



## HISPASAT welcomes its 25<sup>th</sup> anniversary by investing in growth

- Today, in celebration of its 25 years, Spanish satellite operator HISPASAT held a concert at the Royal Theatre in Madrid, which was presided by His Majesty the King. Prominent members of the Spanish Government also attended, alongside significant figures from the aerospace and telecommunications industries.
- The company was founded in 1989 and is now the ninth highest ranking operator in the world. Indeed, with seven satellites in operation and a further three under construction, in addition to operating from four different orbital positions, HISPASAT now leads the Spanish and Portuguese speaking markets.

**Madrid, the 22<sup>nd</sup> of October, 2014.** - Spanish satellite telecommunications operator, HISPASAT, celebrated its 25th anniversary today, with a concert held at the Royal Theatre in Madrid. The event was presided by His Majesty the King, the Spanish Minister of Industry, José Manuel Soria, also being present. Other renowned members of the Spanish government attended as well, alongside top managers from the aerospace, telecommunications and television industries.

In her speech, the president of HISPASAT, Elena Pisonero, claimed that the Company was born “from a shared dream” to “achieve independent space communication” and drive a project “that would propel the national space industry”. “We should feel genuinely proud of achieving this dream”, she said, whilst thanking “the team of highly-qualified professionals, who made it possible” for their “hard work and effort”. Indeed, Pisonero pointed out that the bid for Brazil, which began to take shape in 2001, was “the most important business decisions” the Company had ever made, since it “created a foothold for expansion across the Atlantic” where today, over half of the Company’s income is generated.

“Nowadays, the keys to growth and to conquering the market are somewhat different”, stated the HISPASAT president, claiming the secret lies in “the revolution of the internet, the boom of social networks and the digital restructuring of all activities and business pursuits”. “Our challenge is to provide our clients with highly valuable solutions”, she assured, “so that these solutions can then reach all members of society”.



Indeed, Pisonero confirmed she was aware “that the core activities of our Company form part of the high-power, far-reaching modern telecommunications infrastructure available today. However, we continue to work towards bringing this infrastructure closer to the heart of the digital transformation”. “We have embarked on significant development projects” she said, mentioning high definition television, satellite television services being delivered to all household devices and internet access solutions for rural areas in Latin America and Europe, to name but a few.

The HISPASAT president also spoke about the new growth and expansion stage the operator is now entering into, which includes “the firm support of our majority shareholder, Abertis, dedicated to backing this ambition.

**25 years’ worth of effort rewarded**

HISPASAT was founded on the 30<sup>th</sup> of June, 1989, given the Spanish government’s interest in gaining independence in the satellite telecommunications field, through a Company which would meanwhile serve to drive the national aerospace industry. The Hispasat 1A and 1B, the first HISPASAT satellites to be built, located at 30° West, made it possible to send RTVE (The Spanish Radio and Television Corporation) broadcasts to America, from New York to the Land of Fire. This later gave rise to the operator entering the Latin American market.

This trend was reinforced through the acquisition of new orbital rights at 61° West, where HISPASAT’s fleet of Amazonas satellites were later located in 2000, with HISPAMAR, its Brazilian subsidiary, being founded in 2001. HISPASAT thus began to internationalise, which led it to become a regional reference operator in the booming Latin American market. As a result, HISPASAT has continued to grow over the past few years, despite the economic crisis and shrinking European markets. Indeed, in 2013, 55.6% of the Company’s income generated through renting space capacity came from America, whilst the remaining 44.4% came from the European and North African markets.

HISPASAT is currently the ninth highest ranking satellite telecommunications operator in the world. It has satellites in four orbital positions and seven satellites in orbit, with a further three currently being built. This positive evolution backed by Abertis as its majority shareholder since late 2013 means HISPASAT is currently immersed in a new growth and expansion process, aiming to convert the Group into a global player in the satellite communications sector. Investment in new satellite programs has therefore increased, with the aim of doubling the size of the fleet from five satellites to ten, between 2012 and 2016. The Company are currently seeking new orbital positions through formal bidding and award processes and partnerships with other operators, such as the agreement reached with Intelsat to jointly operate at 55.5° west. They are furthermore looking into inorganic growth opportunities, which will make it possible to expand the Group’s coverage and offer. Likewise, HISPASAT’s vocation continues



to drive the Spanish aerospace industry, having generated 1,000 million Euros in industrial profit for Spanish companies in the sector over the past 25 years.

Indeed, throughout these 25 years, HISPASAT has also paid special attention to innovation, directed at both improving satellites technologically and developing new, better services for its clients, which provide an accurate response to new market demands. The Spanish operator is therefore working on several research, development and innovation projects in the service sector, researching compression technology, home and mobile connectivity developments and new network architectures, which will make it possible to make satellite communications more useful and efficient. Indeed, HISPASAT has led innovative developments in the Ultra High Definition television industry, amongst which its open satellite channel “Hispasat 4K” stands out for having made this technology available to the industry, thus facilitating its more rapid deployment.

To celebrate this anniversary, the operator launched a website ([http://www.hispasat.com/hispasat25/index\\_en.html](http://www.hispasat.com/hispasat25/index_en.html)) which gives a chronological tour of the Company’s most relevant milestones since it was founded and will soon announce new activities related to its anniversary.

## About HISPASAT

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 world leader in the distribution and broadcasting of Spanish and Portuguese content, and its satellite fleet is used by 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.