

Summary of Business Results for the Six Months Ended September 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 | 2Q Cumulative | 3Q | 4Q | Cumulative | 1Q | 2Q | 2Q Cumulative |
| Revenues | 34,674 | 35,099 | 69,773 | 34,568 | 35,230 | 139,572 | 29,078 | 29,311 | 58,389 |
| Operating Income | 5,594 | 5,521 | 11,116 | 5,461 | 2,574 | 19,151 | 5,493 | 5,360 | 10,853 |
| Ordinary Income | 5,977 | 5,844 | 11,821 | 5,529 | 2,998 | 20,349 | 5,868 | 5,563 | 11,431 |
| Profit attributable to owners of parent | 4,022 | 3,843 | 7,865 | 3,424 | 2,054 | 13,345 | 4,929 | 3,604 | 8,533 |
| Total Assets | 230,404 | 234,330 | 234,330 | 235,114 | 235,314 | 235,314 | 239,088 | 241,572 | 241,572 |
| Total Equity | 378,420 | 381,311 | 381,311 | 377,548 | 385,568 | 385,568 | 379,097 | 379,762 | 379,762 |
| Net Income per Share (Yen) | 13.54 | 12.94 | 26.48 | 11.53 | 6.91 | 44.92 | 16.59 | 12.16 | 28.75 |
| Total Equity per Share (Yen) | 772.47 | 785.21 | 785.21 | 787.83 | 788.27 | 788.27 | 801.77 | 815.22 | 815.22 |
| EBITDA ^{*2} | 12,368 | 12,094 | 24,463 | 11,473 | 9,331 | 45,268 | 12,056 | 11,629 | 23,686 |
| Cash Dividend per Unit Share (Yen) | — | 9.00 | 9.00 | — | 9.00 | 18.00 | — | 9.00 | 9.00 |
| Net Cash Provided by Operating Activities | 20,611 | 10,532 | 31,144 | 15,961 | 10,842 | 57,948 | 8,169 | 8,370 | 16,540 |
| Net Cash Provided by (Used in) Investing Activities | (2,349) | (832) | (3,181) | (4,430) | (3,745) | (11,357) | (3,192) | (155) | (3,348) |
| Net Cash Provided by (Used in) Financing Activities | (10,380) | (116) | (10,497) | (6,033) | (347) | (16,878) | (6,295) | (1,279) | (7,574) |

*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 | 2Q Cumulative | 3Q | 4Q | Cumulative | 1Q | 2Q | 2Q Cumulative |
| Revenues | 34,674 | 35,099 | 69,773 | 34,568 | 35,230 | 139,572 | 29,078 | 29,311 | 58,389 |
| Media Business | 23,066 | 23,422 | 46,489 | 22,896 | 22,213 | 91,599 | 17,896 | 17,811 | 35,707 |
| Space Business | 14,381 | 14,465 | 28,847 | 14,400 | 15,681 | 58,929 | 13,843 | 14,121 | 27,965 |
| Eliminations and Corporate Total | (2,773) | (2,789) | (5,563) | (2,728) | (2,664) | (10,956) | (2,661) | (2,621) | (5,283) |
| Operating Income | 5,594 | 5,521 | 11,116 | 5,461 | 2,574 | 19,151 | 5,493 | 5,360 | 10,853 |
| Media Business | 2,174 | 2,525 | 4,700 | 2,347 | (1,051) | 5,995 | 2,193 | 2,016 | 4,210 |
| Space Business | 3,568 | 3,197 | 6,765 | 3,275 | 3,788 | 13,829 | 3,480 | 3,503 | 6,984 |
| Eliminations and Corporate Total | (148) | (201) | (349) | (161) | (162) | (673) | (181) | (160) | (341) |
| Profit attributable to owners of parent | 4,022 | 3,843 | 7,865 | 3,424 | 2,054 | 13,345 | 4,929 | 3,604 | 8,533 |
| Media Business | 1,603 | 1,794 | 3,397 | 1,691 | (692) | 4,396 | 1,652 | 1,323 | 2,976 |
| Space Business | 2,529 | 2,226 | 4,756 | 1,857 | 2,833 | 9,448 | 3,380 | 2,409 | 5,790 |
| Eliminations and Corporate Total | (111) | (178) | (289) | (124) | (86) | (500) | (103) | (128) | (232) |
| Depreciation Expense | 5,850 | 5,788 | 11,639 | 5,834 | 5,849 | 23,323 | 5,740 | 5,623 | 11,363 |
| Media Business | 1,861 | 1,800 | 3,661 | 1,841 | 1,923 | 7,427 | 1,872 | 1,873 | 3,746 |
| Space Business | 3,907 | 3,908 | 7,815 | 3,871 | 3,845 | 15,532 | 3,791 | 3,660 | 7,451 |
| Eliminations and Corporate Total | 82 | 79 | 161 | 121 | 80 | 363 | 75 | 89 | 165 |
| Capital Expenditures | 1,311 | 736 | 2,048 | 4,441 | 6,548 | 13,038 | 1,490 | 1,219 | 2,709 |
| Media Business | 1,055 | 212 | 1,268 | 2,230 | 1,072 | 4,571 | 429 | 762 | 1,192 |
| Space Business | 251 | 507 | 759 | 2,199 | 5,329 | 8,288 | 1,041 | 450 | 1,491 |
| Eliminations and Corporate Total | 4 | 16 | 21 | 11 | 145 | 178 | 18 | 6 | 25 |

*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 | 2Q |
| New Subscribers | Total for SKY PerfecTV! *4 | 167 | 145 | 137 | 184 | 633 | 140 | 131 |
| | SKY PerfecTV! | 157 | 137 | 131 | 173 | 598 | 132 | 126 |
| | SKY PerfecTV! Premium Service | 9 | 6 | 5 | 10 | 30 | 6 | 4 |
| | SKY PerfecTV! Premium Service Hikari | 1 | 1 | 1 | 1 | 5 | 1 | 1 |
| Churn | Total for SKY PerfecTV! *4 | 185 | 142 | 204 | 170 | 702 | 149 | 148 |
| | SKY PerfecTV! | 152 | 113 | 170 | 139 | 574 | 122 | 122 |
| | Premium Service | 31 | 26 | 32 | 29 | 118 | 25 | 24 |
| | Premium Service Hikari | 2 | 2 | 2 | 3 | 10 | 2 | 2 |
| Net Increase | Total for SKY PerfecTV! *4 | (18) | 3 | (67) | 14 | (68) | (9) | (17) |
| | SKY PerfecTV! | 5 | 24 | (39) | 34 | 24 | 10 | 5 |
| | Premium Service | (22) | (20) | (27) | (19) | (88) | (19) | (20) |
| | Premium Service Hikari | (1) | (1) | (1) | (2) | (5) | (1) | (1) |
| Total Subscribers | Total for SKY PerfecTV! *4 | 3,152 | 3,155 | 3,088 | 3,102 | 3,102 | 3,093 | 3,076 |
| | SKY PerfecTV! | 2,163 | 2,187 | 2,149 | 2,183 | 2,183 | 2,193 | 2,198 |
| | Premium Service | 909 | 889 | 862 | 844 | 844 | 825 | 805 |
| | Premium Service Hikari | 79 | 79 | 77 | 76 | 76 | 75 | 74 |
| Churn Rate(%)*5 | Total for SKY PerfecTV! *4 | 5.8% | 4.5% | 6.4% | 5.4% | 22.1% | 4.8% | 4.8% |
| | SKY PerfecTV! | 7.0% | 5.2% | 7.9% | 6.4% | 26.6% | 5.6% | 5.6% |
| | Premium Service | 3.4% | 2.8% | 3.4% | 3.1% | 12.7% | 2.9% | 2.9% |
| | Premium Service Hikari | 3.0% | 2.7% | 3.0% | 3.6% | 12.2% | 2.8% | 2.5% |

*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 | 2Q |
| SKY PerfecTV! | 3,262 | 3,325 | 3,307 | 3,282 | 3,294 | 3,347 | 3,345 |
| Subscription fee | 2,885 | 2,947 | 2,930 | 2,904 | 2,917 | 2,969 | 2,967 |
| Basic fee and Others *7 | 377 | 378 | 378 | 378 | 378 | 378 | 378 |
| Premium Service | 3,590 | 3,645 | 3,604 | 3,543 | 3,596 | 3,607 | 3,587 |
| Subscription fee | 3,153 | 3,208 | 3,168 | 3,108 | 3,160 | 3,173 | 3,153 |
| Basic fee and Others *7 | 437 | 437 | 436 | 435 | 436 | 434 | 434 |
| Premium Service Hikari | 5,194 | 5,201 | 5,184 | 5,151 | 5,183 | 5,146 | 5,122 |
| Subscription fee | 4,331 | 4,335 | 4,315 | 4,291 | 4,318 | 4,281 | 4,259 |
| Basic fee and Others *7 | 863 | 866 | 869 | 860 | 864 | 865 | 863 |

*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 PerfecTV!) | For the year ended March 31, 2021 | | | | | For the year ending March 31, 2022 | |
|--|-----------------------------------|-------|-------|-------|------------|------------------------------------|-------|
| | 1Q | 2Q | 3Q | 4Q | Cumulative | 1Q | 2Q |
| SAC Total (Millions of Yen) ^{*8} | 2,391 | 1,586 | 2,049 | 3,749 | 9,777 | 1,772 | 1,971 |
| Advertising expenses | 1,453 | 650 | 1,108 | 2,303 | 5,515 | 736 | 871 |
| Promotion expenses ^{*9} | 198 | 221 | 230 | 538 | 1,189 | 282 | 261 |
| Subscription campaign expenses | 257 | 195 | 183 | 198 | 836 | 230 | 160 |
| Others | 448 | 439 | 435 | 507 | 1,831 | 463 | 394 |
| Production costs for free programs | 33 | 78 | 90 | 200 | 403 | 60 | 283 |

*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 PerfecTV! customer center etc.

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

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