



January 4, 2015
SKY Perfect JSAT Holdings Inc.

Guidelines from the 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.

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

I welcomed the New Year with a sense of tension.

We have four satellite launches planned for this year, the most in the company's history. They are all satellites that will play very important roles, including a satellite that will have a key role both in our domestic and in our global business, and a successor satellite that will carry additional capacity with left handed circular polarization for 4K broadcasting from 110 degree east longitude. We must prepare exhaustively to launch these satellites successfully.

This year is also one that will see developments in the environment surrounding broadcasting, including greater debate about Broadcast Act revision and system reform. As we resolve a regulatory issue related to the use of the 13th transponder of 110-degree right handed circular polarization and prepare for left handed circular polarization broadcasting, we will also carry out follow-up work on the roadmap (issued by the Ministry of Internal Affairs and Communications) toward 4K/8K broadcasting. We must have a firm grasp of the company's role and respond accordingly.

We are also in the last phase of the current Mid-term Business Plan, and this is the year in which we will achieve the profit goals for this fiscal year and also formulate the next Mid-term Business Plan. In order to be regarded as a growth company on all management indicators, we must not only strengthen and reform our current businesses but also develop new business. We must boost the strength of all employees and organizations and develop new business domains.

This year is our 31st year since our establishment as a satellite company and marks our 20th year since launching the former PerfecTV! multichannel broadcasting service. We have unique strengths in terms of business structure and resources. Let's achieve growth by creating a "SKY Perfect JSAT Way" that allows us to keep on being rated as an innovative company over the next 20, the next 30 years and beyond.