



Q2, FY2013 Earnings Results

Oct 28, 2013
SoftBank Technology Corp.

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High lights

- **From hardware sale to service provision**

Structural reform progresses, marginal profit ratio improved

- **Promotion of growth strategy**

Continuous investment for positive recruitment

- **Business growth by M & A**

Synergy creation with KAN, Fontworks

Achievements Overview

Results Summary - Comparison with earnings forecast -

(million yen)

	Earnings forecast	2013 1H	Amount of change	Ratio of change
Total sales	16,000	16,286	286	1.8%
Operating income	650	570	△ 79	△ 12.2%
Ordinary income	650	584	△ 65	△ 10.1%
Net income	400	324	△ 75	△ 18.8%

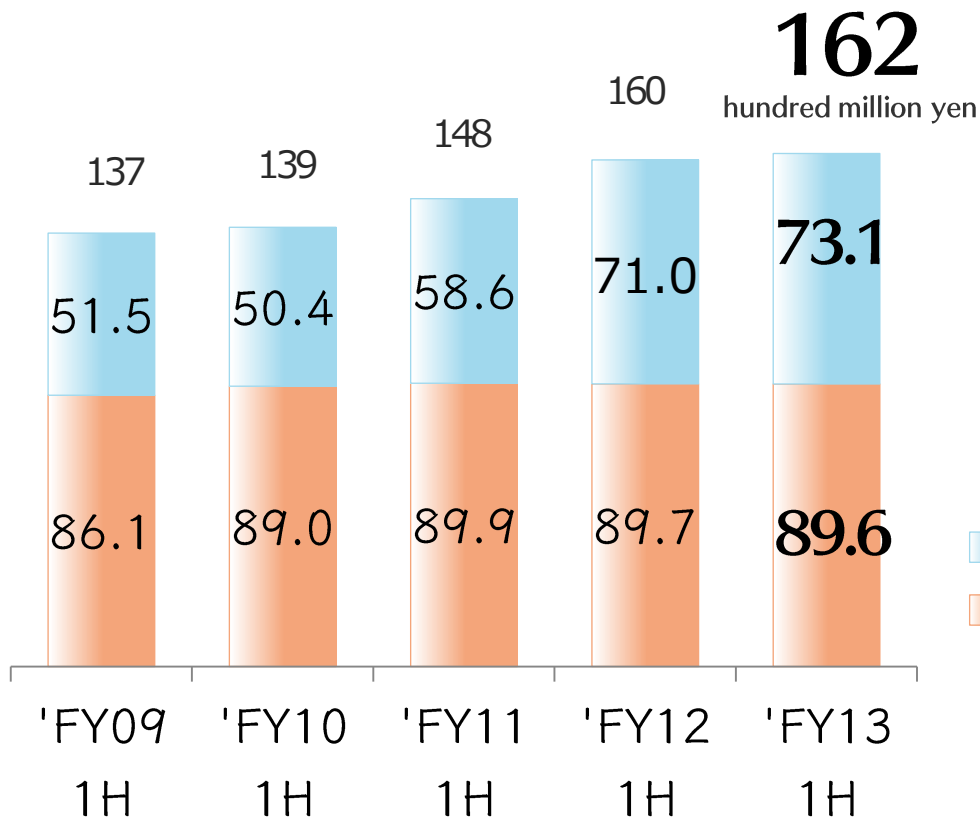
Results Summary - Comparison with the previous year -

(million yen)

	2012 1H	2013 1H	Amount of change	Ratio of change
Total sales	16,081	16,286	204	+ 1.3%
Operating income	689	570	△ 118	△ 17.2%
Ordinary income	865	584	△ 281	△ 32.5%
Net income	601	324	△ 276	△ 46.0%



Transition of the sales amount

(hundred million yen)



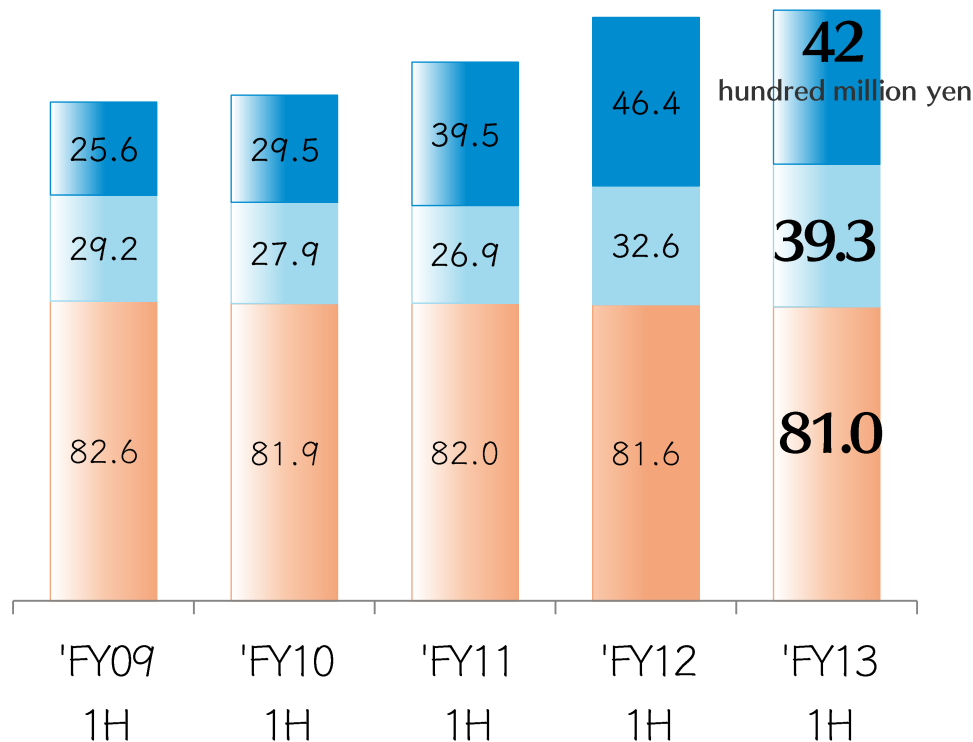
Increasing sales amount of
Solution business

2.9% UP year over year

 Cloud solution
 eBusiness service

Sales of internal/external groups

(hundred million yen)



SoftBank group

△ 8.6%

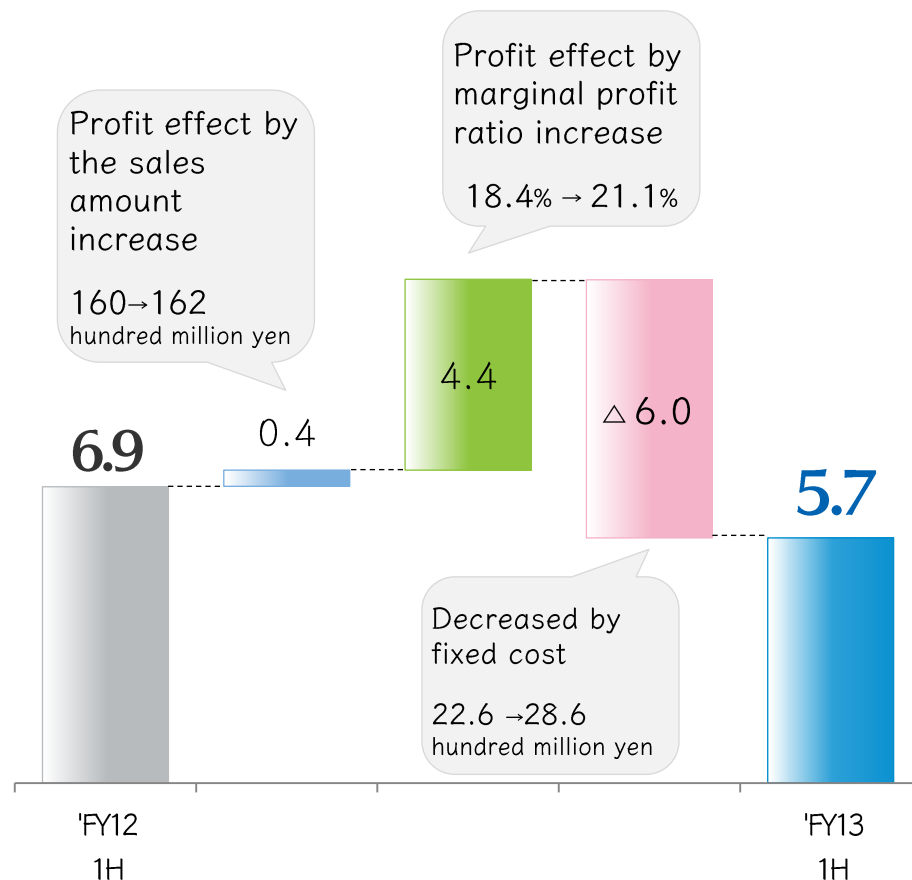
Non-SoftBank groups

+ 20.5%

- SB group
- Non-SB groups
- EC sales

Operating income comparison of the previous year

(hundred million yen)



1. Marginal profit increased by increased sales, profit ratio improve

FY2012/1H 29.5 hundred million yen (18.4%)

FY2013/1H 34.3 hundred million yen (21.1%)

+ 4.8 hundred million yen year over year

2. Fixed cost increased by recruitment

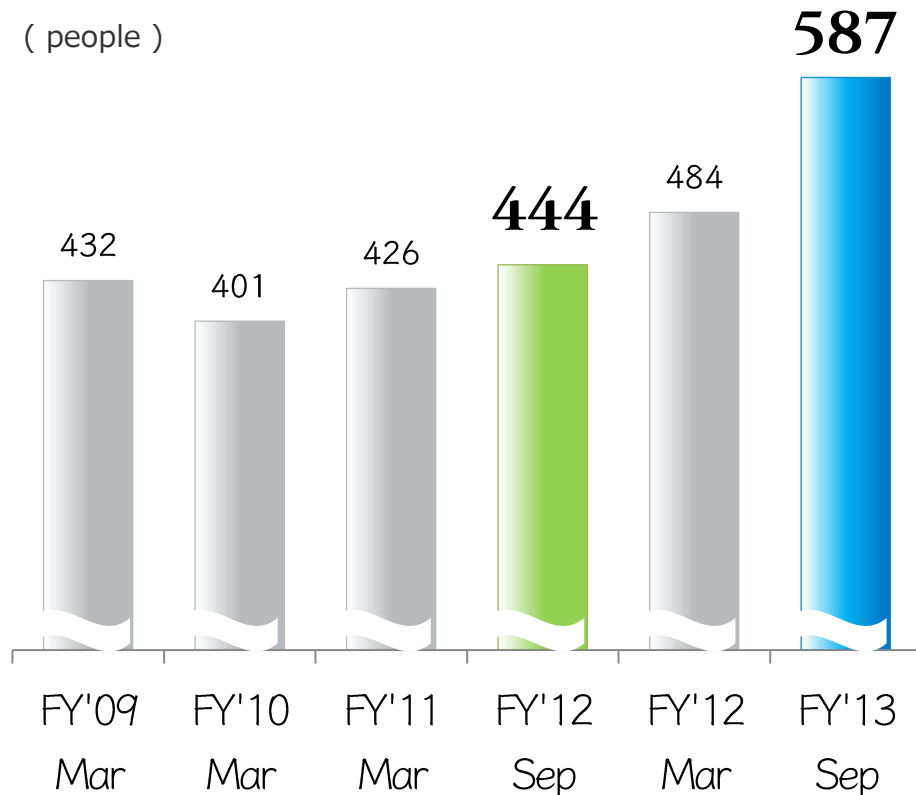
FY2012/1H 22.6 hundred million yen

FY2013/1H 28.6 hundred million yen

+ 6.0 hundred million yen year over year

Transition of consolidated employees

(people)



Promotion of active recruitment

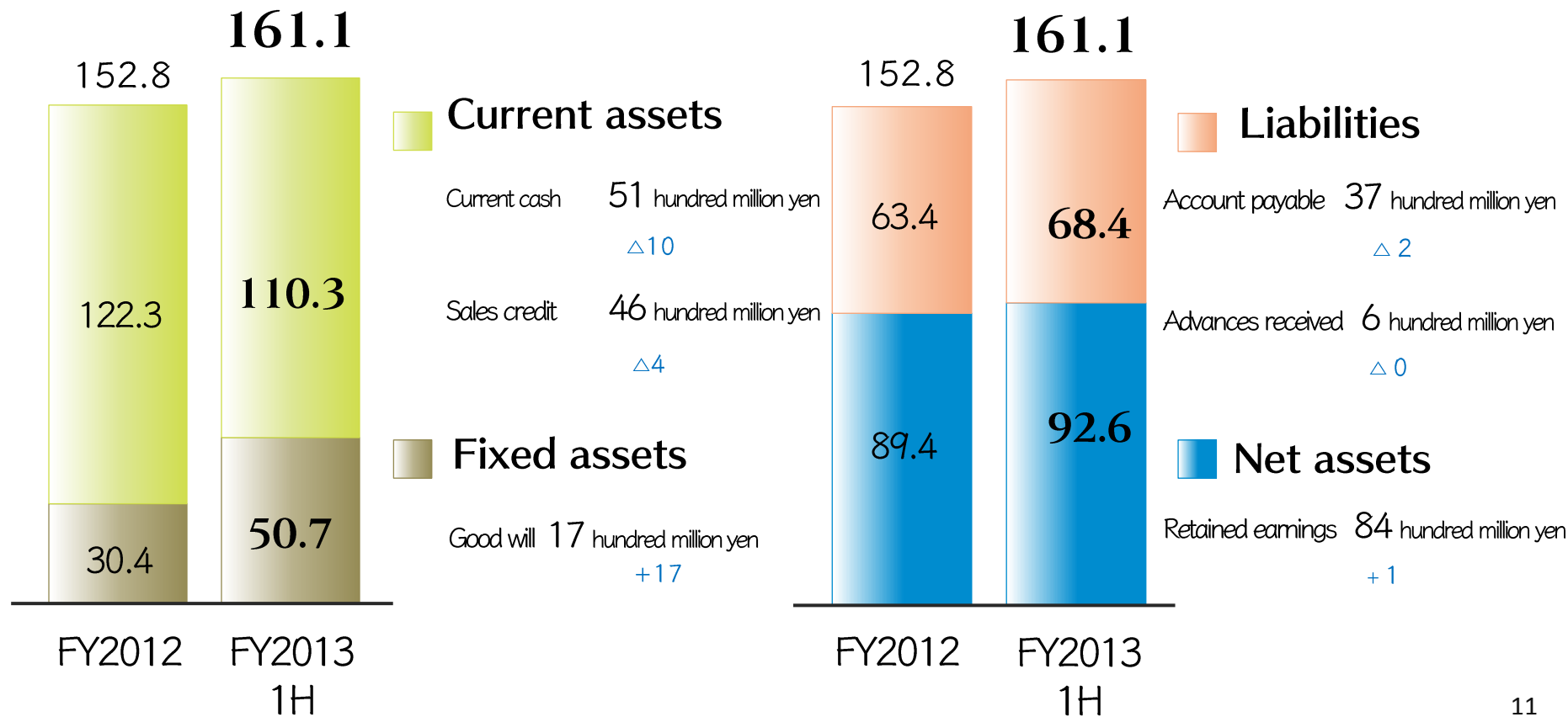
from previous year + 143 people

- New graduate • Career + 95 people

- M & A + 48 people

Balance sheet of previous fiscal year-end comparison

(hundred million yen)



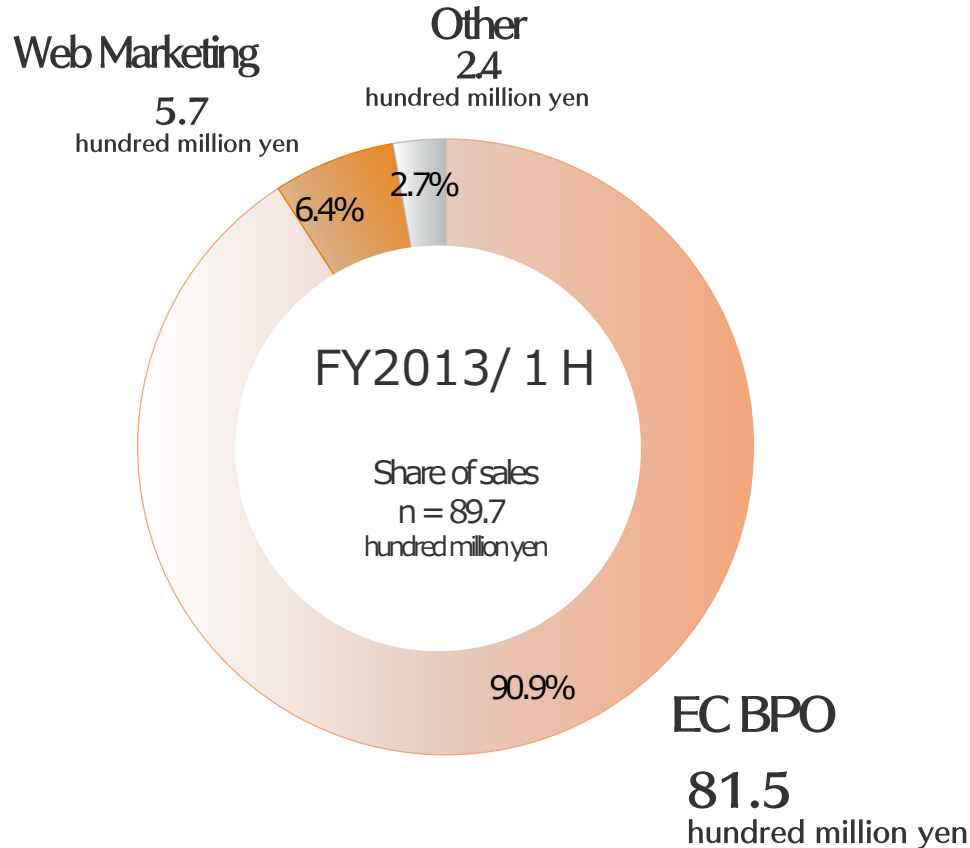
Cash flow of previous fiscal year-end comparison

(hundred million yen)

	2012 1H	2013 1H	Ratio of change
Cash flow from operation	11.7	4.7	△ 6.9
Cash flow from investment	1.4	△ 39.4	△ 40.9
※ Includes loan △2,300 million yen			
Cash flow from financing	△ 2.0	△ 2.0	+ 0.0
Balance at end of year of Cash and Savings	58.6	25.3	△ 33.3

Business segment Overview

eBusiness service



EC BPO



Business process outsourcing services
for e-commerce operations

Web Marketing



Website access analysis and other consulting services

Other



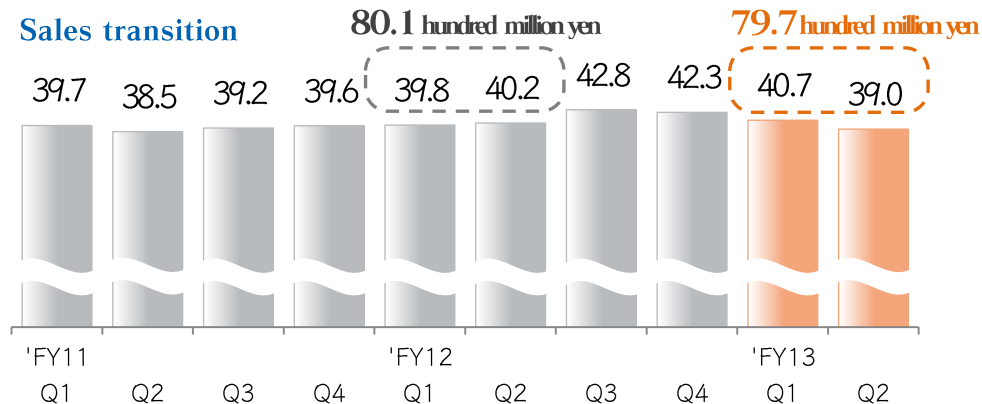
EC platform
Web fonts service

Topics1. EC-BPO Overview of eBusiness

(hundred million yen)

Symantec store

Sales transition

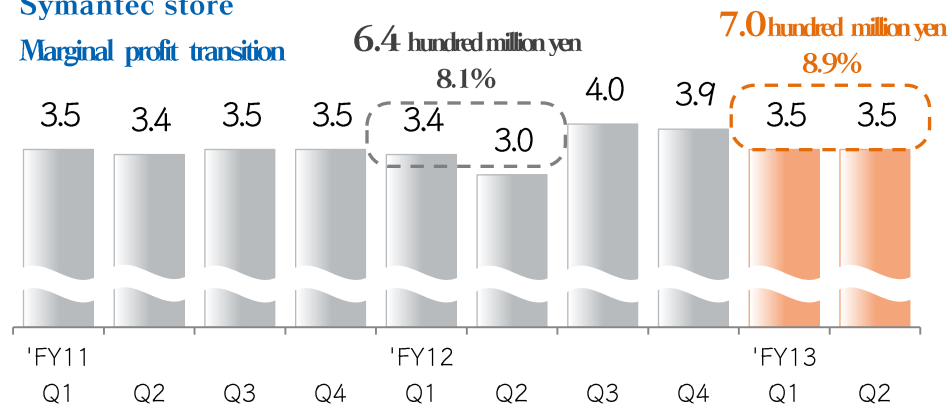


The license sales increase,
Sales at the same level as the last year

Marginal Profit is UP, Profit ratio is UP
Year over year

Symantec store

Marginal profit transition



+ 0.5 hundred million yen, + 0.7point

Topics2. The progress of eBusiness

eBS
eBusiness service

Adobe Partner Award
No.1 in continuous 2years



Worldwide MVP
Engineer



MCPC
Neo Trend award



Partnership



Local currency settlement Digital Signage

New subsidiary



FONTWORKS



Kan Corporation
株式会社 環

The progress of Data science

6/18



Tokyo University of Science

7/24



Google Analytics Premium launched

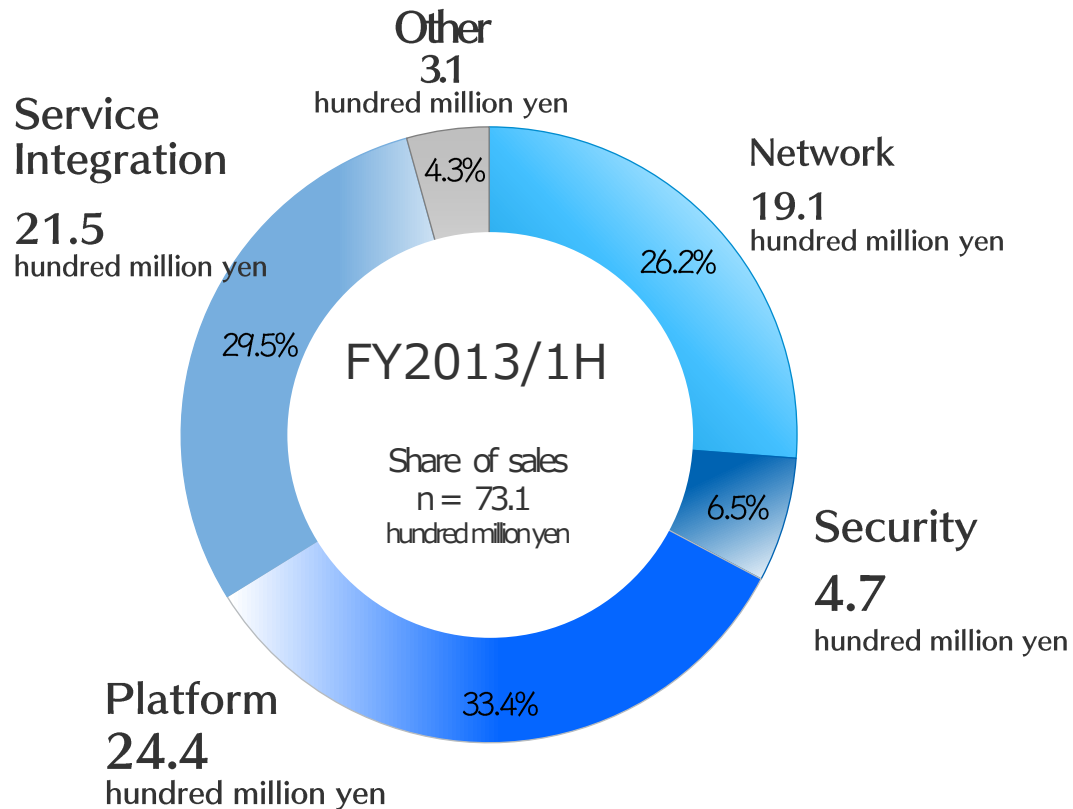
9/26



4D Pocket

Big Data platform
4D Pocket launched

Cloud Solution business



Network & Security



Design, Construction and maintenance for network security

Platform



Service, Storage, NW equipment sales, Design, Construction and maintenance

Service Integration

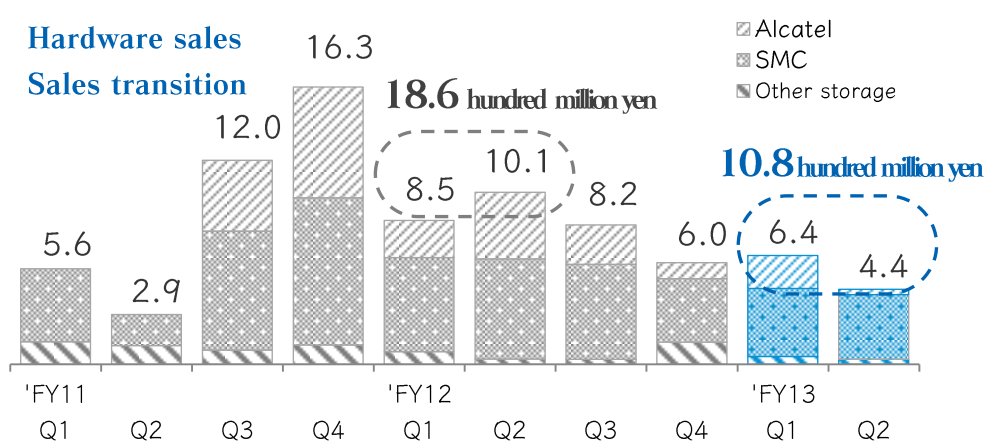


Cloud service Related solutions

Topics3. Sales Overview of Cloud Solution

Hardware sales

Sales transition

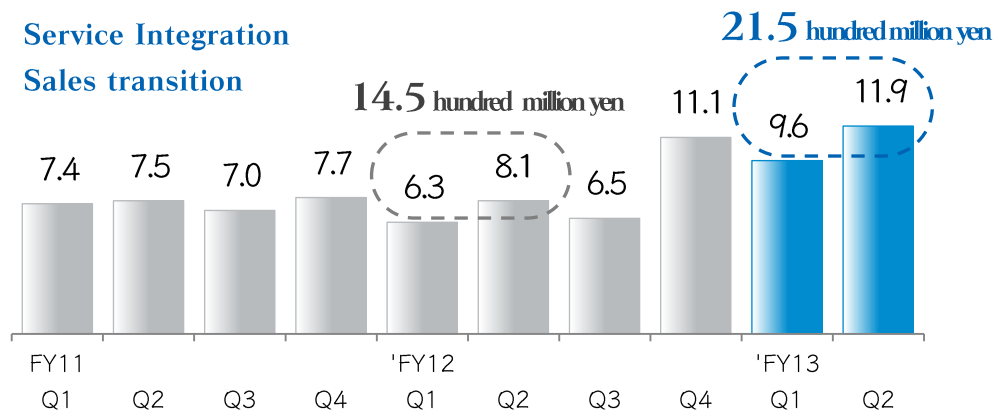


From hardware sales to service provision
Contribute to the improvement
of Marginal profit ratio

Hardware sales $\triangle 7.8$ hundred million yen

Service Integration

Sales transition



Service integration + 7.0 hundred million yen

Topics⁴. The progress of Cloud solution

CS

Cloud solution

Oracle
Certification Award



Microsoft
Cloud Partner Award



VMWare
Premium Partner



Expanding employees

332 people
+ 58 people
year over year



Microsoft SOL

ADFS on Cloud

SharePoint on Cloud

Mobile Perfect SP with Office 365

Unification with technical elements of eBS and CS

7/11



Introduction of BYOD
to SEGA

8/27



Introduction of BCP solution to
Hamamatsu-city

9/26



Big Data platform
4D Pocket launched

For creation of business synergy

01

June 11, 2013



Tradename : Fontworks Inc.

Address : Hakata-ku, Fukuoka-shi,
Fukuoka

Capital : 20 million yen

Sales amount : 817 million yen (FY2012)

Establishment : Aug 9, 1993

Business field : Font production, Package software
development and system development outsourcing ... etc

02

June 18, 2013



Tradename : Kan Corporation

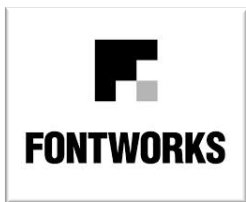
Address : Shinjuku-ku, Tokyo

Capital : 160 million yen

Sales amount : 164 million yen (FY2012)

Establishment : Feb 1, 2000

Business field : Web access analysis, Website production,
and consulting, education business.. etc



Business tie-up
Subsidization

Fonts
Sales Dept

「 LETS 」
EC sales

Web font
Demonstration

2013

Jun

July

Aug

Sep



Business tie-up
Subsidization

System audit
Investment for quality
improvement

Google Analytics
Report service

Website Renewal
Joint project

Big Data Solution

As a new business foundation of SBT

Big Data Solution

- Shared-Service -



4D Pocket



eBS business
E-commerce



eBS business
Data Science



Adobe Analytics

QlikView

*

SIGNAL



Google Analytics Premium

CS business
Data management

ORACLE



CS business
Security

McAfee



eBS business
Website production



FONT PLUS



FONTWORKS



SITECORE

CS business
Platform

SUPERMICRO



Alcatel-Lucent

* SIGNAL : Original Web data analysis
Consulting service

Timely Disclosure/ Press Release in the first half

Total 52 releases

Business / Capital tie-up

Jun/11	Business tie- up with Fontworks and subsidization
Jun/18	Business tie- up with KAN and subsidization
Jun/18	Research collaboration with Tokyo University of Science
	Total 7 releases

Case study Introduction

Jul/11	Introduction of BYOD to SEGA
Jul/31	Introduction of Adobe Analytics and SIGNAL consulting to SBI SECURITIES
Aug/27	Introduction of BCP solution to Hamamatsu-city
	Total 10 releases

Awards

Apr/10	MCPC Neo trend Award received in Mobile Perfect SP
Apr/24	Adobe Digital Partner Award received for continuous 2 years
Aug/8	VMWare Premium partner certified
	Total 4 releases

Service Launched

Jul/24	「Google Analytics Premium」 Launched
Aug/22	Estimate making tool for iPad 「Smart at」 Launched
Sep/26	Big Data Platform 「4DPocket」 Launched
	Total 12 releases

Seminar/ Sponsored

Jul/01	Sponsored 「Web font design Award 2013」
Aug/21	Sponsored 「SECCON 2013」
Sep/19	Held 「Data science class using excel」
	Total 4 releases

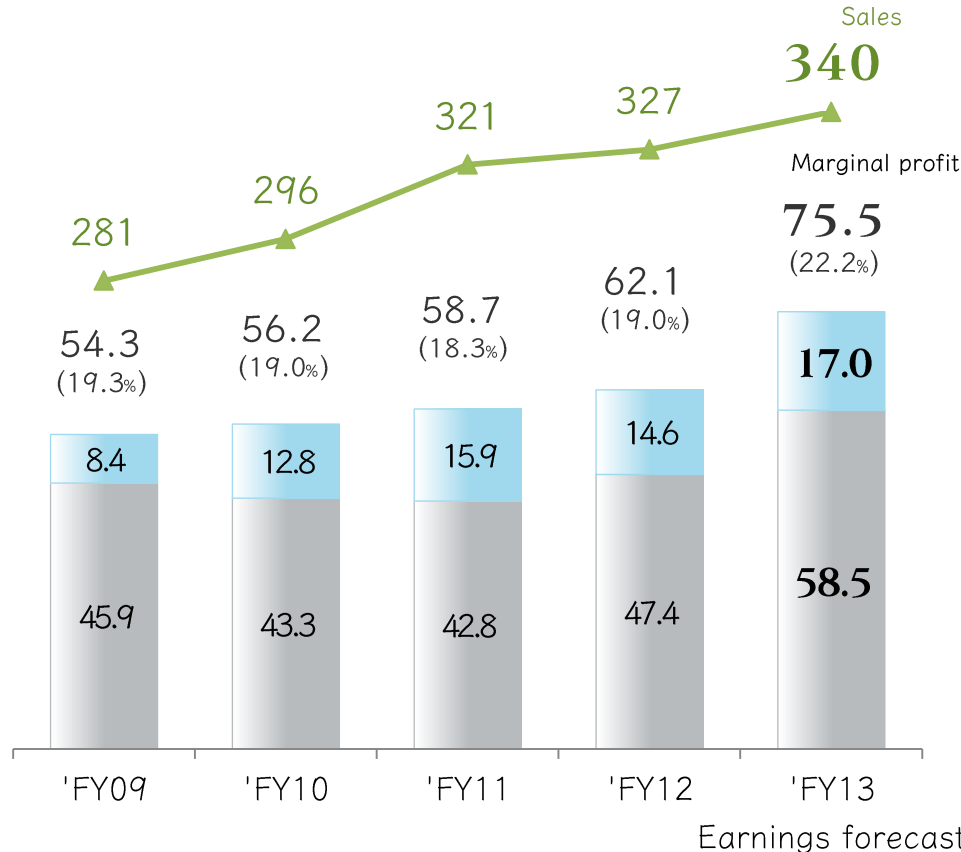
Timely Disclosure/Corporate Information

May/20	Notice of Granting Stock Options
Jul/05	Announcement for the 25 th Annual General Meeting of shareholders
Jul/18	About head office relocation
	Total 15 releases

Full year Earnings Forecast

Earnings Forecast

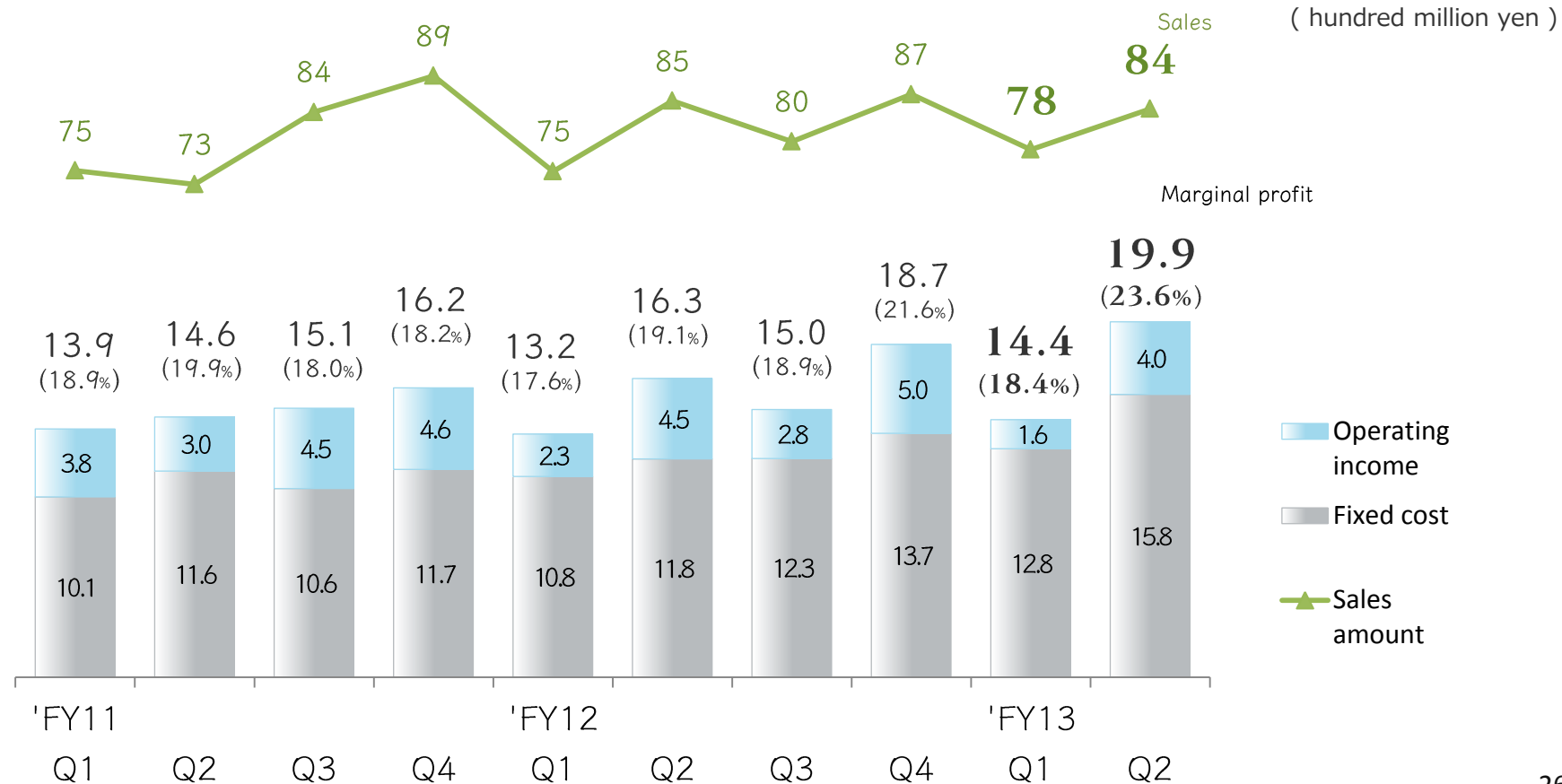
(hundred million yen)



On the basis of the benefit plan at the same level marginal profit rate of the previous year and Q4 (22%)

- Operating income
- Fixed cost
- Sales amount

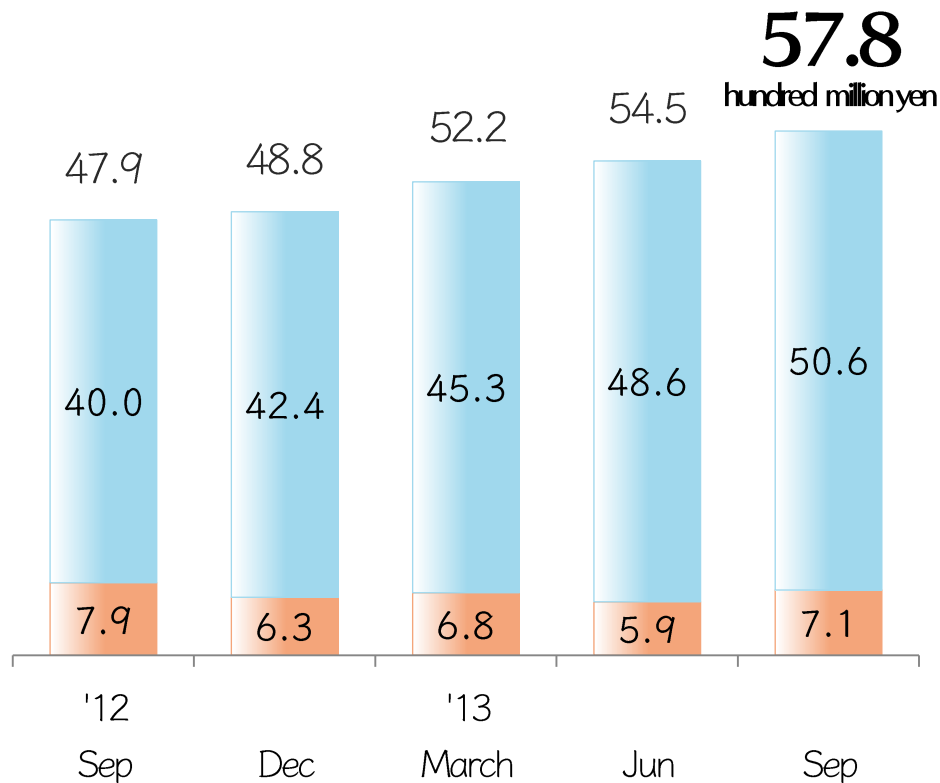
Reference index for results forecast①



Reference index for results forecast②

- Status of order backlog -

(hundred million yen)



The order backlog increase steadily year over year

+ 9.8 hundred million yen + 20.4%
Year over year

Cloud solution
eBusiness service

Earnings forecast of this term

(million yen)

	FY2012	FY2013	Amount of change	Ratio of change
Total sales	32,703	34,000	+ 1,296	+ 4.0%
Operating income	1,463	1,700	+ 236	+ 16.1%
Ordinary income	1,658	1,700	+ 41	+ 2.5%
Net Income	1,040	1,000	△ 40	△ 3.9%



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