



Press release

IN DEMAND RENEWS CORNERSTONE CAPACITY AGREEMENT WITH SES

Multi-transponder deal on SES-3 the latest in long-term media partnership serving the Americas

LUXEMBOURG, 25 May 2016 – SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that iN DEMAND has renewed a cornerstone capacity agreement for continuing delivery of its popular high-definition (HD) professional sports packages and Pay-Per-View (PPV) events to cable audiences across the Americas.

iN DEMAND is a world leader in providing exciting entertainment delivered via PPV, Video On Demand (VOD) and digital platforms. The company has retained two C-band transponders on the SES-3 satellite, located at the centre of the orbital arc over the US. The SES-3 satellite plays an integral role supporting iN DEMAND's PPV business and the delivery of professional sports packages, including MLB (Major League Baseball), the NBA (National Basketball Association), the NHL (National Hockey League), soccer, boxing, MMA (Mixed Martial Arts), wrestling and entertainment events to more than 60 million digital cable households across the region.

iN DEMAND continues to rely on SES capacity and expertise to meet the demands of its passionate sports and entertainment audiences and MVPD (Multichannel Video Programming Distributor) clients. This capacity agreement marks the latest milestone in a partnership that began 30 years ago. iN DEMAND depends on four full-time transponders aboard three SES satellites (SES-3, AMC-10 and AMC-11) to deliver its diverse lineup of sports and entertainment programming to audiences across the Americas.

“Our business relationship with SES requires a high level of flexibility and adaptability, and the delivery of thousands of live sporting events to PPV audiences has no room for error,” explained John Vartanian, Chief Technical Officer at iN DEMAND. “iN DEMAND's leadership is owed in part to the invaluable insight and input of SES, helping us anticipate and solve the challenges of massive content delivery. After three decades, we continue to count on SES for their industry knowledge and reliable satellite capacity.”

“Cable providers throughout North America and increasingly across Central and South America have come to know iN DEMAND for the very best in live, pay-per-view sporting events and entertainment,” said Steve Bunke, Vice President of North America Media Services for SES. “This capacity agreement and our long-lasting partnership with iN DEMAND is focused on the reliable and expanding delivery of one of the best entertainment and sports television platforms in the world.”

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About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) is a 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 fibre.

Further information available at: www.ses.com.

ABOUT iN DEMAND

iN DEMAND L.L.C. is a world leader in providing exciting transactional entertainment delivered through television's most innovative technologies. iN DEMAND creates, acquires and delivers programming through cable Pay-Per-View (PPV), Video On Demand (VOD) as well as on digital platforms. It also supplies marketing support, production services and content transport for the industry. PPV programming includes movies, boxing, wrestling and mixed martial arts events and the digital out-of-market subscription professional sports packages for MLB, the NBA, the NHL and MLS. The company's VOD products include first-run and library movies, plus subscription movie and entertainment services. Content is delivered in SD, HD and 3D. Further information about the company can be found at www.indemand.com