Issue of the 44th Unsecured Straight Corporate Bond

SoftBank Corp. (the "Company") announces that it has determined the following terms and conditions for the issuance of its 44th unsecured straight corporate bond with inter-bond pari passu clause (the "Bond").

Total amount of issue Denomination per bond Coupon rate 1.689% per annum 1.8sue price 1.689% per annum 1.8sue price 1.00% of the principal amount 1.8sue price 1.00% of the principal amount 1.8sue price			
2. Denomination per bond 3. Coupon rate 1.689% per annum 4. Issue price 100% of the principal amount 5. Redemption price 100% of the principal amount 6. Term 7 years 7. Maturity date November 27, 2020 The Bond will be redeemed in full upon maturity. The Bond may also be repurchased and redeemed at any time commencing from the first day following the closing date, subject to requirements of the book-entry transfer institution. Coupon 9. payment dates Offering Period November 29 of each year dates Offering Period Offering to the general public in Japan offering 13. Market Institutional investors 14. Collateral No collateral is pledged and no assets are specifically reserved to secure the Bond. 15. Guarantors SoftBank Mobile Corp. and SoftBank Telecom Corp. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. Daiwa Securities Co. Ltd.	1.	Total amount	IPV 50 billion
2. per bond 3. Coupon rate 4. Issue price 5. Redemption price 6. Term 7 years 7. Maturity date 8. Redemption 9. payment dates 10. Coupon 9. payment dates 10. Closing date 10. Method of offering period 11. Closing date 12. Method of offering 13. Market 14. Collateral 15. Guarantors 16. Covenants 17. Underwriters 18. Sedemption 19. Payment dates 19. Offering beriod 19. Offering to the general public in Japan 19. Market Institutional investors 10. Daiwa Securities Co., Ltd. SMBC Nikko Securities Inc. Daiwa Securities Co. Ltd.		of issue	of 1 30 billion
3. Coupon rate 4. Issue price 5. Redemption price 6. Term 7 years 7. Maturity date 8. Redemption 9. payment dates 10. Closing date 10. Closing date 10. Closing date 10. Collateral 11. Collateral 12. Collateral 13. Market 14. Collateral 15. Guarantors 16. Covenants 17. Underwriters 18. Collateral 19. Covenants 19. Collateral 19. Covenants 1	2.	Denomination	JPY 100 million
4. Issue price 100% of the principal amount 5. Redemption price 100% of the principal amount 6. Term 7 years 7. Maturity date November 27, 2020 8. Redemption Equirements of the book and the principal amount 100% of		per bond	
5. Redemption price 100% of the principal amount 6. Term 7 years 7. Maturity date November 27, 2020 The Bond will be redeemed in full upon maturity. The Bond may also be repurchased and redeemed at any time commencing from the first day following the closing date, subject to requirements of the book-entry transfer institution. Coupon 9. payment dates 10. Offering period November 29 of each year November 29, 2013 11. Closing date November 29, 2013 12. Method of offering Offering Institutional investors 13. Market Institutional investors 14. Collateral No collateral is pledged and no assets are specifically reserved to secure the Bond. 15. Guarantors SoftBank Mobile Corp. and SoftBank Telecom Corp. Negative pledge clause Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. Daiwa Securities Co. Ltd.	3.	Coupon rate	1.689% per annum
6. Term 7 years 7. Maturity date November 27, 2020 The Bond will be redeemed in full upon maturity. The Bond may also be repurchased and redeemed at any time commencing from the first day following the closing date, subject to requirements of the book-entry transfer institution. Coupon 9. payment dates 10. Offering period November 29 of each year 11. Closing date November 29, 2013 12. Method of offering Offering Institutional investors 13. Market Institutional investors 14. Collateral No collateral is pledged and no assets are specifically reserved to secure the Bond. SoftBank Mobile Corp. and SoftBank Telecom Corp. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. Daiwa Securities Co. Ltd.	4.	Issue price	100% of the principal amount
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11. Closing date 12. Method of offering 13. Market 14. Collateral 15. Guarantors 16. Covenants No collateral SoftBank Mobile Corp. and SoftBank Telecom Corp. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 16. Underwriters No collateral is pledged and no assets are specifically reserved to secure the Bond. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. Daiwa Securities Co. Ltd.	4.0	Offering	N
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12. Offering to the general public in Japan 13. Market Institutional investors 14. Collateral No collateral is pledged and no assets are specifically reserved to secure the Bond. 15. Guarantors SoftBank Mobile Corp. and SoftBank Telecom Corp. 16. Covenants Negative pledge clause Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.	11.	Closing date	November 29, 2013
13. Market Institutional investors 14. Collateral No collateral is pledged and no assets are specifically reserved to secure the Bond. 15. Guarantors SoftBank Mobile Corp. and SoftBank Telecom Corp. 16. Covenants Negative pledge clause Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.	40	Method of	
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the Bond. 15. Guarantors SoftBank Mobile Corp. and SoftBank Telecom Corp. 16. Covenants Negative pledge clause Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.	14.	Collateral	No collateral is pledged and no assets are specifically reserved to secure
16. Covenants Negative pledge clause Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.			the Bond.
Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.	15.	Guarantors	SoftBank Mobile Corp. and SoftBank Telecom Corp.
SMBC Nikko Securities Inc. 17. Underwriters Daiwa Securities Co. Ltd.	16.	Covenants	Negative pledge clause
17. Underwriters Daiwa Securities Co. Ltd.			Mizuho Securities Co., Ltd.
	17.	Underwriters	SMBC Nikko Securities Inc.
			Daiwa Securities Co. Ltd.
Nomura Securities Co., Ltd.			Nomura Securities Co., Ltd.
Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.			
18. Fiscal agent Mizuho Bank, Ltd.	18.	Fiscal agent	

19.	Book-entry	Japan Securities Depository Center, Inc.
	transfer	
	institution	
20.	Rating	A- (Japan Credit Rating Agency, Ltd.)
21.	Use of	Redemption of bonds and repayment of borrowings
	proceeds	

This press release relates to offerings of Japanese Yen-denominated Bonds (the "Bonds") that are intended to be directed into Japan and its residents thereof in accordance with the laws, customary practices and documentation of Japan. This press release does not constitute an offer of any securities for sale in the United States. The Bonds have not been registered under the United States Securities Act of 1933, as amended (the "Act"), and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements under the Act.