

## Change to Benefit Program for Shareholders

SoftBank Corp. announces that it changes its benefit program for shareholders as described below.

### 1. Changes

#### Benefit program of SoftBank Mobile service for shareholders

	Old	New
New subscription	Provide gift certificate of JPY 10,000 or White Family/Otousan items <sup>*1*2</sup> (applicable products: SoftBank handsets, iPad <sup>*3</sup> Wi-Fi + 3G, iPad 2 <sup>*3</sup> Wi-Fi + 3G, New iPad <sup>*3</sup> Wi-Fi + Cellular, iPad <sup>*3</sup> Retina Display, iPad <sup>*3</sup> mini, mobile data communication module, PhotoVision, Mimamori Phone, Mimamori Camera) <sup>*4</sup>	Free basic monthly charge of White Plan (JPY 980 incl. tax) for 6 months <sup>*5*6</sup>
Existing subscription	Free basic monthly charge of White Plan (JPY 980 incl. tax) corresponding to the number of shares held <sup>*5*6</sup> - 100 shares to less than 1,000: 1 month, semiannually - 1,000 shares and more: 3 months, semiannually	

#### Benefit program of Yahoo! BB service/SoftBank broadband service for shareholders

	Old	New
New subscription	<ADSL service> Provide gift certificate of JPY 10,000 or White Family/Otousan items, <sup>*2</sup> or give discount of JPY 1,050/ month for 15 months <sup>*7</sup> (applicable products: Yahoo! BB ADSL, SoftBank broadband ADSL, Yahoo! BB White Plan (a), SoftBank Broadband Step Plan)  <FTTH service> Provide gift certificate of JPY 10,000 or White Family/Otousan items <sup>*2</sup> (applicable products: Yahoo! BB hikari with FLET'S, <sup>*8</sup> Yahoo! BB hikari FLET'S Course <sup>*6</sup> )	Provide discount equivalent to the monthly service fee <sup>*6</sup> (or provider charge) for 6 months to existing subscribers to any of the following services <applicable services> <ul style="list-style-type: none"> <li>· Yahoo! BB ADSL</li> <li>· SoftBank broadband ADSL</li> <li>· Yahoo! BB hikari with FLET'S</li> <li>· Yahoo! BB hikari FLET'S Course</li> </ul>

Existing subscription	Provide discount equivalent to the monthly service fee <sup>*2</sup> (or provider charge) corresponding to the number of shares held, to existing subscribers to any of the following services <applicable services> <ul style="list-style-type: none"> <li>· Yahoo! BB ADSL</li> <li>· SoftBank broadband ADSL</li> <li>· Yahoo! BB hikari with FLET'S</li> <li>· Yahoo! BB hikari FLET'S Course</li> </ul> - 100 shares to less than 1,000: 1 month, semiannually - 1,000 shares and more: 3 months, semiannually	
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## 2. Timing of implementation

This change will be applied commencing with the benefit program for shareholders for those shareholders with 100 and more shares on record as of March 31, 2013. The coupon for the benefit program for shareholders and related documents will be sent to eligible shareholders by mail in late June 2013. Please refer to the documents enclosed with the coupon for details of the benefit program.

## 3. Conditions for the use after the change

- Both the Benefit program of SoftBank Mobile service for shareholders and Benefit program of Yahoo! BB service/SoftBank broadband service for shareholders can only be used by the shareholder and family members.
- Benefit program of SoftBank Mobile service for shareholders and Benefit program of Yahoo! BB service/SoftBank broadband service for shareholders can be combined.

<Amount of preferential treatment for broadband service>

Line service (service for preferential treatment)		Description	Amount (JPY per month/incl. tax)
Yahoo! BB ADSL	50M Revo <sup>*10</sup>	Provide discount equivalent to the monthly service fee	1,564
SoftBank broadband ADSL	50M		1,564
(standard type/ no-telephone line	26M		1,459
subscription right type/ OTOKU	12M		1,249
Line type <sup>*9</sup> )	8M		1,039
Yahoo! BB hikari with FLET'S	Home	Provide discount equivalent to the provider charge	1,260
Yahoo! BB hikari FLET'S Course	Apartment		997

<Notes>

- \*1 Available only to new subscriptions accompanied by purchase of eligible products with the sales price separately specified. Unable to use more than once during the period of the benefit program for shareholders. Corporate subscription, prepaid handsets, Disney Mobile lines, subscription via Online Shop, and subscription of USIM alone are not eligible.
- \*2 Good for one benefit per line semiannually. Unable to combine with some other campaigns during the period of the benefit program for shareholders.
- \*3 iPad is a trademark of Apple Inc.
- \*4 Some new models to be released during the period of the benefit program for shareholders may not be eligible for the program.
- \*5 Products to which White Plan is not applicable are not eligible for the program. iPad<sup>\*3</sup> Wi-Fi + 3G, iPad 2<sup>\*3</sup> Wi-Fi + 3G, New iPad<sup>3</sup> Wi-Fi + Cellular, iPad<sup>3</sup> Retina Display, iPad<sup>3</sup> mini, mobile data communication module, PhotoVision, Mimamori Phone and Mimamori Camera are out of scope. Some new models to be released during the period of the benefit program for shareholders may not be eligible for the program.
- \*6 Good for one benefit per line semiannually. In some cases this cannot be combined with other campaigns during the period of the benefit program for shareholders.
- \*7 Discount monthly pay-for-use charge up to JPY 1,050 for 15 months on new subscription to Yahoo! BB White Plan (a) and SoftBank Broadband Step Plan (pay-for-use charge combines variable charges including basic charge per usage volume and provider charge of JPY 490 to 1,990).
- \*8 Subscription to hikari BB unit rental is required to subscribe to Yahoo! BB hikari with FLET'S and Yahoo! BB FLET'S Course.
- \*9 OTOKU Line type is only available with Yahoo! BB ADSL.
- \*10 Yahoo! BB 50M Revo is not provided under Yahoo! BB ADSL OTOKU Line type.