



## Press release

### SES LAUNCHES NEW DIGITAL TV PLATFORM FOR WEST AFRICA

Luxembourg/Lagos, 23 July 2014 -- SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG), in cooperation with service provider Computer Warehouse Group (NSE Nigerian Stock Exchange: CWG), today announced the launch of a new digital TV platform for West Africa on SES's ASTRA 2F satellite at 28.2 degrees East.

This independent and neutral TV platform in Nigeria will be the country's first free-to-air (FTA) DTH digital TV platform and provide the opportunity for broadcasters to reach millions of satellite homes in West Africa which are pointing their dishes to 28.2 degrees East. Besides providing additional growth opportunities for local and international broadcasters, the platform could be used to quicken the pace of digital migration.

The platform provides end-to-end contribution, ground and space services to local, regional, national and international TV broadcasters across West Africa. SES will be providing the space segment and specific ground services, while CWG will be managing the teleport services as an SES partner teleport operator, providing high operational standards. The service will start in September 2014.

The 28.2 degrees East orbital position is SES's prime orbital position for West Africa and its FTA reach is one of the highest in the region. Today, SES already transmits 28 FTA channels at the 28.2 degrees East neighbourhood.

Austin Okere, Founder and CEO of CWG, said, "For years, the majority of households in West Africa has been shut out of the digital broadcasting experience. Together with SES, we are excited to enable broadcasters to deliver their content cost-effectively, and in excellent technical quality to millions of households across the region."

Ferdinand Kayser, Chief Commercial Officer of SES, said, "Broadcasting via satellite provides better picture quality and a 100 percent coverage of even the most remote areas and regions. The long-term partnership with CWG will open up new possibilities for local and international broadcasters and allow them to drive digitalisation and reach their audiences across West Africa quickly and cost-effectively."

For further information please contact:

Markus Payer  
SES Communications  
Tel: +352 710 725 500  
Markus.Payer@ses.com

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### **About SES**

SES is a world-leading satellite operator with a fleet of over 50 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).

### **About CWG Plc**

Computer Warehouse Group Plc (NSE: CWG) is a leading provider of Information, and Communication Technology solutions, across West, Central, and Eastern Africa.

Through its diverse portfolio of solutions, CWG PLC, an ISO 9000:2008 certified company, enables customers to plan, design, optimise and execute their business vision with confidence, using proven technologies that provide efficiencies for tomorrow's competitive landscape.

As the foremost enabler of business where it operates, its technology powers more than 80% of businesses in the financial industry in Nigeria and 50% of the telecoms industry. CWG was named a World Economic Forum Global Growth Company (WEF-GGC) at the 2014 WEF Africa. To learn more, visit [www.cwlgroup.com](http://www.cwlgroup.com)