

Social media Policy of SKY Perfect JSAT Group

We consider the social media as important opportunities to publicize information and to communicate with our customers directly.

In order for SKY Perfect JSAT Group to fulfill its social responsibilities and win trust, the basic attitude we must emphasize was specified in “Group Officer and Employee Code of Conduct.” Likewise, the standards (policy) for concrete behaviors will be specified for the social media.

1. To understand and follow the Group Officer and Employee Code of Conduct, the regulations and rules inside and outside the company

When we use the social media, we follow laws and “Group Officer and Employee Code of Conduct,” discipline ourselves as an adult having good sense so that we do not deviate from society’s norm, and conduct communication fairly and rightly in good faith.

2. To establish and ensure compliance with social media guidelines

In order to ensure the appropriate use of social media, we establish and ensure compliance with guidelines concerning the use of both the corporate group’s official accounts and individual accounts.

3. Understanding of media characteristics and the mindset when using the media

We have the attitude of listening to the voice of others. We also understand that the information uploaded to the Internet can be accessed by the general public, that once-uploaded information cannot be deleted fully, and that the comments of individuals who belong to our corporate group would influence the evaluation on our corporate group, and then emphasize responsible behaviors.

[Official corporate group social media accounts]

The information released by the employees of our corporate group operating official accounts in the social media does not always indicate the official announcement or opinion of our corporate group. Our official announcements and opinions are released through the website (<https://www.skyperfectjsat.co.jp/en>) and news releases of our corporate group, etc. The official accounts of the social media of our corporate group are as follows:

- SKY Perfect JSAT Corporation (Japanese Only):
(<https://www.skyperfectv.co.jp/sns/>)
- SKY Perfect Broadcasting Corporation (Japanese Only):
(<http://www.sptvbroadcast.com/information/sns.html>)