



FY2012 Financial Results

April 25, 2013
SoftBank Technology Corp.

Results of the fiscal year

High lights

- It was less than achievements, however the reform of the earnings structure progresses steadily
- Under promoting of the growth strategy
The capital investment marked the highest record
- Promotion of service of the business
From one time business to recurring business

※ The capital investment records based on the cash flow

Results summary comparison with earnings forecast (million yen)

	Earnings forecast	FY2012	Amount of change	Ratio of change
Total sales	33,000	32,703	△ 296	△ 0.9%
Operating income	1,650	1,463	△ 186	△ 11.3%
Ordinary income	1,800	1,658	△ 142	△ 7.9%
Net Income	1,000	1,040	40	+ 4.0%

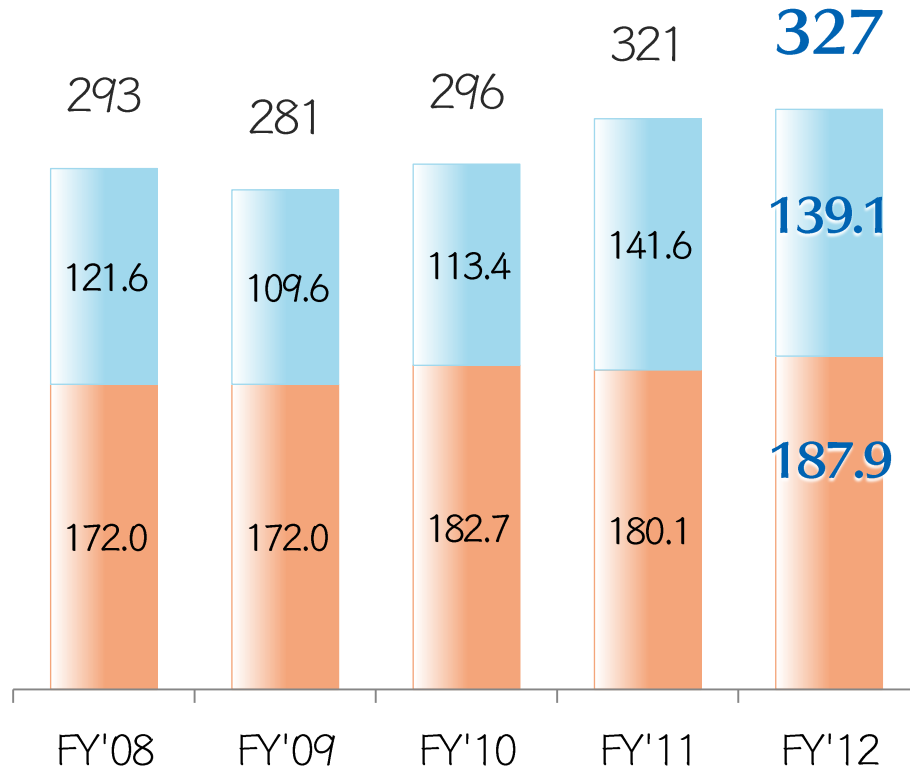
Results summary comparison with the previous year

(million yen)

	FY2011	FY2012	Amount of change	Ratio of change
Total sales	32,185	32,703	517	+ 1.6%
Operating income	1,593	1,463	△ 129	△ 8.1%
Ordinary income	1,615	1,658	42	+ 2.6%
Net Income	753	1,040	286	+ 38.1%

Transition of sales by segment

(hundred million yen)



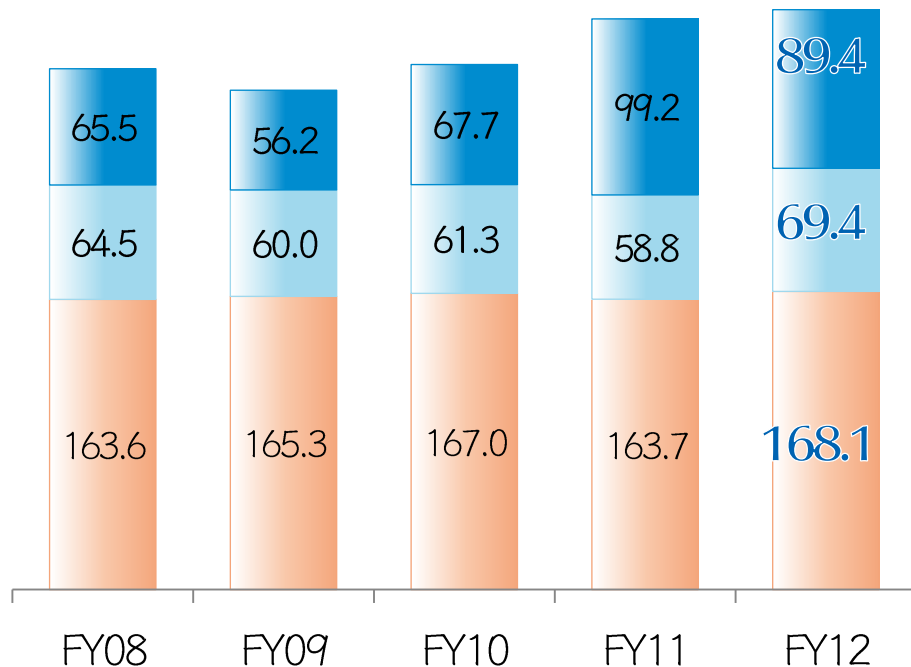
Increases eBusiness service

+ 4.3% comparison with the previous year

Cloud Solution
eBusiness Service

Sales amount of internal/external groups

(hundred million yen)



SoftBank group sales decrease
Sales amount for
Non-SoftBank group is good

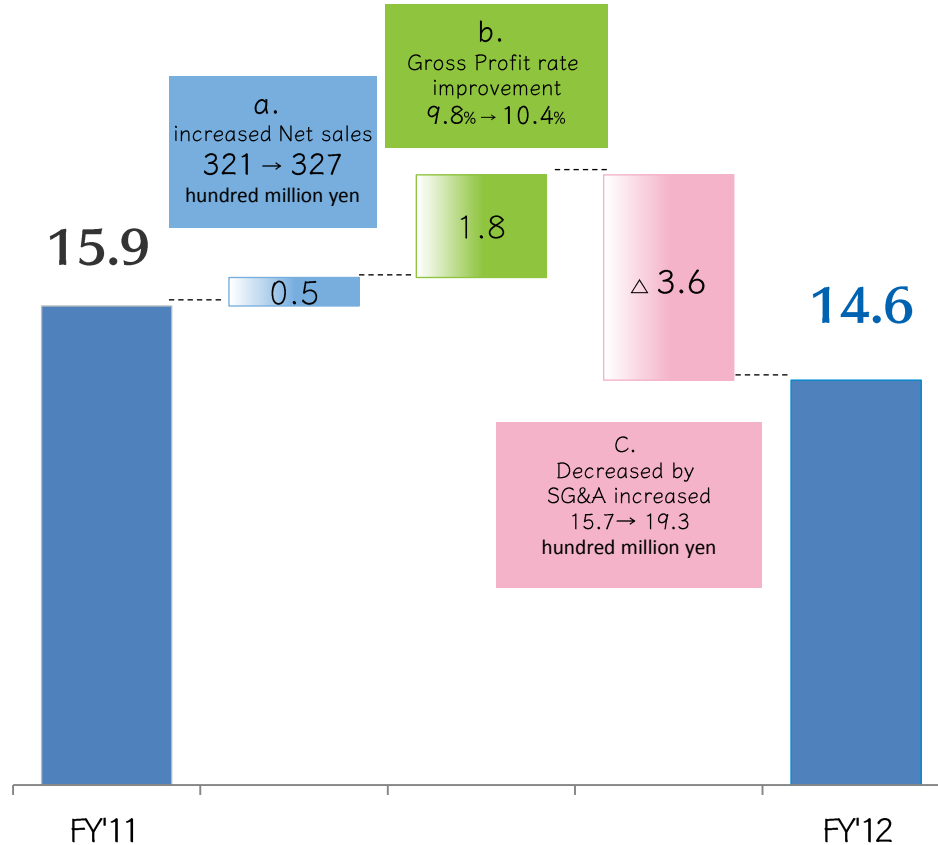
SoftBank group $\triangle 9.9\%$

Non-SoftBank groups $+18.0\%$

- SB group
- Non-SB groups
- EC sales

Operating income comparison of the previous year

(hundred million yen)



The gross profit increased

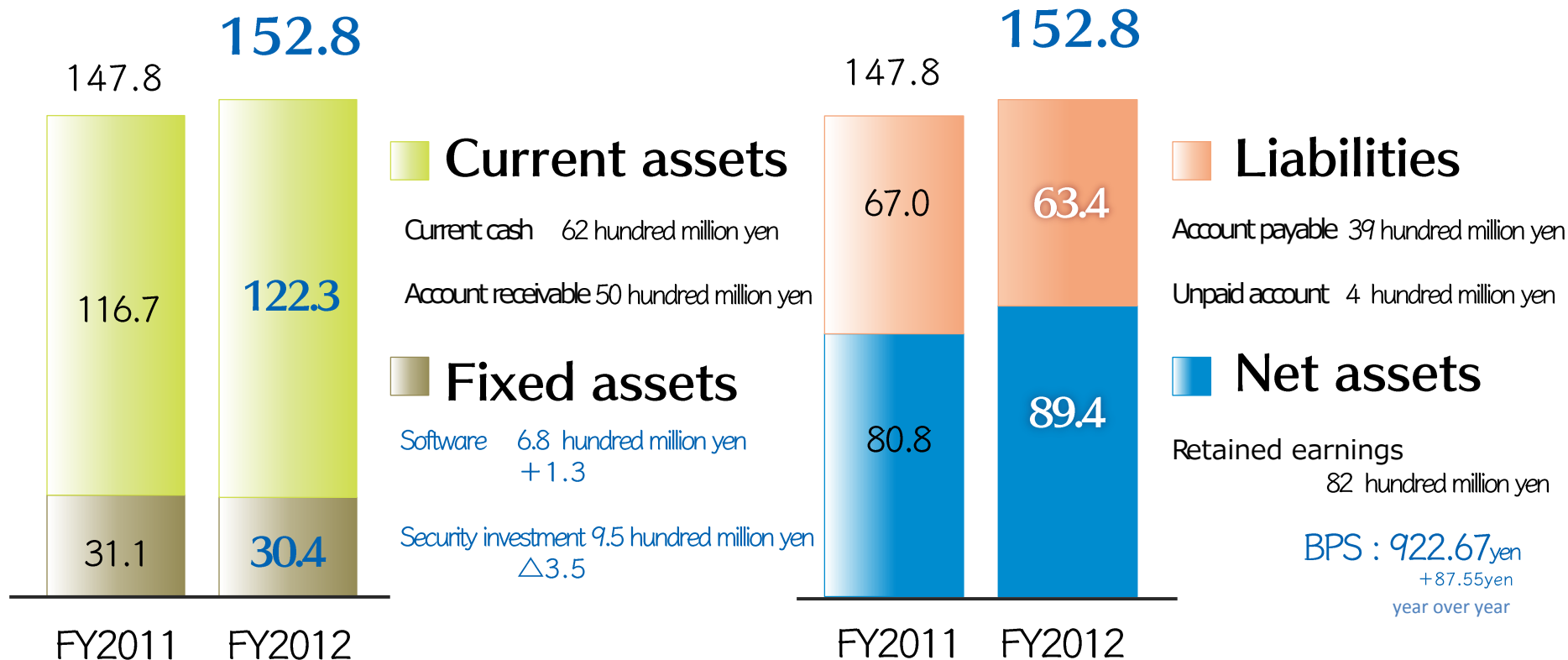
+2.3 hundred million yen (+7.3%) UP
year over year

Investment for medium to long term
growth selling, general and
Administrative expenses increased

+ 3.6 hundred million yen (+23.0%) UP
year over year

Balance Sheet

(hundred million yen)



Cash flow

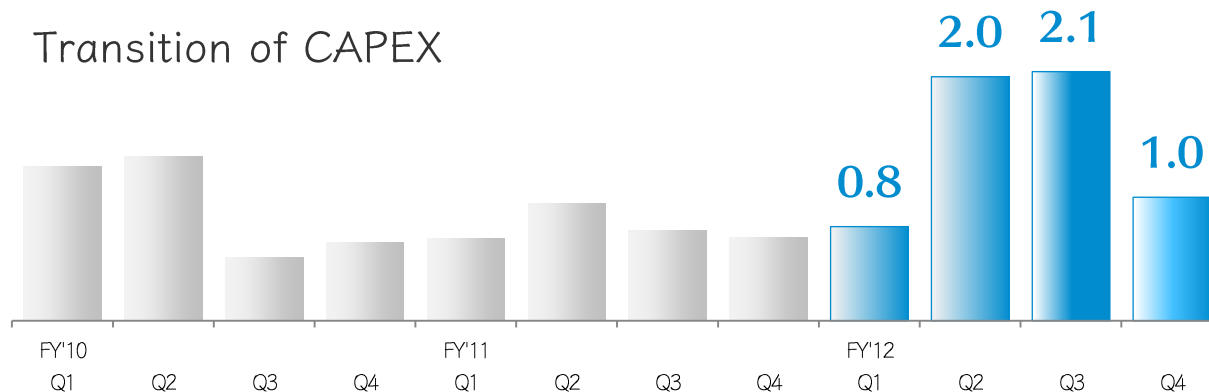
(hundred million yen)

	FY2011	FY2012	Amount of change
Cash flow from operation	8.0	14.6	+ 6.6
Cash flow from investment	△1.2	2.0	+ 3.2
Cash flow from financing	△1.8	△2.2	△ 0.4
Balance at end of year of Cash and Savings	47.6	62.0	+ 14.4

Transition of CAPEX, Depreciation

(hundred million yen)

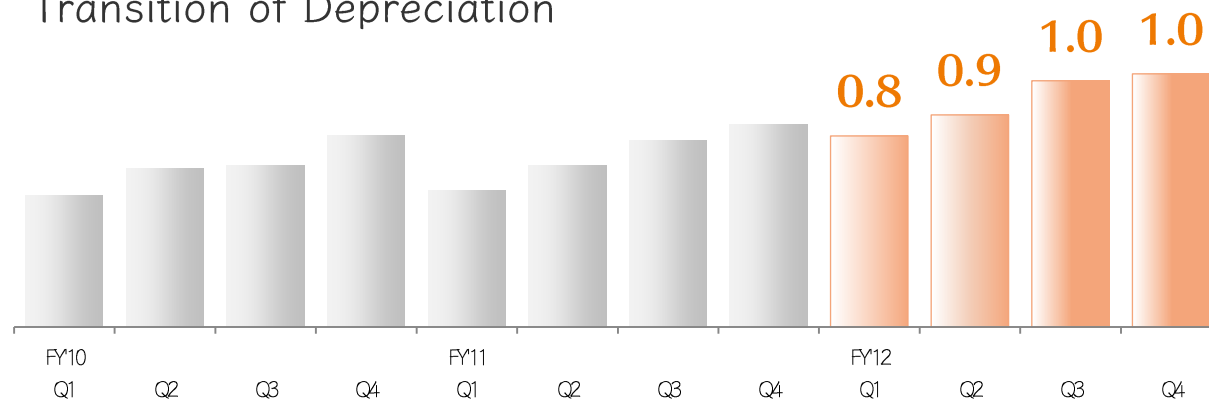
Transition of CAPEX



Cash flow base

Expand CAPEX
for growth

Transition of Depreciation



Business Overview

What We Do



eBS

eBusiness Services



R & BD

Research & Business Development

SoftBank
Technology



CS

Cloud Solutions

eBusiness service



EC BPO



Business process outsourcing
e-commerce operations

Web Marketing



Website access analysis and other consulting services

Other



EC platform
Web fonts service

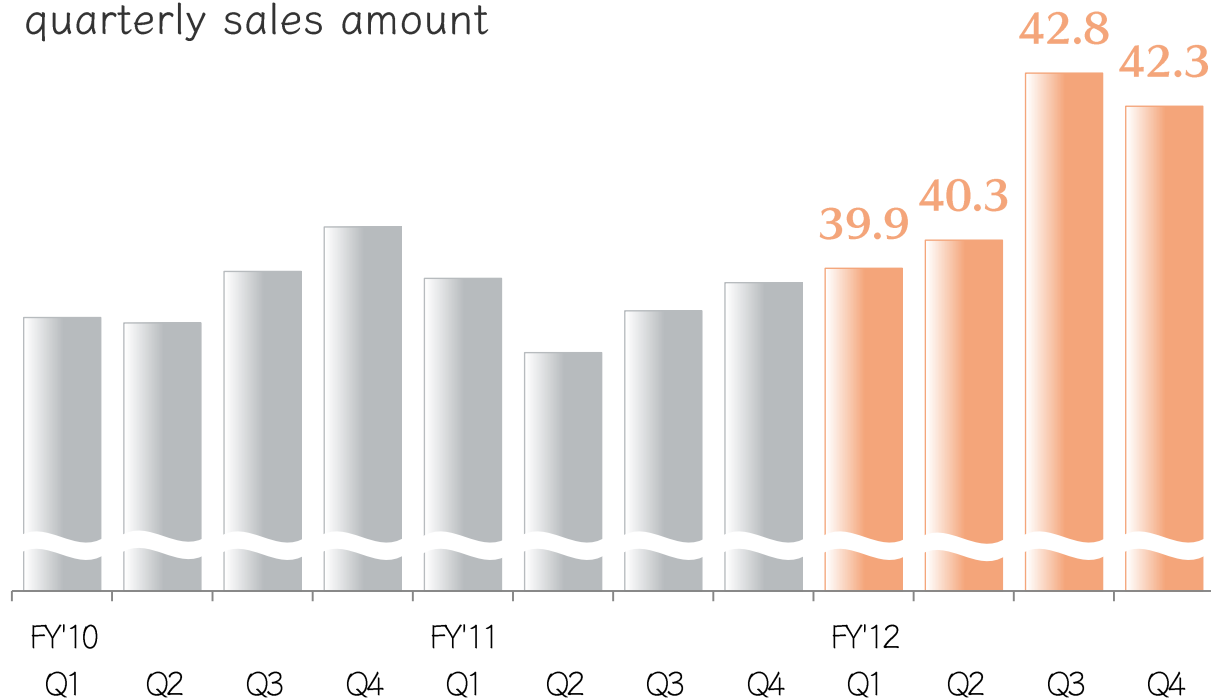
Topics 1. EC BPO

(hundred million yen)

Symantec Store
Transition of
quarterly sales amount

Symantec Store business increase

Promotion of domestic business
and Continuous development
to Asia

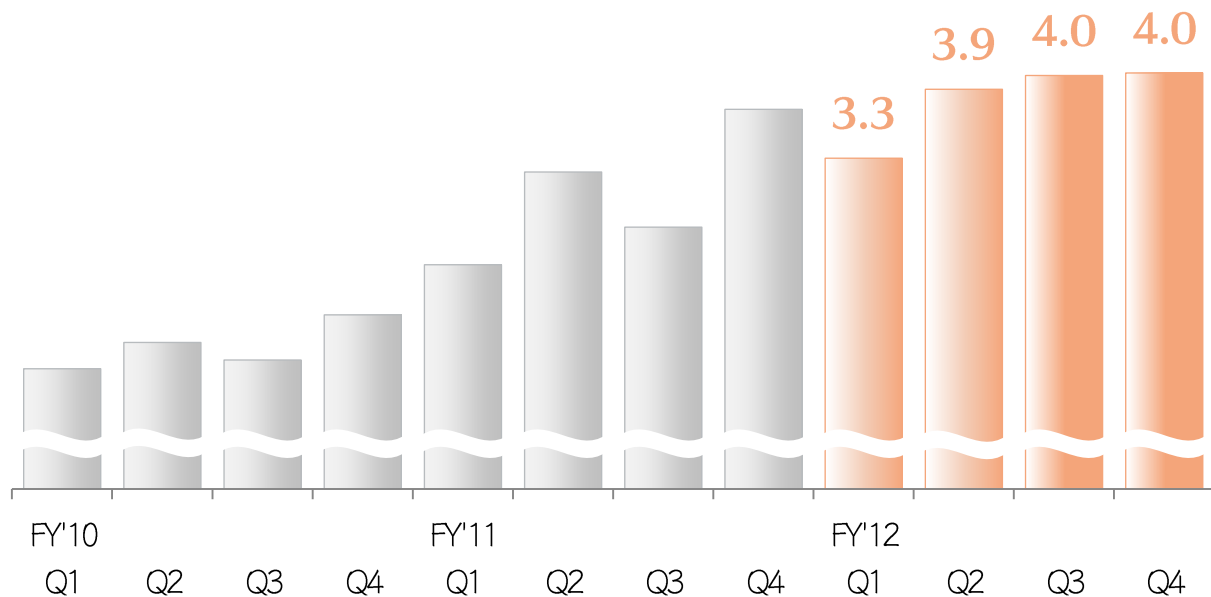


Topics2. Web Marketing

(hundred million yen)

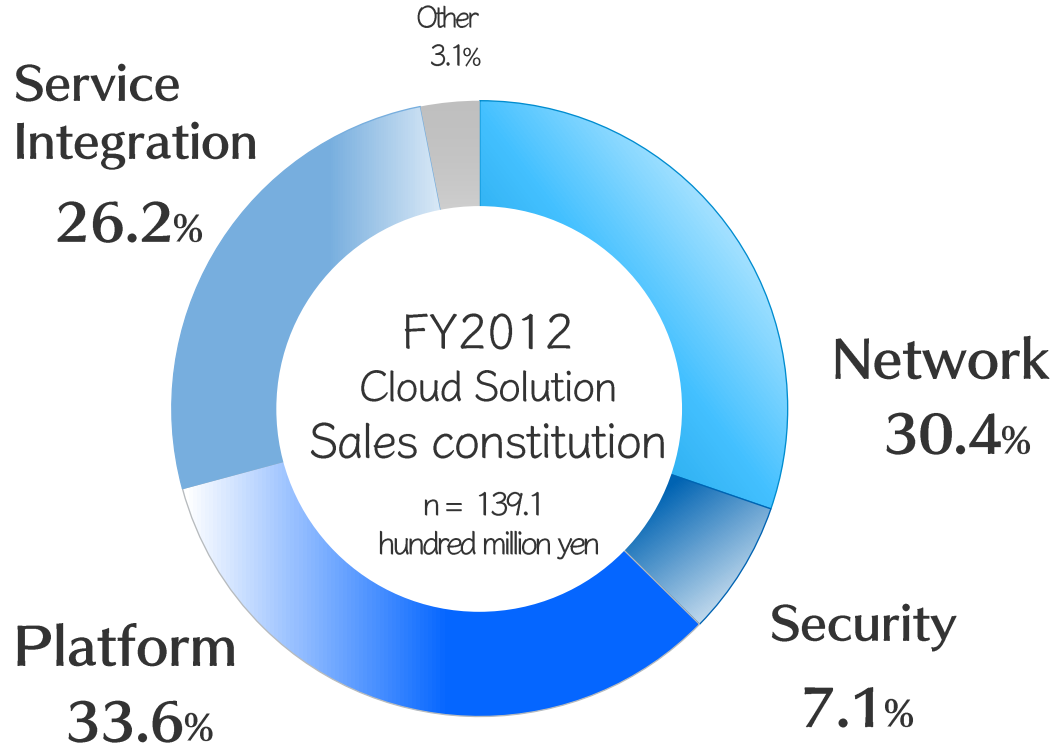
Transition of
quarterly sales amount

Web Access analysis service
become the stable income base



New businesses such as QlikView
and Web font were launched in parallel

Cloud Solution business



Network Security & Maintenance and operation



Design, construction and maintenance for network security

Platform Integration



Server, Storage, NW, Equipment sales, Design, construction and maintenance

Service Integration

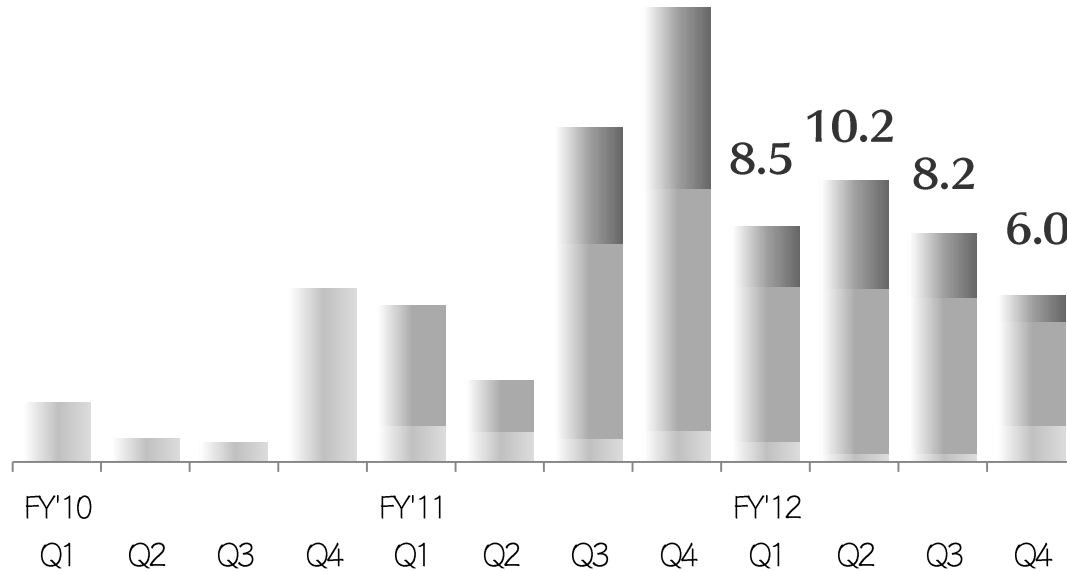


Cloud service Related solutions

Topics3. Platform Integration

(hundred million yen)

Transition of sales of major equipment platform



Peaks out of sales demand of major equipment Platform

△ 4.1 hundred million yen compared to the previous year

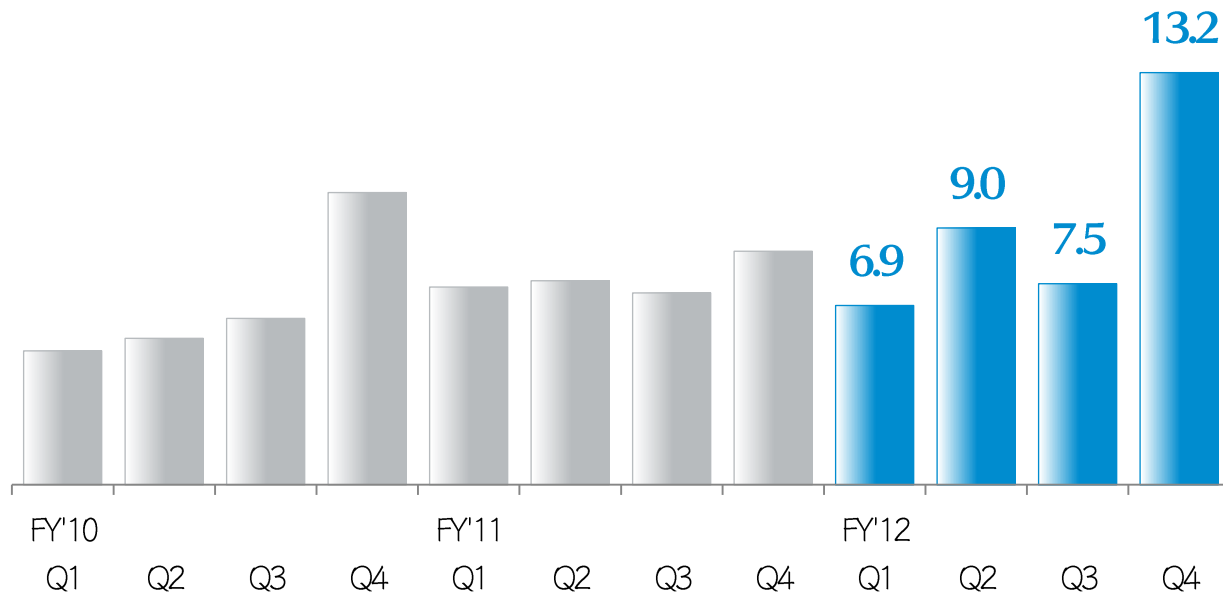
Topics4. Service Integration

(hundred million yen)

Transition of sales of services

The product sales demand settles,
the service sales changes steadily

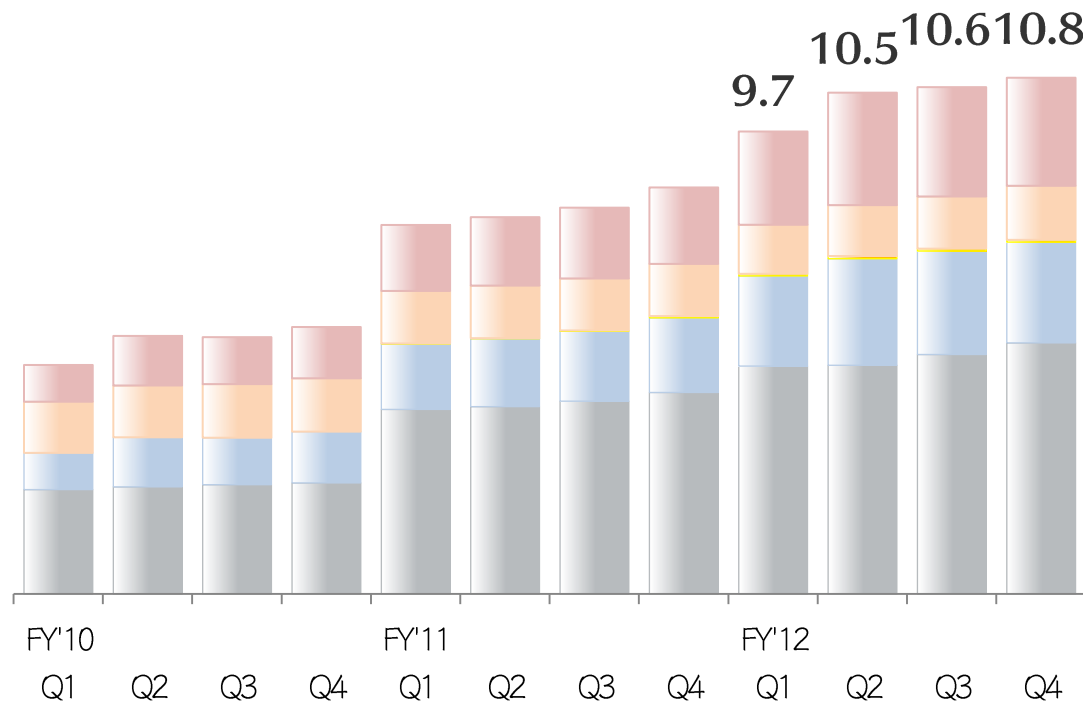
+ 6.0 million yen compared to
the previous year



Topics5. Development of Recurring business

(hundred million yen)

Transition of the recurring business sales



Sales amount increases steadily

+ 9.4 hundred million yen
Year over year

Topics6. As a new business foundation of SBT

Big-Data Solution (Shared-Service)

Big-Data Solution

in the extension
Line of the SBT service lineup



eBS busienss
E-commerce



eBS business
Data Science



QlikView



CS business
Data management

ORACLE



CS business
Security

McAfee



CS business
Platform

SUPERMICR



* SIGNAL Consulting:

Original Web data analysis
Consulting service

Awards and Acquisition of advanced technology qualification

01

Sep 10, 2012 Microsoft Japan



Microsoft
Partner of the year 2012
Cloud partner award

Access control to work with Microsoft Office 365, single sign-on solution "Online Service Gate" was highly evaluated.

02

Feb 14, 2013 SiteCore



Site Core
Sitecore MVP 2013

While elected 42 people as Sitecore MVP from the site core engineers all over the world, our employee was awarded for the first time as a Japanese woman.

03

Apr 10, 2013 MCPC



Mobile Computing Promotion
Consortium
MCPC award 2013
Neo • Trend award

Smartphone applications for corporate that are available in the monthly 100 yen "Mobile Perfect SP" won the MACP 2013 neo-trend award

Awards and Acquisition of advanced technology qualification

04

April 24, 2013 Adobe Systems



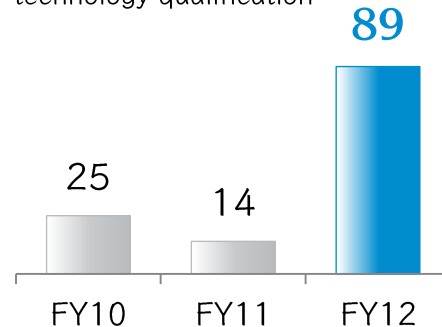
Adobe Systems

Adobe Digital marketing
Best partner award 2012

05

As of the end of FY2012 Acquisition of advanced technology qualification

Transition of the new
acquisition of advanced
technology qualification



Project Management Professional
Microsoft Certified IT Professional
VMware Certified Professional
Oracle Master Platinum
Linux Professional Institute Certification Lv3
Adobe Certified Expert (Implementation, Site Catalyst, Test & Target)
Sitecore web site .NET Developer
Senior mobile consultant
Certified Information System Security Professional

Many, others

Recent Press release

※ Release described in blue letters
was published in the newspaper.

4/24	Adobe Digital marketing award 2012 received
4/17	Launched providing 「SharePoint on Cloud」
4/16	Cooperation with Cyber Trust for 「Online Service Gate」 + 「Device ID」
4/11	Yoshimoto Creative Agency adopted 「FONTPLUS」
4/10	MCPC 2013 Neo trend Award received
4/4	Kyusai adopted 「EC Stage」
3/28	Take and Give. Needs adopted 「Online Service Gate」
3/26	Cooperation with Yahoo!, IDC frontier, SoftBank Telecom, WILLCOM Launched providing BCP Solution for local governments
3/21	Cooperation with Ming Sung. for providing Korea's first Web font service 「nfont」
3/13	Launched providing 「EC Stage for net super」
3/7	Cathay Pacific adopted 「Mobile Perfect SP」
3/5	Launched providing 「Mobile Perfect SP PayPal Here partnership service」
2/28	Dentsu-raizorfish adopted 「FONTPLUS」
2/27	Launched providing Energy Management Solution 「Mirror Life」

2/21	Launched providing 「QV Source」
2/7	Nidec Corporation adopted 「Sitecore」
2/6	Sega adopted 「Aruba Networks Wireless LAN system」
2/5	ASKUL adopted 「Adobe Digital Marketing Suite and SIGNAL Consulting」
1/28	Cooperation with IDC frontier for providing 「EC Stage Cloud pack」
1/24	TV Tokyo 「World Business Satellite」 aired our interview contents
1/17	JINS PC adopted 「FONT PLUS」
1/16	Cooperation with Cloudera USA for providing Cloudera + SuperMicro
1/16	SoftBank Mobile adopted 「SuperMicro Inc Server」
12/20	Launched providing 「Altibese + Super Micro」
12/17	Launched providing 「Microsoft SQL Server + Super Micro」
12/13	Launched providing 「Mobile Perfect SP Earthquake prediction delivery service」
12/11	BEAMS adopted 「FONT PLUS」
12/10	PLUS- JOINTEX Company adopted 「Mobile Perfect SP」
12/3	Launched providing 「Direct Pod」

Earnings forecast

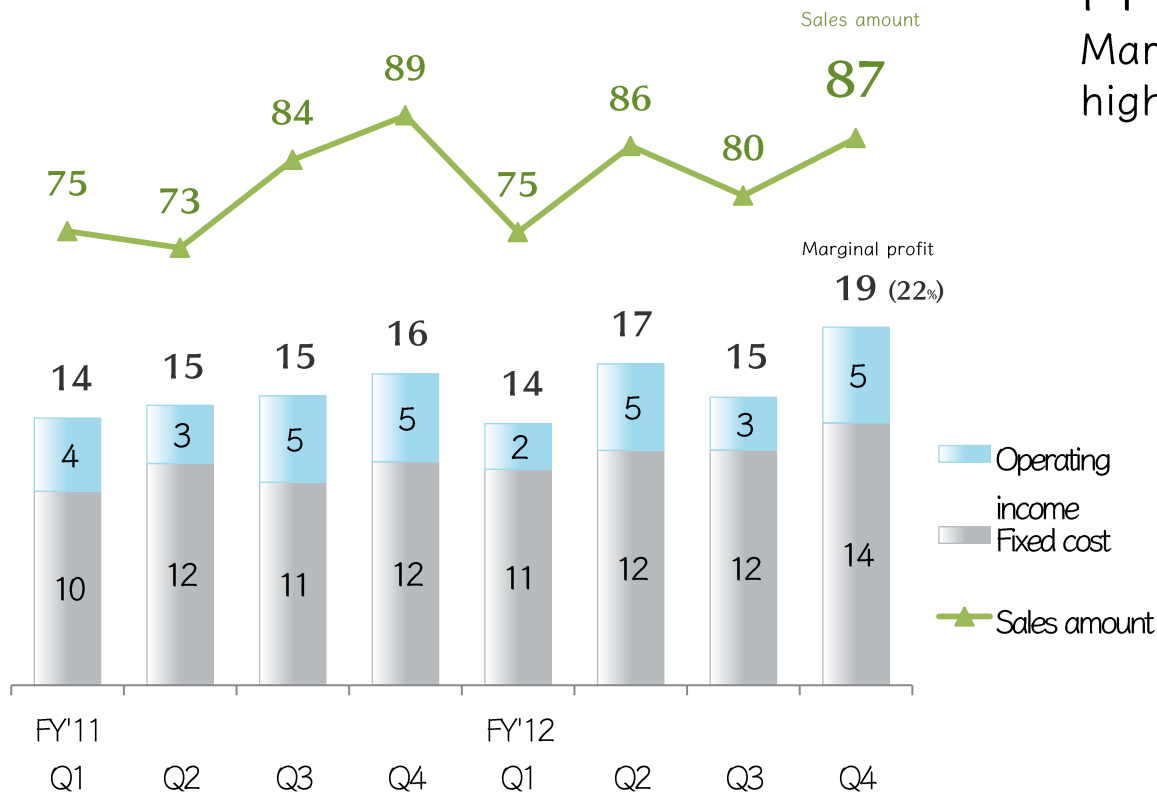
Forecast of this term

(million yen)

	FY2012	FY2013	Amount of change	Ratio of change
Total sales	32,703	34,000	+ 1,297	+ 4.0%
Operating income	1,463	1,700	+ 237	+ 16.1%
Ordinary income	1,658	1,700	+ 42	+ 2.5%
Net Income	1,040	1,000	△ 40	△ 3.9%

Quarterly transition of profit structure

(hundred million yen)



FY12 Q4

Marginal profit ratio marked the highest records

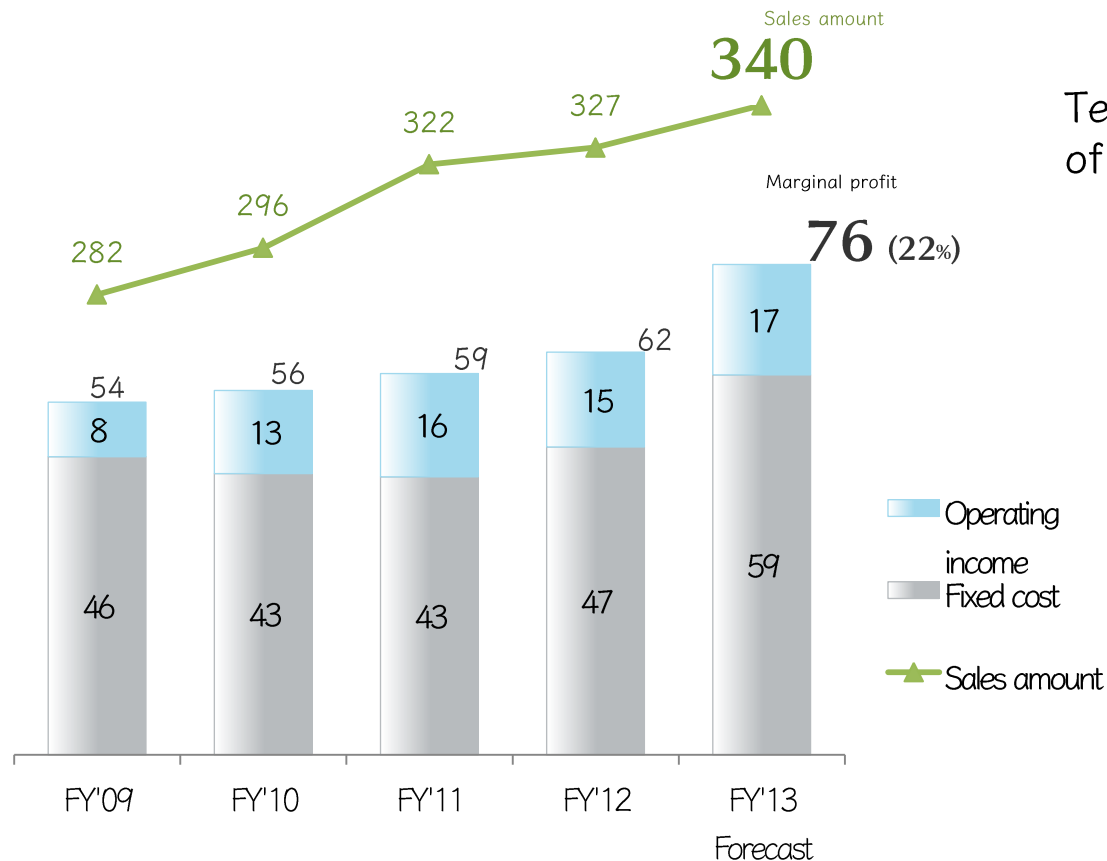
Sales amount 87 hundred million yen

Marginal profit 19 hundred million yen

Marginal profit ratio 22%

Profit structure of the forecast in this term

(hundred million yen)



Term results expected the same level of marginal profit ratio in FY12 Q4

Sales amount **340** hundred million yen

Marginal profit **76** hundred million yen

Marginal profit ratio **22%**

Disclaimer

This material was prepared based on information available and views held at the time it was made. Statements in this material that are not historical facts, including, without limitation, plans, forecasts and strategies are “Forward-Looking statement”.

Forward-Looking statement are by their nature subject to various risks and uncertainties, including, without limitation, a decline in general economic conditions, general market conditions, technological developments, changes in customer demand for products and services, increased competition, risks associated with international operations, and other important factors, each of which may cause actual results and future developments to differ materially from those expressed or implied in any forward-looking statement.

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