

Third Quarter of the Fiscal Year Ending March 31, 2016  
(FY2015 Q3)

# Results of Operations

---

January 29, 2016  
SoftBank Technology Corp.

# Important Information about this Presentation

---

1. Starting in the fiscal year ended March 31, 2015, the eBusiness Services and Solutions segments have been combined to create a single segment called ICT Services. To provide additional financial information for reference, three service categories have been established: Digital Marketing, Platform Solutions and System Integration. The service category data for the fiscal years ended March 31, 2015 and earlier on this presentation uses the new business categories.
2. Starting with the fiscal year ending March 31, 2016, revisions have been made to the categorization of some services and to the method used for the allocation of the amount of elimination of internal transactions with subsidiaries for the marginal profit. These revisions have been used for sales and marginal profits for each service category in the same period of the previous fiscal year.
3. The marginal profits and fixed costs shown on this presentation have changed because of the partial revision in the recognition method for e-commerce services' expenses. Marginal profits and fixed costs for the fiscal years ended March 31, 2015 and earlier have been restated based on the new expense recognition method.
4. EBITDA figures shown on this presentation are the sum of operating income/loss, depreciation and amortization of goodwill.
5. Figures in all graphs in this presentation may differ slightly from figures in earnings announcements because of rounding.

## Disclaimer

---

This presentation was prepared based on information available and views held at the time it was made. Its statements that are not historical facts, including, without limitation, plans, forecasts and strategies, are “Forward-looking statements,” which are by their nature subject to various risks and uncertainties. The actual results and others may differ materially from those expressed or implied in any forward-looking statement due to a change in the operating environment or for other reasons.

The contents of this presentation, including results of operations, business activities and other information, are provided solely for informational purposes and not intended to solicit purchases, sales or other investment activities concerning shares of SoftBank Technology Corp. and its group companies.

Company names, logo, or service names appearing in this presentation are registered trademarks or trademarks of the relevant companies, or SoftBank Technology Corp. and its group companies.

# Contents

---

|                      |       |     |
|----------------------|-------|-----|
| 1. Results Overview  | ..... | P4  |
| 2. Business Overview | ..... | P16 |
| 3. Financial Data    | ..... | P22 |
| 4. Appendix          | ..... | P27 |

The background of the slide features a soft-focus image of a landscape. In the lower half, a wind turbine is visible, partially obscured by a dense forest of green trees. The upper half of the image shows a bright, hazy sky with several birds in flight, their silhouettes scattered across the frame. The overall color palette is dominated by light blues, greens, and whites, creating a clean and modern aesthetic.

# Results Overview

# FY2015 Q3 Results Summary (Q1-Q3 cumulative)

## Comparison with the previous fiscal year

### Overview

- Sales and earnings increased due to receipt of orders for major projects and an increase in orders for operation and maintenance services.
- Net income declined due to a decrease in gain on sales of investment securities and higher income taxes.

| (Millions of yen)                          | FY14 Q1-Q3<br>cumulative | FY15 Q1-Q3<br>cumulative | Amount of<br>change | Ratio of<br>change |
|--|--------------------------|--------------------------|---------------------|--------------------|
| Net sales                                  | 28,639                   | 30,075                   | +1,436              | +5.0%              |
| Operating income                           | 630                      | 1,014                    | +384                | +61.1%             |
| Ordinary income                            | 620                      | 935                      | +315                | +50.8%             |
| Profit attributable to<br>owners of parent | 529                      | 485                      | (43)                | (8.3)%             |
| EBITDA                                     | 1,395                    | 1,741                    | +346                | +24.9%             |

Note: EBITDA = Operating income (loss) + Depreciation+ Amortization of goodwill

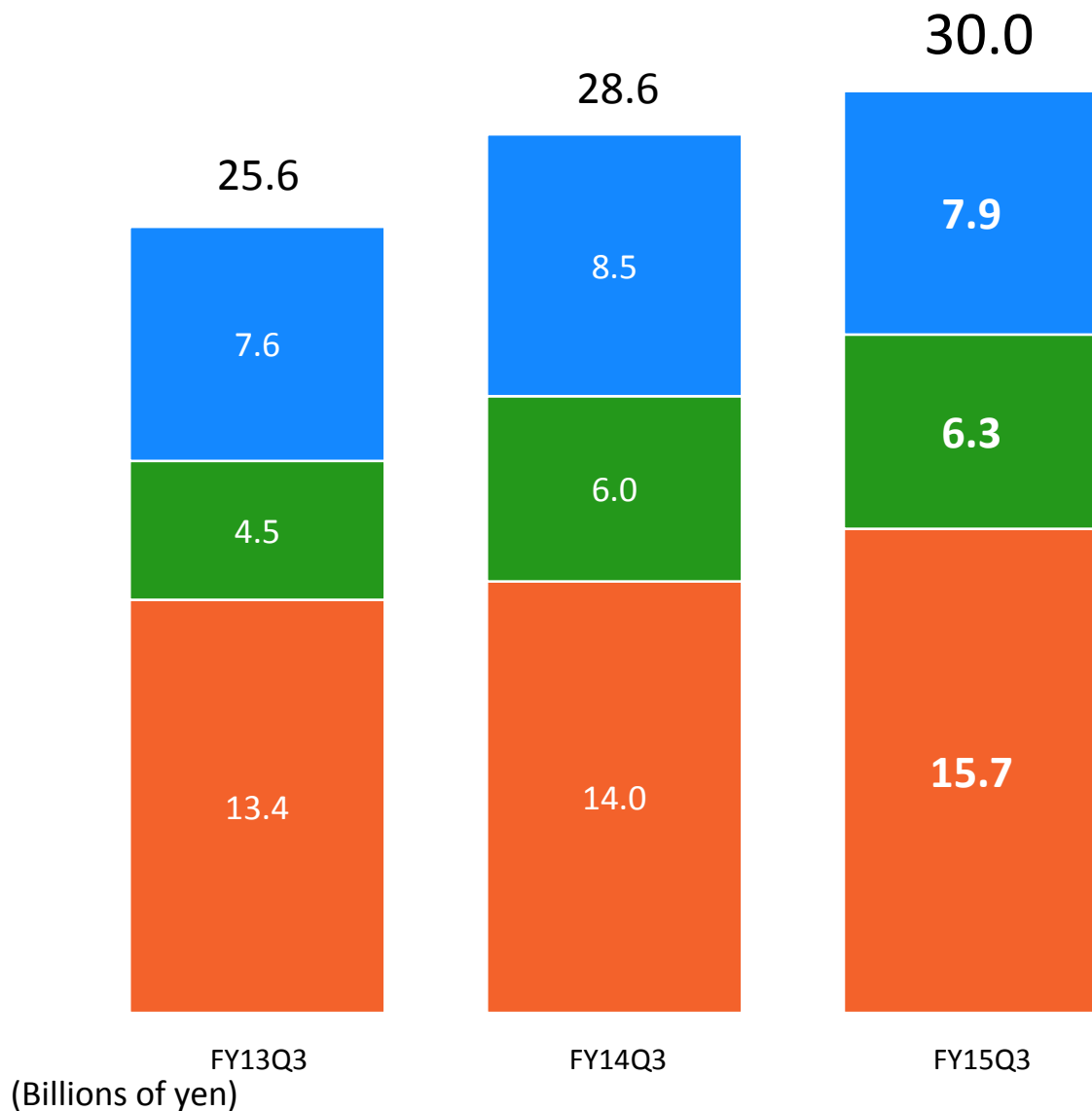
# FY2015 Q3 Results Summary

## Comparison with earnings forecast

### Overview

- Steady progress in line with the full year forecast

|  | (Millions of yen) | Forecast<br>Full year | FY15 Q1-Q3<br>cumulative | Progress Ratio | FY14<br>Full year |
|--|-------------------|-----------------------|--------------------------|----------------|-------------------|
| Net sales                                  |                   | 42,000                | 30,075                   | 71.6%          | 39,816            |
| Operating income                           |                   | 1,700                 | 1,014                    | 59.7%          | 1,398             |
| Ordinary income                            |                   | 1,600                 | 935                      | 58.5%          | 1,403             |
| Profit attributable to<br>owners of parent |                   | 1,000                 | 485                      | 48.5%          | 883               |



FY15Q3 consolidated sales

**30 billion yen**

Year-on-year sales +1.4 billion yen (+5.0%)

Year-on-year sales by service category:

Platform solutions



(0.5) billion yen, (7.0)%

System integration

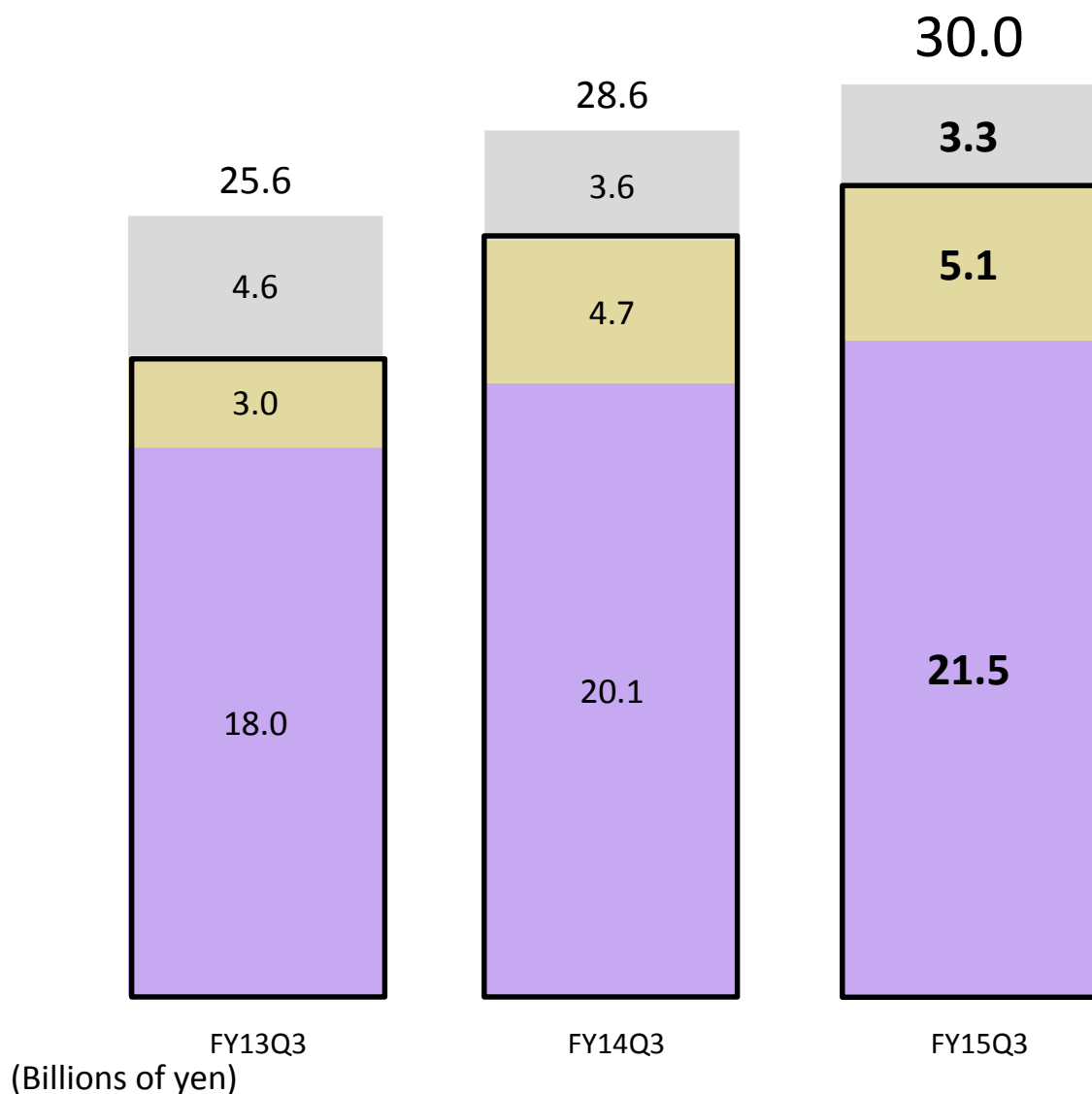


+0.2billion yen, +4.9%

Digital marketing






+1.7 billion yen, +12.4%

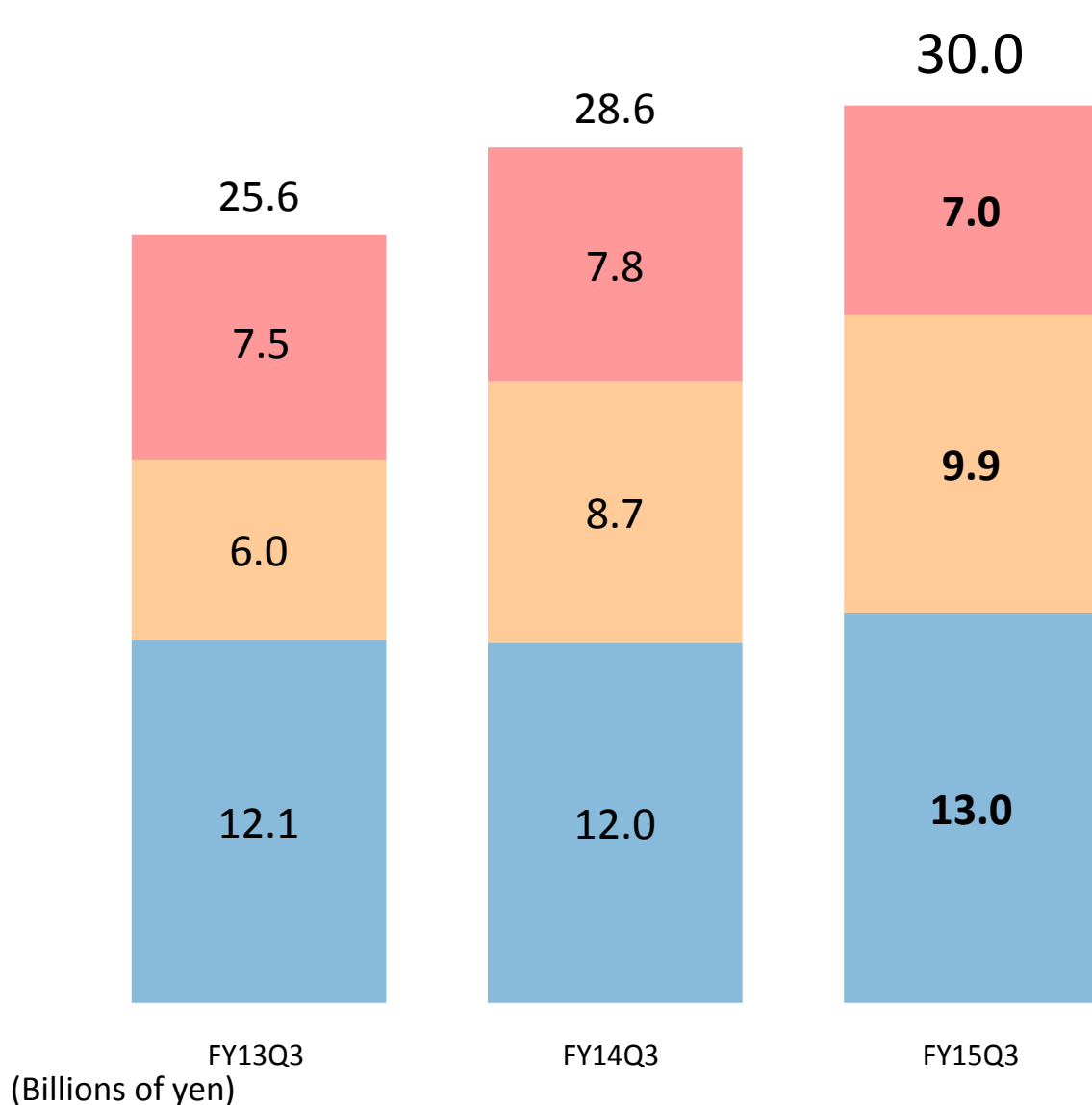


Steady progress with the structural reform of business operations.  
Operation and maintenance sales and SBT original services expanded smoothly.

### Year-on-year sales by Type of Products and Services :

|                        |   |                           |
|------------------------|---|---------------------------|
| Hardware sales         |    | (0.3) billion yen, (8.6)% |
| Development            |  | +0.3 billion yen, +8.0%   |
| Operation and services |  | +1.3 billion yen, +6.8%   |





## Year-on-year sales:

## SoftBank Group

↘ (0.75) billion yen, (9.6)%  
Hardware sales and development projects decreased.

## Non-SoftBank Group

↗ +1.17 billion yen, +13.4%  
Sales increased firmly, mainly in three key drivers.

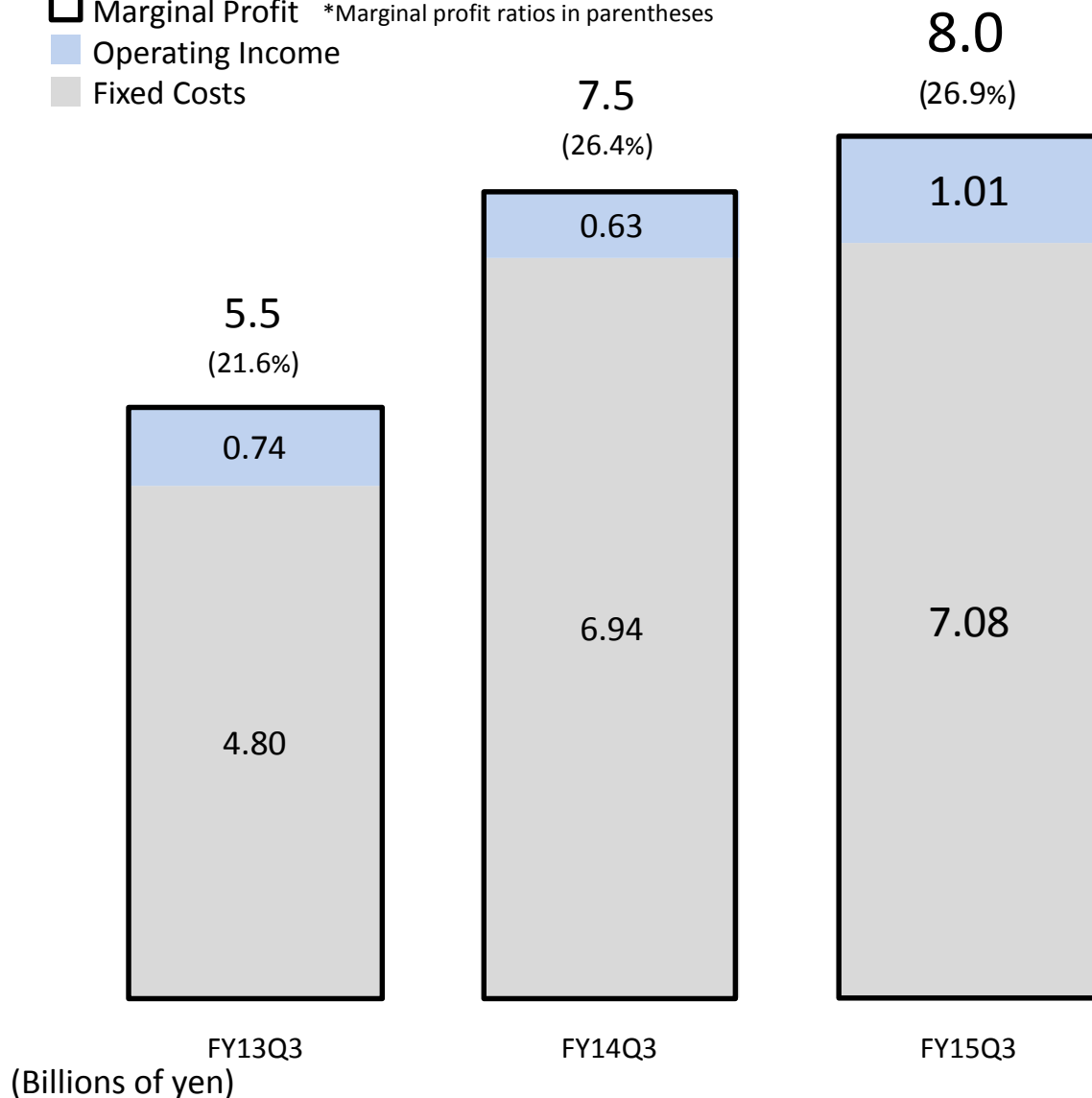
## E-commerce services for individuals

↗ +1.01 billion yen, +8.4%

□ Marginal Profit \*Marginal profit ratios in parentheses

■ Operating Income

■ Fixed Costs



FY15 Q3 cumulative marginal profit

**8.0 billion yen**

Year-on-year: +0.52 billion yen, +6.9%

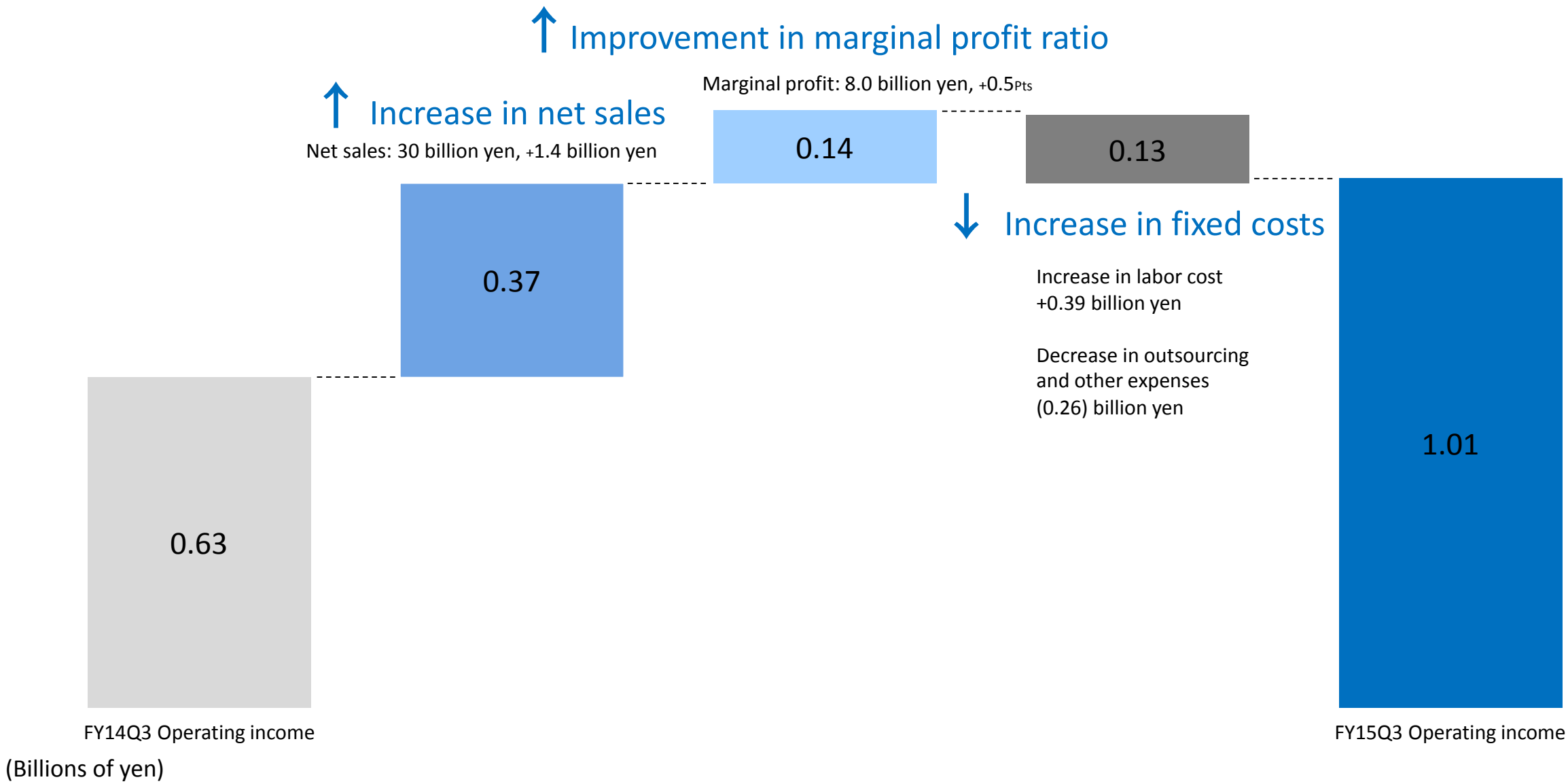
FY15 Q3 cumulative operating income

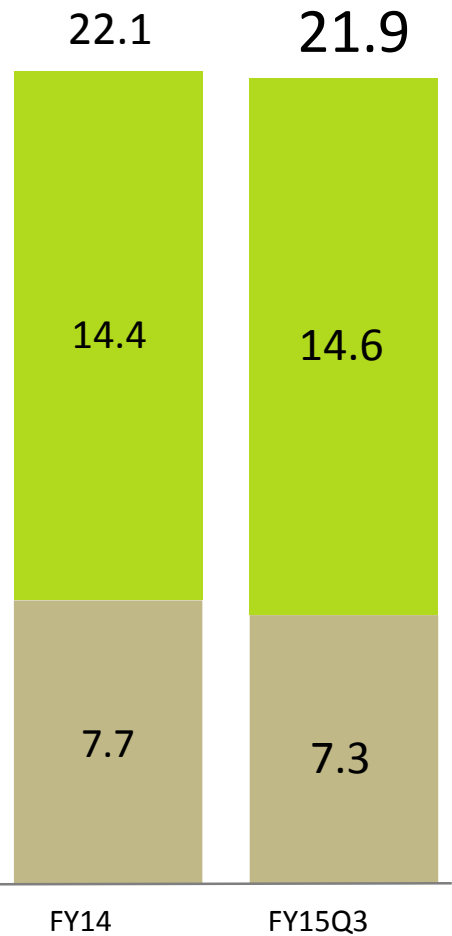
**1.0 billion yen**

Year-on-year: +0.38 billion yen, +61.1%

Increase in fixed costs resulting from  
M&A and an increase in personnel.

The marginal profit ratio was  
0.5 points higher than FY14 Q3.



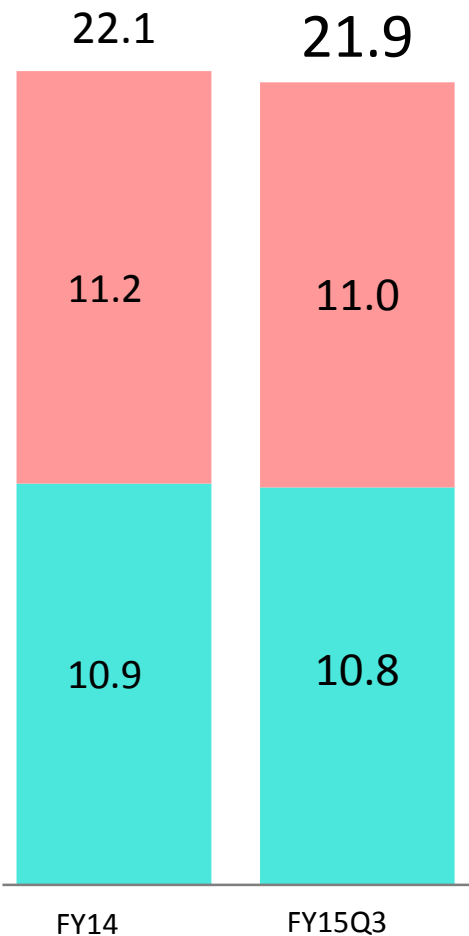


Current assets

|                                     |                   |
|-------------------------------------|-------------------|
| Cash and deposits                   | 5.9 billion yen   |
|                                     | +0.1 billion yen  |
| Notes and accounts receivable-trade | 6.5 billion yen   |
|                                     | (0.4) billion yen |
| Merchandise                         | 0.2 billion yen   |
|                                     | +0.1 billion yen  |
| Work in process                     | 0.5 billion yen   |
|                                     | +0.3 billion yen  |

Non-current asset

|                       |                   |
|-----------------------|-------------------|
| Goodwill              | 1.2 billion yen   |
|                       | (0.1) billion yen |
| Investment securities | 0.8 billion yen   |
|                       | (0.3) billion yen |



Liabilities

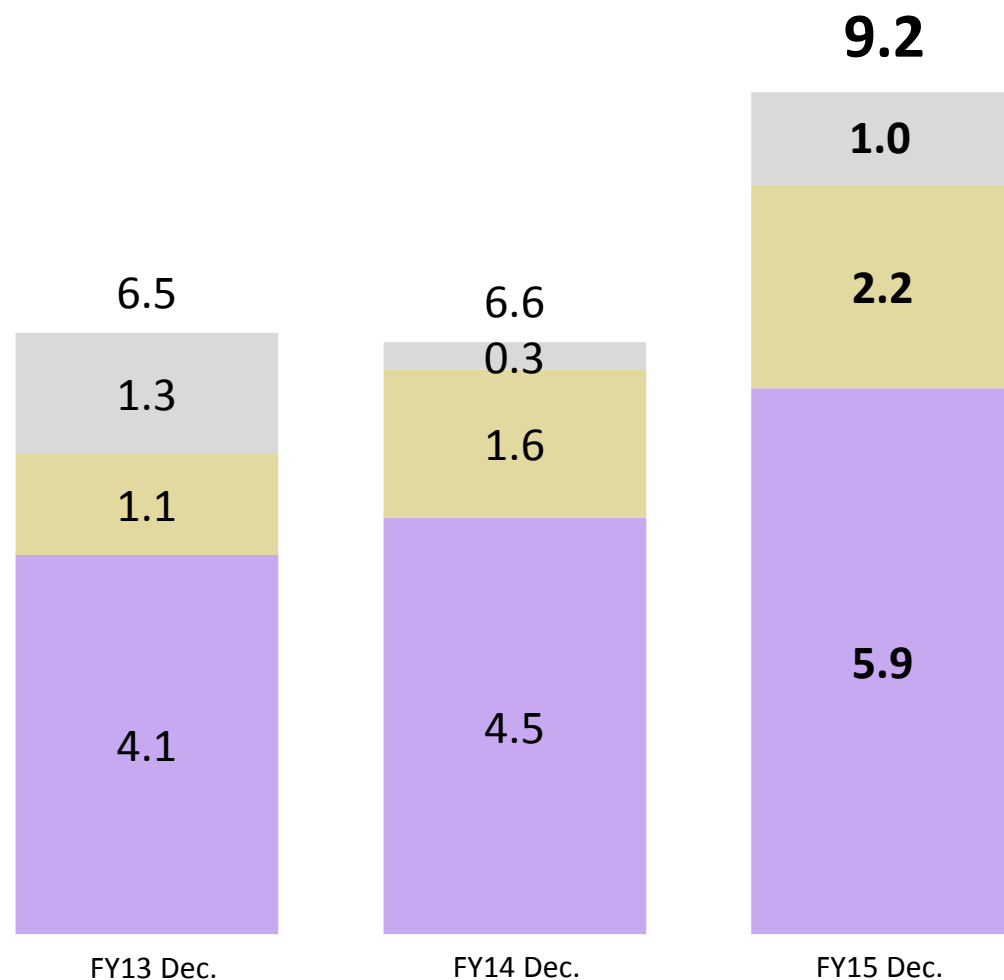
|                        |                   |
|------------------------|-------------------|
| Accounts payable-trade | 4.9 billion yen   |
|                        | +0.3 billion yen  |
| Loans payable          | 1.0 billion yen   |
|                        | (0.2) billion yen |
| Accounts payable-other | 0.7 billion yen   |
|                        | (0.1) billion yen |
| Income taxes payable   | 0.08 billion yen  |
|                        | (0.3) billion yen |

Net assets

|                    |                   |
|--------------------|-------------------|
| Retained earnings  | 9.7 billion yen   |
|                    | +0.2 billion yen  |
| Minority interests | 0.4 billion yen   |
|                    | (0.2) billion yen |

(Billions of yen)

| (Billions of yen)                          | FY14Q3 | FY15Q3 | Amount<br>of change |
|--|--------|--------|---------------------|
| Cash flows from operating activities       | 2.18   | 1.33   | (0.84)              |
| Cash flows from investing activities       | (2.08) | (0.42) | +1.65               |
| Cash flows from financing activities       | 1.74   | (0.76) | (2.50)              |
| Cash and cash equivalents at end of period | 5.59   | 5.84   | +0.24               |



(Billions of yen)

Order backlog (end-December 2015)

**9.2 billion yen**

Year-on-year: +2.6 billion yen, +40.1%

Orders for development, operation and services increased sharply due to receipt of orders for major projects in Q2

Hardware sales



+0.71 billion yen, +210.6%

Development



+0.59 billion yen, +35.3%

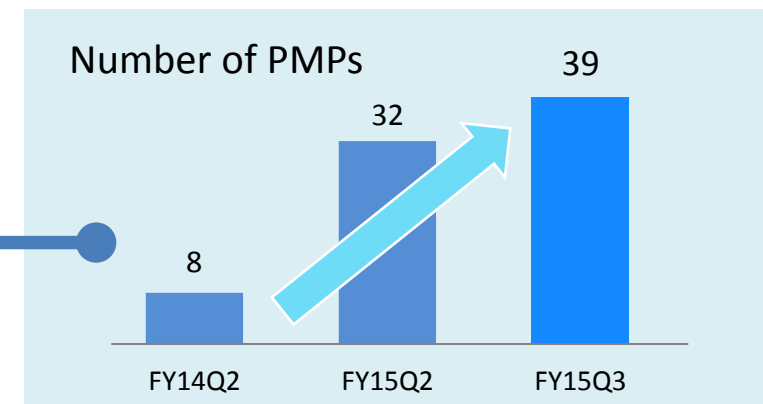
Operation and services



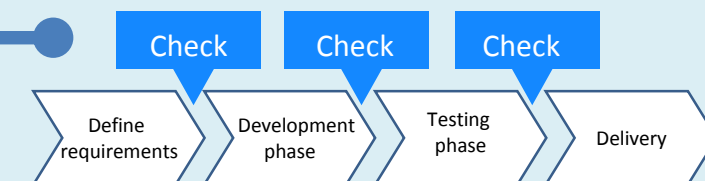
+1.34 billion yen, +29.3%

### Continuing project management reinforcement initiatives started in the previous fiscal year

- ◆ Increase the number of certified Project Management Professionals (PMPs)
  - Upgrade supervisory skills of project managers
  - Allow all members of a project to function using the same mindset
- ◆ Use the Project Management Office (PMO) to confirm progress at projects
  - Consolidate and accumulate expertise about large and multi-faceted projects at PMO
  - Perform third-party checks using PMO for individual processes

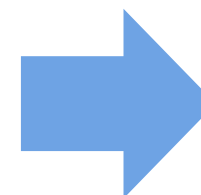


### Checking Progress at Each Phase



### Benefits of a stronger management framework

1. Establishing the best possible teams for each type of project
2. Improving the framework for quick support at projects with a negative outlook
3. Reducing repeated and corrective steps by improving project quality



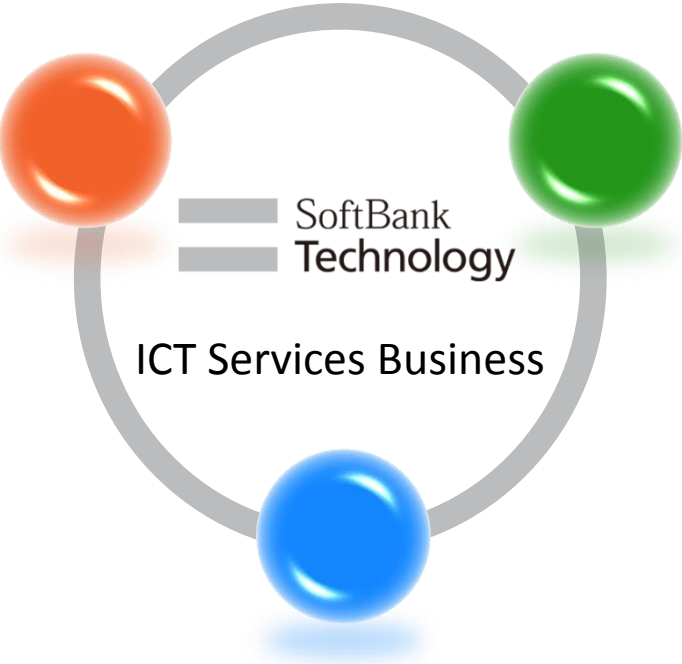
No highly unprofitable projects as of the end of December 2015

The background of the slide features a soft-focus image of a wind turbine standing in a field of green trees. The sky is a clear, bright blue, and several birds are seen in flight, scattered across the upper half of the frame. The overall aesthetic is clean and modern, with a focus on nature and technology.

# Business Overview




Become a source of  
cloud services  
for the safe utilization of data




### Digital Marketing


**Key Driver**



#### E-commerce Services


One-stop construction services for large, multi-function e-commerce sites along with comprehensive support including measures to improve operations, promotional activities and font technology






#### Data Analytics

One-stop services centered on data that encompasses everything from data accumulation, analysis and utilization to creation




### Platform Solutions


**Key Driver**



#### Platform Solutions


Solutions for the construction, integration and transfers of IT infrastructures that are more convenient and safer, including servers, networks and other components vital to business operations






#### Security Solutions

Security solutions for networks, which are a key component of business operations, and a variety of other requirements




### System Integration


**Key Driver**



#### System Integration

One-stop system integration services involving the planning, design and operation of many types of systems in order to make business operations more efficient





#### Microsoft Solutions

Moving systems to the cloud, hybrid transfers, construction of on-premises automated systems, system operation and monitoring support and original services

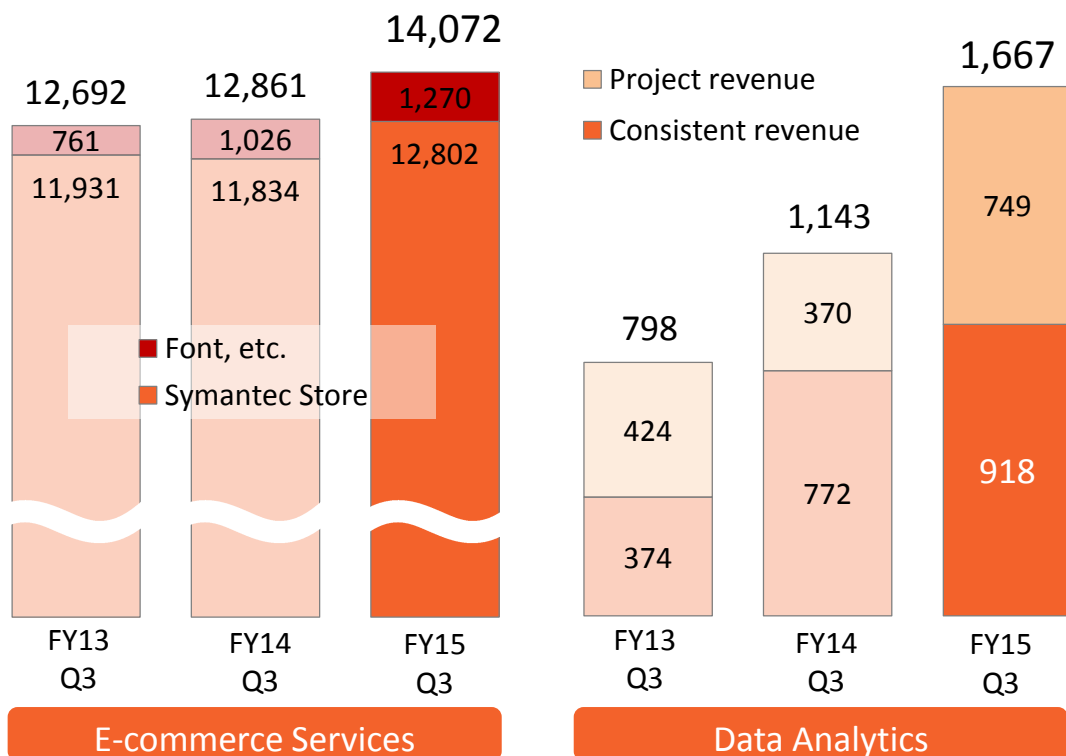


Renewals of three-year licenses contributed to the increase of Symantec Store sales

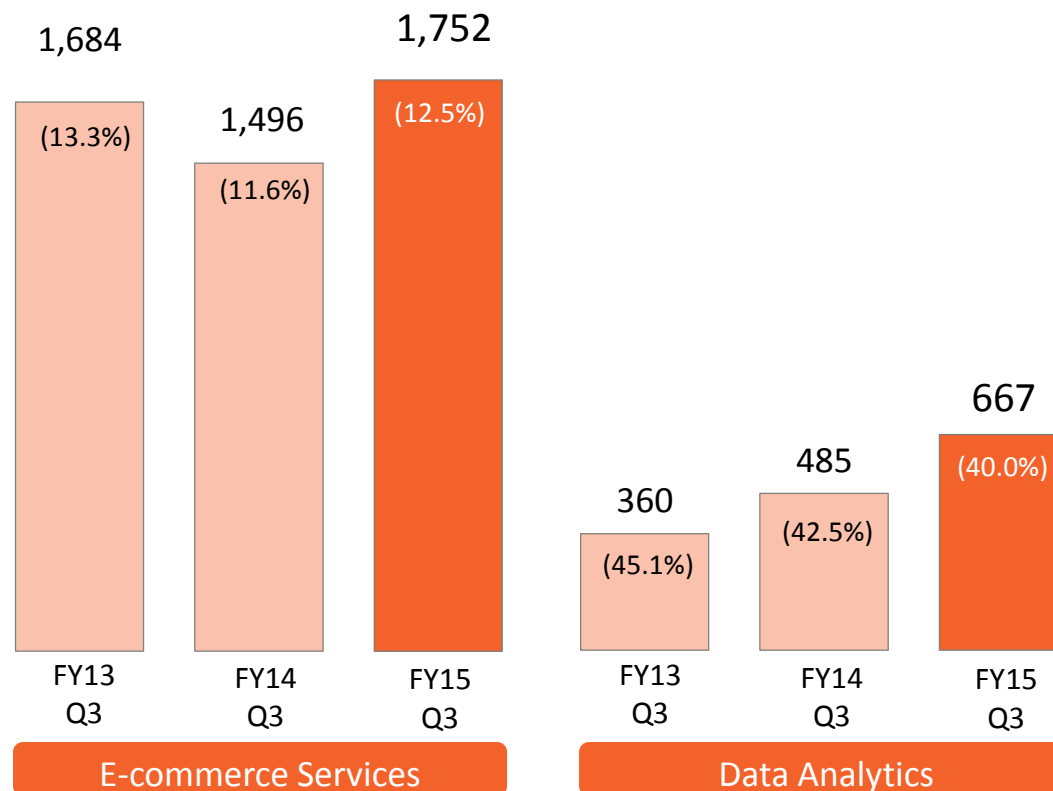


Data analysis support, Web content management and the construction of data analysis platforms performed well

Net Sales by Service Category



Marginal Profits by Service Category



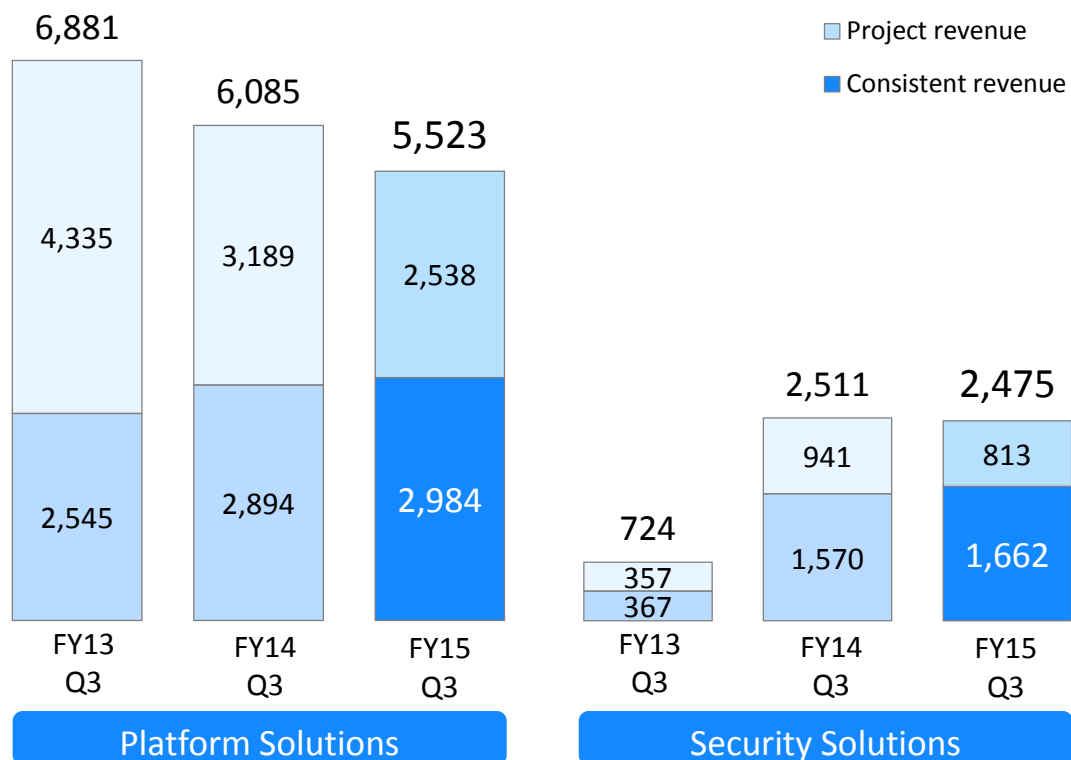


Hardware sales and IT platform construction projects declined slightly but operation and maintenance services sales remained strong

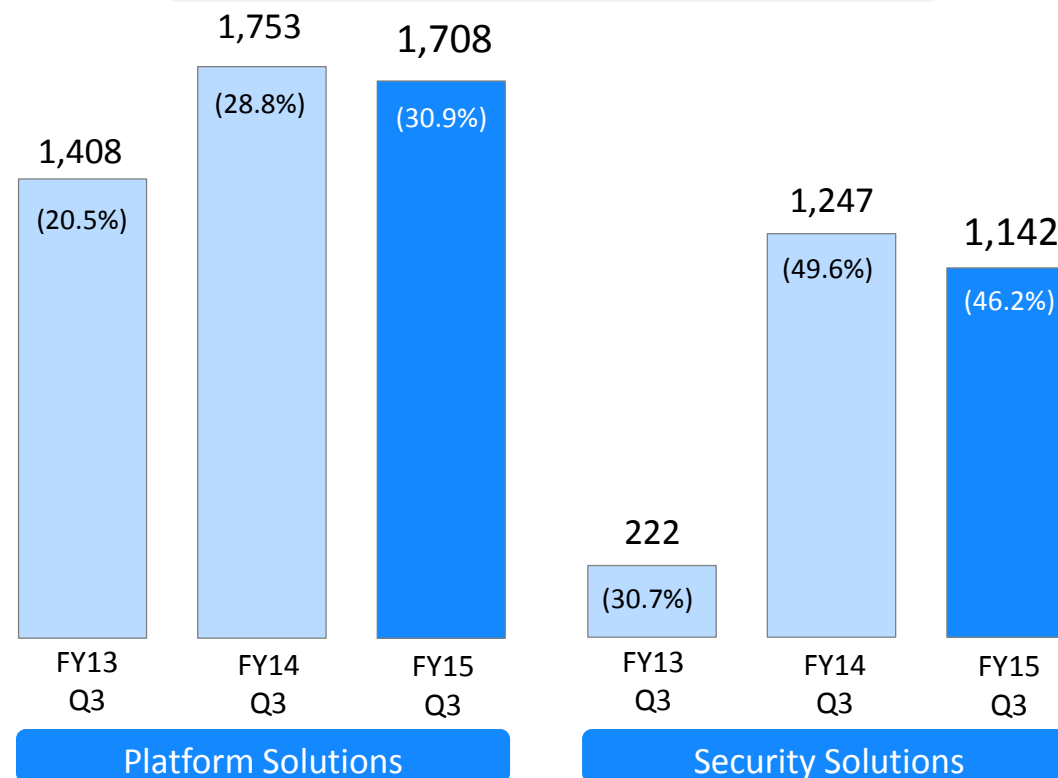




Sales from one-time development projects and hardware sales were lower but there were higher sales of network security and protection products

Net Sales by Service Category

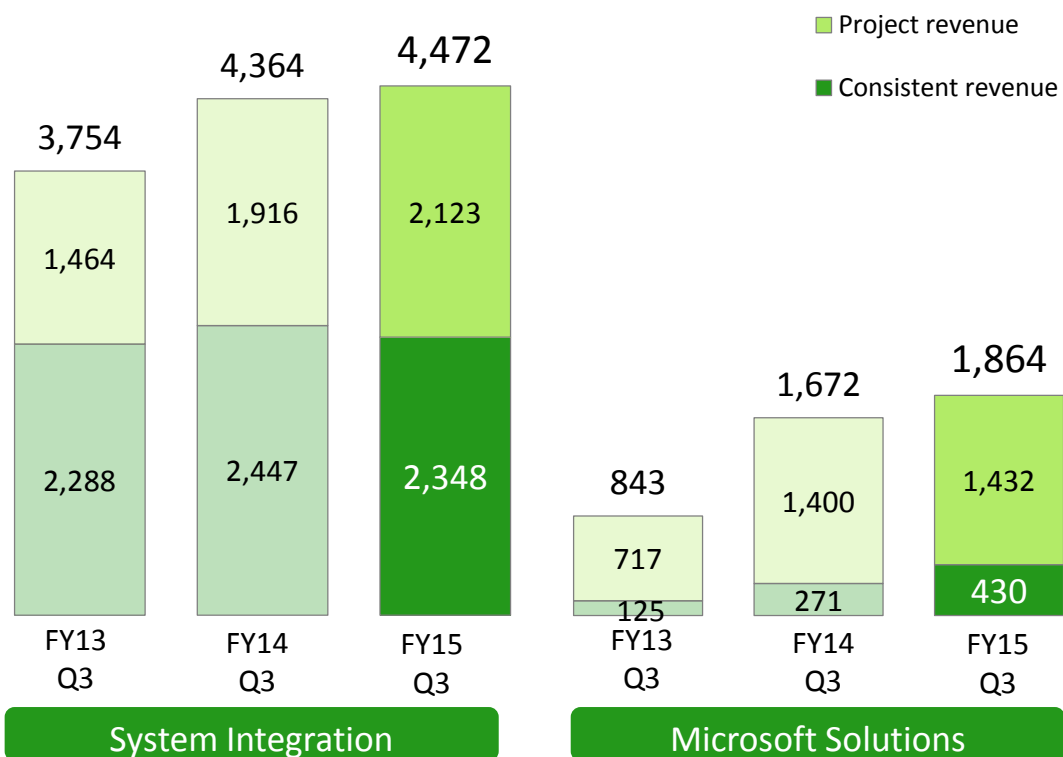


Marginal Profits by Service Category

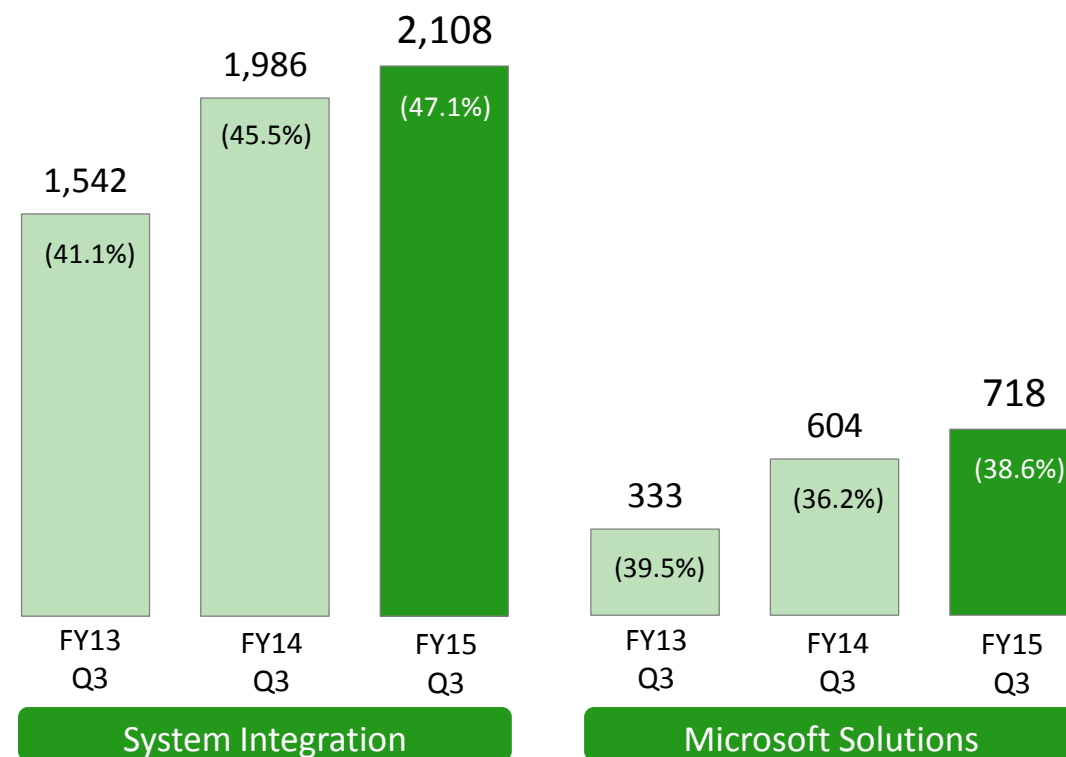


-  Sales increased due to large public-sector orders and improved productivity resulting from a stronger project management framework
-  Demand for communication system cloud transfers is firm and a higher profit margin on original services also contributed to earnings growth

Net Sales by Service Category

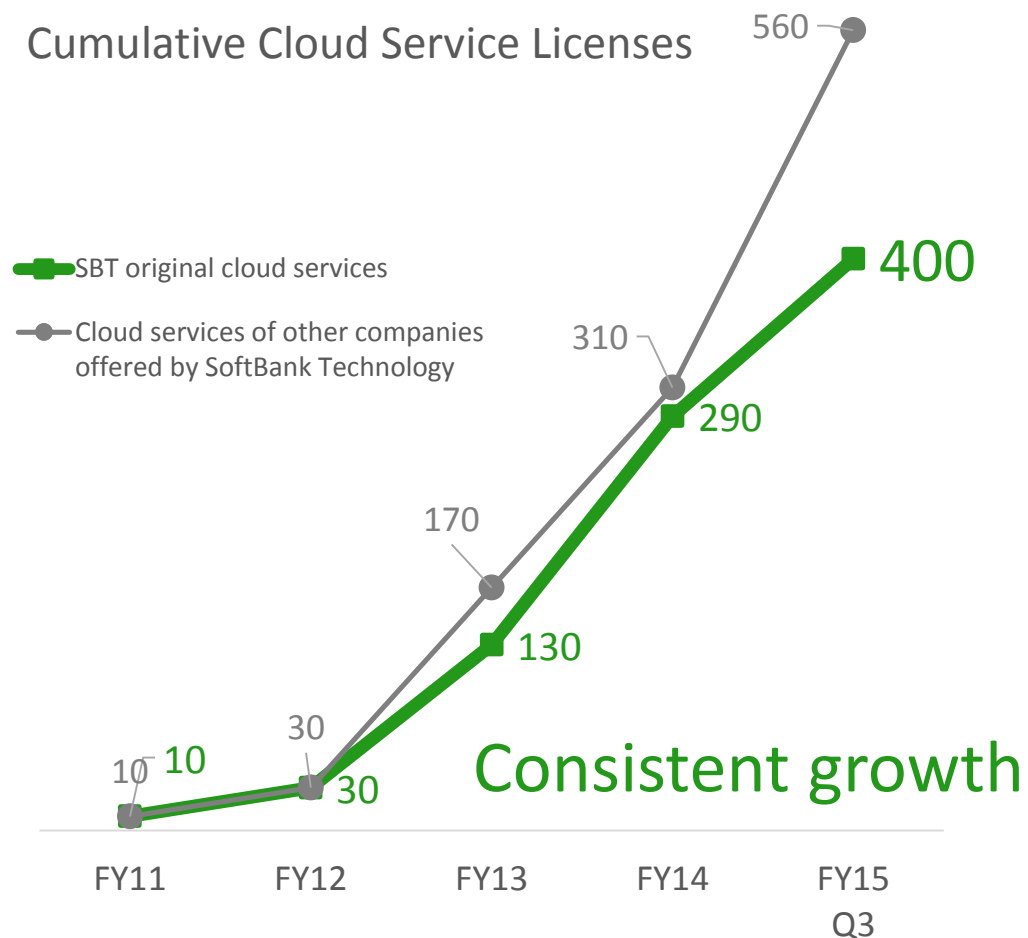


Marginal Profits by Service Category



# Growth in Licenses for SBT Original Cloud Services

As of January 29, 2016



(Thousands)

## 400,000 licenses

(+110,000, +28.2% vs End-FY14)



Online Service Gate®



Smart at®



ADFS on Cloud



WEB FONT SERVICE  
FONT PLUS



Protection against advanced persistent threat

## 560,000 licenses

(+240,000 vs End-FY14)

Microsoft Office 365  
Enterprise Mobility Suite (EMS)  
FireEye ETP

### Cloud installations

## 960,000 licenses

(+360,000 vs End-FY14)

The background of the slide features a soft-focus image of a wind turbine standing in a field of trees. The sky is a pale blue with wispy white clouds, and several birds are seen in flight, scattered across the upper half of the frame. The overall aesthetic is clean and modern, with a color palette dominated by blues and greens.

# Financial Data

# FY2015 Q3 Results Summary

Comparison with the previous fiscal year

| (Millions of yen)                       | FY14Q3 | FY15Q3 | Amount of change | Ratio of change |
|---|--------|--------|------------------|-----------------|
| Net sales                               | 8,961  | 10,435 | +1,474           | +16.5%          |
| Operating income                        | 57     | 364    | +307             | +537.2%         |
| Ordinary income                         | 78     | 290    | +211             | +267.9%         |
| Profit attributable to owners of parent | 198    | 140    | (58)             | (29.5)%         |
| EBITDA                                  | 328    | 612    | +283             | +86.2%          |

Note: EBITDA=Operating income (loss) + Depreciation + Amortization of goodwill

| Consolidated results                    | FY14Q3                      |       | FY15Q3                      |       |
|---|-----------------------------|-------|-----------------------------|-------|
|   | Amount<br>(Millions of yen) | Ratio | Amount<br>(Millions of yen) | Ratio |
| Net sales                               | 28,639                      | -     | 30,075                      | -     |
| Digital Marketing                       | 14,005                      | -     | 15,740                      | -     |
| Platform Solutions                      | 8,597                       | -     | 7,999                       | -     |
| System Integration                      | 6,037                       | -     | 6,336                       | -     |
| Cost of sales                           | 24,421                      | -     | 25,310                      | -     |
| Gross profit                            | 4,217                       | 14.7% | 4,765                       | 15.8% |
| SG&A expenses                           | 3,587                       | -     | 3,750                       | -     |
| Operating income                        | 630                         | 2.2%  | 1,014                       | 3.4%  |
| Non-operating income (loss)             | (9)                         | -     | (78)                        | -     |
| Ordinary income                         | 620                         | 2.2%  | 935                         | 3.1%  |
| Extraordinary gains (losses)            | 246                         | -     | 8                           | -     |
| Profit attributable to owners of parent | 529                         | 1.8%  | 485                         | 1.6%  |
| Marginal profit                         | 7,575                       | 26.4% | 8,099                       | 26.9% |
| Fixed costs                             | 6,945                       | -     | 7,084                       | -     |
| Non-consolidated order backlog          | 6,608                       | -     | 9,260                       | -     |

| YoY change                  |         |
|-----------------------------|---------|
| Amount<br>(Millions of yen) | Ratio   |
| +1,436                      | +5.0%   |
| +1,735                      | +12.4%  |
| (597)                       | (7.0)%  |
| +298                        | +4.9%   |
| +888                        | +3.6%   |
| +547                        | +13.0%  |
| +162                        | +4.5%   |
| +384                        | +61.1%  |
| (69)                        | -       |
| +315                        | +50.8%  |
| (238)                       | (96.4)% |
| (43)                        | (8.3)%  |
| +523                        | +6.9%   |
| +139                        | +2.0%   |
| +2,651                      | +40.1%  |



| Consolidated results (Millions of yen) |                         | FY14Q3          | FY15Q3 |
|--|-------------------------|-----------------|--------|
| Digital Marketing                      | Net sales               | 14,005          | 15,740 |
|  | Marginal profit         | 1,982           | 2,420  |
|  | Margin                  | 14.2%           | 15.4%  |
|  | (1) E-commerce services | Net sales       | 12,861 |
|  |                         | Marginal profit | 1,496  |
|  |                         | Margin          | 11.6%  |
|  | (2) Data analytics      | Net sales       | 1,143  |
|  |                         | Marginal profit | 485    |
|  |                         | Margin          | 42.5%  |
| Platform Solutions                     | Net sales               | 8,597           | 7,999  |
|  | Marginal profit         | 3,000           | 2,851  |
|  | Margin                  | 34.9%           | 35.7%  |
|  | (1) Platform solutions  | Net sales       | 6,085  |
|  |                         | Marginal profit | 1,753  |
|  |                         | Margin          | 28.8%  |
|  | (2) Security solutions  | Net sales       | 2,511  |
|  |                         | Marginal profit | 1,247  |
|  |                         | Margin          | 49.6%  |
| System Integration                     | Net sales               | 6,037           | 6,336  |
|  | Marginal profit         | 2,591           | 2,827  |
|  | Margin                  | 42.9%           | 44.6%  |
|  | (1) System integration  | Net sales       | 4,364  |
|  |                         | Marginal profit | 1,986  |
|  |                         | Margin          | 45.5%  |
|  | (2) Microsoft solutions | Net sales       | 1,672  |
|  |                         | Marginal profit | 604    |
|  |                         | Margin          | 36.2%  |

| Amount of change | Ratio of change |
|------------------|-----------------|
| +1,735           | +12.4%          |
| +437             | +22.1%          |
| +1.2Pts          | -               |
| +1,211           | +9.4%           |
| +256             | +17.1%          |
| +0.9Pts          | -               |
| +523             | +45.8%          |
| +181             | +37.4%          |
| (2.5)Pts         | -               |
| (597)            | (7.0)%          |
| (148)            | (5.0)%          |
| +0.8Pts          | -               |
| (561)            | (9.2)%          |
| (44)             | (2.6)%          |
| +2.1Pts          | -               |
| (36)             | (1.5)%          |
| (104)            | (8.4)%          |
| (3.4)Pts         | -               |
| +298             | +4.9%           |
| +235             | +9.1%           |
| +1.7Pts          | -               |
| +107             | +2.5%           |
| +121             | +6.1%           |
| +1.6Pts          | -               |
| +191             | +11.4%          |
| +114             | +18.9%          |
| +2.4Pts          | -               |

The highest sales and earnings are usually in the second and fourth quarters.

(Millions of yen)

|                  | FY13  |       |       |        |        | FY14  |       |       |        |        |
|------------------|-------|-------|-------|--------|--------|-------|-------|-------|--------|--------|
|                  | 1Q    | 2Q    | 3Q    | 4Q     | Total  | 1Q    | 2Q    | 3Q    | 4Q     | Total  |
| Net Sales        | 7,840 | 8,446 | 9,408 | 11,256 | 36,951 | 9,734 | 9,944 | 8,961 | 11,177 | 39,816 |
| Composition (%)  | 21.2% | 22.9% | 25.5% | 30.5%  | 100%   | 24.4% | 25.0% | 22.5% | 28.1%  | 100%   |
| Operating income | 163   | 407   | 176   | 623    | 1,370  | 133   | 439   | 57    | 768    | 1,398  |
| Composition (%)  | 11.9% | 29.7% | 12.9% | 45.5%  | 100%   | 9.5%  | 31.4% | 4.1%  | 55.0%  | 100%   |

The background of the slide features a bright, hazy sky with several birds in flight. In the lower portion, there is a blue-tinted image of a wind turbine standing in a field of trees.

# Appendix

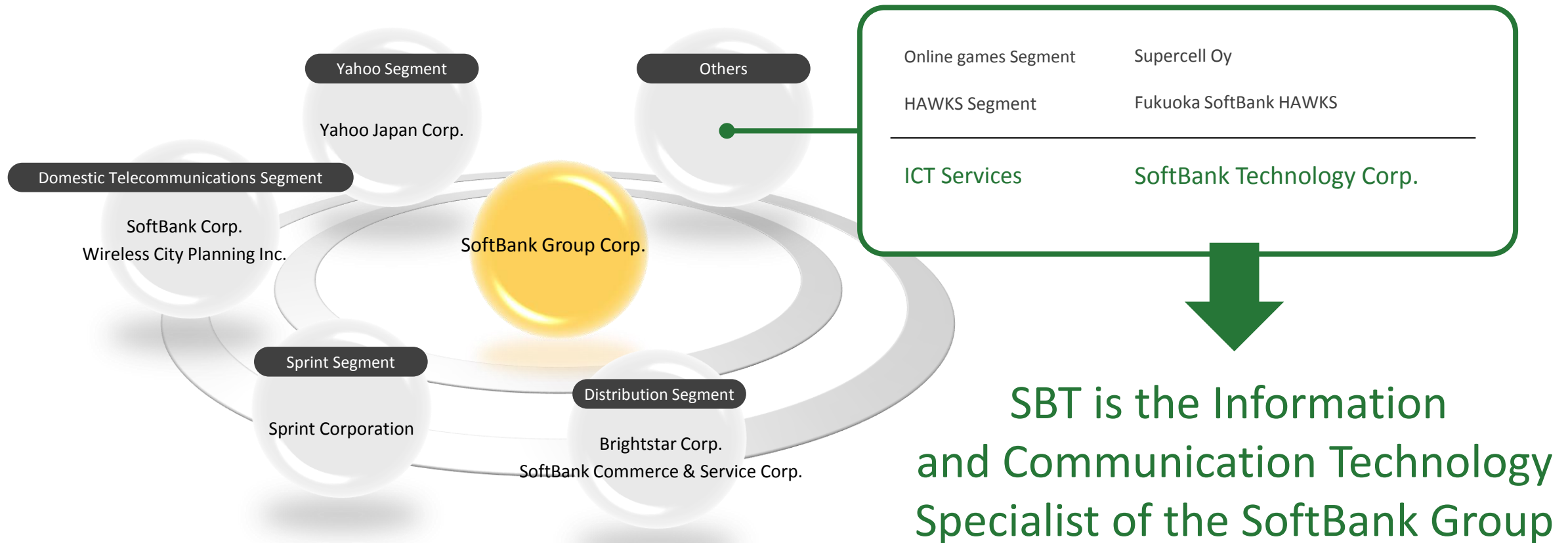
About us, Service Categories and Growth Initiatives

# About us

# Corporate Data

|                                    |  |
|------------------------------------|--|
| Trade name                         | SoftBank Technology Corp.  |
| Establishment                      | October 16, 1990   |
| Head office                        | 17F Shinjuku Eastside Square 6-27-30, Shinjuku, Shinjuku-ku, Tokyo   |
| Representative                     | Shinichi Ata, President & CEO  |
| Stock exchange listing             | Tokyo Stock Exchange, First Section (Code No.: 4726 Industry classification: Information and Communications)   |
| Paid-in capital                    | 645 million yen (end-March 2015)   |
| Consolidated net sales             | 39,816 million yen (end-March 2015)  |
| Number of employees (consolidated) | 833 (end-March 2015)   |
| Business sites                     | Shinjuku Office (Headquarters), Shiodome Office, Shiodome Development Base, Nagoya Office, Osaka Branch, Fukuoka Branch, Fukuoka Development Center, Taiwan Branch   |
| Main business                      | ICT Services<br>E-commerce Services, Data Analytics, Platform Solutions, Security Solutions, System Integration, Microsoft Solutions   |
| Main phone number                  | +81-3-6892-3050  |
| Certification                      |  <br><small>ISMS 認証登録範囲: 本社、汐留、大阪、福岡</small> |

# SoftBank Technology's Role within the SoftBank Group



\*On April 1, 2015, SoftBank Mobile Corp. absorbed SoftBank BB Corp., SoftBank Telecom Corp., and Ymobile Corporation in a merger.

\*On July 1, 2015, SoftBank Corp. renamed SoftBank Group Corp., and SoftBank Mobile Corp. renamed SoftBank Corp.



Shinichi Ata

President & CEO  
SoftBank Technology Corp.

Corporate  
Philosophy

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

Since its founding, the SoftBank Group has been using the Information Revolution to contribute to wellbeing of people and society.

The SoftBank Technology Group will contribute to create an affluent information society providing through eBusiness and Cloud solutions.

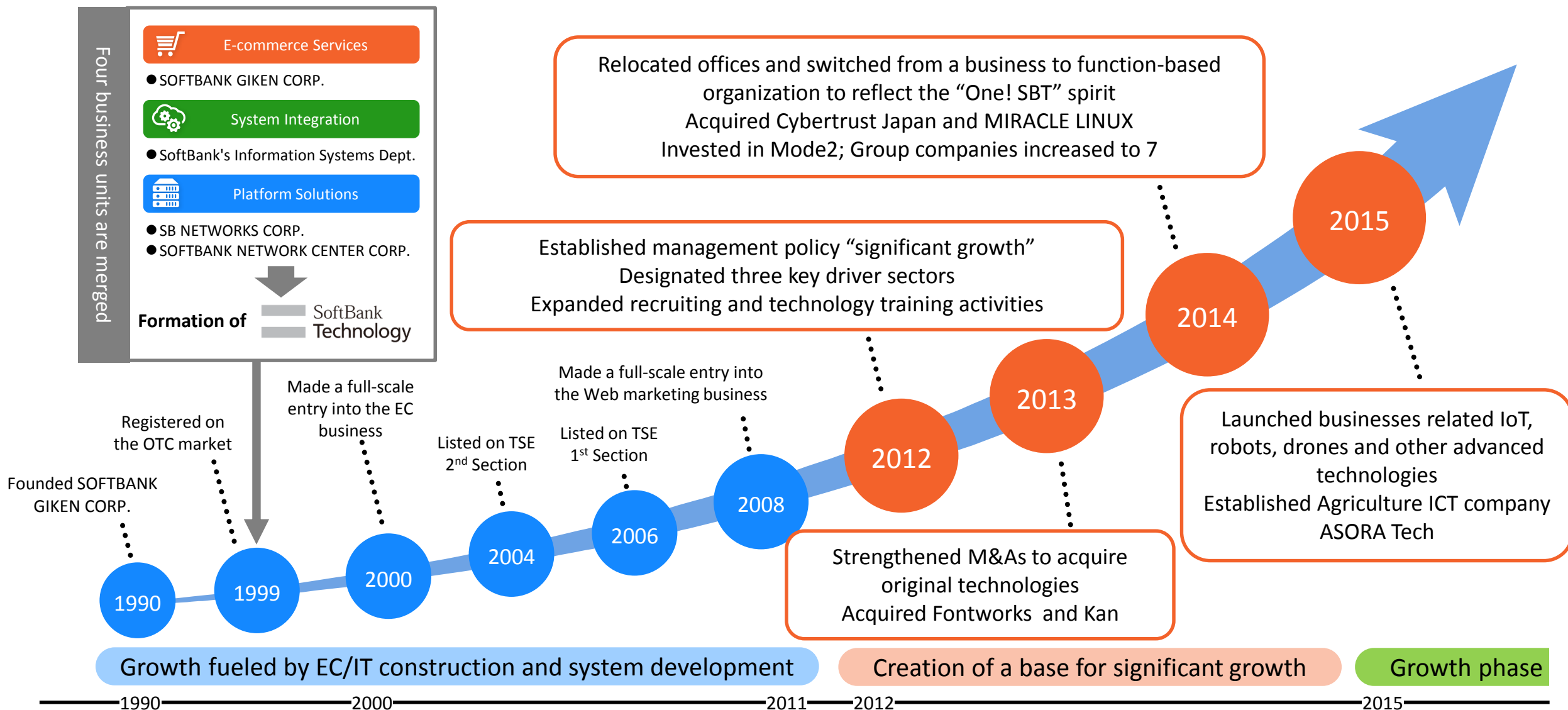
Corporate Slogan **One! SBT**

---



The SoftBank Technology Group is dedicated to working as a unified team to create the No.1 business field. To express this determination, we began using the “One! SBT” slogan in 2014. Everyone at the Group has a strong commitment to achieve significant growth.

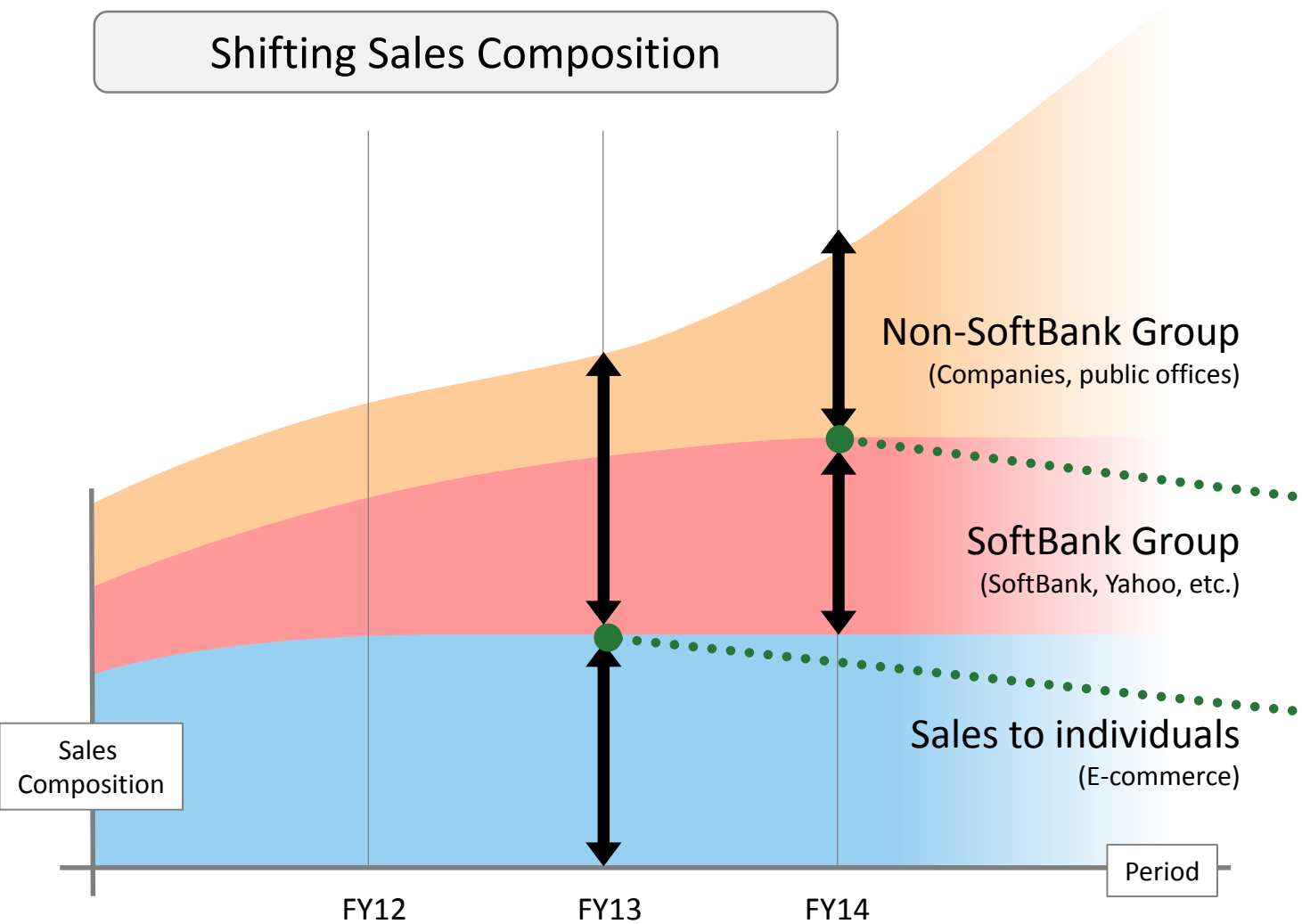
# The History of SBT





# Management Policies (1/2)

Shifting Sales Composition



Increase cooperation with the SoftBank Group to achieve significant growth rapidly, primarily in the three key driver sectors

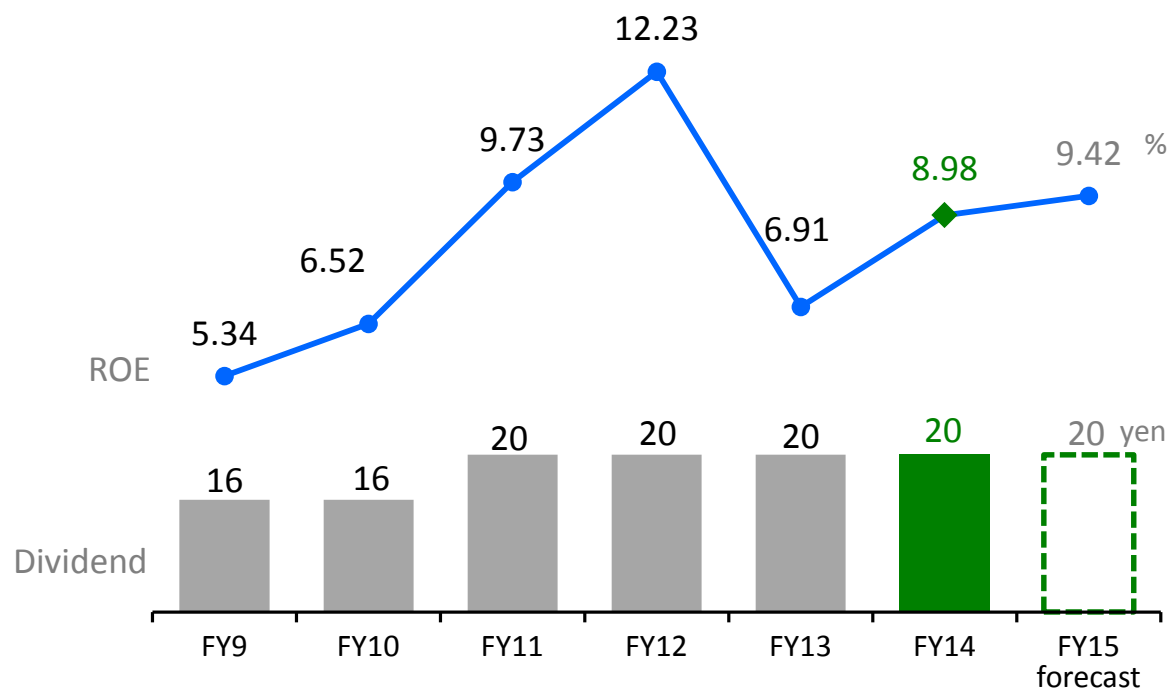
Non-SoftBank Group sales surpassed SoftBank Group sales

Total non-SoftBank and SoftBank Group sales surpassed E-commerce sales

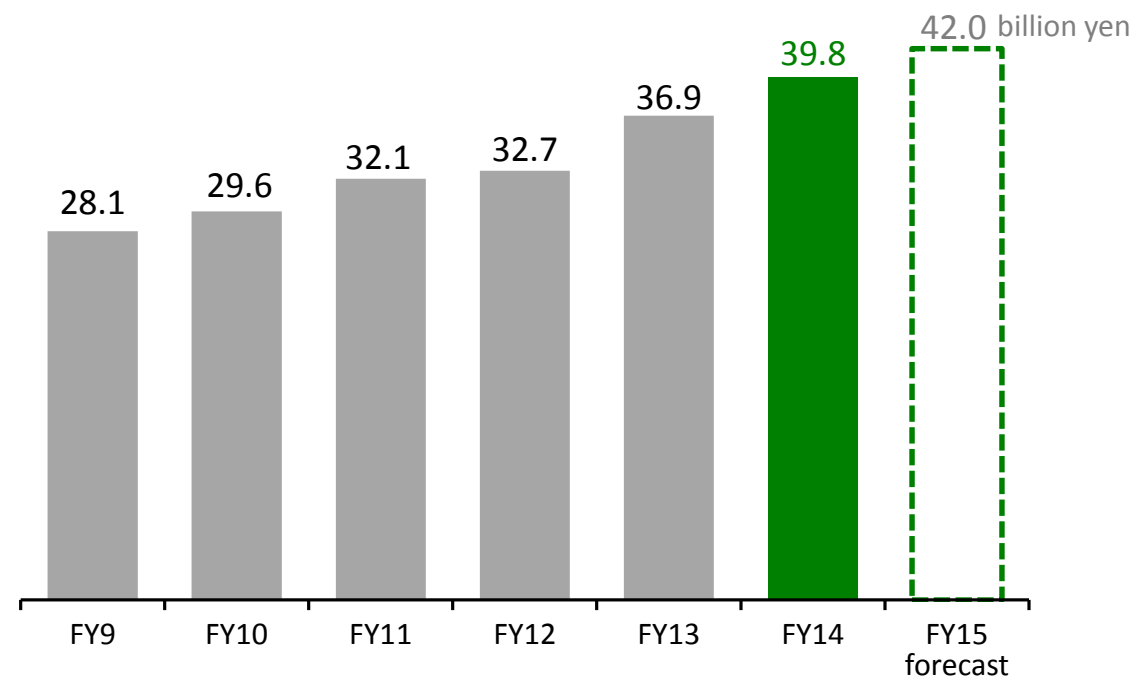
# Management Policies (2/2)

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

ROE and Dividend

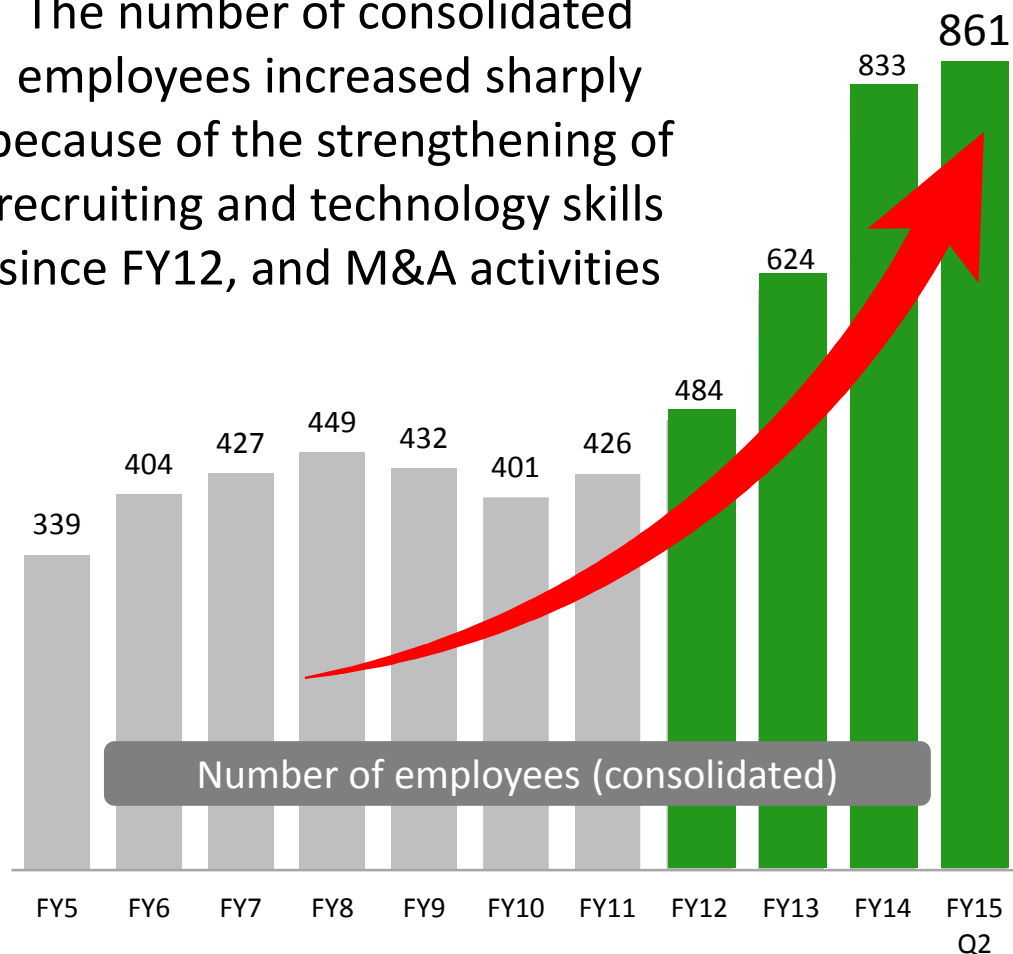


Net Sales



# Creation of a Base for Growth 1: A Stronger Workforce

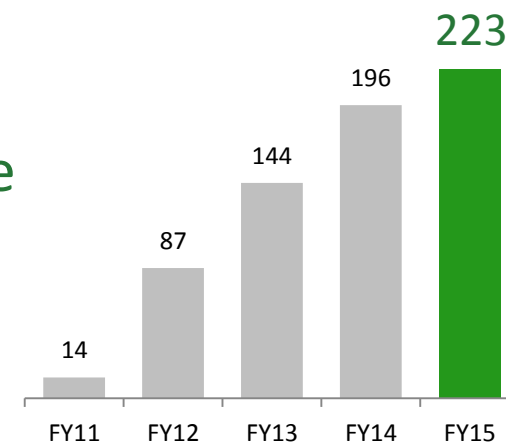
The number of consolidated employees increased sharply because of the strengthening of recruiting and technology skills since FY12, and M&A activities



All business units of SoftBank Technology have highly experienced professionals who can provide customers with ideas for the best possible solutions.

Human resources with outstanding expertise involving technologies and the ability to solve problems are the primary driver of growth at SoftBank Technology.

Employees with high-level certifications have increased by **16** times



A company capable of taking on large projects

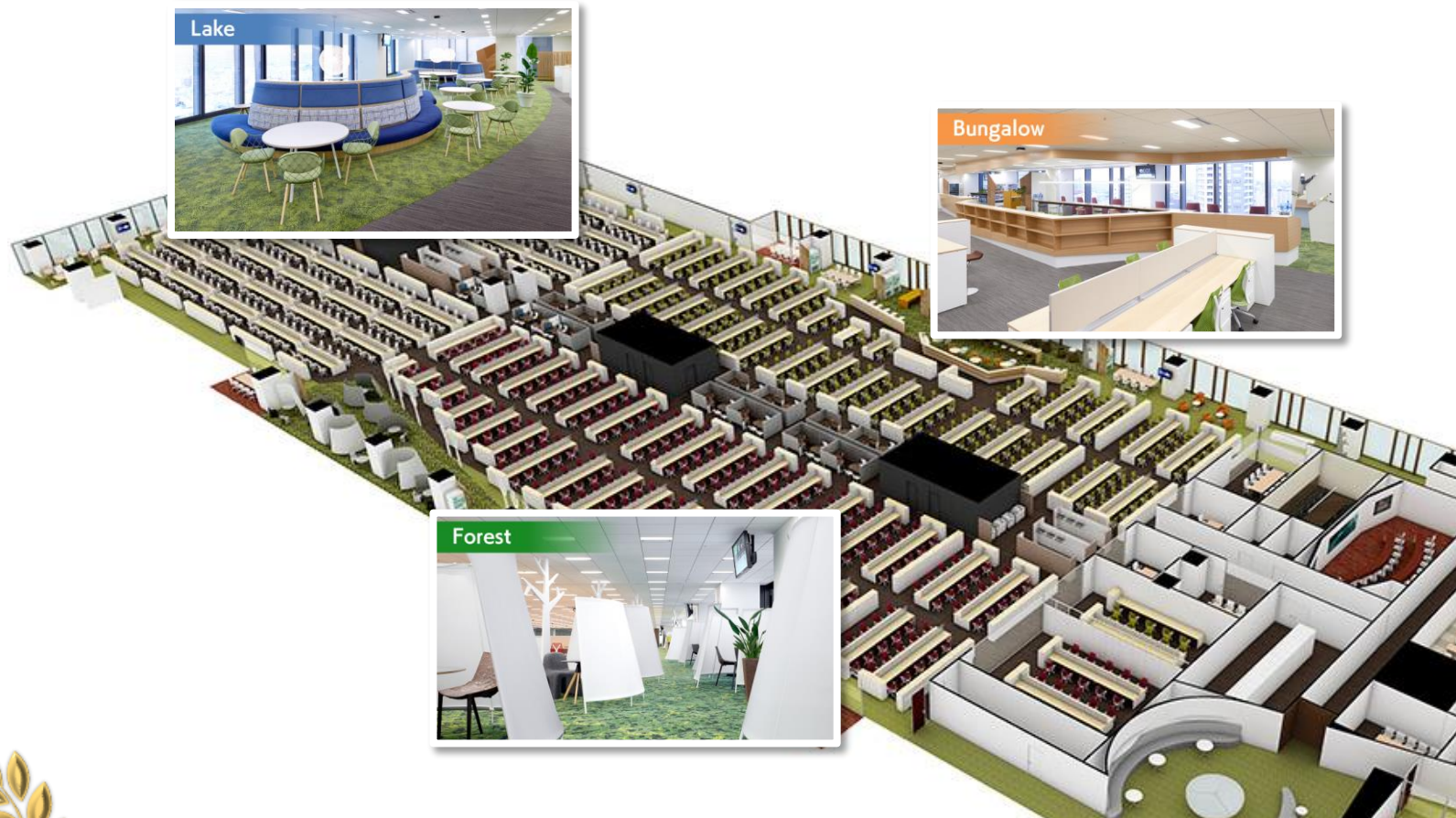
# Creation of a Base for Growth 2: Creation of Synergies

Head office relocated in February 2014 as a measure to implement “One! SBT”

- A single floor with no walls
- Some of group companies are in one location
- Organizational structure based on functions instead of businesses
- A secure environment
- A convenient location

Received the 27<sup>th</sup>  
Nikkei New Office Award

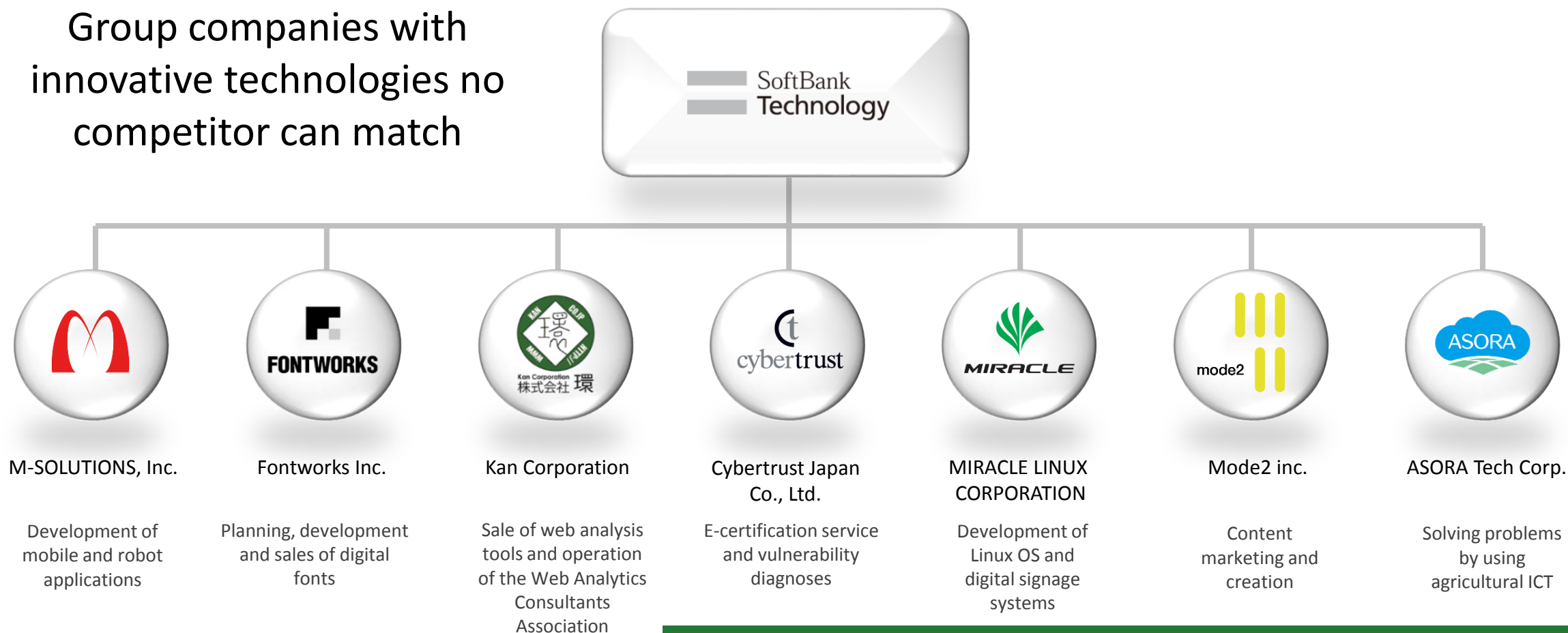
Office Security Award



An office designed to maximize synergies

# Creation of a Base for Growth 3: Original Technologies

Group companies with  
innovative technologies no  
competitor can match



Original technologies to establish a key competitive edge

Become a source of cloud services for the safe utilization of data





# Change in Business Fields

–FY2011

+ FY2012 – 2014

+ FY2015–

Provision of overseas  
advanced technologies and  
products in Japan



E-commerce Services



Key Driver



Data Analytics



Platform Solutions



Key Driver



Security Solutions



System Integration

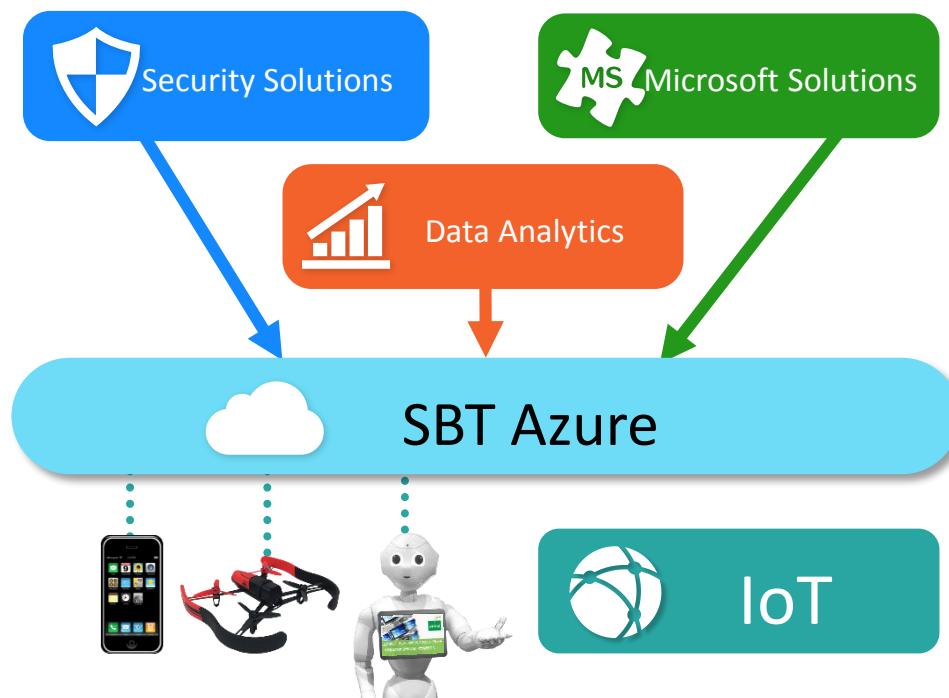


Key Driver



Microsoft Solutions

Become a source of cloud services  
for the safe utilization of data



# Service Categories



# Overview of E-commerce Services

## Management and operation of shopping websites

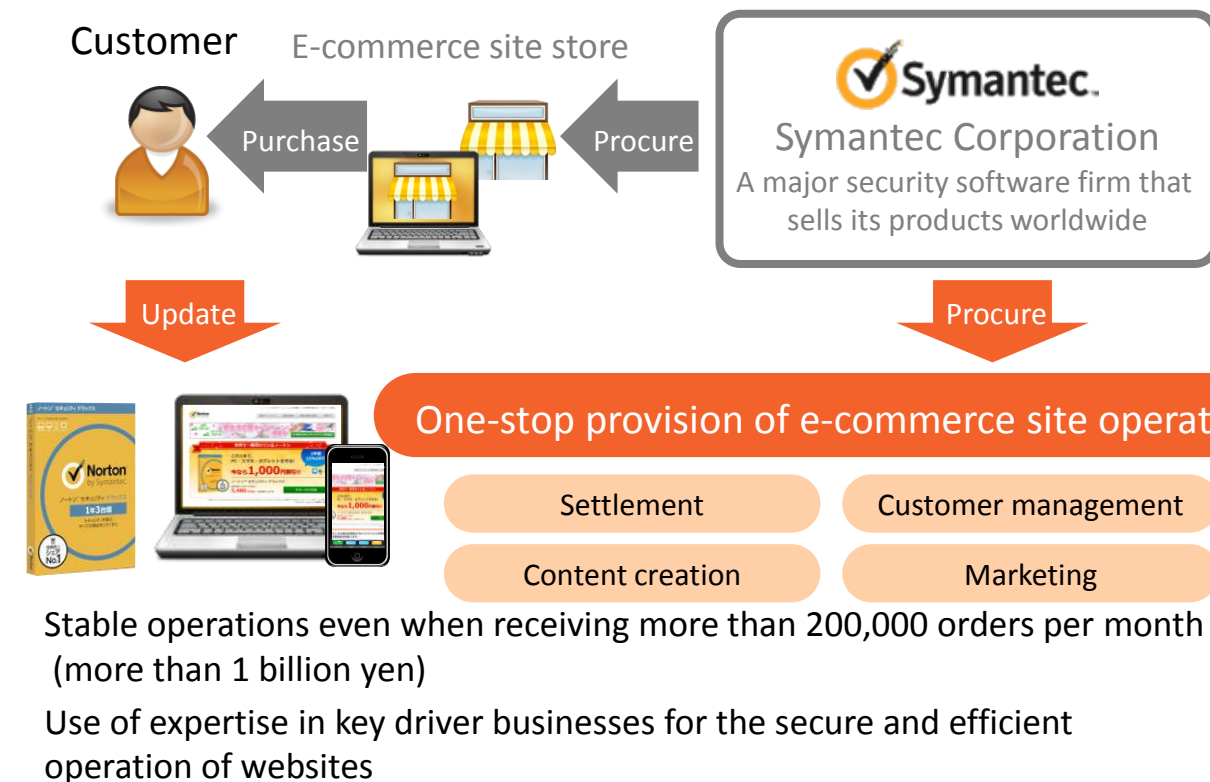


### Required Solutions and Technologies

- Website construction
- Content management (page update framework)
- Customer management system
- Billing system
- Support system
- Measures to attract customers and increase sales

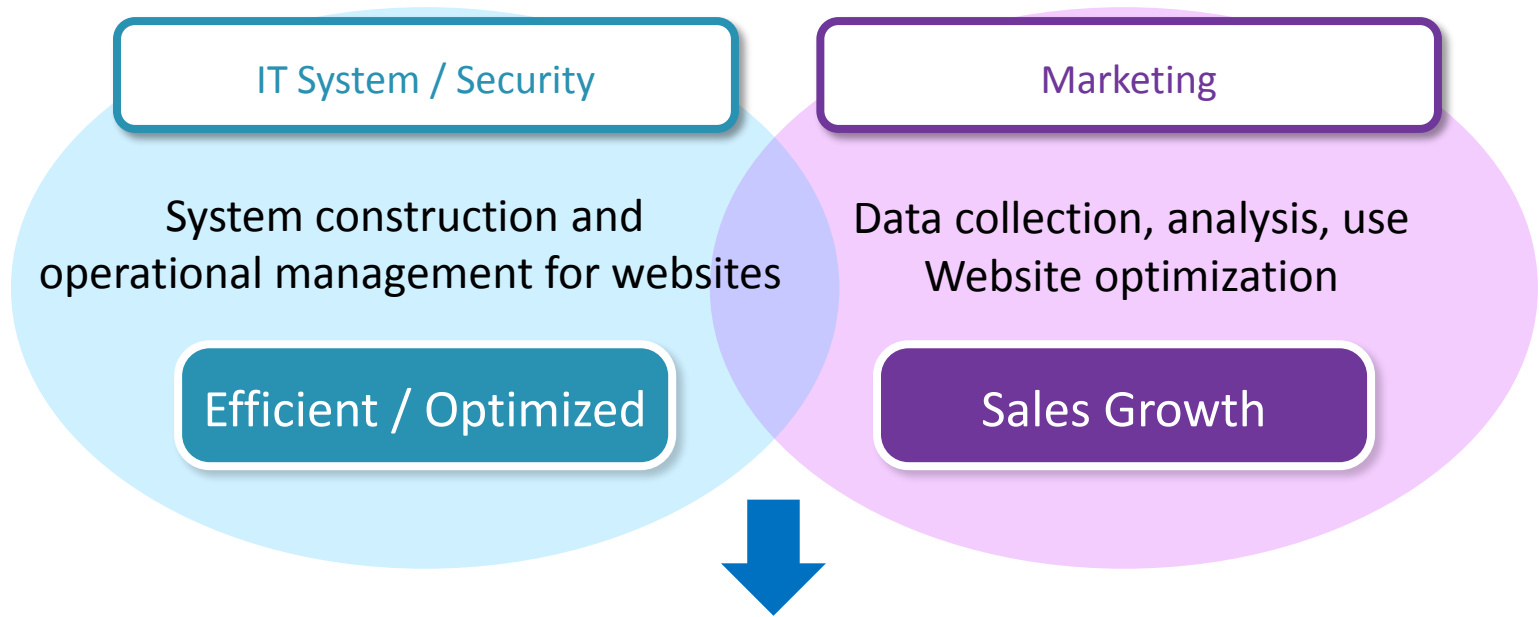
### SBT's E-commerce Services

- A one-stop e-commerce site outsourced operations service for more than 20 years, mainly for websites selling download products in Japan and other countries



# Key Driver: Data Analytics

Provides companies with new insights for their operations through the unified analysis of large volumes of dispersed data, primarily shopping website visitor and purchasing logs but also weather data, regional data and other information.



Support for both systems and marketing

## Main Services



Improves the effectiveness of marketing activities by using website visitor behavior records to predict the characteristics of visitors



Allows determining the best possible budget structure by providing comprehensive measurements of the effectiveness of Internet, TV, radio and other advertisements

Building digital marketing frameworks

A one-stop service with site construction and operating frameworks as well as security measures, analysis tools introduction, strategy proposals and other support involving data utilization platforms

# Data Analytics: Strengths of SBT

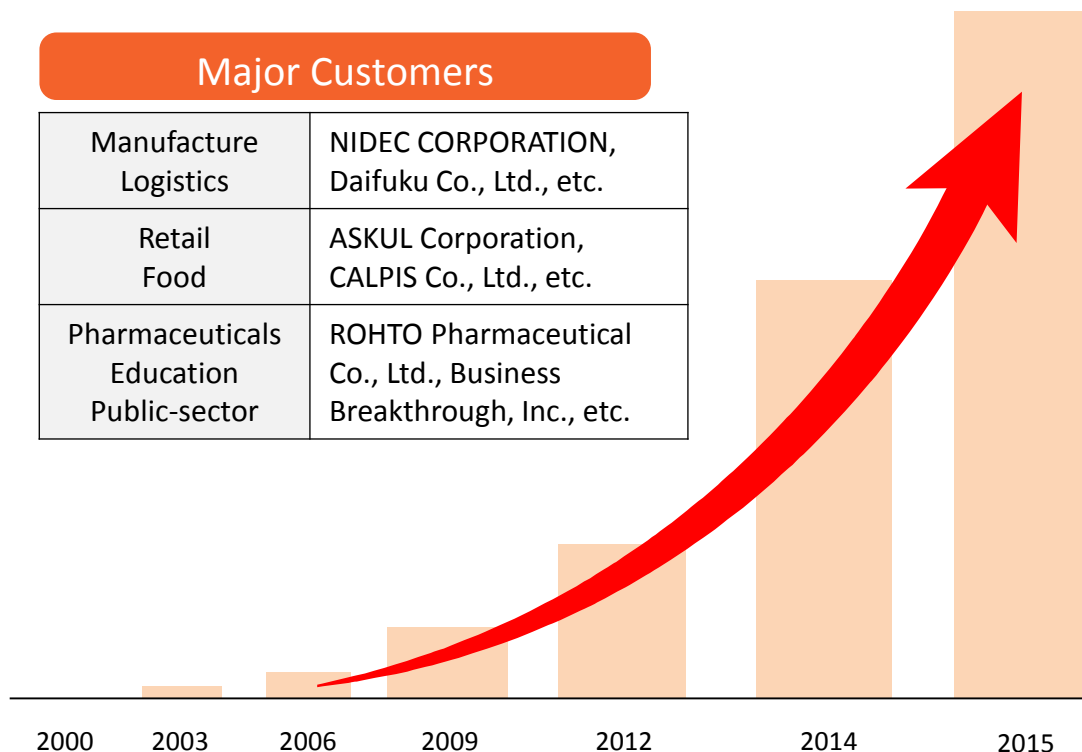
SBT started its data analytics and digital marketing businesses in 2000.

Customers

260 companies

## Major Customers

|   |   |
|---|---|
| Manufacture<br>Logistics                      | NIDEC CORPORATION,<br>Daifuku Co., Ltd., etc.                           |
| Retail<br>Food                                | ASKUL Corporation,<br>CALPIS Co., Ltd., etc.                            |
| Pharmaceuticals<br>Education<br>Public-sector | ROHTO Pharmaceutical<br>Co., Ltd., Business<br>Breakthrough, Inc., etc. |



- Largest distributor of Adobe digital marketing products in Japan (2006, 2008, 2011, 2012, 2013)

## Many years of experience

SBT has been supplying solutions for more than 10 years and has provided products and support to more than 200 companies.

## Highly specialized skills

Analysts with front-line data analysis experience provide support for businesses by using highly sophisticated data analysis.

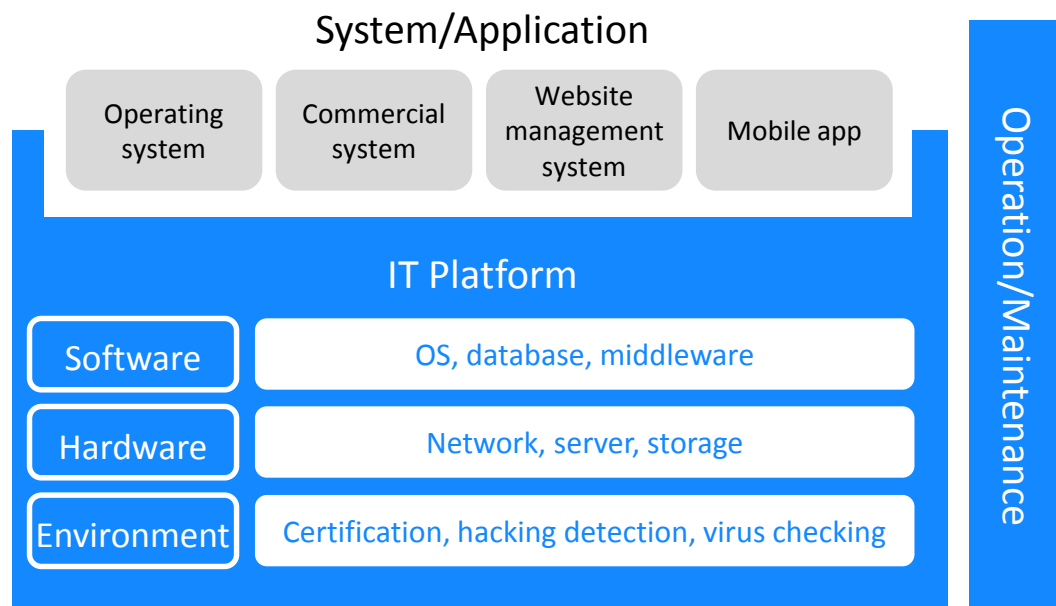
- Machine learning
- Artificial intelligence
- Big data utilization

## Group synergies

SBT can create the best possible solutions by working with group companies in fields involving content creative and signage.

# Business Overview: Platform Solutions

Construction of IT platforms that allow the use of a variety of system and applications from PCs, iPhones/iPads and other devices.



## Main Features of the Services of SBT

- Able to construct the best IT platform by combining the products of many companies
- 24-hour/365-day monitoring system for stable operations

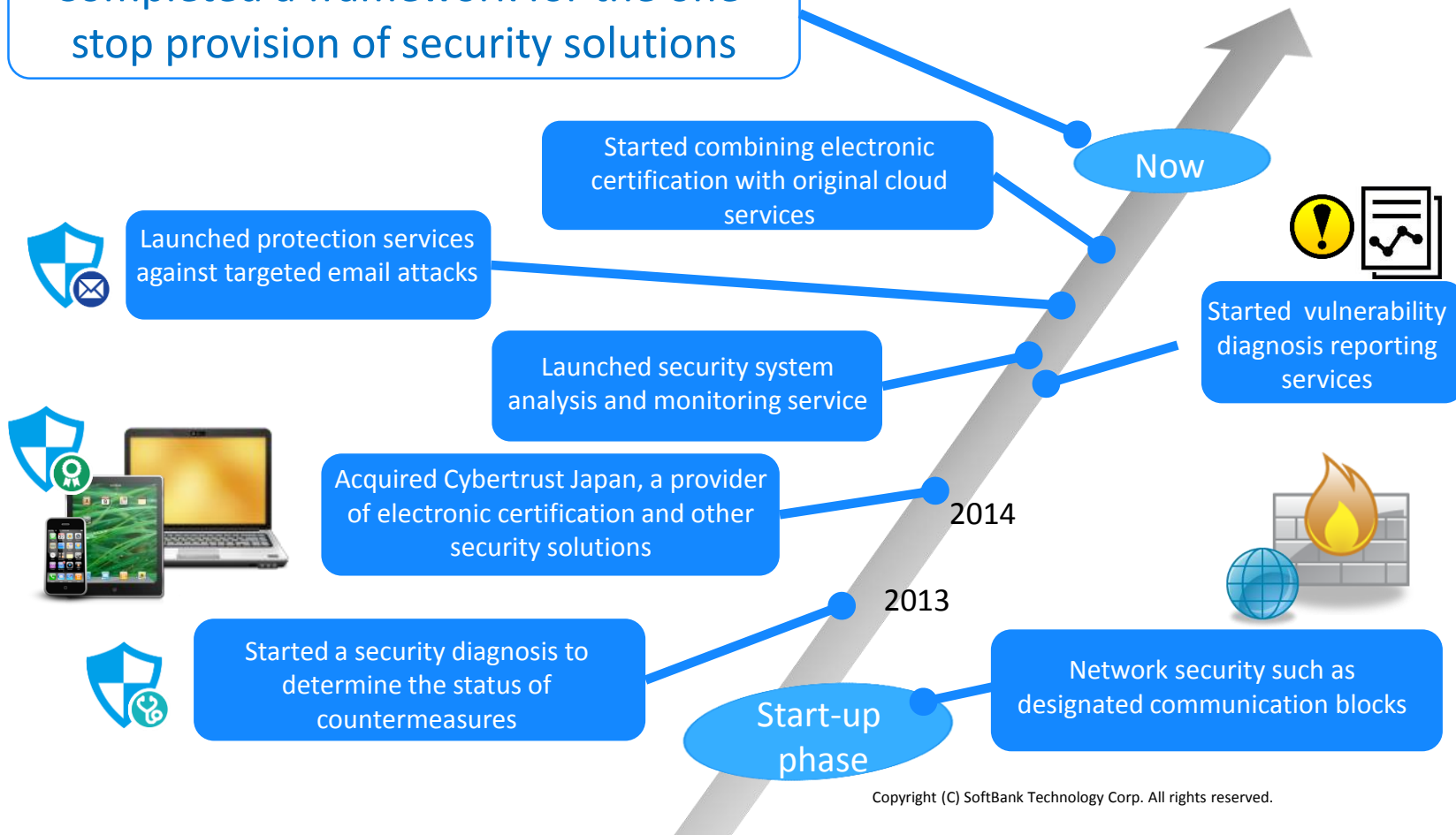


- Construct reliable IT platforms that SBT has also supplied to SoftBank, Yahoo and other SoftBank Group companies
- Able to monitor operations for on-premises systems, virtual environments, cloud environments and hybrid environments combining these components

# Key Driver: Security Solutions

A provider of safe business environments by protecting companies from the targeted cyber attacks and the information leaks due to viruses as well as many other cyber threats that are constantly becoming more sophisticated

Completed a framework for the one-stop provision of security solutions



## Major Services



### Security diagnosis service

Identifies security problems by using simulated attacks and provides the required security measures



### Device ID

Heightens security by restricting access by requiring an ID and password as well as a device with access permission



### Protection against advanced persistent threat

Safely isolates public relations, personnel and other e-mail addresses with public access through the visualization of attacks that can bypass conventional security measures



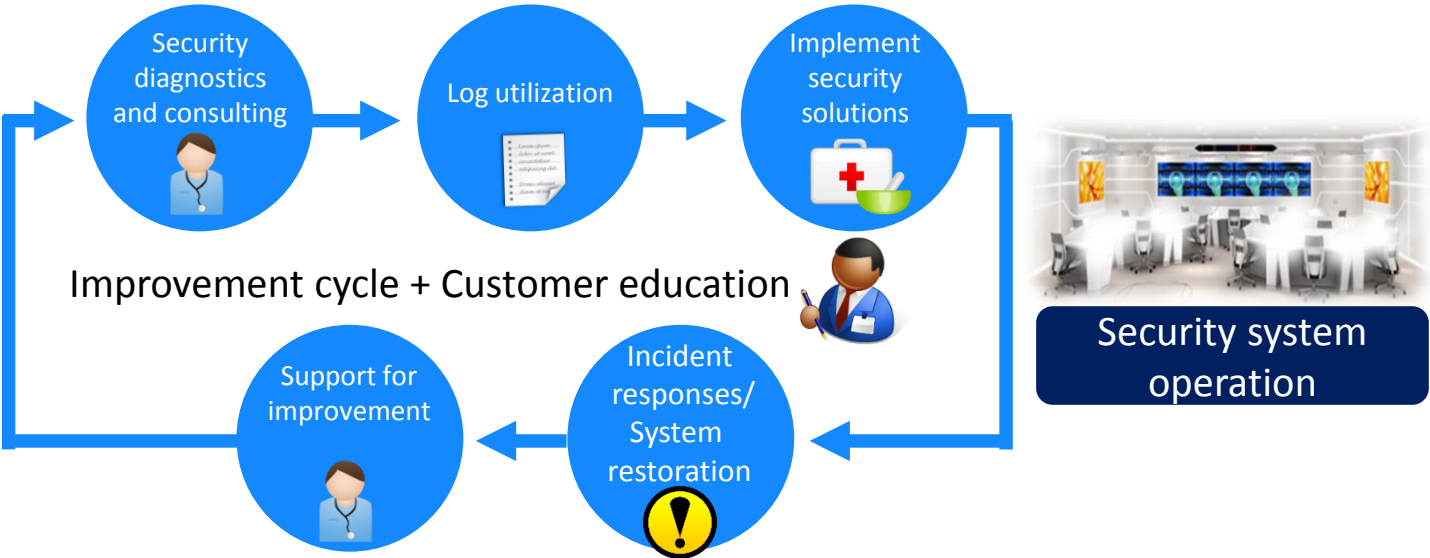
# Security Solutions: Strengths of SBT

Network security has been a priority of SBT since its establishment. Customers rely on SBT for the best possible security measures along with network operation and analysis services.

One-stop support by a team of security experts to select the best measures for each customer and establish a continuous improvement cycle

## Major Customers

|   |  |
|---|--|
| Financial                                 | Fukuoka Hibiki Shinyo Kinko Bank, etc.                                 |
| Information technology and communications | SEGA Corporation, etc.   |
| Public sector                             | National Institute of Advanced Industrial Science and Technology, etc. |



## SBT experts can determine the best measures

Security measures require the installation of hardware and corresponding services, but that is not enough. Companies need to determine the best course of action when a problem occurs. SBT has consultants with many years of experience with emergency responses. Other experts can perform studies from the viewpoint of an attacker. This team of experienced professionals supports companies select security measures and operate and analyze these measures.

## First use by SBT gives customers confidence

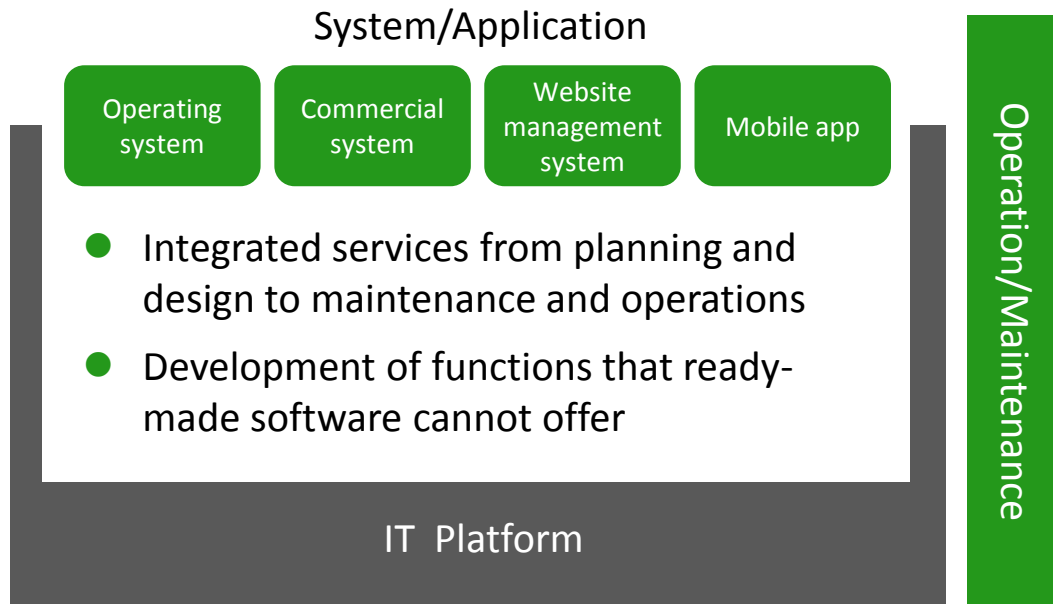
The first step at SBT for solving customers' problems is to make extensive internal use of the latest technologies. By being the first to use new solutions, we can demonstrate the benefits of these solutions to our customers.

## One-stop multi-vendor convenience

SBT is a one-stop source of the optimum solutions. We supply numerous security measures for the visualization of vulnerabilities, networks, authentication, devices, communications, e-mails, protection against advanced persistent threat and other requirements. We offer additional support for the safety of customers' business operations by utilizing an operation and monitoring center of network and security.

# Business Overview: System Integration

Everything from planning to development and operations for information systems that are vital to a customer's business operations. Activities include measures for problems that conventional packages cannot solve, the use of smartphone, tablets and other mobile devices to make operations more efficient, and other services.



## Main Features of the Services of SBT

- Uses the advanced technologies to solve newly emerging problems
- Project progress oversight by certified Project Management Professionals



Mobile robot apps



Website

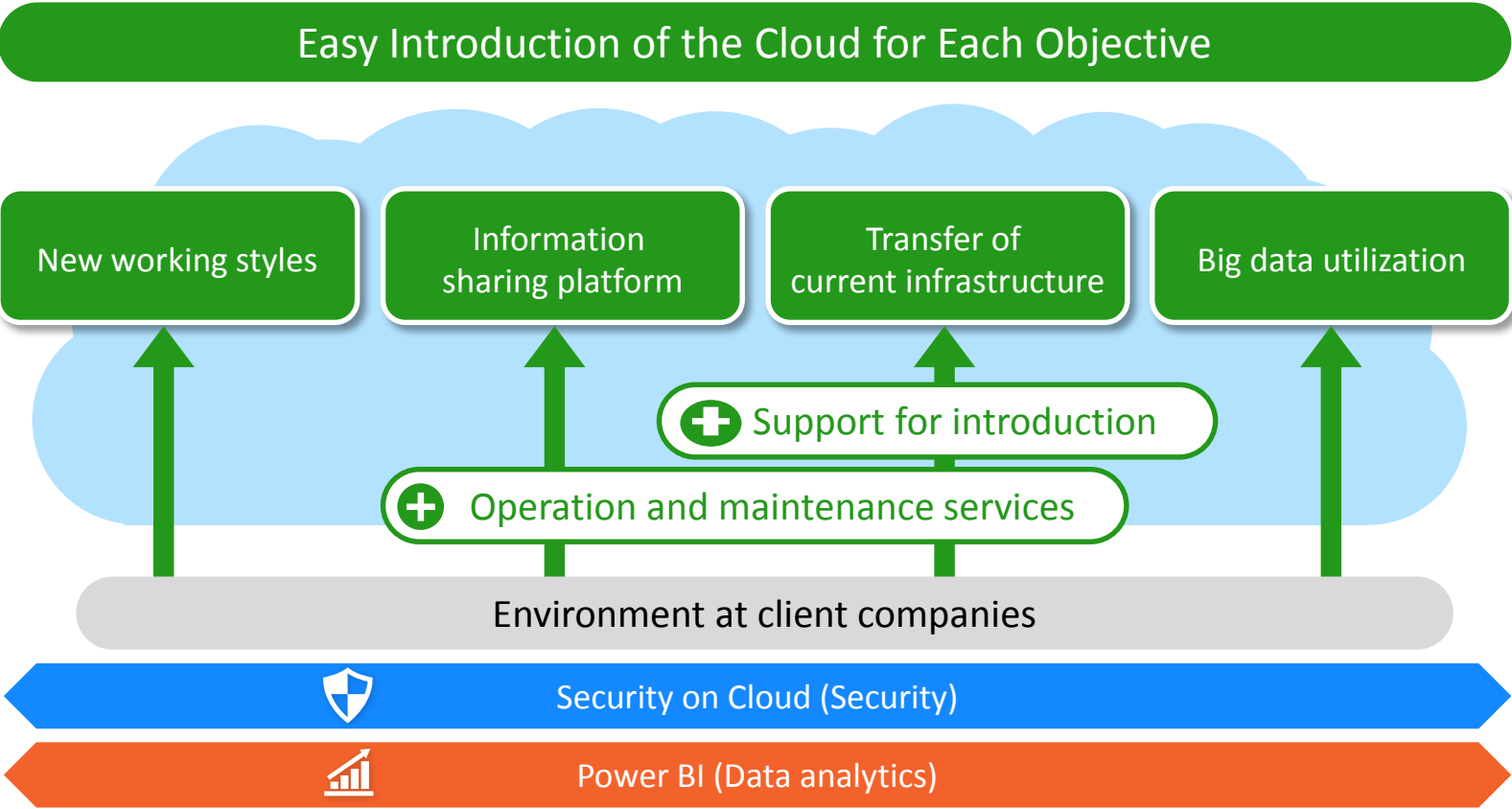


Internal-use and business-use information systems

- Reliable development technologies that SBT has also supplied to SoftBank, Yahoo and other SoftBank Group companies
- Development of applications optimized for the use of SoftBank Group mobile devices and robots

# Key Driver: Microsoft Solutions

Cloud transfers and introduction support for information systems by using mainly Office 365, Microsoft Azure and other Microsoft products. Comprehensive services also include security solutions, monitoring operations and other activities. By offering these services, this business facilitates the convenient and safe use of the cloud.



## Main Services



### ADFS on Cloud

A service that creates the cloud authentication platform required for moving a company's systems to the cloud and provides links with other cloud services



### OnePortal

This service makes it possible to create an attractive internal portal site at a company with multi-device compatibility by simply using a dedicated installer.

### Microsoft Azure Managed Service

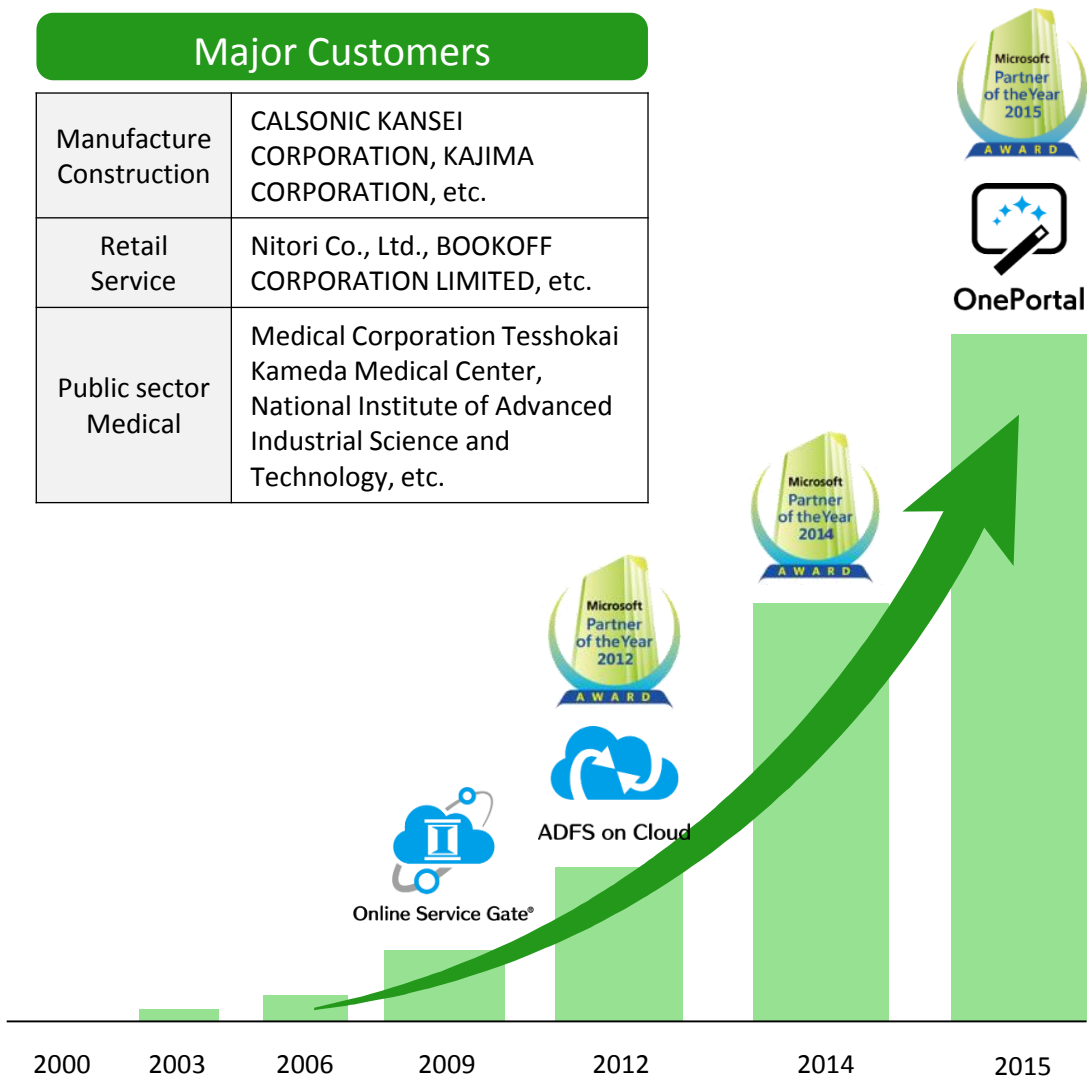
A comprehensive cloud operations support service with 24-hour monitoring of operations, back-up, security and other elements



# Microsoft Solutions: Strengths of SBT

## Major Customers

|                             |   |
|-----------------------------|---|
| Manufacture<br>Construction | CALSONIC KANSEI<br>CORPORATION, KAJIMA<br>CORPORATION, etc.   |
| Retail<br>Service           | Nitori Co., Ltd., BOOKOFF<br>CORPORATION LIMITED, etc.  |
| Public sector<br>Medical    | Medical Corporation Tesshokai<br>Kameda Medical Center,<br>National Institute of Advanced<br>Industrial Science and<br>Technology, etc. |



## Cloud Installations (As of January 29, 2016)

539 companies 950,000 licenses

Introduction of Office 365 171 companies 500,000 licenses

\*Cloud installations are the number of installations for Office 365, Online Service Gate, ADFS on Cloud and Enterprise Mobility Suite.

No.1 in the deployment of Office 365 for enterprise in Japan

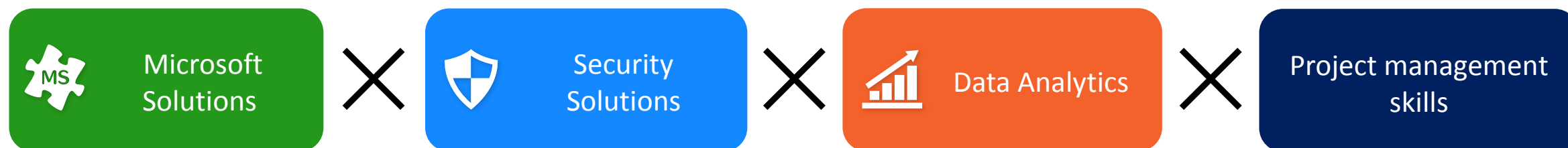
Many original services that work best with Azure

Extensive product knowledge and the technology and development skills to precisely meet the requirements of enterprise customer

# Aiming for More Growth

Supply one-stop services centered on the cloud

Combine key driver business technologies and knowhow to become more competitive



## Convergence of key drivers on the cloud

Growth of social needs for these services ➡ Increasing number of orders received by SBT

The background of the slide features a soft-focus image of a wind turbine standing in a field of green trees. The sky is a clear, bright blue, and several birds are seen in flight, scattered across the upper half of the frame. The overall aesthetic is clean and modern, with a color palette dominated by blues and greens.

# Growth Initiatives

## What is the IoT? Internet of Things

With the IoT, home appliances, automobiles and many other objects, in addition to computers, have a communication capability. This makes mutual control of these items possible by using an Internet link.



## Vital components for growth of IoT

1. Compatibility with many types of devices
2. Reliable certification and a safe Internet link
3. Ability to accumulate and use data

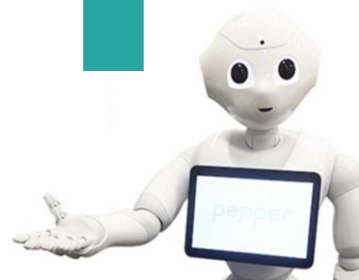
# SBT's Goals for the IoT Business



- Supply secure data sharing platforms
- Use big data to create new forms of value



Accumulate big data in the cloud



M-SOLUTIONS



cybertrust

# IoT Activities 1: Compatibility with Many Types of Devices (1/2)

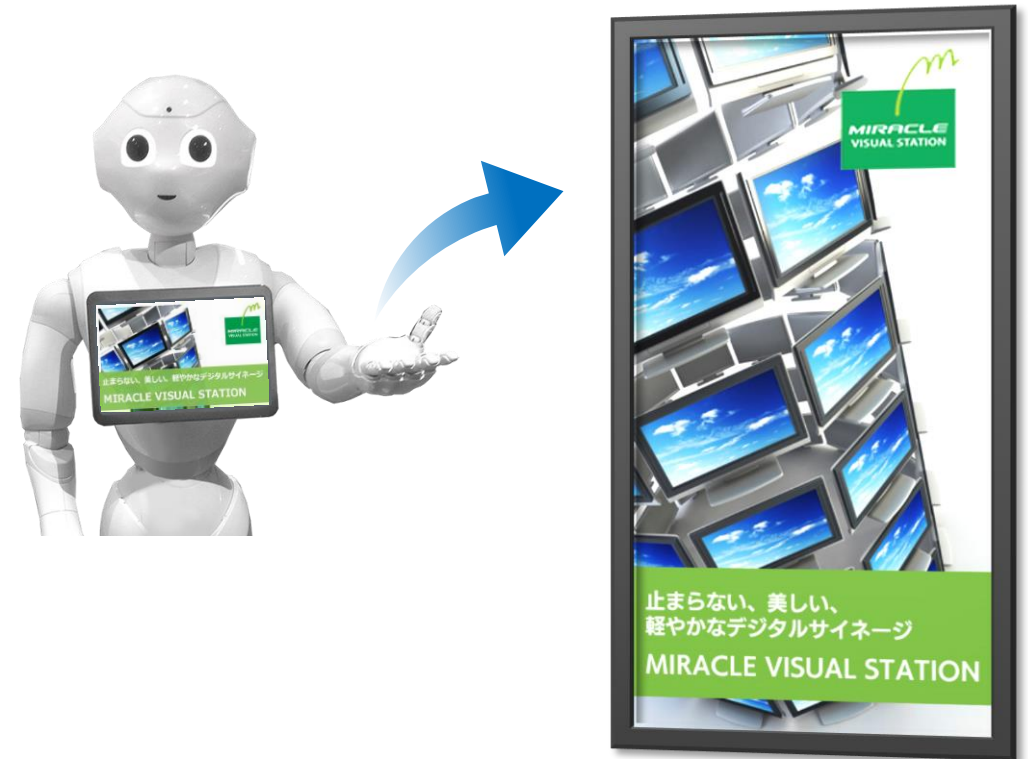
Create an infrastructure that allows many types of devices to use the same content

Website and signage link



Cloud-based Content  
Management System

Pepper and signage link

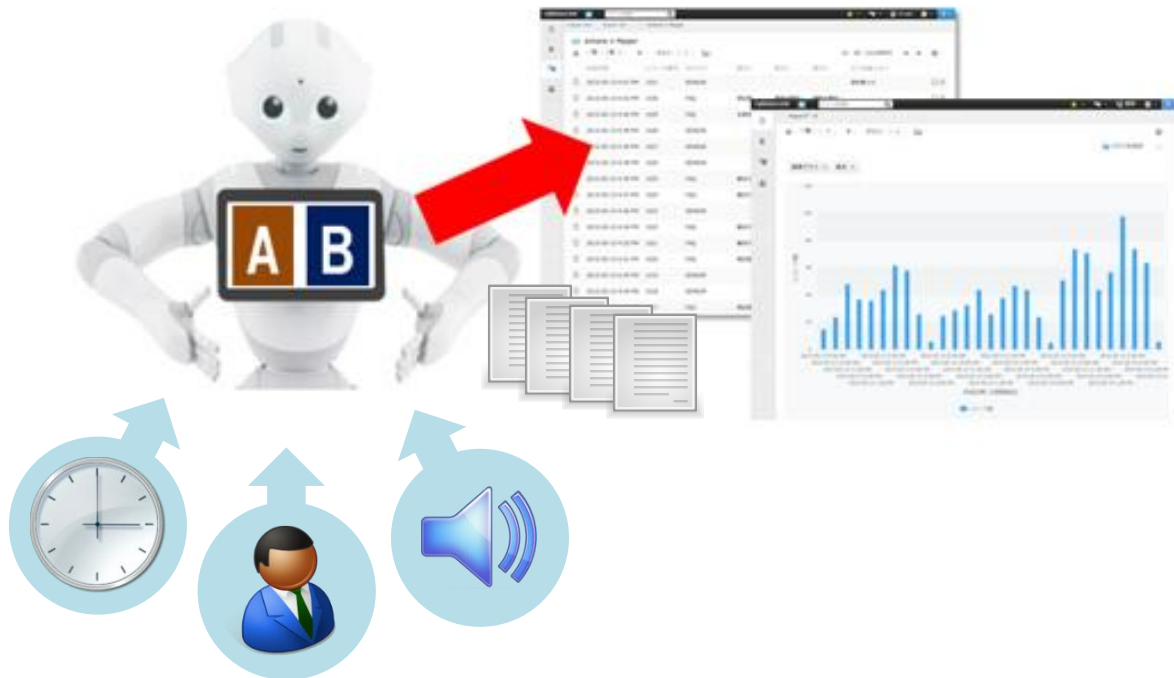




## IoT Activities 1: Compatibility with Many Types of Devices (2/2)

Create an infrastructure that allows the real-time use in the cloud of the data of many types of devices

Pepper sensor data



Mobile device/Wearable device data



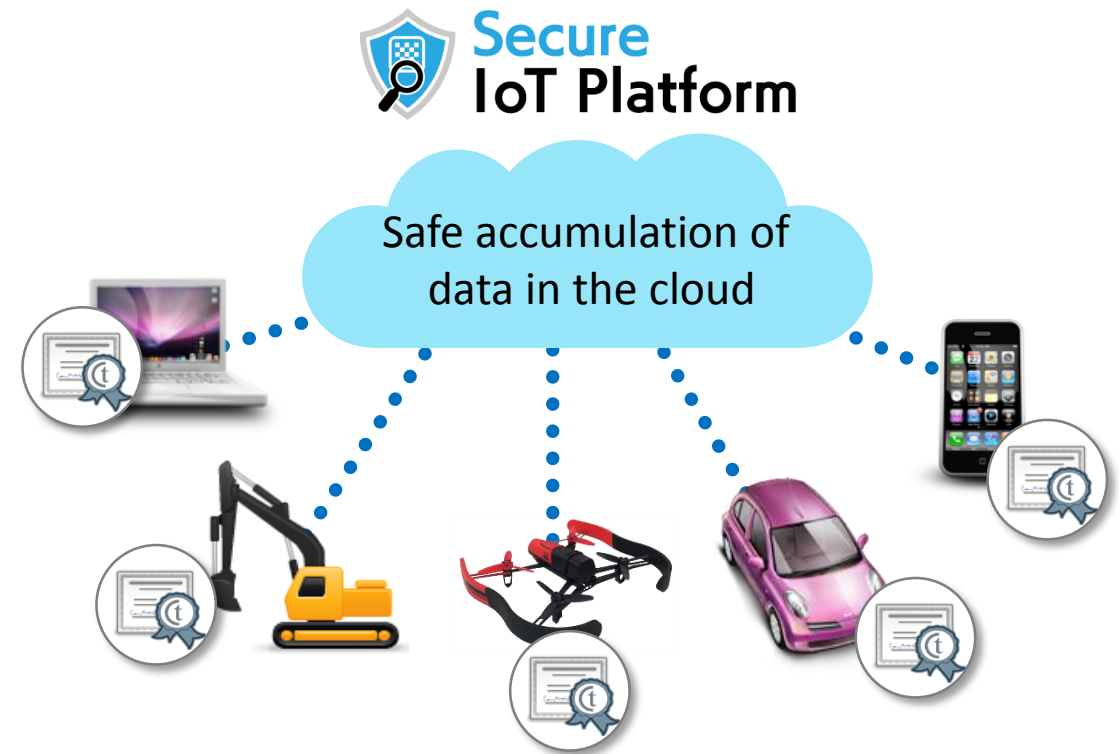
## IoT Activities 2: Reliable Certification and a Safe Internet link

Create an infrastructure for securing safety of connections linking many types of devices

Certification for devices used



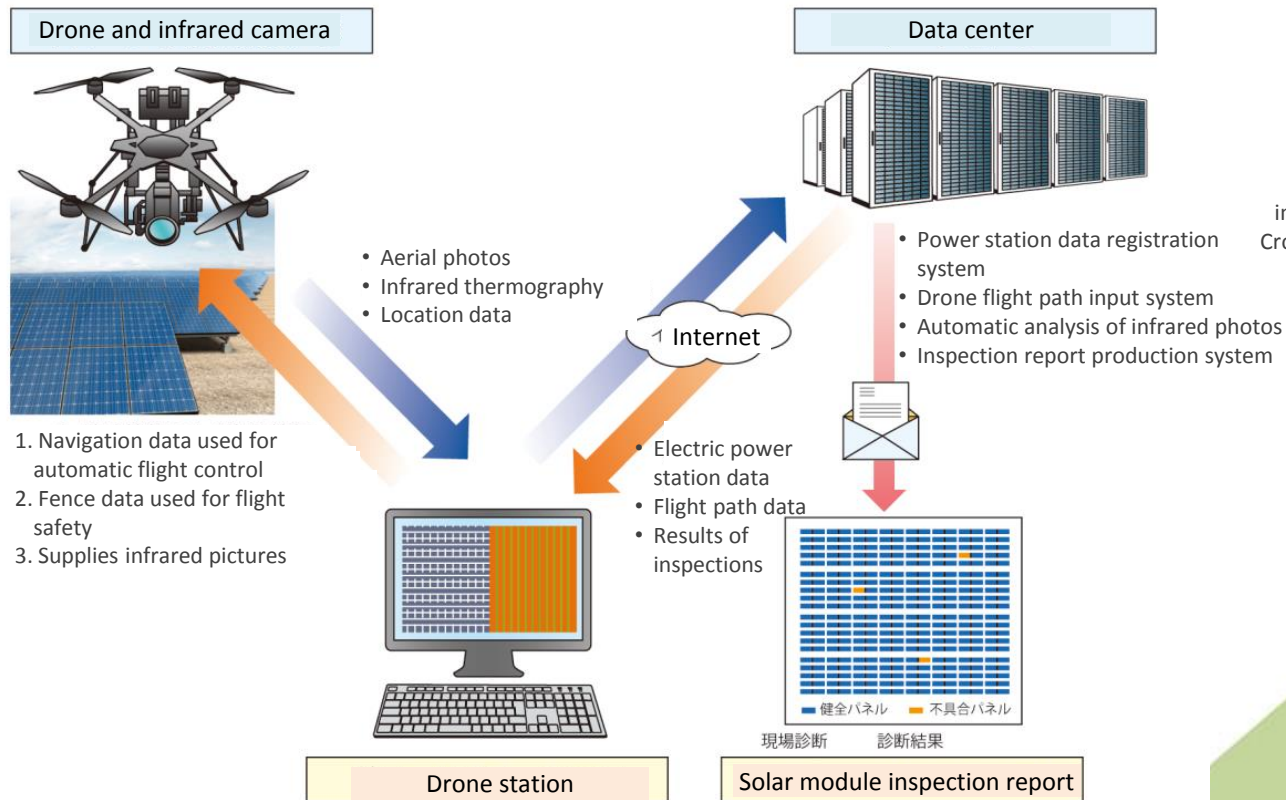
Secure communications between devices and the cloud



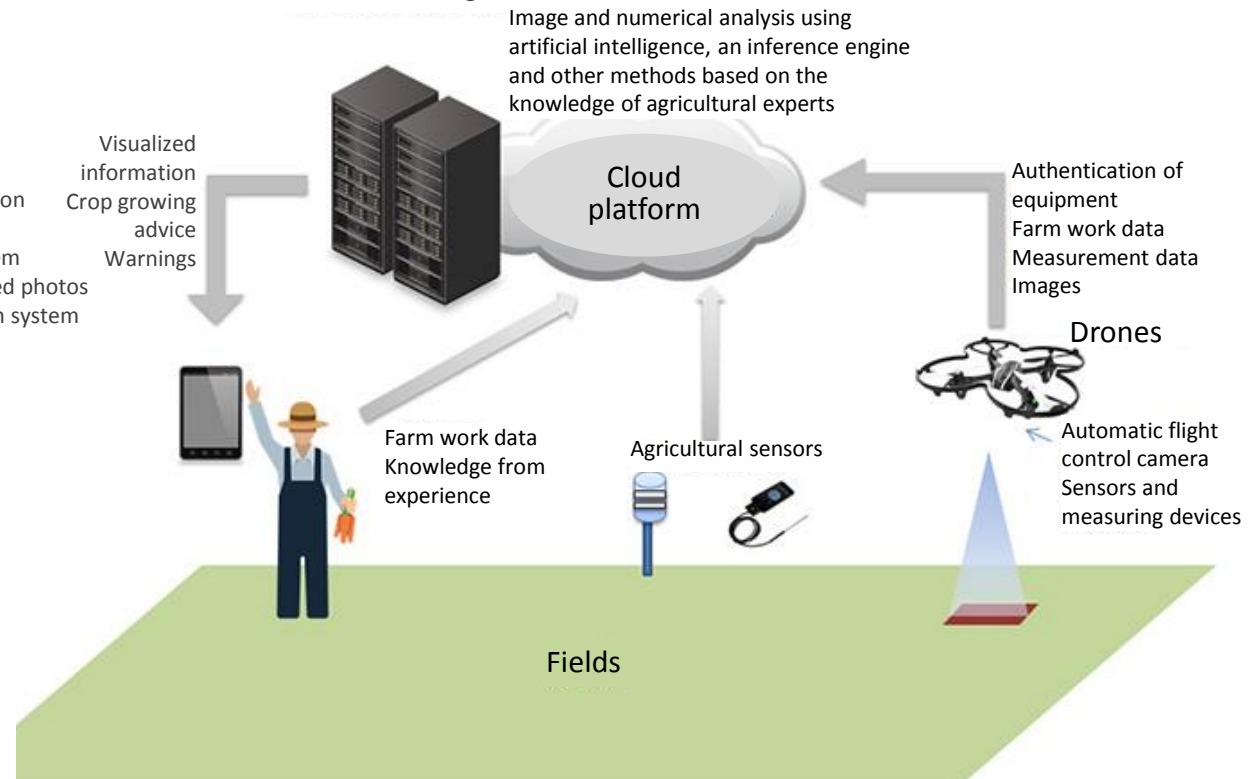


# IoT Activities 3: Ability to Accumulate and Use Data

Create an infrastructure for the real-time collection and use of data from many types of devices

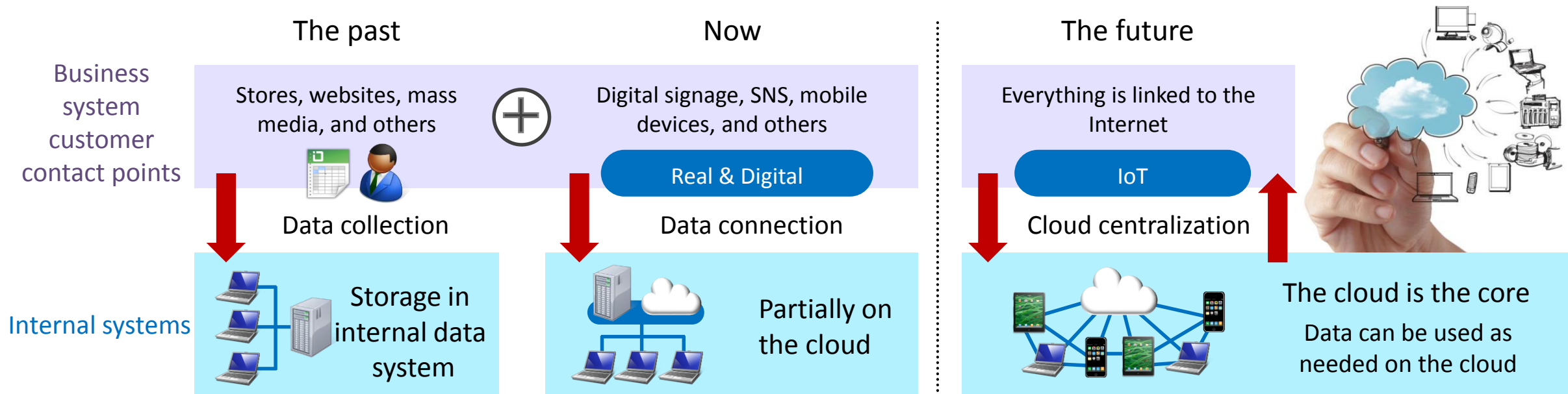


## Overview of Precision Agriculture that the Consortium aims for

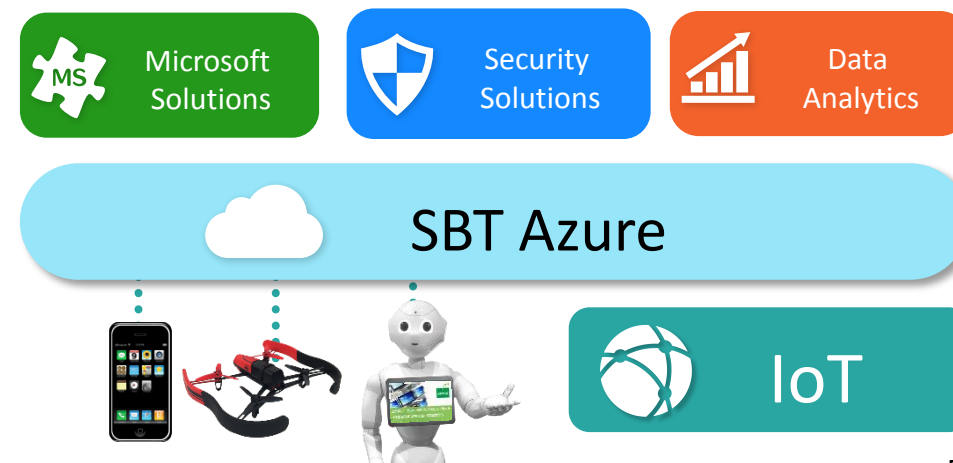
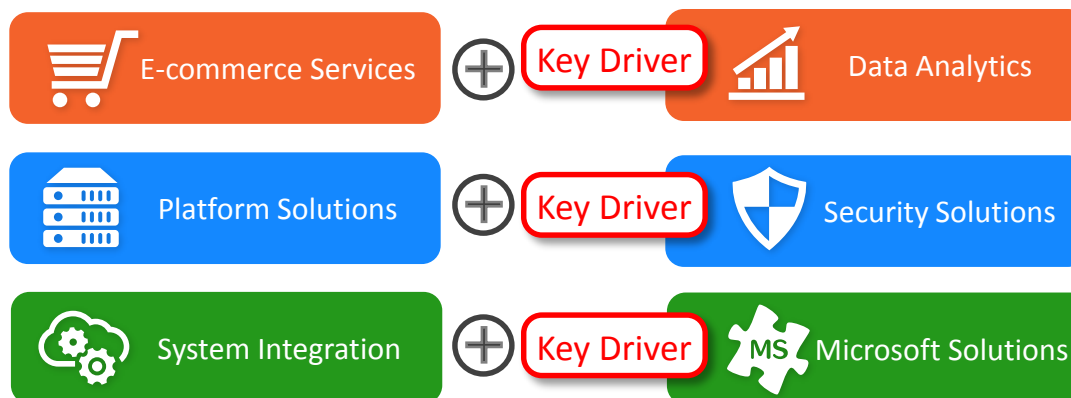


(c) 2015 Energy Solutions Inc.

# A Better Future with SBT Technologies - Internet of Things, IoT -



SBT



# Information Revolution –Happiness for everyone

～ Harnessing the power of Technology to build a Brighter future ～

## The SoftBank Technology Group



SoftBank Technology



M-SOLUTIONS



Fontworks



Kan



Cybertrust Japan



Miracle Linux



Mode2



ASORA Tech