



SoftBank

Business Overview & Growth Strategy

SoftBank Corp.

August 4, 2022

Disclaimer

Important Notice Regarding Forward Looking Statements and Other Information

This document is based on the information available to SoftBank Corp. (“we” or “the Company”) as of the time hereof and assumptions which it believes are reasonable. Statements contained herein that are not historical facts, including, without limitation, our plans, forecasts, strategies and beliefs about our business and financial prospects, are forward-looking statements. Forward-looking statements often include the words such as “targets”, “plans”, “believes”, “hopes”, “continues”, “expects”, “aims”, “intends”, “will”, “may”, “should”, “would”, “could” “anticipates”, “estimates”, “projects” or words or terms of similar substance or the negative thereof. These forward-looking statements do not represent any guarantee by us or our management of future performance or of any specific outcome are subject to various risks and uncertainties, including, without limitation, general economic conditions, conditions in the Japanese telecommunications market, our ability to adopt new technologies and business models, competition with other mobile telecommunications providers, our ability to improve and maintain our telecommunications network, our reliance on third parties in conducting our business, including SoftBank Group Corp. and its other subsidiaries and associates, our major vendors and suppliers, and other third parties, risks relating to M&A and other strategic transactions, risks relating to information security and handling of personally identifiable information, changes in the substance and interpretation of other laws and regulations and other important factors, which may cause actual results to differ materially from those expressed or implied in any forward-looking statement. The Company expressly disclaims any obligation or responsibility to update, revise or supplement any forward-looking statement in any document or generally to the extent allowed by law or stock exchange rule. Use of or reliance on the information in this material is at your own risk. Information regarding companies other than the Company and our subsidiaries and associates is quoted from public sources and others, and we have neither verified nor are we responsible for the accuracy of information. The information presented herein regarding certain joint ventures and collaborations of the Company, Vision Fund and SoftBank Group Corp. portfolio companies and investments has been selected on a subjective basis, is provided solely for illustrative purposes and does not purport to be a complete listing of all such collaborations or joint ventures. SoftBank Group Corp., the Company and the Vision Fund each have different strategies and objectives with respect to their investments and portfolio company operations. There is no guarantee that any joint venture will be consummated on the terms expressed herein or at all, or that the joint venture will be successful. All such plans are subject to uncertainties and risks, as well as investor consents and regulatory approvals, as applicable. References to such portfolio companies and investments should not be a recommendation of any particular investment.

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The Company encourages anyone interested in trading in its common stock to do so on the Tokyo Stock Exchange. The Company’s disclosures are not intended to facilitate trades in, and should not be relied on for decisions to trade, un-sponsored American Depositary Receipts (“ADRs”) representing the shares of its common stock. The Company has not and does not participate in, support, encourage, or otherwise consent to the creation of any un-sponsored ADR programs or the issuance or trading of any ADRs issued thereunder. The Company does not represent to any ADR holder, bank or depository institution, nor should any such person or entity form the belief, that (i) the Company has any reporting obligations under the U.S. Securities Exchange Act of 1934 (the “Exchange Act”) or (ii) the Company’s website will contain on an ongoing basis all information necessary for the Company to maintain an exemption from registering its common stock under the Exchange Act pursuant to Rule 12g3-2(b) thereunder. To the maximum extent permitted by applicable law, the Company disclaims any responsibility or liability to ADR holders, banks, depository institutions, or any other entities or individuals in connection with any un-sponsored ADRs representing its common stock.

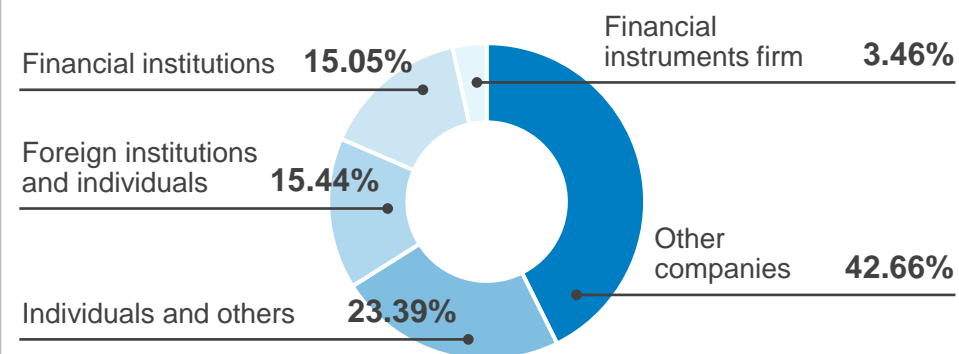
Corporate data

Trade Name	SoftBank Corp.
Name and title of representative	Junichi Miyakawa, President & CEO
Founded	December 9, 1986
Nature of business	Provision of mobile communications services, sale of mobile devices, provision of fixed-line telecommunications and ISP services
Number of employees	Standalone: 18,929 Consolidated: 49,581 (As of March 31, 2022)
Common stock	JPY 204,309 million (As of March 31, 2022)

Stock information

Number of shares issued	4,787,145,170 shares
Number of Shareholders	886,556

Breakdown by shareholder type



(As of March 31, 2022)

Mission

**Information Revolution
— Happiness for everyone**

Vision

**Becoming a Corporate Group needed
most by people around the world**

Growth strategy

“Beyond Carrier”

Aim to expand business fields other than telecom
while further growing the telecom business

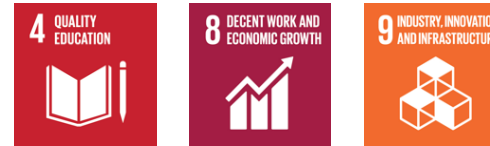
Solving social issues through business and corporate activities

Solving social issues through business

Building society and industry through digital transformation



Connecting people to information to create new excitement



Creating new business through open innovation



Solving social issues through corporate activities

Contributing to the global environment with the power of technology



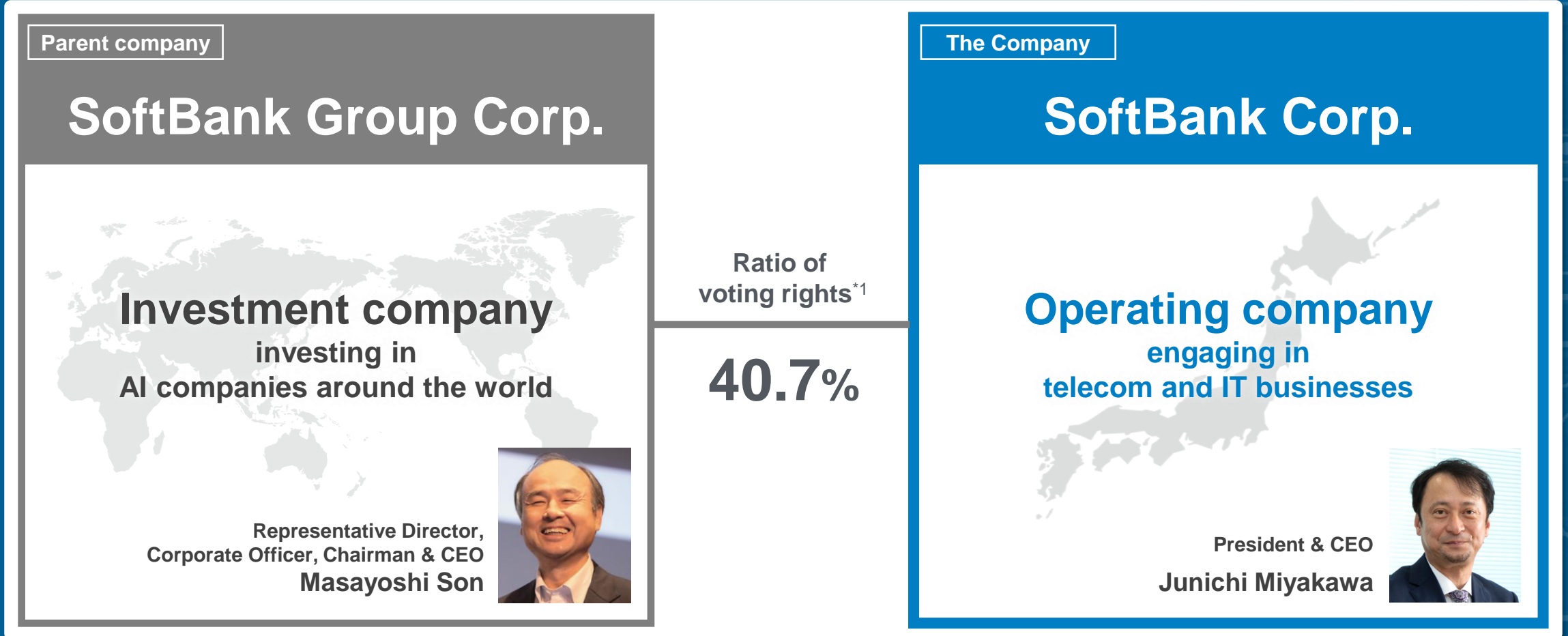
Building high-quality social networks



Developing a resilient management foundation

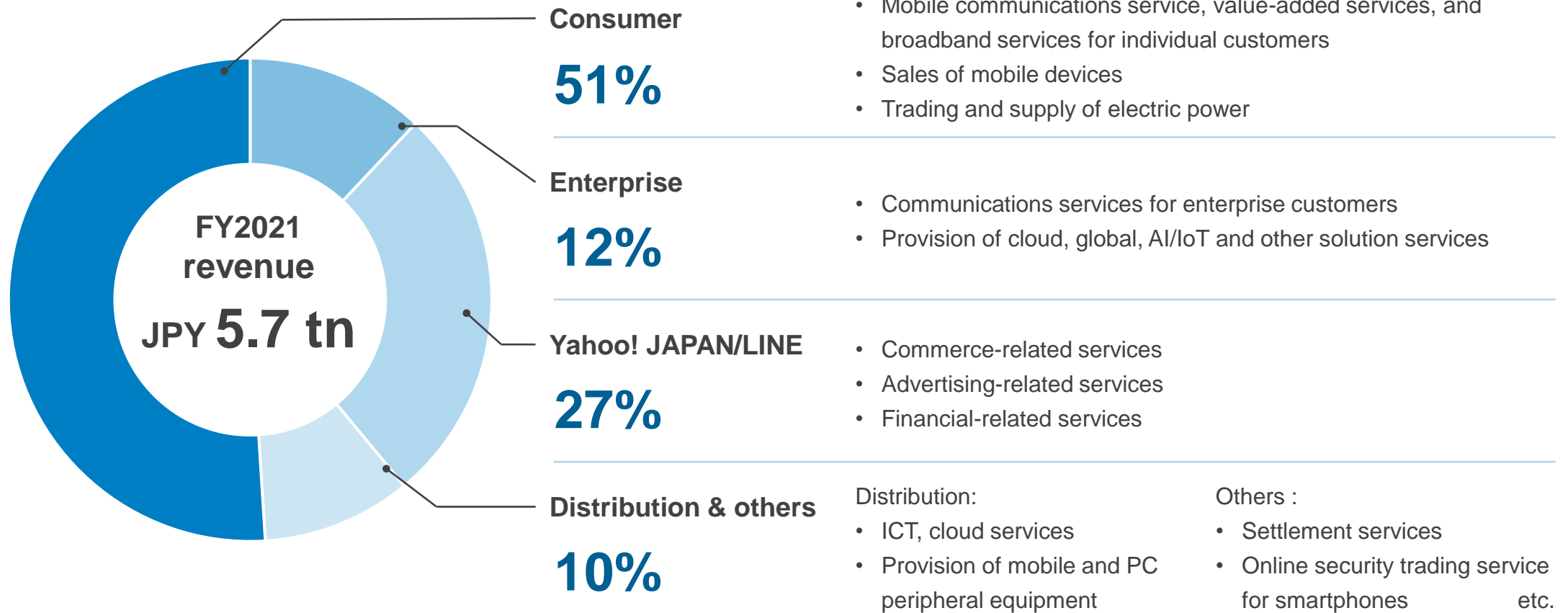


Operating company to drive the Information Revolution



*1: As of March 31, 2022

Developing diverse businesses centered on digital technology



Providing Japan's top-class ICT services



Telecommunications

Mobile^{*1}

Broadband^{*2}

39 mil

8 mil



E-commerce

Y! ショッピング **PayPay** モール

E-commerce transaction value^{*4}

JPY
3.6 tn



Social media / messaging services

LINE

No. of monthly users^{*6}

92 mil



ICT services for enterprises

% of major corporations in Japan which SoftBank has business relationships with^{*3}

94%



Online media

YAHOO!
JAPAN

Total digital reach in Japan^{*5}

No.1



Cashless settlement

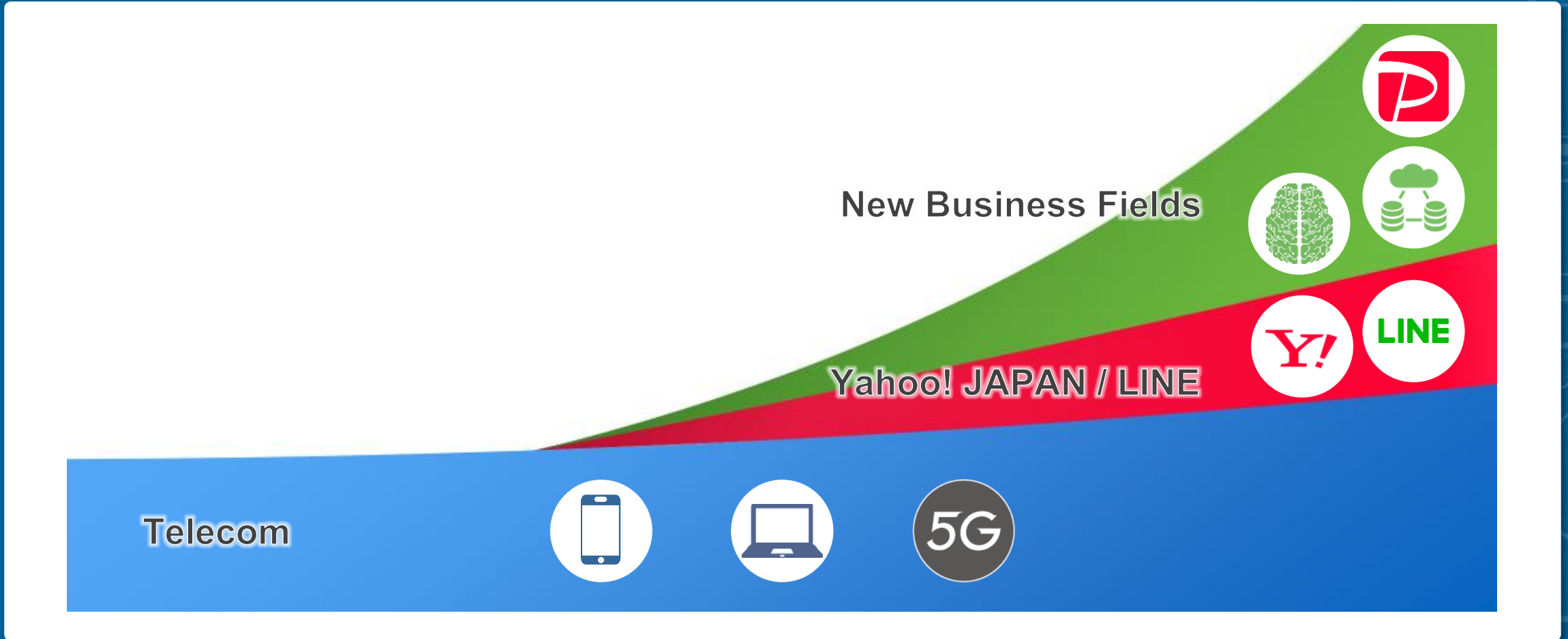
PayPay SB Payment Service

Largest class smartphone payment service provider

Largest class payment service provider

^{*1}: Total no. of mobile main subscribers (as of Jun 2022) ^{*2} Broadband cumulative subscribers (as of Jun 2022). ^{*3}: Approximate percentage of listed companies with revenue of JPY 100 bn or more that have transaction with SoftBank Corp. (FY2021) ^{*4}: FY2021 result. Sum of Merchandise and Services and digital content ^{*5}: (Source) Nielsen, TOPS OF 2021: DIGITAL IN JAPAN ^{*6}: As of March 2022

**Aim to expand business fields other than telecom
while further growing the telecom business**



Strong business foundation to expand non-telecom fields

Compelling customer touchpoints

39 mil users ^{*1} Mobile

86 mil users ^{*2} Online media

49 mil users ^{*3} Smartphone payment

92 mil users ^{*4} Communication app

High technology capabilities

Approx. 12,000 engineers ^{*5}

Conducting cutting-edge AI research with Tokyo University

Implementing verification trials in various industries using 5G

Strong sales force

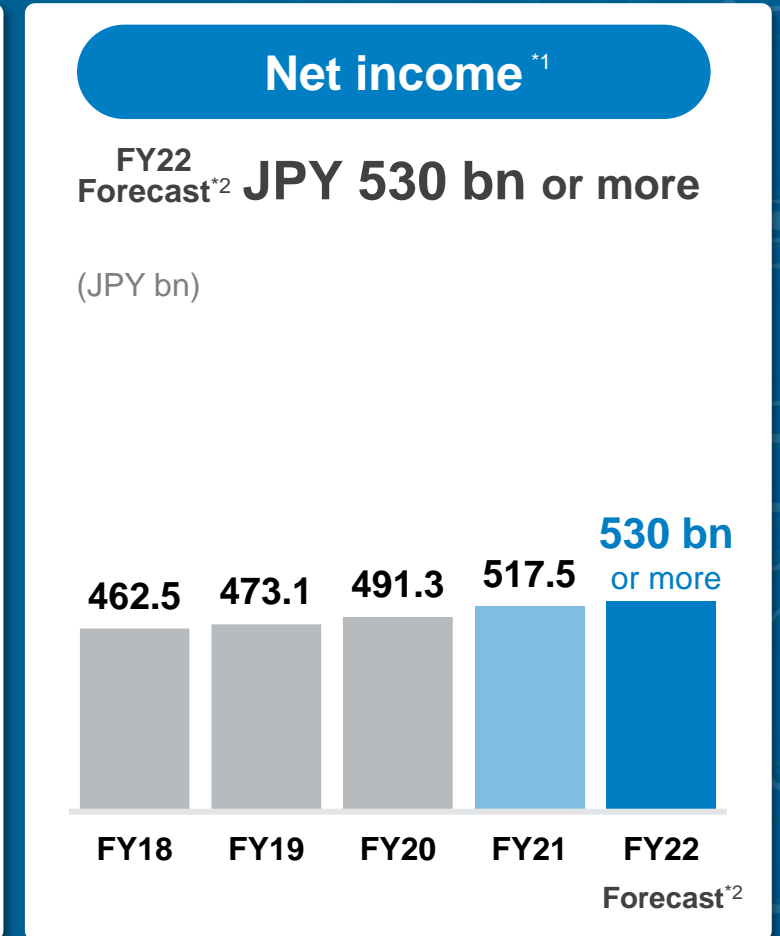
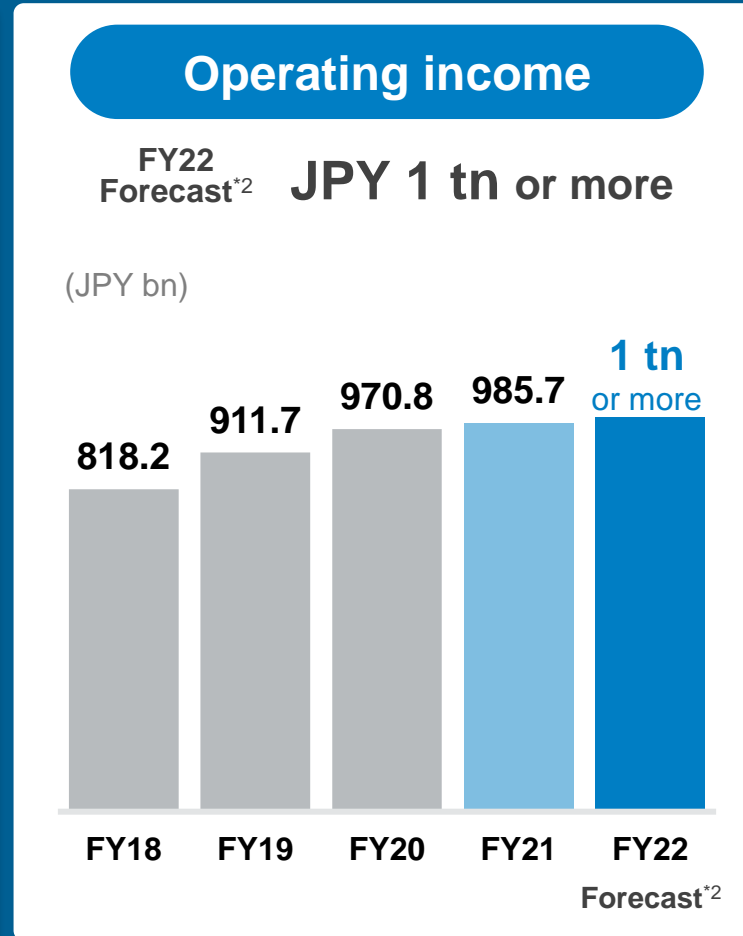
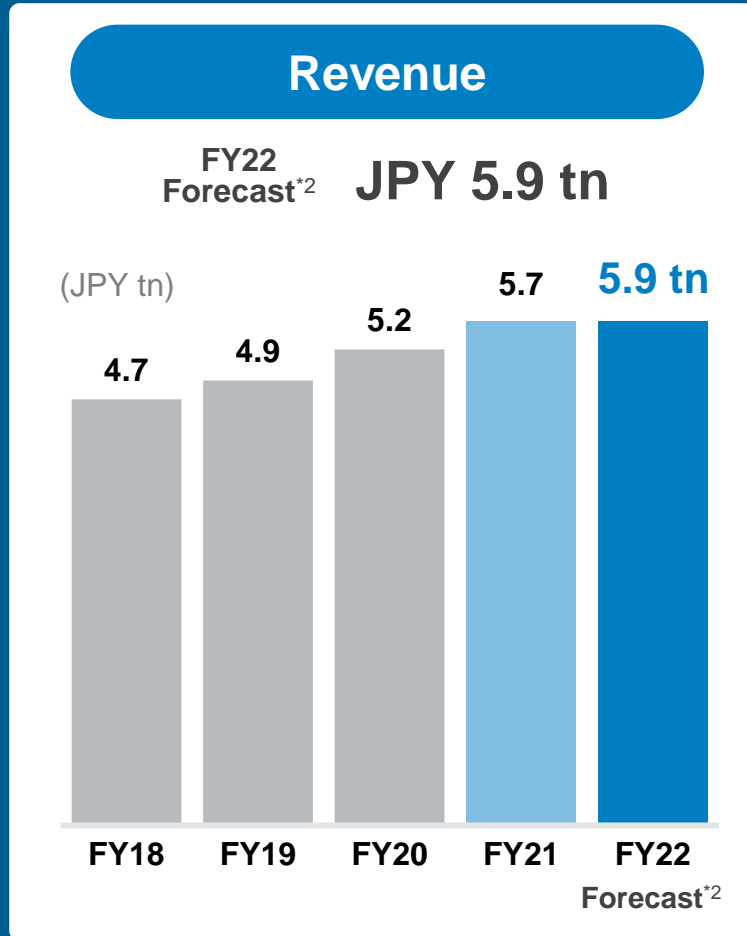
Approx. 15,000 sales staff ^{*6}

Transaction with 94% of large corporations ^{*7}

6,300 stores nationwide ^{*8}

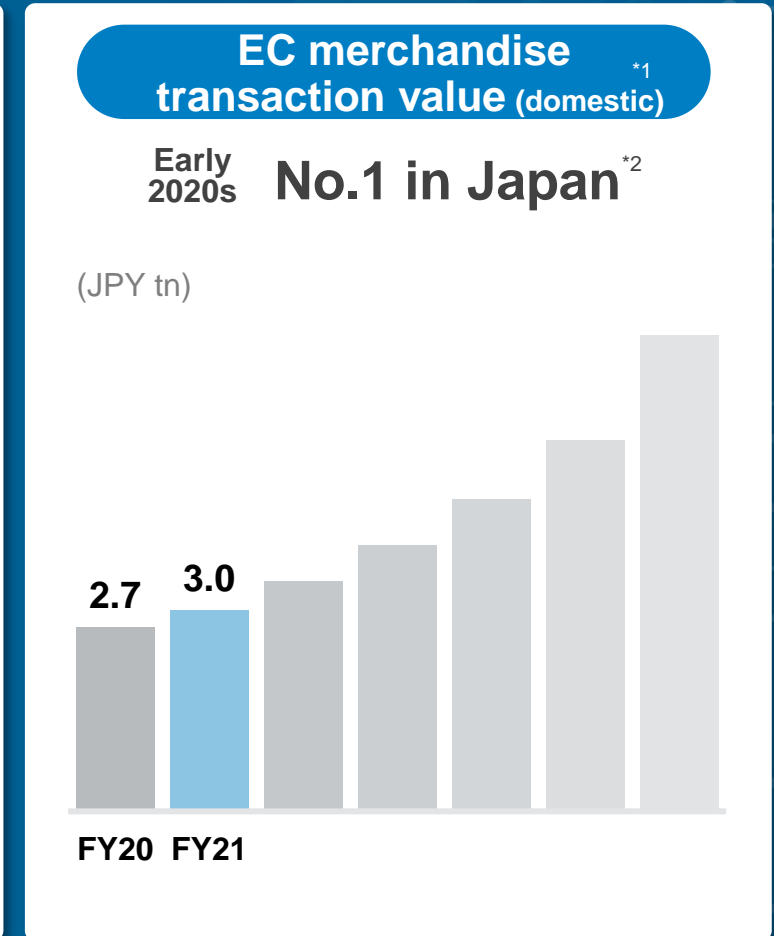
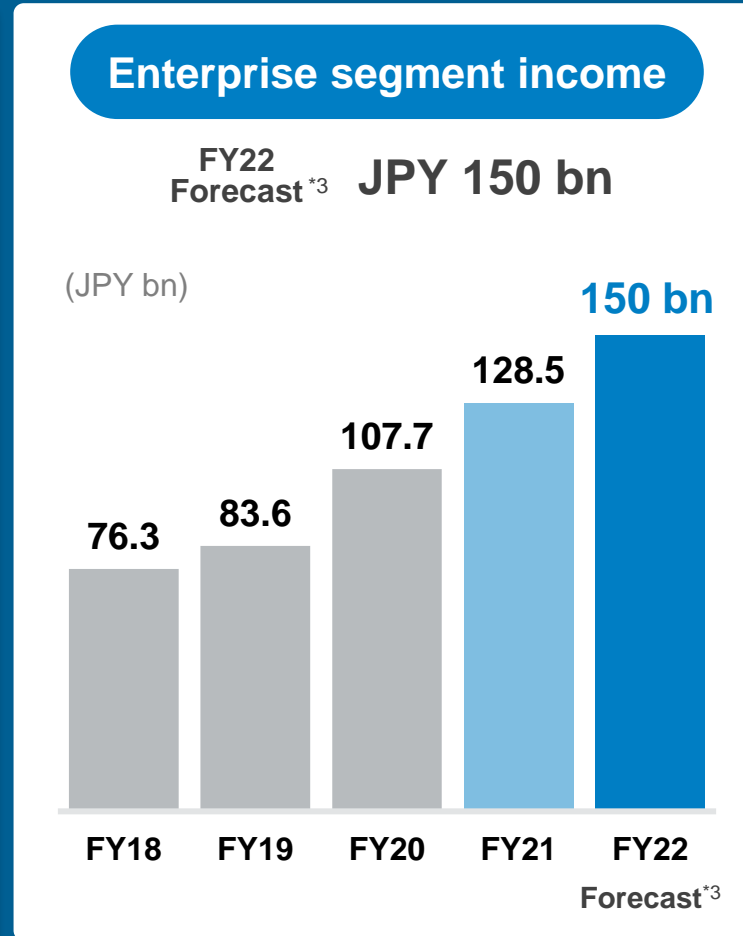
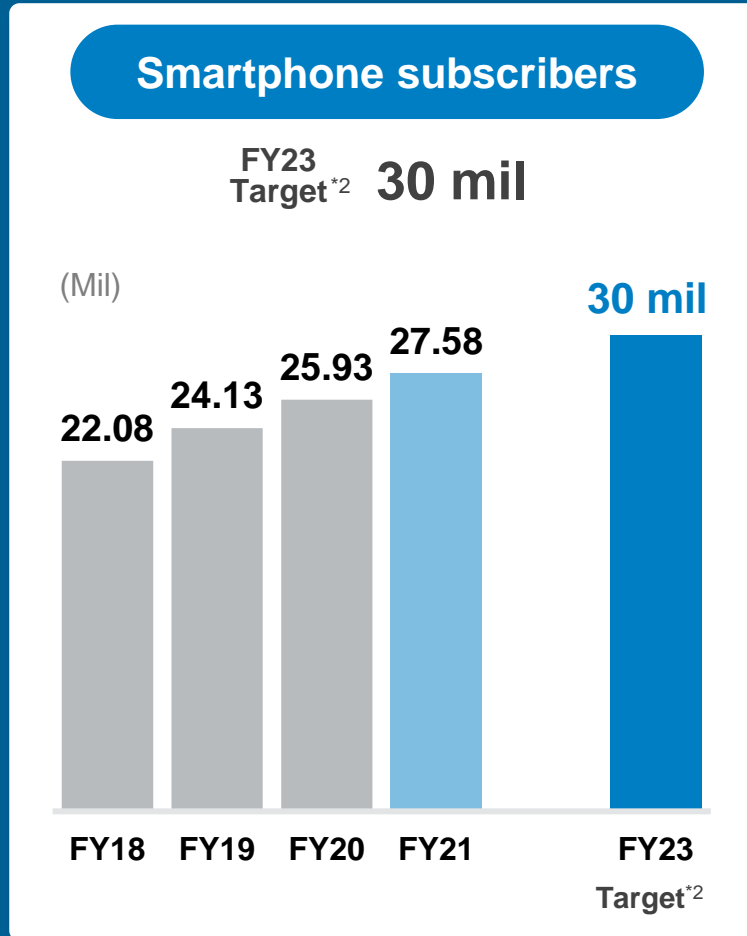
^{*1}: SoftBank = Total no. of mobile main subscribers (as of Jun 2022) ^{*2}: Yahoo! JAPAN = No. monthly users. Nielsen TOPS OF 2021: DIGITAL IN JAPAN (Top 10 Internet services used by users in Japan). Average monthly number of users between January – October 2021. Does not include duplicate users of smartphones and PCs. ^{*3}: PayPay = No. of cumulative registered users (as of Jun 2022) ^{*4}: LINE = No. of monthly active users in Japan (as of Mar 2022) ^{*5}: Total of the engineers in SoftBank Corp., Yahoo Japan Corporation and LINE Corporation (as of Mar 2022) ^{*6}: No. of SoftBank Corp.'s sales staff (Mar 2022) ^{*7}: Approximate percentage of listed companies with revenue of JPY 100 bn or more that have transaction with SoftBank Corp. (FY2021) ^{*8}: Total of SoftBank and Y!mobile brands' directly-managed stores, agents, mass merchandisers and other retail channels (as of Mar 2022)

Steady progress toward FY2022 operating income target of JPY 1 trillion or more



*1: Net income = net income attributable to owners of SoftBank Corp. *2: FY22 forecasts announced in May 2022

Expand KPIs such as smartphone subscribers and EC merchandise transaction value

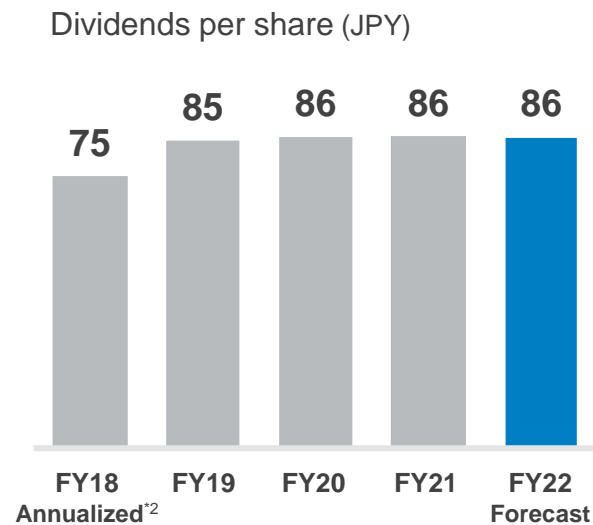


*1: EC merchandise transaction value (domestic) refers to transaction value in merchandise field *2: Announced in August 2020 *3: Announced in May 2021

Total shareholder return ratio of approx. 85% (FY2020-FY2022)^{*1}

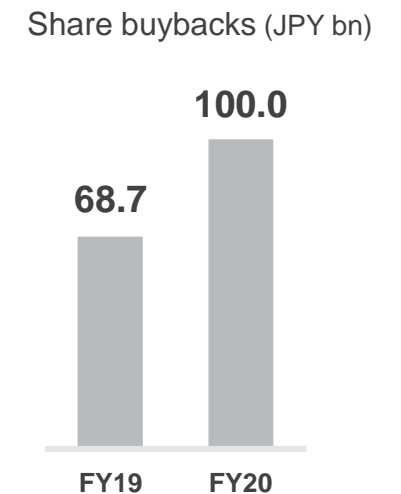
Dividends

No dividend reduction



Share buybacks

Flexible implementation



*1: Total amount of dividends paid and treasury stock retired during FY20-FY22 / total amount of net income attributable to owners of the Company during FY20-FY22

*2: Figures for FY18 are annualized based on the year-end dividend of JPY 37.5 per share. Dividends have been paid for interim and year-end since FY19

Management Structure



Junichi Miyakawa
President & CEO

Dec. 1991
KK Momotaro Internet
Representative Director & President

Jun. 2000
Nagoya Metallic Communications Corp.
(currently SoftBank Corp.)
President and Representative Director

Apr. 2006
Vodafone K.K. (currently SoftBank Corp.)
Director & Executive Vice President (CTO)

Apr. 2021
SoftBank Corp.
President & CEO, in charge of Government Relations
(to present)



Ken Miyauchi
Representative Director
& Chairman



Yasuyuki Imai
Representative Director & COO
(Enterprise Business)



Kentaro Kawabe
Board Director
(President and Representative
Director, Co-CEO of ZHD)



Jun Shimba
Representative Director & COO
(Consumer Business)



Kazuhiko Fujihara
Board Director,
Executive Vice President & CFO



Masayoshi Son
Board Director, Founder
(Representative Director, Corporate
Officer, Chairman & CEO of SBG)

Ratio of external Directors: 46%
Ratio of female Directors: 23%



Atsushi Horiba
Chairman, Representative Director
& Group CEO of HORIBA, Ltd.



Kazuaki Oki
Head of Ohki CPA Office



Reiko Hishiyama
Professor of
Waseda University



Takehiro Kamigama
Chairman & Representative
Director of TDK Corporation



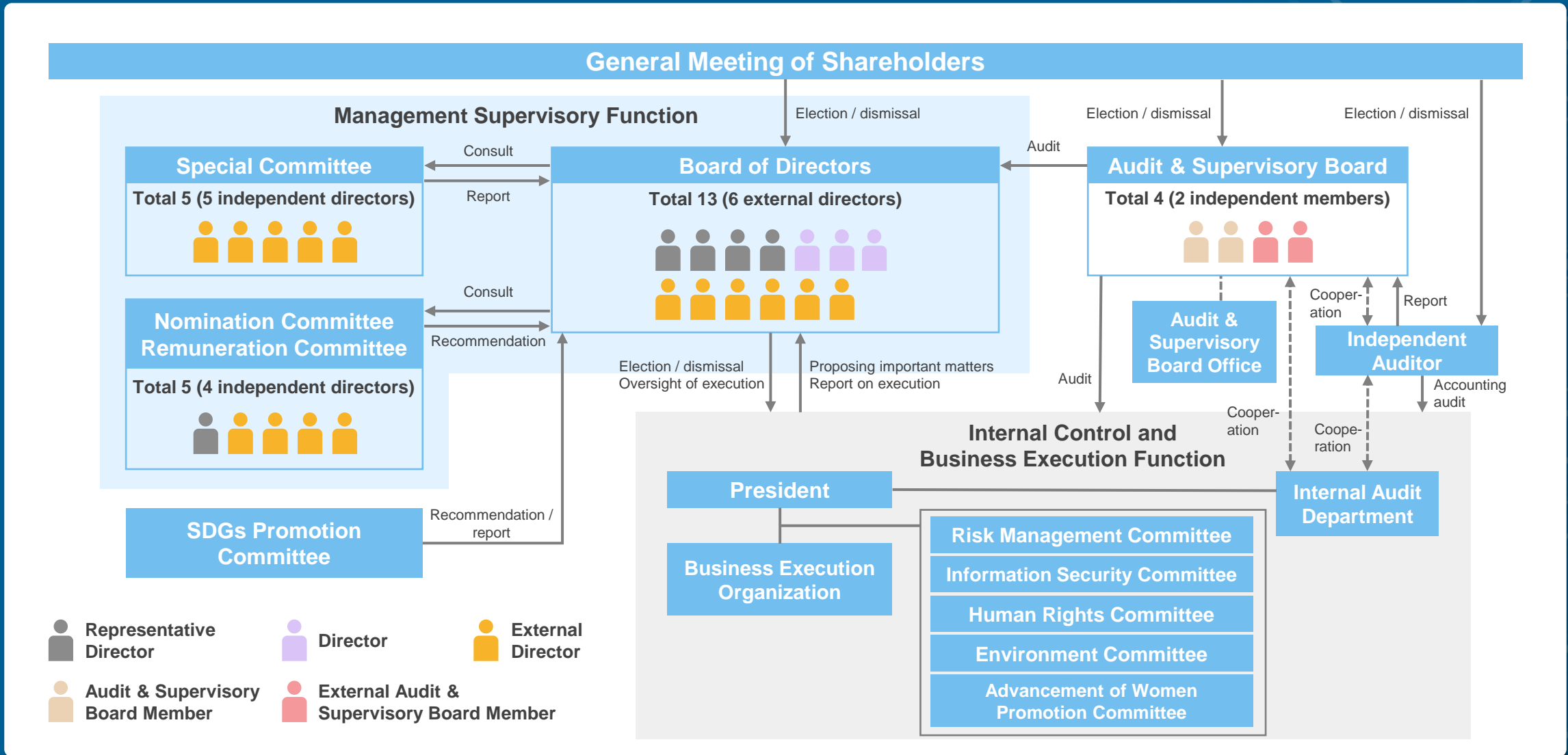
Kyoko Uemura
Partner Lawyer at Miyama,
Koganemaru & Associates



Naomi Koshi
Partner Lawyer at Miura & Partners
(Former Mayor of Otsu City)

External Directors

*SBG: SoftBank Group Corp.
*ZHD: Z Holdings Corporation



Declaration of Carbon-neutral 2030^{*1}

Achieving virtually zero greenhouse gas emissions

- ✓ Achieve essentially 100% renewable energy for Company-wide power supply by FY2030
- ✓ Contribute to the realization of a decarbonized society by using technologies

Provision of telecom infrastructure

Eliminate global information disparities

- ✓ Deliver telecom services to people around the world with airborne base stations of HAPSMobile Inc.
- ✓ Raised JPY 30 bn through first ESG bond to promote HAPS^{*2} business
- ✓ SoftBank and Smart Africa Secretariat agreed to collaborate on providing affordable broadband solutions in Africa

*1: This declaration applies to SoftBank Corp. on a standalone basis

*2: High Altitude Platform Station, business that aims to provide wide area and stable telecommunications connectivity from the stratosphere

Selected in global ESG investment indices

Member of
Dow Jones Sustainability Indices

Powered by the S&P Global CSA



FTSE4Good

2022 CONSTITUENT MSCI JAPAN
ESG SELECT LEADERS INDEX

2022 CONSTITUENT MSCI JAPAN
EMPOWERING WOMEN INDEX (WIN)



FTSE Blossom
Japan

Highly rated in domestic surveys



DX Stock 2022
(Only company selected in the ICT Industry for consecutive two years)



PRIDE Index
(LGBT-related initiatives)



Nikkei SDGs
Management Survey



Awards 2022 Innovation Prize

Nikkei Smart Work
Management Survey

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Credit rating

R&I

Rating and Investment
Information, Inc.

A+

Long-term rating

a-1

Short-term rating

JCR

Japan Credit Rating
Agency, Ltd.

AA-

Long-term rating

J-1+

Short-term rating

(As of Sep 10, 2021)

ESG rating

**MSCI
ESG Rating**

AA

(As of Jul 1, 2022)

**FTSE Russell ESG
Rating**

4.4

(As of Jun 20, 2022)

**Sustainalytics
ESG Risk Ratings**

Low risk

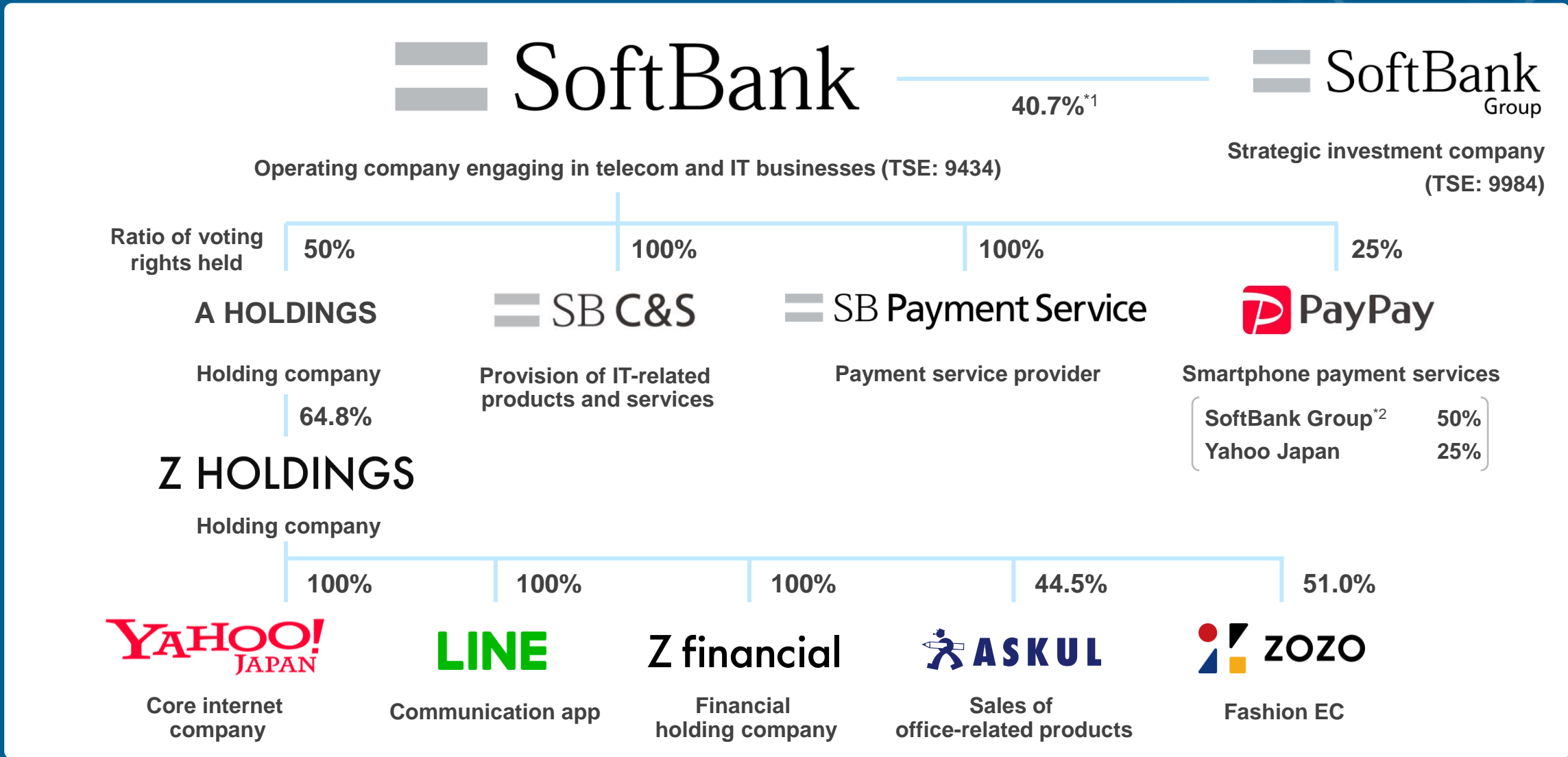
(As of May 8, 2022)

**CDP Climate
Change Report 2021**

A-

(As of Dec 2021)

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*Above shows a simplified grouping structure. Ratio of voting rights held as of March 31, 2022

*1: The Company is directly owned by SoftBank Group Japan Corporation, a wholly owned subsidiary of SoftBank Group Corp. The stated 40.7% is the voting rights held by SoftBank Group Corp. *2: Transferred to SoftBank Vision Fund 2 under SoftBank Group in Dec 2021



SoftBank