

July 11, 2008

SES NEW SKIES

## Media & OU Services Update

ISOG  
Atlanta, Georgia  
12 – 13 June 2008



Richard Lamb

## Future Plans of Meeting Demand

SES NEW SKIES

- Adding new satellites. One new satellite is being launched every year for the next 4 years. More SES related combined payloads such as the Astra 4A payload on Sirius 4 and the NSS payload on Sirius 5.
- Addressing scarce demands
  - Allowing customers to purchase smaller bandwidths which helps the broadcaster also take advantage of new more efficient compression and modulation techniques
  - Opening up new satellite bands such as Ka and S-band
- New service initiatives
  - Proposing a network of IP enabled receive points at strategic teleports that allow satellite IP transmissions to be delivered direct from site to the internet backbone – for onward delivery via IP to the broadcaster terrestrially (either by public internet or leased IP line from the teleport POP).
- Change on ownership
  - One year on and as a result of been owned by SES, NSS has invested in 3 new satellites (already approved and under construction), one further under design and are following an aggressive plan to purchase other in orbit assets from other companies/governments or organizations as they become available.

## Recent Corporate History

- New Skies was 100% acquired by SES in 2006
- Remains a standalone business within SES
- Retains our own management team
- Same customer-facing team
- Retains the same international focus on connectivity

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## Recent Operational Changes

- Continued backend integration with SES continues
- Formation SES Engineering
  - a single internal backbone engineering group
- Transfer of the New Skies POC (Payload Operations Centre) from The Hague to Woodbine MD
- Transfer of the New Skies SOC (Satellite Operations Centre) from The Hague to Betzdorf, Luxembourg

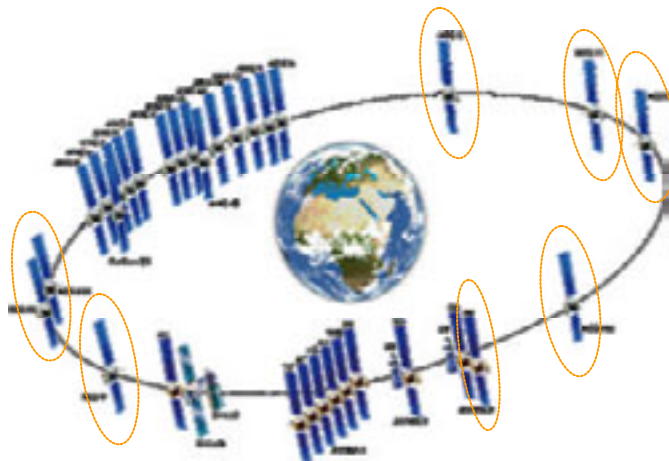
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## Recent Asset Changes & Investments

- Three in-orbit satellites transferred to NEW SKIES:
  - NSS-10 Atlantic Ocean (AMC-12) @ 322.5° East
  - NSS-11 Pacific Ocean (AAP-1) @ 108.2° East
  - Astra-2B West Africa beam @ 28.2° East
  
- Three new satellites ordered
  - NSS-9, NSS-12 & NSS-14 for launch in '08, '09 & '10
  
- One new satellite for Africa under design, launch in '11

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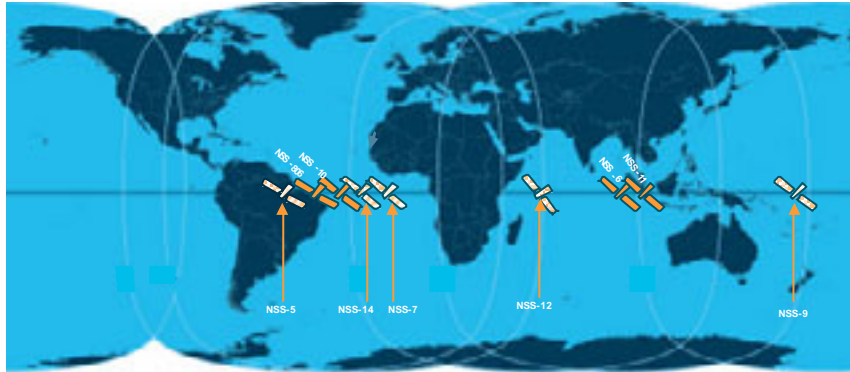
## Satellite Fleet 2008



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## 2010 International Connectivity & Distribution

New Skies fleet grows from 7 to 10 satellites



### Future

- 10 in-orbit satellites providing global coverage in C- and Ku-band
- Expansion in all 3 key ocean regions
- 584 Transponder Equivalents (36 MHz units)

1. NSS-9 replaces NSS-5 in POR (183° East) – Q4 2008
2. NSS-5 relocates to 340E to provide station-kept capacity – Q1 2009
3. NSS-12 replaces NSS-703 in IOR (57° East) – Q3 2009
4. NSS-14 replaces NSS-7 in AOR (338° East) – Q1 2010
5. NSS-7 replaces NSS-5 at 340° East to further enhance 338E/340E neighborhood – Q2 2010
6. NSS-5 re-located to AOR (319.5° East; co-located with NSS-806)

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## 183° East

### NSS-9 2008 Launch

- Will replace NSS-5 in 2008
- New, high powered capacity for the Pacific Ocean Region
- Doubles the amount of Hemi capacity available from 183 East
- Hemi coverage tailored for operation in the Pacific Ocean
- Allows redeployment of NSS-5 to new location in AOR

#### NSS-9 Satellite Facts

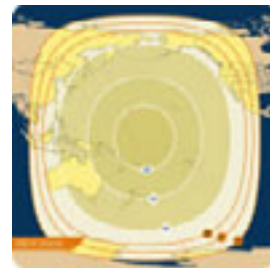
**Launch Date:** Scheduled for 2008

**EOL:** 2023

**Payload:**

C-band: 28 transponders

**Coverage:** Pacific Ocean Region, including East Asia, Australia and the US West Coast



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## 57° East

### NSS-12 2009 Launch

- Expands coverage of NSS-703 by higher power and greater capacity across Europe, Africa, Middle East and Asia
- Four high power Ku-band spot beams customized for DTH/Broadband applications
- First dedicated Ku-band spot beam to cover East Africa

#### NSS-12 Satellite Facts

Launch Date: 2009

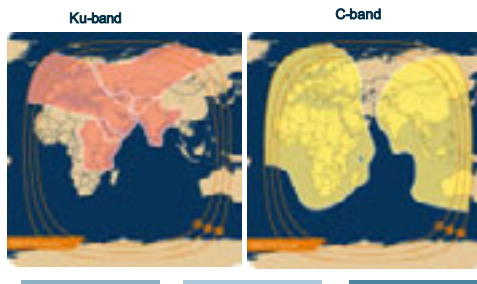
EOL: 2024

Payload:

C-band: 36 transponders

Ku-band: 36 transponders

**Coverage:** Indian Ocean region, including Europe, Africa, the Middle East, the Indian subcontinent and Asia



## 338° East

### NSS-14 2010 Launch

- Largest satellite in the NSS fleet
- 124 Transponders
- Expanding Power and Coverage
- Releases NSS-7 for a new location

#### NSS-14 Satellite Facts

Launch Date: 2010

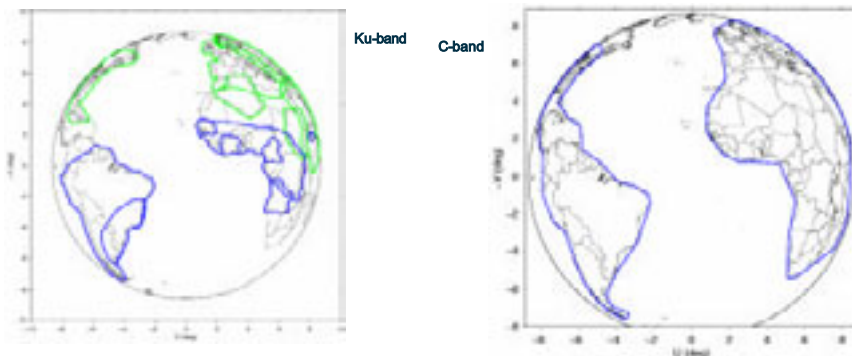
EOL: 2025

Payload:

C-band: 52 transponders

Ku-band: 72 transponders

**Coverage:** Serving the Americas, Europe and Africa

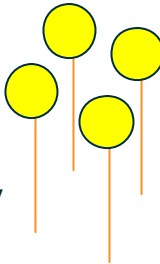


**Occasional Use**

... follows the SES NEW SKIES Corporate Approach:

- International focus
- Interconnectivity focus
- Space only focus
  
- Don't compete with our customers
- Provide turnaround points and help customers partner with uplinks
  
- SES integration: Two complementary Booking Centers
  - Domestic U.S.
  - International

**Thank You**



See you at IBC for our 10<sup>th</sup> year birthday party



### Additional Information & Detailed Footprints

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### 322.5° East

#### NSS-10 Single Orbit Coverage of

##### Africa, Americas and Europe

- High-powered C-band coverage for telecom & VSAT operators
- Individual transponder switching capability and unique simultaneous downlink functionality
- Capable of providing links to other regional systems ex: Americom's and Astra's
- High-throughput ideal for supporting GSM backhaul services
- Serves the critical and high demand in Africa through offering connectivity for hub services based in Europe and North America

#### NSS-10 Satellite Facts

**Launch Date:** 2005

**EOL:** 2020

**Payload:**

C-band: 56 transponders

**Coverage:** Africa, Europe, S. America, N. America



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## 108.2° East

### NSS-11 High Powered Ku-Band for Asia

- The backbone of India's Ku-band VSAT networks, supporting 30,000 VSAT terminals for the Indian government & corporate users
- Optimal look angles making it an ideal platform for US government defense networks
- Enables providers to offer a variety of satellite-based services targeting consumers, corporations and governments
- Supports Chinese language broadcast & paid TV platforms across North East Asia

#### NSS-11 Satellite Facts

**Launch Date:** 2000

**EOL:** 2015

**Payload:**

Ku-band: 28 transponders

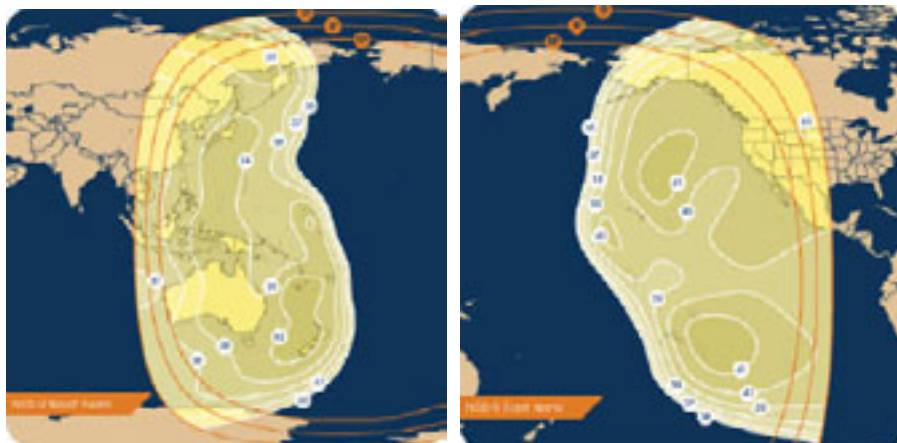
**Coverage:** China, North East Asia, The Philippines, & South Asia, including India



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## 183° East

### NSS-9 2008 Hemi Footprints

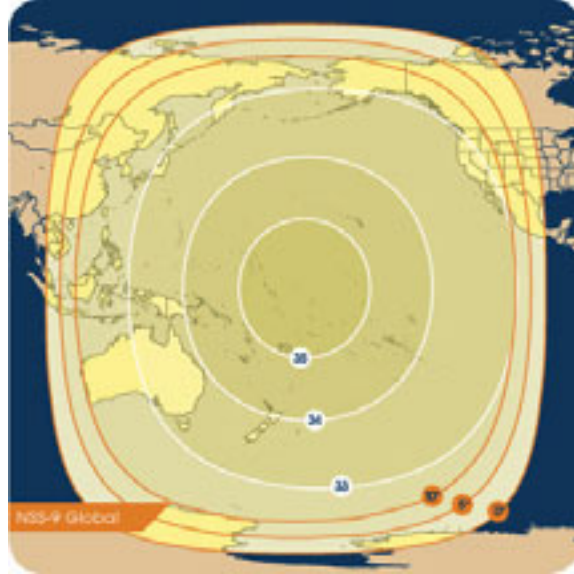


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183° East

**NSS-9** 2008 Global Footprints



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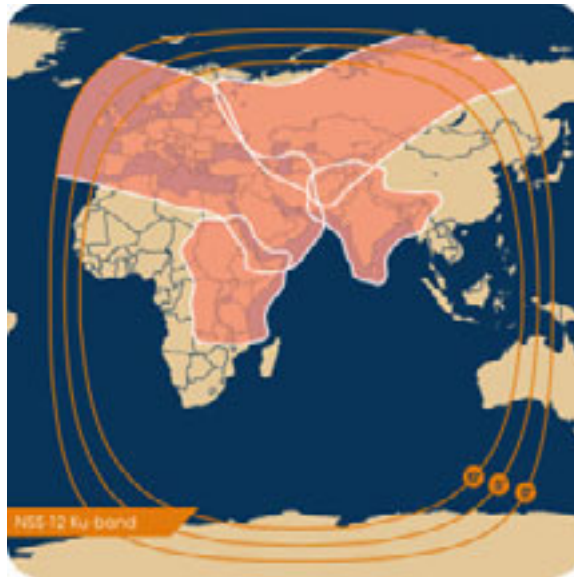
57° East

**NSS-12** Footprints



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## NSS-12 Footprints



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## Contact Us

**Sales Contacts:**

Occasional use & Special Events  
Samantha McCloskey  
Tel: +31 70 306 4140  
Fax: +31 70 338 1990  
[bookings@ses-newsbies.com](mailto:bookings@ses-newsbies.com)

NSS Head office:  
Rooseveltplantsoen 4  
2517 KR The Hague  
The Netherlands  
Tel: +31 70 306 4100  
Fax: +31 70 306 4101  
[www.ses-newsbies.com](http://www.ses-newsbies.com)

SES:  
L-6815 Château de Betzdorf  
Luxembourg  
Tel: +352 710 725 1  
Fax: +352 710 725 227  
[www.ses.com](http://www.ses.com)

**Singapore:**

#31-05 Centennial Tower  
3 Temasek Avenue  
Singapore 039190  
Tel: +65 6238 04 00  
Fax: +65 6238 11 41

**Beijing:**

Unit 8P, Apartment A, Beijing Fortune Plaza  
No.7 Dongsanhuan Zhong Road, Chaoyang District  
Beijing 100020,  
China

Tel: +86 (0)10 6530 9659  
Fax: +86 (0)10 6530 9629

**Sydney:**

Level 31, ABN AMRO Building  
88 Phillip Street  
Sydney NSW 2000  
Australia

Tel: +61 (0)2 8211 2744  
Fax: +61 (0)2 8211 0555

**Washington DC:**

2001 L Street, Suite 800  
Washington, DC 20036  
United States of America

Tel: +1 202 478 7100  
Fax: +1 202 478 7101

**São Paulo:**

Av. Das Nações Unidas 12551  
9 andar – Cep 04578 – 903  
São Paulo – SP Brazil  
Tel: +55 11 34 43 74 52  
Fax: +55 11 34 43 74 74

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