



M7 Group picks EUTELSAT 9A to launch its new pay-TV platform AustriaSat Magyarország in Hungary

Paris, 20 March 2014 — M7 group, one of the fastest growing companies for pay-TV services in Europe, has selected Eutelsat's 9°East neighbourhood to support the launch today in Hungary of *AustriaSat Magyarország* by its subsidiary, M70 Group Kft.. M7 Group has signed a long-term contract with Eutelsat for two 33 MHz transponders on the EUTELSAT 9A satellite to broadcast the new platform.

Established in October 2009 in Luxembourg, M7 Group's TV ventures include *CanalDigitaal* and *Online.nl* in the Netherlands, *TV VLAANDEREN* in Flanders and *TéléSAT* in French speaking Belgium. The company has also entered into Central Europe, notably Austria, the Czech Republic and Slovakia with the *AustriaSat* and *Skylink* pay-TV services.

M7 Group is now taking its expansion in Central Europe to a further level with the launch of *AustriaSat Magyarország*. Comprising 55 of the most popular Hungarian public and private TV channels, the platform includes 12 channels in HD and comes in three packages, Start, Optimal and Maximal, for monthly subscriptions ranging from €6.75 (1,790 HUF) to €20.90 (6,490 HUF). The full platform offer is available on www.austriasat.hu.

The platform is available for DTH reception via EUTELSAT 9A. Using a dual feed installation, subscribers can also benefit from the free-to-air offer broadcast by Eutelsat's HOT BIRD satellites. For subscribers ready to receive the *AustriaSat Magyarország* offer for a loyalty period, installation is provided at no cost with equipment requiring no monthly rental fee.

Jaromír Glisník, member of the Board of M7 Group, said: *"With the launch of AustriaSat Magyarország at the 9° East orbital position, we want all of our Hungarian customers to enjoy an easy and entertaining TV experience via a state of the art service and personal customer care. We are confident that this new platform will follow the same path of development as AustriaSat in Austria and Skylink in the Czech Republic and Slovakia."*

Jean-François Leprince-Ringuet, Eutelsat's Chief Commercial Officer, added: *"We are delighted to expand our relationship with a leading European pay-TV provider poised to accelerate its development across its chosen markets. The footprint and power of EUTELSAT 9A and the follow-on capacity on EUTELSAT 9B will be key components that contribute to the success of this exciting new venture in Hungary's broadcasting market."*

About M7 Group

M7 Group SA was established in October 2009 in the Grand-Duchy of Luxembourg and is a European Provider of Satellite Services for consumers and business customers. M7 Group operates the following brands: CanalDigitaal and Online.nl in the Netherlands, TV VLAANDEREN in Flanders and TélésAT in French speaking Belgium, AustriaSat in Austria and Hungary (via its subsidiary, M70 Group Kft.) and CS Link and Skylink for the Czech and Slovak market. All brands offer tailor made packages for clients adapted to the local culture and language in these countries. Luxembourg is the choice of location due to its strategic geographical location. Today, M7 Group SA has more than 3 million viewers who use a small satellite dish to receive hundreds of Digital National and International TV and Radio Channels. Since 2011, M7 Group SA also provides Internet and VOIP services to its customers in The Netherlands and Flanders and lately also to its customers in the French speaking part of Belgium.

| Registered seat: Rue Albert Borschette 2, L-1246 Luxembourg | R.C.S. Luxembourg : B 148.073 | Business permit n° 00143760/1

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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 36 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.

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