

Press release

SES TO DELIVER DTH BROADCAST SERVICES ACROSS FRENCH SPEAKING COUNTRIES IN WEST AFRICA

Luxembourg, 18 August 2014 - SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it will be delivering direct-to-home (DTH) broadcast television across French-speaking countries in Sub-Saharan Africa for the Lomé-based consortium of West African broadcasters led by Africable and Media Plus.

The multi-year contract for two transponders will allow the new platform to deliver direct-to-home (DTH) television from its Bamako Teleport to member countries of the West African Economic and Monetary Union (also known by its French acronym UEMOA). The roll-out begins on 1 October 2014 across Mali, Burkina Faso, Ivory Coast and Niger.

SES will provide the satellite capacity on its SES-4 satellite located at 22 degrees West, the company's prime orbital slot for Francophone sub-Saharan Africa, providing 100% audience reach from urban to non-urban areas.

The service will offer a bouquet of 80 channels, free-to-air (FTA) and encrypted, and will allow member countries to meet the global digital migration deadline of June 2015. Audiences will be able to connect to the existing national Digital Terrestrial Television (DTT) networks and to receive content via satellite using a Dual Tuner receiver (MPEG4 and DVBS2/T2) included in the offer.

“As a global satellite operator, SES is well positioned to facilitate digital migration, particularly in Africa where geographic challenges loom large for broadcasters,” said Ibrahima Guimba-Saidou, Senior Vice President, Africa for SES. “With over 50 satellites globally, SES has nine satellites which cover Africa. As such, we are well positioned to increase the choice of broadcast channels for local communities.”

Ismaila Sidibe, CEO of Africable, said, “Right to TV is our slogan. With over 20 years of experience as a leading wireless cable (MMDS) operator and content provider across Africa, we understand the importance of supporting digital migration on the continent to achieve 100% audience reach. It is our goal to deliver quality television to the wider population at an affordable cost, and we believe DTH technology can help us achieve this.”

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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.