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Eutelsat unveils ‘Konnect Africa’ brand for satellite broadband venture

A new identity for Eutelsat’s satellite broadband venture in advance of commercial launch of services in 2017

Cape Town, Paris, 15 November 2016 – Today’s launch at the Africacom event of the ‘Konnect Africa’ brand by Eutelsat Communications (NYSE Euronext Paris: ETL) marks a change in scope of the ‘Broadband for Africa’ venture set up to galvanise the market for satellite broadband services in Sub-Saharan Africa.

A renewed effort to bridge the digital divide

The ‘Konnect Africa’ brand and new slogan, ‘Taking Broadband Further’, have been devised to reflect Eutelsat’s ambition to accelerate satellite broadband connectivity across the African continent. With a 20 strong team located in key African markets and in Europe, Konnect Africa aims to become one of the leading suppliers of new-generation services, working in close partnership with African partners to promote high-quality broadband at affordable prices for homes and businesses, and contributing to reducing the digital divide on the continent.

Commercial launch on track for 2017

The new brand is a new milestone in advance of the launch of commercial services that will start to roll-out in 2017, ramping up to cover more than 20 Sub-Saharan countries by 2019.

Konnect Africa’s portfolio of services will be adjusted to the profiles and needs of its partners, to match their position in the value chain: data, mobile or VSAT operators, ISPs and pay-TV platforms that can bundle TV with

Internet services. Konnect Africa will offer a complete range of services, from bandwidth supply to end-to-end solutions.

Click here for the website: www.konnect-africa.com

For more on the Konnect Africa click here for the video:
<https://youtu.be/gH8tGLc-1Z4>

Meet the Konnect Africa team during AfricaCom (15-17 November) on the Eutelsat stand: D6.

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 38 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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