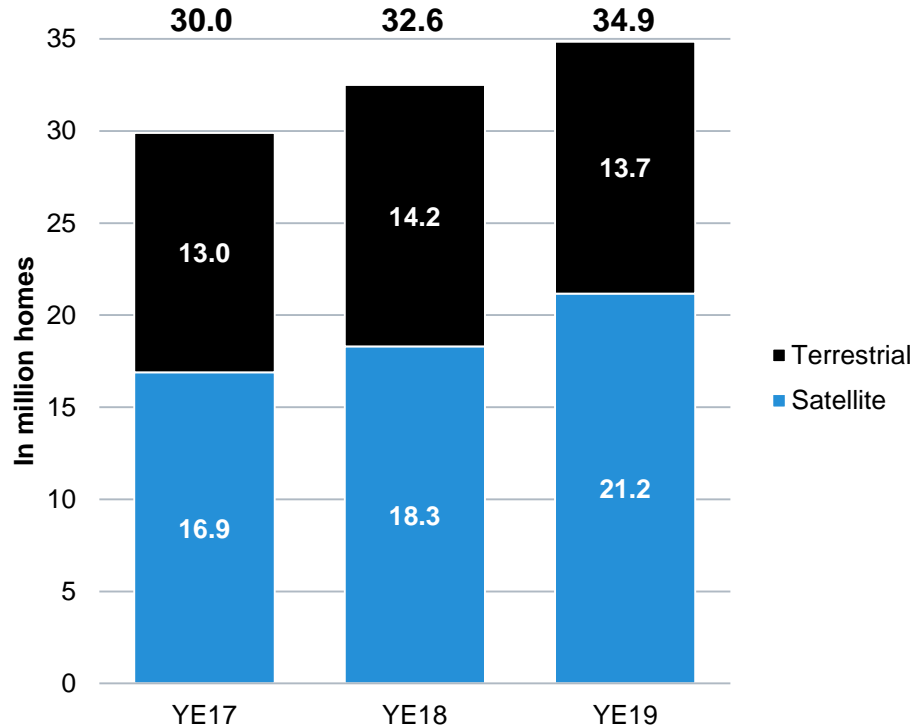


THE GROWTH OF SES REACH IN AFRICA

PRESENTED BY
Clint Brown

PRESENTED ON
June 2020

SES reach in Africa per orbital position



▲ 34.9M YE19 vs. 32.6M YE18

▲ Changes vs. YE18:

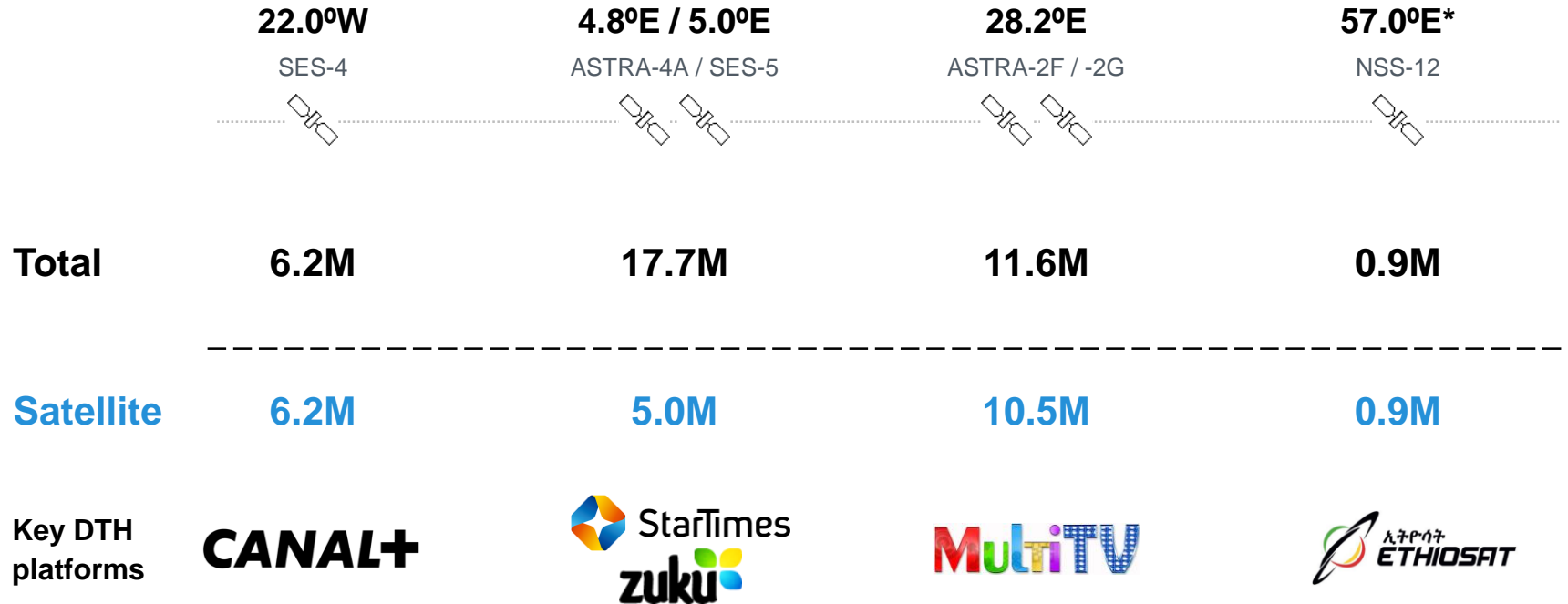
- Updated Ghana and Nigeria (last done YE17)
- Growth in “Canal+ Afrique” (+0.8M)

▲ Opportunities identified:

- Ongoing digital switch-over in many countries, e.g. Ghana, Ivory Coast, Nigeria, etc.
- Uptake in TV penetration across the region, e.g. Ethiopia, Kenya, Tanzania, Uganda
- HD TV set growth: homes purchasing a TV set for the first time will have it with HD / UHD

Source: Satellite Monitors YE2019

SES reach in Africa per orbital position



Source: Satellite Monitors YE2019

* Figures from YE2017

Overview of ASTRA-2F / ASTRA-2G | 28.2°E

22.0°W

SES-4



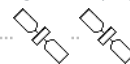
4.8E / 5.0E

ASTRA-4A / SES-5



28.2°E

ASTRA-2F / 2G



57.0°E

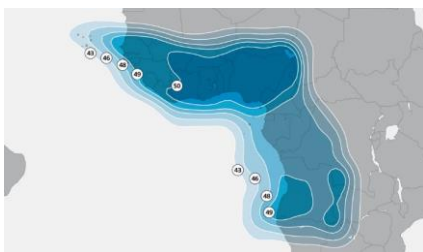
NSS-12



Footprints



ASTRA-2F West Africa Ku-band beam



ASTRA-2G West Africa Ku-band beam

Key Markets & Customers



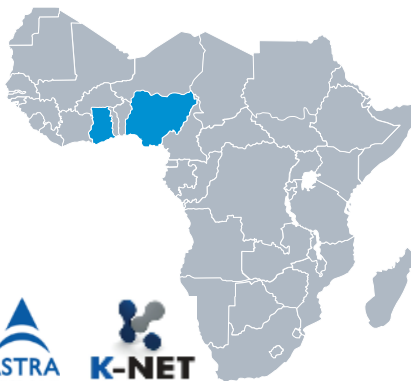
11.6M TV homes



171 TV channels



1 TV channel



PREMIUM.FREE



Positioning

- ▲ **Fastest growing DTH position for Anglophone West & Central African DTH**

Key benefits

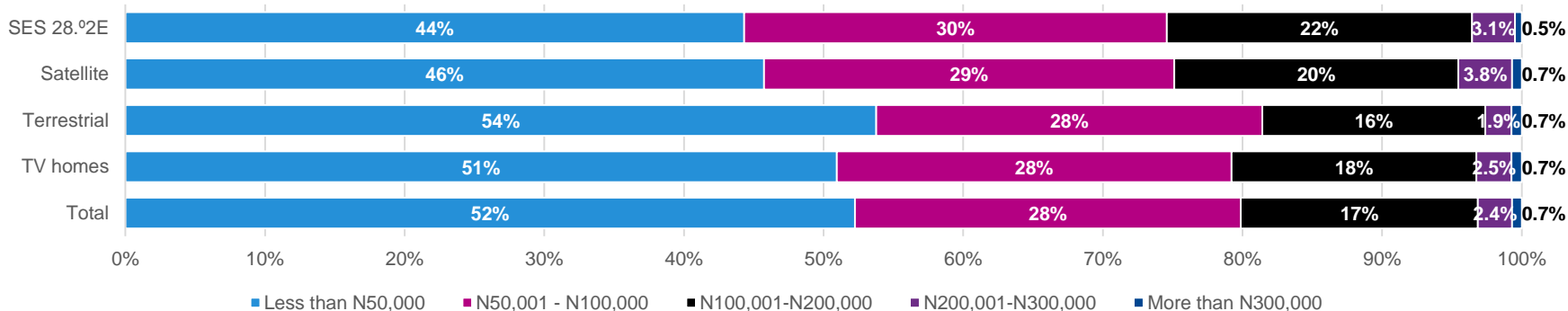
- ▲ **Proven highest technical reach in West Africa**, giving broadcasters access to millions of households (**4.4M in DTH in Ghana and 4.0M in DTH in Nigeria**), on a FTA neighborhood
- ▲ West African Platform Services (WAPS) allows commercializing **single channel access**
- ▲ **Uplink from Europe and West Africa**
- ▲ End-to-end operational solutions in cooperation with **local teleport partners in Ghana and Nigeria**
- ▲ SES partner of choice for **DTT rollout in Ghana and Nigeria**

Glance at socio-demographic data collected

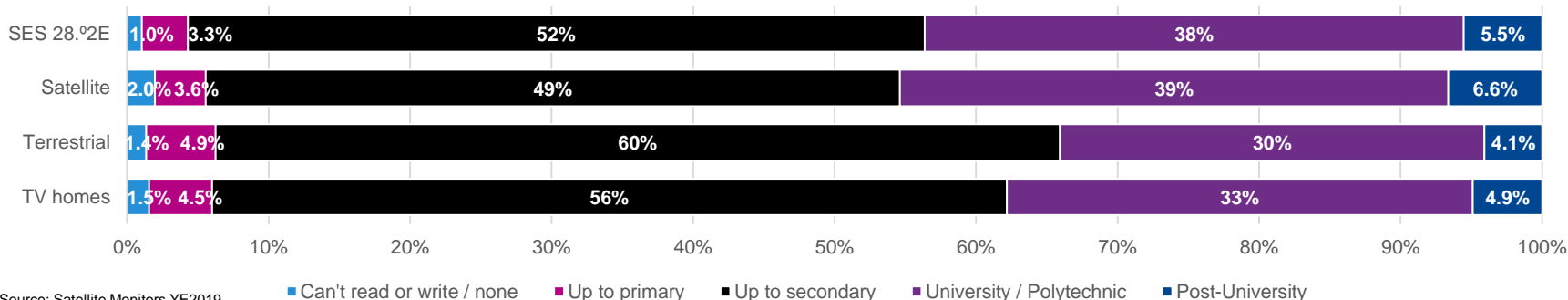
Household income & Education level



Household income



Education level



Source: Satellite Monitors YE2019

GROWTH MARKETING AFRICA

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