

November 13, 2024

BELLSYSTEM24 HOLDINGS, INC.
SKY Perfect JSAT Corporation

BELLSYSTEM24 and SKY Perfect JSAT

Joint Venture Formation of SKY Perfect Customer-relations

Promoting the Early Realization of a Hybrid Contact Center Utilizing Generative AI

BELLSYSTEM24 HOLDINGS, INC. (Head Office: Minato-ku, Tokyo; President, CEO and Representative Director: Hiroshi Kajiwara; hereinafter "BELLSYSTEM24") and SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Eiichi Yonekura; hereinafter referred to as "SKY Perfect JSAT") have decided to make SKY Perfect Customer-relations Corporation (Head Office: Shinagawa-ku, Tokyo; President and CEO: Yasuhiko Aramaki; hereinafter referred to as "SPCC"), a wholly-owned subsidiary of SKY Perfect JSAT that provides high-quality customer center operations, a joint venture company. This decision seeks to collaboratively accelerate the establishment of a hybrid contact center leveraging generative AI, aimed at expanding our BPO (Business Process Outsourcing) operations in response to the declining labor population.

As a result of this decision, BELLSYSTEM24 will hold 51% of SPCC's shares, making it a subsidiary.

■ Purpose of the Joint Venture

SPCC has grown into an efficient and highly specialized contact center provider through managing customer centers for various services, including the multi-channel pay TV service "SKY PerfectTV!" provided by SKY Perfect JSAT. SPCC has achieved high-quality customer support, receiving the highest three-star rating in three categories of the HDI survey, a global customer service rating agency, and various awards from other evaluators.

BELLSYSTEM24 has over 40 years of experience in the contact center industry and has been contracted to manage inquiries for "SKY PerfectTV!" since 2000. Through collaboration in contact center operations, BELLSYSTEM24 has strengthened its relationship with SKY Perfect JSAT and SPCC, including jointly developing a work-from-home call center system with secure solutions during the COVID-19 pandemic in 2020.

With this joint venture, we aim to strongly promote the use of new technologies such as generative AI, establish an innovative hybrid contact center business that combines AI and human resources at an early stage, and develop SPCC into a company preferred by a wide range of industries.

■ Future Outlook

- BELLSYSTEM24:

We anticipate an increase in outsourcing and partnership needs aimed at cost reduction and efficiency in in-house contact centers, which may find it difficult to invest in generative AI and other technologies individually, due to the expected labor shortage. One of our goals is to broadly capture these needs and strongly promote the "SKY PerfecTV!" inquiry desk as a model case of an advanced contact center utilizing recent technologies such as generative AI.

· SKY Perfect JSAT:

Leveraging digital transformation through this joint venture, we aim to enhance the quality of services provided to our customers. At the same time, we will drive greater efficiency in the operations of the "SKY PerfecTV!" customer center, thereby contributing to the profitability of the "SKY PerfecTV!" broadcasting service.

By integrating SPCC's success in reforming the "SKY PerfecTV!" customer center with BELLSYSTEM24's various methods and resources, we will generate unique synergies, respond to the diverse needs of high-value companies, and achieve significant productivity improvements.

■ Company Overview of SPCC

1. Company Name: SKY Perfect Customer-relations Corporation
<https://www.spcc-sp.com/> *Japanese Only
2. Location: 3-1-1 Kami-osaki, Shinagawa-ku, Tokyo
3. Representative: President and CEO Yasuhiko Aramaki
4. Business Description: Management of customer centers for the multi-channel pay TV service 'SKY PerfecTV!' and other companies, along with consulting and training services related to customer center operations
5. Capital: 100 million yen

■ Schedule

1. Contract Signing Date: November 12, 2024
2. Share Transfer Execution Date: January 1, 2025

*The execution of the share transfer is subject to the condition that there are no factors preventing the execution of the share acquisition, such as the issuance of an exclusion order, based on the results of the review by the Fair Trade Commission under Article 10, Paragraph 2 of the Act on Prohibition of Private Monopolization and Maintenance of Fair Trade (Act No. 54 of 1947, including subsequent amendments).

■ Company Overview

BELLSYSTEM24: <https://www.bell24.co.jp/en/>

In 1982, BELLSYSTEM24 launched its first full-fledged call center service in Japan. Since then, we have developed a wide range of outsourcing businesses centered on contact centers that serve as points of contact between businesses and consumers, creating an industry-standard model. Based on the operational expertise we have cultivated by combining the strengths of "people" and

"technology," we will realize our "sustain the prosperity of society, through innovation and communication," which is our purpose, by developing and providing various solutions.

SKY Perfect JSAT: <https://www.skyperfectjsat.space/en/>

SKY Perfect JSAT is Japan's only "space business company" that integrates both Space and Media businesses. For 35 years, we have owned and operated geostationary satellites, currently holding the largest fleet in Asia with 17 satellites. Through these satellites, we provide broadcasting, mobile communications, disaster backup lines, and various other services, including space intelligence utilizing satellite data and Universal NTN (Non-Terrestrial Networks). In the Media Business, we provide broadcasting and distribution services such as "SKY PerfecTV!" and offer re-transmission services via optical fiber through the Fiber-optic Alliance Business. Additionally, we diversify our business by venturing into new fields such as Web3 and global IP services.