



July 3, 2014
SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of June 2014

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 June 2014.

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

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SKY Perfect JSAT Corporation

Number of Subscribers as of the end of June 2014

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} to SKY PerfectTV! as of the end of June 2014. These figures are affected by suspension of our call center due to our system trouble in June.

	New Subscribers	Re-registered Subscribers ^{*2}	Churn	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
Total for SKY PerfectTV!	21,828	6,163	27,039	0.8%	952	3,468,250

Breakdown	New Subscribers	Re-registered Subscribers ^{*2}	Churn	Monthly Churn Rate ^{*3}	Net Increase	Cumulative Total
SKY PerfectTV!^{*4}	18,335	3,986	18,837	0.9%	3,484	2,078,647
Premium Service^{*5}	2,920	2,165	7,275	0.6%	-2,190	1,299,722
Premium Service HIKARI	573	12	927	1.0%	-342	89,881

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

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

*3 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

*4 East longitude 110 degree satellite broadcasts. It includes the cumulative total (126,800) for the re-transmission service based on the optical fibers.

*5 Broadcasts using H.264/MPEG4 AVC compression.

This month, 4,793 subscribers migrated from the standard definition service which was terminated at the end of May.

* Number of households connected to Premium Service HIKARI is 1,696,517. (as of the end of June 2014)

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.

*Number of subscribers by contract which is disclosed for reference will be announced with a figure as of the end of July, 2014.