

More than ever, **we need space to communicate**



In a fast-changing communications environment, satellites are uniquely placed through their ubiquitous coverage and bandwidth to provide a first-class platform for delivering content direct to end users and to the edge of terrestrial networks. For millions of television viewers, satellites open the door to a multi-channel environment. For thousands of enterprises, they contribute to retaining a competitive edge and building global presence. In emergency situations, they often represent the sole means of establishing or restoring communication for critical relief operations.



Through a combination of technology leadership and total commitment to customer service, Eutelsat has built a reputation for operational excellence and innovation. With reach of up to 150 countries, our satellite resources and the quality of our service have gained the confidence of a solid base of customers who include broadcasters, pay-TV and telecom operators, Internet Service Providers and government agencies. Delivering a constant flow of new TV applications, including high-definition, 3D and mobile video, playing our part in reducing the digital divide and propelling forward the digital revolution, are just some of the opportunities ahead which will consolidate our role as a player at the heart of the information society.

Michel de Rosen
Chief Executive Officer, Eutelsat Communications

IN-ORBIT RESOURCES

Situation January 2011



> One of the world's largest fleets

With a fleet of 27 satellites located at 20 prime locations in geostationary orbit, Eutelsat operates a world-leading satellite infrastructure.

These resources, which already reach more than 150 countries, are being further expanded and reinforced as the company pursues one of the most far-reaching investment programmes in the commercial satellite sector. Six satellites will be launched by early 2013 to enable Eutelsat to increase capacity and further consolidate in-orbit security.

* Capacity on third-party satellites

- Stable orbit
- Inclined orbit

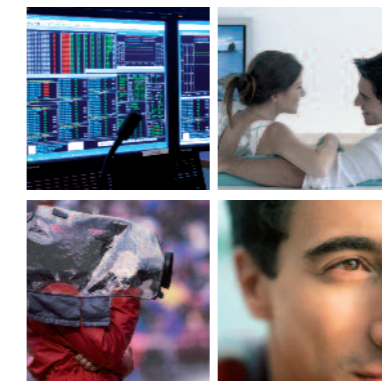
Future satellites:
W3C, ATLANTIC BIRD™ 7, W6A, W5A,
EUROBIRD™ 2A, W3D

** Commercial entry into service in May 2011



Easing the information flow around the globe, fostering cultural diversity, enabling jobs to be sustained in less developed regions, ensuring optimum use of the spectrum, which is a scarce resource in the Information Society: these are just some of the key roles played by satellites every day.

Opening new in-orbit resources and propelling forward **the digital revolution** for **consumers, enterprises and communities.**



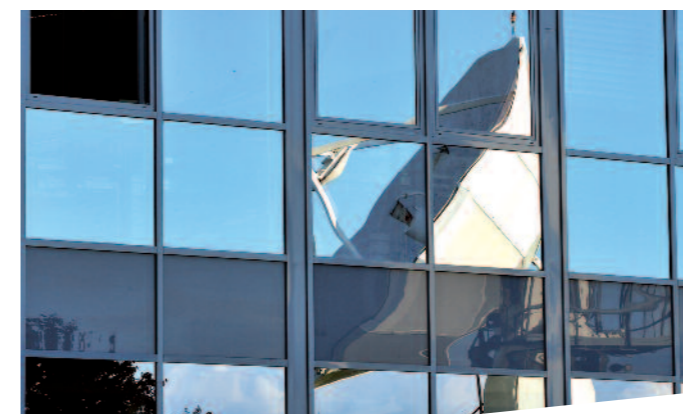
BRINGING THE BENEFITS OF TECHNOLOGICAL PROGRESS TO THE LARGEST NUMBER OF USERS

Eutelsat's satellites are a preferred choice for telecom and IP companies for fast and cost-efficient delivery of broadcast and broadband services to terrestrial headends. Their universal coverage also ensures that users at work and in the home, who are beyond range of terrestrial infrastructure, can be guaranteed access to digital services irrespective of where they are.

INFORMATION, CULTURE, EMOTION, VIA SATELLITE

Ninety percent of Eutelsat's activities are focused on digital broadcast and broadband markets. The unprecedented growth of these services is driving the need for satellites to deliver resources that enable users to diversify their broadcasting choice and benefit from a faster broadband experience, both in fixed and mobile environments.

In 1995, as a pioneer satellite company for digital broadcasting, Eutelsat's satellites were the first in Europe to transmit television using the open DVB standard. They were also the first to enable Internet Service Providers to connect direct to the Internet backbone, irrespective of their location. Constant technological progress continues to open the use of Eutelsat satellites to a myriad of new applications, including providing 3D content to video displays, broadband access in high-speed trains and video channels to vehicles on the road.



BUSINESS PORTFOLIO

As of 30 June 2010



- Video Applications: 71,1%
- Data and Value-Added Services: 19,5%
- Multi-usage: 9,4%

Excluding other income and non-recurring income



Video: HD, 3D, mobile-broadcasting continue to enrich the viewing experience

Over 70% of Eutelsat's activities derive from consumer broadcasting and professional video services that leverage the exceptional ability of satellites to cover large territories, and their economic efficiency for simultaneous content delivery to the audience targeted.

OVER FIVE YEARS, THE NUMBER OF CHANNELS BROADCAST BY EUTELSAT'S SATELLITES HAS DOUBLED FROM 1 800 TO MORE THAN 3 700

This sustained growth is driven by the success of pay-TV platforms, which represent 63% of channels broadcast by Eutelsat satellites, and by the diversity of free-to-air channels. With over 1,100 channels, Eutelsat's premium HOT BIRD™ neigh-

bourhood is a worldwide leading position for the number of channels broadcast to consumer homes.

FEEDING AND COMPLEMENTING NEW BROADCASTING NETWORKS

In parallel to the ongoing take-up of Direct-to-Home (DTH) satellite reception, which progressed worldwide by 16% between 2008 and 2010, the emergence of new-generation TV platforms is a significant engine for growth for Eutelsat. In addition to the longstanding activity of broadcasting channels to cable headends, Eutelsat is facilitating Digital Terrestrial Television (DTT) roll-out by delivering multiplexes to national transmitter networks and directly serving homes beyond range of terrestrial reception.

In the IPTV market, through direct reception, Eutelsat enables telecom operators and ISPs to extend triple play services to

subscribers located too far from terrestrial headends to receive a quality video signal.

HDTV IS ALREADY A SUCCESS STORY, AS CONSUMER APPETITE DEVELOPS FOR 3D

Driven by consumer demand for an ever improved viewing experience, HDTV is already a success story in all the markets served by Eutelsat's satellites. The number of HD channels broadcast by Eutelsat increased from 100 to almost 200 in 2010. The bandwidth demands of HDTV, which are 2.5 times those of Standard Digital, place satellites in a unique position for broadcasting the very best of HD quality to an unlimited number of homes, both nationally and internationally. In a study published in September 2010, Euroconsult estimates that 20% of the world's TV channels will be broadcast in HD by the end of the decade in comparison to 5% today.

The same quest to leverage technological progress to enhance viewer satisfaction is driving the new market for 3D, shown by the success in 2010 of 3D coverage of World Cup Football transmitted by Eutelsat's ATLANTIC BIRD™ 3 and W7 satellites. The first generation of consumer 3D Ready displays are now commercialised, while programmers including Orange, Al Jazeera Sport and NTV-Plus have begun production of the first pre-commercial 3D channels.

World Cup Football was also the opportunity for Eutelsat to extend the network of cinemas equipped for 3D reception of special events. Over 450 cinemas across Europe can now offer consumers a date with spectacular 3D content delivered live by satellite and shown on giant screens for a full immersion experience.



Data networks: Essential corporate information



Satellites are increasingly called on to connect remote networks to the main Internet arteries and cellular infrastructure. They are frequently the only technology able to immediately secure and restore communication.

VSAT terminals, installed next to thousands of GSM transmitting stations, Internet access platforms and corporate network headends, have doubled in five years to almost two million. Easily and quickly deployed, these two-way terminals establish telecom and broadband connectivity with no dependency on terrestrial networks. Data and broadband services, Eutelsat's second main business, account for nearly 20% of the Group's activities.

A CRITICAL CONTRIBUTION TO FAST AND SECURE INTERNATIONAL DATA EXCHANGE

Many of the world's leading telecom operators work hand-in-hand with Eutelsat to combine terrestrial and satellite technologies for turnkey applications that streamline the performance of international networks, ensure network redundancy and remote storage, and connect isolated sites such as oil and gas platforms as well as nomadic sites set up on a temporary basis.

PERMANENT CONNECTIVITY AT ALL POINTS OF THE GLOBE

Eutelsat's satellites meet three types of underlying business objective: guaranteeing permanent communications at all points of the globe including the most remote sites; establishing or restoring communications in an emergency situation (civilian safety, humanitarian operations);

delivering content simultaneously to wide audiences (newswires, stock market data, point-of-sale animation).

MOBILE SERVICES FOR NICHE MARKETS

To meet the specific communications requirements of the road-haulage industry, Eutelsat and Qualcomm offer the EutelTRACS service in Europe, which combines position-finding and data transmission within an entirely secure proprietary system. For professional communications at sea, Eutelsat has joined forces with SpeedCast to provide automatic switching facilities between Ku-band satellites serving Europe and Asia so that a ship can pass from the coverage area of one satellite to another with no need for any manual adjustment to an antenna. In rail transport, a service developed by a consortium uniting Eutelsat, Alstom, Orange and Cap Gemini provides Internet connectivity in high-speed trains. Following a trial period in 2009, the service was launched at the end of

2010 on all lines in the TGV East European network by France's national railway company (SNCF).



Broadband: Digital communications for all

Access to the social and economic benefits of broadband for all homes and businesses has become a major challenge addressed by national governments as well as regional and local authorities. Satellites are now a vital component of this ecosystem, complementing terrestrial networks with the guarantee of high-speed communications for the most remote communities. The growing volume of rich media routed through the Internet also brings with it the need to deliver technologies capable of providing high bitrates to fixed and mobile devices in all locations.



While broadband is already a well-anchored contributor to business productivity, it also now occupies an important place in the home, in schools and public administrations, as well as for organisations supplying civil security and emergency response services.

DIRECT BROADBAND ACCESS SERVICES VIA SATELLITE

To address these markets, Eutelsat's broadband affiliate, Skylogic, supplies operators with turnkey broadband solutions from its teleport facilities in Turin and Cagliari (Italy). Skylogic's portfolio comprises the D-STAR professional service and the Tooway™ consumer service. Both operate completely independently from terrestrial infrastructure through small two-way terminals. Bandwidth can be adapted according to requirements, whether connecting a single PC, multiple PCs or a wireless local loop. Terminals can be quickly deployed and adapted to



providing remote-monitoring services along pipelines, for temporary broadband access for worksites, for disaster recovery and aid intervention.

TOOWAY™ DEPLOYMENT ACCELERATES ACROSS EUROPE

Technology progress driving down equipment and bandwidth costs has also brought consumers the prospect of fast and affordable satellite-based Internet access. The launch of the Tooway™ service in 2008 marked the first phase in Eutelsat's strategy in the consumer broadband market. Based on the tried and tested SurfBeam® technology developed by ViaSat, which already reaches into almost 450,000 American homes, this technology has helped to reduce by a factor of five the cost of terminals offering speeds of up to 3.6 Mbps via 67cm antennas. Operating in Europe through capacity on two Eutelsat satellites, Tooway™ is already provided through 68 distributors in 30 countries. The second phase in the development of Eutelsat's ambitions for mass-market satellite-based Internet in December 2010. KA-SAT and associated ground infrastructure will be able to offer users broadband performance levels comparable to ADSL 2 throughout Europe and the Mediterranean Basin.

EUTELSAT RENEWS ITS PARTNERSHIP WITH TÉLÉCOMS SANS FRONTIÈRES (TSF)

Since its creation in 1998, Télécoms Sans Frontières (TSF) has brought support to over 500 humanitarian and health organisations in 60 countries, using small satellite terminals to set up emergency communications.

Eutelsat has been working alongside TSF since 2007, enabling the association to add the D-STAR service to the technologies regularly deployed. In addition to intervention in crisis situations, TSF pursues sustainable development initiatives, including building telecom networks for communities in the most remote locations.

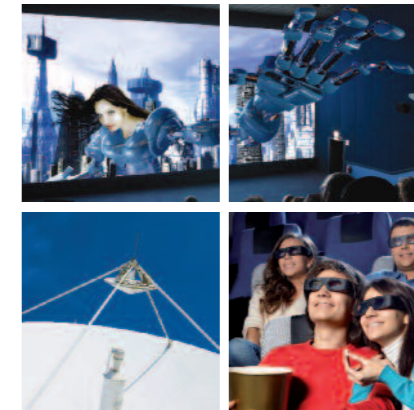
Technical excellence and innovation

Creating new resources and new technologies to expand the scope of satellite-based communications

Recognised worldwide for the experience of its engineers and its top-of-the-range facilities, Eutelsat offers a comprehensive range of in-orbit operating services, from post-launch manoeuvres to deorbiting. These services are ISO 9000 certified and can be provided to national and regional operators with smaller fleets for whom it may be economically and technically more efficient to outsource positioning and control operations.

A PRIVILEGED PARTNER FOR INDUSTRY-LEADING PLAYERS

Eutelsat has built its success on the reliability and flexibility of its in-orbit resources, its expertise and its continuing commitment to innovation that broadens the scope of satellite-based applications. A privileged partner for industry-leading players, associations and space agencies, Eutelsat is actively involved in the DVB and HbbTV groups defining broadcasting standards, harmonising broadcast and broadband formats and developing mobile services. Eutelsat is also an active member of HDTV, 3D and Mobile TV forums across Europe.



PERMANENT COMMITMENT TO CULTIVATING NEW SERVICES

With the ultimate objective of stimulating new applications, Eutelsat continues to pursue its longstanding policy of investing in on-ground infrastructure and satellite payloads that decrease the size and cost of user equipment and optimise spectrum.

A far-reaching programme for delivering broadband to European homes beyond range of ADSL

Built by Astrium, the KA-SAT satellite was launched in December 2010 and is scheduled to go into commercial service in May 2011. Based on a ground-breaking design, this new European satellite is the cornerstone of an infrastructure associating more than 80 spotbeams with a network of hub stations connected to the Internet backbone. Its mission is to provide service providers in Europe and the Mediterranean Basin with a satellite-based broadband infrastructure that operates as a complement to terrestrial networks and enables the benefits of broadband to be extended to homes and businesses irrespective of their location.

KA-SAT will associate high frequency reuse with the SurfBeam® technology developed by ViaSat. It will be able to deliver a throughput of more than 70 Gbps and enable

over one million homes to be served with broadband at speeds and prices comparable to ADSL.





A first-class resource at prime orbital locations

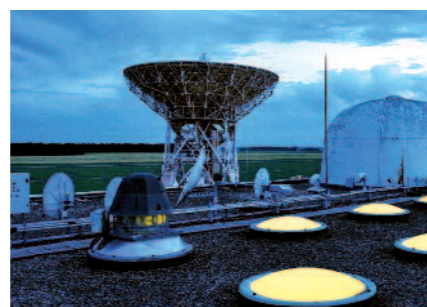
With 27 satellites operating at 20 orbital locations offering coverage of Europe, the Middle East, Africa and wide areas of Asia and the Americas, Eutelsat can serve users across two thirds of the globe.





With resources already located in one quarter of the geostationary arc between 15 degrees West and 75 degrees East, Eutelsat is driving a far-reaching investment programme in new satellites to expand, secure and optimise its fleet. In advance of the end of their commercial life, satellites are replaced by new spacecraft with increased capacity and performance. This pre-programmed schedule enables satellites to be redeployed to other orbital locations to continue commercial activity, enabling Eutelsat to optimise the spread of its resources and efficiently support customer needs.

Six new satellites are in construction and launch by mid-2013, continuing a significant in-orbit expansion programme initiated in 2008. Combining increased in-orbit security at flagship neighbourhoods with development of resources at emerging positions, this programme equips Eutelsat to consolidate business in its markets, to further consolidate quality of service and deliver the flexibility needed to seize new market opportunities.



EUTELSAT COMMUNICATIONS' WHOLLY-OWNED SATELLITES

SATELLITE	ORBITAL POSITION	COVERAGE
HOT BIRD™ 6	13° East	Europe, North Africa, Middle East
HOT BIRD™ 8	13° East	Europe, North Africa, Middle East
HOT BIRD™ 9	13° East	Europe, North Africa, Middle East
EUROBIRD™ 1	28.5° East	Europe
EUROBIRD™ 2	25.5° East	Europe, North Africa, Middle East
EUROBIRD™ 3	33° East	Europe
EUROBIRD™ 4A	4° East	Europe, North Africa, Middle East, Central Asia
EUROBIRD™ 9A	9° East	Europe, North Africa, Middle East
EUROBIRD™ 16	16° East	Europe, Middle East, Indian Ocean islands
SESAT 1	16° East	Europe, North Africa, Middle East
W2M	16° East	Europe, Middle East, Indian Ocean islands
W2A	10° East	Europe, Middle East, Africa
W3A	7° East	Europe, Middle East, Africa
W4	36° East	Africa, Russia
W5	70.5° East	Europe, Middle East, Asia
W6	21.5° East	Europe, Middle East, Africa
W7	36° East	Europe, Africa, Russia, Central Asia
W48 (inclined orbit)	48° East	Central Europe, Middle East, Central Asia
W75 (inclined orbit)	75° East	Middle East, Central Asia
ATLANTIC BIRD™ 1	12.5° West	Europe, Middle East, Americas
ATLANTIC BIRD™ 2	8° West	Europe, Middle East, Americas
ATLANTIC BIRD™ 3	5° West	Europe, Americas, Africa
ATLANTIC BIRD™ 4A	7° West	Middle East
KA-SAT	9° East	Europe, Mediterranean Basin (entry into service in May 2011)

CAPACITY LEASED ON THIRD-PARTY SATELLITES

Telecom 2D (inclined orbit)	8° West	Europe
Telstar 12	15° West	Europe, Americas
SESAT 2	53° East	Europe, North Africa, Middle East, Asia

FUTURE SATELLITES

W3C	mid-2011	Europe, Africa, Middle East, Central Asia
ATLANTIC BIRD™ 7	Q4 2011	North Africa, Middle East
W6A	Q3 2012	Europe, North Africa, Middle East, Central Asia
W5A	Q4 2012	Europe, Africa, Central Asia, South-East Asia
EUROBIRD™ 2A <small>Satellite owned and to be operated with ictQatar</small>	H1 2013	Middle East, North Africa, Central Asia
W3D	H1 2013	Europe, North Africa, Middle East, Central Asia



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