



Asia Broadcast Satellite Completes US\$215m Bank Loan Financing

Hong Kong, 18 May 2011 – Kingsbridge Ltd, the holding company of Asia Broadcast Satellite's ("ABS") group of operating companies, announced today that it has successfully closed a US\$215m five year senior bank loan from a financial consortium comprising Goldman Sachs, HSBC, ING, Société Générale and Standard Chartered Bank.

The financing will be used to fully fund the capital expenditure program for ABS-2, a state-of-the-art high powered satellite to be launched at 75°E in 2013, as well as to provide funds for future strategic initiatives and acquisitions.

Founded in 2006 by CEO Thomas Choi, ABS is one of the fastest growing fixed satellite services operators in the world. It supplies bandwidth connectivity to broadcasting and telecom customers, serving over 80 customers in around 30 countries. ABS' prime orbital locations cover 80% of the world's population, targeting high growth markets in Asia, Russia, Africa and the Middle East. It currently has five satellites in the fleet and ABS-2 satellite in the pipeline.

Thomas Choi, Founder and CEO of Asia Broadcast Satellite, said:

"The financing has been completed at a highly attractive structure and terms for ABS. It is a strong endorsement of both the current performance and growth potential at ABS. The banks involved represent a strong mix of global, European and regional banks with significant satellite experience, providing an excellent match with ABS' global footprint. This injection of capital will also enable ABS to further strengthen its service offering to existing and new clients."

Richard Sanders, Partner and Head of TMT at Permira and Director on the ABS board, added: "Since the Permira funds invested in ABS in November 2010, we have worked with Tom Choi and his team to bring together this financing. The financing was completed at an extremely favorable single digit interest cost and is a resounding endorsement of the group's future growth strategy."

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About Asia Broadcast Satellite

Asia Broadcast Satellite (ABS) is one of the fastest growing fixed satellite services operators in the world serving a global customer base of over 80 customers in around 30 countries. ABS offers a complete range of End-to-End solutions including Direct to Home (DTH) and Cable TV distribution (CATV), Cellular Backhaul, VSAT and Internet Backbone services with diverse IP transit through its European and Asian internet gateways. ABS currently hosts over 175 TV channels making it one of the fastest growing and top satellite distribution platforms and broadcaster of TV channels in the Asia Pacific.

ABS is rapidly expanding its satellite fleet and business worldwide through the recent acquisitions of ABS- 7 (formerly Koreasat-3), ABS-1A (formerly Koreasat-2) and ABS-5 (formerly Agila-2). ABS has also completed a strategic cooperation with Eutelsat for the ABS-1B/W75 satellite at 75°E. ABS is planning the launch of a new state-of-the-art high powered satellite, ABS-2, that is scheduled to become operational in 2013. ABS-2 will be located at the 75° East Longitude, ABS' prime orbital location covering four-fifths of the world's population across the Indian Ocean region.

ABS is committed to maintaining its aggressive growth through the announcement of more strategic partnerships, acquisitions and further additions to its satellite fleet of ABS-1, ABS-1A, ABS-1B, ABS-2, ABS-5 and ABS-7.

For more information, please visit the Company's website at www.absatellite.net

About Permira

Permira is a private equity firm with a European heritage and a global reach. The firm advises funds with a total committed capital of approximately €20 billion (US\$26 billion). Its funds, raised from pension funds and other institutions, make long-term investments in companies with the ambition of transforming their performance and driving sustainable growth.

Permira is wholly independent and owned by its Partners. The firm's teams are based in Frankfurt, Guernsey, Hong Kong, London, Luxembourg, Madrid, Menlo Park, Milan, New York, Paris, Stockholm and Tokyo. They specialise in five key sectors of activity: Consumer, Financial Services, Healthcare, Industrials and Technology, Media and Telecoms ("TMT").

The Permira funds have made over 190 private equity investments since 1985 and have returned €16 billion to their investors over the past decade.

The Permira funds have significant experience in the satellite sector, having previously made successful investments in Inmarsat, a leading provider of global mobile satellite communications services (2003) and Intelsat, the leading provider of fixed satellite services worldwide (2005). While at Intelsat, the funds facilitated the successful acquisition of Panamsat and the pursuit of new growth opportunities. Inmarsat and Intelsat generated respectively 4x and 10x returns for the Permira funds' investors.