

October 5, 2016

SKY Perfect JSAT Holdings Inc.

Reorganization of the Group's Broadcasting Business
with Operational 4K Broadcasting Starting in 2018

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada, hereinafter referred to as "SJH") announces that the general satellite broadcasting business for east longitude 124/128 CS broadcasting conducted by SKY Perfect Broadcasting Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President: Minoru Yonezawa, hereinafter referred to as "SPBC"), a 100% owned subsidiary of SJH, will be succeeded through an absorption-type company split on December 1, 2016 (Note 1) by SKY Perfect Entertainment Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Jiro Komaki, hereinafter referred to as "SPET"), a 100% owned subsidiary of SJH.

In the future, SPBC will leverage its experience in 2K (HD) program production, as well as its past results in 4K production including sports and live music, with the aim of expanding its production and production technology businesses. It will also move forward with developments in new business fields, including the digital content business.

SJH also announces that SPET will apply for Satellite Basic Broadcasting authorization for 4K broadcasting in east longitude 110 degree broadcasting (Note 2), with a planned operational broadcasting launch in 2018.

SJH will strive for business optimization by integrating the Group's satellite broadcasters in SPET, and also work to solidify the Group's broadcasting business foundation for further business expansion.

(Note 1) The absorption-type company split will go into effect on December 1, 2016 after various procedures are completed.

(Note 2) SKY PerfecTV! currently offers east longitude 110 degree broadcasting utilizing right-hand circular polarization. The 4K operational broadcasting will utilize left-hand circular polarization, with an east longitude of 110 degrees, for which new Satellite Basic Broadcasting authorization applications are currently being taken.

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