March 29, 2013

**Appointment of Representative Director (Additional Appointment)**

SoftBank Corp. (the "Company") announced that its Board of Directors resolved on March 29, 2013 to additionally appoint a representative director as follows.

1. Reason for the additional appointment

The SoftBank Group (the "Group") has been developing a wide range of businesses in the information industry including mobile communications business, service and content, and the range of business is continuously expanding. In addition, the Company is expecting to complete the acquisition transaction with Sprint Nextel Corporation in the U.S. in mid 2013, which will enable us to establish an operating base as one of the largest mobile Internet companies in the world.

Appointing director Ken Miyauchi, who also serves amongst others as representative director & COO of SoftBank Mobile Corp., as a representative director, executive vice president of the Company, will allow us to enhance the management structure of the Company and the Group, as well as to maintain the flexibility of management.

The title of Masayoshi Son, chairman and CEO remains the same, and he will continuously lead the business of the Company and the Group.

2. Name and title of the new representative director

| New title | Name | Current title |
|---|---|---|
| Representative director, executive vice president | Ken Miyauchi | Director |

3. Biography of the new representative director

| | | |
|---|---|---|
| Date of birth | November 1, 1949 | |
| Personal profile | Feb. 1977 | Joined Japan Management Association |
| | Oct. 1984 | Joined the Company |
| | Feb. 1988 | Director, the Company |
| | Apr. 1993 | Executive director, the Company |
| | Sept. 1999 | Representative director & president, SOFTBANK COMMERCE CORP. (currently SoftBank BB Corp.) |
| | June 2000 | Director, the Company (to present) |
| | Feb. 2004 | Vice president, director & COO, SoftBank BB Corp. |
| | July 2004 | Director, JAPAN TELECOM Co., LTD. (currently SoftBank Telecom Corp.) |
| | Apr. 2006 | Executive vice president, director & COO, Vodafone K.K. |

| | | |
|---|---|---|
| | | (currently SoftBank Mobile Corp.) |
| | Oct. 2006 | Representative director & COO, SoftBank Telecom Corp. (to present) |
| | June 2007 | Representative director & COO, SoftBank Mobile Corp. (to present) |
| | June 2007 | Representative director & COO, SoftBank BB Corp. (to present) |
| | Aug. 2010 | Trustee, WILLCOM, Inc. (to present) |
| | Nov. 2010 | Representative director & president, WILLCOM Inc. (to present) |
| | June 2012 | Director, Yahoo Japan Corporation (to present) |
| | Jan. 2013 | Director, eAccess Ltd. (to present) |
| Significant concurrent position | Representative director & COO, SoftBank Mobile Corp.<br>Representative director & COO, SoftBank BB Corp.<br>Representative director & COO, SoftBank Telecom Corp.<br>Representative director & president, WILLCOM Inc.<br>Director, Yahoo Japan Corporation<br>Director, eAccess Ltd. | |
| Number of the Company's shares held | 1,160,030 shares as of the end of September 2012. | |

4. Date of assumption

April 1, 2013 (tentative)

5. List of directors and corporate auditors after the appointment

Masayoshi Son, chairman & CEO
Ken Miyauchi, representative director, executive vice president
Kazuhiko Kasai, director
Ronald D. Fisher, director
Yun Ma, director
Tadashi Yanai, director
Mark Schwartz, director
Sunil Bharti Mittal, director
Mitsuo Sano, full-time corporate auditor
Soichiro Uno, corporate auditor
Kouichi Shibayama, corporate auditor
Hidekazu Kubokawa, corporate auditor

Notes:

1) Directors, Messrs. Tadashi Yanai, Mark Schwartz, and Sunil Bharti Mittal are external directors.

2) Corporate auditors, Messrs. Soichiro Uno, Kouchi Shibayama, and Hidekazu Kubokawa are external corporate auditors.