



Press release

BOBBLES CONTRACT SES CAPACITY AND MX1 SERVICES TO LAUNCH NEW GLOBAL TV PLATFORM FOR EXPATS IN EUROPE

Subscription-based service will allow expats to choose from DTH, OTT or both packages

LUXEMBOURG, 10 August 2016 -- SES (Euronext Paris and Luxembourg Stock Exchange: SESE) announced today that bobbles.tv, a newly-launched pan-European Pay TV platform, has contracted SES capacity and MX1 services to launch a new global TV platform for expats in Europe.

Expats can choose to subscribe to direct-to-home (DTH), over-the-top (OTT), or both packages. The entertainment service will offer linear content via DTH broadcasting and/or the option for users to watch content at their own time using time-shifting and catch-up features via an OTT platform.

Under the agreement, bobbles.tv will contract SES and MX1 to provide DTH and OTT back-end services, as well as distribution services via satellites and content delivery networks. MX1 is SES's newly-created media services company that transforms content into the ultimate viewer experience for a global audience, by providing a full range of content management, delivery and value-added digital media services.

bobbles.tv will start by launching two content packages -- Chinese and Indonesian -- via ASTRA 19.2 degrees East, and expects to launch more Asian packages during the second half of 2016.

"We are delighted to be working with a global player like SES. Not only will SES's prime orbital position of 19.2 degrees East and MX1's reliable and high-quality services enable bobbles to reach the 14 million non-European expats and communities living in Europe, but also a continued relationship will allow us to expand our reach globally," said Arnold C Kulbatzki, Chief Executive Officer of Bobbles.

"Through our global fleet of over 50 satellites, we can support bobbles.tv's plan to connect expats around the world via entertainment. Today, many expats have to resort to watching poor quality video content on the Internet. With SES's extensive technical reach, this new TV service will allow more expats to watch better quality picture content anytime they want," said Ferdinand Kayser, Chief Commercial Officer at SES.

For further information please contact:

Markus Payer

Corporate Communications

Tel. +352 710 725 500

Markus.Payer@ses.com



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About SES

SES (Euronext Paris and Luxembourg Stock Exchange: SESG) is the world-leading satellite operator with a fleet of more than 50 geostationary satellites. Focusing on value-added, end-to-end solutions in four key market verticals (video, enterprise, mobility and government), SES provides satellite communications services to broadcasters, content and internet service providers, and mobile and fixed network operators, as well as 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's subsidiary, MX1, is one of the leading media service providers and offers a full suite of innovative digital video and media services. Through its ownership of O3b Networks, a next generation satellite network combining the reach of satellite with the speed of fibre, SES significantly enhanced existing video and data capabilities. SES is the first satellite provider in the world to deliver a differentiated and entirely scalable GEO-MEO offer with powerful technical capabilities across numerous market segments and geographies.

At SES we are shaping new ecosystems and laying the groundwork for new foundations.

Further information available at: www.ses.com

About MX1

MX1, a wholly-owned subsidiary of SES (Euronext Paris and Luxembourg Stock Exchange: SESG), is a global leading media services provider. The world's first media globalizer works with leading media businesses to transform content into the ultimate viewer experience for a global audience. With more entertainment, more innovation and more impact, MX1 offers a full range of content management, delivery and value-added digital media services. Every day, MX1 distributes more than 2,500 TV channels, manages the playout of over 500 channels, delivers syndicated content to more than 120 leading subscription VOD platforms, delivers over 8,000 hours of online video streaming and delivers more than 500 hours of premium sports and live events. The new company has 16 offices worldwide and operates six global state-of-the-art media centres, enabling customers to reach billions of people around the world. To find out more, visit www.mx1.com and follow us on Twitter, Facebook and LinkedIn.



About bobbles.tv

bobbles.tv is a product of bubbles media GmbH, a new pay TV provider based in Hamburg, specialising in TV products for international target groups. A team of 15, consisting predominantly of native speakers from the bobbles.tv communities, deals with license purchasing, marketing and sales. Partners of bubbles media are Arnold C. Kulbatzki, Dr. Torsten Rossmann and Humax Co., Ltd. Kulbatzki has over 20 years' professional experience as a manager in the media and telecommunications sector. Rossmann was partner of the news and documentary broadcaster N24 and is today managing director of WeltN24 GmbH, a subsidiary of Axel Springer. Humax is one of the world's leading manufacturers of TV receivers, based in South Korea.