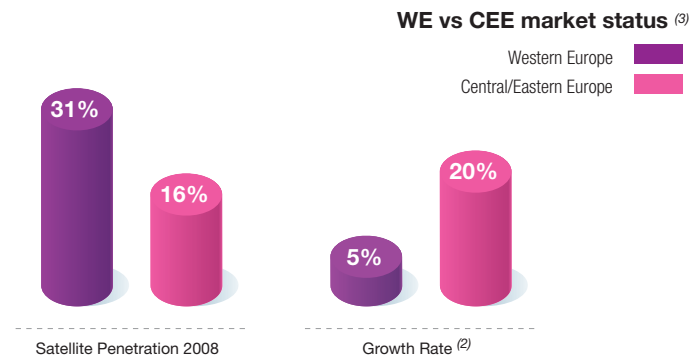
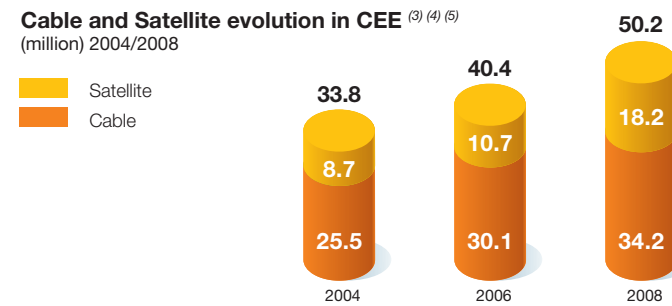


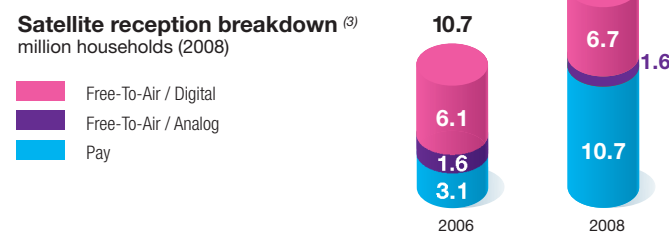
CEE: A BOOMING TV MARKET

STRONG POTENTIAL FOR SATELLITE

Already 18 million satellite households



Best potential for growth



Strong growth of Pay TV reception

EUTELSAT IN CEE: OFFERING UNBEATABLE ORBITAL POSITIONS

(Cable and Satellite reception in CEE - thousand homes, 2008)

	9°E (EUROBIRD™ 9A*)	16°E (W2, EUROBIRD™ 16A)	36°E (W4)	13°E (HOT BIRD™)
Cable/Satellite ^{(3) (4)}	*	8 987	12 154	30 116
Cable ⁽³⁾	*	7 867	8 503	21 726
Satellite ⁽³⁾	*	1 120	3 651	9 701
Number of TV channels broadcast (June 2009) ⁽¹⁾	77	223	204	209

* New satellite position, to be measured

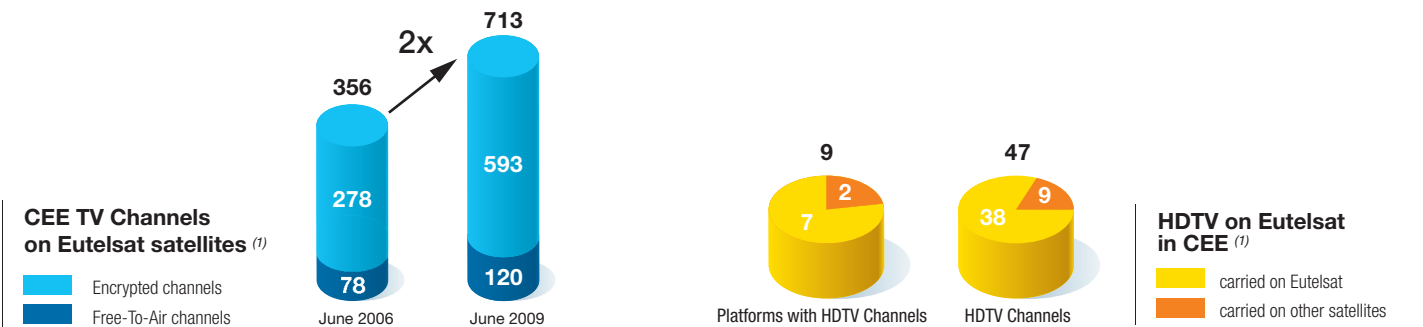
(1) Source: Lyngsat / (2) CAGR 04-08 / (3) Source: Market research firms, Eutelsat analysis / (4) Net of households equipped with double reception / (5) Net of multiple satellite reception

THE CHOICE FOR PREMIUM PLATFORMS

12 PLATFORMS IN CENTRAL/EASTERN EUROPE HAVE ALREADY SELECTED EUTELSAT

KEY DATES FOR EUTELSAT IN CEE

- 1989**
Coverage extension to Eastern Europe
- 1998**
· Cyfra + platform on HOT BIRD™ at 13°E
· Launch of W2, fully dedicated to Central and Eastern Europe
- 2000**
· Cyfrowy Polsat on HOT BIRD™ at 13°E
· Russian NTV Plus first customer on W4 at 36°E
- 2004**
Bulgarian iTV Partner and Albanian Digitalb on W2 at 16°E
- 2005**
Russian Tricolor TV and Ukrainian Poverkhnost launched on W4 at 36°E
- 2006**
· Polish n (ITI) launched on HOT BIRD™ at 13°E
· Serbian Total TV on W2 at 16°E
- 2008**
· Hungarian Hello HD and Russian Platforma HD on Eurobird™ 9A at 9°E
· Albanian Tring TV on W2 at 16°E
- 2009**
Eurobird™ 16A joining W2 at 16°E



BUILDING LONG-TERM RELATIONSHIPS WITH OUR CUSTOMERS

- Technical excellence:**
24/7 quality control and customer support
- Marketing support:**
a dedicated team helping you gain market share and new audiences
- Extensive capacity**
on a worldwide scale via 27 satellites
- TV market expertise** in 109 countries

Eutelsat provides end-to-end broadcasting solutions, including SNG, contribution, terrestrial video transport, turnarounds, encoding, encrypting, multiplexing and uplinking via a worldwide network of Eutelsat / partner's teleports.

(1) Source: Lyngsat