



## Press release

### SES PLATFORM HD+ IN GERMANY REACHES MORE THAN 3 MILLION HOUSEHOLDS

Luxembourg, 17 February 2015 – SES S.A. (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that its German HD platform HD+ continued to grow successfully in 2014, reaching more than three million households at the end of 2014. At 31 December 2014, 1.65 million households were paying for the service, an increase of 17 percent compared to the previous year (at 31 December 2013). Another 1.4 million households were in the free-trial period.

HD+ offers a package of High Definition TV channels, providing an HD broadcast platform for 20 of the leading private broadcasters in Germany. In addition, HD+ users can receive over 30 other free-to-air channels in brilliant HD-quality.

At the same time, the German market reach study “TV Monitor”, conducted annually by SES, showed that the number of HD satellite households in Germany exceeded, for the first time, the ten million mark. A further 6.6 million households watch HD via cable and one million via IPTV. The number of HD households therefore totaled 17.6 million, about 24 percent more than a year before (14.2 million). The total number of TV households in Germany reached 38 million. Reaching 18.2 million households, satellite remains the most important broadcast distribution.

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SES Pictures are available under <https://extranet.ses.com/18706236/pictures>

SES White papers are available under <http://www.ses.com/18681915/white-papers>

### About SES

SES is the world-leading satellite operator with a fleet of more than 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 HD+**

HD PLUS GmbH is a wholly-owned subsidiary of SES, the world's leading satellite operator with a fleet of over 50 geostationary satellites. HD PLUS was established in May 2009 and markets the product HD+, an additional range of programmes in high definition (HD), which can be received via the ASTRA satellite system in Germany. The HD+ open platform brings attractive Free TV services in high definition to the market. At present, the HD+ service includes the programmes RTL HD, SAT.1 HD, ProSieben HD, VOX HD, RTL II HD, kabel eins HD, SUPER RTL HD, N24 HD, n-tv HD, TELE 5 HD, SPORT1 HD, DMAX HD, RTL NITRO HD, Nickelodeon HD, sixx HD, SAT.1 Gold HD, ProSieben MAXX HD, DELUXE MUSIC HD, Disney Channel HD and TLC HD.

The free-to-air channels Das Erste HD, ZDF HD, ARTE HD, 3sat HD, BR HD, KI.KA HD, hr HD, MDR HD, NDR HD, PHOENIX HD, rbb HD, SWR HD, WDR HD, ZDFinfokanal HD, ZDFkultur HD, ZDFneo HD, einsfestival HD, EinsPlus HD, tagesschau 24 HD, ServusTV HD, Anixe HD, Bibel TV HD, QVC HD, QVC PLUS HD, HSE 24 HD, HSE24 Extra HD, Juwelo TV HD, pearl.tv HD, sonnenklar.tv HD and 1-2-3.tv HD can also be received with a HD+ set-top box.

By purchasing a HD+set-top box, HD+ is free during the first six months. After this period, a technical service fee of EUR 60 per year is charged. Unlike the familiar subscription models, which can only be ended by cancellation, HD+ expires automatically after one year. HD+ viewers can extend their card simply and easily. The extension codes are available in shops, online at [www.hd-plus.de](http://www.hd-plus.de) or by telephone (free of charge: 0800 / 3000 222). In addition to extending existing cards, customers have the option of acquiring new HD+ cards – which will then cost EUR 65.

[www.hd-plus.de](http://www.hd-plus.de)