



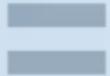
SoftBank Corp.
New Business Development

Eric Gan
May 2016

Introduction of

 SoftBank

SoftBank Corp (Japan)

 SoftBank



 SoftBank

SoftBank Mobile

 SoftBank

SoftBank BB

 SoftBank

SoftBank Telecom

 Y!mobile

Y Mobile

Merged

(April 1st, 2015)

 **SoftBank**

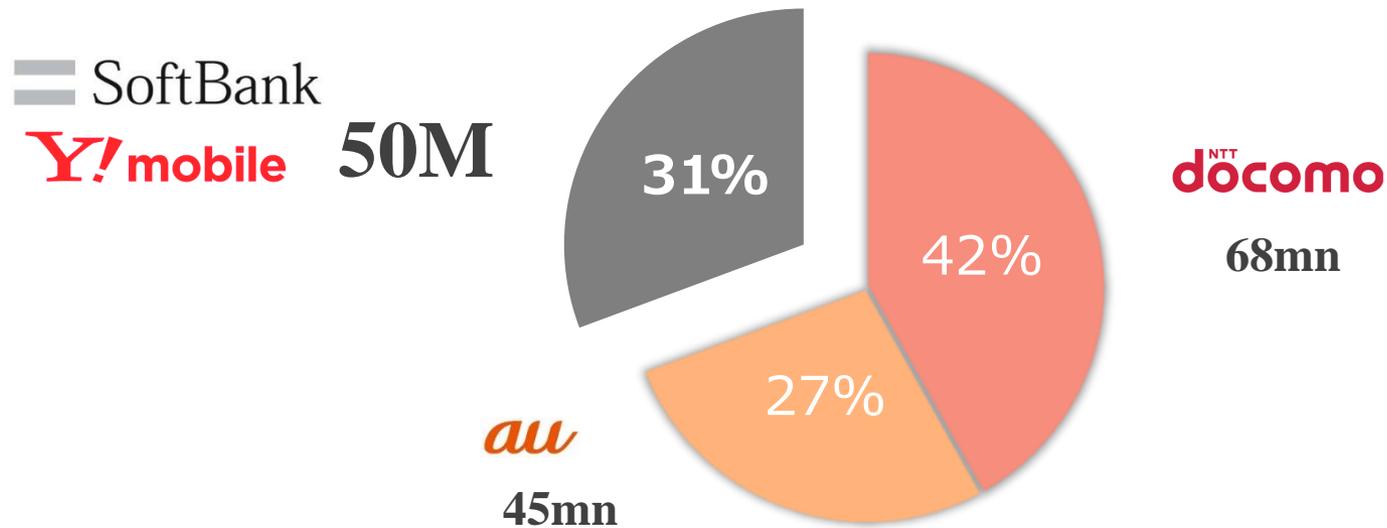
SoftBank Corp.

Revenue ¥3.1 trillion

Employee 17,700

Market Share

Japan's 2nd largest operator

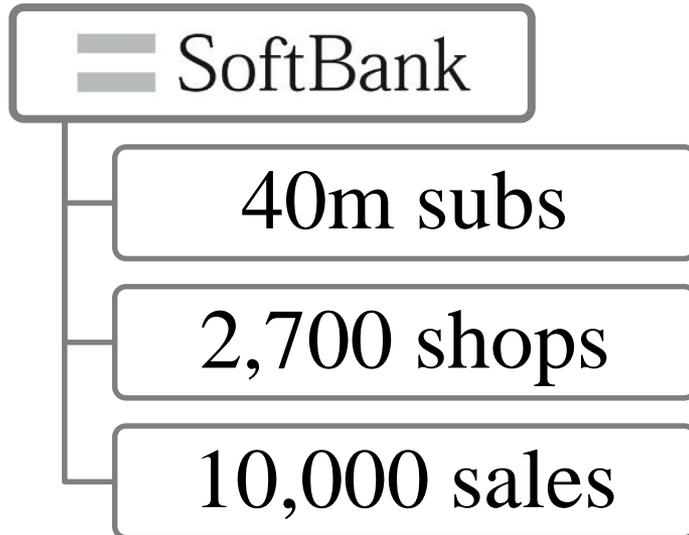


Source : TCA (As of Sept. 2015)

Dual-Brand Strategy

SoftBank Brand target high end users

Ymobile Brand target new & value based users



Nationwide Carrier Shops

3,700 carrier shops

2,700 carrier shops + 1,000 carrier shops



Retail Outlets

Best 'Real Estate' inside 8,000 Retail Outlets



Enterprise Sales Infrastructure

No.1 Enterprise Google Apps Reseller

Around 3,000 corporate sales reps

Sold 1.1million Google Apps IDs in Japan



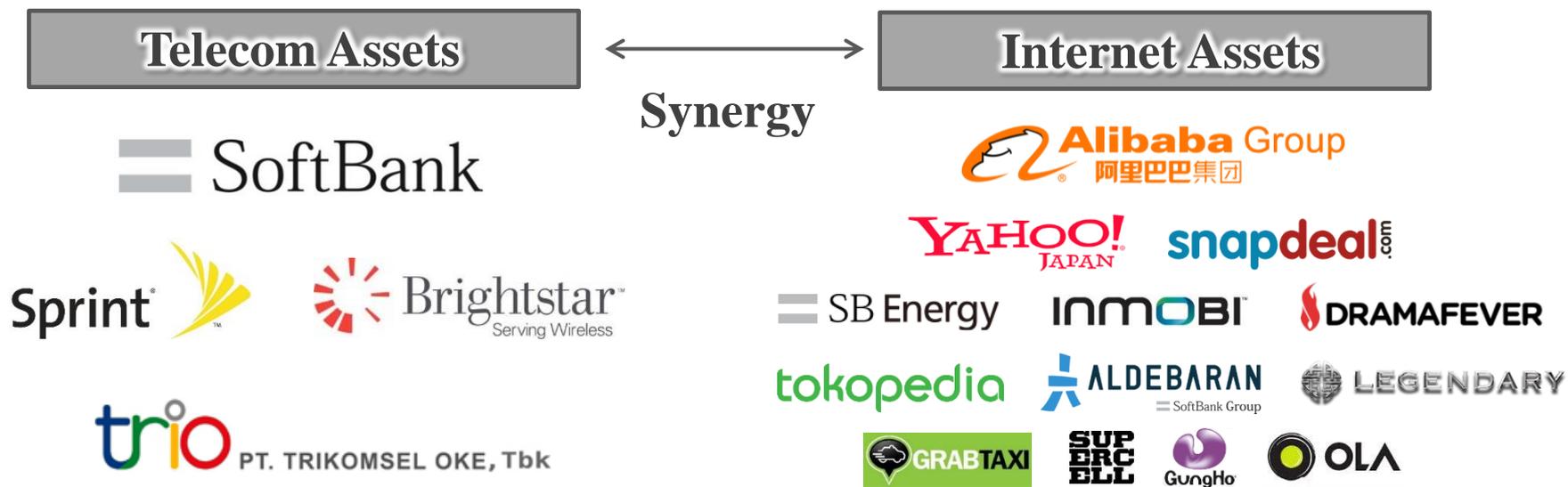
SoftBank Group Global Sales Infrastructure

Softbank has 16 offices in major 8 countries



SoftBank

1,500 Group Portfolio Companies

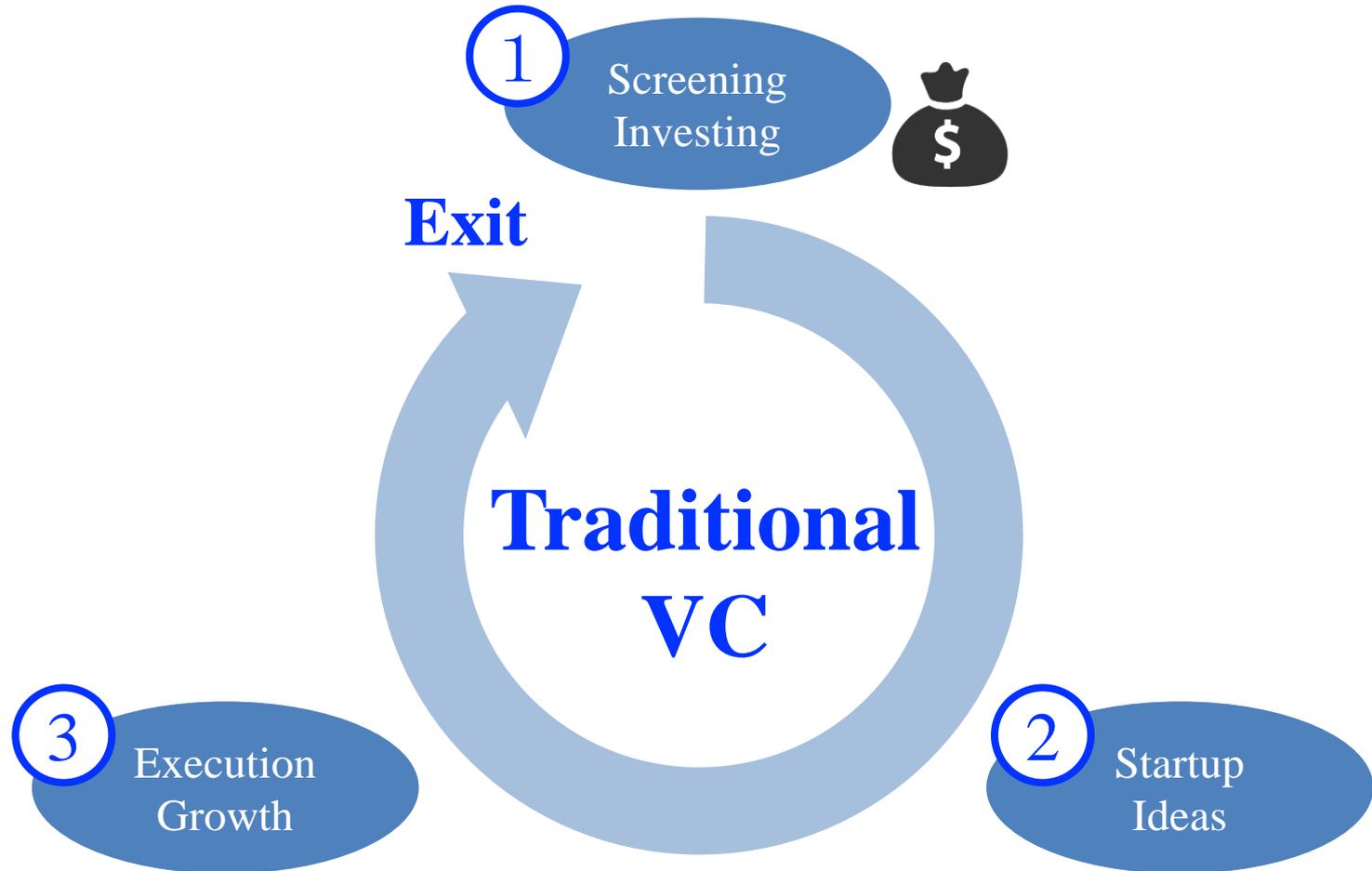


New Business Development

Venture investing in Japan

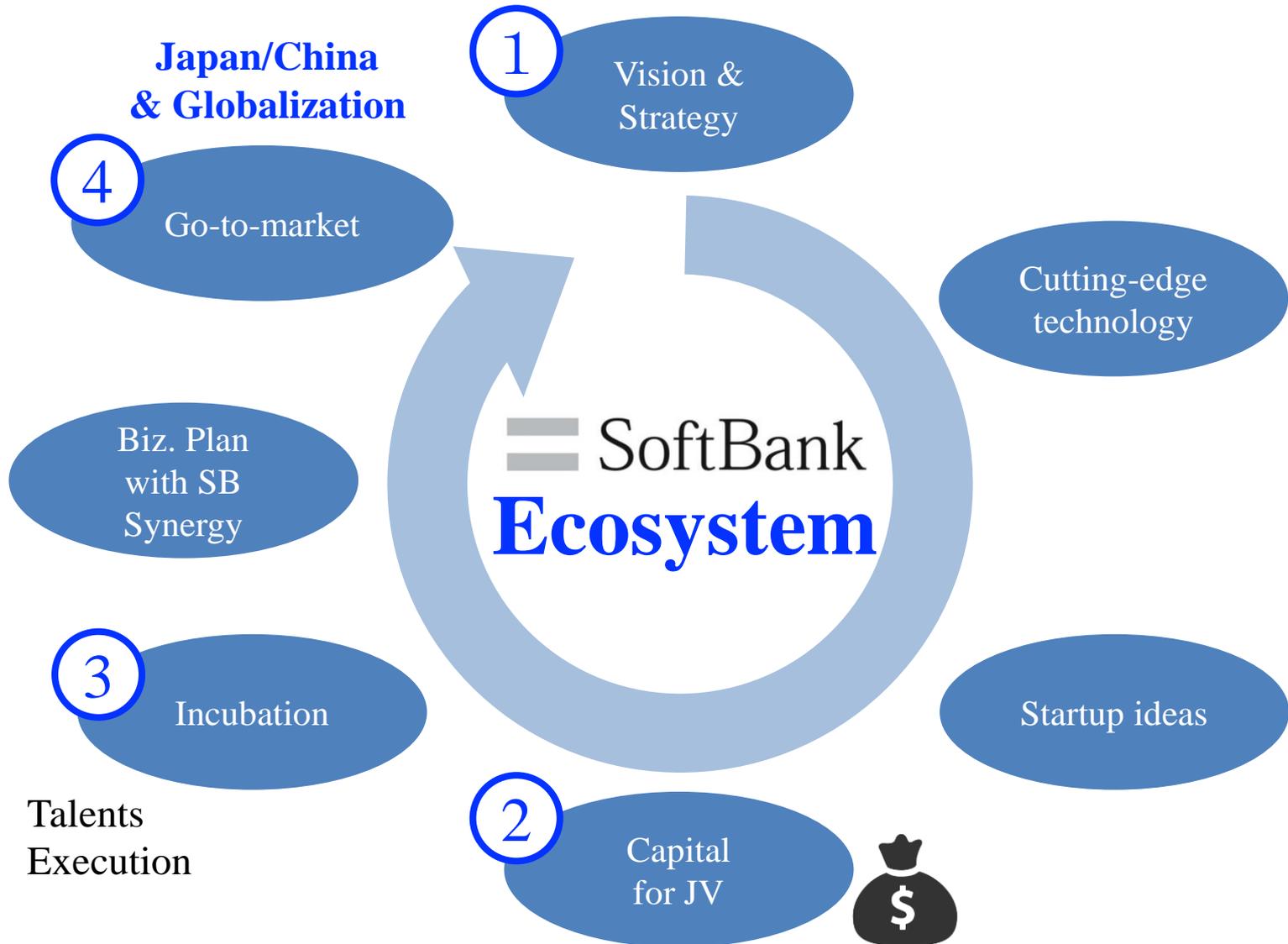
Traditional VC Ecosystem

Investing for Capital Gain Exit



SB Business Development Ecosystem

Focus on Business Synergy & Growth



Potential Partnership Areas

Security

Cyber Security Business



Cloud

IaaS + Data Business



Finance

FinTech Business



Contents

Sports Entertainment



Healthcare

Healthcare Business



Energy

Energy Business



Standard Investment Template

- ✓ Company Overview
- ✓ Management introduction (with picture)
- ✓ Regulation (if any)
- ✓ Market Opportunities (which market segment)
- ✓ Product strengths
- ✓ Competition and Market Share
- ✓ Go To Market Strategy (Market/Alliance/Branding)
- ✓ Financial Modeling
- ✓ Capital Requirement (Financing strategy)
- ✓ Risk Analysis

Revised Template with SB Synergy

- ✓ Company Overview
- ✓ Management introduction (**SB Hiring Support**)
- ✓ Regulation (**with SB Regulatory Support**)
- ✓ Market Opportunities (**Japan/China/Global**)
- ✓ Product strengths (**Leverage with SB Products**)
- ✓ Competition and Market Share (**Revised with SB share**)
- ✓ Go To Market Strategy (**SB Channels**)
- ✓ Financial Modeling (**Revised with SB synergy**)
- ✓ Capital Requirement (**SB Funding Support**)
- ✓ Risk Analysis (**Reduced risks with SB**)

We welcome your ideas!



Make it happen!

Thank you!