

September 3, 2024

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the End of August 2024

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 August 2024. 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!	34,824	44,873	1.7%	-10,049	2,704,794
SKY PerfectTV!^{*4}	33,545	38,998	1.9%	-5,453	2,025,022
Premium Service^{*5}	1,279	5,875	0.9%	-4,596	679,772

Number of Contractors ^{*2}	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	28,422	37,413	1.8%	-8,991	2,101,222

Number of Subscribing Households	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Optical Fiber Based Re-transmission Service	21,085	10,166	0.4%	10,919	2,794,866

*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. The number of subscribers includes those via the optical fiber based re-transmission service.

*5 124/128 degrees east longitude satellite broadcasts. The number of subscribers includes those via the optical fiber since April 2024.