

August 2, 2024

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the End of July 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 July 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!	32,253	46,846	1.7%	-14,593	2,714,843
SKY PerfectTV!^{*4}	30,948	41,110	2.0%	-10,162	2,030,475
Premium Service^{*5}	1,305	5,736	0.8%	-4,431	684,368

Number of Contractors ^{*2}	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	25,674	39,215	1.8%	-13,541	2,110,213

Number of Subscribing Households	New Subscribers	Churns	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Optical Fiber Based Re-transmission Service	19,154	10,332	0.4%	8,822	2,783,947

*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.