

## **MEDIA RELEASE**

### **AsiaSat Announces New Organisational Structure**

**An initiative following the rebrand to position for enhanced growth**

**Hong Kong, 17 June 2015** – Asia’s leading satellite operator Asia Satellite Telecommunications Co. Ltd. (AsiaSat) announced its new organisational structure to power the growth of the company in key Asian and global markets.

Under the new organisational structure, both sales and business development teams will be headed by Philip Balaam. Under his expanded role as Vice President, Sales and Business Development, Phil will assume new responsibilities in driving sales activities in all Asian markets while continuing to oversee the company’s business development initiatives.

Sabrina Cubbon has been named Vice President, Marketing and Global Accounts. In her new capacity, Sabrina will focus on key global strategic accounts while continuing to lead the marketing, communications and corporate affairs functions of the company.

Commenting on the new organisational structure, William Wade, President and Chief Executive Officer of AsiaSat, said, “2015 is expected to be a challenging year for the satellite sector. I have confidence that our rebranding earlier this year has re-energised our brand presence and as equally important our entire team. With this new structure, we will better utilise our resources and more clearly focus our efforts in the market. By moving ourselves closer to our customers and partners, we are able to better understand and serve their needs.”

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#### ***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 450 television and radio channels are now delivered by the company's satellites offering access to over 710 million TV households across the Asia-Pacific region. AsiaSat also provides VSAT networks throughout the region. AsiaSat’s next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in late 2016/early 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](http://www.asiasat.com).

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