

## HISPASAT continues growing thanks to exports outside Europe

- **The satellite operator's revenues amounted to 201.4 million euros, boosted by internationalisation. The Americas now contribute 55.6% of the total.**
- **The successful launch in 2013 of Amazonas 3, the first Ka-band satellite in Latin America, reinforces HISPASAT'S presence in that region.**

**Madrid, 5 March 2014.-** HISPASAT, the Spanish satellite operator, obtained 201.4 million euros in revenues in 2013, i.e. 0.57% more than in 2012. Excluding the adverse exchange rate effect, this increase would have been 4.35%, evidencing the enormous sales efforts and the internationalisation boost.

The Latin American market accounted for 55.6% of revenues per space capacity (+2.4%), while Europe and North Africa for 44.4% (-2.2%). In 2008, before the economic crisis, these percentages were 31.5% and 68.5%, respectively.

According to Elena Pisonero, the HISPASAT Chairwoman, *"our decisive focus on internationalisation is enabling us to grow and counteract the adverse situation in our source markets. Although we continued to invest in 2013, we also intensified our sales efforts to reinforce our customer base with a more diversified and quality offering. This is how we will continue in the coming years."*

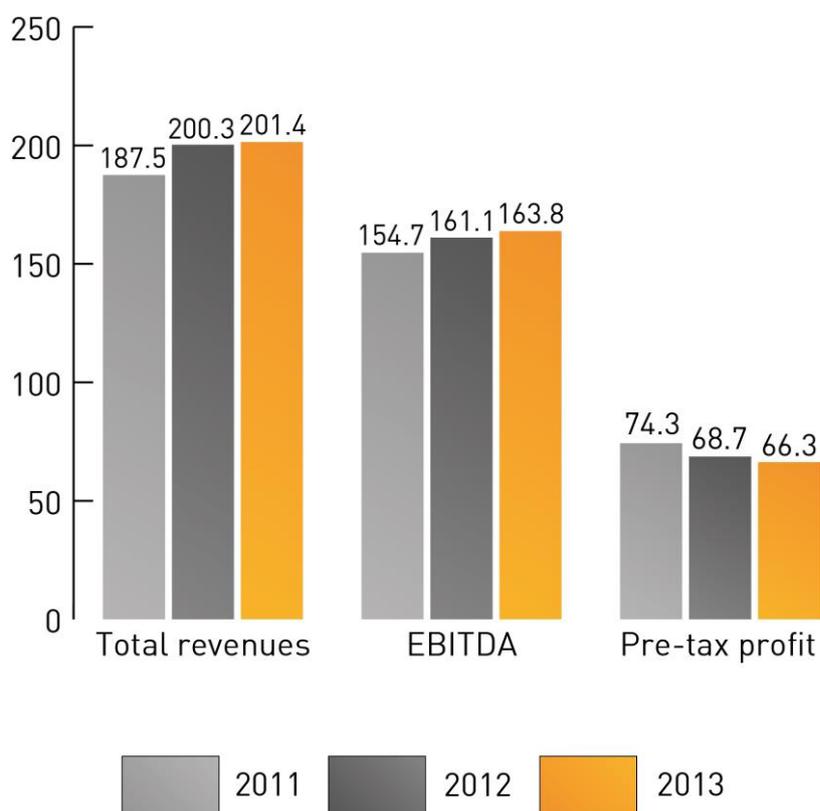
In 2013, EBITDA totalled 163.8 million euros, i.e up 1.68% on 2012. Therefore, the EBITDA margin continued to be more than 80% in 2013, wider than the sector average.

In 2013, the investments amounted to 157.4 million euros, thus maintaining the pace and soundness of the preceding years. Amazonas 3, the first Ka-band satellite in Latin America, was completed and successfully launched on 7 February, and the Amazonas 4A and Hispasat AG1 programmes were continued.

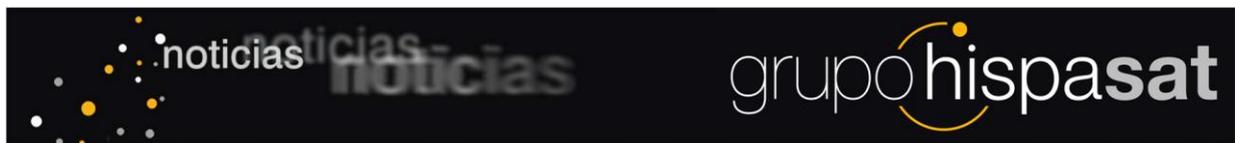
The HISPASAT Group obtained a consolidated operating profit of 68.4 million euros, slightly lower than in 2012, due to higher depreciation and amortisation as a result of an increase in the fleet, with the implementation of the Amazonas 3 satellite, and to exchange rate differences.

This also impacted the pre-tax profit, which fell 3.5% to 66.3 million euros. Nevertheless, the net profit attributed to the parent company increased by 5.5% to 54.3 million euros.

**HISPASAT GROUP  
MAIN AGGREGATES  
(in millions of euros)**



During 2013, HISPASAT continued to provide services to telecommunications operators and audiovisual broadcasters, as well as to the business and government sectors; the Group has extensive experience in these areas. The company is also diversifying its business lines by providing new video and data services and fostering broadband services, including Internet access on the move.



Communications Department

### **About HISPASAT Group**

The HISPASAT Group is composed of companies with a foothold in Spain as well as in Latin America, where its Brazilian affiliate HISPAMAR, sells its services. The Group is a leading Spanish- and Portuguese-language content broadcaster and distributor, including over important direct-to-home television (DTH) and high-definition television (HDTV) digital platforms. HISPASAT is one of the world's largest companies in terms of revenue in its sector, and the main communications bridge between Europe and the Americas.

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