

August 4, 2021

SKY Perfect JSAT Holdings Inc.

Summary of Business Results for the Three Months Ended June 30, 2021

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^{*1}

(Unit: Millions of Yen)

	For the year ended March 31, 2021					For the year ending March 31, 2022
	1Q	2Q	3Q	4Q	Cumulative	1Q
Revenues	34,674	35,099	34,568	35,230	139,572	29,078
Operating Income	5,594	5,521	5,461	2,574	19,151	5,493
Ordinary Income	5,977	5,844	5,529	2,998	20,349	5,868
Profit attributable to owners of parent	4,022	3,843	3,424	2,054	13,345	4,929
Total Assets	230,404	234,330	235,114	235,314	235,314	239,088
Total Equity	378,420	381,311	377,548	385,568	385,568	379,097
Net Income per Share (Yen)	13.54	12.94	11.53	6.91	44.92	16.59
Total Equity per Share (Yen)	772.47	785.21	787.83	788.27	788.27	801.77
EBITDA ^{*2}	12,368	12,094	11,473	9,331	45,268	12,056
Cash Dividend per Unit Share (Yen)	—	9.00	—	9.00	18.00	—
Net Cash Provided by Operating Activities	20,611	10,532	15,961	10,842	57,948	8,169
Net Cash Provided by (Used in) Investing Activities	(2,349)	(832)	(4,430)	(3,745)	(11,357)	(3,192)
Net Cash Provided by (Used in) Financing Activities	(10,380)	(116)	(6,033)	(347)	(16,878)	(6,295)

*1. We adopt "Accounting Standard for Revenue Recognition", etc. from the beginning of First Quarter of FY2021.

Each figure from First Quarter of FY2021 is after adoption of "Accounting Standard for Revenue Recognition", etc.

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

II. Segment Information^{*3}

(Unit: Millions of Yen)

	For the year ended March 31, 2021					For the year ending March 31, 2022
	1Q	2Q	3Q	4Q	Cumulative	1Q
Revenues	34,674	35,099	34,568	35,230	139,572	29,078
Media Business	23,066	23,422	22,896	22,213	91,599	17,896
Space Business	14,381	14,465	14,400	15,681	58,929	13,843
Eliminations and Corporate Total	(2,773)	(2,789)	(2,728)	(2,664)	(10,956)	(2,661)
Operating Income	5,594	5,521	5,461	2,574	19,151	5,493
Media Business	2,174	2,525	2,347	(1,051)	5,995	2,193
Space Business	3,568	3,197	3,275	3,788	13,829	3,480
Eliminations and Corporate Total	(148)	(201)	(161)	(162)	(673)	(181)
Profit attributable to owners of parent	4,022	3,843	3,424	2,054	13,345	4,929
Media Business	1,603	1,794	1,691	(692)	4,396	1,652
Space Business	2,529	2,226	1,857	2,833	9,448	3,380
Eliminations and Corporate Total	(111)	(178)	(124)	(86)	(500)	(103)
Depreciation Expense	5,850	5,788	5,834	5,849	23,323	5,740
Media Business	1,861	1,800	1,841	1,923	7,427	1,872
Space Business	3,907	3,908	3,871	3,845	15,532	3,791
Eliminations and Corporate Total	82	79	121	80	363	75
Capital Expenditures	1,311	736	4,441	6,548	13,038	1,490
Media Business	1,055	212	2,230	1,072	4,571	429
Space Business	251	507	2,199	5,329	8,288	1,041
Eliminations and Corporate Total	4	16	11	145	178	18

*3. We adopt "Accounting Standard for Revenue Recognition", etc. from the beginning of First Quarter of FY2021.

Each figure from First Quarter of FY2021 is after adoption of "Accounting Standard for Revenue Recognition", etc.

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

(Unit: Thousand)

Number of Subscribers and Churn Rate		For the year ended March 31, 2021					For the year ending March 31, 2022
		1Q	2Q	3Q	4Q	Cumulative	1Q
New Subscribers	Total for SKY PerfecTV! ^{*4}	167	145	137	184	633	140
	SKY PerfecTV!	157	137	131	173	598	132
	SKY PerfecTV! Premium Service	9	6	5	10	30	6
	SKY PerfecTV! Premium Service Hikari	1	1	1	1	5	1
Churn	Total for SKY PerfecTV! ^{*4}	185	142	204	170	702	149
	SKY PerfecTV!	152	113	170	139	574	122
	Premium Service	31	26	32	29	118	25
	Premium Service Hikari	2	2	2	3	10	2
Net Increase	Total for SKY PerfecTV! ^{*4}	(18)	3	(67)	14	(68)	(9)
	SKY PerfecTV!	5	24	(39)	34	24	10
	Premium Service	(22)	(20)	(27)	(19)	(88)	(19)
	Premium Service Hikari	(1)	(1)	(1)	(2)	(5)	(1)
Total Subscribers	Total for SKY PerfecTV! ^{*4}	3,152	3,155	3,088	3,102	3,102	3,093
	SKY PerfecTV!	2,163	2,187	2,149	2,183	2,183	2,193
	Premium Service	909	889	862	844	844	825
	Premium Service Hikari	79	79	77	76	76	75
Churn Rate(%) ^{*5}	Total for SKY PerfecTV! ^{*4}	5.8%	4.5%	6.4%	5.4%	22.1%	4.8%
	SKY PerfecTV!	7.0%	5.2%	7.9%	6.4%	26.6%	5.6%
	Premium Service	3.4%	2.8%	3.4%	3.1%	12.7%	2.9%
	Premium Service Hikari	3.0%	2.7%	3.0%	3.6%	12.2%	2.8%

*4. 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.

*5. 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 *6	For the year ended March 31, 2021					For the year ending March 31, 2022
	1Q	2Q	3Q	4Q	Cumulative	1Q
SKY PerfecTV!	3,262	3,325	3,307	3,282	3,294	3,347
Subscription fee	2,885	2,947	2,930	2,904	2,917	2,969
Basic fee and Others *7	377	378	378	378	378	378
Premium Service	3,590	3,645	3,604	3,543	3,596	3,607
Subscription fee	3,153	3,208	3,168	3,108	3,160	3,173
Basic fee and Others *7	437	437	436	435	436	434
Premium Service Hikari	5,194	5,201	5,184	5,151	5,183	5,146
Subscription fee	4,331	4,335	4,315	4,291	4,318	4,281
Basic fee and Others *7	863	866	869	860	864	865

*6. 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 PerfecTV! is recognized as commission fee revenue.

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

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

(Unit: Millions of Yen)

Subscriber Acquisition Cost (Total for SKY PerfectTV!)	For the year ended March 31, 2021					For the year ending March 31, 2022
	1Q	2Q	3Q	4Q	Cumulative	1Q
SAC Total (Millions of Yen) ^{*8}	2,391	1,586	2,049	3,749	9,777	1,772
Advertising expenses	1,453	650	1,108	2,303	5,515	736
Promotion expenses ^{*9}	198	221	230	538	1,189	282
Subscription campaign expenses	257	195	183	198	836	230
Others	448	439	435	507	1,831	463
Production costs for free programs	33	78	90	200	403	60

*8. 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 PerfectTV! customer center etc.

Production costs for free programs: Costs associated with production cost for free programs, such as BS SKY PerfectTV!.

*9. Sales incentive is merged with Promotion expenses from the first quarter of FY2021. The numbers of Promotion expenses in FY2020 are re-calculated.