



Press release

EUROPE'S FIRST FREE-TO-AIR ULTRA HD CHANNEL TO BROADCAST ON ASTRA 19.2 DEGREES EAST

German shopping channel pearl.tv Ultra HD will be launched in September 2015

LUXEMBOURG, 20 May 2015 -- SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it will be broadcasting Europe's first free-to-air Ultra HD channel via Astra 19.2 degrees East. The German shopping channel, pearl.tv, will be produced and broadcast in native Ultra HD as of September 2015.

The parent company of pearl.tv, Enstyle GmbH, will lease additional capacity to launch the new channel and will also contract SES Platform Services, a subsidiary of SES, to manage the technical operations of the Ultra HD broadcast. Pearl.tv will also continue to broadcast in SD and HD.

"Years ago, pearl.tv was the first shopping channel to broadcast its programme in native HD. Today, by being the first to launch pearl.tv in Ultra HD, we are once again demonstrating our strength as technological leaders in the European media industry. We will also be producing and broadcasting pearl.tv in native Ultra HD from a brand new studio," said Dr Michael Sichler, Managing Director of Enstyle GmbH.

"SES has been at the forefront of Ultra HD developments since 2011. Our satellites can deliver a truly immersive Ultra HD experience, because satellites are the only infrastructure capable of distributing native Ultra HD in extremely high quality throughout Europe to millions of TV homes," said Ferdinand Kayser, Chief Commercial Officer of SES. "We are proud that we will be working together with our partner to achieve the next Ultra HD milestone and broadcast Europe's first commercial free-to-air Ultra HD channel to the 18 million direct-to-home households we serve in Germany today."

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About SES

SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) 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 satellite 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 holds a participation in O3b Networks, a next generation satellite network combining the reach of satellite with the speed of fiber.

Further information under: www.ses.com.