



March 4, 2013
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of February 2013

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) announces 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 regarding the number of subscribers*¹ as of the end of February 2013.

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



Number of Subscribers as of the end of February 2013

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 February 2013.

As to total for SKY PerfectTV!, the number of new subscribers was 54,315, the number of re-registered subscribers was 10,796 and the number of churn was 58,509. The number of new subscribers and re-registered subscribers increased due to the 'SKY PerfectTV! free broadcasting for the 10-days period' from February 2. Consequently, net increase was 6,602. The number of new subscribers of SKY PerfectTV! (former SKY PerfectTV! e2) was 49,501 and it was a high record on a single month basis in February.

The number of subscribers' shifts from Standard definition to High definition in Premium Service reached 70,753 and it also hit a high record.

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Total for SKY PerfectTV!^{*2}	54,315	10,796	58,509	1.5%	6,602	3,796,214

	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total
Premium Service^{*5}	3,863	1,370	22,666	1.3%	-17,433	1,777,415
Premium Service HIKARI^{*6}	951	4	3,010	2.8%	-2,055	105,763

References	New Subscribers	Re-registered Subscribers ^{*3}	Churn	Monthly Churn Rate ^{*4}	Net Increase	Cumulative Total ^{*7}
Former SKY PerfectTV! e2	49,501	9,422	32,833	1.7%	26,090	1,913,036

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

*2 Total for SKY PerfectTV! is adding up of Premium Service, Premium Service HIKARI and former SKY PerfectTV! 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 PerfectTV! HD), excluding the SD services, is 962,601. The number of shifts from the SD services for this month was 70,753.

*6 It includes the standard definition (SD) services. The cumulative number of subscribers to Premium Service HIKARI (former SKY PerfectTV! HIKARI HD), excluding the SD services, is 79,436. The number of shifts from the SD services for this month was 1,879.

*7 It includes the cumulative total (100,649) for the re-transmission service based on the optical fibers provided by OptiCast Inc.

* Number of households connected to Premium Service HIKARI is 1,426,516. (as of the end of February 2013)

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.