



November 2, 2012
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of October 2012

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number of subscribers*¹ as of the end of October 2012.

*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees



Number of Subscribers as of the end of October 2012

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} as of the end of October 2012.

As to total for SKY PerfecTV!, the number of new subscribers was 61,607, the number of re-subscribers was 4,904 and the number of churn was 71,587. As a result of “10-day charge-free broadcasting of SKY PerfecTV! in autumn” from September 29, the number of new subscribers has increased from the previous month. However, the number of churn increased as the professional baseball season and J-League have reached the final phase. Consequently, net increase was -5,076.

The number of shifts to Premium Service was as healthy as 29,460.

| | New Subscribers | Re-registered Subscribers ^{*3} | Churn | Monthly Churn Rate ^{*4} | Net Increase | Cumulative Total |
|---|-----------------|---|--------|----------------------------------|--------------|------------------|
| Total for SKY PerfecTV!^{*2} | 61,607 | 4,904 | 71,587 | 1.9% | -5,076 | 3,813,579 |

| | New Subscribers | Re-registered Subscribers ^{*3} | Churn | Monthly Churn Rate ^{*4} | Net Increase | Cumulative Total |
|--|-----------------|---|--------|----------------------------------|--------------|------------------|
| Premium Service^{*5} | 5,266 | 698 | 23,534 | 1.3% | -17,570 | 1,842,457 |
| Premium Service HIKARI^{*6} | 1,259 | 5 | 1,855 | 1.7% | -591 | 110,963 |

| References | New Subscribers | Re-registered Subscribers ^{*3} | Churn | Monthly Churn Rate ^{*4} | Net Increase | Cumulative Total ^{*7} |
|--------------------------------|-----------------|---|--------|----------------------------------|--------------|--------------------------------|
| Former SKY PerfecTV! e2 | 55,082 | 4,201 | 46,198 | 2.5% | 13,085 | 1,860,159 |

*1 Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Total for SKY PerfecTV! is adding up of Premium Service, Premium Service HIKARI and former SKY PerfecTV! e2.

*3 Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*4 The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month / Total subscribers at the end of the previous month

*5 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service (former SKY PerfecTV! HD), excluding the SD services, is 831,807. The number of shifts from the SD services for this month was 29,460.

*6 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service HIKARI (former SKY PerfecTV! HIKARI HD), excluding the SD services, is 68,270. The number of shifts from the SD services for this month was 839.

*7 It includes the cumulative total (94,230) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

* Number of households connected to Premium Service HIKARI is 1,375,066. (as of the end of October 2012)

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.