

Aug. 3, 2011

SKY Perfect JSAT Holdings Inc.

## Summary of Business Results for 1Q/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 1Q/FY2011(From Apr. 1, 2011 to Jun. 30, 2011).

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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.

## 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
Revenues	35,171	35,346	35,032	36,299	141,850	37,911
Operating Income	1,045	4,153	3,439	4,865	13,503	5,916
Ordinary Income	463	3,721	3,248	4,961	12,394	5,663
Net Income (Loss)	(1,053)	1,912	1,835	1,727	4,421	3,420
Net Income (Loss) per Share	(313.15)	568.23	545.43	513.25	1,313.76	1,016.32
Total Equity per Share	52,498.68	52,908.84	52,806.30	53,452.19	53,452.19	53,921.48
EBITDA <sup>1</sup>	5,807	9,888	9,583	9,976	35,256	12,226
Simple EBITDA <sup>2</sup>	7,230	10,133	9,353	10,824	37,542	11,954
Cash Dividend per Share	-	600	-	600	1,200	-

\*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
Advertisement Expenses	2,196	1,310	2,153	1,598	7,258	1,707
Promotion Expenses	4,447	2,113	1,991	1,790	10,343	1,530
Agency Commission	1,106	568	1,036	1,267	3,979	1,000

### 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
<b>Assets:</b>						
Current assets	115,143	107,250	102,568	109,109	-	119,210
Fixed assets	223,580	220,315	218,821	212,969	-	210,950
Total Assets	338,724	327,565	321,390	322,078	-	330,161
<b>Liabilities and Equity:</b>						
Current liabilities	54,337	43,516	45,247	61,675	-	68,361
Long-term liabilities	107,526	105,810	98,252	80,338	-	80,185
Total Liabilities	161,864	149,326	143,499	142,013	-	148,547
Shareholders' equity	178,560	180,473	180,289	182,016	-	183,418
Valuation and translation adjustments	(1,875)	(2,407)	(2,568)	(2,122)	-	(1,944)
Stock acquisition rights	62	62	62	62	-	22
Minority interests	112	111	107	108	-	117
Total Equity	176,860	178,239	177,890	180,065	-	181,613
Total Liabilities and Equity	338,724	327,565	321,390	322,078	-	330,161

### III. Segment Information <sup>\*3</sup>

(Unit: Millions of Yen)

	For the year ended March 31, 2011					For the year ending March 31, 2012
	1Q	2Q	3Q	4Q	Cumulative	1Q
Revenues	35,171	35,346	35,032	36,299	141,850	37,911
Multichannel Pay TV Business	24,242	24,213	24,262	24,715	97,434	26,129
Space & Satellite Business <sup>*4</sup>	13,303	13,561	13,130	13,973	53,969	14,366
Eliminations and Corporate Total	(2,374)	(2,428)	(2,360)	(2,390)	(9,554)	(2,584)
Operating Income (Loss)	1,045	4,153	3,439	4,865	13,503	5,916
Multichannel Pay TV Business	(2,888)	357	(768)	246	(3,054)	968
Space & Satellite Business <sup>*4</sup>	4,118	3,979	4,382	4,761	17,241	5,118
Eliminations and Corporate Total	(184)	(183)	(174)	(141)	(683)	(170)
Depreciation Expense	6,185	5,980	5,914	5,958	24,038	6,037
Multichannel Pay TV Business	—	—	—	—	7,440	—
Space & Satellite Business <sup>*4</sup>	—	—	—	—	16,088	—
Eliminations and Corporate Total	—	—	—	—	510	—
Capital Expenditures	4,252	5,379	6,822	2,302	18,757	3,479
Multichannel Pay TV Business	—	—	—	—	2,768	—
Space & Satellite Business <sup>*4</sup>	—	—	—	—	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 after 2nd 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
Net Cash Provided by Operating Activities	15,669	6,728	8,801	7,757	38,956	17,909
Net Cash Used in Investing Activities	(8,249)	(6,841)	(13,084)	(420)	(28,595)	5,280
Purchases of Property and Equipment- Net	(5,318)	(4,885)	(6,986)	(1,355)	(18,546)	(4,555)
Net Cash Provided by (Used in) Financing Activities	(3,184)	(6,719)	(5,915)	(1,482)	(17,302)	(3,481)

**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
New Subscribers	157	115	148	161	580	154
SKY PerfectTV!	30	20	21	21	93	19
SKY PerfectTV! e2	121	89	120	133	463	127
SKY PerfectTV! HIKARI	6	5	7	7	25	9
Number of Re-registered Subscribers	14	9	9	28	60	22
SKY PerfectTV!	4	3	3	4	14	4
SKY PerfectTV! e2	10	6	7	23	46	18
SKY PerfectTV! HIKARI	0	0	0	0	0	0
Churn	139	139	166	160	603	160
SKY PerfectTV!	88	82	88	93	352	92
SKY PerfectTV! e2	45	52	73	61	230	62
SKY PerfectTV! HIKARI	6	5	5	6	21	6
Net Increase	32	(15)	(9)	29	38	16
SKY PerfectTV!	(53)	(59)	(64)	(68)	(245)	(69)
SKY PerfectTV! e2	86	44	54	96	279	83
SKY PerfectTV! HIKARI	(0)	1	2	2	4	2
Total Subscribers	3,720	3,705	3,696	3,725	3,725	3,742
SKY PerfectTV!	2,402	2,343	2,279	2,211	2,211	2,142
(SKY PerfectTV! HD)	215	265	365	426	426	468
SKY PerfectTV! e2	1,212	1,255	1,309	1,404	1,404	1,487
SKY PerfectTV! HIKARI	106	106	108	110	110	112
Churn Rate(%)*5	1.2%	1.2%	1.5%	1.4%	16.3%	1.4%
SKY PerfectTV!	1.2%	1.2%	1.3%	1.4%	15.0%	1.4%
SKY PerfectTV! e2	1.3%	1.4%	1.9%	1.5%	18.4%	1.4%
SKY PerfectTV! HIKARI	1.9%	1.4%	1.6%	1.7%	19.9%	1.8%

\*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
SAC per Subscriber (¥)	34,676	35,099	39,309	30,698	34,839	29,502
Advertisement expenses <sup>*6</sup>	13,186	10,497	13,852	7,703	11,304	10,287
Promotion expenses <sup>*7</sup>	7,815	9,591	9,436	7,310	8,440	6,067
Sales incentives	6,218	6,082	6,975	7,862	6,840	6,467
Others	7,456	8,929	9,047	7,824	8,255	6,681
SAC Total (¥ million)	8,492	4,874	5,827	4,942	24,137	4,553
Advertisement expenses <sup>*6</sup>	2,064	1,203	2,053	1,240	6,561	1,587
Promotion expenses <sup>*7</sup>	1,223	1,099	1,398	1,177	4,899	936
Sales incentives	973	697	1,034	1,265	3,970	998
Others	1,167	1,023	1,341	1,259	4,792	1,031
Free content costs <sup>*8</sup>	3,064	849	-	-	3,913	-

\*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: Unit price: -¥775, Total amount: ¥119 million)

\*8. Free content costs are broadcast rights fees, production costs, and promotional costs, etc. related to the 2010 FIFA World Cup SOUTH AFRICA

(Unit: Yen)

ARPU (3 Services Total) <sup>*9</sup>	For the year ended March 31, 2011					For the year ending March 31, 2012
	1Q	2Q	3Q	4Q	Cumulative	1Q
Gross ARPU	3,251	3,258	3,224	3,212	3,236	3,264
Revenues from own content	135	128	135	126	131	135
PPV Subscription fee	108	108	98	96	102	89
Monthly subscription fee	2,603	2,615	2,582	2,567	2,592	2,617
Rental fee	32	35	39	54	40	57
Basic fee	373	371	370	368	371	366
Net ARPU	1,457	1,477	1,493	1,529	1,489	1,586
Revenues from own content	135	128	135	126	131	135
PPV Subscription fee	40	42	38	36	39	37
Monthly subscription fee	876	902	911	944	908	991
Rental fee	32	35	39	54	40	57
Basic fee	373	371	370	368	371	366

\*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
SKY Perfect JSAT Corporation	Revenue	30,988	30,298	30,027	30,457	121,770	31,448
	Operating Income	1,573	3,818	2,669	4,555	12,617	5,722
	Ordinary Income	1,370	3,594	2,499	4,559	12,023	5,675
SKY Perfect Customer-relations Corporation (Former DNCC)	Revenue	4,353	4,220	4,573	4,448	17,596	3,983
	Operating Income(loss)	(219)	(3)	310	210	297	(61)
	Ordinary Income(loss)	(218)	1	311	221	315	(60)
SKY Perfect Broadcasting Corporation	Revenue	5,466	5,787	6,105	6,028	23,388	6,950
	Operating Income(loss)	(238)	416	55	25	259	(16)
	Ordinary Income(loss)	(236)	416	54	25	260	(15)
OptiCast Inc.	Revenue	2,273	2,269	2,390	2,421	9,355	2,543
	Operating Income	119	225	255	219	819	222
	Ordinary Income	102	202	240	189	734	203
Satellite Network, Inc.	Revenue	939	994	1,459	1,626	5,019	1,821
	Operating Income	61	69	174	122	427	208
	Ordinary Income	58	66	162	109	396	188
JSAT International Inc.	Revenue	581	537	561	504	2,183	541
	Operating Income	222	184	219	195	822	230
	Ordinary Income	224	186	219	194	825	230
SKY Perfect JSAT Holdings Inc.	Revenue	-	-	-	4,994	4,994	-
	Operating Income(loss)	(238)	(234)	(226)	4,803	4,104	(229)
	Ordinary Income(loss)	(240)	(213)	(221)	4,804	4,128	(220)

**VII. Performance Forecasts**

(Unit: Millions of Yen)

Consolidated Performance Forecast	For the year ending March 31, 2012			
	Revenues	Operating Income	Ordinary Income	Net Income
Interim	75,500	8,800	8,400	4,600
Full Year	151,000	14,000	13,200	7,000

(Unit: Yen)

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