



## Press release

### EAST AFRICA'S ZUKU TV TO FULLY MIGRATE TO SES 5

Luxembourg, July 23rd, 2013 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that the East African pay-TV broadcaster Zuku TV will complete its migration on the SES fleet by the end of July 2013 and has committed to growth capacity on the new satellite.

Zuku TV, part of Wananchi Group Holdings, is East Africa's leading home entertainment operator, with a substantial and growing customer base in East Africa, principally Kenya, Tanzania and Uganda.

The migration of Zuku TV from the SES satellite NSS-12 to the newer SES-5 began in February 2013. SES-5 was launched last year and is positioned at 5 degrees East, one of the company's flagship orbital slots, which supports customers across the continent to grow Africa's Direct-to-Home and broadcast services. Wananchi Group has contracted seven transponders on SES-5; four have migrated to SES-5 whilst three transponders are additional growth capacity.

"The demand of Wananchi clearly shows the attractiveness of SES-5 for African broadcasters," says Ferdinand Kayser, Chief Commercial Officer of SES. "With customers like Wananchi, we are able to create a high quality and high value DTH neighborhood on SES-5, applying our core competence in the Direct-to-Home (DTH) business to an important growth region."

"We are extremely satisfied with the performance of SES-5," says Richard Bell, CEO, Wananchi Group. "We depend on satellite capacity and services to ensure excellent service and picture quality for our viewers and to grow our business in the market."

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#### About SES

SES is a world-leading satellite operator with a global fleet of 53 geostationary satellites and a well-connected network of teleports. Nine of those satellites cover Africa and provide satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations across the continent.



SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting industry. The culturally diverse regional teams of SES are located around the globe and work closely with customers to meet their specific satellite bandwidth and service requirements.

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: [www.ses.com](http://www.ses.com).