

Connecting People and Information to Create New Excitement

Enhancing Lifestyles with Information and Communications Technology (ICT)



In order to lead more people to new lifestyles of convenience and abundance, SoftBank Corp. not only aims to promote the widespread use of smartphones, tablets and other smart devices, but also to provide new information-based experiences and attractive value by providing advanced telecommunications and ICT facilitating communication and information acquisition that enable users to take action as needed in all kinds of daily life situations.

Cutting-edge technologies are powering the evolution of user experiences, making possible services and content that require high-speed, large-capacity data transmission, such as virtual reality (VR) and augmented reality (AR). These technologies include the latest high-speed, large-capacity, low-latency communications using 5G, greater efficiency in computing power through improved cloud technologies, as well as enhanced user interfaces and recognition of the real world using AI. In addition, the uptake of metaverse businesses and non-fungible tokens (NFTs) going forward is expected to drive changes in lifestyles and communication tools, enabling unprecedented new service experiences.

In order to deliver appealing, cutting-edge experiences to more customers and meet diversifying user needs, SoftBank Corp. is advancing its multi-brand strategy, based on the three brands of SoftBank, Y!mobile and LINEMO.

Furthermore, the addition of LINE to the SoftBank Corp. group further reinforces group synergies, already an area of strength, and is helping us build customer experiences with appealing usability for the “new normal” era. Linking our conventional communications services with e-commerce (mainly through Yahoo! JAPAN), LINE’s abundant service lineup and the fintech domain of PayPay, we will be able to offer comprehensive proposals tailored to the individual lifestyles of consumers. By providing more convenient Internet service and constantly creating new value, we will promote smart and environmentally friendly economic activity. Furthermore, we aim to solve such social issues as the digital divide so that everyone, regardless of age, physical condition or socioeconomic status, can confidently enjoy the convenience and value of smart devices and the Internet.

Social Issues

- Realization of enriched daily life by spreading and using smart devices
- Bridge the digital divide, matching users and suppliers of information and services

Value Creation

- (1) Realize attractive customer value through the spread of smart devices
- (2) Provide an environment in which everyone can access information
- (3) Leverage ICT to create new lifestyles and enhance the foundations for daily life

KPIs

- (1) • Smartphone cumulative subscribers: 30 million (FY2023)
 - Understanding customer feedback / NPS¹ improvement: Number of surveys collected
- (2) • Yahoo! News DAU²: 45 million
 - Expand the HAPS Alliance to broaden Internet communications across the world: Promoting initiatives
 - Smartphone classes: 900,000 classes

Risks and Opportunities

Risks

- Declining profitability in existing telecommunications services due to commodification and the resulting intensifying competition
- Declining profitability due to intensifying competition or mismatch with customer needs in the e-commerce and finance/payment businesses

Opportunities

- Growth in smartphone subscribers and increase of large-volume data users
- Expansion of business to non-telecommunication areas, such as finance and payment services
- Increased profit opportunities via deeper data-driven marketing

Main Businesses and Initiatives

- Provide wide-ranging customer value, price plans and services through the spread of smart devices and multiple brands
- Provide new experiences using 5G (VR, sports viewing, etc.)
- Provide news and information and increase accessibility through Yahoo! JAPAN and provide services through the LINE communication app, etc.
- Hold smartphone classes in stores nationwide
- Contribute to education, healthcare and finance using ICT (Yahoo! JAPAN, PayPay, LINE, LOHACO, HELPO, etc.)
- Evolve retail through new BtoC and CtoC platforms (Yahoo! JAPAN Shopping, ZOZOTOWN, ASKUL, etc.)

1. NPS: Net Promoter Score, a metric used to assess customer loyalty
 2. DAU: Daily active users
 3. Figure for PayPay Corporation only
 Note: The businesses listed include initiatives of SoftBank Corp. and its group companies.

Connecting People and Information to Create New Excitement

Key Person Interview



Jun Shimba

Representative Director & COO

The Multi-brand Strategy and Services That Leverage Group Synergies

SoftBank Corp. considers enabling widespread access to lifestyles of convenience and abundance through the spread of smartphones to be one of its missions, and we are deploying a multi-brand strategy to offer services that match the lifestyles and usage needs of all customers. Under this strategy, we offer three brands: SoftBank, with large capacity data plans; Y!mobile, with low-cost small- and medium-capacity data plans; and LINEMO, our online-only brand. Customers are able to select the brand that best fits their lifestyle and usage. In addition, we provide after-sales service to ensure that customers can use their

smartphones with confidence after signing up for a plan, striving to enhance customer satisfaction. Leveraging our high-quality communications network, we are providing new convenience and positive experiences for customers in the areas of entertainment, online shopping, social media, payments and finance through collaboration across the services provided by the group, mainly Yahoo! Japan, PayPay and LINE. Aiming for further business growth, we will continue to provide services that satisfy customers, always listening to their feedback.

Closing the Digital Divide

To help close the digital divide, we conduct individually tailored initiatives to help first-time smartphone users and customers who are not familiar with smartphones use them with confidence and comfort. At SoftBank and Y!mobile shops across Japan, approximately 1,200 SoftBank-certified smartphone advisors provide wide-ranging customers with support by suggesting the price plan and device best suited to their needs, walking them through the initial settings after purchase, and assisting with regular inspections. Furthermore, we offer smartphone classes across Japan, teaching not just the basics of smartphone use, but also how to use smartphone payment services and ways to use smartphones in daily living, including for disaster preparedness. In FY2022, we held smartphone classes approximately 950,000 times across Japan. In addition, in response to requests from municipalities, civic

organizations and businesses, we dispatch instructors to conduct smartphone seminars and individual orientations. These events are available to all, regardless of participants' phone model or service carrier. They allow participants to try using a smartphone before purchasing and cover the basic operations of digital devices along with the use of a variety of services. In FY2021 and FY2022, we held approximately 15,000 such events. We will continue to work with local communities and organizations to provide a variety of forms of support that help customers use smartphones with confidence.

Working toward a Sustainable World

Aiming to realize appealing customer value, we will continue to promote the uptake of smartphones and build high-quality communications networks through the multi-brand strategy while strengthening synergies with Yahoo! JAPAN, PayPay, LINE and other group companies. At the same time, we will work to eliminate customer concerns through shop operations and smartphone classes. Through digitalization that leaves no one behind, we hope to contribute to the realization of a sustainable world.

Connecting People and Information to Create New Excitement

Value Creation 1 Realize Attractive Customer Value through the Spread of Smart Devices

We aim to create value that provides rich linkage between people and information through the provision of the latest devices, the development of services and the provision of information and content that make maximum use of the power of ICT and other technology.

Customer needs have been diversifying in recent years. To understand these needs, it is essential to understand customer lifestyle backgrounds, including the characteristics and customs of the places where customers live. We will promote the utilization of technology as a multi-device tool for creating new excitement and value, rather than simply for improving efficiency and reducing costs. Additionally, to provide services optimized to customer needs, SoftBank Corp. will make active use of the diverse customer touchpoints within the services of its group companies and leverage cutting-edge technologies to continue providing attractive value suited to individual needs and circumstances.

By doing so, we believe we will be able to realize a society in which all people are able to enjoy new experiences and excitement, as well as lifestyles of high quality and abundance.

Toward 30 Million Cumulative Smartphone Subscribers

To achieve the target of 30 million cumulative smartphone subscribers, we are advancing our multi-brand strategy and differentiation by group assets.

We offer three brands under the multi-brand strategy to meet diverse customer needs. The SoftBank brand is for active smartphone users and Y!mobile is for light users,

while the LINEMO online-only brand is for users in the digital native generation and tailored to meet growing needs for services that can be completed online reflecting lifestyle changes. Moreover, since various handling charges are waived when switching between these brands, customers can switch easily anytime, allowing them to freely select the best brand for their current life stage. Differentiation by group assets, meanwhile, is realized by combining the mobile services centered on 5G and smartphone (the foundation of our business) with our group assets (Yahoo! JAPAN, LINE, PayPay and ZOZOTOWN) to strengthen ties with customers and offer more convenient and affordable services. We will continue to expand our customer base with services that leverage group synergies.

SoftBank's Mobile Strategy Further Evolution of Strategy by Adding LINE's Assets

Multi-brand Strategy

Three brands, with the addition of LINEMO

	High-capacity Reasonably priced
	Low-/Medium-capacity Low price
	Low-/Medium-capacity Online-only

Differentiation by Group Assets

Leading services in Japan

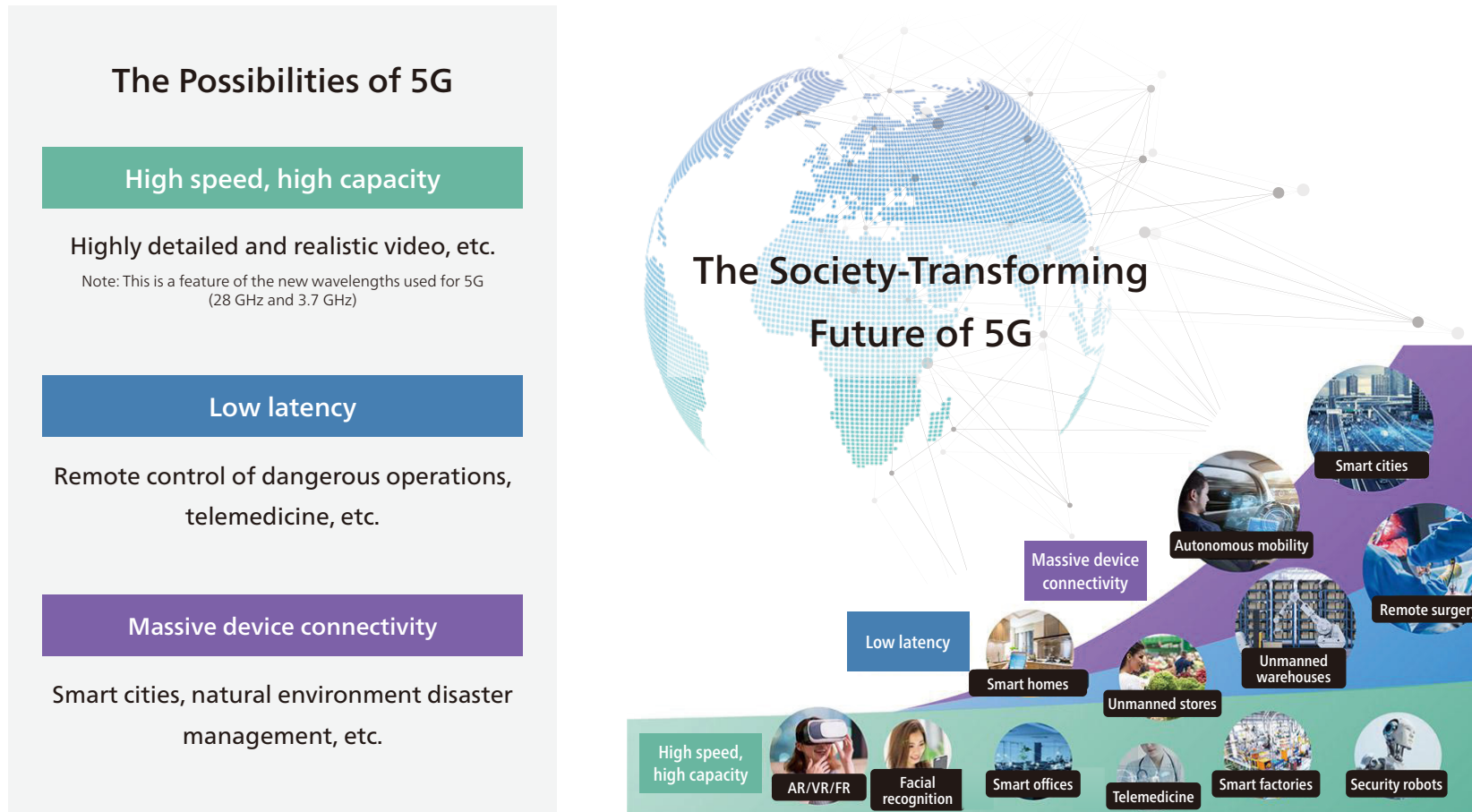
Connecting People and Information to Create New Excitement

Value Creation 1 Realize Attractive Customer Value through the Spread of Smart Devices

5G Services

5G offers communication speeds faster than 4G and is noteworthy for its ability to connect a large number of devices with close to zero latency.

Much attention related to 5G has focused on how it enables quick and easy streaming of high-resolution video that previously would have taken time to download thanks to its high speed and large capacity. However, 5G can also do much more, including the smooth remote control of robotics, enabling telemedicine and other applications previously considered infeasible. Furthermore, by connecting household appliances, vehicles and all kinds of devices in our daily lives to the Internet, 5G has the potential to make our lives more convenient and serve as an important platform for social development.



Connecting People and Information to Create New Excitement

Value Creation 1 Realize Attractive Customer Value through the Spread of Smart Devices

5G Services

Service Fees

To enable more customers to have appealing, cutting-edge experiences, we offer 5G through the SoftBank, Y!mobile and LINEMO brands to meet broad-ranging needs across customers' life stages.

- Merihari Unlimited Plan, for high-volume communication users



Merihari Unlimited Plan ad

- Smartphone Debut Plan, for first-time smartphone buyers



Ad showing plan details

- Y!mobile service plans

月額基本使用料がずーっとおトク!

	シンプルS	シンプルM	シンプルL
月額基本使用料	2,178円	3,278円	4,158円
	家族で入ると2回線目以降1,188円/月割引 (家族割引サービス適用時)		
	990円	2,090円	2,970円
月額データ容量 (規定容量)	3GB	15GB	25GB

Ad showing plan details

- LINEMO service plans



Ad showing plan details

5G-era Immersive Viewing Experience through 5G LAB

Launched on March 27, 2020, 5G LAB is a highly immersive content distribution platform only possible in the 5G era. 5G LAB offers a variety of services that users can easily enjoy via smartphones regardless of their mobile service carrier, including augmented reality (AR), virtual reality (VR) and other extended reality (XR) services, as well as services related to the metaverse, NFTs and sports broadcasting.



Network

SoftBank Corp. has been accelerating its development of 5G base stations. We have developed a proprietary system for use when installing 5G base stations that automates and streamlines integration tasks, such as adjusting base station settings, communication tests and radio wave emission preparations, thereby reducing the necessary man-hours

and enabling the rapid deployment of the 5G network. While accelerating the development of 5G base stations, we will also promote integrated development across both urban and rural areas.

➔ Initiatives for the Rapid Deployment of the 5G Network P. 119

Connecting People and Information to Create New Excitement

Value Creation 1 Realize Attractive Customer Value through the Spread of Smart Devices

5G Services

Entering Metaverse-related Services

SoftBank Shop in ZEPETO

On June 23, 2022, SoftBank Corp. opened a virtual mobile carrier store with shop crew avatars that can serve customers in ZEPETO (run by NAVER Z Corporation), Asia's largest metaverse platform, boasting approximately 400 million users worldwide. This virtual shop is called "SoftBank Store in ZEPETO."

After downloading the ZEPETO app to their smartphone or other device, anyone can easily create a stylish 3D avatar free of charge and then use it to visit the SoftBank Store in ZEPETO.

SoftBank Store in ZEPETO Features

- 24-hour, 365-day customer support via chat bots in SoftBank crew avatars
- Exclusive photo zone and items
- Integration with online store for contracts and purchases



ZEP 2D Metaverse Platform

ZEP is a 2D metaverse platform that amassed 3 million users within just 10 months in South Korea. The platform enables the creation of a metaverse with a wide array of functions, including video calls, chat and NFT integration.

SoftBank Corp. plans to use ZEP in the areas of events, tourism and customer service. As a model for event initiatives, we opened "Naniwa Danshi House in ZEP," a virtual space designed around the aesthetic of the boy band Naniwa Danshi. As a model of tourism initiatives, we have created "PayPay Dome in ZEP," a space that takes the FUKUOKA PayPay Dome as a motif, and as a model for customer service initiatives, we opened "SoftBank Store in ZEP."



The area around the FUKUOKA PayPay Dome in ZEP

Metapa® Metaverse Mobile App

On July 1, 2022, SoftBank Corp. opened a virtual mobile carrier store with shop crew avatars that can serve customers in the metaverse mobile app Metapa® (run by Toppan Inc.).



After downloading the Metapa® app to their smartphone,¹ anyone can use a 3D avatar free of charge² to visit the SoftBank Store in Metapa. Inside, users can examine 3D models of phones available for sale at their leisure or tap on posters on the walls to visit webpages for specific services. Within operating hours, users can also contact store crew, as if visiting a store without leaving the comfort of their home.

1. As of June 9, 2023, an in-browser version for personal computers is also available.
 2. App downloads and usage are subject to data service fees.

Features of SoftBank Store in Metapa

- The use of AR allows users to understand the real size of the 3D models of smartphones on display.
- Customers can communicate with one another and the shop crew avatars.
- By tapping on the posters in the shop, users can try a variety of services or enter service contracts.

Connecting People and Information to Create New Excitement

Value Creation 1

Realize Attractive Customer Value through the Spread of Smart Devices

5G Services

Launch of NFT LAB, an NFT Market Focused on XR Content

On March 7, 2023, SoftBank Corp. launched NFT LAB, a general NFT market focused mainly on the sale of non-fungible tokens (NFTs) that allow users to enjoy XR¹ content, based on the concept of usable, playable NFTs.



NFT LAB is linked with 5G LAB, offering an extensive lineup of XR content NFTs for users to enjoy.

In addition, NFT LAB is linked to the platform of LINE Xgenesis Corporation, which carries out businesses related to crypto assets and blockchains for LINE. As a result, users can easily purchase NFTs by logging into their LINE accounts and use the LINE NFT general NFT marketplace² to buy and sell NFTs (secondary trading).³

1. Extended reality, a term encompassing a number of advanced technologies, including virtual reality (VR), augmented reality (AR) and mixed reality (MR)

2. LINE's general NFT marketplace, where users can buy, sell and trade NFTs via a simple interface and payment system

3. Sales prices (for secondary trading) on LINE NFT vary by item; please check LINE NFT for details. Some NFTs purchased on NFT LAB cannot be resold.

Experience-based value provided by NFT LAB

- **XR content experiences**
Users can enjoy AR, VR and other XR content.
- **Metaverse experiences**
Users can access metaverse spaces exclusive to NFT holders.
- **Real-world experiences**
Users can participate in sports and entertainment events.

FASHION TECH TOKYO—A New Fashion Tech Service for the Metaverse Era

KINGBEAT Co., Ltd. and Realize Innovations Corp., a SoftBank Corp. group company, are collaborating to create new fashion tech for the metaverse era. On January 27, 2023, they launched FASHION TECH TOKYO, an innovative fashion tech service that combines volumetric video (3D holograms) with digital fashion to realize new fashion possibilities, such as creating 3D digital fashion for VR,¹ AR¹ and metaverse applications, and holding 3D virtual fashion shows.



Volumetric video is a technology for generating 3D video by capturing entire spaces, including the movement of people and things, as 3D data. These 3D videos can be combined with XR technologies and the metaverse to provide new viewing experiences across a wide range of domains, from entertainment and sports to education.

Going forward, we will advance the fashion tech business based on the FASHION TECH TOKYO, including collaborations with established brands, the creation of original pieces, and digital fashion contests for young creators and students.

Connecting People and Information to Create New Excitement

Value Creation 1 Realize Attractive Customer Value through the Spread of Smart Devices

Efforts to Increase Customer Satisfaction

SoftBank Corp. constantly works to provide services and build network environments that satisfy customers. Through interactions in shops and via call centers, as well as questionnaires and other sources, we uncover latent issues from customer requests. By diligently reflecting these insights in our operations to solve issues, we provide our customers safety and peace of mind. We are also making efforts to improve customer satisfaction by making customer feedback more visible and incorporating it into the PDCA cycle to accelerate improvements, while thoroughly educating sales staff (“crew”) who are on the frontlines of customer support. These efforts are regularly reported to management as part of initiatives aimed at meeting customer expectations with better service.

Collecting Staff Insights/Enhancing Quality at Contact Centers

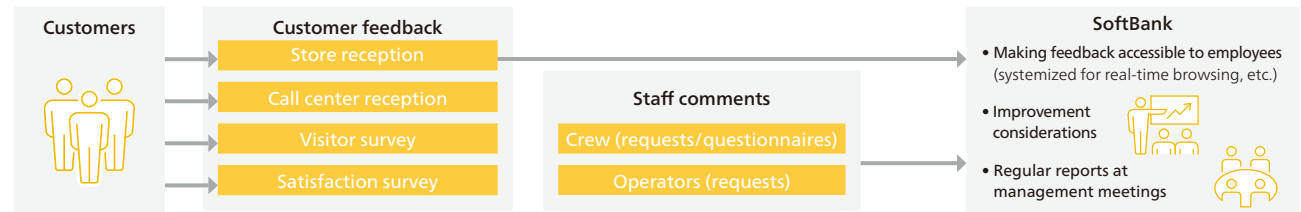
We work to improve satisfaction by collecting requests and items of note that staff notice through interactions with customers.

We use crew surveys to collect items for improvement and issues noticed by crew working at stores through interactions with customers.

In addition, we ask customers who make inquiries to our service contact centers to answer a customer satisfaction survey, aiming to improve the skills of our operators in handling inquiries and overall service quality. The customer service provided by individual operators is also recorded and used not only to provide feedback to operators themselves, but also in internal training. Customer survey results, meanwhile, are reviewed by workplace managers as well as the officers in charge of relevant operations and other executives as part of efforts to improve contact center service quality.

Customer requests and opinions received by contact centers are shared with the relevant departments and appropriately reflected in business measures in order to provide better service and improve operations.

Making Customer and Staff Feedback Accessible



Customer Surveys

We conduct surveys of customers who visit our stores so that we can incorporate their opinions and requests into our business activities. The survey provides a Net Promoter Score* (NPS) for the store the customer visited and the underlying reasons, as well as crew member customer service evaluations.

Survey responses are visually displayed on a dedicated system, with the content shared at store meetings, enabling each store to efficiently implement the PDCA cycle and conduct improvement activities. Customer opinions and comments gathered this way are used to identify issues and countermeasures that are reported to the Management Council and other bodies.

* Net Promoter Score: A metric for assessing customer loyalty

Crew Education Initiatives

SoftBank Corp. engages in education efforts to develop the appropriate mindsets and skills in the crew members who interact directly with customers in stores, aiming to realize SoftBank, Y!mobile and other stores that better serve customers.

We share SoftBank’s aspirations, teach customer service etiquette and product knowledge, and provide all crew

members with group training, e-learning, video content and other tools appropriate to their level, purpose and role. Each crew member’s skill acquisition status is tracked to manage their individual education.

We have also introduced in-store “live” training enabling learning equivalent to group training from stores, aiming to create new learning opportunities for crew members.

By conducting this training in a timely manner in line with the release of new models and services, we can directly share sales tactics and other noteworthy points for customer communication with crews nationwide. Knowledge and customer service skills gained through daily work and training are evaluated through qualification examinations in an effort to improve customer service at each store. Crew that have earned qualifications through these examinations wear badges that represent their certification. SoftBank and Y!mobile stores also hold the Customer Service No. 1 Grand Prix, which involves role-playing as customer service staff at mass retailers, to select and commend the crews offering the best customer service in each district throughout Japan. This activity is broadcast in video format to retail stores nationwide to share examples of better customer service, serving to both recognize excellent crew and help improve customer satisfaction.

Connecting People and Information to Create New Excitement

Value Creation 2

Provide an Environment in which Everyone Can Access Information

SoftBank Corp. will contribute to the realization of a world in which everyone has equal and adequate access to the latest information by providing an attractive platform connecting people and information that enables everyone to get the information they require in real time in order to bridge the digital divide arising from the spread of digitalized society.

The convenience of Internet-based lifestyle services, including e-commerce, is improving constantly. Building on the track record, know-how and customer base in the e-commerce domain of Yahoo Japan, ZOZOTOWN and other group companies, the SoftBank Corp. group provides convenient services that are safe to use for everyone by leveraging synergies achieved by linking the services of group companies to globally create new value.

In addition, we are making improvements on a daily basis to enable customers to find the information they need easily, safely and comfortably using the Internet. By taking advantage of the immediacy of the Internet, SoftBank Corp. strives to provide services and content from which users can easily obtain necessary information on all topics, from highly urgent information such as news and disaster information, to sports and entertainment, in a timely manner. To this end, we are working to build and enhance the necessary infrastructure to improve information accessibility.

Improving Accessibility to Information on the Internet

Information and Media Services Centered on Yahoo! JAPAN



Through Yahoo! JAPAN, the largest Internet platform in Japan, connecting people and information, we will realize a high degree of accessibility that allows everyone to easily access information essential for daily life. Yahoo Japan Corporation is one of the largest Internet companies in Japan, with 85 million monthly users,* and the media business is one of its main business domains.

Leveraging the immediacy and speed of the Internet, in addition to news, disaster information and other highly urgent information that everyone needs, Yahoo! JAPAN provides a variety of other information, such as financial news, maps, transit information and sports.

Yahoo! JAPAN News, a key content channel of Yahoo! JAPAN, was launched in July 1996. Yahoo! JAPAN News delivers articles and videos distributed by a wide variety of partners, such as newspaper publishers, telecommunications companies and TV stations.

In Yahoo! JAPAN News Topics, based on an editorial policy centered on the criteria of public relevance and social interest, disaster information and important news are published quickly so users do not miss breaking news.

Yahoo! JAPAN News is used by a wide range of age groups and is one of the largest news websites in Japan.

* Average monthly users from January to October 2022, based on Nielsen's "TOPS OF 2022: DIGITAL IN JAPAN, Top 10 by Total Digital Reach in Japan." Does not include overlap of smartphone and personal computer users.

Enhancing the Convenience and Safety of Biometric Authentication

To prevent harm from phishing and password list attacks, Yahoo! JAPAN started offering a login method using text messages and not passwords in 2017.

Since then, we have expanded the use of biometric authentication in Android and iOS smartphone apps and web browsers. Today, more than 70% of active users use non-password authentication (using text messages or biometrics).

In September 2022, Yahoo! JAPAN was among the first Internet service providers to launch the use of passkeys—a safer, more convenient password-free authentication technology. This move allows the use of secure, password-free verification across multiple devices and eliminates the need to set up accounts again when switching to a new device.

Going forward, we will continue to advance R&D and provide services to ensure user safety and peace of mind.

Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Improving Accessibility to Information on the Internet

Improving the Diversity and Integrity of the Yahoo! JAPAN News Comment Section

Yahoo! JAPAN News seeks to leverage the interactive nature of the Internet to create greater information value by providing a forum for individuals to express their views, in addition to high-quality information provided by articles from media companies. We have been providing a comment section since 2007, and we believe it is of utmost importance that users can use it with peace of mind. We enforce a zero-tolerance policy for comments that could be construed as human rights violations or discriminatory, and we are making various efforts to build a space for healthy discussion while respecting the diverse opinions of individual users.

We are reinforcing a range of initiatives to further improve the integrity of this discussion space.

■ AI Comment Diversification Model

The AI comment diversification model is a system for showing a more diverse range of comments on articles. When the number of comments on an article exceeds a set threshold, comments with similar content are grouped by the AI model, which then selects examples from each group to display at the top of the comment section.

The use of this model is aimed at allowing users to see not just the most popular opinions, but a more diverse range of varied perspectives. It is also expected to alleviate echo chamber effects, in which large numbers of similar comments create the impression that majority views are necessarily correct, leading to the concentration of additional similar comments and escalation of their content.

■ Requiring Users to Register Their Mobile Phone Numbers to Comment

Yahoo! News works to deter libelous and other inappropriate comments, employing a 24-hour specialized human patrol team and AI to monitor comments and suspend the commenting privileges of accounts that have made inappropriate comments.

Beginning in November 2022, Yahoo! News requires users to register a mobile phone number to their account in order to post comments, thereby strengthening measures to deal with users who repeatedly make inappropriate comments using multiple accounts. As a result, the number of commenting privilege suspensions of new accounts has dropped by 56%,* and the number of abusive users and inappropriate comments has measurably decreased.

Yahoo! JAPAN News will continue to provide users with the opportunity to develop an interest in news and see multiple perspectives through the diverse views and opinions posted in the comment section, striving to create a space for healthy discussion.

* Comparison of figures for October 2022, before the new measures, and the average for December 2022 and January 2023, after the new measures.

Launch of Function that Provides Audio Information Controlled by Head Movement

Yahoo! JAPAN MAP is adding new functions, such as audio directions to allow users to smoothly travel by any means, from car to train, on foot or by plane. In April 2023, we launched a new "Head Remote" function that uses the gyroscope sensors in AirPods Pro to allow users to hear weather information by looking up or check the remaining time and distance to their destination by looking down. By reducing the frequency with which users look at their smartphone screens, this function also helps to reduce distracted walking.

Yahoo! JAPAN MAP will continue to expand and improve its functions to provide clear, accurate and timely travel information, striving to improve user convenience.



Note: AirPods Pro is a trademark of Apple Inc. in the United States and other countries.

Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Improving Accessibility to Information on the Internet

New Function Lets Users Choose Environmentally Friendly Routes

Yahoo! JAPAN launched a new function for Yahoo! JAPAN MAP, Yahoo! Car Navi, and Yahoo! Transfer Guide that allows users to see the CO₂ emissions from the options that come up when searching for a route, enabling them to choose an environmentally friendly route.

The new function was launched to cultivate an awareness of CO₂ emissions among the many users of these services by showing the CO₂ emissions from the means of transportation they use.

In Yahoo! JAPAN MAP and Yahoo! Car Navi, driving route search results show estimated CO₂ emissions along with each route's distance and other details.¹ This allows users to be more aware of their CO₂ emissions in everyday life and actually take lower-emissions routes by considering the environmental friendliness of each route alongside other factors, such as time required.

Yahoo! Transfer Guide shows the CO₂ emissions from each train route option as well as the CO₂ emissions from using a car to travel the same route, allowing users to see how much taking the train contributes to emissions reduction.² Furthermore, an "Eco" logo is displayed by routes with low CO₂ emissions, so that users can identify environmentally friendly routes at a glance and maintain an awareness of emissions in everyday life.

Yahoo! JAPAN will continue to advance measures to address climate change while fostering an awareness of CO₂ emissions reduction among users through these three transportation-related services.

1. Emissions estimates are calculated based on data including route distance and elevation using technology provided by Sumitomo Electric System Solutions Co., Ltd.
2. Emissions estimates are calculated based on data including CO₂ emissions volumes and transport volumes from transportation operators using technology provided by Val Laboratory Corporation. The CO₂ emissions volumes of transportation operators are based on data published by the Ministry of Land, Infrastructure, Transport and Tourism, and the use of electricity derived from renewable energy, etc., by transportation providers is not taken into account.

Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Initiatives for Eliminating the Digital Divide

The Internet has greatly changed the ways we live, and the shift toward a digital society continues to accelerate. At the same time, approximately half of the world’s population still has no Internet access. To enable more people to enjoy lifestyles of convenience and abundance, we are working to improve and realize a world in which everyone has equal and adequate access to the information they want.

Smartphone Advisor® System and Smartphone Classes

At SoftBank stores, SoftBank-certified expert smartphone advisors** ascertain customers’ usage details and provide solid support, from help selecting the most suitable price plan and appropriate device to walking customers through such initial settings as filtering and providing consultation for repairs.

Smartphone advisors® and other SoftBank-certified smartphone specialists hold smartphone classes, open to both SoftBank and non-SoftBank customers alike. These easy-to-follow classes show both prospective and current users of smartphones and tablets how convenient and fun these devices can be. Furthermore, we make the content of the smartphone classes held at stores available in video form online.



* Smartphone advisor®: Support specialist store staff certified by SoftBank who conduct smartphone classes and provide guidance on using smartphones. Smartphone advisor® is a registered trademark of SoftBank Corp.

Smartphone Lending and Classes for Seniors in Minato-ku to Eliminate the Digital Divide

SoftBank Corp. has been commissioned by Tokyo’s Minato-ku to carry out a program aimed at eliminating the digital divide for seniors. As part of these efforts, we are implementing a project to promote the use of smartphones by providing seniors with opportunities to try them. The project entails lending smartphones free of charge for six months to up to 500 Minato-ku residents ages 65 or above who do not own a smartphone. In addition, we held classes on the basics of smartphone use from August 1, 2022 to June 30, 2023. By providing ongoing support to help seniors, people with disabilities, and local neighborhood associations effectively use smartphones and tablets, the project is increasing opportunities to try using a smartphone, promoting the digitization of neighborhood associations and advancing barrier-free access to information for people with disabilities.



Smartphone consultation counter for seniors/information dissemination class for local neighborhood associations

Smartphone All-Around Support Vehicle

Aiming to eliminate the digital divide faced by seniors, the Smartphone All-Around Support Vehicle, a van equipped to provide mobile smartphone classes, commenced operation on April 4, 2022, in cooperation with municipalities across Japan and MONET Technologies Inc. Since then, it has been conducting classes around the country.



The difficulties in accessing transportation and shopping faced by people living in mountainous and other remote areas due to the weakening of distribution functions and transportation functions is a social issue in Japan. Until now, we have held smartphone classes at public facilities when requested by municipalities, but it was often difficult for seniors to get to the classes. To solve this issue, we developed a “multi-task vehicle” with an interior layout that can be flexibly changed for a variety of uses, and the Smartphone All-Around Support Vehicle project using this vehicle. The Smartphone All-Around Support Vehicle is equipped with monitors and tablets. This allows online communication with smartphone advisors and customer support operators, enabling smartphone classes and other services to go to users in areas without convenient public transportation. So far, classes have been held in 54 municipalities.²

Going forward, we will advance initiatives to further expand the areas and services covered by the Smartphone All-Around Support Vehicle.



1. The multi-task vehicle was developed by MONET.
 2. As of January 2023

Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Initiatives for Eliminating the Digital Divide

Selected as the Operator of the Ministry of Internal Affairs and Communications' Project on Digital Utilization Support for Users

Since 2021, SoftBank Corp. has been selected to operate the nationwide deployment model of a Ministry of Internal Affairs and Communications' project on digital utilization support for users. SoftBank Corp. provides classes on the use of government services as part of the smartphone classes led by smartphone advisors® and certified smartphone class instructors at SoftBank shops nationwide. These efforts are under way at 2,004 SoftBank shops across Japan.

The class on using government services helps participants navigate online government procedures. Instructors provide easy-to-understand explanations of how to apply for an Individual Number Card, how to use the Individual Number Card portal site and the application procedures for using an Individual Number Card as a health insurance card to increase participants' familiarity with public services so that they can easily receive them.



Smartphone Experience Bus Tour of Ishigaki for Seniors

As part of an Okinawa Prefecture project to create models for supporting the use of digital technologies in regional areas, SoftBank Corp. worked with the prefectural government, Ishigaki City and advertising agency Brain Okinawa Inc. to implement an event for seniors. Participants got to try using a smartphone while enjoying a bus tour around the island of Ishigaki.

The day before the tour, participants took an introduction to smartphones class at the Ishigaki City Hall, learning how to turn on a smartphone and other basic controls, as well as about apps they would use on the day of the tour. They then enjoyed touring Ishigaki while trying out smartphones.



Development of Products for Seniors and Children

We provide devices and plans that are easy for everyone to use, from children to seniors. In addition to the Simple Smartphone 6 and Kantan Smartphone 3 that can be easily operated by seniors, we offer the Kids Phone 3 for children and teenagers, as well as plans for customers over the age of 60 through Y!mobile.

Simple Smartphone 6 and Kantan Smartphone 3

With large, easy-to-read fonts, icons and keyboards, these smartphones can be easily operated by first-time users and seniors.



Kids Phone 3

These smartphones are equipped with various monitoring functions that block contact from strangers, including Ichi Navi, which allows parents to see the whereabouts of children.



Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Initiatives for Eliminating the Digital Divide

Aiming for a World Free of Information Disparities: Promotion of the HAPS Alliance

The HAPS Alliance was established as an industry organization bringing together the world’s leading companies in the telecommunications, technology and aviation industries, as well as governments, universities, research organizations and a wide range of other enterprises, to advance the provision of Internet communications utilizing high-altitude aircraft. Aiming to eliminate the digital divide around the world, member companies work together to promote the use of high-altitude platform stations (HAPS).

The alliance aims to solve a wide range of social problems by building a worldwide Internet connectivity environment utilizing high-altitude communication networks and aerial vehicles. To achieve this, it is advocating to relevant authorities in various countries, developing common HAPS product specifications, promoting the standardization of HAPS technology interoperability and establishing aviation-related operational systems.

→ NTN Solutions P. 122

→ Stratosphere-based High-altitude Platform Stations (HAPS) P. 77

Initiatives to Solve Issues Faced by People with Disabilities

SureTalk Connects the Hearing and the Hearing Impaired

SureTalk is a communication tool jointly developed by The University of Electro-Communications and SoftBank Corp. that uses AI to facilitate communication between users of signed languages and users of spoken languages. The software converts signed or spoken language into text in real time, allowing users to converse via a screen. The AI is trained to recognize signs by analyzing large amounts of video data; the software watches many people signing to identify the common elements of specific signs, filtering out the aspects of the motions that are unique to individuals. Through the process, the AI learns to identify signs.

Using SureTalk, we aim to build social infrastructure to enable people with hearing disabilities to communicate freely in all kinds of situations.



Note: Coming soon to more devices

Sign Language Counter and Remote Sign Language Window

The SoftBank Shibuya store has a sign language counter staffed full-time with Japanese Sign Language users so that customers with hearing disabilities can conduct contract-related business and consultations with peace of mind. In addition, at some SoftBank shops, customers can use FaceTime video conferencing via an iPhone or iPad to connect with signing staff at the Shibuya store’s sign language counter in order to make inquiries.



Establishment of the Council for a Multicultural Society with Sign Language

On October 26, 2022, the University of Electro-Communications, Tsukuba University of Technology, Kyushu Institute of Technology, Nagoya Institute of Technology and SoftBank Corp. established the Council for a Multicultural Society with Sign Language, aimed at building new social infrastructure for smoother communication between the hearing and hearing impaired.

Going forward, we will work with the Japanese Federation of the Deaf as we seek broad-ranging participation from universities, research institutions, businesses, municipalities and other relevant organizations, working to realize a harmonious multicultural society that includes sign language.

Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

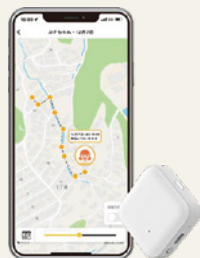
Initiatives for Eliminating the Digital Divide

Dokokana GPS2 for Checking the Location of Children, Seniors or Objects with Smartphones

Dokokana GPS2, launched on December 7, 2022, allows smartphone users to see the current location and movement history of a compact square-shaped device equipped with a GPS satellite positioning signal receiver. It also includes a wealth of functions for keeping watch over the movements of children or seniors using smartphones, such as providing notifications when the device arrives at home or other destinations.

Wide array of oversight functions

- Check the device's current location
- See the history of where the device has been
- Automatically detects arrival at and departure from registered locations and sends text notifications
- Users can send a text to the smartphone by pressing a button on the GPS device



Safety and Security

As part of our responsibility as a telecommunications provider, we implement initiatives to ensure that everyone can safely and securely use smartphones and the Internet. These include educational initiatives for children to encourage appropriate use and services that help customers avoid getting involved in criminal activity.

➔ Safety Concerns

Eliminating the Digital Divide Overseas

Developing Telecommunications Infrastructure in Africa

SoftBank Corp. became a Smart Africa Secretariat member in October 2020, and became a Platinum Member and Board Member in 2022. HAPSMobile Inc., a subsidiary of SoftBank Corp., and the Ministry of ICT and Innovation of Rwanda signed a Memorandum of Understanding (MoU) in July 2020 under which they will conduct a joint research project on the use of stratosphere-based high-altitude platform stations (HAPS) to provide mobile Internet connectivity in Rwanda.

Smart Africa is an alliance of 38 African countries, as well as international institutions and global private-sector companies. Working with Smart Africa, SoftBank Corp. is taking part in the Bulk Capacity Purchase project, which aims to provide affordable Internet connectivity to regions in Africa with underdeveloped telecommunications infrastructure. Through this project, we are advancing initiatives to eliminate the digital divide.

The EdTech Project: Providing High-quality Education in Rwanda

Since FY2020, SoftBank Corp. has been implementing the experimental EdTech Project aimed at providing high-quality education. Beginning in the autumn of 2023, we will increase the number of schools receiving service through the project.

In addition to other social issues, many areas of Africa face education-related challenges, such as a shortage of teachers and disparities in the level of education available. Under the EdTech project, we will provide satellite communications for schools in areas of Rwanda with underdeveloped

communications infrastructure and use the Cloud Campus* e-learning platform to offer classes using digital video content as well as videos of classes taught by highly skilled teachers in Rwanda. Through such efforts, we will provide educational opportunities combining online products and local resources. The EdTech Project has been praised by Rwanda's Minister of Education as the first project to provide a comprehensive package encompassing satellite communications, the creation of educational content, training on how to use such content and other on-the-ground support. We are preparing to implement the project at 20 schools in Rwanda.

SoftBank Corp. is also involved in helping to provide conditions necessary to eliminate educational disparities in Rwanda by supplying devices and electricity, working to build environments that will make remote learning possible.

As an example of a future use of HAPS, we are considering the use of HAPS in EdTech services for schools in regions where terrestrial communications signals do not reach in order to promote the digitization of rural schools.

* Cloud Campus: An online education platform developed and operated by SoftBank Group company Cyber University Inc.



Connecting People and Information to Create New Excitement

Value Creation 2 Provide an Environment in which Everyone Can Access Information

Initiatives for Eliminating the Digital Divide

Assist Guide App Expands Opportunities of Those Facing Challenges in Daily Life

Assist Guide is an app that allows users to make a visualized list of things to do and how to do them for use in daily life. With smartphones, users can photograph each step of a task, add explanations and arrange them in order to make it easier to understand the activity as a whole.

Assist Guide can help children, seniors and those with other difficulties in daily life (including those with intellectual or developmental disabilities) broaden the scope of their activities in daily life.

In November 2021 and July 2022, Kagawa University and the city of Takamatsu, Kagawa, carried out demonstration tests applying the app to using trains and buses.

Participants used Assist Guide, in which the steps to get from point A to point B were laid out in photos. With the app, participants who previously had difficulty using trains and buses, including individuals with intellectual and developmental disorders, were able to travel on their own. We will continue to help remove barriers in society using Assist Guide to create environments that allow users to exercise their full abilities.



Illustration of in-app screens

Connecting People and Information to Create New Excitement

Value Creation 3 Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Utilizing advanced communications technology and ICT, we aim to enhance lifestyles and the foundations for daily life by improving the convenience and expanding the use of services that are closely related to everyday living, such as finance, education and medicine.

Through the development of advanced communications technology, ICT has become an essential part of our lives, involved in the purchase of food, clothing and sundries.

Furthermore, promising initiatives are under way to expand the convenience and use of ICT in such fields as finance, education and medicine. By advancing initiatives to promote the further evolution and growth of technology in these fields, we will provide more innovative and convenient services.

Aiming to Be No.1 in E-commerce in Japan

Global demand for e-commerce is extremely high, and the e-commerce market of Japan surpassed ¥20 trillion in 2022.

Led by Yahoo! JAPAN, the SoftBank Corp. group's annual e-commerce transaction volume has been steadily increasing year by year, reaching ¥4.1 trillion in FY2022. Z Holdings Corporation's e-commerce services are wide-ranging. They include shopping businesses, such as Yahoo! JAPAN Shopping, ZOZOTOWN, ASKUL, LOHACO and LINE GIFT; and reuse businesses, such as YAHUOKU! and PayPay Flea

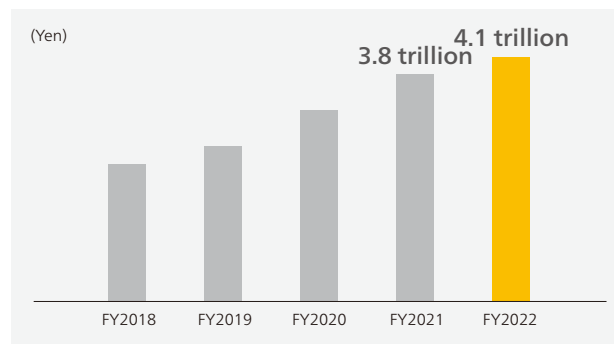
Market. All of these are used by people of all ages.

Utilizing group synergies, a strength of the SoftBank Corp. group, as well as the user touchpoints of our abundant roster of services, such as SoftBank and Y!mobile communications, LINE, PayPay and Yahoo! JAPAN, we will send customers between e-commerce services with many users to provide even more convenient service. Furthermore, in addition to enhancing the convenience of online shopping, we will work to increase distribution quality, from

when orders are received to shipment and delivery, aiming to reinforce coordination throughout all aspects of the e-commerce environment.

Going forward, we will continue working to provide an easy, safe and worry-free online shopping experience to everyone, raising customer satisfaction while rolling out a variety of services aimed at becoming No. 1 in e-commerce in Japan.

▼ E-commerce Transaction Volume (Merchandise, Service/Digital)



1. Cumulative main mobile subscribers (as of June 30, 2023)
 2. Yahoo! JAPAN: Average monthly users from January to October 2022, based on Nielsen's "TOPS OF 2022: DIGITAL IN JAPAN, Top 10 by Total Digital Reach in Japan." Does not include overlap of smartphone and personal computer users.
 3. PayPay: Registered users (as of June 2023)
 4. Monthly active users (MAU) (as of June 2023)

Connecting People and Information to Create New Excitement

Value Creation 3

Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Using Technology in Finance

Financial Services Initiatives Centered on PayPay

The PayPay cashless payment service enables users to complete payment seamlessly with a smartphone app. Since launch of the service in 2018, PayPay has continued to increase its numbers of users and member stores, reaching 58 million cumulative registered users (as of June 2023) and 4.10 million registered locations (as of March 2023). The total number of payments in FY2022 exceeded 5.1 billion, about 1.4 times the volume in the previous fiscal year. Furthermore, PayPay Card Corporation became a wholly owned subsidiary of PayPay Corporation in October 2022, further reinforcing its cooperation with PayPay, and the number of current PayPay Card and PayPay Card Gold members has exceeded 10 million (as of March 31, 2023). The spread of PayPay has led many people to start paying with their smartphones or using code payments. In this way, the provision of PayPay financial services is making it possible to easily, safely and securely use financial services, even for people who have never used financial services before.

Pursuing Convenience from the User Perspective

With PayPay, we are constantly working to enhance ease of use from the user perspective, striving to expand functionality to fully meet user needs and solve the challenges they face through the PayPay app.



Paying by scanning a QR code

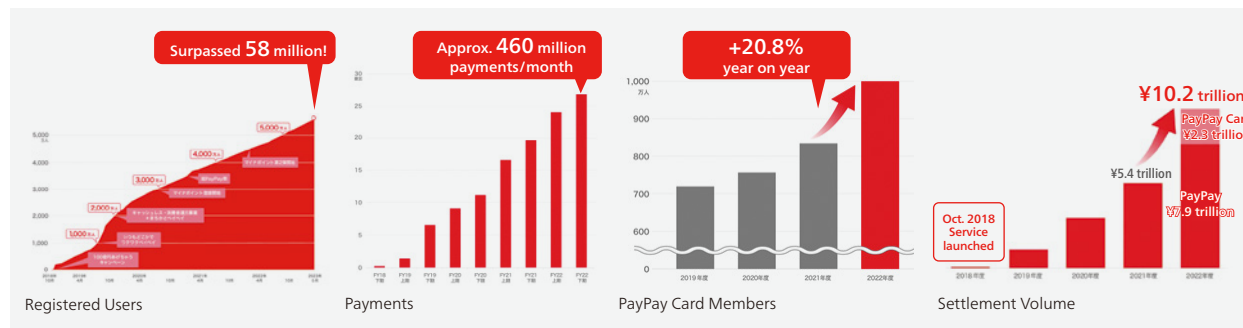
PayPay is utilizing the SoftBank and Yahoo! JAPAN Wallet customer bases to expand its range of services, including offline payments as well as online payments, utility payments (invoice payments) and interpersonal transactions. By linking with e-commerce services such as Yahoo! JAPAN Shopping, PayPay Flea Market and other mobile services and realizing delivery order placements and coupon acquisition through

the PayPay app, we will continue to develop services that are convenient and economical for customers. PayPay will continue to offer the convenience of cashless payments with the goal of providing a safe cashless shopping experience throughout Japan. By evolving PayPay toward a “super app” that will make users’ lives richer and more convenient, we will foster a culture encapsulated as “Anytime, Anywhere with PayPay.”

Initiatives in FY2022

- Launched financial service mini-apps PayPay Invest and PayPay Bank
- Launched the insurance industry’s first “Heat Stroke Allowance” and “Influenza Allowance” insurance programs through PayPay Hoken
- Established PayPay’s first overseas development base in India, aiming to further enhance development speed and product quality
- Launched LYP Mileage, a mileage-based sales promotional service
- Launched PayPay Gift Voucher, a new way to pay

Registered Users, Payments, PayPay Card Members and Settlement Volume



Connecting People and Information to Create New Excitement

Value Creation 3

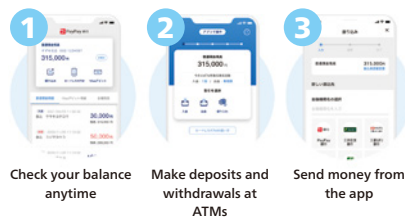
Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Using Technology in Finance

PayPay Bank: Eliminating the Need for a Cash Card

PayPay Bank, a group company of Z Financial Corporation (under Z Holdings Corporation) and Sumitomo Mitsui Banking Corporation, changed its name from The Japan Net Bank in April 2021. Any and all banking services offered by PayPay Bank, from account opening applications to bank transfers, foreign currency deposits and mutual fund management can be accessed via smartphone. PayPay Bank can be used to charge PayPay and other various cashless payment services, and the PayPay Bank app enables customers to use Seven Bank and Lawson Bank ATMs without a cash card. Inquiries are accepted via LINE 24 hours a day, so that customers can confidently use all the services of a bank with just a smartphone.

PayPay is evolving into a “super app” that combines multiple functions. PayPay Bank will continue to contribute to fintech innovation by accelerating the combination of ICT and financial services through such measures as the establishment of a system offering services via the website used by PayPay member stores.



PayPay Securities: Making Investment More Accessible

As Japan’s first securities company specializing in trading with smartphones, PayPay Securities offers unprecedented financial services, such as investment in just three simple taps and investment in units of thousands of yen, even in well-known Japanese and U.S. companies, so that even first-time investors can easily start stock investment.

PayPay Invest, launched in August 2022, is a service that allows users to purchase U.S. stocks, ETFs and mutual funds in units of as little as ¥100 through the PayPay app. Since

April 2023, users can use not only PayPay Money, but also PayPay Points to buy securities or add to their mutual fund investments. By enabling users to start investing using small account balances or accumulated points, PayPay Securities is helping to lower barriers to investment and thereby contribute to increasing the number of people with investing experience, a target of the Japanese Government’s Doubling Asset-based Income Plan.

PayPay Securities will continue to offer unprecedented financial services that are the easiest to use and simplest, so that more customers can experience investment.



Securities can be purchased with PayPay Points

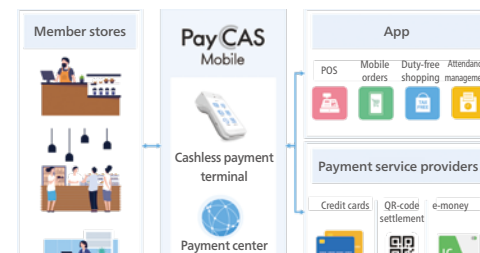
SB Payment Service: Comprehensive Proposals in a Wide Range of Business Domains

SB Payment Service Corp. is a comprehensive provider of payment services. The company offers online settlement services that gather together the payment methods of over 40 brands, including credit card settlement, carrier settlement, convenience store settlement, buy-now-pay-later, PayPay (online payment), LINE Pay and Rakuten Pay (online payment) methods indispensable for today’s e-commerce and online shopping. SB Payment Service also supports in-person settlement services for stores and other businesses, such as credit card, QR code and e-money settlement, powerfully supporting merchants’ online-merge-offline (OMO) needs by providing a wide array of settlement methods and systems.

As unlawful and fraudulent e-commerce transactions increase year by year, SB Payment Service protects operators from this threat by providing a comprehensive, one-stop settlement service using a common platform for detecting unlawful transactions using AI.

PayCAS Mobile for One-stop Cashless Payments

PayCAS Mobile, from SB C&S Corp., is an all-in-one mobile cashless payment terminal. Equipped with SoftBank SIM technology and sized for one-handed use, the terminal is conveniently portable.



PayCAS Mobile accommodates a wide range of payment methods—from credit cards to e-money and QR-code settlement—with a single device to meet diverse customer needs. It eliminates the need for coordination between stores and payment service providers and is easy to set up, requiring no optical fiber or other local network environment. Furthermore, through the PayCAS DX Store, users can access useful apps for business operations in such areas as POS and attendance management, solving a variety of store management issues with a single device. Going forward, we will continue working to provide superior one-stop cashless payment service, aiming to make store operations easier and more convenient.

Connecting People and Information to Create New Excitement

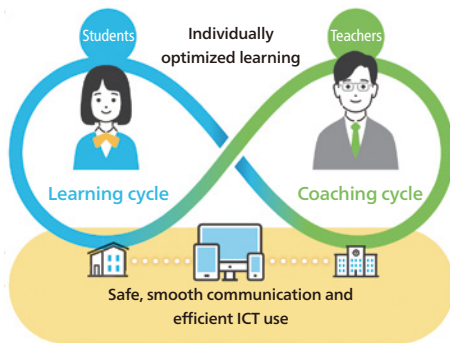
Value Creation 3 Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Utilization of Technology in Education

Classi Educational Platform: Supporting the Multi-purpose Use of ICT in Schools

Classi is an educational platform operated by Classi Corp., a joint venture between Benesse Holdings Corporation and SoftBank Corp. To make the most effective use of Classi, SoftBank Corp. is supporting the low-cost, secure incorporation of tablet devices in schools introduced by Benesse Corporation.

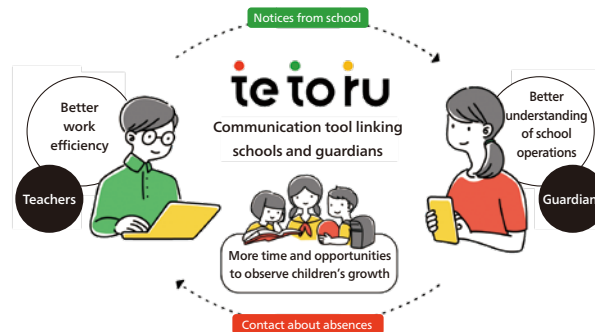
Classi can be used via the cloud on a wide range of devices, including smartphones, tablets and PCs. It has three main function types: functions to encourage student learning, including educational videos and drills; functions to support teacher coaching by collecting a wide range of data related to student learning; and a communication function to facilitate smooth connections between schools and parents using ICT. Based on these functions, together with teachers, Classi provides multifaceted support for the adoption of ICT in schools and realizes individually optimized learning for each student.



tetoru Guardian Communication Service for Elementary and Junior High Schools

tetoru is a communication service that links the guardians of children in elementary and junior high school with their schools, developed jointly by Classi Corp. and EDUCOM Co., Ltd. By digitizing communications between teachers and guardians previously handled over the phone and by email, the service enables the integrated online management of communications between the school and guardians, such as notices or contact about children’s absences from school. In this way, it helps to reduce the workload for teachers and foster a greater understanding of the school among guardians. As of May 2023, tetoru has been adopted by approximately 2,000 schools nationwide. Furthermore, tetoru received a Good Design Award 2022 for its simple, easy-to-use design.

tetoru will continue to foster relationships of trust through smooth communication between schools and guardians while contributing to the adoption of ICT at schools.



Yahoo! Tech Academy Online Programming School

Yahoo Japan Corporation (“Yahoo! JAPAN”) formed a business alliance with KIRAMEX CORPORATION, a consolidated subsidiary of UNITED, Inc. that operates digital education businesses, to launch the Yahoo! Tech Academy fee-based online programming school on November 30, 2022.

Yahoo! Tech Academy offers a curriculum developed jointly by Yahoo! JAPAN employees involved in the development of new graduate engineers and KIRAMEX, which offers Tech Academy, a programming school that has been attended by over 30,000 students. It imparts the practical skills that students with no prior programming experience need to work as web engineers at Yahoo! Japan operating companies. Through a high-quality curriculum that includes one-on-one career counseling with Yahoo! JAPAN engineers and lectures from professional engineers, such as Yahoo! Japan’s Chief Technical Officer (CTO) of Commerce,¹ the program promotes the reskilling of individuals with no prior programming experience as engineers and supports them in looking for a job in their new field.²

According to data from the Ministry of Economy, Trade and Industry, reflecting the overall decline in the population of young people in Japan, the number of people entering IT-related industries peaked in 2019 and will be lower than the number of people retiring going forward, leading to a shortage of up to 790,000 IT professionals by 2030. As such, training IT professionals is a pressing issue. By externally applying its accumulated expertise, Yahoo! JAPAN will help resolve Japan’s IT personnel shortage.

1. Lectures from professional engineers are held twice during the course. The program beginning in January 2023 included a lecture from the CTO of Commerce, but the lecturers of future programs may vary.
 2. Job placement services, including support for job hunting and referrals, are handled by KIRAMEX.

Connecting People and Information to Create New Excitement

Value Creation 3

Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Utilization of Technology in Education

Maho Project to Support Children with Disabilities

The Maho Project is an experimental research project implemented in partnership with the Research Center for Advanced Science and Technology at the University of Tokyo. Through the project, we are conducting practical research into using technology to support children who want to learn but who, for a variety of reasons, have difficulties with standard learning methods.



In the experimental research project, SoftBank Corp. lends out tablet devices and the humanoid robot Pepper free of charge for a certain period to special needs schools all over Japan for use in learning and daily life with the objective of increasing opportunities for children to participate in society. Since this project was launched in 2009, a total of more than 700 schools have participated in this practical research.

Additionally, widely publicized examples of this project have led to opportunities for advocating to the Ministry of Education, Culture, Sports, Science and Technology (MEXT) that some children who have difficulty learning on their own can learn more effectively with the aid of technology. As a result, support for the project was again approved by MEXT for FY2023.

Beginning in FY2023, in addition to our ongoing research focused on individual children, we plan to implement experimental research to investigate how ICT can be used in settings where children with disabilities are learning together with other children around their age. The main theme of this new research will be inclusive education, aimed at enabling children with disabilities to independently participate in society in the future.

The Maho Project will continue efforts aimed at building a more diverse society by using ICT to foster inclusive educational environments. By doing so, the project aims to bring out the

maximum abilities and potential of children with disabilities to build a solid foundation for their lives in the future.

“AI Smart Coach” Sports Support Service

AI Smart Coach is a service developed jointly with the University of Tsukuba for school sports clubs and amateur athletes. With learning, comparison and review functions, the service helps users improve their sports skills.

The service features such functions as activity logging and AI skeletal motion analysis and marking to help users check their form. It can also be used with the Smart Coach online lesson service, through which users can receive remote instruction from former professional athletes and professional coaches.

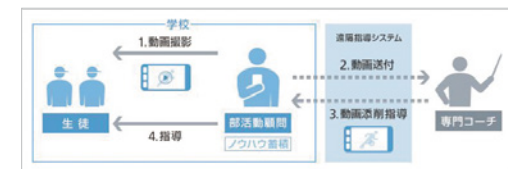
In recent years, many issues with school sports have been increasingly apparent. In elementary schools, a single teacher typically teaches all subjects. The resulting lack of expert physical education has been sighted as a possible cause of aversion to sports among children.

At junior high and high schools, teachers sometimes have to lead school clubs for sports they have never played. At the same time, demand for participation in private teams with professional instructors, rather than school clubs, is rising, but there remain regional disparities in the availability of such teams. Private teams also face various regulation-related issues, such as not being eligible to participate in tournaments. In light of these conditions, we aim to promote school-centered community development, including frameworks for local residents and companies to provide sports instruction and financial support, to promote the further development of school sports.



ICT Support for Extracurricular Activities

The ICT Support for Extracurricular Activities initiative supports extracurricular activity and physical education instruction in elementary, junior high and high schools using smartphones and tablets to provide remote guidance from coaches with abundant knowledge and experience. By thus supplementing instructional skills in school sports instruction through remote guidance from an expert coach, the initiative alleviates the worries of teachers tasked with leading extracurricular activities and physical education. Additionally, we aim to eliminate regional disparities caused by remoteness and time constraints, as well as reduce working hours for teachers.



ICT-based remote sports instruction framework

We are currently promoting the use of AI Smart Coach in school sports, including club activity instruction and gym class. Students can view model videos created by expert instructors for 15 different sports and compare them with their own performance. In addition, the service supports children’s independent learning and skill improvement by allowing them to compare videos they take of themselves using smartphones with videos of their teachers or more advanced teammates. The app also aims to contribute to the educational side of school sports by allowing children to exchange opinions about each other’s videos and easily look back on their growth across their own past videos.

Connecting People and Information to Create New Excitement

Value Creation 3

Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Utilization of Technology in Education

Educational Program to Develop AI Skills: AI Challenge

Since April 2022, SoftBank Corp. has been offering AI Challenge, a set of practical teaching materials for junior high and high school students aimed at developing AI skills through inquiry-based learning. These materials are being used nationwide in interdisciplinary activity and inquiry classes.



AI Challenge offers students the opportunity to learn the basic mechanisms of AI, generate diverse and creative ideas, and then put them into action by using an AI building environment to create an AI system through trial and error using machine learning. Later, they acquire implementation skills by designing, developing and evaluating AI-based systems that will be useful in the real world, from defining requirements onward. Through a series of such experiences, the program aims to develop the qualities and abilities required in the professionals who will lead the way in the use of AI throughout society in the future.

Cumulative student participants **Approx. 12,000**
 As of February 28, 2023

AI Challenge at Himi High School

Toyama Prefectural Himi High School has been using AI Challenge in first-year interdisciplinary inquiry classes. In these classes, students gained a basic knowledge of AI, learned about the changes in society it is causing and got to experience building AI tools.

In group hands-on study, students used AI tools to identify images. Capturing images with laptop cameras, each group discussed various ways of using the tools, such as identifying students' faces and determining whether parking spaces were open or occupied.

After participating, one student reflected on the potential use of AI for checking table availability at restaurants, while another said that they hoped to use the experience in work with AI in the future.



AIMINA Cloud-based AI Platform Makes Learning, Creating and Testing Easy

AIMINA is an AI platform offered by SB C&S Corp. that provides one-stop cloud-based service for AI, from gathering information to developing and evaluating models. AIMINA allows users without any specialized knowledge to easily try out AI and allows them to find ways of using the platform to match their specific needs, from learning about AI in general starting from the basics to immediately trying out AI applications using data they already have.

SB C&S and the Oita AI Technology Center, which promotes the use of AI technologies in Oita prefecture, have partnered to advance the use of AI and creation of AI businesses within the prefecture. Working together, on November 16, 2022, they held a class for around 30 students of the horticultural business course of Oita Prefectural Oita Higashi High School using the AIMINA platform to allow students to easily learn, create and test AI applications.

The class was aimed at creating an environment where students without programming skills can actively utilize AI. Taking a hands-on approach, students actually used AIMINA, learning first-hand how to create an AI tool to sort sample images of fruit and check its accuracy.



Connecting People and Information to Create New Excitement

Value Creation 3 Leverage ICT to Create New Lifestyles and Enhance the Foundations for Daily Life

Using Technology in Medicine, Healthcare and Welfare

HELPO Healthcare App

HELPO is a healthcare app provided by Healthcare Technologies Corp., a SoftBank Corp. subsidiary. The app allows users to easily consult with a medical team of physicians, nurses and pharmacists by chat 24 hours a day, 365 days a year when they start to feel poorly (presymptomatic disease) or when they feel uneasy about their physical condition. Previously provided for corporations and municipalities, the service was launched for individuals on December 1, 2022. By providing HELPO to a wider range of customers, we aim to realize a society in which everyone can more easily receive assistance for mental or physical health issues by seeking health and medical advice and receiving online examinations.

→ HELPO—Promoting Healthcare DX P. 39

→ Solving Social Issues in the Healthcare Field: Healthcare Technologies Corp. P. 81



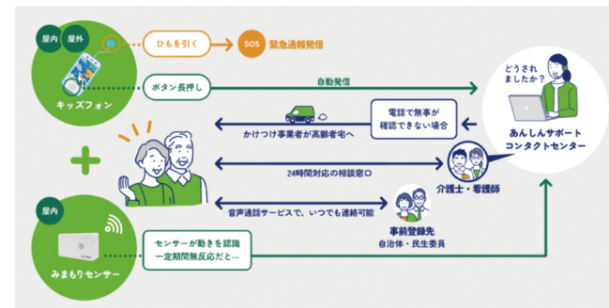
A New Service to Look After Seniors Using IoT

Mimamori Plus-24* was launched on April 1, 2022 for local governments across Japan as a new service that helps look after seniors who live alone.

Previous emergency alert services presented numerous issues like needing a land-line or not working outdoors. Mimamori Plus-24 solves these issues, enabling more comprehensive

monitoring of seniors' safety by combining an emergency alert system using kids' phones provided by SoftBank Corp., activity detection via IoT sensors provided by SB C&S Corp., and a contact center run by Anshin Support Co., Ltd.

* This service is provided through a business tie-up between Anshin Support, SoftBank Corp. (which implements social contribution activities and provides IoT devices and communication lines), and SB C&S (which provides IoT sensor-related products and services to enterprises).



Support structure of the Mimamori Plus-24 monitoring service for seniors

"Orange Safety Net" Elderly Monitoring Support

Orange Safety Net is a service for quickly locating missing seniors with dementia through community-wide cooperation. SoftBank Corp. provides Orange Safety Net for municipalities. Through the service, local governments and community search collaborators work together, sharing information in real time about the search to help quickly find the missing person. To protect personal information, search requests made by seniors' families or other parties can only be seen by search collaborators who have been approved ahead of time by the municipality and have agreed to participate in the search through the app. After the search is over, access to the request is automatically restricted, thus making the information available only to those who need it while they need it. This service has been deployed by seven local governments as of the end of March

2023. In Kumakogen Town, Ehime, where approximately 48% of the population is elderly, it has been in use since June 2019. In actual search activities in Kumakogen, there have been cases where a missing person was found within 10 to 15 minutes thanks to the smooth exchange of information using the service.

Ugokuma App to Promote Walking and Address Geriatric Frailty

SoftBank Corp. has launched initiatives to address geriatric frailty by using technology to improve the health of seniors.

Frailty is a weakened state of decreased physical and cognitive function, in which individuals are not fully healthy but do not yet require nursing care. Working with Fujimino City, Saitama, and Kofu Town, Tottori, in June 2022 SoftBank Corp. began pilot testing of a new smartphone app, Ugokuma, to promote the formation of walking habits.

Participants in SoftBank's smartphone classes were asked to use Ugokuma for a specified period. Step count data from the app, data based on the app's frailty check function and data provided by health awareness surveys of participants were used to verify the app's effectiveness.

The Ugokuma app features a friendly character named Ugokuma that users can talk with. The character praises and cheers on users, encouraging the formation of walking habits through communication. During the pilot test, SoftBank's smartphone classes were used to teach participants how to use the Ugokuma app, along with the basics of smartphone use, so that the participants can use the app with confidence. Furthermore, in Kofu Town we held fun, leisurely walking events where participants can put what they have learned to use. Following the pilot test, the Ugokuma app was provided on the Kantan Smartphone 3, launched in March 2023, to support steps customers are taking against frailty.

