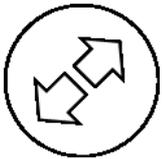

SHAPING FUTURE VIDEO EXPERIENCES

Ferdinand Kayser, CEO of SES Video

Shaping the Future Video Experiences with Unique Offering



Enhancing the viewer experience by upgrading to HD/UHD



Expanding end-to-end capabilities and video neighbourhoods globally



Innovating to deliver the best experience to any device, anywhere, anytime

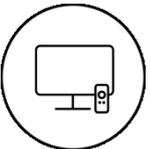
SES Video at a Glance



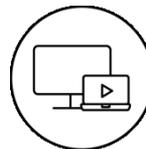
325 million global households served by SES satellites (+3% YOY)



22 UHD channels representing a 47% increase YOY



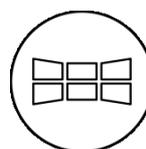
7,610 TV channels broadcast globally (+4% YOY)



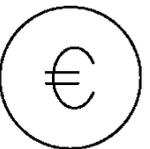
44 million IPTV homes; enabling hybrid solutions



2,496 HDTV channels (+6% YOY); HD penetration of 33%



>2,750 TV channels distributed globally by MX1



<EUR 0.5 average monthly distribution cost per household



>120 Video on Demand platforms supported by MX1 globally

▲ Focusing on delivering the best viewer experience to any device, anywhere

SES Video: Complete and Differentiated Capabilities

Service Capability Media Service Scope Distribution Infrastructure Coverage

System capabilities

Conventional Video Services

Satellite capacity

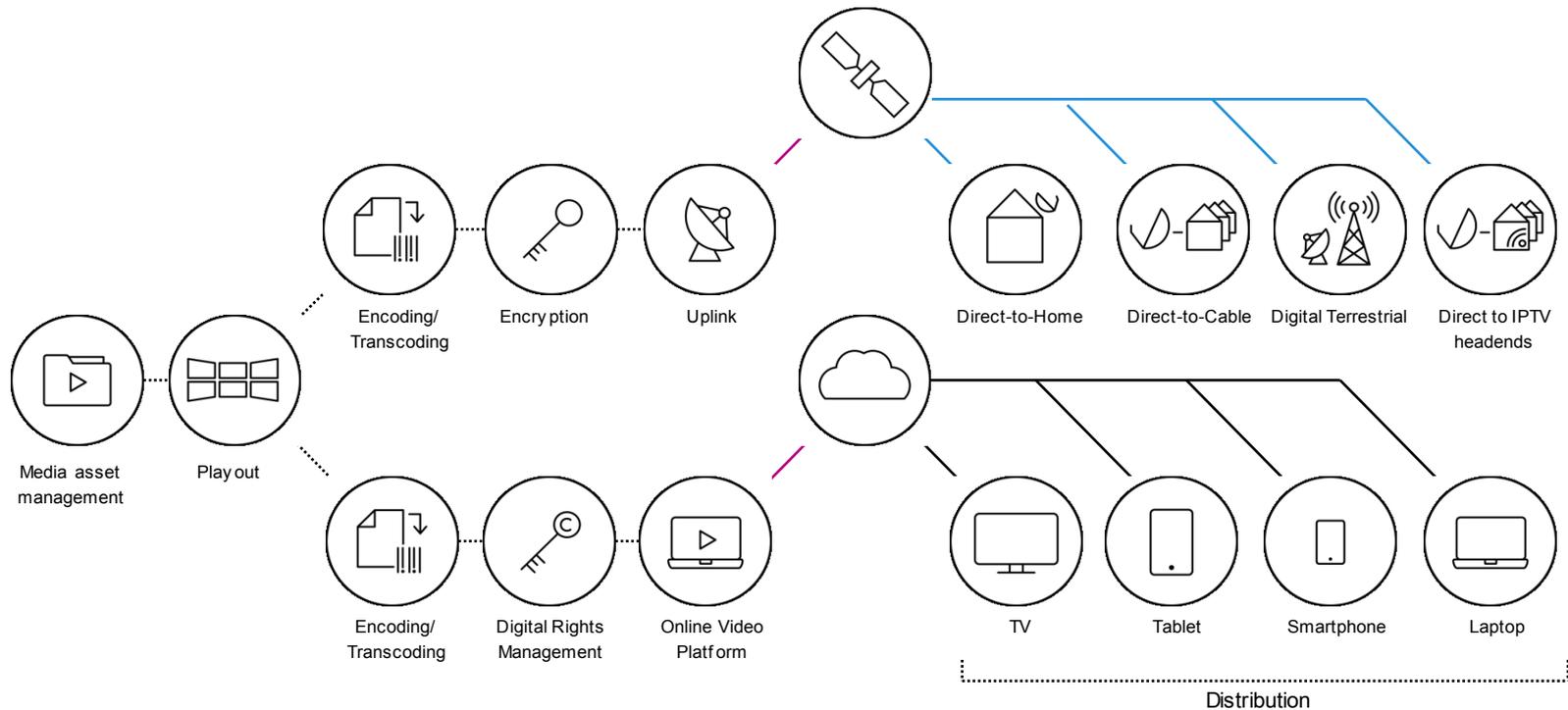
Global Scope

Service platform capabilities

Online Video Services

Online distribution capabilities

All devices

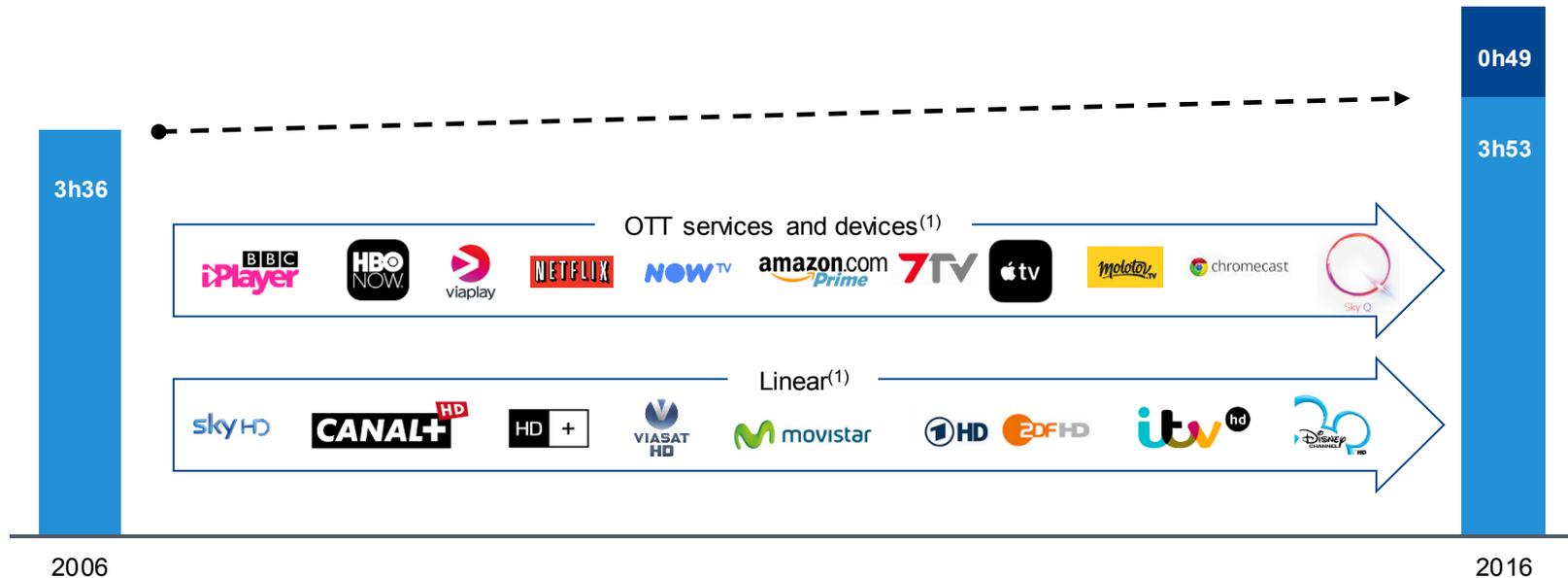


Evolving and Complementary Viewing Experiences

Linear and non-Linear Video Consumption

Daily TV viewing time in Europe

■ Linear TV ■ OTT



Mediametrie 2017 – OTT from Ampere Q1 2017 : average of UK - France – Germany

- ▲ Increasing complementarity of expanded linear and non-linear viewing experiences
- ▲ 61% of U.S and 33% of European households⁽²⁾ combine Pay TV and VoD today

1) Not chronological

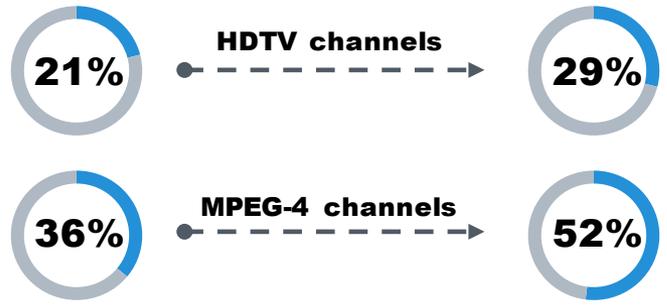
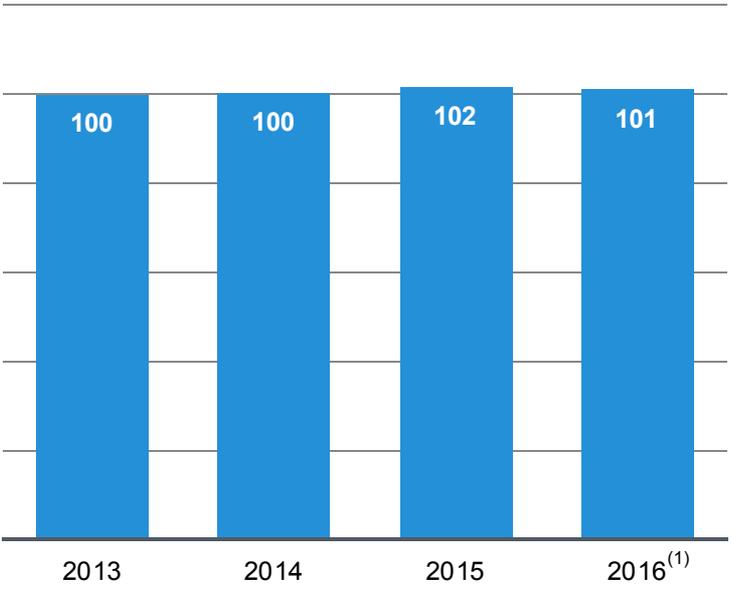
2) Source: Ampere Consumer, Q1 2017 - 21,000 respondents in North America and Europe. 'Pay TV' includes utility cable TV services provided through housing associations



Enhanced Growth Outlook for European Video

Robust Performance and transition to HD

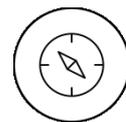
Revenue evolution: 2013 = 100 (at constant FX)



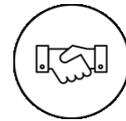
156 million European households
+2% CAGR since 2012, including 30 million IPTV



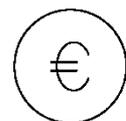
>15% CAGR HD penetration increase since 2013, to 740 HD channels in Q1 '17



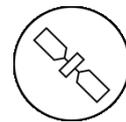
10-12 years typical contract length



~8 years of remaining contract length among our top 5 customers



Stable ARPUT in total Europe even higher on premium positions (19.2°E/28.2°E), with limited upcoming renewals



Limited **CapEx** requirements before 2023

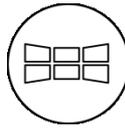
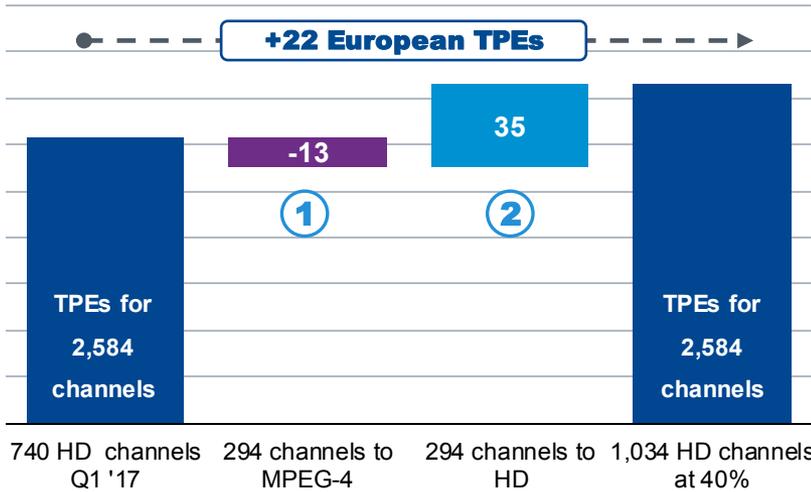
1) 2016: Same scope excludes RR Media contribution – MPEG-4 and HD TV are based on Q1 '17 channel count



Enhance Video Experience: HD Penetration in Europe

Europe at 40% HD penetration

TPEs incremental need assuming flat channel count⁽¹⁾



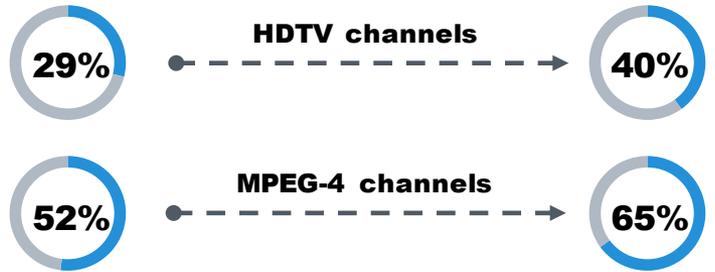
~200 broadcast clients all at different stage:

- 1 Upgraded infrastructure and **switch to MPEG-4**
- 2 Over time clients enhance experience and **upgrade to HD**



~15-40 TPEs of incremental bandwidth consumed when:

- ▲ 40-45% of total channels in HD; and
- ▲ 60-70% of channels in MPEG-4
- ▲ Represents up to 10% of SES's current satellite capacity in Europe



Future upside from **UHD acceleration** offsets risk from MPEG-2 switch-off: simulcast and/or OTT

- ▲ 30 UHD channels bandwidth requirement equivalent to 220 SD MPEG-4 channels

¹⁾ Illustrative analysis based on Q1 2017 channel count. Implies following channels/TPE (36 MHz equivalent): SD MPEG2 = 11; SD MPEG4 = 22; HD MPEG4 = 6; UHD HEVC=3

A man with a shaved head, wearing a dark grey suit, a light blue shirt, and a red and white striped tie, is seated in a room. He is looking slightly to the left of the camera with a neutral expression. The background features a window with sheer curtains, several red chairs, and a white board with a red logo on the right. The lighting is soft and indoor.

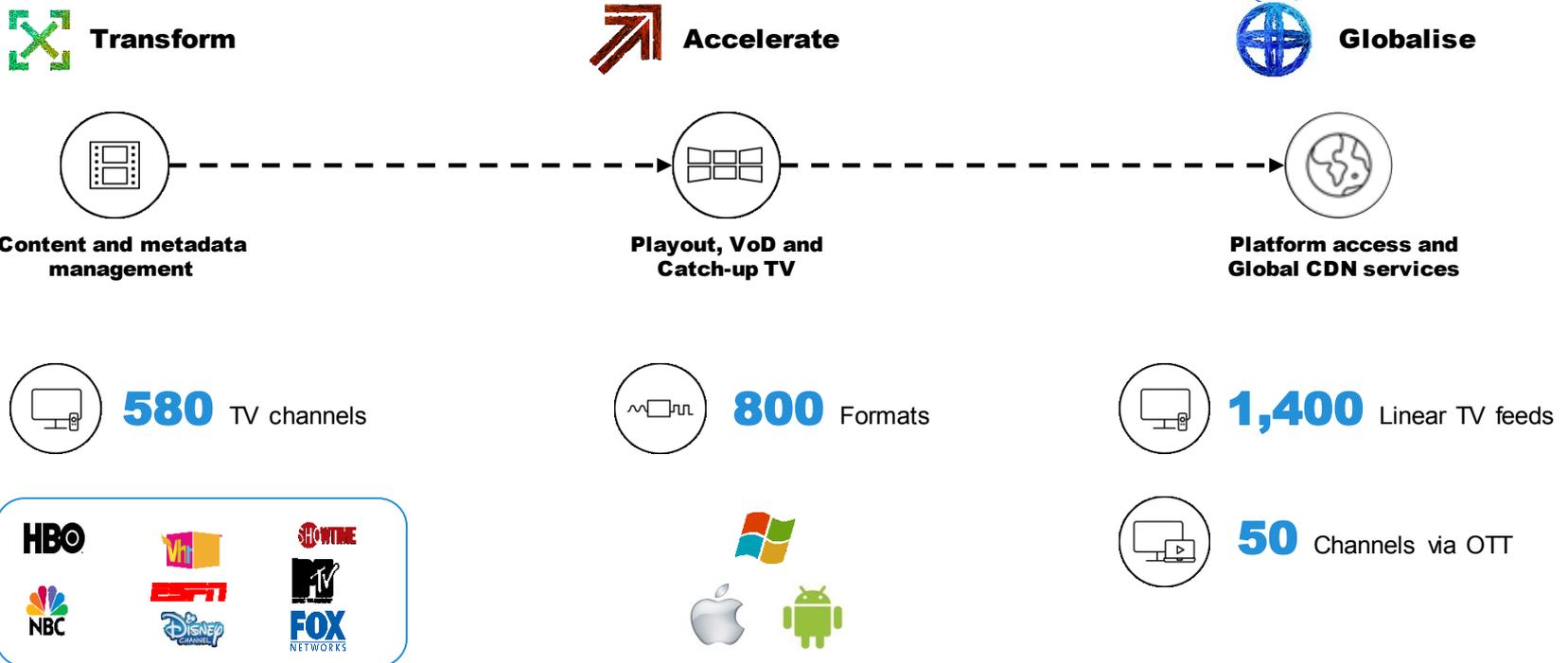
Prosiebensat.1

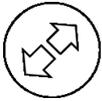


Viasat Scandinavia MTG

Expand Video Offering and Build Major Presence in the U.S.

- ▲ **Value chain expansion** to match end-to-end requirements
- ▲ **MX1** fully-managed service to **VUBIQUITY** using MX1 360 platform
- ▲ Multi-year agreement for optimised delivery over **satellite, fibre and the internet**

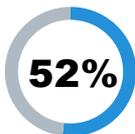
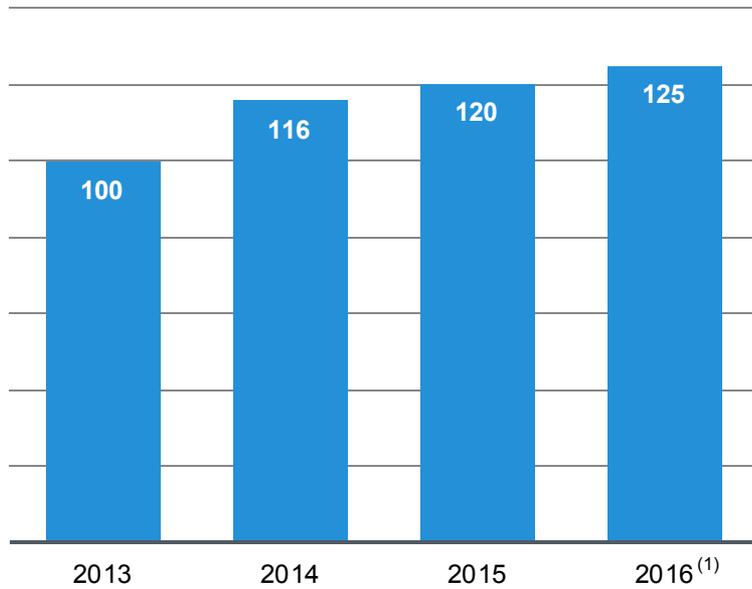




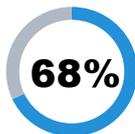
Expanding in Emerging Markets

Growing reach and revenue

Revenue evolution: 2013 = 100 (at constant FX)



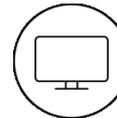
MPEG-4 channels⁽²⁾



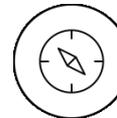
HDTV channels⁽²⁾



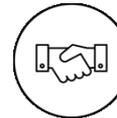
>90 million International households
+11% CAGR since 2012, of which 55 million DTH



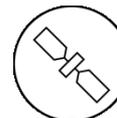
>10% CAGR SES Channel count increase since 2013, to around 2,900 SD and HD channels in Q1 '17



5-10 years typical contract length



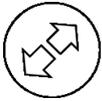
~7 years of remaining contract length among our top 5 customers



4 new satellites of latest generation with limited cost per transponder

1) 2016 at same scope (excluding RR Media contribution)

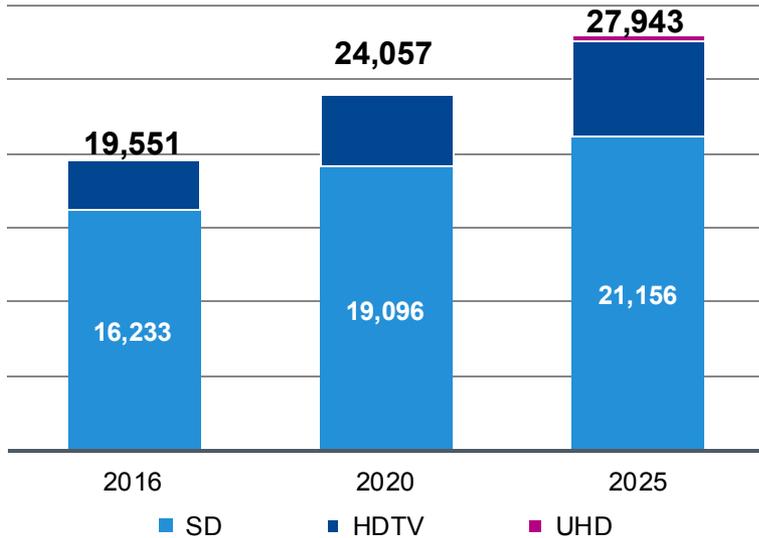
2) Based on Q1 2017 channel count



Emerging Markets Expansion Drivers

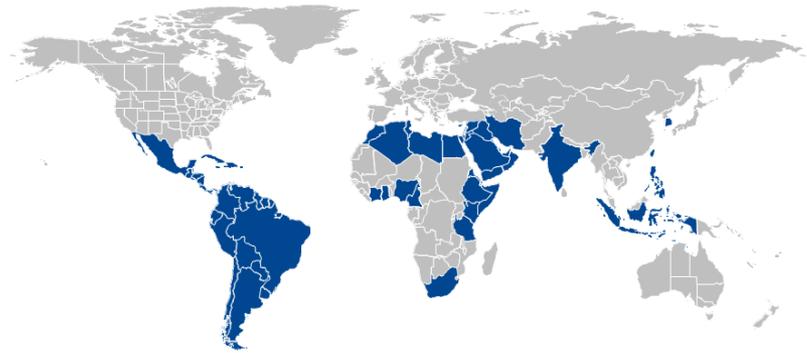
International channel count

Number



Expanding SES International platforms

Developing Pay TV and FTA platforms



Middle East and North Africa operated with Yahlive



+4% CAGR⁽¹⁾ channel count from 2016 to 2025, to reach more than 27,000 channels



Reach increasing in fast growing markets



~8% CAGR⁽¹⁾ HD channel from 2016 to 2026 to reach more than 6,000 channels

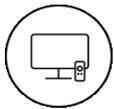


SES's unique track-record to grow and develop new video neighbourhoods

1) Source: NSR forecast C and Ku band only

Expanding and Stimulating Emerging Ecosystems

- ▲ **Building full ecosystems** by partnering with local players since end of 2014
- ▲ Expanding reach and driving digitalisation and platform evolution



100
TV channels



4.3 million
TV Homes



- ▲ Best picture quality
- ▲ Convenience
- ▲ Content neighbourhood
- ▲ Content monetisation
- ▲ Differentiating features
- ▲ Reach



Analog TV

Free TV

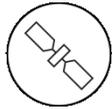
Pay TV



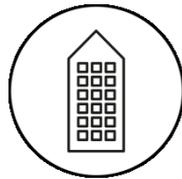
Expanding Video Offer in Growing Neighbourhoods

▲ In less than 10 years SES has developed a **leading Pay TV position** in Philippines

▲ Involves the three major operators



SES-7, SES-9



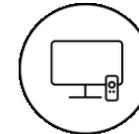
- ▲ Differentiating through exclusive content
- ▲ Facilitating reach



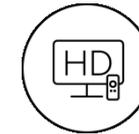
- ▲ Convenience
- ▲ Platform neighbourhood
- ▲ Set for future growth



2 million
DTH Homes



206 SD TV
channels

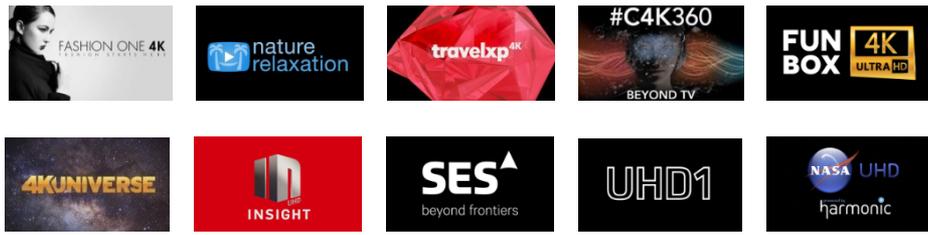


59 HD TV
channels



Innovating the UHD Experience in North America

- ▲ Engaging programmers and manufacturers to build a **new backbone distribution** platform
- ▲ **End-to-end** ecosystem for **25+** MVPDs⁽¹⁾, including **Verizon** and **Frontier**
- ▲ World's largest linear UHD bouquet with **10** channels:

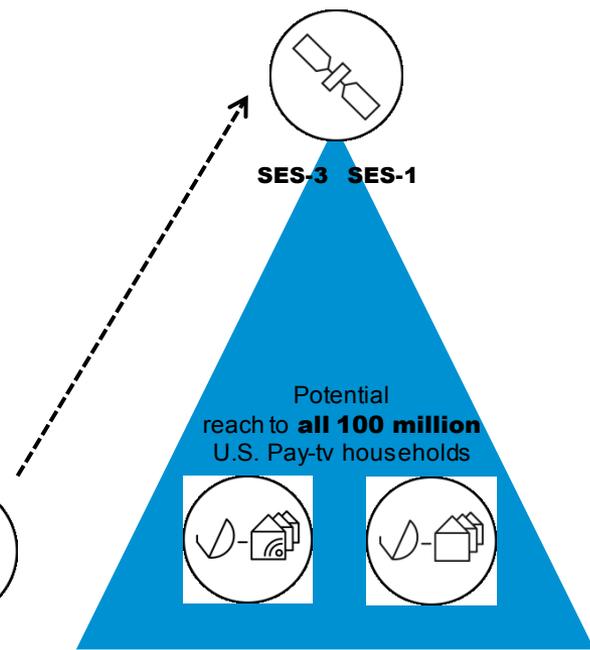
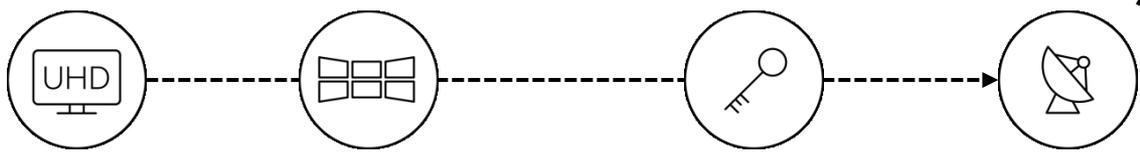


- ▲ Since April 2017, **three** US cable operators have launched their first commercial UHD packages

With High Dynamic Range technology

Playout and Encryption

Uplink



1) Multi Channel Video Program Distributors



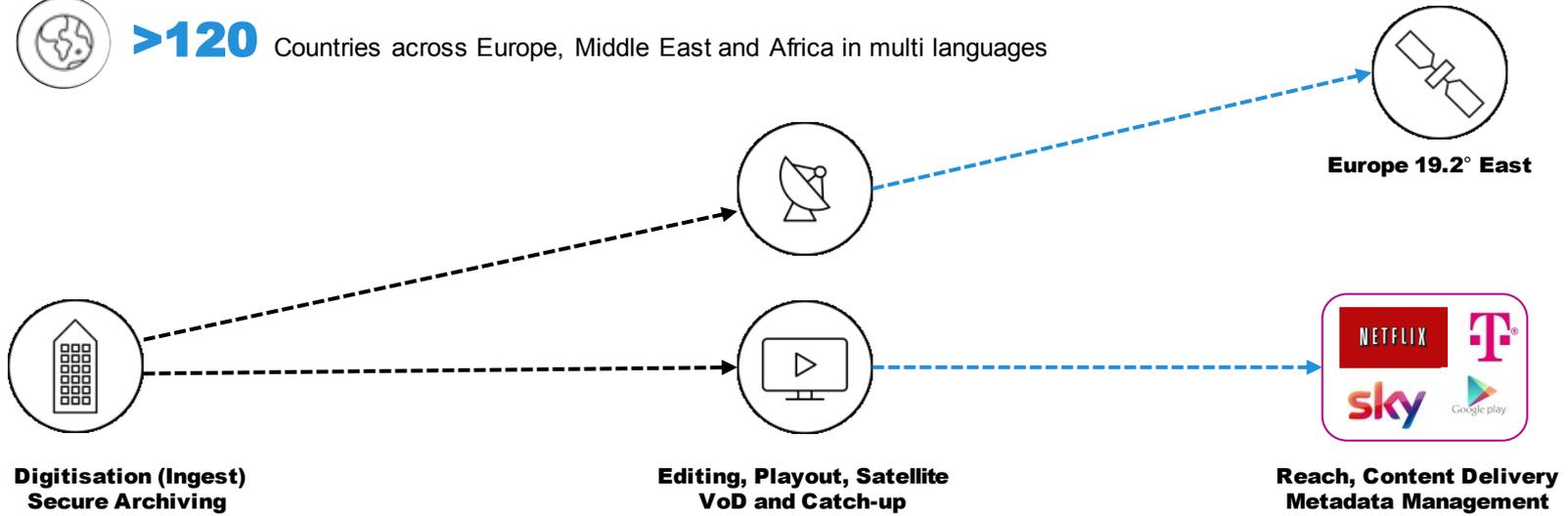
Innovating to Deliver Best Experience to Any Device, Anytime

- ▲ End 2016, MX1 tailored a solution for the supply of backend services and VoD platforms
- ▲ Expanded existing satellite contracts, SES now provides a complete end-to-end solution to Turner

TURNER to **focus on core business:** content and end customer management:

 **70** TV channels:    

 **>120** Countries across Europe, Middle East and Africa in multi languages



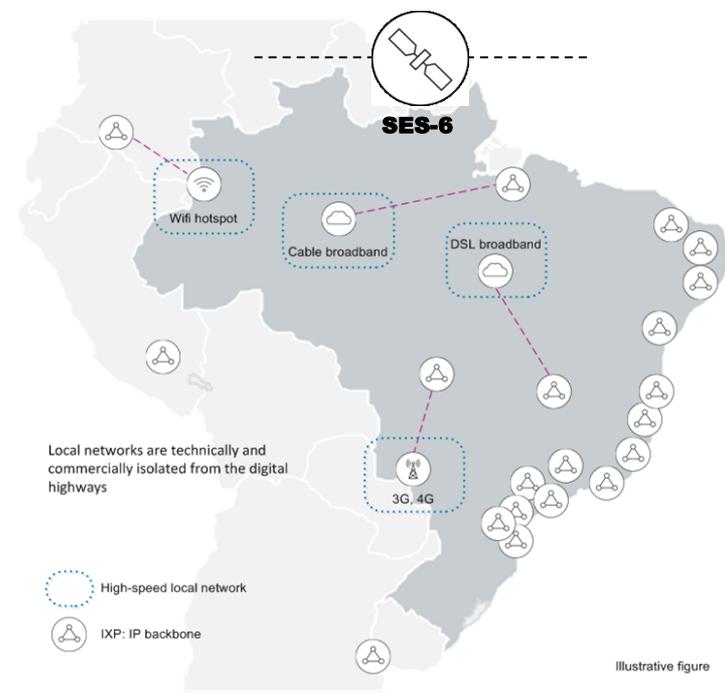
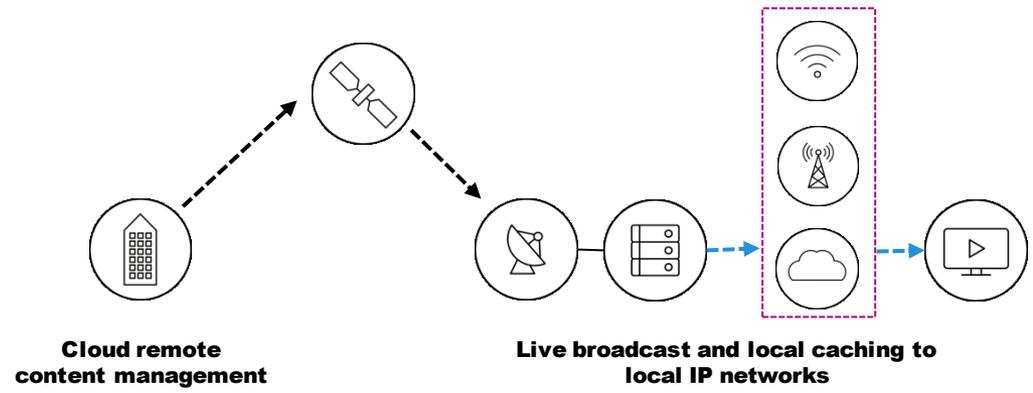


Innovating to Deliver the Best of Both Worlds

- ▲ **Network offloading** via satellite and local caching, MX1 cloud services, uplink & space by SES
- ▲ End-to-end solution for IP-based networks, **combining Linear and Non-Linear** Video



Pilot successfully performed in late 2016



Enabling innovative business models

- ▲ A customisable, replicable white-label solution
- ▲ Easy deployment and integration
- ▲ Pay-as-you-grow business model



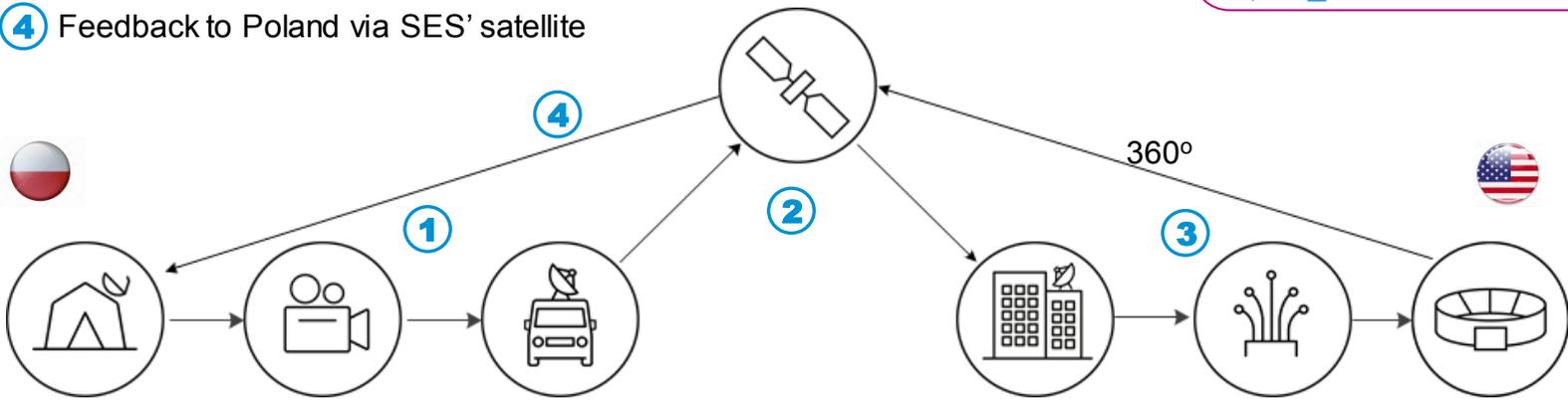
Innovating to Shape Virtual Reality Experience

NFL Super Bowl VR demonstration

- ▲ **MX1** delivered unique demonstration of satellite live broadcast transmission and VR integration to **>110 million** Super Bowl viewers (February 2017)
- ▲ Most advanced and highest-quality workflow for 360° VR broadcast, strong end-user experience

Intercontinental project coordination

- 1 Production and uplink trucks and at US Army Base in Kazan, Poland
- 2 Full satellite transmission from Poland to USA, utilising SES' fleet
- 3 Sport event world feed provision via satellite (SES-4)
- 4 Feedback to Poland via SES' satellite



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