

Press release

NICLAS FRIESE-GREENE HEADS UP MARKETING AND CORPORATE COMMUNICATIONS AT SES

Luxembourg, 19 October 2011 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that Niclas Friese-Greene has been appointed Senior Vice President Marketing and Corporate Communications at SES. In the newly created position, he reports to Ferdinand Kayser, Chief Commercial Officer, and Romain Bausch, Chief Executive Officer (CEO) of SES respectively. He will be responsible for the worldwide marketing activities including market communications as well as for corporate communications.

Niclas brings almost 20 years of experience in the fields of product management, marketing and sales, the majority of which in technology-based organisations. His global roles have included Loewe, Nintendo and Siemens Mobile. Since 2007, Niclas has been working as an independent professional and has managed projects in the UK, U.S., Switzerland, Germany and France. Since early 2011, he has also been responsible for the SES re-branding after the company had reorganised its management and organisation structure. The new SES brand identity was successfully presented at IBC in Amsterdam in early September.

“The appointment of Niclas marks another step to further strengthen our customer focus, our market visibility and our go-to-market approach”, Romain Bausch and Ferdinand Kayser say in a joint statement. “Within the new global organisation that we created earlier this year, we will be able to operate with a single face to our customers in all the regions and markets where we are active. We are convinced that with Niclas we will be able to create a strong marketing and communications organisation which will also help us to satisfy the high demand for satellite capacity and services in emerging markets and participate in their dynamic growth.”

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About SES

SES is a world-leading satellite operator with a fleet of 49 geostationary satellites. The company provides satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations worldwide.



SES stands for long-lasting business relationships, high-quality service and excellence in the broadcasting 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 (Euronext Paris and Luxembourg Stock Exchange: SESG) holds participations in Ciel in Canada and QuetzSat in Mexico, as well as a strategic participation in satellite infrastructure start-up O3b Networks. Further information under: www.ses.com.