

Securities Code: 9412

SKY Perfect JSAT Holdings Inc.



# 3Q 2023 Presentation Material

For the 9-month period ended December 31, 2023

February 7, 2024

# Forward-looking Statements

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Statements about the SKY Perfect JSAT Group's forecasts, strategies, management policies, and targets contained in this presentation that are not based on historical facts constitute forward-looking statements. These statements are based on management's assumptions, plans, expectations and judgments from information available at the time. These forward-looking statements are subject to a variety of risks and uncertainties. Therefore, actual results may differ materially from forecasts. The primary risks and uncertainties currently assumed by the SKY Perfect JSAT Group include, but are not limited to, the following:

## General Management

- Risks concerning business investment
- Risks concerning legal regulations on business
- Risks concerning leaks and handling of personal information and important information, and cyber security
- Risks concerning business continuity due to large-scale disaster and new infectious diseases, etc.

## Space Business

- Risks concerning lower competitiveness in the satellite communications Market
- Risks concerning procurement of communications satellites
- Risks concerning operations of communications satellites

## Media Business

- Risks concerning lower business competitiveness of Multi channel pay TV business
- Risks concerning illegal viewing
- Risks concerning customer management system

# Impact and Initiatives of the Noto Peninsula Earthquake

## Space

- ✓ Increased use of emergency satellite communications for disaster response and provision of expanded capacity
- ✓ Released satellite images before and after the earthquake

### ■ Optical Satellite Image

Before the earthquake

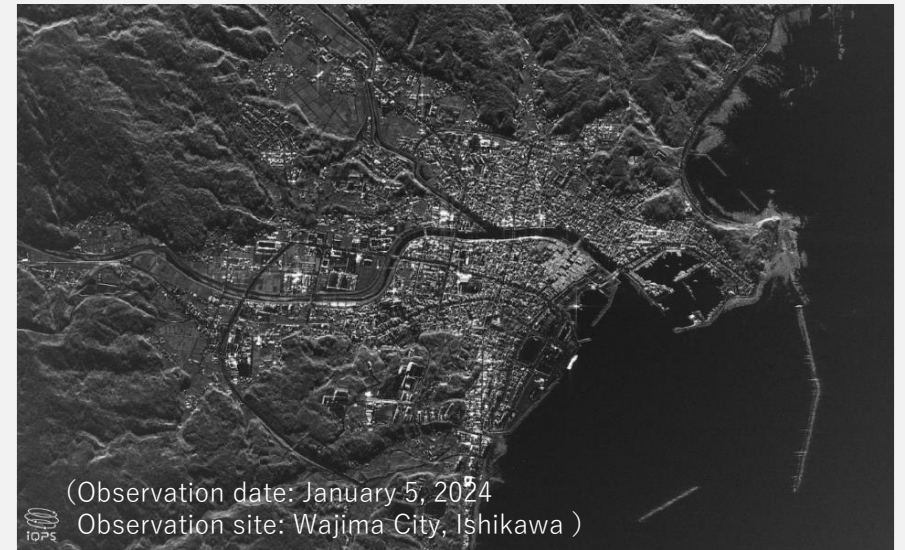


After the earthquake



<https://www.skyperfectjsat.space/jsat/service/planet/#>

### ■ SAR Satellite Image (iQPS Inc.)



<https://i-qps.net/news/1614/>

## Media

- ✓ Exemption from viewing fees for disaster victims

## Financial

Nearly no impact

# Summary

<b>Financial Results</b>	<ul style="list-style-type: none"><li>• Upward revision to financial forecast. Full-year net income forecast: ¥16.5 billion. Operating Income is expected to be a record high</li></ul>
<b>Space Business</b>	<ul style="list-style-type: none"><li>• Sales in both the Global &amp; Mobile Business and Domestic Satellite Business drove sales growth</li><li>• Project of Space debris removal using lasers commercialized</li><li>• Strategic Collaboration with Amazon's Project Kuiper and NTT Group</li><li>• Strengthening Initiatives in National Security</li></ul>
<b>Media Business</b>	<ul style="list-style-type: none"><li>• Loss on valuation of investment securities, but operating income remained at the same level as the previous fiscal year</li><li>• FTTH Re-transmission Business contributed to revenue</li></ul>
<b>ESG</b>	<ul style="list-style-type: none"><li>• Impact of the Noto Peninsula Earthquake and Initiatives</li><li>• Ratio of substantially renewable energy: 99.55%</li></ul>
<b>Shareholder Return</b>	<ul style="list-style-type: none"><li>• Completion of share buyback (¥5 billion, 7.39 million shares)</li><li>• Continuing efforts to improve PBR</li></ul>

# Consolidated Financial Results

## Third Quarter of FY2023

# Revised Financial Forecast for FY2023

- Operating income is expected to reach record highs.

(Millions of ¥)

	FY2022 Results	FY2023 Forecast (Previous)	FY2023 Forecast (Revised)	Difference from Previous Forecast
Revenue	121,139	121,000	121,500	+ 500
Operating income	22,324	22,500	25,000	+ 2,500
Ordinary income	23,194	22,000	25,300	+3,300
Net Income (Profit attributable of owners of the parent)	15,810	15,000	16,500	+ 1,500
EBITDA *	45,562	43,600	46,000	+2,400

\* EBITDA = Net Income + Tax Expense + Depreciation Expense + Amortization of Goodwill + Interest Expense

# Revised Financial Forecast for FY2023 (by Segment)

- Operating income and segment profit have been upwardly revised due to the anticipated reduction of operating costs and the postponement of some upfront expenses in both businesses.

(Millions of ¥)

	Previous Earnings Forecast for FY2023				Revised Earnings Forecast for FY2023			
	Space Business	Media Business	Consolidated Eliminations	Consolidated Total	Space Business	Media Business	Consolidated Eliminations	Consolidated Total
Revenue	64,000	66,500	(9,500)	121,000	64,500 [+500]	66,500 [±0]	(9,500) [±0]	121,500 [+500]
Operating income	20,500	2,700	(700)	22,500	22,000 [+1,700]	3,500 [+800]	(700) [±0]	25,000 [+2,500]
Segment Profit (Profit attributable to Owners of Parent)	13,500	2,000	(500)	15,000	15,000 [+1,500]	2,000 [±0]	(500) [±0]	16,500 [+1,500]

\* The number inside of [ ] is the amount of change from previous forecast.

# Consolidated Earning Results for 3Q of FY2023

- Consolidated results continue to show an increase in both revenue and net income YoY
- Space Business: Sales in both the Global & Mobile Field and Domestic Satellite Business Field remained strong
- Media Business: Loss on valuation of investment securities pushed down segment profit

(in Millions of ¥)

	FY2022-3Q Cumulative Total	FY2023-3Q Cumulative Total	Change (%)	FY2023 Forecast (Revised)	Progress (%)
Revenue	88,594	91,022	+ 2.7%	121,500	74.9%
Operating Income	16,714	20,541	+ 22.9%	25,000	82.2%
Ordinary Income	17,125	20,934	+ 22.2%	25,300	82.7%
Net Income (Profit attributable of owners of the parent)	11,386	13,376	+ 17.5%	16,500	81.1%
EBITDA *	33,696	36,269	+ 7.6%	46,000	78.8%

\* EBITDA = Net Income + Tax Expense + Depreciation Expense + Amortization of Goodwill + Interest Expense



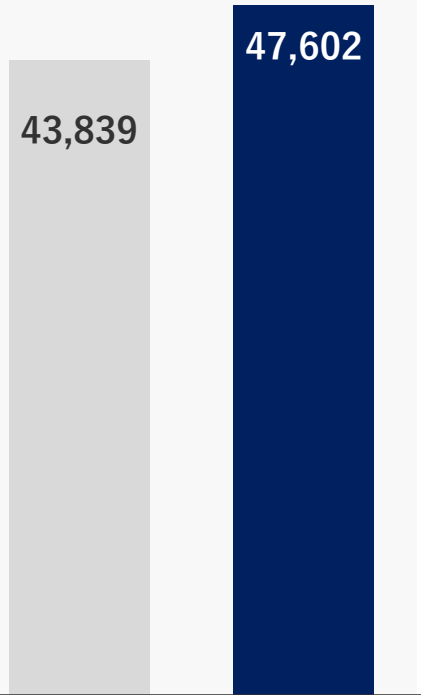


# Earnings Overview: Space Business

- Continuous revenue growth driven by the expanded use of JCSAT-1C and Horizons 3e in Global & Mobile Field and increased equipment sales and capacity usage in Domestic Satellite Business Field.
- Income increased due to an increase in revenue and a decrease in depreciation expenses.

## Revenue

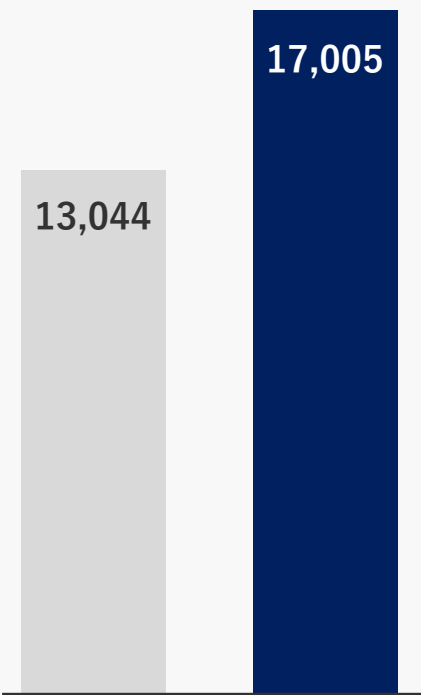
(in Millions of ¥)



FY2022 3Q Cumulative Total      FY2023 3Q Cumulative Total

## Operating Income

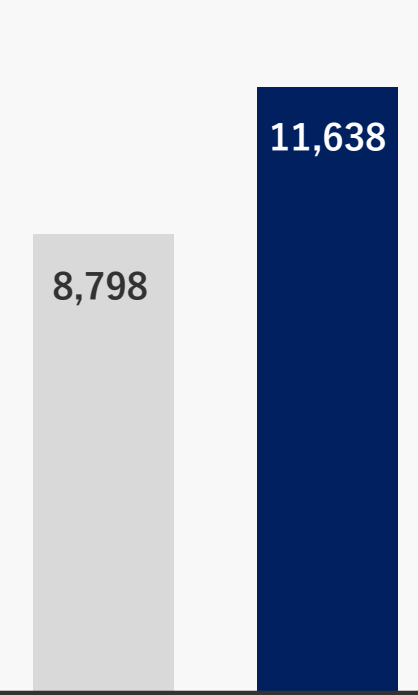
(in Millions of ¥)



FY2022 3Q Cumulative Total      FY2023 3Q Cumulative Total

## Segment Profit\*

(in Millions of ¥)



FY2022 3Q Cumulative Total      FY2023 3Q Cumulative Total

## Major factors of change (YoY)

- **Revenue ¥ 47.6 billion [+3.8B]\*\***
  - Increase in sales in Global & Mobile field: + 1.8B
  - Increase in sales in Domestic satellite field: + 1.7B
  - Decrease in Broadcasting transponder-related revenue: (0.4B)
- **Operating Expense ¥ 30.6 billion(0.2B)\*\***
  - Decrease in depreciation expenses: (0.7B)
  - Increase in satellite business related cost (Mainly equipment sales cost): +0.5B
- **Operating Income ¥ 17.0 billion[+4.0B]**
- **Segment Profit ¥ 11.6 billion[+2.8B]**

\* Segment Profit is calculated based on net income after tax

\*\* Including inter-segment transactions



# Earnings Overview: Media Business

- Range of income decline was reduced due to improved profitability in existing businesses and increased FTTH Business sales, despite a decrease in broadcasting-related revenue, operating income remained at the same level as the previous fiscal year.
- Loss on valuation of investment securities pushed down segment profit.

## Revenue

(in Millions of ¥)

FY2022 3Q Cumulative Total	52,131
FY2023 3Q Cumulative Total	50,515

## Operating Income

(in Millions of ¥)

FY2022 3Q Cumulative Total	4,181
FY2023 3Q Cumulative Total	4,112

## Segment Profit\*

(in Millions of ¥)

FY2022 3Q Cumulative Total	2,968
FY2023 3Q Cumulative Total	2,141

## Major factors of change (YoY)

- **Revenue ¥50.5 billion [(1.6B)] \*\***
  - Decrease in viewing fees and basic fees: (1.8B)
  - Increase in sales of FTTH business: +0.2B
- **Operating Expense ¥46.4 billion [(1.5B)] \*\***
  - Decrease in advertising and sales promotion expenses: (0.6B)
  - Decrease in satellite line usages, etc: (0.6B)
  - Decrease in depreciation expenses: (0.1B)
- **Operating Income ¥4.1 billion [(0.1B)]**
- **Segment Profit ¥2.1 billion [(0.8B)]**
  - Loss on valuation of investment securities: (0.8B)

\* Segment Profit is calculated based on net income after tax

\*\* Including inter-segment transactions

# Toward 2030

# Investment will be over ¥200 billion for new domains

## SPACE

Using new technology and Expanding business field

Over ¥150B

Satellite Communications → Universal NTN, Optical Data Relay, Business Intelligence

2030 Segment Net Income Target ¥21 Billion

## MEDIA

Driving new business beyond viewing experience

Over ¥50B

Satellite broadcasting / FTTH → Connected TV, Media Solutions, Content Database, Real Service

2030 Segment Net Income Target ¥5 Billion

**Sustainable Growth**  
**Target Net income is over ¥25 Billion in 2030**

# Sustainable Growth for Society and Our Group

Mission

Sustainability Policy

Space for your Smile

Economic Value

FY2030 target Net Profit over ¥25 billion

Social Value

Delivering peace of mind and safety of society  
Contributing to the creation of enjoyable future

Space Business

Contribution to the realization of  
super-smart society (Society 5.0)

by building an innovative communications network  
for all spaces and a global data collection network

Business Vision

Media Business

Contribution to the realization of  
a diverse and highly creative society

as a platform that connects people, companies, and society

Management Strategies

Value Creation by “Change”

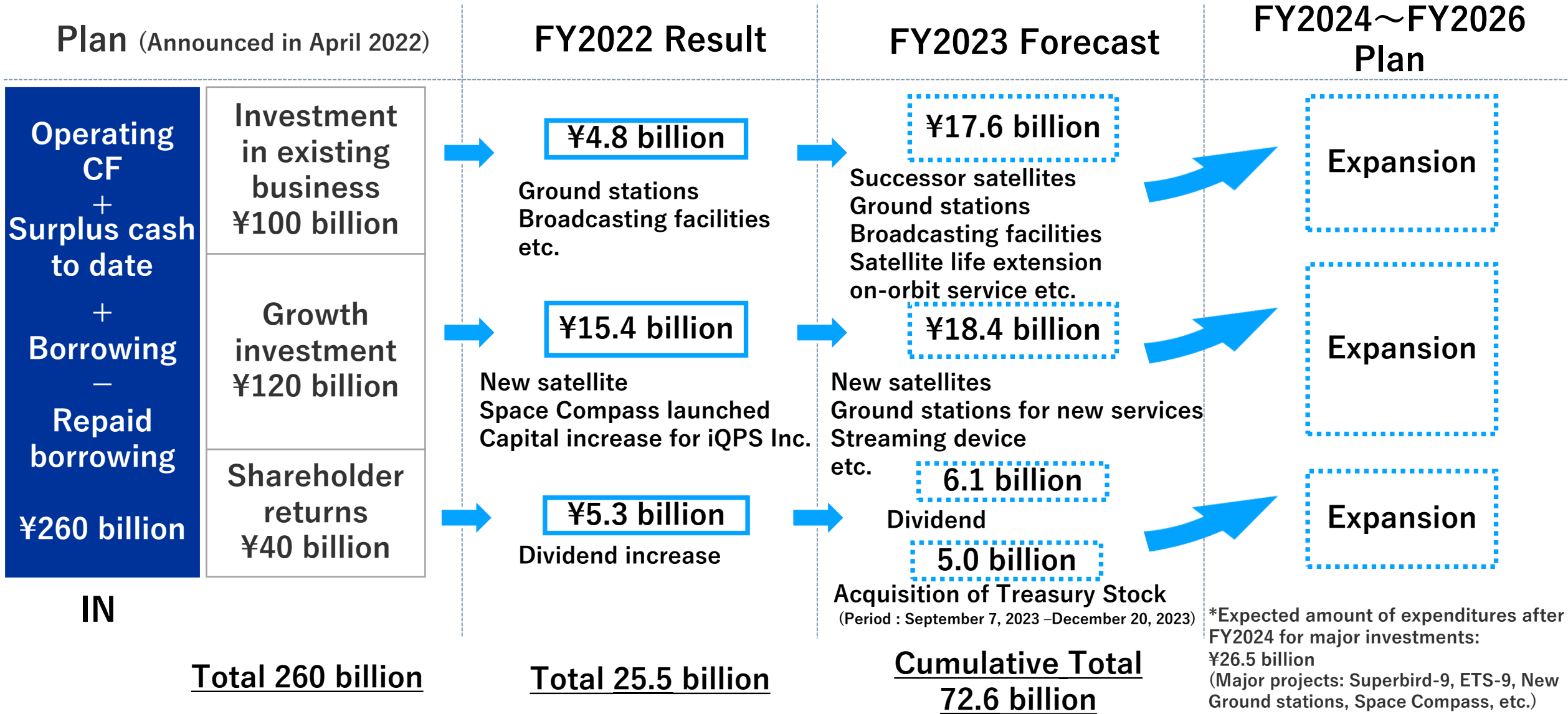
Exploring  
new business domains

Improving profitability  
in core business

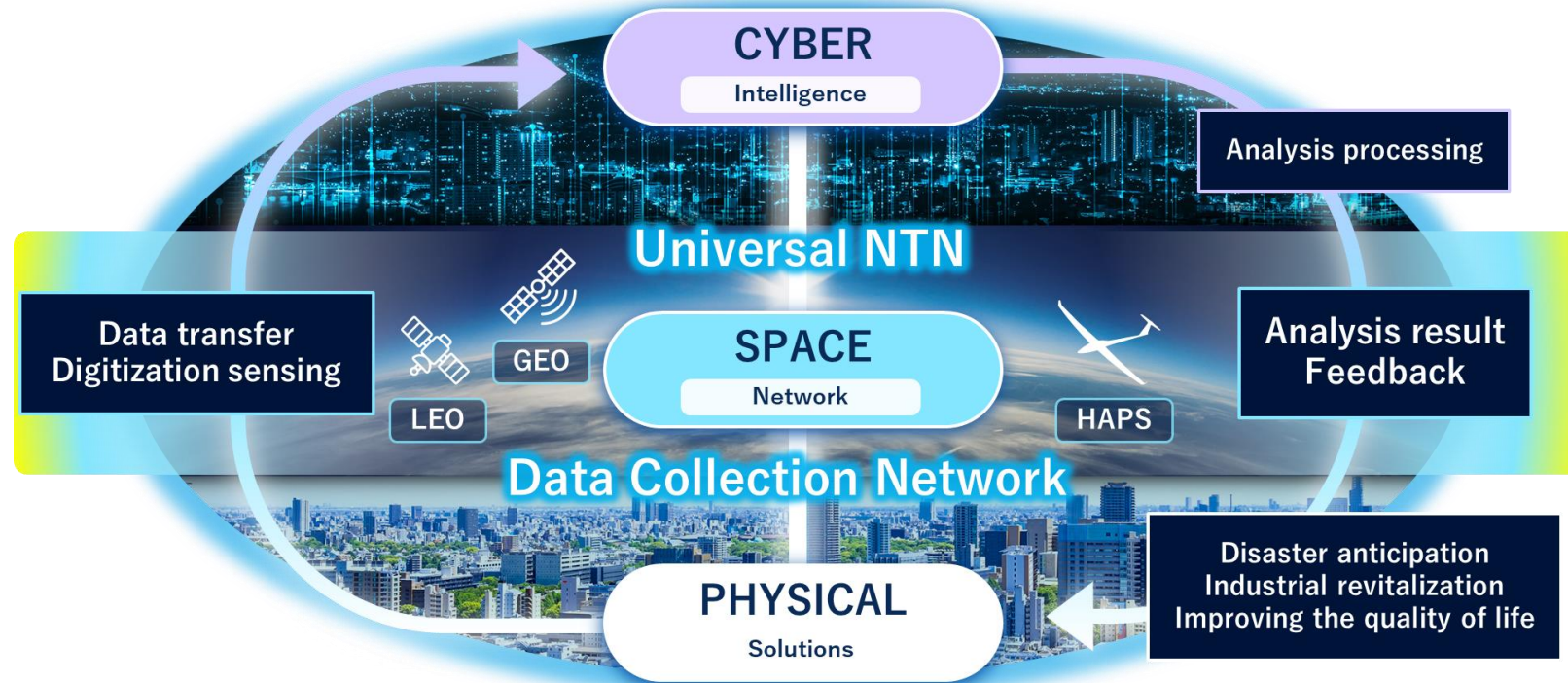
Strengthening  
human capital

Enhancing of  
management base

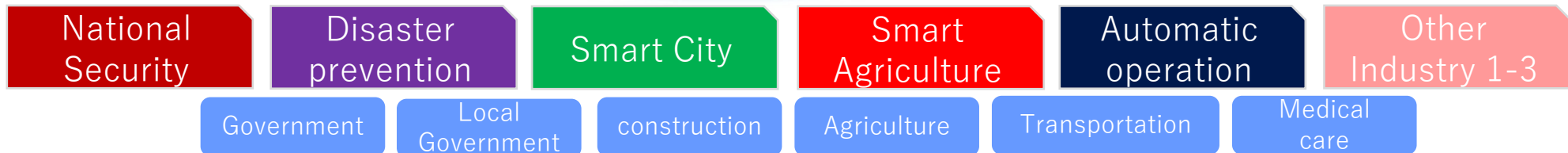
# Progress of Capital Allocation (FY2022~FY2026)



We are actively contributing towards the realization of a Super-Smart Society by aiming to establish both an innovative communication network covering all spaces and a global data collection network.



Segment  
Net Income Target  
**¥21 Billion**





## After conducting joint research with RIKEN, Aiming for the World's First Commercial Use of Space-based Laser Technologies: Initiating Space Debris Business for Active Removal and Satellite LiDAR Business.

Company Name : Orbital Lasers Co., Ltd.

Address : Akasaka, Minato-ku, Tokyo, Japan

Establishment : January 12, 2024

Shareholders : SKY Perfect JSAT Corporation, others

### Main Business :

#### ➤ Space Debris Removal Business

- Detumbling (DTB) Business

Development and sales of payload capable of detumbling space debris Planned in FY2025

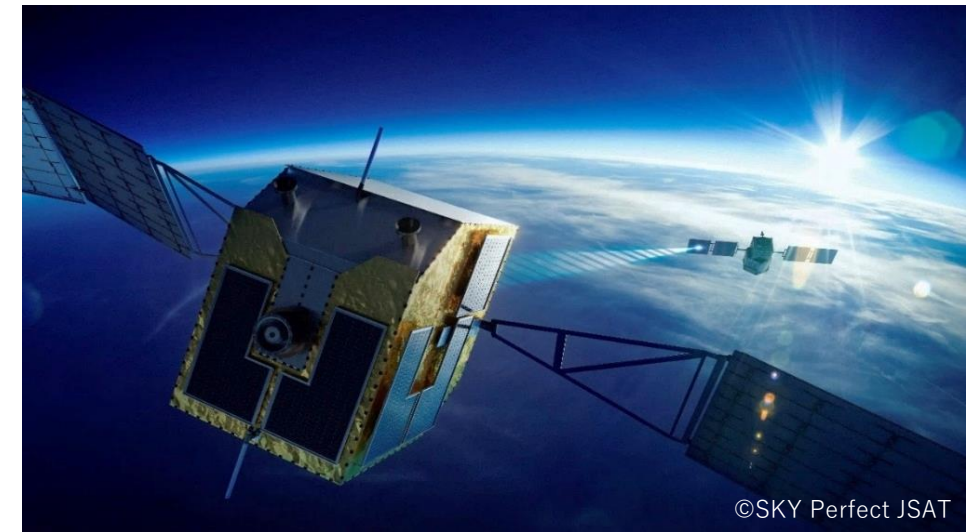
- Active Debris Removal (ADR) Business

Service to remove space debris (Planned in FY2029)

#### ➤ Satellite LiDAR Business

- Earth Observation (EO) Business

Provision of ground surface information using Satellite LiDAR (Planned)



©SKY Perfect JSAT





## Strategic Collaboration with Amazon's Project Kuiper and NTT Group

- To Bring Advanced Satellite Connectivity Options to Japan
- Initiated studies on a wide range of future collaborations
- Aiming to create new value through collaboration with Amazon Group and NTT Group

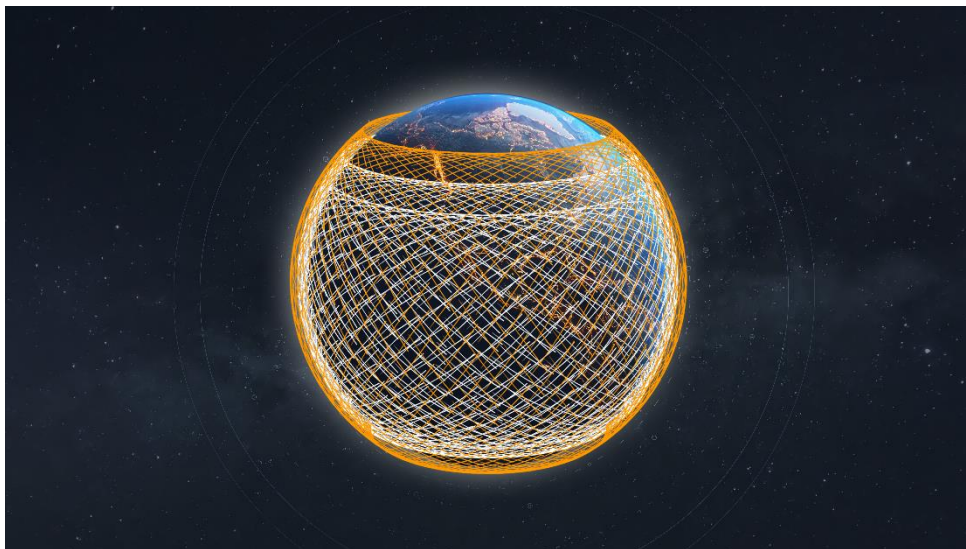


Image of Kuiper's LEO Satellite constellation



First launch rocket



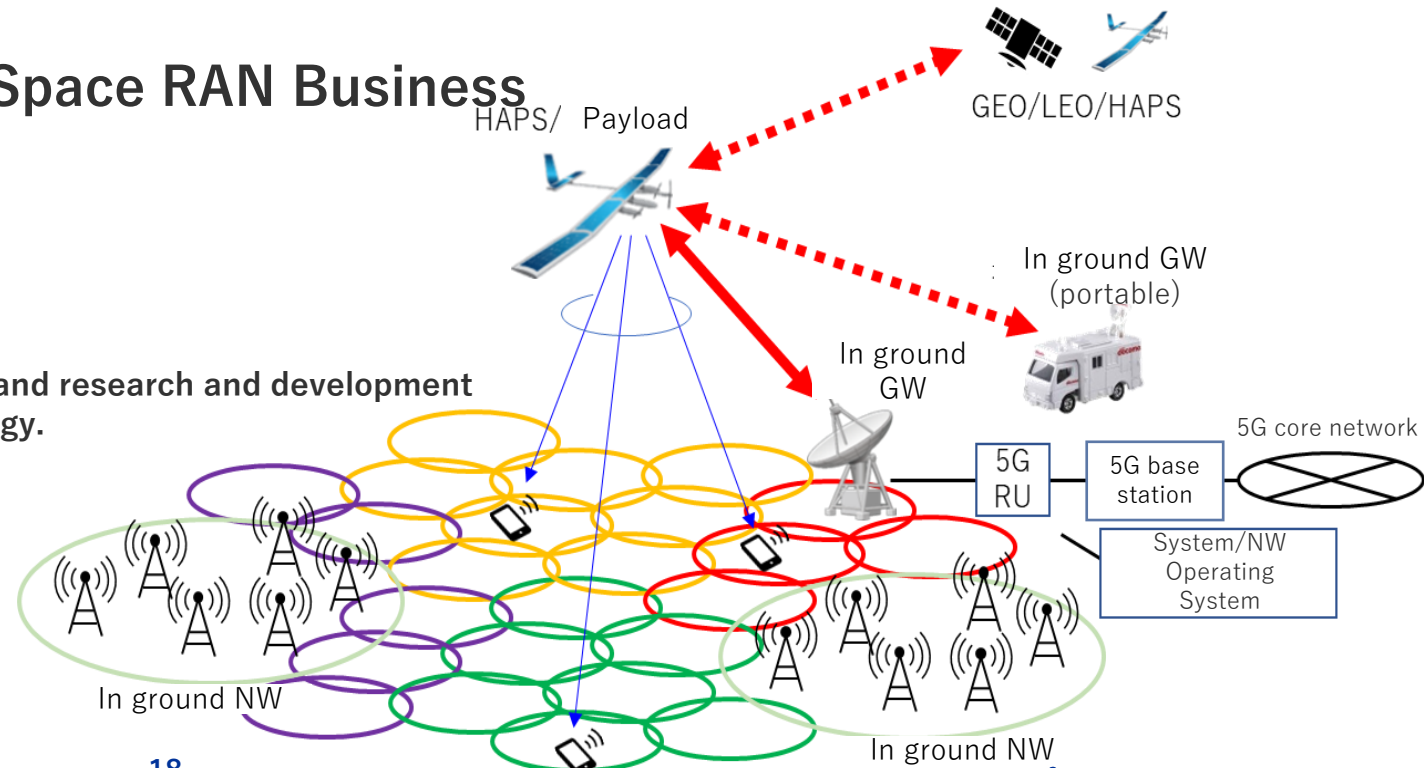
Antenna of Project Kuiper

# Towards Realization of Space Integrated Computing Network

Selected to develop Direct-to-Device (D2D) mobile services via a space-based NTN using HAPS for a project by the Ministry of Internal Affairs and Communications and NICT

- Technological development/demonstration for direct access between HAPS (High-Altitude Platform Stations) and smartphones  
Period: FY2023 2nd Half-FY2027
- Accelerate initiatives to realize the Space RAN Business

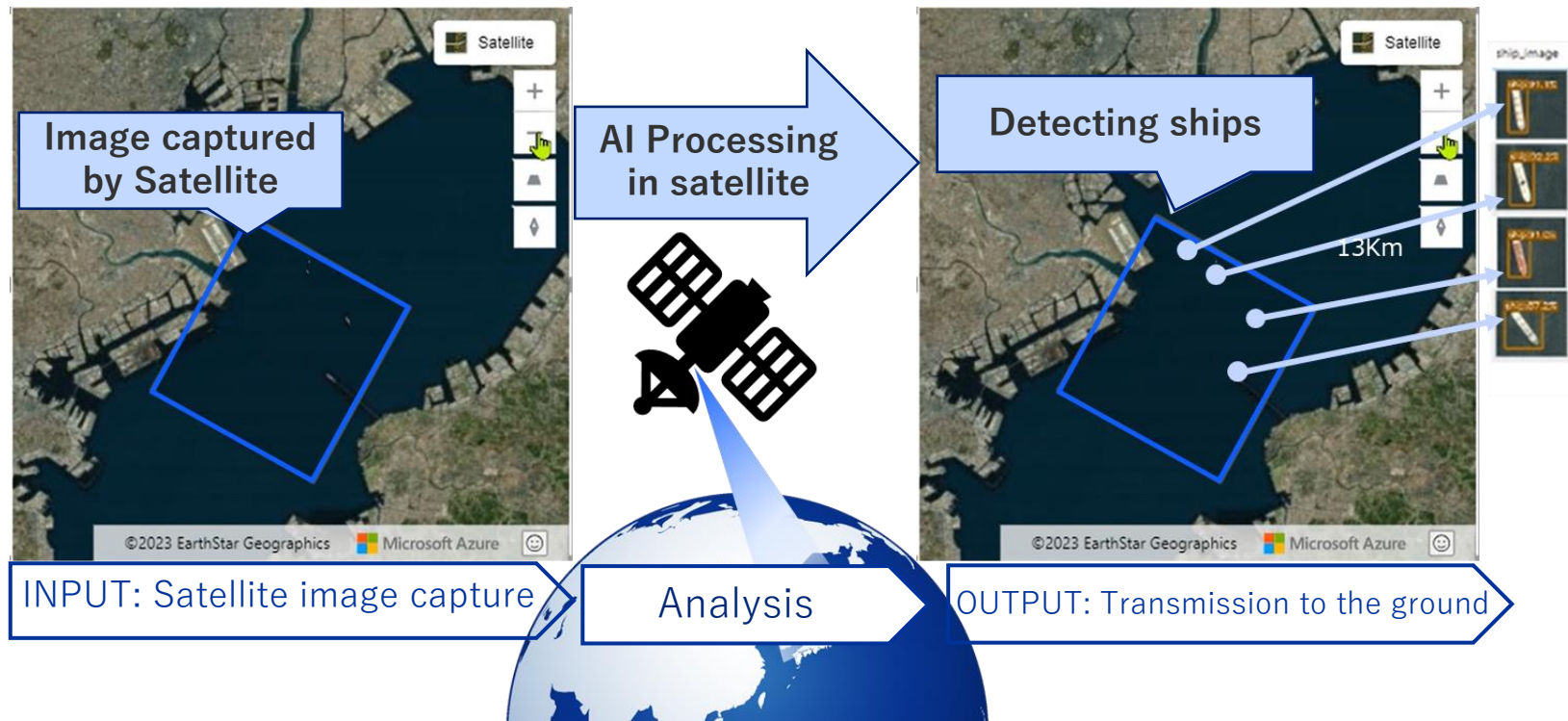
Early practical application of HAPS direct communication system and research and development of high-speed, large-capacity technology.



# Towards Realization of Space Integrated Computing Network

## Space Compass to demonstrate Onboard Space Edge Computing with Microsoft

- Analyzing data acquired by earth observation satellite
- Aiming to provide real-time and efficient solutions of satellite data utilization through a combination with ultra-speed optical data relay network



## SKY Perfect JSAT and Tenchijin, JAXA Startup Conclude Investment Agreement Accelerating expansion of satellite data business

- Strengthen both companies' businesses through collaboration in satellite data analysis capabilities and personnel exchange
- Collaboration in new intelligence businesses utilizing satellite data in various private sectors
- Joint development and promotion of a business utilizing the geospatial information platform "Tenchijin COMPASS"
  - Business of the solar power generation simulation system for digital transformation (DX)
  - Business of the water leak risk management system "Tenchijin COMPASS KnoWaterleak"



## Tenchijin

Company name : Tenchijin, Inc.

Representative : Yasuto Sakuraba, CEO

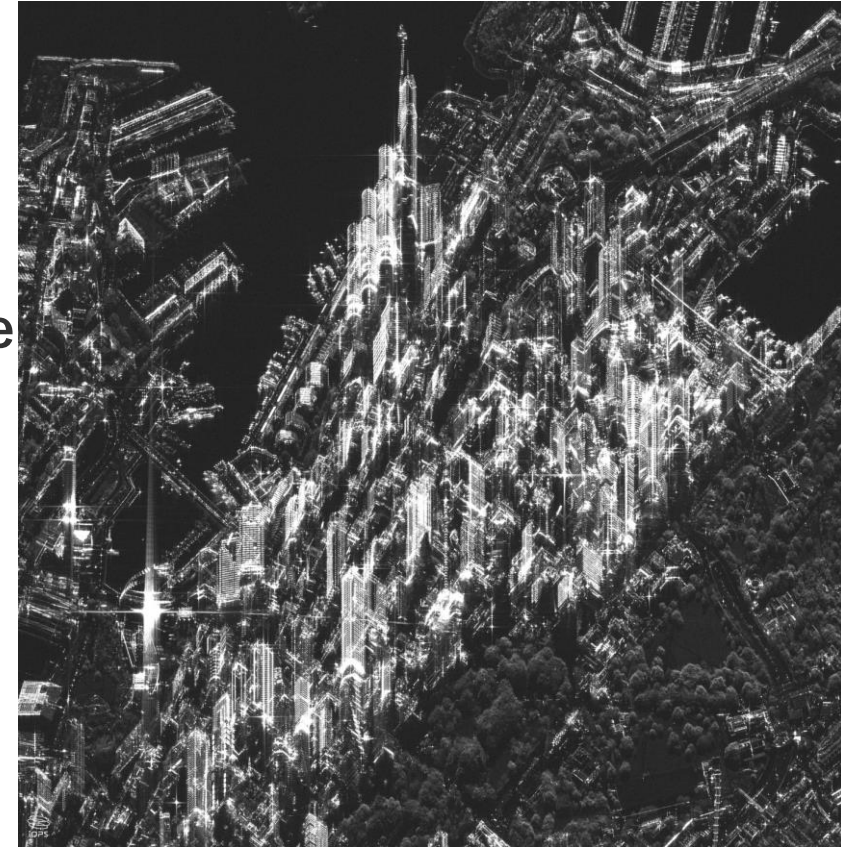
Business activities : Land valuation consultancy, service development and operation using satellite data



## Strengthening collaboration with iQPS Inc. Promoting the utilization of SAR satellite constellations

- December 2023: iQPS Listed on the Tokyo Stock Exchange Growth Market
- QPS-SAR 6 (Launched in June 2023)
  - Service commenced
- QPS-SAR 5
  - December 2023 Successfully launched
  - January 2024 Successfully acquired the first image
  - February 2024 Successfully obtained images with Japan's highest resolution\* of 46cm using spotlight mode

\* As a private SAR satellite. QPS-SAR 6 can also observe with the same resolution.



Spotlight SAR image by QPS-SAR5 "TSUKUYOMI-I"  
<Sydney, Australia >

# Overview of the Business Intelligence Field (related to Earth observation)

SPACE

New Business

- Growth of the Earth observation market: Rapidly growing from US\$4,000M (2022) to US\$7,000M (2030)\*  
\*Source: EUROCONSULT Earth Observation Data & Services Market 2023
- Advancement of data utilization technology: Intensified competition to boost satellite data value, such as by combining AI technology, etc.

## Optics

Observation using visible light, similar to general photography.

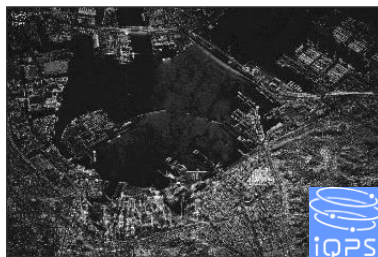
Planet, BlackSky, AXELSPACE, MAXAR, AIRBUS, Satellogic, ISI etc.



## SAR

Observation is possible regardless of day, night, and weather conditions by the reflection of microwaves.

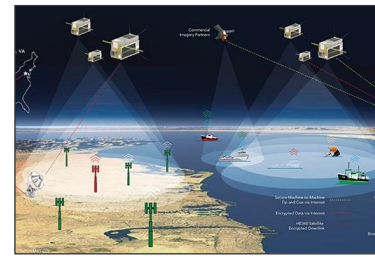
iQPS, Synspective, ICEYE, Capella Space, UMBRA, Hisdesat, EOS etc.



## Radio Waves

Capturing various RF signals transmitted from the ground and identifying the position of the signal.

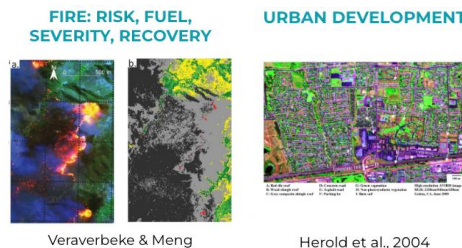
HawkEye 360, Spire, Aurora Insight, KLEOS SPACE, e-GEOS etc.



## Hyperspectral

Identify substances in more detail than ever before. Greenhouse gases, minerals and vegetation can be specified in detail, and utilization in various fields such as environment, agriculture, forestry and fisheries, and disaster prevention is expected.

Planet, GHGSat, Satellogic, Wyvern etc.



AI technology



Database



External data

Meteorological, economy, traffic, social media, etc

# Initiatives in National Security

SPACE

National Security

- The growth of the space security industry is expected with the expanding use of space.
- Aiming for business expansion and social contribution through capturing new demands and proactive investments



Revenue from national security area  
FY2023 (Forecast)  
**Approx. ¥7.5B**  
(domestic and overseas)

# Satellite Fleet Update

(As of February 2024)

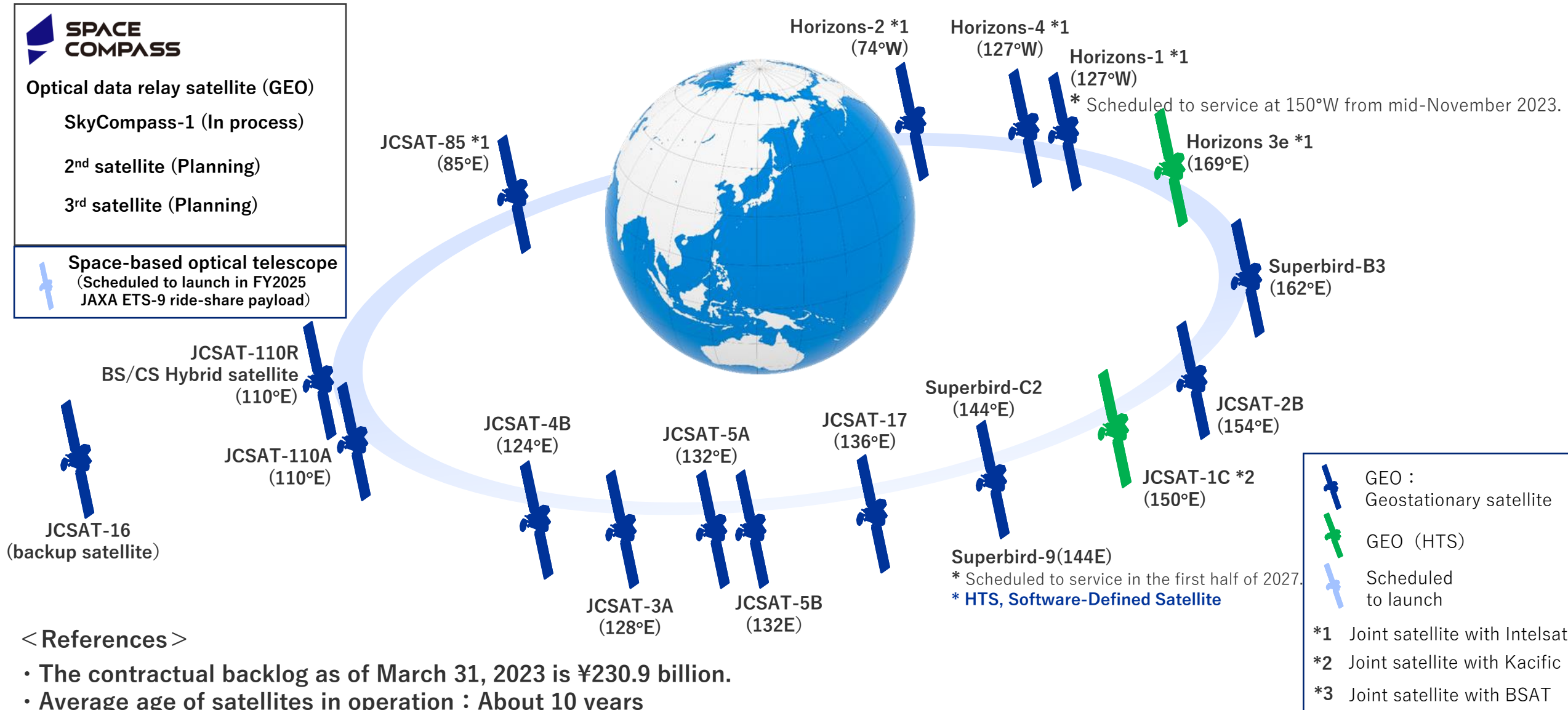
## A total of 17 satellites covering from North America to the Indian Ocean

**SPACE COMPASS**

Optical data relay satellite (GEO)  
 SkyCompass-1 (In process)  
 2<sup>nd</sup> satellite (Planning)  
 3<sup>rd</sup> satellite (Planning)

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Space-based optical telescope  
 (Scheduled to launch in FY2025  
 JAXA ETS-9 ride-share payload)



### <References>

- The contractual backlog as of March 31, 2023 is ¥230.9 billion.
- Average age of satellites in operation : About 10 years  
 Design life : About 15 years



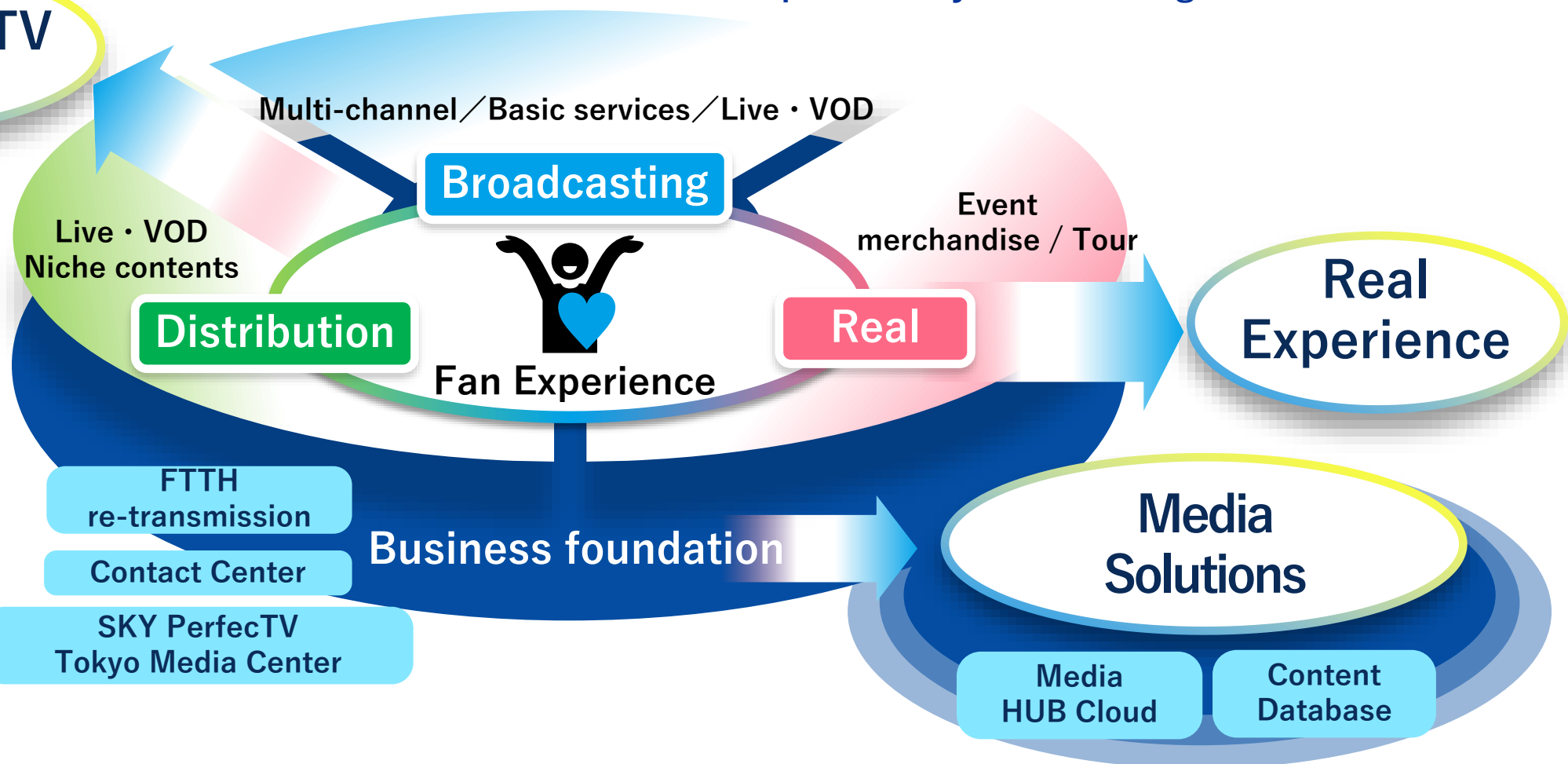
# Media Business Vision

We are contributing to the realization of a diverse and highly creative society as a platform that connects people, companies, and society.

Enhance the fan experience by Broadcasting + Distribution + Real

## Connected TV

Dongle / Ad Platform

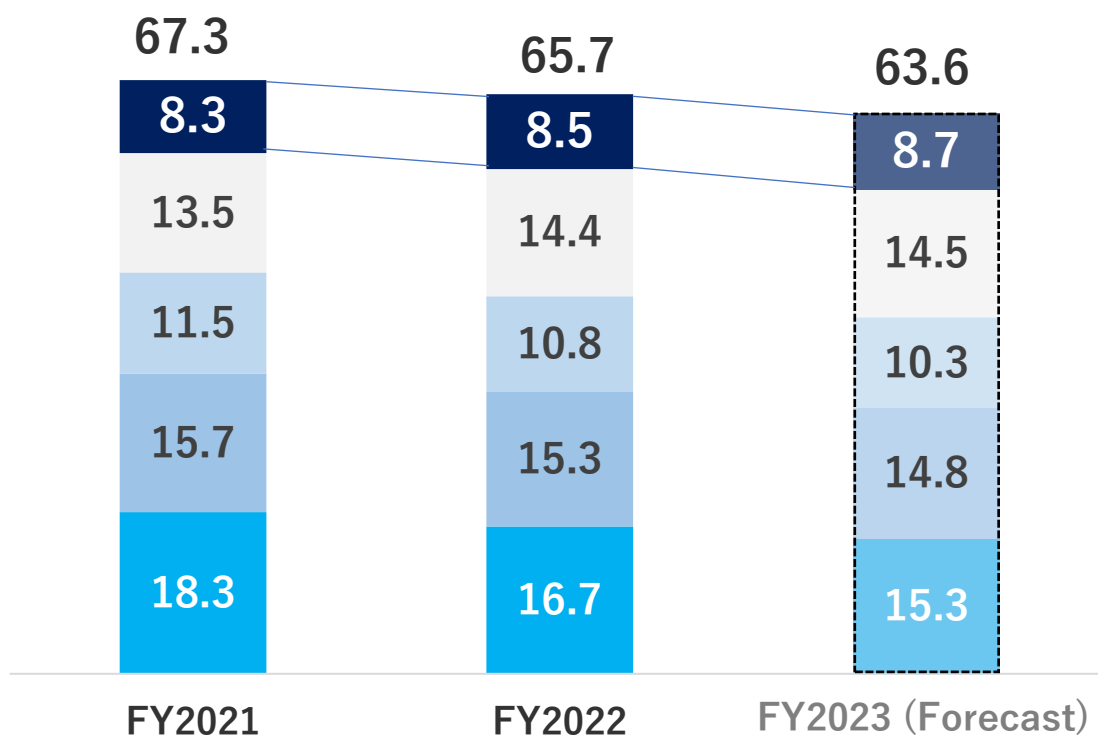


2030 Segment Net Income **¥5 billion**

# FTTH Re-transmission Business

## Revenue contribution from FTTH re-transmission.

<Revenue Trends\*> (in Billion of ¥)



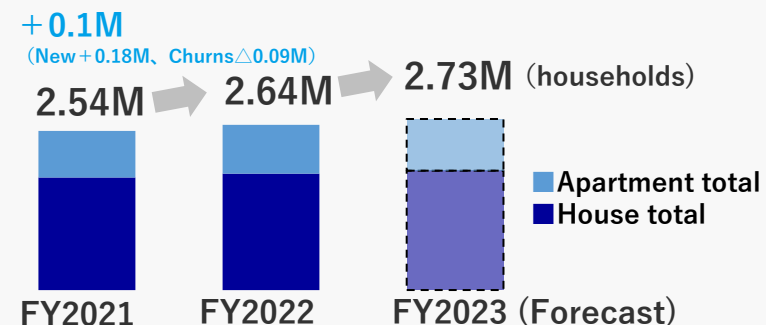
■ Revenue from Viewing Fees ■ Revenue from Service Handling Fees  
 ■ Revenue from Basic Fees ■ Revenue from others ■ Revenue from FTTH Business

\*The above revenues are stated on a sales basis to external customers excluding inter-segment transactions.

<Subscriber Trends>

### FTTH

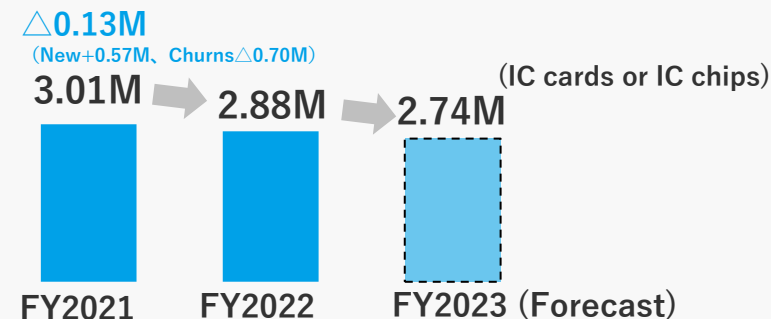
Number of subscribing households of Optical Fiber Based Re-transmission service



### SKY PerfectTV!

SKY PerfectTV!  
Premium Service  
SKY PerfectTV!  
Premium Service Hikari

Cumulative number of subscribers



# FTTH Re-transmission Service: Expansion of Supply to Large-Scale Condominiums

MEDIA

FTTH

## ■ Service Commencement at HARUMI FLAG, the Site of Tokyo Olympic Athletes' Village, with 1,487 Units

Property Name: HARUMI FLAG PORT VILLAGE

Property Location: 5 Chome, Harumi, Chuo Ward, Tokyo

Number of Units: 1,487 units

Service Commencement Date: January 15, 2024

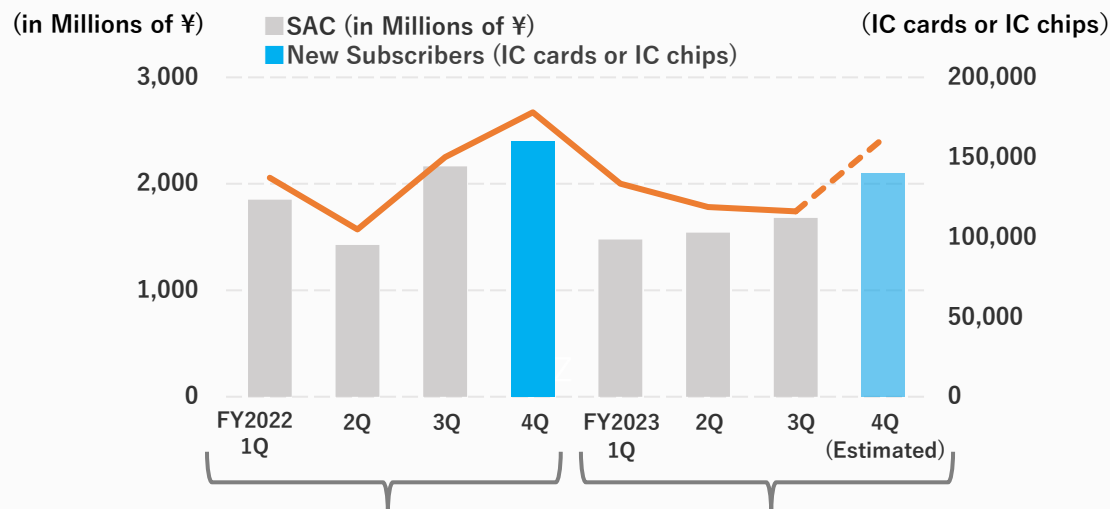


# Broadcasting Business: Seasonal Cost Fluctuations

While continuing cost control, we focus on SAC in the fourth quarter when sports seasons such as professional baseball, domestic soccer, and F1 overlap.

## ■ Trend in quarterly SAC and new subscribers' numbers

## ■ Broadcasting and distributing all 12 professional baseball teams for the 2024 season



**FY2022 Total**  
 • SAC: 7.8 billion yen  
 • New Subscribers: 570,000

**FY2023 Total (Estimated)**  
 • SAC: 6.8 billion yen  
 • New Subscribers: 530,000

SAC cost cutting  
1 billion yen



**Cumulative number of subscribers:**  
 102%(YonY)  
 (from February 2023 to January 2024)  
 Continuing the successful U30 first-time discount campaign from last year  
 The Professional Baseball Set can be viewed on smartphones app!



¥ 4,054/month (incl. tax)





**E**



Living together with the Earth

## Initiatives for carbon neutral

- Declared achievement of carbon neutral goal for Scope1、 Scope2 by the end of FY2025



Our business locations have transitioned to use substantially renewable energy

Ratio of renewable energy  
**99.55%\***

\*Ratio calculated based on FY2022 usage.

**G**



Correct and flexible management

## First "positive-impact finance" loan agreement

- Achieving 5 core impacts and 10 KPI goals through our business

### Example of KPI and Target

Expanding the bandwidth used by our geostationary satellite fleet
Expanding uses of remote sensing
Rate of Female Managers same as the male to female employees ratio*
Increasing the percentage of male employees taking childcare leave*

\*SKY Perfect JSAT Corporation



Sustainability management toward "Vison for 2030"

# Space for your Smile

Toward a world where  
uncertainty turns to peace of mind,  
difficulty turns to ease,  
and interest turns to passion

# References

# Quarterly Performance Progress by Segment

(in Millions of ¥)

[ ] : From the preceding year

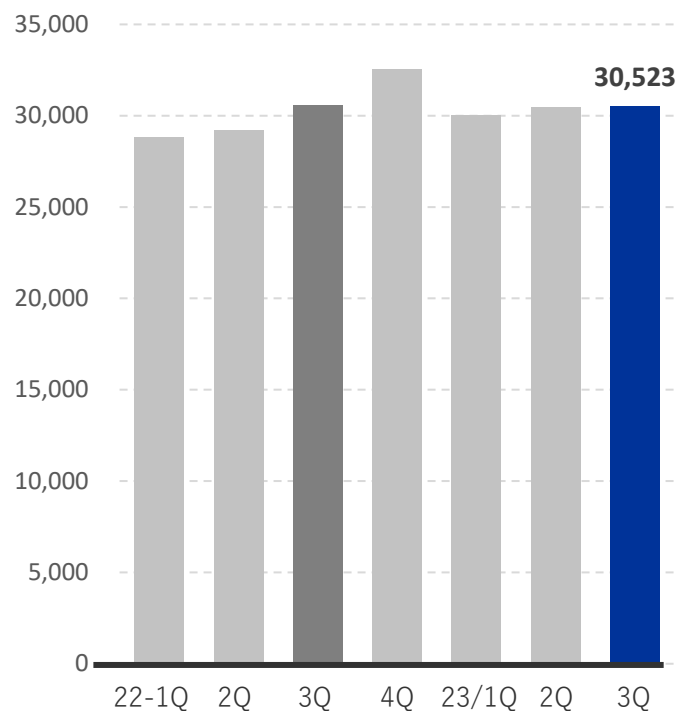
		FY 2023					FY2023 Revised Forecast (Announced on February 7, 2024)
		1Q	2Q	3Q	3Q Cumulative Total	Progress	
<b>Revenue</b>		<b>30,009</b> [104%]	<b>30,488</b> [104%]	<b>30,523</b> [100%]	<b>91,022</b> [103%]	<b>74.9%</b>	<b>121,500</b> [100%]
	<b>Space</b>	15,445 [112%]	15,593 [109%]	16,563 [106%]	47,602 [109%]	73.8%	64,500 [104%]
	<b>Media</b>	16,965 [97%]	17,265 [100%]	16,284 [94%]	50,515 [97%]	76.0%	66,500 [97%]
<b>Operating Profit</b>		<b>6,919</b> [125%]	<b>6,482</b> [116%]	<b>7,140</b> [128%]	<b>20,541</b> [123%]	<b>82.2%</b>	<b>25,000</b> [112%]
	<b>Space</b>	5,670 [137%]	5,433 [129%]	5,902 [125%]	17,005 [130%]	76.6%	22,200 [116%]
	<b>Media</b>	1,453 [91%]	1,231 [80%]	1,428 [138%]	4,112 [98%]	117.5%	3,500 [91%]
<b>Segment Profit (Profit attributable to owners of the parent)</b>		<b>4,982</b> [124%]	<b>3,573</b> [97%]	<b>4,820</b> [131%]	<b>13,376</b> [117%]	<b>81.1%</b>	<b>16,500</b> [104%]
	<b>Space</b>	4,008 [136%]	3,680 [140%]	3,949 [123%]	11,638 [132%]	77.6%	15,000 [111%]
	<b>Media</b>	1,081 [93%]	(1) [0%]	1,061 [152%]	2,141 [72%]	107.1%	2,000 [72%]



# Trends of Consolidated Financial Results by Quarter (FY2022-1Q – FY2023-3Q)

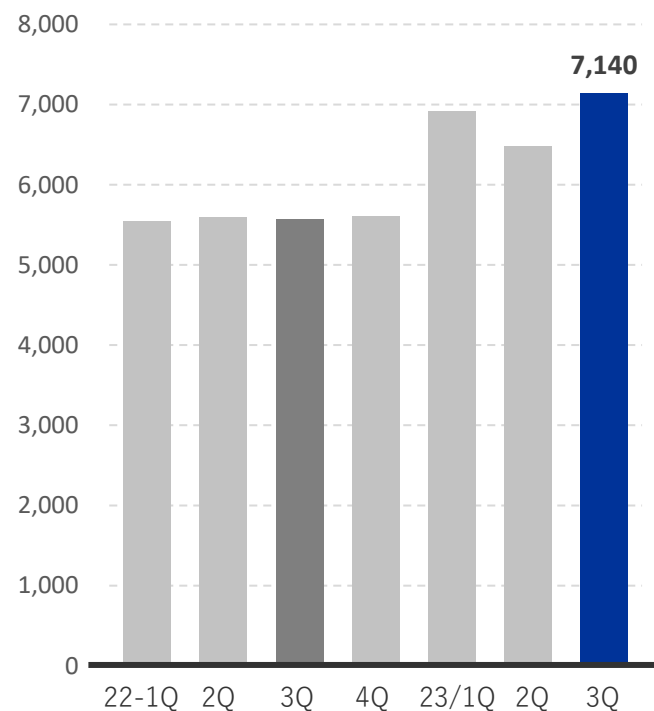
## Revenue

(in Millions of ¥)



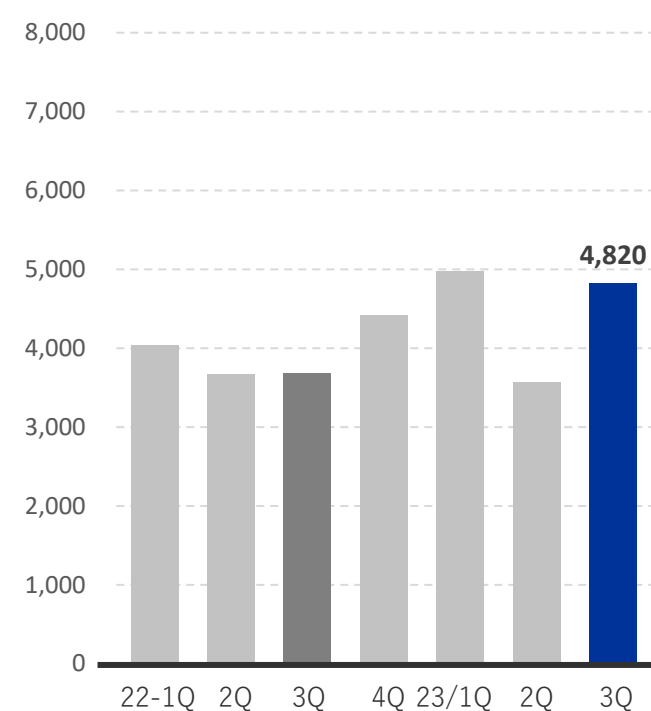
## Operating Income

(in Millions of ¥)

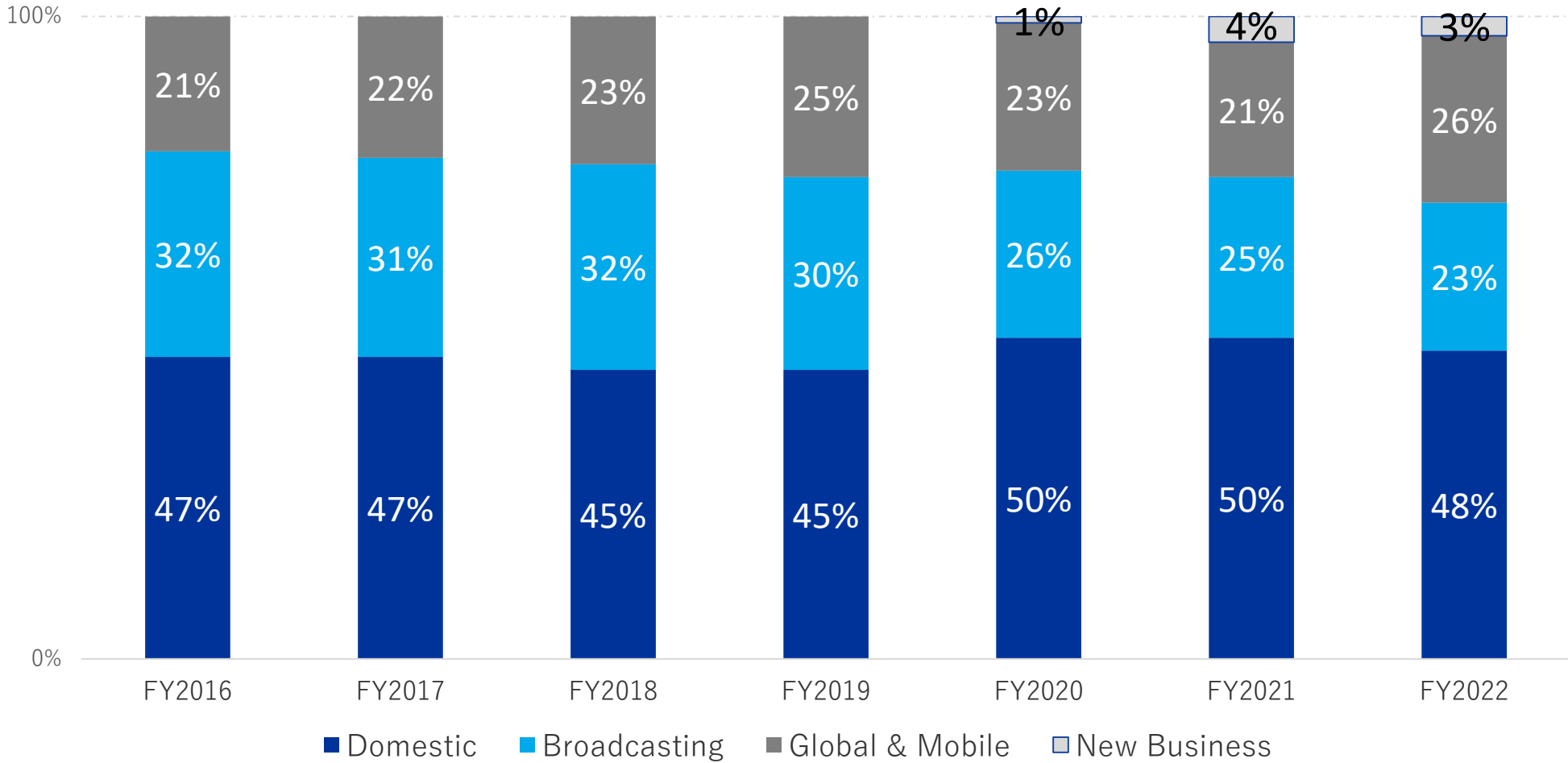


## Net Income

(in Millions of ¥)



# Revenue Composition ratio in Space Business



\*Excluding the impact of the sale of communications satellites to the Ministry of Defense in FY2016 and FY2018

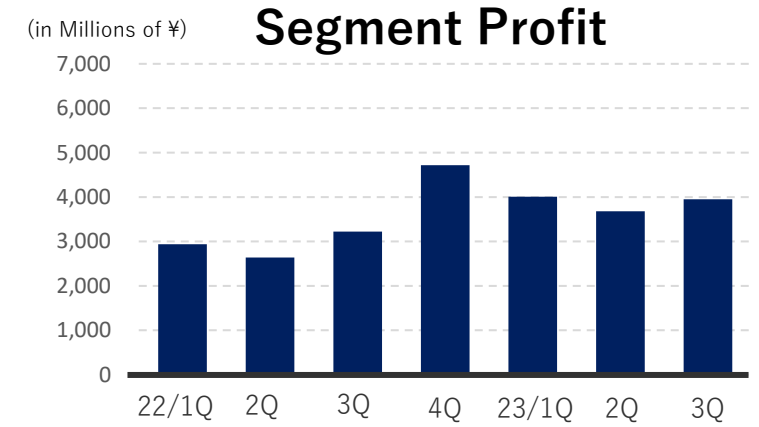
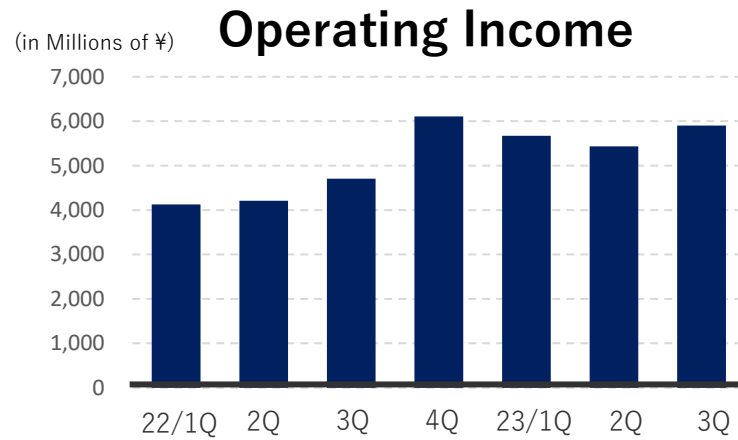
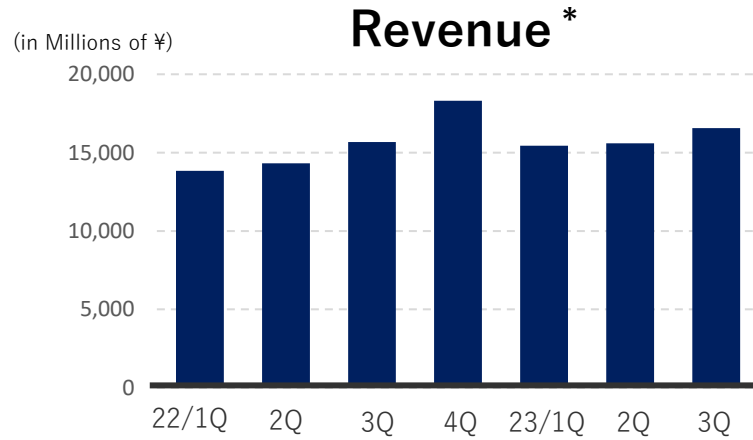
\*Accounting Standard for Revenue Recognition, etc. adopted from FY2021

\*Part of image sales revenue was recalculated by reclassifying it from domestic to new business domains, in FY2021.

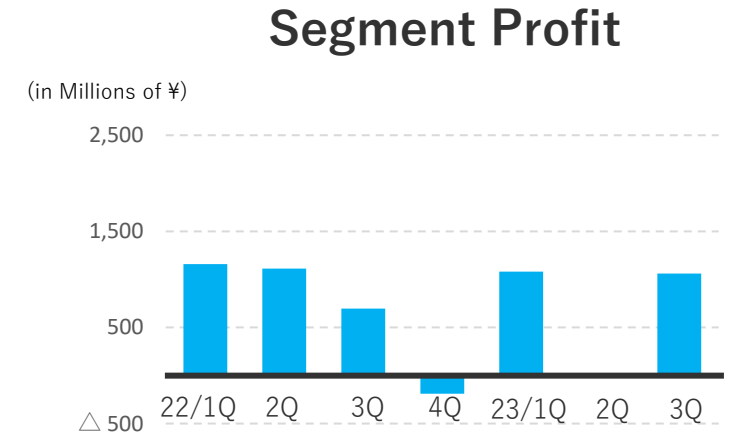
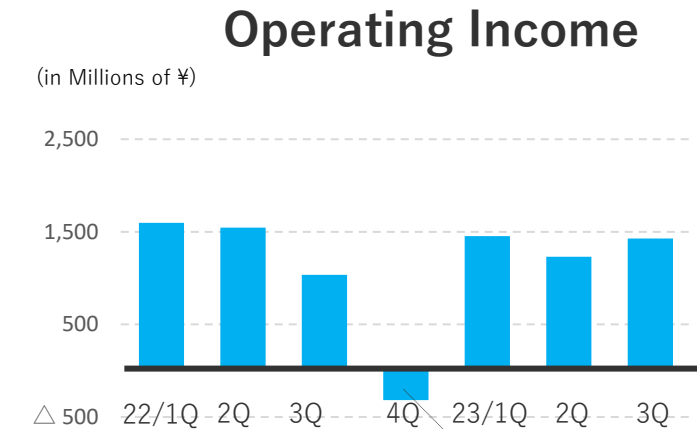
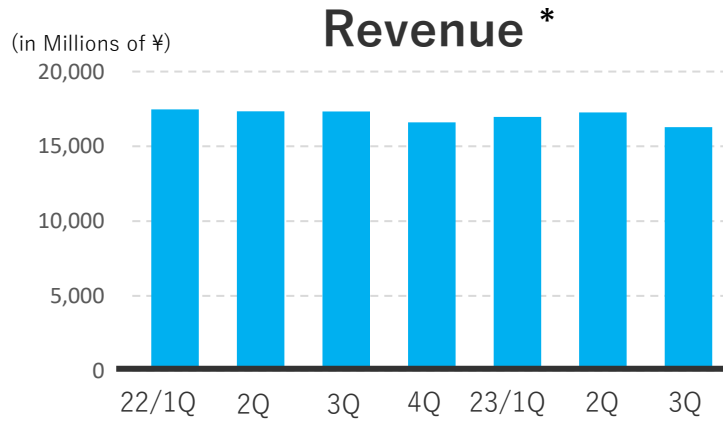
# Trends of Quarterly Financial Results by Segment

\* Including inter-segment transactions

## Space Business



## Media Business



Media division tends to have a high level of Operating expenses such as sales promotion costs in 4Q.

# Trends of Quarterly Financial Results by Segment

## Year-on-Year Comparison

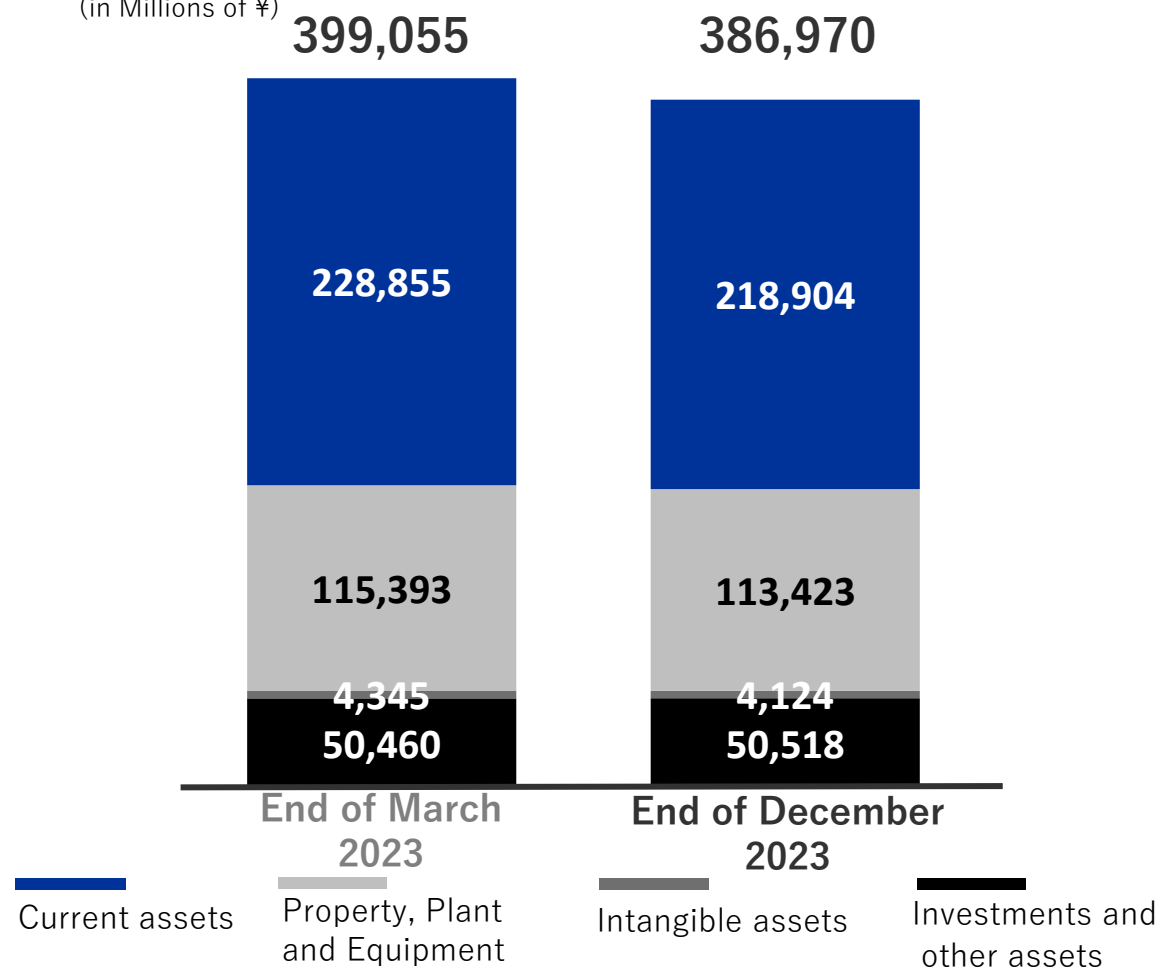
(in Millions of ¥)

	FY2022					FY2023		
	1Q	2Q	3Q	4Q	Total	1Q	2Q	3Q
<b>Revenue</b>	<b>28,806</b>	<b>29,190</b>	<b>30,597</b>	<b>32,545</b>	<b>121,139</b>	<b>30,009</b>	<b>30,488</b>	<b>30,523</b>
<b>Space</b>	13,841	14,319	15,677	18,314	62,154	15,445	15,593	16,563
<b>Media</b>	17,463	17,340	17,326	16,601	68,733	16,965	17,265	16,284
<b>Consolidated Elimination</b>	(2,499)	(2,470)	(2,406)	(2,370)	(9,747)	(2,401)	(2,370)	(2,324)
<b>Operating Profit</b>	<b>5,551</b>	<b>5,595</b>	<b>5,566</b>	<b>5,609</b>	<b>22,324</b>	<b>6,919</b>	<b>6,482</b>	<b>7,140</b>
<b>Space</b>	4,128	4,208	4,708	6,106	19,151	5,670	5,433	5,902
<b>Media</b>	1,598	1,546	1,036	(318)	3,863	1,453	1,231	1,428
<b>Consolidated Elimination</b>	(175)	(158)	(178)	(177)	(690)	(203)	(181)	(190)
<b>Segment Profit (Profit attributable to owners of the parent)</b>	<b>4,033</b>	<b>3,669</b>	<b>3,683</b>	<b>4,423</b>	<b>15,810</b>	<b>4,982</b>	<b>3,573</b>	<b>4,820</b>
<b>Space</b>	2,938	2,637	3,221	4,717	13,515	4,008	3,680	3,949
<b>Media</b>	1,159	1,113	696	(189)	2,779	1,081	(1)	1,061
<b>Consolidated Elimination</b>	(64)	(81)	(234)	(104)	(484)	(107)	(105)	(190)

# Consolidated Balance Sheet

## Assets

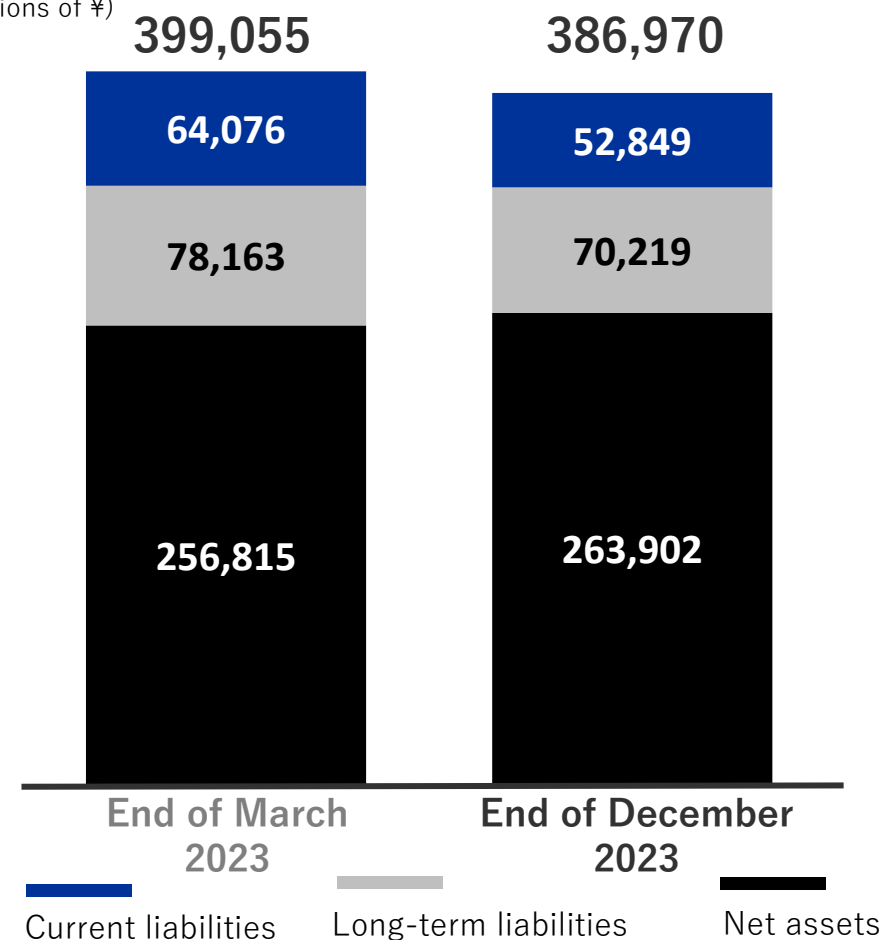
(in Millions of ¥)



## Liabilities and Net Assets

Equity Ratio : 64.0% → 67.8%

(in Millions of ¥)



# Consolidated Cash Flows

(in Millions of ¥)

	FY2022 3Q cumulative	FY2023 3Q cumulative
Net Cash from Operating activities	42,962	23,269
Net Cash from Investing activities	(16,923)	(8,755)
Free Cash Flows <sup>*1</sup>	26,039	14,514
Net Cash from Financing activities	(18,773)	(20,409)
Cash and Cash Equivalents at Term-end(a)	94,311	102,839
Interest-bearing Debt at Term-end <sup>*2</sup> (b)	74,575	65,870
Net Interest-bearing Debt at Term-end (b) – (a)	(19,735)	(36,968)

\*1 Net Cash from Operating activities + Net Cash from Investing activities

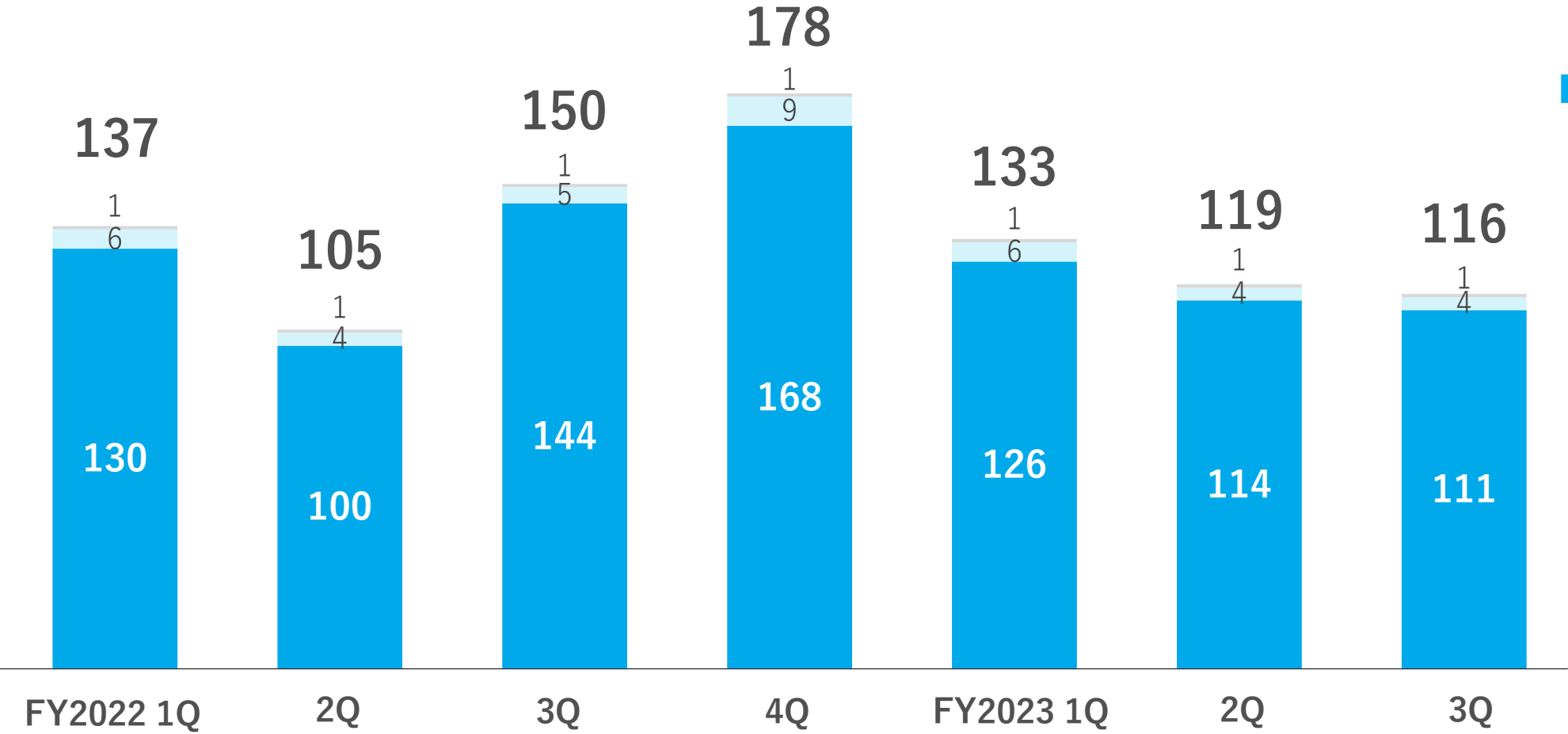
\*2 Term-end balance of Debts and unsecured corporate bonds

# Key Indicators of Media Business (FY2022 3Q) *SKY PerfecTV!*

(in 10 Thousands)	FY2022-3Q cumulative	FY2023-3Q cumulative	Annual Target For FY2023
<b>New Subscribers</b> (IC cards or chips)	<b>39.2</b>	<b>36.8</b>	<b>56.4</b>
<b>Net Increase (IC cards or chips)</b>	(14.5)	(14.5)	<b>(13.3)</b>
- <i>SKY PerfecTV!</i>	(8.7)	(9.7)	(5.4)
- <i>SKY PerfecTV! Premium Service</i>	(5.3)	(4.6)	(7.5)
- <i>SKY PerfecTV! Premium Service Hikari</i>	(0.3)	(0.3)	(0.4)
<b>Cumulative number of subscribers</b> (IC cards or chips)	<b>286.4</b>	<b>273.0</b>	<b>274.2</b>
<b>Cumulative number of contractors</b> (contracts)	<b>225.0</b>	<b>212.1</b>	<b>212.6</b>
<b>Number of subscribing households of Optical Fiber Based Re-transmission service</b> (million)	<b>260.6</b>	<b>271.1</b>	<b>273.5</b>
<b>Average Monthly Contractor's Payment (Yen)</b>			
- SKY PerfecTV!	<b>3,338</b>	<b>3,352</b>	
- SKY PerfecTV! Premium Service	<b>3,538</b>	<b>3,510</b>	
- SKY PerfecTV! Premium Service Hikari	<b>5,067</b>	<b>5,000</b>	

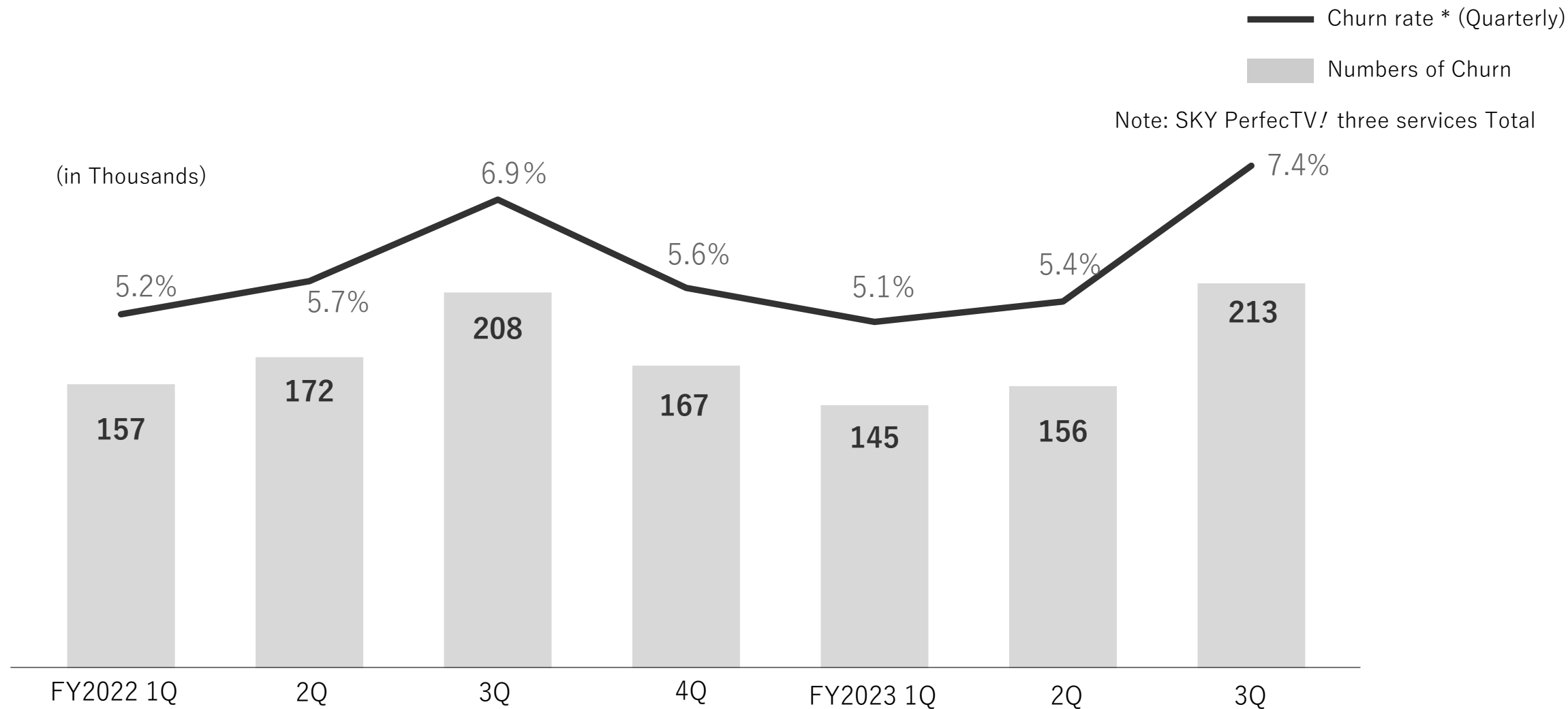
# Number of New Subscribers (IC cards or chips)

(in Thousands)





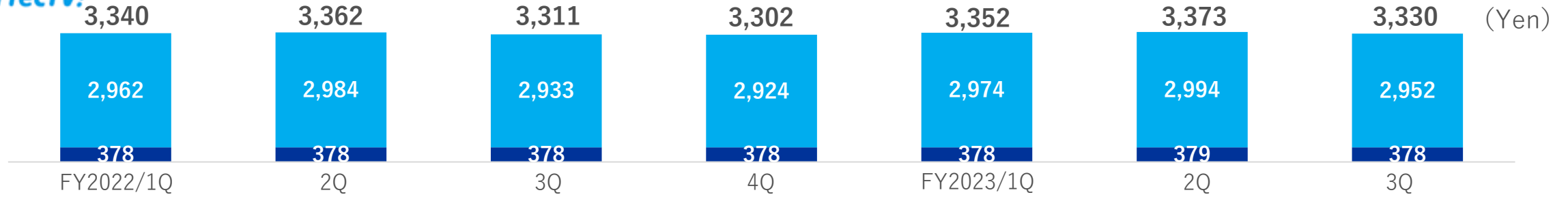
# Churn Rate (IC cards or chips)



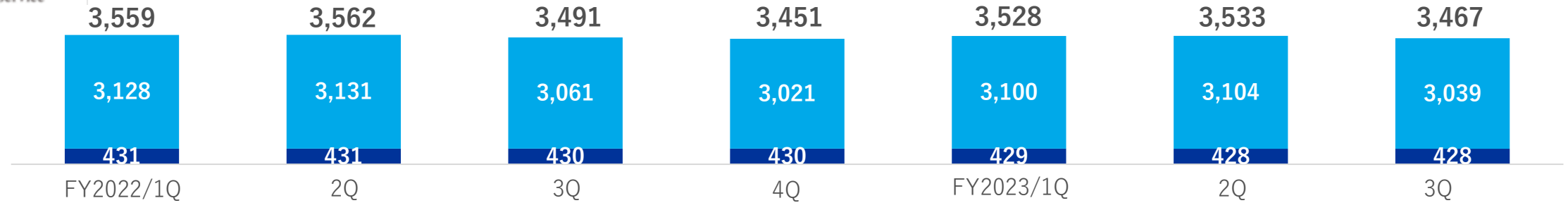
\* The churn rate is calculated by dividing the total number of cancellations for each quarter by the cumulative number of subscribers at the end of the previous fiscal year.

# Average Monthly Contractor's Payment \*1

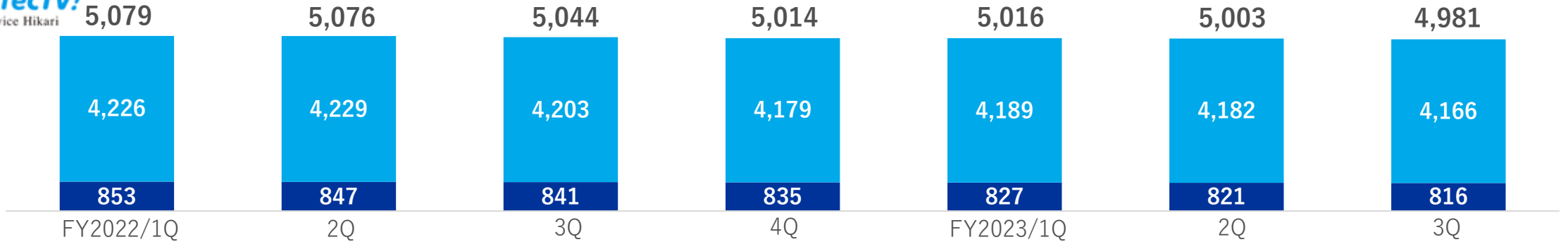
SKY PerfectTV!



SKY PerfectTV!  
Premium Service



SKY PerfectTV!  
Premium Service Hikari



\*2

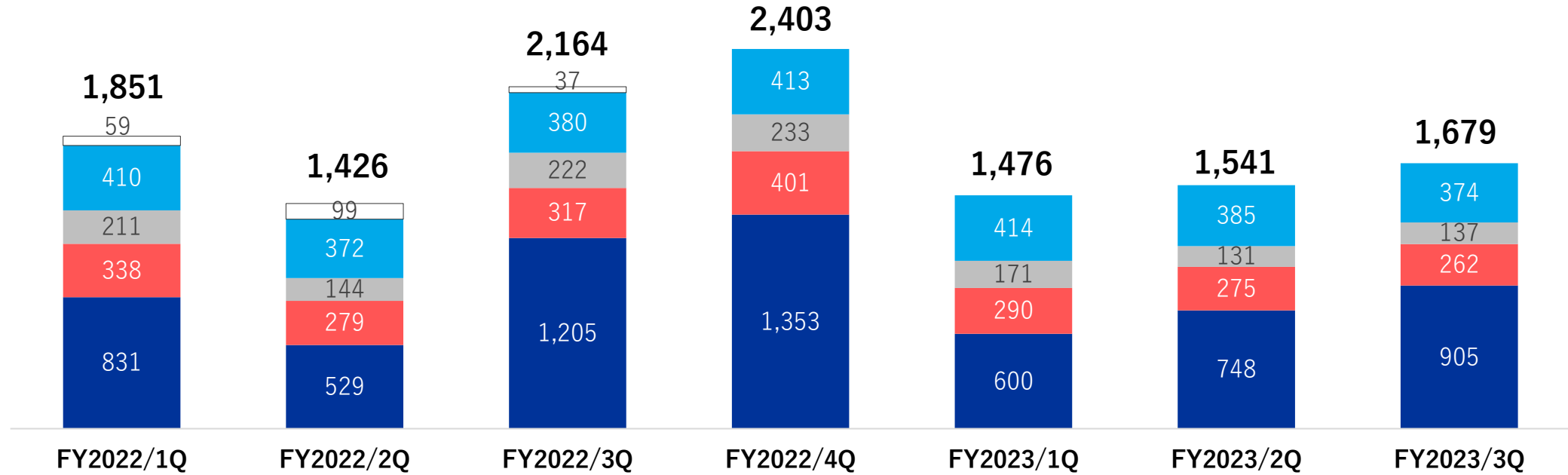
\*1 Average monthly Contractor's payments made by contractors such as Basic fees and Viewing fees. The monthly unit price is on a basis of Contractor, of Viewing fees paid by contractors, SKY PerfectTV! service recognizes around 30% as commission revenues and SKY PerfectTV! Premium service and SKY PerfectTV! Premium service HIKARI recognize around 50% deducting Cost of Program provision as Viewing fees revenues.

\*2 Basic fees and set-top box rental fees.

■ Basic fees and other\*2  
■ Viewing fees

# Total Subscribers Acquisition Cost (SAC)

(in Millions of ¥)



■ Advertising expenses: advertising expenses for various media

■ Promotion expenses\*: promotion cost to acquire new subscribers, sales incentives.

■ Subscription campaign expenses: campaign costs to acquire new subscribers such as free of charge antenna installation, etc.

■ Others: Operation costs of SKY PerfecTV! Customer service center, etc.

□ Production costs for free programs: Costs associated with production cost for free programs such as BS SKY PerfecTV!

# LEO Satellite Constellation Services

SPACE

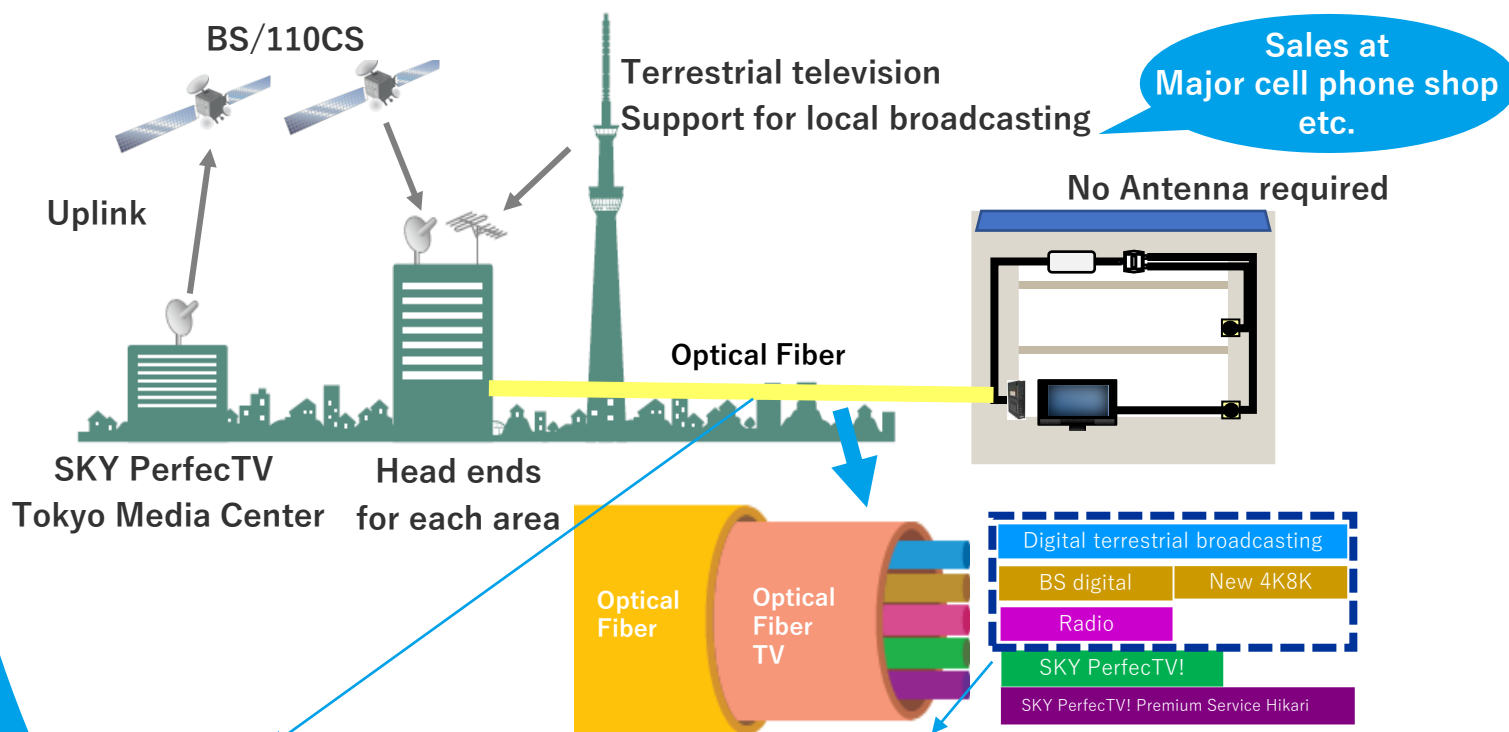
New Business

	Kuiper	Starlink	OneWeb	LightSpeed
Number of satellites (Planned)	3,236	Gen1: 4,408 Gen2: 7,500	Gen1: 648 Gen2: 360	198
Service frequency	Ka Band	Ku band	Ku Band	Ka Band
Communication speed	Several hundred Mbps range			
Service availability	Scheduled to commence service from 2026.	In service	<ul style="list-style-type: none"> <li>• In service in some regions</li> <li>• In preparation for domestic deployment in Japan</li> </ul>	Scheduled to commence service in the latter half of 2027.
<b>Our initiatives</b>	<b>[SKY Perfect JSAT]</b> Agreed to a strategic collaboration with NTT Group.	<b>[SKY Perfect JSAT]</b> Starlink Business: In service from December 2023		

\*The above table has been compiled based on EUROCONSULT SATELLITE CONNECTIVITY AND VIDEO MARKET 2023, supplemented with findings from our own research.

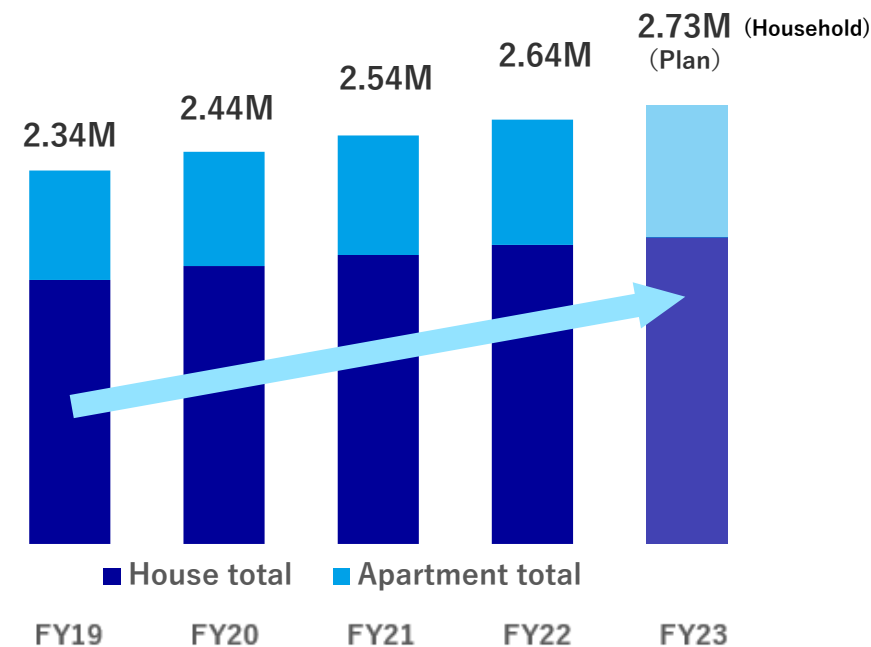
# About FTTH (Fiber-To-The-Home) Business

- Retransmission of terrestrial and BS・CS broadcasting, etc. on fiber-optic lines for detached houses and apartments.
- The Service area steadily expanded to household coverage ratio of 76%.



Number of FTTH available households : 42.8M

## Household coverage Trend



**Cost:** Access charge to telecommunications carriers etc.

**Monthly usage fee: ¥825\*** \*for house (tax included)  
 TV viewing service ¥330/month (provided by SKY Perfect JSAT)  
 + fiber-optic television transmission services ¥495/month (provided by collaboration providers)

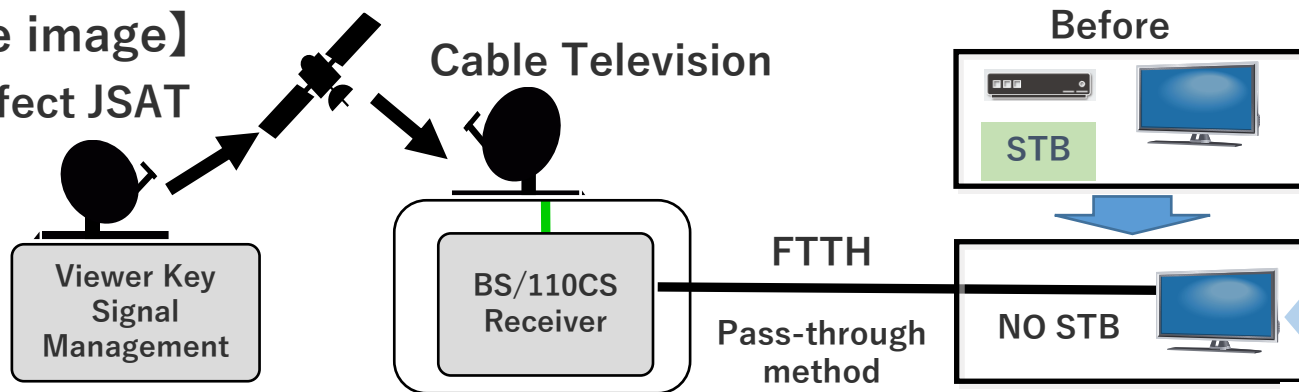
## Using Satellite Communications and Viewer Key Signal Management Technologies to Solve Challenges for Cable Television Businesses

- Agreed to discussions with CCJ Corporation (Mie prefecture), a CATV management company
- 17 stations in total as of December 2023
- Total number of subscribing households of 17 stations:  
About 660 thousand households (Source cable&satellite Fact books)

<Major Introduction Benefits>

- To reduce capital expenditures in response to ACAS
- No STB required for customer homes.
- To Continue multi-channel broadcasting services, etc.

【Service image】  
SKY Perfect JSAT



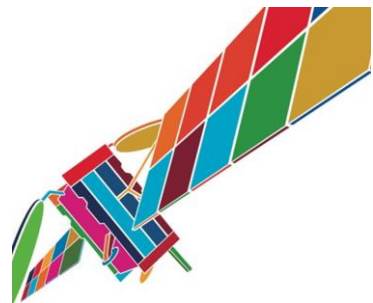
Providing Viewing control functions

Income  
• Registration Fee (Initial)  
• Key management fee (Monthly)



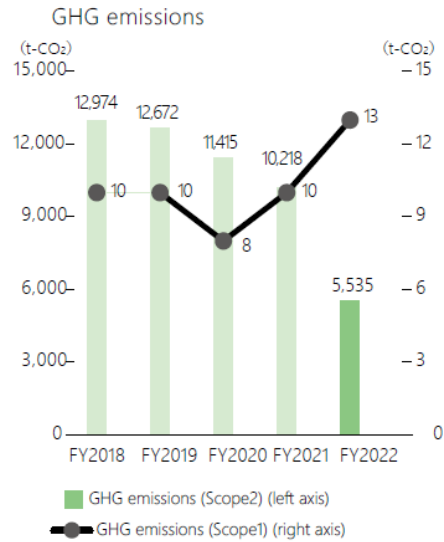
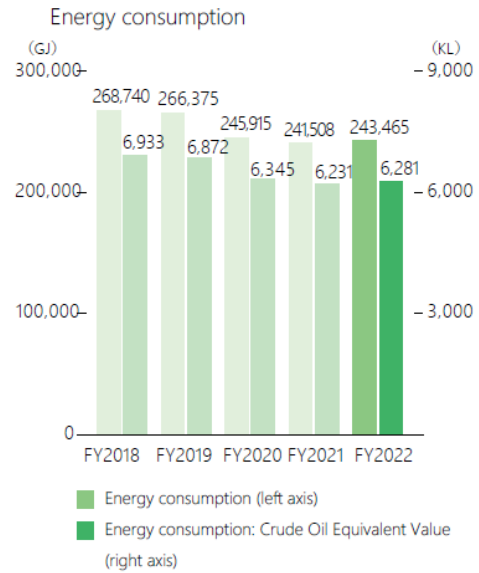
We aim to further strengthen alliances with CATV operators by promoting the dissemination of SKY PerfectTV! program distribution and implementing the CTV strategy.

# 9 (Nine) Important Materiality Themes



Please view here for the details of the sustainability of the Group  
<https://www.skyperfectjsat.space/en/sustainability/>

# ESG Data \*SKY Perfect JSAT Corporation only (Excluding Total waste emissions)



### Total waste emissions

FY2022 (2022/4/1~2023/3/31)	(t)
Total amount of industrial waste, etc.	94,214
Total amount of general waste, etc.	43,694
<b>Total emissions</b>	<b>137,908</b>

(SKY Perfect JSAT Holdings Inc. and parts of consolidated domestic subsidiaries excluding SKY Perfect Customer-relations Corporation)

Scope 1: Greenhouse gas (GHG) emissions released directly into the atmosphere at the GHG emissions source

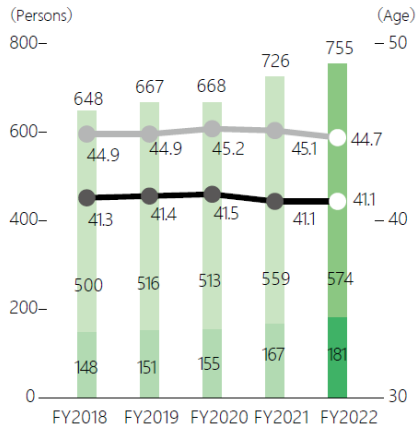
Scope 2: CO<sub>2</sub> emissions from electricity purchased from a third party, electricity generated from heat, and the heat generation stage (Basic Guidelines on Accounting for Greenhouse Gas Emissions throughout the Supply Chain (Ministry of the Environment/Ministry of Economy, Trade and Industry))

GJ (gigajoule: unit of energy), t-CO<sub>2</sub> (tonne weight: weight indication for the amount of energy used converted on a CO<sub>2</sub> basis)

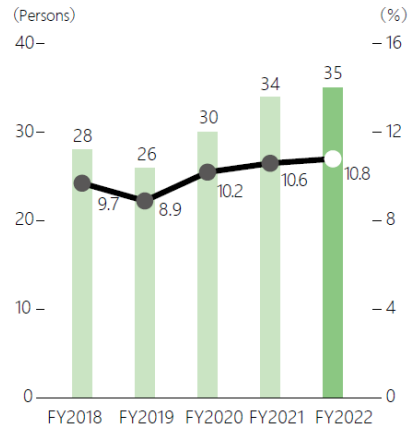
ESG data of FY 2022 results are updated on our web site.

<https://www.skyperfectjsat.space/en/sustainability/esg/>

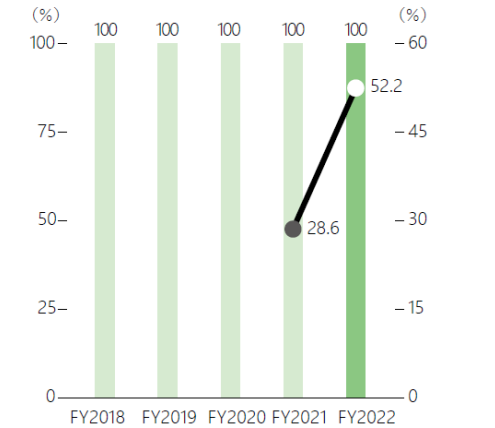
### Number of employees and Average Age of Employees



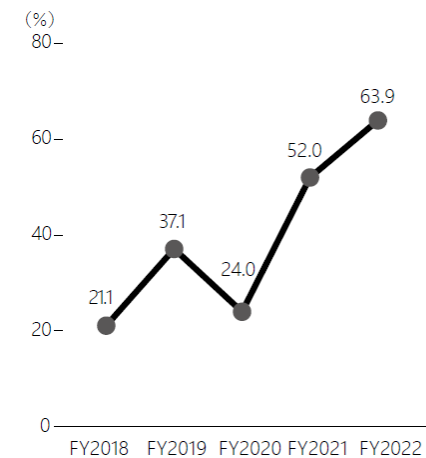
### Number and Rate of Female Managers



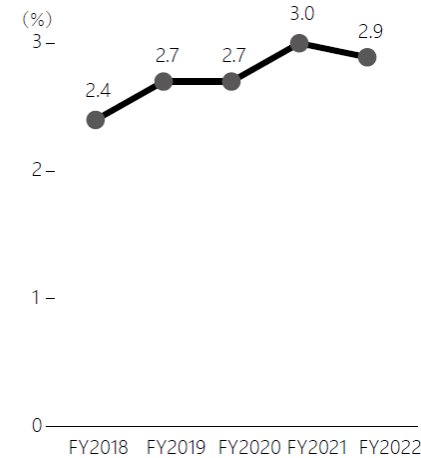
### Rate of return to work from childcare leave and Rate of male employees taking childcare leave



### Rate of Mid-career Recruitment



### Rate of Disabled in the Workforce



Number of employees (left axis) Male Female  
Average Age of Employees (right axis) Male Female

Number of Female Managers (left axis)  
Rate of Female Managers (right axis)

Rate of return to work from childcare leave (left axis)  
Rate of male employees taking childcare leave (right axis)





 *SKY Perfect JSAT Group*