



## Press release

### SES RENEWS CONTRACT WITH SONY ENTERTAINMENT TELEVISION ASIA

LUXEMBOURG, October 22, 2013 - SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that a renewal of its contract with Sony Entertainment Television (SET) Asia has been signed. The new agreement will enable SET Asia to serve its subscribers in the UK and Ireland at SES' prime orbital arc of 28.2/ 28.5 degrees East, as well as distribute its platform to affiliates across Europe.

SES serves almost 13 million satellite households across the UK and Ireland from its constellation of four satellites positioned at the orbital arc of 28.2/ 28.5. The company is in the process of a full fleet renewal at the prime orbital location: ASTRA 2F was launched September 2012 while ASTRA 2E has just launched successfully on September 30, 2013. ASTRA 2G will be launched in Q1 2014.

SES' Chief Commercial Officer, Ferdinand Kayser, commented, "We are delighted that SET Asia has chosen SES to continue to deliver their premium service at the orbital arc of 28.2/ 28.5 degrees East. This long-term partnership shows SET Asia's confidence in our ability to provide leading edge technologies that will ensure seamless delivery of their service to subscribers."

"Our prime service, SET Asia, has been on ASTRA satellites since 1999," said Neeraj Arora, Executive Vice President of SET Asia. "We have found the reliability and coverage offered by SES to be exemplary and we are very pleased to have renewed our contract."

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### About Sony Entertainment Television Asia

Sony Pictures Entertainment (SPE) backs MSM Asia Ltd., the International arm of India's leading television network. It comprises of Sony Entertainment Television Asia (SET Asia), the Hindi general entertainment television channel which launched over 15 years ago and



has since maintained the highest level of quality and viewership in over 120 countries and to 10 million viewers outside of the Indian subcontinent.

Other channels in the International network include SONY MAX, India's premium Hindi movies and special events channel; SONY SAB, a family comedy entertainment channel; SONY MIX a refreshing Hindi music channel, and SONY LIV, the digital content channel.

### **About SES**

SES is a world-leading satellite operator with a fleet of 54 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.

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).