



January 4, 2018  
SKY Perfect JSAT Holdings Inc.

### **Beginning of year briefing by our President**

Our President Shinji Takada made the following briefing to all of the Group's employees regarding the commencement of work for this year.

#### **Briefing by SKY Perfect JSAT Holdings Inc. Representative Director and President Shinji Takada (summary)**

As we begin the year, I propose the thought "back to basics" for all our work.

We live in a digital world marked by new technologies and high-speed transmission channels. This makes it all the more crucial that we review our capabilities and earnestly endeavor to provide services that will please our customers. Therefore, delighting customers, touching their hearts and receiving their appreciation will be the topmost value in every aspect of our business and services.

From last month, SKY PerfecTV! launched a campaign that offers free additional devices (second or third device) for its New Basic Pack. This, combined with the availability of many appealing contents, has resulted in the largest rise in users in recent years. We are happy not because our IC card contracts have increased, but because a large number of families are enjoying our services in their living rooms or in the respective rooms of the family members. 4K/8K satellite broadcasting is set to begin at the end of the year. As receivers become more advanced, let's re-share our values with broadcasters and take SKY PerfecTV! services closer to the customers.

In today's era of a connected society, the space and satellite business must grab new opportunities by anticipating new domains based on the existing geostationary satellite (GEO) business. We are prone to risk if we start late. Let's strive to grow by leveraging our unique business resources, the only ones in Japan, creating valuable services for our customers in a broad range of fields from the space to the depths of the seas, and generating businesses that make the society more abundant through collaborations with many more companies.