

Feb. 8, 2012

SKY Perfect JSAT Holdings Inc.

Summary of Business Results for 3Q/FY2011

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) today announced the consolidated financial and operational results for 3Q/FY2011(From Apr. 1, 2011 to Dec. 31, 2011).

Contents:

I . Consolidated Financial Highlights

II . Consolidated Balance Sheets

III. Segment Information

IV. Cash Flows

V . Reference Data of Multichannel Pay TV Services

-Number of Subscribers and Churn Rate

-SAC

-ARPU

VI. Operating Results of Major Subsidiaries

VII. Performance Forecasts

-Consolidated Performance Forecasts

-Dividends Forecast per Share

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.

Summary of Business Results

I . Consolidated Financial Highlights

(Unit: Millions of Yen)

	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Revenues	35,171	35,346	35,032	36,299	141,850	37,911	39,144	38,848
Operating Income	1,045	4,153	3,439	4,865	13,503	5,916	5,653	3,193
Ordinary Income	463	3,721	3,248	4,961	12,394	5,663	5,321	2,999
Net Income (Loss)	(1,053)	1,912	1,835	1,727	4,421	3,420	3,041	550
Net Income (Loss) per Share	(313.15)	568.23	545.43	513.25	1,313.76	1,016.32	903.59	163.66
Total Equity per Share	52,498.68	52,908.84	52,806.30	53,452.19	53,452.19	53,921.48	54,896.07	54,357.48
EBITDA ¹	5,807	9,888	9,583	9,976	35,256	12,226	11,761	9,259
Simple EBITDA ²	7,230	10,133	9,353	10,824	37,542	11,954	11,864	9,513
Cash Dividend per Share	-	600	-	600	1,200	-	600	-

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

*2.Simple EBITDA is calculated as Operating Income + Depreciation Expense.

(Unit: Millions of Yen)

Main Cost of Sales Administrative Expense	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Advertisement Expenses	2,196	1,310	2,153	1,598	7,258	1,707	1,729	2,337
Promotion Expenses	4,447	2,113	1,991	1,790	10,343	1,530	452	1,009
Agency Commission	1,106	568	1,036	1,267	3,979	1,000	1,033	757

II . Consolidated Balance Sheets

(Unit: Millions of Yen)

	As of Jun. 30, 2010	As of Sep. 30, 2010	As of Dec. 31, 2010	As of Mar. 31, 2011	Cumulative	As of Jun. 30, 2011	As of Sep. 30, 2011	As of Dec. 31, 2011
Assets:								
Current assets	115,143	107,250	102,568	109,109	-	119,210	124,270	113,316
Fixed assets	223,580	220,315	218,821	212,969	-	210,950	208,012	203,552
Total Assets	338,724	327,565	321,390	322,078	-	330,161	332,283	316,869
Liabilities and Equity:								
Current liabilities	54,337	43,516	45,247	61,675	-	68,361	71,670	66,547
Long-term liabilities	107,526	105,810	98,252	80,338	-	80,185	75,716	67,239
Total Liabilities	161,864	149,326	143,499	142,013	-	148,547	147,387	133,786
Shareholders' equity	178,560	180,473	180,289	182,016	-	183,418	186,459	184,990
Valuation and translation adjustments	(1,875)	(2,407)	(2,568)	(2,122)	-	(1,944)	(1,705)	(2,049)
Stock acquisition rights	62	62	62	62	-	22	22	22
Minority interests	112	111	107	108	-	117	120	119
Total Equity	176,860	178,239	177,890	180,065	-	181,613	184,896	183,082
Total Liabilities and Equity	338,724	327,565	321,390	322,078	-	330,161	332,283	316,869

III. Segment Information ^{*3}

(Unit: Millions of Yen)

	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Revenues	35,171	35,346	35,032	36,299	141,850	37,911	39,144	38,848
Multichannel Pay TV Business	24,242	24,370	24,278	24,733	97,625	26,129	27,426	27,468
Space & Satellite Business ^{*4}	13,303	13,158	13,049	13,980	53,492	14,366	14,454	14,261
Eliminations and Corporate Total	(2,374)	(2,182)	(2,294)	(2,415)	(9,267)	(2,584)	(2,736)	(2,881)
Operating Income (Loss)	1,045	4,153	3,439	4,865	13,503	5,916	5,653	3,193
Multichannel Pay TV Business	(2,888)	452	(761)	260	(2,938)	968	532	(1,322)
Space & Satellite Business ^{*4}	4,118	3,884	4,375	4,747	17,125	5,118	5,240	4,746
Eliminations and Corporate Total	(184)	(183)	(174)	(141)	(683)	(170)	(119)	(230)
Depreciation Expense	6,185	5,980	5,914	5,958	24,038	6,037	6,210	6,320
Multichannel Pay TV Business	—	—	—	—	7,440	—	—	—
Space & Satellite Business ^{*4}	—	—	—	—	16,088	—	—	—
Eliminations and Corporate Total	—	—	—	—	510	—	—	—
Capital Expenditures	4,252	5,379	6,822	2,302	18,757	3,479	3,919	1,462
Multichannel Pay TV Business	—	—	—	—	2,768	—	—	—
Space & Satellite Business ^{*4}	—	—	—	—	15,883	—	—	—
Eliminations and Corporate Total	—	—	—	—	105	—	—	—

*3. New segments have been used since the year ending March 31, 2012. The figures for the year ended March 31, 2011 have been revised in accordance with the new segment standard and the figures of 4th quarter hasn't been audited yet.

*4. The "satellite business" was renamed "space and satellite business" in the year ending March 2012.

IV. Cash Flows

(Unit: Millions of Yen)

	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Net Cash Provided by Operating Activities	15,669	6,728	8,801	7,757	38,956	17,909	8,321	6,068
Net Cash Used in Investing Activities	(8,249)	(6,841)	(13,084)	(420)	(28,595)	5,280	2,565	(5,912)
Purchases of Property and Equipment- Net	(5,318)	(4,885)	(6,986)	(1,355)	(18,546)	(4,555)	(1,502)	(3,626)
Net Cash Provided by (Used in) Financing Activities	(3,184)	(6,719)	(5,915)	(1,482)	(17,302)	(3,481)	(1,642)	(7,422)

V. Reference Data of Multichannel Pay TV Services

(Unit: Thousand)

Number of Subscribers and Churn Rate	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
New Subscribers	157	115	148	161	580	154	162	187
SKY PerfectTV!	30	20	21	21	93	19	19	18
SKY PerfectTV! e2	121	89	120	133	463	127	133	163
SKY PerfectTV! HIKARI	6	5	7	7	25	9	10	7
Number of Re-registered Subscribers	14	9	9	28	60	22	13	12
SKY PerfectTV!	4	3	3	4	14	4	3	2
SKY PerfectTV! e2	10	6	7	23	46	18	10	9
SKY PerfectTV! HIKARI	0	0	0	0	0	0	0	0
Churn	139	139	166	160	603	160	148	193
SKY PerfectTV!	88	82	88	93	352	92	82	83
SKY PerfectTV! e2	45	52	73	61	230	62	60	102
SKY PerfectTV! HIKARI	6	5	5	6	21	6	7	7
Net Increase	32	(15)	(9)	29	38	16	26	7
SKY PerfectTV!	(53)	(59)	(64)	(68)	(245)	(69)	(60)	(63)
SKY PerfectTV! e2	86	44	54	96	279	83	83	70
SKY PerfectTV! HIKARI	(0)	1	2	2	4	2	4	0
Total Subscribers	3,720	3,705	3,696	3,725	3,725	3,742	3,768	3,775
SKY PerfectTV!	2,402	2,343	2,279	2,211	2,211	2,142	2,082	2,020
(SKY PerfectTV! HD)	215	265	365	426	426	468	525	567
SKY PerfectTV! e2	1,212	1,255	1,309	1,404	1,404	1,487	1,570	1,640
SKY PerfectTV! HIKARI	106	106	108	110	110	112	116	116
Churn Rate(%)*5	1.2%	1.2%	1.5%	1.4%	16.3%	1.4%	1.3%	1.7%
SKY PerfectTV!	1.2%	1.2%	1.3%	1.4%	15.0%	1.4%	1.3%	1.4%
SKY PerfectTV! e2	1.3%	1.4%	1.9%	1.5%	18.4%	1.4%	1.3%	2.1%
SKY PerfectTV! HIKARI	1.9%	1.4%	1.6%	1.7%	19.9%	1.8%	2.0%	2.0%

*5. Quarterly Churn Rate = Average monthly churn rate for 3 months.

Annualized Churn Rate = Total for 12 months of monthly churn rate: churns during the current month/Total Subscribers at the end of the previous month.

SAC (3 Services Total)	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
SAC per Subscriber (¥)	34,676	35,099	39,309	30,698	34,839	29,502	29,393	29,614
Advertisement expenses ^{*6}	13,186	10,497	13,852	7,703	11,304	10,287	9,932	11,761
Promotion expenses ^{*7}	7,815	9,591	9,436	7,310	8,440	6,067	6,252	7,218
Sales incentives	6,218	6,082	6,975	7,862	6,840	6,467	6,508	3,913
Others	7,456	8,929	9,047	7,824	8,255	6,681	6,702	6,721
SAC Total (¥ million)	8,492	4,874	5,827	4,942	24,137	4,553	4,765	6,233
Advertisement expenses ^{*6}	2,064	1,203	2,053	1,240	6,561	1,587	1,610	2,203
Promotion expenses ^{*7}	1,223	1,099	1,398	1,177	4,899	936	1,013	1,352
Sales incentives	973	697	1,034	1,265	3,970	998	1,055	732
Others	1,167	1,023	1,341	1,259	4,792	1,031	1,086	1,258
Free content costs ^{*8}	3,064	849	-	-	3,913	-	-	686

*6. Advertising expense does not include public relations expenses. Other includes SKY Perfect Customer-relations Corporation costs in addition to outsourcing fees

*7. As a result of the revision in accounting procedures, part of sales promotion expenses are excluded from SAC in the year ending March 2012

(Difference from the former standard: 3Q Unit price: -¥849, 3Q Total amount:- ¥159 million)

*8. Free content costs are broadcast rights fees, production costs, and promotional costs, etc. related to the 2010 FIFA World Cup SOUTH AFRICA in 2010, BS SKY perfectTV! production costs in 2011.

(Unit: Yen)

ARPU (3 Services Total) ⁹	For the year ended March 31, 2011					For the year ending March 31, 2012		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Gross ARPU	3,251	3,258	3,224	3,212	3,236	3,264	3,240	3,227
Revenues from own content	135	128	135	126	131	135	127	132
PPV Subscription fee	108	108	98	96	102	89	88	80
Monthly subscription fee	2,603	2,615	2,582	2,567	2,592	2,617	2,603	2,593
Rental fee	32	35	39	54	40	57	59	61
Basic fee	373	371	370	368	371	366	363	362
Net ARPU	1,457	1,477	1,493	1,529	1,489	1,586	1,659	1,687
Revenues from own content	135	128	135	126	131	135	127	132
PPV Subscription fee	40	42	38	36	39	37	37	34
Monthly subscription fee	876	902	911	944	908	991	1,073	1,099
Rental fee	32	35	39	54	40	57	59	61
Basic fee	373	371	370	368	371	366	363	362

*9. ARPU is calculated while taking into account three SKY PerfectTV! services.

Gross ARPU: Conventional subscription fee-based unit price

Net ARPU: Sales-based unit price (unit price based on the subscription or commission fee, which contribute to sales)

VI. Operating Results of Major Subsidiaries

(Unit: Millions of Yen)

		For the year ended March 31, 2011					For the year ending March 31, 2012		
		1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
SKY Perfect JSAT Corporation	Revenue	30,988	30,298	30,027	30,457	121,770	31,448	31,271	30,934
	Operating Income	1,573	3,818	2,669	4,555	12,617	5,722	5,055	2,521
	Ordinary Income	1,370	3,594	2,499	4,559	12,023	5,675	5,083	2,574
SKY Perfect Customer-relations Corporation (Former DNCC)	Revenue	4,353	4,220	4,573	4,448	17,596	3,983	4,095	4,219
	Operating Income(loss)	(219)	(3)	310	210	297	(61)	126	262
	Ordinary Income(loss)	(218)	1	311	221	315	(60)	129	263
SKY Perfect Broadcasting Corporation	Revenue	5,466	5,787	6,105	6,028	23,388	6,950	8,368	9,190
	Operating Income(loss)	(238)	416	55	25	259	(16)	136	143
	Ordinary Income(loss)	(236)	416	54	25	260	(15)	137	144
OptiCast Inc.	Revenue	2,273	2,269	2,390	2,421	9,355	2,543	2,705	2,763
	Operating Income	119	225	255	219	819	222	334	344
	Ordinary Income	102	202	240	189	734	203	316	330
Satellite Network, Inc.	Revenue	939	994	1,459	1,626	5,019	1,821	1,800	1,683
	Operating Income	61	69	174	122	427	208	133	108
	Ordinary Income	58	66	162	109	396	188	115	91
JSAT International Inc.	Revenue	581	537	561	504	2,183	541	543	488
	Operating Income	222	184	219	195	822	230	240	198
	Ordinary Income	224	186	219	194	825	230	240	198
SKY Perfect JSAT Holdings Inc.	Revenue	-	-	-	4,994	4,994	-	-	-
	Operating Income(loss)	(238)	(234)	(226)	4,803	4,104	(229)	(200)	(192)
	Ordinary Income(loss)	(240)	(213)	(221)	4,804	4,128	(220)	(199)	(188)

VI. Performance Forecasts

(Unit: Millions of Yen)

Consolidated Performance Forecast	For the year ending March 31, 2012			
	Revenues	Operating Income	Ordinary Income	Net Income
Full Year	152,000	15,500	14,500	8,000

(Unit: Yen)

Dividends Forecast per Share	For the year ending March 31, 2012
Interim	600.00
Year-End	600.00
Total	1,200.00