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Euronics takes Eutelsat's satellite broadband service to German high streets

Ditzingen, Paris, 4 November 2013 – Euronics, one of Germany's leading electronics retailers, is teaming up with Eutelsat Communications (NYSE Euronext Paris: ETL) and its partner, getinternet, to take satellite broadband to German high streets for consumers still beyond range of a quality broadband experience.

Euronics Deutschland federates 1,700 independent electrical retailers who run more than 1,900 shops across Germany. The agreement with Eutelsat will enable them to offer the Tooway satellite broadband service which, with its 20Mbps downlink speed and 6Mbps uplink speed, is the highest-quality satellite Internet service in Europe. The service operates via a small satellite dish and a modem connected to the PC or home network. Additional services, such as VoIP and TV channels are also available from Euronics and can be delivered via Tooway.

With Eutelsat's support, Euronics retailers have already trained the first 100 employees on the performance and features of Tooway, reflecting its culture of extensive knowledge of high quality innovative products. Eutelsat's partner, getinternet, will contribute to installing and connecting customer terminals. The system can also be self-installed by end users.

Peter Koßmann, head of telecommunications at Euronics Deutschland eG, said: "We see many customers in rural areas or on the outskirts of cities and large towns penalised by insufficient broadband speeds. The innovative satellite service we are adding to our consumer electronics portfolio allows us to resolve this problem, bringing customers broadband wherever they are. Tooway can also be used to receive TV channels with the highest picture quality on Smart TV and OLEDs simply with the addition of a small piece of hardware to the dish."

Udo Neukirchen, Eutelsat Director of Sales & Marketing for Tooway in Germany, added: "Euronics' specialist retailers and their staff are truly in touch with their customers' needs. Their high street presence, knowledge and customer oriented approach, combined with the Tooway service and the installation expertise of getinternet will significantly contribute to closing the digital divide in Germany."

Tooway is provided via KA-SAT, Europe's first High Throughput Satellite. Offering a capacity of more than 90 Gbps, KA-SAT has brought a new area of competitive, satellite-based broadband

services to homes and enterprises in Europe and the Mediterranean Basin. Using new-generation Ka-band spot beam technology, KA-SAT has significantly lowered the costs for satellite broadband access.

About EURONICS Deutschland eG

The EURONICS Deutschland eG, Ditzingen holds a clear lead over its competition with a turnover of about Euro 3.75 billion and a market share of around eleven percent of the overall consumer electronics market. EURONICS has about 1,700 members in around 1,900 outlets throughout Germany dealing in areas such as entertainment electronics, PC/Multimedia, mobile and telecommunications, photography or domestic appliances. A comprehensive range of services and an individual advice from well-qualified specialist personnel are all part of the standard service package.

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About Eutelsat Communications

With capacity commercialised on 31 satellites delivering reach of Europe, the Middle East, Africa, Asia, significant parts of the Americas and the Asia-Pacific, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading satellite operators. As of 30 September 2013, Eutelsat's satellites were broadcasting more than 4,700 television channels to over 200 million cable and satellite homes in Europe, the Middle East and Africa. The Group's satellites also provide a wide range of services for TV contribution, corporate networks and fixed and mobile broadband markets. Headquartered in Paris, Eutelsat and its subsidiaries employ over 780 commercial, technical and operational professionals from 30 countries. www.eutelsat.com

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