

August 2, 2023

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the End of July 2023

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Eiichi Yonekura) announces the number of subscribers to the SKY PerfectTV! multichannel pay TV broadcast service and optical fiber based re-transmission service as of the end of July 2023. These services are operated by SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Eiichi Yonekura), which is a fully-owned subsidiary of SKY Perfect JSAT Holdings Inc.

| Number of Subscribers (Number of IC cards or IC chips ^{*1}) | New Subscribers | Churns | Monthly Churn Rate ^{*3} | Net Increase | Cumulative Total |
|--|-----------------|---------------|----------------------------------|----------------|------------------|
| Total for SKY PerfectTV! | 31,015 | 49,684 | 1.7% | -18,669 | 2,844,492 |
| SKY PerfectTV!^{*4} | 29,587 | 43,180 | 2.0% | -13,593 | 2,095,866 |
| Premium Service^{*5} | 1,225 | 5,995 | 0.9% | -4,770 | 682,510 |
| Premium Service HIKARI^{*6} | 203 | 509 | 0.8% | -306 | 66,116 |

| Number of Contractors ^{*2} | New Subscribers | Churns | Monthly Churn Rate ^{*3} | Net Increase | Cumulative Total |
|-------------------------------------|-----------------|---------------|----------------------------------|----------------|------------------|
| Total for SKY PerfectTV! | 23,969 | 41,895 | 1.9% | -17,926 | 2,231,605 |

| Number of Subscribing Households | New Subscribers | Churns | Monthly Churn Rate ^{*3} | Net Increase | Cumulative Total |
|--|-----------------|--------------|----------------------------------|--------------|------------------|
| Optical Fiber Based Re-transmission Service | 16,501 | 8,331 | 0.3% | 8,170 | 2,669,527 |

*1 The number of IC cards or IC chips with pay-subscription agreements concluded.

*2 The number of subscribers with one or more subscription agreement. Multiple pay-subscription agreements by the same contractor are counted as one.

*3 Monthly churn rate (i.e., Churns during the current month/Total subscribers at the end of the previous month).

*4 110 degrees east longitude satellite broadcasts. It includes the number of subscribers for the optical fiber based re-transmission service.

*5 124 and 128 degrees east longitude satellite broadcasts.

*6 The service that provides broadcasts via optical lines.