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Mexico's StarTV to launch its innovative new video streaming service on EUTELSAT 117 West B, highlighting the essential role of satellite for universal access

Paris, 18th March 2024 – Eutelsat Group (ISIN: FR0010221234 - Euronext Paris / London Stock Exchange: ETL), announces that StarTV, one of Mexico's leading DTH operators, has selected the EUTELSAT 117 West B satellite for the deployment of StarFlix, its new video streaming service.

This latest multi-year, multi-transponder capacity agreement will enable StarTV to offer an innovative new streaming and on-demand service to customers with a wide variety of quality content, in complement to its Direct-to-Home service. Available from mid-March, viewers across Mexico, even in rural areas beyond terrestrial connectivity, will be able to enjoy the StarFlix service, with a wide range of programs and movies streamed to their screens via satellite.

The agreement builds on the long-standing relationship between Eutelsat Group and Star TV which already leverages [EUTELSAT 117 West A and EUTELSAT 117 West B satellites](#). Its rapidly growing DTH service offers a diversified portfolio of packages catering for all budgets, with well over 100 TV channels, and almost half a million subscribers.

Monica Aguirre, Deputy CEO of StarTV said: *"We are delighted to rely on our partner, Eutelsat to launch this innovative new service for viewers in Mexico. We aim to provide universal access to our innovative OTT via broadcast service, StarFlix, even in regions lacking internet coverage or facing financial constraints. StarTV has grown rapidly in recent years to position itself as one of Mexico's leading broadcasters, and we are excited to add Starflix to complement our line-up of offers."*

Jose Ignacio Gonzalez Nunez, SVP Media Americas, added *"We are honoured to extend our relationship with StarTV with the selection of EUTELSAT 117 West B for its major streaming platform in the Mexican market. This latest deal showcases the dynamism to the Mexican broadcast market as well as the ongoing role of satellite in enabling television operators to reach the widest possible audience. We look forward to supporting StarTV as their innovative business and offerings continue to grow."*

About Eutelsat Group

Eutelsat Group is a global leader in satellite communications, delivering connectivity and broadcast services worldwide. The Group 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 35 Geostationary satellites and a Low Earth Orbit (LEO) constellation of more than 600 satellites. The Group addresses the needs of customers in four key verticals of Video, where it distributes more than 6,500 television channels,

and the high-growth connectivity markets of Mobile Connectivity, Fixed Connectivity, and Government Services. Eutelsat Group's unique suite of in-orbit assets enables it to deliver integrated solutions to meet the needs of global customers. The Company is headquartered in Paris and the Eutelsat Group employs more than 1,700 people across more than 50 countries. The Group 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

Media enquiries

Joanna Darlington
Tel. +33 674 521 531
jdarlington@eutelsat.com

Anita Baltagi
Tel. +33 643 930 178
abaltagi@eutelsat.com

Katie Dowd
Tel. +1 202 271 2209
kdowd@oneweb.net

Investors

Joanna Darlington
Tel. +33 674 521 531
jdarlington@eutelsat.com

Hugo Laurens Berge
Tel. +33 670 80 95 58
hlaurensberge@eutelsat.com

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