

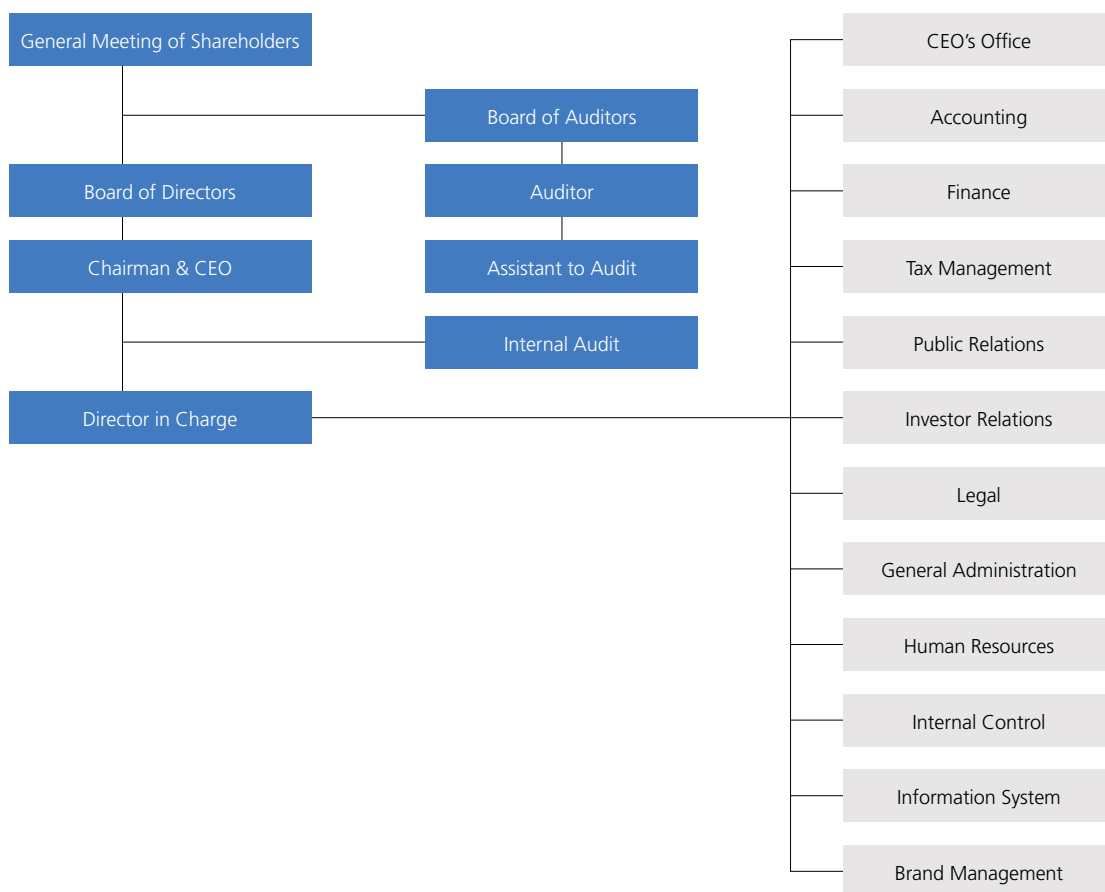
Corporate Information

Corporate Data

As of March 31, 2011

Corporate name	SOFTBANK CORP.
Founded	September 3, 1981
Corporate headquarters	1-9-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7303
Telephone number	+81-3-6889-2000
Representative	Masayoshi Son, Chairman & CEO
Paid-in capital	188,775,349,529 yen
Consolidated subsidiaries	117 (of which, 65 are overseas)
Equity method affiliates	73 (of which, 54 are overseas)
Number of employees	151 (consolidated basis: 21,799)
Main business	Pure holding company
Accounting auditor	Deloitte Touche Tohmatsu

Organizational Structure



The SOFTBANK Group's History

1980s-

1990s-



1981

Mass appliance retailer display of PC software.



1995

Masayoshi Son speech at the COMDEX PC fair.



1982

Covers of monthly magazines *Oh! PC* and *Oh! MZ*.

Establishment

(Distribution and publishing of bundled software for PCs)

Strategic investment in Internet-related companies in the U.S.

1981.09

SOFTBANK Corp. Japan (Yombancho, Chiyoda-ku, Tokyo) established. Commenced operations as a distributor of packaged software.



1982.05

Entered publishing business, launching *Oh! PC* and *Oh! MZ*, monthly magazines introducing PCs and software by manufacturer.

1990.07

Changed trade name to SOFTBANK CORP.

1994.03

Established SOFTBANK Holdings Inc. in the U.S. to gather information on U.S. Internet-related companies with a view to strategic investment.

1994.07

Registered with Japan Securities Dealers Association.



1995.04

Invested in Technology Events Division of the Interface Group in the U.S., which was operating COMDEX, the world largest PC fair.



SOFTBANK in the 1980s

SOFTBANK saw that the shared use of large mainframe computers by multiple users would shift to the individual use of PCs and predicted that the digital information revolution would initially start with PCs. It launched a software distribution business to intermediate between PC software production companies and software vendors. The next area SOFTBANK entered was PC-related publishing operations. It published magazines introducing PCs and software by individual manufacturers. This helped to popularize PCs and promote software distribution. Today, SOFTBANK BB conducts the SOFTBANK Group's distribution operations and has grown into Japan's largest IT-related distributor in terms of the number of product items handled.

1994.12

Acquired events division from Ziff Communications Company of the U.S through SOFTBANK Holdings Inc.



1996

Screenshot of the first-generation homepage of Yahoo! JAPAN.



1996

Masayoshi Son with Ziff-Davis Publishing Company CEO Eric Hippeau.

Identification of Yahoo! Inc. in the U.S. as a potential investment and rapid growth of Yahoo Japan Corporation

1996.01

Established Yahoo Japan Corporation through joint investment with Yahoo Inc. in the U.S.

1996.02

Acquired Ziff-Davis Publishing Company, U.S. publisher of *PC WEEK* magazine, provider of leading-edge information on the PC industry, through SOFTBANK Holdings Inc.

1996.04

Acquired additional shares of Yahoo! Inc. through SOFTBANK Holdings Inc. and became its primary shareholder.*¹

1996.06

Formed a partnership with The News Corporation Limited, an Australian company, in JSkyB (currently SKY PerfectV!), a digital satellite broadcasting business.*²

1997.11

Yahoo Japan registered with Jasdaq Securities Exchange (currently Osaka Securities Exchange JASDAQ (Standard))*³

1998.01

SOFTBANK CORP. listed on the First Section of Tokyo Stock Exchange.

1998.06

Established E*TRADE Japan KK with joint investment from E*TRADE Group, Inc. in the U.S. (currently E*TRADE Financial Corporation).*⁴

1999.10

Converted to pure holding company.

*¹ As of March 31, 2011, the Company holds 4.0% of Yahoo! Inc.'s voting rights.

*² In 1998, Japan SKY Broadcasting Co., Ltd. merged with Japan Digital Broadcast Service Co., Ltd. (currently SKY Perfect JSAT Corporation).

*³ Yahoo Japan Corporation was listed on the First Section of the Tokyo Stock Exchange in October 2003 and on the JASDAQ market in February 2007.

*⁴ E*TRADE Japan KK merged with SOFTBANK INVESTMENT CORPORATION (currently SBI Holdings Inc.) in June 2003.

SOFTBANK in the 1990s

Anticipating that the information revolution would be accelerated by PCs being connected to one another over the Internet. SOFTBANK's next priority was thus to quickly identify and develop promising Internet-related firms that were expected to grow in step with those revolutionary changes. One major project was SOFTBANK's investment in Yahoo! Inc. of the U.S., and the establishment of its Japanese subsidiary Yahoo Japan Corporation as a joint venture with Yahoo! Inc. Today, Yahoo Japan is the core company of SOFTBANK's Internet Culture segment. Yahoo Japan operates the *Yahoo! JAPAN* portal, which boasts Japan's largest number of page views.

2000s—



2001

Press conference regarding *Yahoo! BB*.



2004

Press conference for the acquisition of JAPAN TELECOM.

Start of broadband infrastructure business

Entry into the fixed-line telecommunications business

2001.09

Commercial launch of *Yahoo! BB* comprehensive broadband service.



2002.04

Launched commercial IP telephony service *BB Phone*.



2004.07

Acquired shares of JAPAN TELECOM CO., LTD (currently SOFTBANK TELECOM Corp.), converted company to subsidiary, and entered fixed-line telecommunications business.

2004.12

Commercial launch of *OTOKU Line* direct connection fixed-line voice service.

2005.01

Acquired shares of Fukuoka Daiei Hawks (currently Fukuoka SOFTBANK HAWKS) and converted company to subsidiary.

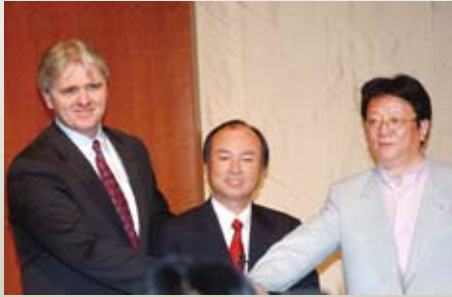


2005.08

Basic agreement reached with Alibaba.com Corporation (currently Alibaba Group Holding Limited), and Yahoo! Inc. to establish a strategic partnership in China.

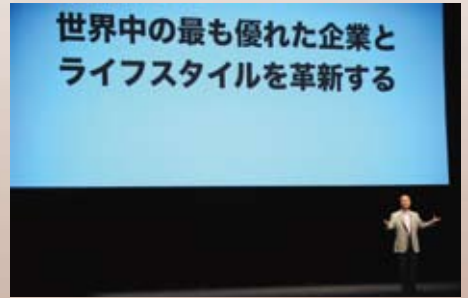
SOFTBANK in the First Half of the 2000s

SOFTBANK saw that broadband services would further accelerate the information revolution. Japan's existing telecom operators at the time could not be expected to rapidly increase the penetration of broadband services. For this reason, SOFTBANK used IP technology to construct a leading-edge backbone network, and began offering broadband services using DSL technology. Today, SOFTBANK BB, the Broadband Infrastructure segment's core company, provides one of Japan's largest ADSL services called the *Yahoo! BB* comprehensive broadband Internet service.



2006

Press conference for the acquisition of Vodafone K.K.



2010

"SOFTBANK's Next 30-Year Vision" announced.

Entry into the mobile communications business

2006.04

Acquired shares of Vodafone K.K. (currently SOFTBANK MOBILE) through public tender offer, converted company to subsidiary, thereby entering the mobile communications business.



2006.05

Launched first AQUOS mobile phone, SoftBank 905SH.

2006.09

Launched installment sales of handsets (*Super Bonus*).*

2006.10

Change of company names from Vodafone K.K. to SOFTBANK MOBILE, and from JAPAN TELECOM to SOFTBANK TELECOM.

2007.01

Announced *White Plan*, a new price plan for mobile communications services.



2008.07

Released iPhone 3G.



2010.05

Released iPad.

2010.06

Unveiled "SOFTBANK's Next 30-Year Vision."

*For new price plans such as *White Plan*, the *New Super Bonus* is currently available.

SOFTBANK in the Second Half of the 2000s

Realizing early that the center of gravity of the information revolution would shift from PCs to mobile devices, SOFTBANK focused on entry into the mobile communications business. In 2006, SOFTBANK entered the mobile communications business by acquiring Vodafone K.K., the Vodafone Group's Japanese arm. Following the acquisition, SOFTBANK MOBILE made "Four Key Challenges"—(1) Network Enhancement; (2) Handset Enhancement; (3) Mobile Content Enhancement; and (4) Sales Structure and Branding Enhancement. In the early phase following entry into this market, the Group had to struggle against tough competition. But by executing bold strategies one after another, the Group succeeded in turning the tide. The cumulative number of subscribers has increased 70% to reach 25.41 million in the five years since the Group entered the business.

Stock Information

As of March 31, 2011

Shareholder registrar Mitsubishi UFJ Trust and Banking Corporation

Stock exchange registration Tokyo Stock Exchange, First Section

Stock code 9984

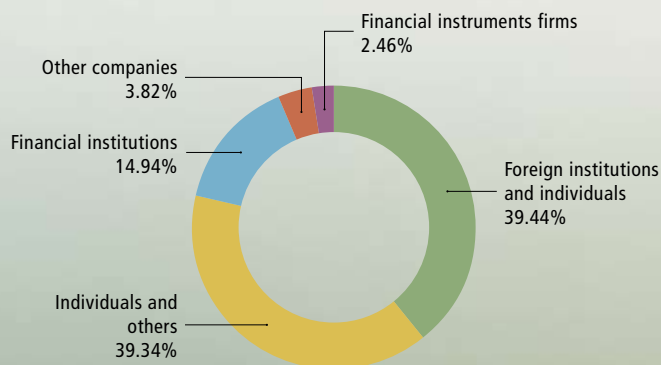
Number of shares

Shares authorized 3,600,000,000 shares

Shares issued 1,082,530,408 shares
(including 180,503 of treasury stock)

Number of shareholders 257,570

Distribution of Ownership Among Shareholders



(Note) Treasury stock is included in "Individuals and others."

Principal Shareholders

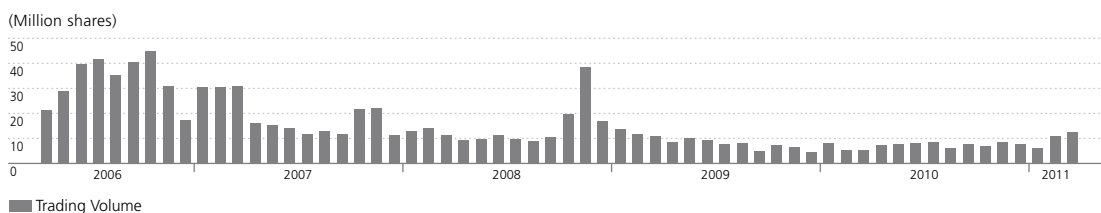
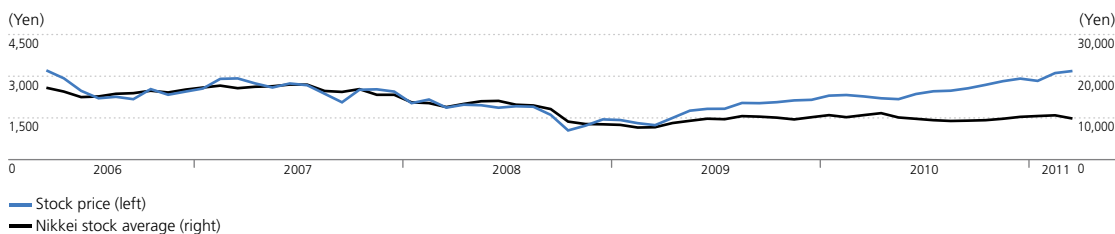
Name	Number of Shares Held (Thousands)	Percentage of Total Shares Issued (%)
Masayoshi Son	231,614	21.40
Japan Trustee Services Bank, Ltd.	89,833	8.30
JP Morgan Chase Bank 380055	65,886	6.09
State Street Bank and Trust Company	52,632	4.86
The Master Trust Bank of Japan, Ltd.	40,157	3.71
Trust & Custody Services Bank, Ltd.	18,739	1.73
SSBT OD05 OMNIBUS ACCOUNT-TREATY CLIENTS	17,204	1.59
THE CHASE MANHATTAN BANK 385036	16,085	1.49
JPMorgan Securities Japan Co., Ltd.	11,141	1.03
MELLON BANK, N.A. AS AGENT FOR ITS CLIENT MELLON OMNIBUS US PENSION	9,678	0.89
Top 10 shareholders	552,972	51.09

Notes: 1. The above table includes shares held as part of trust operations as follows:

Japan Trustee Services Bank, Ltd.	89,833 thousand shares
The Master Trust Bank of Japan, Ltd.	40,157 thousand shares
Trust & Custody Services Bank, Ltd.	18,739 thousand shares

2. Company names are abbreviated.

Stock Price and Trading Volume



(Note) Stock prices are average prices for each month, and trading volumes are average volumes for each month.

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