

August 3, 2021

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the End of July 2021

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 2021. 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!	44,529	46,510	1.5%	-1,981	3,090,738
SKY PerfectTV!^{*4}	42,995	38,583	1.8%	4,412	2,197,396
Premium Service^{*5}	1,204	7,346	0.9%	-6,142	818,985
Premium Service HIKARI^{*6}	330	581	0.8%	-251	74,357

Number of Contractors ^{*2}	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	32,966	38,681	1.6%	-5,715	2,488,986

Number of Subscribing Households	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Optical Fiber Based Re-transmission Service	13,240	6,631	0.3%	6,609	2,466,872

*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.