

Summary of Business Results for the Six Months Ended September 30, 2020

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

(Unit: Millions of Yen)

	For the year ended March 31, 2020						For the year ending March 31, 2021		
	1Q	2Q	2Q Cumulative	3Q	4Q	Cumulative	1Q	2Q	2Q Cumulative
Revenues	34,519	34,752	69,271	34,552	35,717	139,541	34,674	35,099	69,773
Operating Income	3,694	4,636	8,331	3,971	2,960	15,263	5,594	5,521	11,116
Ordinary Income	3,807	5,001	8,808	4,232	3,047	16,088	5,977	5,844	11,821
Profit attributable to owners of parent	2,464	3,479	5,943	2,582	3,500	12,027	4,022	3,843	7,865
Total Assets	224,054	224,813	224,813	224,983	228,943	228,943	230,404	234,330	234,330
Total Equity	374,203	373,816	373,816	371,373	378,367	378,367	378,420	381,311	381,311
Net Income per Share (Yen)	8.30	11.72	20.01	8.70	11.79	40.49	13.54	12.94	26.48
Total Equity per Share (Yen)	745.71	754.10	754.10	754.32	767.69	767.69	772.47	785.21	785.21
EBITDA ^{*1}	10,821	11,457	22,279	10,317	8,934	41,531	12,368	12,094	24,463
Cash Dividend per Unit Share (Yen)	—	9.00	9.00	—	9.00	18.00	—	9.00	9.00
Net Cash Provided by Operating Activities	13,524	5,651	19,176	4,609	5,094	28,879	20,611	10,532	31,144
Net Cash Provided by (Used in) Investing Activities	(6,868)	(5,999)	(12,867)	(2,249)	(5,707)	(20,825)	(2,349)	(832)	(3,181)
Net Cash Provided by (Used in) Financing Activities	(5,197)	(1,907)	(7,104)	(5,338)	(73)	(12,515)	(10,380)	(116)	(10,497)

*1. EBITDA is calculated as Net Income + Tax Expense + Depreciation Expense+ Goodwill Amortization + Interest Expense.

II. Segment Information

(Unit: Millions of Yen)

	For the year ended March 31, 2020						For the year ending March 31, 2021		
	1Q	2Q	2Q Cumulative	3Q	4Q	Cumulative	1Q	2Q	2Q Cumulative
Revenues	34,519	34,752	69,271	34,552	35,717	139,541	34,674	35,099	69,773
Media Business	24,985	24,822	49,808	24,213	23,623	97,645	23,066	23,422	46,489
Space Business	12,570	12,893	25,464	13,180	14,889	53,533	14,381	14,465	28,847
Eliminations and Corporate Total	(3,037)	(2,963)	(6,000)	(2,842)	(2,794)	(11,637)	(2,773)	(2,789)	(5,563)
Operating Income	3,694	4,636	8,331	3,971	2,960	15,263	5,594	5,521	11,116
Media Business	654	1,932	2,586	1,284	(795)	3,076	2,174	2,525	4,700
Space Business	3,225	2,875	6,101	2,855	3,945	12,901	3,568	3,197	6,765
Eliminations and Corporate Total	(185)	(171)	(356)	(168)	(189)	(714)	(148)	(201)	(349)
Profit attributable to owners of parent	2,464	3,479	5,943	2,582	3,500	12,027	4,022	3,843	7,865
Media Business	474	1,416	1,891	909	1,746	4,546	1,603	1,794	3,397
Space Business	2,146	2,197	4,343	1,800	1,884	8,029	2,529	2,226	4,756
Eliminations and Corporate Total	(156)	(134)	(290)	(128)	(130)	(549)	(111)	(178)	(289)
Depreciation Expense	6,263	5,740	12,004	5,456	5,856	23,316	5,850	5,788	11,639
Media Business	2,646	2,144	4,790	1,821	1,898	8,510	1,861	1,800	3,661
Space Business	3,515	3,532	7,047	3,548	3,875	14,471	3,907	3,908	7,815
Eliminations and Corporate Total	101	64	165	85	82	334	82	79	161
Capital Expenditures	4,654	5,925	10,579	3,083	5,870	19,533	1,311	736	2,048
Media Business	2,518	3,667	6,186	1,812	2,665	10,663	1,055	212	1,268
Space Business	2,093	2,222	4,316	1,237	3,151	8,705	251	507	759
Eliminations and Corporate Total	41	34	76	33	53	163	4	16	21

III. Reference Data of Media Business (Total for SKY PerfecTV!)

(Unit: Thousand)

Number of Subscribers and Churn Rate		For the year ended March 31, 2020					For the year ending March 31, 2021	
		1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
New Subscribers ^{*2}	Total for SKY PerfecTV! ^{*3}	176	134	125	181	615	167	145
	SKY PerfecTV!	164	126	118	169	577	157	137
	SKY PerfecTV! Premium Service	10	6	5	11	32	9	6
	SKY PerfecTV! Premium Service Hikari	2	1	1	1	6	1	1
Churn	Total for SKY PerfecTV! ^{*3}	148	168	194	183	693	185	142
	SKY PerfecTV!	116	134	158	148	556	152	113
	Premium Service	29	32	34	33	127	31	26
	Premium Service Hikari	3	2	2	2	10	2	2
Net Increase	Total for SKY PerfecTV! ^{*3}	28	(34)	(69)	(2)	(78)	(18)	3
	SKY PerfecTV!	48	(7)	(40)	21	22	5	24
	Premium Service	(19)	(26)	(28)	(22)	(95)	(22)	(20)
	Premium Service Hikari	(1)	(1)	(1)	(1)	(4)	(1)	(1)
Total Subscribers	Total for SKY PerfecTV! ^{*3}	3,275	3,241	3,172	3,170	3,170	3,152	3,155
	SKY PerfecTV!	2,184	2,177	2,137	2,158	2,158	2,163	2,187
	Premium Service	1,007	982	954	931	931	909	889
	Premium Service Hikari	84	83	81	80	80	79	79
Churn Rate(%) ^{*4}	Total for SKY PerfecTV! ^{*3}	4.6%	5.2%	6.0%	5.6%	21.3%	5.8%	4.5%
	SKY PerfecTV!	5.4%	6.3%	7.4%	6.9%	26.0%	7.0%	5.2%
	Premium Service	2.8%	3.1%	3.3%	3.2%	12.4%	3.4%	2.8%
	Premium Service Hikari	3.4%	2.8%	2.9%	2.9%	12.1%	3.0%	2.7%

*2. New subscribers that, in the past, had been counted separately depending on whether they were new subscribers or re-registered subscribers are currently counted as "New Subscribers."
(From FY2019 3rd quarter disclosure materials)

*3. 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.

*4. 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 *5	For the year ended March 31, 2020					For the year ending March 31, 2021	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
SKY PerfectTV!	3,256	3,290	3,246	3,248	3,260	3,262	3,325
Subscription fee	2,879	2,913	2,869	2,870	2,883	2,885	2,947
Basic fee and Others*6	377	377	377	377	377	377	378
Premium Service	3,674	3,684	3,612	3,588	3,640	3,590	3,645
Subscription fee	3,235	3,245	3,174	3,150	3,202	3,153	3,208
Basic fee and Others*7	439	438	438	438	438	437	437
Premium Service Hikari	5,254	5,258	5,249	5,241	5,250	5,194	5,201
Subscription fee	4,378	4,392	4,389	4,379	4,384	4,331	4,335
Basic fee and Others*7	876	866	860	862	866	863	866

*5. 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 PerfectTV! is recognized as commission fee revenue.

100% of subscriber payments for SKY PerfectTV! Premium Service and SKY PerfectTV! Premium Service Hikari is recognized as viewing fee revenue.

*6. Basic fee and others : Basic fee and rental fee of Set top box

(Unit: Millions of Yen)

Subscriber Acquisition Cost (Total for SKY PerfectTV!)	For the year ended March 31, 2020					For the year ending March 31, 2021	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
SAC Total (Millions of Yen) ^{*7}	2,837	2,267	2,665	2,841	10,612	2,391	1,586
Advertising expenses	1,141	846	1,143	1,624	4,755	1,453	650
Promotion expenses	180	131	105	197	615	144	151
Sales incentives	115	95	94	70	376	53	70
Subscription campaign expenses	345	231	207	190	974	257	195
Others	552	545	517	495	2,110	448	439
Production costs for free programs	501	417	597	262	1,779	33	78

*7. Advertising expenses: Advertising expenses for various media.

Promotion expenses: Promotion cost to acquire new subscribers.

Sales incentives: Incentives and agency fees for electronics retail stores and mobile carriers.

Subscription campaign expenses: Cost of campaigns to acquire new subscribers (free of charge antenna installation, etc.).

Others: Operation costs of SKY PerfectTV! customer center etc.

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