

SoftBank Technology Corp.

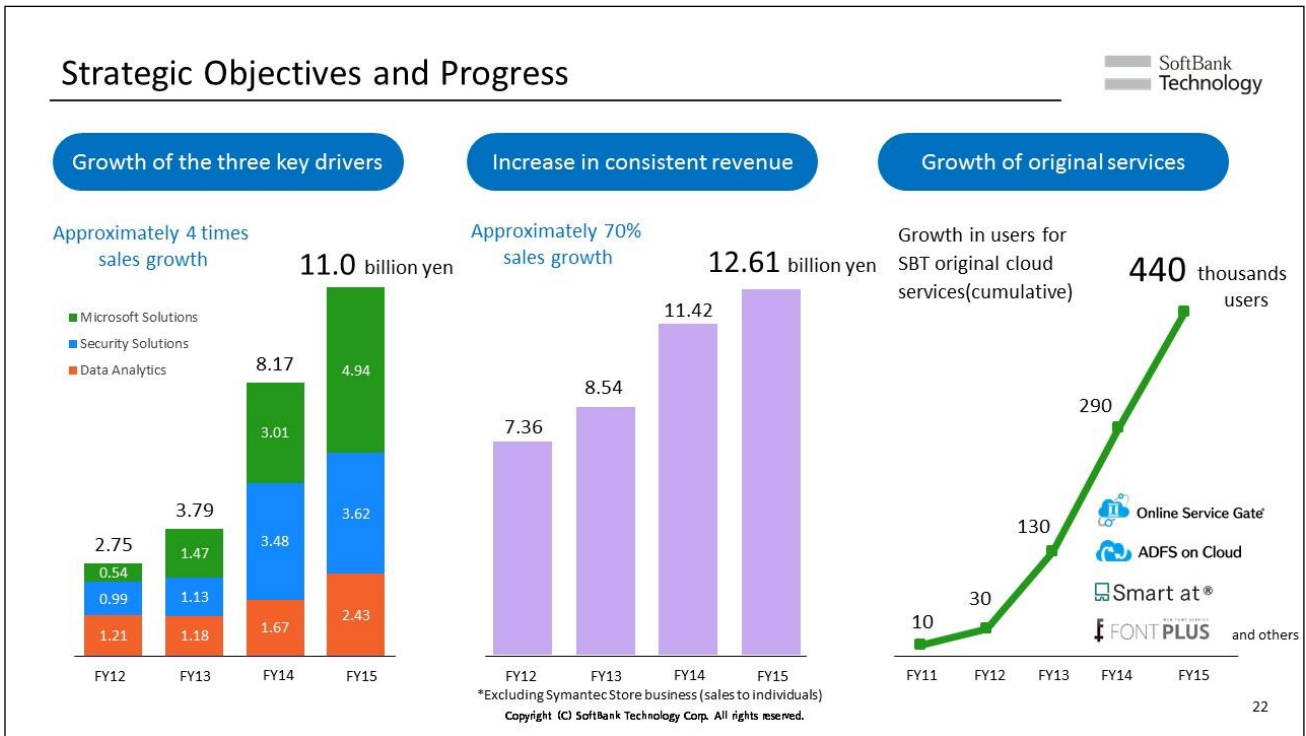
Overview of Business Strategies for the fiscal year ended March 31, 2016

Date and time : from 10:30am to 11:30am, Friday, April 27, 2016

Venue : Daiwa Conference Hall A1, 18F GRANTOKYO NORTH TOWER,  
1-9-1 Marunouchi, Chiyoda-ku, Tokyo

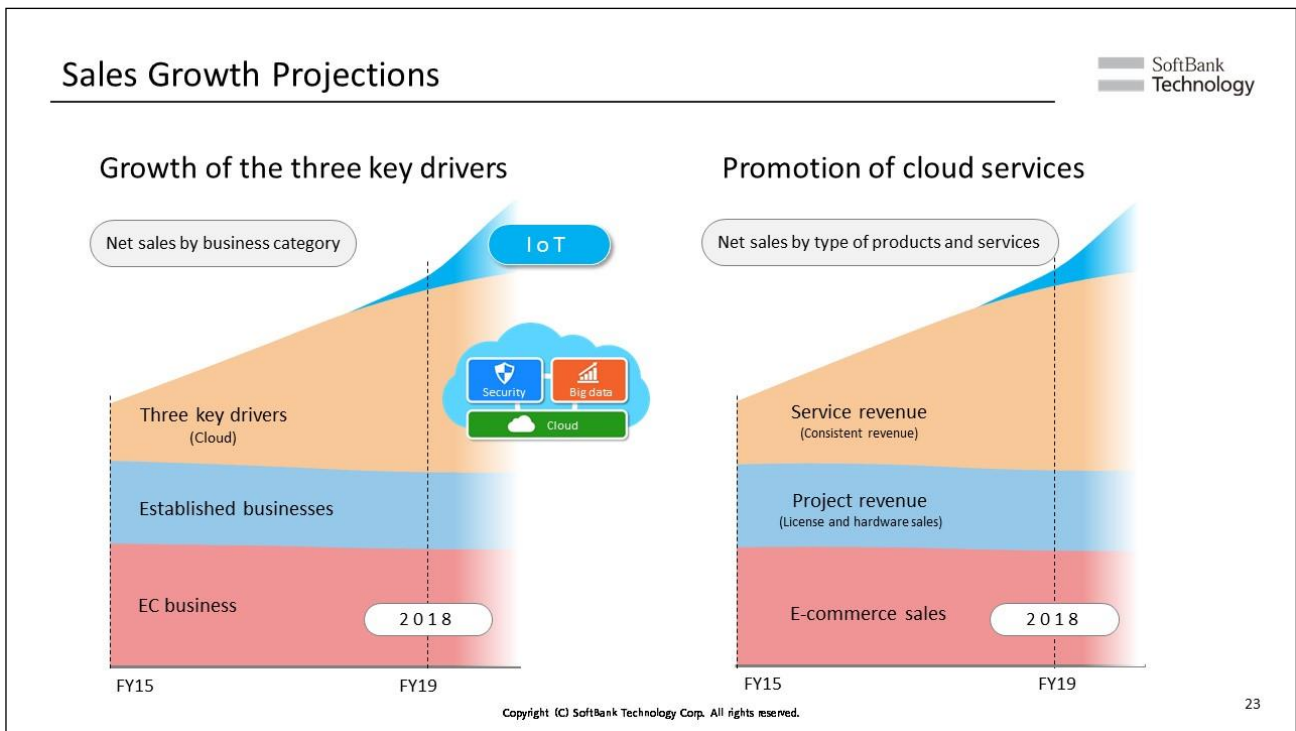
Speaker : SoftBank Technology Corp.  
President & CEO Shinichi Ata

■ Summary of Business Strategy and Progress



To achieve strong growth, SBT transforms businesses from the distribution of products to delivering of a service component as an added value by focusing on the three key drivers. Compared to the time these three drivers were first established, a total of these three key drivers has grown to approximately four times and account for one-quarter of all sales. Furthermore, consistent revenue, after excluding e-commerce service (Symantec Store), has increased approximately 70%. The number of users of original SBT services has grown to more than 400,000.

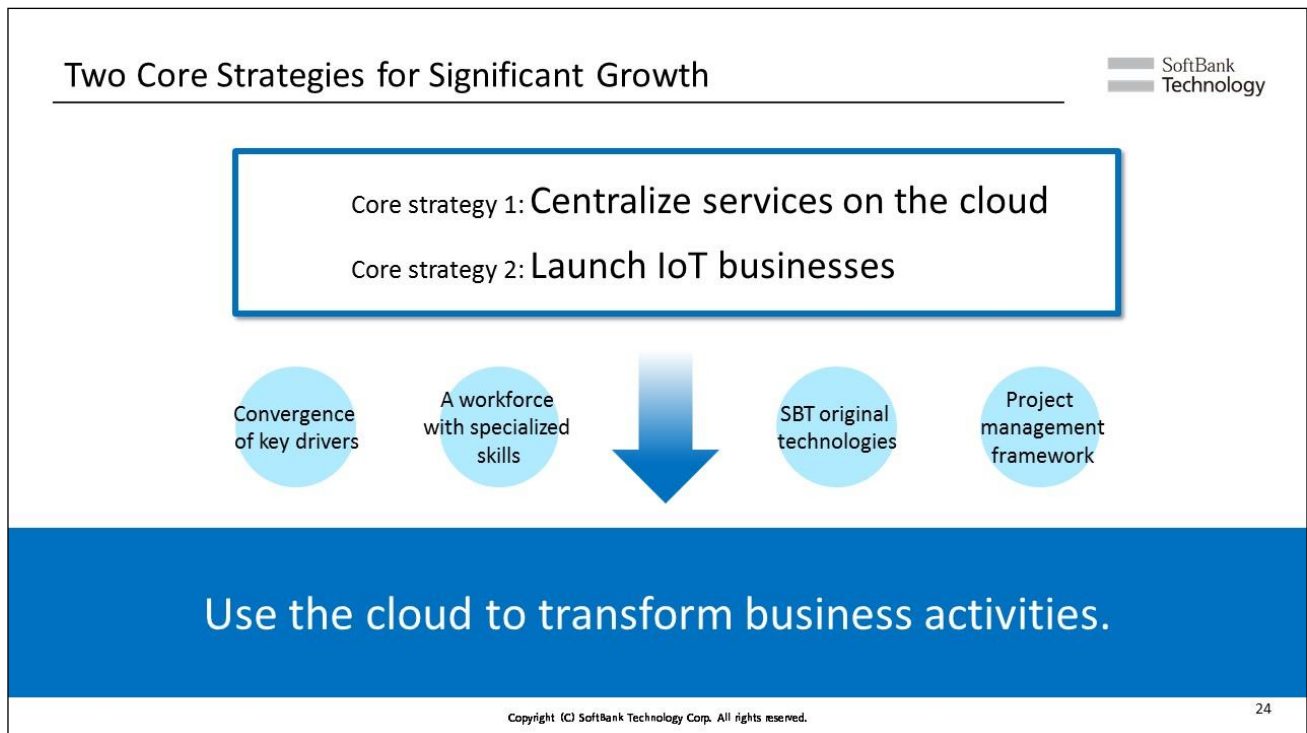
■ Summary of Sales Growth Projections



SBT is targeting a CAGR (Compound Average Growth Rate) of over 20% in the sales growth of the three key drivers

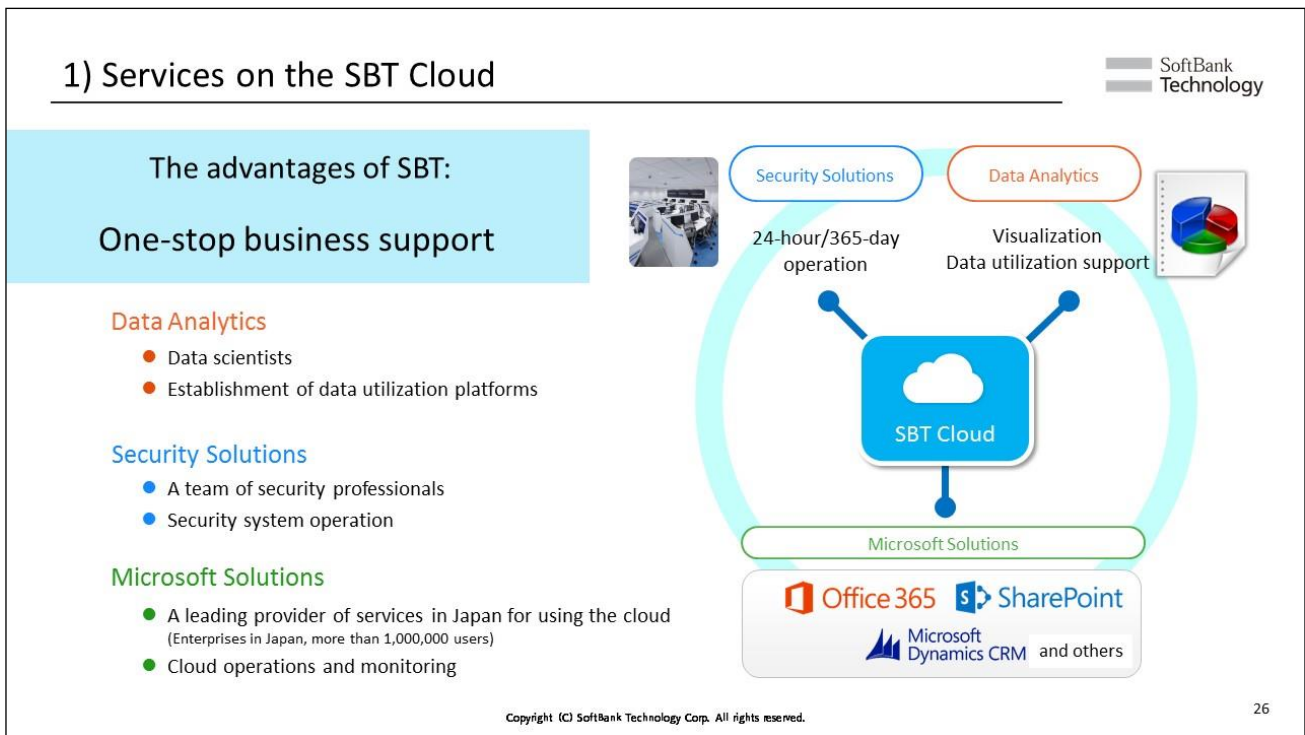
In addition, SBT is going to develop IoT businesses to contribute to sales and earnings from the fiscal year ending in March 2019.

## ■ About Core Strategies



SBT is focusing on two core strategies for growth: centralize services on the cloud and launch Internet of things businesses. The goal is to utilize the cloud to transform the business of customers.

## ■ Core Strategy 1: Centralize Services on the Cloud

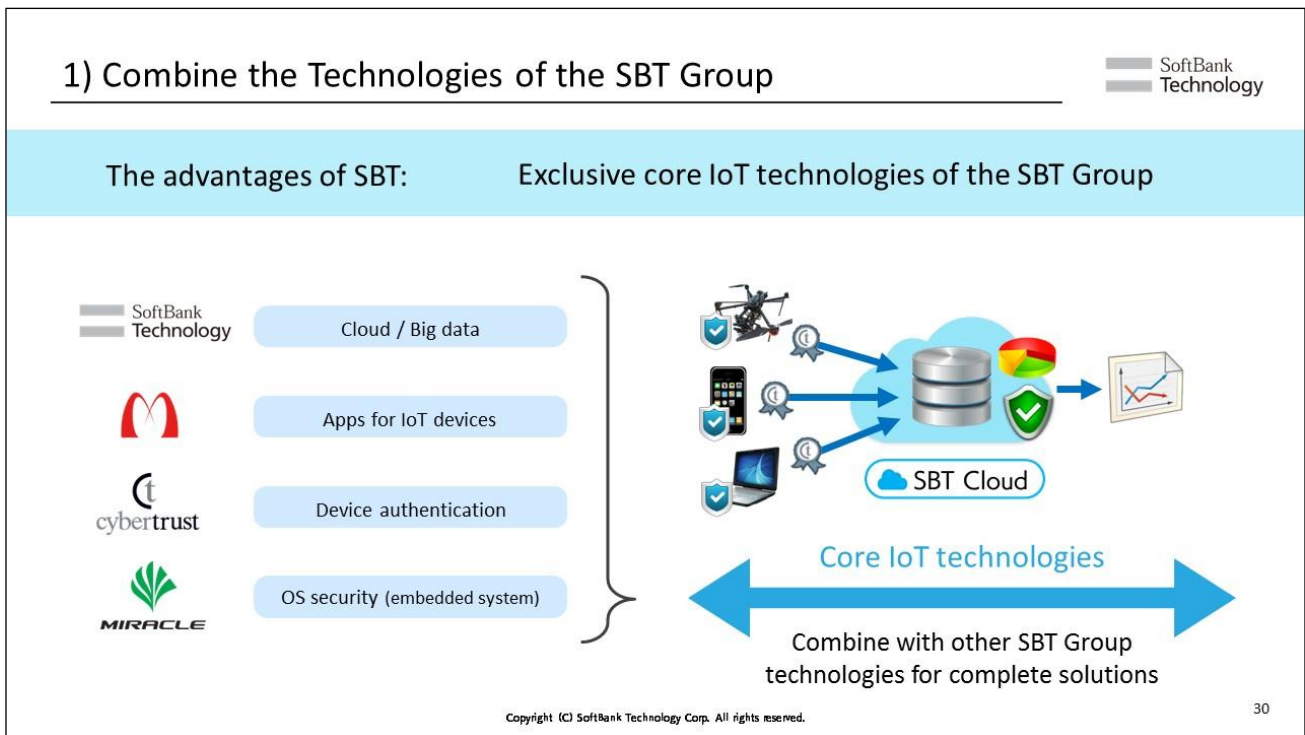


In all three key drivers, SBT has been upgrading technological skills and developing services in order to solve the customers' business issues. Furthermore, SBT has acquired considerable knowledge by providing services to customers.

For example, in the fiscal year ended in March 2015, to start the value added service in the security solutions business, SBT created its own security log correlation system that covers a broad range of security appliances, mail, file servers, and Security & Access Control Systems. In the following fiscal year ended in March 2016, SBT provided assistance to SoftBank for a security system that used security log correlation analysis. Having trained specialists and gained expertise involving security operations, SBT is now ready to offer these services in the current fiscal year ending in March 2017.

SBT plans to supply one-stop cloud solutions that combine the three key drivers to help customers achieve growth. SBT can provide cloud services, the operation and monitoring of cloud-based systems and the operation of security systems. Customers can also rely on SBT for big data services that utilize data scientists and artificial intelligence.

■ Core Strategy 2: Launch IoT businesses

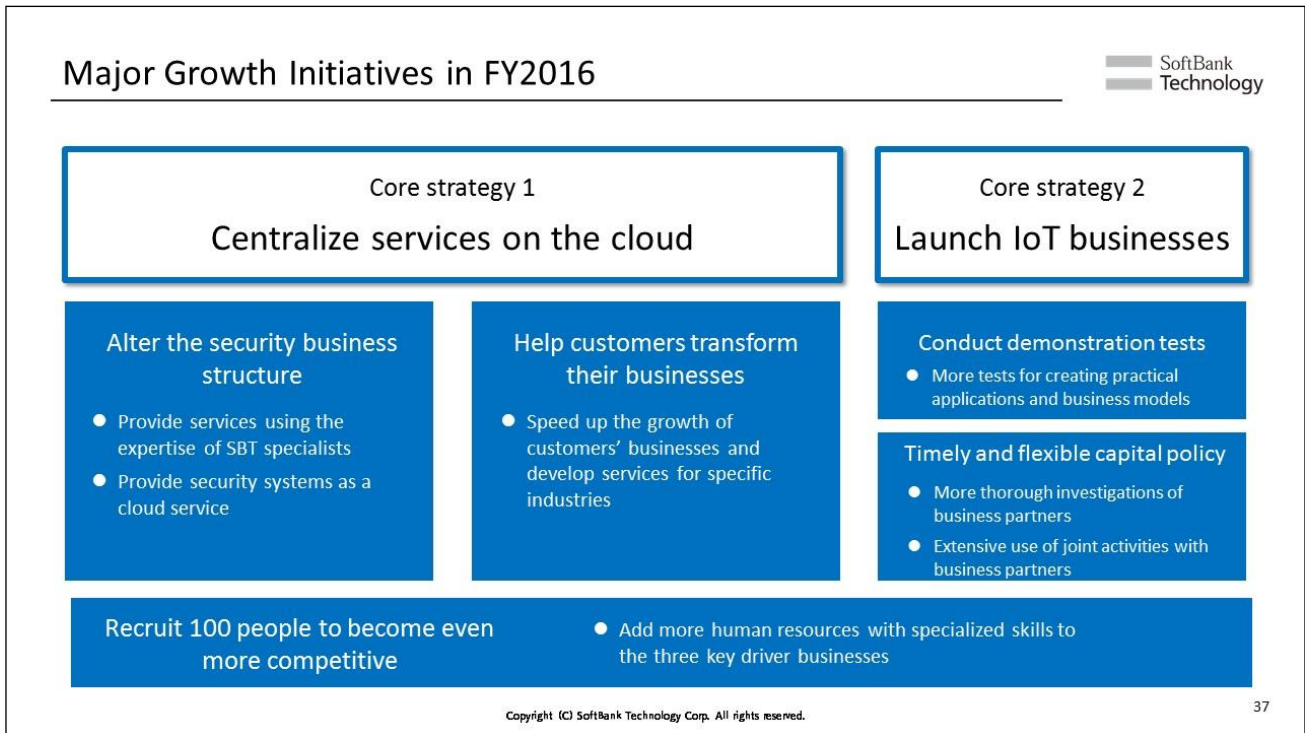


In the IoT field, the key to success will be collecting and utilizing the data from sensors in various devices as much as possible. SBT believes that Miracle Linux Corporation and Cybertrust Japan Co., Ltd. of the subsidiary have original technologies that are clearly superior to those of other companies.

For example, most embedded devices designed exclusively for automobiles and drones use the Linux operating system. In Japan, there are very few engineers who can develop key components of Linux. Miracle Linux has a number of innovative technologies, including the ability to coordinate only a necessary function the operating system. These technologies are necessary for security management, speedy start-up and stable operation. Furthermore, the IoT will require technologies to determine if the correct data have been collected from the correct sensors and if a device was used by the correct user. SBT believes that authentication technology with the electronic certificates of Cybertrust Japan can provide the functions required to confirm that a device’s user and the data collected are correct.

Subsidiary M-SOLUTIONS, Inc. develops applications for devices used exclusively in the IoT field, and SBT safely stores in the cloud and analyzes the data with artificial intelligence for making the output of value-added data. The SBT Group’s goal is to combine the group’s exclusive technologies and knowledge in order to expand the IoT business in various industries as a one-stop source of core technologies for the IoT.

## ■ Major Growth Initiatives in the Next Fiscal Year (FY2016)



In the fiscal year ending in March 2017, SBT has added managed security services for the operation of security systems to its lineup of services. The goal is more growth of the three key drivers by increasing sales of cloud solutions that combine data analytics, security solutions and Microsoft solutions.

By collaborating with companies in many industries, SBT plans to conduct a variety of demonstration tests involving the IoT in order to create practical applications and business models.