



MEDIA RELEASE

TV5MONDE Style HD to be launched in Asia Pacific on AsiaSat 5

Hong Kong, 13 April 2015 – Asia’s leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) announces an agreement for the launch of ‘TV5MONDE Style HD’ a new lifestyle channel from its long-term customer TV5MONDE on AsiaSat 5.

‘TV5MONDE Style HD’ has started 24-hour transmissions via AsiaSat 5 at 100.5°E. This new thematic channel features a wide selection of programmes on fashion, luxury and design trends, food and drink, wine, art of gardens, architecture, cultural and historical heritage. The programmes broadcast in French on ‘TV5MONDE Style HD’ offer subtitles in English, Traditional Chinese and Simplified Chinese.

“Over the past two decades, AsiaSat has developed a successful partnership with TV5MONDE. The debut of this new HD channel on AsiaSat further strengthens our collaboration and we are proud to be the choice of TV5MONDE for their service expansion. We are committed to working closely with TV5MONDE to ensure a successful rollout of this new service in the Asia Pacific,” said William Wade, President and Chief Executive Officer of AsiaSat.

“AsiaSat has been our long standing partner since we launched the first TV5MONDE’s channel for Asia, TV5MONDE Asie in 1996. We are excited to further expand our partnership with AsiaSat with this new thematic HD channel. AsiaSat provides best-in-class satellite platforms and cost efficient transmission solutions. We look forward to introducing Asian viewers to the best ‘art of living’ programming from TV5MONDE productions and our French-speaking partner channels on one of Asia’s leading TV satellites,” said Yves Bigot, Chief Executive Officer of TV5MONDE.

At its launch in Asia, ‘TV5MONDE Style HD’ offers six four-hour blocks of art of living programming per day during the weekdays including Midi en France, programmes on the art of gardening, fashion, luxury and design trends, as well as cooking shows such as Christophe Michalak’s cookery contest, Dans la peau d’un chef and Stéphane Bern’s Comment ça va bien. During weekends, the channel carries four six-hour blocks of quality programming catering for



the family including Des Racines & des ailes, Qui sera le prochain grand pâtissier, Le monument préféré des Français, Les carnets de Julie and Secrets d'histoire.

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About TV5MONDE

Launched in 1984, TV5MONDE is the world leading French language network broadcasting 24/7. Through its 9 multi-thematic separate and regional channels and TiVi5MONDE, a channel dedicated to young viewers in the USA, it reaches more than 250 million households and 55 million viewers every week in 200 countries and territories making TV5MONDE one of the most widely network in the world. Programming originates from 5 different countries, including France, Switzerland, Belgium, Canada and French speaking Africa and includes daily newscasts, films and series, entertainment programs, documentaries, cultural programs and international sports coverage, with subtitling available in 12 languages.

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 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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