

Press release

SES: GLOBAL BROADCASTERS PREPARING TO COVER 2014 FIFA WORLD CUP

Luxembourg/Las Vegas, 7 April 2014 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) today announced that it has signed a series of major Occasional Use (OU) capacity deals with broadcasters to deliver an estimated 30,000-plus coverage hours of the 2014 FIFA World Cup in Brazil.

Leading broadcasters from around the world have secured more than 450MHz of SES Occasional Use capacity aboard SES's satellites to deliver 2014 World Cup broadcasts to audiences throughout North America, Latin America and Europe. SES's NSS-806, SES-6 and NSS-7 spacecraft will be counted on to enable content contribution and distribution feeds to and from the 12 World Cup venues throughout Brazil and across the host city of Rio de Janeiro. Broadcasters will also utilize other SES spacecraft together with strategic ground infrastructure, to extend the distribution of World Cup coverage into other regions, including Asia, Australia and the Middle East. SES's AMC-9 satellite, for example, will be used to reach viewers in Mexico and the U.S., while SES-1, SES-2, SES-4, SES-5, SES-6 and AMC-1 will also play integral roles in helping broadcasters ultimately reach a global World Cup audience of nearly 3 billion people.

“Broadcast coverage of the 2014 World Cup will require unprecedented levels of fiber and satellite bandwidth, and SES is dedicated to meeting the demands of broadcasters by delivering this spectacular sports event to audiences around the world,” said Samantha McCloskey, SES's Vice President of Global Occasional Use Services. “SES has the reliable satellite coverage combined with the experienced people and proven facilities on the ground in critical locations across the U.S., Europe and Latin America. Our OU team is coming off a strong 2013, with more than 50,000 occasional use bookings to enable sports and news broadcasts around the world.”

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About SES

SES is a world-leading satellite operator with a fleet of 56 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.