

## Toward “No. 1 in the Mobile Internet World”

**SoftBank Mobile Corp.**

### 1. Business description

SoftBank Mobile (Chairman & CEO: Masayoshi Son) provides mobile communications services for mobile phones and mobile data communications, and also sells mobile devices. The company offers attractive mobile devices, such as the iPhone, iPad and other smartphones, as well as a variety of content, and works to enhance the convenience of its communications network so it can offer mobile communications services of choice for customers.



Masayoshi Son Chairman & CEO

### 2. Initiatives to improve mobile services

In July 2012, SoftBank Mobile's communications services began using the 900 MHz band, called the “platinum band,” which is able to cover wide areas efficiently. The platinum band is being used to expand the network coverage areas and to implement improvements in difficult to cover areas, such as behind buildings. Installation of Wi-Fi access points to offload rapidly increasing traffic is also progressing, and as of May 30, 2014, Softbank Mobile had 460,000 Wi-Fi access points, called “SoftBank Wi-Fi Spots,” installed throughout Japan.

A high-speed data communications service called “SoftBank 4G LTE” that uses the FDD-LTE technology was launched in September 2012. A variety of devices, including the iPhone 5s, can use the SoftBank 4G LTE network, and 94,000 base stations for the service were in place as of the end of March, 2014.

In February 2012, the SoftBank 4G high-speed data service was launched, using the AXGP network. This network is maintained by Wireless City Planning Corp., a SoftBank Group company, and is highly compatible with TD-LTE technology. The SoftBank 4G network is used mainly by Android smartphones.

SoftBank Mobile is also conducting trials of an LTE-Advanced TDD system in the 3.4 - 3.6 GHz band in the Ginza area of the Chuo-ku, Tokyo. By using technologies such as carrier aggregation and advanced MIMO to increase communication speeds, peak rate of over 1 Gbps have been achieved. The 3.4 - 3.6 GHz band used in these trials is a new frequency band scheduled to be allocated in the future for next-generation mobile phone services in Japan.

### 3. Products and services

As mobile phone rates in Japan were considered expensive at the time, SoftBank Mobile launched a new rate plan called the

White Plan in January 2007. Many people used this service due to its reduced rates. Then, in July 2014, the Smartphone Flat-rate service was launched, with a new fixed rate plan for voice and data and the ability to carry over unused data to the next month.

SoftBank Mobile began offering the iPhone in July 2008, prompting expansion of the smartphone market and innovation in Japan's mobile industry. Customers were highly satisfied with the iPhone and other smartphones and strong sales continued, so that SoftBank Mobile had net subscriber additions of 3,450,000 in FY2013, and has had the highest net additions for four consecutive years since 2010.

To meet various customer needs, SoftBank Mobile has also been creating new markets, including ones for the iPad, the PhotoVision digital photo frame with communications features, and mobile phones with features such as anti-theft buzzers or radiation detectors.

SoftBank Mobile also offers entertaining and convenient services such as the UULA integrated entertainment application service, which incorporates video from various genres such as movies and music, and SoftBank HealthCare, a healthcare service that uses a wristband to record users' daily activity and allows them to check the state of their health on their smartphones.

**Figure 1: SoftBank SmartTV, compatible with UULA**



**Figure 2: The SoftBank 301SI Smart body composition monitor, compatible with SoftBank HealthCare**



### 4. Conclusion

SoftBank Mobile is striving to provide enticing mobile terminals and a variety of services, while always improving its communications network and providing mobile communications services that are attractive to customers. In July 2013, Sprint Nextel Corporation (now Sprint Corporation) joined the SoftBank Group. Sprint is the third largest mobile communications provider in the U.S.A. in terms of subscribers.

Going forward, the SoftBank Group is aiming for further growth, with the goal of being No. 1 in the mobile Internet world.