

## Press release

### **E.TV SISTER COMPANY, PLATCO DIGITAL, TO GROW DIRECT-TO-HOME SATELLITE TV IN SOUTHERN AFRICA**

Luxembourg/ Cape Town, July 24, 2013 – SES (NYSE Euronext Paris and Luxembourg Stock Exchange: SESG) announced today a 15-year contract with Platco Digital, a sister company of the South African independent broadcaster e.tv, to broadcast a new free-to-air service in South Africa, with future plans to expand across Southern Africa.

The contract for two transponders, with an option for additional capacity in 2014, will allow the Direct-to-Home (DTH) transmission of a new TV channel platform by Platco Digital to audiences in South Africa's urban and remote areas. SES will provide the satellite capacity on the SES-5 satellite at 5 degrees East, one of the company's flagship orbital slots, which supports customers developing the Digital DTH TV markets in Africa.

Platco Digital and e.tv are owned by Sabido Investments (Pty) Limited, a South African media group with holdings in a variety of broadcasting, content, production and distribution businesses.

"This agreement is an important step for the growth of the major South African free-to-air broadcaster and the development of Direct-to-Home TV reception in Africa's dynamic emerging markets," said Ferdinand Kayser, Chief Commercial Officer of SES. "It shows that satellite can help broadcasters overcome the challenges of terrestrial coverage, reach large audiences and extend their services with free-to-air programmes. Based on our extensive experience in other parts of the world, SES is well established to provide broadcasters with the highest quality satellite capacity to build a high-value neighbourhood and grow DTH satellite TV across the continent."

Sabido Investment's CEO Marcel Golding said, "Platco Digital will offer local and international television businesses the opportunity to broadcast free-to-air channels on the DTH platform, in addition to the Digital Terrestrial Television and Mobile TV platforms. Sabido is excited about this new multi-platform initiative, which will provide South African and African viewers more entertaining, informative and educational programming for free."

#### **For further information please contact:**

Markus Payer  
SES  
Betzdorf  
Phone:+352 710725 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 global fleet of 53 geostationary satellites and a well-connected network of teleports. Nine of those satellites cover Africa and provide satellite communications services to broadcasters, content and internet service providers, mobile and fixed network operators and business and governmental organisations across the continent.

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).