

Management Policies

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June 17, 2015

Excerpt from the 27th Annual Shareholders Meeting material

SoftBank Technology Group Management Policy



Achieve significant growth

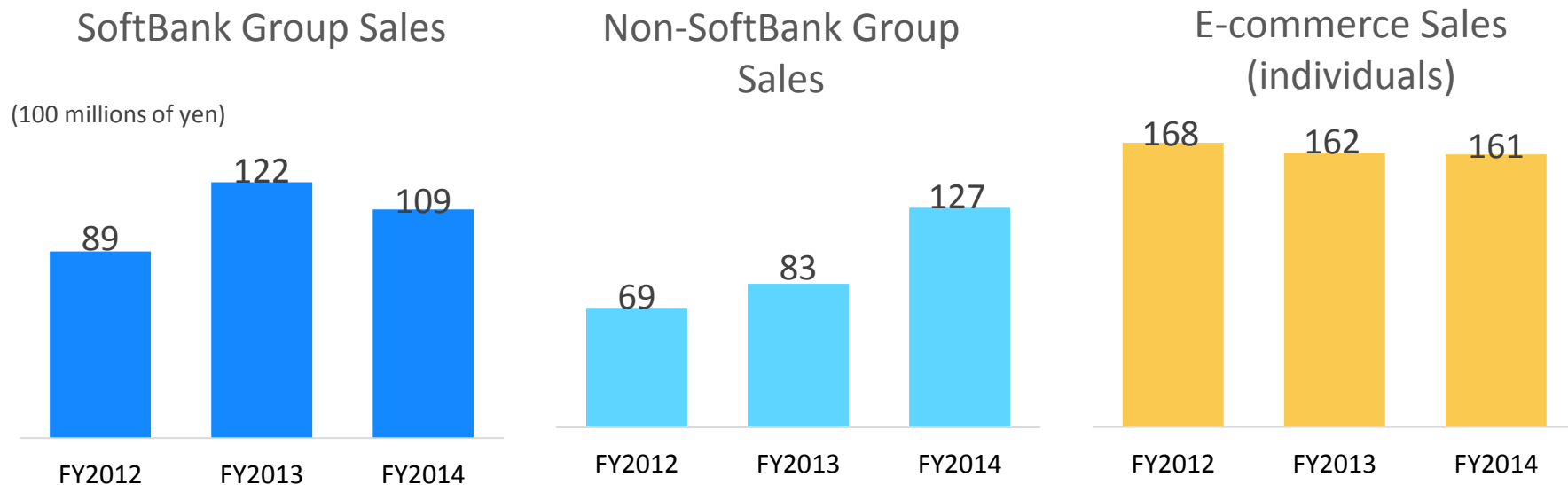
Important Management Challenge

- Collaboration with the SoftBank Group
- Focus business growth
- Start new business platforms
- Build a solid profit structure

Important Management Challenges

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Collaboration with the SoftBank Group



■ Hardware sales for SoftBank Group companies declined.

Year-on-year: (1.2) billion yen, (10.5)%

■ Sales from Joint proposals with SoftBank Group companies increased.

Year-on-year: +4.3 billion yen, +51.7%

Maximize Synergies

Shifting from a SoftBank Group supporter to partnership with the SoftBank Group for the provision of SoftBank Technology services

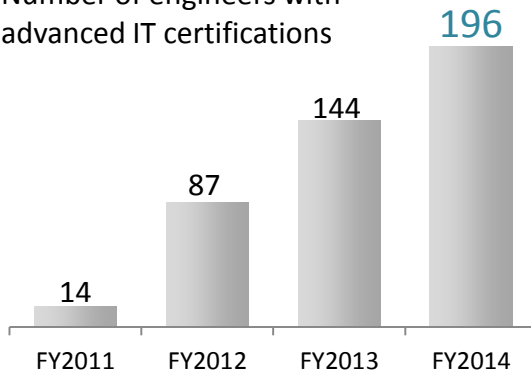
Cooperation for SoftBank New Businesses



Cooperation with SoftBank Group companies involving advanced technologies

ICT Certified Engineers

Number of engineers with advanced IT certifications



Acquire advanced technology experience and expertise by supporting commerce & service and telecommunications businesses

Expanding Sales Channels



Public-sector



Microsoft solutions

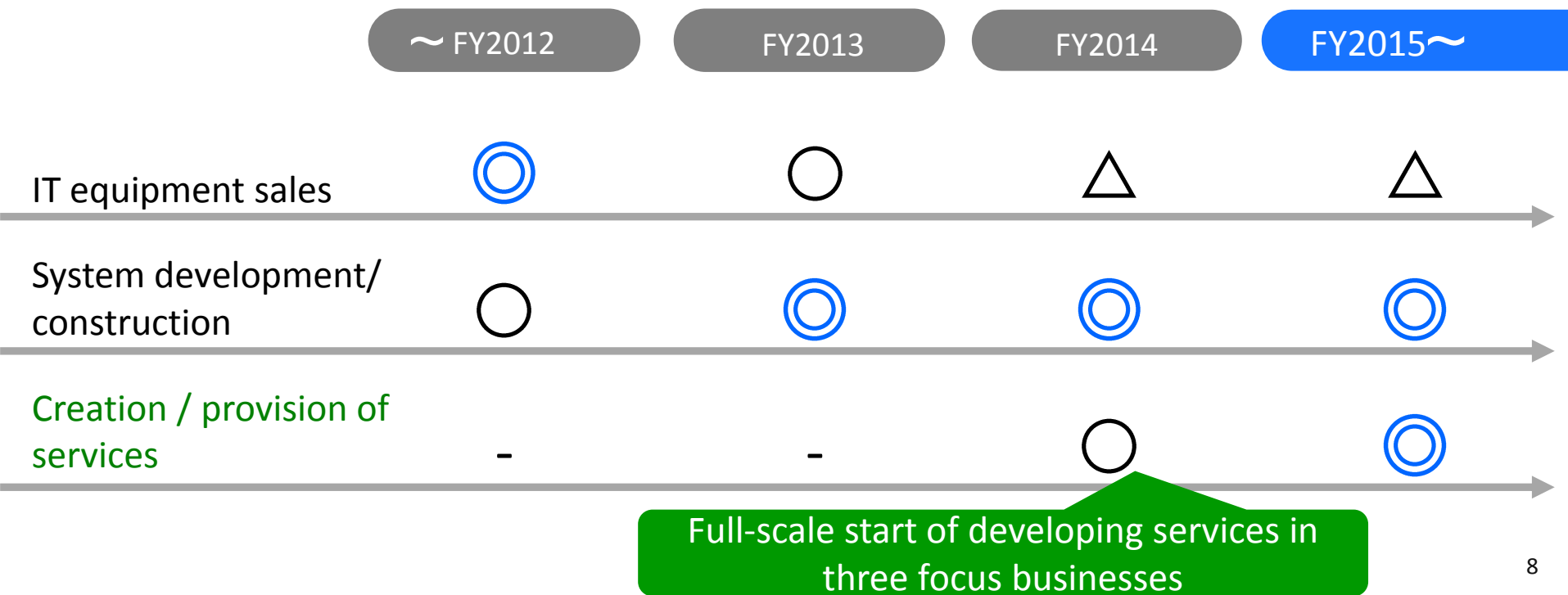
Jointly receive new orders centered on focus businesses

Important Management Challenges

- Collaboration with the SoftBank Group
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Shift in Business Operations

From hardware sales to service sales



Security Solutions



Security solutions

Accomplishments

Advanced solution for Advanced Persistent Threat & Data Breach

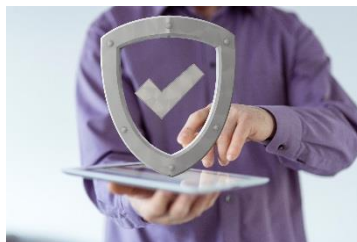
Initiatives

Expand from individual services to comprehensive solutions

Distribution based on judgments



Targeted mail protection service



Vulnerability diagnoses report



The industry's first Active
Directory vulnerability diagnosis

Data Analytics



Data analytics

Accomplishments

Developed an analytic service for security and marketing

Initiatives

Increased sales and market awareness of SoftBank Technology services



4DP LogSearch

Visualization service for internal logs



AdMetrics

Advertising optimization service

みやすい解析

Miyasui Analytics

A web analysis solution for the public sector

Microsoft Solutions



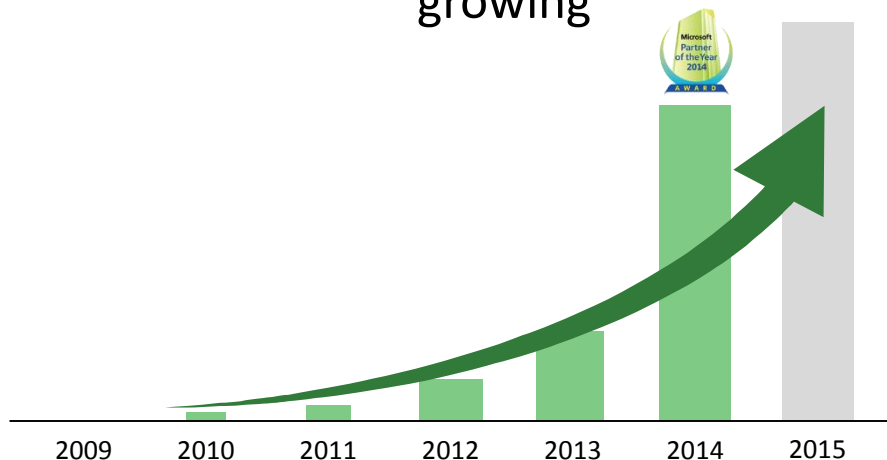
Microsoft solutions

Accomplishments

Number one in the deployment of Office 365 for enterprise

Initiatives

Use industry leading track record and knowledge to continue growing



Note 1: Cloud installations are the number of installations for Office 365, Online Service Gate (OSG), ADFS on Cloud (AoC) and Sitcore on Cloud.

Note 2: The number of SBT users is the sum of OSG and AoC users.

Cloud installations as of the end of March 2015 (Note 1)

409 users 660,000 licenses

Office 365

SBT original services (Note 2)

350,000 licenses

290,000 licenses



Creation of Business Synergy

Separate provision of original services



Combine services for a competitive advantage



Important Management Challenges

- Collaboration with the SoftBank Group
- Focus business growth
- Start new business platforms
- Build a solid profit structure

Start New Business Platforms (Public-sector Business)

Accomplishments

- Collaboration with Yahoo
- Concentrated on website projects
- About 40 projects yearly

Initiatives

- Capture SBT-led projects
- Expand business platform from website projects
- Cross selling of the three focus businesses solutions



Public-sector



Start New Business Platforms (IoT)

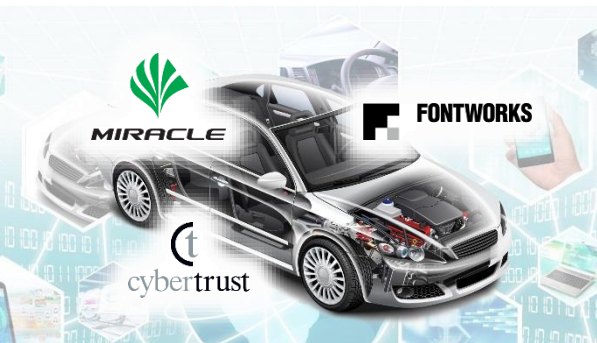


Accomplishments

- Developed a next-generation automobile service
- Demonstration tests for a reception robot
- Established the Secure Drone Consortium

Initiatives

- Developed the Platform Service for safe data exchanges and the creation of added value



A drone for precision agriculture

Start New Business Platforms (IoT)

Collect information in the cloud as big data



A drone for precision agriculture



Important Management Challenges

- Collaboration with the SoftBank Group
- Focus business growth
- Start new business platforms
- **Build a solid profit structure**

Build a solid profit structure

Prevent large
unprofitable projects

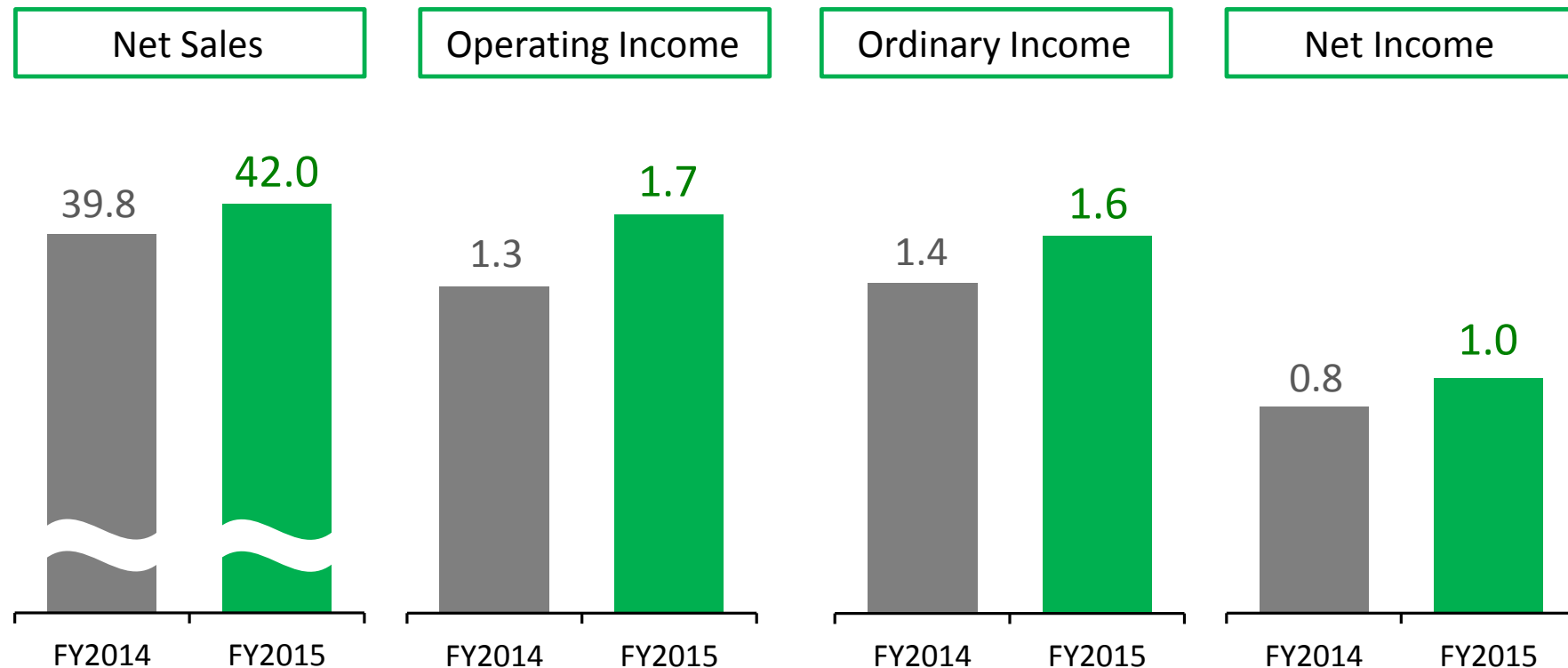


Build a consolidated
management framework



Forecast

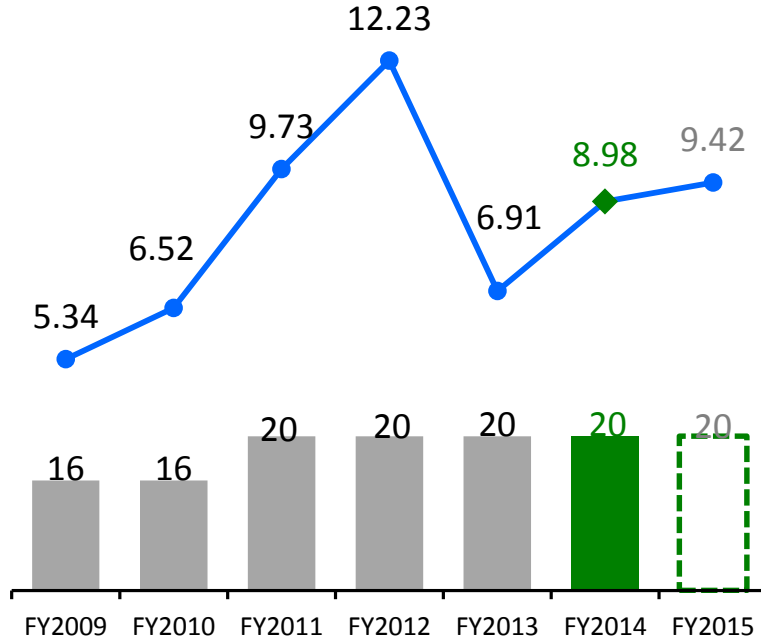
(Billion yen)



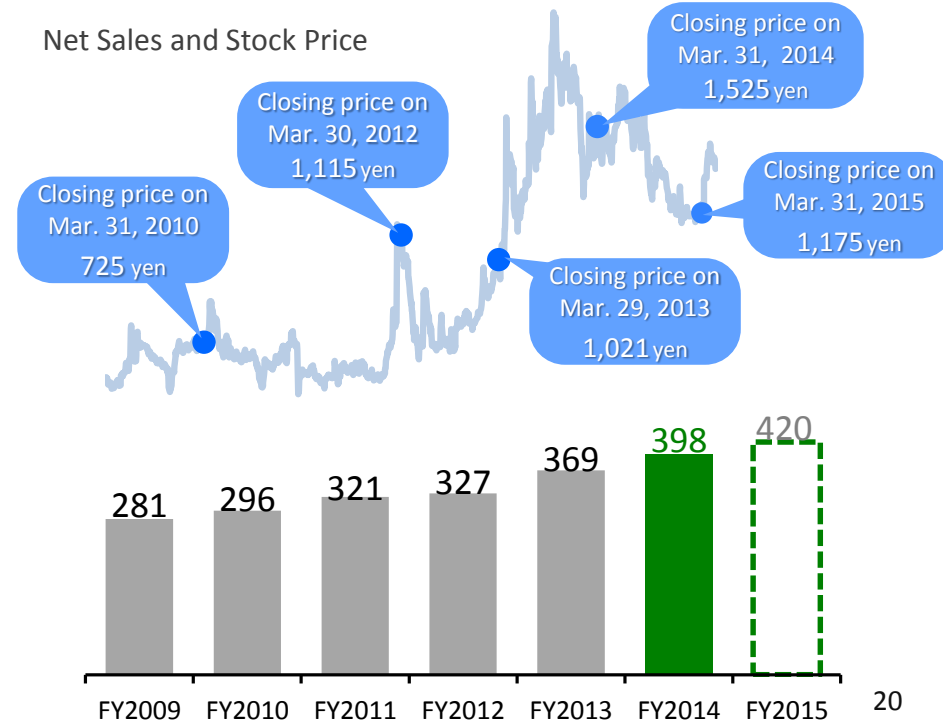
Dividend Policy

Pay a stable dividend and reward shareholders with higher corporate value backed by the growth of businesses.

ROE and Dividend



Net Sales and Stock Price





**We are determined to achieve significant growth
for the benefit of our shareholders**



Information Revolution –Happiness for everyone
～ Harnessing the power of Technology
to build a Brighter future ～

SoftBank Technology Group



SoftBank Technology



M-SOLUTIONS



Fontworks



Kan



Cybertrust Japan



Miracle Linux



Mode2