



Press release

SES TO DELIVER SETANTA SPORTS HD CHANNELS ON ASTRA 31.5 DEGREES EAST

Luxembourg, 8 October 2014, SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that international sports broadcaster Setanta Sports will be broadcasting two sports channels in high-definition (HD) to 13 countries - Armenia, Azerbaijan, Belarus, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Uzbekistan, Tajikistan and Turkmenistan - via SES's ASTRA 5B satellite at the 31.5 degrees East orbital position.

Exclusive La Liga, Serie A, Ligue 1, European and World Cup Qualifiers, FA Cup, Capital One Cup, NHL, UFC, Formula 1, French Top 14 Rugby and World Championship Boxing are among the live premium sports content that will be broadcast on the two channels, Setanta Sports and Setanta Sports+.

Setanta Sports and Setanta Sports+ are now available on all key cable, DTH and IPTV platforms within the countries of the region.

"At Setanta Sports, we aim to bring TV viewers closer to the action on the ground through live broadcast of matches and races," said Dwyer McCaughley, Chief Executive Officer at Setanta Sports Eurasia. "SES's track record in delivering high-quality satellite television, coupled with ASTRA 5B's extensive reach, is exactly what we need, and we look forward to establishing a long-term partnership with them."

"Setanta's ambition is to increase their worldwide viewership and bring exciting content to sports enthusiasts in this part of the world. We are pleased that they have chosen to work with SES," said Norbert Hölzle, Senior Vice President, Commercial Europe, for SES.

The recently-launched ASTRA 5B at 31.5 degrees East strengthens SES's newest video neighborhood in Europe by extending geographic reach over Central and Eastern Europe, Russia and the Commonwealth of Independent States. The satellite is ideal for direct-to-home, direct-to-cable and contribution feeds to digital terrestrial television networks.

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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.