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## Eutelsat's leading 7/8° West video neighbourhood to host SoFast's iconic FAST channel, Baywatch TV

- *Expanding the reach of FAST content to new audiences that the channel wouldn't be able to reach otherwise*
- *Confirming the 7/8° West video neighbourhood as the leading satellite position in MENA*

**Paris, 12 Sep 2025** - Eutelsat (ISIN: FR0010221234 - Euronext Paris / London Stock Exchange: ETL) and SoFast, the global leader in the creation, payout,

and monetisation of FAST and linear channels, have partnered to distribute the channel Baywatch TV, subtitled in Arabic. The iconic channel, based on the cult Baywatch series, will be available to audiences across the Middle East and North Africa (MENA) from the region's leading 7/8° West video neighbourhood.

Under the agreement, SoFast will manage the playout and distribution for the channel, while Eutelsat will provide capacity on the EUTELSAT 7 West A satellite.

The 7/8° West orbital position reaches over 66 million TV homes across MENA, making it the region's leading broadcast position and offering the largest exclusive reach. It is chosen by audiences for the unparalleled line-up of content available, with around 950 TV channels broadcasting from the popular location.

***“This launch represents a strategic milestone for Baywatch TV, illustrating SoFast's ability to support its partners in multi-platform distribution, whether through FAST or premium channels, to OTT platforms, Telco operators, and even satellite,” said Yanai Arfi, Chief Executive Officer, SoFast.***

*“We are delighted to be working with SoFast, to bring this iconic channel to viewers across MENA” added Aymeric Genty, President of Eutelsat's Video Business Unit. “The Eutelsat-Nilesat 7/8° West orbital position is MENA's leading video neighbourhood. Thanks to the extensive footprint of satellite, we are able to increase Baywatch TV's reach to 95% of homes across the region.”*

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## About Eutelsat

Eutelsat is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. Eutelsat was formed through the combination of the Company and OneWeb in 2023, becoming the first fully integrated GEO-LEO satellite operator with a fleet of 34 Geostationary (GEO) satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. Eutelsat addresses the needs of customers in four key verticals of Video, where it distributes around 6,400 television channels, and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat's unique suite of in-orbit assets and ground

infrastructure enables it to deliver integrated solutions to meet the needs of global customers. The Company is headquartered in Paris and Eutelsat employs more than 1,600 people across more than 75 countries. Eutelsat is committed to delivering safe, resilient, and environmentally sustainable connectivity to help bridge the digital divide. The Company is listed on the Euronext Paris Stock Exchange (ticker: ETL) and the London Stock Exchange (ticker: ETL).

Find out more at [www.eutelsat.com](http://www.eutelsat.com)

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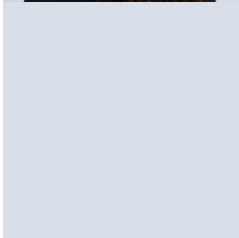
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