

December 10, 2019

SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfers

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Eiichi Yonekura) announces that the following organizational changes and personnel transfers effective on January 1, 2020 at the wholly-owned subsidiary SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Eiichi Yonekura).

I. Organizational Changes (Effective January 1, 2020)

As announced on December 4, 2019, the structure of Media Business Unit will be changed to have the following three Groups.

- Media Business Group
- FTTH Business Group
- Media Engineering Group

In order to ensure profit management and organizational efficiency, organizational changes will be made with each Group. Please find the Attached for the detail.

<Media Business Group>

Newly established Divisions

- Platform Sales Division
- 1st, 2nd and 3rd Genre Business Division
- Communication Design Division
- Content Programming Division

Existing or transferred Divisions

- LIFE Business Division
- Customer Relations Division
- Content Sales Division

<FTTH Business Group>

Newly Established Divisions

- Business Planning Division
- Sales Division

Existing or transferred Division

- FTTH System Division

<Media Engineering Group>

Newly established Division

- Engineering Sales Division

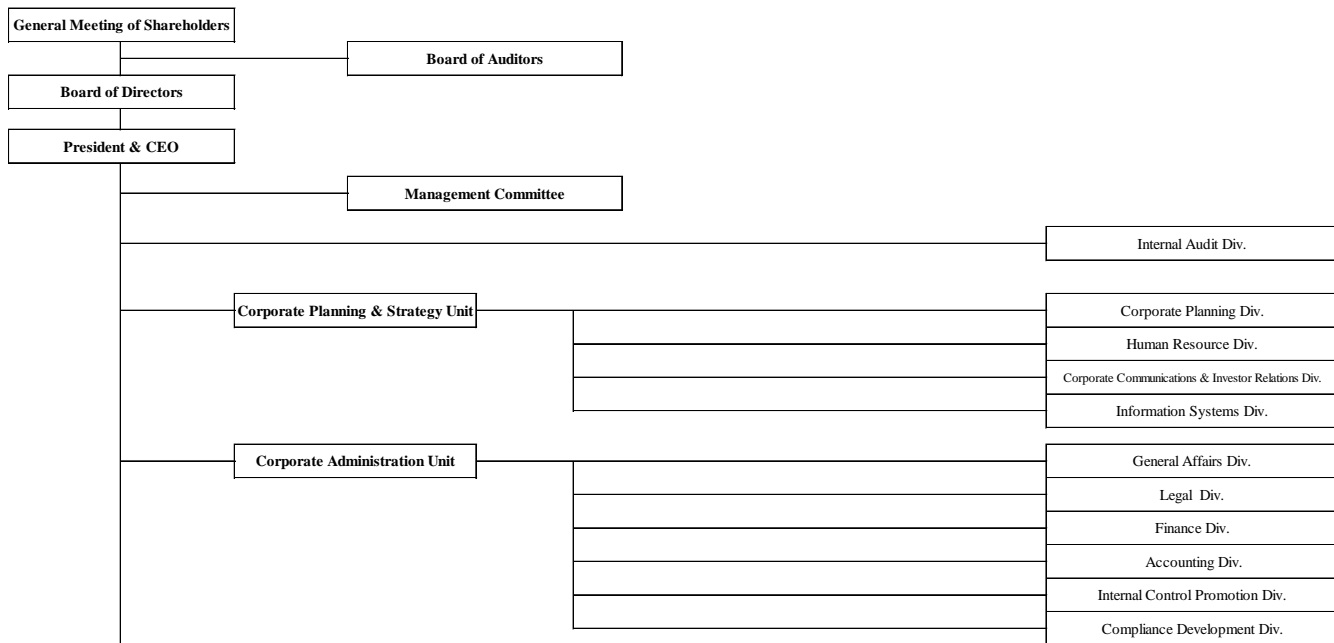
Existing or transferred Divisions

- Broadcasting Systems Division
- Broadcasting Operation Division
- System Engineering Division
- Mediacenter Management & Administration Division
- IT Strategy Division

II. Personnel Transfers (Effective January 1, 2020)

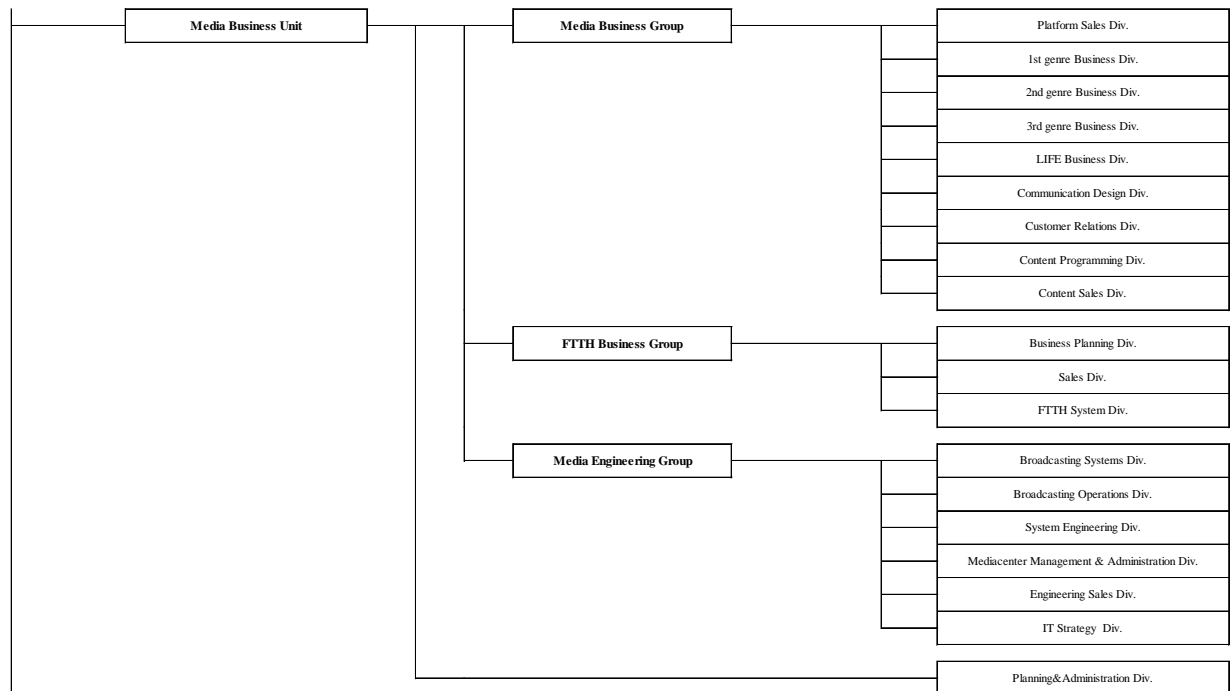
Name	New Position	Previous Position
Tetsuya Okuuchi	Deputy Group President of Media Engineering Group And General Manager of IT Strategy Division And Deputy Group President of Media Business Group	Deputy Group President And General Manager Broadcasting Business Division Platform Business Group
Shinya Kunitake	General Manager Platform Sales Division Media Business Group	General Manager Promotion Division Platform Business Group
Takenori Mikami	General Manager 1st genre Business Division Media Business Group	General Manager Content Business Division Content Business Group
Shizuka Akashi	General Manager 2nd genre Business Division Media Business Group	Deputy General Manager Content Business Division Content Business Group
Yasuhiro Watanabe	General Manager 3rd genre Business Division Media Business Group	Deputy General Manager Platform Planning Division Platform Business Group
Toru Ueda	General Manager LIFE Business Division Media Business Group	General Manager Data Business Division LIFE Business Center
Masahiro Hasegawa	General Manager Communication Design Division Media Business Group	General Manager Sales Promotion Division Platform Business Group
Takeshi Kato	General Manager Content Programming Division Media Business Group	General Manager LIFE Business Center And LIFE Business Division LIFE Business Center
Daisuke Nakagawa	General Manager Business Planning Division FTTH Business Group	General Manager Sales Planning Division Platform Business Group
Kenichi Niimura	General Manager Sales Division FTTH Business Group	Deputy General Manager Sales Promotion Division Platform Business Group
Tadakatsu Sakai	General Manager Engineering Sales Division Media Engineering Group	Deputy General Manager Broadcasting Business Division Platform Business Group

<SKY Perfect JSAT Corporation Organizational Chart (as of January 1, 2020)>



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<Details of Organization changes at Media Business Unit>

<Media Business Group>

- Functions of the Platform Planning Division and the Broadcasting Business Division will be transferred to the newly established the Platform Sales Division.
- Establish first, second, and third genre Divisions to implement measures and maximize profits for each genre. The planning, sales, promotion, and management functions of existing organizations that were separated by function will be transferred to each genre division.
- Abolish the LIFE Business Center and transfer the LIFE Business Division to the Media Business Group.
- Consolidate functions of the Promotion Division, Sales Promotion Division, and Data Business Division, and establish new Communication Design Division to improve the efficiency of common functions.
- As the organization responsible for organizing, operating and managing own channels, including BS SKY PerfecTV !, and planning and operating OTT services, functions of the Content Business Division and the OTT Business Division will be transferred, and the Content Programing Division will be newly established.

<FTTH Business Group>

- To consolidate the sales and technical functions of FTTH services via optical fiber in the FTTH Business Group, establish Business Planning Division and Sales Division, and transfer the FTTH System Division from the Media Engineering Group.

<Media Engineering Group>

- To optimize the entire system including customer management and OTT, the IT Strategy Division will be transferred to the Media Engineering Group, and the system development and operation functions of the OTT Business Division will be integrated.
- In order to strengthen the sales of services using the functions and facilities of SKY Perfect Tokyo Media Center, the playout sales function of the Broadcasting Business Division will be transferred, and the Engineering Sales Division will be newly established in the Media Engineering Group.

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