



May 12, 2016
SKY Perfect JSAT Holdings Inc.

Announcement Regarding Formulation of SKY Perfect JSAT Group's Mid-Term Business Plan 2020

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director/President: Shinji Takada) announces the formulation of its Mid-Term Business Plan 2020.

1. Outline of Mid-Term Business Plan 2020

Under this Mid-Term Business Plan, SKY Perfect JSAT aims to establish a foundation for new growth, including aggressive capital investment and business domain expansion through business investment.

(1) Multichannel Pay TV Business

- (a) Differentiate content from that of other providers as a platform in partnership with broadcasters.
- (b) In subscriber growth, break away from reliance on DTH and shift emphasis to acquiring subscribers through OTT services and FTTH.
- (c) Aim for upgrade to next-generation broadcasting (4K/8K) in DTH.
- (d) Expand overseas content business to pursue business growth not bound by the domestic market.

(2) Space & Satellite Business

- (a) Introduce new types of satellites such as High Throughput Satellites (HTS) to target the expanding global mobile market and strengthen competitive edge so it becomes a base for growth.
- (b) Expand space business in line with the Basic Plan on Space Policy and pioneer new satellite use, including non-geostationary satellites.
- (c) Streamline satellite fleet.

(3) Business domain expansion

- (a) Accelerate overseas expansion focusing on Asia and build solid foundations in both businesses.
- (b) Actively pursue M&A's and various business tie-ups in an effort to expand business domains and adapt to the new competitive environment.

2. FY2020 Numerical Targets & Shareholder Return (Dividend Policy)

Group Consolidated Revenue:	At least 200 billion yen
Group Consolidated Operating Income:	At least 30 billion yen
EBITDA:	At least 60 billion yen
Multichannel Pay TV Subscribers:	At least 4 million
(Including subscribers to SKY PerfecTV! On Demand's paid products)	

Shareholder Return (Dividend Policy)

In principle, the higher of either a 16-yen dividend per share or a dividend calculated at a 30% dividend payout ratio will be distributed to shareholders throughout the period covered by the Mid-Term Business Plan.