



April 1, 2013

SKY Perfect JSAT Holdings Inc.

SKY Perfect JSAT Corporation

Instructions from the President for fiscal 2013 (Summary)

Today, Representative Director, President of SKY Perfect JSAT Holdings Inc. and Representative Director, President & Chief Executive Officer of SKY Perfect JSAT Corporation, Shinji Takada has given the instructions for the new fiscal year, as summarized below.

Up to this point, we have faced numerous uncertain elements in our attempts to formulate future scenarios for our Multichannel Pay TV and Space & Satellite Businesses. However, based on efforts made last fiscal year we are now able to make very clear projections, and we have clarified the issues that we must overcome. As a result, the present fiscal year will be one in which we resolve longstanding issues and establish a firm orientation towards future growth.

In our Multichannel Pay TV Business, we need to focus our energies on increasing the appeal of our products and enhancing communication with our customers. Our most important agenda in this area will be to steadily put concrete improvement measures into effect to enable us to realize increased subscriptions/ARPU and reduced cancellations, the necessary conditions for a solid revenue base.

Our Premium Services will make a complete transition to H.264 format in May 2014. Today we have established a Premium Services Promotion Division which, with this massive transition as its highest priority in the period of a little over a year until its completion in May 2014, will focus on securing new subscriptions in order to enable us to maintain and expand our 124/128 degree east longitude services.

Amid the moves towards transition to 4K/8K and smart TVs being discussed by the Investigative Commission on the Advancement of Broadcast Services of the Ministry of Internal Affairs and Communications, we will seek to increase the commercial viability of our 124/128 degree east longitude services. At the same time, we also wish to push ahead with preparations while clarifying scenarios for the commercialization of 110-degree east longitude CS broadcasting, which is expected to offer high image quality and the ability to provide a diverse range of services.

In our Space & Satellite Business, this fiscal year we will focus on acquiring a number of new satellites, including two that will function as replacements. From the end of 2015 to 2017 or 2018, we intend to launch satellites at an unprecedented rate.

The satellite business is a global competition, and it is also a business in which the logic of scale counts. This means that significant investments are essential. Avoiding risk and relying on certainties will not win the battle. We will push ahead in our business endeavors with a clear recognition of the absolute importance of collecting information to enable sure decision-making and building the most advantageous alliances possible.