1,102</td>
<td>423</td>
<td>76,866</td>
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Business Segments and Main Group Companies (FY2017)

- **SoftBank**: ¥3,242.3 billion
- **Sprint**: ¥3,726.8 billion
- **Yahoo Japan**: ¥947.4 billion
- **Arm**: ¥202.7 billion
- **SoftBank Vision Fund and Delta Fund**: ¥1,082.7 billion
- **Brightstar**: ¥193.7 billion
- **Others**: ¥193.7 billion

Total: ¥9,602.2 billion (FY2018)

Share of Net Sales:

<table>
<thead>
<tr>
<th>Segment</th>
<th>Net Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoftBank</td>
<td>38.6%</td>
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<tr>
<td>Sprint</td>
<td>38.4%</td>
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<tr>
<td>Yahoo Japan</td>
<td>9.8%</td>
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<tr>
<td>Arm</td>
<td>9.8%</td>
</tr>
<tr>
<td>Brightstar</td>
<td>11.1%</td>
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*Share of net sales for each reportable segment is based on the total of all segments (excluding Others)*

CSR Principles and Promotion Structure

The SoftBank Group will sustainably contribute to society in partnership with its global partners.

- **We will provide delight, trust, and happiness through our customer-oriented business approach.**
- **To meet stakeholder expectations, we will continue to challenge corporate growth and clearly disclose information.**
- **Employee satisfaction, pride, uniqueness and diversity will be encouraged and valued.**
- **Mutual trust and fair trade with our suppliers will be a priority.**
- **The SoftBank Group will continue to drive the information society, support education for the next generation, increase communication for our diverse society, protect the environment and manage resources in a sustainable manner, and provide disaster response and relief, to create a better future for everyone.**

SoftBank Group’s Growth Strategy — the Cluster of No.1 AI Strategy

Working with partners that share our common vision, we will continue to be a corporate group that uses its technologies and services to address issues worldwide.

In accordance with our corporate philosophy, “Information Revolution—Happiness for Everyone,” and as an important leader of the Information Revolution, we aim to become a corporate group that provides the technologies and services needed most by people around the world and to maximize corporate value.

To achieve these goals, rather than fixating on certain technologies or business models, we must repeatedly transform ourselves as society changes.

Under the “Cluster of No.1 AI Strategy,” our group of like-minded companies will offer solutions to a range of global issues to help realize a sustainable society.

- **Focusing on the potential of AI**
- **Forming strategic partnerships**
- **Building a cluster of leading companies**

Cluster of No.1 and Cluster of No.1 AI Strategies

The goal of the Cluster of No.1 Strategy is to form a diverse group of companies that have outstanding technologies and business models in specific fields. Under this strategy, the companies are encouraged to generate synergies in this way: each company begins its growth journey based on a capital link and a common vision while making decisions independently.

In pursuing the Cluster of No.1 Strategy, we are focusing efforts on the Cluster of No.1 AI Strategy because the expansion of markets and the creation of new industries through the utilization of AI brings huge opportunities. To ensure that we seize these opportunities, we are investing to build a cluster of leading AI companies that are developing innovative services and business models based on the emerging capabilities of AI technology. We believe that the Cluster of No.1 AI Strategy is the most important strategy for sustaining our growth going forward.
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,” “Responding to Diverse Needs,” “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.
Creating the Future with Pepper
Helping Educate the World’s Next Generation

With the aim of assisting with the programming education of elementary and junior high school students and addressing social issues, the SoftBank Group Corp. conducts the Pepper CSR Program, which loans the humanoid robot Pepper to local governments, nonprofit institutions, and other organizations for three years. As well as assisting with numerous classes all over Japan, the program has been recently expanded overseas.

Educational Support Initiatives

Launch of the Pepper CSR Program 2
In 2018, we launched the Pepper CSR Program 2, which extends the scope of the previous program beyond public elementary and junior high schools to encompass private schools, universities, and tutoring schools.

As a result, even more students are benefiting from leading-edge education that uses Pepper.

Use of Pepper to Create Classroom Tools

Initiatives to Draw Student’s Interest Through Lessons Conducted by Pepper
To encourage the use of Pepper for educational purposes other than programming, we have begun using Robo Blocks™ to offer the Robo Blocks School Template, which allows instructors to prepare lesson plans conveniently. This new feature creates templates based on Pepper-mediated interactions between instructors and students during lessons.

By combining a number of these templates, instructors can simply prepare plans for lessons that uses Pepper as an instructor.

Robo Blocks™ is a robot programming tool that is based on the Scratch visual programming language and which was developed for the Pepper CSR Program by SoftBank Group Corp. and SoftBank Robotics Group Corp.

Extension of Pepper-Enabled Educational Support Overseas
In the United States and Canada, the SoftBank Group has been loaning Pepper to schools for use in programming education. In the United States, Pepper-enabled education began in the San Francisco Unified School District and at Boston Public Schools in November 2018. As for Canada, Simon Fraser University is using Pepper to conduct programming education. Pepper is also being used at events focused on popularizing science, technology, engineering, and mathematics education as well as at technology-related workshops. Pepper’s other roles include acting as a receptionist and an ambassador during the university’s public relations activities.

Further, our educational initiatives are now reaching Asia. In May 2019, we provided 2,000 Pepper robots free of charge to elementary, junior high, and high schools in China’s Zhejiang Province. In addition, plans call for using Pepper to help foster human resources in the fields of science and technology.

Selection for Use in an International Programming Competition
In 2020, the World Robot Summit will be hosted by the Ministry of Economy, Trade and Industry and the New Energy and Industrial Technology Development Organization. A preparatory event was held at Tokyo Big Sight from October 17 to 21, 2018. Pepper was selected for use in the competitions of the Junior Category of this event, where children from all over the world demonstrated the results of their innovative ideas for programming Pepper. More than 76,000 people participated in the preparatory event, including 72 teams from Japan and 54 teams from overseas.
Training Program for Tohoku Reconstruction Leaders

Every year since 2012, SoftBank Group Corp. and the U.S.-Japan Council have invited 100 high school students from the region affected by the Great East Japan Earthquake (Iwate, Miyagi, and Fukushima prefectures) to the University of California, Berkeley, in the United States for an intensive three-week program conducted by the university. The students participate in a problem-solving 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 have learned through the program by actively participating in various community service activities.

Increased Supply of Safe and Reliable Renewable Energy

With the aim of combining renewable energy and technology to realize a convenient, comfortable society, SB Energy Corp. is building a platform that supplies energy safety and continuously.

The renewable energy power generation business, which SB Energy has been developing since its establishment in 2011, operates 39 mega solar power generation plants and a wind power generation plant in Japan as well as a wind power generation plant in Mongolia’s Gobi Desert. Also, since 2012 the company has been conducting an experience-based environmental education program. To date, more than 2,300 children have participated in the program, which encourages participants to think independently and creatively about energy.

In addition to its power generation business, the company is conducting a virtual power plant verification project aimed at the effective utilization of power grids and investing in start-ups whose businesses are highly compatible with renewable energy.

Total 900 students have participated. Planning to increase this number to 1,200 students by fiscal 2021.
**Supporting Extracurricular Activities by Using ICT**

Aiming to provide coaching regardless of time and distance constraints

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

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**Development of the Next Generation**

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**Examples of adoption by prefectures**

**Nagano Prefecture**: ICT Support for Extracurricular Activities has been used in the prefecture’s Kirakira-ko child development project. Tablets and the Smart Coach distance coaching system are being used to support improved competitiveness leading toward the 82nd National Sports Festival in 2027 and to help train athletes.

**Miyagi Prefecture**: ICT Support for Extracurricular Activities has been adopted to ease the burden on teachers and to increase the physical strength of children and students. Full-scale use began in July 2019.

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**Smart Coach**

*Smart Coach* is a SoftBank Corp. service that allows users to receive private online lessons from knowledgeable and experienced coaches, including former professional athletes.

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**Support for Physical Education at a Primary School (Ikeda City, Osaka)**

For primary school teachers who struggle with teaching physical education classes, a remote support program using Smart Coach is being implemented in Ikeda City, Osaka. This program makes it possible to consult with a specialized coach about all sorts of topics at any time on how to proceed with classes and receive teaching tips. It aims to improve teachers’ instruction capabilities and to dispel the aversion some children feel toward exercise.

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**Cooperation with Universities (Kyushu Sangyo University, Ishinomaki Senshu University)**

The deployment of Smart Coach has started in university classes. At Kyushu Sangyo University, 100 students involved in four types of sports—kendo, volleyball, handball, and semi-hardball baseball—are benefiting from remote coaching through Smart Coach. In addition, the use of online instruction is discussed in lectures and seminars, which helps students explore possible applications in sports education. At Ishinomaki Senshu University, Smart Coach is used in classes to provide distance coaching for junior high schools in the city. While students at Ishinomaki Senshu University aim to improve the skills of junior high school students and reduce the burden on junior high school teachers, the university students also learn the most advanced teaching skills by using coaching theory and applying ICT-based distance teaching.

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**SoftBank Tohoku Kizuna Cup**

The SoftBank Tohoku Kizuna Cup was held from July through October 2018 to encourage sports and cultural activities among children in the Tohoku region as part of efforts to support reconstruction after the Great East Japan Earthquake. ICT Support for Extracurricular Activities was provided to participating children ahead of the tournament, with special support from expert coaches until it took place. About 1,000 children took part in the tournament, which offered them unforgettable experiences with friendly games and the chance to meet famous athletes. The SoftBank Tohoku Kizuna Cup is scheduled to be held again from July 2019.
Pepper and micro:bit—Launch of a New IoT Educational Program

In addition to the robot programming education program utilizing the humanoid robot Pepper, we launched the IoT Challenge in April 2019 as a new educational program. Combined with micro:bit, this program aims to promote exchanges among participants in the Pepper CSR Program.

The augmented micro:bit unit combines Pepper, a robot that speaks and moves, with various sensors (for detection of movement of people and objects, measurement of temperature, recognition of on/off position of buttons and switches, etc.). The combination of Pepper and micro:bit opens the door to various programming possibilities that connect things to one another to an extent that could not be achieved with the programming materials available until now.

Prior to the program’s full-scale launch, we held workshops for participating schools and events for children during the spring break. In preparation for the coming IoT society, SoftBank Corp. will continue to provide children with an environment where they can experience new technology at school.

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Maho Project

Opening the Door to the Future

The Maho Project researches ways of utilizing mobile devices to provide educational and lifestyle assistance to children with special needs. In fiscal 2018, we conducted “Maho Project 2018—Maho Diary—” on the theme of recording the changes of participating students and differences resulting from the use of ICT.

One student with a progressive disease who participated in this project is in need of daily life support in mobility and other areas, and, unable to envisage a role in society, was worried about future career prospects. Being adept at technology, including the use of PCs, the student worked enthusiastically on various activities by programming Pepper, thereby gaining confidence. That led the student to decide on engineering as a career path and enter Waseda University e-School after passing the university entrance examination. At the university, the student chose “how technology can be used to overcome obstacles caused by physical disabilities” as a study theme.

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Online Service for Recording and Managing Information Related to Growth, Development, and Health, Beginning from Infancy, by Linking Local Governments and Residents through ICT

This online service for local governments uses smartphones to record and manage information on the growth, development, and health of residents over their lifetimes. Through the service, local governments can deepen their relationship with residents by using ICT, while residents can record and manage information on the status of their families and themselves over their lifetimes by using a smartphone or tablet.

Aiming for regional revitalization using ICT, we are contributing to the realization of seamless support by connecting residents and local governments.

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Better Communications for All with SoftBank’s Heartful Assistance

**Game de Manabu! Shuwa Jiten** (*A Sign Language Dictionary for Learning Sign Language Through a Game*)

*We provide apps for learning sign language in a fun way. In 2018, the number of downloads exceeded 140,000. Many people, from children to adults, are learning sign language while enjoying themselves.*

**iPhone app to support visually impaired users**

*We offer an app for people with visual impairment to learn and practice basic iPhone operations to help make communications using smartphones easier, even if only slightly.*

**Assist Smartphone**

*We provide the Assist Smartphone service to help people with cognitive and other disabilities to engage in daily activities.*

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*micro:bit is a microcomputer that was developed by the BBC for educational purposes. In the United Kingdom, it is distributed free of charge to about one million fifth- and sixth-year pupils at all the country’s primary schools, giving all access to a tool to learn programming intuitively.

*Teaching materials for learning programming using micro:bit and teaching materials for teachers edited independently are provided free of charge by SB C&S Corp.*

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**Promotion of an Information-Oriented Society**

- Creation of a Society That Enables Diverse Work Styles Utilizing ICT
- Short-Time Telework
- Online Service for Recording and Managing Information Related to Growth, Development, and Health, Beginning from Infancy, by Linking Local Governments and Residents through ICT
- Apps to Support People with Special Needs
- Better Communications for All with SoftBank’s Heartful Assistance

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**Corresponding SDGs**

- SDG 4: Quality Education
- SDG 9: Industry, Innovation and Infrastructure
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities
- SDG 13: Climate Action
- SDG 15: Life on Land
- SDG 17: Partnerships for the Goals

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**IoT Challenge**

- CSR Program
- Pepper
- IoT (robot)
- IoT (sensor)
- Education contributing to IoT society

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**Growing Log Service**

- Participating local governments: Ikeda City (Osaka Prefecture), Nara City (Nara Prefecture), and Arima (Hyogo Prefecture)
Strive as an ICT Professional to Resolve Regional Social Issues
Aiming to further revitalize local communities by expanding geographical coverage

Since 2017, we have been establishing CSR offices in different parts throughout Japan to build close ties with local communities and help them find solutions to social issues. In addition to Tohoku, Tokai, Kansai, and Kyushu, we established CSR offices in the Hokkaido, Chugoku/Sikoku, and Okinawa areas. The offices are staffed with senior employees with extensive experience and proven track records. These CSR employees play a leading role as ICT professionals in solving community issues as well as promote work-style reforms as a new role model that utilizes senior human resources.

About Regional CSR and Our CSR Bases
Regional revitalization has become a major theme in Japan, and we are working to help solve social issues using ICT in each region.

**Aims**
- Strengthen regional ties / Help resolve social issues
- Promote new role model that utilizes senior human resources

**Main Activities**
- Collaboration with local governments, organizations, and key individuals
- Planning and promotion of regional social contribution measures
- Coordination with Group companies for solutions to regional issues
- Support for education and youth development, including IT literacy
- Support for disaster recovery and observance of laws and regulations, audits, and guidelines

**Office locations**
- Hokkaido Area (Sapporo City)
- Tokai Area (Nagoya City)
- Tohoku Area (Sendai City)
- Kanto / Koshinetsu Area (Minato Ward, Tokyo)
- Chugoku Area (Hiroshima City)
- Kyushu Area (Fukuoka City)
- Shikoku Area (Takamatsu City)
- Okinawa Area (Naha City)

**Comprehensive partnership agreement concluded with Yokohama City**

**Example 1**

**Disaster Preparedness Classes Using Pepper Started in Iizuka City, Fukuoka**

As part of our community-based CSR activities, we are focusing on disaster countermeasures and support for reconstruction.

As one initiative in this area, we have been moving ahead with the planning of disaster preparedness activities using the humanoid robot Pepper. This effort involves cooperation between three parties: SoftBank Corp.; Iizuka City, Fukuoka Prefecture; and the Fukuoka District Meteorological Observatory. The content of the disaster prevention lesson supervised by the Fukuoka District Meteorological Observatory was loaded into Pepper, and acting as a teacher, conducted disaster preparedness lessons for children. This endeavor is the first in the country and one that helped children learn about disaster preparedness in a fun way.

**Example 2**

**CSR Employees Conduct Special Classes for Junior High School Students**

In response to a request from a local government in Shizuoka Prefecture, CSR employees gave lectures at local junior high schools and held courses on “work styles in the coming AI era.” Special classes that drew on the corporate experience of CSR employees provided children with new insights into such matters as companies’ approaches to work. We will continue to work on fostering the awareness of the next generation in cooperation with local communities.

**Example 3**

**CSR Employees Based at Abira, Hokkaido, Undertaking Activities to Create Closer Ties with the Community**

This project was initiated by CSR employees based in Abira, Hokkaido, which has a comprehensive partnership agreement with SoftBank Corp. under the Ministry of Internal Affairs and Communications-led “Regional Revitalization Personnel Exchange Program”.

Abira was one of the main areas affected by the Hokkaido Eastern Iburi Earthquake in September 2018, and the project is an important part of SoftBank Corp.’s reconstruction support activities.

CSR employees are assisting reconstruction activities in the region as advisors to the reconstruction promotion headquarters led by the mayor of Abira.

* Under this program, local governments accept employees from private-sector companies located in the three major metropolitan areas for a certain period and use their know-how and knowledge to engage in activities that help enhance local attractions and add to their value. The purpose of this project is to engage with the local community by leveraging the expertise and experience of corporate employees and to foster collaboration in various ways by bringing in external perspectives.
OpenStreet Co., Ltd. was established through SoftBank Group Corp.’s new business development system and has contributed to regional mobility technology through the participation of diverse service providers from a variety of industries. Through business developments such as Mobility as a Service (MaaS)—which anticipates a future with self-driving technology—the consortium aims to promote next-generation mobility services, resolve mobility-related social issues, and create new value.

To enrich people’s lives by bringing problem-free mobility to all, MONET Technologies will continue to pioneer new mobility advancements using the MONET Platform, which combines various data with AI and the latest technologies.

* MONET Technologies Inc. is a joint venture between SoftBank Corp. and Toyota Motor Corporation, with capital participation from other companies.
Promotion of the Employment of People with Disabilities across System and Companies
Creating a Society Where Everyone Can Participate in Their Own Way

Short Time Work Program

The Short Time Work Program enables people at SoftBank Corp. who are unable to work long hours due to mental or developmental disabilities to work up to 20 hours per week. As of the end of fiscal 2018, more than 30 individuals with disabilities were employed at SoftBank Corp. (The program began in 2016.)

Short Time Work Alliance

The Short Time Work Alliance is an inter-regional and inter-industry alliance with the goal of promoting the Short Time Work Program. Currently, the alliance consists of 123 companies and organizations working to create a society where anyone, regardless of time constraints or disability, can make full use of their skills.

SoftBank Corp. supports the activities of para-athletes (athletes with disabilities) who are striving to make their dreams a reality while both training and working. We help create an environment where para-athletes can focus effectively on their athletic programs and their jobs. Additionally, we have para-athletes share their personal experiences in person or through ICT (information and communication technology) to help improve awareness of disabilities in society. Our goal is to be a company that embraces diversity where people with disabilities can work comfortably.

Supporting Para-athletes as They Pursue Their Dreams

SoftBank Corp. supports the activities of para-athletes (athletes with disabilities) who are striving to make their dreams a reality while both training and working. We help create an environment where para-athletes can focus effectively on their athletic programs and their jobs. Additionally, we have para-athletes share their personal experiences in person or through ICT (information and communication technology) to help improve awareness of disabilities in society. Our goal is to be a company that embraces diversity where people with disabilities can work comfortably.

Sponsored Athlete

Shoko Ota, Para-Taekwondo

I have autism spectrum disorder and ADHD, so I have a hard time remembering verbal information. I also tire easily. Currently, I mostly do data entry work twice a week. Because I can progress at my own pace, my confidence is growing, and I feel that the work is rewarding.

Creating a Society Where Everyone Can Participate

SoftBank Corp. is working to create an inclusive environment where everyone, including people from the LGBTQ+ community and other sexual minorities, can work comfortably. We have changed our internal definition of the word “spouse” to include same-sex partners, in addition to the definition of spouse under Japanese law.

Further, at the end of April 2019, we participated in the 2019 TOKYO RAINBOW PRIDE parade*, the largest LGBTQ+ event in Japan. It was the second consecutive year of our involvement in this event. We decorated the SoftBank store in Omotesando with rainbows to signify our respect for diversity. We also participated in the parade itself and had a display panel in the event space.

* Organized by the NPO Tokyo Rainbow Pride

IT Literacy Education

SoftBank Corp. promotes the appropriate use of smartphones by children and is helping to create a society where this is possible. We distribute an educational package about information ethics, called Let’s Think about Smartphones, free of charge to schools and community organizations. This package, which can be used in classrooms, by parents’ associations, and in other settings, contains videos of dramatized situations that teach children important lessons, making it easy for anyone to participate.

In addition, we offer our Safety Filter service to protect children from harmful information online. This service restricts access to inappropriate websites and apps, and it can also limit time spent online.

Donation Activities Funded by Employee Donations

In response to our employees’ desire to support NPOs, SoftBank Corp. established an employee fundraising system in April 2013, through which donations continue to be given to certain organizations. Also, after a major disaster, we form a separate employee fund to help those affected. We match all employee donations, enabling a doubled contribution to be made to NPOs in disaster-stricken areas.

Promoting Employee Volunteer Activities

In order to create a volunteer-friendly environment, we provide our employees with two days of paid leave each year for volunteer activities. In fiscal 2018, approximately 160 employees made use of the system.

Group Blood Donation

At the SoftBank Group’s corporate headquarters, we have held blood drives twice a year since 2006. In January 2019, approximately 250 employees donated blood. We plan to continue to hold blood drives.
Safety and Security as Part of Our Corporate Responsibility

As an operator that manages telecommunications 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. Additionally, on March 11, 2019, we conducted Japan’s first disaster prevention demonstration that made use of a 5G mobile communications system. We use the latest technologies to protect our customers’ means of communication in the event of a disaster.

Fiscal 2018 Disaster Support Activities

Following a natural disaster, which can occur anywhere in Japan, SoftBank Corp. is prepared to rapidly deliver digital devices and donate funds to places in need. The assistance we can provide includes device-lending, usage fee deadline extensions, communications fee reductions, and free or reduced-rate repairs for damaged devices. SoftBank Corp. has received letters of appreciation from the Ministry of Economy, Trade and Industry for lending out 300 iPads during a period of heavy rain in western Japan as well as from Ibaraki City, Osaka Prefecture, for support provided in response to the 2018 Osaka earthquake.

Ongoing Support for Children Affected by the Great East Japan Earthquake

Charity White allows mobile phone users to add a ¥10 donation to their monthly fees. SoftBank Corp. matches ¥10 for each donation, a total monthly donation of ¥20. Total donations have exceeded ¥1.1 billion, and the funds are being used for educational and psychological support of children in the Tohoku region.

SoftBank Corp.’s Donation Platform

SoftBank Corp. supports the activities of NPOs through its Tsunagaru Bokin (literally “Connected Through Fundraising”) program, which allows smartphone users to add a donation to their monthly fees. Furthermore, to give continued support for the activities of NPOs, we provide information on services accepting donations and consider ways to better connect and improve communication between donors and NPOs.

Preserving the Memory of the Great East Japan Earthquake

It has been eight years since the Great East Japan Earthquake. In memory of this tragic event, the SoftBank store in Omotesando, Tokyo, was decorated and balloons were passed out from March 9 to 11. Over these three days, some 2,000 balloons were distributed, which was commented on widely over social media.

During the same period, we offered lunches in support of the reconstruction efforts at our corporate headquarters cafeteria, which served dishes made with ingredients from the Tohoku region.
Addressing Ocean-Related Issues through a New Media Service Gyopp!y!

In October 2018, Yahoo Japan Corporation launched Gyopp!y, a new media service that provides articles on issues such as ocean pollution, the biodiversity crisis, and declining fish stocks. Underneath certain articles, there are links allowing readers to immediately support efforts aimed at addressing issues. We plan to develop a variety of support initiatives that leverage the strengths of the partners with whom we are collaborating in each initiative. Our partners' strengths include the facilitation of crowdfunding support and the enabling of online purchases through Internet shopping services. Meanwhile, our production partners will plan and prepare articles featuring ocean-related issues and distribute them to a large readership.

Using a Supercomputer kukai to Enhance the Convenience of Services

In March 2017, Yahoo Japan Corporation developed the kukai supercomputer, which has advanced energy-saving performance designed for use in deep learning.

To heighten the level of user satisfaction with respect to the Yahoo! Answers service, we use AI to assess low-quality submissions—such as those that, while not violating the user agreement, are blank and do not answer the question—and then remove these submissions from prominent positions. We used kukai to build this AI, which has shortened processing time from approximately nine months to 1.5 days. Further, we have introduced kukai-enabled deep learning to Yahoo! Auctions as a way of strengthening measures against the submission of counterfeit items.

Helping Prevent Aid Supply Mismatches during Disasters

In August 2017, Yahoo Japan Corporation established the Social Emergency Management Alliance (SEMA) as a system for coordination among private-sector companies and civil society organizations in the provision of aid to disaster areas in Japan.

During normal times, SEMA compiles a list of the goods and services that affiliated companies can provide. When a large-scale natural disaster occurs, SEMA uses the list to expedite the supply of the goods and services needed.

Providing Vocational Training at a Prison

Operated under a private-public sector alliance comprising the Ministry of Justice, the city of Mine, in Yamaguchi, Shogakukan-Shueisha Productions Co., Ltd., and Yahoo Japan Corporation, the Mine Rehabilitation Program Center penal institution is conducting vocational training on the establishment and operation of online stores and promoting the sale of locally produced goods. The goals of this initiative are to prevent readopting and to support regional revitalization.

In the vocational program, trainees study e-commerce based on a practical curriculum that gives them the specialized knowledge and skills required to operate online stores. Also, the program contributes to regional revitalization by supporting the sale of goods made in Mine. Specifically, the program operates the online store Mine’s Road Station Ofuku, which sells goods produced in the city through other vocational training programs.
Helping Students Achieve Their Full Potential

At schools in the United States, the Internet is essential for acquiring the knowledge needed to graduate from high school. Established by Sprint Corporation, the 1Million Project Foundation (1MPF) is in its third year of providing free high-speed Internet connectivity and devices throughout the United States to high school students who do not have Internet connectivity. The company has provided this support to 220,000 students, and plans call for supporting a further 115,000 students.

In a survey of students participating in the program, more than 70% responded that their motivation to graduate from high school had increased, and more than 85% responded that they had an appropriate environment for tackling tasks. Moreover, we have received reports that participation in the project has led to improvements in the attitudes of students and significant improvements in their class attendance.

Cultivating Awareness of the Importance of Social Contributions

Brightstar Corporation encourages participation in social contribution activities by calling on employees and their families and friends to take part in fundraising. On October 27, 2018, we participated in a Making Strides Against Breast Cancer walk organized by the American Cancer Society. Also, we asked employees and those around them for donations to a support organization for breast cancer patients and collected $859.

Further, to show their endorsement of the Light It Up Blue initiative and World Autism Awareness Day, personnel at Brightstar’s 1,100 locations worldwide wore something blue on April 2, 2019, and collected donations for autism support organizations. Locations in 170 countries worldwide collected $1,100 and donated the funds to the autism advocacy organization Autism Speaks Inc. Brightstar is engaged in a range of other fundraising activities. Going forward, the company will continue these activities to raise employees’ awareness of the importance of social contributions.
Message from the Founder and CEO of Simprints Technology

Simprints Technology began rolling out large-scale assistance in Southeast Asia and Africa six years ago, and Arm has been one of our strongest supporters. When we were still a group of five students, Arm took a bold bet on us. Thanks to the company’s belief in the project, we have been able to help more than 250,000 people in 11 countries gain access to health and education, have received commendations from around the world, and have grown into a recognized social enterprise.

Toby Norman
CEO, Simprints Technology

Simprints can be introduced and used by following four simple steps.

1. Simple user interface guides collection
   - Can be seamlessly integrated into any existing workflow and application

2. Frontline worker places a person’s finger
   - Offline or online. Rapid matching that reduces errors and improves accuracy, compliance, and quality

3. System runs matching algorithm
   - Fingerprint serves as a globally unique and secure ID that cannot be forgotten or lost

4. Unique ID links to records and next steps in service delivery
   - Rugged, waterproof, mobile fingerprint scanner built for the toughest conditions

Putting the World on a Better Track through Social Innovation

Through its partnership with the United Nations Children’s Fund (UNICEF), Arm Limited is moving forward with measures focused on the Sustainable Development Goals (SDGs). With its sights set on realizing technological innovation that helps address challenging social issues, the company established the 2030 Vision. Simprints is a flagship example of initiatives we are taking under the vision. Based on Simprints, we aim to build a platform that in the world’s poorest rural communities enables medical professionals to verify the identity of individual patients and access accurate medical records on them, thereby allowing patients to receive a range of services.

Worldwide, more than 1.1 billion people lack personal identification and are unable to avail of various services that are indispensable in daily life, such as medical care, education, and asset management. With the rolling out of Simprints, Arm’s policy is to promote social innovation and benefit those who do not have sufficient access to education and other essential services. Reflecting this policy, we have introduced the technology to 11 countries, providing Simprints services to more than 250,000 beneficiaries.
<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leadership Program</strong></td>
<td>Development of society’s future leaders by supporting elementary, junior high, high school, and university students.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Orange Safety Net</strong></td>
<td>A service that mainly assists people with cognitive disabilities participate in society by helping them to communicate and engage in daily activities so that they can install the lessons and extracurricular activities.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Charity Smile Donation</strong></td>
<td>An optional mobile phone service that provides support to children who have lost their homes due to mental or developmental disabilities.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>IT and Business Seminars</strong></td>
<td><strong>IoT Challenge</strong></td>
<td>Development of the supercomputer.</td>
</tr>
<tr>
<td><strong>Game de Manaberu Shuwa Jiten</strong></td>
<td>An application that enables users to learn sign language by using a dictionary or by playing a fun game.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Priority Discount</strong></td>
<td>A discount service for people with special needs based on a plan that has lower-than-normal usage charges when it is combined with either the Smartphone Flat-rate plan or the Smartphone Flat-rate plan for businesses when they occur and provision of services that give customers a means of communication necessary for life-saving activities.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Charity Mobile Donation</strong></td>
<td>A program whereby SoftBank Corp. makes a donation of a fixed amount (¥6,000) and an ongoing donation from customers paid in addition to their monthly usage charges and a matching ¥10 donation per subscriber from SoftBank Corp.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Future × Energy Project</strong></td>
<td>Contribution to the realization of a low-carbon society through provision of electric power services that use FIT.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Environmental Conservation</strong></td>
<td>Establishment of network centers with enhanced seismic resistance, redundancy, and uninterruptible power supplies to ensure basic act and learn about energy through educational materials and group work.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Telecommunications Service</strong></td>
<td>Drastic increase in communication and disaster prevention services in all disaster-affected areas to improve communication and recovery and development of nationwide disaster drills and information sharing database.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Recovery Initiatives</strong></td>
<td>Provision of Means of Communication at the Ministry of Defense, the Japan Coast Guard, and other governmental organizations.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>SoftBank Tohoku Kizuna Cup</strong></td>
<td>A program that donates ¥10 to organizations engaged in supporting reconstruction for every person who searches for 3.11 using Yahoo! Search on March 11 to search using the keyword “3.11”.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Disaster Readiness Drills</strong></td>
<td>Annual holding of comprehensive Company-wide readiness drills for major disasters.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Establishment of Internal Systems</strong></td>
<td>Thorough adherence to response manuals, preparation of systems and contact networks for emergencies, and establishment of network centers with enhanced seismic resistance, redundancy, and uninterruptible power supplies.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Ministry of Internal Affairs and Communications</strong></td>
<td>Establishment of network centers with enhanced seismic resistance, redundancy, and uninterruptible power supplies as a member of the Mobile Recycling Network (MRN).</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>SoftBank Corporation</strong></td>
<td>Development of telecommunication systems utilized by the Ministry of Defense, the Japan Coast Guard, and other governmental organizations.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>SoftBank Group Corp.</strong></td>
<td>Provision of telecom services to governmental organizations, businesses, and other organizations.</td>
<td>SoftBank Group Corp.</td>
</tr>
<tr>
<td><strong>Telecommunications Service</strong></td>
<td>Drastic increase in communication and disaster prevention services in all disaster-affected areas to improve communication and recovery.</td>
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</tbody>
</table>

### The 17 Goals

- **No Poverty**
- **Zero Hunger**
- **Good Health and Well-being**
- **Quality Education**
- **Gender Equality**
- **Clean Water and Sanitation**
- **Affordable and Clean Energy**
- **Decent Work and Economic Growth**
- **Industry, Innovation and Infrastructure**
- **Reduced Inequalities**
- **Sustainable Cities and Communities**
- **Life on Land**
- **Life Below Water**
- **Responsible Consumption and Production**
- **Climate Action**
- **Peace, Justice, and Strong Institutions**
- **Partnerships for the Goals**

Source: [SoftBank Group Initiatives](https://www.softbank.com/jp/eng/sustainability/)

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**SoftBank Tohoku Kizuna Cup**

A program that donates ¥10 to organizations engaged in supporting reconstruction for every person who performs the "yell out for Tohoku" initiative.