

United Group extends commercial relationship with Eutelsat Gears up for increased HD channels for its Total TV platform in South-East Europe

Belgrade, Paris, 9 February 2015 — United Group and Eutelsat Communications (NYSE Euronext Paris: ETL) are further consolidating their longstanding commercial relationship with the long-term extension of agreements for capacity on the EUTELSAT 16A satellite that provides premium reach of United Group's target markets for the Total TV pay-TV platform.

United Group is the leading TV and broadband service provider in South East Europe. Its Total TV platform, that broadcasts exclusively from the EUTELSAT 16A satellite, has built a base of over half a million subscriber homes in Serbia, Slovenia, Montenegro, Bosnia and Herzegovina, Croatia and FYRO Macedonia.

In addition to securing capacity requirements at the leading video neighbourhood in South East Europe, Total TV is preparing the ground for the complete migration of its multi-channel platform to MPEG4 and DVB-S2 in order to optimise capacity and increase its HD channel offer. The transition will start later this month and is expected to be completed by mid-2016.

Victoriya Boklag, Vice President of Sales and Marketing at United Group, commented: *“By extending our 10-year relationship with Eutelsat we can take a long-term view on our growth plans and initiate the transition to MPEG4 and DVB-S2 in order to provide subscribers an even better viewing experience. The transition will make it possible for us to offer them more HD channels. Eutelsat's solutions have always been fully aligned with Total TV's commitment to leverage the most innovative technologies and we have a clear and exciting roadmap to execute together.”*

Apostolos Triantafyllou, CEE Regional Vice President of Sales at Eutelsat, said: *“We are delighted that United Group has renewed its confidence in EUTELSAT 16A and that we can plan for many years into the future. With its acceleration of HD content, Total TV will continue to set the pace in the region and to anchor EUTELSAT 16A as the home of diverse content delivered with exceptional signal quality to millions of viewers across Europe.”*

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.

About United Group

United Group (SBB/Telemach) operates through its member companies on six markets in former Yugoslavia – Serbia, Slovenia, Bosnia and Herzegovina, Montenegro, Croatia and Macedonia – where it has 2 million users of cable and satellite TV, broadband internet, fixed and mobile telephony. With a population of 20 million, the region of former Yugoslavia represents the third largest market in Central and Eastern Europe and is characterised by fast growing Pay TV and broadband internet markets. United Group consists of SBB (the leading cable operator in Serbia), Telemach Slovenia (leading cable operator in Slovenia), Telemach Bosnia and Herzegovina (leading cable operator in Bosnia and Herzegovina), Total TV International (European DTH platform), and NetTV Plus (leading provider of telecommunication services via public internet).

For more about Eutelsat please visit www.eutelsat.com

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