

MEDIA RELEASE

AsiaSat Launches New Brand

Hong Kong, 9 March 2015 – Asia’s leading satellite operator Asia Satellite Telecommunications Company Limited (AsiaSat) announced the launch of a new brand identity, a new tagline and a newly redesigned [website](#).

This initiative underscores AsiaSat’s renewed commitment to innovation and improvement to deliver services that best meet the changing needs of its customers and partners.

“AsiaSat has a proven history of excellence in the satellite communications industry. Over the past year, we have achieved several significant milestones – the addition of two new satellites AsiaSat 6 and AsiaSat 8 to our expanding fleet, successful transfer of customers on AsiaSat 3S to AsiaSat 7, commissioning of the AsiaSat 9 project, the expansion of our service capability at our Tai Po Earth Station and the announcement of new shareholders soon to come onboard, indicate this is the perfect time to refresh the look and feel of our brand,” said William Wade, President and Chief Executive Officer of AsiaSat.

“With the roll-out of this new brand identity, we take a big step forward in moving closer to the market and providing ever better services, and growing our partnership. Working along with our team of dedicated staff, through our new website and our expanding range of marketing and communications activities, we look forward to exchanging knowledge, sharing insights and information with our customers and partners more closely than ever before.”

The new AsiaSat logo and tagline



AsiaSat’s new brand identity includes a new logo that symbolises energy and forward movement, also as a force pushing for improvement and reaching new horizons. The new tagline ‘Reaching Further, Bringing You Closer’ echoes the company’s tenacious desire to constantly improve its performance, while positioning AsiaSat as a dedicated and insightful partner who is proactive in engaging customers’ needs.

AsiaSat's new brand identity will be showcasing at following upcoming events:

- CABSAT, 10-12 March, Dubai
- CASBAA India Forum, 23 March, New Delhi
- CommunicAsia, 2-5 June, Singapore

To view a video on AsiaSat's new brand identity, please [click here](#).

To view AsiaSat's new corporate brand advertisement, please [click here](#).

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About AsiaSat

Asia Satellite Telecommunications Company Limited (AsiaSat), the leading satellite operator in Asia, serves over two-thirds of the world's population with its six satellites, AsiaSat 3S, AsiaSat 4, AsiaSat 5, AsiaSat 6, AsiaSat 7 and AsiaSat 8. The AsiaSat satellite fleet serves both the broadcast and telecommunications industries. Over 450 television and radio channels are now delivered by the company's satellites offering access to over 710 million TV households across the Asia-Pacific region. AsiaSat also provides VSAT networks throughout the region. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in 2017. AsiaSat is a wholly-owned subsidiary of Asia Satellite Telecommunications Holdings Limited, a company listed on The Stock Exchange of Hong Kong Limited (Stock Code: 1135). For more information, please visit www.asiasat.com.

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