

## **Eutelsat announces technology partnership with Expo Milano 2015**

### **Eutelsat brings its skills to the next World Expo as official sponsor and exclusive satellite partner**

**Milan, Paris, 15 January 2014** – Eutelsat Communications (NYSE Euronext Paris: ETL) today announced its commitment to Expo Milano 2015 as official and exclusive satellite partner. Set to attract exhibitors from more than 140 countries and to draw 20 million visitors over six months, Expo Milano 2015 is gearing up to be the most federating world exhibition ever, taking as its theme ‘Feeding the Planet, Energy for Life’.

Eutelsat will leverage its innovative technologies and global footprint to support the three key platforms of this Universal Exhibition: the Cyber Expo which will enable individuals to tour the event virtually, the ICT Ecosystem outside the Milan site and the Smart City inside the 1.1 square kilometre exhibition area located in the north-west of Italy's economic centre.

Working in close collaboration with Expo 2015, Eutelsat will launch a dedicated video channel at its popular HOT BIRD neighbourhood that will broadcast news, features, country highlights and key events from May to October 2015. Using its global footprint and most flexible media, broadband and connectivity technologies, Eutelsat will also provide turnkey services to exhibitors, country pavilions and broadcasters to enable them to provide immediate coverage with the highest image quality to audiences beyond Milan

Speaking in Milan at a press conference to announce the collaboration with Expo 2015, Michel de Rosen, Eutelsat's Chairman and CEO, said: *“Building on the extensive experience we acquired as technical sponsor of the 2006 Winter Olympic Games in Turin, we are delighted to announce this partnership with Expo 2015 that is preparing a prestigious event of global significance. Their vision is to mount a world event that addresses vital themes that include child health, environmental sustainability and global partnerships. Our commitment is to play our part in taking this message beyond Milan so that the themes of this universal exhibition can touch more citizens than ever before.”*

*“We are very pleased to welcome Eutelsat to the Expo 2015 Partners’ team,”* added Giuseppe Sala, Commissioner of the government of Italy for Expo 2015. *“Through a dedicated TV channel and high level technologies provided by Eutelsat this World Expo is set to deliver an experience in the exhibition site, through events and country pavilions, and outside the exhibition area, in the*

*city and all over the world. We have high expectations from this partnership. We have the opportunity to reach a worldwide audience and express our commitment as host country to facing urgent issues on food security and environmental development that our theme 'Feeding the Planet, Energy for Life' asks the world to deal with."*

#### **Expo Milano 2015**

<http://en.expo2015.org/>

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#### **About Eutelsat Communications**

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service. For more about Eutelsat please visit [www.eutelsat.com](http://www.eutelsat.com)

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