

Mobile Broadband for Everyone

September 19, 2012
Chairman and CEO
SOFTBANK MOBILE Corp.

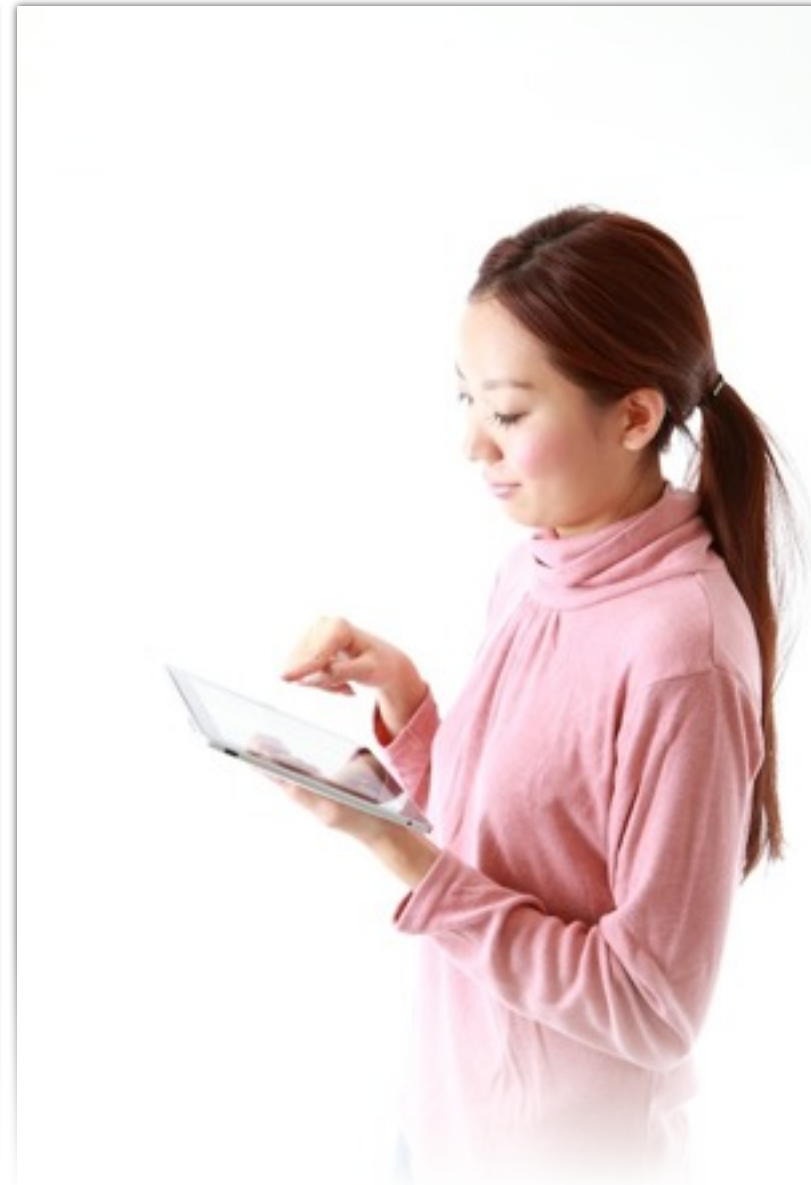
Masayoshi Son



4 Years Ago

**First Year of
Mobile Internet**





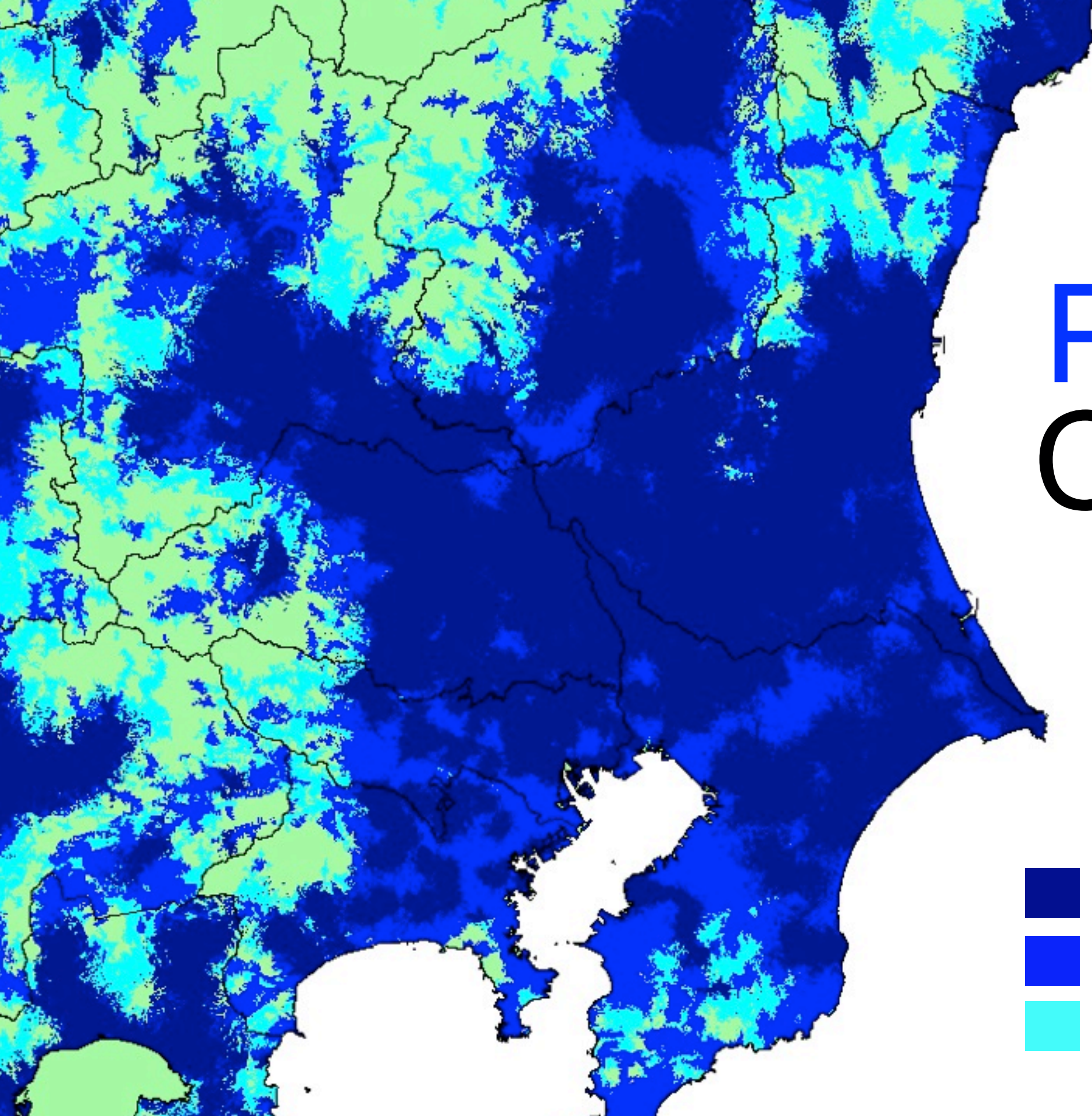
Lifestyle Revolution



Work Style Revolution



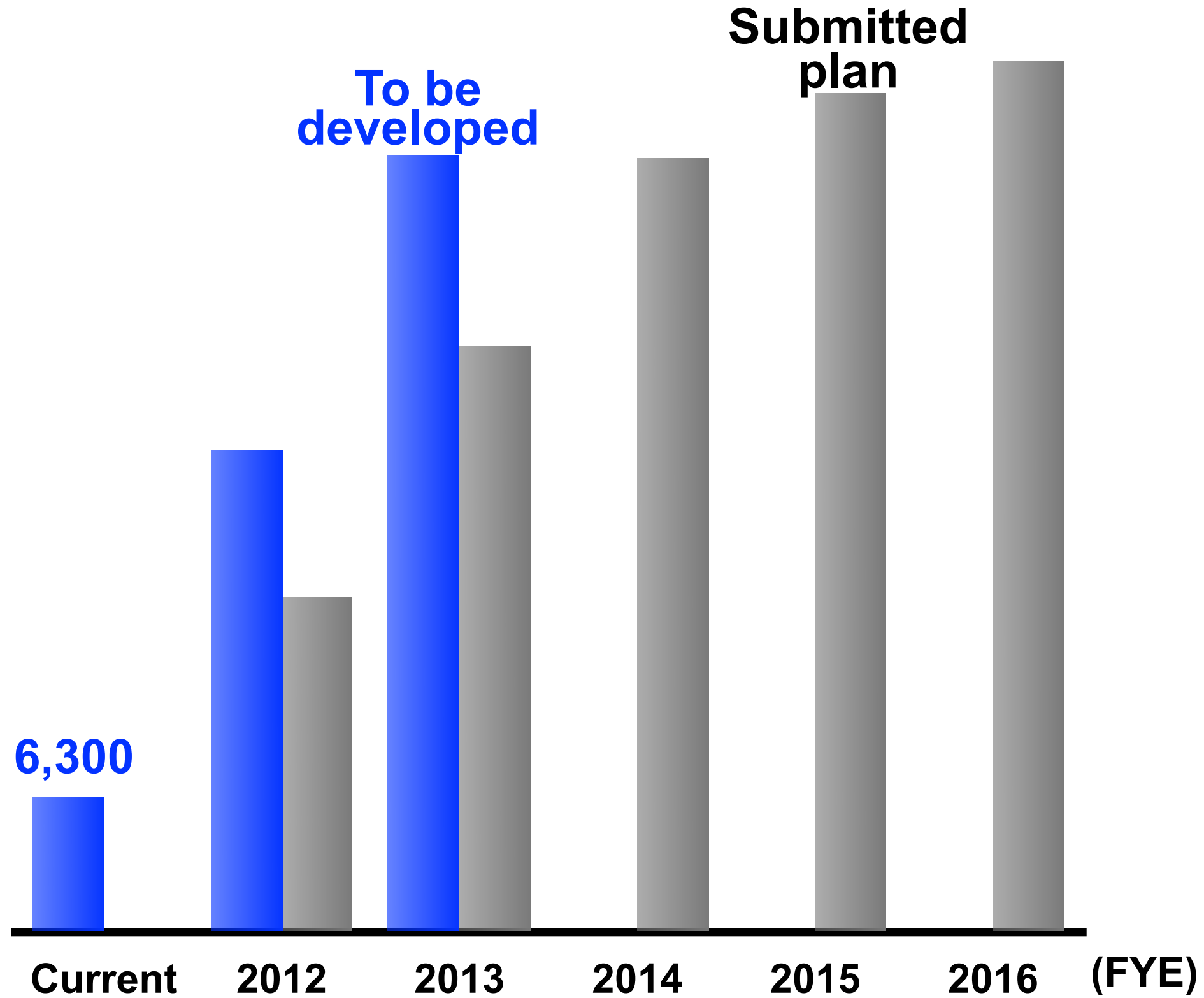
Progress of Platinum Band



Platinum Band Coverage Area

-  Coverage area as of Sept. 14, 2012
-  To be covered by Dec. 2012
-  To be covered after Jan. 2013

No. of Base Stations for Platinum Band



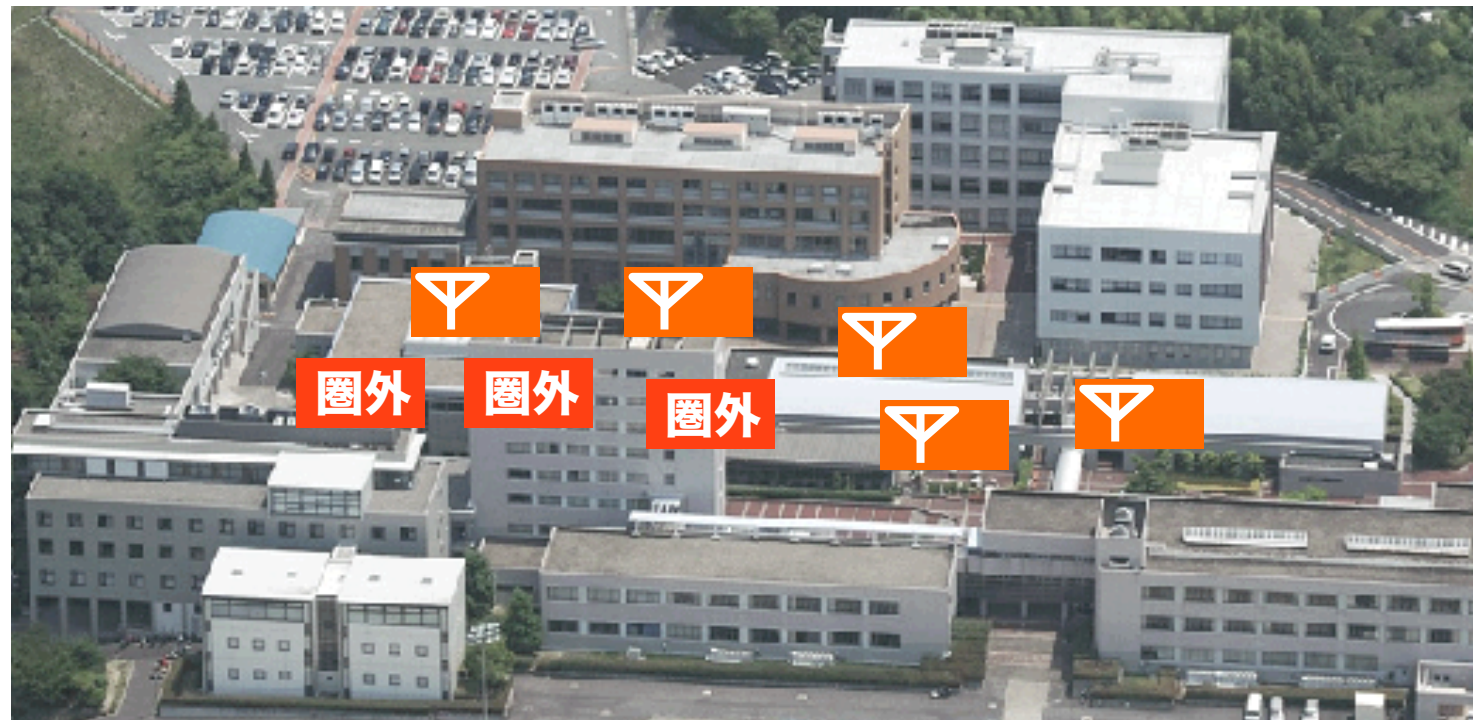
Schedule accelerated



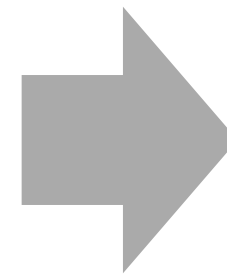
Cases of Platinum Band Introduction

Case 1: College in suburban area

Before



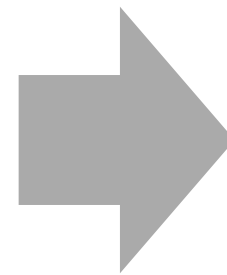
Platinum band



Coverage improved by introducing platinum band

Case 2: Hospital in urban area

Before



Platinum band



Coverage improved by introducing platinum band

Case 3: Golf course in suburban area

Before

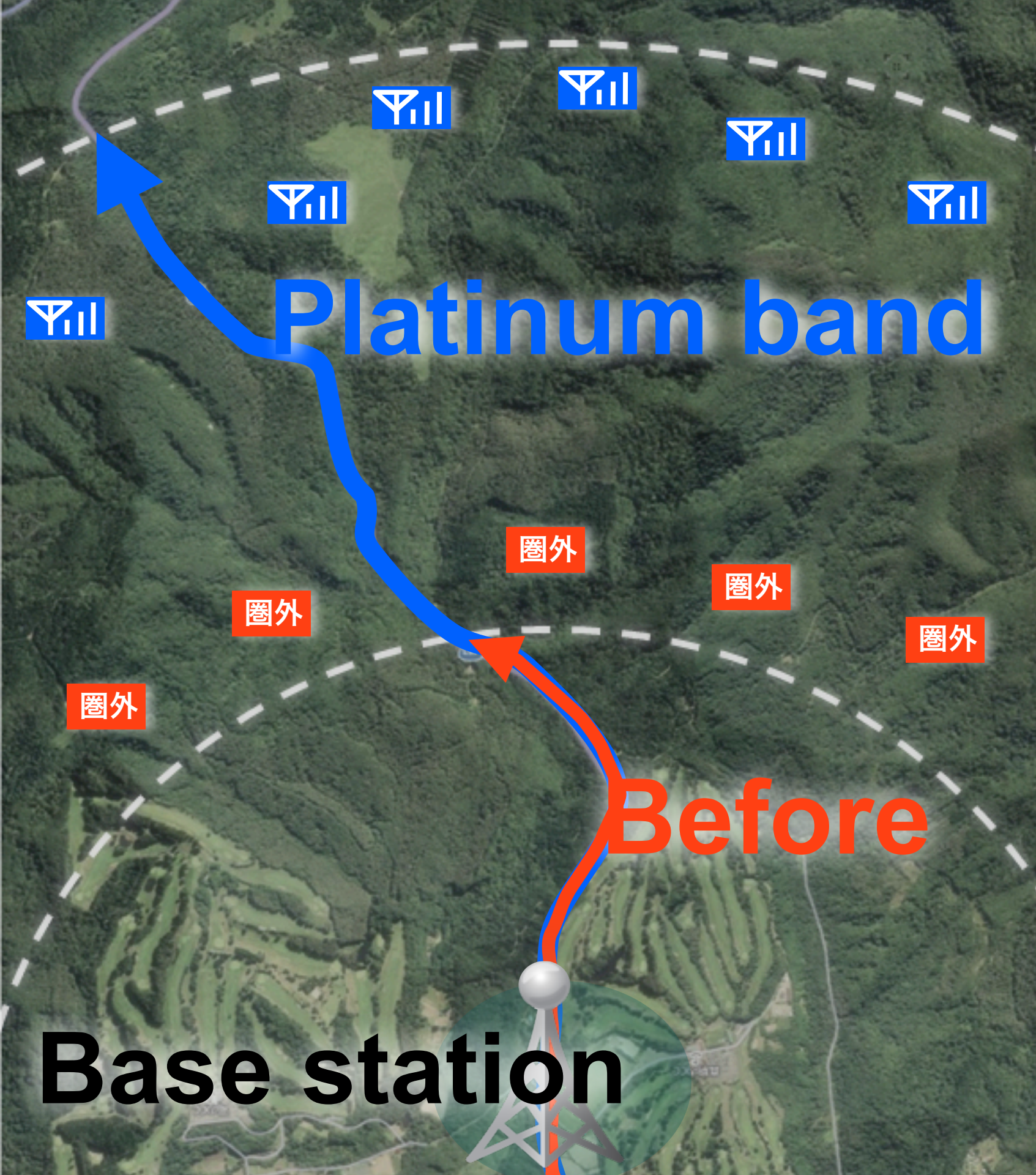


Platinum band



Coverage improved by introducing platinum band

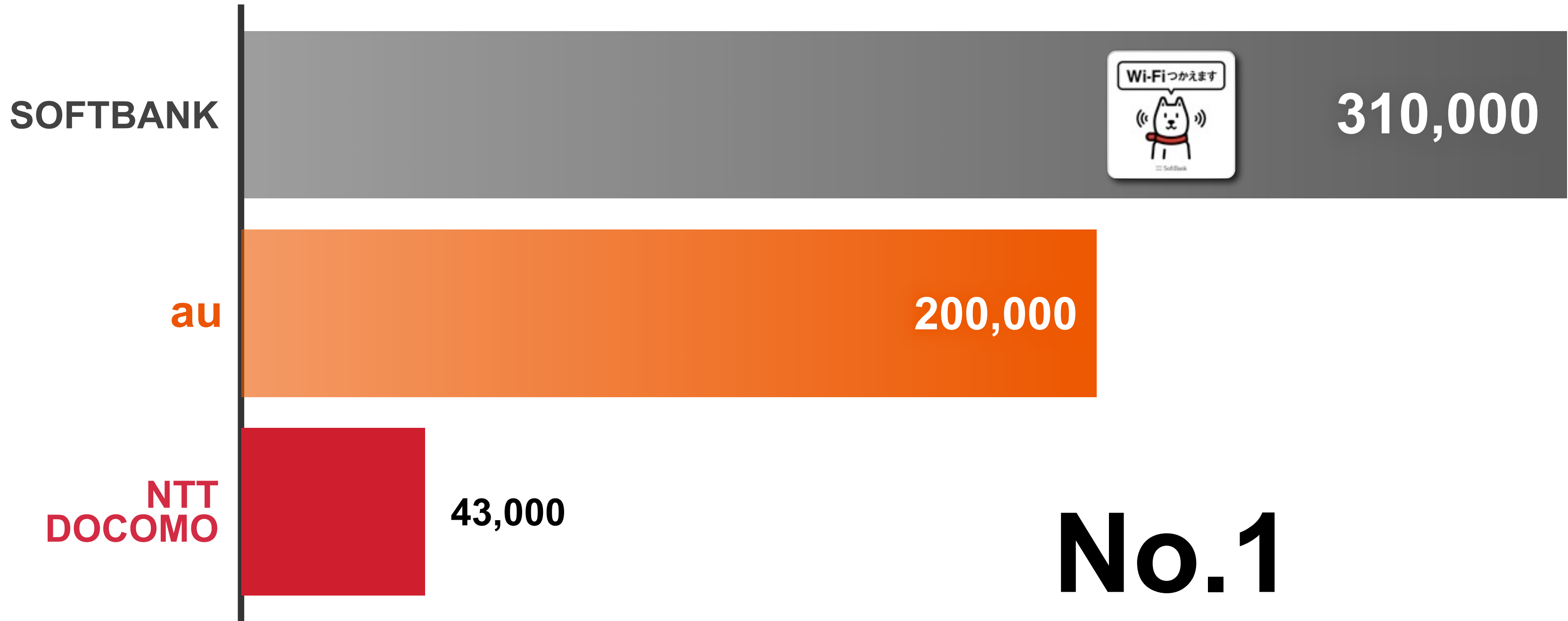
Case 4: Mountain area



Outreach 2x

Number of Wi-Fi Spots

(as of Sept. 19, 2012)



Towards Next Revolution

2012

Revolution of Mobile Broadband

SoftBank **4G LTE**

From September 21, 2012

LTE Comparison

 SoftBank



2 GHz	Frequency	2 GHz
10 MHz	Max. bandwidth	10 MHz
75 Mbps	LTE max. speed	75 Mbps

LTE Comparison

 SoftBank



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***Including 800 MHz
LTE population coverage: 96%**

LTE Comparison

 SoftBank



2 GHz	Frequency	2 GHz
10 MHz	Max. bandwidth	10 MHz
75 Mbps	LTE max. speed	75 Mbps
91%	iPhone 5 LTE Population coverage (Mar. 2013)	Not disclosed*

***Including 800 MHz
LTE population coverage: 96%**

LTE Comparison

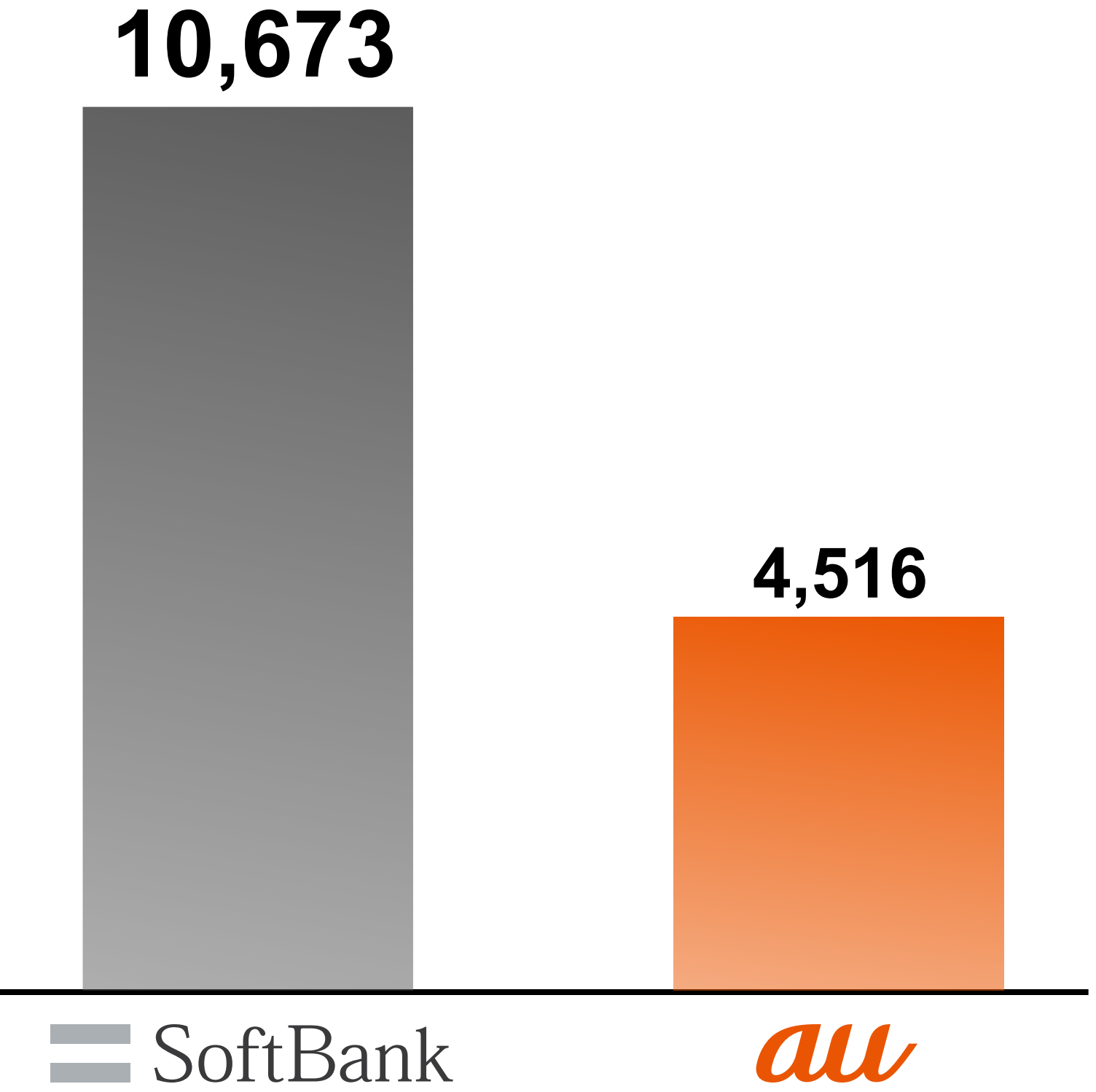
SoftBank

au

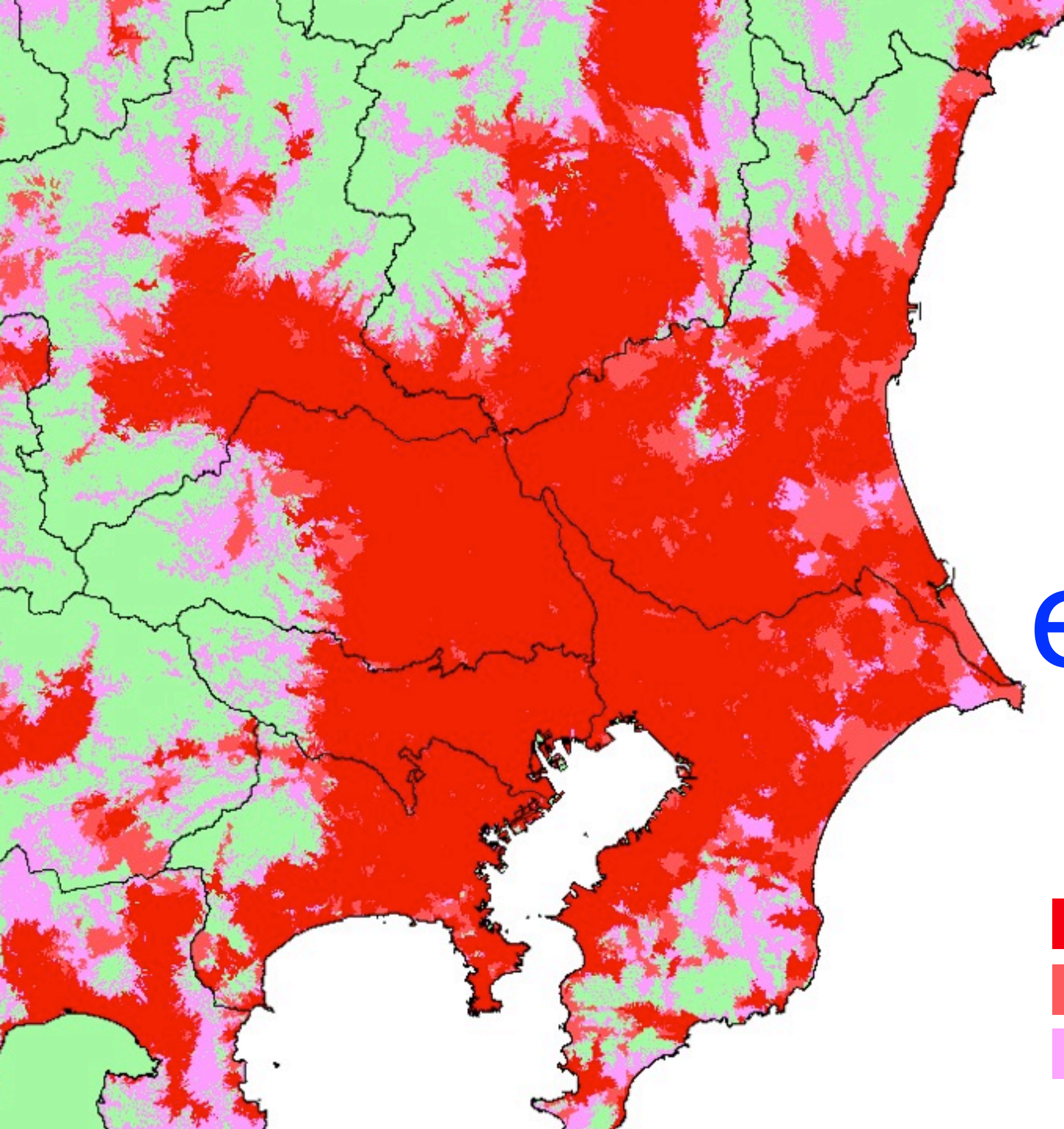
2 GHz	Frequency	2 GHz
10 MHz	Max. bandwidth	10 MHz
75 Mbps	LTE max. speed	75 Mbps
91%	iPhone 5 LTE Population coverage (Mar. 2013)	Not disclosed*
10,673 (as of Aug. 18, 2012)	No. of licensed LTE base stations (2.1GHz)	4,516 (as of Aug. 18, 2012)

*Including 800 MHz
LTE population coverage: 96%

No. of LTE Licensed Base Stations for iPhone (2.1GHz)



Source: Ministry of Internal Affairs and Communications as of Aug. 18, 2012



Population coverage
for iPhone 5

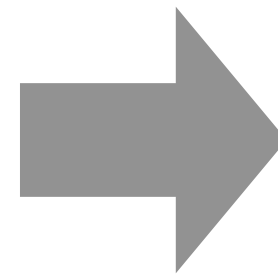
exceeds 99%

- 4G LTE coverage area in Oct. 2012
- 4G LTE coverage area in Mar. 2013 (91%)
- SoftBank 3G (99%)

Flat-rate Data Plan for 4G LTE

Regular plan

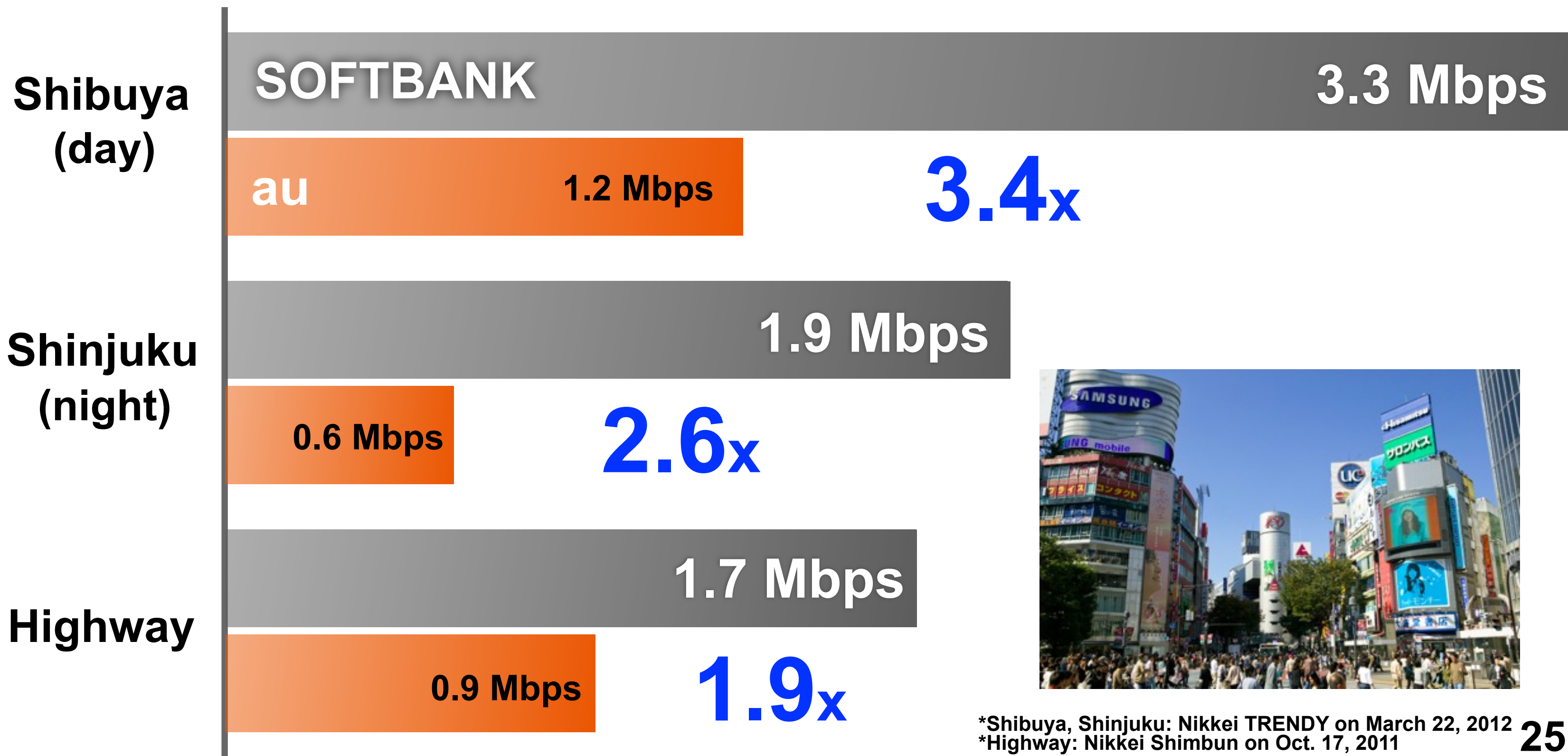
**JPY 5,985/
month**
(up to 7GB)



Exclusive for iPhone 5

**JPY 5,460/
month**
(unlimited)

Speed Survey of iPhone 4S (downlink)



*Shibuya, Shinjuku: Nikkei TRENDY on March 22, 2012
*Highway: Nikkei Shimbun on Oct. 17, 2011

Tethering

**Let's Offer
Tethering!**

Tethering

(Accept applications from Sept. 21, 2012)

Capable devices



Wi-Fi



Internet



Internet connection through LTE smartphone

(to be launched from Jan. 15, 2013)

Tethering Option

(Application period: Sept. 21 to Dec. 31)

Charge	JPY 525/month
Benefit	Free for 2 years
Eligible	Purchaser of LTE smartphone only
Flat-rate Data Plan	JPY 5,985/month → JPY 5,460/month (up to 7 GB for 2 years)

Unlimited Domestic Voice Call Option

Let's Offer

Unlimited Domestic Voice Call



**Voice calls from LTE
smartphones to
SOFTBANK phones**

**Unlimited Domestic
Voice Call Option**

JPY 500/month

Application period: Sept. 21 to Dec. 31, 2012
Launch: Jan. 15, 2013 (tentative)

おトクなセット始めました!



LTE スマホBB割

スマートフォン+ホワイトBBがセットで
(インターネット)
パケット代から 2年間最大 毎月1,480円*割引

*iPhoneは430円/月割引○期間限定キャンペーンとなります。○本キャンペーンの適用には条件があります。○詳細は店頭スタッフまで。

SoftBank

Smartphone BB Set Discount for LTE

Flat-rate for LTE

JPY 5,460/month →

JPY 3,980/month

(Discount for 2 years)

Application period:
Sept. 21 to Dec. 31, 2012

LTE Family Campaign

Let's Offer
LTE Family Campaign

LTE Smartphone Family Campaign

Unlimited Data Plan

**JPY 1,980/
month**

**Application period:
Sept. 21 to Nov. 30, 2012**



LTE Smartphone Family Campaign

User



Currently using
Smartphone

Smartphone
for family members

Users' Family



Upgrade

LTE Smartphone

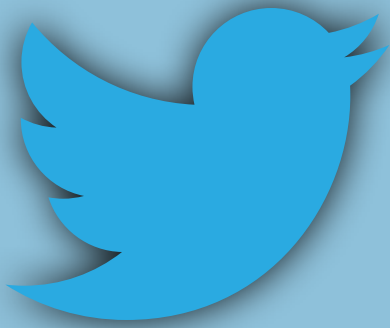
Unlimited Data Plan (JPY 4,410/month)

JPY 1,980/month

(2-Year discount)

Smartphone Trade-in Program

Announced on Sept. 14, 2012



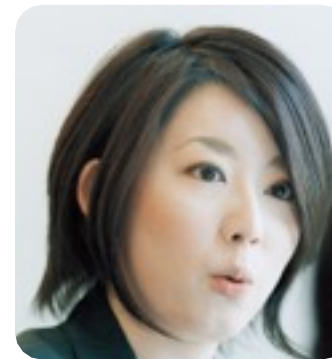
Mr. Son, please raise the trade-in price.

Why is the same price applied to 16G and 64G.

Already finished installment payments, but still want to trade-in.



Mr. Son, please accept iPhone 3G and 3GS.



Request for promotion to upgrade from 4S to 5.



iPhone's value does not decrease to JPY 12,000 in 1 year.

Enhanced Smartphone Trade-in Program

Let's Offer

**Enhanced Smartphone
Trade-in Program**

Smartphone Trade-in Program

From Sept. 21, 2012

Eligible: LTE smartphone
subscribers

スマートフォンを
下取りします！

最大 **20,000円** で！

スマホ下取りプログラム

11月30日まで

知らないと損だぞ



TV CM

Price List for Smartphone Trade-in Program

	Model	Initial Offer
	iPhone 4S 64G	JPY 12,000
	iPhone 4S 32G	JPY 12,000
	iPhone 4S 16G	JPY 12,000
	iPhone 4 32G	JPY 8,000
	iPhone 4 16G	JPY 8,000
	iPhone 4 8G	JPY 8,000

Price List for Smartphone Trade-in Program

	Model		Price	Initial offer
	iPhone 4S	64G	JPY 20,000	← JPY 12,000
	iPhone 4S	32G	JPY 18,000	← JPY 12,000
	iPhone 4S	16G	JPY 16,000	← JPY 12,000
	iPhone 4	32G	JPY 12,000	← JPY 8,000
	iPhone 4	16G	JPY 10,000	← JPY 8,000
	iPhone 4	8G	JPY 8,000	← JPY 8,000

Price List for Smartphone Trade-in Program

Model		Price	Initial offer
iPhone 4S	64G	JPY 20,000	JPY 12,000
iPhone 4S	32G	JPY 18,000	JPY 12,000
iPhone 4S	16G	JPY 16,000	JPY 12,000
iPhone 4	32G	JPY 12,000	JPY 8,000
iPhone 4	16G	JPY 10,000	JPY 8,000
iPhone 4	8G	JPY 8,000	JPY 8,000
iPhone 3GS		JPY 5,000	-
iPhone 3G		JPY 4,000	-
HTC (Android)		JPY 3,000	-
Dell (Android)		JPY 2,000	-

Actual Monthly Payment under Flat-rate Data Plan (MNP Port-in)

JPY 5,460

-980 (Norikae Switchover Discount)

-1,000 (Trade-in iPhone 4S 64GB 20 months)

3,480

-1,480 (BB Set Discount)

JPY 2,000

Actual Monthly Payment under Flat-rate Data Plan (Upgrade)

JPY 5,460

-490 (Switchover Discount 12 months)

-1,000 (Trade-in iPhone 4S 64GB 20 months)

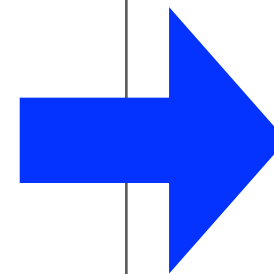
3,970

-1,480 (BB Set Discount)

JPY 2,490

Actual Monthly Payment under Flat-rate Data Plan

Type	Regular charge	After Trade-in (lowest price)
MNP (Switchover)		JPY 3,480
New subscription	JPY 5,985 ↓ JPY 5,460	JPY 4,460
Upgrade	(iPhone 5)	JPY 3,970



Variety of Options

Tethering Option

Unlimited Domestic Voice Call Option

Smartphone BB Set Discount for LTE

LTE Smartphone Family Campaign

Enhanced Smartphone Trade-in Program

Summary

Fast

**LTE High Speed
Communication**

**Low
price**

Variety of Options

**Wide
area**

LTE Coverage

Mobile Broadband for Everyone

— SoftBank



SoftBank