

Press release

SES EXPANDS ITS REACH TO TWO MILLION TV HOMES IN GHANA

- *SES reaches two million TV homes in Ghana, an overall growth of 18% since 2014*
- *91% of Ghanaian satellite TV homes receive their channels via SES satellites*
- *Satellite grows and remains the central pillar of digital broadcasting infrastructure*
- *SES continues to be the world's leading video platform*

SES increases its technical reach in Ghana, serves more TV homes in the country

LUXEMBOURG/ACCRA 31 May 2016 – SES S.A. (Euronext Paris and Luxembourg Stock Exchange: SESG), a world-leading satellite operator, today announced the results of its Satellite Monitor study in Ghana, which shows that SES has increased its technical reach in the country to two million TV homes. This signifies an increase of over 18% TV homes in Ghana compared to 2014, which brings SES's overall household reach in Ghana to more than 35% of all TV homes in the country.

The Satellite Monitor, an annual market research study commissioned by SES and carried out by various independent institutes, has been conducted for over 20 years in Europe and has now been successfully replicated in Ghana. Three thousand interviews were conducted for this study, the first of its kind to be carried out by a satellite operator in markets where digitalisation is a key focus and a national priority.

The SES Satellite Monitor findings illustrate the important role that satellite plays in the Ghanaian TV market. Additionally, the study provides credible statistics for the market and can be used by other industry players to further understand the broadcasting industry landscape.

Eric Lecocq, General Manager of North, West and Central Africa at SES, said, "We view our presence in Ghana as an investment in the national broadcast landscape through supporting local businesses in their efforts to contribute to the digital switchover process. The research results show that the African market is full of opportunities, and we will continue to develop our services to support TV operators and help them grow and reach new audiences. Furthermore, the research has a huge impact on countries such as Ghana, where digitisation is a major focus."

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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