

## Press release

### SES: HD+ PASSES ONE MILLION PAYING HOUSEHOLDS

Luxembourg/ Munich, February 5, 2013 - SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today that its German HD platform HD+ now exceeds one million paying households. For the full year of 2012, HD+ more than doubled the number of paying customers, from 404,123 to 944,993. HD PLUS expects a growth rate of 25 percent for paying customers in 2013.

As of December 31, 2012, HD+ reached a total of 2.87 million households that either pay for the technical service or are in the free HD+ test phase. This represents an increase of 570,000 (or 25 percent) households compared to the previous year. The number of households in the free trial period increased to 1.92 million at the end of 2012.

“In less than 40 months, HD+ has developed from a start-up into an important factor in the German television market,” said Wilfried Urner, Managing Director of the HD PLUS affiliate. “HD+ will continue to be a strong driver of HDTV content in Germany. We will continue to develop the HD+ offer with new products like HD+ RePlay, which gives access to the media libraries of commercial broadcasters.”

Launched on November 1, 2009, HD+ enables households in Germany to receive the following 15 free TV channels in HD quality exclusively via the ASTRA satellite system: RTL HD, Sat.1 HD, ProSieben HD, VOX HD, kabel eins HD, RTL II HD, SUPER RTL HD, N24 HD, TELE 5 HD, SPORT1 HD, DMAX HD, Nickelodeon HD, sixx HD, COMEDY CENTRAL HD and DELUXE MUSIC HD. Customers with an HD+ set-top box can receive another 22 HD channels at no extra charge.

#### HD+ key figures: 2012 vs 2011

|  | 31/12/2012 | 31/12/2011 | Change    |
|--|------------|------------|-----------|
| Active HD+ households <sup>1</sup>                 | 2,871,499  | 2,301,195  | + 570,304 |
| Of which HD+ households in free trial <sup>2</sup> | 1,926,506  | 1,897,072  | + 29,434  |
| Of which paying HD+ households <sup>3</sup>        | 944,993    | 404,123    | + 540,870 |

<sup>1</sup> Households receiving the HD+ channels

<sup>2</sup> Households in a 12-months free trial period

<sup>3</sup> Households paying the annual service fee of 50 Euros

For further information please contact:

Markus Payer

SES

Tel. +352 710 725 500

[markus.payer@ses.com](mailto:markus.payer@ses.com)

Follow us on:

Twitter: [https://twitter.com/SES\\_Satellites](https://twitter.com/SES_Satellites)

Facebook: <https://www.facebook.com/SES.YourSatelliteCompany>

YouTube: <http://www.youtube.com/SESVideoChannel>

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

### **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).

### **About HD+**

HD PLUS GmbH is a wholly-owned subsidiary of SES, the world's leading satellite operator with a fleet of 52 satellites. HD PLUS was established in May 2009 and markets the product HD+, an additional range of programmes in high definition (HD), which can be received via the ASTRA satellite system in Germany. The HD+ open platform brings attractive Free TV services in high definition to the market. At present, the HD+ service includes the programmes RTL HD, Sat.1 HD, ProSieben HD, VOX HD, kabel eins HD, RTL II HD, SUPER RTL HD, N24 HD, TELE 5 HD, SPORT1 HD, DMAX HD, Nickelodeon HD, sixx HD and COMEDY CENTRAL HD. The free-to-air stations Das Erste HD, ZDF HD, ARTE HD, 3sat HD, BR HD, KI.KA HD, NDR HD, PHOENIX HD, SWR HD, WDR HD, ZDFinfokanal HD, ZDF.kultur HD and ZDFneo HD, ServusTV HD, Anixe HD, QVC HD, HSE 24 HD, Juwelo TV HD and sonnenklar.tv HD can also be received with a HD+ set-top box.

By purchasing a HD+set-top box, HD+ is free during the first twelve months. After this period, a technical service fee of EUR 50 per year is charged. Unlike the familiar subscription models, which can only be ended by cancellation, HD+ expires automatically after one year. HD+ viewers can extend their card simply and easily. The extension codes are available in shops, online at [www.hd-plus.de](http://www.hd-plus.de) or by telephone (0900 1904 599; 49 cent/min. from a German landline). In addition to extending existing cards, customers have the option of acquiring new HD+ cards – which will then cost EUR 55. For more information: [www.hd-plus.de](http://www.hd-plus.de)