

**MEDIA RELEASE**

**AsiaSat announces new appointments**

**Barrie Woolston as New Chief Commercial Officer**

**Sabrina Cubbon in new role of VP, Business Development & Strategy**

**Hong Kong, 1 February 2017** – Asia Satellite Telecommunications Company Limited ([AsiaSat](#)) strengthens commercial and strategy teams with appointments of Mr. Barrie Woolston as new Chief Commercial Officer and Sabrina Cubbon in a new role of Vice President, Business Development & Strategy.

On 1 February 2017 and in the newly created role of Chief Commercial Officer, Mr. Woolston will integrate and lead all sales, marketing and commercial activities of the company. Mr. Woolston will lead a strong team that will search to understand and meet customers' needs, and continue to develop new businesses worldwide.

"We welcome Barrie on board, bringing with him strong leadership, expertise and substantial marketing and customer service experience. I am confident that with an experienced and integrated sales team, Barrie will take AsiaSat's commercial and customer activities to the next level," said Andrew Jordan, President and Chief Executive Officer of AsiaSat.

"I'm delighted to take up this new commercial role and work closely with our customers and partners to provide enhanced service portfolio that meets customers' changing needs. I join at an exciting time with the upcoming launch of our new satellite AsiaSat 9 and other new services later this year, and I look forward to partnering with our customers to face the challenges and drive our growth together," said Barrie Woolston, Chief Commercial Officer of AsiaSat.

Barrie Woolston has 30 years of experience in the Technology, Media, Telecom sectors, with a wealth of solid experience in managing sales teams and driving new business, most recently as Chief Commercial Officer with Encompass Digital Media based in Atlanta, GA, 13 years as Commercial Director of Arqiva's satellite and media business, and various global sales, marketing, product management and operations positions with leading brands globally.

In the role of Vice President, Business Development and Strategy, Mrs. Cubbon will be responsible for developing strategic initiatives to drive company's business growth.

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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 700 television and radio channels are now delivered by the company's satellites offering access to more than 830 million TV households across the Asia-Pacific region. AsiaSat's next satellite, AsiaSat 9 on order from the manufacturer is planned to be launched in Q2 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](http://www.asiasat.com)

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