MEDIA RELEASE

Eurovision and AsiaSat Extend Partnership to Deliver Top Quality Content to Asia Pacific Region

Hong Kong, 21 March 2017 – Eurovision, the operational arm of the European Broadcasting Union (EBU), and Asia Satellite Telecommunications Co. Ltd. (AsiaSat), Asia's leading satellite operator are pleased to announce an expansion of their partnership for use of multiple C-band transponders on AsiaSat 5 and a teleport service from AsiaSat's Tai Po Earth Station in Hong Kong.

The C-band transponders will be used for occasional live sports and news transmissions in the Asia-Pacific region. They will also support permanent TV channel distribution in Asia for EBU Members and customers.

Eurovision and AsiaSat have partnered together since 1999 to deliver top quality sports events to broadcasters holding the rights in the Asia-Pacific region, including major football leagues and tournaments. The collaboration has recently expanded to 4K transmissions of major events successfully delivered to the international broadcasting community.

Over the years, AsiaSat's space and ground facilities have been a key part of the Eurovision Global Network. Connecting AsiaSat's Tai Po Earth Station in Hong Kong to the Eurovision FiNE (fibre network) allows Eurovision to provide enhanced value-added services, including equipment hosting, turnaround and uplink services to EBU Members and customers.

"We are very pleased to have this opportunity to continue working with our long-term partner Eurovision, expanding on our shared commitment to bring more value to our customers and their audiences through our ever strengthening partnership. AsiaSat is determined to stay at the forefront of technology to deliver the best global live sports content possible," said Barrie Woolston, Chief Commercial Officer of AsiaSat.

"We are delighted to expand our collaboration with AsiaSat to deliver more global live sports events using advanced technology such as the 4K. Together we can enhance and offer Asian audiences a superior viewing experience and additional complementary services in the future," said Graham Warren, Chief Operating Officer at Eurovision.

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About Eurovision

Eurovision – the operating arm of the European Broadcasting Union – is the world's leading producer and distributor of top-quality content spanning live sports and news events, entertainment, culture and music. From media rights to host broadcasting, from satellite and fibre distribution to production facilities and digital media, Eurovision is a specialist partner offering one-stop solutions via the world's biggest broadcast network. Eurovision uniquely combines satellite and fibre know-how in a fully-managed environment complemented by wireless networks, which is outstanding for its reliability, expertise and commitment to the latest technology. For more information, please visit: Eurovision.net

About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading satellite operator in Asia, serves over two-thirds of the world's population with its six satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 700 television and radio channels are now delivered by the company's satellites offering access to more than 830 million TV households across the Asia-Pacific region. AsiaSat's next satellite, AsiaSat 9 is planned to be launched in late 2017. AsiaSat is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit www.asiasat.com

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AsiaSat 5 supports Eurovision's occasional live sports and news transmissions in the Asia-Pacific region