



Press release

SES CONFIRMS SATELLITE LEADERSHIP IN ASIA-PACIFIC IN DTH CHANNEL CARRIAGE AND PAY TV HOMES

SINGAPORE, June 20, 2012 - SES announced that it leads the market in Asia-Pacific in meeting the increasing popularity of direct-to-home (DTH) satellite television across the region. Following a sustained period of investment in incremental satellite capacity in Asia-Pacific over the last decade, SES is now the leading satellite operator carrying the highest number of pay DTH channels in the region, with nearly 650 DTH channels. It also reaches 20 million pay TV homes in the region via DTH, or one in three DTH subscribers in Asia – more than any other satellite operator.

SES' prime orbital locations at 108.2 degrees East and 95 degrees East have been established as key video neighbourhoods in South Asia and Asia-Pacific which meet the growing needs of Asian DTH operators such as DishTV and Bharti Airtel in India, and MediaScape in the Philippines.

SES-8, which will be launched in the first quarter of 2013, will deliver vital expansion capacity to thriving Asian video neighbourhoods in South Asia and Indochina. SES currently operates a fleet of five satellites (NSS-12, NSS-6, NSS-11, SES-7 and NSS-9) serving Asia-Pacific.

Deepak Mathur, Senior Vice President Commercial, Asia-Pacific and the Middle East at SES, said: "The growth of the direct-to-home market in Asia-Pacific has been tremendous over the past five years and is a key reason why the demand for satellite capacity continues to grow in the region. We are delighted that consumers here are increasingly turning to the power of satellite technology to meet their needs for richer, higher quality content. As Asia goes digital, we are proud to be an enabler and will continue to invest in growth capacity for the region to grow with our customers as well as tailor our satellites to meet our customers' unique needs."

Across the globe, SES transmits over 5,000 TV channels, with more than 1,200 of them in HD. SES' 50 satellites cover 99 per cent of the world's population, reaching over 258 million households worldwide.

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About SES

SES is a world-leading satellite operator with a fleet of 50 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.