

March 25, 2024

SKY Perfect JSAT Corporation

Announcement of Establishment of SKY Perfect Pictures Inc.

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Eiichi Yonekura; "SKY Perfect JSAT") will establish SKY Perfect Pictures Inc. on April 1, 2024 (Head Office: Minato-ku, Tokyo; President and Representative Director: Atsushi Osanai; "SKY Perfect Pictures") with the aim of planning, producing, investing in, selling, and promoting audio-visual content-related businesses, focusing on animation.

This business was conceived as one of the next major strategies of SKY Perfect JSAT's Media Business. In 2020, a dedicated organization was launched as a "Global IP (Intellectual Property) Business" to develop business globally beyond the framework of the "SKY PerfectTV!" multi-channel pay-TV service. Since then, the organization has continued its activities, and currently, four animation productions are underway. The aim is to launch more than 10 animation productions in the next few years from the planning stage and develop them domestically and internationally.

Partnering with ITOCHU Corporation (Head Office: Minato-ku, Tokyo; Keita Ishii, COO; "ITOCHU"), we will maximize the utilization of rights management capabilities by leveraging the extensive domestic and international sales network of the ITOCHU Group, thereby promoting further business growth and strategic expansion of peripheral businesses.

Recently, the unique appeal and creativity of Japanese animation is gaining worldwide support, particularly in 2D hand-drawn animation which is carving out a significant market. The growing international demand for manga-based works and their expanding popularity in emerging markets, such as Southeast Asia and the Middle East, indicate their potential as a "third market."

Through the new company's business, we will venture into the animation sector, which is a globally popular trend and a proud export asset for Japan. Building upon this strong fan base, we aim to realize one of the nine materiality themes of sustainability management within our group, "Improving the Richness of Life Through a Diversity of Content", while further expanding Japanese culture.

■About

Company name: SKY Perfect Pictures Inc.

Representative: Atsushi Osanai (President and Representative Director)

Head Office: 1-8-1 Akasaka, Minato-ku, Tokyo

Date of Establishment : April 1, 2024

Capital : 2 billion yen (capital + other capital surplus)

Business Outline : Planning, Production investment, and Sales of audio-visual content with a focus on animation as well as its peripheral businesses

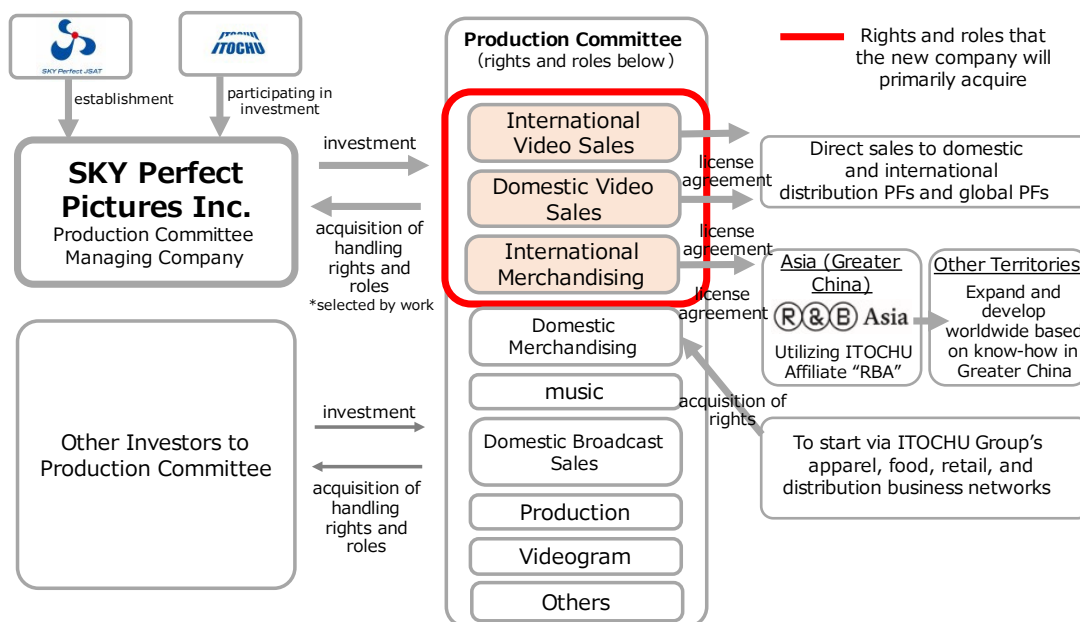
■Profile of Representative

Atsushi Osanai joined SKY Perfect Communications, the predecessor of SKY Perfect JSAT, in 2005, and has been producing dramas, animations, and other productions since 2014. His main production works are as follows.

Dramas "Akagi", "Higurashi no Nakukoro ni", "Yowamushi Pedal", "I"s".

Anime "Grazeni" and others

■Business Scheme



Important themes (materiality) addressed in this release:
“2. Improving the Richness of Life Through a Diversity of Content”



SKY Perfect JSAT Group has identified nine important themes (materiality) based on our Sustainable Development Goals (SDGs).

Please click [here](#) for details.