



August 2, 2017

SKY Perfect JSAT Holdings Inc.

### **Number of Subscribers as of the end of July 2017**

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 number of subscribers\*<sup>1</sup> as of the end of July 2017.

\*1 Subscribers: Subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees

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SKY Perfect JSAT Corporation

### Number of Subscribers as of the end of July 2017

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers\*<sup>1</sup> to SKY PerfectTV! as of the end of July 2017.

	New Subscribers	Re-registered Subscribers* <sup>2</sup>	Churn	Monthly Churn Rate* <sup>3</sup>	Net Increase	Cumulative Total
<b>Total for SKY PerfectTV!</b>	29,625	10,207	41,861	1.3%	-2,029	3,311,771

Breakdown	New Subscribers	Re-registered Subscribers* <sup>2</sup>	Churn	Monthly Churn Rate* <sup>3</sup>	Net Increase	Cumulative Total
<b>SKY PerfectTV!*<sup>4</sup></b>	24,093	9,279	32,054	1.5%	1,318	2,098,822
<b>Premium Service*<sup>5</sup></b>	4,759	894	9,088	0.8%	-3,435	1,129,274
<b>Premium Service HIKARI</b>	773	34	719	0.9%	88	83,675

(For your reference) Number of contractors \*<sup>6</sup>

	New Subscribers	Re-registered Subscribers* <sup>2</sup>	Churn	Monthly Churn Rate* <sup>3</sup>	Net Increase	Cumulative Total
<b>Total for SKY PerfectTV!</b>	24,293	9,273	35,456	1.2%	-1,890	2,958,231

\*<sup>1</sup> Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

\*<sup>2</sup> Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

\*<sup>3</sup> The following formula is used to calculate the monthly churn rate.

Monthly Churn Rate = Churns during the current month / Total subscribers at the end of the previous month

\*<sup>4</sup> East longitude 110 degree satellite broadcasts. It includes the cumulative total (171,232) for the re-transmission service based on the optical fibers.

\*<sup>5</sup> Broadcasts using H.264/MPEG4 AVC compression.

\*<sup>6</sup> Number of subscribers by contract. Multiple pay-subscription agreements by the same contractor are counted as one.

\* Number of households connected to Premium Service HIKARI is 2,117,454. (as of the end of July 2017)

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month.