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SKY Perfect JSAT Holdings Inc.

SKY Perfect JSAT strengthens initiatives to achieve SDGs

Aiming for a better tomorrow with the SKY Perfect JSAT Group mission "Space for your Smile"



SKY Perfect JSAT Holdings Co., Ltd. (Head Office: Minato-ku, Tokyo; Representative Director, President: Eiichi Yonekura, hereinafter "SKY Perfect JSAT") announces that it will strengthen initiatives to achieve "SDGs (Sustainable Development Goals)", which is needed by society and continues to grow sustainably.

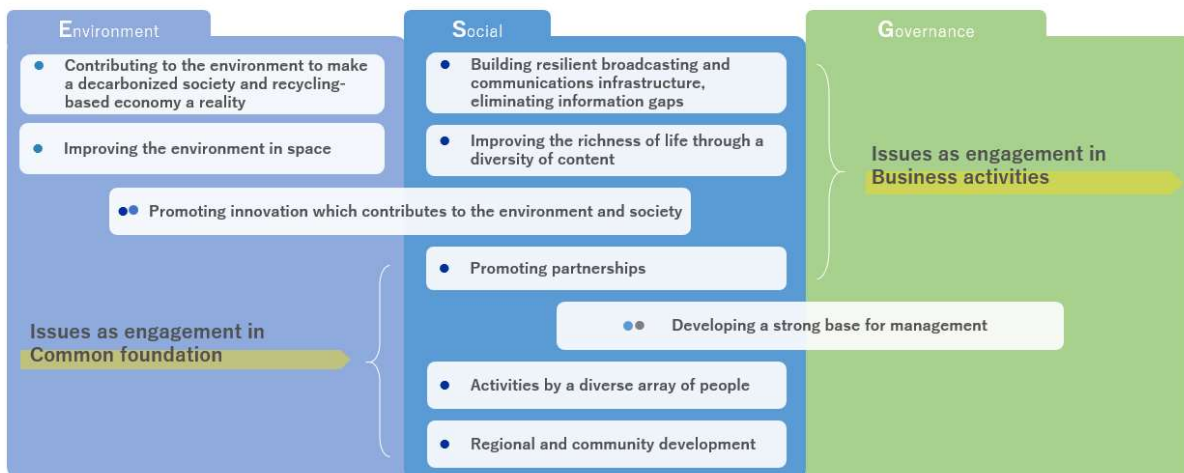
Under the group mission "Space for your Smile," SKY Perfect JSAT has been working to realize a more prosperous society in collaboration with stakeholders as a member of local communities and society.

In Space Business, we use spaces of all kinds-outer space, land, air and sea as our business fields and utilize the largest number of geostationary orbit satellites in Asia. In addition to providing satellite communication services, we are creating new space businesses by utilizing various data obtained from low-earth orbit satellites.

In Media Business, in addition to the multi-channel pay TV broadcasting "SKY PerfectTV!", we are providing services via internet and optical lines to meet customers' various preferences. With our customer base of over 3 million, we are proposing new services that are closely related to our customers' lives and deliver richer time.

Based on the characteristics of each Space and Media Business, we have identified nine important issues that we should tackle through our business.

SKY Perfect JSAT's Nine Important Materiality Themes



1. Building resilient broadcasting and communications infrastructure, eliminating information gaps



Not just in Japan, but overseas as well, we are building resilient societies by eliminating the digital divide where terrestrial lines are not yet available, such as maritime, air, and island areas. The infrastructure is also used for BCP^{*1} in infrastructure-related companies and for relief, medical care and recovery support in case of a disaster. In addition to satellite broadcasting, retransmission services via optical fiber lines provide stable infrastructure (broadcasting and communications) for daily life. In the future, we will further enhance the value provided by services using new technologies such as full digital satellites and optical relay satellites.

2. Improving the richness of life through a diversity of content



We provide a wide range of broadcast content such as sports and music on a variety of devices to meet diverse viewing needs and enrich people's lives. On the other hand, we have implemented reviews of programs and viewer age restriction functionality as an initiative for people to be able to enjoy safe viewing experiences. Utilizing our knowledge of content transmission function and program production, we are also working on the construction of a hub function for the distribution of diverse content.

3. Contributing to the environment to make a decarbonized society and recycling-based economy a reality



In addition to aiming to improve terrestrial energy efficiency through expanded usage of satellite communications and satellite broadcasting which run on solar energy, we will contribute to making a decarbonized society and recycling-based economy a reality by expanding the use of renewable energy—through using it at our company and by providing solutions for our partners—as well as promoting environmentally friendly procurement, and promoting the 3Rs^{*2}.

4. Improving the environment in space



In order to fulfill our responsibilities as a company with space as a business field, we are working with our partners to design and develop satellites which use lasers to remove space debris.

5. Promoting innovation which contributes to the environment and society



We monitor disaster situations, public works and construction structures, water levels, green spaces, and other environmental changes by combining satellite image data with other data sources, and this is used for disaster prevention and mitigation, as well as environmental conservation. Based on our achievements in making Japan's first satellite digital multi-channel service a reality, as well as the upgrades we have made in broadcasting, we will also work to enhance the value of broadcasts and streaming by making further upgrades and improving accessibility.

6. Promoting partnerships



We aim to solve social issues that we would not be able to address on our own by exchanging human resources with partner companies (transferring and taking in employees), conducting joint training, and participating in collaborative projects and initiatives.

7. Developing a strong base for management



As a company which operates a highly public business, such as providing lines to government offices and local governments and taking charge of corporate BCP^{*1}, we will ensure management transparency by improving our corporate governance. At the same time, we will further strengthen the management infrastructure that supports our business, which includes compliance, risk management, the protection of personal information, and information security management. We will also promote dialogue with our stakeholders, and secure their trust by regularly reporting on and making disclosures about sustainability-related information.

8. Activities by a diverse array of people



In addition to ensuring the diversity of personnel by promoting female empowerment, hiring the elderly and people with disabilities, and cultivating global human resources, we are also improving the diversity of our work

styles by developing an environment for remote work that is not bound by location and enhancing our nursing care and childcare work systems. We also support career development by providing a variety of training opportunities, as well as subsidizing educational and training qualifications.

9. Regional and community development



We support next-generation education such as utilizing our own resources, supporting education in Southeast Asia through sponsorship of NGOs, and by accepting children and students for social studies tours at our facilities. We also aim to contribute to the development of local communities, such as considering the use of our own facilities as regional disaster prevention bases. We will also continue to consider social contributions, that take advantage of our characteristics such as programs, commercials, and broadcast slots.

*1 BCP : Business Continuity Plan *2 3Rs : Reduce, Reuse, Recycle

We will continue to set goals and KPIs for each theme, and promote implementation in the organization and integration into management. The progress of the activities will be updated on our special website scheduled to be released in June 2021 as appropriate.

Going forward, we will continue to aim for sustainable growth by providing peace of mind, comfort, and enjoyment to people's lives through our business.

<Company Profile>

The SKY Perfect JSAT Group has SKY Perfect JSAT Corporation as its core operating company, and as a top runner in the fusion of broadcasting and communications, it is the only company group in Japan that utilizes 18 satellites, the largest in Asia, and provides pay multi-channel broadcasting and satellite communications services.

SKY Perfect JSAT delivers a broad range of entertainment through the SKY PerfecTV! platform, the most extensive in Japan with a total of 3 million subscribers. In addition, SKY Perfect JSAT's satellite communications services, which cover Japan and the rest of Asia, as well as Indian Ocean, Oceania, Russia, Middle East, Hawaii and North America, play a vital role in supporting safety, security and convenience for society as a whole. We also are developing business solutions that utilize the world's most advanced technology using satellite data. And we are confident that with our customers we can build a better future by further digital transformation.

website: <https://www.skyperfectjsat.space/en/>