

February 4, 2015

SKY Perfect JSAT Holdings Inc.

Summary of Business Results for the Nine Months Ended December 31, 2014

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) today announced the consolidated financial and operational results for the Nine months ended December 31, 2014.

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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, 2014					For the year ending March 31, 2015		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Revenues	41,044	41,759	41,391	47,487	171,683	42,239	40,141	40,187
Operating Income	5,210	5,692	6,084	4,725	21,713	7,015	5,814	4,761
Ordinary Income	5,246	5,635	6,088	4,559	21,529	7,067	5,694	4,820
Net Income	3,140	3,387	3,628	(496)	9,659	6,587	3,469	2,880
Total Assets	194,523	198,350	185,331	184,679	-	188,547	192,462	
Total Equity	292,473	299,422	275,705	287,580	-	281,537	278,674	
Net Income per Share ^{*1}	9.33	10.06	11.05	(0.93)	29.50	21.37	11.26	9.35
Total Equity per Share ^{*1}	576.79	588.24	600.11	598.13	598.13	610.72	623.53	631.45
EBITDA ^{*2}	11,835	11,961	12,119	7,756	43,673	13,698	11,514	10,567
Cash Dividend per Unit Share ^{*3}	-	600	-	6	-	-	6	-
Net Cash Provided by Operating Activities	15,938	4,821	5,852	6,733	33,345	8,927	2,438	-
Net Cash Provided by (Used in) Investing Activities	(2,456)	(3,764)	(5,245)	(7,503)	(18,969)	(1,642)	(11,569)	4,256
Net Cash Provided by (Used in) Financing Activities	(4,899)	2,027	(23,145)	572	(25,444)	(2,759)	(8,785)	(5,078)

*1. Our common shares were split at a ratio of 1:100 on October 1, 2013.

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

*3. Our common shares were split at a ratio of 1:100 on October 1, 2013. The figure of cash dividend at the end of the 2nd Quarter of the year ended March 31, 2014 is the actual paid amount.

II . Segment Information

(Unit: Millions of Yen)

	For the year ended March 31, 2014					For the year ending March 31, 2015		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Revenues	41,044	41,759	41,391	47,487	171,683	42,239	40,141	40,187
Multichannel Pay TV Business	30,405	30,686	30,620	30,443	122,155	31,675	30,456	30,338
Space & Satellite Business	13,818	14,371	14,041	20,355	62,586	13,954	12,681	12,824
Eliminations and Corporate Total	(3,179)	(3,297)	(3,271)	(3,311)	(13,059)	(3,390)	(2,996)	(2,975)
Operating Income (Loss)	5,210	5,692	6,084	4,725	21,713	7,015	5,814	4,761
Multichannel Pay TV Business	625	954	1,081	(1,477)	1,184	1,881	1,930	698
Space & Satellite Business	4,713	4,880	5,141	6,347	21,083	5,274	4,029	4,258
Eliminations and Corporate Total	(128)	(142)	(138)	(144)	(554)	(139)	(144)	(195)
Depreciation Expense	6,369	6,120	5,873	6,068	24,433	5,702	5,675	5,711
Multichannel Pay TV Business	-	-	-	-	8,563	-	-	-
Space & Satellite Business	-	-	-	-	15,449	-	-	-
Eliminations and Corporate Total	-	-	-	-	420	-	-	-
Capital Expenditures	1,715	5,629	6,444	9,212	23,001	6,775	14,150	9,429
Multichannel Pay TV Business	-	-	-	-	7,569	-	-	-
Space & Satellite Business	-	-	-	-	15,131	-	-	-
Eliminations and Corporate Total	-	-	-	-	300	-	-	-

III. Reference Data of Multichannel Pay TV Service

(Unit: Thousand)

Number of Subscribers and Churn Rate	For the year ended March 31, 2014					For the year ending March 31, 2015		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
New Subscribers								
Total for SKY PerfecTV! ^{*4}	132	111	113	124	480	105	86	114
SKY PerfecTV! (Former SKY PerfecTV! e2)	116	96	99	109	420	90	76	99
Premium Service	12	12	11	13	48	13	8	12
Premium Service HIKARI	3	3	3	3	12	3	2	2
Number of Re-registered Subscribers								
Total for SKY PerfecTV! ^{*4}	24	20	16	56	117	26	26	23
SKY PerfecTV! (Former SKY PerfecTV! e2)	21	17	14	50	103	21	22	20
Premium Service	3	2	2	6	13	5	4	3
Premium Service HIKARI	0	1	0	0	1	0	0	0
Churn								
Total for SKY PerfecTV! ^{*4}	188	153	198	170	710	380	138	164
SKY PerfecTV! (Former SKY PerfecTV! e2)	105	94	129	102	430	88	101	129
Premium Service	65	55	67	65	253	288	33	32
Premium Service HIKARI ^{*5}	18	3	3	3	27	3	3	3
Net Increase								
Total for SKY PerfecTV! ^{*4}	(32)	(22)	(69)	11	(113)	(248)	(26)	(28)
SKY PerfecTV! (Former SKY PerfecTV! e2)	32	19	(16)	58	93	23	(4)	(11)
Premium Service	(50)	(42)	(54)	(46)	(191)	(271)	(21)	(17)
Premium Service HIKARI	(14)	1	0	(1)	(14)	0	(1)	0
Total Subscribers								
Total for SKY PerfecTV! ^{*4}	3,797	3,775	3,706	3,717	3,717	3,468	3,442	3,415
SKY PerfecTV! (Former SKY PerfecTV! e2)	1,995	2,014	1,998	2,056	2,056	2,079	2,075	2,064
Premium Service	1,712	1,671	1,617	1,571	1,571	1,300	1,279	1,262
Premium Service HIKARI	90	91	91	90	90	90	89	89
Churn Rate(%)^{*6}								
Total for SKY PerfecTV! ^{*4}	1.6%	1.3%	1.8%	1.5%	18.5%	3.4%	1.3%	1.6%
SKY PerfecTV! (Former SKY PerfecTV! e2)	1.8%	1.6%	2.2%	1.7%	21.9%	1.4%	1.6%	2.1%
Premium Service ^{*5}	1.2%	1.1%	1.3%	1.3%	14.3%	6.1%	0.9%	0.8%
Premium Service HIKARI ^{*5}	5.8%	1.2%	1.0%	1.2%	25.9%	1.1%	1.1%	1.0%

*4. The figures are the total amounts for SKY PerfecTV! (former SKY PerfecTV! e2), 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.

*5. As the standard definition service in SKY PerfecTV! Premium service ended at the end of May, 2014, the number of churn and churn rate of the service increased temporarily for the 1st quarter of the year ending March 31, 2015. In the same way, as SKY PerfecTV! Premium service HIKARI ended the standard definition service at the end of June, 2013, the number of churn and churn rate of the service increased temporarily for the 1st quarter of the year ended March 31, 2014.

*6. 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. Quarterly Churn Rate of the 4Q for the year ended March 31, 2014 was revised.

Subscriber Acquisition Cost (Total for SKY PerfecTV!)	For the year ended March 31, 2014					For the year ending March 31, 2015		
	1Q ^{*8}	2Q	3Q ^{*11}	4Q	Cumulative	1Q	2Q	3Q
SAC per Subscriber (¥)^{*7}	30,121	32,888	36,524	44,558	36,007	31,045	38,390	43,743
Advertisement expenses	10,525	12,806	17,443	23,433	16,024	11,851	18,144	26,155
Promotion expenses	3,075	3,872	3,969	4,852	3,930	4,441	5,898	4,167
Sales incentives	2,951	3,208	2,401	3,103	2,920	2,024	1,823	1,332
User incentives ^{*9}	5,837	5,574	5,237	5,894	5,649	5,008	2,784	3,629
Others	7,733	7,427	7,475	7,275	7,475	7,720	9,741	8,461
SAC Total (¥ million)^{*7}	4,399	4,173	4,639	6,266	19,478	3,699	3,805	6,053
Advertisement expenses	1,384	1,423	1,970	2,912	7,691	1,248	1,560	2,969
Promotion expenses	404	430	448	602	1,886	468	507	473
Sales incentives	388	356	271	385	1,401	213	156	151
User incentives ^{*9}	767	619	591	732	2,711	527	239	412
Others	1,017	825	844	904	3,591	813	837	960
Free content costs ^{*10}	436	517	513	728	2,196	428	502	1,087

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

*8. The amount of advertising expenses of the 1Q for the year ended March 31, 2014 was revised.

*9. User incentives are the costs such as antenna installation, incentives for new subscription and etc.

*10. Free content costs are broadcast rights fees and production costs, etc. related to the BS SKY PerfecTV!.

*11. The amount of advertising expenses, Promotion expenses, User incentives and Others of the 3Q for the year ended March 31, 2014 was revised.

ARPU (Total for SKY PerfectTV!)	For the year ended March 31, 2014					For the year ending March 31, 2015		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Average Monthly Subscriber's Payment ^{*12}	3,190	3,198	3,174	3,153	3,179	3,253	3,372	3,354
Revenues from own content	152	147	151	136	147	153	152	173
PPV Subscription fee	53	52	46	45	49	43	44	40
Monthly subscription fee	2,573	2,588	2,566	2,563	2,573	2,652	2,769	2,733
Rental fee	58	56	56	56	57	54	55	55
Basic fee	354	355	354	354	354	352	353	353
ARPU ^{*12}	1,938	1,991	2,032	2,059	2,004	2,173	2,258	2,239
Revenues from own content	152	147	151	136	147	153	152	173
PPV Subscription fee	35	38	38	39	37	41	42	40
Monthly subscription fee	1,338	1,396	1,433	1,475	1,410	1,574	1,656	1,619
Rental fee	58	56	56	56	57	54	55	55
Basic fee	354	355	354	354	354	352	353	353

*12. Average Monthly Subscriber's Payment: Conventional subscription fee-based unit price

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

IV. Performance Forecasts

(Unit: Millions of Yen)

Consolidated Performance Forecast	For the year ending March 31, 2015			
	Revenues	Operating Income	Ordinary Income	Net Income
Full Year	164,000	19,500	19,500	14,000

(Unit: Yen)

Dividends Forecast per Share	For the year ending March 31, 2015	
	Interim	Year-End
	6.00	6.00
Total	12.00	