



# REAL

**We don't just dream.  
We make things happen.**

We're going beyond just being a carrier

— we're transforming into a visionary platformer.

We don't just dream up things.

We take the world's advanced ideas, and turn them into reality  
with our drive to make things happen.

We do this so tomorrow's people will be the happiest  
in human history.

# Information Revolution — Happiness for Everyone

Since our founding, the SoftBank Group has sought to use the Information Revolution to contribute to the wellbeing of people and society.

The unlimited potential of the Information Revolution should be deployed in the right way, so that it brings happiness to humanity.

This vision is a driving force for the SoftBank Group as we continue to pursue growth.

## Introducing Our First Annual Report



Ken Miyachi  
President & CEO  
SoftBank Corp.

In December 2018, SoftBank Corp. (the “Company” or “SoftBank”) listed its shares on the First Section of the Tokyo Stock Exchange. I would like to begin by expressing my sincere gratitude to our shareholders, investors, and other stakeholders for their support to date.

In its role as a strategic holding company, our parent company SoftBank Group Corp. (“SoftBank Group”) is accelerating the pace of global investment in accordance with the Cluster of No. 1 AI Strategy. Meanwhile, as the primary operating company in Japan and with the telecommunications business at its core, SoftBank is engaging in a wide range of businesses. Taking advantage of being a member of SoftBank Group, SoftBank will pursue an even more independent and agile growth strategy after listing, and act boldly to turn the world’s cutting-edge ideas into concrete businesses.

I have been with SoftBank Group for more than 30 years. Together with Chairman Masayoshi Son, I have supported the Group’s growth since its early days. Moreover, I have led the domestic telecommunications business since becoming the president of SoftBank Mobile Corp. (currently SoftBank) in 2015.

I believe SoftBank has three core strengths. The first is our ability to change continuously. In the past 30 years, the ICT field has evolved drastically, shifting its focus from PCs to the internet, feature phones, and then to smartphones. By always taking on the challenges of entering new businesses and staying at the forefront

of this technological evolution, SoftBank has expanded its business scale in step with society’s growth. The second is our ability to grow businesses. We have expanded our business operations by bringing together and regenerating companies in crisis, including JAPAN TELECOM CO., LTD., Vodafone K.K., WILLCOM, Inc., and eAccess Ltd. The third is our ability to overcome adverse environments. Sometimes, we have faced headwinds, but we have always taken on adverse situations directly, focused on self-improvement, and thereby achieved further growth.

With a view to communicating our growth strategy and related initiatives more clearly, we have issued our first annual report, Annual Report 2019. Going forward, we will further expand and enhance our annual report, which we view as a communication tool that facilitates constructive dialogue with our stakeholders. Accordingly, we would be extremely grateful if stakeholders could read this report and give us their frank opinions about it. As we begin a new chapter, I would like to ask our stakeholders for their continued guidance and support.

A handwritten signature in black ink, appearing to read 'Ken Miyachi', located at the bottom right of the page.