



## Press release

### **SES PLATFORM SERVICES SIGNS MULTI-YEAR CONTRACT WITH FASHION ONE**

Luxembourg, Oct 15, 2012 - SES (Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that its 100 percent owned subsidiary SES Platform Services has signed a multi-year contract with global television network Fashion One to broadcast the free-to-air channel in SD at the orbital position of 19.2 degrees East starting on Oct 15.

Broadcasting the latest in fashion, entertainment, lifestyle news, profiles of A-list celebrities, luxury brands, holiday destinations and red carpet events, Fashion One delivers a strong line-up of original programming of reality shows, documentaries, beauty tips and street styles in Africa, the Middle East, Europe and Asia. The global fashion and entertainment television network has been utilising SES capacity at the ASTRA 19.2 degrees East orbital position and will now contract the required capacity directly from SES.

With its technical facilities in Munich, SES Platform Services is well-positioned to provide turnkey broadcast services into Europe and Sub-Saharan Africa and accommodate Fashion One's ambitions to further expand their operations globally.

"We are pleased to work with SES' broadcasting solution and provide additional access to our viewers in Europe," said Ashley Jordan, CEO of Fashion One. "Following our recent milestone of launching our recent European headquarters in Antwerp, the 19.2 degrees East orbital will allow us to further expand with a potential reach of 110 million television households in Europe."

Wilfried Urner, CEO of SES Platform Services, said, "Riding on the success we have achieved in important emerging markets such as Eastern Europe and Africa, we have expanded to focus on Asia as well, and therefore welcome the opportunity to facilitate Fashion One's broadcasting activities across Europe. We look forward to this new partnership with Fashion One and in supporting their global aspirations."

Fashion One is also being broadcast via the ASTRA 5 degrees East orbital position.

#### **New transponder parameters:**

Service: Fashion One, ServiceID: 4707 (0x1263)  
Satellite: ASTRA 1KR, 19,2 degrees East  
Transponder: 1.015  
Frequency: 11420,75Mhz (horizontal polarisation)  
Modulation: DVB-S, QPSK FEC 5/6

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Blog: <http://en.ses.com/4243715/blog>

### **About Fashion One TV**

From the world's premier international Fashion and Entertainment channel, audiences can expect an array of world-class programming, ranging from the latest trends and insights in the fashion industry, to exotic lifestyles and fashion destinations, plus a healthy dose of the latest news from Hollywood. For more information, visit [www.fashionone.com](http://www.fashionone.com).

### **About SES Platform Services**

SES Platform Services is a 100% subsidiary of SES and operates one of Europe's most modern broadcasting centres located in Munich. Today, SES Platform Services broadcasts more than 300 digital TV and radio programmes.

SES Platform Services provides technical support for broadcasters and production companies and offers a comprehensive range of services for the preparation and transmission of content for TV and radio channels. These include digital archiving and playout, as well as preparation and transmission of content via satellite, over the internet or to mobile reception units.

Clients of SES Platform Services include well-known German broadcasters from both the public and private sphere, as well as national and international Pay-TV providers, rights owners, cable network operators and global companies. Further information under: [www.ses-ps.com](http://www.ses-ps.com)

### **About SES**

SES is a world-leading satellite operator with a fleet of 52 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](http://www.ses.com).