

November 19, 2013

SKY Perfect JSAT Corporation

Additional Settlements Pertaining to the Broadcasting Rights Agreement Signed to Relay Consadole Sapporo Soccer Matches for Broadcast in Vietnam

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) has concluded a broadcasting rights agreement with Vietnam Football Media JSC (VFM), allowing VFM broadcasting rights in Vietnam for two matches of the Consadole Sapporo soccer club. VFM has carried the Sunday, November 17, 2013 away match vs. FC Gifu and will carry the Sunday, November 24, 2013 home match vs. Giravanz Kitakyushu. This represents the second broadcasting rights agreement for broadcasting the above two matches in continuation of the agreement concluded with VTC Digital Television Station (VTC) on November 7.

VFM is the television program supplier that operates Vietnam's largest sports channel for Vietnam Cable Television (VTVcab), a cable service broadcaster that comes under the jurisdiction of state-run Vietnam Television, and it is scheduled to broadcast these matches live on VTVcab16, which it operates. The agreement was reached with assistance from the Hokkaido Tourism Organization/Central Hokkaido Regional Bureau and the Hokkaido Shimbun Press.

The footage that SKY Perfect JSAT will provide to VFM is the same footage that will be provided to VTC, and both stations will broadcast the matches live within Vietnam. The broadcasts will also introduce Vietnamese viewers to Hokkaido's attractions by featuring a variety of local scenes.

SKY Perfect JSAT is working to be more than a Japanese multichannel pay TV company and seeks to develop content for viewers outside Japan, using broadcasting to bring the best of Japanese culture to a wider audience.