



January 7, 2019
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)**

Our services originally began with the launch of the JCSAT-1 satellite on March 7, 1989, the first year of the Heisei Era in Japan, and the subsequent successful launch of Superbird-A in June of the same year. As Heisei draws to a close at the beginning of this new year, we hear the media use terms such as “new era,” “consumption tax hike,” and even the words “cold war” which we haven't heard since the US and the old Soviet Union declared an end to the actual Cold War. The first historical account of our company over these past 30 years alongside the concurrent changes in society will soon be published, so I would like you to learn from the ambition and determination of our predecessors who set out to challenge an undeveloped field of business.

Last year we established our new Group mission “Space for your Smile” and we are already seeing tangible results. The 110 Degree SKY PerfecTV! Basic Plan with “additional sets at no charge” which we offer in the Media Business already has around 250,000 subscriptions. Comments received from subscribers at our Customer Center give me a strong feeling that we really are bringing smiles to households, and to the rooms where each family member enjoys our services.

Reception environment arrangements had been an issue for BS and 110-Degree CS left handed circular polarization broadcasts, and we are moving forward with preparations to re-broadcast these in FTTH this summer. This can immediately expand the number of households able to view left handed circular polarization channels including NHK's BS8K. This FTTH service is highly compatible with “additional sets at no charge,” and we hope to make it a springboard as we seek to maximize our competitive strength and strengthen our user base while working together with Hikari Collaboration operators and other partners.

This will be the year to make our push.

In our Space Business we will launch two geostationary satellites, JCSAT-17 and 18, in fall of this year or later. These are both important satellites which will be new revenue bases from 2020 onward, and I look forward to successfully launching them and putting them into operation.

At the same time, while satellites in geo-stationary orbit will continue to be a core, fundamental business, we cannot achieve growth with only our existing infrastructure and services. Pioneering in every type of space, I would like us to move steadily forward in expanding our space intelligence business. This is a field of business which remains undeveloped, and it will involve collaboration with a diverse range of business partners who own resources which we do not. Our partners in this new business are companies large and small from across the globe, and as we review the feasibility and business viability of each opportunity, we need to make disciplined choices while taking our capabilities and the risks into consideration.