Securities Code: 9412

SKY Perfect JSAT Holdings Inc.



1Q 2024 Presentation Material

For the 3-month period ended June 30, 2024

August 7, 2024

Forward-looking Statements

Statements about the SKY Perfect JSAT Group's forecasts, strategies, management policies, and targets contained in this presentation that are not based on historical facts constitute forward-looking statements. These statements are based on management's assumptions, plans, expectations and judgments from information available at the time. These forward-looking statements are subject to a variety of risks and uncertainties. Therefore, actual results may differ materially from forecasts. The primary risks and uncertainties currently assumed by the SKY Perfect JSAT Group include, but are not limited to, the following:

General Management

- Risks concerning business investment
- Risks concerning legal regulations on business
- Risks concerning leaks and handling of personal information and important information, and cyber security
- Risks concerning business continuity due to large-scale disaster and new infectious diseases, etc.

Space Business

- Risks concerning lower competitiveness in the satellite communications
 Market
- Risks concerning procurement of communications satellites
- Risks concerning operations of communications satellites

Media Business

- Risks concerning lower
 business competitiveness of
 Multi channel pay TV business
- Risks concerning illegal viewing
- Risks concerning customer management system

Consolidated Financial Results First Quarter of FY2024

Financial Highlights

Consolidated net income* landed at 5 billion yen
The progress was 28% towards the full-year forecast of 18 billion yen
Strong start towards confidently achieving the full-year forecast

*'Consolidated net income' means 'Net income attributable to owners of the parent'.

Operating profit reached a record high of 7.4 billion yen in Q1 Space Business: Space Intelligence Business in New Business Field is steadily expanding

Media Business: Improvements of operational efficiency have been successful

Decided on 60 billion yen JSAT-31 related investment and a capital contribution of 2.4 billion yen to Space Compass Continue to pursue aggressive investments from Q2 onward

Consolidated Earning Results

Consolidated Net Income landed at 5 billion yen The progress was 28% towards the full-year forecast of 18 billion yen Strong start towards confidently achieving the full-year forecast

(in Billions of ¥)	FY2023 1Q	FY2024 1Q	Change (%)	FY2024 Forecast	Progress (%)
Revenue	30.0	30.5	+1.6%	123.3	24.7%
Operating Income	6.9	7.4	+7.4%	25.8	28.8%
Net Income (Profit attributable of owners of the parent)	5.0	5.0	+0.9%	18.0	27.9%
EBITDA*	12.6	12.6	(0.1%)	46.0	27.4%

^{*}EBITDA = Net Income + Tax Expense + Depreciation Expense + Amortization of Goodwill + Interest Expense

Earnings Overview: Space Business



■ End of 4K broadcasting service led to a decline in transponder-related revenue, while the Space Intelligence Business in the New Business Field has been steadily expanding

(in Billions of ¥)	FY2023 1Q	FY2024 1Q	Change	Major factors of change (YoY)
Revenue*	15.4	15.7 +0.3		 (Revenue) Space Intelligence Business + 0.5B (Increase sales in satellite image sales etc.)
Operating Expense	9.8	10.2	+0.4	Global and Mobility Area +0.6B (Increase revenue in subsidiary in North America and Impact of yen depreciation etc.)
Operating Income*	5.7	5.5	(0.2)	Decrease in Broadcasting transponder-related revenue (0.7B)
Segment Profit**	4.0	3.7	(0.3)	 Operating Expense) Increase Operating Expense in subsidiary in North America + 0.3B

^{*}Including inter-segment transactions

^{**}Segment Profit is calculated based on net income after tax

Earnings Overview: Media Business





- Increased profit due to the end of 4K broadcasting services and cost reductions from improvements of operational efficiency
- The number of households subscribing to the optical re-transmission service has been steadily increasing, leading to higher FTTH business revenue

(in Billions of ¥)	FY2023 1Q	FY2024 1Q	Change	Major factors of change (YoY)
Revenue*	17.0	16.4	(0.5)	(Operating Income)
Operating Expense	15.5	14.3	<u> </u>	
Operating Income*	1.5	2.1	+0.6	 Operating Expense) Decrease in content expense (0.2B) Decrease in satellite line usages, etc. (0.6B)
Segment Profit**	1.1	1.5	+0.4	 Improvements of operational efficiency (0.4B) (digitalization, depreciation expense)

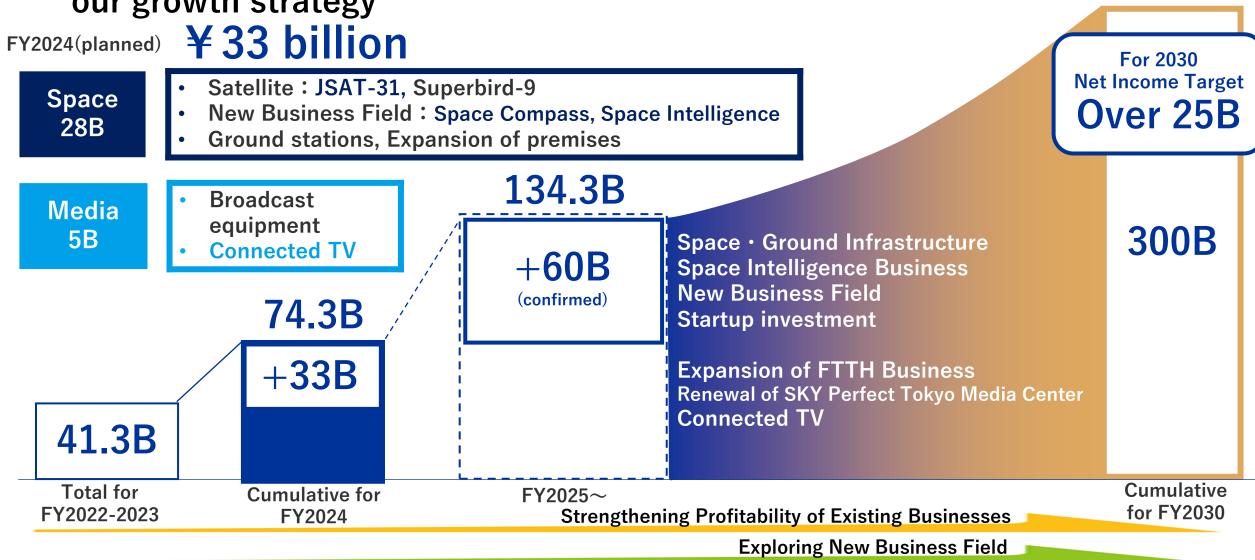
^{*}Including inter-segment transactions

^{**}Segment Profit is calculated based on net income after tax

Toward 2030

Growth Investment:

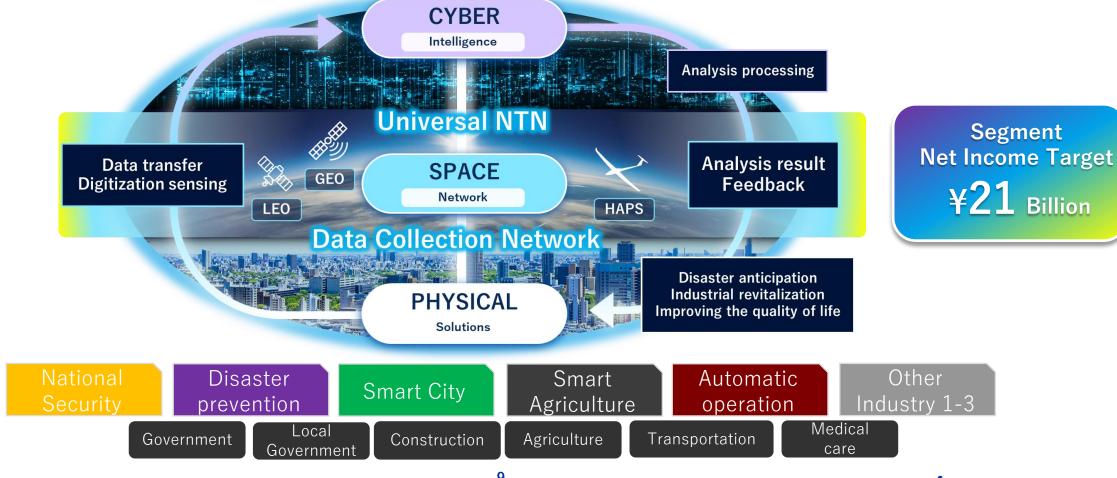
■ Proactive investments for future revenue growth as part of our growth strategy



Space Business Vision



We are actively contributing towards the realization of a Super-Smart Society by aiming to establish both an innovative communication network covering all spaces and a global data collection network.



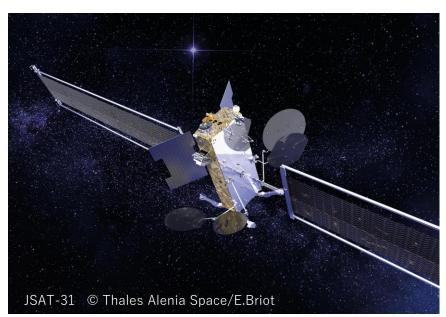
Toward the Realization of Universal NTN (Non-Terrestrial Networks) Connectivity

Procurement of new high-capacity satellite "JSAT-31" from Thales Alenia Space

- Target launch year : 2027 (planned)
- A software-defined satellite employing a cutting-edge technology, capable of in-orbit adjustment and effective use of satellite resources
- To provide innovative, next-generation satcom services and cater to growing market demands

< JSAT-31 Summary >

Satellite Bus	Thales Alenia Space Space INSPIRE platform
Frequency bands	Ku and Ka
Primary coverage	Japan, South-East Asia, Australia, New Zealand, Pacific islands
Service life	15 years or more





Toward the Realization of Space Integrated Computing Network

SPACE

New Business Field

Space Compass and NTT DOCOMO signed a Capital and Business Alliance with Airbus Defence and Space, AALTO HAPS Limited (AALTO)

- Invest \$100m USD in AALTO
- Realization of direct-to-device, high-speed, high-capacity, low-latency connectivity for devices on planes, vessels, and in mountainous areas
- Targeted entry-into-service in 2026Aim to establish a new stratospheric platform



Image of AALTO HAPS Zephyr

Value-Chain of Space Intelligence Business

Space Intelligence Business

Satellite manufacturing operations

Ground stations · Data

VAR (Value-Added-Reseller)

End Users



Partnership Promotion and Business Field Expansion

Earth **Observation Satellites**

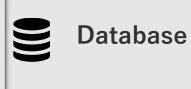


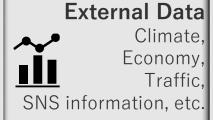


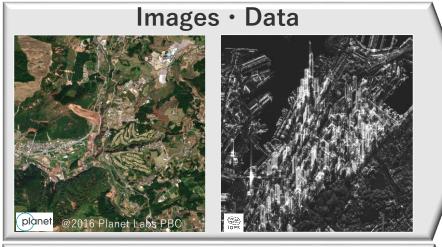
Radio-Hyperspectral Frequency monitoring



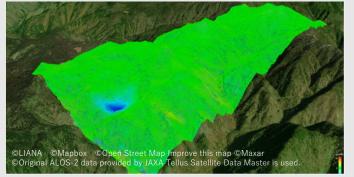








Application Processing • Analysis



Gov, **Public** Works, **Private** Sector Companies





Media Business Vision

MEDIA

Revised

We are contributing to the realization of a diverse and highly creative society as a platform that connects people, companies, and society.

Fiber-optic

Alliance Business
Optical re-transmission service

/Pass-through

Enhance the fan experience by Broadcasting + Distribution + Real/Virtual

Live · VOD / Core products

Live · VOD

Diversity of content (Sports & Entertainment)

Broadcasting

Event · merchandise /web3

Real/Virtual experience

Connected TV

Dongle/Ad platform

Various contents

Distribution



Real/Virtual

2030 Segment Net Income

¥5 billion

Contact Center

SKY PerfecTV
Tokyo Media Center

Business foundation

Media Solutions

Media HUB Cloud/Integrated master/Content database

Connected TV: Service for Monitors Scheduled to Start in October 2024

M E D I A

Broadcasting

• Distribution

Connecting a newly developed streaming stick enables user to watch SKY PerfecTV! program distribution and a variety of video distribution services



Enables viewing and searching of contents via various distribution services Enhance user experience by displaying programs in the same series, such as anime and dramas



Streaming stick
SKY PerfecTV! +netstick

- Collection of user viewing data and contents data to enhance customer experience through program recommendations and expand into the digital marketing field
- Scheduled to start monitoring services for 20,000 broadcasting subscribers in October

The Bundesliga Japan Tour 2024

MEDIA

Broadcasting

Distribution

Real/Virtual

- Invited "VfB Stuttgart", the powerhouse team finishing 2nd in the Bundesliga last season
- Approximately 30,000 attendees for two matches, live broadcasts and streaming implemented
- Delivering World-Class matches while fostering local fans engagement through authentic experiences



July 28 (Sun) KYOTO SANGA F.C. @ SANGA STADIUM by KYOCERA



August 1 (Thu) Sanfrecce Hiroshima FC
@ EDION PEACE WING HIROSHIMA

 Held activities to invite subscribers to a stadium tour with special guests and "Football Game Forecast Feature" using our voting web3 service

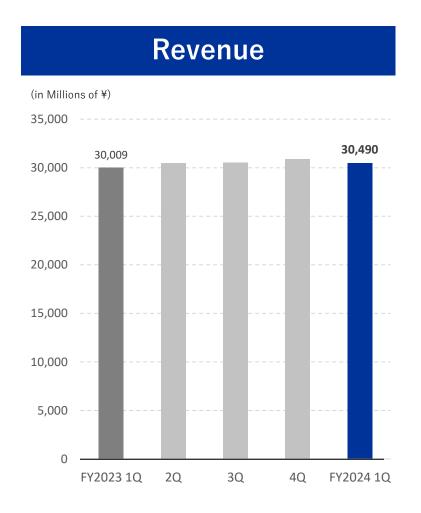
Space for your Smile

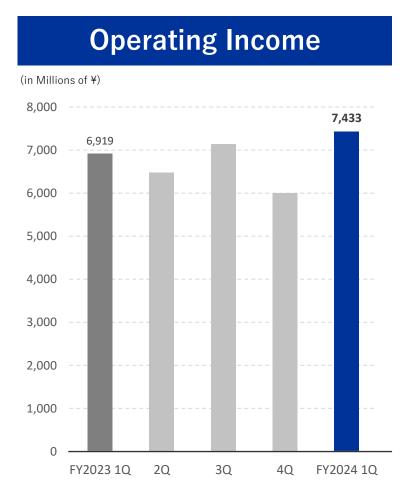
Toward a world where uncertainty turns to peace of mind, difficulty turns to ease, and interest turns to passion

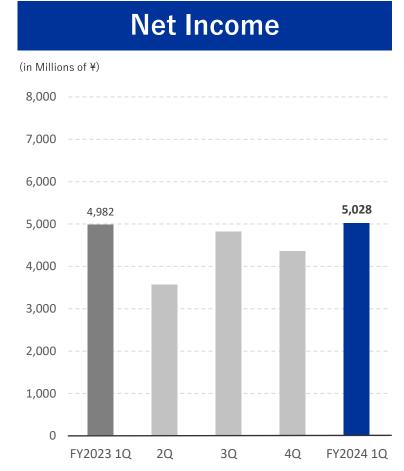


References

Trends of Consolidated Financial Results by Quarter (FY2023 1Q - FY2024 1Q)



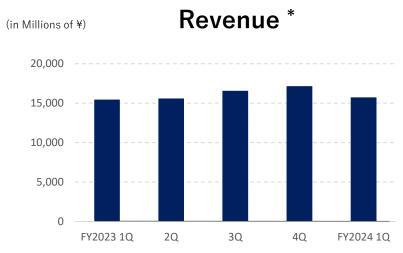


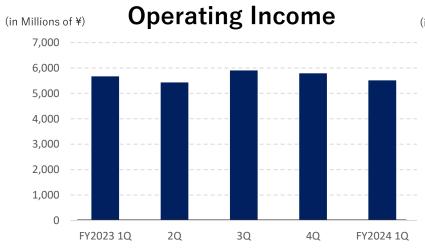


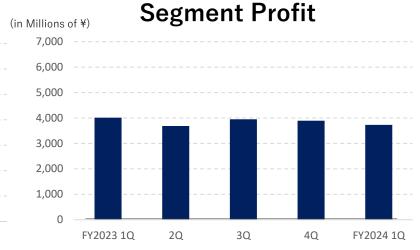
Trends of Quarterly Financial Results by Segment

Space Business

* Including inter-segment transactions

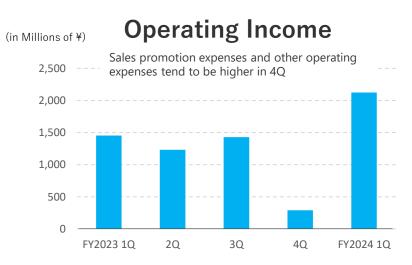






Media Business







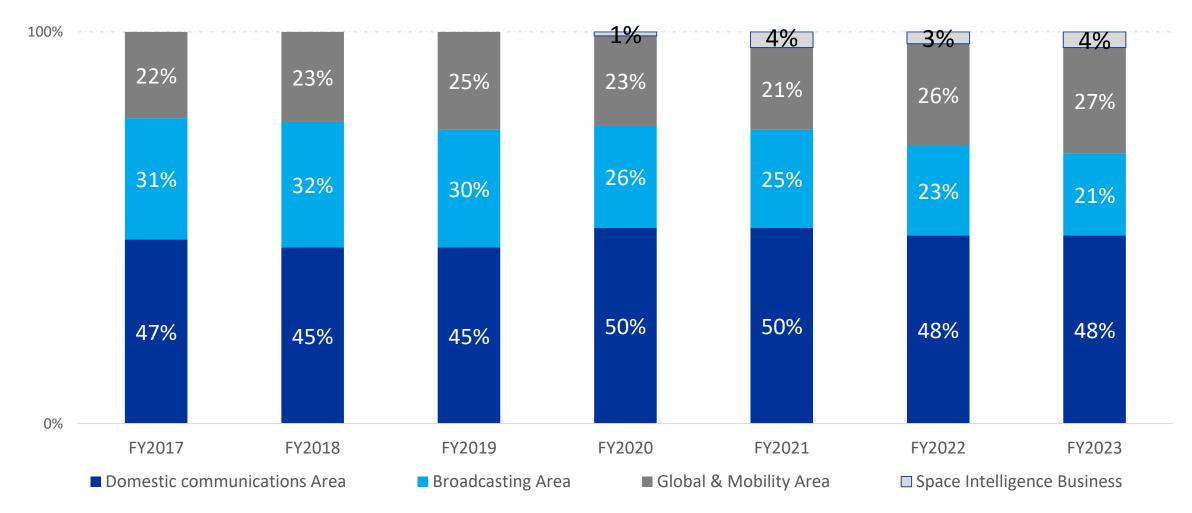
Trends of Quarterly Financial Results by Segment (FY2023 1Q - FY2024 1Q)

Year-on-Year Comparison

(in Millions of ¥)

			FY2023			FY2024
	1Q	2Q	3Q	4Q	Total	1Q
Revenue	30,009	30,488	30,523	30,850	121,872	30,490
Space	15,445	15,593	16,563	17,146	64,749	15,725
Media	16,965	17,265	16,284	16,013	66,528	16,431
Consolidated Elimination	(2,401)	(2,370)	(2,324)	(2,309)	(9,405)	(1,666)
Operating Income	6,919	6,482	7,140	6,003	26,545	7,433
Space	5,670	5,433	5,902	5,792	22,798	5,516
Media	1,453	1,231	1,428	290	4,402	2,124
Consolidated Elimination	(203)	(181)	(190)	(78)	(655)	(207)
Segment Profit (Profit attributable to owners of the parent)	4,982	3,573	4,820	4,362	17,739	5,028
Space	4,008	3,680	3,949	3,893	15,532	3,728
Media	1,081	(1)	1,061	406	2,548	1,475
Consolidated Elimination	(107)	(105)	(190)	62	(341)	(175)

Revenue Composition ratio in Space Business

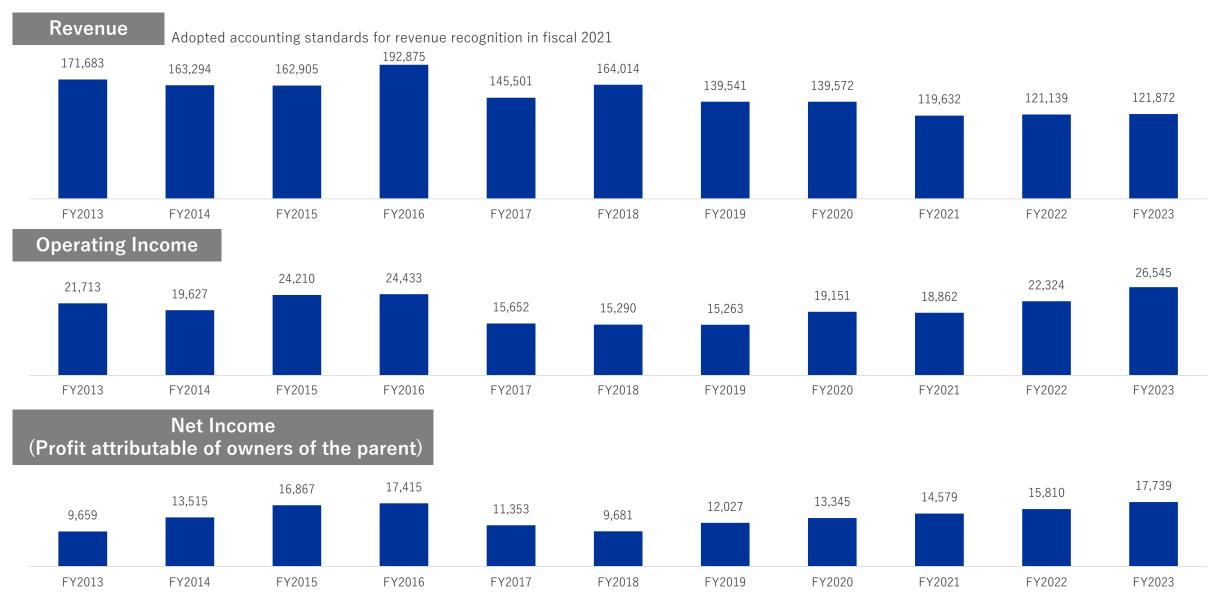


^{*}Excluding the impact of the sale of communications satellites to the Ministry of Defense in FY2018

^{*}Accounting Standard for Revenue Recognition, etc. adopted from FY2021

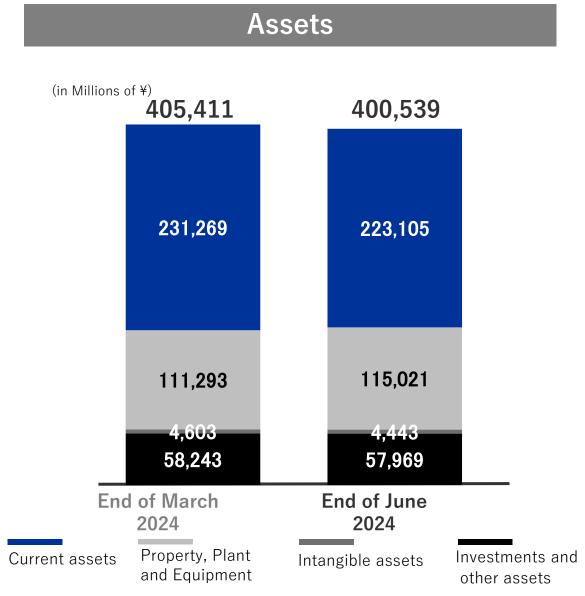
^{*}Revenue composition ratio of FY2021 was recalculated by replacing a part of earth observation image sales from Domestic into New Business.

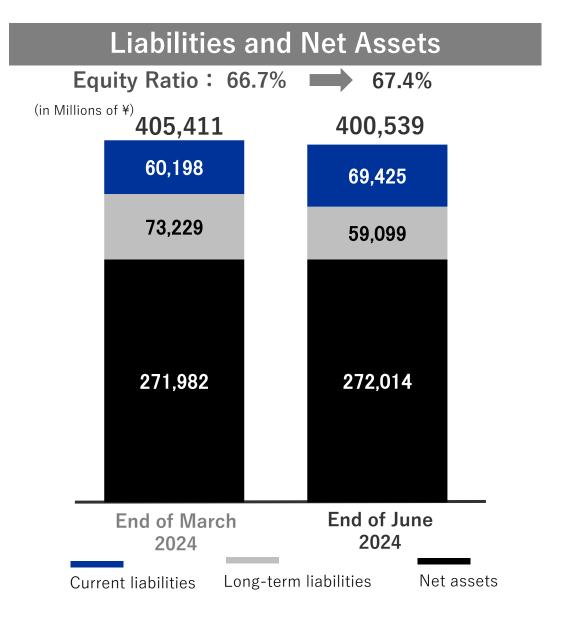
10 Years Consolidated Financial Results (FY2013 - FY2023)



Including the impact of the sale of communication satellites to the Ministry of Defense in FY2016 and FY2018

Consolidated Balance Sheet





Consolidated Cash Flows

(in Millions of ¥)

	FY2023 1Q	FY2024 1Q
Net Cash from Operating activities	3,013	14,059
Net Cash from Investing activities	(3,402)	(11,268)
Free Cash Flows *1	(389)	2,790
Net Cash from Financing activities	(7,407)	(7,228)
Cash and Cash Equivalents at Term-end(a)	100,228	110,123
Interest-bearing Debt at Term-end *2 (b)	70,590	62,430
Net Interest-bearing Debt at Term-end (b) – (a)	(29,637)	(57,693)

^{*1} Net Cash from Operating activities + Net Cash from Investing activities

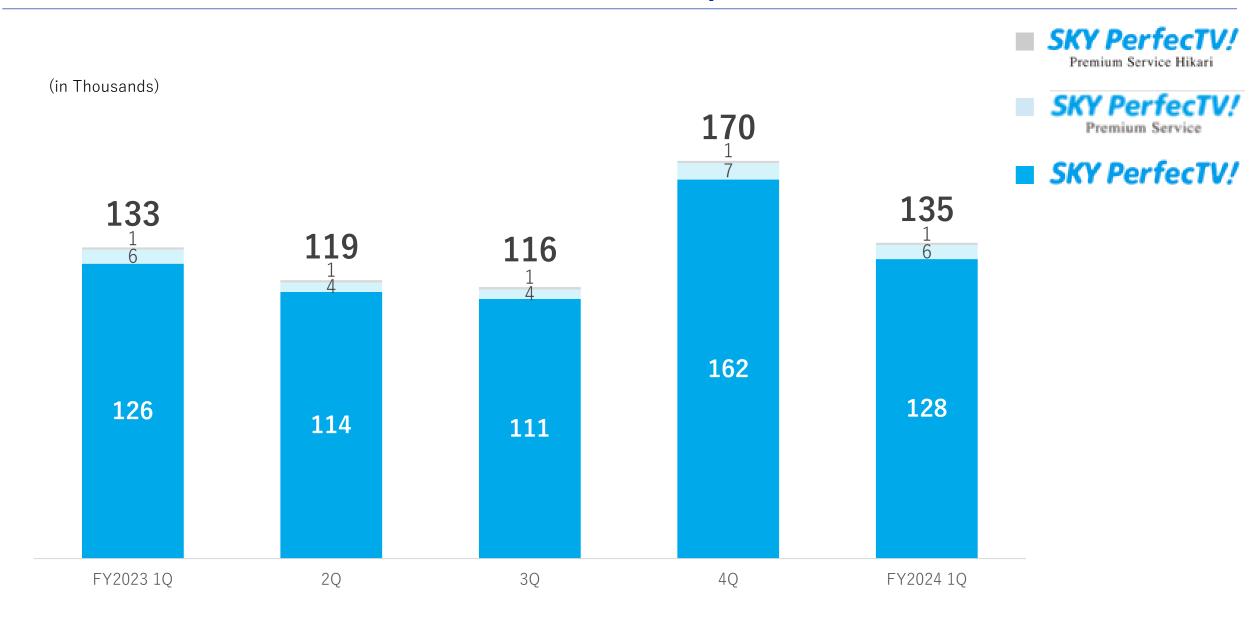
^{*2} Term-end balance of Debts and unsecured corporate bonds

Annual Target of Subscribers (FY2023)

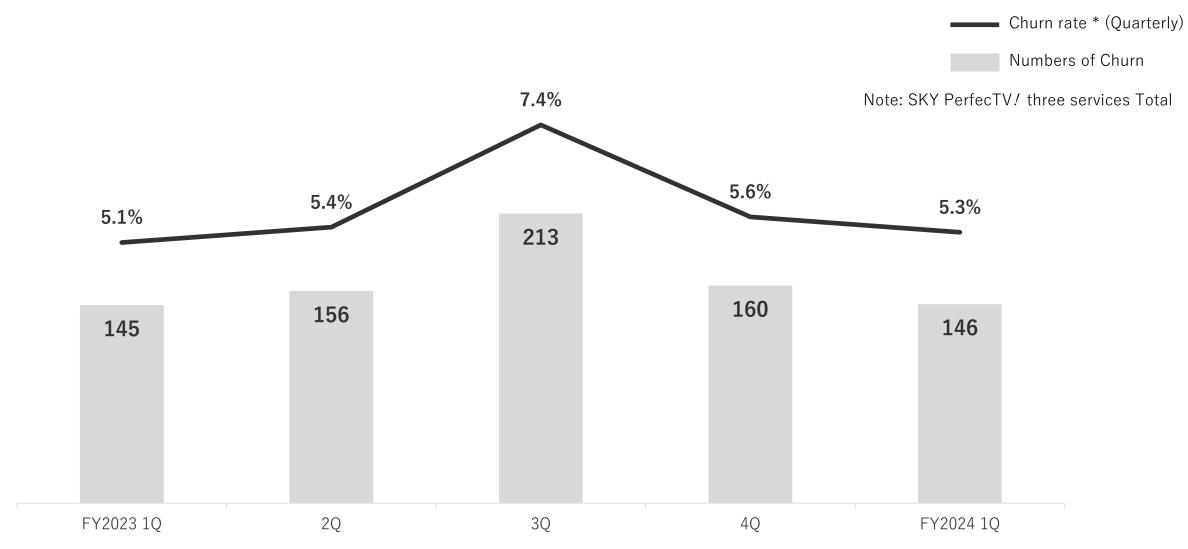
(in 10 Thousands)	FY2023 1Q	FY2024 1Q	Annual Target For FY2024
New Subscribers (IC cards or chips)	13.3	13.5	51.1
Net Increase (IC cards or chips) - SKY PerfecTV! - SKY PerfecTV! Premium Service	(1.2) 0.1 (1.2)	(1.1) 0.2 (1.3)	(15.0) (8.7) (5.9)
- SKY PerfecTV! Premium Service Hikari Cumulative number of subscribers (IC cards or chips)	286.3	(0.1) 272.9	(0.5) 259.1
Number of subscribing households of Optical Fiber Based Re-transmission service (million)	225.0	212.4	283.3
Average Monthly Contractor's Payment (Yen) - SKY PerfecTV! - SKY PerfecTV! Premium Service - SKY PerfecTV! Premium Service Hikari	3,352 3,528 5,016	3,400 3,533 4,978	_

25

Number of New Subscribers (IC cards or chips)



Churn Rate (IC cards or chips)



^{*} The churn rate is calculated by dividing the total number of cancellations for each quarter by the cumulative number of subscribers at the end of the previous fiscal year.

Average Monthly Contractor's Payment*1

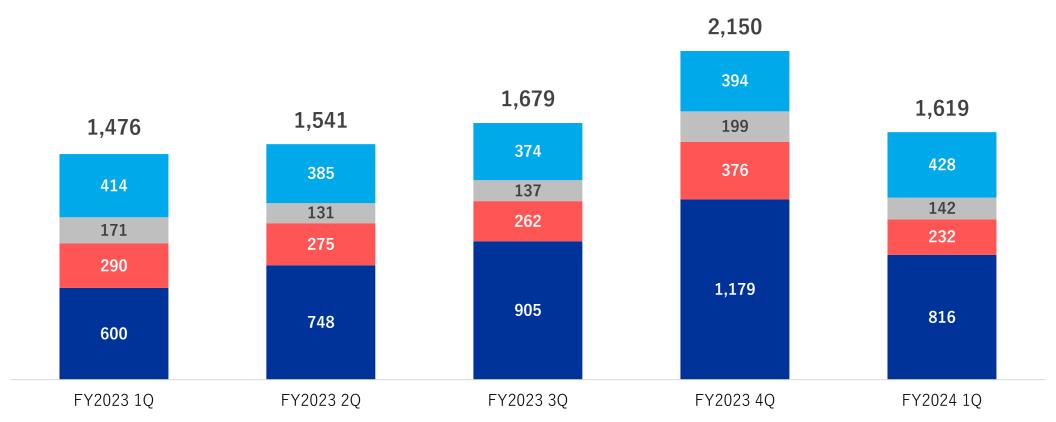


^{*2} Basic fees and set-top box rental fees.

50% deducting Cost of Program provision as Viewing fees revenues.

Total Subscribers Acquisition Cost (SAC)

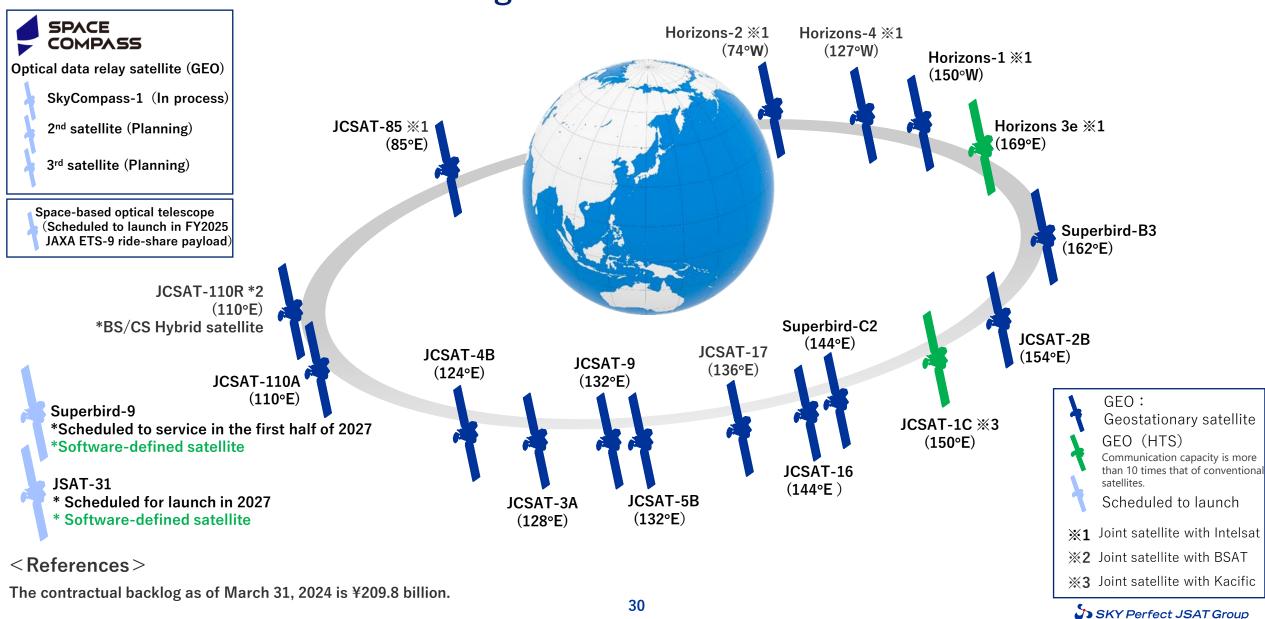
(in Millions of ¥)



- Advertising expenses: advertising expenses for various media
- Promotion expenses*: promotion cost to acquire new subscribers, sales incentives.
- Subscription campaign expenses: campaign costs to acquire new subscribers such as free of charge antenna installation, etc.
- Others: Operation costs of SKY PerfecTV! Customer service center, etc.

Satellite Fleet Update

A total of 17 satellites covering areas from North America to the Indian Ocean



List of Satellites (As of July 31, 2024)

		Nun	ber of Sate	ellites in Possession: 17 geo	ostationary(GEO) sate	ellites
Sa	atellite		Orbital Loc	cation Satellite Bus	Launch Date (JST)	Launch Vehicle
Horizons-1		% 1	150° W	Boeing 601HP	Oct. 1, 2003	Zenit-3SL (Sea Launch)
JCSAT-9			132° E	Lockheed A2100AX	Apr. 13, 2006	Zenit-3SL (Sea Launch)
JCSAT-3A			128° E	Lockheed A2100AX	Aug. 12, 2006	Ariane 5 (Arianespace)
Horizons-2		% 1	74° W	Orbital STAR2	Dec. 22, 2007	Ariane 5 (Arianespace)
Superbird-C2			144° E	MELCO DS2000	Aug. 15, 2008	Ariane 5 (Arianespace)
JCSAT-5B			132° E	Lockheed A2100AX	Aug. 22, 2009	Ariane 5 (Arianespace)
JCSAT-85		% 1	85° E	Orbital STAR2	Dec. 1, 2009	Zenit-3SL (Sea Launch)
JCSAT-110R		※ 2	110° E	Lockheed A2100AX	Aug. 7, 2011	Ariane 5 (Arianespace)
JCSAT-4B			124° E	Lockheed A2100AX	May. 16, 2012	Ariane 5 (Arianespace)
JCSAT-2B			154° E	SSL1300	May. 6, 2016	Falcon 9 (SpaceX)
JCSAT-16			144° E	SSL1300	Aug. 14, 2016	Falcon 9 (SpaceX)
JCSAT-110A			110° E	SSL1300	Dec. 22, 2016	Ariane 5 (Arianespace)
Superbird-B3			162° E	MELCO DS2000	Apr. 6, 2018	Ariane 5 (Arianespace)
Horizons 3e	(HTS)	% 1	169° E	Boeing 702MP	Sep. 26, 2018	Ariane 5 (Arianespace)
JCSAT-1C	(HTS)	% 3	150° E	Boeing 702MP	Dec. 17, 2019	Falcon 9 (SpaceX)
JCSAT-17			136° E	LM2100	Feb. 19, 2020	Ariane 5 (Arianespace)
Horizons-4		% 1	127° W	Maxar 1300	Aug. 3, 2023	Falcon 9 (SpaceX)

^{*1} Joint satellite with Intelsat *2 Joint satellite with BSAT *3 Joint satellite with Kacific



LEO Satellite Constellation Services



		Kuiper	Starlink	OneWeb	LightSpeed	
Number satellite (Planne	S	3,236	(1 st Generation) 4,408 (2 nd Generation) 7,500	(1 st Generation) 648 (2 nd Generation) 360	198	
Service frequence		Ka Band Ku band		Ku Band	Ka Band	
Communica speed		Several hundred Mbps range				
Service availabili		Scheduled to commence service from 2026	In service	Service available in some areasPreparing for domestic launch in Japan	Scheduled to commence service in the second half of 2027	
Our initiat	ives	Agreed on a strategic partnership with NTT Group	Starlink Business In service from Dec 2023	_	_	

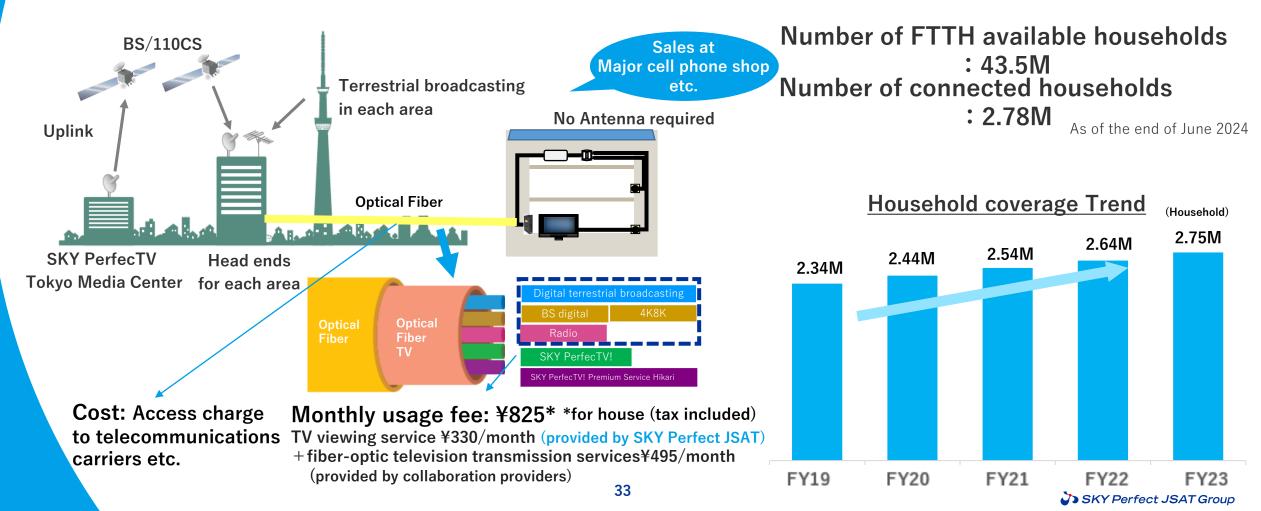
^{*}The above table has been compiled based on EUROCONSULT SATELLITE CONNECTIVITY AND VIDEO MARKET 2023, supplemented with findings from our own research.

MEDIA

Fiber-optic Alliance Business

Optical Re-transmission Service

- Retransmission of terrestrial and BS · CS broadcasting, etc. on fiber-optic lines for detached houses and apartments.
- The Service area steadily expanded to household coverage ratio of 77%.



Integration Service For Cable Television (CATV) Operators

M E D I A

Fiber-optic
Alliance Business

Using Satellite Communications and Viewer Key Signal Management Technologies to Solve Issues for CATV Businesses

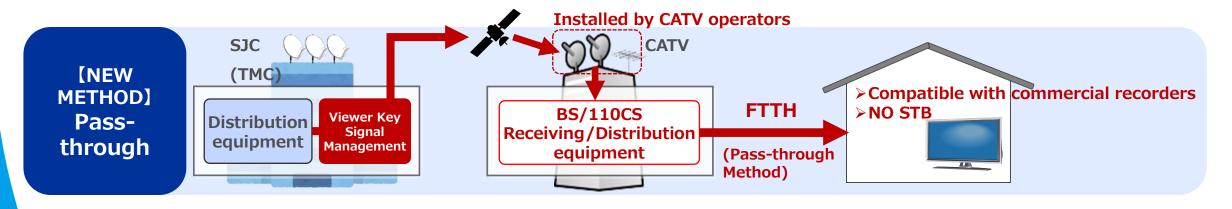
> Adopted by 25 stations

As of the end of June 2024

[Service image]

<Major Introduction Benefits>

- To reduce capital expenditures in response to ACAS
- No STB required for customer homes.
- To Continue multi-channel broadcasting services, etc.



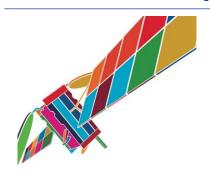
We aim to further strengthen alliances with CATV operators by promoting the dissemination of SKY PerfecTV! program distribution and implementing the CTV strategy.

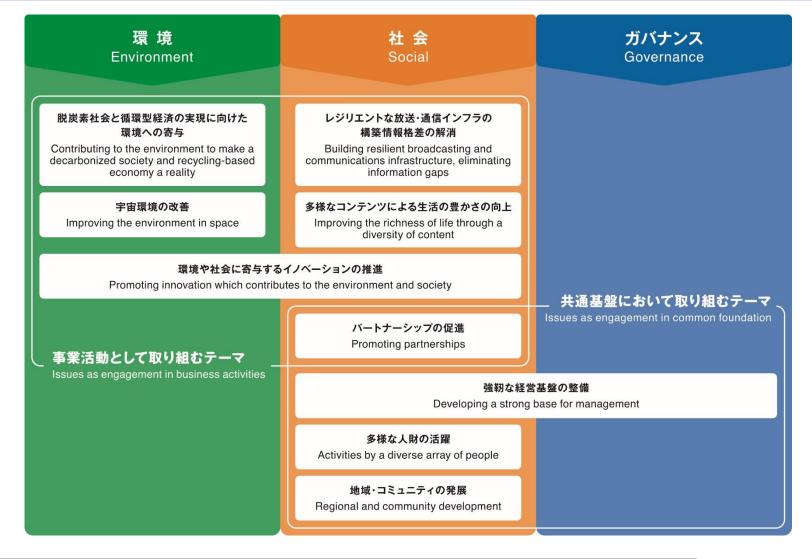
SKY Perfect JSAT Group Value Creation Story





9 (Nine) Important Materiality Themes







Please view here for the details of the sustainability of the Group https://www.skyperfectjsat.space/en/sustainability/





ESG Assessment



■ We have been included for the first time as constituents for FTSE Blossom Japan Sector Relative Index (June 2023)

Now selected 5 ESG indexes adopted by GPIF

- FTSE Blossom Japan Index
- **FTSE Blossom Japan Sector Relative Index**
- **MSCI Japanese ESG Select Leaders Index**
- **S&P/JPX Carbon Efficient Index**
- Morningstar Japan ex-REIT Gender Diversity Tilt Index (excluding REITs)



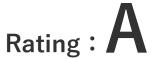
FTSE Blossom Japan



FTSE Blossom Japan Sector Relative Index









Three-Star Eruboshi Certification

Certifications provided by the Minister of Health, Labour and Welfare

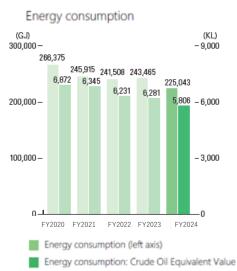
Promoting Women's Active Engagement in Professional Life

Kurumin Certification

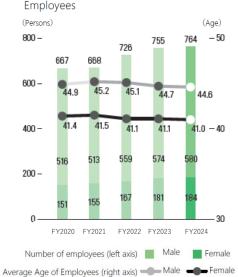
Actively involved in support for raising the next generation of children





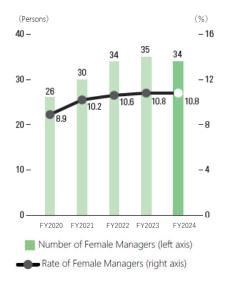


Number of employees and Average Age of

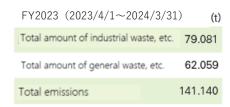


GHG emissions (t-CO₂) (t-CO₂) 15,000 -12,672 12,000 -9,000 -5,535 6,000 --6 3.000 -FY2020 FY2021 FY2022 FY2023 FY2024 GHG emissions (Scope2) (left axis) GHG emissions (Scope1) (right axis)

Number and Rate of Female Managers



Total waste emissions



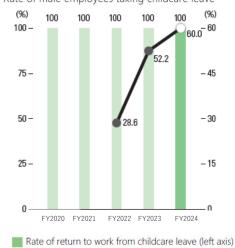
(SKY Perfect JSAT Holdings Inc. and parts of consolidated domestic subsidiaries excluding SKY Perfect Customerrelations Corporation)

Scope 1: Greenhouse gas (GHG) emissions released directly into the atmosphere at the GHG emissions source

Scope 2: CO2 emissions from electricity purchased from a third party, electricity generated from heat, and the heat generation stage (Basic Guidelines on Accounting for Greenhouse Gas Emissions throughout the Supply Chain (Ministry of the Environment/ Ministry of Economy, Trade and Industry))

GJ (gigajoule: unit of energy), t-CO2 (tonne weight: weight indication for the amount of energy used converted on a CO2 basis)

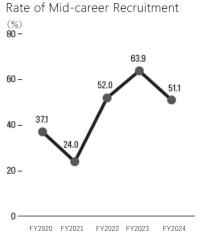
Rate of return to work from childcare leave and Rate of male employees taking childcare leave

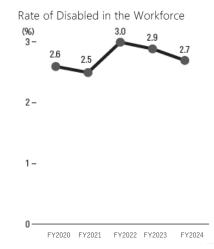


Rate of male employees taking childcare leave (right axis)

We will disclose the data of FY2023 on our website at the end of June.

https://www.skyperfectjsat.space/en/sustainability/esg/







Recent Key News Releases

日付	Title (Click on each title to access the relevant release)
19 July	Notice on the Completion of Payment for New Shares Issued as Remuneration for Company Directors and Subsidiary Executive Officers and Directors
2 July	Number of Subscribers as of the End of June 2024
27 June	SKY Perfect JSAT Selected as Component for "FTSE Blossom Japan Index"
25 June	Notice of Organization Changes and Personnel Transfer at Subsidiary
21 June	Notice of Appointment of Board Directors
21 June	Notice on the New Shares Issued as Remuneration for Company Directors and Subsidiary Executive Officers and Directors
18 June	SKY Perfect JSAT Signs Contribution Agreement with the United Nations World Food Programme to Provide Emergency Satellite Internet in the Philippines
4 June	Number of Subscribers as of the End of May 2024
27 May	SKY Perfect JSAT selects Thales Alenia Space to build a new cutting-edge software-defined satellite "JSAT-31"
8 May	Notice of Appointment of Executives and Personnel Transfers
7 May	Number of Subscribers as of the End of April 2024
26 April	Notice of Dividend (Increase) of Surplus and Dividend Forecast for the Fiscal Year Ending March 31, 2025
22 April	SKY Perfect JSAT to Invest in Seraphim Space Ventures II LP, a Venture Capital Fund Formed by U.K.'s Seraphim
2 April	Number of Subscribers as of the End of March 2024

Space for your Smile

Toward a world where uncertainty turns to peace of mind, difficulty turns to ease, and interest turns to passion



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