



Press release

SES USES MIPTV IN CANNES TO DRIVE ULTRA HD FORWARD

Cannes, April 10, 2013 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) today announced the launch of its “SES Ultra HD Experience” initiative at MIPTV which invites content providers and broadcasters to work with SES to support the development of the Ultra HD value chain.

“With manufacturers launching larger and larger TV screens at increasingly affordable prices, consumers expect to receive content with the highest possible picture quality,” said Norbert Hoelzle, Senior Vice President Commercial Europe at SES. “As a global satellite operator, it is of utmost importance for SES to play a catalytic role and enable the industry to drive the deployment of the Ultra HD ecosystem.

“The challenge for broadcasters is to access content in Ultra HD. As satellite is the most suitable infrastructure to deliver high resolution pictures to large audiences, SES is well-positioned to support content providers and broadcasters in testing their Ultra HD footage and distributing their content before Ultra HD becomes a commercial reality in the next few years.”

With the “SES Ultra HD Experience” initiative, content producers and broadcasters from all over the world are invited to submit footage shot in Ultra HD via a dedicated SES web page, www.ses.com/ultrahd-experience, and are given the opportunity to broadcast and test their content via an SES satellite.

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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 (NYSE 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.