

SKY Perfect JSAT Holdings Inc.

News Release



June 1, 2017

SKY Perfect JSAT Holdings Inc.

Notice of Organizational Changes and Personnel Transfer

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) announces that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached regarding the Notice of Organizational Changes and Personnel Transfer.



Notice of Organizational Changes and Personnel Transfer

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) has announced that the following organizational changes and personnel transfer will take effect on July 1, 2017.

1) Organizational Changes (Effective July 1, 2017)

<Media Business Unit>

*As announced on May 19, 2017, the Multichannel Pay TV Business Unit will be renamed the Media Business Unit. The Platform Business Group and the Content Business Group will be established under the Media Business Unit.

■ Business Strategy Department

- In order to reinforce our capacity to promote platform planning while focusing on content, current functions of the Marketing Division and the Platform Programming of the Business Strategy Division will be transferred and merged under the newly established Platform Programming Division.
- The New Business Promotion Division will be established as the main division responsible for launching and promoting new projects.

■ Content Business Group

- In order to pursue planning, promotion, procurement, production, etc., of our original content, current functions of the Sports Contents Business Division will be transferred and merged under the Channel Operations Division.
- Current functions of the Programming Management of the Channel Operations Division and the Planning and Production of the Broadcasting Business Division will be transferred and merged under the newly established Programming Support Division.
- The Advertisement Sales Division will be established to increase advertising revenue from our original content and WAKUWAKU JAPAN Corporation.

■ Platform Business Group

- Current functions of the Payout Business Division will be transferred and merged under the Broadcasting Business Division.
- Current functions of the Platform Advertising Division, the Platform Public Relations Division and the Web Strategy of IP Business Division will be transferred and merged under the newly established Promotion Division.
- Current functions of the Direct Sales Promotion Division, the DTH Sales Promotion Division and the FTTH Sales Promotion Division will be transferred and merged under the newly established Sales Promotion Division.
- Current functions of the development of the Peripheral Logistic & Service Division and Business Strategy Division will be transferred and merged under the Customer Relation Division.
- In order to advance our OTT projects, current functions of the OTT Business of the IP Business Division will be transferred to the newly established OTT Business Division.

<Space & Satellite Business Unit>

■ Direct Management Under Unit

- The New Business Promotion Division will be established directly under the unit. Objectives of this division include drawing up new business development strategies, planning new business, and supporting the promotion of new business in other divisions.

<Engineering & Operations Unit>

■ Satellite Planning & Operations Group

- The Innovation Promotion Division will be established to strengthen our framework for promotion of new business.
- Current functions of the Satellite Procurement Division will be transferred and merged under the Satellite Planning & Engineering Division.

2) Personnel Transfer (Effective July 1, 2017)

*To be appointed on June 23, 2017

Name	New position	Previous position
Kazuhiko Aoki	Executive Officer Assistant Unit President & General Manager* New Business Promotion Division Space & Satellite Business Unit	Executive Officer Assistant Unit President* & General Manager Space & Defense Business Division Space & Satellite Business Group Space & Satellite Business Unit
Hiroshi Kataoka	Deputy Group President Content Business Group Media Business Unit	Assistant Group President Broadcasting Business Group Multichannel Pay TV Business Unit
Shuichi Iida	Deputy Group President & General Manager System Engineering Division Broadcasting Engineering Group Engineering & Operations Unit	General Manager System Engineering Division Broadcasting Engineering Group Engineering & Operations Unit
Mitsuru Sasanuma	Deputy Group President & General Manager Planning & Coordination Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Planning & Coordination Division Engineering & Operations Unit
Noriko Masuda	Deputy Group President & General Manager Satellite Operations Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Satellite Operations Division Satellite Planning & Operations Group Engineering & Operations Unit
Yoshinori Maeda	General Manager New Business Promotion Division Corporate Planning & Strategy Group Corporate Planning & Administration Unit	Deputy General Manager Corporate Communications & Investor Relations Division Corporate Planning & Strategy Group Corporate Planning & Administration Unit
Mamoru Mitani	General Manager Business Strategy Division And Business Strategy Department Media Business Unit	General Manager Broadcasting Business Division Broadcasting Business Group Multichannel Pay TV Business Unit
Hiroki Mori	General Manager New Business Promotion Division Business Strategy Department Media Business Unit	General Manager Planning & Coordination Division Business Strategy Department Multichannel Pay TV Business Unit
Mari Shizuka	General Manager Platform Programming Division Business Strategy Department Media Business Unit	General Manager Marketing Division Business Strategy Department Multichannel Pay TV Business Unit
Hiroko Kamo	General Manager Planning & Coordination Division Business Strategy Department Media Business Unit	-
Mamoru Takai	Assistant Group President & General Manager Advertisement Sales Division Content Business Group Media Business Unit	General Manager Business Strategy Division And Business Strategy Department Multichannel Pay TV Business Unit
Tadashi Saito	General Manager Channel Operations Division Content Business Group Media Business Unit	General Manager Sports Contents Business Division Broadcasting Business Group Multichannel Pay TV Business Unit
Toru Ueda	General Manager Programming Support Division Content Business Group Media Business Unit	General Manager Channel Operations Division Broadcasting Business Group Multichannel Pay TV Business Unit
Tetsuya Okuuchi	Assistant Group President & General Manager Broadcasting Business Division Platform Business Group Media Business Unit	Assistant Group President Customer Business Group Multichannel Pay TV Business Unit

Takenori Mikami	General Manager Promotion Division Platform Business Group Media Business Unit	General Manager Platform Advertising Division Broadcasting Business Group Multichannel Pay TV Business Unit
Daisuke Nakagawa	General Manager Sales Promotion Division Platform Business Group Media Business Unit	General Manager Direct Sales Promotion Division Customer Business Group Multichannel Pay TV Business Unit
Masaki Sagara	General Manager OTT Business Division Platform Business Group Media Business Unit	General Manager IP Business Division Customer Business Group Multichannel Pay TV Business Unit
Hibiki Osawa	General Manager Business Strategy Division Space & Satellite Business Unit	Deputy General Manager Space & Defense Business Division Space & Satellite Business Group Space & Satellite Business Unit
Mitsuru Ishii	General Manager Space & Defense Business Division Space & Satellite Business Group Space & Satellite Business Unit	General Manager Mobile Business Division Global Business Group Space & Satellite Business Unit
Atsumi Yoshizawa	General Manager Enterprise Business Division Space & Satellite Business Group Space & Satellite Business Unit	-
Yutaka Moriai	General Manager Mobile Business Division Global Business Group Space & Satellite Business Unit	General Manager Business Strategy Division Space & Satellite Business Unit
Shinichi Nakazato	General Manager Innovation Promotion Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Network Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit
Shigetaka Shinozuka	General Manager Satellite Planning & Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Satellite Procurement Division Satellite Planning & Operations Group Engineering & Operations Unit
Hiro Komatsu	General Manager Satellite Communications Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Satellite Planning & Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit
Yasuhiko Morita	General Manager Network Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit	General Manager Satellite Communications Engineering Division Satellite Planning & Operations Group Engineering & Operations Unit

SKY Perfect JSAT Corporation Organizational Chart (as of July,1,2017)



