

## Summary of Business Results for the Six Months Ended September 30, 2015

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) today announced the consolidated financial and operational results for the Six months ended September 30, 2015.

### Contents:

- I. Consolidated Financial Highlights
- II. Segment Information
- III. Reference Data of Multichannel Pay TV Service
  - Number of Subscribers and Churn Rate
  - SAC
  - ARPU
- IV. Performance Forecasts

This material contains forward-looking statements based on SKY Perfect JSAT Holdings' own projections and estimates. The markets where SKY Perfect JSAT Holdings Inc. is active are extremely volatile, subject to rapid changes in technology, customer demands, economic conditions including prices, the potential failures of satellites and many other variables. Due to the risks and uncertainties involved, actual results may differ from the content of these statements. Therefore, these statements should not be interpreted as representations that such objectives will be fulfilled.

## Supplementary Data

### I. Consolidated Financial Highlights

(Unit: Millions of Yen)

	For the year ended March 31, 2015					For the year ending March 31, 2016	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
Revenues	42,239	40,141	40,187	40,725	163,294	41,122	40,633
Operating Income	7,015	5,814	4,761	2,034	19,627	5,855	5,015
Ordinary Income	7,067	5,694	4,820	1,999	19,580	5,792	5,091
Profit attributable to owners of parent	6,587	3,469	2,880	579	13,515	3,788	3,246
Total Assets	188,547	192,462				197,331	203,995
Total Equity	281,537	278,674				303,605	315,864
Net Income per Share	21.37	11.26	9.35	1.88	43.85	12.29	10.53
Total Equity per Share	610.72	623.53	631.45	634.20	634.20	639.63	647.52
EBITDA <sup>*1</sup>	13,698	11,514	10,567	7,843	43,624	11,343	10,783
Cash Dividend per Unit Share	-	6	-	6	12	-	7
Net Cash Provided by Operating Activities	8,927	2,438	-	6	12	10,748	3,320
Net Cash Provided by (Used in) Investing Activities	(1,642)	(11,569)	4,256	1,010	16,633	(10,066)	(6,404)
Net Cash Provided by (Used in) Financing Activities	(2,759)	(8,785)	(5,078)	4,545	(12,078)	17,868	7,673

\*1. EBITDA is calculated as Net Income + Tax Expense+ Depreciation Expense+ Interest Expense.

### II. Segment Information

(Unit: Millions of Yen)

	For the year ended March 31, 2015					For the year ending March 31, 2016	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
Revenues	42,239	40,141	40,187	40,725	163,294	41,122	40,633
Multichannel Pay TV Business	31,675	30,456	30,338	29,773	122,245	30,904	30,636
Space & Satellite Business	13,954	12,681	12,824	13,927	53,388	13,320	13,098
Eliminations and Corporate Total	(3,390)	(2,996)	(2,975)	(2,975)	(12,338)	(3,102)	(3,101)
Operating Income (Loss)	7,015	5,814	4,761	2,034	19,627	5,855	5,015
Multichannel Pay TV Business	1,881	1,930	698	(2,076)	2,432	1,307	772
Space & Satellite Business	5,274	4,029	4,258	4,266	17,829	4,714	4,407
Eliminations and Corporate Total	(139)	(144)	(195)	(154)	(634)	(166)	(164)
Depreciation Expense	5,702	5,675	5,711	5,776	22,867	5,458	5,373
Multichannel Pay TV Business	-	-	-	-	7,914	-	-
Space & Satellite Business	-	-	-	-	14,562	-	-
Eliminations and Corporate Total	-	-	-	-	390	-	-
Capital Expenditures	6,775	14,150	9,429	10,022	40,377	9,204	7,371
Multichannel Pay TV Business	-	-	-	-	10,609	-	-
Space & Satellite Business	-	-	-	-	29,581	-	-
Eliminations and Corporate Total	-	-	-	-	186	-	-

**III. Reference Data of Multichannel Pay TV Service**

(Unit: Thousand)

Number of Subscribers and Churn Rate	For the year ended March 31, 2015					For the year ending March 31, 2016		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	
New Subscribers	Total for SKY PerfectTV! <sup>*2</sup>	105	86	114	120	425	120	106
	SKY PerfectTV! (Former SKY PerfectTV! e2)	90	76	99	104	369	104	92
	Premium Service	13	8	12	14	47	13	12
	Premium Service Hikari	3	2	2	2	9	2	2
Number of Re-registered Subscribers	Total for SKY PerfectTV! <sup>*2</sup>	26	26	23	62	137	32	26
	SKY PerfectTV! (Former SKY PerfectTV! e2)	21	22	20	54	117	28	23
	Premium Service	5	4	3	8	20	4	3
	Premium Service Hikari	0	0	0	0	0	0	0
Churn	Total for SKY PerfectTV! <sup>*2</sup>	380	138	164	135	817	129	135
	SKY PerfectTV! (Former SKY PerfectTV! e2)	88	101	129	101	419	97	105
	Premium Service <sup>*3</sup>	288	33	32	30	383	30	27
	Premium Service Hikari	3	3	3	3	12	3	3
Net Increase	Total for SKY PerfectTV! <sup>*2</sup>	(248)	(26)	(28)	47	(255)	23	(3)
	SKY PerfectTV! (Former SKY PerfectTV! e2)	23	(4)	(11)	56	64	36	10
	Premium Service	(271)	(21)	(17)	(8)	(317)	(13)	(12)
	Premium Service Hikari	(0)	(1)	(0)	(1)	(3)	(0)	(1)
Total Subscribers	Total for SKY PerfectTV! <sup>*2</sup>	3,468	3,442	3,415	3,462	3,462	3,484	3,482
	SKY PerfectTV! (Former SKY PerfectTV! e2)	2,079	2,075	2,064	2,120	2,120	2,156	2,166
	Premium Service	1,300	1,279	1,262	1,254	1,254	1,242	1,229
	Premium Service Hikari	90	89	89	87	87	87	86
Churn Rate(%) <sup>*4</sup>	Total for SKY PerfectTV! <sup>*2</sup>	3.4%	1.3%	1.6%	1.3%	22.0%	1.2%	1.3%
	SKY PerfectTV! (Former SKY PerfectTV! e2)	1.4%	1.6%	2.1%	1.6%	20.4%	1.5%	1.6%
	Premium Service <sup>*3</sup>	6.1%	0.9%	0.8%	0.8%	24.5%	0.8%	0.7%
	Premium Service Hikari	1.1%	1.1%	1.0%	1.2%	13.1%	1.1%	1.0%

\*2. The figures are the total amounts for SKY PerfectTV! (former SKY PerfectTV! e2), Premium Service, and Premium Service HIKARI. SKY PerfectTV! is the service (former SKY PerfectTV!e2) using the satellite at 110 degrees east longitude. Premium Service is the service using the satellites at 124 and 128 degrees east longitude (including standard definition channels). Premium Service HIKARI is the service using optical fibers.

\*3. As the standard definition service in SKY PerfectTV! Premium service ended at the end of May, 2014, the number of churn and churn rate of the service increased temporarily for the 1st quarter of the year ended March 31, 2015.

\*4. Quarterly Churn Rate = Average monthly churn rate for 3 months.

Annualized Churn Rate = Total for 12 months of monthly churn rate: churns during the current month/Total Subscribers at the end of the previous month.

(Unit: Millions of Yen)

Subscriber Acquisition Cost (Total for SKY PerfectTV!)	For the year ended March 31, 2015					For the year ending March 31, 2016	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
SAC per Subscriber (¥) <sup>*5</sup>	31,045	38,390	43,743	43,392	39,412	32,051	38,868
	Advertisement expenses	11,851	18,144	26,155	21,945	19,797	18,247
	Promotion expenses	4,441	5,898	4,167	6,341	5,199	4,401
	Sales incentives	2,024	1,823	1,332	1,361	1,611	1,366
	User incentives <sup>*6</sup>	5,008	2,784	3,629	5,066	4,206	6,235
	Others	7,720	9,741	8,461	8,679	8,598	8,619
SAC Total (¥ million) <sup>*5</sup>	3,699	3,805	6,053	7,232	20,791	4,847	5,681
	Advertisement expenses	1,248	1,560	2,969	2,634	8,413	1,630
	Promotion expenses	468	507	473	761	2,209	466
	Sales incentives	213	156	151	163	684	175
	User incentives <sup>*6</sup>	527	239	412	608	1,787	661
	Others	813	837	960	1,041	3,653	899
	Free content costs <sup>*7</sup>	428	502	1,087	2,024	4,042	1,013

\*5. Advertising expense does not include public relations expenses. Other includes SKY Perfect Customer-relations Corporation costs in addition to outsourcing fees.

\*6. User incentives are the costs such as antenna installation, incentives for new subscription and etc.

\*7. Free content costs are broadcast rights fees and production costs, etc. related to the BS SKY PerfectTV!.

(Unit: Yen)

ARPU (Total for SKY PerfectTV/)	For the year ended March 31, 2015					For the year ending March 31, 2016	
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q
Average Monthly Subscriber's Payment <sup>8</sup>	3,253	3,372	3,354	3,329	3,326	3,378	3,369
Revenues from own content	153	152	173	156	159	181	180
PPV Subscription fee	43	44	40	41	42	38	37
Monthly subscription fee	2,652	2,769	2,733	2,726	2,719	2,756	2,752
Rental fee	54	55	55	54	55	52	50
Basic fee	352	353	353	351	352	351	351
ARPU <sup>8</sup>	2,173	2,258	2,239	2,199	2,217	2,232	2,215
Revenues from own content	153	152	173	156	159	181	180
PPV Subscription fee	41	42	40	37	40	36	36
Monthly subscription fee	1,574	1,656	1,619	1,600	1,612	1,612	1,599
Rental fee	54	55	55	54	54	52	50
Basic fee	352	353	353	351	352	351	351

<sup>8</sup>8. Average Monthly Subscriber's Payment: Conventional subscription fee-based unit price

ARPU: Sales-based unit price (unit price based on the subscription or commission fee, which contribute to sales)

#### IV. Performance Forecasts

(Unit: Millions of Yen)

Consolidated Performance Forecast	For the year ending March 31, 2016			
	Revenues	Operating Income	Ordinary Income	Net Income
Full Year	168,000	23,000	22,500	14,500

(Unit: Yen)

Dividends Forecast per Share	For the year ending March 31, 2016
	Interim
Year-End	7.00
Total	14.00