

May 8, 2019

SKY Perfect JSAT Holdings Inc.

Summary of Business Results for the Year Ended March 31, 2019

This material contains forward-looking statements based on SKY Perfect JSAT Holdings' own projections and estimates. The markets where SKY Perfect JSAT Holdings Inc. is active are extremely volatile, subject to rapid changes in technology, customer demands, economic conditions including prices, the potential failures of satellites and many other variables. Due to the risks and uncertainties involved, actual results may differ from the content of these statements. Therefore, these statements should not be interpreted as representations that such objectives will be fulfilled.

Supplementary Data
I . Consolidated Financial Highlights

(Unit: Millions of Yen)

| | For the year ended March 31, 2018 | | | | | For the year ended March 31, 2019 | | | | |
|---|-----------------------------------|---------|---------|---------|------------|-----------------------------------|---------|---------|---------|------------|
| | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q | 3Q | 4Q | Cumulative |
| Revenues | 37,195 | 36,525 | 35,762 | 36,018 | 145,501 | 58,772 | 35,066 | 34,716 | 35,458 | 164,014 |
| Operating Income | 4,334 | 4,547 | 3,233 | 3,536 | 15,652 | 4,646 | 4,969 | 3,033 | 2,642 | 15,290 |
| Ordinary Income | 4,535 | 4,917 | 3,396 | 3,862 | 16,712 | 5,090 | 5,255 | 3,313 | 2,981 | 16,640 |
| Profit attributable to owners of parent | 2,941 | 3,465 | 2,213 | 2,731 | 11,353 | 3,321 | 3,438 | 2,140 | 780 | 9,681 |
| Total Assets | 214,648 | 217,931 | 217,508 | 219,634 | 219,634 | 219,715 | 224,231 | 224,125 | 224,014 | 224,014 |
| Total Equity | 361,968 | 357,021 | 354,881 | 359,343 | 359,343 | 368,929 | 378,601 | 378,634 | 376,102 | 376,102 |
| Net Income per Share (Yen) | 9.91 | 11.67 | 7.45 | 9.20 | 38.22 | 11.18 | 11.58 | 7.21 | 2.63 | 32.60 |
| Total Equity per Share (Yen) | 711.74 | 723.36 | 722.38 | 729.48 | 729.48 | 729.78 | 744.94 | 745.05 | 745.26 | 745.26 |
| EBITDA ^{*1} | 10,942 | 11,589 | 9,913 | 10,587 | 43,032 | 11,346 | 11,298 | 9,595 | 8,503 | 40,742 |
| Cash Dividend per Unit Share (Yen) | — | 9.00 | — | 9.00 | 18.00 | — | 9.00 | — | 9.00 | 18.00 |
| Net Cash Provided by Operating Activities | 11,892 | (3,882) | 7,515 | 7,020 | 22,546 | 7,877 | 4,357 | 9,911 | 3,751 | 25,898 |
| Net Cash Provided by (Used in) Investing Activities | (4,845) | (6,920) | (8,205) | (7,241) | (27,213) | (10,139) | (4,739) | (9,958) | (8,632) | (33,469) |
| Net Cash Provided by (Used in) Financing Activities | 3,966 | 1,124 | (2,319) | 2,095 | 4,866 | 9,076 | 3,895 | (3,844) | 235 | 9,362 |

*1. EBITDA is calculated as Net Income + Tax Expense + Depreciation Expense+ Goodwill Amortization + Interest Expense.

II. Segment Information

(Unit: Millions of Yen)

| | For the year ended March 31, 2018 | | | | | For the year ended March 31, 2019 | | | | |
|----------------------------------|-----------------------------------|---------|---------|---------|------------|-----------------------------------|---------|---------|---------|------------|
| | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q | 3Q | 4Q | Cumulative |
| Revenues | 37,195 | 36,525 | 35,762 | 36,018 | 145,501 | 58,772 | 35,066 | 34,716 | 35,458 | 164,014 |
| Media Business | 27,424 | 26,828 | 25,925 | 25,620 | 105,798 | 25,857 | 25,368 | 25,160 | 25,109 | 101,495 |
| Space Business* ² | 12,524 | 12,428 | 12,459 | 12,987 | 50,400 | 35,541 | 12,266 | 12,221 | 13,359 | 73,389 |
| Eliminations and Corporate Total | (2,754) | (2,731) | (2,622) | (2,589) | (10,697) | (2,626) | (2,569) | (2,665) | (3,009) | (10,870) |
| Operating Income | 4,334 | 4,547 | 3,233 | 3,536 | 15,652 | 4,646 | 4,969 | 3,033 | 2,642 | 15,290 |
| Media Business | 1,005 | 1,448 | 239 | 541 | 3,233 | 797 | 2,055 | 19 | (343) | 2,528 |
| Space Business* ² | 3,531 | 3,430 | 3,034 | 3,141 | 13,137 | 4,034 | 3,082 | 3,170 | 3,142 | 13,430 |
| Eliminations and Corporate Total | (202) | (331) | (40) | (145) | (719) | (185) | (168) | (156) | (157) | (668) |
| Depreciation Expense | 5,870 | 5,811 | 5,831 | 5,979 | 23,493 | 5,742 | 5,421 | 5,471 | 5,877 | 22,513 |
| Media Business | — | — | — | — | 7,238 | — | — | — | — | 7,770 |
| Space Business* ² | — | — | — | — | 15,870 | — | — | — | — | 14,292 |
| Eliminations and Corporate Total | — | — | — | — | 384 | — | — | — | — | 450 |
| Capital Expenditures | 1,888 | 2,473 | 6,525 | 5,052 | 15,939 | 5,475 | 3,034 | 10,544 | 4,779 | 23,833 |
| Media Business | — | — | — | — | 5,668 | — | — | — | — | 13,834 |
| Space Business* ² | — | — | — | — | 9,109 | — | — | — | — | 9,913 |
| Eliminations and Corporate Total | — | — | — | — | 1,161 | — | — | — | — | 85 |

*2. In July, 2018, the naming for business segment "Space & Satellite Business" has changed to "Space Business." There is no affect on the result by business segment.

III. Reference Data of Media Business (Total for SKY PerfecTV!)

(Unit: Thousand)

| Number of Subscribers and Churn Rate | | For the year ended March 31, 2018 | | | | | For the year ended March 31, 2019 | | | | |
|--------------------------------------|---------------------------------------|-----------------------------------|-------|-------|-------|------------|-----------------------------------|-------|-------|-------|------------|
| | | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q | 3Q | 4Q | Cumulative |
| New Subscribers | Total for SKY PerfecTV! ^{*3} | 84 | 75 | 104 | 107 | 370 | 109 | 87 | 137 | 125 | 457 |
| | SKY PerfecTV! | 67 | 60 | 87 | 92 | 305 | 93 | 74 | 124 | 113 | 404 |
| | SKY PerfecTV! Premium Service | 14 | 13 | 14 | 13 | 55 | 13 | 10 | 11 | 10 | 45 |
| | SKY PerfecTV! Premium Service Hikari | 3 | 2 | 3 | 3 | 10 | 3 | 2 | 2 | 2 | 9 |
| Number of Re-registered Subscriber | Total for SKY PerfecTV! ^{*3} | 45 | 33 | 31 | 69 | 179 | 46 | 32 | 34 | 74 | 186 |
| | SKY PerfecTV! | 41 | 30 | 28 | 62 | 161 | 41 | 29 | 31 | 67 | 168 |
| | Premium Service | 4 | 3 | 3 | 7 | 17 | 4 | 3 | 3 | 8 | 18 |
| | Premium Service Hikari | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Churn | Total for SKY PerfecTV! ^{*3} | 136 | 137 | 181 | 153 | 607 | 147 | 156 | 201 | 154 | 658 |
| | SKY PerfecTV! | 104 | 106 | 147 | 119 | 475 | 114 | 122 | 163 | 120 | 519 |
| | Premium Service | 30 | 29 | 33 | 31 | 123 | 31 | 31 | 36 | 32 | 129 |
| | Premium Service Hikari | 2 | 2 | 2 | 2 | 9 | 2 | 2 | 2 | 3 | 10 |
| Net Increase | Total for SKY PerfecTV! ^{*3} | (6) | (29) | (46) | 24 | (57) | 7 | (37) | (30) | 45 | (15) |
| | SKY PerfecTV! | 4 | (17) | (31) | 35 | (9) | 20 | (19) | (9) | 60 | 52 |
| | Premium Service | (11) | (13) | (15) | (11) | (50) | (13) | (18) | (22) | (14) | (67) |
| | Premium Service Hikari | (0) | 0 | 1 | 0 | 2 | 1 | 0 | (0) | (1) | 0 |
| Total Subscribers | Total for SKY PerfecTV! ^{*3} | 3,314 | 3,285 | 3,238 | 3,262 | 3,262 | 3,270 | 3,233 | 3,203 | 3,248 | 3,248 |
| | SKY PerfecTV! | 2,098 | 2,081 | 2,049 | 2,084 | 2,084 | 2,104 | 2,085 | 2,076 | 2,137 | 2,137 |
| | Premium Service | 1,133 | 1,120 | 1,105 | 1,094 | 1,094 | 1,081 | 1,062 | 1,041 | 1,027 | 1,027 |
| | Premium Service Hikari | 84 | 84 | 84 | 85 | 85 | 85 | 85 | 85 | 85 | 85 |
| Churn Rate(%) ^{*4} | Total for SKY PerfecTV! ^{*3} | 4.1% | 4.1% | 5.5% | 4.6% | 18.3% | 4.5% | 4.8% | 6.2% | 4.7% | 20.2% |
| | SKY PerfecTV! | 5.0% | 5.1% | 7.0% | 5.7% | 22.7% | 5.5% | 5.8% | 7.8% | 5.7% | 24.9% |
| | Premium Service | 2.6% | 2.5% | 2.8% | 2.7% | 10.7% | 2.8% | 2.9% | 3.3% | 2.9% | 11.8% |
| | Premium Service Hikari | 2.7% | 2.6% | 2.5% | 2.9% | 10.8% | 2.7% | 2.7% | 2.7% | 3.4% | 11.4% |

*3. The figures are the total amounts for SKY PerfecTV!, Premium Service, and Premium Service HIKARI.

SKY PerfecTV! is the service (former SKY PerfecTV!e2) using the satellite at 110 degrees east longitude.

Premium Service is the service using the satellites at 124 and 128 degrees east longitude (including standard definition channels).

Premium Service HIKARI is the service using optical fibers.

*4. Quarterly Churn Rate is calculated by dividing Each quarterly churn subscribers and Total Subscribers at the end of the previous fiscal year.

| Subscriber Acquisition Cost (Total for SKY PerfecTV!) | For the year ended March 31, 2018 | | | | | For the year ended March 31, 2019 | | | | |
|--|-----------------------------------|--------|--------|--------|------------|-----------------------------------|--------|--------|--------|------------|
| | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q | 3Q | 4Q | Cumulative |
| SAC per Subscriber (Yen) ^{*5} | 37,934 | 37,550 | 29,233 | 30,804 | 33,353 | 27,064 | 27,902 | 23,371 | 25,994 | 25,824 |
| Advertisement expenses | 16,351 | 15,825 | 13,300 | 15,036 | 15,009 | 11,132 | 10,543 | 10,661 | 12,343 | 11,210 |
| Promotion expenses | 3,080 | 3,923 | 2,661 | 3,057 | 3,127 | 2,189 | 2,507 | 1,845 | 2,694 | 2,284 |
| Sales incentives | 2,624 | 2,017 | 1,686 | 1,870 | 2,020 | 2,229 | 2,078 | 1,294 | 1,275 | 1,659 |
| User incentives ^{*6} | 7,825 | 7,958 | 5,702 | 5,331 | 6,534 | 5,696 | 5,504 | 4,914 | 4,549 | 5,112 |
| Others | 8,054 | 7,827 | 5,884 | 5,510 | 6,663 | 5,818 | 7,271 | 4,658 | 5,132 | 5,558 |
| SAC Total (Millions of Yen) ^{*5} | 4,277 | 4,010 | 4,513 | 3,896 | 16,697 | 3,997 | 3,129 | 4,073 | 4,013 | 15,214 |
| Advertisement expenses | 1,379 | 1,184 | 1,378 | 1,614 | 5,556 | 1,208 | 913 | 1,460 | 1,543 | 5,125 |
| Promotion expenses | 259 | 293 | 275 | 328 | 1,157 | 237 | 217 | 252 | 336 | 1,044 |
| Sales incentives | 221 | 151 | 174 | 200 | 747 | 242 | 179 | 177 | 159 | 758 |
| User incentives ^{*6} | 659 | 595 | 590 | 572 | 2,418 | 618 | 476 | 673 | 568 | 2,337 |
| Others | 679 | 586 | 609 | 591 | 2,466 | 631 | 629 | 638 | 641 | 2,541 |
| Free content costs ^{*7} | 1,078 | 1,198 | 1,483 | 588 | 4,349 | 1,059 | 712 | 872 | 762 | 3,406 |

*5. Advertising expense does not include public relations expenses. Other includes SKY Perfect Customer-relations Corporation costs in addition to outsourcing fees.

*6. User incentives are the costs such as antenna installation, incentives for new subscription and etc.

*7. Free content costs are broadcast rights fees and production costs, etc. related to the BS SKY PerfecTV!.

*8. Total SAC(¥4,059M → ¥4,073M) and Unit SAC (¥23,269 → ¥23,371) for 3Q of FY2018 were re-calculated.

(Unit: Yen)

| ARPU (Total for SKY PerfectTV!) | For the year ended March 31, 2018 | | | | | For the year ended March 31, 2019 | | | | |
|--|-----------------------------------|-------|-------|-------|------------|-----------------------------------|-------|-------|-------|------------|
| | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q | 3Q | 4Q | Cumulative |
| Average Monthly Subscriber's Payment ^{*8} | 3,247 | 3,254 | 3,209 | 3,163 | 3,219 | 3,207 | 3,195 | 3,114 | 3,033 | 3,138 |
| Revenues from own content | 82 | 74 | 79 | 75 | 78 | 83 | 63 | 60 | 52 | 65 |
| PPV Subscription fee | 29 | 30 | 29 | 27 | 29 | 27 | 27 | 25 | 23 | 25 |
| Monthly subscription fee | 2,750 | 2,766 | 2,717 | 2,679 | 2,728 | 2,718 | 2,729 | 2,656 | 2,590 | 2,674 |
| Rental fee | 36 | 35 | 35 | 34 | 35 | 33 | 32 | 32 | 31 | 32 |
| Basic fee | 349 | 349 | 349 | 347 | 349 | 345 | 345 | 341 | 337 | 342 |
| ARPU ^{*8} | 2,063 | 2,056 | 2,034 | 2,004 | 2,040 | 2,020 | 1,995 | 1,950 | 1,898 | 1,966 |
| Revenues from own content | 82 | 74 | 79 | 75 | 78 | 83 | 63 | 60 | 52 | 65 |
| PPV Subscription fee | 29 | 30 | 29 | 27 | 29 | 27 | 27 | 25 | 23 | 25 |
| Monthly subscription fee | 1,566 | 1,567 | 1,542 | 1,521 | 1,549 | 1,531 | 1,529 | 1,492 | 1,455 | 1,502 |
| Rental fee | 36 | 35 | 35 | 34 | 35 | 33 | 32 | 32 | 31 | 32 |
| Basic fee | 349 | 349 | 349 | 347 | 349 | 345 | 345 | 341 | 337 | 342 |

*8. Average Monthly Subscriber's Payment: Conventional subscription fee-based unit price
ARPU: Sales-based unit price (unit price based on the subscription or commission fee, which contribute to sales)