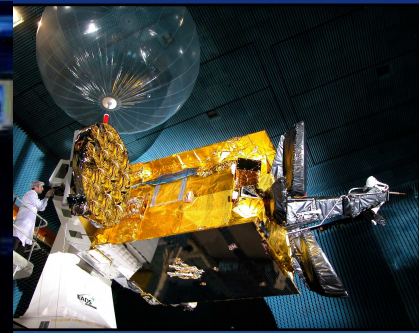


Eutelsat S.A.



→ Corporate presentation

May 2005

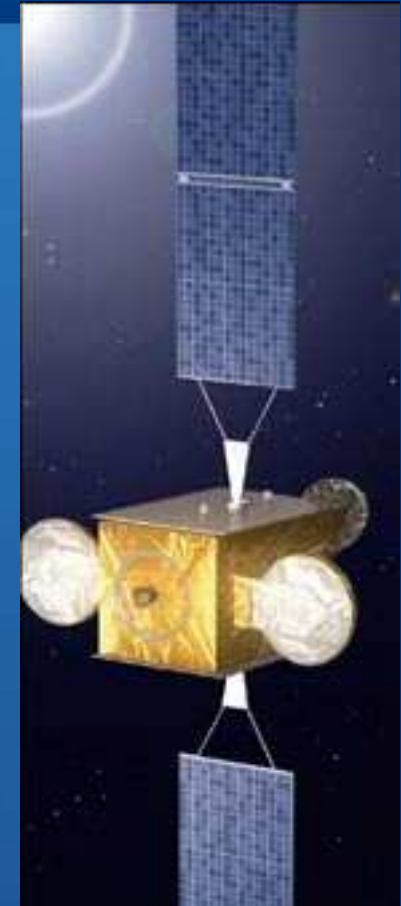
Interacting with your world





# Eutelsat at a glance

- ▶ Europe's leading and most longstanding satellite operator
- ▶ Top three provider of global Fixed Satellite Services (FSS)
- ▶ Capacity on 23 satellites from 15° West to 70.5° East serving Europe, Africa, Asia, Americas
- ▶ 28% ownership of Hispasat
- ▶ Customer base including:
  - ▶ TV, radio broadcasters
  - ▶ Pay-TV operators
  - ▶ Telcos
  - ▶ Internet Service Providers
  - ▶ Corporates, government agencies
- ▶ International workforce comprising 450 technical, commercial experts from 25 countries





# Our competitive assets

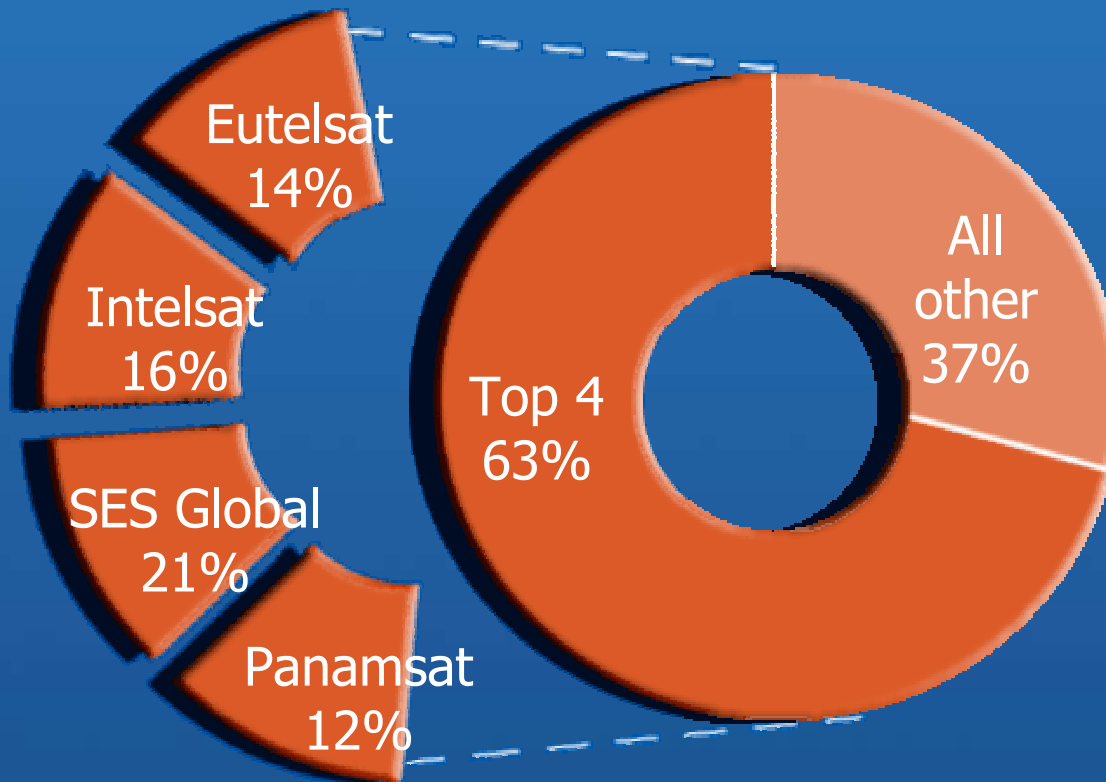
- ▶ Europe's largest fleet:
  - ▶ 17 satellites with full coverage of Europe
  - ▶ 6 further satellites with privileged access to Europe from Africa, Asia, Americas
  - ▶ 2 HOT BIRD™ satellites for launch Q4/05, Q1/06
- ▶ Balanced business mix:
  - ▶ Strong position in Video Applications (2/3 of revenue)
  - ▶ Diversified portfolio of corporate, broadband, government services
- ▶ Prime neighbourhoods
  - ▶ Prime video neighbourhoods, led by HOT BIRD™ and EUROBIRD™ 1 locations
  - ▶ Strategic positions for connectivity for Europe, Americas, Africa, Asia





# One of the 3 leading FSS operators

- ▶ Global FSS revenues 2004: \$6.7 billion\*  
1.5% growth against 2003 resulting from €/\$ exchange rate



Source: Company filings and Eutelsat unaudited calendarised revenues for 2003\*

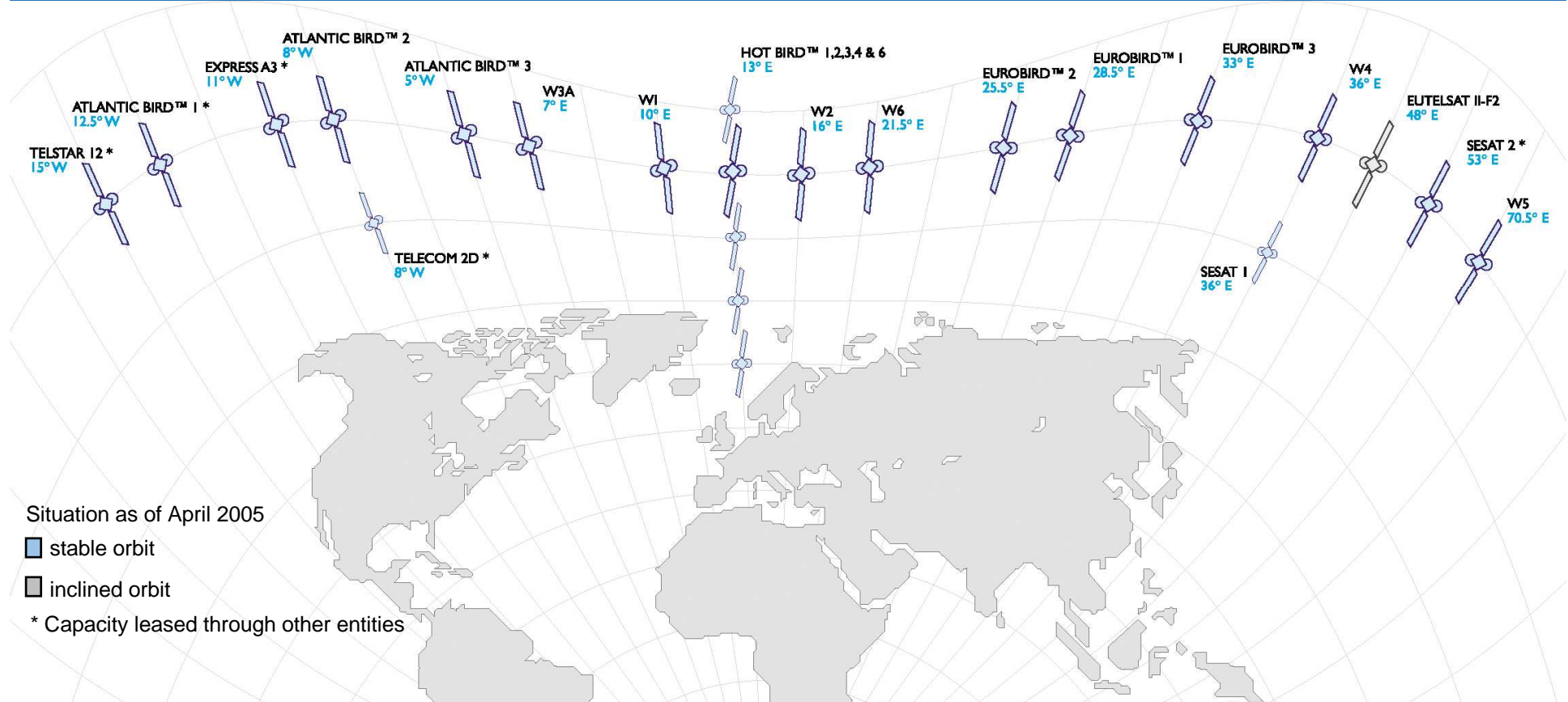


Worldwide FSS revenues exclude DirecTV and Echostar



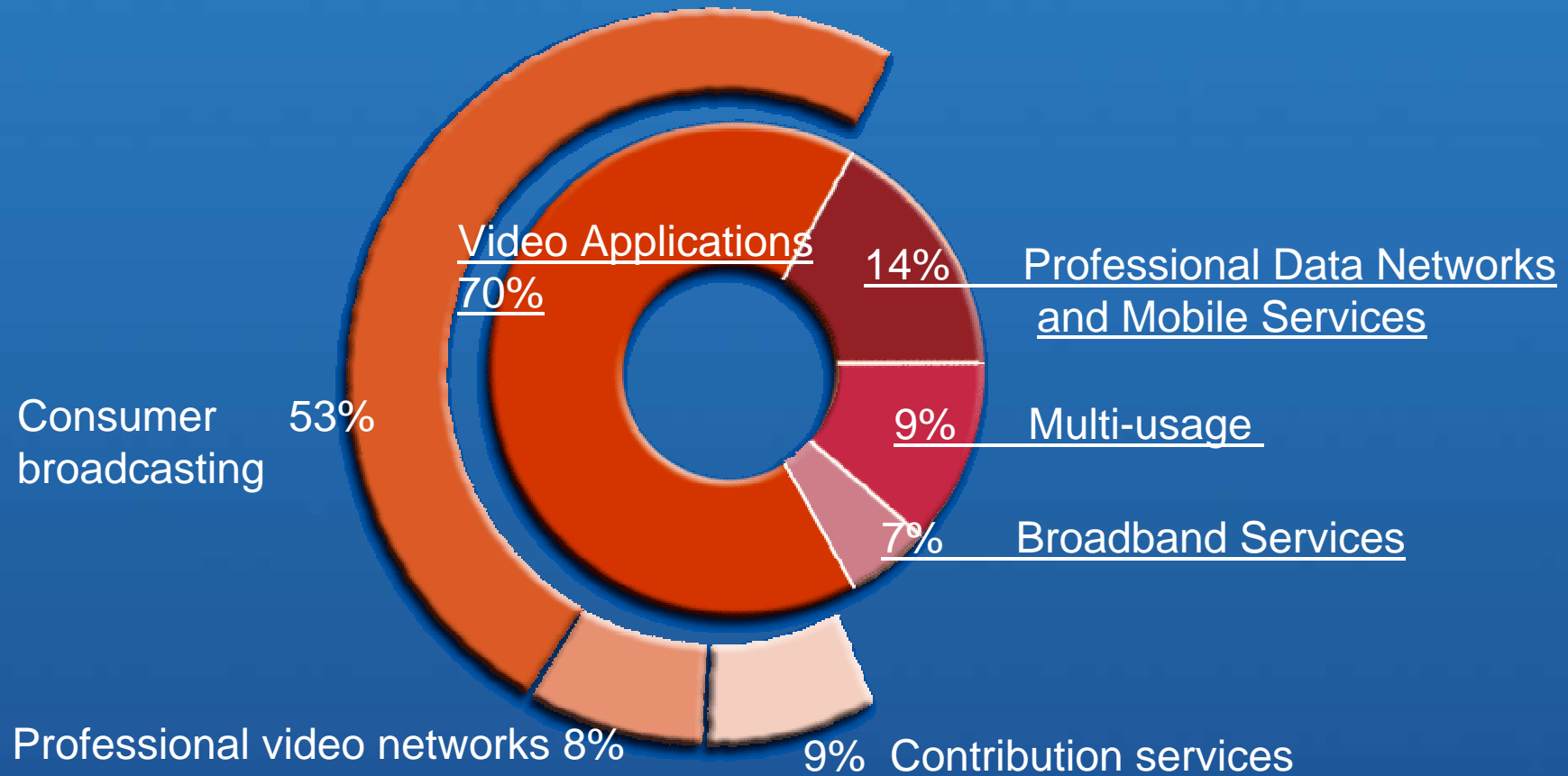
# Eutelsat in-orbit resource

▶ Capacity commercialised on 23 satellites from 15°W est to 70.5°East





# Business profile (as of 31 December 2004\*)



\* excludes other revenues of €6.3 million

## → Leading customers



# A diversified portfolio of services



## VIDEO APPLICATIONS

- ✓ DTH TV, radio broadcasting
- ✓ Cable distribution
- ✓ Contribution links
- ✓ Programme exchanges
- ✓ Content delivery to terrestrial networks (DTT transmitters...)



## PROFESSIONAL DATA NETWORKS

- ✓ Private networks for interconnecting LAN/WAN and extending voice networks
- ✓ Data broadcasting
- ✓ Corporate television and videoconferencing services
- ✓ Professional mobile services for messaging and positioning



## BROADBAND SERVICES

- ✓ Internet backbone connections for Internet Service Providers
- ✓ Broadband Internet access for corporates, private users
- ✓ Virtual Private Networks
- ✓ Multicasting and distribution of IP content





# Complete broadcast expertise

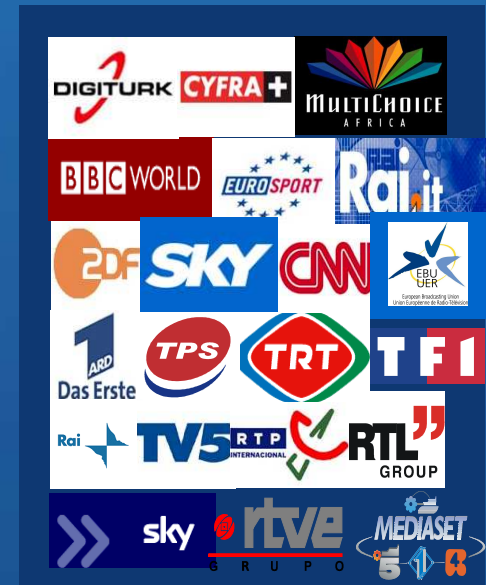
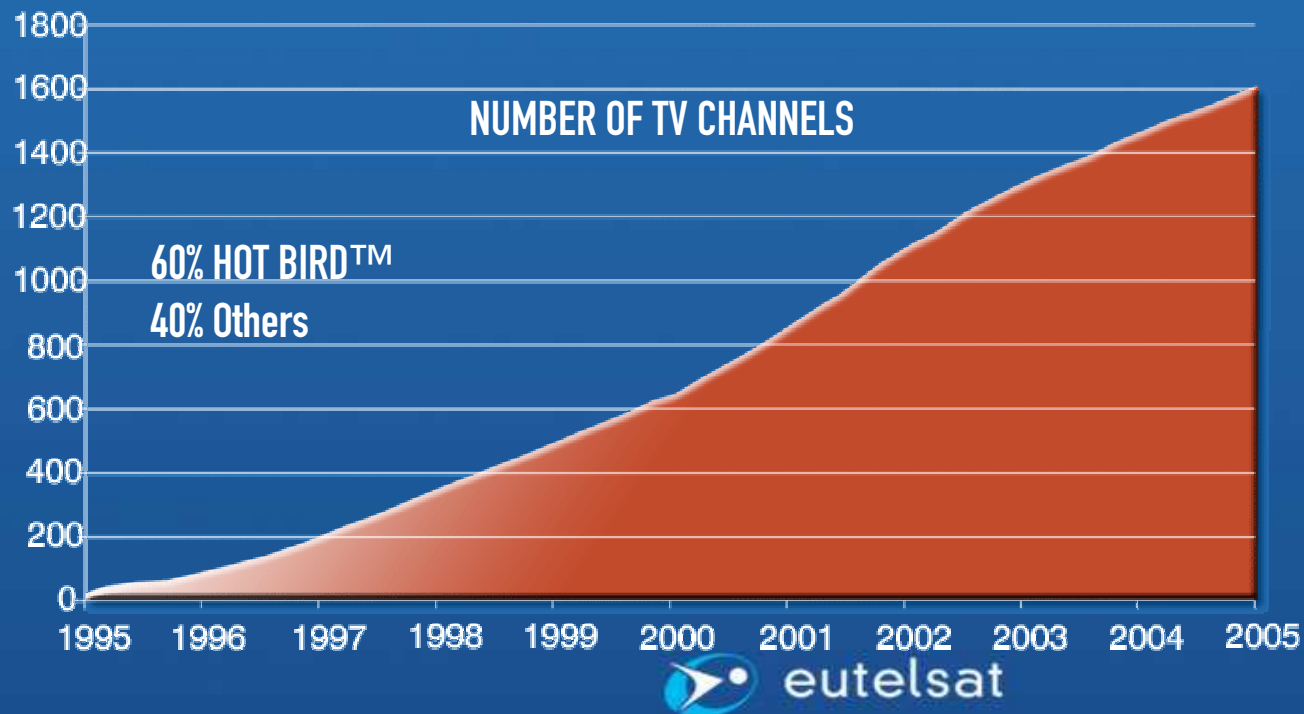
- ▶ Direct-to-home TV and radio broadcasting to 76 million homes (HOT BIRD™, EUROBIRD™ 1)
- ▶ Cable distribution to 77.5 million homes (HOT BIRD™, EUROBIRD™ 1)
- ▶ Programme exchanges (50 EBU digital channels on W3A and W1, 105,000 transmissions per year)
- ▶ Delivery of digital multiplexes to DTT transmitters (France, Italy, Spain, UK...)





# Video broadcasting: 1,600 TV channels

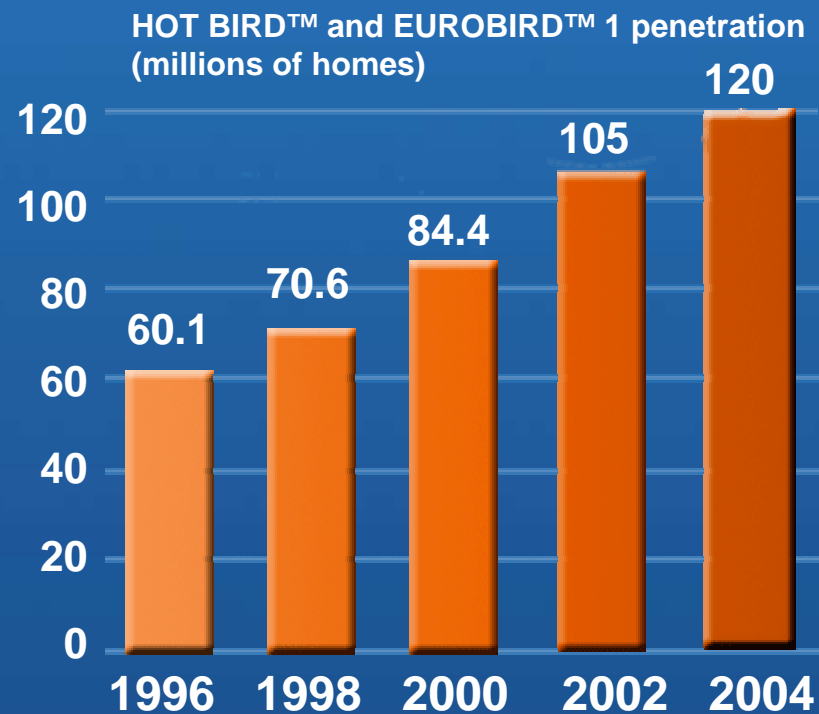
- ▶ 1,600 TV channels in 45 languages, 800 radio stations
- ▶ Anchor pay-TV platforms: (BSkyB, Cyfra+, Digiturk, MultiChoice Africa, Nova, NTV Plus, Sky Italia, TPS ...)
- ▶ Longstanding relationships with leading broadcasters: BBC, CNN, France Télévisions, MTV, Rai, RTL, RTVE, TF1 ...





# Prime neighbourhoods for 120 million homes

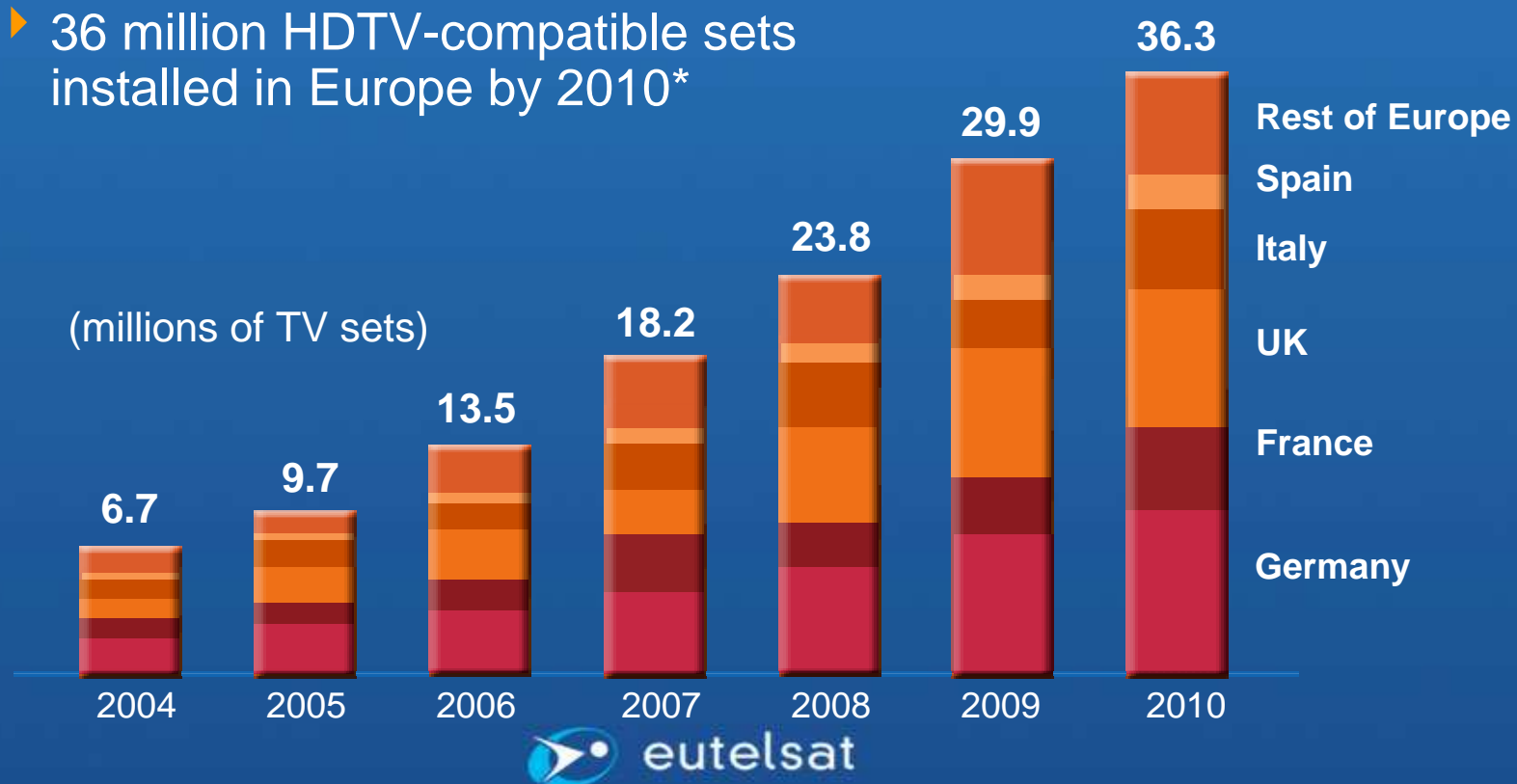
- ▶ HOT BIRD™ and EUROBIRD™ 1 reach 120 million cable and satellite homes
- ▶ 80% penetration of cable and satellite homes in Europe, Middle East, North Africa



# HDTV: a future vector for growth for video



- ▶ Founding member of HD Forum in France
- ▶ Satellite capacity allocated for HDTV demonstrations
- ▶ HDTV channel launches planned in Europe on Eutelsat for 2005/2006
- ▶ 36 million HDTV-compatible sets installed in Europe by 2010\*



\* Source: Global Industry Analysts 2003



# Professional Data Networks and Mobile Services

## PROFESSIONAL DATA NETWORKS

- ▶ Leading operator in Europe: 850 private networks and services in 70 countries
- ▶ Unique distribution network through long-term relationships with leading telcos and network integrators
- ▶ Meshed networks provided by Skyplex Data



## MOBILE SERVICES

- ▶ EutelTRACS messaging and positioning (25,000 installed terminals)
- ▶ In-flight broadband connectivity via Connexion by Boeing





# Broadband Services

- ▶ Broadband driven by corporate use (enterprises, local communities, government agencies, aid organisations ...)
- ▶ Necessity for satellite broadband to bridge digital divide in regions not served by ADSL
- ▶ Broadband platforms using new capacity on W3A, W6, SESAT 2 strengthen Eutelsat's offer to Africa, Middle East, central Asia
- ▶ Continued robust demand for capacity for IP backbone connectivity
- ▶ Requirements for meshed networks served by Eutelsat's D-SAT service



# Expansion of D-STAR service through Skylogic



- ▶ D-STAR activity regrouped in Eutelsat's Skylogic affiliate in Turin (Italy).
- ▶ More than 4,000 D-STAR terminals activated (end Q1/05).
- ▶ 15 hubs installed using capacity on 8 satellites for turnkey broadband solutions in Europe, Africa, Asia, Americas
- ▶ Expansion of teleports in France (Rambouillet), Italy (Turin) for turnkey broadband solutions and hosting services



# Eutelsat satellites in construction



Satellite	Orbital location	Manufacturer	Launch date	Transponders
<b>HOT BIRD™ 7A</b>	<b>13°E</b>	<b>Alcatel Space Industries</b>	<b>Q4 2005</b>	<b>38</b>
<b>HOT BIRD™ 8</b>	<b>13°E</b>	<b>Astrium</b>	<b>Q1 2006</b>	<b>58*</b>

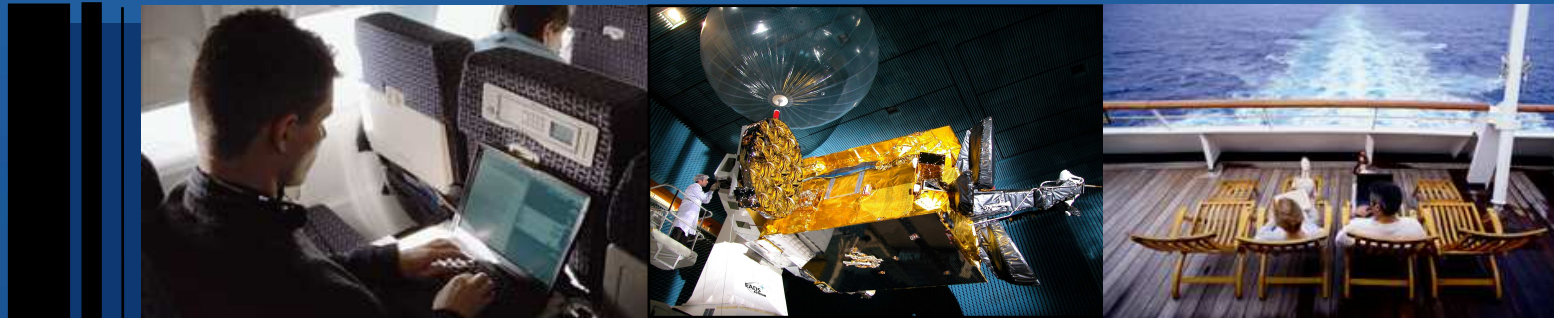
\* Able to operate up to 64 channels



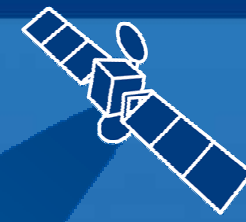
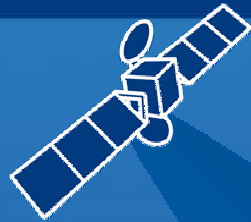
# Technology leadership



- ▶ First satellite operator in Europe to broadcast satellite TV (1984) and DVB television (1995)
- ▶ First satellite operator with satellite on-board processing and multiplexing (Skyplex 1998)
- ▶ First satellite operator in Europe with commercial Ka-band payload (2002)
- ▶ Continued commitment to technology innovation for new applications, eg.:  
TV Mobile Forum (video to 3G networks)  
Mowgly consortium (broadband access for air, rail, maritime transport)



# Equipped for continued growth in new digital markets



€ 760 million income (2003-2004)

Youngest fleet in FSS sector

Ongoing solid revenue growth

In orbit resources



Broadband

HDTV

Future vectors for growth

Balanced business profile

Video - 70% activity

Premium neighbourhoods

