



## **PRESS RELEASE**

### **iSAT Africa Launches Managed Services Platform on MEASAT Satellite Systems' AFRICASAT-1a**

**Kuala Lumpur, 24 March 2015** – MEASAT Satellite Systems Sdn. Bhd. ("MEASAT") announced today its agreement with iSAT Africa Ltd. Fzc. ("iSAT") for capacity on the AFRICASAT-1a satellite.

Under the terms of their agreement, iSAT will use the capacity on AFRICASAT-1a for its new managed services platform launched on March 2015. The platform utilizes the latest DVB-S2x technology which, when combined with AFRICASAT-1a's powerful beams, delivers higher spectral efficiency. This enables iSAT to offer more cost-effective and competitive managed services to its customers.

"iSAT's years of experience and proven managed service platforms has taken a leap forward by taking advantage -of AFRICASAT-1a's high bandwidth efficiency across the African continent," said Rakesh Kukreja, Managing Director, iSAT Africa. He further added that "MEASAT's understanding of the market and customer centric approach has made us to choose AFRICASAT-1a for iSAT to grow our services across Pan-African Region."

"MEASAT is delighted that a reputable and fast-growing company such as iSAT has once again chosen AFRICASAT-1a, which reaffirms it as the preferred satellite to serve the pan-African market," said Raj Malik, Senior Vice President – Sales and Marketing, MEASAT. "AFRICASAT-1a will play a key role in serving the region's rising demand for managed services."

This latest agreement signified iSAT's and MEASAT's confidence in each other and AFRICASAT-1a, following an initial capacity commitment in October 2014, to provide VSAT services across Africa.

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## **About iSAT Africa**

iSAT Africa, a UAE based company and subsidiary of Wananchi Group Holdings, is a fast-growing, fixed satellite and ICT solutions and service provider in Africa. iSAT, backed by powerful Satellites, Teleport infrastructure and latest chosen technology, provides unique satellite solutions for transmission of video, data and voice services.

iSAT Africa, through its Satellite Teleport Services, delivers efficient, reliable and affordable data, internet, voice and video connectivity to enterprises, governments, carriers, media and broadcasting houses, whilst providing value to its customers through comprehensive end-to-end solutions, turnkey projects, managed network services and network outsourcing. Through these services, ISAT sets high standards for transmission in rural and urban regions of East Africa. For more information, please visit [www.isatafrica.com](http://www.isatafrica.com).

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## **About MEASAT**

MEASAT is a premium supplier of satellite communication services to leading international broadcasters, Direct-To-Home (DTH) platforms and telecom operators. With capacity across six (6) communication satellites, the company provides satellite services to over 150 countries representing 80% of the world's population across Asia, Middle East, Africa, Europe and Australia.

The MEASAT fleet includes the state-of-the-art MEASAT-3, MEASAT-3a and MEASAT-3b satellites co-located at 91.5°E, supporting Asia's premium DTH and video distribution neighborhood; MEASAT-2 at 148.0°E; and, MEASAT-5 at 119.5°E. In Africa, the AFRICASAT-1a satellite at 46.0°E provides satellite capacity across the African continent with connectivity to Europe, the Middle East and South East Asia. The MEASAT fleet will be further strengthened with the addition of MEASAT-3c at 91.5°E in 2016 and MEASAT-2a at 148.0°E in 2017.

Leveraging facilities at the MEASAT Teleport and Broadcast Centre, and working with a select group of world-class partners, MEASAT also provides a complete range of broadcast and telecommunications solutions. Services include ultra high definition, high definition and standard definition video playout, video turnaround, co-location, uplinking, broadband and IP termination services. For more information, please visit [www.measat.com](http://www.measat.com).

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