

January 5, 2015
SKY Perfect JSAT Holdings Inc.

Guidelines from President of SKY Perfect JSAT Holdings Inc.

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

Guidelines from Shinji Takada, Representative Director and President of SKY Perfect JSAT Holdings Inc. (Summary)

This year marks the 30th year since our establishment as a satellite company, representing our roots. It is also the year we will start moving on to our next growth stage. FY 2015, the final year of the current Mid-term Business Plan, will also be an important year in which we develop the next plan that will guide us forward to 2020, regarded as a crucial juncture for the whole country.

The Multichannel Pay TV Business will move ahead to become a platform that enables optimal product composition for expansion of the pay TV market by utilizing a new subscriber management system to dramatically improve subscriber analysis and strategy execution capabilities. We will aim at the establishment of an operating base for an age of increasingly sophisticated broadcasting as we launch Japan's first two channels for commercial 4K broadcasting and participate in the government's creation of a medium- to long-term roadmap. In the WAKUWAKU JAPAN Business, we will gear up to play a part in the Cool Japan strategy, aiming at the early expansion of countries receiving the service and of the business scale as well as at the early monetization.

In the Space & Satellite Business, we will achieve the development of new services that make use of new satellite communications technology that will usher in an era when it is possible to connect anytime, anywhere, to everything. We will formulate a business scheme enabling us to compete in the global market. We will also ensure the successful procurement and launch of new satellites, which are the basic infrastructure for the growth of our business.

I would like to mention once again two key words for growth: "marketing" and "innovation." In marketing it is essential to take a bird's-eye view of information available from diverse human interaction and transforming markets in addition to diverse objective data. "Innovation" means using the latest and most suitable technology and systems to create products and services that provide new value for customers; it is a theme for all employees.

Collaboration across an unprecedentedly wide range of areas is also essential in innovation and sustainable growth. With the understanding of the J. League, which will be switching Division 1 soccer to a two-stage system this season on the back of a strong sense of crisis, we will provide information about each club's new players and camps in the run-up to the season opening and will undertake new efforts that will lead to stronger promotion. Collaboration with all affiliates is crucial in the enhancement of content. Likewise in the expansion of new services and markets in the Space & Satellite Business, the areas that we can cover with our own resources alone are limited.

We wish to remain a company that continues to shine as a partner that it is desirable to team up with. This year, let's first of all make sure to achieve the profit goals in the Mid-term Business Plan and also establish a solid business foundation for meeting any and all environmental changes.