

June 6, 2014
SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfers

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) has announced that the following personnel transfers will take effect from July 1, 2014. SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada) has announced that the following organizational changes and personnel transfers will take effect on July 1, 2014 in addition to personnel transfer on June 20, 2014.

1. SKY Perfect JSAT Holdings Inc.

1) Transfers of Personnel (Effective Date: July 1, 2014)

Name	New position	Previous position
Kazuo Kubota	General Manager Human Resource Division	*1
Etsumi Suzuki	General Manager Corporate Communications & Investor Relations Division	*2
Toshihiro Onuma	General Manager General Affairs Division	General Manager Corporate Communications & Investor Relations Division
Hideo Yonemochi	General Manager Information Systems Division Corporate Planning & Strategy Group	Acting General Manager Information Systems Division Corporate Planning & Strategy Group

*1: General Manager, Planning & Coordination Division, Multichannel Pay TV Business Group, SKY Perfect JSAT Corporation

*2: Acting General Manager, Corporate Communications & Investor Relations Division, Corporate Planning & Strategy Group, SKY Perfect JSAT Corporation

2. SKY Perfect JSAT Corporation

1) Transfer of Personnel (Effective Date: June 20, 2014)

Name	New position	Previous position
Naomi Hiraoka	General Manager OptiCast Business Division Marketing Group Multichannel Pay TV Business Group	Acting General Manager OptiCast Business Division Marketing Group Multichannel Pay TV Business Group

2) Organizational Changes (Effective Date: July 1, 2014)

<Multichannel Pay TV Business Group>

*Marketing Group will be renamed as Customer Business Group on July 1 as announced on May 8, 2014.

■ Planning function of Premium Service Promotion Division of Business Strategy Department will be transferred to Customer Business Group and Premium Service Promotion Division will be discontinued.

■ Under the Business Strategy Department, Marketing Division will be newly established and will

integrate the function of data analysis, survey and proposal in Multichannel Pay TV Business Group.

- Planning & Coordination Division will be transferred under Business Strategy Department.
- As a specialized organization for overseas business of Business Development Division, Overseas Business Division will be newly established under Multichannel Pay TV Business Group (Business Development Division will be discontinued).
- Programming Division of Broadcasting Business Group and Advertising & Promotion Division of Marketing Group will be reorganized and Platform Programming Division and Channel Operations Division will be newly established under Broadcasting Business Group.
- As a specialized organization for promoting Internet and Mobile business of Business Development Division, IP Platform Business Division will be newly established under Broadcasting Business Group.
- Sales Division and OptiCast Business Division of Marketing Group will be reorganized and DTH Sales Division and FTTH Sales Division will be newly established under Customer Business Group (Sales Division and OptiCast Business Division will be discontinued).
- Logistics & Service Development Division of Marketing Group will be renamed as Peripheral Logistics & Service Division of Customer Business Group.
- ALICE Project Administration Division of Marketing Group will be discontinued.

<Space & Satellite Business Group>

- As a specialized organization for planning global business, Global Business Planning Division will be newly established.
- Cloud Computing Business Division will be discontinued because of reorganization of its business.

<Engineering & Operations Group>

- * Broadcasting Engineering Group and Satellite Planning & Operations Group will be newly established under Engineering & Operations Group on July 1 as announced on May 8, 2014.
- As a specialized organization for broadcasting operation function of OptiCast Business Division of Marketing Group, FTTH System Division will be newly established under Broadcasting Engineering Group.
- Communication Engineering Division will be reorganized and Satellite Communications Engineering Division and Network Engineering Division will be established under Satellite Planning & Operations Group (Communication Engineering Division will be discontinued).

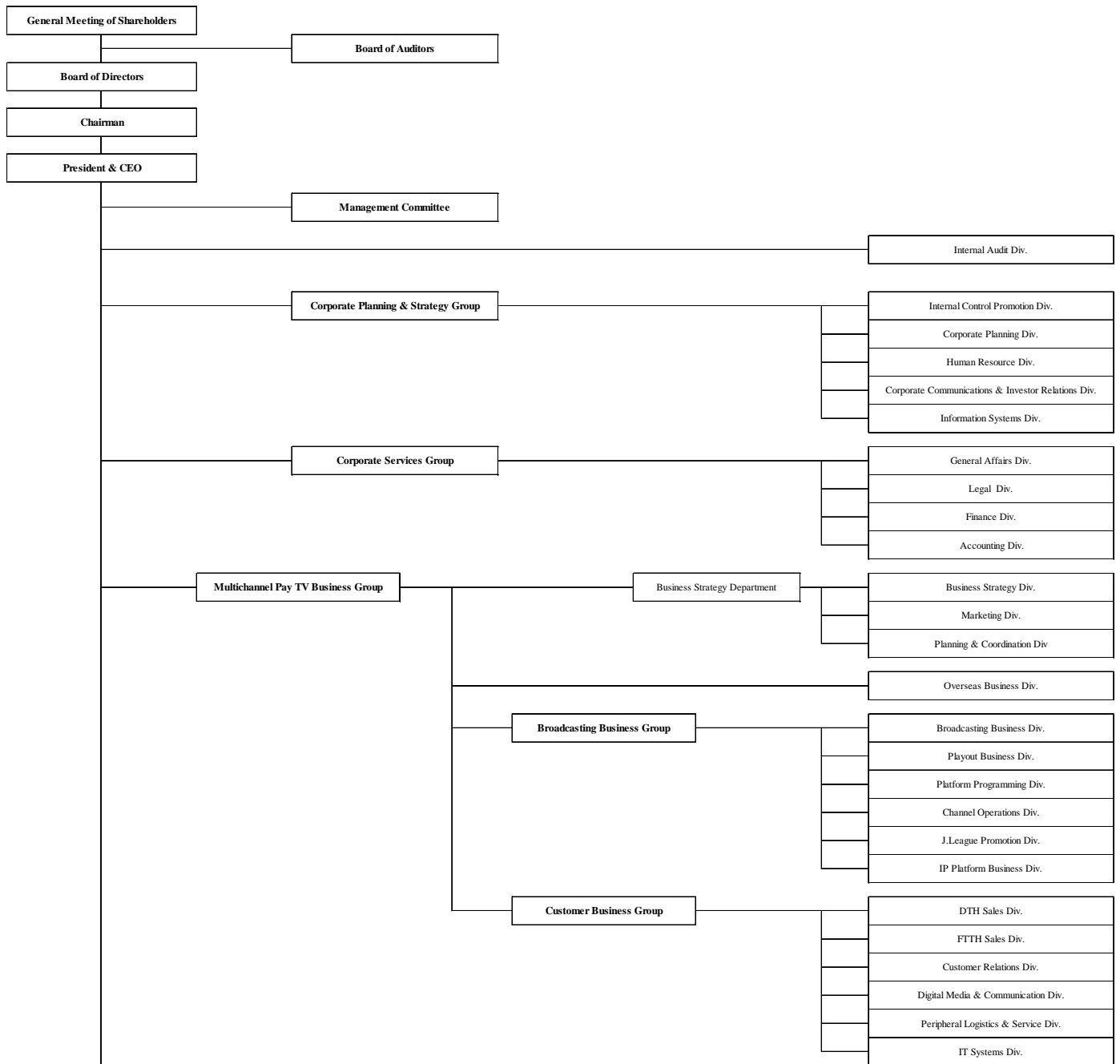
3) Transfers of Personnel (Effective Date: July 1, 2014)

Name	New position	Previous position
Kazuo Kubota	General Manager Human Resource Division Corporate Planning & Strategy Group	General Manager Planning & Coordination Division Multichannel Pay TV Business Group
Etsumi Suzuki	General Manager Corporate Communications & Investor Relations Division Corporate Planning & Strategy Group	Acting General Manager Corporate Communications & Investor Relations Division Corporate Planning & Strategy Group
Hideo Yonemochi	General Manager Information Systems Division Corporate Planning & Strategy Group	Acting General Manager Information Systems Division Corporate Planning & Strategy Group
Toshihiro Onuma	General Manager General Affairs Division Corporate Services Group	General Manager Corporate Communications & Investor Relations Division Corporate Planning & Strategy Group

Toru Ueda	General Manager Marketing Division Business Strategy Department Multichannel Pay TV Business Group	General Manager Premium Service Promotion Division Business Strategy Department Multichannel Pay TV Business Group
Kinya Furuya	Deputy Group President, General Manager Business Strategy Department and Planning & Coordination Division Multichannel Pay TV Business Group	General Manager Business Strategy Department Multichannel Pay TV Business Group
Tetsuo Hori	General Manager Overseas Business Division Multichannel Pay TV Business Group	General Manager Digital Media & Communication Division Marketing Group Multichannel Pay TV Business Group
Kazunobu Yamamoto	General Manager Platform Programming Division Broadcasting Business Group Multichannel Pay TV Business Group	-
Koichi Morimoto	General Manager Channel Operations Division Broadcasting Business Group Multichannel Pay TV Business Group	-
Shinya Kunitake	General Manager IP Platform Business Division Broadcasting Business Group Multichannel Pay TV Business Group	General Manager Programming Division Broadcasting Business Group Multichannel Pay TV Business Group
Junichi Sugiyama	General Manager DTH Sales Division Customer Business Group Multichannel Pay TV Business Group	-
Hiroshi Kataoka	General Manager FTTH Sales Division Customer Business Group Multichannel Pay TV Business Group	-
Hisayasu Karakisawa	General Manager Digital Media & Communication Division Customer Business Group Multichannel Pay TV Business Group	General Manager Sales Division Marketing Group Multichannel Pay TV Business Group
Osamu Saito	General Manager Peripheral Logistics & Service Division Customer Business Group Multichannel Pay TV Business Group	-
Kuniaki Matsuoka	General Manager IT Systems Division Customer Business Group Multichannel Pay TV Business Group	Acting General Manager ALICE Project Administration Division Marketing Group Multichannel Pay TV Business Group
Kenji Inamura	General Manager Global Business Planning Division Space & Satellite Group Space & Satellite Group	Acting General Manager Global Business Division Space & Satellite Group Space & Satellite Group

Kazuhiro Nagame	General Manager Broadcasting & Production Engineering Division Broadcasting Engineering Group Engineering & Operations Group	-
Naomi Hiraoka	General Manager FTTH System Division Broadcasting Engineering Group Engineering & Operations Group	General Manager OptiCast Business Division Marketing Group Multichannel Pay TV Business Group
Mitsuru Sasanuma	General Manager Satellite Communications Engineering Division Satellite Planning & Operations Group Engineering & Operations Group	General Manager Communication Engineering Division Engineering & Operations Group
Shinichi Nakazato	General Manager Network Engineering Division Satellite Planning & Operations Group Engineering & Operations Group	General Manager Service Operations Division Engineering & Operations Group
Hideo Hayashi	General Manager Service Operations Division Satellite Planning & Operations Group Engineering & Operations Group	Acting General Manager Service Operations Division Engineering & Operations Group

<SKY Perfect JSAT Corporation Organization Chart (Effective Date: July 1, 2014)>



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