



Photo credit: Cyfrowy Polsat

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Cyfrowy Polsat scales up at Eutelsat's HOTBIRD position

TV Polsat marks 25 years of satellite broadcasting with new capacity at Poland's leading video neighbourhood

Paris, Warsaw, 6 September 2017- Cyfrowy Polsat Group, Poland's leading media and telecommunications group, today signed a long-term contract with Eutelsat Communications (NYSE Euronext Paris: ETL) for the lease of multiple transponders. The agreement covers the extension of existing capacity and expansion at the HOTBIRD video position. This new contract for capacity at Poland's most popular video neighbourhood consolidates a

collaboration that began in 1992 with the launch of Polsat, Poland's first commercial channel, on a Eutelsat satellite.

The new contract adds 33 MHz to the capacity already used at the HOTBIRD position by Cyfrowy Polsat, Poland's largest satellite platform and pay-TV operator and TV Polsat, the leading commercial broadcaster in Poland. The capacity will support the continued expansion of digital entertainment services and raise the bar for enhanced image quality. TV Polsat provides 24 popular channels under its brand and Cyfrowy Polsat offers approximately 180 channels, including over 80 in HD, in 4.8 million pay-TV subscriptions.

Dariusz Działkowski, CTO at Cyfrowy Polsat S.A. and Telewizja Polsat Sp. z o.o., said: *"As Poland's leading media group and the largest pay-TV platform, we have always placed the quality of our services among our priorities and their regular development as one of the main goals of our business strategy. The new satellite capacity and long-term cooperation with a reliable partner create a stable environment and give us a lot of comfort in these two areas."*

Michel Azibert, Eutelsat Deputy CEO and Chief Commercial & Development Officer, added: *"The launch of Polsat on a Eutelsat satellite 25 years ago heralded the beginning of a multi-channel market that has evolved into a vibrant and innovative business offering viewers the benefits of quality, choice and diversity, and has seen Cyfrowy Polsat grow into one of Europe's largest pay-TV platforms. We are proud to cement our collaboration with a new contract that underscores the continuing leadership of the HOTBIRD neighbourhood across Europe and chosen home for more than 200 channels in Polish."*

About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 39

satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies.

Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location.

Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 37 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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