

Summary of Business Results for the Six Months Ended September 30, 2023

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, 2023						For the year ending March 31, 2024		
	1Q	2Q	2Q Cumulative	3Q	4Q	Cumulative	1Q	2Q	2Q Cumulative
Revenues	28,806	29,190	57,996	30,597	32,545	121,139	30,009	30,488	60,498
Operating Income	5,551	5,595	11,147	5,566	5,609	22,324	6,919	6,482	13,401
Ordinary Income	5,924	5,710	11,635	5,489	6,069	23,194	7,279	6,560	13,839
Profit attributable to owners of parent	4,033	3,669	7,703	3,683	4,423	15,810	4,982	3,573	8,555
Total Assets	244,497	250,656	250,656	255,008	256,815	256,815	257,705	262,924	262,924
Total Equity	382,366	389,273	389,273	385,490	399,055	399,055	391,335	398,348	398,348
Net Income per Share (Yen)	13.89	12.64	26.53	12.68	15.23	54.44	17.15	12.31	29.47
Total Equity per Share (Yen)	838.34	858.84	858.84	873.43	879.33	879.33	882.42	905.72	905.72
EBITDA ^{*1}	11,509	11,103	22,613	11,083	11,865	45,562	12,638	11,043	23,681
Cash Dividend per Unit Share (Yen)	—	9.00	9.00	—	11.00	20.00	—	10.00	10.00
Net Cash Provided by Operating Activities	23,130	9,160	32,290	10,672	14,667	57,630	3,013	13,169	16,183
Net Cash Provided by (Used in) Investing Activities	(1,812)	(6,206)	(8,018)	(8,905)	53	(16,870)	(3,402)	(394)	(3,797)
Net Cash Provided by (Used in) Financing Activities	(11,403)	(517)	(11,921)	(6,852)	(648)	(19,422)	(7,407)	(2,105)	(9,512)

*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, 2023						For the year ending March 31, 2024		
	1Q	2Q	2Q Cumulative	3Q	4Q	Cumulative	1Q	2Q	2Q Cumulative
Revenues	28,806	29,190	57,996	30,597	32,545	121,139	30,009	30,488	60,498
Space Business	13,841	14,319	28,161	15,677	18,314	62,154	15,445	15,593	31,038
Media Business	17,463	17,340	34,804	17,326	16,601	68,733	16,965	17,265	34,230
Eliminations and Corporate Total	(2,499)	(2,470)	(4,969)	(2,406)	(2,370)	(9,747)	(2,401)	(2,370)	(4,771)
Operating Income	5,551	5,595	11,147	5,566	5,609	22,324	6,919	6,482	13,401
Space Business	4,128	4,208	8,336	4,708	6,106	19,151	5,670	5,433	11,103
Media Business	1,598	1,546	3,145	1,036	(318)	3,863	1,453	1,231	2,684
Eliminations and Corporate Total	(175)	(158)	(334)	(178)	(177)	(690)	(203)	(181)	(385)
Profit attributable to owners of parent	4,033	3,669	7,703	3,683	4,423	15,810	4,982	3,573	8,555
Space Business	2,938	2,637	5,576	3,221	4,717	13,515	4,008	3,680	7,689
Media Business	1,159	1,113	2,272	696	(189)	2,779	1,081	(1)	1,079
Eliminations and Corporate Total	(64)	(81)	(145)	(234)	(104)	(484)	(107)	(105)	(213)
Depreciation Expense	5,323	5,258	10,581	5,290	5,293	21,165	4,966	4,934	9,900
Space Business	3,455	3,447	6,903	3,473	3,488	13,865	3,187	3,191	6,379
Media Business	1,742	1,741	3,483	1,748	1,737	6,969	1,720	1,684	3,405
Eliminations and Corporate Total	125	69	194	68	67	330	58	58	116
Capital Expenditures	1,240	5,063	6,304	8,759	1,691	16,755	4,034	3,660	7,695
Space Business	882	4,469	5,351	8,188	1,174	14,713	3,278	3,039	6,318
Media Business	318	569	888	565	481	1,935	744	598	1,343
Eliminations and Corporate Total	40	24	64	4	35	105	11	21	32

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

(Unit: Thousand)

Number of Subscribers and Churn Rate		For the year ended March 31, 2023					For the year ending March 31, 2024	
		1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
New Subscribers	Total for SKY PerfecTV! ^{*2}	137	105	150	178	570	133	119
	SKY PerfecTV!	130	100	144	168	541	126	114
	SKY PerfecTV! Premium Service	6	4	5	9	25	6	4
	SKY PerfecTV! Premium Service Hikari	1	1	1	1	3	1	1
Churn	Total for SKY PerfecTV! ^{*2}	157	172	208	167	703	145	156
	SKY PerfecTV!	133	147	181	143	604	125	135
	Premium Service	22	23	25	22	92	19	20
	Premium Service Hikari	2	2	2	2	7	2	2
Net Increase	Total for SKY PerfecTV! ^{*2}	(20)	(67)	(58)	11	(133)	(12)	(37)
	SKY PerfecTV!	(3)	(47)	(37)	25	(63)	1	(21)
	Premium Service	(15)	(19)	(19)	(12)	(66)	(12)	(16)
	Premium Service Hikari	(1)	(1)	(1)	(1)	(4)	(1)	(1)
Total Subscribers	Total for SKY PerfecTV! ^{*2}	2,989	2,922	2,864	2,875	2,875	2,863	2,826
	SKY PerfecTV!	2,168	2,121	2,084	2,108	2,108	2,109	2,089
	Premium Service	750	731	712	700	700	687	672
	Premium Service Hikari	70	69	68	67	67	66	66
Churn Rate(%) ^{*3}	Total for SKY PerfecTV! ^{*2}	5.2%	5.7%	6.9%	5.6%	23.4%	5.1%	5.4%
	SKY PerfecTV!	6.1%	6.8%	8.3%	6.6%	27.8%	5.9%	6.4%
	Premium Service	2.8%	3.1%	3.2%	2.9%	12.0%	2.7%	2.8%
	Premium Service Hikari	2.6%	2.5%	2.5%	2.7%	10.3%	2.4%	2.3%

*2. 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.

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

(Unit:Yen)

Average Monthly Subscriber's Payment *4	For the year ended March 31, 2023					For the year ending March 31, 2024	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
SKY PerfectTV!	3,340	3,362	3,311	3,302	3,329	3,352	3,373
Subscription fee	2,962	2,984	2,933	2,924	2,951	2,974	2,994
Basic fee and Others *5	378	378	378	378	378	378	379
Premium Service	3,559	3,562	3,491	3,451	3,517	3,528	3,533
Subscription fee	3,128	3,131	3,061	3,021	3,087	3,100	3,104
Basic fee and Others *5	431	431	430	430	431	429	428
Premium Service Hikari	5,079	5,076	5,044	5,014	5,054	5,016	5,003
Subscription fee	4,226	4,229	4,203	4,179	4,210	4,189	4,182
Basic fee and Others *5	853	847	841	835	844	827	821

*4. Average amount paid by subscribers in the form of monthly viewing fees, etc. These figures are calculated based on number of cumulative contractors.

30% of subscriber payments for SKY PerfectTV! is recognized as commission fee revenue.

100% of subscriber payments for SKY PerfectTV! Premium Service and SKY PerfectTV! Premium Service Hikari is recognized as viewing fee revenue.

*5. Basic fee and others : Basic fee and rental fee of Set top box

Subscriber Acquisition Cost (Total for SKY PerfecTV!)	For the year ended March 31, 2023					For the year ending March 31, 2024	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
SAC Total (Millions of Yen) ^{*6}	1,851	1,426	2,164	2,403	7,845	1,476	1,541
Advertising expenses	831	529	1,205	1,353	3,921	600	748
Promotion expenses	338	279	317	401	1,336	290	275
Subscription campaign expenses	211	144	222	233	812	171	131
Others	410	372	380	413	1,578	414	385
Production costs for free programs	59	99	37	—	196	—	—

*6. Advertising expenses: Advertising expenses for various media.

Promotion expenses: Promotion cost to acquire new subscribers and sales incentives.

Subscription campaign expenses: Cost of campaigns to acquire new subscribers (free of charge antenna installation, etc.).

Others: Operation costs of SKY PerfecTV! customer center etc.

Production costs for free programs: Costs associated with production cost for free programs. (No occurrence since November, 2022 because BS SKY PerfecTV! was closed.)