

Summary of Business Results for the Nine Months Ended December 31, 2017

This material contains forward-looking statements based on SKY Perfect JSAT Holdings' own projections and estimates. The markets where SKY Perfect JSAT Holdings Inc. is active are extremely volatile, subject to rapid changes in technology, customer demands, economic conditions including prices, the potential failures of satellites and many other variables. Due to the risks and uncertainties involved, actual results may differ from the content of these statements. Therefore, these statements should not be interpreted as representations that such objectives will be fulfilled.

Supplementary Data
I . Consolidated Financial Highlights

(Unit: Millions of Yen)

	For the year ended March 31, 2017						For the year ending March 31, 2018			
	1Q	2Q	3Q	3Q Cumulative	4Q	Cumulative	1Q	2Q	3Q	3Q Cumulative
Revenues	39,707	39,610	38,806	118,124	74,750	192,875	37,195	36,525	35,762	109,483
Operating Income	6,266	4,795	4,468	15,530	8,903	24,433	4,334	4,547	3,233	12,115
Ordinary Income	6,285	4,839	4,745	15,870	9,004	24,875	4,535	4,917	3,396	12,849
Profit attributable to owners of parent	4,284	2,727	3,270	10,283	7,132	17,415	2,941	3,465	2,213	8,621
Total Assets	199,331	202,126	205,409	205,409	213,908	213,908	214,648	217,931	217,508	217,508
Total Equity	320,184	323,657	317,152	317,152	359,484	359,484	361,968	357,021	354,881	354,881
Net Income per Share (Yen)	14.43	9.18	11.01	34.62	24.01	58.64	9.91	11.67	7.45	29.03
Total Equity per Share (Yen)	658.55	668.58	680.45	680.45	709.14	709.14	711.74	723.36	722.38	722.38
EBITDA ^{*1}	11,700	9,935	10,871	32,507	15,217	47,724	10,942	11,589	9,913	32,445
Cash Dividend per Unit Share (Yen)	-	8.00	-	8.00	10.00	18.00	-	9.00	-	9.00
Net Cash Provided by Operating Activities	4,199	3,478	(113)	7,564	(535)	7,029	11,892	(3,882)	7,515	15,525
Net Cash Provided by (Used in) Investing Activities	(4,905)	(6,102)	(5,958)	(16,965)	(5,917)	(22,882)	(4,845)	(6,920)	(8,205)	(19,971)
Net Cash Provided by (Used in) Financing Activities	(919)	463	(1,199)	(1,655)	15,124	13,469	3,966	1,124	(2,319)	2,771

*1. EBITDA is calculated as Net Income + Tax Expense + Depreciation Expense+ Goodwill Amortization + Interest Expense. □

II. Segment Information

(Unit: Millions of Yen)

	For the year ended March 31, 2017						For the year ending March 31, 2018			
	1Q	2Q	3Q	3Q Cumulative	4Q	Cumulative	1Q	2Q	3Q	3Q Cumulative
Revenues	39,707	39,610	38,806	118,124	74,750	192,875	37,195	36,525	35,762	109,483
Media Business	30,095	29,882	29,130	89,108	27,668	116,777	27,424	26,828	25,925	80,178
Space & Satellite Business	12,626	12,718	12,580	37,925	49,822	87,748	12,524	12,428	12,459	37,413
Eliminations and Corporate Total	(3,013)	(2,990)	(2,905)	(8,909)	(2,740)	(11,650)	(2,754)	(2,731)	(2,622)	(8,107)
Operating Income (Loss)	6,266	4,795	4,468	15,530	8,903	24,433	4,334	4,547	3,233	12,115
Media Business	1,861	1,023	1,135	4,019	551	4,571	1,005	1,448	239	2,692
Space & Satellite Business	4,585	3,937	3,488	12,011	8,515	20,527	3,531	3,430	3,034	9,996
Eliminations and Corporate Total	(180)	(165)	(155)	(501)	(164)	(665)	(202)	(331)	(40)	(573)
Depreciation Expense	4,944	5,354	5,503	15,802	5,738	21,541	5,870	5,811	5,831	17,513
Media Business	—	—	—	—	—	6,962	—	—	—	—
Space & Satellite Business	—	—	—	—	—	14,264	—	—	—	—
Eliminations and Corporate Total	—	—	—	—	—	314	—	—	—	—
Capital Expenditures	4,130	3,746	2,514	10,391	5,785	16,177	1,888	2,473	6,525	10,887
Media Business	—	—	—	—	—	5,635	—	—	—	—
Space & Satellite Business	—	—	—	—	—	10,370	—	—	—	—
Eliminations and Corporate Total	—	—	—	—	—	170	—	—	—	—

III. Reference Data of Media Business (Total for SKY PerfecTV!)

(Unit: Thousand)

Number of Subscribers and Churn Rate		For the year ended March 31, 2017					For the year ending March 31, 2018		
		1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
New Subscribers	Total for SKY PerfecTV! ^{*2}	86	88	85	91	350	84	75	104
	SKY PerfecTV!	69	71	67	73	280	67	60	87
	SKY PerfecTV! Premium Service	15	16	16	15	62	14	13	14
	SKY PerfecTV! Premium Service Hikari	2	2	2	3	8	3	2	3
Number of Re-registered Subscribers	Total for SKY PerfecTV! ^{*2}	35	29	28	75	166	45	33	31
	SKY PerfecTV!	31	26	25	68	150	41	30	28
	Premium Service	4	3	3	7	16	4	3	3
	Premium Service Hikari	0	0	0	0	0	0	0	0
Churn	Total for SKY PerfecTV! ^{*2}	129	145	210	194	679	136	137	181
	SKY PerfecTV!	100	114	168	150	531	104	106	147
	Premium Service	28	28	40	41	137	30	29	33
	Premium Service Hikari	2	2	3	3	11	2	2	2
Net Increase	Total for SKY PerfecTV! ^{*2}	(9)	(28)	(97)	(29)	(162)	(6)	(29)	(46)
	SKY PerfecTV!	0	(17)	(75)	(9)	(102)	4	(17)	(31)
	Premium Service	(9)	(10)	(21)	(19)	(59)	(11)	(13)	(15)
	Premium Service Hikari	(0)	(0)	(1)	(0)	(2)	(0)	0	1
Total Subscribers	Total for SKY PerfecTV! ^{*2}	3,473	3,446	3,348	3,320	3,320	3,314	3,285	3,238
	SKY PerfecTV!	2,195	2,178	2,102	2,093	2,093	2,098	2,081	2,049
	Premium Service	1,194	1,184	1,163	1,144	1,144	1,133	1,120	1,105
	Premium Service Hikari	85	84	83	83	83	84	84	84
Churn Rate(%) ^{*3}	Total for SKY PerfecTV! ^{*2}	3.7%	4.2%	6.0%	5.6%	19.5%	4.1%	4.1%	5.5%
	SKY PerfecTV!	4.5%	5.2%	7.6%	6.8%	24.2%	5.0%	5.1%	7.0%
	Premium Service	2.3%	2.4%	3.3%	3.4%	11.4%	2.6%	2.5%	2.8%
	Premium Service Hikari	2.8%	2.7%	3.2%	3.7%	12.5%	2.7%	2.6%	2.5%

*2. The figures are the total amounts for SKY PerfecTV!, Premium Service, and Premium Service HIKARI.

SKY PerfecTV! is the service (former SKY PerfecTV!/e2) using the satellite at 110 degrees east longitude.

Premium Service is the service using the satellites at 124 and 128 degrees east longitude (including standard definition channels). Premium Service HIKARI is the service using optical fibers.

*3. Quarterly Churn Rate is calculated by dividing Each quarterly churn subscribers and Total Subscribers at the end of the previous fiscal year.

(Unit: Millions of Yen)

Subscriber Acquisition Cost (Total for SKY PerfecTV!)	For the year ended March 31, 2017					For the year ending March 31, 2018		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
SAC per Subscriber (Yen) ^{*4}	37,790	37,971	43,490	37,992	39,274	37,934	37,550	29,233
Advertisement expenses	14,019	16,164	21,656	16,484	17,056	16,351	15,825	13,300
Promotion expenses	3,722	3,915	4,127	3,371	3,778	3,080	3,923	2,661
Sales incentives	2,051	1,980	1,632	1,859	1,881	2,624	2,017	1,686
User incentives ^{*5}	9,106	7,339	6,859	7,533	7,706	7,825	7,958	5,702
Others	8,893	8,572	9,217	8,745	8,852	8,054	7,827	5,884
SAC Total (Millions of Yen) ^{*4}	4,308	5,202	4,814	4,557	18,882	4,277	4,010	4,513
Advertisement expenses	1,205	1,427	1,844	1,497	5,975	1,379	1,184	1,378
Promotion expenses	320	345	351	306	1,323	259	293	275
Sales incentives	176	174	138	168	659	221	151	174
User incentives ^{*5}	783	648	584	684	2,699	659	595	590
Others	764	756	784	794	3,101	679	586	609
Free content costs ^{*6}	1,057	1,849	1,110	1,105	5,123	1,078	1,198	1,483

*4. Advertising expense does not include public relations expenses. Other includes SKY Perfect Customer-relations Corporation costs in addition to outsourcing fees.

*5. User incentives are the costs such as antenna installation, incentives for new subscription and etc.

*6. Free content costs are broadcast rights fees and production costs, etc. related to the BS SKY PerfecTV!.

(Unit: Yen)

ARPU (Total for SKY PerfecTV!)	For the year ended March 31, 2017					For the year ending March 31, 2018		
	1Q	2Q	3Q	4Q	Cumulative	1Q	2Q	3Q
Average Monthly Subscriber's Payment ^{*7}	3,331	3,323	3,295	3,211	3,291	3,247	3,254	3,209
Revenues from own content	182	178	180	97	160	82	74	79
PPV Subscription fee	32	31	31	30	31	29	30	29
Monthly subscription fee	2,728	2,726	2,696	2,697	2,712	2,750	2,766	2,717
Rental fee	39	38	38	38	38	36	35	35
Basic fee	350	350	350	350	350	349	349	349
ARPU ^{*7}	2,164	2,154	2,142	2,069	2,133	2,063	2,056	2,034
Revenues from own content	182	178	180	97	160	82	74	79
PPV Subscription fee	31	31	30	30	31	29	30	29
Monthly subscription fee	1,561	1,556	1,543	1,554	1,554	1,566	1,567	1,542
Rental fee	39	38	38	38	38	36	35	35
Basic fee	350	350	350	350	350	349	349	349

*7. Average Monthly Subscriber's Payment: Conventional subscription fee-based unit price

ARPU: Sales-based unit price (unit price based on the subscription or commission fee, which contribute to sales)