



# Company Overview Business Update

February 2024

**SKY Perfect JSAT Holdings Inc.**

**Code: TSE Prime 9412**

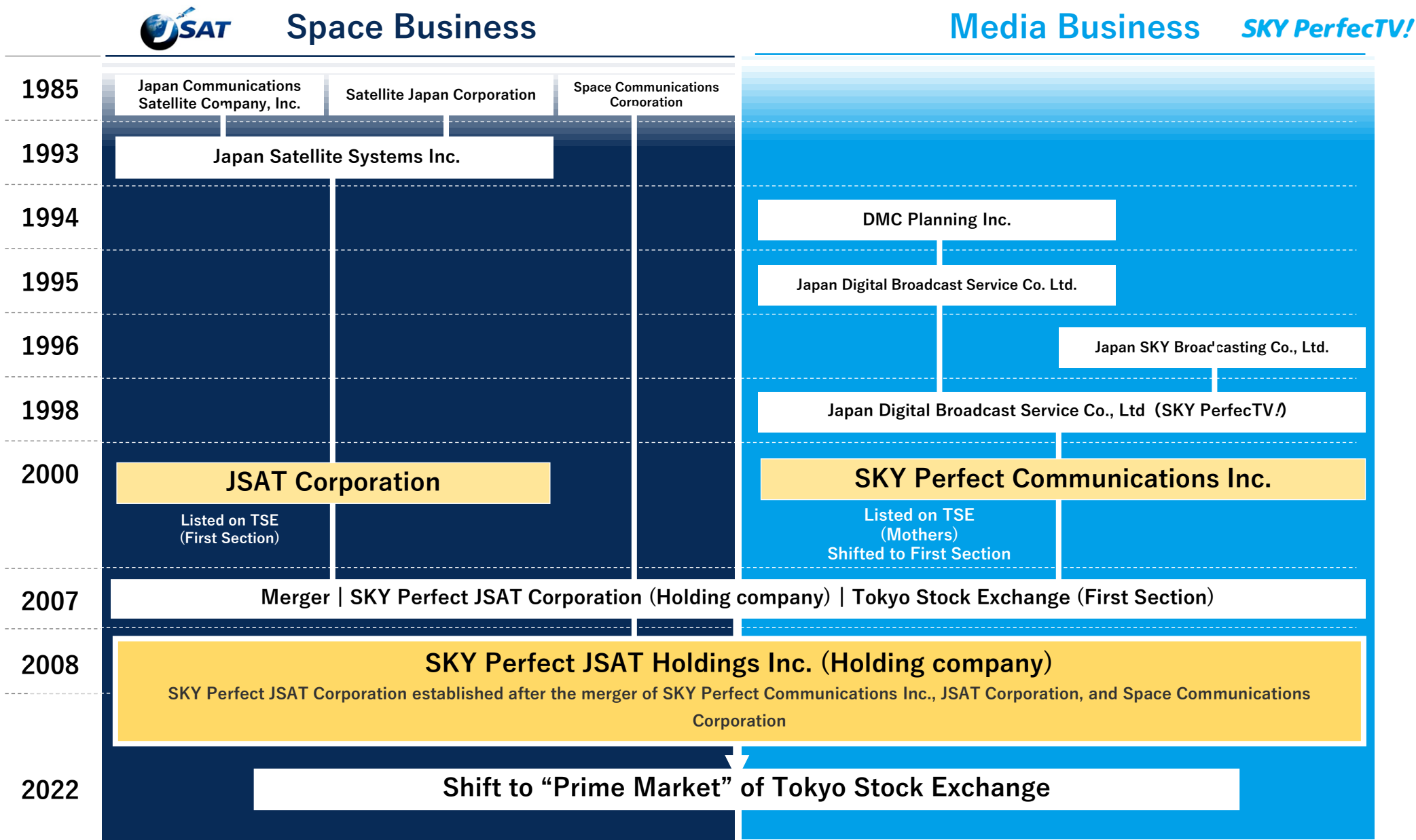
Statements about the SKY Perfect JSAT Group's forecasts, strategies, management policies, and targets contained in this presentation material that are not based on historical facts constitute forward-looking statements. These statements are based on management's assumptions, plans, expectations and judgments in light of information available at the time. These forward-looking statements are subject to a variety of risks and uncertainties. Therefore, actual results may differ materially from forecasts.

# 1. Company Overview

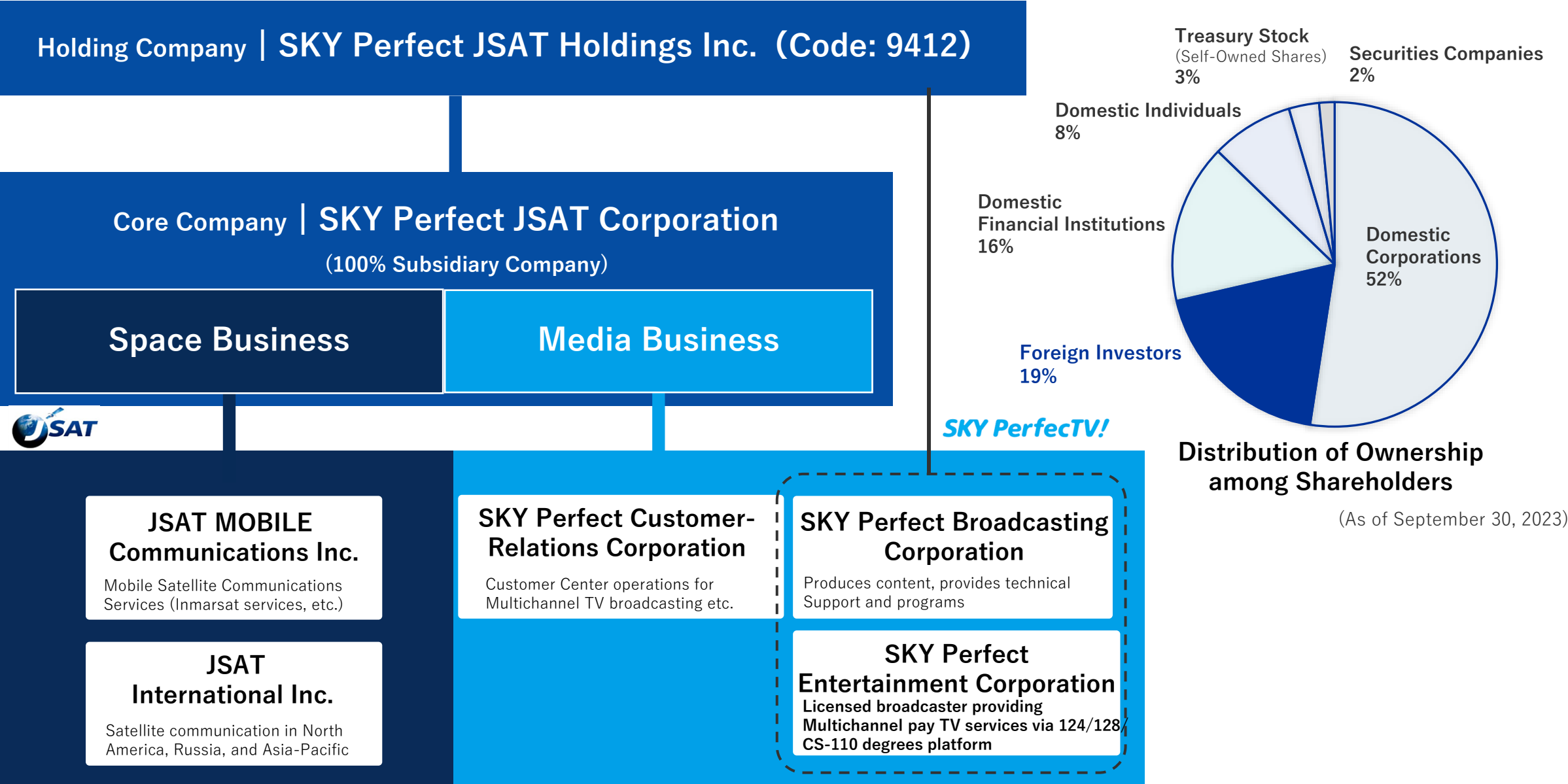
2. Space Business

3. Media Business

# Corporate History



# Corporate Structure



# Our Strengths

## Space Business

- **No.1** Satellite operator in Asia
- **17** satellites (as of January 31, 2024)
- More than **30 years** of satellite operation experience

## Media Business

- **The Largest DTH**(140ch) in Japan
- **2.7** millions subscribers (IC cards or chips) (as of January 31, 2024)
- Achievements and expertise in broadcasting/distribution

2022 Financial Results:

Consolidated  
Revenues

**121.1**

¥ in Billions

(Space 51% | Media 49%)

Consolidated  
Operating Profit

**22.3**

¥ in Billions

(Space 86% | Media 14%)

Consolidated Profit Attributable  
to Owners of Parent

**15.8**

¥ in Billions

(Space 85% | Media 15%)

\*The percentages for ratio of profit attributable to owners of parent are calculated by including intersegment transactions and adjustments

## Investment will be over ¥200 billion for New business field

### SPACE

Using new technology and  
Expanding business field

Over  
¥150B

Satellite  
Communi-  
cations



Universal NTN

Optical Data Relay

Business Intelligence

2030 Segment Net Income Target ¥21 Billion

### MEDIA

Driving new business  
beyond viewing  
experience

Over  
¥50B

Satellite  
broad-  
casting  
/FTTH



Connected TV

Media Solutions

Content Database

Real Business

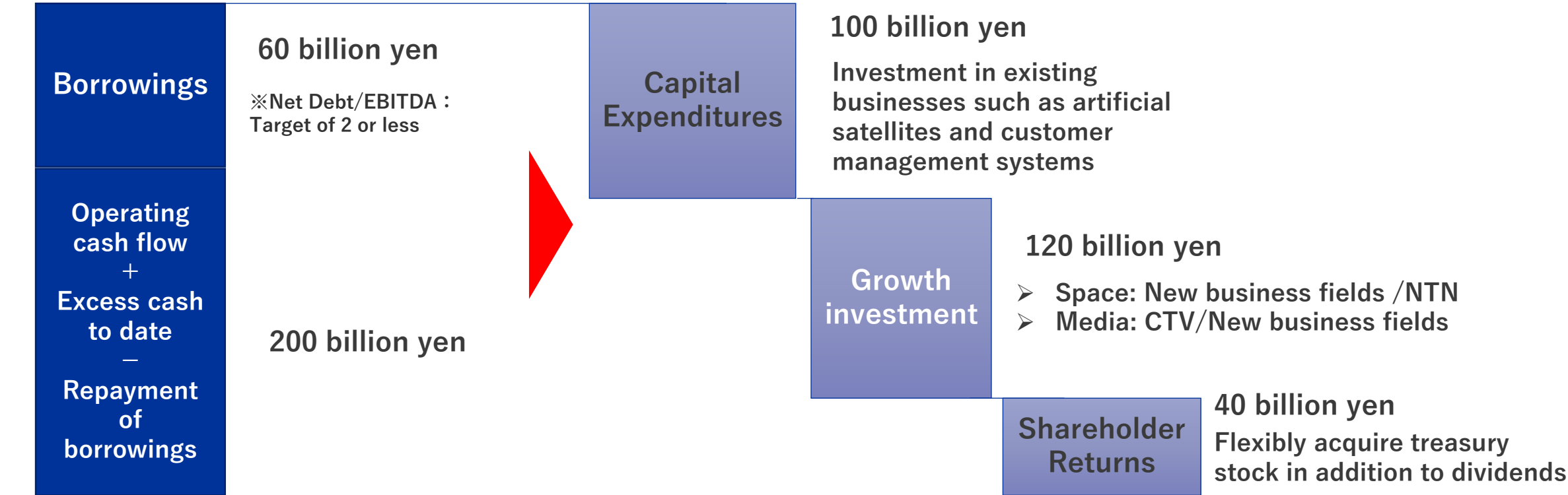
2030 Segment Net Income Target ¥5 Billion

## Sustainable Growth

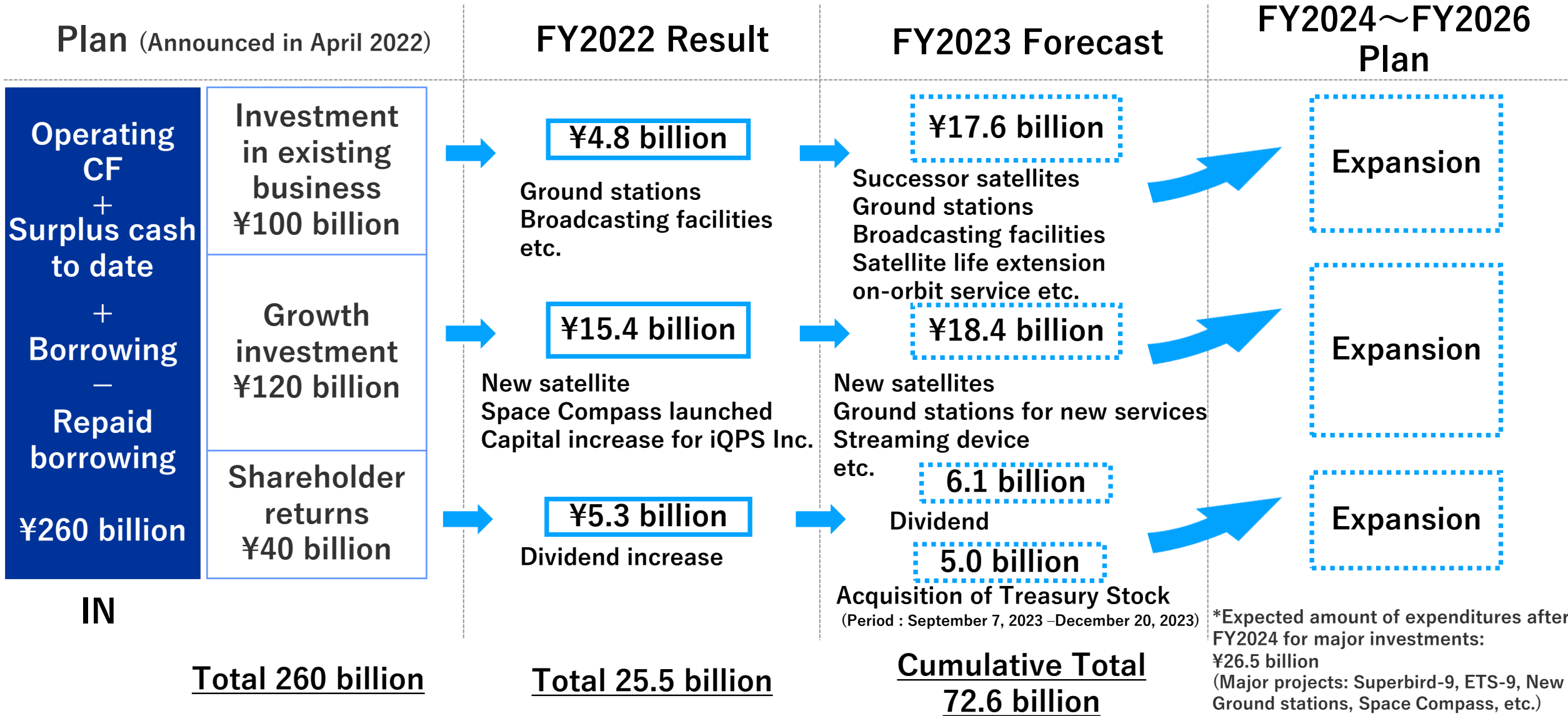
## Target Net income is over ¥25 Billion in 2030

# Capital Allocations over the five years (FY2022~)

Aiming to improve core profitability toward 2030,  
We proactively invest in growth opportunities over the next five years  
based on stable cash flow generated in existing businesses



# Progress of Capital Allocation (FY2022~FY2026)



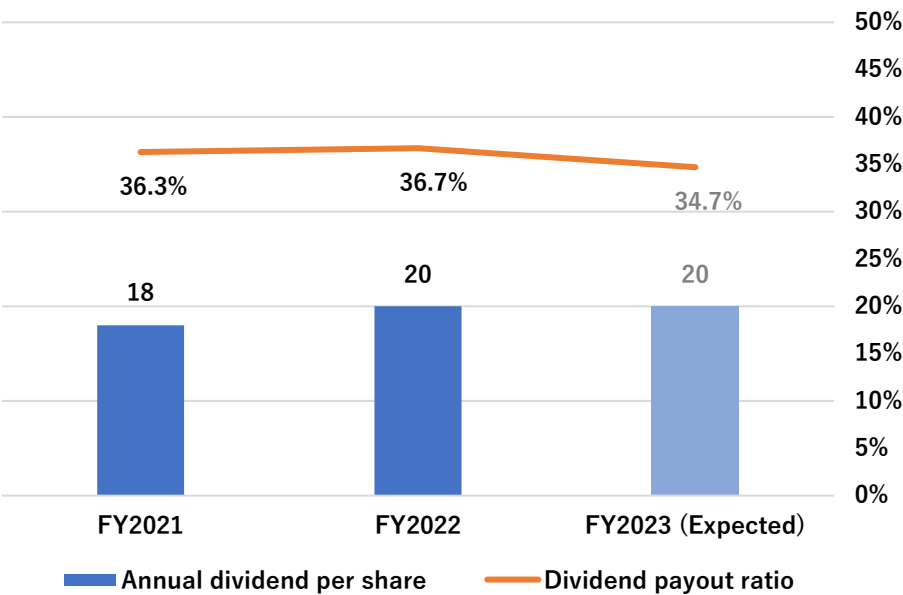


# Shareholder Returns (FY2022~FY2026)

We position ourselves for investment to enhance fundamental revenue capabilities.  
In addition to stable dividends, we plan to conduct shareholder returns totaling 40 billion yen through agile share buybacks over the 5 years (FY2022~FY2026).

## 【Dividend Policy】

Annual dividend per share of 16 yen or more and a dividend payout ratio of 30% or higher



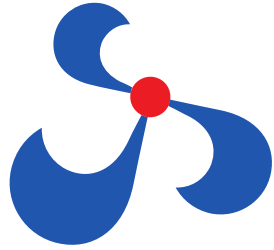
## 【Acquisition of Treasury Stock】

Completion of Acquisition  
on December 20, 2023

Cumulative number of treasury stock acquired

Number of shares acquired	7,389,900 shares
Total amount of money delivered in exchange for the acquisition of shares	4,999,939,049 yen

- Scheduled from September 7, 2023, to April 30, 2024
- Up to Max. 10,000,000 share or a Max. 5,000,000,000 yen



SKY Perfect JSAT Group

# SPACE BUSINESS

# Our Strength

- The Pioneer that Launched the First Commercial Satellite in Japan
- Satellite Operation Experience: over 30 years
- Own Satellites: 17satellites as of Feb. 2024
- Only One Satellite Operator in Japan, & Biggest in Asia

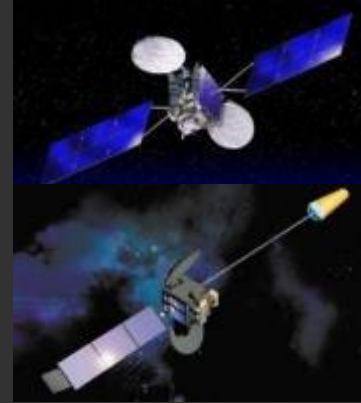
# Core Business: Satellite Communications

## 1. Geostationary Orbit Satellite

- CS / Communications Satellite
- BS / Broadcasting Satellite

— Legacy Business Area of SKY Perfect JSAT —

- Weather satellite (Himawari)



**17** satellites

As of Feb. 2024

Over **30** years  
of satellite operation  
experience

## 2. Medium Earth Orbit Satellite

- Global Positioning System



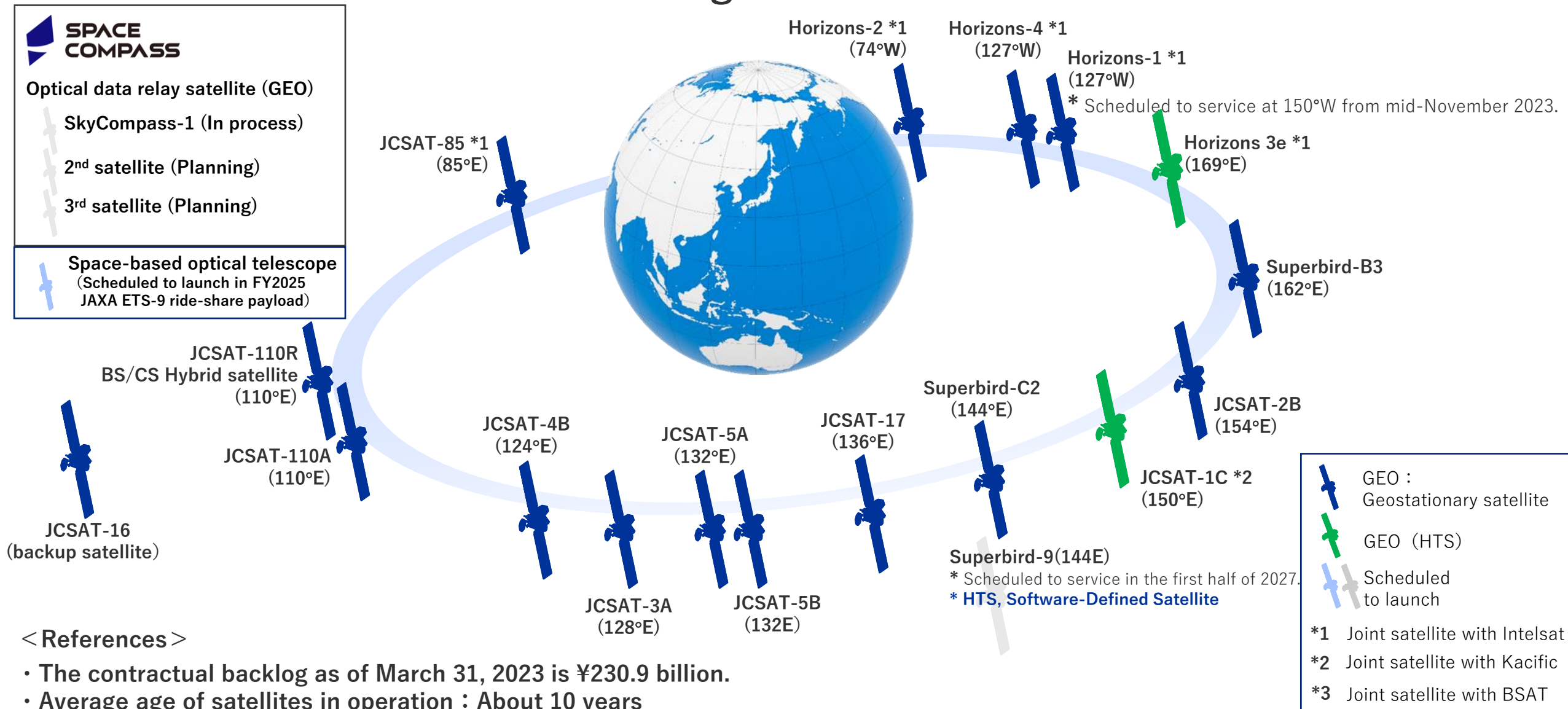
## 3. Low Earth Orbit Satellite

- Earth Observation satellite (Remote Sensing)
- Communication satellite
- International Space Station





## A total of 17 satellites covering from North America to the Indian Ocean



### <References>

- The contractual backlog as of March 31, 2023 is ¥230.9 billion.
- Average age of satellites in operation : About 10 years
- Design life : About 15 years

# Major Ground Facilities

## Space Port West (SPW)

- Backup Station



## Space Port East (SPE)

- Backup Station



## Space Port North (SPN)



## Yokohama Satellite Control Center (YSCC)

- Primary Satellite Control Center and Teleport Facilities



## Space Port South (SPS)



Source(map) : website of the Geospatial Information Authority of Japan  
<http://maps.gsi.go.jp/#5/36.406783/138.894873/&base=blank&ls=blank&dis p=1&lcd=blank&vs=c0j0l0u0t0z0r0f0&d=v>



# Revenue Composition in Space Business

2022 Revenues

**¥62.2**  
Billions

**48%**

## Domestic Market:

- Disaster recovery measures
- Mobile backhaul including back-up line for terrestrial lines
- National security-related demands

Major customers: Government offices and agencies, infrastructure industries such as gas, electric and Telecom and Mobile carriers



**23%**

## Broadcasting

- Demands for broadcasters on SKY PerfecTV! services



**26%**

## Global and Mobility Market:

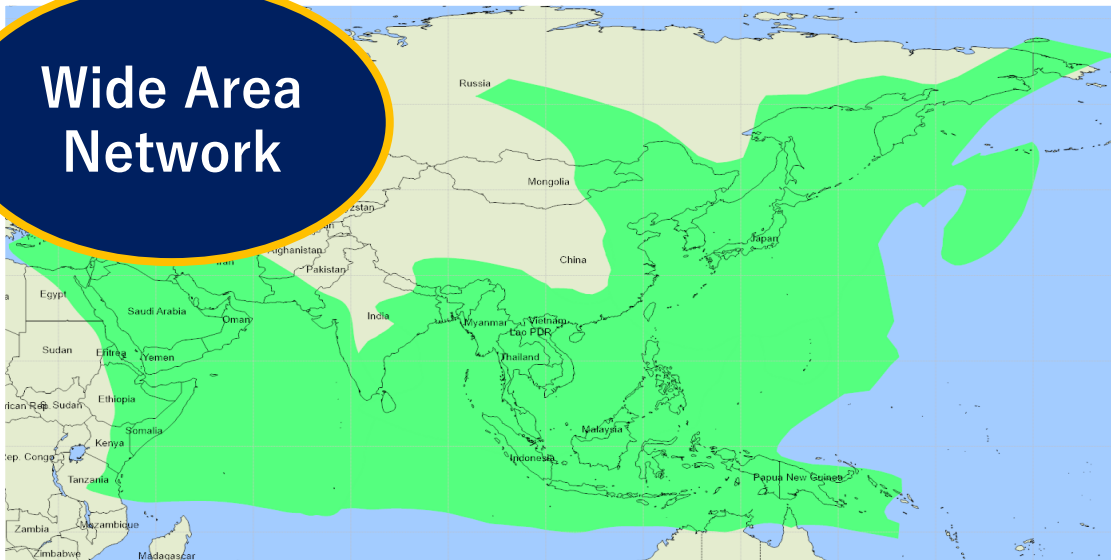
- Demands for telecom and broadcasting companies in Japan and overseas
- Demands for aviation and maritime



**3% New Business**

# Features of Communication using Geostationary Satellites

## Wide Area Network

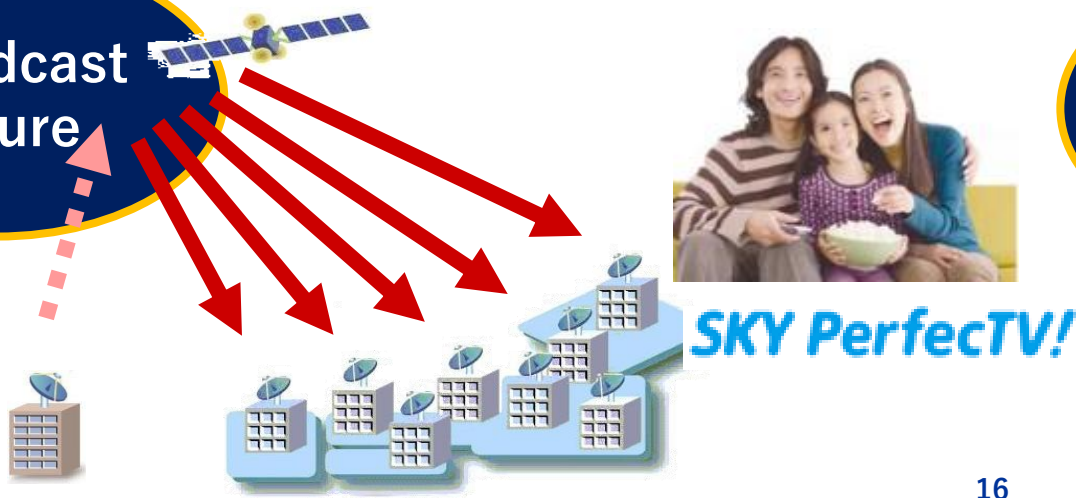


JSATMarine's service area

## Disaster Resistance



## Broadcast nature



## Flexibility





## ■ New Applications and Increased Demand in Satellite Communications

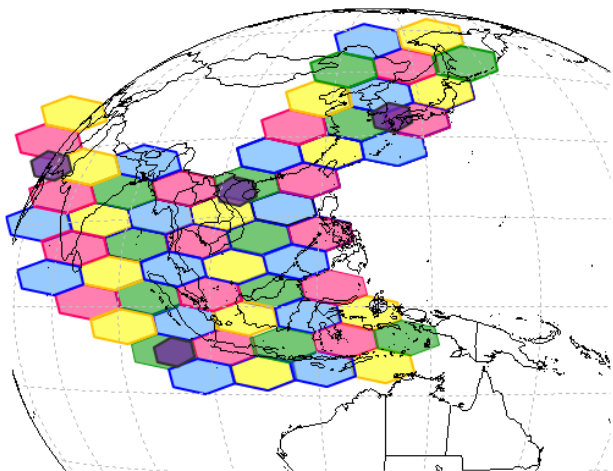
- Expansion of usage in government and national security contexts
- Achievement of seamless integration with terrestrial mobile networks (NTN), direct access with smartphones (LEO, HAPS)  
NTN: Non-Terrestrial-Network
- Growing demand for aviation and maritime, exploring new applications for mobile entities (Connected Cars, Flying Vehicles, Drones)

## ■ Enhanced Capacity and Throughput in Satellite Communications

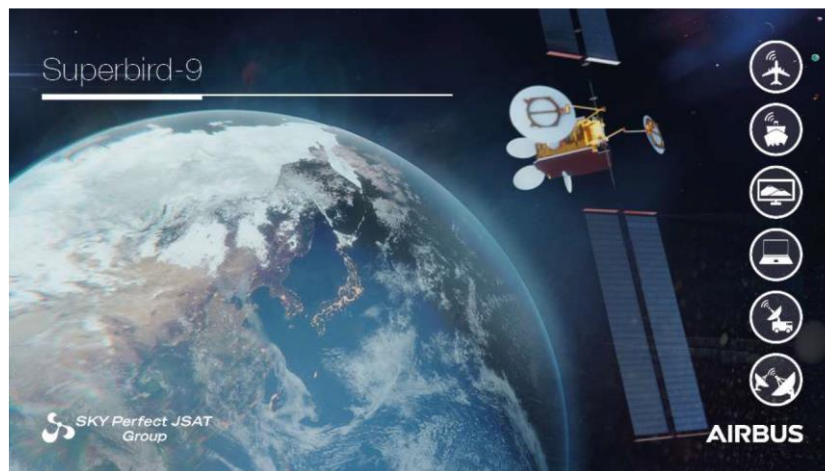
- Increase in data rates from several Mbps (up to tens of Mbps) to hundreds of Mbps.
- Technological advancements in Geostationary Satellites (HTS, SDS) pushing data rates from several Gbps to several hundred Gbps.  
HTS: High Throughput Satellite, SDS: Software-Defined Satellite
- Prolonged satellite lifetime and improved fleet flexibility by In-orbit satellite life-extension service.
- Emergence of Low Earth Orbit (LEO) Constellations.
- Coexistence of GEO, LEO, and MEO systems.

# New Technology in Geostationary Satellites

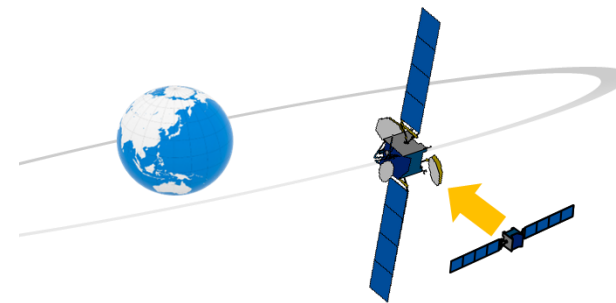
- Rapid advancements in technologies like HTS and SDS
- Enables more flexible and higher-capacity services
- Introduction of In-orbit life-extension service



**HTS**  
(High Throughput Satellite)



**SDS**  
(Software-Defined Satellite)



**In-Orbit Satellite**  
**Life-Extension Service**

# Domestic Market

## ■ Robust Communication Infrastructure

- Satellite communication for government, local authorities, and broadcasters
- Infrastructure for key locations, disaster readiness, and BCP backup lines

## ■ Mobile Carrier Backhaul Connections

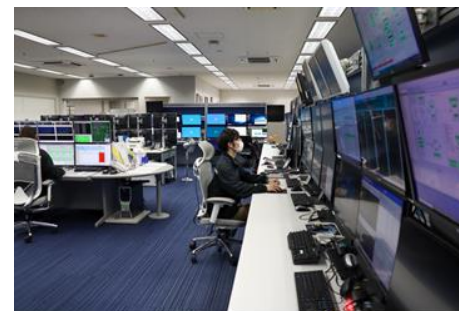
- Satellite links for mobile base stations and core networks
- Backhaul connections for remote and challenging terrains
- Satellite connections for mobile emergency stations in disaster scenarios

## ■ Satellite Operation Control Services

- Procurement and operation of Ministry of Defense's "Kirameki 1, 2" satellites
- Bus operation for JAXA's ETS-9
- Operation of iQPS's small SAR satellites
- Maintenance of Ministry of Internal Affairs and Communications' C-band satellite facilities
- Monitoring JAXA's satellite tracking and control network



Mobile Emergency Base Station at a Disaster Site



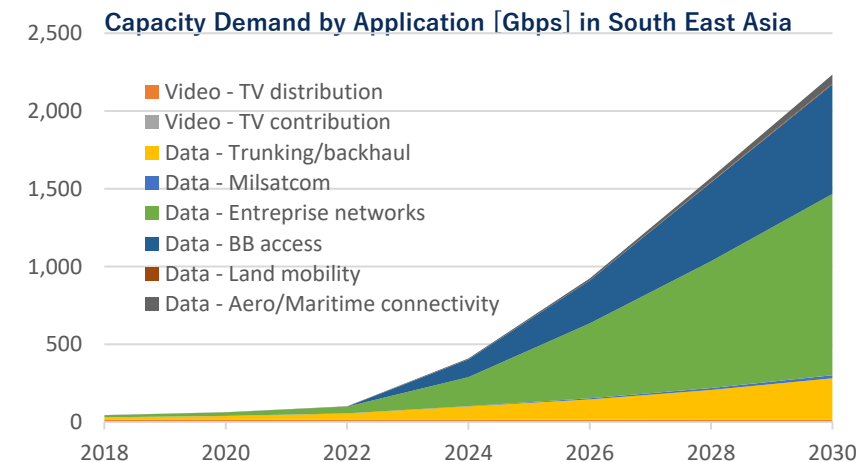
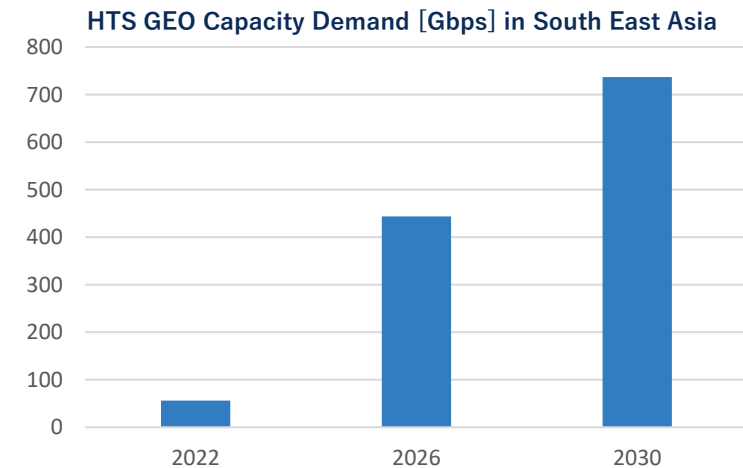
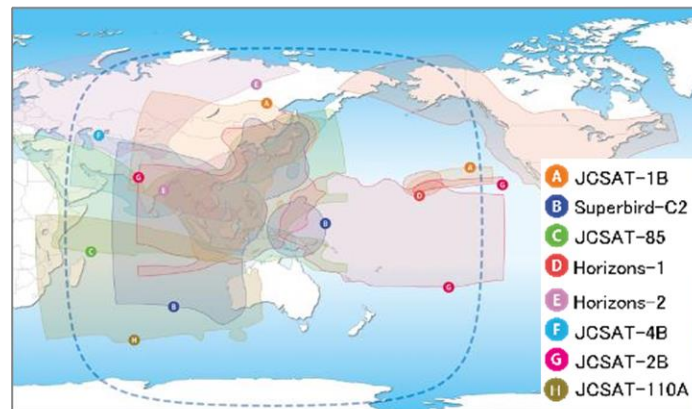
Control Room Inside the Yokohama Satellite Control Center

## ■ Global Business Expansion with a Focus on Asia-Pacific and North America

- Rapidly increasing demand for geostationary satellites in Southeast Asia
- Joint ownership of the Horizons series satellites with Intelsat

## ■ Expanding Demand for Broadband Connections in Aviation and Maritime Industries

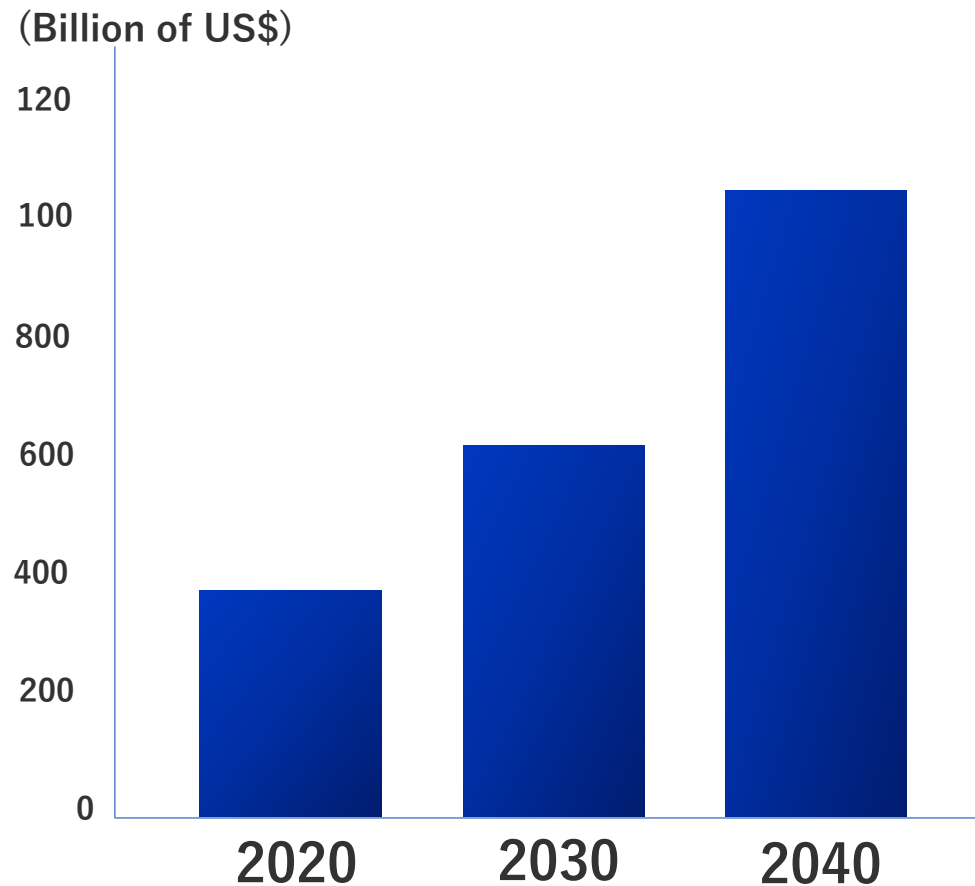
- Providing in-flight Wi-Fi using our satellites
- In-flight Wi-Fi poised for future growth with the expanding demand for video streaming



Source: Satellite Connectivity and Video Market 30<sup>th</sup> Edition ©2023 Euroconsult

# Growth Story

The overall market size of the space industry is expected to reach \$1 trillion or more by 2040.



Source: Haver Analytics, Morgan Stanley Research forecasts  
<https://www.morganstanley.com/ideas/investing-in-space>

## Space Utilization Business

- ✓ Communications and Broadcasting
- ✓ Earth Observation
- ✓ Space Situation Awareness

Satellite Development  
and Manufacturing

Satellite Operations

## Space Exploration Business

- ✓ Space Travel and Colonization

Exploration and  
Resource Development

## Space Infrastructure Business

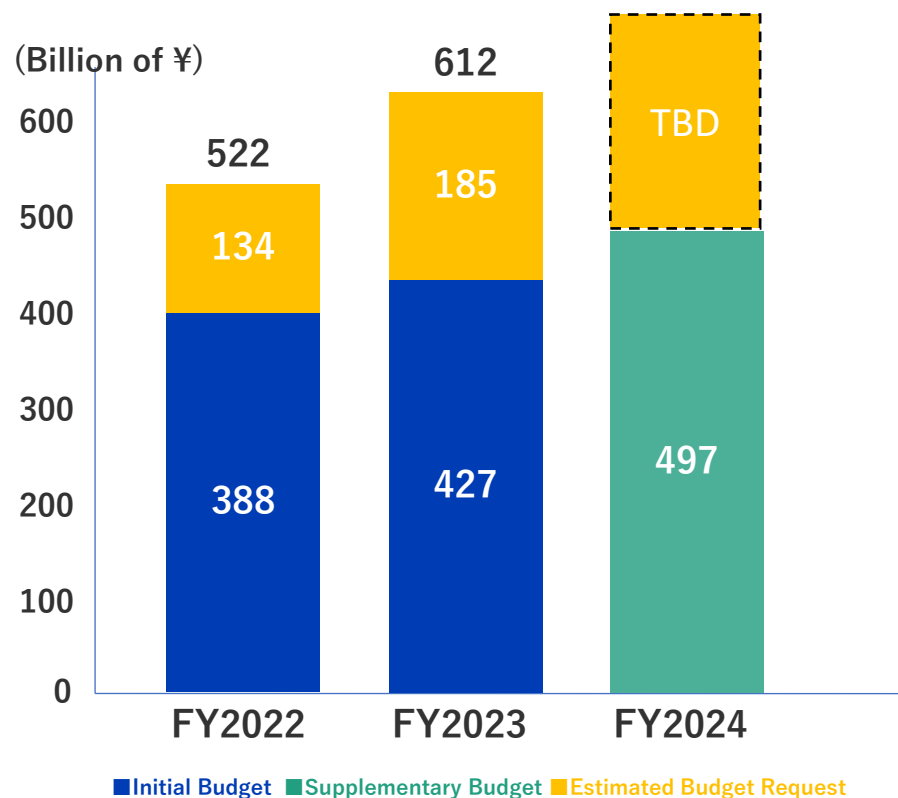
- ✓ Transportation
- ✓ Orbital Services

Rockets and Spaceships

Space Debris Removal

# Japan's Initiatives in Space by the Government

- The Japanese government's estimated budget request for space-related activities in FY2024 is a total of 497.2 billion yen.
- The Space Strategy Fund, aimed at supporting space businesses, is set at 1 trillion yen over the next decade.

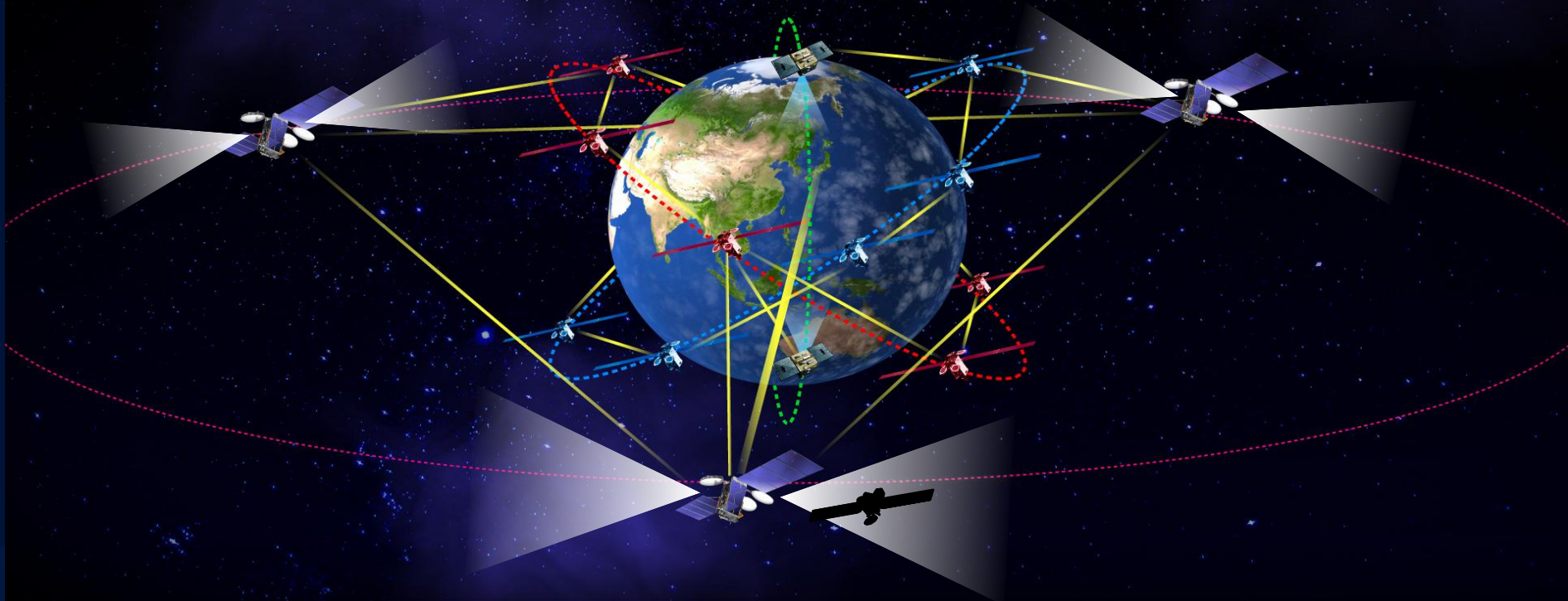


- ✓ Development and operation of information gathering satellites.
- ✓ Development, maintenance, and operation of the Quasi-Zenith Satellite System.
- ✓ Establishment of a small satellite constellation, among other initiatives.
- ✓ Research and development for the Artemis program.
- ✓ Development and enhancement of the H3 rocket.
- ✓ Research and development to enhance the competitiveness of small satellites.
- ✓ Acquisition of data for image analysis.
- ✓ Maintenance of the Space Domain Awareness (SDA) satellite.





# Initiatives in National Security with our experience and expertise in space business



**Satellite Data  
Collections**

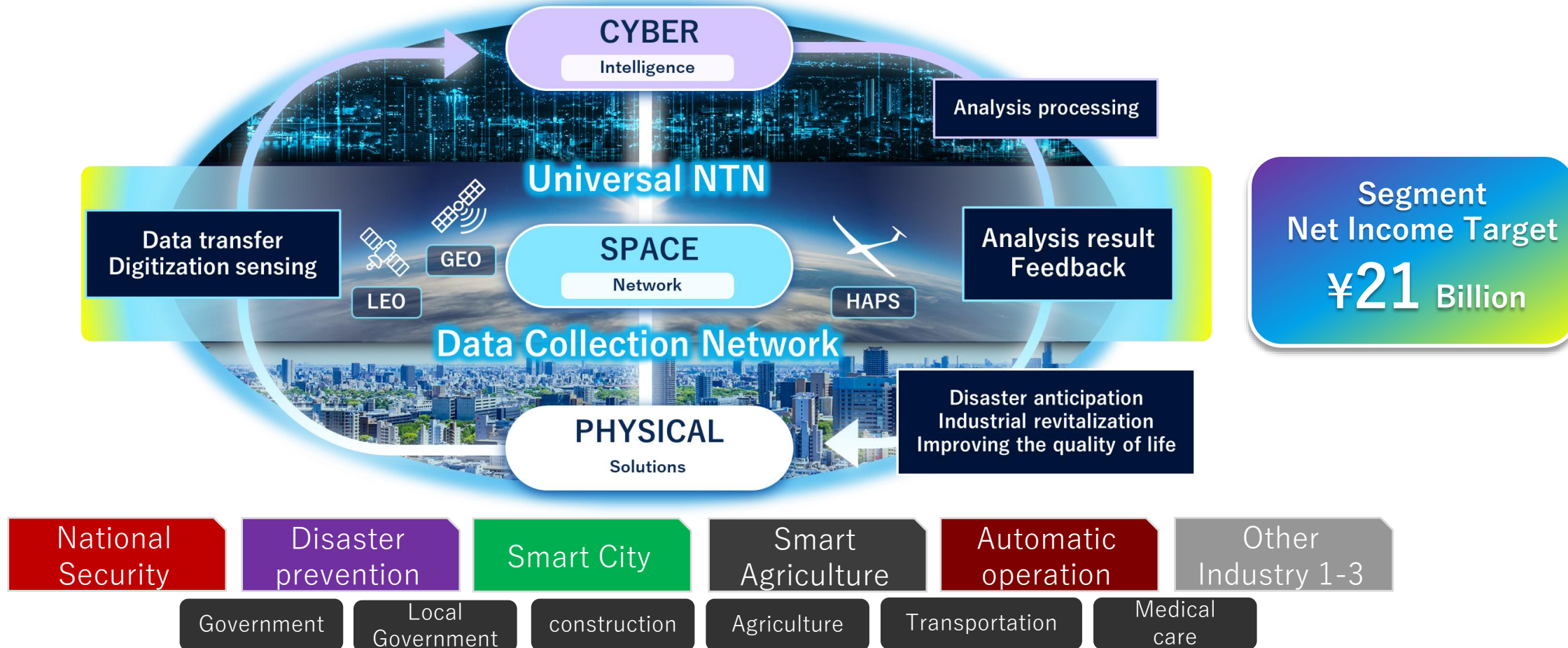
**Satellite  
Constellation**

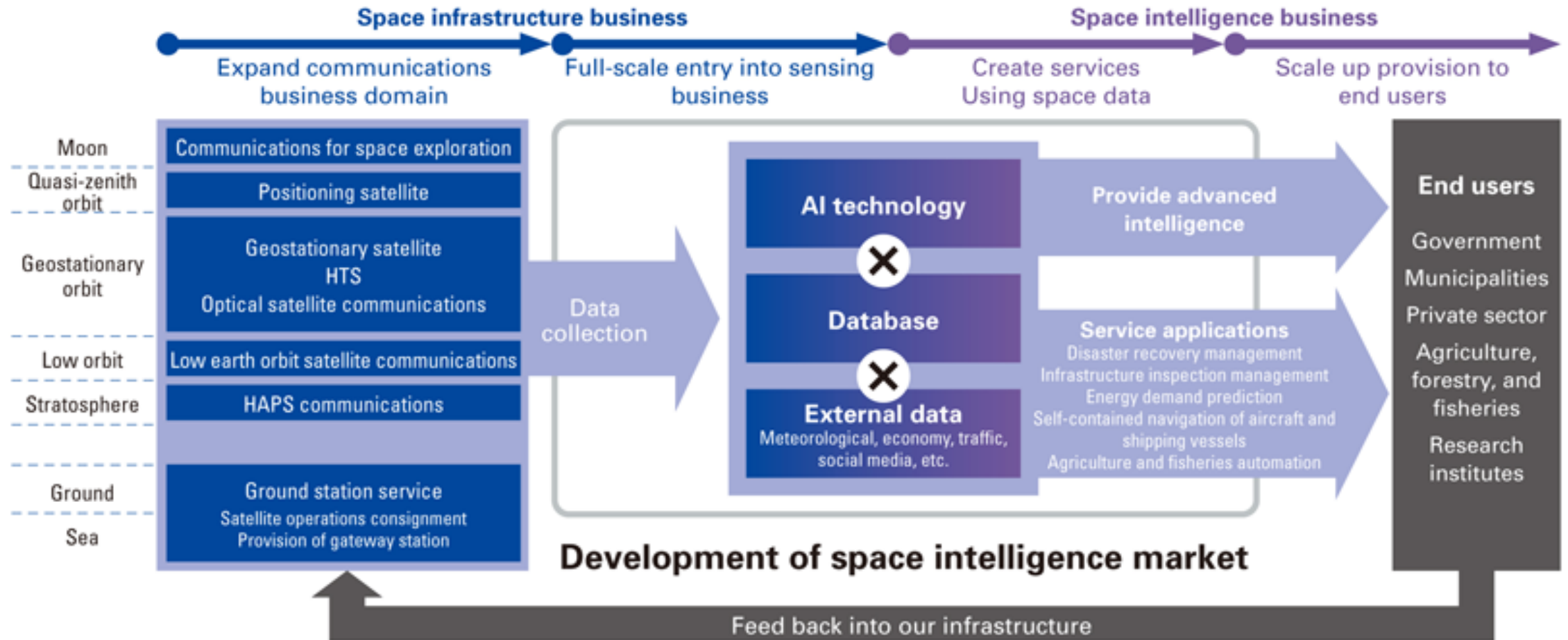
**Space Situation  
Awareness**

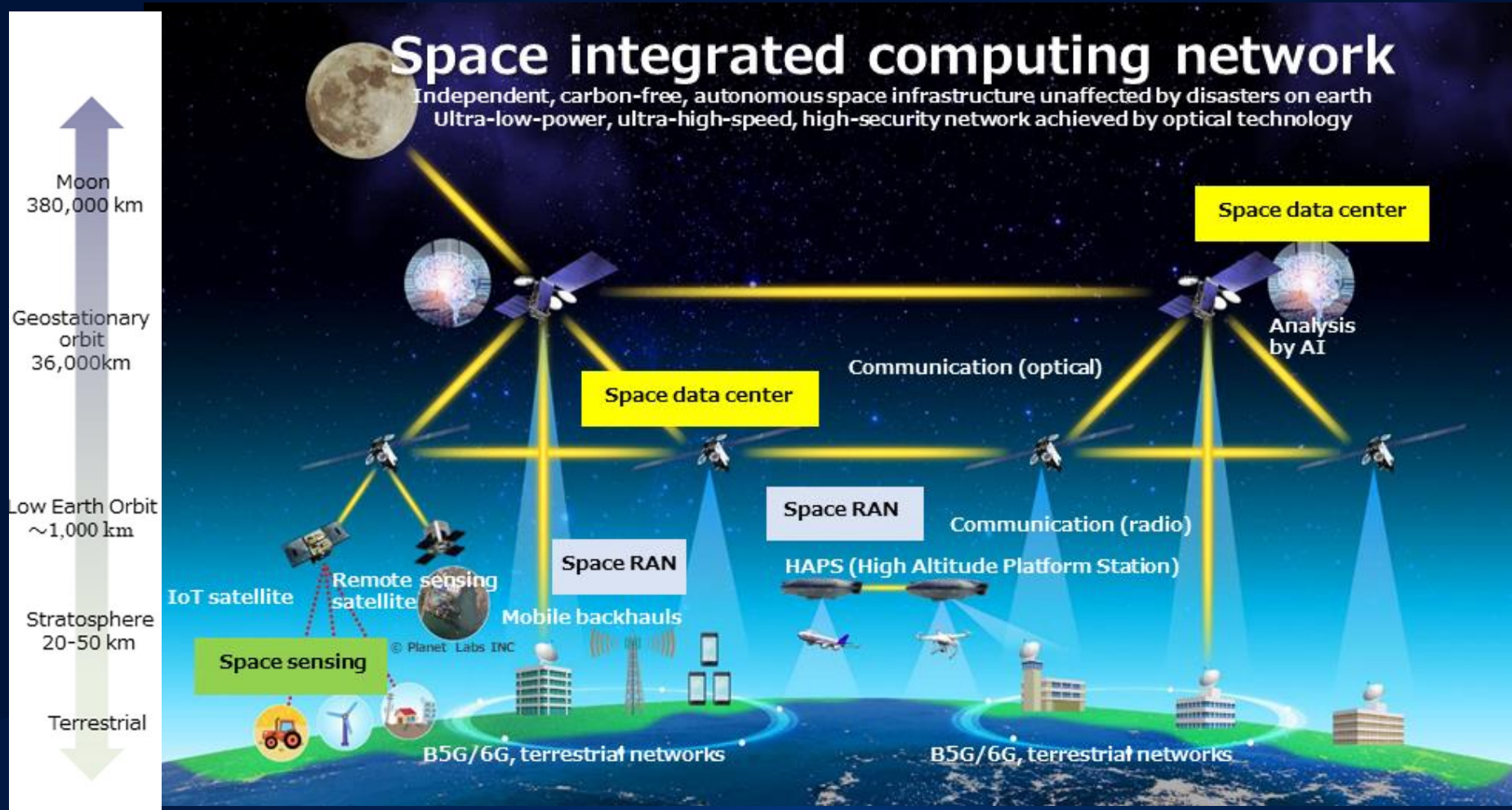
**Enhancement of  
Space System  
Resilience**



We are actively contributing towards the realization of a Super-Smart Society by aiming to establish both an innovative communication network covering all spaces and a global data collection network.







The first GEO satellite “SkyCompass-1” over Asia-Pacific will be launched by 2024  
To provide quasi-real-time and high-capacity data transfer service





# Advancing the Development of Innovative Communication Infrastructure



## Optical Data Relay Service



Collaboration with Skyloom Global Corporation

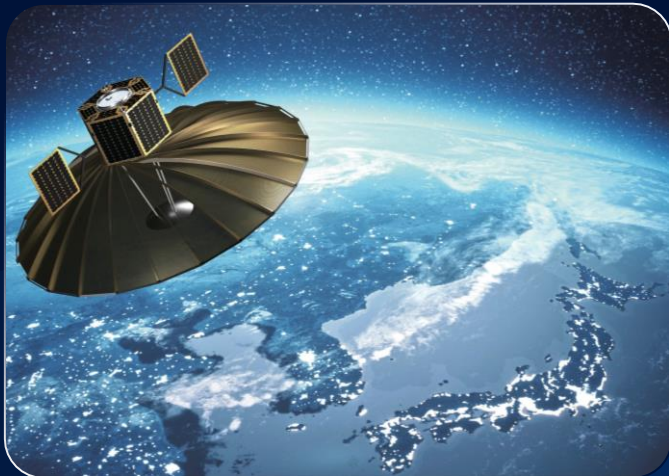
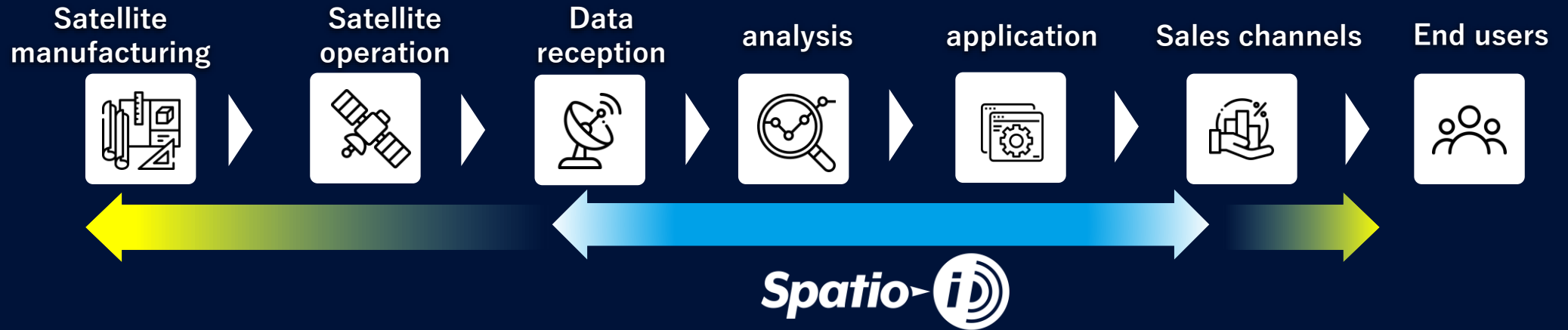
## Space Radio Access Network (RAN) - High Altitude Platform Station (HAPS) Service



AALTO HAPS's Zephyr



# Satellite Data Sensing and Analysis



## Strengthening Collaboration with iQPS Advancing the Small Synthetic Aperture Radar (SAR) Satellite Constellation Project

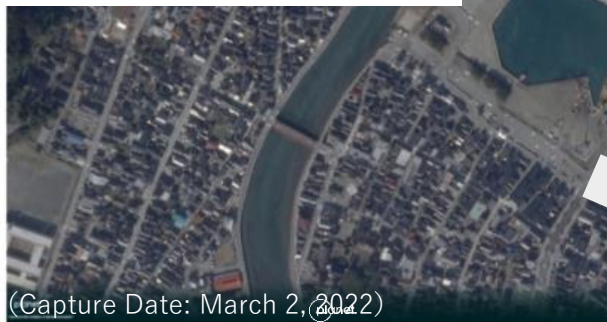
- Listed on the Tokyo Stock Exchange (Growth Market) in December 2023
- Successful launch of QPS-SAR5 in December 2023, obtaining the first image (First Light) in January 2024
- QPS-SAR6, launched in June 2023, commenced full operational service



# Case of Satellite Data Utilization

## ■ Optical Satellite Image

Before the Earthquake



After the Earthquake



<https://www.skyperfectjsat.space/jsat/service/planet/#>

## ■ SAR Satellite Image (iQPS)



<https://i-qps.net/news/1614/>





# Establishment of Orbital Lasers Co., Ltd.

Company Name : Orbital Lasers Co., Ltd.  
Date of Establishment : January 12, 2024  
Shareholder : SKY Perfect JSAT, others



**Orbital Lasers Concept Movie  
(CLICK HERE)**

## ➤ Space Debris Business (Detumbling, Active Debris Removal)

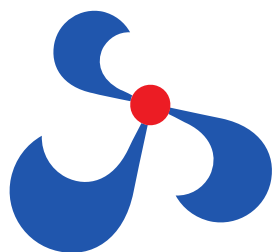
- Detumbling (DTB)  
Development and sales of payload capable of detumbling space debris \*Planned in FY2025
- Active Debris Removal (ADR)  
Service to remove space debris \*Planned in FY2029

## ➤ Satellite LiDAR Business (Earth Observation)

- Provision of ground surface information using Satellite LiDAR  
\*Planned



(C)SKY Perfect J S A T Corporation



SKY Perfect JSAT Group

# MEDIA BUSINESS





## *SKY PerfecTV!* Broadcasting

Multichannel Pay TV  
Broadcast service

## Distributing

“SPOOX” and  
“SKY PerfecTV! Distribution Service”  
Distributing service

## Media Solution

Utilizes broadcasting equipment  
and technology

## FTTH

TV retransmission service  
via fiber optical line

# Media Business development

Contents Provider

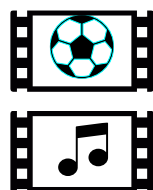
Platform

Satellite

Subscriber

A wide variety of content delivered by each content providers

We produce  
Some program



## Program transmission

Digitization/uplink

## Customer management services

- Call-center
- Bill collector

## Program Information

EPG · Guide

## Promotion

Uplink

Downlink

## Via Satellite

Direct signal transmission from the satellite to your home



SKY PerfectTV!  
SKY PerfectTV!  
Premium Service

Broadcasting

## Via Optical Fiber

The signal is transmitted from the satellite to the receiving site, and from there it is distributed using optical fiber.

Optical fiber

Detached house

SKY PerfectTV!  
Premium Service Hikari

SKY PerfectTV!  
(pass-through)

Apartment

Re-Transmission Service

FTTH

Media Solution

Distributing

SPDOXX

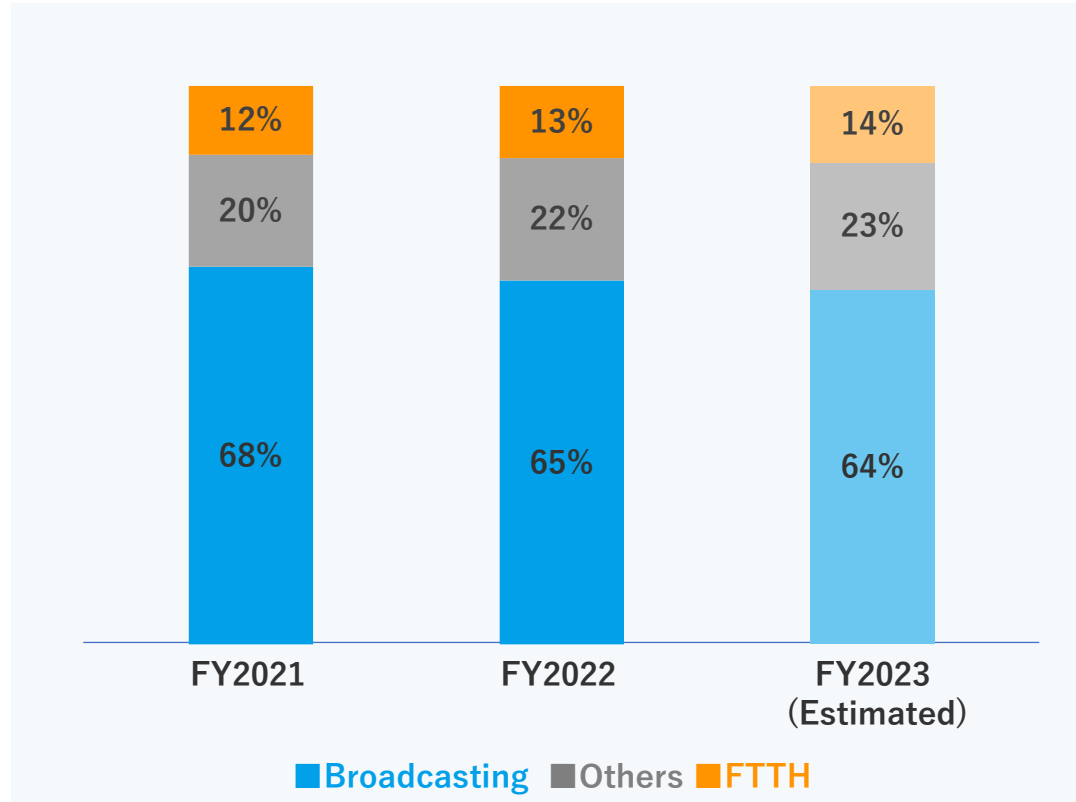
Services for companies and distributors

Distributing service

# Business Structure of Media Business

While broadcasting services remain the primary revenue driver, the FTTH (Fiber to the Home) business is steadily growing.

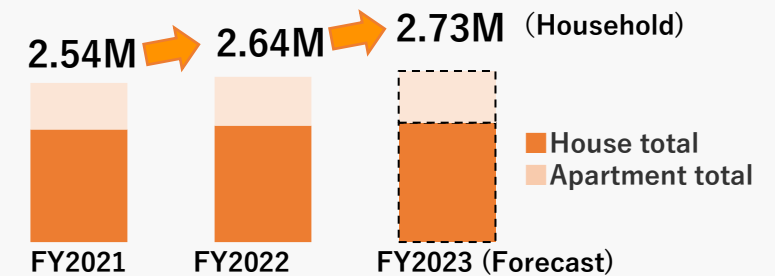
【Revenue composition ratio trend】



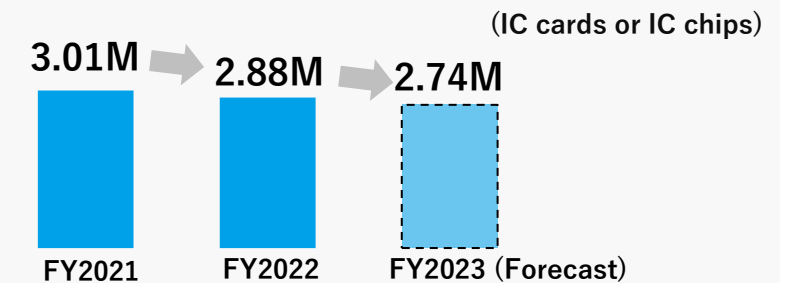
【Subscriber Trends】

## FTTH

### Household coverage Trend

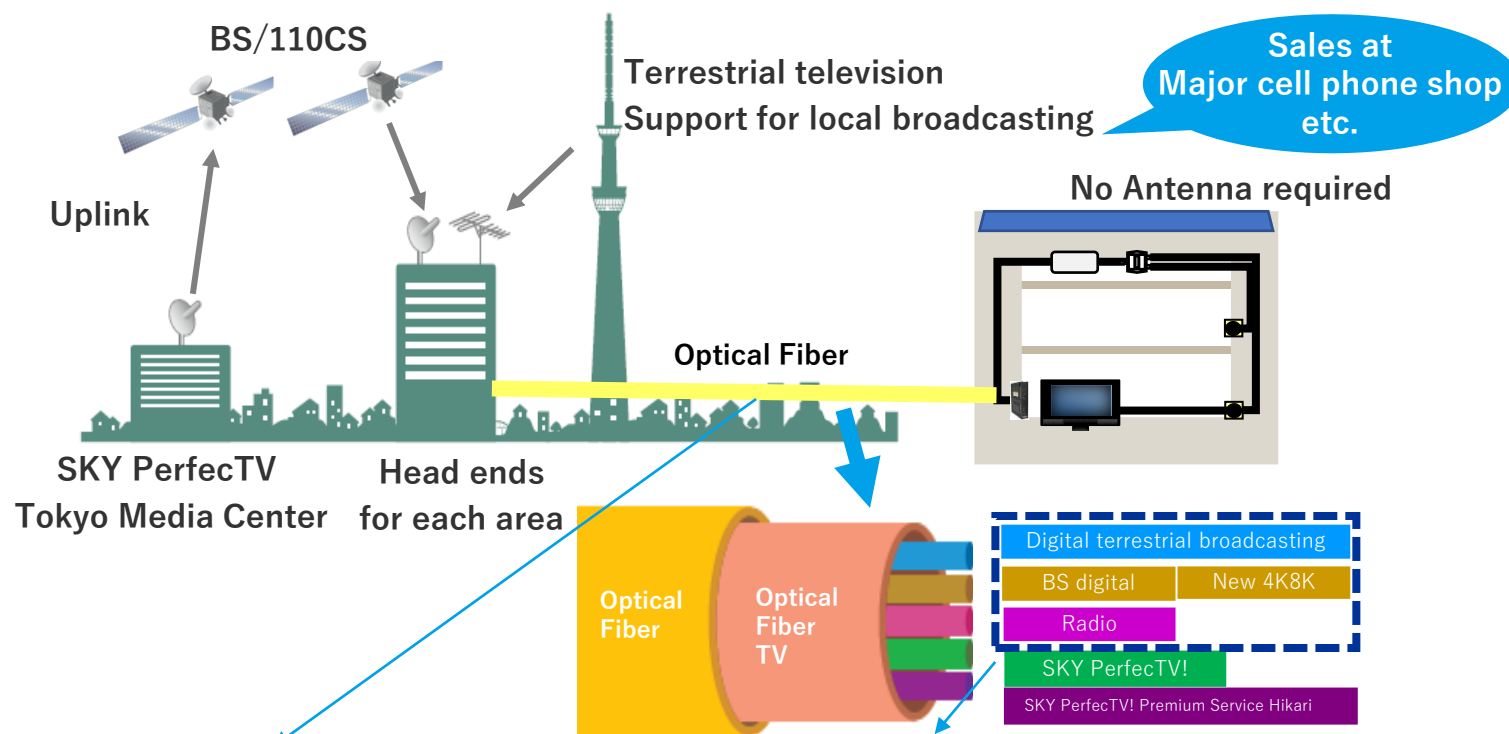


### Cumulative number of subscribers



# FTTH (Fiber-To-The-Home) Business

- Retransmission of terrestrial and BS・CS broadcasting, etc. on fiber-optic lines for detached houses and apartments.
- The Service area steadily expanded to household coverage ratio of 76%.

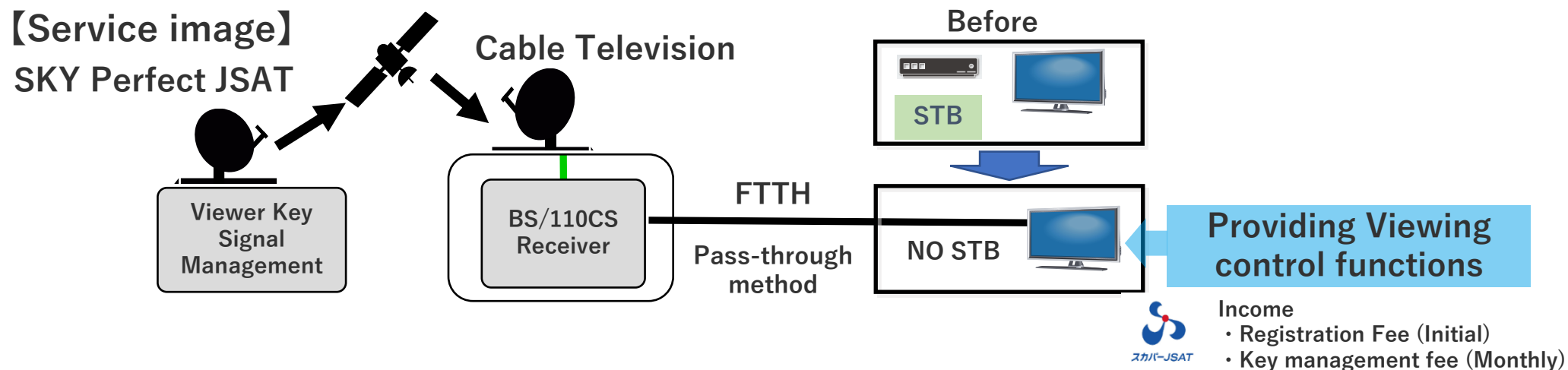


**Cost:** Access charge to telecommunications carriers etc.

**Monthly usage fee: ¥825\*** \*for house (tax included)  
 TV viewing service ¥330/month (provided by SKY Perfect JSAT)  
 + fiber-optic television transmission services ¥495/month (provided by collaboration providers)

## Pass-through service with our FTTH expertise

### Using Satellite Communications and Viewer Key Signal Management Technologies to Solve Challenges for Cable Television Businesses



#### <Major Introduction Benefits>

- To reduce capital expenditures in response to ACAS
- No STB required for customer homes.
- To Continue multi-channel broadcasting services, etc.

# Broadcasting 3 Services and Distributing service

MEDIA

Enjoy Shows  
Instantly

**SKY PerfecTV!**

**79<sub>ch</sub>**



**1.99M**

Service Fees from Broadcasters:  
25%/30% of Viewing Fees

Channel Variety  
and Picture Quality

**SKY PerfecTV!**  
Premium Service

**136<sub>ch</sub>**



Requires a Dedicated Tuner

Delivered via Antenna  
(CS Broadcasting at 124E/128E)

**0.65M**

Service Fees from Broadcasters:  
30% of Viewing Fees

No Antenna  
Needed

**SKY PerfecTV!**  
Premium Service Hikari

**136<sub>ch</sub>**



Requires a Dedicated Tuner

Delivered via Optical Fiber

**0.06M**

Service Fees from Broadcasters:  
50% of Viewing Fees

Available on Multi devices  
Anytime, Anywhere



Distribution of  
Japan's Largest Selection  
of Broadcast Channels



**Not disclosed**



# Main Products for SKY PerfecTV!

## Basic Package Plan

Offering a diverse range of channels  
at an affordable price,  
delivering to a broad subscribers.



Basic Package Plan  
¥ 3,960/month (incl. tax)

## Professional Baseball League

ALL 12 Teams  
All game broadcasting & distribution



SKY PerfecTV!/Professional Baseball Set  
¥ 4,054/month (incl. tax)

# Growth Story



# Media Business Growth Story

**“Broadcasting + Distribution + Real”**  
Enhance the fan experience

**Connected TV**

Dongle / Ad Platform

Multi-channel / Basic services / Live · VOD

**Broadcasting**

**Distribution**

**Real**

**Real Experience**

**Fan Experience**

Live · VOD  
Niche content

Event  
merchandise / Tour

FTTH  
re-transmission

Contact Center

Tokyo Media Center

**Business foundation**

**Media Solutions**

Media  
HUB Cloud

Content  
Database

2030  
Segment  
Net Income  
**¥5 billion**



# Connected TV Hybrid platform



## Appendix Links

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- Latest IR Documents | IR library | The SKY Perfect JSAT Group

<https://www.skyperfectjsat.space/en/ir/library/>

February 7, 2024 - Announced 3Q result of FY2023 ended December 31, 2023

- Integrated Report 2023 Online

[https://www.skyperfectjsat.space/en/ir/library/jsat\\_report/2023/](https://www.skyperfectjsat.space/en/ir/library/jsat_report/2023/)

- Movies

SKY Perfect JSAT #1 Footprints and Past Space Business

<https://youtu.be/4CREPWHm8Lk>

SKY Perfect JSAT #2 Creating the Future in 10 Years from Space

<https://youtu.be/6gy-lZqeq3A>



 *SKY Perfect JSAT Group*