

Press release

SES FURTHER INCREASES ITS SALES FOCUS ON EMERGING MARKETS

Luxembourg, 14 December 2011 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that it further increases the focus on emerging and growth markets and introduces four global sales regions with a dedicated management leading the strong SES teams in each region. The regions are: Americas, Europe, Africa, and Asia-Pacific/ India/ Middle East. They will be headed by Elias Zaccack (Americas), Ferenc Szelényi (Europe), Ibrahima Guimba-Saidou (Africa), and Deepak Mathur (Asia Pacific/ India/ Middle East). All four executives report to the Chief Commercial Officer, Ferdinand Kayser. Scott Sprague, until now Senior Vice President Global Sales, has decided to leave SES. The nomination of Ferenc Szelényi had already been announced last week.

Elias Zaccack has worked for SES for more than 12 years and held different positions in sales and business development in Asia as well as in the U.S. He was previously Vice President Regional Business Development Asia Pacific. He will be based in Washington and will work closely with Steve Bunke and Dolores Martos who continue to lead the sales forces in North and Latin America respectively. Ibrahima Guimba-Saidou is joining SES from Intelsat where he was Senior Key Account Director and had different sales and marketing as well as systems operations roles over more than 15 years. His roles included the responsibility for the Intelsat representation in Africa. In his new role, he will be based in Johannesburg. Deepak Mathur has successfully developed the activities of SES in Asia and Africa over the past ten years. He remains based in Singapore and will work closely with Glen Tindall who continues to be responsible for the Asia-Pacific region for SES.

“This organisation and these nominations are another step on our way to consolidate our strong position in Europe and North America while focusing our attention on the emerging markets, where a lot of the future growth for SES is coming from”, says Romain Bausch, President and CEO of SES. “With our regional split and our new sales executives, we have a strong organisation in place to respond to the exciting challenges that lie ahead of us. We regret that Scott will not be part of our team going forward any more. We thank him for his enormous contribution to the development of SES throughout many years as a top sales executive and we wish him well for his future.”

For further information please contact:

Markus Payer
Market Communication & PR
Tel. +352 710 725 500
Markus.Payer@ses.com

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.