



SES :

# Global Connections Via Satellite

**SES, incepted in Luxembourg in 1985, is one of the world's leading global satellite operators. With its fleet of 50 geostationary telecommunications satellites SES reaches 99% of the world's population, enabling its customers to provide services to every part of the world.**

Initially designed with a single mission -- to broadcast television channels to European audiences -- SES today provides the full range of satellite telecommunications and assorted services in every corner of the world. SES' customer base consists of media broadcasters, corporations and government agencies and institutions.

#### **The world's leading audio-visual platform**

SES satellites carry close to 6,000 TV and radio channels (including more than 1,000 high definition channels) to an audience of more than 245 million homes worldwide, making SES the world's leading platform for the distribution of audio-visual media. Media customers include private and public service broadcasters such as RTL, BSkyB, Canal Plus, Viacom, EchoStar, TIBA, BBC, ARD and ZDF and many more. SES is contributing to grow HDTV in Europe and North America and also takes a leading role in boosting HD and 3D TV around the world. Building on decades of expertise in mature television markets, SES provides support to emerging direct-to-home television operators in Africa, Latin America, India and Asia-Pacific.

#### **A vital communications link**

SES satellites provide a vital communications link

for corporations and telecommunications operators around the world. Satellites provide reliable and cost-effective communications networks for businesses with far-flung operations, for instance in the oil and gas segment and in the financial or the automotive industries. In Asia-Pacific for example, SES satellites provide internet access in remote areas without terrestrial networks, and in Africa they connect mobile networks. SES also serves the various needs of governments and public sector organisations around the globe to deliver mission-critical communications links. Embassies use SES satellites for secure communications networks; SES satellites are used for distance learning applications, for monitoring purposes and for emergency communications in disaster areas. SES satellites carry dedicated hosted payloads serving the needs of particular civilian or military agencies.

#### **The industry's most ambitious investment programme**

The satellite industry is a growth industry, largely untouched by the effects of the global economic woes. In order to renew its satellite fleet and in particular to harness the growth potential of its developing markets, SES implements the industry's most ambitious fleet development programme. In an investment of EUR 4 billion, SES has planned the launch of 13 satellites between end 2010 and 2014. The company is due to launch six satellites in

2011 alone – an unprecedented record so far.