



January 6, 2014

SKY Perfect JSAT Holdings Inc.

### **Guidelines from Shinji Takada, President of SKY Perfect JSAT Holdings Inc. (Summary)**

President Shinji Takada issued the following instructions to Group employees on the occasion of the start of work today.

As we commence our work for the year, I would like to discuss my thoughts regarding our current status and some basic concepts relating to our business efforts.

When we take a fresh overview of the business environment, we see an increasing trend towards the use of multiple transmission routes and multiple devices, which is significantly changing the ways in which customers view video content. This trend is accelerating, and there will be no return to conventional viewing.

What will survive in digitalization are content and services that customers demand, and it is not possible during this process for the channels of distribution, i.e. transmission routes, media, hardware, devices, and technologies, to remain stable. This is a lesson taught by the vicissitudes of business. I want the entire company to share the awareness of this risk.

Based on this awareness, this year I want us to go back to the basics, and for all our divisions to work as one in realizing the following three objectives.

1. Understanding our customers, confronting their needs, and responding rapidly. (Marketing)
2. Making services in new areas succeed, with a view towards growth. (Innovation)
3. Further improving our structure of expenditure, and actively investing our resources in growth. (Cost)

In addition, setting our business apart, from this year we will move ahead with the following two ongoing initiatives.

- Space and Satellite Business Group: In the Asia-Pacific region, implementation of activities to support the provision of educational opportunities for children using our satellites.
- Multichannel Pay TV Business Group: Broadcast initiatives to provide support for sports for the disabled. We will succeed in providing at least 200 hours of broadcasts from the Sochi Paralympics including 70 hours of live broadcasts (planned). This is an area of broadcasting in which we are able

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## News Release



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to work precisely because we possess multiple channels, and we will push ahead diligently looking towards the 2020 Tokyo Paralympics.